



Venice Neighborhood Council

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Email: info@VeniceNC.org Phone: 310-421-8627



June 30, 2012

Councilman Bill Rosendahl
City Hall
Los Angeles, CA 90012
Councilman.Rosendahl@lacity.org

Board of Public Works Commission
Catalina.Hernandez@lacity.org

Dear Councilman Rosendahl:

On June 19, 2012, The Venice Neighborhood Council voted 8-6-3 to support a temporary 3 month installation Of a Zip Line on Venice Beach.

MOTION: Whereas, the Venice Neighborhood Council (the VNC) welcomes the recent decision to place on hold plans to negotiate a contract for the installation of the "Great Observation Wheel" on Venice beach; and

Whereas, the VNC recognizes the need for the City of Los Angeles Department of Recreation and Parks to generate additional revenues to adequately maintain the Venice Beach Park; and

Whereas, the proposed Greenheart/Flightlinez zipline attraction is perceived to be compatible with the historical values and vision of Venice Beach, due to the cultural live performances and experimental educational programs that will be a part of this attraction;

Therefore, be it resolved, the Venice Neighborhood Council (the VNC) recommends the installation of the Greenheart/Flightlinez (the Operator) zipline attraction with the following conditions:

- 1. The permit issued to allow the attraction be for a trial period of not more than three months in 2012 and that at the end of the trial period, the attraction shall be dismantled;*
- 2. At the end of the trial period, any permanent installation shall be subject to environmental review by the City of Los Angeles and the California Coastal Commission and to input from the VNC and the community regarding the impact on the community, including without limitation, the noise impact, parking, visual Venice Neighborhood Councilblight, whether appropriate security and safety considerations have been met, how the company has handled crowd control, and revenue earned;*
- 3. Night-time lighting, except for special performances, shall be confined to the minimum required for proper security;*
- 4. Night-time security shall be provided by a minimum of two people at all times;*
- 5. The Operator offers the live artistic performances and juggling, aerial aerobatic, and hooping and other classes and workshops for children contemplated in*



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addition to the open public attraction and that financial packages are available for at risk minors that make it feasible for them to participate in the classes and workshops;

6. At least 2/3rds of gross revenue paid to the City by the Operator shall be spent by the Department of Recreation and Parks for maintenance of and enhanced services at Venice Beach in addition to previously budgeted items, such that no funds currently budgeted by the Department of Recreation and Parks for such maintenance and services shall be replaced by this revenue and that a separate account be established to track both the revenue generated by the City from the zipline attraction and the expenses paid from that revenue to better assure enhanced spending to improve maintenance and other services in the Venice Beach community;

7. The VNC (and through the VNC, the community of Venice) shall have "meaningful consultation" rights with the Department of Recreation and Parks regarding the maintenance and services specified in condition 6 above;

8. The Operator shall reduce the parking impact of the attraction by offering incentives to encourage non-vehicular and public transportation customers;

9. The Operator offer incentives, including discounts and other incentives to assure access by Venice residents and families;

10. No "for profit" or commercial signage shall be allowed on any part of the attraction;

11. The Operator, with the assistance of the VNC Arts Committee, shall invite local artists to dress the towers;

12. The zipline attraction does not displace regularly scheduled events;

13. The Operator hosts once a month benefits for Venice based nonprofits and nonprofit organizations that serve the Venice community;

14. The Operator, the Department of Recreation and Parks, LA City Council District 11, the VNC and community members shall meet monthly to review attraction operations and Venice Beach maintenance and services as mentioned in condition 6 above; and take corrective action should any of the above conditions not be met and/or other problems arise;

15. The "Great Observation Wheel" proposal for installation at Venice Beach shall be permanently rejected in favor of a location elsewhere in the City where it might generate community support.

Linda Lucks
President