

RFP to Occupy City Owned Land Located at 520 Venice Way:

1. APPLICANT: VENICE HERITAGE FOUNDATION
2. CONTACT NAME & INFO: Nadine Parkos, Founding Member
Venice Heritage Foundation
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4. DESCRIPTION OF APPLICANT:

The Venice Heritage Foundation (the "Foundation" or "VHF") is a newly established non-profit public 501c3. Its specific purpose is to establish a permanent public history museum facility in Venice, California, to be known as the VENICE HERITAGE MUSEUM (the "Museum Project" or "Project").

5. DESCRIPTION OF PROJECT:

The initial phase of the Museum Project involves the renovation of a vintage 1904 Pacific Electric Red Trolley Car (the "Car") which the Orange Empire Railway Museum ("OERM") has offered to the Foundation for the express purpose of the Museum Project.

Key to the success of the Project is public awareness and high visibility, which a secure, yet public location, such as the city-owned land located at the intersection of 520 Venice Way and North Venice Boulevard (the "Site"), provides. (Please see Exhibits A.1 & A.2, "Site Plan" & "Satellite View" of 520 Venice Way, appended hereto.) The fenced lot will provide protection for the wooden Car that is more than a century old as the renovation work is being done. There is plenty of room for the Car and temporary access platform, along with a tool shed and porta-potty (details of which are provided in Exhibits B.1 & B.2., attached hereto) on the Site, in conjunction with other public endeavors, such as a community garden and/or nursery. We feel this will be ideal as it will allow gardeners, residents, and visitors to view the Car renovation process, generating ever more interest, pride, and enthusiasm for the Project (as well as assuring the security of the renovation work) in a peaceful garden setting. Public signage appropriately detailing pertinent information about the restoration process will be posted at the site, along with contact information for the VHF to further encourage volunteerism and other modes of civic participation.

This location, in the heart of old Venice, is also historically relevant to the Museum Project. The original Pacific Electric Red Car rail system used to run close by, along what is now Electric Avenue, until it was removed from service in the 1950s. For five decades, however, from 1904-1950s, the Red Car system was the premiere mode of public transportation in Los Angeles. With the motto "from the mountains to the sea," the Red Car was a popular and inexpensive way to visit Venice Beach.

Ultimately, the Foundation envisions a two-structure Museum campus featuring this restored turn-of-the-century Red Car from the Pacific Electric rail system, together with a replica of the Tokio Red Car substation that served Venice residents from 1904 through the 1950s.

From Charlie Chaplin to Jim Morrison, from fine art to modern architecture, from the mecca of bodybuilding to grass roots politics, we live in one of the most fascinating cities in the world. Our Venice Heritage Museum will provide the opportunity to tell Venice's unique story. The story of Abbot Kinney's dream, how Venice has changed over ten decades - and the controversial renaissance that continues today.

Once renovated, the Car is to be moved from 520 Venice Way to a more permanent public space – ideally, Venice of America's Centennial Park, next to our Public Library – and used as the “centerpiece” of the Venice Heritage Museum campus. (Please see Exhibit C, Site Plan for the envisioned Museum in Centennial Park.) The small space that the Car occupied at the Site will then become additional garden space.

The Venice Heritage Museum campus is to be a community Museum facility where, over time, all Venice-related historical collections can be proudly and uniquely displayed. Storage space and acquisition funding being a factor, the Foundation does not plan on acquiring its own standing collection. In keeping with our technology-driven times, most new history museums have significantly altered the way artifacts are presented for viewing. Gone is the day for unvarying “wall-hugging” museum displays. Our plan is to tell the story of the ever-evolving Venice through a rotating series of uniquely displayed Venice artifacts, combined with state-of-the-art interactive media displays.

In the spirit of inclusion, as with the shared-space concept at the proposed renovation site at 520 Venice Way, the Museum Project includes a proposal to use the Museum facility and surrounding gardens and outdoor spaces of Centennial Park for small venue music concerts, art shows, and other calendared public events.

To date, the Foundation has received more than 550 signatures from Venice stakeholders and others interested in Venice history, supporting our envisioned Museum Project, and our community outreach is barely one year underway! We feel these signatures are a great indicator of the community's desire for this Museum Project to succeed, and we are receiving more support every day! (Signatures of support are not attached to this RFP, but can be provided if requested.)

