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JANUARY 9, 2009

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UPCOMING COMMITTEES

Open to Executive Level members only

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EXECUTIVE COMMITTEE

Open to Business Advocacy and Executive Level members only

JANUARY 21st
HOUSING, LAND USE & DEVELOPMENT COMMITTEE



Councilmember Jan Perry; Holly Schroeder, Building Industry Association - L.A./Ventura Chapter; James Litz, Beverly Hills/Greater L.A. Association of Realtors; Stuart Waldman, Valley Industry & Commerce Association; and CCA President & CEO Carol Schatz

Business Coalition Launches Affordable Housing Production Paper

This week, CCA CEO & President **Carol Schatz** joined **Councilmember Jan Perry**, Building Industry Association - L.A./Ventura Chapter CEO **Holly Schroeder**, California Apartment Association Executive Director **Tara Bannister**, Valley Industry & Commerce Association President **Stuart Waldman**, **Vanessa Rodriguez** from the L.A. Area Chamber of Commerce, **Jim Clarke** from the Apartment Association of Greater Los Angeles, **James Litz** from the Beverly Hills/Greater L.A. Association of Realtors, and **David Kissinger** from the South Bay Association of Realtors at a City Hall press conference to release the coalition's paper, "Affordable Housing: Making It Happen." Over the past year, CCA has led the Coalition for Jobs & Housing in compiling this report in response to the growing housing crisis in our City. The proposal outlines numerous concepts to promote the construction of long-term workforce housing without disincentivizing investment in the City.

The paper calls for the creation of housing incentive zones to encourage more affordable housing development in targeted areas of the City through community and developer incentives; the conversion of vacant and underutilized industrial and city-owned land for mixed-use development; amending policies that result in unnecessary construction costs; streamlining the CEQA and City's review processes; and preserving existing housing in local neighborhoods by extending affordable housing covenants. The coalition has been working with the City to craft a mixed-income housing policy that works for the business community. The paper has been well-received by the Mayor's office, and we have been assured that these recommendations will be considered for incorporation into the

STAFF BRIEFS

• The City Council unanimously confirmed Mayor Villaraigosa's appointment of CCA's out-going Chair **Chris Essel** to the Los Angeles Board of Airport Commissioners. We congratulate Ms. Essel on her appointment and are confident she will bring a tremendous set of skills to the Board, while helping to move forward the airport's modernization projects.

• Planning Department staff met with CCA members today to discuss the ongoing revisions to the City's Sign Ordinance. Staff's recommendation report and proposed ordinance will be released for public review the week of January 12th, and the issue will be before the City Planning Commission on January 22. Planning staff will once again meet with CCA members to discuss the proposed draft at our Housing and Land Use Committee meeting on January 21, 8:00 a.m. at CCA's offices. Staff Contact: **Veronica Perez Becker**.

• CCA testified at the City Planning Commission in support of the Downtown Design Guide, which will bring pedestrian-friendly features, such as wide sidewalks and landscaping, to Downtown. However, while the new standards promote a safe and aesthetic Downtown, CCA suggested facilitating the project review process, and urged the City to allow more spacing between towers to encourage small lot development. Staff Contact: **Anh Nguyen**.

CCA IN THE NEWS

"Carol Schatz, president of

JANUARY 21st
GOVERNMENT RELATIONS
COMMITTEE

JANUARY 22nd
ARTS, RETAIL & HOSPITALITY
COMMITTEE

JANUARY 28th
TRANSPORTATION &
INFRASTRUCTURE
COMMITTEE

Special Guest: John Barna,
Executive Director of the
California Transportation
Commission

final policy.

We thank the following coalition members who have assisted in drafting and endorsed the proposal: Building Industry Association - L.A./Ventura Chapter; California Apartment Association, L.A.; L.A. Area Chamber of Commerce; Hollywood Chamber of Commerce; Valley Industry & Commerce Association; South Bay Association of Realtors; Beverly Hills/Greater L.A. Association of Realtors; L.A. Police Protective League; Building Owners and Managers Association of Greater L.A.; and Apartment Association of Greater L.A.

CCA Executive Committee Welcomes Councilmember Dennis P. Zine

CCA welcomed the **Honorable Dennis P. Zine**, Los Angeles Councilmember for the 3rd District, to our Executive Committee meeting at **Fleming's Prime Steakhouse & Wine Bar at L.A. Live**. Councilmember Zine has represented the Southwest San Fernando Valley since 2001, and has been supportive of the business community on many issues. As Chair of the Personnel Committee, he is responsible for management and labor relations, comparable worth and pay equity, equal employment opportunities, City pensions and retirement provisions, and all matters directly related to wages, hours, and working conditions. Councilmember Zine informed the Committee on issues ranging from Special Order 40 to the elephant exhibit at the L.A. Zoo. CCA looks forward to continuing to work with Councilmember Zine to retain and attract new businesses and jobs to the City.

The Committee also thanked **Christine Essel** for her leadership as CCA Chair over the past two years, and elected its officers for the upcoming year. The 2009 CCA Officers are Chair **Phil Recht**, Mayer Brown LLP; Executive Vice Chair **Andrea Van de Kamp**, Van de Kamp Consulting; Executive Vice Chair **Kris Davis**, Marsh Risk & Insurance Services; Treasurer **Tim McOsker**, Mayer Brown LLP; Secretary **Greg Mitchell**, California National Bank; Executive Vice Chair **Steve Weston**, Alston + Bird; Immediate Past Chair **Chris Essel**; Chair Emeritus **Dr. Thomas Moran**, University of Southern California; and President **Carol E. Schatz**, Central City Association.

CCA thanks Councilmember Zine for joining us and Fleming's Prime Steakhouse & Wine Bar at L.A. Live for hosting the Committee.

the coalition, Central City Assn., said she would like policymakers to consider ... recommendations as they fashion the city's so-called mixed-income housing policy. ... 'If the requirements are too onerous, then developers cannot afford to build the project at all,' said Schatz..." January 9, 2009, *Los Angeles Times*, **"L.A. group unveils affordable-housing plan with perks for builders."**

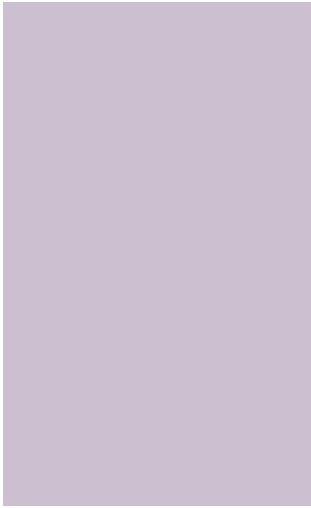
"Converting old office buildings to housing is what really made the difference,' says Carol Schatz, president of the Downtown Center Business Improvement District. 'It poured life onto the streets. People demanded places to eat and places to shop. That's what created the boom in downtown.'" December 25, 2008, *USA Today*, **"In Los Angeles, downtown is on an upswing."**

ANNOUNCEMENTS



CCA's 15th Annual **Treasures of Los Angeles**, celebrating our 85th Anniversary, will take place at the Westin Bonaventure on April 9th. Sponsorship opportunities are available by contacting Joella Hopkins at (213) 624-1213 or jhopkins@ccala.org.

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