



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

DECEMBER 18, 2009 INSIDE THIS ISSUE

City Council Delays Vote on FHA Live/Work Financing

City Council Bans New Sign Modernization Permits

Staff Briefs

EVENTS CALENDAR

JANUARY 19
SAVE THE DATE

Welcome Reception for Police Chief Charlie Beck and Fire Chief Millage Peaks

JANUARY 21
11:30 a.m.

General Membership Meeting

UPCOMING COMMITTEES

Open to Executive Level Members Only

JANUARY 7
11:45 a.m.

EXECUTIVE COMMITTEE

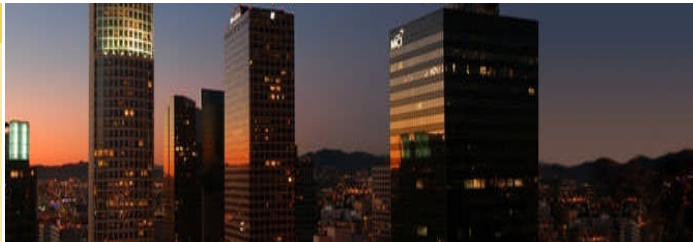
Open to Executive and Business Advocacy Members Only

JANUARY 5
8:00 a.m.

Transportation & Infrastructure Committee

JANUARY 20
8:00 a.m.

Housing, Land Use & Development Committee



City Council Delays Vote on FHA Live/Work Financing

Despite extensive support in favor of a proposal to revise the local definition of live/work units to conform to Federal Housing Administration (FHA) guidelines, the Los Angeles City Council voted to refer the item back to the Planning & Land Use Management Committee (PLUM) for further discussion. FHA has been denying FHA-backed financing to live/work units in Downtown and throughout the City for the past several years, citing a conflict between internal FHA guidelines and the Los Angeles Municipal Code. As these loans could provide a critical lifeline to the ailing Downtown housing market, CCA has been actively involved in this issue for over a year, facilitating meetings with local FHA representatives, as well as representatives from the Mayor's office, Planning and Housing Departments, and Councilwoman Jan Perry's office to discuss possible solutions.

This item is scheduled to be reheard in early 2010. We will continue to advocate in favor of this amendment, as it presents an opportunity to stimulate the local economy and provide more homeownership opportunities in Downtown.

City Council Bans New Sign Modernization Permits

This week, the Los Angeles City Council voted to ban the issuance of new permits for sign modernizations, and instructed the Department of Building & Safety (DBS) to establish a process to review modernization permits that were issued pursuant to a 2006 legal settlement between the City and CBS Outdoor and Clear Channel Outdoor ("Settlement Agreement").

This vote follows the Los Angeles County Superior Court's decision to invalidate the 2006 Settlement Agreement, which allowed the two advertising companies to convert 840 of their billboards to a digital format, while disallowing other companies to do the same. City Council also instructed DBS to evaluate whether modernization permits issued since 2006 are valid and assess whether any digital billboards should be removed.

CCA has been the business community leader on sign issues from day one, advocating for sensible changes that do not impact our ability to attract and retain business in this tough economic climate. We will continue to meet with the City to craft workable sign regulations that meet the needs of both the City and the private sector.

STAFF BRIEFS

• Due in part to CCA's advocacy, the U.S. House of Representatives voted to award \$250,000 in the 2010 Omnibus Appropriations Measure to help fund the Downtown Los Angeles Streetcar. The funding, championed by Congressman Lucille Roybal-Allard, will help implement a modern streetcar system in Downtown Los Angeles, a major component of Councilmember Jose Huizar's Bringing Back Broadway initiative. Staff Contact: Director of Government & Member Relations, Tracey Chavira.

ANNOUNCEMENTS



**NEGOTIATING THE
REAL ESTATE MAZE:
CHALLENGES AND
OPPORTUNITIES**

Los Angeles Convention Center
March 23, 2010
www.crockersymposium.com



For more information regarding the symposium, go to:
www.crockersymposium.com

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