6. INDIVIDUALS INVOLVED:

Although the Foundation is new, its founding members have been active in Venice historical preservation matters for years. Our Foundation is a broad-based organization, big in heart and community spirit, dedicated to serving the needs of the greater Venice community. Its Board is composed of eight individuals – representatives of Venice's diverse culture working with respected individuals from beyond the Venice community, sharing a great concern for historical preservation in Venice.

While the Foundation is still too young to boast a track record of accomplishments, two of its founding Directors, Venetians Todd von Hoffman and Daniel Samakow, recently were instrumental in the restoration of the historic “Venice” sign above Windward Avenue. This project involved partnering with the City's Community Beautification Grant Program (CB Grant), and many local Venice organizations (Venice Chamber of Commerce, Friends of the Venice Library, Abbot Kinney District Association, Venice Canals Association, Pacific Resident Theatre, Venice Canals Foundation, and many others). Another founding member, Nadine Parkos (who is also President of the Venice Canals Association), has worked with the City's CB Grant Program and other Venice community groups to complete the *Gateway Project to the Historic Venice Canals*. Ms. Parkos recently won a CB Grant to install a shade system, new playground equipment, and restore the landscaping in the Canals' neighborhood children's mini-park, Linnie Canal Park. Noted long-time Venice Historian, Author, and Archivist Elayne Alexander, is also a Founding Member. Grant Francis, retired Woodshop teacher from Venice High School and currently involved with Venice High's Myrna Loy statue restoration project, is the Car's restoration expert.

Among other endeavors, founding members Stephen Pouliot and Paul Tanck create unique Venice historical calendars and postcards that have become collectors' items. And last, but not least, founding member Sarah Schacht, along with her husband John, and many of our other founding members, have spent their lives acquiring, archiving, and preserving unique collections of Venice artifacts for future generations.

In addition to the VHF's founding members, many other excited Venetians have volunteered their time, talents, and financial support to ensure the restoration aspect of the Museum Project is completed as soon as possible.

7. BUDGET OF PROJECT – specific to the Renovation of the Car:

Renovation of the Car, **inclusive of the expenses set forth below**.....\$85,000 to \$100,000*

*Provided the renovation site is donated by the City (or privately), this budget proposal includes renovation of the Car (including materials & misc. paid specialized labor); the cost to move the Car from Perris to Venice, CA (already received); a permit to move the oversized load from Perris to Venice, CA; a temporary roofing structure to protect renovation work; temporary access platform and stairs; insurance; temporary utilities; and educational (temporary) signage enlightening the public of the renovation progress. A majority of the materials and labor will be donated by volunteers and raised from the sale of "commemorative bricks" that will be applied to the Car's permanent supporting access platform and surrounding walkways, once the Car is installed in Centennial Park.

8. CASH FLOW:

In addition to the sale of "commemorative bricks," the Museum Project is to be funded by public and private grants, endowments, and cash and in-kind donations of time and materials from interested parties. Once the site for the renovation of the Car is confirmed and the Car is moved to Venice, fundraising efforts will commence in earnest.

The Venice Heritage Museum will operate on a volunteer basis at first, with the intention of becoming self-sustaining through membership dues, private cash donations, grants, and museum gift shop sales, including the continued sales of commemorative bricks.

Like any other museum facility, the Venice Heritage Foundation will seek on-going public and private funding to support and maintain the Venice Heritage Museum in perpetuity.

9. COST BENEFIT TO COMMUNITY:

The proposed site of permanent installation, Centennial Park, will become a new civic campus/event space to anchor neighborhood fundraisers, as well as a place to celebrate authors and artists. Spin-off business will benefit not only Ocean Front Walk merchants, but those on Abbot Kinney Boulevard, and other newly emerging Venice commercial districts as well.

The Foundation intends for the Car, once restored, to be part of a permanent public historical museum facility that will be located in the heart of historic Venice. Once completed, display space in the Museum will be offered to all Venice historical collections. The venue will allow Venetians and visitors to share and explore the rich history of Abbot Kinney's Venice of America through our modern times. Additionally, the museum's creation can help establish a regular heritage program within our local schools and community centers.

Much like the *Venice Sign Restoration Project*, the Venice Heritage Museum – specifically the idea of the Red Car – is a popular common goal that rallies all Venetians and is expected to be a real crowd pleaser for generations to come!

