



# *The South Park Neighborhood Committee Newsletter*

*April 2021*

*Volume 1, Issue 3*

The Neighborhood Committee, a volunteer group of DTLA South Park residents, takes pride in our community and wish to be part of a positive influence for all the residents of South Park. We currently have representatives from 4 residential buildings, but our intent is to be an inter-communication source for all residents of the South Park District.

In the March 2021 newsletter, we listed all the residential buildings identified within the geographic borders as stipulated by the South Park BID (Business Improvement District). In an effort to expand the involvement and awareness to all residents of South Park, the Committee has emailed the property managers, general managers, and any other building manager or building “captain” to introduce them to this South Park Group and this monthly newsletter. We encourage you to share this newsletter with your South Park friends and building managers. We are also encouraging other HOA Board of Directors from other South Park Residential buildings to join Board of Directors from EVO, Luma, Elleven and Ten50 on this committee to help identify, communicate, and strategize neighborhood events and concerns and interests for the overall betterment of the residents of the South Park Neighborhood.

Our mission is “to seek to utilize a united voice that has strength and influence for the mutual benefit of South Park.”

**We sincerely appreciate your input and comments. The best way to contact the committee is via email at [Southparkneighborhoodcommittee@gmail.com](mailto:Southparkneighborhoodcommittee@gmail.com).**

South Park Committee Members:

Marty Goldberg, Elleven Board

John Nilsson, Ten50 Board

Michael Ourieff, Luma Board

Kevin Sharkey, Evo Board

Monica Heredia, General Manager Ten50

Francis Langlois, General Manager Luma

Luc Sasseville, General Manager EVO

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Contributing to the newsletter and Committee Support Group: Julie Brosterman, Joyce Fried, Jane Kim, Michelle Heipern, Debra Shrou, Peter Toumasis, Laura Wang, and Virginia Wexler.

# Safety and Welfare

## Transportation in South Park, Part I: Cars

By Virginia Wexman

South Park must be the most transportation-rich district in LA. We have more and better options for all forms of transportation than anywhere else in the city, including cars; micro-transit modes like bikes and scooters; public transit; and walking. The city's DTLA 2040 plan further expands on these options.

The following discussion of cars is the first of a four-part series describing the various modes of transportation in our neighborhood and the controversies surrounding each one.

Car owners can readily access all parts of LA county via the nearby 110 and 10 freeways. Some South Park buildings have installed infrastructure for electric vehicles. Those who prefer to rent cars have numerous options both within South Park itself and in locations immediately adjacent to us. These include:

- Avis, 888 S Figueroa
- Sixt Rent a Car, 900 W 8th
- Hertz, 900 W. Olympic
- Zipcar, 1150 S. Flower and 900 S Figueroa
- Black and White Rental Cars, 939 S Figueroa
- Midway Car Rental, 1218 S Figueroa
- Budget Car Rental, 700 W 7th
- Blue LA Electric Cars at 820 S. Hope, 1306 S Hope and 225 E 11th

### Car Controversies:

- Speeding and drag racing: Both speed-



ing and drag racing can cause accidents that destroy property and kill and maim members of our community. According to the local police, more drivers are indulging in such practices since the onset of the pandemic, possibly because some laid-off workers are filling time with dangerous bouts of joy riding. Drag racing has also been fueled by celebrations following sport-related events such as the death of Kobe Bryant and the victories of the Dodgers and Lakers. In response, two bills currently before the California legislature, AB 550 and SB 735, propose to increase the use of automated speeding enforcement in designated areas.

- Noisy mufflers. Again, the pandemic has exacerbated this problem, probably for some of the same reasons cited above.
- Congestion. Olive, Grand and Flower are major arteries leading to and from the 10 freeway, and our cross streets take cars to the 110; thus, congestion has always been a problem in South Park. Whether the pandemic will lead to a reduction in commuting to and from downtown offices remains to be seen.
- Pollution. To mitigate the harm done by car exhaust, some South Park buildings have installed infrastructure that will support hook-ups for electric vehicles.

