



# Venice Neighborhood Council

PO Box 550, Venice, CA 90294 / [www.VeniceNC.org](http://www.VeniceNC.org)  
Email: [info@VeniceNC.org](mailto:info@VeniceNC.org)



## Discussion Forum Committee Meeting Agenda

Tuesday, February 10, 2015 from 7:00 to 9:00 PM

Le Cellier (424-228-5491)  
417 Washington Boulevard  
Venice, California 90292

No Host Refreshments Available

"Given that each of us lives in a different world, what can we do to minimize misunderstandings?"

### Agenda

[150210VNCDiscussionForumMeetingAgenda.pdf](#)

**7:00 Call to Order** ■ **Public Comment on items not on the agenda**

**7:10 Discussion & Possible Action (DFC Motions & Long-Term Strategies)**

- a. **Motions:** Request Board Endorse in Concept and Encourage Implementation of the below proposal contained in the Discussion Forum Committee's VNC Vision Goals Idea Matrix:

Idea ↓	Submitted by	Suggested Implementation Strategy	Generated while Brainstorming ↓
			Focus on Children Participation Walkability Diversity Creativity Collaboration Brainstorming

- b. Discussion of Long-Term Strategies (using DFC Dialogue Procedure):

- 1. Brainstorm ideas on Diversity Vision Goal

The focus of this meeting is to try to answer the following two questions:

- ⬇ Why has the Venice Community, over the past 55 years, experienced dramatic reductions in its minority and economic diversity (see p3 DFC 150210 Agenda Exhibit below)?
- ⬇ Why have efforts to address this apparently been unsuccessful?

**JDM Comment:** My personal thinking is that, among other factors, the key factor is the lack of the reliable provision of a supply of less expensive housing in the Venice Community – without which any efforts to address this trend will ultimately fail.

- 2. ByLaw Amendments:

- ⬇ Staggered 4-year terms
- ⬇ DFC → Standing Committee
- ⬇ Incorporate VNC Vision Goals into VNC Mission Statement <amandaseward@artvista.net>

**9:00 Adjourn**

### Minutes of ■ Prior DFC Meetings & ■ Related Board Actions

■ 5/1/2012 to 12/9/2014 Formation of DFC, focus on VNC Walkability Vision Goal, development of VNC Vision Goals Idea Matrix, development and presentation of report to board on DFC activities, development of DFC Dialogue Procedure, development of DFC-Board Modus Operandi (mutually-supportive relationship), drafted & successfully recommended board adoption of Focus on Children Vision Goal, and recommending board implementation of the Walkability Impact Disclosure Ordinance (WIDO) item in the VNC Vision Goals Idea Matrix. ■ 1/20/2015 Board accepted responsibility for implementation of the Walkability Impact Disclosure Ordinance (WIDO) item in the VNC Vision Goals Idea Matrix. ■ 7/1/2014 to 1/13/2015 Focus on VNC Diversity Vision Goal. ■ 2/10/2015 TBD.

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board members in advance of a meeting may be viewed at the Venice Library, 501 S. Venice Blvd.; Oakwood Rec Center, 767 California Street; The Venice Ale House, 425 Ocean Front Walk; Groundworks Coffee, 671 Rose Ave; Beyond Baroque, 681 Venice Blvd.; Penmar Park & Rec Center, 1341 Lake St.; and at our website by clicking on the following link: <http://venicenc.org/>, or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact [jedmur@gmail.com](mailto:jedmur@gmail.com).



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## DFC Dialogue Procedure

JDM has provided sample responses to the below questions as a guide to using this DFC Dialogue Procedure.

**What do you consider to be the most important long-term issue facing the Venice Community?**

**JDM Gentrification pressures & land-use policies are eroding the character (social & physical) of the Venice Community.**

**If this issue is not addressed, what do you believe will be the long-term impact on the Venice Community?**

**JDM Sterile enclave of richer residents (erosion of diversity) living in boxes (erosion of creativity).**

**What are the long-term obstacles to resolving this issue?**

**JDM Land-use & other laws prevent or discourage accommodation of more 'creative less-expensive housing'.**

**How can the DFC use its limited resources to help the Board address these long-term issues?**

**JDM Help the Board prioritize a long-term focus on identifying how the land-use & other laws are preventing, or are being used or interpreted to prevent or discourage, accommodation of more 'creative less-expensive housing' in Venice. Consider & recommend alternative strategies to the Board to enhance rather than erode diversity & creativity in the Venice Community.**

**Identify & clarify misunderstandings as necessary to enhance the productivity of the dialogue.**

## VNC Vision Goals

VNC Standing Rule 20 adopted unanimously by the Board on April 21, 2009 & amended unanimously by the Board on May 20, 2014 to insert the **Focus on Children Vision Goal**

To **stimulate the vitality** of the VNC, the Board and VNC Committees are encouraged to consider the below **VNC Vision Goals** in their deliberations.

