

VENICE PIER MONUMENT CONCEPT PROPOSAL

2026



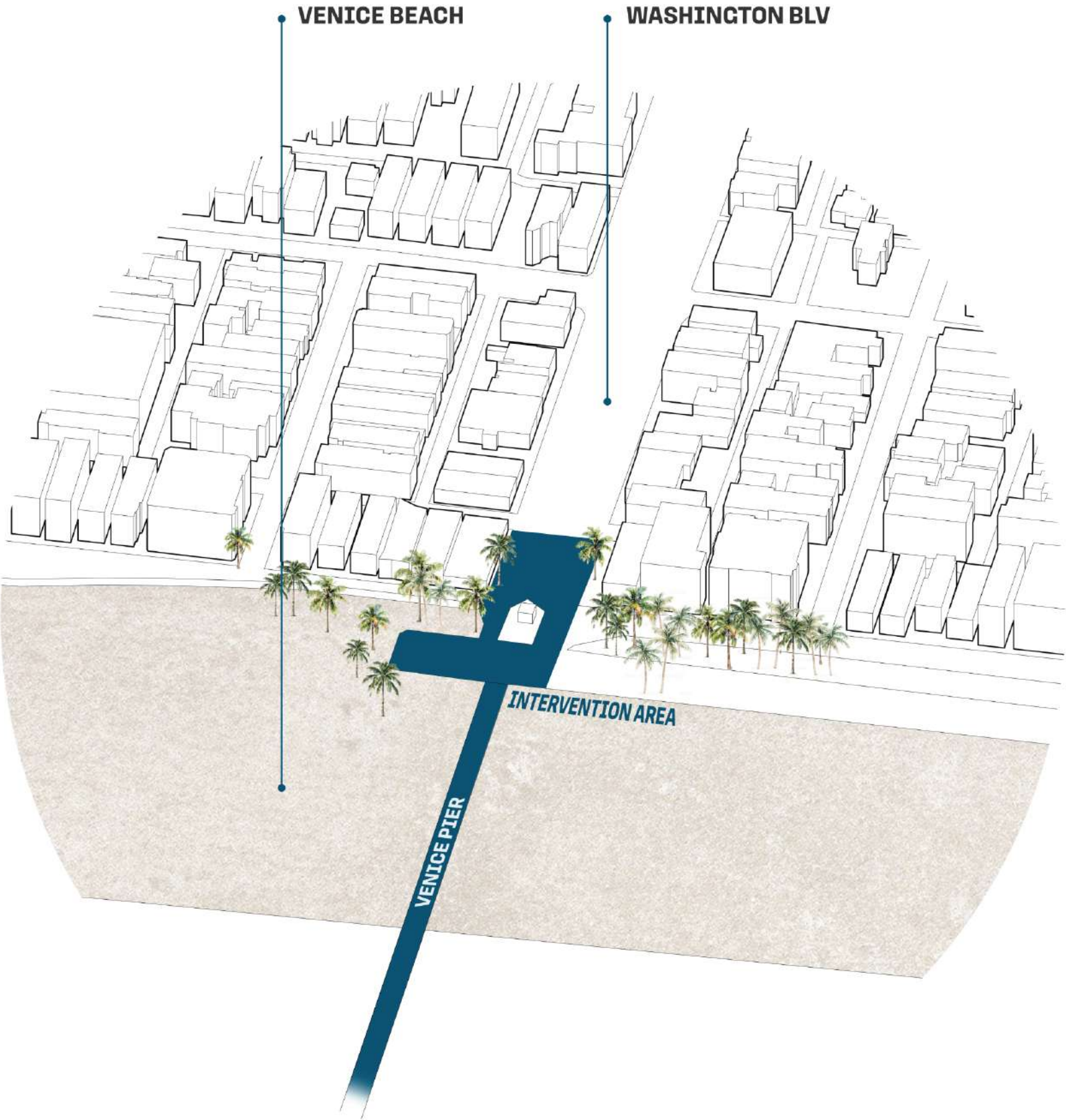
01

LOCATION & ANALYSIS

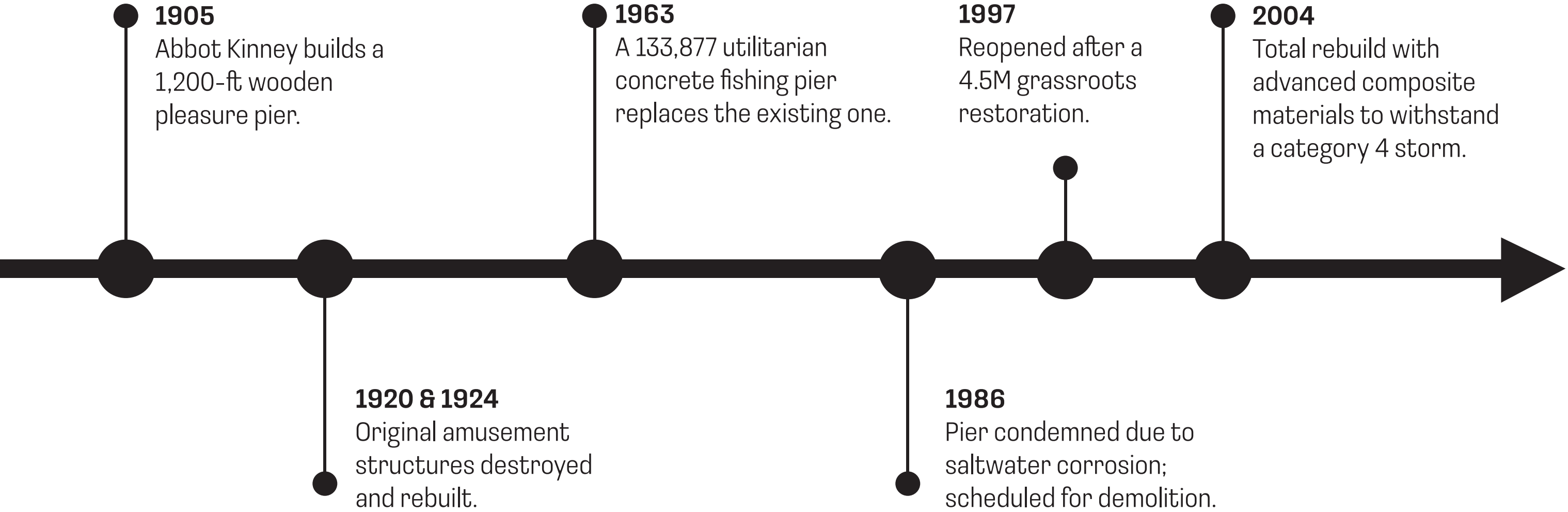
PROPOSED PROJECT AREA

Located at the Western End of Washington Blvd, the proposed area of intervention straddles both the City and County of Los Angeles and will require jurisdictional review from both, and the State Coastal Commission.

The Proposed Area of Improvement takes place at what many can consider the “beginning” of Venice - the start of Ocean Front Walk, the start of the Bike Path along the beaches and the entry to the Venice Pier and the start of Washington Blvd., commonly known as Washington Square.



THE VENICE PIER: A LEGACY OF RESILIENCE



SITE HISTORY

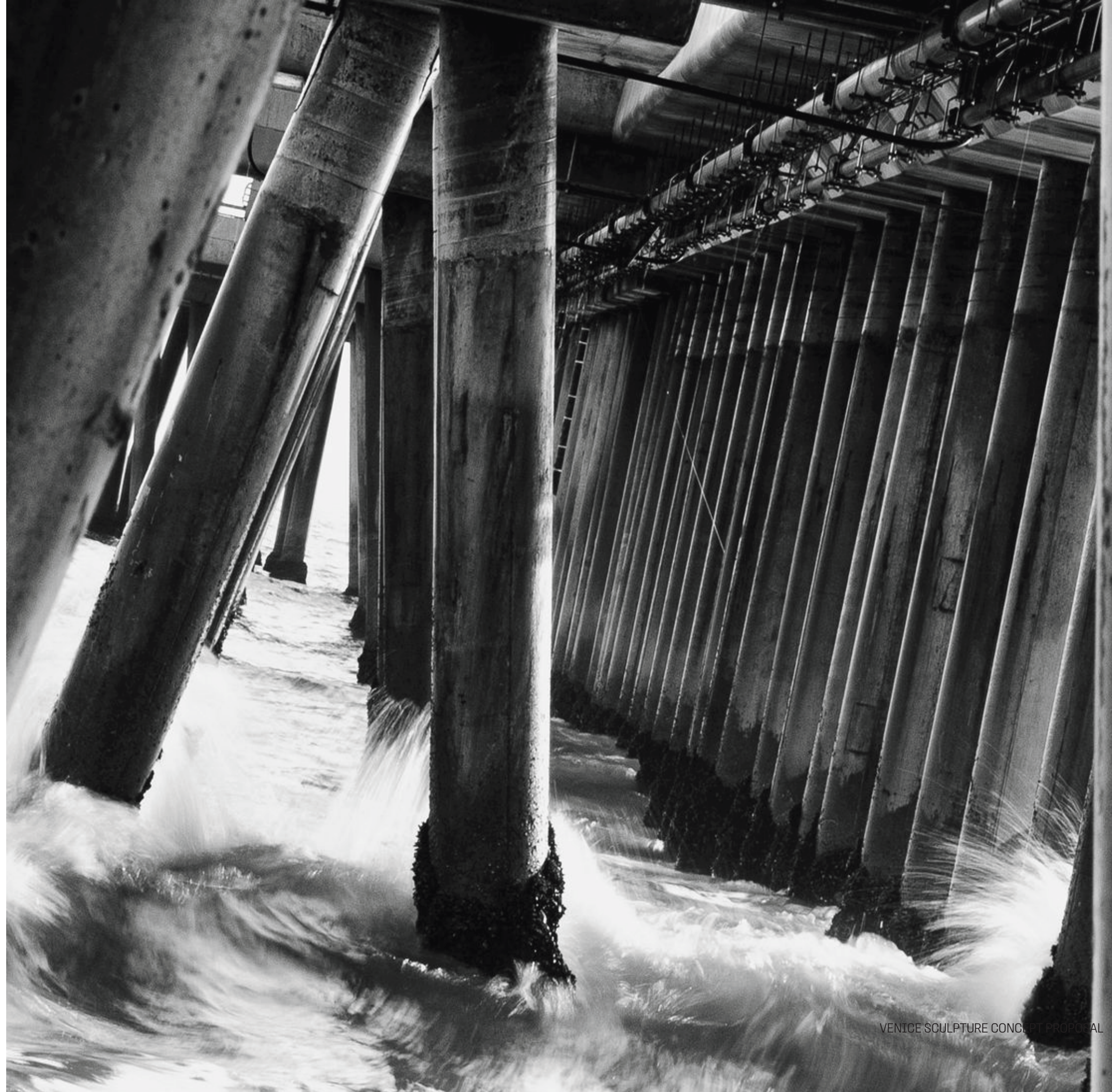
THE PEOPLE'S PIER

The Fight Against Demolition:

In the 1980s, the city secured funding to tear down the pier. A grassroots organization named “Pier Pressure” refused to let it happen.

A Milestone for Equity:

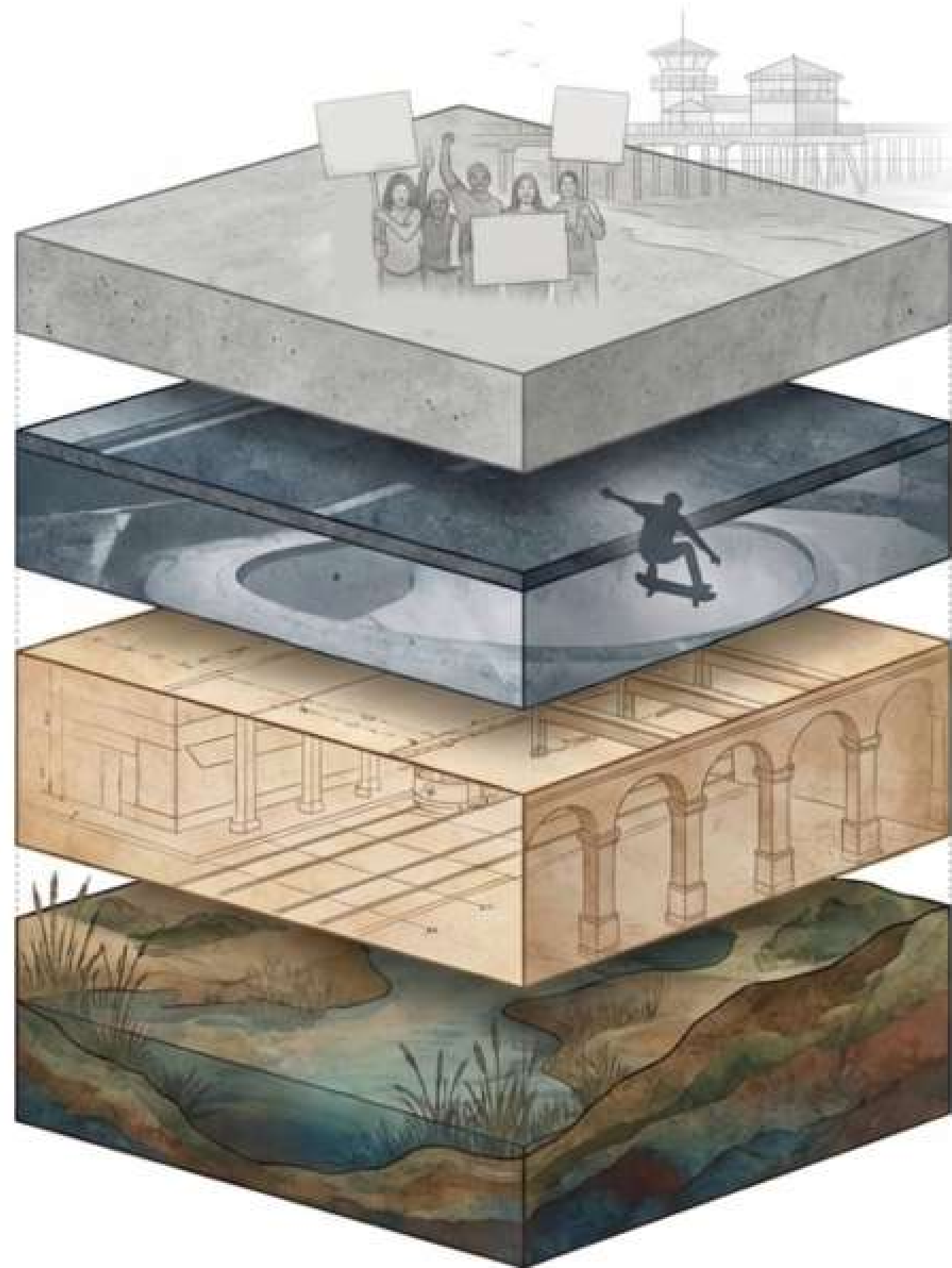
Because they fought, the 1997 restoration became the first fishing pier in California to be fully accessible to the disabled community, featuring 28-inch railings and wheelchair-accessible stations.



