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"Our Advocacy Strengthens Your Bottom Line."

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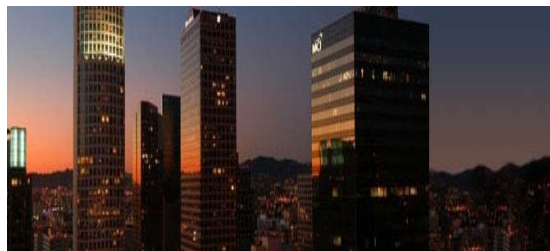
DECEMBER 9th
CCA HOLIDAY PARTY
Point Moorea
The Wilshire Grand Hotel & Center

UPCOMING COMMITTEES

Open to Executive Level members only

DECEMBER 4th
EXECUTIVE COMMITTEE

FEBRUARY 16th
General Membership Meeting "6th Annual Downtown Economic Forecast"



Congratulations to Plains All American Pipeline; Pier 400 Project Receives Final EIR Approval

CCA is pleased to announce that this week the Board of Harbor Commissioners unanimously approved the final Environmental Impact Report for **CCA Executive Member Plains All American Pipeline's** Pier 400, Berth 408 Project. CCA was the first business organization to support this project and has testified numerous times on its behalf. The project will help Southern California meet its rising demand for oil while conforming to strict environmental and security regulations. The existing infrastructure at the Port is inadequate to accommodate its anticipated growth. This project is a responsible means to manage that growth while being mindful of the community. The project will also be a great source of economic stimulus by creating thousands of construction and full-time jobs and generating millions of dollars in annual tax revenues. CCA congratulates **David Wright**, Vice President of Plains All American Pipeline, for his commendable effort in moving this project forward! Staff Contact: Tracey Chavira.

CCA's General Membership Meeting Features Architects Panel

This month's General Membership Meeting, entitled "After the Housing Boom... Now What?" featured a distinguished architects panel, including **Eric Van Aukee of Perkins+Will**, **Karin Liljgren of Killefer Flammang Architects**, **Mitchell Sawasy of Rothenberg Sawasy Architects**, **Darin Schoolmeester of McLarand Vasquez Emsiek & Partners**, and **William Taylor of TFO Architecture**. With projects around the world, these global leaders presented a wide range of project types, such as adaptive reuse, mixed-use, multi-family, schools, and restaurants. In addition, an increasing number of projects are mixed-income, and meeting LEED standards and international goals of sustainability. In the future, there will be a tremendous investment in health, education, research, and public infrastructure, as is demonstrated by the recent passages of bills and bond measures. Los Angeles and Downtown are home to firms who have the expertise to meet these interests. Finally, as Downtown grows and becomes revitalized, there is a greater need to plan for parking and for more amenities, such as parks, to accommodate residents and visitors.

CCA is impressed with the innovation of these projects and to their dedication to great design for the public good. We would like to thank our wonderful panelists for joining us, the event's moderator, **Scott Johnson**, from **Johnson Fain**, and

STAFF BRIEFS

• CCA President & CEO Carol Schatz spoke before the Board of Police Commissioners on conditions in the Skid Row area of Downtown and in support of renewing the Safer Cities Initiative (SCI). SCI, which increased police presence in Skid Row in 2006, has successfully decreased violent crime, and has created a safer and cleaner community for all.

• CCA's Housing, Land Use & Development Committee welcomed Alan Bell from the Department of City Planning to discuss a potential conflict between Federal Housing Administration (FHA) lending guidelines and the definition of adaptive reuse projects, which has been cited in the denial of home loan financing for many potential buyers in Downtown. The FHA currently assumes that adaptive reuse projects exceed the nonresidential limit (25% of the total floor area) to be eligible for an FHA-insured mortgage. Staff Contact: Veronica Perez Becker.

• CCA testified before the Ethics Commission regarding staff's proposed revisions to the Municipal Lobbying Ordinance. The proposed revisions would greatly increase the number of individuals who must register as lobbyists. Due, in part, to CCA's advocacy, the Commission decided at its last hearing to break up the changes for further analysis and stakeholder input. This week, as the Commission discussed the definitions of "lobbyist" and "lobbying," CCA testified that all parties influencing public policy should be required to register, and opposed staff's proposed "one dollar/one contact" rule. The Commission will meet again in December to continue the discussion. Staff Contact: Veronica Perez Becker.

• CCA testified before the City

sponsors **Skyline Locations, B2B TV, and Preservation Arts.**

HCED/PLUM Approve Mixed-Income Housing Ordinance

This week, a joint City Council Housing & Community Economic Development (HCED) and Planning & Land Use Management (PLUM) Committee approved a Wesson/Reyes motion directing the Department of City Planning to prepare a mixed-income ordinance and report back in 90 days with strategies and analyses to shape the policy. CCA testified before the Committee in support of an incentive-based approach that would be implemented through the Community Plan process. The policy, which could be implemented within the next 6-12 months, would require residential developers to include an affordable housing component as part of projects built in the City. The motion also included an instruction to form a Technical Advisory Group that will be overseeing the details of the policy. This group includes several CCA members recommended by our organization.

