

APPROVED
SEP 03 2014

REPORT OF GENERAL MANAGER

NO. 14-228

DATE: September 3, 2014

**BOARD OF RECREATION
& PARK COMMISSIONERS**

C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VENICE OF AMERICA CENTENNIAL PARK – CONCEPTUAL APPROVAL OF THE DEVELOPMENT OF A COMMUNITY HISTORY MUSEUM ON PARK PROPERTY

R. Adams	_____	*V. Israel	_____
R. Barajas	_____	K. Regan	_____
H. Fujita	_____	N. Williams	_____



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve in concept the development of a community history museum at Venice of America Centennial Park, to be provided and operated by the Venice Heritage Foundation, all at no cost to the City; and,
2. Direct staff from the Department of Recreation and Parks' Planning, Construction and Maintenance (PCM) Branch to work with the Venice Heritage Foundation to determine project requirements, review plans, and coordinate project details for staff recommendations and preparation of an operation and maintenance agreement or lease for future Board consideration.

SUMMARY:

The Venice Heritage Foundation (VHF), a 501(c)(3) non-profit community organization, has approached the Department of Recreation and Parks (RAP) and presented their vision and proposal for creating the Venice Heritage Museum (Museum), a community history museum at Venice of America Centennial Park in the community of Venice, where the culture and history of Venice, California, can be shared with the local community and broader public through rotating exhibits. The park property in question is located at 501 South Venice Boulevard, east of and immediately adjacent to the existing Venice-Abbot Kinney Memorial Branch Public Library.

Pursuant to VHF's vision, the Museum would be a site where stories, artifacts, collections, and

REPORT OF GENERAL MANAGER

PG. 2 NO. 14-228

archives about the history of Venice would be shared with City residents and tourists. VHF has requested that RAP approve in concept the development of the Museum Project by VHF through funds raised by VHF through grants, endowments, in-kind and cash donations, and membership fees. This conceptual approval is part of VHF's process to seek permission from the City to be allowed to develop the Museum. Once the Museum has been opened to the public, other sources for running Museum operations would include admissions, gift shop sales, coffee bar sales, and funds from special fundraising events.

VHF has shared details of the proposed Museum with the public through their website at www.VeniceHeritageMuseum.org. The Museum Project has two phases. After sufficient funds have been raised and collected for Phase I development of the Museum, VHF intends to renovate a Pacific Electric Red Car trolley to house the Museum's exhibits and collections and move the trolley on-site. VHF proposes to have a paid staff of three (3) and a core group of 15 to 20 volunteers run the day-to-day operations of the Museum, which will be addressed either through an agreement between RAP and VHF for operation and maintenance of the Museum or property lease. Later on, after sufficient funds have been raised for Phase II of the Museum Project, construction of a replica of the original Tokio Red Car substation to house additional Museum exhibits would begin. A depiction of the proposed Museum site plan is attached as Exhibit A. Should the Board approve in concept the development of a community history museum at Venice of America Centennial Park as proposed by VHF, staff from RAP's PCM Branch will discuss with VHF details regarding site development and future grounds maintenance, provide firm criteria for development of the property, and decide whether an agreement for operations and maintenance or property lease would be the appropriate instrument for VHF to use the park property. Staff will approach the Board at a later date after details for an agreement with VHF have been negotiated and agreed upon, and only after VHF has demonstrated or shown they have raised the necessary funds for Phase I development of the Museum and to pay for staff costs to operate and maintain the Museum and related park property for a minimum of one (1) to three (3) years, depending on negotiations between RAP and VHF.

Staff has determined that the California Environmental Quality Act impact this project has will be addressed when the complete project scope has been determined and sufficient funds have been identified to begin the project.

Staff has discussed VHF's proposal with the Superintendent of the Valley Region and the staff of Council District 11, and each supports VHF's proposal on the condition that VHF raises sufficient funds to develop the Museum and thereafter maintain the Museum and related park property at their sole expense, including payment for all utilities and waste disposal associated with their operations.

