

THE RENDON



**A DYNAMIC HOME FOR ART,
HOSPITALITY, AND PERFORMANCE**

RALPH ZIMAN AND MARIA GREENSHIELDS-ZIMAN

Owners

Ralph Ziman and Maria Greenshields-Ziman are both working artists who have exhibited their artwork in galleries around the world.

Ralph Ziman's practice extends across a variety of media, including film, photography, public intervention, sculpture, and installation. As a visual artist, Ralph is primarily focused on building a body of work motivated by social responsibility toward global politics, fueled by the history of apartheid, war, and the ongoing militarization of police.

Maria Greenshields-Ziman is a multidisciplinary artist whose work focuses on the exploration of organic systems and human intervention with an emphasis on environmental awareness and conservation. She is also a board member of the Institute of Contemporary Art Los Angeles (ICA LA), based in the Arts District.



PROJECT CHARACTERISTICS

- Independent Artists-Based Hotel
- Activates 42 Very-Low Income Affordable Housing Units
- Adaptative Reuse Site In Arts District
- 103 Hotel Rooms with Mixed-Use Components
- Artists Studios & Galleries
- Located in 4-story Existing and 15-story New Structures
- 67,615 square feet with 6:1 FAR

The Zimans have a truly inimitable vision for an independent community hub that will celebrate and showcase artistic creation above and beyond static display. The centerpiece of the hotel will be its open working studios – hosting artists from around the globe, crafting their art in full view of the public.

The heart of the property will create irreplicable moments of thoughtful interaction and conversation between visitors and community members. Visitors will also be immersed in a myriad of live performances, educational programming, and an ever-rotating curated portfolio of art throughout the hotel.

The Rendon will also pay outsized attention to bringing the iconic Lichas Bar & Grill back to life and conserving the noted outdoor murals on the original historic hotel building. The project will renovate the neglected 1914 building to modern seismic structural standards, ensuring it will be enjoyed for generations to come while simultaneously preserving the historic character and providing innovative amenities to travelers and the local community.



EVENTS & PROGRAMMING: ART AT THE RENDON

Art At The Rendon is an ongoing series of creative programs featuring performances, lectures, educational workshops, artist residencies, and film screenings, all designed to celebrate and support the arts. Hotel guests will be invited to participate in the arts programming as a way to fully immerse themselves in the Arts District community. Previous Art At The Rendon events offer a glimpse at the arts and education programming The Rendon will offer in the future.

Art will feature prominently throughout the interior as well as exterior with a large mural planned for the new structure's north side. The new hotel will feature art-curated guest rooms, an art gallery, studios for local and visiting artists, and arts programming.

For more information on past Rendon cultural events and programming please visit:
ArtAtTheRendon.com



