



Daniel Luna &lt;daniel.luna@lacity.org&gt;

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**Public Comments Not Uploaded ENV-2017-4735-MND Support Letter**

1 message

**Holli Hornlien** <holli@inner-cityarts.org>

Fri, Sep 29, 2023 at 11:21 AM

Reply-To: clerk.plumcommittee@lacity.org

To: "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, cd10@lacity.org, councilmember.yaroslavsky@lacity.org, "councilmember.lee@lacity.org" <councilmember.lee@lacity.org>, "councilmember.padilla@lacity.org" <councilmember.padilla@lacity.org>, "albizael.delvalle@lacity.org" <albizael.delvalle@lacity.org>, "hakeem.parke-davis@lacity.org" <hakeem.parke-davis@lacity.org>, "dylan.sittig@lacity.org" <dylan.sittig@lacity.org>, "dan.rosales@lacity.org" <dan.rosales@lacity.org>, "alexandra.leard@lacity.org" <alexandra.leard@lacity.org>, lamont.cobb@lacity.org, "nayda.cantabrana@lacity.org" <nayda.cantabrana@lacity.org>  
Cc: clerk.plumcommittee@lacity.org

**Councilmember Marqueece Harris-Dawson****Chair, Planning and Land Use Management Committee****200 N. Main St., Room 450****Los Angeles, CA 90012****RE: ENV-2017-4735-MND Support Letter**

Dear Councilmember, and Planning and Land Use Management Committee Members,

My name is Holli Hornlien. I am an Associate Director at Inner-City Arts, located at [720 Kohler St](#) in Los Angeles and I am writing to express my support for the Rendon hotel project.

The Zimans are actively involved in the Arts District community. They are our neighbors and have participated and supported our non -profit organization in a variety of ways, including providing arts programming and employment opportunities for our youth and support for our fundraising events. I know they are ambitious and plan to continue this community-focused programming.

It is my understanding that the hotel is designed to contribute to the local creative community in every way, from attracting visitor spending to the neighborhood, to supporting local artists, to providing affordable housing units nearby.

The Rendon hotel, conceived by local artists and seasoned residential and commercial

developers Ralph Ziman and Maria Greenshields-Ziman, will combine a 110-year-old, rehabilitated brick structure with a contemporary 15-story tower to provide no more than 115 hotel rooms.

I urge the Committee to approve the requested entitlements so that this exciting project can proceed.

Thank you.

Holli

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**Warm Regards,**

**Holli Hornlien**

Associate Director of Work of Art

**INNER-CITYARTS**

o. 213.627.9621 x 117

**INNER-CITYARTS.ORG**

instagram | facebook | twitter



**Holli Hornlien Letter of Rendon Support.pdf**

322K

# INNER-CITYARTS INNER-CITYARTS

1/11/2023

Dear Planning and Land Use Management Committee Members,

My name is Holli Hornlien. I am an Associate Director at Inner-City Arts, located at 720 Kohler St in Los Angeles and I am writing to express my support for the Rendon hotel project.

The Zimans are actively involved in the Arts District community. They are our neighbors and have participated and supported our non-profit organization in a variety of ways, including providing arts programming for our youth and support for our fundraising events. I know they are ambitious and plan to continue this community-focused programming.

It is my understanding that the hotel is designed to contribute to the local creative community in every way, from attracting visitor spending to the neighborhood, to supporting local artists, to providing affordable housing units nearby.

The Rendon hotel, conceived by local artists and seasoned residential and commercial developers Ralph Ziman and Maria Greenshields-Ziman, will combine a 110-year-old, rehabilitated brick structure with a contemporary 15-story tower to provide no more than 115 hotel rooms.

I urge the Committee to approve the requested entitlements so that this exciting project can proceed.

Thank you.

Warmly,



Holli Hornlien  
Associate Director  
Holli@inner-cityarts.org  
Inner-City Arts



Daniel Luna <daniel.luna@lacity.org>

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## Public Comments Not Uploaded ENV-2017-4735-MND Support Letter

1 message

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**Cindy Schwarzstein** <cindy@therendon.com>

Fri, Sep 29, 2023 at 11:17 AM

Reply-To: clerk.plumcommittee@lacity.org

To: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>

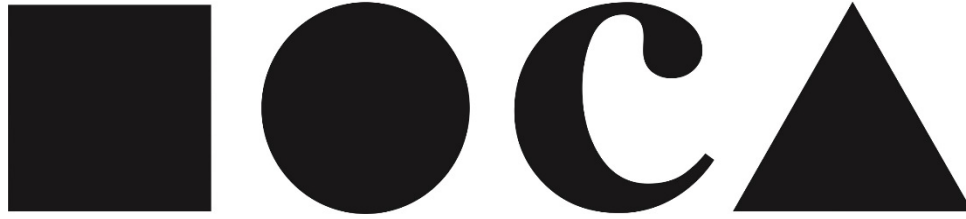
Please see the attached Support Letter for The Rendon Hotel

Thank you!



