

NOVEMBER 7, 2008

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## EVENTS CALENDAR

NOVEMBER 20th

GENERAL MEMBERSHIP MEETING

"CCA's Architect 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

TRANSPORTATION & INFRASTRUCTURE COMMITTEE

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



Arley Baker, Port of Los Angeles; Cristina Rose, Rose & Kindel; CCA Chair Chris Essel, Paramount Pictures; Congresswoman Lucille Roybal-Allard; CCA President & CEO Carol Schatz; and Jerry Neuman, Allen Matkins.

## CCA Executive Committee Welcomes Congresswoman Roybal-Allard

CCA was proud to welcome Congresswoman **Lucille Roybal-Allard** of the 34<sup>th</sup> Congressional District to our November Executive Committee meeting at **The Colburn School**. As the first Mexican-American woman elected to Congress, she has represented the 34<sup>th</sup> Congressional District since 1992 which encompasses parts of Downtown Los Angeles, East Los Angeles, and nine southeast cities of Los Angeles County. Congresswoman Roybal-Allard focused her remarks on the recent economic downturn and a proposed congressional economic stimulus package, which could include as much as \$150 billion of infrastructure spending. The proposed stimulus legislation is predicated upon the theory that infrastructure spending will stoke the economy, but also includes include more aid to states, increased unemployment benefits and a possible tax cut. Given the immense challenges facing our nation, Congresswoman Roybal-Allard emphasized the importance of building consensus to find solutions and restoring America's position as a world leader.

**Arley Baker**, Director of Public Relations & Legislative Affairs for CCA Executive Member **Port of Los Angeles**, also addressed the Executive Committee to discuss the proposed redevelopment of the San Pedro Waterfront. The draft EIR for the seven-year project proposes a \$1 billion makeover to transform this area into a world-class waterfront with over 16 miles of public biking and walking trails. Physical barriers to the waterfront will be eliminated and the Waterfront Red Car System will be redesigned with easier street level access to increase pedestrian activity. The project will connect the San Pedro waterfront with the surrounding community and enhance commercial and retail opportunities in and around the port. The Executive Committee voted unanimously to support the project. CCA looks forward to working with the Port of Los Angeles to ensure that it remains a premier gateway for international trade and commerce.

CCA thanks Congresswoman Roybal-Allard and Mr. Baker for joining us, and **Dean Deborah Berman** and The Colburn School for hosting the Committee.

## STAFF BRIEFS

- CCA met with staff from Councilmember Weiss's office to advocate on behalf of the continued expansion of Providence Holy Cross Hospital. By voting for the project to continue immediately, the City will create hundreds of well-paying jobs, as well as ensure that this important addition to our region's health care safety net is brought online as soon as possible. Further construction delays would exacerbate the critical shortage of hospital beds in the area and delay the creation of construction and health care jobs as unemployment levels continue to rise. Staff Contact: Veronica Perez Becker.

- CCA hosted Bringing Back Broadway's Streetcar, Transportation & Parking Committee meeting to discuss the formation of a non-profit organization responsible for hiring a project manager, collecting funds from property owners, and forming a community benefits assessment district. The Committee also discussed strategies for increasing mobility in Downtown in conjunction with the Metro Red Line extended holiday hours. The Committee is exploring ways to connect DASH, private shuttle, and taxicab service with 7th Street Metro Station and increase the availability of evening event parking for Downtown visitors. The Metro Red Line will run 24-hours a day on Fridays and Saturdays from November 21 through December 27. Staff Contact: Tracey Chavira.

- CCA submitted testimony to the CRA Strategic Initiatives Committee in regard to a proposed policy that would require certain developers to impose permanent local hiring requirements on their retail tenants. CCA recommended that the agency form a working group with Downtown retailers before

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

LOS ANGELES  
INTERNATIONAL  
EARTHQUAKE  
CONFERENCE

November 12-14th

The City of Los Angeles is hosting an International Earthquake Conference in November 2008, focusing on Policy, Planning & Preparedness, in partnership with the Earthquakes and Megacities Initiative and in conjunction with the Great Southern California ShakeOut.

To learn more and register, visit <http://iec.lacity.org/>

## CCA Picks the Winners!

CCA continues to take the lead on key policy issues that affect our members, the business community, and Los Angeles as a whole. CCA took the prevailing position on a number of ballot measures on November 4th. Here are the unofficial results:

**Proposition 1A: High-Speed Train**

52% Yes, 48% No

**Proposition 7: Solar & Clean Energy Act**

65% No, 35% Yes

**Proposition 11: Redistricting**

50.6% Yes, 49.4% No

**Measure R: Metro Half-Cent Tax**

67.4% Yes, 32.6% No

**Measure J: Community College Bond**

69.86% Yes, 30.14% No

**Measure Q: LAUSD Bond**

68.9% Yes, 31.1% No

## CCA Moves One Step Closer to Park Creation in Downtown

In an effort to facilitate the creation of sorely needed green space in Downtown, CCA hosted a follow-up meeting to the successful Downtown Parks Summit held in October. Joined by representatives from the **Office of Councilmember Perry, Department of Recreation & Parks, Department of City Planning**, and the **Community Redevelopment Agency**, CCA members reviewed a series of heat maps indicating 1) current and future residential population densities; 2) existing park and public space locations; and 3) Quimby collections. The maps factually confirmed what many had already speculated, that residential numbers are anticipated to increase most in the Historic Core and South Park neighborhoods of Downtown. Using this data, CCA's Downtown Parks Working Group will meet again in the next month to begin the process of siting potential green space locations.

The group also agreed to simultaneously proceed with Phase 1 environmental site assessments for future park locations that the City has already identified, the first step in the process of environmental due diligence. More parks and green landscaping will make Downtown more attractive to those living, working, and visiting here. Now is the time, while land prices are low, to acquire the pockets of land that can be developed as green space. We would like to thank everyone for their hard work and participation, especially **David Neubecker** and **Tom Weisenberger** from CRA/LA for creating the heat maps.

implementation to ensure that the technicalities of the policy coincide with the practical abilities of the retailers. Staff Contact: Anh Nguyen.

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