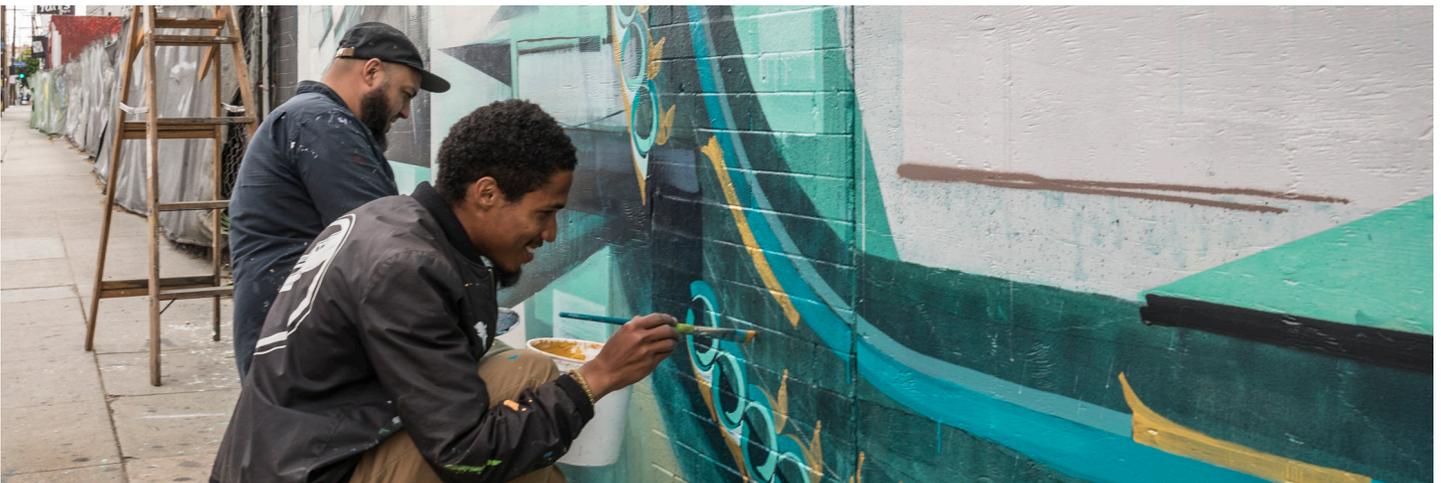


COMMUNITY BENEFITS

- 42 affordable very-low-income housing units located in the El Sol building
- Cultural hub for arts including expanded programming for Art At The Rendon
- 300+ jobs created during construction phase
- 150+ jobs created when hotel opens
- Adaptive reuse and historical preservation of existing Rendon Hotel building
- Needed hotel rooms in the Downtown Los Angeles Arts District

PROJECT ENTITLEMENTS

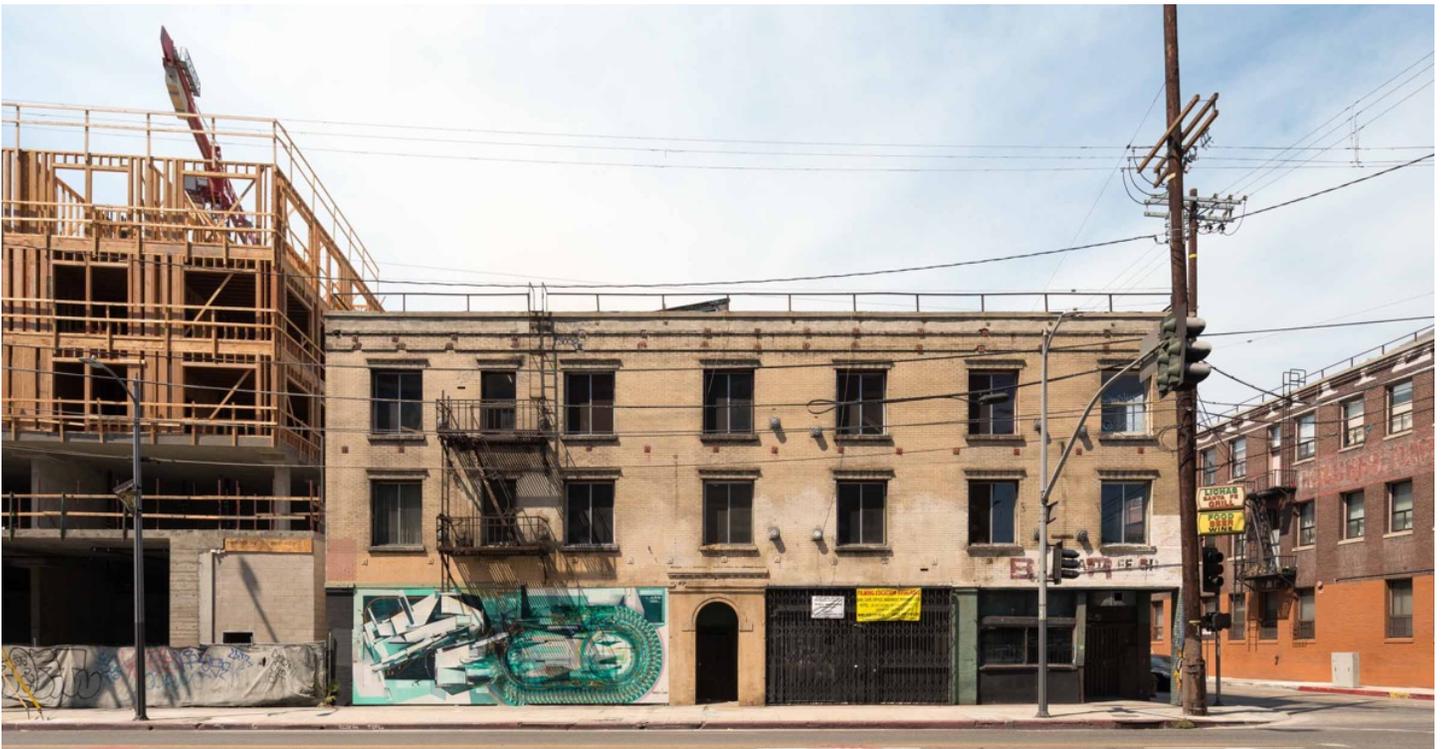
- General Plan Amendment from Manufacturing to Regional Center Commercial
- Zone and Height District Change from Manufacturing to Commercial
- Conditional Use Permits for alcohol service and entertainment
- Variance to reduce parking
- Variance to allow apartment hotel use in M2 zone
- Zoning Administrator Adjustment for setback
- Redevelopment Plan Project Compliance
- Site Plan Review for hotel rooms



