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January 30, 2020

**VIA EMAIL**

Los Angeles City Council  
Honorable Planning and Land Use Committee Members  
200 North Spring Street  
Room 340  
Los Angeles, CA 90012

Re: 5<sup>th</sup> and Hill Project – Council File 20-0016

Dear Chair Harris-Dawson and Honorable PLUM Members:

I write to you on behalf of the Applicant for Case No. CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR. We are excited to present the 5<sup>th</sup> and Hill project (“Project”) to you on February 4, 2020. The Project will bring 190 hotel guestrooms, 31 condominium units, and a variety of restaurant and amenity space to Pershing Square. The Project will also serve as an iconic design that will continue to further establish Los Angeles as an international destination for architecture and culture.

As an early investor and believer in the Central City area of downtown Los Angeles, developer Jeffrey Fish is committed to the future of one of the most dynamic areas in the City. Amid the dozens of new high-rise buildings in downtown, the Pershing Square building – restored by Mr. Fish – has emerged as one of the neighborhood’s gems. What Mr. Fish is now proposing with this iconic tower, however, is unique and monumental for the downtown area.

We are proud of the process and widespread support that the Project has received. The Applicant is excited to continue his work as a long term member of the Pershing Square neighborhood of Central City. The belief and enthusiasm to see this Project become a reality is most evident in the fact that we are before the PLUM Committee with no appeals filed against the Project.

Since no appeals were filed, we will be presenting to you only on the TFAR transfer of development rights. We respectfully request a modification to the TFAR Public Benefit Payment allocation. Specifically, we request that the portion of the Public Benefit Direct Provision currently attributed to the Citywide Affordable Housing Fund be revised to be provided to the CD-14 Public Benefit Trust Fund Affordable Housing Sub-account. Additionally, we request that the Public Benefit Direct Provision be revised to be an equal allocation of \$896,242.68 between the CD-14 Public Benefit Trust Fund Affordable Housing Sub-account and the Department of Recreation and Parks Pershing Square Improvement Fund. The requested revision is in response to feedback that we have received throughout this process to ensure that affordable housing funds are being allocated in a way to benefit the community that is in nearby proximity to the Project site. We believe the allocation of the direct payment to the CD-14 Public Benefit

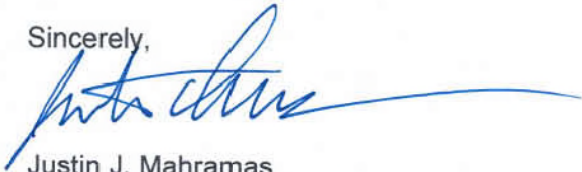
# SheppardMullin

Los Angeles City Council  
January 30, 2020  
Page 2

Trust Fund Affordable Housing Sub-account will further ensure that the Project is having a direct positive impact on its community.

Thank you for your time and consideration regarding this matter. We look forward to presenting to you on February 4 and would be happy to answer any question.

Sincerely,



Justin J. Mahramas  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

Exhibit 1 – Project Rendering

Exhibit 2 – TFAR Public Benefit Payment Summary

Exhibit 3 – Letters of Support



**Exhibit 1**



**Exhibit 2**

**5<sup>th</sup> and Hill – TFAR Public Benefit Payment**

<b>Public Benefit Payment Transfer Plan</b>	
Total Public Benefit Payment	\$3,584,970.70
50% Public Benefit Cash Payment	\$1,792,485.35
50% Public Benefit Direct Provision	\$1,792,485.35
<b>Allocation of Public Benefit Direct Provision</b>	
Department of Rec and Parks (Pershing Square Improvement Fund)	\$896,242.67 (50%)
CD-14 Public Benefit Trust Fund – Affordable Housing Sub-account	\$896,242.68 (50%)
Total	\$1,792,485.35



**Exhibit 3**

Letters of Support

# Angels Flight Railway Foundation

PO Box 712345  
Los Angeles, California 90071

March 29, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-  
MSC-SPR)**

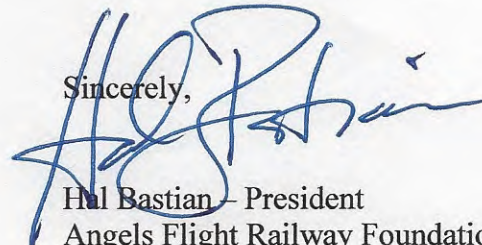
Dear Honorable City Council Members and Los Angeles City Planning Department (Major Projects Unit):

