



# CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

**MARCH 27, 2009**

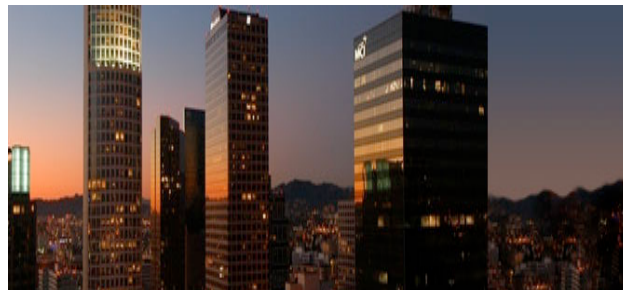
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## City Planning Commission Approves Draft Sign Ordinance

The City Planning Commission (CPC) voted yesterday to approve the draft Sign Ordinance, which would regulate all signage in the City, including business identification signage. The ordinance is not final, and will next be heard by the City Council's Planning and Land Use Management (PLUM) Committee in April.

Due to strong advocacy from CCA and a coalition of other business organizations and community members, the CPC made numerous revisions to the initial draft of the ordinance, which would have unduly restricted businesses' ability to advertise and also reduced allowable signage by up to 75 percent. Leading up to the CPC hearings on this issue, CCA met with **Senior City Planner Alan Bell** to discuss the revisions and CCA members also had the opportunity to meet with **City Planning Commission President William Roschen** and **City Planning Commissioner Mike Woo**. CCA has been advocating for sensible changes that do not impact our ability to attract and retain business in this tough economic climate.

CCA will continue to advocate for a more flexible and business-friendly sign ordinance as the draft makes its way through the City Council process. Among other things, CCA will advocate for more permissive on-site sign regulations, including for temporary and electronic signage, and a grandfathering of the Supplemental Use District (SUD) applications in the pipeline. Staff Contact: Veronica Perez Becker.

## CCA's Housing, Land Use & Development Committee Considers CRA/LA "Healthy Neighborhoods Policy"

**Nicholas Saponara** and **Donald Spivack** from CRA/LA spoke at CCA's Housing, Land Use & Development Committee meeting this week to discuss the Agency's "Healthy Neighborhoods Policy" - a new set of green building requirements for CRA/LA project areas that would build upon the City's already-existing green building policy. As currently drafted, it would require: 1) new construction/rehab projects

## STAFF BRIEFS

• CCA's President & CEO Carol Schatz participated in a panel discussion at Loyola Marymount University (LMU) along with Steve Soboroff, Chairman & CEO of Playa Capital, LLC, and Thomas Fleming, VP of Business & Finance at LMU, to discuss how to increase economic development opportunities in Los Angeles.

• CCA's Community Plan Working Group met with Patricia Diefenderfer and Nick Maricich from the Department of City Planning to continue discussing how to update the Central City Community Plan to make make Downtown denser, safer, and more accommodating to residents and visitors. Staff Contact: Anh Nguyen.

• CCA hosted another meeting of the Late Night Transit Coalition, led by CCA and Bringing Back Broadway, to continue planning for extended Red Line and DASH hours during the next holiday season. The group discussed citywide marketing opportunities, cost projections, and a proposed schedule. Staff Contact: Tracey Chavira.

## EVENTS CALENDAR

**APRIL 9**

11:00 a.m.

15th Annual Treasures of Los Angeles Awards Luncheon: Westin Bonaventure Hotel & Suites

**MAY 21**

11:30 a.m.

General Membership Meeting: Sheraton Downtown Los Angeles Hotel

## UPCOMING COMMITTEES

Open to Executive Level Members only

**MAY 7**

11:45 a.m.

**EXECUTIVE COMMITTEE**

Open to Executive and Business Advocacy Level

## 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

Members Only

APRIL 15

8:00 a.m.

HOUSING, LAND USE &  
DEVELOPMENT COMMITTEE

(10 or more residential units or 10,000 square feet of non-residential space) that receive one million dollars or more of CRA/LA investment to achieve formal LEED certification at the Silver level; and 2) tie discretionary land use approvals to obtaining "Intent of LEED certification at the Certified Level."