SITE HISTORY

CULTURAL LAYERING

Venice History is steeped in centuries of layers, from the asphalt of the parking lot to the indigenous Tongva. The influence on our proposed improvement and monuments will include the full range of persistent and rebellious community resilience.



1997

“Pier Pressure”
community activism that
saved the Venice Pier.

1970s

The 1970s Z-Boys surf/
skate era and African
American migration.

1905

Abbot Kinney’s “Venice of
America” and the 60-ft
Pacific Electric Red Car.

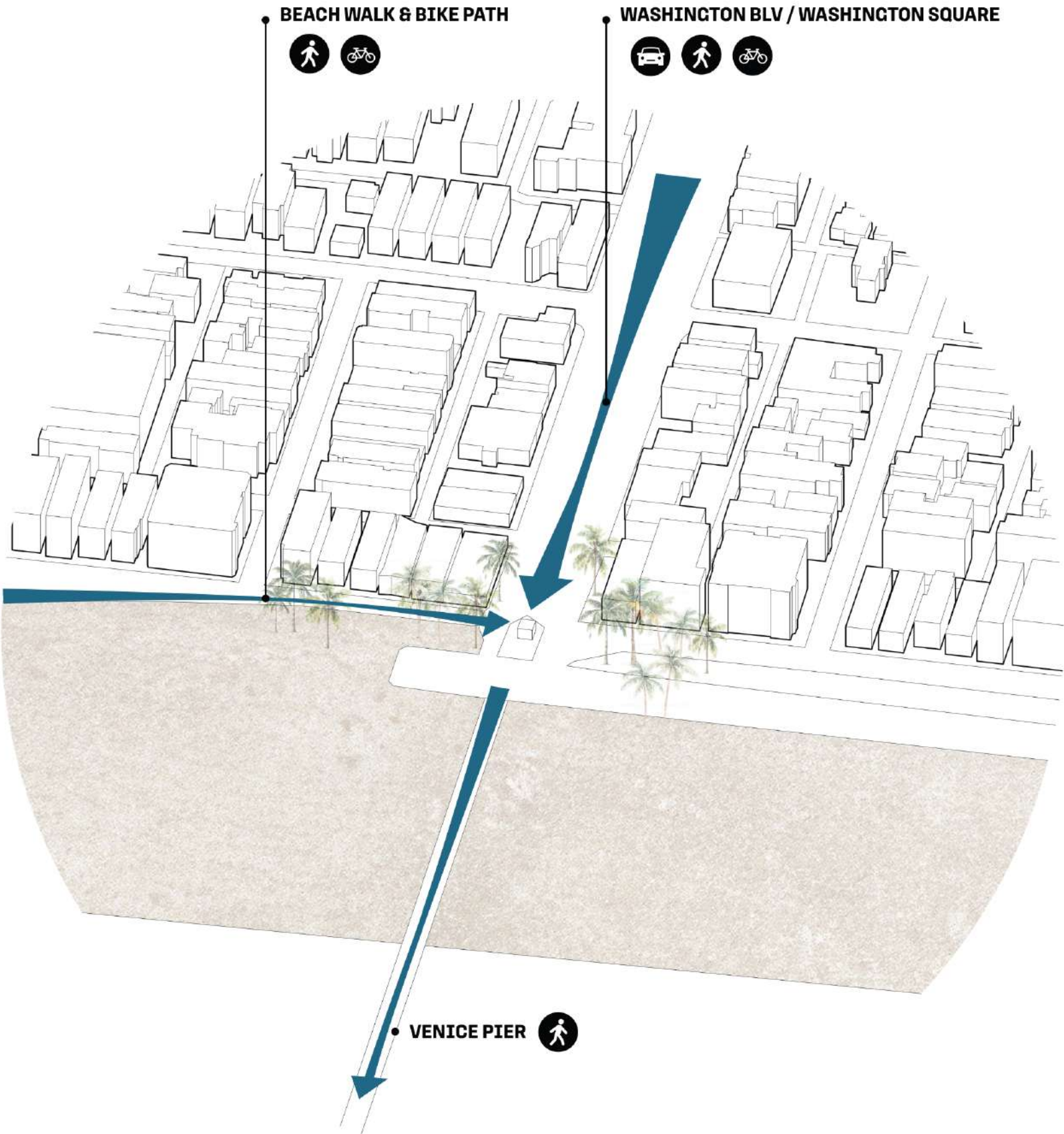
3,500 Years

of Tongva Indigenous
Stewardship (Ballona
Wetlands).

THE INTERSECTION OF MOVEMENT

The Site area is an intersection of engagement for locals and tourists alike. Our proposed improvements are positioned to address a number of aspects of the Venice experience.

First, Washington Blvd., in this case, Washington Square, is a main thoroughfare of vehicular and bicycle traffic – connecting the Speedway feeder, Parking, beach adjacent Bike Path and Ocean Front Walk. More importantly is the constant pedestrian traffic weaving its way to the aforementioned OFW, as well as the Beach/Ocean and the Venice Pier. Currently, no real consideration takes all of these conjoining elements into account.



THE COST OF POOR PLANNING

Currently, the site operates as a chaotic intersection rather than the start of an incredible journey. The 60-foot-wide meridian is underutilized, resulting in unsafe and unactivated spaces after sunset.

Missed Opportunities
(URBACT Cities After Dark Data)

- 1 Unactivated Nighttime Zones
- 2 Diminished Cultural Identity
- 3 Fragmented Social Cohesion





02

THE PROPOSAL

THE PILLARS OF OUR PROPOSED IMPROVEMENTS



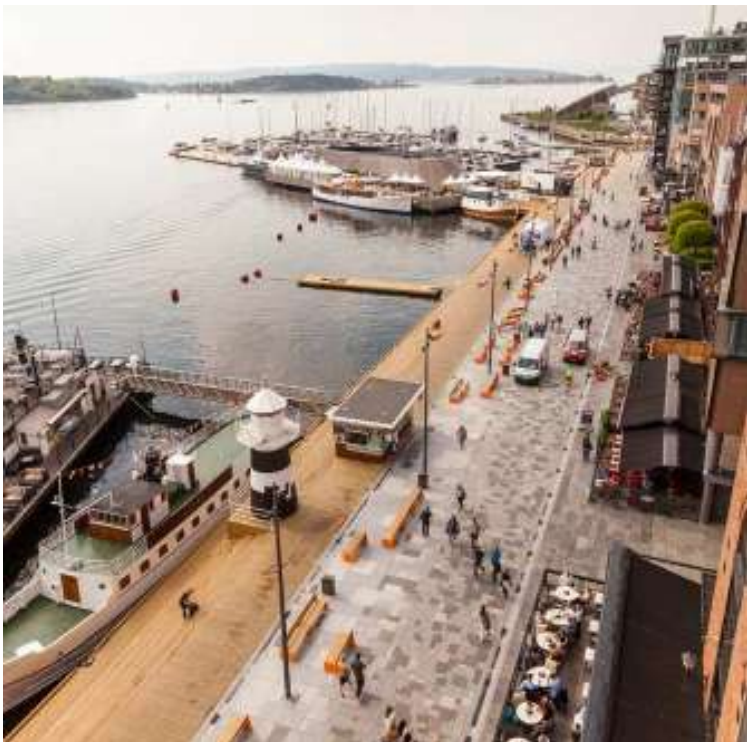
Venices Culture & History

Acknowledging the legacy of the Venice Pier and the community that saved it.



Symbols & Signage

Designing a landmark that communicates local identity and acts as a gateway.



Urban Design

Integrating seamlessly with the streetscape, traffic flows, and pedestrian corridors.



Space Activation

Ensuring the monument acts as a magnet for public life, not just a static object.

02.1.

URBAN PLANNING & DESIGN

The first step to our Proposed Improvement is to “organize the chaos” through designing the ground elements of the site. Within our design, we aim to drastically reduce visual clutter (like the parking toll booth), eliminate the auto traffic build up along Washington and frame the beach with the Venice Fishing Pier as the focal point of the perspective.

We want to reclaim the public areas and activate them with better lighting (including the pier), permeable and decorative ground elements, and inclusion of flexible commercial and local use for interactive engagement, i.e. Pop-Up Skate Ramp, Kiosks, Food Trucks, etc.

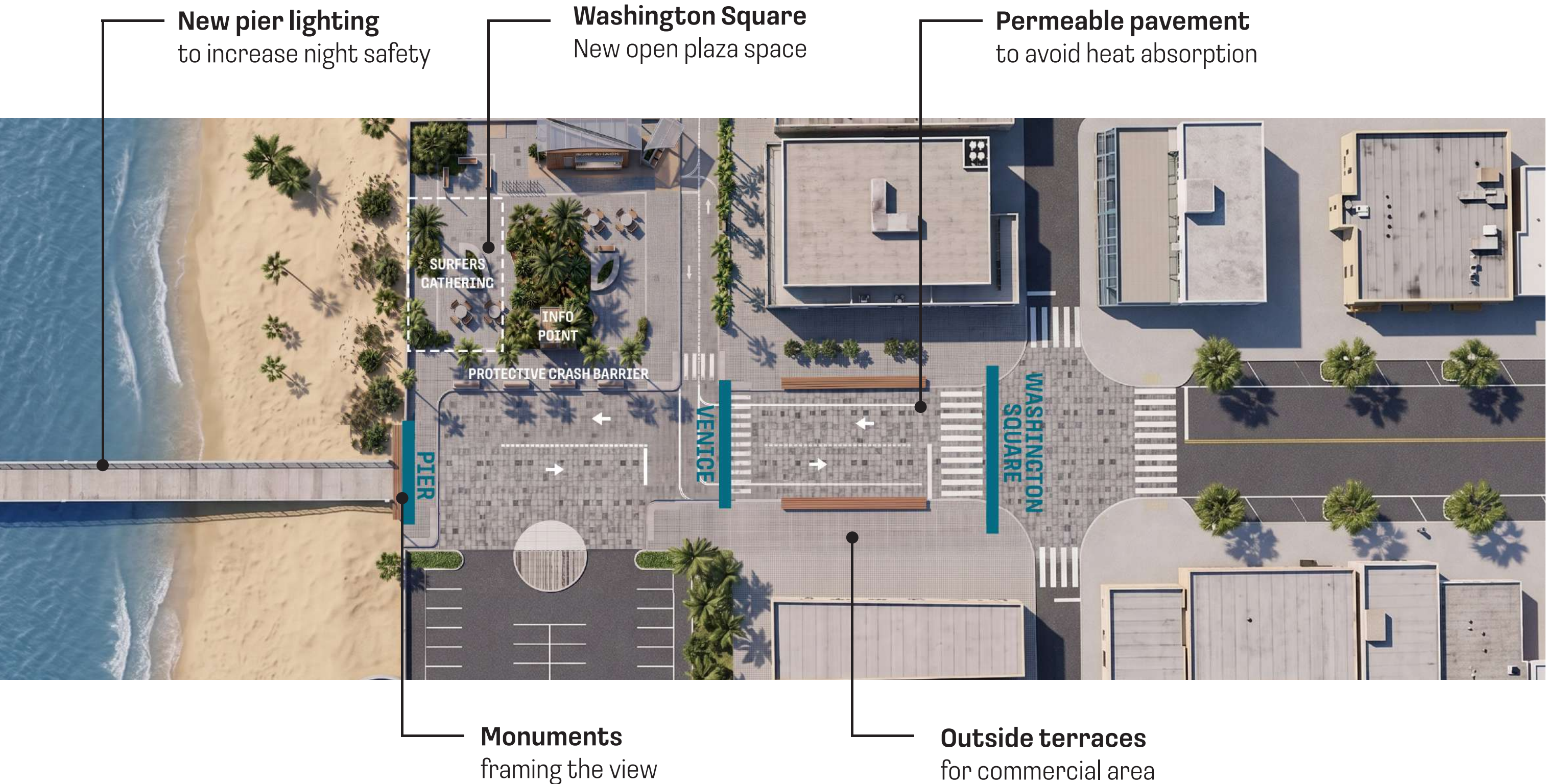
The goal is to guarantee safety and controlled interaction for residents & visitors alike, changing an intersection of chaos to a useable civic space that acts as a beautiful Welcome to Venice Beach and the Pier.

