

MOTION

Venice Beach is considered to be the second most frequented tourist attraction in Southern California, with millions of visitors descending on the community each year. It is also home to thousands of residents and hundreds of small business owners who take pride in their community's character and well-being.


One of the first places visitors see upon their arrival to Los Angeles and Venice Beach is the area unofficially known as Washington Square, which has been the unofficial name for the area around the intersection of Washington Boulevard and Pacific Avenue in Venice for many years. This location serves as an unofficial gateway to Los Angeles' famous Venice Beach and the Venice Boardwalk for thousands, if not millions of people each year.

Washington Square is also the entrance to the world famous Venice Pier and the Marvin Braude/Venice Beach Bike Path, and is home to several iconic local restaurants. The Washington Square Business Improvement Group was recently formed by property and business owners who have come together to improve their special community and who greatly support this designation celebrating their community. They are supportive of a naming designation of the most highly visible intersection in the area, Washington Boulevard and Pacific Avenue, and have requested City designation of the intersection as Washington Square. The Venice Neighborhood Council has voted to support this designation of the area around this intersection.

Naming this intersection as Washington Square will help introduce visitors to the special Venice experience at this location, highlighting the Square's special restaurants, vendors, stores and ambiance, and provide a sense of place and pride for residents, businesses and property owners.

I THEREFORE MOVE that the intersection of Washington Boulevard and Pacific Avenue be named "Washington Square" and that the Department of Transportation be directed to erect permanent ceremonial sign(s) to this effect at this location.

PRESENTED BY:


MIKE BONIN
Councilmember, 11th District

SECONDED BY:



ORIGINAL


JUN 14 2016