

Date: 12/6/16

Submitted in PLUM Committee

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Item No. 8

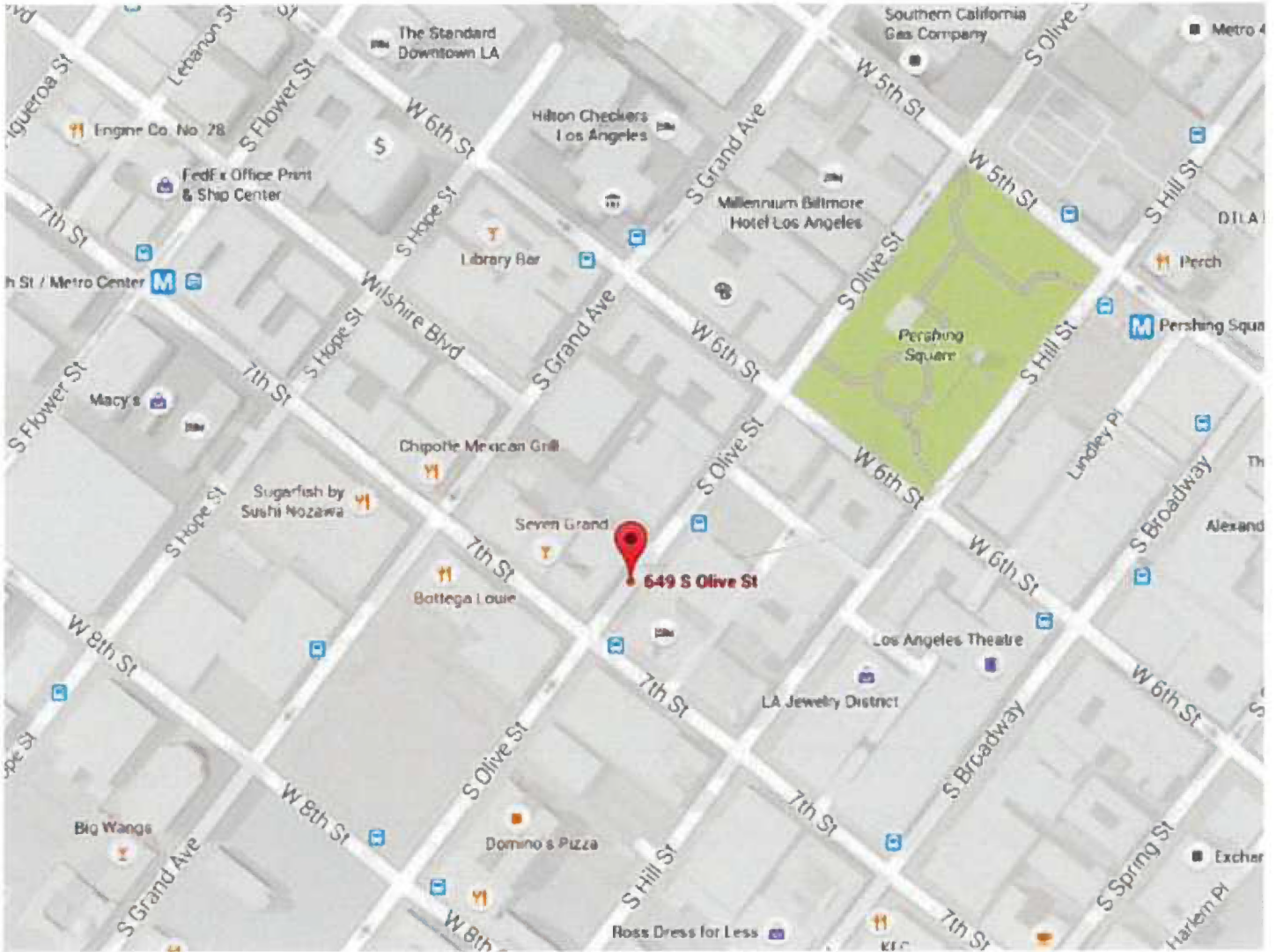
~~Deputy:~~ Communication from

Applicant + Rep.