OPTION ONE: THE PLAZA

In Option One, we are proposing a bold reallocation of the site area – reclaiming a significant portion of the parking lot to create Washington Square, a new public plaza.

This flexible open plaza is designed to function as a dynamic community hub, capable of hosting a diverse program of events and commercial activity. It also paves the way for a more accessible and fluid interaction with the egress to the Pier and the engagement of the Bike Path and OFW.

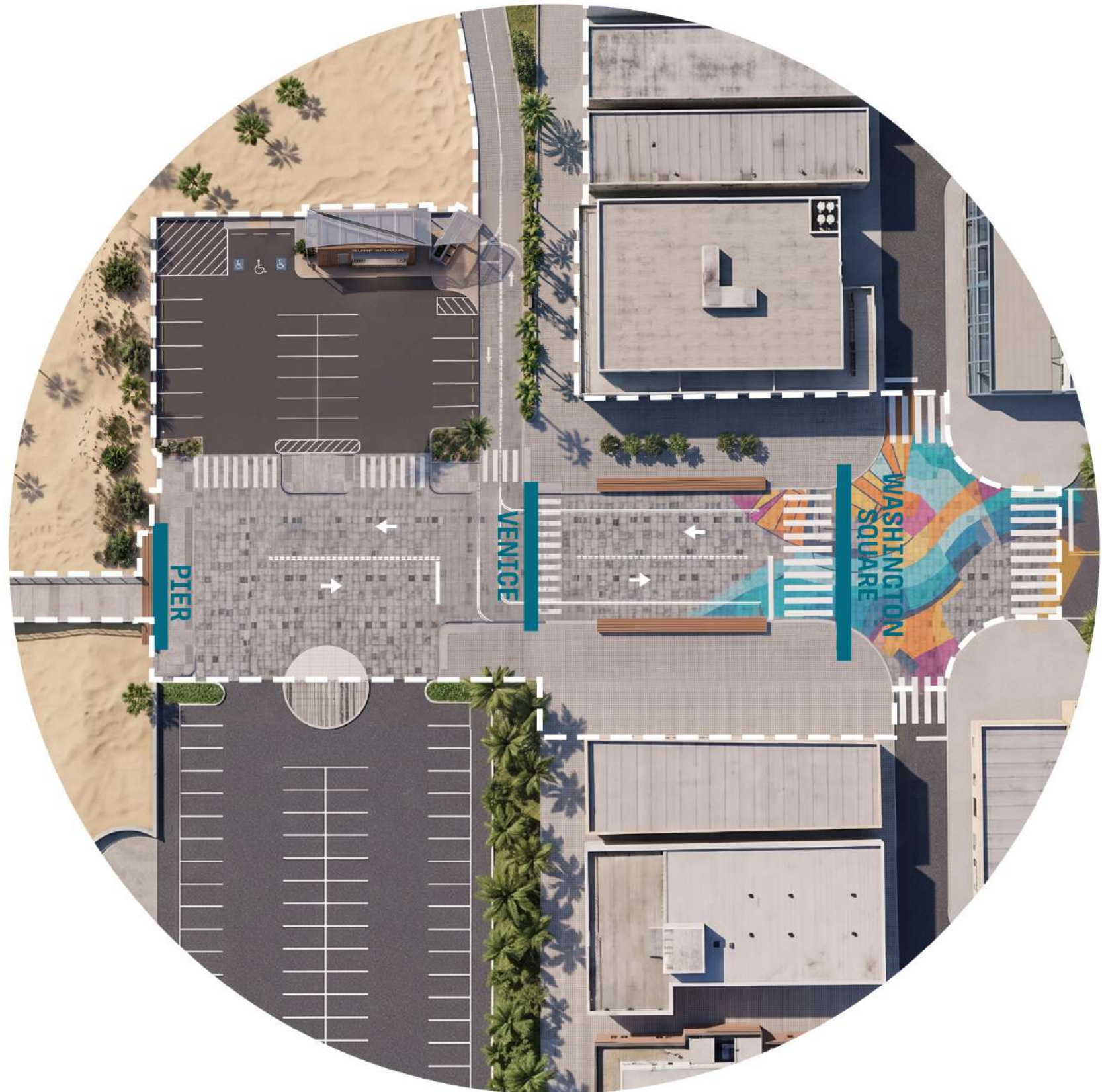


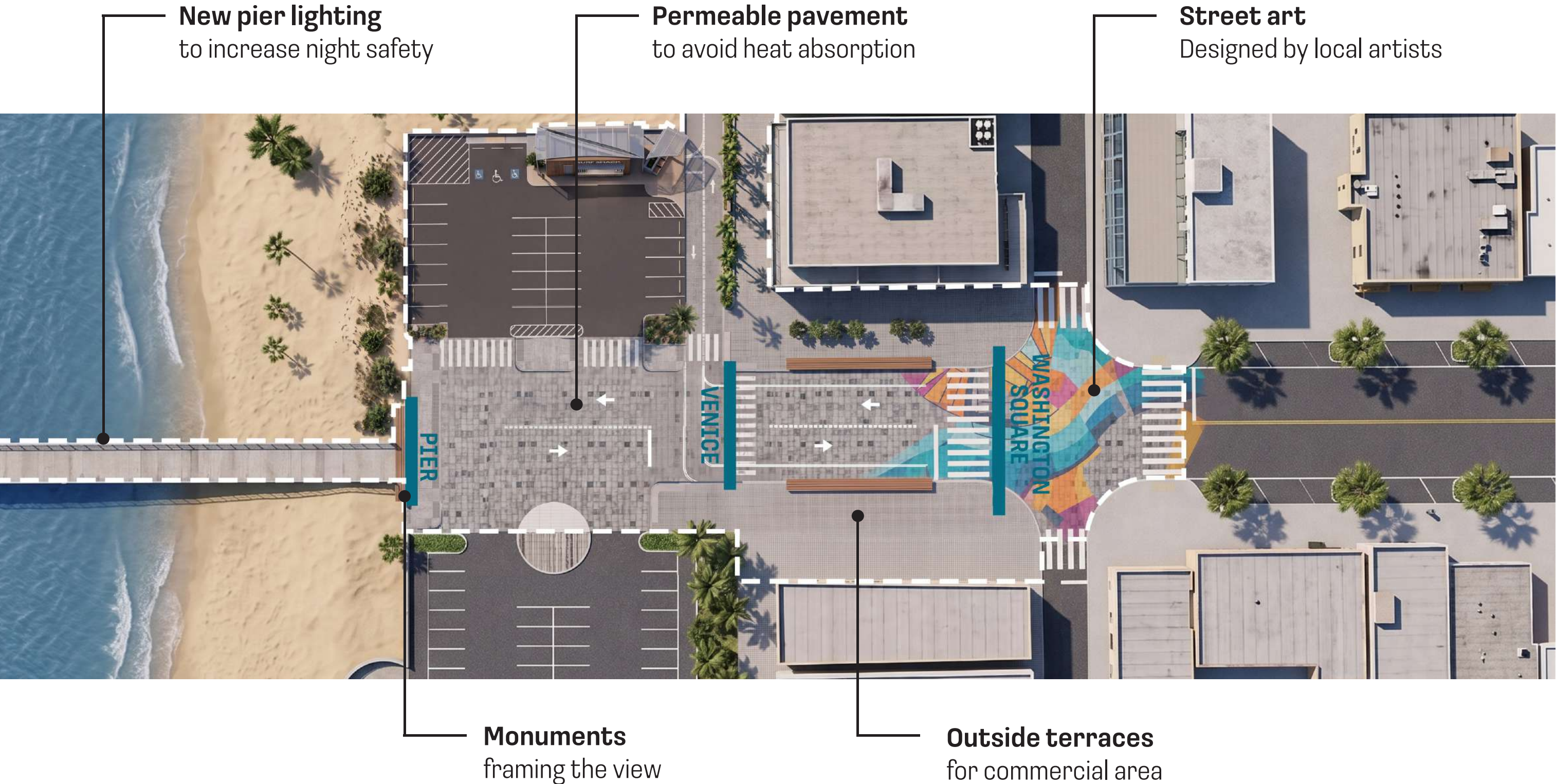


OPTION TWO: THE ART

The defining feature of option Two is to create a “Washington Square” without reducing parking spaces in the lot. This option consists of adding street art to the intersection of Speedway and Washington Blvd.

The design would be created by an RFP process to be executed by local Venice Beach Artists. The ground level mural would act as a natural traffic calming measure and would root the Street in the legacy of Venice’s creative expression.

