

Venice Neighborhood Council



LUPC APPLICATION

Contact Information:

Qualifying Stakeholder Address (Dirección):

Print Name/Nombre el letra de Molde : Mia C. Herron			
Street address / Dirección	Venice City / Ciudad	CA State / Estado	90291 Zip/ Código Postal
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miaherron@gmail.com Email / Correo Electrónico (very important)		

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 12/10/2012

Note: Stakeholders that did not registered as a VNC Stakeholder in one of the last two elections should register with the Secretary of the VNC at the December 18, 2012 Board of Officers Meeting. Please bring proof of stakeholder status with you to register.

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Please answer all these questions and limit your answers to 200 words or less each. Email to rules@VeniceNC.org and Chair-LUPC@VeniceNC.org.

Questions:

- 1) Please explain why you wish to serve on the LUPC.
 - a) Have you served before on the LUPC or other planning and land use related committees? If so, please provide some detail.
 - b) Please state any qualifications or related experiences relevant to this position.

I served on the Venice Neighborhood Council's LUPC from June 2012 to present.

I am inspired by Venice's vibrant spirit and as an enclave in the greater city of Los Angeles for creatives, bohemians, forward thinkers, and those dedicated to community preservation. A Los Angeles resident since July 2008, I was immediately drawn to Venice with its eclectic, beach-city lifestyle; diverse citizens spanning socioeconomic and racial divides; and varied cultural and culinary offerings. My intention to serve on the LUPC is to become a resource for its inhabitants, and a guardian of the greater population's best interests.

My professional experience is primarily focused around marketing; I currently serve as a Marketing Consultant, supporting companies through processes of brand identity development, and marketing strategy, encompassing paid, owned, earned, and social media. Through my experience as a marketing and communications professional, I have learned how to build communities and reach target audiences -- key skills that I will continue to apply to LUPC as we enhance our community outreach efforts.

Previous to my career in marketing, I worked for architecture firm Bennet Wagner & Grody from 2006 to 2008, where I assisted architects on project planning, including submittal management through the construction phase and ensuring various building elements were compliant with code requirements. This experience gives me the skills necessary to understand architectural drawings and interpret applications correctly.

- 2) Please list the (2) most pressing planning and land use issues you feel are facing the Venice Community today. What would you like to see done in order to solve, manage, or improve these issues?
 1. Ensuring attainable housing for low- and middle-income residents, preserving social, racial, and economic diversity of the community. When I first moved to Los

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Angeles, Venice was an attractive neighborhood because the attainable housing options. For Venice to continue attracting creative individuals and entrepreneurs at the beginning of their careers, it is necessary for us to allow for a sufficient level of financially accessible housing.

2. Leveraging new development and public works projects as opportunities to promote sustainability. Having grown up in Boulder and with my mother being an urban planner, I was exposed to thoughtful urban planning with an emphasis on sustainability through implementing new energy technologies, a robust public transportation network, and cyclist amenities, among other offerings.
- 3) Under what kinds of situations do you feel it to be appropriate to grant exceptions or variances to the Venice Coastal Zone Specific Plan or other LA City Planning codes? (Note the findings regarding these entitlements are listed below)

With Venetians' quality of life and ecological preservation as the utmost priorities, the Specific Plan provides clear guidelines. Based upon my best judgment and experience, I would evaluate requested exceptions on a case-by-case basis, and come upon a decision relative to the individual project's merits, the greater context, and potential impact to the community. Knowing that with each exception there will be a cumulative effect on the greater landscape, it is important that we consider each request on a macro and micro level. This approach allows for innovation, flexibility, and eclecticism, while preserving the community interests as a whole.

- 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 briefly on both your knowledge of and your opinion of each.

The Specific Plan and the Land Use Plan provide clear guidelines and requirements, and fulfill upon the intention of preserving Venice through regulating development, preventing against density issues, and protecting its resources. In conjunction with the municipal, state, and federal codes, the varying requirements necessitate careful, balanced interpretation on a per case basis relative to the project's added value and potential challenges to the greater community. Having studied the Specific Plan over the last six months as part of the LUPC, I am confident that I will continue to dedicate the time necessary to fulfill our responsibilities. Furthermore, I offer a perspective that represents my demographic as a woman, Millennial, and entrepreneur.

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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VARIANCES AND SPECIFIC PLAN EXCEPTIONS

Sec. 562, Los Angeles City Charter

The Area Planning Commission may permit an exception from a specific plan if it makes all the following findings:

- (a) That the strict application of the regulations of the specific plan to the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the specific plan;
- (b) That there are exceptional circumstances or conditions applicable to the subject property involved or to the intended use or development of the subject property that do not apply generally to other property in the specific plan area;
- (c) That an exception from the specific plan is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property within the specific plan area in the same zone and vicinity but which, because of special circumstances and practical difficulties or unnecessary hardships is denied to the property in question;
- (d) That the granting of an exception will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the vicinity of the subject property; and
- (e) That the granting of an exception will be consistent with the principles, intent and goals of the specific plan and any applicable element of the general plan.

Los Angeles Municipal Code, (LAMC) Chapter I, General Provisions & Zoning. Article 2, Sec. 12.27, Variances

D. Findings for Approval. The decision of the Zoning Administrator shall be supported by written findings of fact based upon evidence taken, written or oral statements and documents presented, which may include photographs, maps and plans, together with the results of any staff investigations.

Consistent with Charter Section 562, no variance may be granted unless the Zoning Administrator finds all of the following:

1. That the strict application of the provisions of the zoning ordinance would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the zoning regulations
2. That there are special circumstances applicable to the subject property such as size, shape, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity;
3. That the variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity but which, because of the special circumstances and practical difficulties or unnecessary hardships, is denied to the property in question
4. That the granting of the variance will not be materially detrimental to the public welfare, or injurious to the property or improvements in the same zone or vicinity in which the property is located; and
5. That the granting of the exception is consistent with the principles, intent and goals of the Specific Plan.