



Daniel Luna <daniel.luna@lacity.org>

Public Comments Not Uploaded 22-1162_pc_10-11-23

1 message

clerk.plumcommittee@lacity.org <clerk.plumcommittee@lacity.org>

Thu, Oct 12, 2023 at 9:13 AM

Reply-To: clerk.plumcommittee@lacity.org

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

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

From: Ian Cairns <kangacairns@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: Wed, 11 Oct 2023 22:01:11 -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.

I have attended two spectacular music and art events at the Rendon, with an interesting mix of artists and musicians that capture the eclectic spirit of the Arts District, who may not have had a showcase if not supported by the owners and staff of the Rendon.

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,

Ian

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

From: santos gonzalsz <santosgon1129@gmail.com>

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

Cc: clerk.plumcommittee@lacity.org

Bcc:

Date: Wed, 11 Oct 2023 21:22:11 -0700

Subject: Public Comments Not Uploaded RE: ENV-2017-4735-MND Carte de Apoyo

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

Estimado Concejal,

Mi nombre es Santos Barrios Gonzalez y me gustaría expresar mi apoyo completo en favor de la proposición del proyecto del Hotel Rendon en el Distrito de las Artes (The Rendon Hotel Project in the Arts District).

Quiero manifestarme a favor de la familia Ziman, y en especial de los anfitriones del proyecto del Hotel Rendon, Ralph y Maria Ziman. He trabajado con la familia cada semana por 25 años y conozco que son una familia muy luchadora que tiene una pasión para trabajar junto con varias comunidades arduamente. Yo los apoyo completamente en este proyecto y me gustaría ver una creación basada en el arte desarrollarse bajo los valores de Ralph y Maria Ziman.

La familia Ziman ha apoyado la educación de mi familia y en especial la educación de mis hijos incondicionalmente, incluso con su apoyo financiero para los extracurriculares artísticos que les han interesado, como clases de instrumentos musicales. Ralph y Maria Ziman practican en casa lo que defienden en público, desde aconsejarme a buscar un carro con tratar de preservar el medio ambiente, a reusar objetos para disminuir el desperdicio y plástico en la cocina. Estos son gestos pequeños en comparación con el volumen de su generosidad como familia pero demuestran que son la pareja más ejemplar que conozco y por eso el equipo ideal para hacer el Proyecto del Hotel Rendon en una realidad. Por medio del proyecto, ellos van a demostrarle a la juventud artística que si pueden estudiar el arte y que es un campo importante de respaldar. Hay demasiadas iniciativas que quieren disminuir la luz del poder del arte y el proyecto Rendon trabajara para iluminar y amplificar a muchas voces para beneficio del mundo.

Ralph y Maria Ziman son una pareja que recibe a personas de todas partes con los brazos abiertos y constantemente trabajan en encontrar algo en común con todos, aunque sea en la más mínima conversación. Ellos le ponen mucha importancia a la interacción humana, y por eso se que realizando el proyecto Rendon bajo ellos mantendrá en mente a los miembros de la comunidad y como beneficiarlos con acción más que con palabras.

Por ejemplo, el proyecto Rendon traerá más alojamiento para personas de bajos recursos por medio del Hotel Sol. Además, el Hotel Rendon creará oportunidades de trabajo de construcción, de hospitalidad, y más. Como he trabajado íntimamente con la familia Ziman por casi 3 décadas, soy la más capacitada para decir que ellos tratan a todos sus trabajadores con el máximo respeto y compasión. No solo eso, si no que se pasan de lo mínimo y siempre trabajan para buscar hasta más maneras de ayudar a sus empleados. Además, esta iniciativa creará un centro de oportunidades, eventos, ventas y creatividad para los miembros más locales.

Yo soy hispana y sé lo que es ser trabajadora de los Ziman y lo que es ser residente de Los Ángeles y yo se que el área Angeleno que es conocido por ser una área de varias personas de mucha diversidad es especialmente el anfitrión ideal para El Proyecto del Hotel Rendon. Al ver esto volverse realidad, el proyecto llamará a todos los amantes del arte a involucrarse mas.

Muchas gracias por su tiempo y les pido que aprueben el Proyecto del Hotel Rendon.

*Atentamente,
Santos Barrios Gonzalez*

Dear Councilmember,

My name is Santos Barrios Gonzalez and I would like to express my full support for The Rendon Hotel Project in the Arts District.

I want to speak out in support of the Ziman family, and especially the hosts of The Rendon Hotel Project, Ralph and Maria Ziman. I have worked with the family every week for 25 years and I know them to be a very hard working family that has a passion for working together with various communities. I fully support them in this project and would like to see an art-based creation develop under the values of Ralph and Maria Ziman.

The Ziman family has supported my family's education and especially my children's education unconditionally, including financial support for artistic extracurriculars that have interested them, such as musical instrument lessons. Ralph and Maria Ziman practice at home what they advocate in public, from advising me to look for a car with trying to preserve the environment, to reusing objects to reduce waste and plastic in the kitchen. These are small gestures in comparison to the volume of their generosity as a family but they demonstrate that they are the most exemplary couple I know and therefore the ideal team to make the Rendon Hotel Project a reality. Through the project, they will demonstrate to the artistic youth that they can study art and that it is an important field to support. There are too many initiatives that want to diminish the light of the power of art and the Rendon Project will work to illuminate and amplify many voices for the benefit of the world.

