

APRIL 17, 2009

## INSIDE THIS ISSUE

City Council Approves Extensions for Subdivision Maps and Related Entitlements - CCA Major Player

Legislative Alert: City Council's Planning and Land Use Management Committee to Hold Hearing on Sign Ordinance

CCA Congratulates Executive Member Plains All American Pipeline for Their Project Approval

CCA's Housing, Land Use & Development Committee Discusses Transit-Oriented Development in L.A.

Staff Briefs

## EVENTS CALENDAR

MAY 19

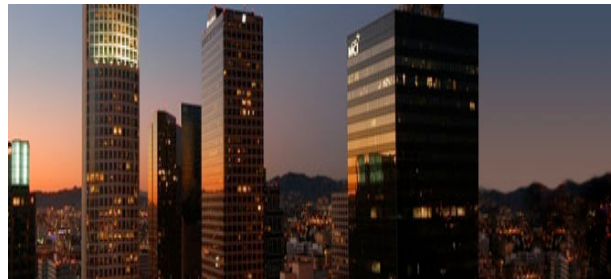
11:30 a.m.

General Membership Meeting: Sheraton Downtown Los Angeles

## UPCOMING COMMITTEES

Open to Executive Level Members only

MAY 7



## City Council Approves Extensions for Subdivision Maps and Related Entitlements - CCA Major Player

Due in large part to CCA's advocacy, the Los Angeles City Council approved a local implementation ordinance for SB 1185, which will extend the life of subdivision maps and related entitlements by up to two years. The ordinance lengthens the life of subdivision map approvals that expire on or after July 15, 2008 and before January 1, 2011 by one year with possible extensions, and also lengthens the life of other related entitlements by one year.

With the plummeting price of housing and a deteriorating economy, the imperative exists for policymakers to help the ailing housing industry. Maintaining these maps and variances is critical to ensuring that California's homebuilding industry will be poised to respond quickly to pent-up demand when the market turns around. Leading up to the vote, CCA met multiple times with Planning staff and diligently ushered the ordinance through the lengthy Council process to ensure that projects with upcoming subdivision map expiration dates would not be negatively impacted.

## Legislative Alert: City Council's Planning and Land Use Management Committee to Hold Hearing on Sign Ordinance

On Tuesday, April 21, 2009, the City Council's Planning and Land Use Management (PLUM) Committee will hold a hearing regarding the City's ongoing efforts to revise the Sign Ordinance. The ordinance would regulate all signage in the City, including business

## STAFF BRIEFS

• The City's Public Works Committee approved the latest draft of the film permitting services Request for Proposals (RFP). The RFP solicits an organization to provide film permit coordination services; public notification of upcoming filming activities; and the referral of complaints in response to filming activities within the City. CCA has been closely monitoring the RFP process to ensure that a level playing field is established for all potential bidders and to reflect the needs of the industry, since flexibility in the contract is critical to allow for creative change. The RFP will be heard by the full City Council on Tuesday, April 21. Staff Contact: Tracey Chavira.

## IN THE NEWS

"In a statement following the board vote, Central City Association Chief Executive Carol Schatz said the propositions were necessary to solve the state's structural fiscal problems. But Schatz cited Koretz' years of experience in Sacramento and as a West Hollywood City Councilman as a key factor in the board's vote. "We believe this will help him tackle the challenges that Los Angeles faces as a city," she said."

11:45 a.m.  
**EXECUTIVE COMMITTEE**

Open to Executive and  
Business Advocacy Level  
Members Only

APRIL 23  
8:00 a.m.  
**TRANSPORTATION &  
INFRASTRUCTURE  
COMMITTEE**

identification signage.

The current draft would significantly reduce allowable sign area, height and size; drastically restrict the areas eligible for Sign Districts; and ban electronic message signage, among other restrictions. Needless to say, the proposal poses a threat to your business success and viability. The potential loss of jobs and sales tax, as well as reduced property values and lost property tax, will be great if this ordinance passes.

**We need your help to ensure that the City Council adopts a workable ordinance that will not harm businesses in this troubled economy.** Please consider sending a letter to the City Council and appearing to testify at the April 21 hearing. Staff Contact: **Veronica Perez Becker**.

We need your support at this hearing, which will take place on:

**Tuesday, April 21, 2009 at 2:00 p.m.**  
**City Hall, Room 350**  
**200 North Spring Street**  
**Los Angeles, CA 90012**

## **CCA Congratulates Executive Member Plains All American Pipeline for Their Project Approval**

The City Council approved the Board of Harbor Commissioners' determination to deny the appeal of the Pacific L.A. Marine Terminal Project and approved certification of the Supplemental Environmental Impact Report, moving the Project forward. The Project, spearheaded by CCA Executive Member Plains All American Pipeline, is a responsible means to manage growth at the Port of Los Angeles while being mindful of the environment and community. The Project will be a great source of economic stimulus for the region by providing thousands of construction and permanent jobs, and millions of dollars in tax revenue. Congratulations, Plains All American Pipeline!

## **CCA's Housing, Land Use & Development Committee Discusses Transit-Oriented Development in L.A.**

Over 60 members attended this week's Housing, Land Use & Development Committee meeting to hear **Jane Blumenfeld**, Senior City Planner, give an overview of the 11 transit-oriented development (TOD) plans the Department of City Planning (DCP) is currently drafting. These plans revolve around the development of upcoming transit stations for the Metro Expo Line and the Gold Line Eastside Extension. DCP is aiming to maximize the TOD potential of these areas by creating a sense of place around each station and preserving local identity and existing resources.

The Committee also welcomed **Jay Kim**, Senior Transportation Engineer with LADOT, to discuss the current lack of traffic mitigation tools in Los Angeles, now that the Automated Traffic Surveillance and Control (ATSAC) system has been fully-funded and is no longer available as a traffic mitigation measure. Without a wider array of traffic mitigation options, many future development proposals will be forced to prepare full environmental impact reports. The Committee discussed possibly requiring a traffic fee as full mitigation for new

April 3, *Los Angeles Business Journal*, "**Business Group Makes Council Endorsement**," by Howard Fine on state propositions 1A through 1F and the Fifth Council District runoff election on the May 19 ballot.

## **CONTACT US**

**Central City Association**  
**626 Wilshire Boulevard**  
**Suite 200**  
**Los Angeles, CA 90017**

**Phone**  
**213.624.1213**

**Facsimile**  
**213.624.0858**

**Website**  
**[www.ccala.org](http://www.ccala.org)**



developments. CCA thanks **Jay Kim** and **Jane Blumenfeld** for joining our Committee members in these important discussions.

CCA also approved a student-housing project by equity partners **The Martin Group** and **CityView**, located at 2700 Figueroa Street. The 171-unit mixed-use project will help to alleviate pressure on housing in the surrounding residential community and contribute to economic growth along the Figueroa Corridor.

---

You are on this email list because you are a member of the Central City Association (CCA) or because you have a business relationship with CCA.

If you would prefer not to receive emails from CCA, please reply with "unsubscribe" in the subject area or call Faith Otis at (213) 624-1213.