



Daniel Luna <daniel.luna@lacity.org>

22-1162_pc_10-03-23

1 message

clerk.plumcommittee@lacity.org <clerk.plumcommittee@lacity.org>
To: Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>

Wed, Oct 4, 2023 at 3:55 PM

----- Forwarded message -----

From: Julia Jaye Posin <julia@juliajaye.com>

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

Cc: clerk.plumcommittee@lacity.org

Bcc:

Date: Tue, 3 Oct 2023 14:42:54 -0700

Subject: Public Comments Not Uploaded The Rendon Hotel Project CF: 22-1162 Support Letter

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,

As a former Board Member for the Arts District Little Tokyo Neighborhood Council, and longtime resident of the Arts District, I would like to express my continued 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,

Julia Jaye Posin

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Julia Jaye Posin (she, her)

JuliaJaye.com

Co-Founder, ShopShuki.com

Senior Manager, ArtistsforAmazonia.org

----- Forwarded message -----

From: Susan Feldman <sfeldmanart@gmail.com>

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

Cc: clerk.plumcommittee@lacity.org

Bcc:

Date: Tue, 3 Oct 2023 13:37:51 -0700

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

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.

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As a Los Angeles based artist, I have been fortunate to work with both Ralph and Maria as a participant in the first Art at The Rendon "Hidden Rooms" exhibition which attracted hundreds of visitors during its weekend run in 2018. As an ARTIST in RESIDENCE, for 2 months, with The Rendon Group, 2021 I presented an immersive art installation for ICA's yearly fundraiser. I can honestly say that they and their team are the most supportive, caring and artfully aware people I've had the pleasure to work with. I look forward to their next events and would be 100% on board to participate in any project they are involved in. They are the REAL DEAL.

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,

Susan Feldman
Artist

----- Forwarded message -----

From: Tomas Crowe <tomas.crowe311@gmail.com>

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

Cc: clerk.plumcommittee@lacity.org

Bcc:

Date: Tue, 3 Oct 2023 13:13:05 -0700

Subject: Public Comments Not Uploaded The Rendon Hotel Project // 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

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Thank you for your consideration.

Respectfully submitted,

Tomas Crowe

Thank you

3 attachments

 **Public Comments Not Uploaded The Rendon Hotel Project CF: 22-1162 Support Letter.eml**
26K

 **Public Comments Not Uploaded The Rendon Hotel Project // CF: 22-1162.eml**
24K

 **Public Comments Not Uploaded The Rendon Hotel Project // CF: 22-1162.eml**
21K

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,

My name is Wendy Sherman and I'm a thirteen year resident of the Arts District, a former board member of LARABA, and a working Curator. I have attended several of the art events that took place at the Rendon Hotel, and 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. The approval of the General Plan Amendment and Zone Change will allow for the adaptive reuse of the existing dilapidated building and construction of a new 15-story hotel addition, adjacent to the existing building, containing guest rooms with restaurant, bar, art studio, and gallery uses. The rehabilitation and renovation of the 106-year-old Rendon Hotel as a boutique art hotel will contribute to the viability of the burgeoning local art scene in the Arts District.

Ralph and Maria Ziman are artists and members of our community with a strong track record of organizing opportunities that celebrate past artists, showcase current artists, and educate future artists. Many of these opportunities have already occurred at The Rendon, through their programming with Art At The Rendon. Proceeds from these programs have gone to community-based organizations such as Inner-City Arts, Cornerstone Theater Company, and Art Share LA. The Zimans' events have raised more than \$138,000 to support the longevity of arts institutions, as well as ensure equitable access to the arts in Los Angeles.

The proposed hotel includes a studio, gallery, and event space that enhances the Zimans' ability to host programs supporting our community. Events can be larger, programs can be more frequent, and attendees could now come from Los Angeles and beyond because they'll have a beautiful, convenient place to stay. Furthermore, having a place like this in the Arts District will inspire other individuals to become community leaders like the Zimans and leverage their resources to support the arts as well.

As a member of the arts community, I strongly support this project. Anyone who believes in and understands the importance of art would support this project too.

Sincerely,

Wendy Sherman
ArtSlave Curatorial
201 S. Santa Fe Ave Ste 202
Los Angeles CA 90012

Dear Honorable Chair,

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Thank you for your consideration.

Respectfully submitted,

ADAM AYALA

Director / Founder: Smile South Central

Curator / Destination Crenshaw

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

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Thank you for your consideration.

Respectfully submitted,



Derrick Flynn
Principal
SODA Architects

October 3rd, 2023