Ralph and Maria Ziman are a couple who welcome people from all over with open arms and constantly work to find common ground with everyone, even in the smallest conversation. They place great importance on human interaction, which is why I know that doing the Rendon project under them will keep in mind the members of the community and how to benefit them with action rather than words.

For example, the Rendon project will bring more low-income housing through the Sol Hotell. In addition, the Rendon Hotel will create job opportunities in construction, hospitality, and more. As I have worked intimately with the Ziman family for almost 3 decades, I am most qualified to say that they treat all of their workers with the utmost respect and compassion. Not only that, but they go above and beyond the minimum and always work to find even more ways to help their employees. In addition, this initiative will create a hub of opportunities, events, sales and creativity for the more local members.

I am Hispanic and I know what it is like to be a Ziman's worker and what it is like to be a resident of Los Angeles and I know that the Angeleno area which is known for being an area of many diverse people is especially the ideal host for The Rendon Hotel Project. As we see this become a reality, the project will call for all art lovers to get more involved.

Thank you very much for your time and I ask you to approve The Rendon Hotel Project.

Sincerely,
Santos Barrios Gonzalez

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

From: Shannon Scott <shannon@comunitymade.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: Wed, 11 Oct 2023 18:25:19 -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

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.

As a business owner of COMUNITYmade at 584 Mateo Street, we feel this project will bring welcome foot traffic to the area to help stimulate a positive future for the Arts District.

Thank you for your consideration.

Best Regards,



Shannon Scott

Founder & President, COMUNITYmade

M: (310) 567-3770 W: comunitymade.com
584 Mateo St., Los Angeles, CA 90013

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

From: "'David Cornell' via Clerk-PLUM-Committee" <clerk.plumcommittee@lacity.org>
To: clerk.plumcommittee@lacity.org
Cc:
Bcc:
Date: Thu, 12 Oct 2023 01:43:43 +0000 (UTC)
Subject: Public Comments Not Uploaded
Where is the Housing? Rendon Hotel (Council
File 22-1162, 22-1162-S1; 22-1162-S2)

Members of the PLUM Committee,

I am writing in opposition to the Rendon Hotel. Its proposed replacement housing plan appears to violate the Development Guidelines and Controls for Residential Hotels. The Guidelines state explicitly that rehabilitation is not allowed as replacement housing for sites listed in Attachment A of the document. The El Sol is listed in Appendix A of the Development Guidelines. The use of El Sol's rehabilitation for the Rendon project's replacement obligations would permanently and inappropriately extinguish obligations to replace units at the El Sol, permanently reducing the stock of units designated for SRO housing.

We can simply not afford to lose any opportunities to provide increased housing. Please do not approve this until these issues are fixed.

David Cornell

davidcornell121@gmail.com

1267 N. Berendo St.,
Los Angeles, California 90029

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

From: "'Jennifer Davis' via Clerk-PLUM-Committee" <clerk.plumcommittee@lacity.org>

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: Thu, 12 Oct 2023 10:56:10 +1100

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

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 // 2053-2055 E. 7th St

Dear Honorable Chair,

My name is Jennifer Davis and I am writing to share my support for the Rendon Hotel project.

I am a longtime friend of Ralph and Maria Ziman. They are exemplary people that I have had the pleasure of both working with and calling my dear friends. Their dedication to art both in their own work and in regard to the broader community is outstanding. I have worked with them on three fundraising projects for Arts at the Rendon. They are creative, generous and supportive team leaders and the projects under their direction achieved great results for both fundraising goals and activating the community in and around the Arts district. It was wonderful to be a part of these projects and I can only hope there will be an opportunity in the near future to work with them again. I believe this work only laid the groundwork for what potentially is to come. If this project is approved, they will be able to advance their goals of supporting arts education and ensuring arts institutions have the financial stability to operate for years to come.

The Zimans are community leaders who are willing to do whatever it takes to help the greatest number of people.

Out of all the people to propose a hotel in the Arts District, the City of Los Angeles should consider itself lucky that Ralph and Maria are the husband-and-wife team to do it. They are committed artists, community members, and deeply passionate advocates for the long-term prosperity of art in Los Angeles. I truly feel grateful to call them friends, and I sincerely hope that you support the Zimans in this wonderful effort.

Thank you and please approve the project.

Respectfully submitted,

Jennifer Davis

Jennifer A. Davis | Production Designer

m. Aus +61 407 519 066
m. US +1 310 367 3427
e. jen.davis@me.com
<https://jenniferadavis.com>

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

From: Armen Melkonyan <armen@acsls123.com>

To: "councilmember.kevindeleon@lacity.org" <councilmember.kevindeleon@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>, "gerald.gubatan@lacity.org" <gerald.gubatan@lacity.org>

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

Bcc:

Date: Wed, 11 Oct 2023 23:50:59 +0000

Subject: Public Comments Not Uploaded Rendon hotel 2053-2055 e 7th st

Dear Honorable Chair

My name is Armen Melkonyan and I'm writing to share my support for the Rendon Hotel Project and whatever else Ralph and Maria Ziman do. They genuinely care about the community, and they prove it with their actions. I've known them for over ten years, and I have always followed their example on how they treat everyone they associate with. I challenge you all to find one person that could say something negative about them. Our city needs to help and support all "Marias and Ralphs"

Armen Melkonyan

If you want details and examples that supports my statement, please give me a call at 626-379-4860

Armen@acsls123.com

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

From: Joy Simmons <joy.simmons@gmail.com>

To: 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 Del Valle <albizael.delvalle@lacity.org>, hakeem.parke-davis@lacity.org, dylan.sittig@lacity.org, dan.rosales@lacity.org, Alexandra.leard@lacity.org, "Lamont B. Cobb" <lamont.cobb@lacity.org>, nayda.cantabrana@lacity.org

Cc: clerk.plumcommittee@lacity.org

Bcc:

Date: Wed, 11 Oct 2023 16:49:48 -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.