10. COST BENEFIT TO CITY:

Increased revenues are expected to be generated by this unique Museum facility through the public draw it is sure to become. For example, City permit fees for special events such as concerts, art shows, and private affairs such as weddings, should generate significant sums. The Museum's gift shop will also generate always-welcome City and State sales tax revenue.

11. LENGTH OF PROJECT:

Renovation of the Car is expected to take approximately one to two years, including acquisition of the necessary permitting and relocation to Centennial Park.

12. PREPARATION TIME (IF ANY) BEFORE START DATE:

Outstanding details are acquiring utilities in the Foundation's name, insurance coverage naming the City as an additional insured, and a date certain as to when the Car will be moved from the renovation site (i.e., 520 Venice Way) to a permanent location (e.g., Centennial Park).

The list of renovation volunteers (currently at 15) is ever-expanding, and the more volunteers working on the project, the sooner the Project will be completed.

13. MATERIALS OR SERVICES REQUIRED FROM CITY:

The most obvious necessity is the City's permission and/or permitting requirements for temporary use of 520 Venice Way to complete the renovation of the Car. Additionally, temporary utilities, such as water and power, and a porta-potty, will be needed to be acquired.

14. PERMITS REQUIRED:

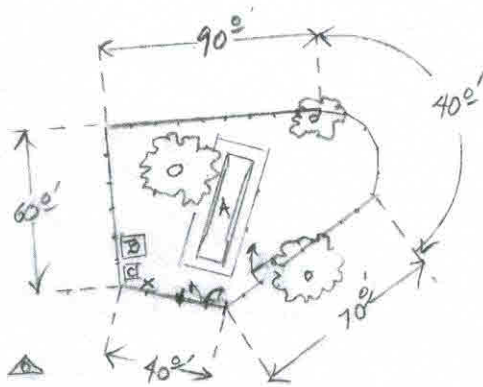
Moving the Car along State highways from Perris to Venice, CA, will require an oversize-load permit.








As far as permitting for the renovation project itself, the Department of Building & Safety has not yet determined whether this project requires any special permitting, as the restoration of a wooden trolley car that is not permanently affixed to a foundation, done in a temporary location, has not been an issue that has previously come before them (at least in recent history).

It has been suggested, since the Museum Project has so much public appeal and support, that Councilman Bill Rosendahl, CD 11, will lend his influence to facilitate any and all necessary permitting, short of waiving the fees themselves.

EXHIBIT A.1
SITE PLAN FOR PROPOSED USE OF CITY OWNED LAND
LOCATED AT 520 VENICE WAY

(TO BE OVERLAYED ON EXHIBIT A.2 – SATELLITE VIEW OF SITE)



-  PORTA-POTTY
-  TOOL & UTILITY SHED
-  TROLLEY CAR & TEMPORARY ACCESS PLATFORM
-  POWER POLE (DWP)
-  TREES
-  GATES
-  SECURITY FENCE

