



**APPLICATION SUMMARY SHEET**

**RECEIVED**

APR 04 REC'D

PROJECT NAME <b>Art Tile Rescue Project</b>	
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS) <b>We propose to reproduce and re-install four 12" x 13" ceramic art tiles missing from the original suite of twenty-two tiles installed in eleven bench-ends on Ocean Front Walk commemorating Venice history from 1904 to 2000. These public art tiles are part of the year 2000 Venice Beach Renovation Project. (49 words)</b>	
PROJECT SITE NAME AND FULL ADDRESS <b>Bench Art Tiles on Ocean Front Walk Horizon Ave. to Dudley Ave. at Ocean Front Walk Venice, CA 90291</b>	
PROJECT COMPLETION DATE <b>April 1, 2014</b>	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT <b>Thousands</b>

ORGANIZATION OR STAKEHOLDER NAME <b>Venice Community Housing Corporation/Venice Arts Council</b>		
QUALIFYING ADDRESS <b>720 Rose Ave. Venice, CA 90291</b>		
DAY PHONE <b>(310)399-4100x101</b>	EVENING PHONE	CELL PHONE
E-MAIL ADDRESS <b>sclare@vchcorp.org</b>		FAX <b>(310)399-1130</b>
PROJECT MANAGER <b>Emily Winters Venice Arts Council</b>	TITLE <b>Chair</b>	
MAILING ADDRESS <b>739 Palms Blvd. Venice, CA 90291</b>		
DAY PHONE <b>(310)306-7372</b>	EVENING PHONE	CELL PHONE
E-MAIL ADDRESS <b>emilywinters@verizon.net</b>		FAX

BY SIGNING BELOW, I agree to the terms of the 2013-14 Community Improvement Project funding guidelines. I also acknowledge that the information submitted in this application is accurate to the best of my knowledge. Submitting an application with misleading information may be cause for disqualification.

  
STAKEHOLDER SIGNATURE

**3/27/13**  
DATE

  
PROJECT MANAGER SIGNATURE

**3/30/2013**  
DATE

AMOUNT REQUESTED <b>\$2,000</b>
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REVIEW (For Office Use Only)
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PROJECT # (For Office Use Only) <b>C</b>
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**PROJECT DESCRIPTION SHEET**

**PROJECT DESCRIPTION** (include how many stakeholders will be working on this project.) (Maximum 500 words)

The Bench Tiles at Venice Beach were part of the year 2000 restoration of the Ocean Front Walk by the Los Angeles Department of Recreation and Parks as a project of the Clayworks program of the Venice Community Housing Corporation.

The tiles consist of twenty-two high fired ceramic tiles 12" wide by 13" high, inlaid into the concrete ends of eleven benches running north on the Ocean Front Walk from Horizon Ave. to Dudley Ave. The benches and tiles are located where cross streets dead end into the Ocean Front Walk, and are named for the cross street.

The tiles represent scenes from the history of Venice. Each tile has the date of its scene on the top: from the year 1904 when "Venice of America" was conceived by Abbot Kinney (at Horizon Ave.) to the year 2000 (at Dudley Ave.), the completion boundary of the Ocean Front Walk restoration by the Los Angeles Department of Recreation and Parks.

Presently, three benches have been removed, being badly damaged, and four tiles are missing, two from Wavecrest and two from Brooks Avenues. Two are saved from Sunset Ave. for remounting. Our project is to reproduce the four missing tiles.

(196 words)

Five Venice stakeholders will work on the project.

IS THIS PROJECT PART OF A LARGER PROJECT?  YES  NO

**COMMUNITY BENEFIT** (Description of benefit to the entire community and justification for these benefits)

Thousands of people, tourists and residents alike come to the Venice Ocean Front Walk who benefit from these beautiful benches and one of a kind, hand made art tiles depicting the history of Venice. The aesthetic benefits create a unique experience for everyone representing a unique landmark of the artfulness of Venice.



**BUDGET SHEET**

All applicants must complete this page. Include written invoices or quotes when possible. If your total costs are more than the Maximum Funding Amount, please indicate which items you would like the VNC to fund.