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,

JOY

V. Joy Simmons, MD

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

From: Natasha Sandmeier <natasha@aplusd.org>

To: Gerald.gubatan@lacity.org, councilmember.kevindeleon@lacity.org, 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, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>

Cc: clerk.plumcommittee@lacity.org

Bcc:

Date: Wed, 11 Oct 2023 16:25:29 -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.

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 through Art At The Rendon to host several pop-up art events as fundraisers for local nonprofit organizations, including Art Share L.A., Cornerstone Theater Company, Institute of Contemporary Art (ICA LA), and Inner-City Arts.

Providing new art studios, gallery space, and an artist-in-residency program with studio spaces 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,

Natasha Sandmeier

Architecture + Design Museum, Los Angeles

--

Support
A+D Museum

Natasha Sandmeier

Executive Director

Pronouns: she/her

M: +1 818 257 0405

aplusd.org

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

From: Claire Rudnick Polstein <crp@crpentertainment.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
Cc: clerk.plumcommittee@lacity.org
Bcc:
Date: Wed, 11 Oct 2023 15:51:42 -0700
Subject: Public Comments Not Uploaded THE RENDON HOTEL //2053 - 2055 E. 7TH STREET

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 // 2053-2055 E. 7th St

Dear Honorable Chair,

My name is Claire Rudnick Pollstein, and I am writing to share my support for the Rendon Hotel project.

I am a longtime friend of Ralph and Maria Ziman and know firsthand how passionate they are about art and the arts community in Los Angeles. This project is the ultimate demonstration of their long-term commitment to supporting the Arts District. In addition to their own artistic careers, they have organized numerous fundraisers for community-based art organizations in Los Angeles, which I have attended. What has been so wonderful about their events is that they bring all parts of the city together both from an artistic and socially diverse way. They have exposed us to amazing local artists who work in a variety of mediums. These Art At The Rendon events have raised over \$138,000 for organizations such as the Institute of Contemporary Art Los Angeles (ICA LA), Cornerstone Theater Company, Inner-City Arts, the Brady Campaign, and Art Share LA. Knowing Maria and Ralph, these efforts are just the beginning. If this project is approved, I have full confidence that they will be able to advance their goals of supporting equitable arts education and ensuring arts institutions have the financial stability to operate for years to come.

If you can't already tell, Maria and Ralph care deeply about art and the Arts District community. When I learned that they chose to rebuild the affordable units at the El Sol Hotel, and bought the building without any governmental funding, I was not surprised. The Zimans are community leaders who are willing to do whatever it takes to help the greatest number of people.

Out of all the people to propose a hotel in the Arts District, the City of Los Angeles should consider itself lucky that Ralph and Maria are the husband-and-wife team to do it. They are artists, community members, and deeply passionate advocates for the long-term prosperity of art in Los Angeles. I feel grateful to call them friends, and I sincerely hope that you support the Zimans in this important effort..

Thank you and please approve the project.

Respectfully submitted,

Claire Rudnick Polstein

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

From: James Izon <JIZON7Y@gmail.com>

To: clerk.plumcommittee@lacity.org

Cc:

Bcc:

Date: Wed, 11 Oct 2023 20:18:57 +0000 (UTC)

Subject: Public Comments Not Uploaded Where is the Housing? Rendon Hotel (Council File 22-1162, 22-1162-S1; 22-1162-S2)

Members of the PLUM Committee,

I am writing in opposition to the Rendon Hotel. Its proposed replacement housing plan appears to violate the Development Guidelines and Controls for Residential Hotels. The Guidelines state explicitly that rehabilitation is not allowed as replacement housing for sites listed in Attachment A of the document. The El Sol is listed in Appendix A of the Development Guidelines. The use of El Sol's rehabilitation for the Rendon project's replacement obligations would permanently and inappropriately extinguish obligations to replace units at the El Sol, permanently reducing the stock of units designated for SRO housing.

We can simply not afford to lose any opportunities to provide increased housing. Please do not approve this until these issues are fixed.

James Izon

JIZON7Y@GMAIL.COM

1140 Neola St

Los Angeles, California 90041

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

From: These Days <stephen@thesedaysla.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: Wed, 11 Oct 2023 13:04:03 -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,

We are a husband and wife creative team, both of whom are fourth generation Angelenos that have resided in Downtown since 2006 where we run an art gallery and art book shop called These Days. We are 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.

We have studied the Ziman's plans for this project and find it quite exciting and think it will make a fantastic addition to not only Downtown's arts community but also to Los Angeles's as a whole. The concept of an entirely self-contained community made up of restaurant, bar, coffee house, gallery, and artists studio spaces is bold, innovative, and just what the arts district could use! And that a modern hotel with fantastic architecture alongside a refurbished 106 year old building is a demonstration to Los Angeles that our history is important and can be preserved while also adding density and new buildings.