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# *Project and Building Development*

## *PROPOSED HOTEL PROJECT 1130 S. Hope*

### Strong Opposition Continues for the 1130 S Hope Street Hotel Project By Marty Goldberg

Opposition was heard from South Park residents regarding a proposed hotel project at 1130 South Hope Street at recent city meetings where the developer was seeking support to move the project forward.

In March, the South Park BID (Business Improvement District) and DLANC (Downtown Los Angeles Neighborhood Council) Planning Committee held public meetings involving the hotel project. Homeowners in Elleven, Luma, and Evo voiced opposition about the project's design, non-compliance of the city's code and design guide, and the history of advancing this project through city channels.

On March 16th, DLANC's Planning Committee voted 3 in favor, 1 opposed and 2 abstentions to recommend supporting the project to the DLANC board with the following conditions: A cover over the equipment on the roof to reduce noise, the pedestrian sidewalk remain open during construction, and a 24-hour front desk presence at the hotel.

On March 17th, the South Park BID's Infrastructure and Planning Committee voted down a motion recommending the board support the project. On March 23, at the SPBID Board meeting, the Board also voted not to offer support for the 1130 South Hope Street project.

The HOA (Homeowners Association) of Luma, EVO and Elleven have formed an alliance to strongly oppose this project. EVO and Luma have engaged with legal counsel, and the Elleven HOA has formed an ad hoc committee to perform due diligence on the history of the current vacant lot and the current project's path through city channels.



The developers continue to move forward for approval of the 1130 South Hope project by LA City Planners. The next meeting regarding this project is the DLANC Board meeting on Tuesday, April 13, at 6:30 pm. Information on how to attend this meeting will be shared by building managers when available.

The opposition by the HOAs of Luma, Evo, and Elleven to the proposed hotel plan is based on the following issues.

1. Project not proportional to the size of the site. A project can be built on the site, assuming it is reasonable and fits within the Code and Design Guide. This building does not comply with the guide and is out of scale for the small 7,800 square foot site. The applicant states that it is "not feasible" to comply with the Design Guide's required setbacks and building separation because of

## 1131 S. Hope, continued

### 2. Key Issues with Hotel:

a. Minimal Service/Staff. The proposed hotel would have self-check in and self-parking with 2-3 employees per shift, no valet, no one to operate the car elevator, no one to control misbehavior, and no front desk check-in. This operational plan raises security concerns.

b. Alley Use. The narrow 20-foot alley is currently filled daily with activity from the current buildings including a garage entrance for Evo and Luma. The proposed hotel has a single car elevator for use by guests to self-park in the automated garage one at a time. Hotel guests would need to cue in the alley for the car elevator. The design does not provide a separate ADA loading/pull out required by code. The loading dock is adjacent to the elevator and is in the same wait line as the guest parking queue.

c. Street Façade and Drop Off. The applicant assumes most of the 144 rooms (288 guests) would use rideshare. The 50-foot façade only provides area for two or three cars to drop off – and a rideshare queue would block the Evo entrance driveway to the south. There is not enough drop off area for the volume of guests, and no employee to assist in controlling traffic. The design also does not comply with the Design Guide or South Park BID development values, including open space, landscaped areas, seating, dog run, because the site is too small and it is “not feasible.” The small retail space will only be sundries for the hotel guest and not for the neighborhood.

d. South Side Yard Request. Evo owns the lot south of the proposed project, which is the same size as the hotel lot, and may be developed in the future while maintaining the access drive. The project applicant assumes no future development by Evo on this lot and has provid-

ed zero side setback on the lower floor (with unpermitted garage ventilation), and 5-foot side setback to the hotel guest windows facing this lot. The code requires a 15-foot setback for a 12-story project, and the Design Guide requires a 40-foot setback to an interior lot line, and 40-foot setback to an alley. None of which is met in the proposed design.