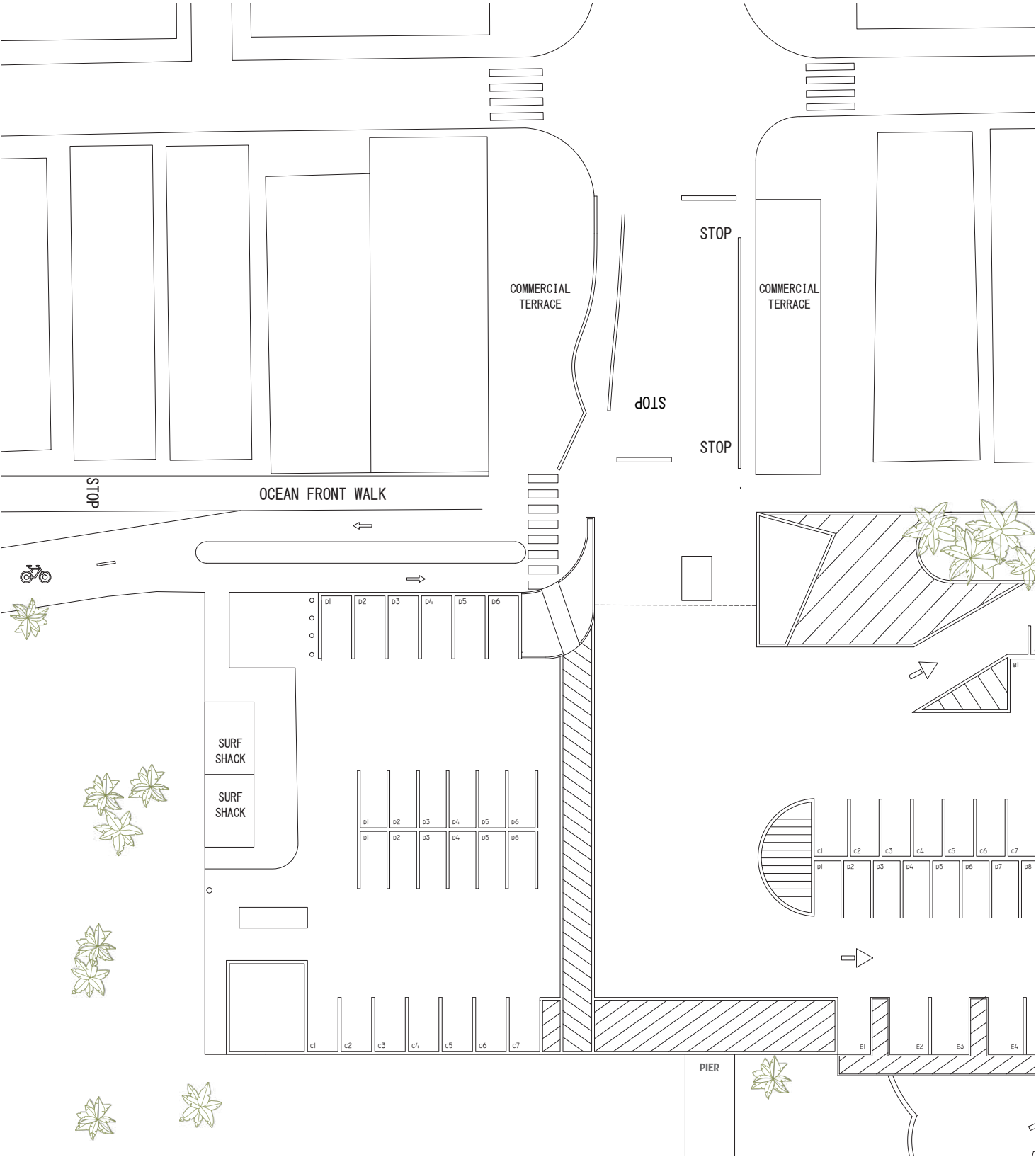




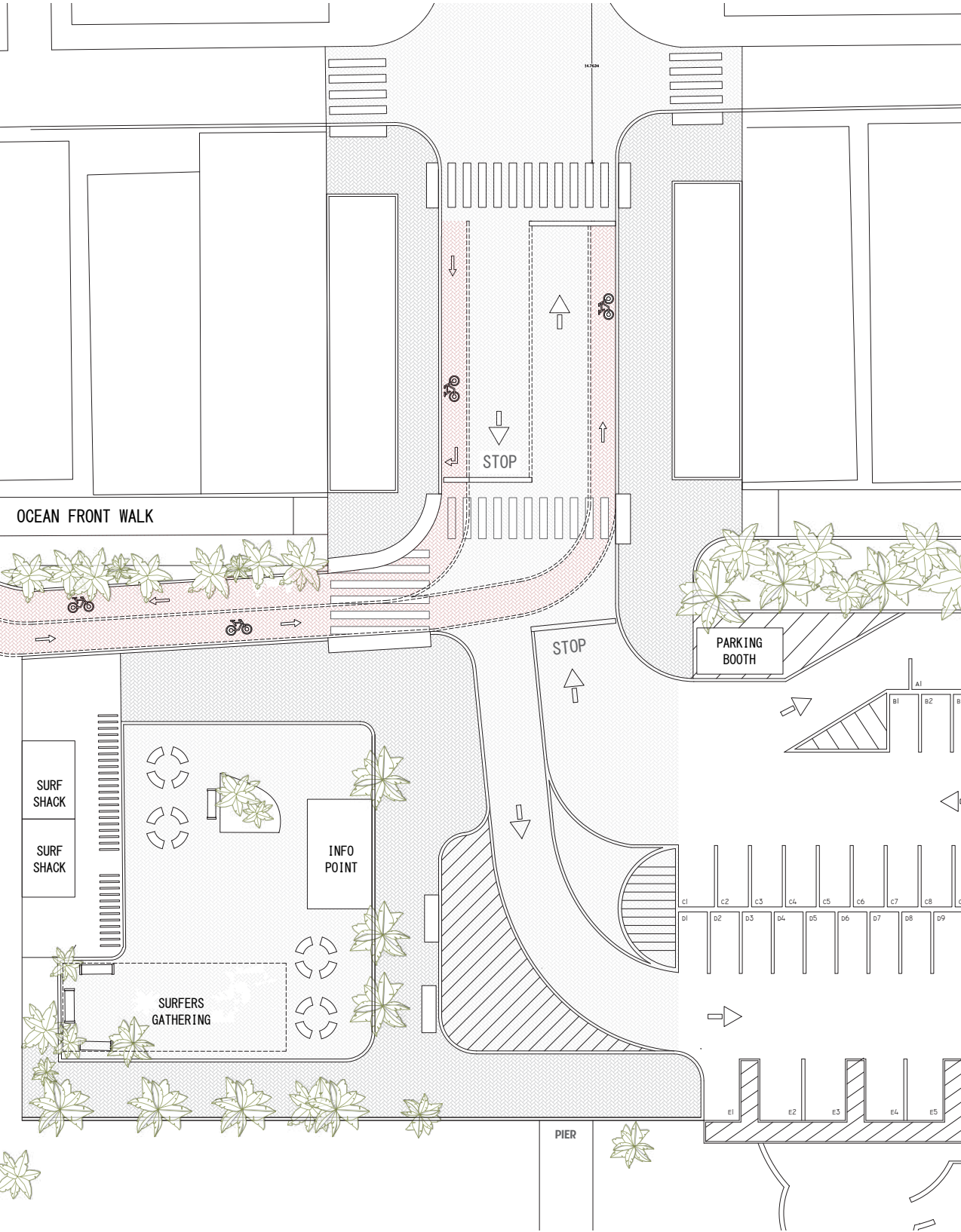
OPTION THREE: COMBINATION



THE PROPOSAL

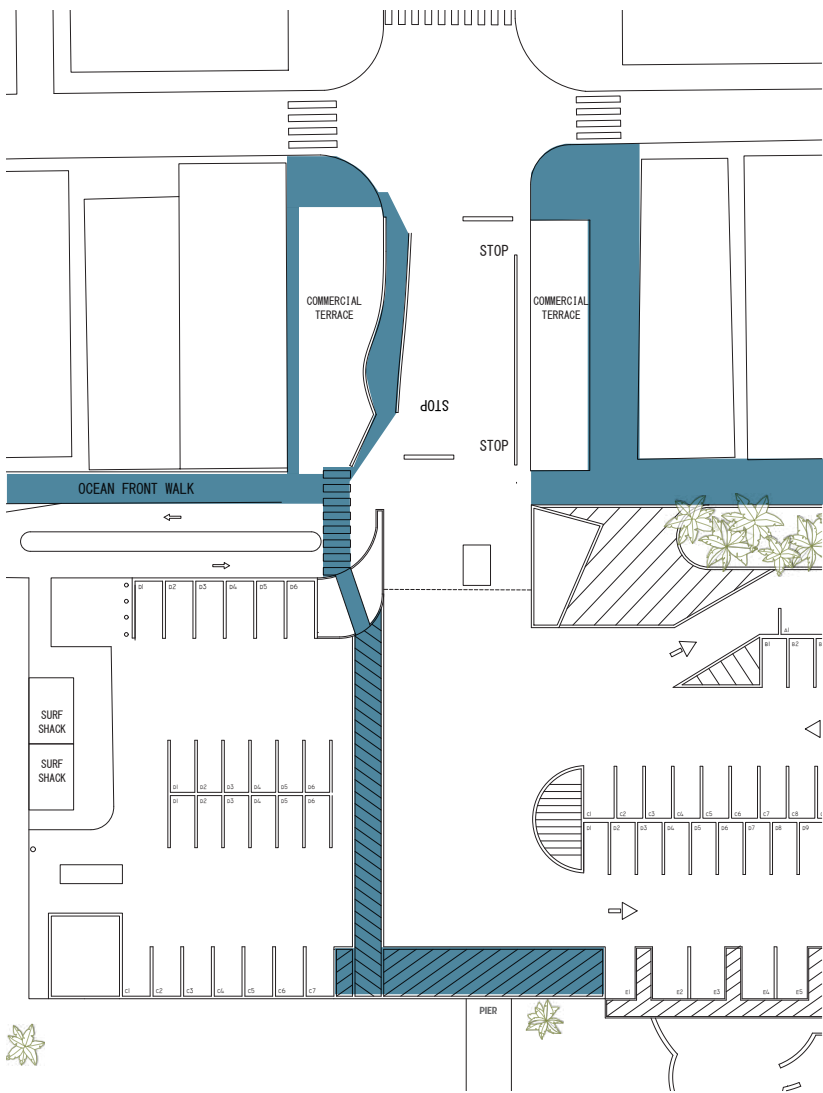


SITE PLAN BEFORE

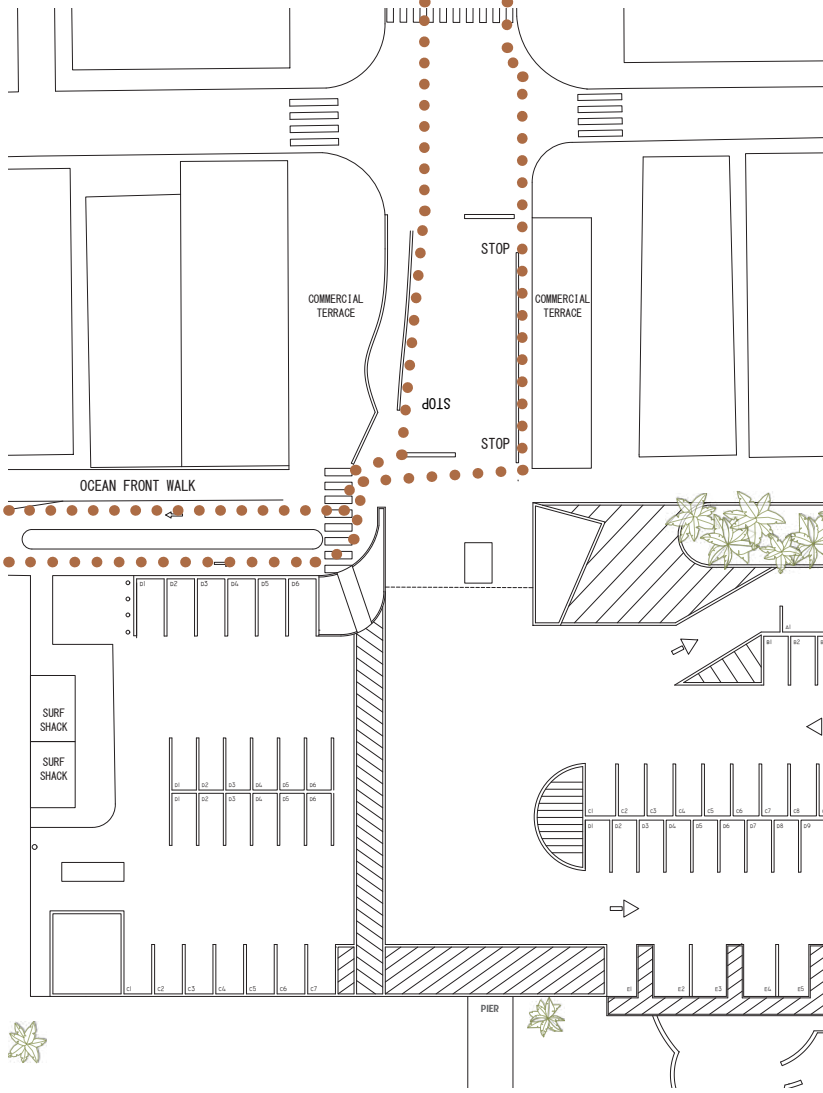


SITE PLAN AFTER

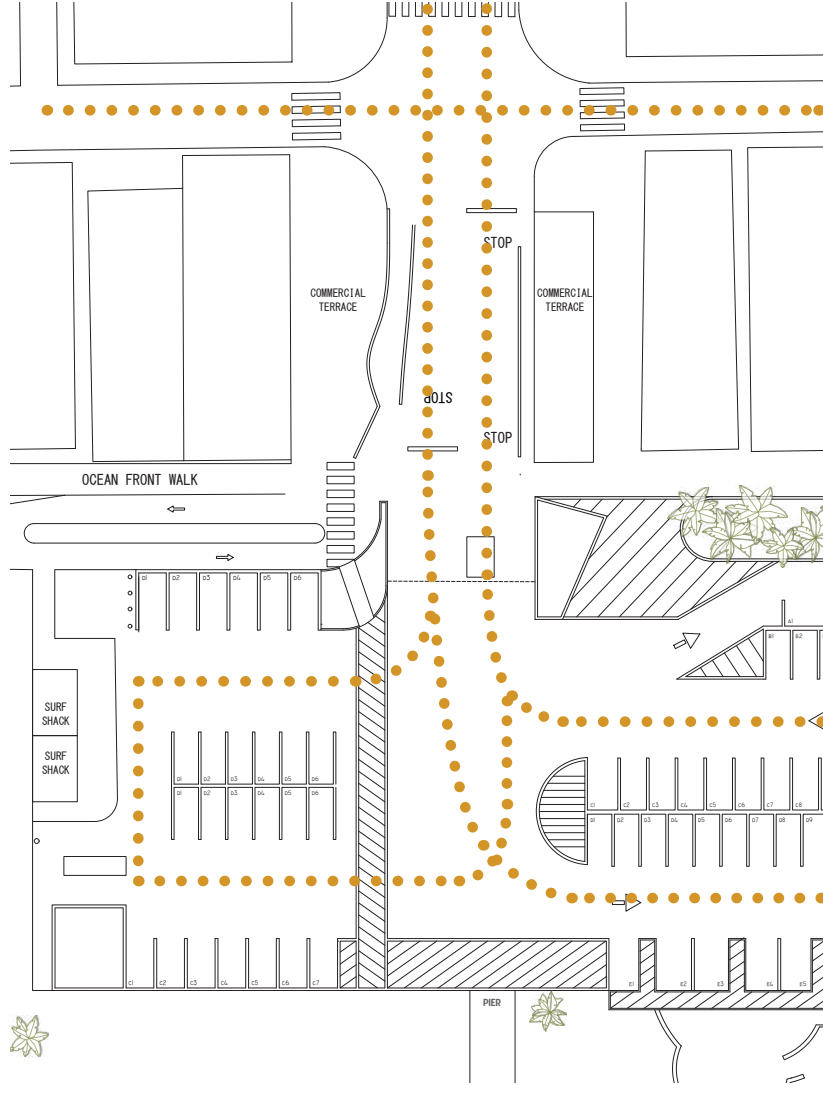
TRAFFIC MANAGEMENT: **BEFORE**



■ PEDESTRIAN TRAFFIC

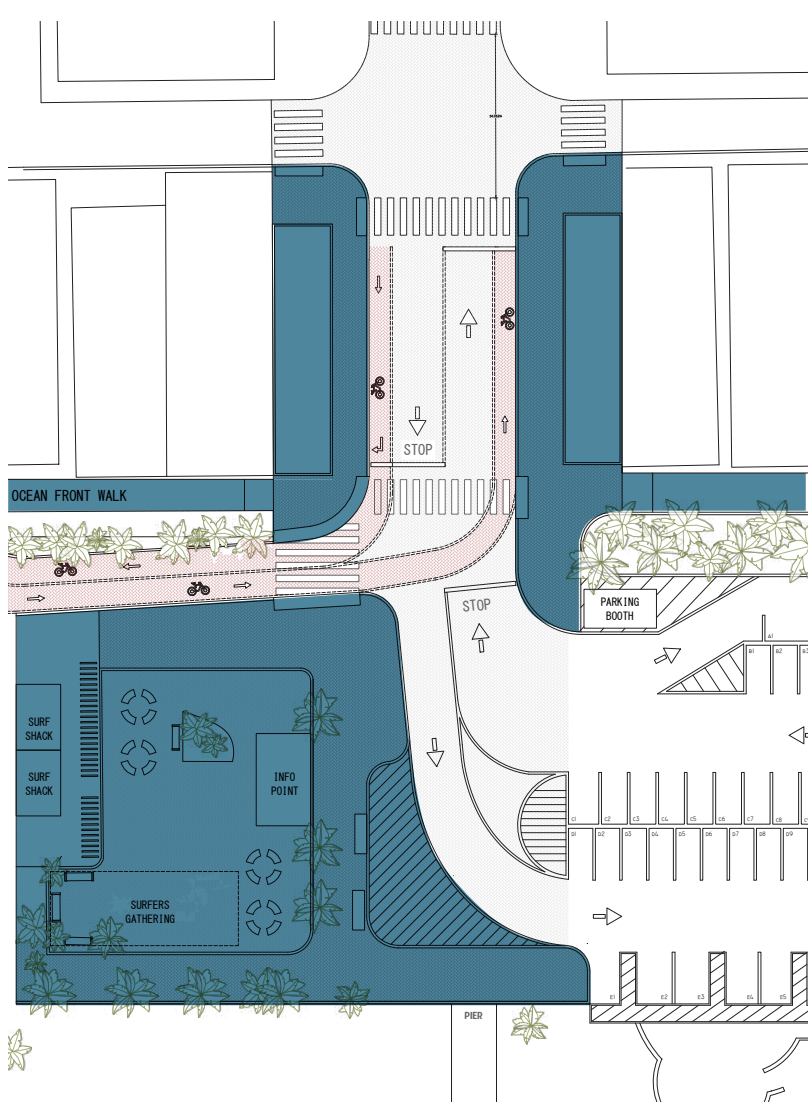


● BICYCLE TRAFFIC

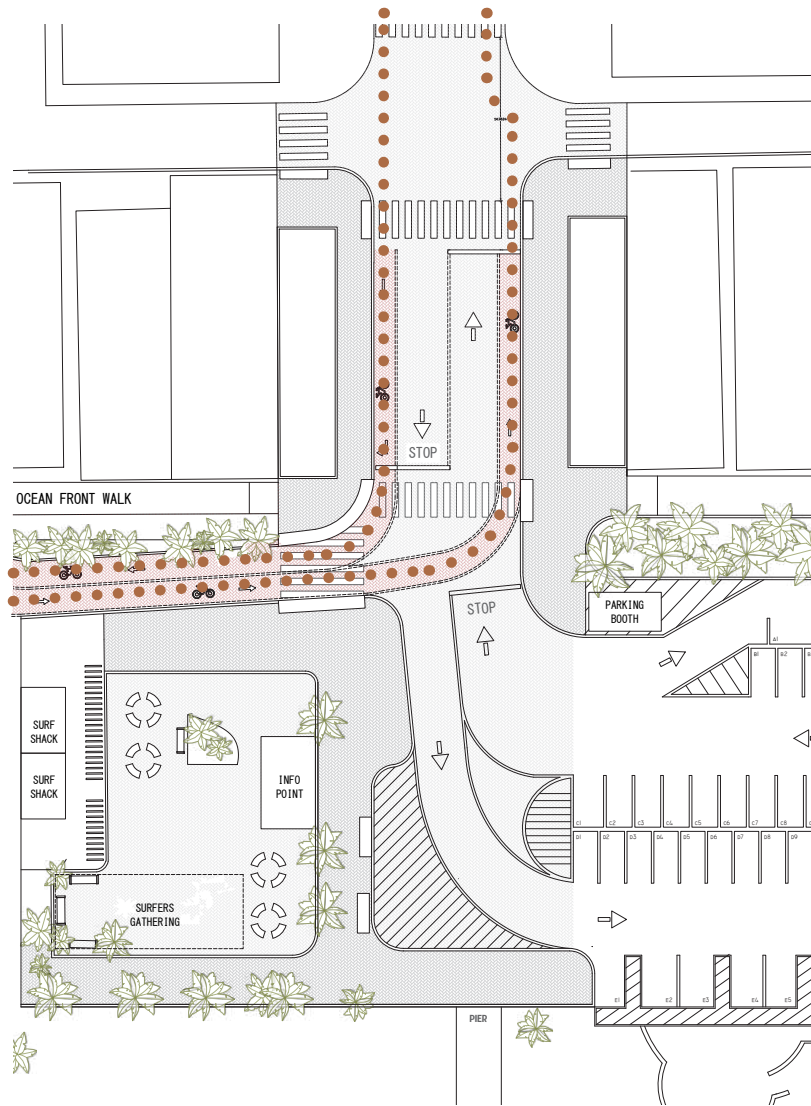


● ROAD TRAFFIC

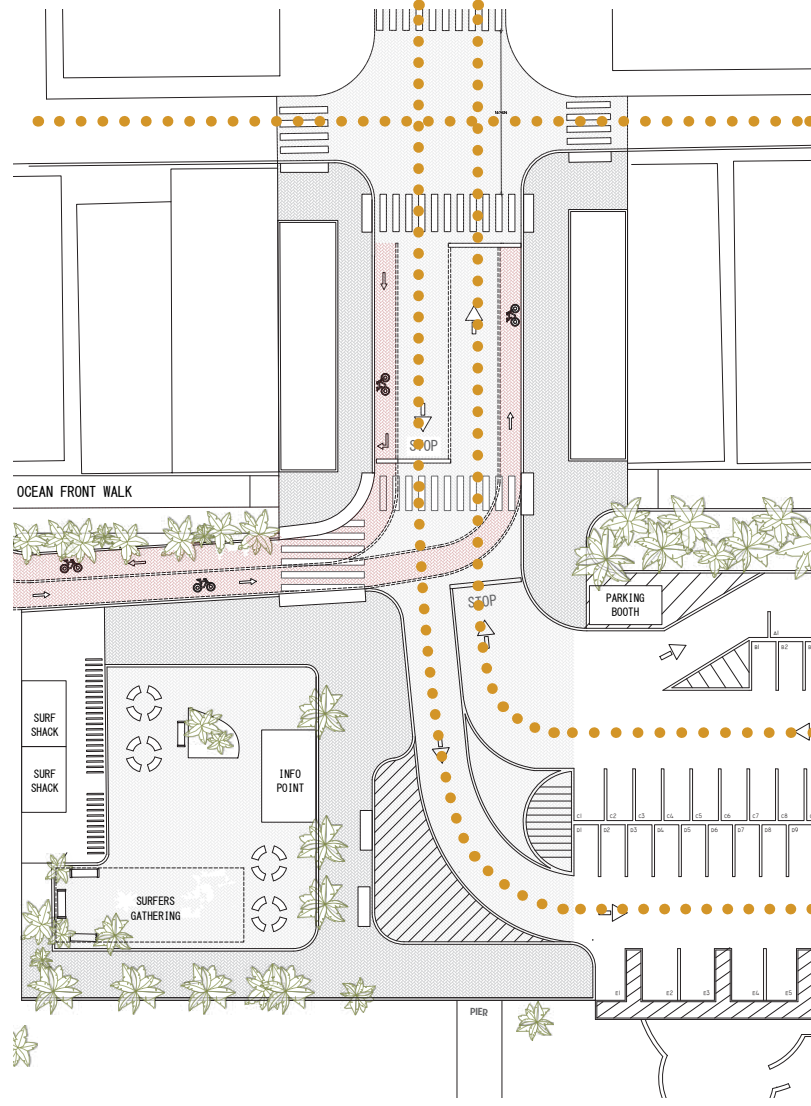
TRAFFIC MANAGEMENT: **AFTER**



■ PEDESTRIAN TRAFFIC