Having attended and experienced numerous arts events hosted by the Ziman's over the last several years I can attest to their great taste as well as their sincere wishes to build up Los Angeles's cultural identity and cache while supporting an already existing local arts scene. They have curated both internationally acclaimed artists as well as relatively unknown local artists, which fits seamlessly with their vision of bringing a decaying building back to life while giving it a brand new sibling. After this difficult three years when we have seen residents and businesses fleeing Downtown in droves it is so hopeful and encouraging to see the Ziman's putting so much faith and effort into this community.

It is for these reasons that we respectfully request that you approve the Rendon Hotel's entitlement requests.

Respectfully and sincerely,
Stephen and Jodi Zeigler
These Days
118 Winston St
Los Angeles, ca
90013

www.thesedaysla.com
[@thesedays_la](https://www.instagram.com/thesedays_la)



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

From: Anne Williams <anneswilliams@gmail.com>

To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.kevindeleon@lacity.org" <councilmember.kevindeleon@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>

Bcc:

Date: Wed, 11 Oct 2023 19:50:07 +0000

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. Providing new art studios, gallery space, and an artist-in-residency program with studio spaces 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 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,

Anne Williams

Co-Founder and Former Vice President

Downtown Los Angeles Neighborhood Council (DLANC)

Anne Williams, JD, MBA, Realtor
310.490.8556
annewilliams.vistasir.com

DRE#02131519

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

From: Emma Carlson <emmacoopercarlson@gmail.com>

To: Gerald.gubatan@lacity.org, councilmember.kevindoleon@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: Wed, 11 Oct 2023 12:48:55 -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.

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.

From personal experience as an artist and filmmaker myself, I have seen Ralph and Maria's dedication to supporting art and culture, the arts district, and the community. I worked with Ralph, Maria, and Rendon Media for a film project with MOCA highlighting local artists and sharing their stories. I have also been able to witness their support of other artists, their artist in residence program, attend their events and art programming, and have seen their commitment to serving the community and revitalizing the arts district of Los Angeles. They have supported on my journey with art and filmmaking, along with many of my friends and colleagues, with a lot of generosity and commitment. **They are sure to be great stewards of redeveloping a building into a new life in the Arts District in an imaginative, thoughtful and impactful way.**

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,

Emma Carlson

-

Emma Carlson
Producer

213-884-6551

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

From: "pablojg1@yahoo.com" via Clerk-PLUM-Committee" <clerk.plumcommittee@lacity.org>
To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.kevindeleon@lacity.org" <councilmember.kevindeleon@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>
Bcc:

Date: Wed, 11 Oct 2023 19:44:49 +0000 (UTC)

Subject: Public Comments Not Uploaded ENV-2017-4735-MND Carta de Apoyo

Estimado delegado,

Mi nombre es Pablo González y les escribo en nombre del proyecto El Hotel Rendon (The Rendon Hotel Project).

Tengo el conocimiento de haber conocido a Maria y a Ralph Ziman por más de 20 años. Son personas muy trabajadoras y amables.

Con este proyecto que sueñan realizar, van a traer nuevos empleos y muchas oportunidades para jóvenes y adultos quienes sus pasiones son de arte. De hecho, este sueño de ellos ha nacido del querer compartir las oportunidades que ellos han tenido, con artistas visitantes, artistas locales, artistas de menos recursos y artistas diversos con la meta de seguir adornando nuestro mundo y nuestro Los Ángeles con la belleza del arte intencional.

Maria y Ralph Ziman son personas que han aportado en el pasado a clínicas de personas de escasos económicos, por ejemplo. En Los Ángeles, actualmente tenemos más necesidad de albergar nuestros Angelenos. Aprobar el Proyecto Rendon ofrecerá albergue económico en El Hotel Sol en Skid Row (El Sol Hotel), satisfaciendo la necesidad de viviendas mientras activan el Proyecto Rendon, el cual ha estado vacío y sin uso. Me siento orgulloso de conocer a personas como los Zimans quienes quieren servir a esta comunidad con amor y con propósito.

Gracias por sus atenciones. Les pido que aprueben este proyecto por cuales los Zimans han luchado para realizar. Les pido que nos otorguen a nosotros, los habitantes de Los Ángeles, con las oportunidades que traerá esta visión.

Atentamente,
Pablo González

Dear Delegate,

My name is Pablo Gonzalez and I am writing on behalf of The Rendon Hotel Project.

I have the knowledge of having known Maria and Ralph Ziman for more than 20 years. They are very hardworking and kind people.

With this project that they dream of, they will bring new jobs and many opportunities for young people and adults whose passions are in the arts. In fact, this passion of theirs was born out of the desire to share the opportunities they have had with visiting artists, local artists, artists of lesser means and diverse artists with the goal of continuing to adorn our world and our Los Angeles with the beauty of intentional art.

Maria and Ralph Ziman are individuals who have contributed in the past to low-income clinics, for example. In Los Angeles, we currently have more of a need to house our Angelenos. Approving the Rendon project will offer affordable housing at the El Sol Hotel in Skid Row – thus fulfilling the need for housing while activating The Rendon Hotel, which has been empty and unused. I am proud to know people like the Zimans who want to serve this community with love and purpose.

Thank you for your attention. I ask you to approve this project that the Zimans have worked to realize. I ask that you grant us, the people of Los Angeles, the opportunities that this vision will bring.

