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SAVE THE DATE

CENTRAL CITY ASSOCIATION
19TH ANNUAL

TREASURES

OF LOS ANGELES

Westin Bonaventure Hotel & Suites
Thursday, May 9, 2013

Reception & Registration | 11:00 am
Program & Luncheon | 12:00 pm to 2:00 pm

CCA

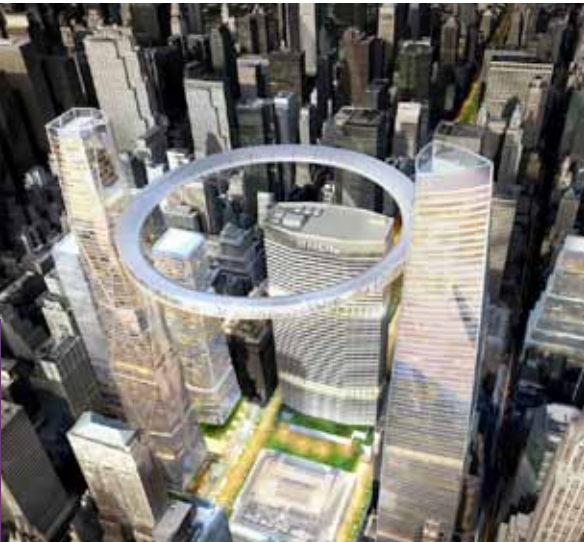
Advocacy & Action

LA's Premier Business Advocate



Fourth Quarter 2012

New Urbanism: Placemaking Los Angeles



Panelist Paul Danna with Skidmore, Owings & Merrill (SOM) presented the firm's vision for "Grand Central's Next 100."



William Fain, Johnson Fain; CCA President & CEO Carol Schatz; Paul Danna, Skidmore, Owings & Merrill; Gabrielle Bullock, Perkins + Will; Brenda Levin, Levin & Associates Architects; Neal Payton, Torti Gallas and Partners; Richard Poulos, NBBJ; and Hal Bastian, DCBID



An image of the performance space in the USC Brain and Creativity Institute, which opened on November 6, presented by Panelist Gabrielle Bullock with Perkins + Will.

Quick Calendar

DECEMBER 11
CCA Holiday Party
The Edison

JANUARY 24
Commercial Housing Panel
General Membership Meeting
Location TBA

Moderated by **William Fain** of **Johnson Fain**, CCA's Architects Panel, "Designing for Downtown: Designing for the World", featured noted architects **Gabrielle Bullock, Perkins + Will; Paul Danna, Skidmore, Owings & Merrill; Brenda A. Levin, Levin & Associates Architects; Neal I. Payton, Torti Gallas and Partners;** and **Richard Poulos, NBBJ.**

As experts in the field, each panelist was invited to discuss the evolving architectural trends in an urban setting like Downtown Los Angeles. Today, Downtown is the epicenter of design, embracing 21st century visions of modern urban life. As new projects come online, Los Angeles is poised to witness additional cutting-edge designs that will change the skyline forever.

"Each year, CCA features a who's who of architects and designers to talk about their latest creations and projects as well as trends in architecture. These are designers who are not only shaping the skyline here in Los Angeles, but they are the same talent who are putting their creative imprint in cities around the world."

Carol Schatz, CCA President & CEO

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CCA Meets with Los Angeles' Mayoral Candidates

Central City Association 2012 Officers

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Councilmembers Eric Garcetti and Jan Perry, and LA City Controller Wendy Greuel address CCA members at the CCA Mayoral Breakfast Series.

In anticipation of the 2013 Mayoral election, CCA hosted a series of breakfasts at **The Orpheum Theatre**, featuring **City Councilmembers Eric Garcetti and Jan Perry**, and **City Controller Wendy Greuel**. The policy-driven discussions gave CCA members an opportunity to hear firsthand from the Mayoral candidates on their jobs and business agenda.

Councilmember Garcetti's remarks

focused on growing the economy, as he outlined his vision to market Los Angeles to tourists and investors alike. Councilmember Perry also stressed the need for structural budgetary reforms, stating that the privatization of non-core city services, in addition to renegotiation of city salaries and pension benefits, would help get the city back on sound financial footing. City Controller Greuel championed strategic investment in the city's

proprietary departments and key industries, such as entertainment, to create jobs by building on our strengths.