e. Noncompliance with Design Guide. The hotel does not comply with design guide setbacks. They do not comply with commercial frontage requirements, and do not comply with landscaping and design requirements. A hotel use would require 15-foot setbacks on all sides, but because they include a 388 square foot retail use, it is considered a mixed-use project and there are 0 setbacks in the code for mixed use facing an alley. The retail must be maintained and must be open and accessible to the public at all times. If it is just for hotel guests, it is considered incidental to hotel use and not retail and therefore would require setbacks on all sides.

f. Noise. The project will have noise impacts during construction and operation. Luma residents have balconies and windows that face the project – but the Noise Study does not evaluate the noise impacts from the closest residents. The study also uses decibel levels far lower than City’s standards. The mechanical vents at the top, the automated parking (floors 2-5), and rooftop and front drop off noise will be heard by the neighbors. There are similar faults in other technical studies.

g. Construction. The construction will require closing the alley for staging for over a year because it is not feasible to stage from the 50-foot street frontage.

## ***A Modest Proposal...***SOLAR PANELS FOR EVERY ROOF TOP IN SOUTH PARK

By: John Nilsson



***The South Park Community, with acres and acres of flat roof tops, has the potential of creating its own power grid!***

Clean, carbon free electricity is needed to stave off climate change and improve our air quality. Taking the sunlight now bouncing off South Park roofs and turning it into electricity would have tremendous benefits for our future including providing electricity for electric vehicle charging stations.

The need for electric vehicle charging stations has arrived. Name a building within the borders of South Park that offers unrestricted public vehicle charging which meets this growing demand. The age of the EV is rapidly approaching, fueled (pun intended) by the rapid drop in Li-ion battery cost. In 2014 the Li-ion battery cost an average of \$500 per kilowatt hour to produce. Today it's more like \$200 per kilowatt hour and soon – as early as next year – the cost will drop to less than \$100 per kilowatt hour! Not only has this resulted in electric cars with 400+ mile on average range per charge but has hastened the arrival of the all-important “Crossover Point” when electric vehicles are actually cheaper to purchase than their gas-powered equivalent. Every year Bloomberg pushes up the crossover date when EV's will be cheaper to purchase new than a combustion vehicle. Back in 2017 they said it would happen in 2026. Then the date was revised to 2024. Now recently they changed their projection to 2022!

Within the next 15 years, it is almost 100% certain that most new cars manufactured will be EV's. (continued next page)

(A Modest Proposal, continued)

As of 2021, economists are predicting the number of EV's on the road will start going up exponentially (especially in California). This means that 2% EV's on the road in 2021 becomes 4% in 2022, 8% in 2023, 16% in 2024, 36% in 2025. That is just 5 years... ***and the sixth year should see 64% of the cars on California roads being EV's!***

Not only is this good news for the air we breathe, economists estimate an electric vehicle will cost you about 10% of a similar internal combustion car to own when you consider the cost of gasoline and maintenance on gas powered vehicle. Not only is there a huge savings on fuel costs with an EV, most EV's have as few as 20 moving parts where gas powered cars can have up to 2,000. An EV has no oil changes, no tune-ups, no spark plugs, air filters, coolant or transmission fluid - there is essentially zero maintenance short of rotating the tires. If you have a choice of getting essentially the same car, but one is cheaper to buy, costs 90% less to maintain and use on a daily basis, and lasts up to five times longer... which car will you buy? The point is not just EV's are the Green Choice, EV's are now the Economic Choice. The balance has been tripped. Gas powered cars are doomed.

But.....(there's always a But) the rapidly accelerating need for electricity to feed our life styles and our vehicles is going to cause a big shortage of electricity supply over the next 10 years. Southern California is already struggling to produce enough electricity – even without the tidal wave of Teslas, electric Chevy's, Fords, and Toyotas in our immediate future. This coming electricity shortage is arriving soon. We in South Park can ensure our electric future by taking advantage of the acreage over our heads.

