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EVENTS CALENDAR

OCTOBER 16th
GENERAL MEMBERSHIP MEETING

UPCOMING COMMITTEES

Open to Executive Level members only

NOVEMBER 6th
EXECUTIVE COMMITTEE

Open to Business Advocacy and Executive Level members only

OCTOBER 15th
HOUSING, LAND USE & DEVELOPMENT COMMITTEE
Special Guest:
Jane Usher, President, City Planning Commission

OCTOBER 22nd
TRANSPORTATION &



CCA Brings City Leaders Together for Downtown Parks Summit

In an effort to facilitate the creation of sorely needed green space in Downtown, CCA hosted a successful Downtown Parks Summit with key stakeholders and distinguished guests, including **Los Angeles City Councilmember Jan Perry**, Director of the **Department of City Planning Gail Goldberg**, CEO of the **Community Redevelopment Agency Cecilia Estolano**, and General Manager of the **Department of Recreation & Parks Jon Mukri**. A brainchild of CCA's Downtown Parks Working Group, the Summit was created in an effort to coordinate private and public sector efforts and share resources to bring more parks to Downtown. Some of the necessary steps identified in the meeting include: 1) improving the regulatory process to facilitate more efficient land acquisition; 2) establishing integrated financing mechanisms that can leverage existing pools of money; and 3) creating a coherent vision for green space in Downtown.

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. During the next month, a group of Summit participants will work together to create a map that sites potential park locations and also outlines existing and future residential population densities. Councilmember Perry indicated to Summit participants that she is 100% supportive of the group's efforts and will commit the resources of her office to amend the regulatory process which often acts as a hindrance to park creation.

CCA thanks Councilmember Perry, Ms. Goldberg, Ms. Estolano, and Mr. Mukri for their dedication to this issue. We'd also like to thank Jim Atkins for his guidance and expertise in this matter.

CCA's Executive Committee Lunches with Deputy Mayor Bud Ovrom at the Standard Hotel

CCA's Executive Committee welcomed **Bud Ovrom**, Deputy Mayor of Commercial & Residential Development, this month at **The Standard Hotel**. Mr. Ovrom expressed his optimism about the economy and shared CCA's view that outlying areas in the Southern California region will be more negatively affected by this downturn than Downtown. With over \$14.7 billion invested in new construction and over 39,000 new housing starts in the last three years, Mr. Ovrom was confident that the City will weather this economic storm.

STAFF BRIEFS

- CCA attended Mayor Villaraigosa's press conference where he unveiled his \$5 billion housing plan to provide 20,000 affordable units in the city over the next five years. His plan includes a mixed-income policy that would require developers to set aside a portion of their housing units for low- or moderate-income residents. CCA is working with the Mayor's Office to ensure that sufficient incentives are included in the policy. Staff Contact: Veronica Perez Becker.

- CCA testified before the Board of Recreation & Parks Commissioners in support of proposed landscaping, irrigation, and paving improvements at Pershing Square. Staff Contact: Anh Nguyen.

- CCA sent a letter to the CRA Board in support of \$5 million in tax increment funding to be allocated toward engineering and construction of the Broadway streetcar. The Board voted in favor of the proposal, and additional sums could be considered in upcoming years, bringing the total to upwards of \$10 million. Staff Contact: Tracey Chavira.

CCA IN THE NEWS

"We will work with the mayor, but the policy as it stands now does not work," said Carol Schatz, chief executive of the Central City Assn., a business group that represents many of the city's developers." September 28, 2008, **Los Angeles Times**, "Villaraigosa to unveil L.A. housing plan."

The biggest concern over

**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/>

We thank Mr. Ovrom for joining us and The Standard for hosting this event.

The Executive Committee also voted to endorse **Councilmember Wendy Greuel** for Los Angeles City Controller. CCA has supported Councilmember Greuel since she ran for the L.A. City Council seven years ago and is very pleased with the leadership she has brought to the City Council. The Committee believes she will improve the efficiency and accountability of the City's numerous departments.

The Committee also moved to support Proposition 1A, the \$9.95 billion bond measure that would fund the construction of a high-speed passenger train system in California and finance capital improvements to existing passenger rail systems. The Committee also supported Proposition 11, which shifts the responsibility for developing the State Senate, Assembly, and the Board of Equalization redistricting plans from the Legislature to a new 14-member Citizens Redistricting Commission. Finally, the Committee approved the Transportation & Infrastructure Committee's recommendation to support Measure J, the \$3.5 billion community college district bond measure.

CCA's Transportation & Infrastructure Committee Discusses Congestion Reduction and the L.A. Community College Bond

CCA's Transportation & Infrastructure Committee welcomed **Councilmember Wendy Greuel**, Chair of City Council's Transportation Committee, to discuss the Los Angeles Strategic Transportation Plan, congestion pricing, and Measure R, the half-cent countywide sales tax increase on the November 2008 ballot. The increase would raise \$40 billion over the next 30 years to finance road improvements and mass transit projects. Los Angeles County received a \$213 million grant from the U.S. Department of Transportation to conduct a congestion pricing pilot program on the 110 freeway.

The Committee also welcomed **Dr. Mark Drummond**, Chancellor of the **L.A. Community College District (LACCD)** to discuss Measure J, the \$3.5 billion community college bond on the November 2008 ballot. Funds would be used to extend LACCD's facilities to provide job training for careers in health and safety, green technologies, and critical infrastructure.

CCA thanks Councilmember Greuel and Dr. Drummond for discussing these issue with the Committee.

CCA Hosts Bringing Back Broadway's Streetcar, Transportation & Parking Committee

This week, CCA hosted a meeting of the Bringing Back Broadway's Streetcar, Transportation & Parking Committee, which is committed to resurrecting Downtown's streetcar. The streetcar will connect Downtown destinations, such as **L.A. Live**, the **Music Center**, and Grand Avenue. **Curt Gibbs**, a project manager at the **Community Redevelopment Agency (CRA)**, announced the CRA Board's consideration of a funding proposal to provide \$5 million to the streetcar effort. Yesterday, the Board voted in favor of the proposal, and this financial commitment will make it easier to obtain additional funding for the streetcar project. A non-profit organization led by CCA Housing, Land Use &

Villaraigosa's MIO is how it would affect market-rate housing. "How could it not raise costs?" asked CCA President and CEO Carol Schatz, echoing several developers. 'Somebody has to pay for it. Obviously, the people who are paying market rate are going to see it in terms of an increase in the price of their unit.'" September 30, 2008, **Los Angeles Downtown News**, "Big Questions for Mayor's Housing Plan."

"Carol Schatz, president and chief executive of the Central City Association, a 450-member business group that includes many of the city's major builders, said although the plan's goal is laudable, real estate development has almost halted during the economic downturn. 'We just hope some of these projects can be funded,' she said. 'There is no housing market at this time.'" September 30, 2008, **Associated Press**, "Los Angeles mayor announces bold housing plan."

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Development Committee Co-Chair Jim Atkins will be raising funds to pay for a portion of the estimated \$90 million project.

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