CCA and a coalition of business organizations will soon be releasing a housing production paper that we hope the City will incorporate into the mixed-income housing policy discussion. These recommendations include creating housing incentive overlay zones near transit and employment centers, where communities will have a say in siting the affordable housing and receive incentives for accepting increased density in their neighborhoods. Staff Contact: Veronica Perez Becker.

6th Annual Fall Downtown L.A. Tour Reveals Optimistic Outlook

The Downtown Center Business Improvement District (DCBID) hosted the 6th Annual Fall Downtown Los Angeles Program & Tour this week to promote investment in Downtown. In attendance were over 300 professionals from the real estate, development, financial, retail, nightlife, and hospitality industries. CCA and DCBID President & CEO **Carol Schatz** spoke about the Downtown renaissance and its continued prosperity. **CCA Executive Member CB Richard Ellis'** Vice Chair **Todd Doney** showcased **CCA Executive Member LBA Realty's** transformation of the **AT&T Center**. DCBID Senior Vice President & Director of Economic Development **Hal Bastian** then presented an overview of Downtown's residential, office, and retail markets.

Following the morning program, the guests boarded buses to visit **L.A. LIVE, 717 Olympic, The Edison, U.S. Bank Tower, City National Plaza, and The Roosevelt.**

Representatives spoke of their projects' history and success, and their future in Downtown. The guests also took a brief tour of each project. The day concluded with a buffet lunch with a panoramic view of Downtown on the newly created 30th floor of the AT&T Center. Special thanks to LBA Realty for donating the AT&T Center auditorium for the program.

CCA's Transportation & Infrastructure Committee Supports Underground Regional Connector

CCA's Transportation & Infrastructure Committee welcomed **Ray Sosa**, Project Manager of **CDM**, to discuss the Downtown Regional Connector. The Regional Connector would create a two-mile transit link between the Gold and Blue Line light rail systems through Downtown Los Angeles. The Regional Connector would eventually connect projects

Council regarding a Garcetti motion to instruct the City Attorney to draft an ordinance seeking to expand certain eviction prohibitions on foreclosed properties. Currently, these prohibitions only apply to properties under the Rent Stabilization Ordinance (RSO). The ordinance would extend the prohibitions to non-RSO properties, including single family homes. CCA testified that this item should be properly vetted before moving forward and that it should be assigned to a Council committee [it was waived out of the Housing & Community Economic Development (HCED) Committee]. Staff Contact: Veronica Perez Becker.

• CCA wrote a letter to Governor Schwarzenegger asking him to suspend SB 133, which will prohibit title companies from entertaining clients and advertising, until the language can be amended. CCA expressed the concern that title companies will no longer be allowed to participate in the activities of nonprofit organizations, and that the new law could have detrimental effects on the economy. The bill was recently signed by the Governor, and the law is scheduled to go into effect January 1, 2009. Staff Contact: Tracey Chavira.

CCA IN THE NEWS

"I would not characterize this as a blow. We are holding our own downtown," said Carol Schatz, president of the Central City Association, a downtown booster organization. "I don't have any question that it is going forward, but the developer can't self fund this project. They have to get financing somewhere." November 17 - 23, 2008, *Los Angeles Business Journal*, **"Grand Avenue Project Facing Another Delay."**

currently under construction including the Gold Line Eastside Extension, which is expected to be operational in 2009, and the Expo Line, which will connect Downtown to Culver City by 2010. Metro is currently seeking community input to determine whether the trains will operate at-grade or below grade. The Committee voted to support the below grade alternative, which is estimated to cost \$910 million, and to lobby Metro to expedite this project.

The Committee also welcomed **Hilary Norton**, Executive Director of **FAST (Fixing Angelenos Stuck in Traffic)**, to present recommendations made by a RAND study, funded by CCA Executive Member **Thomas Properties Group, The Music Center**, and **Metro**, to develop short-term congestion relief for Los Angeles County. RAND evaluated the world's best traffic policies and practices and studied their applicability to Los Angeles County. For example, Los Angeles perhaps should implement a management program that helps get people out of traffic and to safety when their cars break down or stall. The Committee voted for CCA to join "FAST Friends" to be a part of a coalition of business groups that will participate in efforts to relieve congestion in Los Angeles.

CCA's Arts, Retail & Hospitality Committee Discusses Alcohol Consumption Hours

CCA's Arts, Retail & Hospitality Committee discussed ongoing efforts to extend consumption hours in Hollywood that could serve as an important precedent for Downtown. CCA is working with The Hollywood Nightclub Coalition to explore extending alcohol consumption hours to 4:00 a.m. Extending alcohol consumption hours would contribute to a 24/7 environment in Downtown and generate more revenues for the City.

The Committee also discussed Metro Red Line's extended holiday hours through a privately-funded pilot program. Beginning today and continuing each Friday and Saturday night until December 27, the Red Line will be running 24-hour service between Downtown and North Hollywood. A group of Los Angeles area businesses contributed over \$54,000 to extend late-night weekend subway service on the Red Line this holiday season. Metro will be monitoring ridership during this time, and if the program proves to be successful, it may be extended into the future with public funding. On the same days during this holiday season, DASH will also have extended hours. Between 6:30 pm to 3:00 am, DASH buses will run every 10 minutes.

For more information on the new Red Line service, please click the following link:

[Extended Red Line Service](#)

For more information on the new DASH service, please click on the following link:

[Extended DASH Service](#)

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