The Angels Flight Railway Foundation is proud that our work at Angels Flight is part of the exciting transformation of Downtown Los Angeles and, in particular, the Pershing Square neighborhood. We write today to express our support for an important ground up project in Pershing Square proposed by JMF Enterprises V LLC by the above referenced application filed on September 30, 2016.

JMF Enterprises V LLC is proposing a 53 story tower on currently vacant parcels located at 319-323 ½ 5th Street and 440-442 S. Hill Street. The architectural design proposed for the project will add an iconic new presence to the City's skyline. As we understand it, JMF proposes to include a hotel, condos, restaurants and bars, which would add to the ongoing transformation of the Pershing Square neighborhood. JMF has already had a strong positive impact in the area by reinventing the historic Pershing Square Building. The additions of Perch and Mrs. Fish, have all contributed to making Downtown a more attractive location to live and work. In its design of a new landmark, this project continues to realize the world-class design that Mayor Garcetti has been calling for.

The City of Los Angeles ought to embrace thoughtful investment in downtown through projects like the proposed 5th and Hill development, which will bring new residents, visitors and vitality to the Pershing Square neighborhood. We welcome this new tower to the area, and urge the City to move quickly to review and approve this project.

Sincerely,



Hal Bastian - President  
Angels Flight Railway Foundation

cc: Jeffrey Fish, JMF Development



April 10, 2019

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Support for CPC-2016-3765-TDR-MCUP-CUX-MSC-SPR**

Dear Ms. King,

Established in 1924, Central City Association (CCA) is committed to advancing policies and projects that enhance Downtown Los Angeles' vibrancy and increase investment in the region. CCA represents more than 400 businesses, trade associations and nonprofit organizations, and we are strongly supportive of projects that offer new housing options and destinations close to public transit and contribute unique architecture to Downtown's skyline. It is with that in mind that we are pleased to support JMF Development's proposed high-rise project at 5<sup>th</sup> and Hill Streets.

The development will replace a vacant lot with a signature 53-story tower that will bring new housing units, hotel rooms and restaurants to one of the most transit-rich areas of the city. The project's one-of-a-kind design with cantilevered pools and terraces and connections to the adjacent Pershing Square Building will add to Downtown's collection of architectural landmarks and complement the future redesign of Pershing Square park.

JMF Development is also a good neighbor and has a track record of creating compelling places Downtown. As the owner of the historic Pershing Square Building, JMF Development opened the rooftop dining destination Perch 15 years ago, as well as the creative basement restaurant Mrs. Fish. Investment in the 5<sup>th</sup> and Hill project is a strong indication of JMF Development's commitment to the future of Downtown.

We appreciate your consideration and encourage your support of this development.

Sincerely,

A handwritten signature in blue ink, appearing to read "JLall", is written over a light blue horizontal line.

Jessica Lall  
President & CEO, Central City Association of Los Angeles



April 16, 2019

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-ZV-MS-CUP-SPR)

Dear Ms. King,

On behalf of the Los Angeles Area Chamber of Commerce, which represents more than 1,650 organizations and 650,000 employees in the region, I am writing in support of the 5<sup>th</sup> and Hill Project.

This project is a sizeable investment in the Pershing Square area of Los Angeles that will bring much-needed housing units, new hotel units, and restaurant space to the neighborhood. Additionally, this project will be in close proximity to the Pershing Square Metro stop, accessible to the Red and Purple lines for visitors and residents alike. The proposed 53-story tower will take over the vacant lot next to the Pershing Square Building, effectively utilizing the space to create more housing and bring in additional revenue to the City. Moreover, according to the Draft Environmental Impact Report, the project will have no long-term impacts.

For these reasons, the Los Angeles Area Chamber of Commerce supports this project. If you have questions please contact Olivia Lee, Manager of Public Policy, at (213) 580-7531 or [olee@lachamber.com](mailto:olee@lachamber.com). Thank you.

