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MEETING

"CCA's Architects Panel: After
the Housing Boom...Now
What?"

DECEMBER 9th
CCA HOLIDAY PARTY
Point Moorea
The Wilshire Grand Hotel &
Center

UPCOMING COMMITTEES

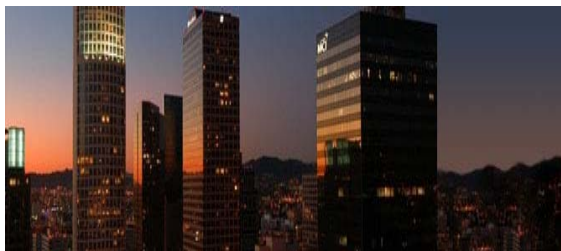
Open to Executive
Level members only

DECEMBER 4th
EXECUTIVE COMMITTEE

Open to Business Advocacy
and Executive Level
members only

NOVEMBER 18th,
12:00pm
TRANSPORTATION &
INFRASTRUCTURE
COMMITTEE
SPECIAL GUEST:
Hilary Norton, Executive
Director

NOVEMBER 19th, 8:00am
HOUSING, LAND USE &
DEVELOPMENT COMMITTEE
Grand Avenue Civic Park
Revisited



CCA Presents DLAMP to Congresswoman Roybal-Allard

CCA President & CEO **Carol Schatz** met with **Congresswoman Lucille Roybal-Allard**, who sits on the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies, to gain support for the Downtown Los Angeles Mobility Partnership (DLAMP). The initiative is chaired by CCA Executive Committee members **Jim Thomas of Thomas Properties Group** and **Tim Leiweke of AEG**.

CCA Executive Member **David Grannis of Planning Company Associates** completed the initial DLAMP study, which has identified three short-term transportation infrastructure improvements that will be submitted to Caltrans for programming and funding in 2009. The improvements would alleviate northbound congestion along the Harbor Freeway (I-110) and the U.S. 101; ease congestion at the I-10/I-110 interchange; and provide special transit services into Downtown, primarily from West Los Angeles. CCA is nearing its \$600,000 fundraising goal for the consulting and preliminary engineering work to improve transportation in and out of Downtown.

DLAMP was well-received by Congresswoman Roybal-Allard and she committed to inquiring about federal funding to complete the preengineering analysis. CCA thanks the Congresswoman and we look forward to collaborating with her on how to best-position the DLAMP recommendations to compete for federal dollars, as well as on improving transportation throughout Los Angeles.

STAFF BRIEFS

- CCA testified in support of the Figueroa and Olympic Signage Supplemental Use District. The proposed district would establish guidelines for the creation of signage, as well as create a vibrant and exciting sense of place in the area. The SUD, which falls in line with the character of the L.A. Live-adjacent community, will help continue the Downtown revitalization. Staff Contact: Anh Nguyen.

- CCA attended a preliminary meeting with The Hollywood Nightclub Coalition to discuss extending alcohol consumption hours in entertainment overlay zones. Executive Member **Cedd Moses of 213 Ventures** will moderate a discussion around this issue as it applies to Downtown at CCA's next Arts, Retail & Hospitality Committee meeting on November 19th. Staff Contact: Tracey Chavira.

- CCA participated in the Bringing Back Broadway progress review for Broadway property owners, where the initiative's accomplishments since its inception in January 2008 were summarized. As a member of the Board of Trustees, CCA has participated in several Bringing Back Broadway committees and subcommittees, including hosting the monthly Streetcar, Transportation & Parking Committee meeting. CCA has worked closely with Councilmember Jose Huizar every step of the way, including identifying public and private funding for a modern Downtown streetcar system, and helping to coordinate the Los Angeles National Streetcar Conference. Staff Contact: Tracey Chavira.

- CCA President & CEO **Carol Schatz** attended the opening of the Los Angeles International

**NOVEMBER 19th,
12:00pm
ARTS, RETAIL &
HOSPITALITY COMMITTEE**

Earthquake Conference with Mayor Antonio Villaraigosa, Councilmember Greig Smith, and other emergency managers and seismic safety experts. The City of Los Angeles hosted the conference, which coincided with the Great Southern California ShakeOut, to present best practices and technologies to improve preparedness for large-scale emergencies. The City partnered with the Earthquakes in Megacities Initiative (EMI) – an international, not-for-profit organization working with large cities to reduce disaster risk – to educate the public about how to respond in the event of a large earthquake.

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