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MARCH 6, 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

MAY 7th
11:45 a.m.
EXECUTIVE COMMITTEE

Open to Business Advocacy and Executive Level members only



CCA Chair Phil Recht, Mayer Brown; Toni Hohberg, FIDM; Supervisor Gloria Molina, City of Los Angeles; CCA Executive Director, Phil Rosenberry, FIDM

Council Votes to Approve Expansion at Providence Holy Cross Hospital

CCA is very pleased to report that the City Council is allowing **Providence Holy Cross** to continue the expansion of the Mission Hills hospital. CCA has been advocating the City Council on behalf of this critical project from the very beginning. CCA explained that further construction delays would exacerbate the shortage of hospital beds in the area and delay the creation of construction and health care jobs as unemployment levels continue to rise.

The decision by City Council followed a recommendation by the Jobs, Business Growth and Tax Reform Committee to push forward the project due to the immense benefits it will provide during this economic crisis. It will create hundreds of construction jobs and new health care jobs when completed. The project includes the addition of 136 beds, a New Neonatal Intensive Care Unit, and increased surgery capacity. We congratulate Providence Holy Cross on this victory.

FIDM Hosts CCA Executive Committee with Special Guest Supervisor Gloria Molina

CCA was pleased to welcome **Supervisor Gloria Molina** as the special guest to this month's Executive Committee meeting, hosted by the **Fashion Institute of Design & Merchandising (FIDM)**. Representing approximately 2 million people in L.A. County's First District, Supervisor Molina is dedicated to improving the quality of life of her constituents. With huge and diverse responsibilities, she is a champion of new parks, affordable housing, and accessible health care. A mover of transportation projects, she effectively fought for the Blue Line light rail extension and also helped extend the Gold Line light rail. Although sales and property tax revenues are down, the County has endured the economic downturn without layoffs or stopping services. Due to excellent financial planning, the

STAFF BRIEFS

• CCA facilitated a meeting at the Santa Ana HUD Homeownership Center and brought together key representatives from the Federal Housing Administration (FHA), the Mayor's Office, the Planning Department, and the Housing Department to discuss the challenges of obtaining FHA financing for Downtown projects. A possible conflict between FHA lending guidelines and the definition of adaptive reuse projects has been cited in the denial of home loan financing for many potential buyers in Downtown Los Angeles. FHA approval is extremely important to keep the Downtown residential market afloat, and the local HUD representative, who was very receptive to our position at the meeting, is working with us on a plan to move forward. Staff Contact: Veronica Perez Becker.

• CCA has been the business community leader in the ongoing efforts to amend the City's sign ordinance. The Planning Department has released several drafts, all of which unduly restrict sign rights in the City and will affect the ability of businesses to advertise their products and identify themselves to potential customers. CCA has been actively engaged in this discussion and helped obtain an extension for public comment. The next Planning Commission hearing on this item will be March 18th, and we encourage you to attend the hearing to request more analysis of the issues and explain the impact it will have on your business. Staff Contact: Veronica Perez Becker.

• CCA testified at the CRA/LA Strategic Initiatives Committee regarding the Agency's proposed

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**

Special Guest: Blake Chow

MARCH 25th
8:00 a.m.

**HOUSING, LAND USE &
DEVELOPMENT COMMITTEE**

**Topic: CRA Healthy
Neighborhoods Policy**

County has created budget reserves to make sure the system is working at it optimum efficiency. On the upside, construction costs have gone down, making this an excellent time to move critical projects forward.

The Committee also voted to support 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. 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 EIR process for this project has recently begun, and construction is expected to commence in 2011.

CCA Executive Committee members also had the opportunity to tour FIDM's "Art of Motion Pictures Costume Design" Gallery featuring samplings of 2008 Academy Award-nominated costumes. CCA thanks **FIDM** and **Toni Hohberg** for graciously hosting our event and Supervisor Molina for joining us.

CCA Congratulates L.A. City Leaders

Congratulations to **Mayor Antonio Villaraigosa, City Controller-elect Wendy Greuel, Council President Eric Garcetti, Councilmember Jan C. Perry, Councilmember Ed P. Reyes, Councilmember Dennis P. Zine, Councilmember Richard Alarcon, Councilmember Bill Rosendahl, and Councilmember Janice Hahn** for their successful campaigns in the March 3 election. Over the next four years, CCA looks forward to continue working with our newly elected and re-elected City leaders on key policy issues.

"Healthy Neighborhoods" and "Permanent Jobs First Source Hiring" policies. The Healthy Neighborhoods policy will contain the Agency's green building requirements for projects within the redevelopment areas, and CCA strenuously opposed the proposal that would tie discretionary land use approvals with additional green building requirements. The Permanent Jobs First Source Hiring policy will require developers who receive direct financial assistance to contract with their retail tenants and implement a permanent jobs local hire program. CCA recommended against imposing new requirements on projects during this economic downturn, and instead urged the Agency to incentivize retailers to participate. Staff Contact: Anh Nguyen

• CCA hosted Bringing Back Broadway's Streetcar, Transportation & Parking Committee meeting to discuss Metro's 2009 "Call for Projects," the process by which the agency allocates discretionary federal, state, and local transportation funds. Los Angeles Streetcar, Inc (LASI), the non-profit organization formed to lead the streetcar effort, recently submitted an application to Metro for the funding of one streetcar. The Committee also discussed the Late Night Transit Coalition, which is working on next year's late night Red Line and DASH programs. The Coalition will engage stakeholders along the Red Line route to contribute to the late night operations of the transit lines. Staff Contact: Tracey Chavira.

• City Council's Planning & Land Use Management (PLUM) Committee approved the Downtown Design Guide, which will help transform Downtown into a vibrant and walkable city center with a high quality of design. The Guide will bring more pedestrian-friendly features to Downtown including wider sidewalks and more green space. CCA worked

closely with the City's Urban Design Studio on this document and we look forward to seeing its ultimate effect on Downtown's landscape. Staff Contact: Anh Nguyen.

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.

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