

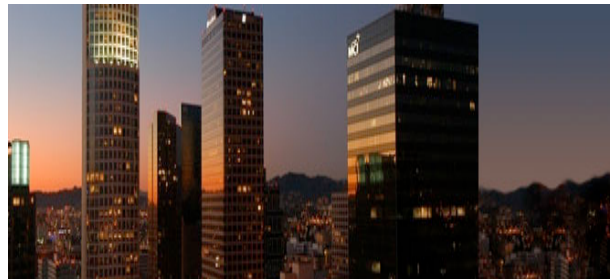
**APRIL 24, 2009**

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## CCA Advocates for Business at Council's PLUM Committee Sign Hearing

CCA continued to advocate for a business-friendly Sign Ordinance at the City Council's Planning and Land Use Management (PLUM) Committee hearing this week. The Sign Ordinance would regulate all signage in the City, including business identification signage. PLUM did not vote on the item, but instead gave the Planning Department a list of questions and asked them to report back in two weeks with further analysis. Some of the topics of inquiry the PLUM Committee members submitted to the Planning Department include how to further restrict Supplemental Use Districts (sign districts) and temporary sign rights.

Since the draft was approved by the City Planning Commission (CPC) on March 26, 2009, CCA has met with numerous Council offices and Planning officials to discuss our outstanding concerns relating to, among other things, the need for more permissive on-site sign regulation - including for temporary and electronic signage - and a grandfathering of the Supplemental Use District (SUD) applications in the pipeline. CCA also met with Deputy Mayor of Economic Development, **Bud Ovrom** to discuss the ordinance this week. Due to strong advocacy from CCA and a coalition of other business organizations and community members, important changes were made to the initial draft sign ordinance, which would have unduly restricted businesses' ability to advertise and also reduced allowable signage by up to 75 percent. CCA has been advocating for sensible changes that do not impact our ability to attract and retain business in this tough economic climate. Leading up to further City Council hearings on this matter, CCA will continue to meet with the Councilmembers to advocate for a more workable sign ordinance. Staff Contact: Veronica Perez Becker.

## STAFF BRIEFS

- CCA's Community Plan Working Group met with Patricia Diefenderfer and Nick Maricich from the Department of City Planning to continue discussing how to tailor the Community Plan Update to meet Downtown's future land use needs. The group reviewed existing regulations and brainstormed new ideas to provide for more certainty and clarity in the development process. Staff Contact: Anh Nguyen.

- As an active member of the Late Night Transit Coalition - Sponsorship Structure Subcommittee, CCA is getting a head start on providing the resources for 24-hour Red Line and Downtown DASH service for the holidays. CCA is working with Metro and LADOT on marketing, operations, and funding while engaging businesses along the Red Line from Downtown to North Hollywood to build on what proved to be a successful program last year. Staff Contact: Tracey Chavira.

- CCA testified at the Ethics Commission regarding proposed revisions to the Municipal Lobbying Ordinance (MLO). Due in part to CCA's advocacy, the Commission agreed to eliminate a proposal that would grant private citizens a right of action for violations of the MLO. At the next hearing on May 12, staff will present a proposed ordinance incorporating all of the changes

## EVENTS CALENDAR

**MAY 19**

11:30 a.m.

**General Membership Meeting: Transportation Panel Discussion at the Sheraton Downtown Los Angeles**

**JULY 15**

5:30 p.m.

Save the Date

**ELECTED OFFICIALS RECEPTION at J Restaurant & Lounge**

## UPCOMING COMMITTEES

Open to Executive Level Members only

**MAY 7**

11:45 a.m.

**EXECUTIVE COMMITTEE**

Open to Executive and  
Business Advocacy Level  
Members Only

MAY 20

8:00 a.m.

**JOINT HOUSING, LAND USE &  
DEVELOPMENT AND  
TRANSPORTATION &  
INFRASTRUCTURE  
COMMITTEE**

## CCA Meets with Metro Staff to Discuss Westside Subway Extension

CCA's Transportation & Infrastructure Committee met with Metro staff -- Community Relations Manager **Jody Litvak** and Project Director **David Mieger** -- to discuss the Westside Subway Extension, a subway line that could potentially extend the Purple Line via Wilshire Boulevard to Santa Monica. Other potential routes include an extension from the Red Line Hollywood/Highland Station via Santa Monica Boulevard. The Westside Subway Extension is slated to receive partial funding from Measure R, and is in the Draft EIS/EIR process to: 1) further refine the project's alternatives; 2) assess the impacts of those alternatives during construction and operation; and 3) review possible mitigation measures. The Committee will be sending a letter to Metro with its input on what should be studied in the Draft EIS/EIR process.

The Transportation & Infrastructure Committee also welcomed Los Angeles Department of Transportation's **Jay Kim**, Principal Transportation Engineer, and **Hilary Norton**, Executive Director of Fixing Angelenos Stuck in Traffic ([www.FASTLA.org](http://www.FASTLA.org)) to discuss the AB 1186 (Blumenfield) Parking Cash-Out Program. This bill would require a lessor of a nonresidential building that offers tenant parking to list the parking cost as a separate line item in all lease agreements. Employers who subsidize parking for their employees would provide a cash allowance equivalent to the parking subsidy that the employer would otherwise pay for employees. In order to further vet the bill with commercial leasing experts and other stakeholders, the Committee decided to hold a joint meeting next month with CCA's Housing, Land Use & Development Committee, where Assemblymember Blumenfield's staff will be invited to present the bill.

In addition, Mr. Kim and Ms. Norton gave the Committee an update on the RAND study, "Moving Los Angeles", which recommends ways to develop short-term traffic congestion relief projects for Los Angeles County through public-private partnerships without significant net capital or major new infrastructure development. CCA will continue to work closely with LADOT and FAST to enhance mobility and ease traffic in the Los Angeles region.

approved by the Commission over the past few months. Staff Contact: Anh Nguyen.

- CCA participated in the inaugural City Film Task Force meeting, a multi-agency and film industry stakeholders group designed to problem-solve, streamline existing policies, and identify tax credits and incentives for filming in Los Angeles. Staff Contact: Tracey Chavira.

- CCA submitted a letter opposing AB 1139, as the legislation would have several negative, unintended consequences on businesses in the California Enterprise Zone program. The bill would 1) effectively eliminate one of the primary ways that employees qualify for a hiring credit under the program; 2) disallow businesses from claiming credits retroactively or credits for part-time employees; and 3) establish additional regulations that would severely limit the program's effectiveness, increasing costs and tax burdens. Staff Contact: Tracey Chavira.

- CCA submitted a letter to the City Council's Budget & Finance Committee requesting that it reinstate four key staff positions in the City Attorney's 2009/2010 budget related to the Safer Cities Initiative. Without these positions, highly regarded service programs in Skid Row would be incapacitated. CCA will testify on this matter on Monday, April 27 at the budget hearing. Staff Contact: Tracey Chavira.

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