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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



At CCA's March Executive Committee meeting hosted by FIDM, from left to right: LAFD Chief Douglas Barry; CCA Chairwoman Chris Essel, Paramount Pictures; and Hal Bastian, Senior Vice President & Director of Economic Development for the DCBID.

FIDM Hosts CCA Executive Committee with Special Guest LAFD Chief Barry

CCA was pleased to welcome the Los Angeles City Fire Department's (LAFD) new **Chief Douglas Barry** as the special guest to this month's Executive Committee meeting, hosted by the **Fashion Institute of Design & Merchandising (FIDM)**. Chief Barry, who was appointed in January 2007, updated the Committee on the "State of the Department", including expanded services, and answered questions related to fire "life-safety" inspections in Downtown L.A. Joining **Chief Barry** were **Captain Robert Holloway**, Construction Services Unit, and **Battalion Chief Ronnie Villanueva**, Commander of the Community Service Unit.

After the meeting, FIDM's President **Toni Hohberg** led Executive Committee members on a tour of the school. FIDM's "Art of Motion Picture Costumes" Gallery was also open to Committee members. CCA thanks **FIDM** and **Ms. Hohberg** for graciously hosting this meeting, and **Chief Barry** and his team for joining us.

Industrial Land Use Policy: Council Expands "Arts District" Boundaries; CCA Continues to Advocate for Flexibility

City Council voted to expand the boundaries of Downtown's Arts District south several blocks from 6th Street to Violet Street between Mills/Wilson and the L.A. River. CCA testified in support of this proposal, introduced by **Councilmember Jose Huizar**, which recognizes the successful live/work and adaptive reuse projects outside of the Arts District's original southern boundary (6th Street) and encourages additional investment in live/work and mixed-use developments throughout the area. The Planning Department and Community Redevelopment Agency (CRA) recently restricted this area for industrial uses only (no residential).

STAFF BRIEFS

- CCA's Vice President of Legislative Affairs, **Veronica Perez Becker**, and other business representatives met with **Councilmember Smith** to discuss the City's proposed **Green Building Policy**. CCA supports green building, but is advocating for additional flexibility in the policy's implementation. Due in large part to CCA's advocacy, the City is now examining sustainability standards specific to Los Angeles. The current standards rely on the third-party U.S. Green Building Council.

- CCA's Director of Government Affairs, **Tracey Chavira**, participated in a **Central City East Vision and Work Plan** focus group convened by the Mayor's Office.

- CCA's Director of Government Affairs, **Tracey Chavira**, testified at a **Joint Energy & Environment, Ad Hoc Renew L.A., and Ad Hoc L.A. River Committee** meeting in opposition to a proposed ban on polystyrene. CCA supports more collaborative solutions to reducing trash, including anti-litter programs and other initiatives to educate consumers about the benefits of recycling.

- CCA's 14th Annual Treasures of Los Angeles "Banking on L.A." is just weeks away! Join us on **April 3rd** for this special event. This year, CCA's prestigious "Heart of the City" award will be presented to **Frank & Jamie McCourt**, **Los Angeles Dodgers**. Treasures include: **Earvin "Magic" Johnson**, **Gayle & Ed Roski**, **Bob Barker**, **Cesar Millan**, **Melanie & Richard Lundquist**, **Shoji Tadashi**, **Los Angeles County & City Fire Departments**, **Michael Peter "Flea" Balzary & Silverlake Conservatory of Music**, and **Joe Cerrell**. For more information, please visit: **Treasures of L.A.**

Please Note: Artwork for Ads in

Approval of the motion represents the first concrete step Council has taken to oppose the CRA / Planning Industrial Land Use Policy. The CRA / Planning policy, which came in the form of a "staff direction" memo from Planning Director, **Gail Goldberg**, and CEO of the CRA, **Cecilia Estolano**, more than two months ago, preserves the vast majority of Downtown L.A.'s industrial land for industrial use only.

CCA's President & CEO **Carol Schatz** testified in opposition to the Planning / CRA policy before Council's PLUM Committee this week. In response to concern from CCA and a number of stakeholders, the Committee forwarded the motion to expand the Arts District to Council and submitted a list of questions to the Planning Director, requesting a response in 30 days.

CCA will continue to advocate for 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 Treasures "Tribute Journal" is due Wednesday, March 12th by 5 p.m. For more information, please contact Joella Hopkins at 213-624-1213.

CONTACT US

Central City Association
626 Wilshire Boulevard
Suite 200
Los Angeles, CA 90017

Phone

213.624.1213

Facsimile

213.624.0858

Website

www.ccala.org

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