CCA thanks **Steve Needleman** with the Orpheum Theatre for his gracious hospitality in hosting this series.

Councilmember Jose Huizar's Vision for Downtown

In November, CCA held a special welcome reception for **Councilmember Jose Huizar** at the **City Club on Bunker Hill** to hear his priorities for the newly redrawn 14th Council District, which includes virtually all of Downtown Los Angeles. For Councilmember Huizar, the priorities for Downtown are threefold: (1) to improve the quality of life for residents and businesses; (2) to support economic development, particularly in the hospitality and tourism industries; and (3) to physically connect Downtown's unique and distinct neighborhoods.

In addition to his three priorities, Councilmember Huizar discussed homelessness, noting how it has become a pervasive problem for Downtown residents and businesses. If unaddressed, the concentration of homeless individuals, many of whom refuse mental health and/or substance abuse treatment, will continue to challenge Downtown's remarkable resurgence.



Martin Caverly, EVOQ Properties; Robert Lagace, JPMorgan Chase; Chris Martin, AC Martin and Martin Project Management; Councilmember Jose Huizar; CCA President & CEO Carol Schatz; Jay Shipley, Arcadis; and Peter Fleming, The City Market of Los Angeles

Business Opportunities at LA's Proprietary Departments



Tim McOsker, Mayer Brown; Ken Pruett, Arcadis; Dr. Geraldine Knatz, Port of LA; Ron Nichols, LADWP; David Wright, Plains All American Pipeline; Gina Marie Lindsey, LAWA; Patrick Spillane, IDS Real Estate Group; and Chuck Wolf, Arcadis

CCA welcomed **Geraldine Knatz**, Ph.D., Executive Director of the **Port of Los Angeles (POLA)**; **Gina Marie Lindsey**, Chief Executive Officer of the **Los Angeles World Airports (LAWA)**; and **Ron Nichols**, General Manager of the **Los Angeles Department of Water & Power (LADWP)** to discuss business opportunities at the city's proprietary departments. Nearly 150 guests attended CCA's October panel discussion at the **Omni Los Angeles Hotel at California Plaza**.

These three departments together contract for more than a billion dollars

worth of goods and services on an annual basis and receive hundreds of millions of dollars in lease revenue. They are the economic engines that fuel Los Angeles' growth.

Recognized for its environmental stewardship around the world, POLA generates more than 900,000 regional jobs and \$39 billion in wages and tax revenues each year. In the coming years, POLA will invest nearly \$600 million in capital improvements to expand three of its shipping terminals. Another focal area for improvement at the port is the L.A. Waterfront

Project, an extensive \$1.2 billion public redevelopment enhancement project that concentrates heavily on infrastructure improvements, commercial development and community enhancements in both San Pedro and Wilmington.

As the largest municipal utility in the nation, LADWP delivers reliable and safe water and electricity to nearly 4 million residents and businesses. In 2011-12, LADWP spent \$3 billion on operations, maintenance and capital investment, resulting in 40,000 local jobs and \$9.7 billion in economic output. In the coming years, LADWP will allocate \$1.6 billion for capital to power and more than \$1.2 billion in capital investments to water service infrastructure.

LAWA procures more than \$500 million a year in goods, materials and services to maintain the operations of its networks of airports at Los Angeles (LAX), Ontario, Van Nuys and Palmdale. LAWA is in the midst of a multi-billion dollar development program that is focused heavily on improvements to the new Tom Bradley International Terminal. LAWA is in the first phase of capital improvements, which include upwards of \$4 billion worth of investment. Additionally, there are several major airfield and facility projects in planning or underway that will support the development program.

Wilshire Grand Hotel Demolition Makes Way for New Beginning

October saw the beginning of the demolition of Downtown's iconic **Wilshire Grand Hotel**. The 16 story hotel, which opened in 1952 as the Hotel Statler, has hosted world leaders including Presidents Eisenhower and Kennedy, and Pope John Paul II over the course of its history.