*Sincerely yours,
Pablo Gonzalez*

...

[Message clipped] [View entire message](#)

19 attachments

Public Comments Not Uploaded The Rendon Hotel Project // CF: 22-1162.eml
25K



Public Comments Not Uploaded RE: ENV-2017-4735-MND Carte de Apoyo.eml
43K



Public Comments Not Uploaded The Rendon Hotel Project CF: 22-1162.eml
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Public Comments Not Uploaded Where is the Housing? Rendon Hotel (Council File 22-1162, 22-1162-S1; 22-1162-S2).eml
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-  **Public Comments Not Uploaded The Rendon Hotel // 2053-2055 E. 7th St.eml**
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-  **Public Comments Not Uploaded THE RENDON HOTEL //2053 - 2055 E. 7TH STREET.eml**
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-  **Public Comments Not Uploaded ENV-2017-4735-MND Carta de Apoyo.eml**
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-  **Public Comments Not Uploaded No to Rendon Hotel (Council Files 22-1162, 22-1162-S1; 22-1162-S2).eml**
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-  **Public Comments Not Uploaded Where is the Housing? Rendon Hotel (Council File 22-1162, 22-1162-S1; 22-1162-S2).eml**
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-  **Public Comments Not Uploaded The Rendon Hotel Project // CF:22-1162.eml**
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-  **Public Comments Not Uploaded Don't Reduce SRO Stock, Reject Rendon Hotel (CF 22-1162, 22-1162-S1; 22-1162-S2).eml**
18K
-  **Public Comments Not Uploaded THE RENDON HOTEL//2053-2055 E. 7TH ST..eml**
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Daniel Luna <daniel.luna@lacity.org>

Public Comments Not Uploaded The Rendon Hotel Project // CF:22-11621 message

'Paul Danna' via Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>

Wed, Oct 11, 2023 at 5:34 AM

Reply-To: clerk.plumcommittee@lacity.org

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

Dear Honorable Chair,

I wish to express my support for the proposed Rendon Hotel project in the Arts District.

My name is Paul Danna, FAIA, and I am a Design Partner at Skidmore, Owings & Merrill here in Los Angeles. Located only a short distance from the proposed project, our studio is directly linked to the area's vibrant cultural fabric and adjacent communities. The addition of the Rendon Hotel will not only bolster the revitalization of the Arts District but also become a much needed space for our local community of artists and creatives.

Supporting Ralph Ziman and Maria Greenshields-Ziman's vision will give new life to this former hotel and contribute to the viability of the burgeoning Arts District, long-recognized as the artistic heart of DTLA. In its transformation, The Rendon will respond to a critical desire for lodging and cultural amenities in the Downtown area by providing new art studios, gallery space, and an artist-in-residency program with studio spaces. It seeks to embrace the character and history of this community as well as open the door for future generations of artists.

As a benefit to the artist community, Ralph and Maria have activated the existing Rendon Hotel space through Art At The Rendon to host several pop-up art events as fundraisers for local nonprofit organizations, including Art Share L.A., Cornerstone Theater Company, Institute of Contemporary Art (ICA LA), and Inner-City Arts. These events have been instrumental in providing an array of opportunities for local and international artists alike, strengthening the community through meaningful relationships.

I encourage you to strongly support the continued revitalization of the DTLA area and fostering of the creative arts in Los Angeles by approving the Rendon Hotel project.

Sincerely,

Paul Danna, FAIA
Partner

The logo for Skidmore, Owings & Merrill (SOM), consisting of the letters "SOM" in a large, bold, sans-serif font.

SKIDMORE, OWINGS & MERRILL

333 SOUTH GRAND AVENUE, SUITE 3600

LOS ANGELES, CALIFORNIA 90071

T +1 (213) 327-2411 | M +1 (323) 363-6366

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Daniel Luna <daniel.luna@lacity.org>

Public Comments Not Uploaded ENV-2017-4735-MND Support Letter1 message

Kayry Gonzalez <kayrygonzalez@gmail.com>

Wed, Oct 11, 2023 at 8:00 AM

Reply-To: clerk.plumcommittee@lacity.org

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

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 Honorable Chair,

My name is Kayry Gonzalez and I am writing in support of the Rendon Hotel project.

I have known the Ziman family since my earliest memories as I am the daughter of their housekeeper. Our paths crossing can be only modestly described as a blessing to me and to my family. They have taken it upon themselves to support each member of my family far beyond the meaning of employer, to the extent of caring for us like family. We have known them as artists by their work and as the kindest champions of their beliefs in the arts and education through their actions. They have selflessly personally funded my private school education, gifted me my first car and supported my artistic and professional interests. Maria and Ralph Ziman are not characterized by their promises but by their proactivity.

The Zimans are the proponents of The Rendon Project and always looking to contribute positively to our world and cannot do something short of intentional. The beautiful messages they convey through their own art and the platforms they allow for other artists are of love, peace and improvement for our world. As such, The Rendon Project is just the perfect step towards bringing the Arts District closer to its full potential. Los Angeles is lucky to be the haven of the Zimans' vision as I have been.

As I frequently visit establishments and friends in the Arts District, just 10 minutes from me, I can attest The Rendon Project would be a sustainable and necessary addition to the community, and opposing it would only be keeping the very arts out of the Arts District. The proposed hotel includes a studio, gallery, and event space to sustain the accessible and important messages of diverse artists. Beyond allowing supporters of the arts a place to stay, The Rendon Project would motivate its community to positive change just as the Zimans have done to those around them.