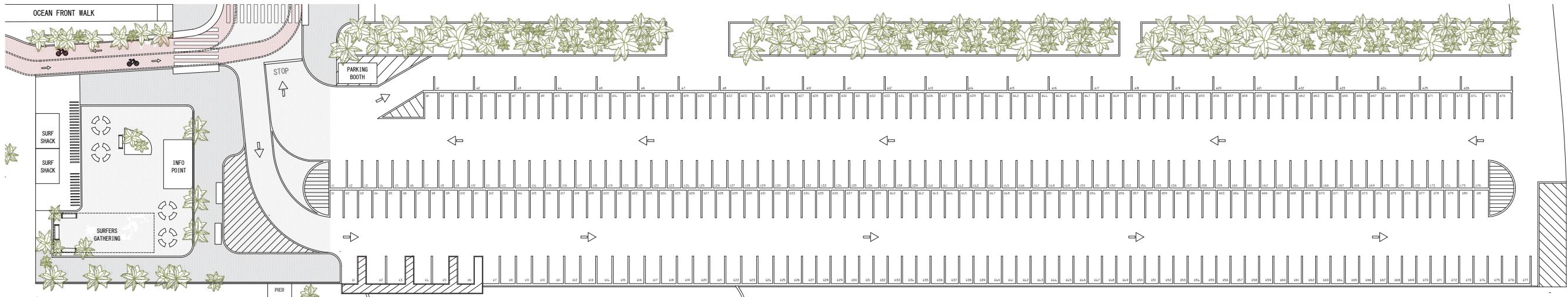


● BICYCLE TRAFFIC

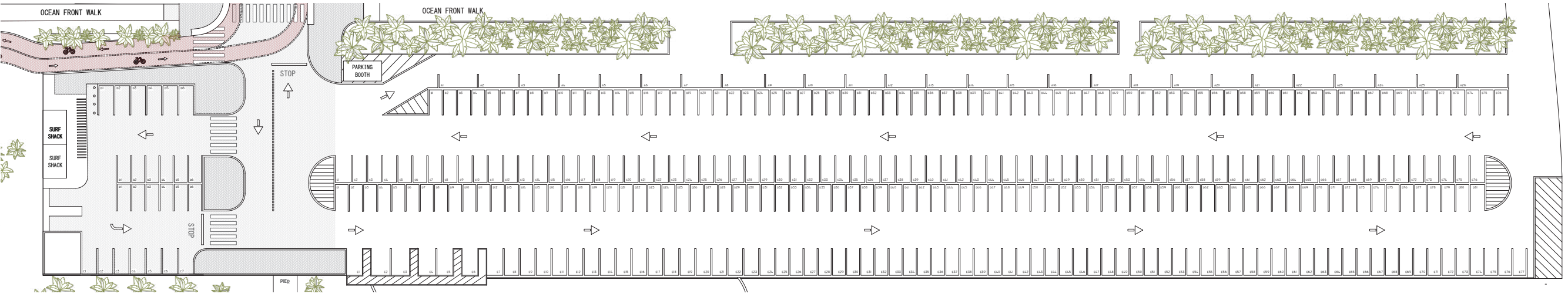


● ROAD TRAFFIC

PARKING ANALYSIS



SITE PLAN OPTION 1: **336 PARKING SPOTS**



SITE PLAN OPTION 2: **363 PARKING SPOTS**

NEW ELEMENTS



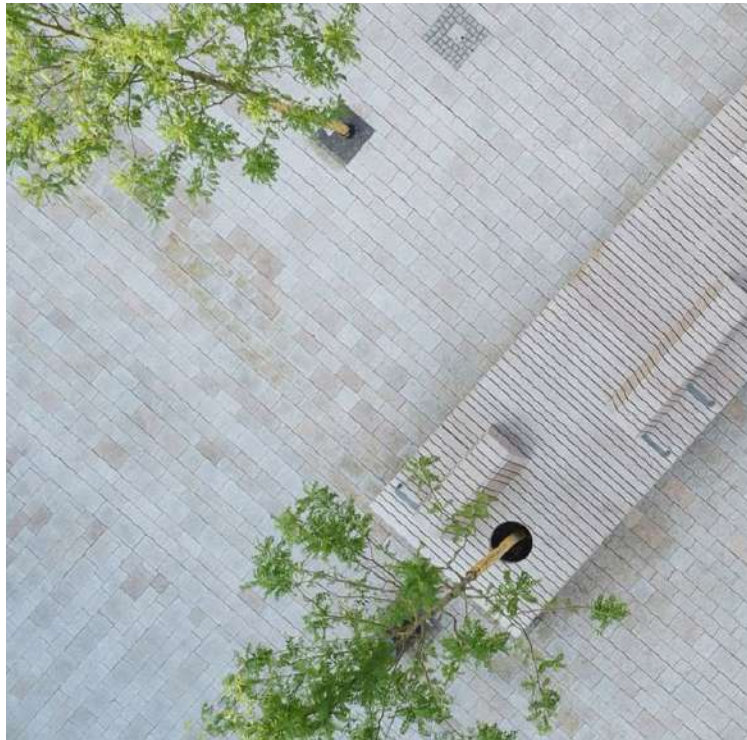
Street & pier lighting

Inspired by the original Abbot Kinney’s “Venice of America” design.



Urban seating and Climatic Refuges

To provide resting nodes for pedestrians.



PICP Pavement

Designed to reduce the urban heat island effect and manage stormwater runoff.