EXISTING BUILDING CONDITION



The Rendon Hotel North facade



The Rendon Hotel South facade



ADEQUATE GROUNDS TO DENY APPEAL

- Unanimous Approvals by City Planning Commission
- Neighborhood Council Support
- Overwhelming Community & Constituent Support
- City Department of Tourism & Business Community Support
- Adequate Environmental Review for CEQA Compliance
- Union Labor Agreements for Construction
- City-Approved Replacement Housing Plan
- Aligned with City's Community Plan Update

REQUESTED ACTIONS FROM PLUM COMMITTEE

- Adopt Mitigated Negative Declaration
- Approve Requested Entitlements
- Adopt Findings and Conditions of Approval
- Deny Pending Appeals
- Advance Project to City Council for Final Action



SUPPORTERS

COMMUNITY ORGANIZATIONS

Arts District Little Tokyo Neighborhood Council (formerly HCNC)

Cartwheel Art

Central City Association (CCA)

Los Angeles City Tourism Department (CTD)

Los Angeles River Artists & Business Association (LARABA)

A+D Museum, Los Angeles

Homeless Health Care Los Angeles (HHCLA)

Industrial District Green

Inner City-Arts

Institute of Contemporary Art Los Angeles (ICA LA)

Museum of Contemporary Art Los Angeles (MOCA)

Smile South Central

Urban Land Institute (ULI) LA District Council

COMMUNITY MEMBERS

Alicia Yaffe, SVP of Global Catalog Development & Marketing Warner Music Group

Allison Bloss Normandin, Arts District Stakeholder and owner of Bloss Design Group

Andy Griffith, Arts District Stakeholder and co-owner of A+R Store at ROW DTLA

Anne Williams, Co-Founder and Former Vice President Downtown Los Angeles Neighborhood Council (DLANC)

Annie Saunders, Artistic Director Wilderness

Anne Ellegood, Executive Director Institute of Contemporary Art Los Angeles (ICA LA)

Ash Chan, Arts District Stakeholder (The Container Yard)

Asuka Hisa, Director of Learning and Engagement Institute of Contemporary Art Los Angeles (ICA LA)

Barbara Bundy, Vice President Educations Fashion Institute of Design & Merchandising (FIDM)

Barbara Dunn, Gensler Principal Gensler, Downtown Breakfast Club

Charlie Morely, President Morley Builders, Downtown Breakfast Club

Chloe Flores, Executive Director + Curator homeLA // Nomadic Performance Organization

Clare de Briere, Executive Vice President & Regional Manager Skanska USA

Eddie Navarrette, Board President Art Share L.A.

