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"Our Advocacy Strengthens Your Bottom Line."

FEBRUARY 20, 2009

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EVENTS CALENDAR

MARCH 20th
8:00 a.m.

SPECIAL RECEPTION
Speaker **Karen Bass**

UPCOMING COMMITTEES

Open to Executive Level members only

MARCH 5th
11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: Supervisor **Gloria Molina**



Steve Nissen, NBC Universal; Jack Kyser, LAEDC; and CCA

CCA Helps Obtain Sign Ordinance Continuance

Due to strong advocacy from CCA and a coalition of other business organizations and community members, the City Planning Commission (CPC) voted yesterday to continue consideration of the sign ordinance in order to analyze this complex issue further and receive public input. CCA advocated for such a continuance, and repeatedly expressed our concern that the recommendations are being pushed through on an unnecessarily expedited time frame without proper input from stakeholders. The ordinance will have far-reaching implications on the landscape and economic health of the City; however, little has been done to analyze potential impacts thoroughly.

Prior to the CPC hearing, CCA met with Senior City Planner **Alan Bell** to discuss details of the Planning Department's second and newest draft of the ordinance that was presented to the CPC. CCA members also had the opportunity to meet 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. CCA has been advocating for sensible changes that do not impact our ability to attract and retain business in this tough economic climate.

The CPC will meet again next week to propose a timeline and plan of action for moving forward. For more information, please contact CCA's Vice President of Legislative and Legal Affairs, **Veronica Perez Becker**.

Jack Kyser Presents 9th Annual Downtown Economic Forecast

What is the Economic Future for Downtown Los Angeles? CCA members and distinguished speaker **Jack Kyser** debated this question at our General Membership meeting on Thursday

STAFF BRIEFS

• CCA President & CEO **Carol Schatz** met with Central's new Area Commander, **Captain Blake Chow**, to discuss his vision for public safety in Downtown. **Captain Chow** is committed to working with the Business Improvement Districts and private security companies to establish a streamlined approach to public safety. He also supports neighborhood policing and community involvement.

• CCA participated in **Broadway Walk** to observe and provide input for the **Broadway Streetscape Design Plan**. The plan will provide a framework for infrastructure improvements that will rehabilitate the street and enhance the pedestrian and transit experience. The plan is part of **Bringing Back Broadway**, a public-private partnership initiative led by Councilmember **Jose Huizar**, which focuses on the long-term viability of the historic Broadway district. **Staff Contact: Tracey Chavira**.

CCA IN THE NEWS

Supervisor **Mark Ridley-Thomas** has hired **Dan Rosenfeld** as planning deputy. **Rosenfeld**, who will lead the efforts to bring business and economic development projects to the district, was formerly a principal in the downtown development company **Urban Partners Inc.**

"We've heard from **Dan Rosenfeld**. He does have a balanced point of view and has indicated he wants to work together with us," said **Carol Schatz**, president of the Central

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

**FEBRUARY 25th
8:00 a.m.**

**TRANSPORTATION &
INFRASTRUCTURE COMMITTEE**

**FEBRUARY 25th
1:30 p.m.**

**GOVERNMENT RELATIONS
COMMITTEE**

**MARCH 24th
12:30 p.m.**

**PUBLIC SAFETY, HEALTH &
HOMELESSNESS COMMITTEE**

at the **Omni Downtown Los Angeles Hotel**. Founding economist of the Kyser Center for Economic Research of the Los Angeles Economic Development Corporation (LAEDC), Mr. Kyser revealed his 2009 projections for Downtown. Although the weight of the recession will last through most of the year, Mr. Kyser noted that signs of recovery will begin to manifest in the last quarter of 2009. It will be a modest recovery, he emphasized, but a good sign for the future nonetheless. Interest rates will remain low, and the health care and private education industries will fare surprisingly well during this time.

Despite the economic downturn, there are still new opportunities for growth and development Downtown. The opening of the Gold Line extension in late 2009 and the opening of the Los Angeles Convention Center Hotel in early 2010 will have a great impact on Downtown's economy, particularly on tourism and tourism-oriented retail. As a result, the hotel market will be powerful in 2010, and the professional services sector will stand to benefit from the federal government's stimulus package with more opportunities for design and construction of new transportation and infrastructure projects. Lastly, with Downtown as one of the most filmed locations in the country, our film industry received \$135 million worth of long-sought state tax incentives to stem runaway production and keep our signature industry at home.

CCA's Housing, Land Use & Development Committee Discusses USC Specific Plan

CCA's Housing, Land Use & Development Committee welcomed **Kristina Raspe** from **USC** for a presentation on the USC University Park Specific Plan. The proposed Specific Plan is part of a three-year comprehensive planning effort to address the future physical development of the campus. One of the most significant issues currently facing USC is the need to build additional undergraduate and graduate student housing to alleviate the pressure on surrounding neighborhoods. Generally bounded by 30th St., Jefferson Blvd., Exposition Blvd., Hoover St., Flower St., and Vermont Ave., the project will provide for new residential, retail, and commercial uses, including a hotel and conference center. The area will complement the surrounding community, bringing students closer to campus and freeing up existing housing for community members. The EIR process for this project has just begun, and construction is expected to commence in 2011.

CCA recognizes the important role USC plays in the continued revitalization of Downtown and the Figueroa Corridor, and the Committee enthusiastically supported the project. CCA thanks Ms. Raspe and USC for their time.

City Association. ... Schatz said that the CCA worked with Ridley-Thomas when he was on the Los Angeles City Council in the 1990s, and he was helpful in pushing the Staples Center project forward." February 16, 2009, **Los Angeles Business Journal**, "Will New Supe Be Labor Pain?"

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.

CONTACT US

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