I work in a sector of the arts and as a member of the arts community, I strongly support this project. Anyone who believes in the power of art for positive change would support this project too.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kayry Gonzalez', with a long horizontal stroke extending to the right.

Kayry Gonzalez



Daniel Luna <daniel.luna@lacity.org>

Public Comments Not Uploaded The Rendon Hotel Project CF: 22-11621 message

Steve Grody <stevegrody@gmail.com>

Wed, Oct 11, 2023 at 9:14 AM

Reply-To: clerk.plumcommittee@lacity.org

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

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 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. 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.

The effort comes from husband-and-wife team Ralph Ziman and Maria Greenshields-Ziman, both local artists. In the past year, 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. As artists themselves, they look forward to expanding their support of the local arts community in the future by providing art studios, gallery space, and an artist-in-residency program in the hotel.

As a long-time resident (from 1986 to 2013) and someone still very much involved with documenting and writing about creative activity in the Arts District, the proposed plan strikes a proper balance between development and respect for the history and feeling of the Arts District.

I respectfully request your approval of the Rendon Hotel's entitlement requests. Thank you for your consideration.

Respectfully submitted,

Steve Grody

A handwritten signature in black ink that reads "Steve Grody". The signature is written in a cursive, flowing style.

Steve Grody _____ (Signature)

9-10-23

1984 N. Main #502 Los Angeles CA 90031



Daniel Luna <daniel.luna@lacity.org>

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

1 message

Geoffrey Anenberg <geoffrey@creativespace.us>

Wed, Oct 11, 2023 at 8:46 AM

Reply-To: clerk.plumcommittee@lacity.org

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

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 Honorable Chair,

My name is Geoffrey Anenberg and **I fully support the Rendon Hotel project.**

I am very involved in the Downtown Los Angeles community and invested in its future success. The Arts District is a vibrant, growing, and exciting place to live and as a destination. Whether it stems from the new Metro Regional Connector, the completion of the 6th Street Viaduct, or the numerous businesses arriving in the neighborhood, the Arts District is cementing itself as a destination for commerce, creativity, and culture in Los Angeles.

Over the next decade, visitors from all over the world will be arriving in our city for the World Cup in 2026 and the Summer Olympics in 2028, among other major events. The Arts District will attract many tourists who want to experience all the amazing opportunities that the neighborhood has to offer. As a result, I want to make sure that individuals have a chance to not only stay in the Arts District but also experience what it is like to live in the community. The Rendon Hotel project will do just that. Developed by local artists Ralph and Maria Ziman, the proposed hotel will include art studios, gallery space, and an artist-in-residency program, while also playing host to fundraisers supporting the arts, which has already begun through Art At The Rendon. This hotel will immerse visitors in the cultural fabric that makes the Arts District so special.

Art is meant to be shared. Being part of the DTLA culture, I get to witness the beauty of creative expression each and every day. I want to share this opportunity with those who visit our city.

The Rendon Hotel will respond to a critical desire for lodging and cultural amenities in the Downtown area. This project will generate countless vital jobs, provide opportunities for local artists, and foster a genuine center for the arts in Downtown. As a DTLA stakeholder, I am excited by what this project has to offer. Please support the continued revitalization of the Downtown LA area and fostering of the creative arts in Los Angeles.

Respectfully submitted,

Geoffrey Anenberg

--

Creative Space

Geoffrey Anenberg / Partner

Office | Web | Instagram

10/12/23, 10:06 AM

City of Los Angeles Mail - Public Comments Not Uploaded ENV-2017-4735-MND Support Letter

323 243 2821

DRE #01831214



Daniel Luna <daniel.luna@lacity.org>

Public Comments Not Uploaded Letter in support of The Rendon Hotel Project//CF:221162

1 message

'Vera Campbell' via Clerk-PLUM-Committee <clerk.plumcommittee@lacity.org>

Wed, Oct 11, 2023 at 11:48 AM

Reply-To: clerk.plumcommittee@lacity.org

To: gerald.gubatan@lacity.org, councilmember.kevindeleon@lacity.org, councilmember.harrisdawson@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, dan.rosales@lacity.org, alexandra.leard@lacity.org, lamont.cobb@lacity.org, nayda.cantabrana@lacity.org, dylan.sittig@lacity.org

Cc: clerk.plumcommittee@lacity.org


Please see attached letter on behalf of the Rendon Hotel Project, thank you for your consideration

Vera Campbell

337 S. Anderson Street

Los Angeles, CA 90033

vcampdz@aol.com

 **Scan_20231011.pdf**
2780K

October 9, 2023

From the desk of: Vera R Campbell

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: cindy@therendon.com; jchew@marathon-com.com

Subject: The Rendon Hotel // 2053-2055 E. 7th St

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 // 2053-2055 E. 7th St

Dear Honorable Chair,

My name is Vera Campbell and I am writing to share my support for the Rendon Hotel project. I am a current resident of the Arts District and own over 500,000 square feet in the Arts District and adjacent area. The Rendon Hotel project would be a valuable addition to the neighborhood. It's purpose driven mission would encourage and support the arts and, more importantly, the community. With the activities surrounding the new Sixth Street Bridge and the forthcoming park the area could truly utilize and capitalize on something as useful as the new Rendon Hotel.