Now is the time to seriously consider turning every roof in the neighborhood into a power plant fueling our air conditioners and our individual EV charging stations. Over the next few months, the South Park Neighborhood Committee will be investigating ways to bring reality to electrical independence. ***Contact John Nilsson at dtlanow@gmail.com if you have a keen interest or the technical skills to add to this endeavor. Let us make this happen!***

## Part 1, Cars, coninued from Page 2

- Parking places on the street and in garages: The presence of LA Live, Staples Center and the Convention Center in South Park means that a multitude of parking garages and parking lots crisscross our neighborhood. Resident parking presents a different picture. Because many downtowners don't drive, the DTLA 2040 plan eliminates on-site parking requirements in new buildings. Buildings that choose to include parking often hide their parking garages from the street, fronting nearby sidewalks with commercial or residential units to create a more pedestrian friendly environment. As for street parking, some believe it should be eliminated, save for loading zones, to create a more pedestrian-oriented environment.

***We invite readers to respond: which of these issues are the biggest concern to you, and what do you suggest can be done to alleviate the controversy? Other issues concerning cars? Make your viewpoint heard by writing a letter to the editor of this newsletter at [south-parkneighborhoodcommittee@gmail.com](mailto:south-parkneighborhoodcommittee@gmail.com).***



# Redistricting and South Park

by: Virginia Wexman

During the year 2021 the borders of all Los Angeles City Council districts will be redrawn. Currently, District 14, which takes in Downtown LA, including South Park, snakes down from the 134 freeway to the north through El Serreno and Boyle Heights and stops at the 10 freeway just south of Venice Boulevard. Though District 14 is bordered to the west by the 110 freeway, the Convention Center is excluded; it is part of District 9, which encompasses neighborhoods to the south of us.

The guidelines governing the redistricting process include drawing borders that define roughly equal numbers of residents and keeping together what are called “communities of interest,” an admittedly vague term that can refer to economic, social or other commonalities. But it is not clear how the principle of creating districts that represent communities of interest--however defined--was followed during the last redistricting process in 2011. At that time the Los Angeles City Council, then headed by Councilman Herb Wesson, joined most of Downtown to Boyle Heights, the neighborhood to the east of us and an important center of the Latino community in LA. José Huizar, who then represented Boyle Heights, thus came to represent Downtown LA as well. At the same time, the Convention Center came under the purview of Curren Price, Councilmember for the 9th district, historically home to many of LA’s

African-American residents.