Sincerely,



Jessica Duboff  
Vice President, Center for Business Advocacy

LA City Planning Department  
ATTN: Kathleen King  
221 N. Figueroa Street, Suite 1350  
Los Angeles, CA 90012

**RE: Support for proposed mixed-use development at 5<sup>th</sup> & Hill**

Dear Ms. King,

I am writing in support of 5<sup>th</sup> & Hill, a new high-rise mixed-use development proposed near the Pershing Square in Downtown Los Angeles.

As a resident of Downtown, I have been pleased to experience more vibrant street life and improved retail offerings as a result of new developments. I believe that the 5<sup>th</sup> and Hill development will further improve our community with the addition of new housing and a hotel on currently vacant property.

JMF Development has proposed one-of-a-kind project that would become an instant landmark for Los Angeles. This kind of bold, aspirational architecture should be a model for our city's high-rise buildings...

Additionally, I appreciate that the project will provide for public benefits for the enjoyment of existing and future DTLA residents.

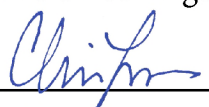
For these reasons, I am pleased to offer my support for the 5<sup>th</sup> and Hill development.

CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR//ENV-2016-3766-EIR//VTT-74593

Name     Chris Loos

Company   Creative Pursuits LLC

Address   746 S Los Angeles St Unit 1109

Signature 

Date September 10, 2019

CC: Council District 14

April 11, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-  
MSC-SPR)**

Dear Honorable City Council Members and Los Angeles City Planning Department (Major Projects Unit):

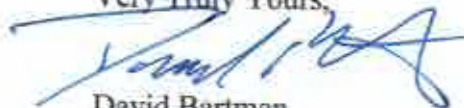
I write to point out an important development proposal that should be expedited and embraced by the City Council and City Planning Commission. As a stakeholder in Downtown Los Angeles and the Pershing Square neighborhood, I'm excited to write today to express my support for an important ground up project in Pershing Square proposed by JMF Enterprises V LLC by the above referenced application filed on September 30, 2016.

In contrast to many parts of Downtown Los Angeles where the transformation from a daytime-only environment to a lively, 24/7 community has been staggering, the Pershing Square area has lagged behind. Luckily, an exciting new development is on the horizon in the form of the 5th and Hill project. This project is a sizeable investment in the area's future, but it represents much more than that. Its imaginative, eye-popping design will bring a new landmark destination for Pershing Square that is frankly long overdue.

The addition of a hotel, condos, restaurants, and bars in this location would bolster the transformation of the Pershing Square neighborhood. I know firsthand that Jeffrey Fish and JMF are committed to doing the right thing for this neighborhood. We have seen this already with the transformation of the historic Pershing Square Building and the additions of Perch and Mrs. Fish. I know that the addition of the 5th and Hill project will only continue JMF's positive trend of revitalizing this area of downtown.

In my opinion, Pershing Square is one of the City's great public areas in Los Angeles. Projects like the one proposed by JMF will continue to contribute to the ongoing positive transformation of downtown. I welcome this new tower to the area and urge the City to approve this project.

Very Truly Yours,



David Bartman  
Managing Partner, Bartman Bros  
512 S. Hill Street Owner

cc: Jeffrey Fish, JMF Development



LA City Planning Department  
ATTN: Kathleen King  
221 N. Figueroa Street, Suite 1350  
Los Angeles, CA 90012

**RE: Support for proposed mixed-use development at 5<sup>th</sup> & Hill**

Dear Ms. King,

I am writing in support of 5<sup>th</sup> & Hill, a new high-rise mixed-use development proposed near the Pershing Square in Downtown Los Angeles.

As a resident of Downtown, I have been pleased to experience more vibrant street life and improved retail offerings as a result of new developments. I believe that the 5<sup>th</sup> and Hill development will further improve our community with the addition of new housing and a hotel on currently vacant property.

JMF Development has proposed one-of-a-kind project that would become an instant landmark for Los Angeles. This kind of bold, aspirational architecture should be a model for our city's high-rise buildings...

