

**JULY 24, 2009**

## INSIDE THIS ISSUE

CCA Meets With City Attorney on Sign Ordinance

Staff Briefs

## UPCOMING COMMITTEES

Open to Executive Level Members Only

**AUGUST 6**  
11:45 a.m.

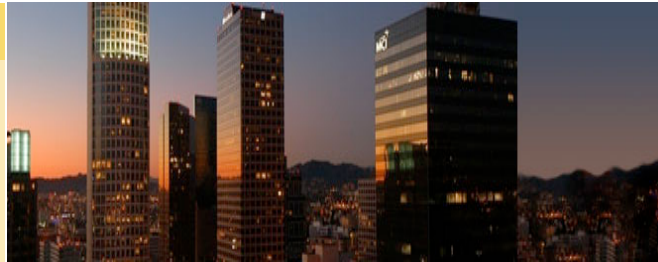
**EXECUTIVE COMMITTEE at Dodger Stadium**

Open to Executive and Business Advocacy Members Only

**JULY 30**  
12:00 p.m.

**Arts, Retail & Hospitality Committee**

**Special Guest: Linda Smith, Mayor's Office of Small, Local & Disadvantaged Businesses**



## CCA Meets With City Attorney on Sign Ordinance

The business leader on sign issues in the City, CCA met with newly-elected City Attorney Carmen Trutanich this week to discuss our concerns relating to the City's ongoing efforts to revise its Sign Ordinance. The ordinance would regulate all signage in the City, including business identification signage.

Since the draft was approved by the City Planning Commission (CPC) on March 26, 2009, CCA has met with numerous Council offices and Planning officials to discuss our outstanding concerns relating to, among other things, the need for more permissive on-site sign regulations. Due to strong advocacy from CCA and a coalition of other business organizations and community members, important changes were made to the initial draft sign ordinance, which would have unduly restricted business' ability to advertise and also reduced allowable signage by up to 75 percent. CCA has been advocating for sensible changes that do not impact our ability to attract and retain business in this tough economic climate.

The City Attorney invited CCA and a coalition of other business groups to submit recommended changes to the current draft of the ordinance. Leading up to further City Council hearings on this matter, CCA will continue to advocate for a more workable sign ordinance. Staff Contact: CCA Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

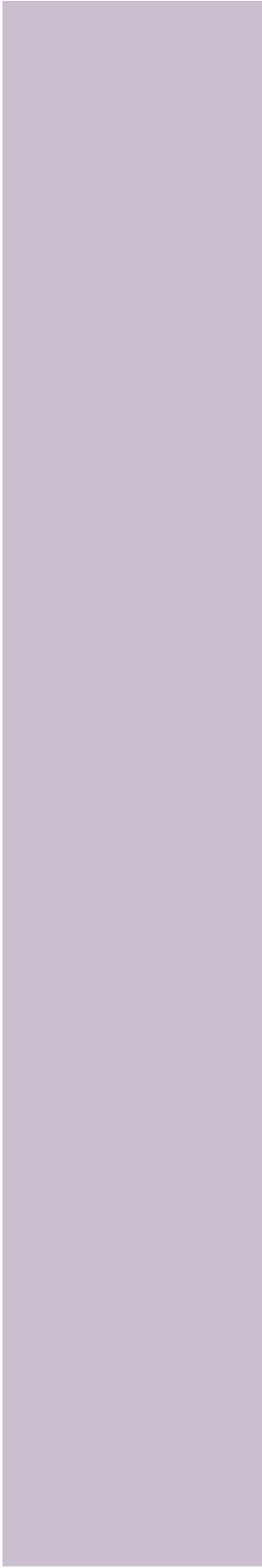
## STAFF BRIEFS

- At the request of Controller Wendy Greuel, CCA's CEO and President Carol Schatz participated in a press conference to announce that the City has collected almost \$3 million from delinquent taxpayers, and has identified over \$107 million more owed to the City. CCA supports the City's aggressive action to collect delinquent taxes to help close the budget deficit.

- Due in part to CCA's advocacy, the City Council approved moving the L.A. Marathon back to a Sunday in March, with a new route to satisfy community concerns. CCA reasoned that moving the date back to March would maximize participation, economic benefits to the City, and runner safety.

- CCA attended the Metro Board meeting to support Councilmember Jose Huizar's motion to add the Streetcar to the Long Range Transportation Plan, as it would serve as a feeder to more regional modes of transportation like the highly regarded Regional Connector. The Metro Board continued the matter until September. Staff Contact: CCA Director of Government & Member Relations, Tracey Chavira.

- CCA participated in the Downtown Hospitality Forum, where Councilmember Jan Perry and nonprofit organizations like the Midnight Mission encouraged local restaurants, bars, and hotels



to continue to be socially responsible. The Forum is a vehicle whereby businesses, residents, and Downtown stakeholders can address issues affecting their communities. Through collaborative efforts, the Forum is working to contribute to the economic and social vitality of Downtown. Staff Contact: CCA Director of Government & Member Relations, Tracey Chavira.

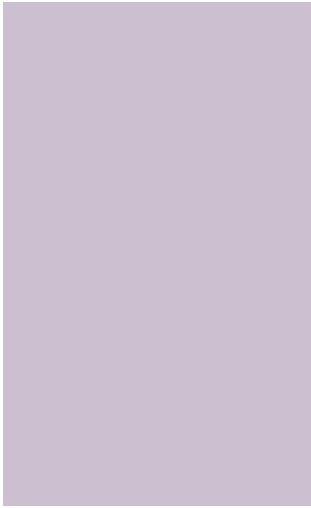
## IN THE NEWS

"Everyone who influences city policy should have to register," said association Executive Director Carol Schatz." July 14, *Los Angeles Times*, "L.A. ethics officials vote to tighten lobbying rules" by David Zahniser on the City Ethics Commission vote on the Municipal Lobbying Ordinance.

"Carol Schatz, president and CEO of the Central City Association, said she recognizes that it is a difficult time for many businesses, but the taxes are needed. 'When you are trying to attract businesses, you need the city services to attract businesses,' Schatz said. 'It's no secret that Los Angeles has one of the highest business tax rates in the state, but the law is the law.'" July 22, *Daily News*, "City Controller Wendy Greuel blows the whistle on delinquent taxpayers" by Rick Orlov on the City's efforts to collect delinquent taxes.

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