I am a longtime friend of Ralph and Maria Ziman and know firsthand how passionate they are about art and the arts community in Los Angeles. I have attended and enjoyed their amazing programming for years. For Ralph and Maria it is all about community and a better working and living environment. This project is the ultimate demonstration of their long-term commitment to supporting the Arts District. In addition to their own artistic careers, they have organized numerous fundraisers for community-based art organizations in Los Angeles, which I

have attended. **The Art at the Rendon** events have raised over \$138,000 for organizations such as Inner-City Arts, Cornerstone Theater Company, the Brady Campaign, Institute of Contemporary Art Los Angeles (ICA LA), and Art Share L.A. I can only imagine the money they could raise and the people they could employ and support if they had the proper venue which the Rendon Hotel would provide. The entire neighborhood supports their project and values and appreciates the work they do for the arts and the community.

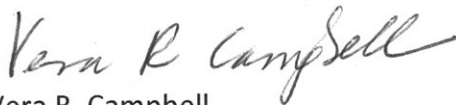
If this project is approved, I have full confidence that they will be able to advance their goals of supporting equitable arts education and ensuring arts institutions have the financial stability to operate for years to come.

If you can't already tell, Maria and Ralph care deeply about art and the Arts District community. When I learned that they chose to rebuild the affordable units at the El Sol Hotel, and bought the building without any governmental funding, I was not surprised. **The Zimans are community leaders who are willing to do whatever it takes to help the greatest number of people.**

Out of all the people to propose a hotel in the Arts District, the City of Los Angeles should consider itself lucky that Ralph and Maria are the husband-and-wife team to do it. **They are artists, community members, and deeply passionate advocates for the long-term prosperity of art in Los Angeles. I feel grateful to call them friends, and I sincerely hope that you support the Zimans in this wonderful effort.**

Thank you, your consideration and approval of this project will greatly appreciated by the entire community.

Respectfully,



Vera R. Campbell

vcampdz@aol.com

310-291-2781 cell

337 S. Anderson Street

Los Angeles, CA 90033



STRATEGIC ACTIONS FOR A JUST ECONOMY

152 W. 32nd Street Los Angeles CA 90007

October 11th, 2023

Councilmember Marqueece Harris-Dawson
Chair, Planning and Land Use Management Committee
200 North Spring Street, Room 450
Los Angeles, CA 90012

Councilmember Kevin De Leon
200 North Spring Street, Room 425
Los Angeles, CA 90012

Subject: Opposition to Rendon Hotel (CF #22-1162 / C #-22-1162-S1 / CF #22-1162-S2)

Dear Chair Harris-Dawson and Councilmember De Leon,

Please oppose the Rendon Hotel Project. In the midst of a homeless crisis, it is highly disturbing the City is considering allowing a new boutique hotel to permanently remove over 30 units designated for SRO housing. The Rendon Hotel's proposed replacement housing plan appears to violate the plain language of the Development Guidelines and Controls for Residential Hotels. The Guidelines state explicitly that rehabilitation is **not allowed** as replacement housing for sites listed in Attachment A of the document. The El Sol is listed in Appendix A of the Development Guidelines. The use of El Sol's rehabilitation for the Rendon project's replacement obligations would permanently and inappropriately extinguish obligations to replace units at the El Sol, permanently reducing the stock of units designated for SRO housing.

We can simply not afford to lose any opportunities to provide increased housing. Please do not approve this without a compliant housing plan.

Regards,

Cynthia Strathmann, Executive Director



Daniel Luna <daniel.luna@lacity.org>

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

1 message

Darren Willett, PhD <dwillett@hhcla.org>

Wed, Oct 11, 2023 at 4:32 PM

Reply-To: clerk.plumcommittee@lacity.org

To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.kevindeleon@lacity.org" <councilmember.kevindeleon@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>

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 Honorable Chair,

My name is Darren Willett, and I am the Director of Homeless Health Care Los Angeles' (HHCLA) Center for Harm Reduction, a harm reduction center and multi-service access point for people experiencing homelessness in the Skid Row community. I was born and raised in the City of Los Angeles, and I have watched the homelessness crisis in the City and the County grow to unprecedented and devastating proportions over my lifetime. For the past 4 years, I have operated the center in Skid Row, a community that harbors the highest concentration of people experiencing homelessness in LA County. While the Skid Row community has always been in great need of affordable housing, never has this need been more pronounced as roughly 5000 people are currently experiencing homelessness in the community. As a DTLA stakeholder and service provider, I am excited to support Ralph Ziman and Maria Greenshields-Ziman's rehabilitation of the El Sol Hotel and Rendon Hotel properties as these efforts include the Ziman's commitment to bringing 42 units of much needed affordable housing to the Skid Row community.

In the last several years, HHCLA has been expanding services in Skid Row in order to reach more unhoused Angelenos in need of services. While searching for new operational space in the area, I had the pleasure of meeting Ralph and Maria Ziman when HHCLA expressed interest in occupying a part of their property to implement homeless services programming that I will personally oversee. The Zimans have since leased the ground floor space at the El Sol Hotel to HHCLA to house an expansion of HHCLA's harm reduction work in the area and, in this process, HHCLA became aware of the Rendon Hotel rehabilitation project to convert the remaining part of the building into affordable housing.