VENDOR AND MATERIALS/SERVICES INFORMATION		TOTAL COST	NOTES
<b>Materials and Process</b>	<b>Materials Costs</b>	<b>Labor</b>	
Making the mold - plaster and wire	\$60	12 hours	
Formulating the clay body - clay	\$25	12 hours	
Press the clay into the mold & trimming		8 hours (2 hrs each)	
Glazes R & D formulation	\$65	12 hours	
Redrawing designs & transferring onto the tiles		12 hours (3 hrs each)	
Glazing		16 hours (4 hrs each)	
Installation setting & grouting	\$150	16 hours (4 hrs each)	
		88 total hours	
<b>\$2,200 -- \$25 per hr x 88hrs = 2,200</b>			
<b>+ 150 --- Materials</b>			
<b>\$2,350 Total</b>			
		<b>\$2,350 divided by 4 = \$587.50 per tile</b>	
<p>The artists have offered to charge less per hour to help pay for the reproduction of these four tiles that are missing.</p>			
<p>The artists will not charge for firing as the tiles will have to be fired with other pieces to fill the kiln which is necessary for the best firing.</p>			
<p>Original Artists: Noel Osheroff 2800 SanbornAve. Venice, CA 90291                      Tamie Smith 2800 SanbornAve. Venice, CA 90291</p>			
<p>VCHC 501-C(3) Tax ID # 85-4200761                      Los Angeles Business license #468616</p>			
<p>The Venice Arts Council will make up the \$350 necessary for the completion of the tiles.</p>			

PROJECT TOTAL

**\$2,350**



**PROJECT PLANNING SHEET**

**WORK PLAN** (Include a **TIME-LINE** for the project with beginning date and completion date of each phase. Projects may not begin prior to August 1, 2013 and must be completed by April 15, 2014)

**Work Plan for Four Tiles**

Dates	Labor	Firing Time
Sept. Making the molds drying time	12 hrs	48 hrs
Oct. Formulating the clay body Pressing into the mold and trimming bisque firing	12 hrs 8 hrs ( 2hrs each)	12 hrs
Nov. Glaze R & D Formulation 1 - 2 high firng	12 hrs	12 hrs
Dec. Redrawing designs and transferring them to the tile Glazing high firing	12 hrs (3 hrs each) 16 hrs (4 hrs each)	12 hrs
Mar. <u>Installation setting &amp; grouting</u>	16 hrs (4 hrs each) 88 hrs Labor	

**Note:** I have listed the time in monthly installments because ceramics are not always predictable time wise. The drying has to be done slowly, the firing times vary according to how much is in the kiln. There also have to be allowances for the glazing not working out as planned, possible re-dos.

**MAINTENANCE PLAN** (if applicable)

The Venice Arts Council will maintain or supervise the maintenance of the art tiles and remove any tagging from the tiles saving the City approximately \$1,000 per year. The tiles are extremely durable and have survived very well for over a decade and a half.

The Venice Arts Council has maintained the two refurbished murals, "Jaya" on Dell Ave. at the corner of S. Venice Blvd, and "The Endangered Species" mural on Park Ave. and Ocean Front Walk, and the refurbished Poetry Walls on the Police Sub Station at Windward Ave. on Venice Beach.



**ORGANIZATION SHEET (If applicable)**

(Only complete this form if the applicant is an organization. If so, do not complete Page 7)

ORGANIZATION NAME	<b>Venice Community Housing Corporation/Venice Arts Council</b>
ORGANIZATION ADDRESS	<b>720 Rose Ave., Venice, CA. 90291</b>
ORGANIZATION DESCRIPTION AND PURPOSE (Include the experience that your organization has in the execution of similar projects)	
<b>SEE ATTACHED</b>	

TOTAL MEMBERS <b>Twelve</b>	The proposal must include the names and SIGNATURES of 5 members of the organization (preferably Board members)	YEAR ESTABLISHED <b>2004</b>
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BY SIGNING BELOW, I declare in good faith that I am a member of the organization named above. I realize the Venice Neighborhood Council may contact me to verify my membership and participation in this organization.

NAME	ADDRESS	PHONE	SIGNATURE
<i>Adrian Siqueiros</i>	<i>2631 Cullen St 94126th St.</i>	<i>(310) 428-7952</i>	<i>[Signature]</i>
<i>SHERMAN PEARL</i>	<i>SANTA MONICA</i>	<i>(310) 453-0183</i>	<i>[Signature]</i>
<i>EMILY WINTERS</i>	<i>739 Palms Bl. Venice, CA. 90291</i>	<i>310 306-7372</i>	<i>[Signature]</i>
<i>Regina Barton</i>	<i>10741 Francis Place Los Angeles, Ca. 90434</i>	<i>310- 281-6289</i>	<i>[Signature]</i>
<i>Do I Geron</i>	<i>888 Venice</i>	<i>510 522 2328</i>	<i>[Signature]</i>

## **The Venice Community Housing Corporation**

A non profit organization

For over 24 years, Venice Community housing Corporation (VCHC) has provided permanent, affordable housing to low-income people in and around Venice. In 2012 **VCHC** housed 513 people in its 14 properties, including 148 children and 152 formerly homeless individuals.