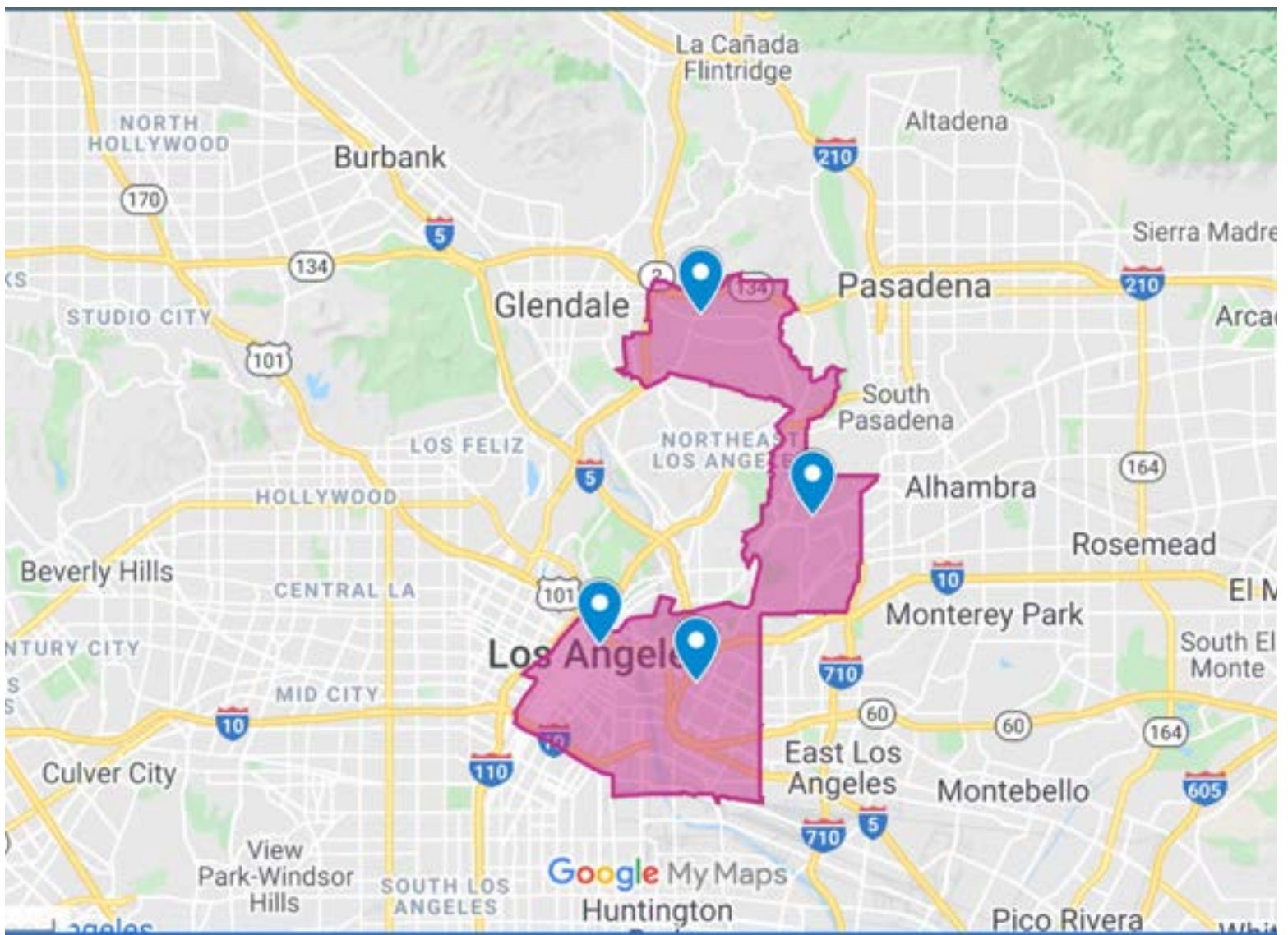
If the present configuration of Downtown LA—and of South Park in particular—appears to many as the result of a flawed redistricting process, we can now help to improve it. DTLA Strong, an all-volunteer group organized to work on downtown resident issues, supports all of downtown to be in the same district. “DTLA has coalesced over the last decade into a singular neighborhood, with unique strengths and challenges unlike anywhere else in the City of LA. To split up this neighborhood would be a terrible blow that would—either intentionally or unintentionally—dilute the ability for downtown residents to advocate for the city services that we deserve and have long been denied,” said Anthony Bejarano, co-founder of DTLA Strong.

The commission charged with advising the city about redistricting welcomes input from the public, so make your voice heard by emailing them at [redistricting.LACity@lacity.org](mailto:redistricting.LACity@lacity.org).



# District Map

## Council District 14



# *South Park Scene*

## A New 33,000 Square Foot Fitness Club has opened in South Park By Marty Goldberg

RSG Group, the world's leader in fitness and lifestyle, has brought JOHN REED Fitness to North America with its first location in Downtown Los Angeles on the corner of 12th and South Hill Street. The Club has "33,000 square feet of style and sound." Their website calls out such slogans as "More than a gym-it's a living work of art," and a "musically curated fitness experience."

I toured JOHN REED Fitness recently. Notwithstanding the hyperbole, when you walk in you will feel and see the vibe. Crisp music pumps your soul; colorful murals, flowing wood panels, effect lighting invigorate your senses; and exotic statues invoke curiosity. As you continue the loop you are awed with the state of the arts equipment, separate rooms for cycling, stretching, weight training, cardio, and relaxation.