Additionally, I appreciate that the project will provide for public benefits for the enjoyment of existing and future DTLA residents.

For these reasons, I am pleased to offer my support for the 5<sup>th</sup> and Hill development.

CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR//ENV-2016-3766-EIR//VTT-74593

Name Dion Noravian

Company

Address 756 S Broadway  
1109 Los Angeles

Signature Dion Noravian

Date 9/10/2019

CC: Council District 14

## HAL BASTIAN INC.

617 S Olive Street, Suite 704  
Los Angeles, California 90014  
hal@halbastian.com  
213-440-0242

March 29, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-MS-C-SPR)**

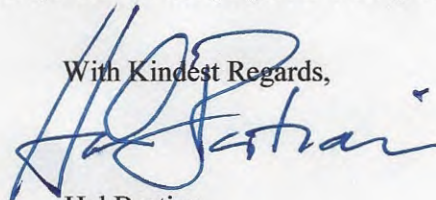
Dear Honorable City Council Members and Los Angeles City Planning Department (Major Projects Unit):

As you know, I have made it my life's work to support the resurgence of Downtown Los Angeles, as one of the great cities of the world. I write now in my individual capacity to point out an important development proposal that should be expedited and embraced by the City Planning Department and decision makers. As a stakeholder in Downtown Los Angeles and the Pershing Square neighborhood, I'm excited to write today to express my support for an important ground up project in Pershing Square proposed by JMF Enterprises V LLC by the above referenced application filed on September 30, 2016.

The project includes a tower on currently vacant parcels next to the Pershing Square Building. The architectural design proposed for the project will add an iconic new presence to the City's skyline. The addition of a hotel, condos, restaurants and bars in this location would bolster the transformation of the Pershing Square neighborhood. I know firsthand that Jeffrey Fish and JMF are committed to doing the right thing for this neighborhood. We have seen this already with the transformation of the historic Pershing Square Building and the additions of Perch and Mrs. Fish. I know that the addition of the 5th and Hill project will only continue JMF's positive trend of revitalizing this area of downtown.

This project will create the kind of excitement for the area around Pershing Square that is frankly long overdue. The 5<sup>th</sup> and Hill project, in concert with the forthcoming renovation of Pershing Square park, will bring new energy and patrons to DTLA. For these reasons, and more, I believe this project is worthy of your support.

With Kindest Regards,



Hal Bastian

cc: Jeffrey Fish, JMF Development



January 11, 2017

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

Los Angeles City Planning Commission  
201 North Figueroa Street, #600  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-ZV-MS-C-SPR)**

Dear Honorable City Council Member Jose Huizar and Los Angeles City Planning Department (Major Projects Unit):

MacFarlane Partners is proud that our Park Fifth development located at 432-440 S. Olive Street and 429-441 S. Hill Street is part of the exciting transformation of the Pershing Square neighborhood. We write today to express our support for another important ground up project in Pershing Square proposed by JMF Enterprises V LLC by the above-referenced application filed on September 30, 2016.

JMF Enterprises V LLC proposes construction of a 55- to 57-story tower on currently vacant parcels located at 319-323 ½ 5th Street and 440-442 S. Hill Street. The architectural design proposed for the project will add a distinctive new presence to the City's skyline. As we understand, JMF proposes to include condos, restaurants, bars, and possibly a hotel, which would add to the ongoing transformation of the Pershing Square neighborhood.

Pershing Square is one of the City's oldest and most important public spaces downtown, and the surrounding area is home to some of the City's most treasured landmarks such as the Gas Company Tower, Title Guarantee Building, Pershing Square Building and the Millennium Biltmore Hotel. The City of Los Angeles needs and deserves thoughtful investment like Park Fifth and the project proposed by JMF Enterprises V LLC, which brings new residents, visitors, and vitality to the Pershing Square neighborhood. We welcome this new tower as a neighbor, and urge the City to approve this project.

Very Truly Yours,

A handwritten signature in blue ink, appearing to read "Joe Wang", is written over a horizontal line.