**VCHC** also strives to keep low-income people housed by delivering wraparound services that help both its tenants and others maintain personal and economic stability, including:

**Property Management** and maintenance.

**Resident Services** to help residents achieve economic personal security.

**Venice YouthBuild** to provide a comprehensive program in education, job training and leadership development.

**Clayworks** was a part of the YouthBuild program until 2004, training youth the business of creating and designing tiles for commercial, residential and public use in order to provide youth job training opportunities.

**After School Programs** are academic focused activities, including tutoring, mentoring and recreation.

**Teen Court** is a peer based program held at Venice High School that provides an alternative to the juvenile system for young people accused for first-time minor offenses and offering the participant an inside view of the legal system.

## **The Venice Arts Council**

A Non-Profit Organization

The Venice Arts Council (VAC) is fiscally sponsored by the Venice Community Housing Corporation as a non-profit organization to preserve the public art in Venice, and support the Venice artists who come together to create and share the Arts in Venice.

2004 Venice Arts Council Founded

2005 Venice Arts Council has produced for the Venice People's Centennial Celebration a series of 11 events some of which were:

Ulan Bator Foundation Concert of Mongolian Music

Divas of Venice - honoring 8 Venice women for their dedication to the arts

"Venice Artists about Venice" Art Exhibition

Posters of Peace Press Exhibit

2006 Mayors Day of service restoring murals at Venice High School

Endangered Art Fund founded

Public Art Forum the first gathering of Venice artists and organizations for an interactive workshop about the arts in Venice.

2007 Follow up Forum

page 6b

- 2008 Restored two murals in Venice: "Jaya" on Delf Av. and S. Venice Blvd. and the "Endangered Species" mural on Park Av. and Ocean Front Walk.  
Supported the Venice Art Walls on Venice Beach with in Creative Unity (ICU)  
Worked with Cultural Affairs for mural advocacy
- 2009 Development of a restoration plan the the Venice Poetry and Shower Walls on Venice Beach with Beyond Baroque.
- 2010 - 2013 current projects near completion
- Completed the restoration of the Venice Poetry Walls on the Police sub station at the Venice Beach. Three shower walls are in process.
- Venice Japanese American Memorial Marker - working with an ad hoc committee made up various Venice and Japanese American organizations to install a monument on the corner of Lincoln and Venice to commemorate the place where Japanese Americans were taken to Manzanar concentration camp.
- Mural Ordinance Committee working with Los Angeles City Mural working Group to develop a mural ordinance that protects past and future murals.
- Art Tile Rescue - Replacing the four missing hand made, one of a kind, high fired ceramic tiles mounted on two benches on the Venice Boardwalk to compete the suite of eleven benches.

Venice Arts Council is a member of:

United Painters of Public Art (UPPA)

The Venice Chamber of Commerce

Venice Japanese American Memorial Marker Committee



**PERMISSION FOR USE OF PROPERTY SHEET (If applicable)**

Use this form to show the approval of the use of the project site from the property owner, school principal, city agency, etc. Attach as many as necessary.

PROJECT NAME	<u>Art Tile Rescue Program</u>
APPLICANT	<u>Venice Community Housing Corporation/Venice Arts Council</u>

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	<u>Bill Rosendahl</u>	TITLE	<u>CD 11 Councilmember</u>
FACILITY/BUSINESS NAME	<u>Los Angeles City Council</u>	PHONE	<u>(310)568-8772</u>
SITE ADDRESS <u>Ocean Front Walk Horizon Ave. to Dudley Ave., Venice, CA 90291</u>			

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

The proposal is to reproduce and install four missing art tiles at Wavecrest and Brooks Avenues, and reinstall two tiles on Sunset Ave. on Ocean Front Walk at Venice Beach commemorating the Venice history from 1904 to 2000. These public art tiles are part of the year 2000 Venice Beach Renovation.

I am pleased to give my permission for this most important rescue of these 12" x 13" iconic, one of a kind ceramic art tiles to be re-installed on the benches at the stated locations.

I understand that the Department of Recreation and Parks will issue a Right of Entry permit when these tiles are ready to be installed.

BY SIGNING BELOW, I declare in good faith that I own or am responsible for the named property. I understand that the applicant is seeking funding through the Venice Neighborhood Council. I grant the applicant permission to use the property for the implementation of the above named project. I understand that the project will begin after August 1, 2013.

