



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

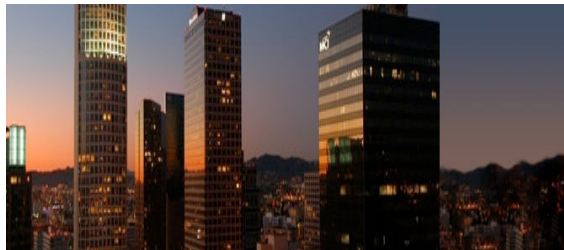
JANUARY 30, 2009

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CCA Advocates on Signage Issues

CCA continues to lead the business community's response to the City's ongoing efforts to amend its sign ordinance. Subsequent to testifying at the City Planning Commission hearing on signage and submitting an extensive letter to the Commission, CCA was invited to meet with the Planning Department's Chief Zoning Administrator **Michael LoGrande** and **Alan Bell**, Senior City Planner. The group discussed concerns relating to Planning's first proposal, which would have: 1) eliminated the distinction between on-site and off-site signs; 2) drastically reduced the allowed height, area, and spacing of signs; and 3) reduced the number of allowed sign types.

CCA is advocating for sensible changes to the ordinance that do not negatively impact businesses in this tough economic climate. CCA has 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.

CCA thanks Mr. LoGrande and Mr. Bell for including CCA in the process. The City Planning Commission will be continuing the signage discussion on February 19. For more information, please contact CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

CCA Meets With Ethics Commission President Zukin Regarding Municipal Lobbying Ordinance

CCA has been actively advocating on behalf of a balanced Municipal Lobbying Ordinance (MLO) for Los Angeles. CCA attended a breakfast with **City Ethics Commission President Helen Zukin** to discuss staff's proposed revisions to the MLO. The proposed revisions, if approved, will greatly increase the

STAFF BRIEFS

• CCA testified before the Mixed-Income Housing Policy Technical Advisory Group to promote the inclusion of concrete incentives in the upcoming draft policy. The Technical Advisory Group, which includes CCA members, is overseeing the details of the mixed-income policy. CCA stated that the group should be mindful of the tough economic climate, and to consider the incentives outlined in our recently-released white paper, "Affordable Housing: Making It Happen." Staff Contact: Veronica Perez Becker.

• CCA met with the office of Councilmember Smith to discuss his motion to prohibit smoking in and within 10 feet of outdoor dining areas. Earlier this month, the Arts, Parks, Health & Aging Committee requested that the City Attorney prepare the no-smoking ordinance. Bars and nightclubs would be exempt from the ban. CCA is working with Councilmember Smith to create a policy that minimizes unintended consequences in this economic climate, and is advocating for a limited hotel exemption. Staff Contact: Tracey Chavira.

• CCA testified in support of a \$2.8 million CRA allocation to the Museum of Contemporary Art (MOCA) for its operational costs. The museum is in a difficult financial situation and is at risk of closing. It is important to help MOCA remain open, as it is one of the City's most valuable cultural assets and brings visitors to Downtown. Staff Contact: Anh Nguyen.

• The City Council approved a one-year extension of the Hail-A-Taxi pilot program. The

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

FEBRUARY 10th
8:00 a.m.
ENTERTAINMENT COMMITTEE

FEBRUARY 18th
8:00 a.m.
HOUSING, LAND USE &
DEVELOPMENT COMMITTEE

number of individuals who must register as lobbyists. Some of the revisions include: 1) lowering the lobbying threshold to a "one dollar/one contact" rule; 2) exempting certain nonprofits from the lobbying rules; and 3) giving third parties the right to sue for violations of the ordinance.

CCA has proposed several alternatives to the changes, including an alternative definition for "lobbyist" and ways to better enforce the current law. CCA has also advocated for an exemption for technical and land use experts, opposed the "one dollar/one contact" rule, and stated that all parties influencing public policy should be required to register.

Due, in part, to CCA's advocacy, the Commission is moving towards a multiple contact-based system and has divided the issues for further analysis. The Commission will continue its discussion of the matter at its next meeting on February 3. For further information, please contact CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

program, championed by CCA, allows taxis to pick up and drop off customers in previously designated no-stopping zones in Downtown and Hollywood. A common practice in other large cities, hailing a cab is a critical step in the evolution of Downtown.

ANNOUNCEMENTS



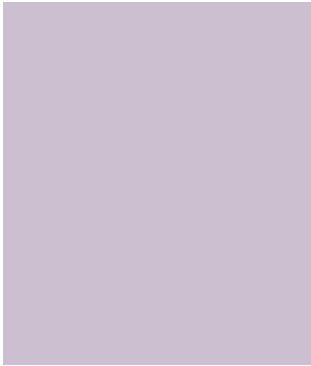
CCA's 15th Annual **Treasures of Los Angeles**, celebrating our 85th Anniversary, will take place at the Westin Bonaventure on April 9th. Sponsorship opportunities are available by contacting Joella Hopkins at (213) 624-1213 or jhopkins@ccala.org.

CCA IN THE NEWS

"On Jan. 8, a handful of business groups led by the Downtown-based Central City Association stepped up their position with a press conference on the steps of City Hall. They unveiled a report calling, in part, for strong developer incentives to be part of the [mixed-income housing] ordinance. 'What the low-income advocates will never cop to is, somebody pays for it,' said CCA President Carol Schatz the week after the press conference. 'The whole burden can't be placed on the developers' shoulders.'" January 26, 2009, **Los Angeles Downtown News**, **"Incentives to Be Key In Housing Debate."**

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