

**IT IS MY HONOR TO PRESENT...**





**THE DEVELOPER  
DREAM TEAM**



**Their  
Motto Is....**

# BIG AND TALL...



# IS GOOD FOR ALL



# LUCE

Has Something Good  
For Every Neighborhood



**FOR NOMA**

**(North of Montana)**

# Child Care Centers Next To Homes...

## Kiss Your Property Value Goodbye



**FOR WILMONT**

**(Wilshire-Montana)**

# Tall Buildings Convert Sunlight Into Shadows



# Good Luck Finding Parking



# Medical Marijuana Dispensaries On Wilshire Blvd.



**FOR THE PICO  
NEIGHBORHOOD**

# The Politically-Safe Dumping Ground For Developments That Affluent Areas Don't Want



# Prepare for More Non-Binding Promises From SMRR



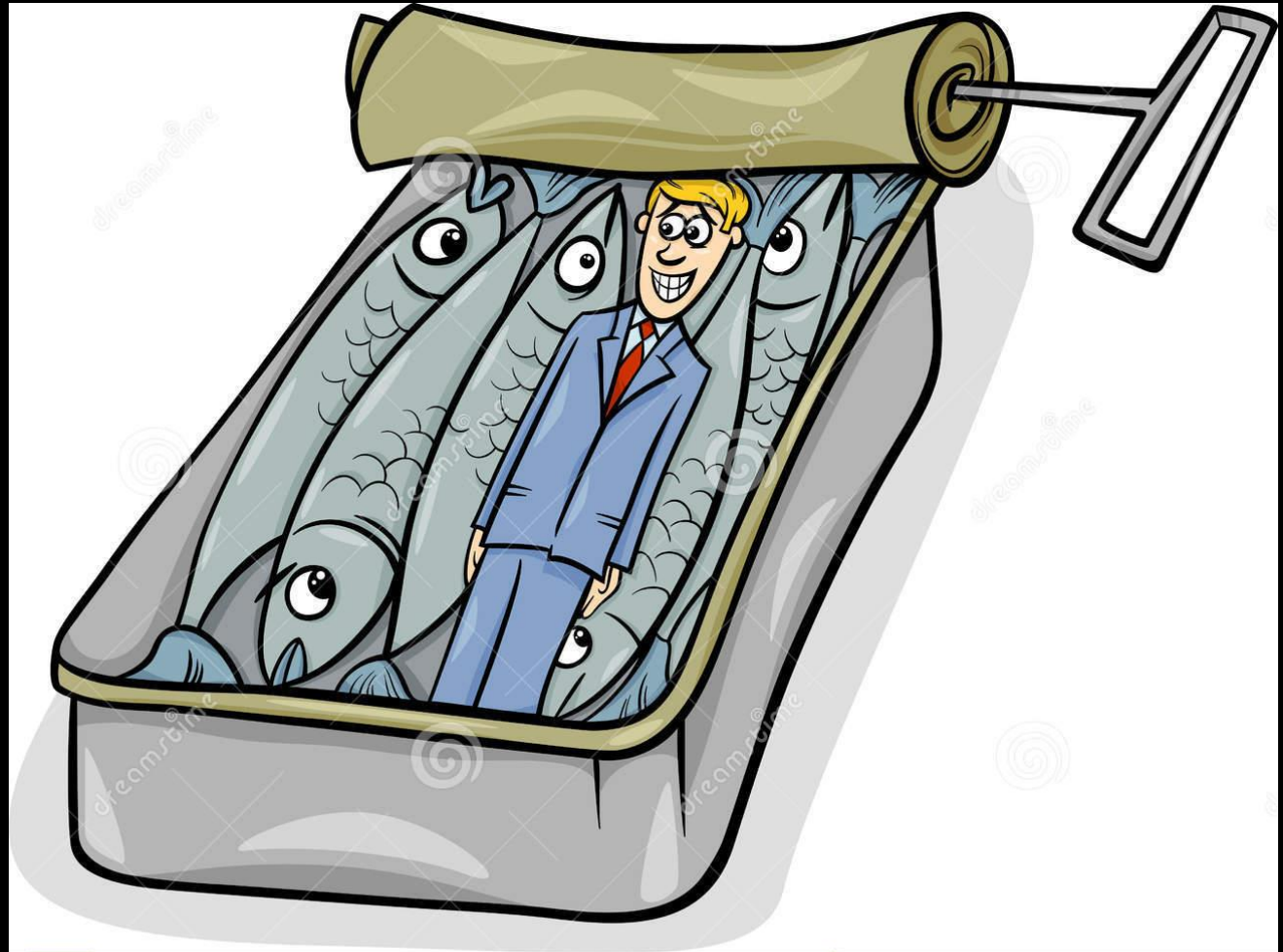


**NOT TO  
WORRY...**

**SMRR HAS  
YOUR BACK!!**

**FOR MID-CITY  
NEIGHBORS**

# Are You Ready for Rows of Sardine-Sized Apartments?



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**AND VERY SOON -  
EVERY SANTA MONICA  
RESIDENT...**

**WILL BE LIVING ON THE  
WRONG SIDE OF THE TRACKS**



**THERE ARE  
LEADERS FROM THE  
LEFT, CENTER & RIGHT  
WHO OPPOSE LUCE...**



**‘READ MY LIPS’...**

**‘NO NEW  
DEVELOPMENTS’**

AFFORDABLE HOUSING IS DEVELOPMENT...  
DEPENDING ON WHAT YOUR DEFINITION  
OF THE WORD "IS" IS



**‘IF YOU LIKE YOUR NEIGHBORHOOD...  
YOU CAN KEEP YOUR NEIGHBORHOOD’**



# EVEN SUPERMAN OPPOSES LUCE



**BUILDINGS**  
**TOO TALL**  
**TO LEAP IN**  
**A SINGLE BOUND**



**THEY ALL  
AGREE THAT  
LUCE IS...**

**TOO BIG**  
**TOO TALL**  
**TOO MUCH**

In Your Heart  
You Know  
**They're Right**



Just Say **NO**  
To **SMRRR'S**  
Fast & **LUCE**  
Development  
Agenda