Bill Rosendahl  
SIGNATURE

MAR 28<sup>th</sup> 2013  
DATE





**COMMUNITY INVOLVEMENT SHEET**

Use this sheet to establish the involvement of Venice stakeholders in this project. It may also be used to document pledges of volunteer hours. Points will be deducted during the review process if this sheet is not completed.

PROJECT NAME		APPLICANT			
NAME	ADDRESS	SIGNATURE	DATE SIGNED	NATURE OF INVOLVEMENT	HOURS PLEDGED
Ethel Gullette	733 Palms Blvd Venice 90291	Ethel Gullette	3-19-13	Venice resident	
Marjorie Swaseck	1050 Harrison Venice 90291	Marjorie Swaseck	3-20-13	Venice resident	
Shirley Reynolds	2923 Clune Ave Venice 90291	Shirley Reynolds	3-20-13	Venice resident	2
Jenice Hanks	39-19th Ave Venice 90291	Jenice Hanks	3-21-13	Venice Resident	
Chris Herz	617 Mulwood Venice 90291	Chris Herz	3/21/13	Resident Venice	
Reshima Wilkinson	741 Palms Blvd. Venice 90291	Reshima Wilkinson	3/23/13	resident	
Felipe M. Sanchez	685 Venice Bl. Venice Bl	Felipe M. Sanchez	3/29/13	Stakeholder	
Linda LaSuzar	21 Thornton Ave Venice 90291	Linda LaSuzar	3/23/13	Venice Resident	
HELEN ALLAND	21 THORNTON AVE #25 Venice 90291	Helen Alland	3/27/13	Venice resident	
THEODORE THALLAR	17 DUDLEY AVE #1 VENICE 90291	Theodore Thallar	3/23/13	Venice Senior Citizen	
SUSIE LOEWENSTEIN	40 BROOKS AVE, VENICE 90291	Susie Loewenstein	3/23/13	VENICE RESIDENT	
CHRIS WOOD	40 BROOKS AVE, VENICE 90291	Chris Wood	3/24/13	VENICE RESIDENT	
Wesley Stuart	40 Brooks Ave. Venice 90291	Wesley Stuart	3/24/13	Venice Resident	
Paula Tauschek	" " " " 90291	Paula Tauschek	3/24/13	Venice Resident	

Attach letters of support from the community behind this page. Letters that state something unique about the project or from people who will be directly affected by the project will have a greater impact.



# BILL ROSENDAHL

City of Los Angeles  
Councilmember, Eleventh District

#### Committees

Chair, Transportation  
Vice Chair, Audits & Governmental Efficiency  
Vice Chair, Trade, Commerce & Tourism  
Member, Budget & Finance  
Member, Board of Referred Powers  
Chair, Ad Hoc on Social Equity  
Member, Ad Hoc Staff on Proposed  
Downtown Stadium & Event Center

March 28, 2013

Venice Neighborhood Council  
P.O. Box 550  
Venice, CA 90294

Re: Art Tiles Rescue and Preservation

Dear Venice Neighborhood Council:

I am writing to express my strong support for the Art Tile Rescue and Preservation Committee's project to replace and enhance the Venice Beach Oceanfront Walk art tiles and the benches in which they are housed.

People come to Venice Beach for many reasons, such as the opportunity to see public art, the vibrant collection of restaurants and stores and beautiful natural resources. With this grant, visitors and residents alike will benefit from the displayed graphic history of Venice from 1901 to 2000 that these art tiles represent. They are truly a gem on Venice Beach.

I would like to thank the Art Tile Rescue and Preservation Committee for its efforts in moving this project forward.

Regards,

**BILL ROSENDAHL**  
Councilmember, 11<sup>th</sup> District

BR:cc

Westchester Office  
7166 W. Manchester Boulevard  
Westchester, CA 90045  
(310) 568-8772  
(310) 410-3946 Fax

City Hall  
200 N. Spring Street, Room 415  
Los Angeles, CA 90012  
(213) 473-7033  
(213) 473-6926 Fax

West Los Angeles Office  
1645 Corinth Avenue, Room 201  
Los Angeles, CA 90025  
(310) 575-8461  
(310) 575-8305 Fax





# BILL ROSENDAHL

City of Los Angeles  
Councilmember, Eleventh District

#### Committees

Chair, Transportation  
Vice Chair, Audits & Governmental Efficiency  
Vice Chair, Trade, Commerce & Tourism  
Member, Budget & Finance  
Member, Board of Referred Powers  
Chair, Ad Hoc on Social Equity  
Member, Ad Hoc Stadium on Proposed  
Downtown Stadium & Event Center

March 28, 2013

Venice Neighborhood Council  
P.O. Box 550  
Venice, CA 90294

Re: Art Tiles Rescue and Preservation


Dear Venice Neighborhood Council:

I am writing to express my strong support for the Art Tile Rescue and Preservation Committee's project to replace and enhance the Venice Beach Oceanfront Walk art tiles and the benches in which they are housed.