**Rendon\_MOCA\_Support\_1222.pdf**

107K



December 30, 2022

Dear Planning and Land Use Management Committee Members,

I am writing as a community stakeholder in the Downtown Los Angeles area to express my full support for The Rendon Hotel project. Conceived by local artists and seasoned developers Ralph Ziman and Maria Greenshields-Ziman, The Rendon Hotel project will combine a storied 110-year-old rehabilitated brick structure with a contemporary 15-story tower. The hotel will provide up to 115 much needed hotel rooms, a variety of public art spaces and amenities, and cultural programming for the local area.

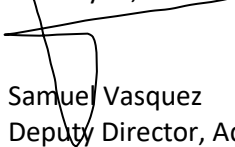
The Rendon Hotel responds to a critical desire for lodging and cultural amenities in the Downtown area. It will contribute to the local community in every way, including creating countless vital jobs, provide opportunities for artists to display their work, be in-residence, and participate in programming and events. The Rendon Hotel will become a hub for the city's artistic community and contribute to the long-term social, cultural, and economic vitality of the City of Los Angeles, Downtown, and beyond.

Serving as the Deputy Director of Advancement at The Museum of Contemporary Art, I oversee all fundraising and special partnerships for the museum. I have worked firsthand with Ralph and the Rendon team on a variety of projects and can speak to their honest and committed nature, both in their work and artistic practice. As both Maria and Ralph are artists themselves, they understand the importance that creativity and public engagement can make in a community and we look forward to them amplifying the arts in the Arts District.

We look forward to participating and partnering in this new venture and utilizing The Rendon Hotel for our various needs including: accommodations for visiting artists and curators, space for performances, and local hangouts for our staff.

We unilaterally support this vision and request the committee to approve this project.

Thank you,

A handwritten signature in black ink, appearing to read 'Samuel Vasquez', is written over the printed name and title.

Samuel Vasquez  
Deputy Director, Advancement



Daniel Luna &lt;daniel.luna@lacity.org&gt;

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**Public Comments Not Uploaded The Rendon Hotel // 2053-2055 E. 7th St**

1 message

**Jasper Chew** <jchew@marathon-com.com>

Fri, Sep 29, 2023 at 2:54 PM

Reply-To: clerk.plumcommittee@lacity.org

To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "cd10@lacity.org" <cd10@lacity.org>, "councilmember.yaroslavsky@lacity.org" <councilmember.yaroslavsky@lacity.org>, "councilmember.lee@lacity.org" <councilmember.lee@lacity.org>, "councilmember.padilla@lacity.org" <councilmember.padilla@lacity.org>, "albizael.delvalle@lacity.org" <albizael.delvalle@lacity.org>, "hakeem.parke-davis@lacity.org" <hakeem.parke-davis@lacity.org>, "dylan.sittig@lacity.org" <dylan.sittig@lacity.org>, "dan.rosales@lacity.org" <dan.rosales@lacity.org>, "Alexandra.leard@lacity.org" <Alexandra.leard@lacity.org>, "lamont.cobb@lacity.org" <lamont.cobb@lacity.org>, "nayda.cantabrana@lacity.org" <nayda.cantabrana@lacity.org>

Cc: "clerk.plumcommittee@lacity.org" &lt;clerk.plumcommittee@lacity.org&gt;

Dear distinguished officials and staff,

Please see the attached support letter for The Rendon Project from the Los Angeles River Artists and Business Association (LARABA) for addition to the council file.

Thank you,

Jasper Chew

**JASPER CHEW**Associate, **Marathon Communications**

5900 Wilshire Blvd., Suite 2350, Los Angeles, CA 90036

323.655.4660 | [jchew@marathon-com.com](mailto:jchew@marathon-com.com) | [www.marathon-com.com](http://www.marathon-com.com)**SUPPORT - 1711 Lincoln LLC.pdf**

445K

July 9, 2019

Joann Lim  
joann.lim@lacity.org  
City Planning Dept.  
200 N. Spring Street  
Los Angeles, CA 90012

Re: 1711 Lincoln LLC  
ZA-2019-780-CUB

At its July Meeting, the Los Angeles River Artists & Business Association (LARABA) voted to provide the applicant with a letter of support under the following **VOLUNTEERED** conditions.