SCALE: $\frac{1}{8}'' = 10'$

**EXHIBIT A.2
SATELLITE VIEW OF CITY OWNED LAND
LOCATED AT 520 VENICE WAY**

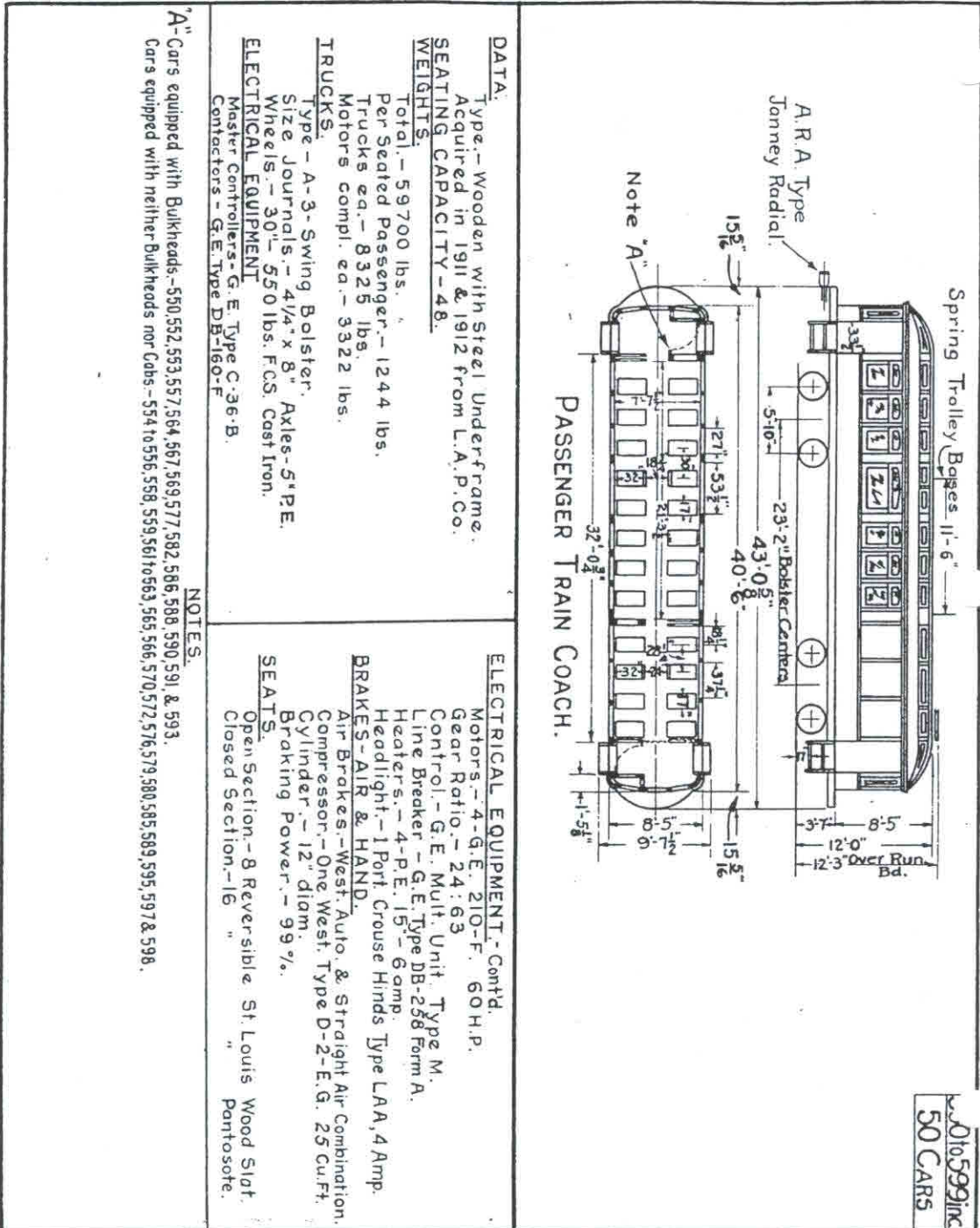
(TO BE UNDERLAYED WITH EXHIBIT A.1 – SITE PLAN FOR PROPOSED USE OF 520 VENICE WAY)