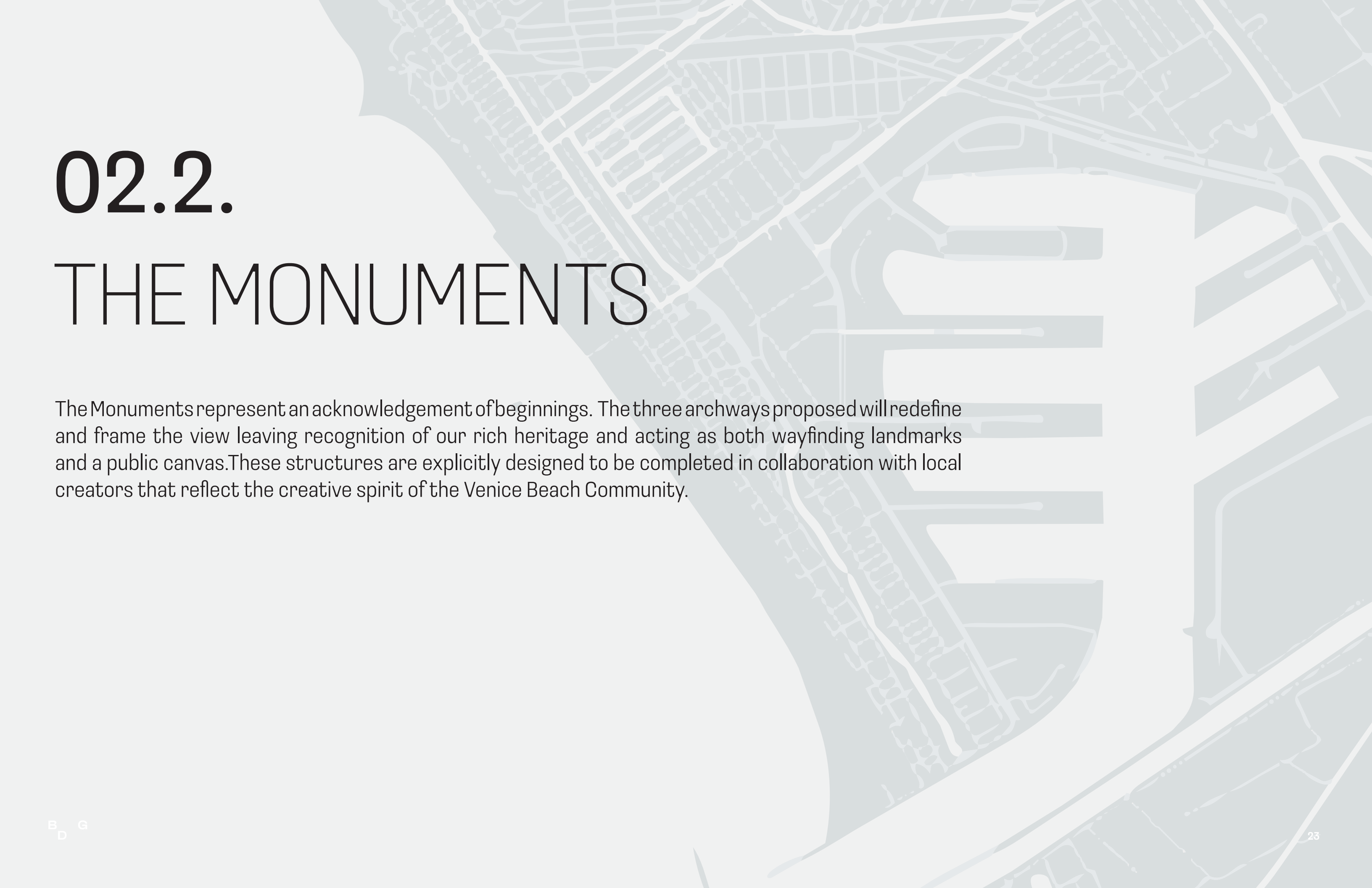


The Monuments

Three arches acting as a civic gateway, framing the view and celebrating local history.

THE ACTIVATION MATRIX: URBAN IMPACT

	Current Terminus	Reclaimed Meridian
Mobility	Car-dominated, fragmented crosswalks.	Pedestrian-first plaza, seamless boardwalk transition.
Economy	Fleeting transit node.	Increased dwell time, pop-up commerce viability.
Identity	Unmarked, disjointed aesthetic.	Cohesive Seaside Vernacular typography.
Nighttime Use	Dark, uninviting (URBACT vulnerability).	Illuminated, safe, 24-hour civic backdrop.

A light gray background map of Venice Beach, showing the coastline, streets, and the Venice Beach Pier. The map is oriented with the beach on the right side of the image.

02.2.

THE MONUMENTS

The Monuments represent an acknowledgement of beginnings. The three archways proposed will redefine and frame the view leaving recognition of our rich heritage and acting as both wayfinding landmarks and a public canvas. These structures are explicitly designed to be completed in collaboration with local creators that reflect the creative spirit of the Venice Beach Community.

THE CONCEPT

The foundations of these monuments is rooted in Abbot Kinney’s visionary dream for the Venice of America. We are proposing three staggered arches to frame the pier in a forced perspective. The shape of the arches is inspired by the iconic footbridges of our own Venice Beach Canals.



THE CONCEPT





ART & SYMBOLISM

To ensure these monuments serve as an authentic reflection of the community, the design framework will be built around direct collaboration with local creators. The structures are meant to act as a canvas for Venice’s artistic talent, specifically providing the opportunity for local artists to design the intricate filigree patterns that fill the archways.

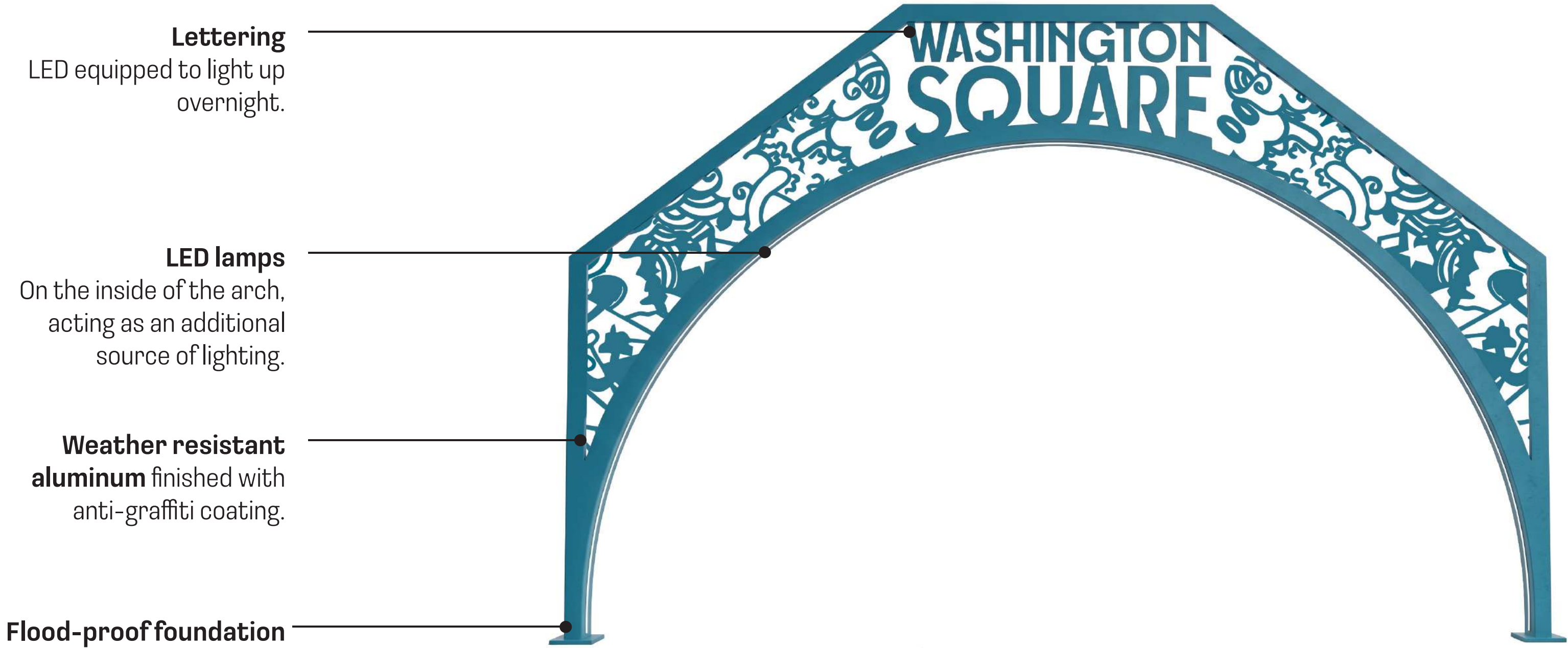


CHOOSING THE COLOR

To ensure that these monuments authentically reflect the community, we are inviting the public to vote on the colors of the arches. This participatory process seeks to directly involve residents, businesses, and visitors of all ages in the project’s aesthetic decision-making.



THE MONUMENTS ANATOMY



02.3.

VENICE PIER ACTIVATION

The activation of the Venice Pier represents a much smaller, but no less important phase of community and site improvement. A successful civic landmark requires sustained human energy, and this proposal reimagines the pier as a thriving, pedestrian-first corridor of local commerce and artistic expression.

To achieve this, the proposal outlines a series of strategies to transform the simple linear walk into a sustained community experience.

VENDOR STANDS

The first initiative consists of the introduction of small vendors to Washington Square and the Pier.

A selection of mobile kiosks featuring:

Refreshments: Snacks, Ice Cream, etc. to keep locals and tourists activated all day.

Retail & Lifestyle: Flowers, local art, t-shirts and hats, etc.

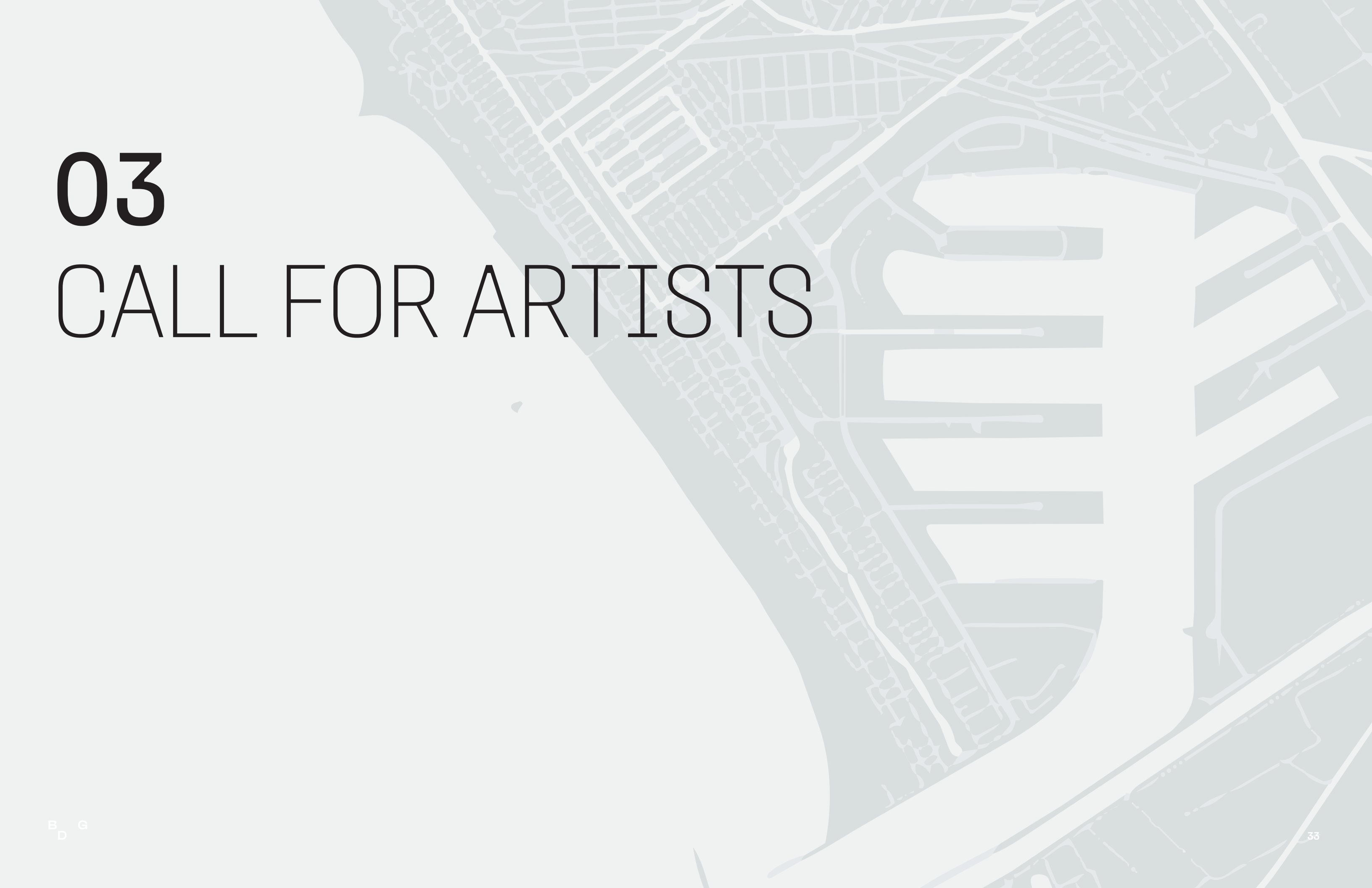
Recreation: Bait & Tackle to support the pier’s local fishers.



ROTATING & PERMANENT ARTWORKS

To transform the Venice Pier into a true open-air gallery, dedicated spaces will be established specifically for temporary and rotating exhibitions created by local talent. This strategy ensures that the walk along the pier offers an richer cultural experience. Blending historical legacy with contemporary art, we ensure the pier remains a living, relevant space deeply connected to Venice's creative community.





