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"Our Advocacy Strengthens Your Bottom Line."

JANUARY 16, 2009

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EVENTS CALENDAR

FEBRUARY 19th
11:30 a.m.
GENERAL MEMBERSHIP MEETING

UPCOMING COMMITTEES

Open to Executive Level members only

FEBRUARY 5th
11:30 a.m.
EXECUTIVE COMMITTEE
Special Guest: Councilmember Tom LaBonge

Open to Business Advocacy and Executive Level members only

JANUARY 21st
8:00 a.m.
HOUSING, LAND USE &



2009 CCA Officers: Immediate Past Chair Chris Essel; President & CEO Carol Schatz; Chair Phil Recht, Mayer Brown; Treasurer Tim McOsker, Mayer Brown, Secretary Greg Mitchell, CalNational Bank; and Executive Vice Chair Lisa Pitney, The Walt Disney Company

Staying Alive in 2009: Be Cautious & Be Patient

"Cautious optimism" was the prevailing theme at CCA's General Membership meeting this week held at the Wilshire Grand Hotel. Moderated by **Leslie Appleton-Young** of the **California Association of Realtors**, panelists **Lew Horne** of **CB Richard Ellis**, **Lois Ingham** of **Wilmington Trust**, **Bill Witte** of **Related California**, and **Harlan Lee** of **Lee Homes** all agreed that although the down cycle will continue into 2009, there are still many opportunities for growth and investment.

Many signs point to investors looking past the gloom of the near future and tunneling funds into more diversified long-term investments. Public securities are trading at near all-time lows, increasing opportunities for new investors to enter the market. And perhaps more importantly, the supply of affordable housing has significantly increased, creating a greater pool of first-time home buyers. Luckily, Downtown has not experienced the extreme volatility that other distressed areas in Riverside and Orange counties are currently suffering from.

CCA also inducted our new officers for 2009, including new incoming chair **Phil Recht** of **Mayer Brown**, **Andrea Van de Kamp** of **Van de Kamp Consulting**, **Kris Davis** of **Marsh Risk & Insurance Services**, **Tim McOsker** of **Mayer Brown**, **Greg Mitchell** of **CalNational Bank**, **Lisa Pitney** of **The Walt Disney Company**, **Steve Weston** of **Alston + Bird**, **Dr. Thomas Moran** of the **University of Southern California**, and **Carol E. Schatz** as President & CEO of CCA.

Congratulations to our new officers and thank you to outgoing CCA Chair Chris Essel for her leadership, service, and

STAFF BRIEFS

• The Planning Department released the City's proposed revisions to the sign ordinance and its recommendation report for public review. The issue will be before the City Planning Commission on January 22.

Planning staff will be meeting 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 Metro's Planning & Programming Committee meeting in support of the Regional Connector, and that it be constructed underground. CCA also suggested that the project be expedited in order to take advantage of lower construction costs in the current state of the economy. An underground light rail transit will not create street-level visual clutter, and will most effectively reduce traffic congestion. Staff Contact: Tracey Chavira.

• The City Council approved a two-year pilot project allowing Neighborhood Councils to open up to three Neighborhood Council Files (NCF) per year. The pilot project also requires Neighborhood Councils to file a financial disclosure form when introducing an NCF. CCA had advocated in support of financial disclosure in order to ensure government transparency and to protect the public trust. Staff Contact: Veronica Perez Becker.

• CCA submitted letters to congressional leaders to request that funding to complete the new Los Angeles courthouse be included in the second economic

DEVELOPMENT COMMITTEE

JANUARY 21st

1:00 p.m.

GOVERNMENT RELATIONS COMMITTEE

JANUARY 22nd

12:00 p.m.

ARTS, RETAIL & HOSPITALITY COMMITTEE

JANUARY 28th

8:00 a.m.

TRANSPORTATION & INFRASTRUCTURE COMMITTEE

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

dedication these past two years.

We would also like to extend our sincere thanks to **Lois Ingham** and **Wilmington Trust** for sponsoring this great discussion.

Business Press Conference on Housing Receives Significant Media Coverage

The press conference held last week by a CCA-led coalition of business and community leaders to release the proposal, "Affordable Housing: Making It Happen," has received significant media attention. New coverage of the event spanned various print, online, radio, and television media outlets. Publications include the Los Angeles Times, Daily News, Daily Breeze, City News Service, NBC Los Angeles, La Opinion, FoxTvBroadCastingLive.com, The West Ranch Beacon, Los Angeles Downtown News, and LA Weekly. Stations reporting the event include KFVB, KPCC, and KABC-TV. The following are links to some of the online articles:

Los Angeles Times:

**L.A. coalition unveils affordable-housing plan
An affordable-housing plan from business groups
Obama's New New Deal needs to be a bigger deal**

Daily News:

Groups press for low-cost Los Angeles housing

NBC Los Angeles:

Los Angeles Needs Affordable Housing

The West Ranch Beacon:

Fix offered for L.A.'s housing crisis

Los Angeles Downtown News:

Affordable Housing Debate Returns

LA Weekly:

L.A.'s Hidden Housing Disaster

Over the past year, CCA has led the Coalition for Jobs & Housing in compiling the 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. Coalition members include: 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.

stimulus bill currently being drafted. Construction of the long-delayed federal courthouse will generate thousands of new jobs over the next five years and stimulate our local economy. Staff Contact: Veronica Perez Becker.

• CCA submitted letters to congressional leaders to support the continued use of the Boeing C-17 in military airlift operations. Production of the C-17 is critical to the state and local economy. The C-17 program has an economic impact of \$2.9 billion in California, and has over 9,000 employees in Southern California. Staff Contact: Tracey Chavira.

• CCA's Downtown Parks Working Group recently joined the Downtown Center BID on a bus tour to survey a number of surface parking lots in Downtown that may serve as good locations for parks. The end goal is the creation of a green space master plan with community input where potential park sites are identified in each Downtown neighborhood, including: Historic Core, Financial District, Central City East, and South Park. Staff Contact: Anh Nguyen.

CCA IN THE NEWS

In response to a stipulation in proposed Downtown design standards approved by the City Planning Commission that buildings exceeding 150 feet in height must be at least 80 feet from any existing or "possible future" towers:

"'That is a fairly large space and some of our developers felt that it didn't reflect the realities of an urban, dense area,' CCA President Carol Schatz said before the meeting. 'If you went to Manhattan, I doubt you would have an 80-foot space requirement. People who are moving Downtown realize that

they're moving to a commercial neighborhood where they're not going to get the same light and space they're going to get in the suburbs." January 12, 2009, *Los Angeles Downtown News*, "**Walkable by Design.**"

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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