

Venice Neighborhood Council

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

2025 VNC LUPC APPLICATION

Stakeholders interested in joining the Land Use and Planning Committee of the Venice Neighborhood Council (VNC) are requested to complete the following application and return it to the LUPC Chair (chair-LUPC@venicenc.org), Rules & Selections Committee (rules@venicenc.org), and the Secretary (secretary@venicenc.org) **prior to 5PM on Tuesday August 12th.**

Your application will be forwarded to the VNC Board for review.

According to VNC bylaws, the VNC Board will select eight (8) members of the Committee at its meeting on August 19, 2025. Applicants are encouraged to attend to introduce themselves and speak before the board (representatives may not speak for you).

Applicant's name and answers to these questions will be made public, but not contact information such as address, phone number and email address.

LUPC Mission:

To advise the Venice Neighborhood Council and stakeholders about land use projects in or around Venice that will impact the quality of life of Venice residents, business owners and stakeholders.

To advise the Venice Neighborhood Council on planning issues and projects affecting the Venice community.

To make recommendations to the Venice Neighborhood Council's Board of Officers regarding any exceptions, modifications and variances to the Venice Coastal Zone Specific Plan for the planning and construction of projects in Venice to forward to the Los Angeles City government entities which shall include but not be limited to Council District 11, City Planning Department, City Building & Safety and City Public Works as deemed necessary.

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Contact Information:

Name: _____ Emma Johnson__

Nombre el letra de Molde

Qualifying Stakeholder Address: [REDACTED]

Street address (if different): _____

Dirección, si diferente

City: _____ Venice _____ State: __CA__ Zip Code: _____ 90291__

Ciudad Estado Código Postal

Email (mandatory) [REDACTED] Phone (mandatory): [REDACTED]

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 Emma Johnson Date 8.11.25

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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 within 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 within the VNC boundaries); a property tax bill (with an address within the VNC area)

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Answer all these questions; please limit your answers to 200 words or less each and return to the chairs of the Land Use Committee (chair-LUPC@venicenc.org), Rules & Selections Committee (rules@venicenc.org), and the Secretary (secretary@venicenc.org)

Questions:

- Please explain why you wish to serve on the LUPC.

I am originally from San Diego but have lived in Venice for about 7 years. Both my Fiance and I work in Venice and are exploring opportunities to buy a house are looking locally in Venice. In doing so, I felt it important to become involved in the community as this could be where I raise children and own land. Additionally, I have started my own small business in Venice ... essentially, I am personally connected to this area.

I graduated from University of Colorado Leeds school of Business and have worked in retail for 10 plus years. I have a deep understanding for commercial real estate, new commercial builds, brick and mortar and shopping experience. I work across the US and have seen how different commercial areas can affect the community in a positive or negative way. I have specific and immediate ideas for Venice as, due to my experience, know how to execute them.

- a) Have you served before on the LUPC or other planning and land use related committee? If so, what committee and when? No
- b) Please state your professional qualifications or related experience relevant to this position. **I currently am Director of Retail for Frankies Bikinis, which is headquartered in Venice. Additionally, I've lived on Abbot Kinney for about 5 years. My experience is in retail and real estate and have done both in 10 plus communities, including Venice. I have a great understanding on retail strategy and working alongside real estate agents. Living and working in Venice gives me a unique alliance to my community while also understanding how other communities are elevating their retail that draws tourism and serves residents. I**

also have a deep understanding of sub-communities within Venice and what brick and mortar would serve those areas. I am applying today because of the huge opportunity I see in Venice and the demand for new builds including two new projects on either end of Abbot Kinney. It is important the community has a representative that seriously understands those projects and how the community will perceive them.

c) Please indicate your understanding of the time involved in terms of meetings and case work. **I understand there are monthly meetings and a weekly hours needed to put towards this committee**

2) Please list your previous and/or current neighborhood or community involvement. **I live and work within Venice. I attend community events and have relationships with business's within Venice.**

3) Please list the three most critical planning and land use issues you feel are facing the Venice Community.

- **Lack of organization on Abbot Kinney, every retail location is struggling on Abbot kinney due to the lack of high level strategy. There are no singular strategy for the street which is high turnover and therefore huge peaks nd valleys in foot traffic.**
- **Venice has a a lack is utility retail that are elevated and true to Venice culture... bike repair, pharmacy, smoothie/juice bars, small grocers...etc. This is seen especially on Lincoln boulevard... Venice community members do not need a Staples, Ross and Walgreens but private, family owned pharmacies, grocers, delis and specialized stores. Parking is essential as well and needs to be addressed to support these business's.**
- **Walking and biking paths – and overhwleming about of residents in Venice walk or bike but the designated bike path ends with Marina Del Rey. Creating separate paths for residents and tourists to safely walk or bike through with a charming envrioment would connect parts of Venice into one community, enhance safety and funnel safety and cleaning efforts to a designated area as Venice could prioritize safety and sanisation to walking areas vs roads.**

4) Please review the Venice Coastal Zone Specific Plan and the Venice Land Use Plan (which was certified by the California Coastal Commission) and comment on your opinion of each of them.

1, Housing needs – I agree that new builds and modern housing should be explored as well as ensuring older construction is maintained for its residents. I would be cautious where affordable housing if built as to ensure sanitation and maintenance does not create future issues for Venice

2. Maintaining culture significance– The plan fails to address new builds like the new country mart where the old snapchat HQ was and the new Membership on the north end of Venice... we should require community service of them suchas ... hosting farmers market monthly, offering Venice residents discounts, hiring local artists for murals, hiring 30% Venice residents ...etc. I feel very strongly on this point.

3.Promoting local jobs and small business – this can be done through my point

above

4.Climate change – I totally agree with all the points and should highly address beach pollution and putting energy towards beach and boardwalk clean up.

5) How do you view your role in private interactions with Applicants who have projects proposed before the Land Use and Planning Committee? **I view my role as a representative of Venice with deep understanding of how proper land use can enhance a community. Each applicant is an opportunity to serve us and each deal should be customized.**

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

I understand fully and it is important that finically benefitting from a community decision is unethical.

Access VCZSP at <http://cityplanning.lacity.org/complan/specplan/pdf/VenCoastal.pdf>.

Access Venice Land Use Plan at

<http://cityplanning.lacity.org/complan/othrplan/OPAREA/VENLUP.HTM>

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