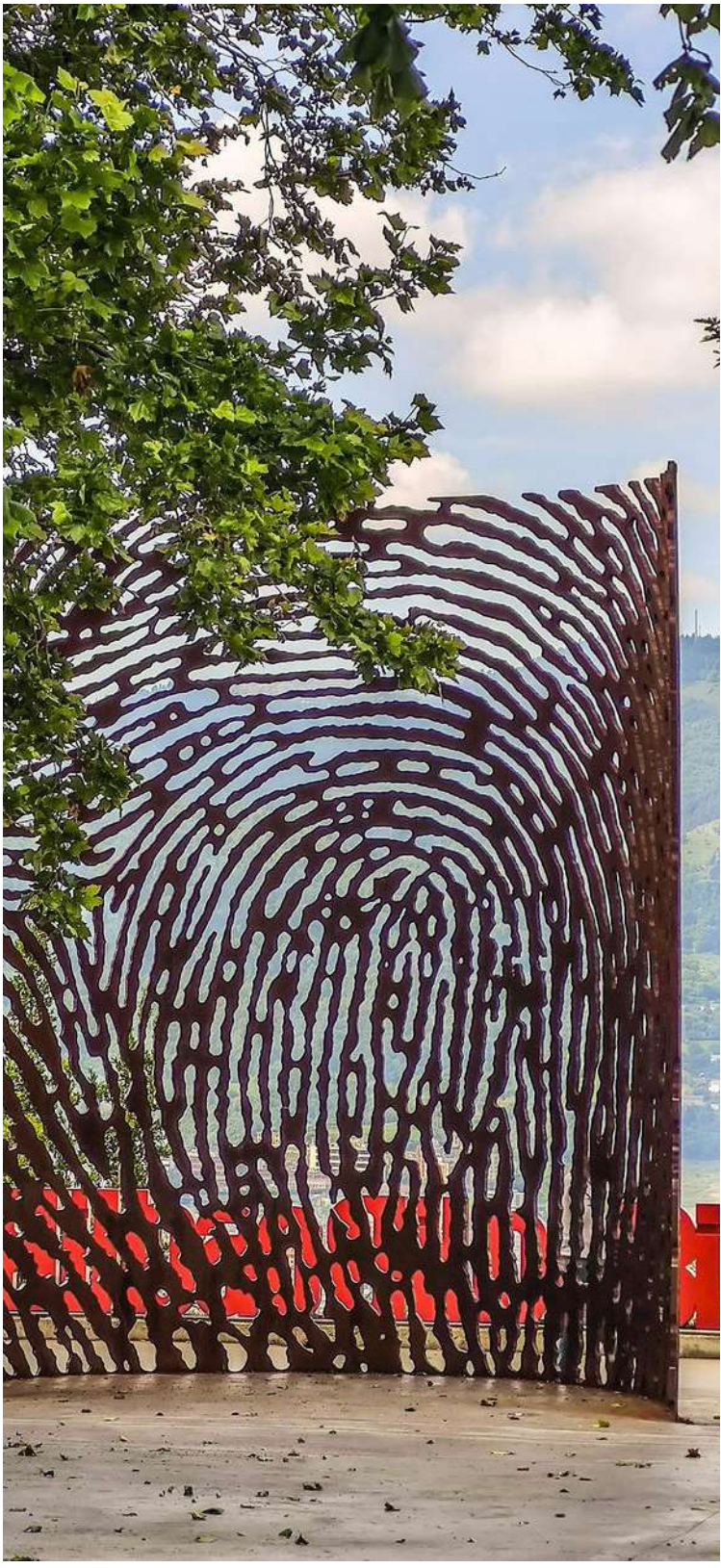
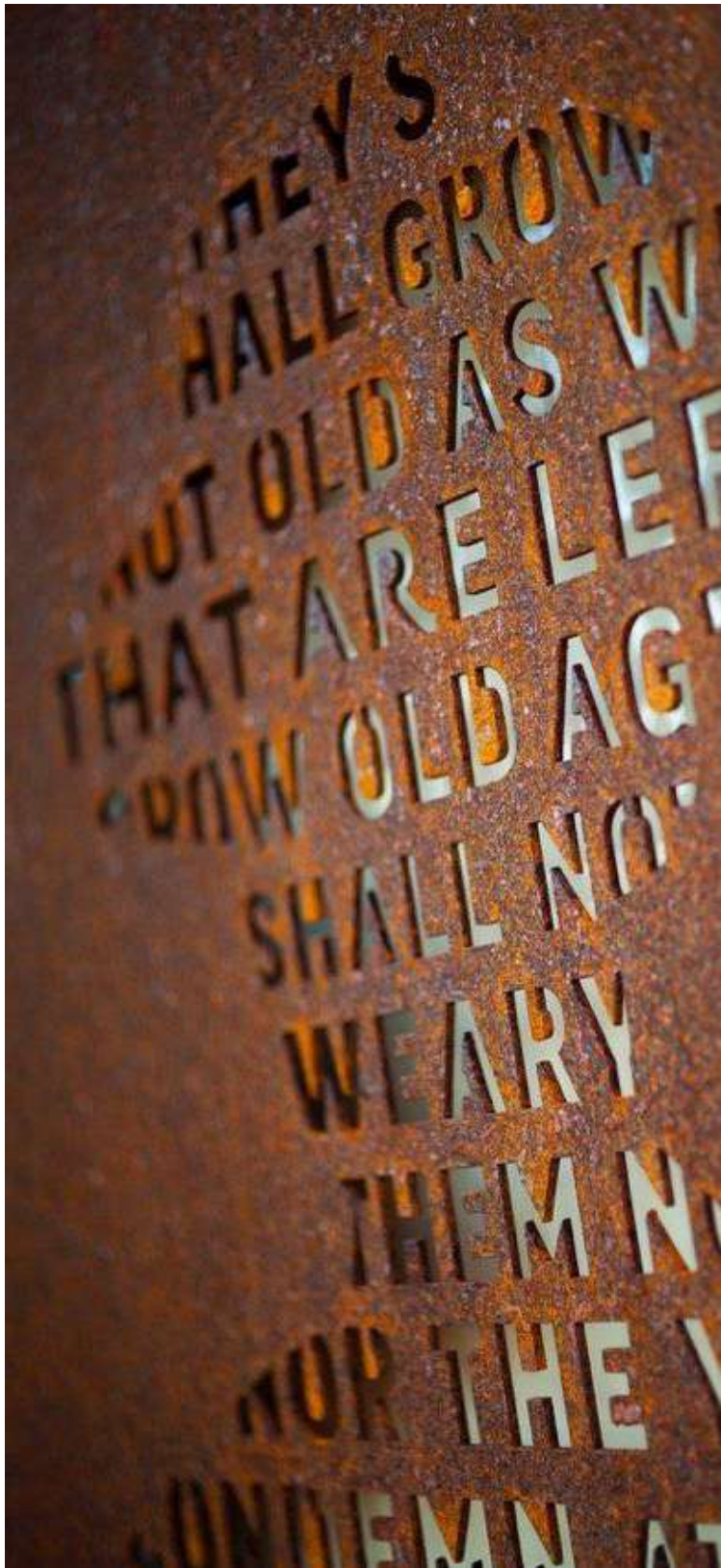
03

CALL FOR ARTISTS

METAL CUTOUT ART

We will invite local creators to submit original proposals for the intricate metal cutout art that will define the archways.

Whether designing the internal filigree patterns or the crowning symbols, selected artists will collaborate with our engineering team to translate their concepts into large-scale, weather-resistant metalwork. This is a rare opportunity to embed the diverse heritage, and creative spirit of Venice directly into the architectural fabric of its newest civic gateway.



STREET ART: CROSSWALK

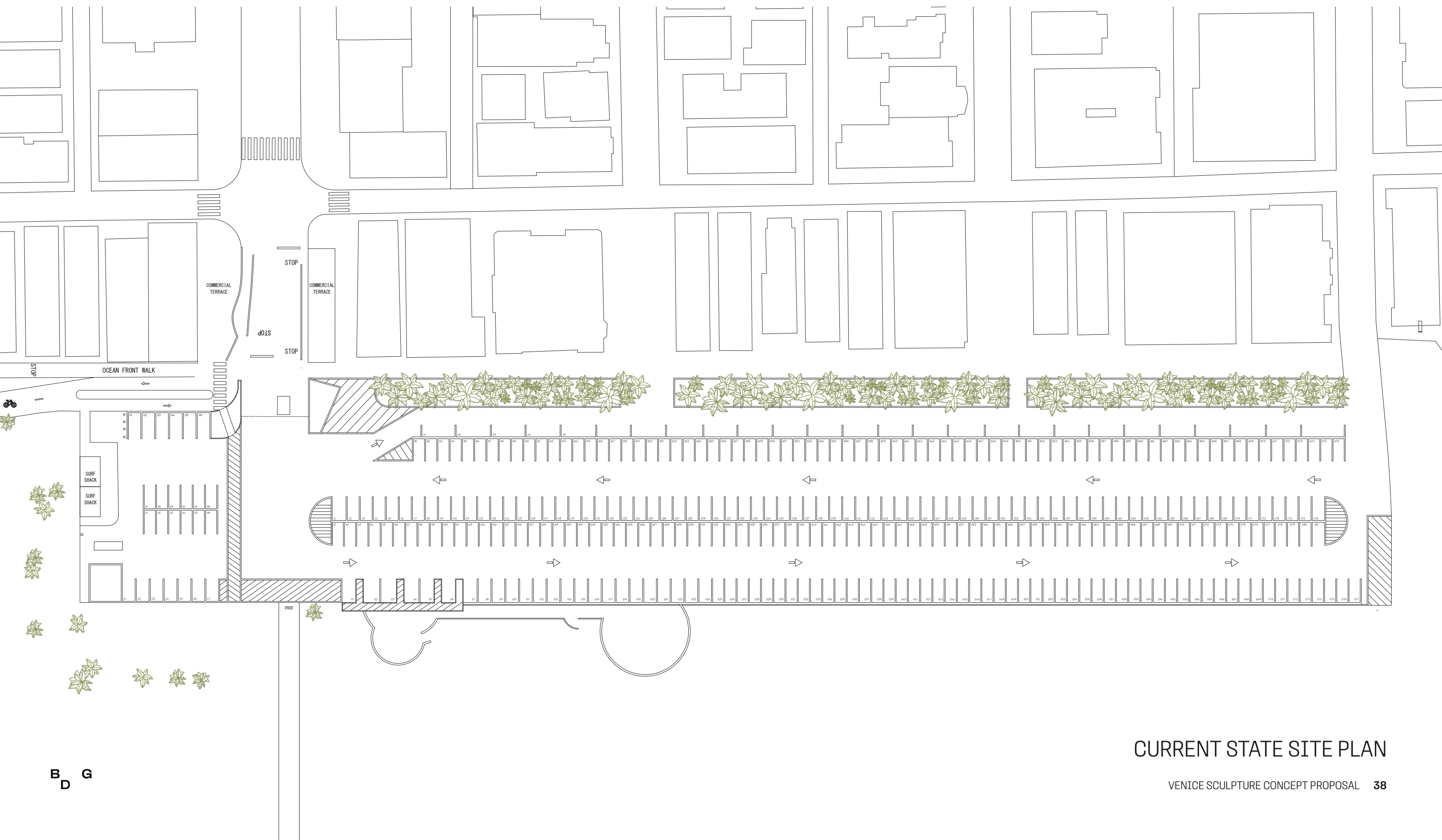
The final component of our Call for Artists focuses on the ground plane: the expansive crosswalks that will define the new Washington Square. We will be seeking proposals for a vibrant, large-scale street mural to span the intersection.



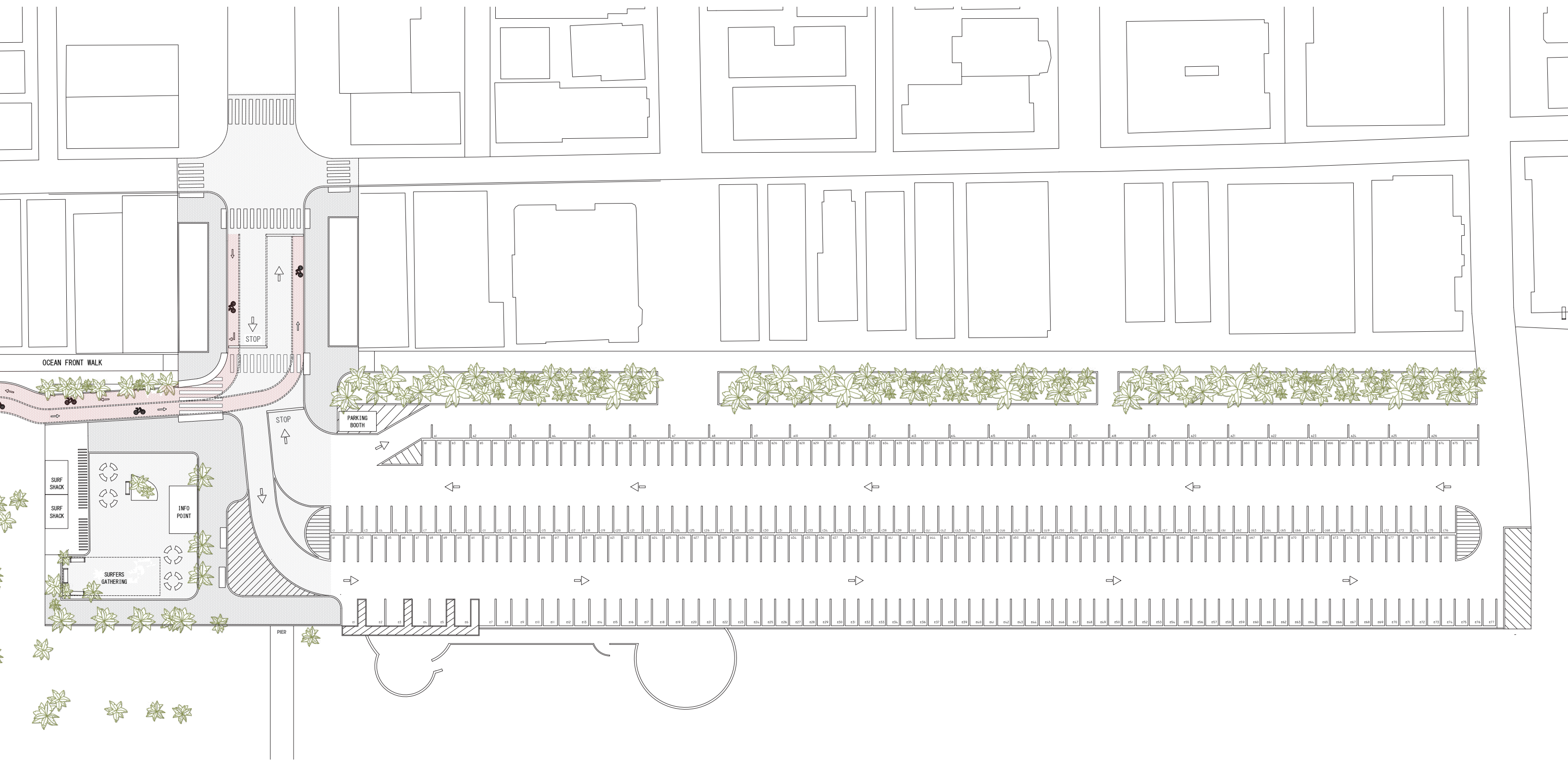


ANNEX A

FULL PLANS



THE PROPOSAL



OPTION 1 SITE PLAN

THE PROPOSAL



OPTION 2 SITE PLAN



ANNEX B

REGULATORY TIMELINE

REGULATORY NAVIGATION FLOWCHART



DCA (Department of Cultural Affairs)

15 day architectural review.
Project Satisfies the “community character” enhancement mandate.