Joe Wang – SVP & Director of Development  
Macfarlane Partners

cc: Jeffrey Fish, JMF Development



LA City Planning Department  
ATTN: Kathleen King  
221 N. Figueroa Street, Suite 1350  
Los Angeles, CA 90012

**RE: Support for proposed mixed-use development at 5<sup>th</sup> & Hill**

Dear Ms. King,

I am writing in support of 5<sup>th</sup> & Hill, a new high-rise mixed-use development proposed near the Pershing Square in Downtown Los Angeles.

As a resident of Downtown, I have been pleased to experience more vibrant street life and improved retail offerings as a result of new developments. I believe that the 5<sup>th</sup> and Hill development will further improve our community with the addition of new housing and a hotel on currently vacant property.

JMF Development has proposed one-of-a-kind project that would become an instant landmark for Los Angeles. This kind of bold, aspirational architecture should be a model for our city's high-rise buildings...

Additionally, I appreciate that the project will provide for public benefits for the enjoyment of existing and future DTLA residents.

For these reasons, I am pleased to offer my support for the 5<sup>th</sup> and Hill development.

CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR//ENV-2016-3766-EIR//VTT-74593

Name Matthew P. Gelfand

Company Attorney

Address 416 S. Spring St, Apt. 1009

Signature 

Date 9/10/19

CC: Council District 14

April 22, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-ZV-MS-C-SPR)**

Dear Ms. King

There are many reasons why DTLA has become the exciting place it is today. Some people credit development of the Staples Center, while others point to the adaptive reuse of the buildings in the Old Bank District.

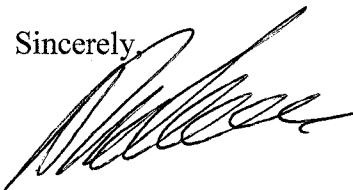
I have another theory - The renovation and reopening of the Pershing Square Building 15 years ago brought with it Perch, the first open-air rooftop bar-restaurant to debut in Downtown. It quickly became a popular destination, and still today it serves as a magnet for visitors. As a regular patron of this establishment, who works and spends time in DTLA, I can attest to the positive contribution it has made in the area.

Now Jeffrey Fish, the developer behind the Pershing Square Building and Perch, has a new project in the works: 5<sup>th</sup> and Hill. This 53-story, proposed by JMF Enterprises V LLC skyscraper will bring much more than new hotel units, condos and restaurants to the Pershing Square neighborhood. It will create a new landmark.

The boldly creative design, highlighted by cantilevered pools and terraces jutting out at different lengths on the top levels of the building, is certain to become the future focal point of the Downtown skyline and a new beacon for visitors from all over. This project will create the kind of excitement for the area around Pershing Square that is frankly long overdue.

For these reasons, I believe this project is worthy of your support.

Sincerely,



Misak Cicek

cc: Jeffrey Fish, JMF Development

April 23, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-ZV-MS-C-SPR)**

Fifteen years ago, the renovation of the Pershing Square Building brought a new energy to this Downtown neighborhood. That energy came from two distinct sources within the historic building: the office space and the restaurants, most notably Perch.

With its rooftop lounge offering spectacular panoramic views of the city skyline and fine French cuisine on the menu, Perch was more than just the first above-ground, open-air restaurant and bar in LA. It was the must-see destination in Downtown, and it still is a hot ticket on many evenings and weekends.

Now Jeffrey Fish, the developer who renovated the Pershing Square Building, has trained his sights on his next project. And based on his track record, it promises to be just as exciting and transformative.

The design for the 5<sup>th</sup> and Hill project, proposed by JMF Enterprises V LLC is spectacular, with private pools and terraces jutting out from the 53-story building at its higher levels.

Considering this project's adjacency to the landmark Pershing Square Building, I sincerely hope that how this new project interfaces with this cherished historic gem is given careful consideration and that integration has no negative impacts on the historic building.

When you review the Fish team's previous accomplishments, I fully expect that is the case here. And that's why at the end of the day, this terrific project merits your support because it is certain to become one of the iconic buildings in the LA skyline.

With regards,



Rain Boe Wave

cc: Jeffrey Fish, JMF Development



April 22, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-ZV-MS-C-SPR)**

Dear Ms. King,

As Downtown Los Angeles transforms into a vibrant place, for work, as well as recreational activities, the Pershing Square area has not seen as much activity. As an owner of property in the area, at 436 S Hill Street, I know firsthand that the area will benefit from new development.

