

**From:** Gordon, Chase (Avison Young - US) <Chase.Gordon@avisonyoung.com>  
**Sent time:** 06/10/2020 10:34:08 AM  
**To:** Craig Bullock <craig.bullock@lacity.org>; Dan Halden <Daniel.Halden@lacity.org>  
**Subject:** RE: Capitol Recs & LeFrak - 1% Art Fund - Hollywood

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Hi Craig—

To be clear, I'm not affiliated w/ the Vinyl District. I believe it's spearheaded by Dave Gajda and Grant King (Relevant group/Dream Hotel project). They both own properties at the Selma/Cahuenga intersection and are trying to get the concept off the ground. My understanding is that they have created a non-profit, but that's where my insight ends. Their website is <https://www.hollywoodvinylldistrict.org/>

My initial email was fueled by a concern that the public art money for those projects was up in the air and may be lobbied for more of a branding effort for the Vinyl District rather than a true public art project. I don't know how privileged the information that it may even be a possibility was, or where in that dialogue things stand. I just thought that the Council Member's office and, by extension, HoH, may have some creative and compelling ideas that could be presented to Millennium/LeFrak.

Ultimately, I'm not in a position to suggest where the funds should go and I'm, admittedly, being a bit of a busybody ; )

\*Chase

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**From:** Craig Bullock <craig.bullock@lacity.org>  
**Sent:** Wednesday, June 10, 2020 10:20 AM  
**To:** Dan Halden <Daniel.Halden@lacity.org>  
**Cc:** Gordon, Chase (Avison Young - US) <Chase.Gordon@avisonyoung.com>  
**Subject:** Re: Capitol Recs & LeFrak - 1% Art Fund - Hollywood

External Sender

Hi Chase!

It is nice to e-meet you!

The developments referenced in the email, Hollywood Center and Hollywood & Wilcox, are large projects but most of those two developments are not subject to the Arts Development Fees (ADF) because that fee is not applicable to housing, particularly affordable housing. ADF is applicable to hotel, manufacturing, retail and warehouse uses. The fee is calculated on the square footage of those uses. These two projects are primarily housing with ground floor retail. Though portions of those projects will generate ADF, those fees have already been spoken for.

Though I am familiar with the geographic area of the Vinyl District, I am not familiar with it as an organization. Is it a registered non-profit with the IRS? If so, what section of the IRS code is it subject to? Does it have an organization structure consisting of an executive director and board of directors?

Please let me know if you have any questions.

Thanks!

Craig

On Tue, Jun 9, 2020 at 3:56 PM Dan Halden <[Daniel.Halden@lacity.org](mailto:Daniel.Halden@lacity.org)> wrote:

Just kidding.... Craig is now copied. Sorry.

On Tue, Jun 9, 2020 at 3:55 PM Dan Halden <[Daniel.Halden@lacity.org](mailto:Daniel.Halden@lacity.org)> wrote:

Hi Chase,

Good "seeing" you today! I'm cc'ing my colleague Craig Bullock, the planning director for our office. Craig, please see below and advise if you are able to help answer Chase's question.

Thanks!

Dan

On Tue, Jun 9, 2020 at 10:38 AM Gordon, Chase (Avison Young - US) <[Chase.Gordon@avisonyoung.com](mailto:Chase.Gordon@avisonyoung.com)> wrote:

Hi Dan—

Thanks for joining us on Placemaking Committee, today and always.

Wanted to let you know that in the conversation w/ the Vinyl District applicant, when he mentioned Capitol Records/Millennium and LeFrak, it seemed he had his sights set on securing their 1% public art money for something accretive to the formation and promotion of the Vinyl District.

It's not my place to say whether or not I think that's a highest and best use, and they're certainly capable of making the decision on their own, but it may be worth starting a conversation with those developers (if not already) regarding how they plan on using those funds. Based on the size and scale of those projects, I imagine there is pretty significant capital to be put towards a public art to be enjoyed by everyone.

Sorry if this isn't under your purview, not sure who else I should make aware.

Be well!!

Best Regards,

**Chase Gordon**

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