**RAP & LACDBH
(Recreation and Parks & Department of Beaches and Harbors)**

Satisfies public art placement and accessibility policies on coastal property.

CCC (California Coastal Commission)

Satisfies the “scenic resource preservation” mandate by improving visual access without clutter

THE PATH TO INSTALLATION

Phase 1: Conceptual & Community Foundation	Tribal Consultations (Tongva factions & conservancies) RAP Task Force Review Venice Neighborhood Council Outreach
Phase 2: Formal Design & Aesthetic Review	DCA Stage 1 (Conceptual A-1) DCA Stage 1 (Conceptual A-2) RAP Board Final Approval
Phase 3: Environmental & Coastal Authority	CEQA Clearance City Local CDP State Dual CDP (CCC)
Phase 4: Construction & Execution	BOE B-Permit RAP Right of Entry Physical Installation

A faint, light gray background map of a city grid, showing streets and blocks, is visible across the entire page.

ANNEX C

GRANTS & FUNDING

ALIGNING PROJECT NEEDS WITH **TARGETED FUNDING**



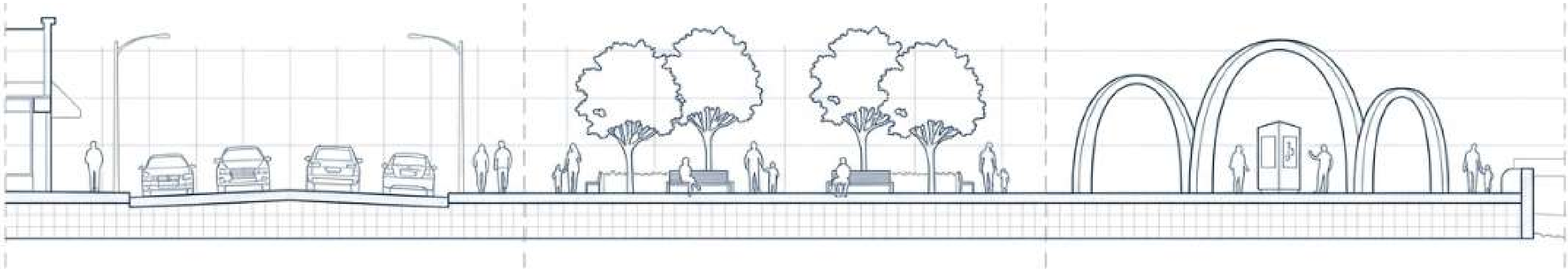
**State & Federal Active
Transportation (ATP)**



**Coastal Conservancy &
Climate Bonds (SCC)**

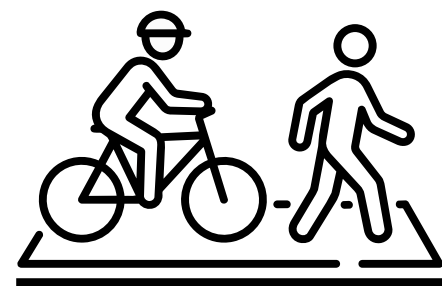


**Creative Placemaking
& Local Impact Fees
(RPOSD, CAC)**



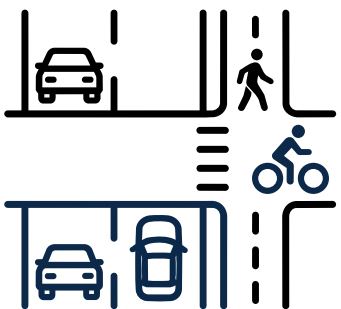
PILLAR 1: FUNDING THE STREETS

TRANSFORMING WASHINGTON BLVD’S VEHICULAR LAYOUT INTO A PEDESTRIAN-SAFE THRESHOLD.



ATP Cycle 8
(Caltrans/CTC)

- \$3.5M - \$10M capacity.
- Funds high-visibility crosswalks, paving, and complete streets treatments.

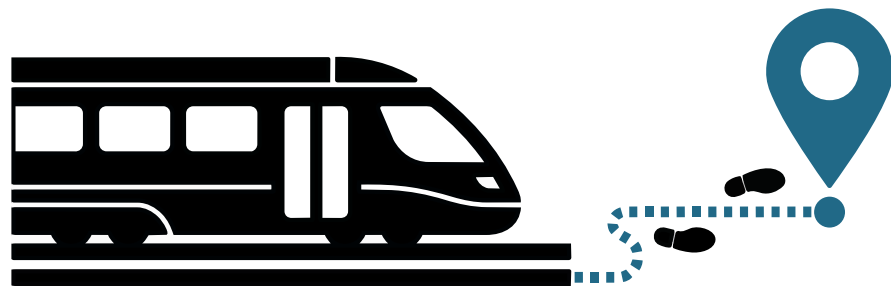


RCP
(USDOT)

- Federal grants covering up to 80% of costs to remove physical barriers to community connectivity.
- *80% Federal / 20% Local Match Required

PILLAR 2: **FUNDING CONNECTIVITY**

CAPITALIZING ON THE 2028 OLYMPIC TRANSIT PUSH TO FUND PEDESTRIAN APPROACH.



MAT Program **(LA Metro)**

- Explicitly targets walk/bike enhancements around transit stops.
- Recent cycle approved \$85.5M for 16 similar projects.

Strategic advantage

Positioning the Venice Pier Plaza as a ‘2028 Olympic Coastal Visitor Gateway’ significantly elevates MAT scoring potential.

PILLAR 3: **FUNDING THE PLAZA**



SCC GRANTS (CA Coastal Conservancy)

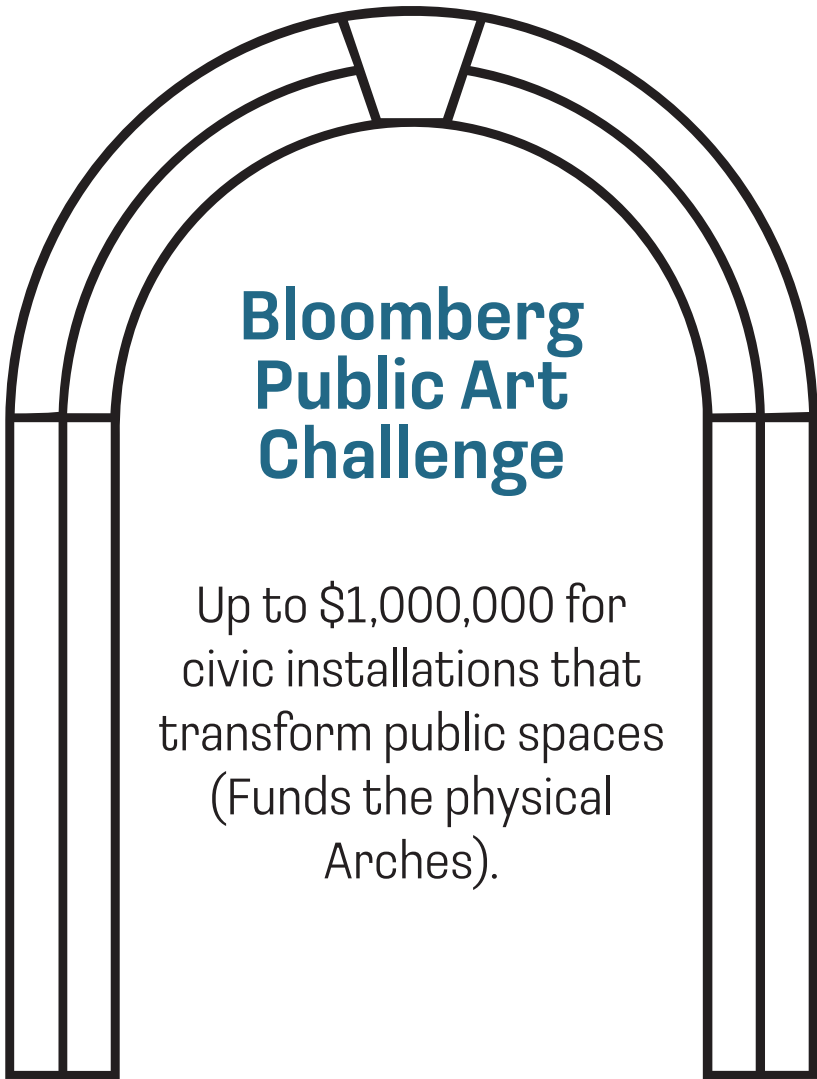
\$200k - \$5M capacity. Pre-applications accepted on a rolling basis. Optimal for public open space amenities and equitable coastal access.



URBAN GREENING (CNRA)

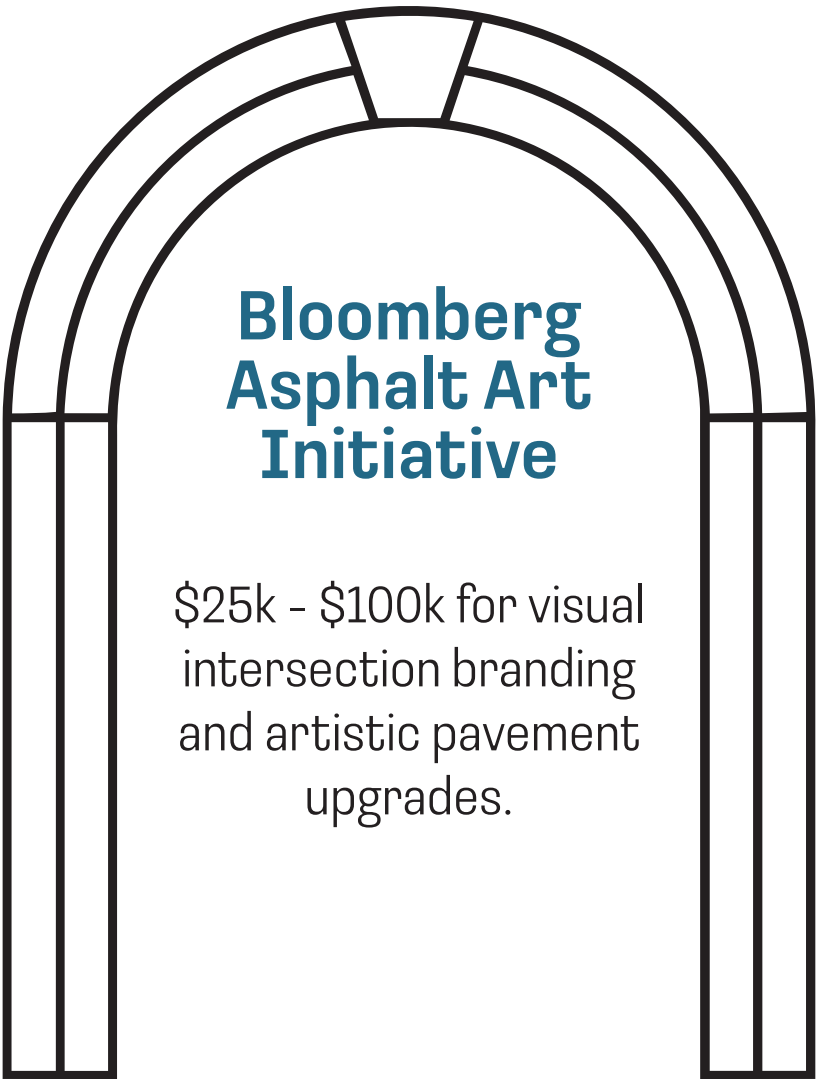
\$1M - \$3M capacity. Mandates projects that reduce urban heat and capture stormwater. Directly funds the plaza's permeable pavers and drought-tolerant shade trees.

PILLAR 4: **FUNDING THE LANDMARKS**

A stylized arch graphic with a double-line border and a small triangular cutout at the top center. The interior of the arch contains text about the Bloomberg Public Art Challenge.

**Bloomberg
Public Art
Challenge**

Up to \$1,000,000 for civic installations that transform public spaces (Funds the physical Arches).

A stylized arch graphic with a double-line border and a small triangular cutout at the top center. The interior of the arch contains text about the Bloomberg Asphalt Art Initiative.

**Bloomberg
Asphalt Art
Initiative**

\$25k - \$100k for visual intersection branding and artistic pavement upgrades.

A stylized arch graphic with a double-line border and a small triangular cutout at the top center. The interior of the arch contains text about the California Arts Council (CAC).

**California
Arts Council
(CAC)**

State-level creative placemaking grants requiring a 1:1 local match.

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