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EVENTS CALENDAR

FEBRUARY 18

11:30 a.m.

General Membership Meeting

"The 10th Annual Downtown Economic Forecast featuring Jack Kyser"

UPCOMING COMMITTEES

Open to Executive Level Members Only

FEBRUARY 4

11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: Robert "Bud" Ovrom, General Manager of the City's Department of Building & Safety

Open to Executive and Business Advocacy Members Only

FEBRUARY 10

8:00 a.m.

Transportation &



Legislative Alert: City Council's Planning & Land Use Management and Housing & Community Economic Development Committees to Hold Joint Hearing on Mixed-Income Housing Ordinance

On Wednesday, February 3, 2010, City Council's Planning & Land Use Management and Housing & Community Economic Development Committees will hold an important joint hearing regarding the mixed-income housing ordinance.

In October 2008, City Council instructed the Department of City Planning, with the support of the Los Angeles Housing Department and the Community Redevelopment Agency, to begin the process of developing a citywide mixed-income housing ordinance. Plans became complicated, however, by the *Palmer* decision, which eliminates the opportunity to develop a mixed-income housing ordinance applicable to rental housing.

The Committees will discuss four potential alternative approaches for a citywide ordinance that would meet the new criteria established by the *Palmer* court:

1. Seek a change in the Costa-Hawkins law and pursue City Council's original instruction.
2. Require an affordable housing impact fee on all new development.
3. Require an affordable housing set-aside applicable to for-sale projects only.
4. Adopt an ordinance applicable to both rental and for-sale housing projects, with a provision that the set-aside for rental housing becomes effective when the Costa-Hawkins law is amended.

We need your help to ensure that a balanced discussion takes place. Please consider sending a letter to the City Council and appearing to testify at the February 3rd hearing. Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.

Wednesday, February 3, 2010, at 8:30 a.m.
City Hall, Room 1010
200 North Spring Street
Los Angeles, CA 90012

STAFF BRIEFS

• CCA's Housing, Land Use & Development Committee voted to support a new student housing project at 2455 South Figueroa Street and a new "supper club" restaurant at First & Hope. Red Oak Investments is in the process of developing a five-story, 145-unit student housing by-right project at 2455 S. Figueroa Street that will convert a blighted parking lot into a beautiful new high-density development appropriate for the Figueroa Corridor. The Downtown Supper Club envisioned at First & Hope will feature a cabaret showcasing live entertainment and add to the dining options near Walt Disney Concert Hall. Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.

• CCA's Downtown Parks Subcommittee gathered this week to discuss progress on the Downtown Parks Master Plan and the Spring Street Park, and also to hear about efforts to construct neighborhood parks in the South Park area of Downtown and at 9th and Hill. Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.

• CCA attended the Los Angeles Streetcar Inc.'s (LASI) annual Board of Directors meeting, and welcomed CCA member and major Downtown property owner Izek Shomof of Pacific Investments to the Board. Mr. Shomof is committed to stimulating economic development in Downtown, revitalizing the Broadway Theatre District, and enhancing pedestrian mobility by

FEBRUARY 17
8:00 a.m.

Joint Housing, Land Use &
Development and Arts,
Retail & Hospitality
Committee Meeting



Carol Schatz, Central City Association; Councilmember Richard Alarcon, Los Angeles City Council; Sharon Keyser, Paramount Pictures; Paul Audley, FilmL.A.

Councilmember Richard Alarcon Discusses Film Production in Los Angeles with CCA's Entertainment Committee

Councilmember Richard Alarcon joined CCA's Entertainment Committee this week to update our members on his various proposals to stem the film industry exodus from Los Angeles. As Chair of the City's Jobs & Business Development Committee, Councilmember Alarcon discussed several target areas that he would like to focus on in the coming months, including: 1) establishing local tax incentives for filming; 2) compiling data to quantify the filming industry's impact on the local economy; 3) changing the culture of how residents and communities view film production; 4) identifying "friendly to film" locations; and 5) building alliances at different levels of government to gain political leverage. Councilmember Alarcon and Mayor Villaraigosa also recently announced their intention to form a Film Advisory Group composed of industry executives and filming stakeholders to address broader filming issues in Los Angeles. CCA will monitor the Advisory Group to ensure fairness and balance in its composition and that problems are being satisfactorily addressed.

We would like to thank Councilmember Alarcon for joining us and we look forward to working with his office in 2010 to retain and attract the film industry in Los Angeles.

supporting a modern streetcar system. CCA also submitted a letter of support on behalf of LASI to the Federal Transportation Administration for a \$25 million federal grant to be used for urban circulators. Staff Contact: Director of Government & Member Relations, Tracey Chavira.

ANNOUNCEMENTS



**NEGOTIATING THE
REAL ESTATE MAZE:
CHALLENGES AND
OPPORTUNITIES**

Los Angeles Convention Center
March 23, 2010
www.crockersymposium.com



MARCH 15-17, 2010

CCA invites you to *Southern California on the Hill: Access Washington, D.C.* March 15 - 17. Join more than 200 civic and business leaders to meet with members of Congress and senior Obama Administration officials on priorities important to the Southern California economy. For more

information, contact CCA's
Director of
Government & Member
Relations, **Tracey Chavira**.

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