



# CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

**FEBRUARY 13, 2009**

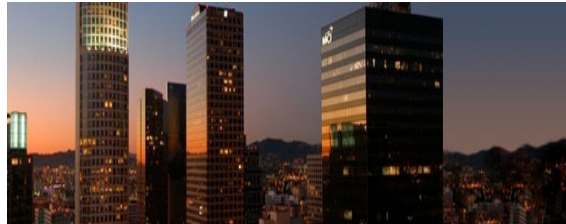
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## Planning Commissioners Meet with CCA to Discuss Sign Ordinance

CCA is leading the business community's response to the City's ongoing efforts to amend its sign ordinance. This week, CCA members met with City Planning Commission President **William Roschen**, City Planning Commissioner **Mike Woo**, **Noel Hyun** from the Office of Council President Eric Garcetti, and **Lisa Trifiletti** from the Office of Councilmember Jack Weiss to discuss concerns with the sign ordinance, which will be heard by the City Planning Commission (CPC) next week. The group discussed the Planning Department's first draft of the ordinance, which would: 1) eliminate the distinction between on-site and off-site signs; 2) drastically reduce the allowed height, area, and spacing of signs; 3) reduce the number of allowed sign types; and 4) make it more difficult to establish a Supplemental Use District (SUD), among other things.

CCA has been advocating for sensible changes to the ordinance that do not negatively impact businesses in this tough economic climate. CCA members expressed strong concerns, including: 1) the one-size-fits-all approach will unnecessarily punish those following the rules; 2) the overly-burdensome restrictions will drive potential businesses to neighboring jurisdictions; 3) empty commercial and retail space will not create jobs or generate revenue for the City; and 4) enforcement is not adequately addressed by the draft. CCA members urged the Commissioners to take adequate time to understand the impacts of the changes, and to support an ordinance that recognizes the needs of Los Angeles' diverse neighborhoods.

The second and newest draft of the sign ordinance, which will be considered by the CPC on Thursday, February 19, was released late Thursday afternoon and is available for download on the Planning Department's website (<http://cityplanning.lacity.org>). In this draft the Planning Department presents two ordinances for CPC consideration: one that is similar to the first proposal eliminating the distinction between off-site and on-site signage and one that retains the distinction. It is our understanding that the Planning Department will recommend adoption of the ordinance that eliminates the distinction.

## STAFF BRIEFS

- CCA President & CEO Carol Schatz spoke at a press conference, along with Councilmember Wendy Greuel, about increasing job creation in Los Angeles and strengthening the local economy. Ms. Schatz recommended that the City streamline its permitting process to avoid costly delays that drive away jobs and future investment.

- The Planning & Land Use Management (PLUM) Committee unanimously approved the Figueroa and Olympic Signage Supplemental Use District. The proposed district would establish guidelines for the creation and use of signage in the one-block area bounded by Olympic Blvd, Figueroa Street, 9th Street, and Flower Street. Staff Contact: Anh Nguyen.

- The Community Redevelopment Agency of Los Angeles is currently drafting a "Healthy Neighborhoods" policy that may require developers to meet the LEED Silver requirement for CRA financially-assisted projects. Specific details of the proposal are still being negotiated, and CRA has agreed to assemble a working group of developers and stakeholders familiar with green building standards who can assist in this process. If you are interested in participating, please contact Anh Nguyen.

- CCA testified at the Planning & Land Use Management (PLUM) Committee to offer suggestions on a draft ordinance that would establish procedures for conducting appeals to the City Council of environmental determinations by non-elected decision-making bodies. CCA stated that the procedures should

## EVENTS CALENDAR

**FEBRUARY 19th**

**11:30 a.m.**

**GENERAL MEMBERSHIP MEETING**

"The 9th Annual Downtown Economic Forecast featuring Jack Kyser"

## UPCOMING COMMITTEES

**Open to Executive Level members only**

**MARCH 5th**

**11:45 a.m.**

**EXECUTIVE COMMITTEE**

Special Guest: Supervisor Gloria Molina

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

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

**FEBRUARY 25th  
8:00 a.m.  
TRANSPORTATION &  
INFRASTRUCTURE COMMITTEE**

CCA will host an important meeting with Senior City Planner **Alan Bell** on Tuesday, February 17 at 1:30 p.m. to discuss details of the newest draft. Please note that attendance is limited to CCA Business Advocacy & Executive Committee members only.

CCA thanks Commissioner Roschen, Commissioner Woo, Ms. Hyun, and Ms. Trifiletti for including us in this important discussion. For more information, please contact CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

## **CCA's Entertainment Committee Discusses Runaway Film Production**

CCA's Entertainment Committee met this week for a year-end review of the state of film production in Los Angeles. CEO **Paul Audley** of **FilmL.A.**, the new Co-Chair of the Committee, discussed recent and ongoing issues related to runaway film production and how it has impacted the region. Coupled with the City's uncertain film permitting process, the problem was exacerbated when competing cities and states began offering generous tax breaks to lure production companies to film within their borders. In addition, it has become increasingly expensive to film outdoors in Los Angeles. The consequence, runaway film production, has resulted in a significant loss of jobs for all levels of people involved in the entertainment industry and a substantial loss of revenue for the local and state economies.

To stem this troubling phenomenon, Mr. Audley suggested that California offer a 12-16% tax incentive to offset the 20-40% tax incentives offered by other states. California's economy would also rebound more quickly by offering these incentives to the fast-moving industry than by trying to attract and build other industries. FilmL.A. has begun a program with several studios, guilds, and unions to gather data about relocating productions, lost opportunities, and its monetary effects.

CCA recognizes the important role the film industry plays in our regional economy and is committed to strengthening Los Angeles' position as the entertainment capital of the world.

## **15th Annual Treasures of Los Angeles Coming Soon!**

CCA's 15th Annual Treasures of Los Angeles is quickly approaching! Join us on April 9th for this special event. This year, CCA's prestigious "Heart of the City" award will be presented to **Ezatollah Delijani** and the "City of Angels" award will be presented to **Chief William Bratton** of the Los Angeles Police Department.

Treasures include: **Oscar De La Hoya**, **Jim Hill**, **Kaiser Permanente**, **Don Newcombe**, the **L.A. Derby Dolls**, and the **Los Angeles Community College District**.

be clear in order to prevent misuse that could delay or stop projects that have legitimately complied with CEQA regulations. CCA also encouraged the City to adopt a 30-day window for appeals rather than the 60 days that are stipulated in the ordinance. The Committee instructed the City Administrative Officer to prepare the draft ordinance with clarifying changes, and the issue will also go before the Energy and Environment Committee. Staff Contact: Veronica Perez Becker.

• City Council's Transportation Committee adopted two reports regarding the late-night Red Line and DASH pilot programs during the 2008 holiday season. Based on the ridership results, the programs were deemed successful, and the Committee recommended extension of the programs into 2009. The idea of these pilot programs was first brought up at a CCA committee last year. Staff Contact: Tracey Chavira.

## **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@ccla.org](mailto:jhopkins@ccla.org).

## **CONTACT US**

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