The RSG Group selected South Park as its first North American location stating, The new fitness music club opens in the vibrant neighborhood of South Park, where modern high-rise residential towers, entertainment, sports, and dining intersect.

In addition, according to their press release, JOHN REED is a symbiosis of fitness, music, and design. Members receive unlimited training opportunities from free weights, cardio, functional and machine strength training with top-of-line equipment to an array of boutique-style classes with

dedicated instructors leading Cycling, HIIT, Pilates, Barre, Dance, Yoga, and more.

"JOHN REED Downtown Los Angeles gives our members the best quality and training opportunities in an environment that is immersive, elevated and inclusive," said Robert Hull, Club Manager, JOHN REED Los Angeles. "I think more than ever, gym-goers want a place that really motivates and removes them from their everyday, a place that excites them. With our location's eclectic interior, the music curation, and exceptional equipment, we give our members that experience."

Merging functional design with a club-like atmosphere, JOHN REED goes beyond the typical gym experience. Each of the 31 locations around the world have their own distinct style and personality reflective of the culturally rich neighborhoods they are set in. The new Los Angeles club takes you from the concrete jungle of Downtown into a safari themed journey with inspiring and surprising design elements throughout the space. Art highlights include original pieces by LA's internationally recognized artist, Robert Vargas, Berlin's street art duo Ron Miller, and LA based abstract artist Jaime Guerrero.

Combining hi-fi with fitness, the body-rocking club hosts live DJs, both local and international, for five sets a week. Turning it up even more, JOHN REED's signature DJ-driven workout, the Boost Club, is a group class experience led by a live DJ and Trainer. The work-

out combines the best of strength, agility, endurance, and core training and arranges them to the rhythm and the beats of the music to move and motivate. In addition to live



performances and hand-selected mixes, everyone is invited to access the club's carefully curated collection of music 24/7 through the free JOHN REED Radio App.

Furthermore, members get unlimited access to amenities from the Snooze Room and Sauna to relax in post-workout, stylish locker rooms with Dyson hair dryers and salon quality hair and body care, as well as small intimate coves as retreats for social interaction. Open to the public, JOHN REED's Juice Bar offers handcrafted smoothies, cold-pressed juices, and grab-and-go healthy snack options.

Memberships are simple, affordable, and month-to-month, with no initiation or cancellation fees. At JOHN REED, members are empowered to take control of their fitness journey. HOURS OF OPERATION Monday – Sunday, 5am – 12am MEMBERSHIP RATE \$100/per month. Visit <https://us.john-reed.fitness> for more information and click here for a virtual tour of the Downtown Los Angeles location.



# *Community Feedback*

## NOISY CARS

Hi there,

Is anyone else bothered by the excessive amount of loud car noises (supercars & cars/motorcycles that have modified exhausts) in South Park that echo off the buildings at all hours of the day and at nighttime?

Especially on Grand Ave. I live at Luma facing 11th Street and can hear them when they're revving their engines and stopped at the light at Grand & 11th. It's the cars with the loud pipes. It seems to have gotten worse lately. It could be just single cars (as I don't see multiple cars drag racing or anything).

Not sure if anything can be done to address this?

Thanks!

Teresa



## Email response from the city of LA regarding the scooter signs

Adriana (Adriana Velazquez, Field Deputy for 14th District, Council member Kevin deLeon) and I met with LA DOT (Los Angeles Department of Transportation) just now regarding “No Scooters on the Sidewalk” signs.

Unfortunately, since scooters are prohibited on the sidewalk throughout Los Angeles, posting “No Scooters on the Sidewalk” signage in certain geographic areas is not something that LA DOT is allowed to do. We understand your safety concerns about scooters on the sidewalk and appreciate you reaching out to our council office to address this concern.

Please let me know if you would like to discuss this further.

Best,

Christopher Antonelli  
Downtown Area Director  
City of Los Angeles - Council District 14  
Councilmember Kevin De Leon

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