The 5<sup>th</sup> and Hill project, a 53-story tower, proposed by JMF Enterprises V LLC for a vacant lot next to the Pershing Square Building is the type of iconic building that demonstrates a tremendous show of confidence in the future of the Pershing Square area.

This project is a sizeable investment in the area's future, but it represents much more than that. Its imaginative, eye-catching design will bring much-needed new hotel units and restaurant space to the neighborhood.

The 5<sup>th</sup> and Hill project, in concert with the forthcoming renovation of Pershing Square park, will bring new energy to DTLA in general and, in particular, improve the balance in the immediate neighborhood around it.

For those reasons and more, I support this project.

Regards,

A handwritten signature in black ink, appearing to read 'Ramin Saghian', with a large, stylized flourish at the beginning.

Ramin Saghian

cc: Jeffrey Fish, JMF Development

LA City Planning Department  
ATTN: Kathleen King  
221 N. Figueroa Street, Suite 1350  
Los Angeles, CA 90012

**RE: Support for proposed mixed-use development at 5<sup>th</sup> & Hill**

Dear Ms. King,

I am writing in support of 5<sup>th</sup> & Hill, a new high-rise mixed-use development proposed near the Pershing Square in Downtown Los Angeles.

As a resident of Downtown, I have been pleased to experience more vibrant street life and improved retail offerings as a result of new developments. I believe that the 5<sup>th</sup> and Hill development will further improve our community with the addition of new housing and a hotel on currently vacant property.

JMF Development has proposed one-of-a-kind project that would become an instant landmark for Los Angeles. This kind of bold, aspirational architecture should be a model for our city's high-rise buildings...

Additionally, I appreciate that the project will provide for public benefits for the enjoyment of existing and future DTLA residents.

For these reasons, I am pleased to offer my support for the 5<sup>th</sup> and Hill development.

CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR//ENV-2016-3766-EIR//VTT-74593

Name

Company

Address

Signature 

Date \_\_\_\_\_

CC: Council District 14

LA City Planning Department  
ATTN: Kathleen King  
221 N. Figueroa Street, Suite 1350  
Los Angeles, CA 90012

September 9, 2019

**RE: Support for proposed mixed-use development at 5<sup>th</sup> & Hill**

Dear Ms. King,

I am writing in support of 5<sup>th</sup> & Hill, a new high-rise mixed-use development proposed near the Pershing Square in Downtown Los Angeles. As a ten-year resident of Downtown and a property owner of a condo on 5<sup>th</sup> Street directly across from the proposed project, I am incredibly excited that this vacant lot has the potential to become a mixed-use development that will create further vibrancy and activation along 5<sup>th</sup> Street. Not only will this be a welcome addition to the Downtown portfolio, it will increase security and ambiance for the project's patrons and passing pedestrians alike.

As a longtime resident, I have been pleased to experience more vibrant street life and improved retail offerings as a result of new developments in Downtown. I believe that the 5<sup>th</sup> and Hill development will further improve our community with the addition of new housing and a hotel on currently vacant property. Apart from Downtown, this is greatly needed on 5<sup>th</sup> Street specifically, as it is a highly trafficked corridor that has been subject to blight and underutilized storefronts in the past which has degraded public space and the pedestrian experience of residents, workers and tourists alike. This project will improve this corridor immensely.

JMF Development has proposed one-of-a-kind project that would become an instant landmark for Los Angeles. This kind of bold, aspirational architecture should be a model for our city's high-rise buildings.

Additionally, I appreciate that the project will provide for public benefits for the enjoyment of existing and future residents.

For these reasons, I am pleased to offer my support for the 5<sup>th</sup> and Hill development.

CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR//ENV-2016-3766-EIR//VTT-74593

Sincerely,

A handwritten signature in black ink, appearing to read 'Sara Hernandez', with a large, stylized initial 'S'.