People come to Venice Beach for many reasons, such as the opportunity to see public art, the vibrant collection of restaurants and stores and beautiful natural resources. With this grant, visitors and residents alike will benefit from the displayed graphic history of Venice from 1901 to 2000 that these art tiles represent. They are truly a gem on Venice Beach.

I would like to thank the Art Tile Rescue and Preservation Committee for its efforts in moving this project forward.

Regards,



**Mike Bonin**  
Councilmember-elect, 11<sup>th</sup> District

MB:cc

Westchester Office  
7166 W. Manchester Boulevard  
Westchester, CA 90045  
(310) 568-8772  
(310) 410-3946 Fax

City Hall  
200 N. Spring Street, Room 415  
Los Angeles, CA 90012  
(213) 473-7011  
(213) 473-6926 Fax

West Los Angeles Office  
1645 Corinth Avenue, Room 201  
Los Angeles, CA 90025  
(310) 575-8461  
(310) 575-8305 Fax



**McCarren/Fine**  
**Jud Fine and Barbara McCarren**  
**25 30th Avenue - Home**  
**1366 Appleton way - Studio**  
**Venice, California 90291**

March 27, 2013

To Whom It May Concern,

We are writing this letter in support of the Art Tile Rescue and Preservation Committee work to replace and enhance the Venice Beach Oceanfront Walk art tiles and the benches in which they are installed. As lead artists on the project, we were honored to work with Noel Osheroff and the original artist team because of their high-quality work and level of professionalism installing the tiles. There were many aspects to this complicated project, it was wonderful to be able to rely on Noel and her team to produce excellent tiles and work independently. The tiles themselves are both unique and absolutely fitting with not just the history of Venice and its Place Names but are also visually representative of the influential California Arts and Crafts Movement.

We recently became aware of the state of disrepair of these historic art tiles and want to express our support for the restoration of them. They are wonderful milestones along Ocean Front Walk and we always point them out to visitors and even strangers on OFW. Please do not hesitate to contact us if we can help with this restoration project in any way. We think the tiles are one of the most successful aspects of the refurbishment project for both their uniqueness and seamless appearance in such a well-attended, heavily used attraction in the City of Los Angeles.

Sincerely,

Barbara McCarren and Jud Fine  
310.592.4962

March 27, 2013

Venice Neighborhood Council  
Community Improvement Projects  
2012-2014 Application

RE: ART TILES RESCUE AND PRESERVATION COMMITTEE

Dear Venice Neighborhood Council:

The Board of Directors of the Venice Boardwalk Association would like to stress strong support of the Art Tile Rescue and Preservation Committee's work to replace and enhance the Venice Beach Ocean Front Walk art tiles and the benches in which they are housed.

Tourists and stakeholders alike benefit from the graphic history of Venice from 1901 to 2000 that these art tiles represent.

We believe pride in our neighborhood is reflected by how we care for our surroundings, and the art tiles are visual evidence of this standard.

Sincerely,

Board of Directors  
VENICE BOARDWALK ASSOCIATION  
Steve Heumann, President  
Brian Dror  
Albert Elzas  
Jay Goodfader  
Anthony O'Carroll  
Mark Sokol



## VENICE HISTORICAL SOCIETY

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PO Box 12844, Venice, CA 90295 • (310) 967-5170 • [info@venicehistorical.org](mailto:info@venicehistorical.org) • [www.venicehistoricalsociety.org](http://www.venicehistoricalsociety.org)

Venice Neighborhood Council  
Community Improvement Projects  
2012-2014 Application

March 20, 2013

RE: ART TILES RESCUE AND PRESERVATION COMMITTEE

Dear Venice Neighborhood Council,

The Venice Historical Society is writing in support of the Art Tile Rescue and Preservation Committee work to replace and enhance the wonderful aspects of historic Venice Beach Oceanfront Walk which includes the art tiles and the benches in which they are housed.

Tourists and stakeholders alike benefit from the graphic history of Venice from 1904 to 2000 that these art tiles represent.

We take pride and care in our community. These art tiles are visual evidence of how proud we are of Venice's 100+ years of history. It is important that these landmarks be rescued and preserved.

Sincerely,  
Jill Prestup  
Venice Historical Society President  
Representing the Venice Historical Society Board of Directors