

## Venice Chamber of Commerce Supports L.A. Louver/45 No. Venice & Peter Goulds

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**Donna Lasman**

Nov 7, 2017 11:15 AM

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

Honorable Members of the PLUM Committee:

This is Donna Lasman, CEO of the Venice Chamber of Commerce.

I am writing to offer my sincere regret that myself or another appropriate representative of the Venice Chamber is not available to appear at the hearing today to express full our support in person for L.A. Louver. - 45 No. Venice Blvd., - Case #APCW-2015-4392-ZC-CDP.

Attached are two letters of support from June and October of this year, that were previously submitted and are included in your file. Both letters outline the points of our support and they declare our utmost respect for Peter Goulds and his team.

This is a critical time in Venice. With so many independent business owners and artists moving away, it is even more important that we offer support to community stakeholders, people who are making contributions that help our neighborhoods thrive. Because of their efforts, Venice will be a safer, cleaner and a more welcoming place for everyone.

The Venice Chamber is respectfully urging you to approve their request to modify the Q Condition.

Sincerely,

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Donna Lasman  
CEO  
Venice Chamber of Commerce  
O: 310.822.5425



Chamber of Commerce  
...the creative soul of LA

October 27, 2017

**Reference:** Support letter for Peter Goulds/L.A. Louver

**TO: Planning & Land Use Management Committee, Los Angeles City Council:** Councilmember Jose Huizar, Chair, Councilmember Marqueece Harris-Dawson, Councilmember Mitchell Englander, Councilmember Bob Blumenfieldm Councilmember Curren D. Price, Jr.

c/o Zina H. Cheng, Deputy City Clerk, Planning and Land Use Management Committee  
[clerk.plumcommittee@lacity.org](mailto:clerk.plumcommittee@lacity.org)

cc: Councilmember Mike Bonin [councilmember.bonin@lacity.org](mailto:councilmember.bonin@lacity.org) ; Tricia Keane [tricia.keane@lacity.org](mailto:tricia.keane@lacity.org)

For over 40 years, Peter Goulds and L.A. Louver have made many contributions to the Venice community and the arts. The Venice Chamber supports their efforts because community stakeholders such as Peter Goulds are essential for helping Venice continue to thrive as an artistic and welcoming place for visitors and locals.

The Chamber supports their application to make the necessary modifications. Mr. Goulds and the gallery are faithfully following the process the city outlined years ago to modify the use of the building at [45 North Venice Boulevard, 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, and 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.

The Venice Chamber is in full support of this request.

Sincerely,

Donna Lasman  
CEO



Chamber of Commerce  
...the creative soul of LA

June 29, 2017

City of Los Angeles, City Planner, Jason Chan, [jason.chan@lacity.org](mailto:jason.chan@lacity.org)  
Councilman Mike Bonin, [mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)

**RE:** APCW-2015-4392-ZC-CDP – L.A. Louver / 45 North Venice Blvd.

Dear Councilman Mike Bonin and City Planner Jason Chan:

The Venice Chamber of Commerce is writing to express our support of Peter Goulds' application to modify the Q condition at 45 North Venice Boulevard to allow both gallery and office use on the property. Mr. Goulds has owned the property for over 25 years, and his private contemporary art gallery, L.A. Louver, has contributed to the creative life and economy of Venice since it was first established on the same block in 1975.

This request corrects a narrow definition of use, and allows the owner flexibility for the future of the building. The application assures that the hours of operation will not change, and parking will still be provided. There will be no new construction, nor changes to the building. The Department of Transportation's traffic analysis recently projected that daily trips for any future office use would be less than 25% of current gallery use.

Having held numerous community meetings, and having received the support of the VNC LUPC and also its full board, Mr. Goulds has listened to and responded responsibly to the community's concerns. In so doing, his request ensures that zoning will remain consistent with the City's original intent, and the character of the neighborhood as a whole.

Mr. Goulds intends for L.A. Louver's gallery program to continue into the foreseeable future. It is our hope and expectation that L.A. Louver will continue to share its shows and artists with the local community for years to come.

The Venice Chamber of Commerce supports Mr. Goulds' and L.A. Louver's request, as we support the rights of creative business owners and property owners in Venice.

Sincerely,

Donna Lasman  
Executive Director

cc: Ezra Gale, Senior Planner ([ezra.gale@lacity.org](mailto:ezra.gale@lacity.org))  
Taylor Bazley, CD11 Field Deputy for Venice ([taylor.bazley@lacity.org](mailto:taylor.bazley@lacity.org))