



# CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

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## EVENTS CALENDAR

MAY 27

General Membership Meeting: Education Panel

SAVE THE DATE  
JUNE 11

Breakfast with Assembly Speaker John Perez

SAVE THE DATE  
JULY 13

5:30 - 8:30 p.m.  
CHIEFS OF STAFF RECEPTION  
Takami / Elevate Lounge

## UPCOMING COMMITTEES

Open to Executive Level Members Only

JUNE 3

11:45 a.m.

EXECUTIVE COMMITTEE  
Special Guest: First Deputy Mayor & Interim General Manager of LADWP  
Austin Beutner

Open to Executive and Business Advocacy Members Only

MAY 19

8:00 a.m.

Housing, Land Use & Development Committee



## CCA Advocates for a Business-Friendly Sign Ordinance

CCA and a coalition of interested stakeholders met this week with City Controller Wendy Greuel to discuss on-site sign issues and the coalition's proposed Sign Code Administration Program. The program would create a funding mechanism for enforcement of the existing sign code, as well as a Sign Code Administration desk, which would facilitate sign code interpretation and streamline the permitting process.

The meeting with Controller Greuel was one in a series of meetings with the Mayor's Office and City Council members to gain support for the program and advocate for enforcement, rather than undue restriction, of on-site signage. CCA has been the business community leader on sign issues from day one, advocating for sensible changes that ensure the economic vitality of businesses throughout the City while addressing concerns about visual blight.

## "Bringing Back Broadway" Partners with City Departments

CCA hosted the "Joint Bringing Back Broadway Planning, Preservation & Infrastructure and Streetcar, Transportation & Parking Committee" to share recent developments that further the group's mission. The busy agenda included a presentation by the Department of Building & Safety's Pro-Active Code Enforcement (PACE) team, which works with property and business owners to promote voluntary compliance of sidewalk and storefront laws in an effort to reduce blight in Broadway's historic theater district. The Joint Committee also discussed the opportunity for multiple business and property owners to pool resources to operate valet parking service at strategic points in Downtown, in order to make the area more user-friendly. Finally, the Joint Committee and representatives from the Planning Department discussed developing a sign district to encourage signage that is compatible with the rich historic fiber of the theater district.

We would like to thank **Frank Lara** and **Timothy O'Conner** from the Department of Building & Safety, **Kevin Keller** and **Patricia Diefenderfer** from the Planning Department, and **Edgar Garcia** from the Office of Historic Resources for joining us and supporting the Bringing Back Broadway Initiative.

## STAFF BRIEFS

• CCA testified before the City Council in support of retaining 80 revenue-generating, non-General Fund positions, including inspectors and engineers, in the Department of Building & Safety. These positions are directly related to increased commercial activity and economic recovery. Staff Contact: Director of Government & Member Relations, Tracey Chavira.

• CCA participated in the CleanTech Los Angeles steering committee meeting to discuss upcoming marketing and outreach events designed to promote Los Angeles as the ideal destination for clean technology and manufacturing investment. Staff Contact: Director of Government & Member Relations, Tracey Chavira.

## ANNOUNCEMENTS



### INVESTOR SERIES

TUESDAY, JUNE 29

CCA invites you to the **CleanTech Los Angeles Investor Series** in partnership with Clean Tech Open. Meet emerging clean technology and sustainable manufacturing companies and investors at a half-day

**Topic: YWCA Job Corps'  
Urban Campus and  
CRA/LA's proposed industrial  
zones**

investor series. For more information, contact CCA's Director of Government & Member Relations, Tracey Chavira.

**[Click here for sponsorship opportunities](#)**

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