

JULY 02, 2009

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EVENTS CALENDAR

JULY 15

5:30 - 8:00 p.m.

ELECTED OFFICIALS RECEPTION

J Restaurant & Lounge

UPCOMING COMMITTEES

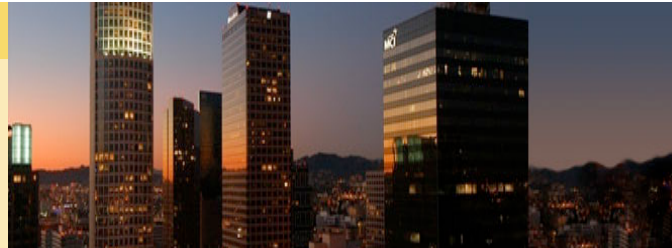
Open to Executive Level Members Only

JULY 9

11:45 a.m.

EXECUTIVE COMMITTEE

Special Guest: Councilmember Jose Huizar



CCA Leads On Comprehensive Fee Study Recommendations

CCA has once again been leading the charge on policy issues that affect your bottom line. The City Council will soon vote on a set of Planning Department recommendations that would significantly increase many new application filing fees in order to achieve full-cost recovery for case processing services. These increases would apply to applications for such things as conditional use permits, supplemental use districts and density bonuses. CCA has been the business community leader on this issue, and has negotiated some significant concessions from the Planning Department (pending Council approval), including: 1) a reduction in proposed fees; 2) increased accountability in terms of processing times; 3) an alternative fee structure for larger fees; and 4) flexibility in appeal fees.

The City Council heard the item this week, and asked the Planning Department to report back in four weeks on the compromise items, among other things. We will continue to ask that any fee increases be reasonable and paired with accountability measures to ensure that development application processing times are significantly improved. CCA submitted a letter to the Council and met with the offices of Councilmembers LaBonge, Garcetti, Huizar, Alarcon, Cardenas, Greuel, Hahn, Parks, Reyes, Rosendahl, Smith, and Wesson to advocate in favor of more sensible changes to the Planning Department's fee recommendations. Staff contact: Vice President of Legislative & Legal Affairs Veronica Perez Becker.

Mayor Villaraigosa Proclaims L.A. is Open for Business!

STAFF BRIEFS

- CCA testified before the CRA/LA Board of Commissioners in opposition to the Agency's "Healthy Neighborhoods" policy, which would require LEED Silver certification for certain development activities within the project areas. CCA advocated that the impact of the citywide green building ordinance must be analyzed before adopting more aggressive standards in CRA/LA project areas, and that the high cost of building green may be overburdensome to many developers during this uncertain economic time. Staff contact: CCA Senior Director of Legislative & Legal Affairs, Anh Nguyen.

- CCA hosted the Late Night Transit Coalition meeting to continue planning for 24-hour Red Line and Downtown DASH service for the holidays. CCA is working with the offices of Councilmembers Jan Perry and Jose Huizar, Metro, and LADOT to build on what proved to be a successful public-private partnership last year. Staff contact: CCA Director of Government & Member Relations, Tracey Chavira.

- CCA hosted the Bringing Back Broadway Streetcar,

**Open to Executive and
Business
Advocacy Members Only**

JULY 15

8:00 a.m.

**Joint Housing, Land Use &
Development and
Transportation & Infrastructure
Committee**

**Special Guest:
Assemblymember Bob
Blumenfield**

JULY 30

12:00 p.m.

**Arts, Retail & Hospitality
Committee**

**Special Guest: Linda Smith,
Mayor's Office of Small, Local
and Disadvantaged Business**

Mayor Antonio Villaraigosa began his second term as Mayor of the City of Los Angeles this week, and announced five major goals for Los Angeles in his inaugural address. At the top of his list is the creation of more jobs. *We could not agree more.* At the request of the Mayor's Chief of Staff Robin Kramer, CCA recently submitted a set of recommendations designed to retain jobs and attract more jobs to Los Angeles. We are pleased that Mayor Villaraigosa sees the value in creating a jobs team to retain and attract business - one of the primary recommendations CCA made. This team would include a business concierge service, where entrepreneurs can get help solving their problems, and business ambassadors to better connect public servants to the private sector. CCA commends the Mayor for listening to the business community and for his dedication to investing strategically in economic growth.

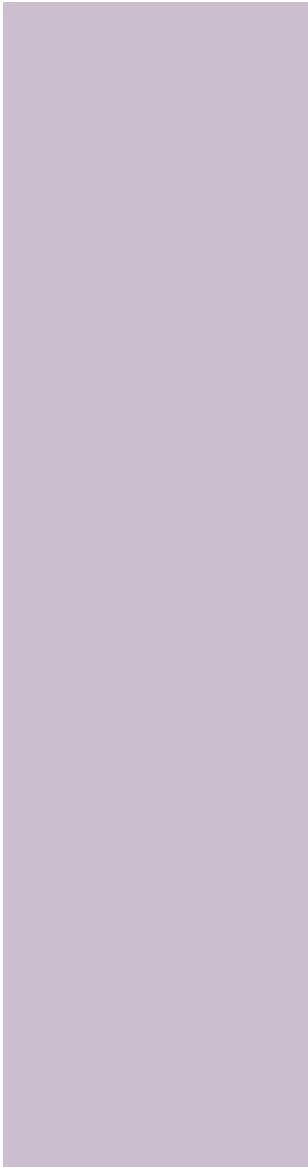
**Transportation & Parking
Committee meeting to discuss
potential Streetcar alignments to
be presented at a public outreach
meeting in July. At that meeting,
one preferred alignment will be
selected to be analyzed in an
Alternatives Analysis study. Staff
contact: CCA Director of
Government & Member Relations,
Tracey Chavira.**

**• CCA participated in the Planning
Department's Central City
Community Plan Public Workshop
to advise on the future needs of
Downtown relative to
development, housing, retail,
transportation, and jobs. CCA's
leadership will help the Planning
Department draft a community
plan that better reflects the
community's desires for the
future of their neighborhood.
Staff contact: CCA Director of
Government & Member Relations,
Tracey Chavira.**

**• CCA, the Los Angeles Area
Chamber of Commerce, and the
Valley Industry and Commerce
Association held a joint briefing
on Metro's Long Range
Transportation Plan (LRTP) to
discuss ways to leverage local
funds like Measure R, expedite
transportation projects, and
identify potential public-private
partnerships. The Metro Board
will hear the LRTP on July 23 and
a final vote is expected in
September. Staff contact: CCA
Director of Government & Member
Relations, Tracey Chavira.**

IN THE NEWS

"Why would you implement a more strenuous requirement in the worst economy in 70 years, when the city has established a standard that hasn't even had a chance to work yet?" said Carol Schatz, president of the Central City Association. Schatz said that only developers who hold on to their properties



for a long time would reap the benefits. 'The developers most of the time sell the building,' she said. 'Why would you add to your cost if you're not getting anything that offsets it?'" July 2, *Los Angeles Downtown News*, "It's Still Not Easy Being Green" by Anna Scott on the CRA/LA Healthy Neighborhoods Policy.

ANNOUNCEMENTS

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