**Project description as presented:**

The Applicant proposes to rehabilitate the existing 3-story building on the project site and the construction of a new addition that would be approximately 182'-5" above grade to the roof parapet or 15 stories with one subterranean floor. The proposed project would include a total of 103 hotel guest rooms and 24,609 square feet of restaurant, bar and related hotel uses. The ground floor of the existing building would be reconfigured into a hotel café and art gallery. The existing ground floor bar would remain as well as the existing circulation stair. The second and third floors of the existing building would be reconfigured into hotel guest rooms, and the 4th floor roof would be converted into an occupiable space for an enclosed hotel bar and a landscaped roof terrace with uncovered seating. The ground floor of the new 15-story addition would be used as a hotel lobby and check-in with a covered gallery entrance. Hotel rooms would be located on the 2nd through 12th floors and a restaurant would be located on the 13th and 14th floors. The 15th level rooftop would include an bar, lounge, roof garden, and spa deck. The subterranean floor would be used for back of house and mechanical space

**Board Conditions:**

No offsite sales of alcohol including takeout. Support is contingent on a Letter of agreement for 59 mandated parking spaces. As of this writing, a letter has not been obtained.

Failure to agree to the terms expressed here will result in the board rescinding its support:

1. Should the applicant sell the business, the new owner is required to vet with the community and agree to the same terms.
2. Amplified music shall not be audible beyond that part of the property that is under the control of the applicant.
3. At no time will the premises host raves, a dance club, or other similar events.
4. Adult entertainment type uses are not permitted at the establishment.
5. There shall be no coin-operated games or video machines.
6. No pool or billiard table shall be maintained on the premises.
7. Exterior lighting shall be directed onto the property and shielded such that the light source does not disturb adjacent properties.
8. All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.



9. The subject facility, including any associated parking, shall be maintained and be kept free of trash and debris.
10. The operator shall be responsible for mitigating the potential negative impacts of its operation on surrounding uses, especially noise derived from patron entry and exiting.
11. All guests and operators shall comply with smoking regulations set forth by the State of California and the City of Los Angeles.
12. The applicant shall fully comply with all Department of Alcoholic Beverage Control regulations governing the sale of alcoholic beverages.
13. The operators, managers, and all employees selling alcohol to patrons shall enroll in and complete a certified training program for the responsible selling of alcohol, which is recognized by the State Department of Alcoholic Beverage Control or LAPD (i.e., "STAR"). This training shall be completed by all employees selling alcohol within six months of the commencement of the sale of alcohol.
14. The applicant, owner and on-site manager(s) shall comply with all applicable laws and conditions and shall properly manage the facility to discourage illegal and criminal activity on the subject premises and any accessory parking areas over which they exercise control.
15. The business operator shall install and maintain surveillance cameras that cover all common areas of such business, including all high-risk areas and entrances or exits.
16. Licensed Valet required with a mandate to provide current and valid license on demand
17. Applicant's approval from this body shall not cover any new operator/ owners. Any future operator of the subject establishment must file a new Plan Approval in conformance with LAMC 12.24 W 1

Sincerely,



Gabrielle Newmark  
President, LARABA





Daniel Luna &lt;daniel.luna@lacity.org&gt;

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## Public Comments Not Uploaded ENV-2017-4735-MND Support Letter for the Rendon hotel

1 message

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**'Yuval Bar-Zemer' via Clerk-PLUM-Committee** <clerk.plumcommittee@lacity.org>

Fri, Sep 29, 2023 at 3:26 PM

Reply-To: clerk.plumcommittee@lacity.org

To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "cd10@lacity.org" <cd10@lacity.org>, "councilmember.yaroslavsky@lacity.org" <councilmember.yaroslavsky@lacity.org>, "councilmember.lee@lacity.org" <councilmember.lee@lacity.org>, "councilmember.padilla@lacity.org" <councilmember.padilla@lacity.org>, "albizael.delvalle@lacity.org" <albizael.delvalle@lacity.org>, "hakeem.parke-davis@lacity.org" <hakeem.parke-davis@lacity.org>, "dylan.sittig@lacity.org" <dylan.sittig@lacity.org>, "dan.rosales@lacity.org" <dan.rosales@lacity.org>, "Alexandra.leard@lacity.org" <Alexandra.leard@lacity.org>, "lamont.cobb@lacity.org" <lamont.cobb@lacity.org>, "nayda.cantabrana@lacity.org" <nayda.cantabrana@lacity.org>

Cc: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>

Greetings all,

Please find attached my support letter for the above referenced project.

Please don not hesitate to contact me at (310) 430-2939 should you have any questions.