Although the VNC is a political body, and inevitably it may become embroiled in issues that divide the community, these goals are designed to promote a more proactive, collaborative vision for VNC Committees to include in their deliberations as they formulate recommendations for Board consideration. The intent is to create a working framework of integrated strategies capable of achieving, over time, broader consensus and increased:

### Focus on Children

**Consider strategies** that promote & expand opportunities for children to experience direct meaningful involvement in all aspects of the social and economic and cultural activities of the *Venice Community*. Include this **Focus on Children** as an integral part of the **consideration** of **strategies** in all of the below **Vision Goals**.

### Participation

**Consider strategies** that encourage & facilitate broader involvement of stakeholders, major organizations, community groups, and government institutions, etc.

### Walkability

**Consider strategies** that reduce the use of cars and that promote alternatives such as walking, skateboarding, biking & bike racks, circulation systems (trolleys), park & ride rather than additional parking, street-narrowing/sidewalk widening, walk/bike/skateboard lanes separated from traffic, easier neighborhood pedestrian access to commercial stores, etc.

### Diversity

**Consider strategies** that encourage & facilitate realistic recommendations designed to increase economic diversity, including affordable [**less expensive \***] housing, etc.

[\* Clarification inserted November 24, 2014 by Joe Murphy]

### Creativity

**Consider strategies** that promote the arts, encourage & facilitate creativity. This can apply to architecture, public art, social events (neighborhood gatherings/street movies/theatre/dance/pottery/...), etc.

### Collaboration

**Consider strategies** that encourage & facilitate 'level playing fields' for collaborative negotiation; opt for procedures & policies that 'promote flexibility & dialogue' over 'reacting defensively to rigid criteria', facilitation/mediation training, etc.

### Brainstorming

**Consider strategies** that encourage & facilitate exploring of non-traditional options for achieving shared objectives, etc.

## DFC Quorum Members

Amanda Seward [amandaseward@artvista.net](mailto:amandaseward@artvista.net)  
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## Upcoming DFC Meetings

(2nd Tuesday of each month unless otherwise notified)

3/10/2015 - 4/14/2015 - 5/12/2015 - 6/9/2015 - 7/14/2015 - 8/11/2015 - 9/8/2015



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## DFC 150210 Agenda Exhibit

To whom it may concern: 1/7/15

I have been reviewing some stats for Venice, more specifically the 90291 Zip Code, that I found interesting and would like to share.

The original source for these stats is the US Census data, with the pricing from the MLS. I think they speak fairly directly to one of the issues central to Venice today, namely "Gentrification". I like to rely on the 90291 Zip Code area, which runs from Walgrove to the beach and from Washington to Dewey, because it represents a sort of Jane Jacobs' type of opportunity for development and most sources rely on the zip code to cull information. Here are some of the stats that pertain to this area:

<b>Stats for the last 50 year period:</b>	<b>1960</b>	<b>2010</b>	<b>% Change</b>
Total Population	35,409	28,207	-20
Dwelling Units	16,320	16,190	-1
MHI (inflation adjusted)	41,646+/-	70,859+/-	+70

  

<b>Stats for the last 10 year period:</b>	<b>2000</b>	<b>2010</b>	<b>% Change</b>
Total Population	31,097	28,207	-9
Dwelling Units	16,311	16,190	-1
MHI (inflation adjusted)	60,228+/-	70,859+/-	+18
0 – 55 Years of Age	26,761	22,746	-15
55 – 100 Years of Age	4,257	5,595	+31
Black or African American	2,087	1,491	-27
Hispanic or Latino	7,834	5,668	-28
Housing for Seasonal, Recreational, or Occasional	79	342	+333

These types of changes occur for all sorts of reasons but I don't think that we should ignore the magnitude of these changes whether we consider them good or bad. That being said my efforts have revolved around housing and small commercial projects so the lens through which I view these issues lies there.

Imagine, we as a community have experienced a 20% reduction in population while the metro area surrounding increased by 90% (LAMSA 6,746,356 – 12,840,726) and a 1% reduction in dwelling units while the metro area surrounding increased by 80% (LAMSA 2,501,432 – 4,498,576)! Ours is an extremely attractive community (for all sorts of reasons) and without some sort of systemic response the "Gentrification" pressure will not abate.

<b>Here's what has happened in sales prices:</b>	<b>1996</b>	<b>2014</b>	<b>% Change</b>
SFR average price per sq. ft.	198	1,037	+523
Condo average price per sq. ft.	171	750	+438

I don't want to make the judgment call as to whether these phenomena are good or bad. It is my opinion that the "Gentrification" is to some degree fostered by scarcity. This community's character has been, in some respects, defined by its ability to absorb interwoven multiple types of housing and other uses and has done so quite handily for close to 100 years. It seems now that projects are weighted very heavily toward lowest density.

Take care,

Frank Murphy  
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