Although CCA supports and encourages sustainable development, the Committee expressed serious concern about the timing of this policy. Given current market conditions, any additional burden can be project-prohibitive. The existing citywide Green Building Program - which would regulate buildings over 50 units/50,000 square feet - was enacted less than a year ago, and the Committee recommended that the Agency allow the citywide program to work before pursuing more aggressive measures for CRA/LA project areas. CCA thanks Nicholas Saponara and Donald Spivack for joining us for this important discussion.

The Committee also voted to support the 1340 South Figueroa Project and the Recirculated Sections of the Draft Environmental Impact Report for the Village at Playa Vista Project. Staff Contact: Anh Nguyen.

## Public Safety, Health & Homelessness Committee Reviews Lessons Learned From Project 50

CCA's Public Safety, Health & Homelessness Committee welcomed special guests **Miguel Santana** and **Kathy House** from the **Los Angeles County Chief Executive Office** to hear an update on Project 50 and discuss the lessons learned during the process. Implemented in late 2007, the purpose of Project 50 is to combat chronic homelessness by identifying the 50 most vulnerable residents living on Skid Row and placing them in permanent homes with supportive services. County officials are considering expanding the program to house an additional 500 people within a year.

Mr. Santana acknowledged that the issue of homelessness is a regional issue, and he stated that he hopes that the success of Project 50 will inspire other cities in our county to initiate similar projects to address the homelessness crisis. Key lessons learned were that there needs to be, among other things, increased communication and earlier collaboration with law enforcement, courts and the residential and business communities affected.

The Committee also welcomed **Captain Blake Chow** from the **Los Angeles Police Department** and the new neighborhood prosecutor for the Downtown area, **Felton Newell**, from the **City Attorney's Office**. They expressed their commitment to collaborating with residents and business owners to continue the revitalization of Downtown. Staff Contact: Tracey Chavira.

## CCA's 15th Annual Treasures: Just Two Weeks Away!

The 15th Annual Treasure of Los Angeles, celebrating CCA's 85th Anniversary, is just two weeks away! Join us on Thursday, **April 9th** at the **Westin Bonaventure** for this special event. This year, CCA's prestigious "Heart of the City" award will be presented to **Ezat Delijani**, for his outstanding contribution to Downtown Los Angeles. LAPD Chief **William J. Bratton** will be honored with the "City of Angels" award to highlight his exceptional contribution to Los Angeles.

are available by contacting Joella Hopkins at (213) 624-1213 or [jhopkins@ccala.org](mailto:jhopkins@ccala.org).

## CONTACT US

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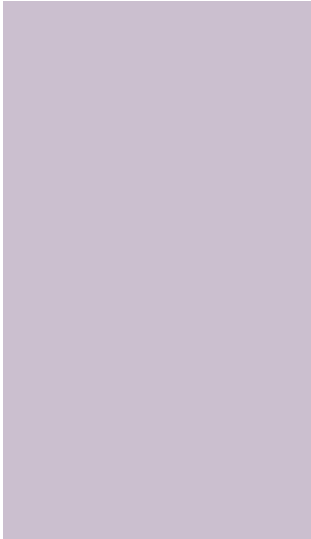
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Treasures include: **Oscar De La Hoya** (L.A.'s Golden Boy); **Kaiser Permanente** (Community Health Philanthropist Extraordinaire); **Jim Hill** (Legendary Sportscaster); **Don Newcombe** (Dodgers' Baseball Legend); **Los Angeles Community College District** (Preparing Our Youth for Tomorrow); and **L.A. Derby Dolls** (Queens of Roller Derby).

We are pleased to have **Delson Investments, LLC** as this year's Host Sponsor. Presenting Sponsors include: **AT&T** , **Bank of America** , **Kaiser Permanente** , **L&R Investment Company** , **Los Angeles Dodgers** , and **Wells Fargo** .

If you have not purchased your tickets or a table yet, please do so immediately. WE NEED YOUR SUPPORT! For more information, please visit: **Treasures of L.A.**

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