In its place, **Korean Air** and development partner **Martin Project Management**, are building a \$1 billion, 70-story hotel and office complex, featuring a lobby on the 70th floor. Demolition is expected to take a year, with the new project scheduled to open in 2017.



Chris Martin, AC Martin and Martin Project Management and CCA President & CEO Carol Schatz at the Wilshire Grand Hotel demolition



CCA MEMBER PROFILE

Martha Saucedo

Executive Vice President,
External Affairs
AEG

Having joined AEG in 2001, Martha is responsible for managing AEG's community affairs team which is the primary contact for all issues that relate to public and community affairs, charitable involvement and issues that involve public interest in the organization's outreach and development programs.

She is responsible for developing the organization's priorities with respect to local communities and public affairs. In addition, she oversees AEG's philanthropic initiatives as well as the charitable foundations established to provide funding to non-profit organizations that work to improve educational and recreational opportunities to children.

Prior to joining AEG, Martha worked at Mattel, Inc., managing relationships on behalf of the company with local, state and federal elected officials.

Martha also has significant experience working in the public sector, having worked for U.S. House of Representative Member, Xavier Becerra. She also served on the Clinton-Gore '96 re-election campaign as a Lead Organizer in the Los Angeles region.

A native of Southern California, Martha attended the University of California, Los Angeles.

13th Annual Public Safety BBQ Raises \$5,000

Continued from page 1



From Left to Right: Simone Tatro, CityTarget; Los Angeles County Sheriff Lee Baca; Florence Chung, Target; LAPD Commander Blake Chow; Los Angeles City Fire Chief Brian Cummings; LAPD Comander John Sherman; Kathy Faulk, Omni Hotel at California Plaza; CCA and DCBID President & CEO Carol Schatz; Frank Quiambao, California Emergency Management Agency; Alan Atkins, Los Angeles Police Memorial Foundation; Robert Cushman, Brookfield Office Properties; Sara Hernandez, Office of Councilmember José Huizar; and State Senator Curren Price

As Los Angeles' economy continues along its long path to recovery, the private sector is increasingly looking at projects within the city's urban core. These projects range from adaptive reuse of historic buildings to new construction of transit-oriented development that capitalizes on recent investments in public transportation improvements.

A common theme was the notion of investing in the community. Panelists discussed how Angelenos' own understanding of their environment in the urban setting has evolved.

CCA President & CEO Carol Schatz noted, "Each year, CCA features a who's who of architects and designers to talk about their latest creations and projects as well as trends in architecture. These are designers who are not only shaping the skyline here in Los Angeles, but they are the same talent who are putting their creative imprint in cities around the world."

The 13th Annual Public Safety Appreciation BBQ on September 28th attracted 1,350 guests, including numerous public safety officers. Forty four sponsors supported this event,

resulting in a donation of \$5,000 to the Los Angeles Police Memorial Foundation. The community event honored the Los Angeles Police Department and other law enforcement

and public safety personnel for their accomplishments and service in making Downtown Los Angeles a safe and vibrant community.

October General Membership Meeting



Patti MacJennett and Susan Lomax, Los Angeles Tourism & Convention Board; and Kathy Faulk, Omni Downtown Los Angeles



Chuck Wolf, Craig Halverson, Ken Pruett and Ralph Taber with Arcadis



Lupe Valdez and Ken Norwood with Union Pacific Railroad



Donna Lieberman and Peter Braun with the American Diabetes Association



Tracy Barr and Shalom Tinsley, Double Los Angeles Hotel



Arley Baker, Port of LA and John Howland, Cerrell Associates



Cary Jones, Snell & Wilmer and Roy Willis, Newhall Land

CCA

New Members and Third Quarter Renewing Members

NEW EXECUTIVE MEMBERS

Arcadis

NEW BUSINESS ADVOCACY MEMBERS

Atelier Ace
 Boulevard Investment Group
 Eisner Pediatric & Family Medical Center
 Industry LTD
 JH Snyder
 Keller Williams DTLA
 Kitchen Faire
 Shanema

NEW GENERAL MEMBERS

Amante Pizza & Pasta
 Carmel Partners

THIRD QUARTER RENEWING MEMBERS

213 Ventures
 AEG - Anschutz Entertainment Group
 Angelus Plaza
 Apartment Association of Greater Los Angeles
 Arnie Berghoff & Associates
 Bailes & Associates
 BCI PR