**EXHIBIT B.1
(To RFP for 520 Venice Way)**

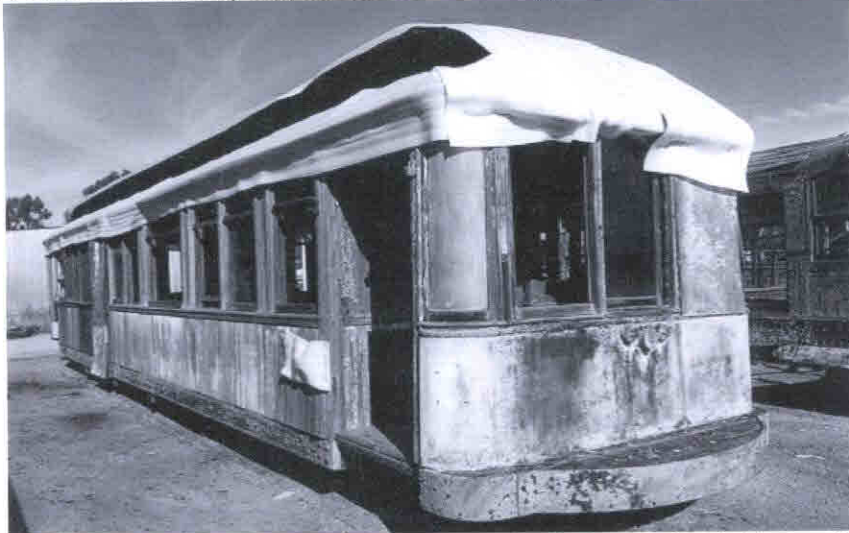
TROLLEY CAR DIMENSIONS AND DETAILS

76

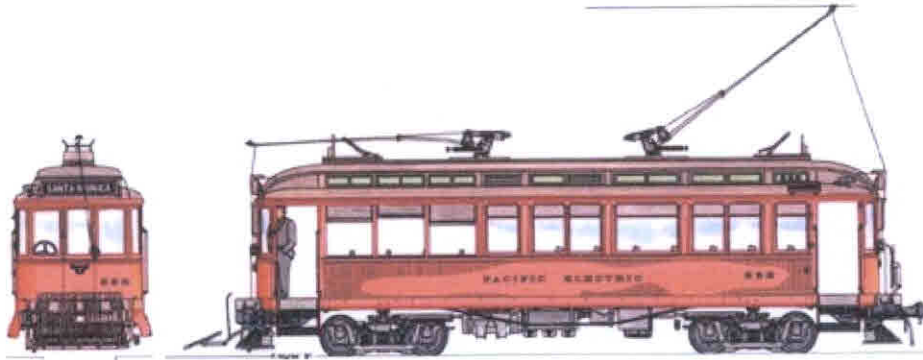


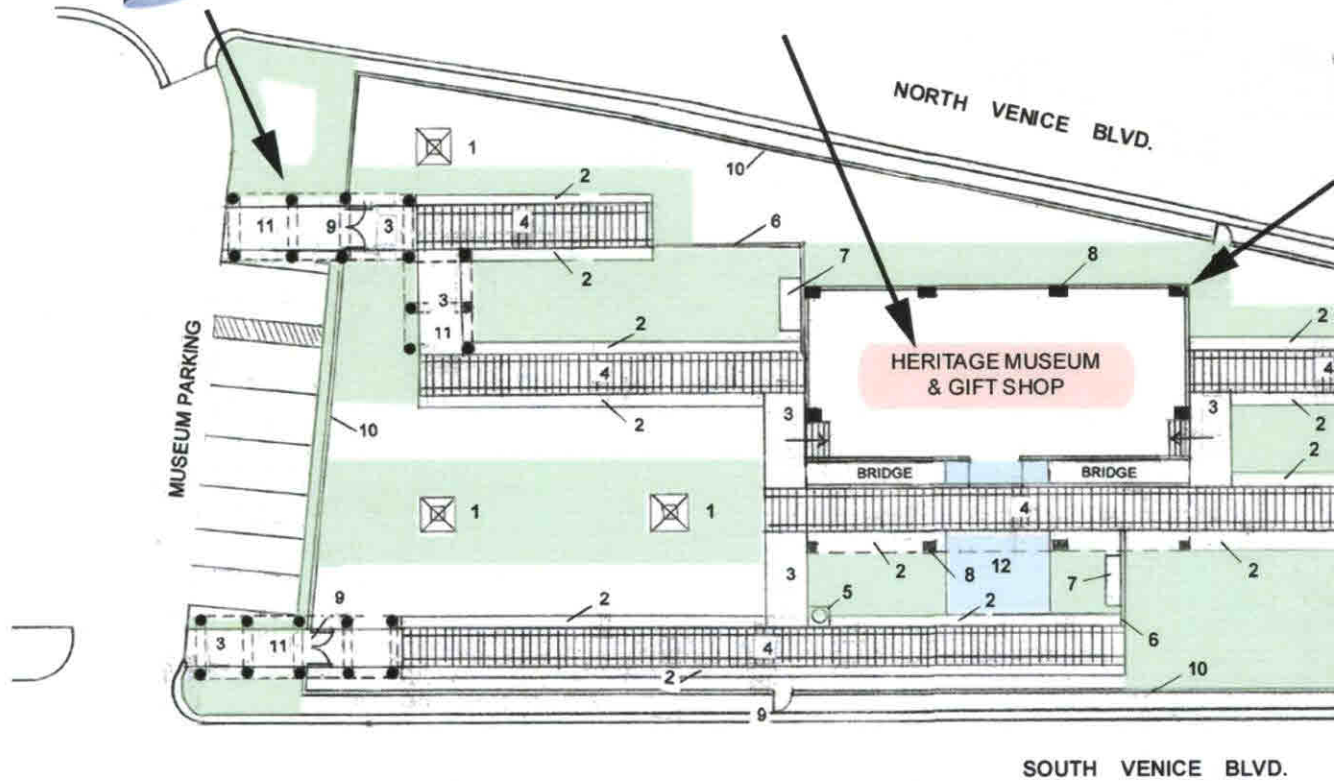
**EXHIBIT B.2
(To RFP for 520 Venice Way)**

Photo of Pacific Electric Trolley Car, with protective covering, that is to be moved from Perris, CA,



and what it will look like once it has been restored to its former glory in Venice, CA.





