

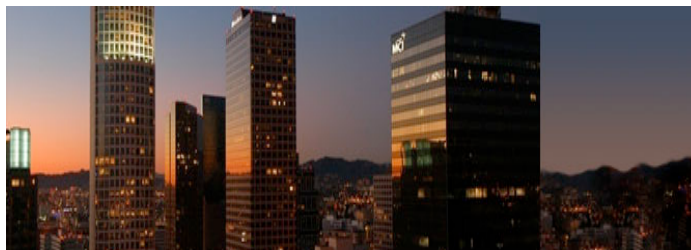


CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

MAY 29, 2009 INSIDE THIS ISSUE

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STAFF BRIEFS

• CCA participated in Metro's Regional Connector Working Group to provide input concerning the potential alignments, station locations, and other urban design issues that could impact Downtown. Of particular importance is the integration of the Regional Connector and the Streetcar alignment on 2nd and Broadway to maximize mobility and efficiency. Staff Contact: Tracey Chavira.

• CCA participated in a public meeting to provide input on the Broadway Streetscape & Infrastructure Improvement Plan and the draft Community Design Overlay (CDO) District. Both projects are intended to provide Broadway with a safer and attractive pedestrian and transit experience while maintaining a sense of place and history. The CDO will have a public hearing on June 10 and will be scheduled for the City Planning Commission in July. Staff Contact: Tracey Chavira.

EVENTS CALENDAR

JUNE 18

11:30 a.m.

General Membership Meeting

11th ANNUAL DOWNTOWN HOUSING FORUM: LOOKING BEYOND THE CRISIS & RESIDENTIAL SHOWCASE

JULY 15

Save the Date ELECTED OFFICIALS RECEPTION

J Restaurant & Lounge

City Council Continues Sign Ordinance Discussion; CCA Key Player

The business leader on sign issues in the City, CCA testified at this week's City Council hearing on the Sign Ordinance, where Council voted to continue the item until September 1, 2009 in order to, among other things, give incoming City Attorney Carmen Trutanich an opportunity to review and comment on the draft sign ordinance. The City Council also voted to: 1) instruct the City Attorney to draft a new Interim Control Ordinance ("ICO" or "moratorium") to go into effect after the current ICO expires on June 24, 2009; 2) instruct the Planning Department to investigate the feasibility of implementing a sign reduction program outside of Sign Districts (whereby new off-site signs could be erected if a certain number of signs in the immediate area are taken down); and 3) instruct the departments to further explore enforcement issues.

The City Planning Commission also voted this week in favor of a new 90-day ICO for off-site signage, including off-site digital signs, billboards and supergraphics, to go into effect on June 25, 2009 after the current ICO expires. The new ICO will be heard by the full City Council in the coming weeks.

During this time, CCA will continue to advocate for more permissive on-site sign regulations - including for temporary and electronic signage, among other things. Staff Contact: CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker.

UPCOMING COMMITTEES

Open to Executive Level Members Only

JUNE 4

11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: LAPD Chief William J. Bratton

Open to Executive and Business Advocacy Members Only

CONTACT US

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Phone

JUNE 17
8:00 a.m.
Joint Housing & Land Use
Development and
Transportation & Infrastructure
Committee
Special Guest:
Assemblymember Bob
Blumenfield
JUNE 25
12:00 p.m.
Arts, Retail & Hospitality
Committee

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