

DIRECTOR'S MOTION

Mar Vista needs a recognizable visual to let people know, we are in MAR VISTA.

In 1926 Mar Vista HAD a banner that went across Venice Blvd. at Grand View.



It is unfathomable that a neighborhood with as much history as we do does not have a recognizable iconic visual to welcome anyone passing through. Venice has their iconic VENICE signage, Santa Monica has theirs...

This idea for signage would be to place a sign/banner in the area where it was in 1926, and the design would closely replicate the original signage.

Community Director Honda has met with Deputy District Director at Office of City Councilwoman Traci Park, 11th District's office and he - Sean Silva, has offered up a plan to meet with the LADOT, The City of Los Angeles Department of Cultural Affairs (DCA) and other city departments to move this forward.

He also said it would be very helpful to gather support from the Farmers Market and local business as this signage would benefit all. Director Honda will facilitate that.

MOTION:

[Policy] [DIRECTOR] Letter of Support for Historic Mar Vista Signage – Discussion and possible action regarding a motion for the MVCC to support signage/banner at Venice Blvd. and Grandview Blvd. inspired by the historic 1926 Mar Vista banner and intended to provide a recognizable visual identity for our community.

THIS MOTION IS FURTHER DIRECTED TO:

Councilmember Traci Park, Council District 11

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“MAR VISTA” - “Mar Vista stands at the intersection of two important traffic arteries; Venice and Grandview boulevards.

An original sign, bearing the name of the community, is suspended above the roads at this point.

Thousands of motorists and passengers in the P.E. cars have become familiar with the community building that is proceeding there, through this sign.”

(Venice Evening Vanguard, June 22, 1926)

The curb-to-curb roadway width of Venice Boulevard at Grand View Boulevard varies by direction because it is a divided boulevard split by a large central island.

Modern Roadway Widths

- North Roadbed (Westbound): Measures approximately 35 to 40 feet from the outside curb (in front of the Post Office) to the edge of the central median.
- South Roadbed (Eastbound): Measures approximately 35 to 40 feet from the central median to the opposite outside curb.
- The Central Median: This historic right-of-way spans an additional 60 feet wide between the two roadbeds.

If you measure across the entire corridor from the northernmost curb to the southernmost curb (including the median but excluding the outer sidewalks), the total footprint spans roughly 130 to 140 feet.

How the Space is Used

Following infrastructure reconfigurations through the Mar Vista Great Streets Project, each 35–40 foot roadway segment is generally arranged as follows:

- 2 vehicle travel lanes (reduced from the historical 3 lanes during a road diet)
- 1 parking-protected bike lane running along the outer curb
- 1 buffer/parking lane area to separate vehicular traffic from cyclists