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SEPTEMBER 18th
GENERAL MEMBERSHIP MEETING

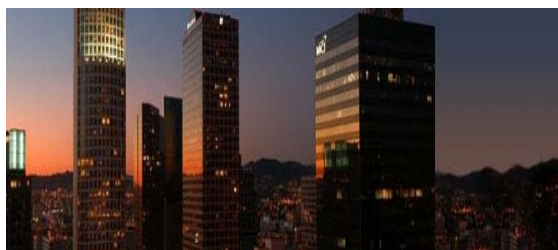
UPCOMING COMMITTEES

Open to Executive Level members only

SEPTEMBER 4th
EXECUTIVE COMMITTEE

Open to Business Advocacy and Executive Level members only

AUGUST 25th
TRANSPORTATION & INFRASTRUCTURE COMMITTEE



CCA's Advocacy Results in Adoption of More Business-Friendly Housing Element

Due in large part to CCA's advocacy, the Los Angeles City Council unanimously approved a more business-friendly version of the Housing Element this week. The City Council removed the affordable housing mandates adopted by the City Planning Commission and replaced them with alternate, more flexible language. Council approved the draft Housing Element that came out of the joint Housing & Community Economic Development (HCED) and Planning & Land Use Management (PLUM) Committee hearing, but also made numerous technical and substantive amendments. Most notable among these changes was the addition of language to encourage, rather than require, one-for-one replacement of demolished affordable units in certain circumstances.

CCA led the business community efforts by writing letters, meeting with the Mayor's Office and City Councilmembers, and testifying at the hearings. This ultimately resulted in the adoption of a Housing Element that is more flexible and in tune with the needs of the business community. CCA thanks all of our members and business community partners who participated in this process, as well as all of the City Staff who worked hard on this issue.

Los Angeles Dodgers Hosts CCA Executive Committee

This month's CCA Executive Committee was welcomed by **Howard Sunkin** of the **Los Angeles Dodgers** at the Dodger Stadium. The Committee voted to endorse **Mayor Villaraigosa** for his second mayoral term (2009-2013). **CCA President & CEO Carol Schatz** provided the Committee with an update on the inclusionary zoning proposal, which will soon be introduced to City Council. The proposal will require residential developers to include an affordable housing component as part of projects built in the City. The Mayor has asked Ms. Schatz to work with him to develop a policy that works for the development and business community.

After the meeting, Committee attendees enjoyed the evening game, as the Dodgers beat the Philadelphia Phillies after a thrilling six-run third inning. CCA thanks **Jamie & Frank McCourt** for hosting this event.

CCA's Housing, Land Use & Development Committee Discusses

STAFF BRIEFS

• CCA met with Rita Robinson, General Manager of the Los Angeles Department of Transportation (DOT), to discuss the Downtown Los Angeles Mobility Partnership (DLAMP). The plan sets out to accomplish transportation infrastructure improvements that will improve mobility in and out of Downtown. CCA will be moving forward with a private/public partnership with DOT and Caltrans and will also be spearheading a task force that includes both agencies to discuss the planning and development of the transportation projects. Staff Contact: Tracey Chavira.

• CCA's L.A. County Homeless Prevention Initiative Subcommittee met this week to discuss community concerns surrounding the placement of Project 50 housing and services on Main Street. The Subcommittee addressed public safety concerns and intends to continue an open dialogue between property owners, law enforcement, and the County to share information and find solutions. Staff Contact: Tracey Chavira.

• CCA attended an interactive planning workshop on the Broadway streetcar, which is moving forward through Councilmember Jose Huizar's Bringing Back Broadway initiative. During the workshop, stakeholders discussed how to enhance the Broadway streetscape, pedestrian walkways, and connections of the various public transit options. The Broadway streetcar will improve overall mobility throughout Downtown. Staff Contact: Tracey Chavira.

CCA IN THE NEWS

"Carol Schatz, chief executive

South Park Sign District Proposal

CCA's Housing & Land Use Development Committee continued to discuss the proposed signage supplemental use district in the South Park area of Downtown at this month's meeting. If the application is approved by the City, the district would establish the guidelines and standards for the creation and use of signage on the block bounded by Olympic Boulevard, Figueroa Street, 9th Street, and Flower Street in Downtown Los Angeles. The Committee voted to support the supplemental use district, which will begin its first set of hearings this fall.

The Committee also welcomed **Marvin Moon** and **Mark Holland** from the **Los Angeles Department of Water and Power** to discuss customer service stations, which will improve utility infrastructure operations for Downtown's upcoming developments. CCA thanks its guests for joining us.

of the Central City Assn. and an opponent of past inclusionary zoning proposals, said any rules that required developers to provide too many apartments to very poor people could 'create another nail in the coffin of the housing market at the worst possible time.'" August 14, 2008, **Los Angeles Times**, "[L.A. City Council OKs plan to introduce 'inclusionary zoning.'](#)"

"Adaptive reuse and TFAR changes should not be included as part of the Housing Element,' said Veronica Perez Becker, vice president of legislative affairs for the Central City Association. 'These were ordinances that were adopted with a lot of thought and analysis and stakeholder input, and to revisit them now is undermining the process that already occurred.'" August 11, 2008, **Los Angeles Downtown News**, "[Housing Plan Goes to City Council.](#)"

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