Gabrielle Newmark, Co-Founder & Program Director Industrial District Green, LARABA board member

Geoffrey Anenberg, Partner Creative Space

Gigi Casey, Augustus Hawkins High School

Hal Bastian, Hal Bastian Consulting, Downtown Breakfast Club Secretary

Holi Hornlien, Associate Director Inner-City Arts

Ilia Lopez, Former Director of Cornerstone Theater Company

Jonathan Watts, KFA Architecture, Programs Downtown Breakfast Club

John Whitaker Cox, Castle & Nicholson, Downtown Breakfast Club

Larry Earl, Community Advisory Council Destination Crenshaw

Loren Witkin, CEO Citadel EHS, President Downtown Breakfast Club

Mark Borman, The Borman Group, LARABA board member

Marty Borko, Executive Director Urban Land Institute (ULI) LA District Council,

Megan Geckler, Arts District Stakeholder, Artist

Michael Tansey, Arts District Stakeholder at 688 S. Santa Fe Avenue

Naeri Petrosian, A+D Museum Board Member, ULI Los Angeles Advisory Board

Natasha Sandmeier, Executive Director A+D Museum

Patricia Flynn, The Maxima Group, Treasurer Downtown Breakfast Club

Paul Dana, Design Partner at Skidmore, Owings & Merrill, Programs Downtown Breakfast Club

Ron Finley, Ron Finley Project, "Gangsta Gardener," Destination Crenshaw Community Advisory Council

Rose Apadoca, journalist, co-owner and Creative Director A + R Store in ROW DTLA

Salman Agah, Pizzanista

Sandra Kulli, Kulli Marketing at LACI in the Arts District, Networking co-chair Downtown Breakfast Club

Samuel Vasquez, founder The Performance Art Museum, former Deputy Director of Advancement at MOCA

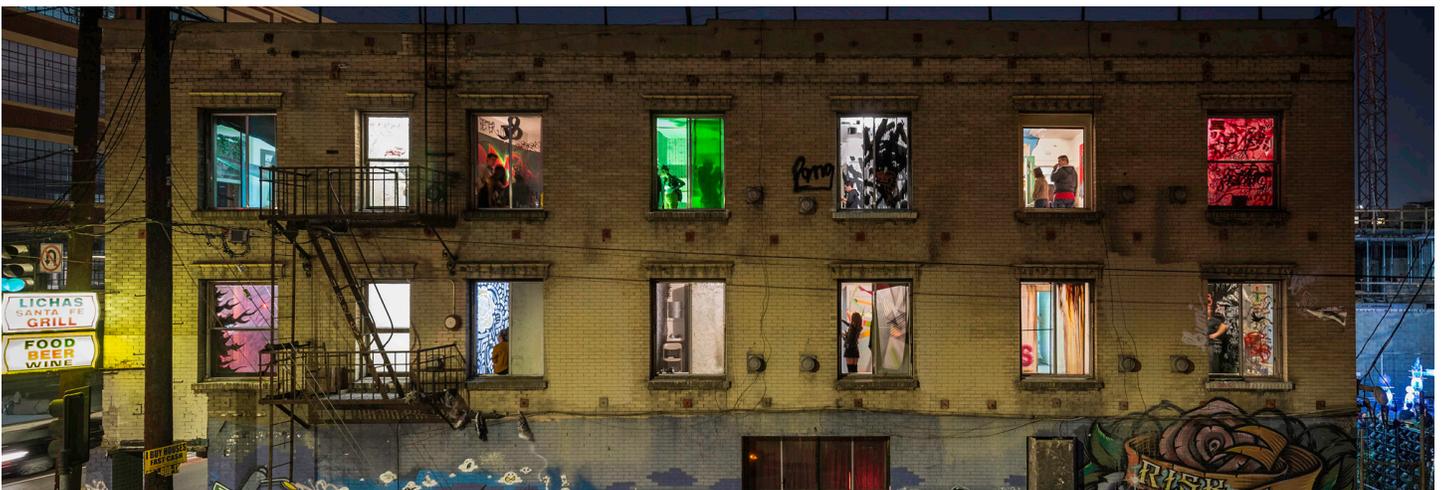
Stephen Seemayer, Arts District Stakeholder & Artist

Todd Bauer, Deloitte, Vice President Downtown Breakfast Club

V.Joy Simmons MD, Destination Crenshaw Community Advisory Council

Vera Campbell, Arts District Stakeholder, Board Member Self Help Graphics

Yuval Bar-Zemer, co-founder and Managing Partner at Linear City Development, LARABA board member



Thank you!

Ralph and Maria have a deep appreciation for the neighborhood's artistic spirit, and they look forward to transforming The Rendon site into a jewel worthy of its Arts District location.

