PLACE & CONNECTIVITY
In this 1894 map, what is now Mar Vista was just another part of the large undeveloped expanse of grazing land, bean farms, and swamps that stretched between downtown Los Angeles and Santa Monica.
By 1924, the small community of Mar Vista had taken root, anchored by Venice Boulevard (“the shortest route to the sea”), along which ran a Pacific Electric streetcar line. Ocean View, Grand View, and Mountain View Avenues can be seen reaching up the promontory to the north, where early homeowners must have taken in stellar views—hence the name “Mar Vista.”
In the 1930s, despite the Great Depression, Mar Vista continued to develop, with real estate agents advertising its location “30 minutes from downtown and 10 minutes from the beach”. Neighborhood features emerge, including a school, golf courses, a sanitarium, and a water tank atop the hill.

Study Area
With its mix of housing types, Mar Vista attracted a mix of incomes and ethnic groups, including Mexican Americans and European immigrants. A significant Japanese American population in the area was forcibly removed during World War II. The area was not “red-lined” by the Home Owners Loan Corporation, but it was “yellow-lined” (the second-lowest of four colored zones).
Several homes from the early 20th century can still be found north of Venice Blvd, while south of Venice Blvd, most buildings date from the 50s-60s.
Zoning and land use have remained consistent through the years, with commercial-lined Venice Blvd. dividing the mostly single family blocks to the north from the mix of multi family, industrial, and public facilities to the south.
A significant amount of the area’s blocks are covered in surface parking, which is both an inefficient use of land, and encourages people to drive.

Particularly worrying is that in the Venice Blvd. commercial corridor, a full 25% of the lot area is used for parking.
Diverse retail - national chains, independent stores, ethnic stores — downmarket, upmarket, community-serving, and “hipster”

**GENERAL RETAIL**
- 98 cent Discount
- Ceci's Party Supplies
- CVS
- Dicks Hardware
- Grand View Market
- Grandview Liquor
- Joe Supermarket
- Mitsuwa Marketplace
- Robinson Beautalities
- Timewarp Records
- Top Tomato Market
- Uniq Carpets
- Yum Yum Donuts

**SPECIALTY RETAIL**
- Ashley's Flowers
- Bikerowave
- BMC Building Materials
- Brenda's Flowers
- Centinela Pet Supplies
- Green Coast Hydroponics
- ink on Paper
- LA Brakeless
- Lighthouse Glass
- Soaptopia
- The Dog Bakery
- Timewarp Music
- Vintage on Venice

**FOOD & NIGHTLIFE**
- Accomplice Bar
- Atmosphere Mar Vista
- Bowlero Mar Vista
- Canela Cocina Latina
- El Sazon Oaxaqueno
- El Zacatecas Bar
- Little Fatty
- Pan Dulce Bakery
- Sunny Grill
- Taco Bell
- The Mar Vista
- MV Grab and Go
- Venice Grind
The area’s commercially zoned land hosts a variety of services —
Schools, churches, health services, business services, and creative offices.
Most buildings in the area are just one or two stories high. The few structures over two stories are located south of Venice Blvd.

Venice Blvd. is wide (140 ft.) and lined by low buildings, creating a weak street wall and sense of enclosure.
Venice Blvd. and Centinela Ave. have the highest traffic volumes in the area. Since 2014 there have been two traffic collisions in the area, both involving bicycles.

<table>
<thead>
<tr>
<th>Street Name</th>
<th>Average Daily Traffic (1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venice</td>
<td>34 - 43</td>
</tr>
<tr>
<td>Centinela</td>
<td>16 - 32</td>
</tr>
<tr>
<td>Inglewood</td>
<td>5 - 11</td>
</tr>
<tr>
<td>Grand View</td>
<td>8 - 10</td>
</tr>
<tr>
<td>Charnock</td>
<td>2 - 3</td>
</tr>
</tbody>
</table>
Block size matters. Large blocks force pedestrians to walk longer distances. They also mean fewer intersections, leaving pedestrians with fewer route choices.

The ideal size for a human-scaled urban block is 4.65 acres.

<table>
<thead>
<tr>
<th></th>
<th>Typical Block Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td>4.42 acres</td>
</tr>
<tr>
<td>San Francisco</td>
<td>3.13 acres</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>2.87 acres</td>
</tr>
</tbody>
</table>
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The ideal size for a human-scaled urban block is 4.65 acres.

Thankfully, the area has seen no bicycle or pedestrian deaths in the last 5 years. However, bicycle injuries are common, with 59 in the last 5 years, mainly along Venice Blvd. and Centinela Ave. Pedestrian injuries are less common (24 in 5 years), and with less of a pattern as to where they occur.