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"Our Advocacy Strengthens Your Bottom Line."

OCTOBER 23, 2009 INSIDE THIS ISSUE

City Council Approves Signs at Regal Cinemas

CRA/LA Commissioner Ortiz Talks Redevelopment with CCA

Staff Briefs



City Council Approves Signs at Regal Cinemas

After more than three hours of testimony and discussion, the Los Angeles City Council unanimously voted to support the decision of the Department of Building & Safety to grant six sign permits at AEG's new Regal Cinemas at the L.A. Live entertainment complex. CCA President & CEO, Carol Schatz, testified in support of the issuance, emphasizing AEG's tremendous economic investment and contributions to Downtown's revitalization, injecting our City with much-needed tax revenue and providing thousands of quality temporary and permanent jobs to Los Angeles residents. Ms. Schatz also underscored the need for more certainty in the city process to attract more investors like AEG to Los Angeles.

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 Planning Department to craft workable on-site sign regulations that meet the needs of both the City and the private sector.

CRA/LA Commissioner Ortiz Talks Redevelopment with CCA

CCA's Housing, Land Use & Development Committee welcomed CRA/LA Commissioner Alejandro Ortiz to its meeting this week to discuss the future of redevelopment in Los Angeles and the role CRA/LA plays in our city's economic recovery. He concentrated his remarks on the need to refocus the agency's efforts on its primary objective - attracting investors and increasing economic development in our redevelopment areas. Commissioner Ortiz emphasized that smaller municipalities, such as Glendale, Santa Monica, and Culver City, are doing a superior job supporting new businesses and entrepreneurship than Los Angeles. In order for the City to lift itself out of this economic downturn, that trend must be reversed. CCA thanks Commissioner Ortiz for supporting CCA's efforts to improve L.A. redevelopment and thanks him for joining us.

CCA also voted to oppose the diversion of SB 1407 court-construction bond funds to be used for court employee salaries. SB 1407 went into effect on January 1, 2009, authorizing the issuance of up to \$5 billion in lease revenue bonds for the construction and renovation of state trial court facilities. It is estimated that these projects will create 50,000 construction jobs per year. The courts have already received approximately \$127

STAFF BRIEFS

• The Metro Board of Directors unanimously approved the Long Range Transportation Plan (LRTP), which projects what the County's residents will need in terms of transportation options in the next 20-25 years. CCA supported the LRTP, including the "Federal New Starts Strategy," which directs Metro to apply for federal funding for the Westside Subway Extension and Regional Connector. These projects, among others, will create jobs, improve our environment, and get people moving. Staff Contact: CCA Director of Government & Member Relations, Tracey Chavira.

• CCA testified before the City Council in support of the Planning Department Fee Ordinance. CCA is the business community leader on this issue, and negotiated significant concessions from the Planning Department. The City Council voted unanimously to uphold the cap on applicant appeal fees, but lowered appeal fees for persons other than the applicant. Staff Contact: CCA Vice President of Legislative & Legal Affairs, Veronica Perez.

IN THE NEWS

"We want to bolster the investment market for historic properties to incentivize owners and investors to funnel more money into their properties for rehabilitation and renovation," said Carol Schatz, chief executive of the Central City Association. "The ordinance as it now stands disincentivizes the

EVENTS CALENDAR

OCTOBER 27
5:30 - 7:30 p.m.

Fire Chief Millage Peaks Welcome Reception at Patina Fifth Floor at The Dorothy Chandler Pavilion

DECEMBER 8
SAVE THE DATE

Holiday Party at Point Moorea at the Wilshire Grand Hotel

UPCOMING COMMITTEES

Open to Executive Level Members Only

NOVEMBER 5
11:45 a.m.

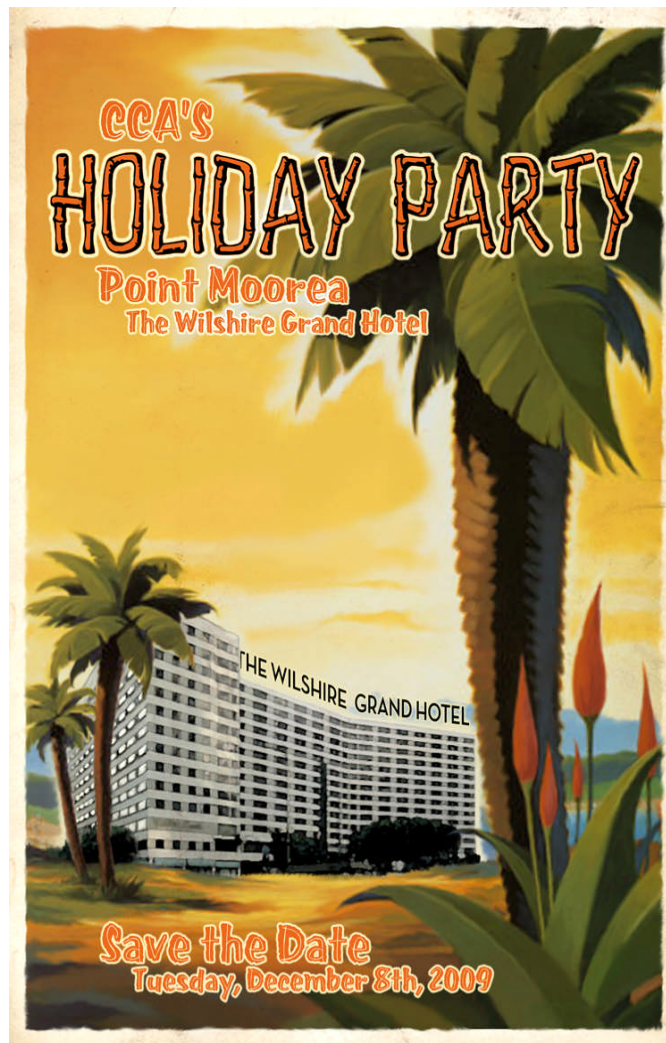
EXECUTIVE COMMITTEE
Special Guest: Rev. Jeff Carr, Chief of Staff to Mayor Antonio Villaraigosa

Open to Executive and Business Advocacy Members Only

NOVEMBER 18
8:00 a.m.

Housing, Land Use & Development Committee

million; however, court employee unions have been pushing to use these funds for employee salaries to avoid furloughs.



investment we need." **October 19, Los Angeles Business Journal, "Businesses Fear 'Landmark' Decision"** by Howard Fine on the Cultural Heritage Ordinance.

"It's shameful that we would force the police administration to have to live in that building when it has been so clearly, in my view, unsafe," said Carol Schatz, president and CEO of the Central City Association, echoing a viewpoint others in Downtown have made for years." **October 16, Los Angeles Downtown News, "What's Next for Parker Center?"** by Ryan Vaillancourt on Parker Center, the former police headquarters.

ANNOUNCEMENTS

Los Angeles Business Council
2009 Mayoral Housing, Transportation and Jobs Summit
Planning for L.A.'s Economic Recovery
October 30, 2009
7:30 a.m. to 2:00 p.m.
Korn Convocation Hall - UCLA
Anderson School of Management
www.labusinesscouncil.org

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