February 11, 2019

kyle.winston@lacity.org
Note: Please place in file for the Zoning Administrator

Re: Proposed Boutique Hotel at 544 S. Pacific Avenue, San Pedro, CA 90731

Dear Zoning Administrator

The Northwest San Pedro Neighborhood Council has reviewed the plans for the proposed Boutique Hotel located at 6th and Pacific and hereby offers our support. We are very excited about this Project that will replace a vacant lot at a key entry into our historic downtown with a welcoming invitation. The proposed restaurant and roof top lounge, the first of its kind on our community, will enhance our downtown dining options, provide another gathering place, and be open late enough for patrons of the Warner Grand and the Grand Annex. Tourism will receive a much-needed boost in the availability of accommodations. In addition to the obvious economic benefits, the applicant has indicated that the hotel parking lot will be open to the community when not fully occupied by hotel patrons.

It is our understanding that the applicant is requesting approval of an increase in density not to exceed 20%, approval to permit a hotel in the C2 zone within 500 feet of residential zone, and a CUB for the sale and dispensing of a full line of alcoholic beverages for on-site and “incidental off-site consumption” for the proposed ground-floor café/bar and roof top lounge. It is our further understanding that food service will be available at both locations during all operating hours and that the “incidental off-site consumption” refers to hotel rooms not taking alcohol off-site.

We commend the applicant for including historic details in the design particularly the proposed neon sign that would correspond to the Warner Grand sign. We would encourage more contrast in color with the adjacent Warner Grand and integrating additional historic details such as a tile entryway like those seen in many of the buildings on 6th and 7th Street.

Additional recommendations include:

- Installing solar panels
- Use of native plants
- Use of local hiring including hiring local talent for Chef position
- A menu that reflects our diverse community
- Participation in local community events such as 1st Thursday
• Use of a name that reflects a local landmark, local history, or simply “San Pedro Hotel”
• Painting the adjacent crosswalk that crosses 6th Street into an iconic entry using a motif developed by the Arts District and the BID.
• Consider participating in any other plans developed by the Arts District in the future

Thank you for the opportunity to comment on this important project.

Sincerely,

Ray Regalado, President
On behalf of the **Northwest San Pedro Neighborhood Council**

cc: sgreenspan@ajkhair.com , skallick@glazer.com, aksel.palacios@lacity.org