NoMad Los Angeles

AT THE BANK OF ITALY BUILDING
649 S. OLIVE STREET
LOS ANGELES, 90014

LOCATION



PROJECT

NoMad Los Angeles

ZA-2015-3213-CUB-CUX-ZV-1A

SITE LOCATION

649 S. Olive Street

Los Angeles, CA 90014

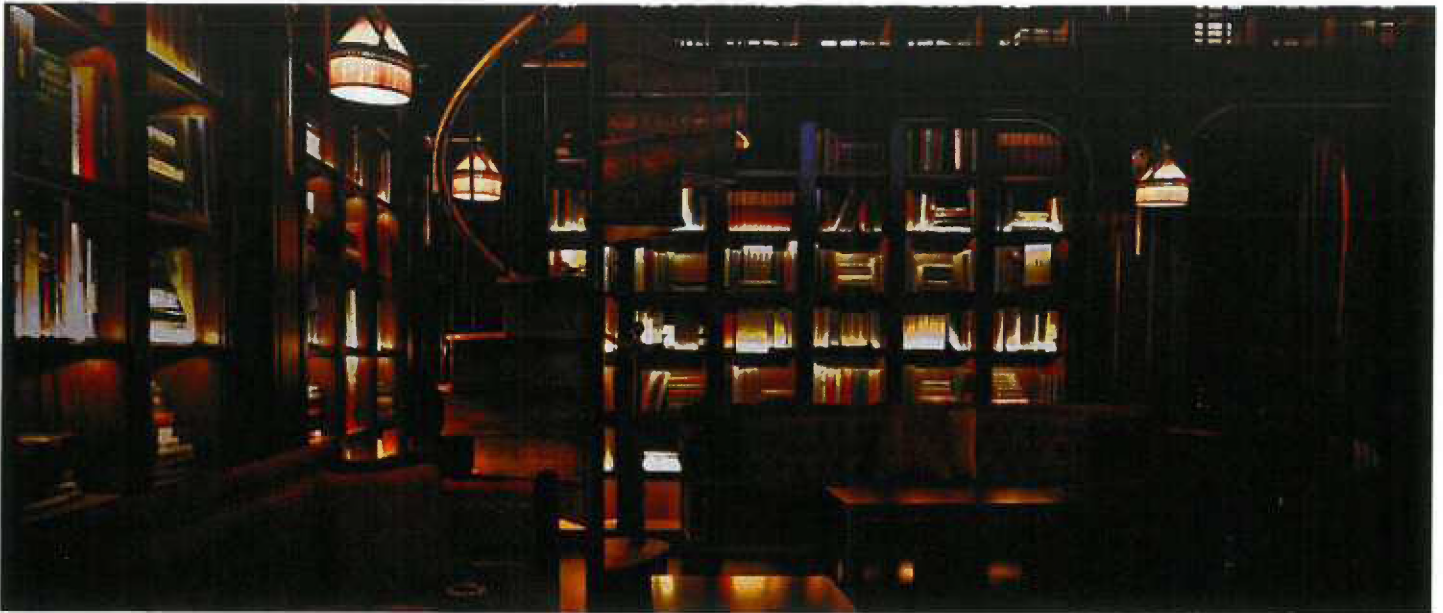
HISTORY

- Completed in 1923 & opened to the public as the Los Angeles headquarters of the Bank of Italy, later renamed the Bank of America
- Designed by the renowned Los Angeles architecture firm Morgan, Walls & Clement
- Designated a Los Angeles Historic-Cultural Monument on April 26, 1988
- Located in the heart of Downtown's "Restaurant Row", a perfect setting for the next Sydell Group venture, a company known for offering thoughtful, design driven accommodations & food & beverage concepts



NOMAD LOS ANGELES

- Sydell Group's 2nd NoMad hotel
- Rooftop pool & event space that command 360 degree downtown view
- Each room: hand-selected, richly textured custom-designed furnishings & original art work
- Ground floor: world class restaurant, library, bar, café spaces & 741 sq. ft. of distinguished retail fronting Olive St.
- Concept is rooted in the ideas of accessible luxury & extraordinary food & beverage
- Conversion & redesign will touch every facet of the Property & will be a fresh take on the classic grand hotels of Europe with a distinct Los Angeles sensibility



