

AUGUST 1, 2008

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EVENTS CALENDAR

SEPTEMBER 18th
GENERAL MEMBERSHIP MEETING

UPCOMING COMMITTEES

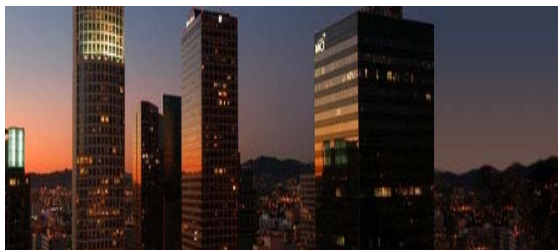
Open to Executive Level members only

AUGUST 11th
EXECUTIVE COMMITTEE AT DODGER STADIUM

Open to Business Advocacy and Executive Level members only

AUGUST 13th

HOUSING, LAND USE & DEVELOPMENT COMMITTEE



CCA Fends Off Onerous Housing Element Amendments at the Joint HCED/PLUM Committee Hearing

CCA's active lobbying efforts on the Housing Element have so far resulted in a number of substantial gains for the business community. As you may know, CCA has been lobbying the Mayor's Office and City Council in opposition to a number of surprise amendments to the May 2008 draft of the Housing Element recently approved by the City Planning Commission (CPC). Some of the onerous policies in the CPC amendments include: 1) *amending the TFAR ordinance to require that all or a majority of the public benefit fee be used for the creation of affordable housing within 3 miles of Downtown*; 2) *amending the Adaptive Reuse Ordinance to require an affordable housing component*; 3) *limiting and discouraging the demolition and conversion of rental housing*; and 4) *other affordable housing mandates*.

As a result of CCA's leadership on this issue, **Mayor Villaraigosa's** transmittal to City Council recommended modifying the CPC amendments to allow for an in-depth analysis of the potential consequences of including an affordable housing component in the TFAR and adaptive reuse ordinances. Furthermore, City Council's Planning, Land Use & Management (PLUM) and Housing & Community Economic Development (HCED) Committees made a series of changes to the CPC amendments including adopting alternate, toned-down language pertaining to the TFAR, adaptive reuse, and demolition/conversion amendments. These changes must still go before the full City Council for approval.

CCA led the business community efforts to fight the CPC changes by writing letters, meeting with City Councilmembers, and testifying at the hearings. Leading up to the joint HCED/PLUM Committee hearing, CCA advocated for a more thorough analysis of the CPC amendments and cautioned the City that implementation without sufficient study would hinder housing production across all income levels. These policies should be individually analyzed on an area-by-area basis, such as in the Community Plan update process. CCA will continue to carry this message as this issue moves forward to the City Council for consideration. CCA still needs your participation at the next hearing, which could take place on August 13. Staff Contact: Veronica Perez Becker.

CCA's Housing, Land Use & Development Committee Participates in the Central City

STAFF BRIEFS

• CCA testified before the joint Los Angeles City-County board (Joint Powers Authority) in support of CCA Executive Committee member Related California's Grand Avenue project, a residential and commercial complex that serves as a centerpiece in the revitalization of Downtown Los Angeles. The Committee approved altering certain project deadlines in order to give the developer time to secure funding. Staff Contact: Veronica Perez Becker.

• CCA testified before the Zoning Administrator in support of a conditional use permit for a full line of alcoholic beverages for on- and off-site consumption and outdoor dining in conjunction with a 4,540 square foot restaurant and bar at the Evo project, developed by CCA Executive Committee member The South Group. Staff Contact: Tracey Chavira.

CCA IN THE NEWS

"As the dust comes off buildings, the elegance of their original facades is revealed. Big, expensive plans are in place where before there were only grimy, nondescript chunks of cityscape. This existing landscape has been 10 years in the making, and [Carol Schatz] has been one of the driving forces behind it..." Schatz added, "[W]e're a 24-hour neighborhood now." Summer 2008, LAX Magazine, "Carol Schatz reinvents downtown - one deal at a time."

Community Plan Update

CCA welcomed Los Angeles City Planners **Patricia Diefenderfer** and **Marianne Askew** at this month's Housing, Land Use & Development Committee meeting to discuss the City's efforts to update the Central City Community Plan ("Plan"). Thirty-five Community Plans comprise the Land Use Element of the General Plan of the City of Los Angeles, and they serve as the blueprint for guiding growth and development in the City. Community Plans must be systematically revised to identify appropriate locations for new development, to designate land for the range of uses needed in a community, and to reassess the community's desires for their neighborhood.

The Committee identified areas within our city center that can absorb increased density and development, and also expressed a number of innovative ideas, including incorporating tools within the Plan to respond to Downtown's homeless overpopulation and creating a mechanism to update the Plan on a more consistent basis to cater to Downtown's dynamic growth. CCA will be assembling a working group in the coming weeks comprised of diverse Downtown stakeholders to continue collaborating with the Department of City Planning in this effort. CCA thanks Ms. Diefenderfer for joining us.

Hail-A-Taxi Press Conference Kicks Off Pilot Program

CCA's **CEO & President Carol Schatz** joined **Councilmember Jan Perry** and **Councilmember Wendy Greuel** at the Hail-A-Taxi press conference in front of the Walt Disney Concert Hall to celebrate the official start date of the six-month pilot program that will give pedestrians the freedom to hail taxi cabs curbside in Downtown and Hollywood.

The Hail-A-Taxi initiative, spearheaded by the Downtown Center Business Improvement District and championed by CCA, allows taxis to pick up and drop off customers in red zones and curb lanes that the city previously designated as anti-gridlock (no stopping) zones. Under the new rules, taxis are now allowed to double-park in these areas without repercussion and taxi service can function as a realistic means of transportation locally within these areas. The test program will encourage taxis to pick up more "short-trippers," thereby making it easier for Downtown's workers, residents, and visitors to explore our city center without a car. A common practice in other large cities, hailing a cab is the critical next step in the evolution of Downtown. If the program is deemed successful upon evaluation in six months, it will be extended to other areas of the City.

CCA's Arts, Retail & Hospitality Committee Will Assist Metro in Extending Red Line Hours of Operation

CCA's Arts, Retail & Hospitality Committee welcomed Metro Red Line's **Robin Blair**, Director of Countywide Planning & Development, and **Bruce Shelburne**, Metro Rail Transportation Manager, for a discussion about extending Metro's Red Line hours of operation on Thursday, Friday, and Saturday nights. The extension would facilitate mobility and increase pedestrian activity around restaurants, retail, and nightlife in Downtown. The Committee plans to reconvene to design a proposal for a public/private partnership that would establish sufficient funding sources for a pilot program and engage in a joint marketing campaign. A successful program, which could begin during the upcoming holiday season to

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take advantage of increased activity, could reveal there is sufficient ridership to sustain a permanent schedule.

Jessica Wethington McLean, Executive Director of the Bringing Back Broadway Initiative, also joined us to give an update on Councilmember Jose Huizar's efforts to bring a modern streetcar to Downtown. **Steve Riskin**, Corporate Sponsorship Manager of the Grammy Museum at L.A. Live, also gave a brief overview of the museum that will be opening in December. We thank our wonderful guests for joining us at this meeting.

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