Yuval Bar-Zemer

**Yuval Bar-Zemer\_Rendon Support Letter 9-29-23.pdf**

64K

Los Angeles Department of City Planning  
Office of Zoning Administration, Expedited Processing Section  
200 N. Spring Street, Room 763  
Los Angeles, CA 90012

September 29, 2023

RE: Case No. CPC-4734-2017-GPA-ZC-HD-CUB-CUX-ZV-ZAA-SPR-WDI-BL  
Rendon Hotel  
2053-2055 E. 7<sup>th</sup> Street, Los Angeles, CA 90021

Dear City Planning Commissioners,

I am writing this letter in support of the Rendon Hotel's requested entitlements along with the proposed project on the northwest corner of Seventh Street and Santa Fe Avenue in the Arts District.

I have been a resident and major stakeholder of the DTLA Arts District for 25 years, and am the Principal of Linear City Development, with several properties located within blocks of The Rendon. I am a founding member of the Land Use Committee of LARABA (Los Angeles River Artist and Business Association) and have been a board member for over 13 years. I also serve on the Arts District BID board and have served on the Arts District Little Tokyo Neighborhood Council (formerly HCNC). Both organizations previously signed letters of support for The Rendon.

The Rendon team reached out to me extensively and we put together a working group which helped facilitate a great design for the project, and they made sure that the development met the mode, character, needs and ever-evolving vision of the Arts District. I'm very pleased that all of our questions and concerns during this working group were met by Ralph & Maria Ziman and their team. This is a significant project for the Arts District.

I've encouraged the height and mass of this building and requested to not add parking as it's important to keep the Arts District walkable and rideshare friendly.

Numerous events that have been produced by "Art At The Rendon" have already had such a profoundly positive impact in Los Angeles. I have no doubt the Rendon will continue to be an asset as they continue to curate programming that activates the neighborhood and engages the community.

Respectfully,

Yuval Bar-Zemer

1855 Industrial Street Suite 106  
LA CA 90021  
(310) 430-2939



Daniel Luna &lt;daniel.luna@lacity.org&gt;

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## Public Comments Not Uploaded The Rendon Hotel Project CF: 22-1162

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**Amy Capron** <amy.capron@orange.fr>

Fri, Sep 29, 2023 at 5:46 PM

Reply-To: clerk.plumcommittee@lacity.org

To: gerald.gubatan@lacity.org, councilmemeber.harris-dawson@lacity.org, cd10@lacity.org, councilmember.padilla@lacity.org, albizael.delavalle@lacity.org, hakeem.parke-davis@lacity.org, dylan.sittig@lacity.org, dan.rosales@lacity.org, alexandra.lead@lacity.org, lamont.cobb@lacity.org, nayda.cantabrana@lacity.org

Cc: clerk.plumcommittee@lacity.org

Councilmember Marqueece Harris-Dawson  
Chair, Planning and Land Use Management Committee  
200 N. Main St., Room 450  
Los Angeles, Ca 90012

RE: The Rendon Hotel / CF:22-1162

Dear Honorable Chair,

I would like to express my full support of the proposed Rendon Hotel project in the Arts District. The renovation of the over 100-year-old building and its transformation into an art focused hotel will contribute to the viability of the burgeoning Arts District. The proposed plans call for an adaptive reuse of the existing, dilapidated building and construction of a new, 15-story addition. The completed project will not only offer needed guest rooms, but more importantly reinvigorate the Arts District with artist-in-residence studios, an art gallery, restaurant and bar, thus preserving and empowering the character and history of this community as the artistic heart of Downtown Los Angeles, as well as open the door for future generations of artists.

It is affirming to see that this effort is both artist- and community-driven. Husband-and-wife team, Ralph Ziman and Maria Greenshields-Ziman, are both local artists and active community members in the Arts District. They've utilized the existing Rendon Hotel space to host several pop-up art events as fundraisers for local nonprofit organizations, including Art Share L.A., Cornerstone Theater Company, ICA LA, and Inner-City Arts. Providing new art studios, gallery space, and an artist-in-residency program in the hotel demonstrates what giving back to your community should look like.

Additional hotel rooms are much-needed in the Arts District where visitor-serving opportunities are few and far between. With its proximity to Downtown LA and the ever-increasing well of local entertainment options, this is a part of the city where we should be welcoming more visitors. This project is ideally located as it would not displace any existing residential, commercial, or industrial uses.

This former hotel has the chance to once again serve the Arts District community and the artists who live here. Please approve the Rendon Hotel project.

Thank you for your consideration.

Respectfully submitted,

Amy Capron