

October 31st PLUM Agenda; 45 North Venice Boulevard

Larry Gould

Posted in group: **Clerk-PLUM-Committee**

Oct 28, 2017 10:03 AM

TO:

Planning and Land Use Committee of the Los Angeles City Council

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Councilmember Mitchell Englander

Councilmember Bob Blumenfield

Councilmember Curren D. Price, Jr.

c/o Zina H. Cheng, Deputy City Clerk, Planning and Land Use Committee

Honorable Councilmembers:

For well over 35 years, I have done business with Peter Goulds and his business, L.A. Louver, in Venice. During that time I have found him to be an exemplary member of the community devoted to its success. Mr. Goulds and his art gallery are now working with the City and faithfully following the process the City outlined years ago to modify the use of the building for future planning. L.A. Louver has thoroughly vetted its plans with the community, and the modification is supported by both the Venice Neighborhood Council and West Los Angeles Area Planning Commission.

The request to modify the Q Condition – expanding it from only gallery use to both gallery and office use – is consistent with property usage in the surrounding area.

The building has the necessary parking.

One of the biggest complaints of all Angelenos is traffic. Granting the modification is a "win-win" situation because if the modification is granted and the property is used for offices, daily traffic will decrease by 75% according to the Department of Transportation's own assessment.

The modification will not result in any physical change or construction to the building.

I urge each of you to support this very reasonable request to modify the Q condition for 45 North Venice Boulevard.

Respectfully yours,

Laurence K. Gould, Jr.

333 South Hope Street, 43rd Floor

Los Angeles, California 90071

LA Louvre

Diana Hobson

Oct 28, 2017 1:35 PM

Posted in group: **Clerk-PLUM-Committee**

The likelihood of another art gallery being able to take over their building and financially survive is approximately zero. Most galleries in this country are not making any money, much less in LA. Better for the area to have a viable occupant than a vacant building.

FYI, I have been an artist in Venice since 1971 and have represented the City of LA in a show that went to our sister city in Japan, so I know what the real art world is about.

Kelly Hames 423 Molino St. LA, CA 90013-2223

CELL: 213 500 7793 E-mail: gcikh@sbcglobal.net

SUBJ: Please support Peter Goulds and L.A. Louver

TO: clerk.plumcommittee@lacity.org

**Planning & Land Use Management Committee, Los Angeles
City Council**

Councilmember Jose Huizar, Chair

Councilmember Marqueece Harris-Dawson

Councilmember Mitchell Englander

Councilmember Bob Blumenfield

Councilmember Curren D. Price, Jr.

c/o Zina H. Cheng, Deputy City Clerk, Planning and Land Use
Management Committee

clerk.plumcommittee@lacity.org

cc: Councilmember Mike Bonin

councilmember.bonin@lacity.org

Tricia Keane tricia.keane@lacity.org

Dear Esteemed Members –

For over 40 years, Peter Goulds and L.A. Louver have made many contributions to our community, Venice and the arts. His work and mission should be appreciated, not penalized. Mr. Goulds and the gallery are faithfully following the process the city outlined years ago to modify the use of the building for future planning. L.A. Louver has held several community meetings, obtained the support of both the Venice Neighborhood Council and West Los Angeles Area Planning Commission, and has

gathered over 200 letters of support from the immediate neighborhood and wider community.

The request to modify the Q Condition – expanding it from only gallery use to both gallery and office use – is consistent with property usage in the surrounding area.

The building has the necessary parking.

The City's Department of Transportation assessed the project, and found no traffic studies were needed due to the significant decrease in traffic in the advent of change of use.

There will be no physical change or construction to the building.

Those are the facts, but behind those facts lies the story of a man and a gallery that have contributed to the well being of the local community, Venice, and the greater community, the City of Los Angeles. LA Louver has been a prime mover in elevating the profile of the City of Los Angeles to an international level in the world's art community, which has benefited not only the stature of the gallery, but the art community of Los Angeles as well. The requested change is not only reasonable, but well deserved.

Please support this request to modify the Q condition for 45 North Venice Boulevard.

Best wishes,

Kelly Hames
Los Angeles, CA