

Venice Neighborhood Council

LAND USE AND PLANNING COMMITTEE
PO Box 550, Venice, CA 90294 www.VeniceNC.org Email:
Chair-LUPC@VeniceNC.org

Contact Information:

Name: JOHN PRICE

Nombre el letra de Molde

Qualifying Stakeholder Address: 

Dirección

Street address (if different): _____

Dirección, si diferente

City: VENICE

Ciudad

State: CA

Estado

Zip Code: 90291

Código Postal

Email (mandatory) 

Correo electrónico (obligatorio)

Phone (mandatory) 

Telefono (obligatorio)

I hereby certify, that I wish to serve on the Land Use and Planning Committee of the Venice Neighborhood Council and I am a Stakeholder within the boundaries of the VNC area.

Stakeholder Signature 

Firma

Date 7/18/25

Proof of stakeholder status via a valid credential must be presented at the August Board meeting. A valid credential includes, but is not limited to one of the following: a CA Driver's License or CA Residency Card (for an address within the VNC area); a school ID Card (for a school with in the VNC boundaries); a business card (in combination with any of the following with a matching Venice address: Business license, business check, or pay stub); a recent utility bill (for an address within the VNC area); an imprinted check (including an address within the VNC area); a Pay stub (from a business within the VNC area); a Passport (only in combination with any other credential item); a school report card (from a school with in the VNC boundaries); a property tax bill (with an address within the VNC area)

1. Please explain why you wish to serve on the LUPC.
1. Have you served before on the LUPC or other planning and land use related committee?
If so, what committee and when?

I have never served on this type of planning or land use committee.

2. Please state your professional qualifications or related experience relevant to this position

Professional qualifications:

I graduated in 1990 with a degree in economics. After working for several companies, I started a machinery business back in 1996 with no experience and grew into global converting and packaging machinery group with factories in Europe and Asia and headquarters in Miami, where I lived until 2022. We sold two of the businesses at the end of 2022, and I decided to move to Venice Beach where I now live with my wife. I still have one machinery company that I own and manage remotely, but my workload is lighter, giving me time to get involved with more community-oriented activities like the LUPC.

Related experience:

I purchased an old industrial warehouse in Miami and subdivided and upgraded into 3 separate modern industrial facilities over the past 15 years. Through this experience, I had to deal with architects, engineers, zoning, city planning and DERM, and learned about the myriad complexities involved with change and development, and how critical good planning is to the success of any project.

Growing up with a mother who is an architect and historical preservationist, I learned to appreciate the importance of architecture and historical landmarks to the character of a city and that it all starts with the planning board. Honor the history while creating the future.

3. Please indicate your understanding of the time involved in terms of meeting and case work.

I could not find any specific details on time commitments. I am interested to learn more to make sure that I can meet requirements considering my current commitments.

2. Please list your previous and/or current neighborhood or community involvement.

As mentioned above, for the past 30 years or so, I have not had any time to get involved or give back to community beyond being a teacher in Junior Achievement program and acting as mentor in Educate Tomorrow program for foster kids.

3. Please list the three most critical planning and land use issues you feel are facing the Venice community.
 1. Clear long-term plan for building more affordable housing and standard rate housing.
 2. Transportation planning for 21st century that makes city less car/parking dependent and makes city of LA more accessible without car.
 3. Plan for real art zone for artists that is affordable and allows artists to focus on creativity and not demands of commercial art market. This should be open and accessible to public and become a real destination that brings life and energy to community and brings residents of community together.
4. Please review the Venice Coastal Zone Specific Plan and the Venice Land Use Plan and comment on your opinion of each of them.
 1. Venice Coastal Zone Specific Plan – The plan is extremely detailed and extensive seeming to address all issues related to each specific zone within Venice. As I understand this plan was put together almost 25 years ago with some clear objectives for the community in mind. Will this plan still support the best interests of the residents of Venice and Los Angeles for the next 25 years?

On the parking front, there was discussion of building multistory garages and intercept lots. Unfortunately, there are no on-going reports about the challenges and solutions implemented for parking over the last 25 years, so it is extremely difficult to understand if this plan was successful or not. There is mention of a Parking Trust Fund. Does this still exist? How much money has been used over the years from this fund and how much is currently in the fund?

