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Open to Executive Level members only

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Congresswoman Lucille Roybal-Allard

Open to Business Advocacy and Executive Level members only

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LOS ANGELES INTERNATIONAL



CCA Prepares to Launch Housing Production Paper

CCA hosted a meeting this week with **Helmi Hisserich**, Deputy Mayor of Housing & Economic Development Policy, to discuss the business community's soon-to-be released housing production paper "Affordable Housing: Making it Happen". This proactive plan to increase affordable housing in the City without disincentivizing investment is supported by a broad coalition of business organizations and labor. The proposal outlines numerous concepts that we believe should be considered in the City's analysis of a possible inclusionary zoning policy.

Some of the paper's recommendations include creating housing incentive zones near transit and employment centers with community input, and preserving existing affordable housing through a Transit-Oriented Development Enhancement Program. The paper also provides instruction on: 1) determining adequate developer incentives; 2) streamlining the CEQA process; and 3) encouraging higher density and transit-oriented housing through recent state legislative efforts such as SB 375.

We thank Ms. Hisserich for receiving our input. We also thank the following organizations who have assisted in drafting and endorsed the proposal: Building Industry & Commerce Association of Greater L.A./Ventura County; California Apartment Association, L.A.; L.A. Area Chamber of Commerce; Hollywood Chamber of Commerce; Valley Industry & Commerce Association; South Bay Association of Realtors; Beverly Hills/Greater L.A. Association of Realtors; Southland Regional Association of Realtors; L.A. Police Protective League; Building Owners and Managers Association of Greater L.A.; and Apartment Association of Greater L.A.

STAFF BRIEFS

• CCA met with Planning Director Gail Goldberg, as well as representatives from the CRA and Councilwoman Jan Perry's office, for an update on the CRA/Planning Industrial Land Use Policy. CCA advocated for a more flexible policy to be considered during the ongoing Central City Community Plan update. Such a policy should take into account the substantial jobs and benefits that have already been created organically though mixed-use and live-work development in Downtown's industrial district, as well as opportunities for creation of mixed-income housing in these areas. Staff Contact: Veronica Perez Becker.

• CCA and Executive Member David Grannis of Planning Company Associates met with the Los Angeles Department of Transportation (LADOT) to discuss the third component of the Downtown Los Angeles Mobility Partnership (DLAMP): special event and day-to-day traffic protocol. LADOT staff agreed to work collaboratively with CCA and Mr. Grannis to set up a process whereby real-time traffic data is available to the public in one place. This is the beginning of a public-private partnership to make physical and behavioral adjustments to improve mobility in Downtown. While Mr. Grannis has graciously agreed to commence work on DLAMP, CCA is continuing to fundraise to meet its target goal. If you would like to make a contribution to DLAMP, please contact Tracey Chavira.

• CCA convened a meeting for Executive Member United Parcel Service (UPS) with the Office of Councilmember Jan Perry and the Los Angeles Department of Transportation (LADOT) to identify immediate solutions to challenging loading conditions in the Fashion District. LADOT staff agreed to study the

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/>

possibility of removing meters and creating more loading zones, and also elongating existing loading zones to accommodate commercial vehicles. CCA will continue to work collaboratively with UPS, the Council Office, and LADOT on an implementation plan. Staff Contact: Tracey Chavira.

- CCA participated in a workshop held by the City's Green Building Team to gather input on its Draft Green Building Program Compliance Guide. The first phase of the Green Building Program begins on November 1, 2008 and requires LEED certification for certain projects over 50,000 square feet. CCA was successful in helping to shape the Green Building Program into a more workable policy and in obtaining more time for implementation. Staff Contact: Tracey Chavira.

- CCA attended the first public hearing on the proposed expansion of the Artists-in-Residence District, which is currently bounded by 1st St, Alameda St, 6th St, and the L.A. River. The community plan permits conversion of existing industrial buildings within the District to joint live-work uses on a case-by-case basis. The expansion would extend part of the District south to Violet St. The next public hearing on this issue will take place at the City Planning Commission on November 13. Staff Contact: Tracey Chavira.

CCA IN THE NEWS

“The Roosevelt is a big piece of the Seventh Street puzzle both in terms of the square footage and its importance,” said Carol Schatz, president of the DCBID. “If real estate is defined by location, location, location, clearly this building has it.” October 27, 2008, *Los Angeles Downtown News*, “[Rebuilding the Roosevelt.](#)”

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