REPORT OF GENERAL MANAGER

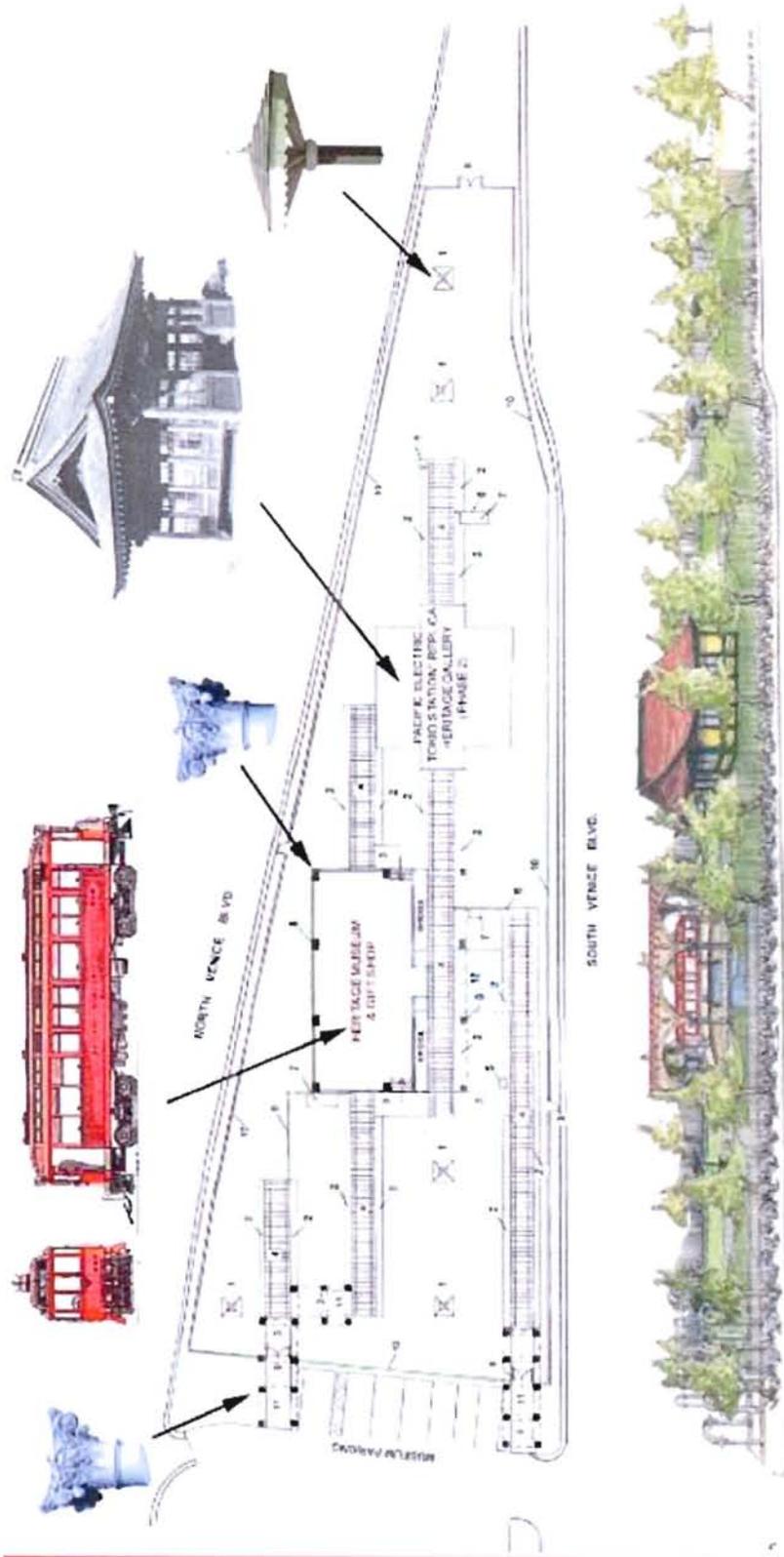
PG. 3 NO. 14-228

FISCAL IMPACT STATEMENT:

Approval in concept of a community history museum at Venice of America Centennial Park has no fiscal impact on the Department's General Fund.

This report was prepared by Joel Alvarez, Senior Management Analyst I, and Raymond Chang, Management Analyst I, Partnership Division.

EXHIBIT A



- LEGEND**
- 1 COVERED SEATING
 - 2 CONSOLE
 - 3 CURB CUT MARK
 - 4 CALK ORA BOMPTER/KE
 - 5 TRASH CANS
 - 6 CONCRETE CURB
 - 7 BENCH SEATING
 - 8 PLANTFORM ROOF GO-LINGS
 - 9 GATE
 - 10 IRON SECURITY FENCE
 - 11 COLUMNNADE
 - 12 WATER FEATURE

VENICE HERITAGE MUSEUM

VENICEHERITAGEMUSEUM@GMAIL.COM

DONALD L. HUOITE
DESIGNER (310) 998-7800

Red Car Elevation
Courtesy: HOWARD NOURSE



ENVISIONING A Venice History Museum