From the many discussions I have had with the Zimans over the past year on topics of social inequality, homelessness, and social responsibility, I have grown to firmly believe that the Zimans possess the integrity and ethical fortitude necessary to responsibly and effectively offer affordable housing in a way that will meet the unique needs of the Skid Row community. For this reason, I urge the Planning and Land Use

Management Committee to give favorable consideration to the Ziman's El Sol and Rendon properties rehabilitation project. **Please support our joint efforts and approve this project.**

Respectfully and sincerely,

Darren Willett, PhD
Director of the Center for Harm Reduction
Homeless Health Care Los Angeles

Darren Willett, PhD

Director of the Center for Harm Reduction

Homeless Health Care Los Angeles

(O) 323.497.2898 (F) 213.617.8078

hhcla.org | Instagram | Facebook | Twitter | LinkedIn | YouTube

[Click here](#) to check out our fly swag and learn how you can support HHCLA.

Headquarters

Beverly Blvd.

Center for Harm Reduction

The ReFresh Spot

1282 West 2nd St LA CA 90026

2330 Beverly Blvd LA CA 90057

512 East 4th St LA CA 90013

544 Towne Ave LA CA 90013

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 **Rendon Support Letter - Darren Willett - HHCLA10112023.pdf**
633K

HOMELESS HEALTH CARE LOS ANGELES

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

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Respectfully and sincerely,

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

Darren Willett, PhD
Director of the Center for Harm Reduction
Homeless Health Care Los Angeles



Daniel Luna <daniel.luna@lacity.org>

Public Comments Not Uploaded ENV-2017-4735-MND Support Letter1 message

Cindy Schwarzstein <cindy@therendon.com>

Wed, Oct 11, 2023 at 7:58 PM

Reply-To: clerk.plumcommittee@lacity.org

To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.kevindeleon@lacity.org" <councilmember.kevindeleon@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>

Please see attached letter (and below) sent by the project representation team on behalf of Alice Cardenas.

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 Honorable Chair,

Dear Honorable Chair and Councilmembers,

My father's hotel, The Rendon, has been in our family for three generations. This is more than a hotel, it is the heart of our family. I am writing to express my support for Ralph and Maria Ziman's efforts to preserve and redevelop The Rendon as well as build new affordable housing at the El Sol Hotel.

My grandfather, Alberto Olivas, bought The Rendon in the early 60's. After purchasing the property, he took over as its caretaker, meticulously overseeing every detail of the hotel's operation. When guests arrived, they were greeted by his warm smile and hospitality. He also ran the bar on the ground floor of the building with help from myself. He took the greatest pride in his job – welcoming

hotel guests, serving drinks, and keeping everything working smoothly. His dedication went beyond mere management; it was truly a labor of love.

The Zimans are the best people to maintain the spirit of community and hospitality that my father established here. The fact that they are preserving as much of the hotel as they can touches my heart. Some of my most cherished memories with my father come from running the hotel together. By restoring this building to its former glory, it feels like my father and his memory will live on. My father loved that he provided people with a place to stay. Knowing that approving The Rendon will simultaneously create new affordable housing units at the El Sol would have made him so happy. **Please support the safeguarding of my family's history and our legacy by approving the project.**

Sincerely,

Alice Cardenas



The Rendon Support Letter - Alice Cardenas (1).pdf
36K

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

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Sincerely,

Alice Cardenas



Daniel Luna <daniel.luna@lacity.org>

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

1 message

Cindy Schwarzstein <cindy@therendon.com>

Wed, Oct 11, 2023 at 8:02 PM

Reply-To: clerk.plumcommittee@lacity.org

To: "Gerald.gubatan@lacity.org" <Gerald.gubatan@lacity.org>, "councilmember.kevindeleon@lacity.org" <councilmember.kevindeleon@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>

Please see attached letter (and below) sent by the project representation team on behalf of Susan Guerrero.

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 Honorable Chair and Councilmembers,

My name is Susan Guerrero, and my family has owned and operated The Rendon Hotel since 1962. We are thrilled that Ralph and Maria Ziman are rehabilitating our cherished family gem. **We would like to express our full-throated support for their efforts.**

I was elated when Ralph and Maria bought the property in 2014. My family endured many unpleasant encounters with snooty and greedy people looking to buy the property. We feared and dreaded the day that someone would come along to buy the Rendon and evict us, and knock the building down. Ralph and Maria, on the other hand, have been nothing short of amazing. They have treated me and my family members like one of their own and kept us involved in the management of the property.

My trust and faith in the Zimans were further solidified when they told me about their plans to rehabilitate the El Sol Hotel and create 42 units of new affordable housing. Los Angeles is in the midst of a massive housing crisis that affects everyone in this city, my family included. The need for more affordable housing, especially in this community, cannot be overstated. By renovating a long vacant hotel, the Zimans will be able to make affordable housing available quicker than

starting construction from scratch. These are the kinds of creative solutions to our housing issues that the City should support.

The Rendon holds such strong sentimental significance in my family. I grew up coming to the hotel, running around the halls, and playing on the pool tables in the bar. Now, as an adult, I have been managing the property for the past 11 years.

Even though we may have sold the building, my family and I can rest easy because our grandfather's hotel is in the right hands. What the Zimans propose to do will not only preserve, restore, and add to the hotel, but it will also build on our family's legacy. I respectfully urge the City to approve the project.

Sincerely,

Susan Guerrero



Support Letter for The Rendon - Susan Guerrero .pdf
36K

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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Sincerely,

Susan Guerrero