VENICE HERITAGE

DONALD L. THUOTTE
DESIGNER (310) 398-7800

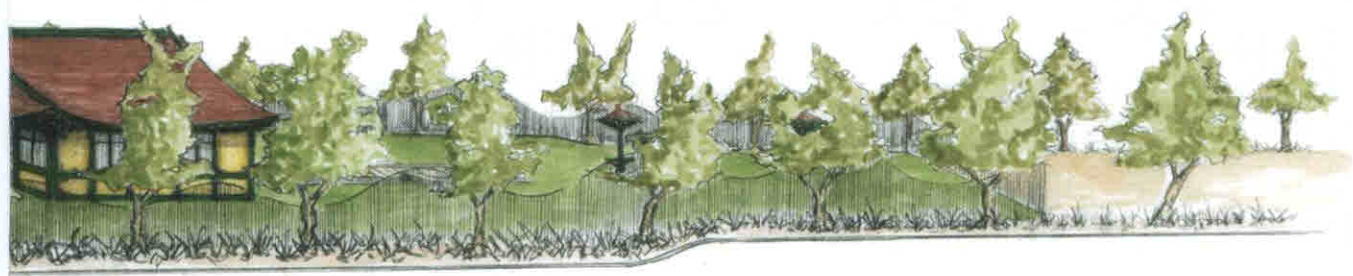
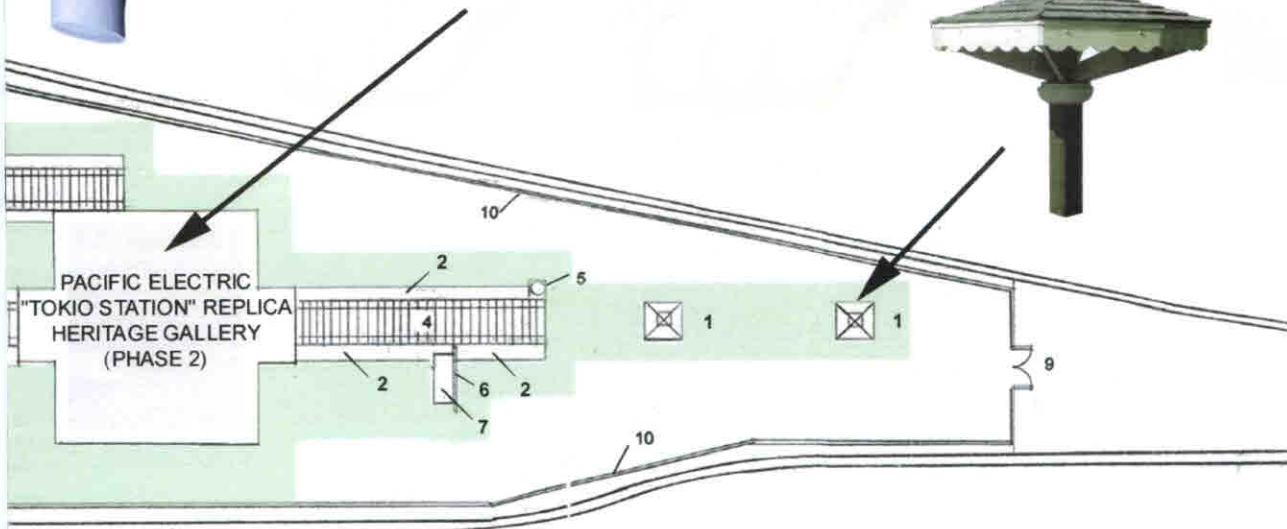
Red Car Elevation
Courtesy: HOWARD NOURSE

VENICE HERITAGE MUSEUM

EXHIBITION



**HERITAGE
FOUNDATION**



LEGEND

- 1 COVERED SEATING
- 2 GRAVEL
- 3 CONCRETE WALK
- 4 FAUX RAILROAD TRACK
- 5 TRASH CANS
- 6 CONCRETE CURB
- 7 BENCH SEATING
- 8 PLATFORM ROOF COLUMNS
- 9 GATE
- 10 IRON SECURITY FENCE
- 11 COLONNADE
- 12 WATER FEATURE

HERITAGE MUSEUM

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ITC