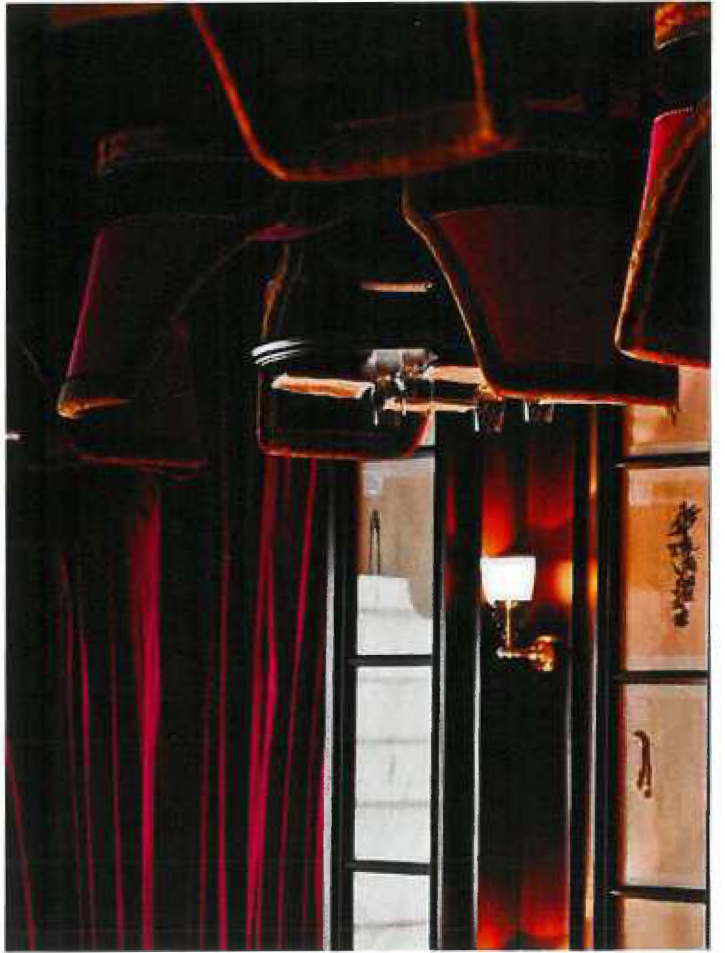
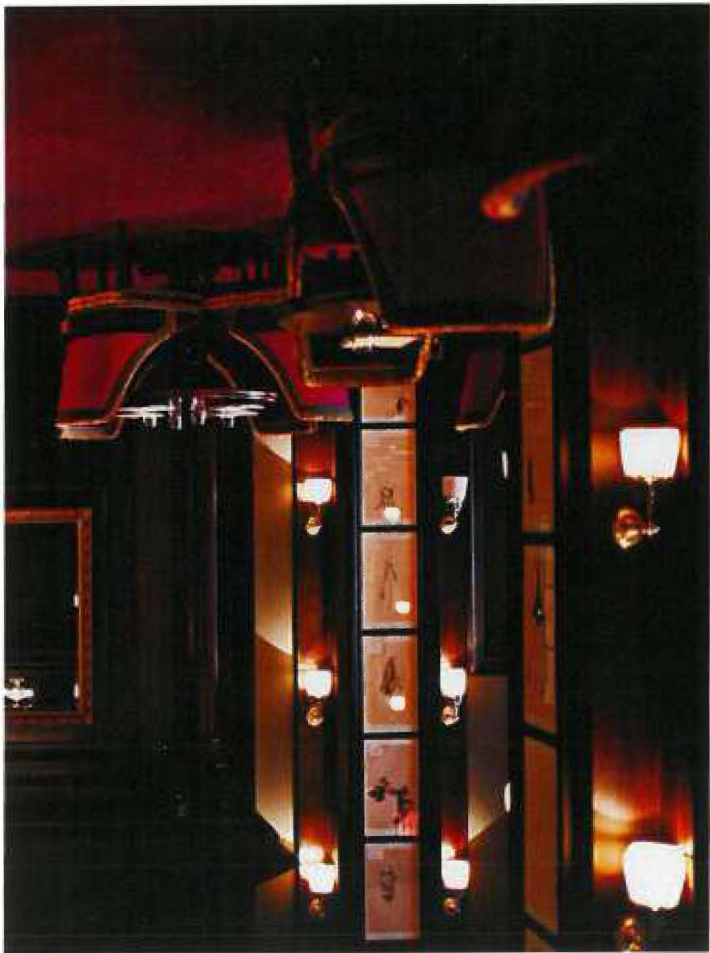
SYDELL GROUP

The critically acclaimed, New York based company has been recognized as a true innovator in the hospitality arena, for its response to specific locations and buildings with uses that engage the communities around them. Sydell Group's properties include the NoMad Hotel in New York, the Line Hotel in the Koreatown neighborhood of Los Angeles, and Freehand in Miami and Chicago, with a forthcoming third Freehand location in Downtown Los Angeles.



NOMAD NEW YORK





NOMAD LOS ANGELES





NOMAD

HOTEL LOS ANGELES



EPG

Elizabeth Peterson Group, Inc.