

FEBRUARY 27, 2009

INSIDE THIS ISSUE

Vote! Vote! Vote!

CCA Advocates for Further Analysis on Signage Issues; CPC Continues Item

CCA's Transportation & Infrastructure Committee Discusses Prop 1B and Congestion Pricing

Staff Briefs



Transportation & Infrastructure Committee Chair Stephen

Vote! Vote! Vote! Cheung, Metro; Stephanie

Wiggins, Metro; John Barna, California Transportation Tuesday, March 3 is Election Day in Los Angeles. Please remember to cast your vote and help elect our City's leaders.

Every day, state and local policymakers make critical decisions that have a direct impact on California's economy. During these trying times, it is especially important to support those candidates committed to reinvigorating our local economy and making it easier to do business in Los Angeles.

CCA endorsed the following candidates and has taken positions on the following measures in the City of Los Angeles March 3 election:

Citywide Elections

Mayor: Antonio Villaraigosa
City Attorney: Jack Weiss
City Controller: Wendy Greuel

City Council

District 1: Ed P. Reyes
District 3: Dennis P. Zine
District 7: Richard Alarcon
District 9: Jan C. Perry
District 11: Bill Rosendahl
District 13: Eric Garcetti
District 15: Janice Hahn

LAUSD Board of Education

District 2: Monica Garcia
District 6: Nury Martinez

Ballot Measures

STAFF BRIEFS

- The Department of City Planning is conducting outreach with community stakeholders for the Central City Community Plan update. Community plans guide the physical development of the City's neighborhoods by designating land for a range of uses, such as housing, business, and open space. CCA has formed a working group on this issue and convened its first meeting this week. Group members shared their vision of Downtown, including making the area denser, safer, and more accommodating to residents and visitors. The group will meet again in one month to discuss more specific recommendations. Staff Contact: Melissa Fertig.

- CCA hosted the first meeting of the Late Night Transit Coalition, led by CCA and Bringing Back Broadway, to begin planning for extended Red Line and DASH hours during the next holiday season. The group discussed lessons learned from last year, how to market this year's programs to ensure success, and how to create sponsorship opportunities. Also, while last year's programs were privately funded, the Coalition will be identifying public dollars going forward. Staff Contact: Tracey Chavira

- CCA attended a meeting of the Mixed-Income Housing Policy Technical Advisory Group, which is overseeing the details of the City's upcoming draft mixed income housing ordinance. The group has reviewed affordable housing policies in other jurisdictions, and is compiling pro formas to show market realities and the types of incentives needed to make projects

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

Open to Business

**Advocacy and Executive
Level members only**

**MARCH 13th
2:00 p.m.**

**GOVERNMENT RELATIONS
COMMITTEE**

**State Senate District 26
Interviews & LA City Council
District 5 Interviews**

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

**PUBLIC SAFETY, HEALTH &
HOMELESSNESS COMMITTEE**

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

**HOUSING, LAND USE &
DEVELOPMENT COMMITTEE**

**Topic: CRA Healthy
Neighborhoods Policy**

SUPPORT

Measure E - Economic Incentives for Business Development

Measure E will give Los Angeles the power and flexibility to be competitive in the global market for business. We need to rehabilitate our "business-unfriendly" reputation and this measure will give our elected officials the authority to design specific incentives to attract and retain vital businesses in Los Angeles.

**CCA Advocates for Further
Analysis on Signage Issues; CPC
Continues Item**

Due to strong advocacy from CCA and a coalition of other business organizations and community members, the City Planning Commission (CPC) postponed action on the draft sign ordinance until its March 18th meeting in order to continue reviewing the complex issues of this ordinance more closely. The CPC divided the issues for further analysis, and public comment will be received until March 6th. Specifically, the CPC is focusing on: 1) prohibited sign types; 2) enforcement; 3) the area, height, and spacing of signs; 4) sign districts; and 5) exceptions to the regulations.

CCA has advocated for such a continuance since the draft ordinance was first presented to the CPC last month, expressing our concern that the recommendations were 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 thoroughly analyze potential impacts. Also this week, the City's moratorium on new signage was extended 45 days, giving the City more time to complete the final version of the ordinance.

The CPC has requested another revision of the draft ordinance and report by March 11th, and CCA will continue to push for sensible, business-friendly changes. For more information, please contact CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

**Transportation & Infrastructure
Committee Discusses Prop 1B and
Congestion Pricing**

CCA's Transportation & Infrastructure Committee welcomed special guest **John Barna**, Executive Director of the California Transportation Commission (CTC) for a discussion on the status of Proposition 1B projects during this state budget crisis. Approved by the voters in 2006, Prop 1B was the \$19.9 billion transportation bond that included funds for cities and counties to use for local transportation projects. Some of these projects will greatly improve traffic congestion in Downtown and the Los Angeles region. With the anticipated influx of funding from the economic stimulus package, there is hope that stalled projects will be jumpstarted. Nevertheless, the CTC intends to complete ongoing and approved projects as soon as the funding becomes available.

The Committee also welcomed Metro's **Stephanie Wiggins**, **Conan Cheung**, and **Susan Gilmore** for a presentation on the

economically feasible. CCA has promoted the inclusion of concrete incentives in the draft policy, some of which are outlined in CCA's white paper, "Affordable Housing: Making It Happen." Staff Contact: Anh Nguyen.

CCA IN THE NEWS

Jack Kyser, founding economist for the Kyser Center for Economic Research at the Los Angeles County Economic Development Corp., presented his Downtown outlook recently at the Central City Association's Ninth Annual Downtown Los Angeles Economic Forecast.

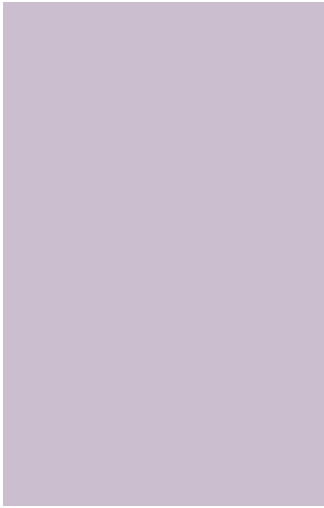
"Commenting on Kyser's forecast, Carol Schatz, president and CEO of the Central City Association, says that the factors he outlines show that Downtown L.A. is 'creating a strong and diverse economy.' The Downtown renaissance is creating jobs and business opportunities as well as new housing, entertainment venues and options for shopping and dining, she adds." February 23, 2009, **GlobeSt.com**, "**Forecast Sees Faster Downtown Recovery.**"

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.

CONTACT US



FastLanes demonstration project. This one-year project, which Metro is undertaking with federal funding, will ease freeway congestion south and east of Downtown. Existing carpool lanes along stretches of the I-10 and I-110 will be converted to high-occupancy toll lanes, with tolls adjusting according to congestion levels. Part of the authorizing legislation sponsored by former Senator Mark Ridley-Thomas requires that toll proceeds go back to transit projects along the corridor. CCA will join Metro's FastLanes Corridor Advisory Group to help mitigate any community concerns that arise in regard to the project.

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