

JAN 13 2006

PUBLIC WORKS

MOTION

Our diverse City is comprised of a variety of communities and neighborhoods. In recognition of this diversity the City occasionally designates a certain geographic area with a name based upon historical significance, location and other unique characteristics. Within Council District Eleven, there is an area that has come to be known as "Mar Vista."

Mar Vista, located three miles from the beach, is known for its ideal climate. Until the 1940's Mar Vista was a primarily a farming community, and its dry farmed lima beans gained a national reputation. From 1904 to 1924, Mar Vista was called Ocean Park Heights. Ocean Park Heights developed along a rail line built in 1902, which today is Venice Blvd. The most well traveled Red Car line was the Venice Short Line from downtown Los Angeles to Venice Beach through Mar Vista. In 1915, Grandview Blvd. was the widest street in Los Angeles County and the first gated community. In 1927, Mar Vista became the 70th community to be annexed to Los Angeles. Located between Culver City and Santa Monica, Mar Vista became a bedroom community for MGM and Douglas Aircraft. Paul Trousdale is a well known Mar Vista developer, and the historic Mar Vista Ain's Tract is the work of architect Gregory Ain. Famous Mar Vistans include Roscoe "Fatty" Arbuckle, Lloyd Bridges, Jerry West and Jerry Buss. Mar Vista has been transformed from an ideal farming community to an ideal housing community.

In order to proceed with this designation, action is needed to approve it and to direct the Department of Public Works (Bureau of Engineering) and Department of Transportation to provide the necessary resources to implement the designation for the "Mar Vista" neighborhood.

I THEREFORE MOVE that the area bounded by Santa Monica City border between I-10 and Walgrove Ave.; Walgrove Ave. between Santa Monica City border and Culver City border on the west, Culver City border between Walgrove Ave. and I-405 on the south, I-405 between Culver City border and I-10 on the east, and I-10 between Santa Monica City border and I-405 on the north be officially designated as "Mar Vista."

I FURTHER MOVE that the Bureau of Engineering be directed to implement the designation of "Mar Vista."


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I FURTHER MOVE that the Department of Transportation be instructed to design and install signs at the following locations in order to identify "Mar Vista."

- Venice Blvd. at Beethoven St. going east (facing west)
- Venice Blvd. at Sawtelle Blvd. going west (facing east)
- Centinela Ave. at Mitchell Ave. going north (facing south)
- Rose Ave. at Walgrove Ave. going east (facing west)
- Barrington Ave. at National Blvd. going south (facing north)
- Centinela Ave. at Airport Ave. going south (facing north)

I FURTHER MOVE that Department of Transportation be instructed to install signs with a blue background with white text and a City logo at the top, at the locations in order to identify "Mar Vista."

PRESENTED BY: 
BILL ROSENDAHL
Councilman, 11th District

SECONDED BY: 