



# CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

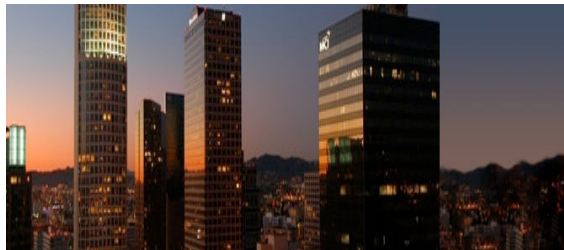
**JANUARY 23, 2009**

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## CCA Leads Business Community on Signage Issues

CCA has been leading the business community's response to recent efforts to amend the City's sign ordinance. City Council directed the Planning Department to craft a new sign ordinance that is tougher and more easily enforceable. The proposed revisions include: 1) eliminating the distinction between on-site and off-site signs; 2) reducing the allowed height, area, and spacing of signs; and 3) reducing the number of allowed sign types. The draft ordinance was expedited in order to have the final version completed before the City's Interim Control Ordinance (ICO) sunsets. The three-month ICO went into effect in late December prohibiting new signage to prevent further visual clutter.

CCA testified at the City Planning Commission hearing on signage and submitted an extensive letter to the Commission, outlining our position. CCA stated, among other things, that: 1) the process should be slowed down to properly analyze this complex issue; 2) the proposal will hurt our economy at the worst possible time; 3) until our current laws are enforced and the playing field leveled among billboard companies, nothing will change; and 4) the one-size-fits-all approach will be particularly harmful to Downtown, where the height and area limits will be grossly out-of-proportion on high rise buildings. Due, in part, to CCA and CCA member advocacy, the CPC continued the item until February 19, 2009 and staff was directed to revise the draft ordinance. We thank those who appeared to testify.

Leading up to the hearing, CCA's Housing & Land Use Development Committee also welcomed **Alan Bell** and **Kevin Keller** from the Department of City Planning for a presentation on the draft sign ordinance. The Committee agreed that the proposed changes could drive business out of the City, and would actually be more difficult to enforce than current rules. CCA thanks Mr. Bell and Mr. Keller for all of their hard work and for including CCA in the process.

For a copy of CCA's letter to the City Planning Commission, or for more information, please contact CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

## STAFF BRIEFS

• CCA attended the Bringing Back Broadway Board of Trustees meeting to provide input on the Broadway Streetscape Design, which is being drafted by CCA member Melendrez Design Partners. CCA also provided input on Entertainment Overlay Zone guidelines, which will provide direction in the rehabilitation and design of new and existing buildings. The guidelines will improve the appearance, enhance the identity, and promote the pedestrian environment of the Broadway corridor. Staff Contact: Tracey Chavira.

## EVENTS CALENDAR

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

## UPCOMING COMMITTEES

**Open to Executive Level members only**

**FEBRUARY 5th**  
11:45 a.m.  
**EXECUTIVE COMMITTEE**

Special Guest: Councilmember Tom LaBonge

**Open to Business Advocacy and Executive Level members only**

## 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](mailto:jhopkins@ccala.org).

## CONTACT US

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JANUARY 28th

8:00 a.m.

TRANSPORTATION &  
INFRASTRUCTURE  
COMMITTEE

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

FEBRUARY 18th

8:00 a.m.

HOUSING, LAND USE &  
DEVELOPMENT COMMITTEE

## Arts, Retail & Hospitality Committee Discusses Success of Extended Transit Hours

CCA's Arts, Retail & Hospitality Committee welcomed Los Angeles Department of Transportation's **Michael Griffin** and **Yanna Loewy**, as well as Metro's **Duane Martin** and **Robin O'Hara** for a presentation on the ridership figures during the extended Red Line and DASH service hours over the winter holidays. The hours of both transit lines were extended through a pilot program to reduce traffic congestion and facilitate mobility for late-night clients, customers, and employees of local businesses. We are pleased to report that the program, first brought up at CCA's Committee last year, measured significant turnout and stimulated Downtown business activity. The Committee discussed next steps for an even more successful program in the coming year, including: 1) starting the program earlier in the year; 2) allowing more time to market and cross-market the extended hours; and 3) engaging businesses at other major hub stops to contribute funding. A subcommittee will be formed to address these issues.

Tricia La Belle from the Hollywood Hospitality & Nightclub Owner's Coalition also joined us for a discussion on extending alcohol consumption hours. Extending the hours during which clubs can serve alcohol would increase pedestrian activity - and safety - on the streets, as well as generate sales tax revenue for the state and local economy, which is important in these challenging economic times. The discussion included suggestions to change local laws and advocate for increased hours in Entertainment Zones. A subcommittee will be formed to further address this issue. We thank our guests for joining us at this meeting.

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