



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

**FEBRUARY 29,
2008**

INSIDE THIS ISSUE

Industrial Land Use Policy
Hearing in PLUM on March
4th

Staff Briefs

EVENTS CALENDAR

APRIL 3rd

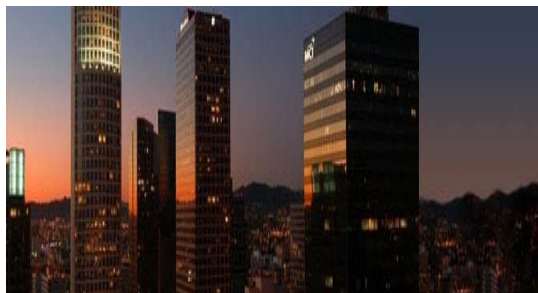
14th Annual Treasures of Los Angeles!

UPCOMING COMMITTEES

**Open to Executive and
Business Advocacy
Level members only**

MARCH 19th HOUSING, LAND USE & DEVELOPMENT COMMITTEE

**Special Guests: Jon Mukri,
General Manager of the
Department of Recreation &
Parks, and Barry Sanders,
President of the Board of
Recreation & Parks
Commissioners**



Industrial Land Use Policy Hearing in PLUM on March 4th

Council's PLUM Committee will hold a hearing on the CRA / Planning Department "Industrial Land Use Policy" on **Tuesday, March 4th**. CCA has been advocating for Council to review this policy, which takes the form of a "staff direction" memo from Planning Director, **Gail Goldberg**, and CEO of the CRA, **Cecilia Estolano**. The policy preserves the vast majority of Downtown L.A.'s industrial land for industrial use only and imposes onerous public benefits, including affordable housing and various fees, on non-industrial projects located in areas eligible for conversion.

This policy comes more than one year after the Planning Department and CRA released preliminary industrial land use recommendations, which met strong community opposition. CCA responded in February 2007 with an economic impact study outlining the negative effects of preserving Downtown's industrial land for industrial use only. CCA supports a more flexible policy that takes into account the substantial jobs and benefits that have already been created organically through mixed-use and live-work development in Downtown's industrial district.

The PLUM hearing is an important opportunity to oppose the policy, and it is critical that we have a strong showing from stakeholders at this hearing. The hearing is scheduled for: **Tuesday, March 4, 2008 at 2 p.m. in City Hall, Room 350.**

If you plan to attend the hearing, or would like more information, please contact CCA's Senior Director of Public Policy, Catherine Leland, at 213-624-1213.

STAFF BRIEFS

• CCA's President & CEO Carol Schatz attended the grand opening of CCA member Orthopaedic Hospital's Everychild Foundation Universally Accessible Playground. Built on Orthopaedic Hospital's Downtown campus, this playground is open to the public and allows children of all abilities to play together.

• CCA's President & CEO Carol Schatz attended the second meeting of the "Bringing Back Broadway" Trustees. The Trustees have begun forming advisory groups and task forces to begin revitalization efforts of the Historic Broadway Theater District.

• CCA's Vice President of Legislative Affairs, Veronica Perez Becker, testified before the LAUSD Board in opposition to a proposal that would discourage district staff from contracting with LAX Hotels, under boycott by labor. Despite testimony from CCA and other business organizations, the Board voted to approve the proposal.

• CCA's Vice President of Legislative Affairs, Veronica Perez Becker, testified before Council's Transportation Committee in support of better transit connections between Downtown L.A. and Dodger Stadium. The Committee asked LADOT and MTA to report back with recommendations for developing new and modify existing bus routes to connect Downtown and Dodger Stadium.

• CCA's Director of Government Affairs, Tracey Chavira, testified before the Central Area Planning Commission in support of an appeal that will facilitate further renovation of the Historic Los Angeles Theatre. The Theatre is owned by CCA member Michael Delijani and his family.

• Announcement from

**Councilmember Bill Rosendahl's
Office: Save the Date for the
American Diabetes Association
"Diabetes Expo" on May 3rd at the
Long Beach Convention Center.
For more information, please visit
diabetes.org.**

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