



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

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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

MARCH 4
11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: City Council
President Eric Garcetti

Open to Executive and
Business Advocacy
Members Only

FEBRUARY 10
8:00 a.m.

Transportation &
Infrastructure Committee



Cindy Starrett, Latham & Watkins; Bud Ovrom, Department of Building & Safety General Manager; Darryl Holter, Shammas Group

Bud Ovrom Discusses Development Reform with CCA's Executive Committee

This month, CCA Executive Committee members were joined by the newly-appointed General Manager of the Department of Building & Safety (DBS), **Bud Ovrom**, at the offices of **Latham & Watkins**. Mr. Ovrom outlined his priorities for the upcoming year, beginning with "12-to-2," a development reform program rolled out nearly two years ago with great fanfare, but little substance. Along with the Department of City Planning, DBS is one of the two main agencies responsible for reinvigorating the program, which proposes to reduce the number of city departments involved in the development process from 12 to two. With the help of his dedicated staff and a proposed business advisory group, Mr. Ovrom is committed to implementing this program as soon as possible. CCA looks forward to partnering with Mr. Ovrom to champion 12-to-2, making it easier for new businesses to open in the City of Los Angeles.

The Committee also voted to support a new residential development project at 2455 South Figueroa Street. Red Oak Investments is in the process of developing a five-story, 145-unit student housing project at the corner of Figueroa and Adams. This by-right project features four open air courtyards, study rooms, lounge/recreational areas and lobby space totaling approximately 2,000 square feet. It will increase the supply of student housing in the vicinity of USC and alleviate pressure on surrounding neighborhoods.

The Committee also voted to support the issuance of a Conditional Use Beverage permit at the new Downtown Supper Club at First & Hope. The restaurant is slated to open in late March at Promenade Plaza and will add to the dining options near Walt Disney Concert Hall. A group of residents of Promenade Plaza are appealing the

STAFF BRIEFS

• City Council's Housing & Community Economic Development Committee voted to postpone taking any action on the proposed mixed-income housing ordinance this week, citing the need to concentrate on fixing the City's severe budget crisis. CCA will continue to work closely with our city leaders to ensure that any upcoming policy contains meaningful incentives and is based upon sound economic principles. Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.

ANNOUNCEMENTS



NEGOTIATING THE
REAL ESTATE MAZE:
CHALLENGES AND
OPPORTUNITIES

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



Zoning Administrator's approval of a Conditional Use Permit to allow for the sale of alcoholic beverages at this location because of associated smoking and noise concerns. CCA's Executive Committee voted to support the issuance of the permit, on the condition that the owners use their best efforts to satisfy the concerns of the residents.

CCA thanks Bud Ovrom for joining us and **Cindy Starrett** and Latham & Watkins for hosting the Committee.



WE NEED YOUR HELP! Be Californian. Be Counted.

Please join us for lunch and a special briefing on the 2010 Census.

Learn how your organization can help our region with an accurate count.

This is NOT a fundraiser!

**Friday, February 5, 2010
12 noon**

**Los Angeles Area Chamber of Commerce
Bank of America Room
350 South Bixel Street
Los Angeles, California
90017**

Please R.S.V.P. to:
Meghan Loper 562-654-2739
mloper@majesticreality.com

HOSTED BY

Kendra Doyel
Ralphs Grocery Company

María Elena Durazo
L.A. County Federation of Labor, AFL-CIO

Fran Inman
Majestic Realty Co.

Be Californian. **CENSUS 2010**
Be Counted.

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**.

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

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