There are clear designations in plan of Commercial Artcraft Land Use District. What was the purpose of this district? Has it been a success? I have not noticed any real art district in Venice since moved here, so hard to grasp the purpose of this district. I would love to see a real art district in Venice, but if just a commercial zone, should really be called an Artcraft District or should be rezoned.

It appears from the plan that there were incentives for developers to build more affordable housing. Was this successful? How many new affordable housing units have been added to housing stock during last 25 years? Are the density requirements reasonable or too conservative to meet the needs of community? Are the incentives enough to move the developers to build?

When this plan was designed there were no high-speed electric bikes, automated cars and the LA rail system was in its infancy. These are all technologies that are evolving quickly and have the possibility to completely change how space is used. In some cases it may open-up the possibility to remove parking spaces from the streets and in others may require more space to add rail, high speed electric bike lanes or walkable streets with landscaping. The plan for the next generation needs to be developed.

2. Venice Land Use Plan – Draft Concept 2020 – This five-page plan was all I was able to find on the website with this name, so I will comment on this document. For reference, I just finished reviewing this document after writing my comments above. I think the plan is well thought out and the target areas for higher density development and the scale of development within different neighborhood makes sense. The plan makes a brief mention of affordable housing but not sure if this is just fluff or a real target of plan. For me, this is the most critical point to find the right balance between affordable housing and standard market priced housing that allows for housing to be built. It is critical that the targets for affordable housing are clearly defined and achieved.

In terms of transportation planning section, I believe there is an opportunity to go further and completely change Venice Blvd with addition of rail station that ends at the beach. I have no idea if LA has plans to tie in Venice with rail service, but I think Venice Blvd offers the opportunity to add rail or monorail service to downtown LA. Venice is extremely wide until hits Crenshaw with a lot room to do something transformative. Maybe rail in the middle, reduce to one lane traffic in each direction and then wide high-speed bike and electric bike covered bike lanes to protect from sun and rain with landscaped walking zones on each side and mixed-use development lining street with commercial below and apartments above. In an ideal world, I would like to see Venice Blvd shut to cars except for a few street crossings. Underground road passages like is extremely common in Brussels would allow for traffic to cross Venice Blvd without stopping. Train service would offer local and express service with only one stop or two stops before arriving in downtown LA. If can cut the transport time to 30 minutes or less this opens up tremendous opportunities to connect beach with downtown cultural institutions and for residents of downtown LA to easily access the beach areas by train or to have opportunity to ride their electric bike along a peaceful, landscaped street without cars to the beach. The problem with LA is nothing feels connected. Venice is a beautiful beach town with a lot of character but to me it feels remote and not part of city. I think the need to find extremely fast and efficient forms of transportation from different parts of city to downtown LA is critical for the future of Los Angeles. Additionally, this project would offer the possibility to add tens of thousands much needed apartments units along Venice Blvd starting at the beach in Venice until reach downtown area.

As mentioned earlier, I deliver there is an opportunity to create an art district that supports emerging artists and is not driven by commercial profit, which carries on the

traditions of Venice as a hub for artistic creativity and expression. Within this district, there would be facilities that would double as meeting places for the community including the VNC, serving as a focal point for bringing the community together and would be a destination spot for visitors.

Lastly, the plan mentions encouraging more “sustainable” neighborhoods that are less reliant on cars and are more walkable and bikeable, which I think is great objective; however, I would like to see Venice leading the way in energy sustainability and resilience as well. What can be done to encourage more installation of solar, heat pumps and electric boilers? I believe this should be a community goal of Venice and we should be leading the way as a community to remove our reliance on carbon-based energy sources. For sure California utilities are doing great things on alternative energy front, but with all new technology we need more energy than ever. Let's lead by example.

5. How do you view the role in private interactions with Applicants who have projects proposed before the Land Use and Planning Committee?

If the projects are already before the LUPC, I think any private interactions between applicants and committee members would not be allowed unless following clearly defined committee guidelines for these interactions.

6. What is your understanding of and opinion on the VNC Ethics/Conflict of Interest Requirements?

When you hold a position on the VNC, you need to represent the community with honesty, sincerity and transparency. All members of the committee and community should be treated with respect and dignity. It is essential to avoid and disclose any potential conflicts of interest to ensure the integrity of the VNC and maintain the public trust. I agree with and commit to following The VNC Ethics/Conflicts of Interest if selected for this position on the LUPC.