Sara Hernandez

Resident

312 W. 5<sup>th</sup> Street #302

Los Angeles, CA 90013

CC: Council District 14





***Southern California's Leading Transit Advocacy Group***

P.O. Box 567 \* San Fernando, CA 91341-0567

Voice: 818.419.1671 \* Cell: 747.300.7778

[www.transitcoalition.org](http://www.transitcoalition.org)

The Transit Coalition (a project of Pacoima Beautiful) is a nonprofit public charity exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code

**12 September 2019**

Kathleen King  
Planning Department  
City of Los Angeles  
221 N. Figueroa St., Suite 1350  
Los Angeles, CA 90012-

**RE: Proposed mixed-use development at 5<sup>th</sup> & Hill St -- Recommend Support**  
**Reference: CPC-2016-3765-TDR-MCUP-CUX-ZAD-DD-SPR//ENV-2016-3766-EIR/VTT-74593**

Dear Ms. King:

On behalf of The Transit Coalition, a Southern California based nonprofit advocacy group, I am writing in support of 5th & Hill, a new high-rise mixed-use development proposed near the Pershing Square in Downtown Los Angeles.

As the Executive Director of The Transit Coalition, a broad-based group of citizens that advocates for improved public transportation, I have been pleased to witness the development boom surrounding the numerous bus and rail lines which serve Downtown Los Angeles.

JMF Development Co.'s proposal is a model transit-oriented development, located across the street from the Pershing Square Metro station and multiple bus routes. Additionally, the project features substantial on-site bike parking, thus encouraging residents and hotel guests to make use of active transportation modes rather than their personal automobiles.

Turning a vacant lot into housing and other productive uses is a common sense move for the City of Los Angeles. For these reasons, I am pleased to offer my support for the 5th and Hill development.

Sincerely,

**Bart Reed**  
Executive Director

CC: Council District 14

April 23, 2019

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

City of Los Angeles Planning Department  
201 North Figueroa Street, #600  
Los Angeles, CA 90012  
(Attn: Kathleen King, Major Projects Unit)

**Re: Proposed High-Rise Development at Fifth and Hill (CPC-2016-3765-TDR-MCUP-CUX-ZV-MSC-SPR)**

Kathleen,

As a local resident and working professional in the Downtown Los Angeles urban area, I want to formalize my support for the JMF Enterprises 5th and Hill project in this letter.

Los Angeles is a city that fosters a rich culture that encourages the ethos that hard work and motivation can accomplish anything. As a boy growing up in Los Angeles, I saw the city as an epitome of success. After hearing the tales of opportunity and achievement, I decided to make my way to LA by any means necessary. Today, as a leasing manager of two of Los Angeles's high-rise office buildings, I still have the awe and fascination with the city skyline, and truly take pride in seeing our city grow. My days consist of living on 5th and Main Street, working on Figueroa, soaking in Los Angeles rhythm from the deepest parts of the city to the highest office tower point. Very few developers understand the importance of making a development work that the city will support. As I try and support the growth of LA as a whole, I must acknowledge that there is no office/ retail owner more iconic and understanding of LA's style than Jeffery Fish with JMF Enterprises. He understands the synergy of both history and modernization that Hill street and below needs. The JMF Enterprises group is a proven operator with the trust of the locals, many of which frequent his building for his Perch and Mrs. Fish operations due to the professionalism and quality standards he holds his staff to.

The design of the 5th and Hill project is what Pershing Square needs next to attract the next wave of development and innovation for Los Angeles. We've seen the rebirth South Park, we've seen the reawakening of Bunker Hill, but we have yet to see true modernization and development in this side of the city. In order to attract the relocation of talent and success of the professional working individuals with jobs in the city, downtown needs to have the living conditions able to support those individuals in the heart of the city. The 5th and Hill project is the perfect keystone for this movement, and with JMF's professionalism and vision, we could quite seriously see a new wave of "Los Angeles residents" consider moving to Los Angeles to make a positive difference on the environment.

I'd like to formally submit my support for Jeffery Fish and his JMF Enterprises project, please consider my letter, and the support of others, as we encourage the growth and evolution of the DTLA neighborhood for years to come.

Sincerely,



Zack Torres  
Leasing Manager – John Hancock Real Estate