Beacon Capital Partners
 Berman Singer Public Relations
 Cathedral of Our Lady of the Angels
 CBRE
 Central Parking System
 Chrysalis Enterprises
 City Club on Bunker Hill
 Colliers International
 Cushman & Wakefield
 Daily Grill
 Department of Building & Safety
 DLA Piper US
 Downtown Properties
 East West Bank
 Ek & Ek
 F.E. Design & Consulting
 Flux Branding
 G.H. Palmer Associates
 Gibson Dunn & Crutcher
 Hilton Checkers Hotel
 Homeier & Law
 Howard Building Corporation
 Kaiser Brothers
 Kaufman Legal Group
 Klawiter and Associates
 L.A. Chinatown Business Council
 Laeroc Partners
 Lawyers Title Company
 Lend Lease (US) Construction
 Lockton Insurance Brokers
 Los Angeles Conservancy
 Los Angeles Universal Preschool
 Los Angeles World Airports

Major Properties
 Mani Brothers
 Manpower
 McGregor Company
 Mercantile Center
 Mia Lehrer + Associates
 Music Center
 NBCUniversal
 Newhall Land
 Occidental Entertainment Group Holdings
 Omgjvning
 Paramount Pictures
 Paul Hastings Janofsky & Walker
 Penwal Industries
 Peykar Family Trust
 Plains All American Pipeline
 Regent Theatre DTLA
 RTKL Associates
 Shammas Group
 Simpson Gumpertz & Heger
 Southern California Gas Company
 The Association
 The Cecil Hotel
 The Edison
 The McCarty Company
 The Robert Group
 Thomas Properties Group
 TRG Real Estate Services
 Urban Partners
 Warner Bros. Entertainment
 Watermarke Properties
 Wells Fargo



CITY SPOTLIGHT

Laura L. McLennan
 Deputy Chief of Staff
 Office of Councilmember Bill Rosendahl, 11th District

As the Deputy Chief of Staff for Councilmember Bill Rosendahl, Laura advises the Councilmember and staff on all issues pending before City Council.

As a member of the senior management at CD11, she assists with leading the staff and coordinates the overall daily operations of the three Council offices. Her specific council committee responsibilities include: Budget & Finance, Public Works, Rules, Elections & Intergovernmental Relations and Transportation.

Prior to joining Council District 11, Laura served as the Legislative Director for former L.A. City Council President Alex Padilla. Laura oversaw legislative initiatives for the office and was responsible for the overall operation of the City Council meetings, agenda setting and Council Chamber operations.

Previously, Laura was a Field Representative for U.S. Senator Dianne Feinstein in her West Los Angeles district office.

Laura is an active Board Member for the Los Angeles chapter of the American Diabetes Association (ADA), and serves as Chair of its Advocacy Committee. She is a native of Southern California and earned her Bachelor of Arts degree in International Relations from the University of San Diego.

November General Membership Meeting



Karin Liljegren and Morgan Sykes Jaybush with Omgjvning



Tess da Silva and Michael Concannon with Lend Lease (US) Construction



Scott Baker, Melendrez and Jan Dyer, Mia Lehrer & Associates



Diane Bader and John Biesek with Penwal



Yuval Bar-Zemer, Linear City Development; Robin Robinson, Fuscoe Engineering; and David Pintar, Driver Urban



Carl Meyer, Perkins + Will and Jack Sample, PCL Construction Services

LEGISLATIVE UPDATES

LADWP Electricity Rate Increases

The Los Angeles City Council approved an 11.1% electricity rate increase over the next two years, despite concerns from ratepayers and some Councilmembers about the high cost of employee salaries at LADWP.

With LADWP's power system infrastructure aging rapidly, the agency is looking to accelerate repair and replacement, which unfortunately could not be completed without rate action this year. CCA testified before the LADWP Board of Commissioners and City Council in support of the proposed power rate increases to meet strict legal mandates and upgrade service reliability to its customers.

The extra revenue will also help LADWP invest in additional renewable energy sources to meet strict state and federal environmental mandates. The rate increases are expected to generate approximately \$321 million by June 2014. Commercial ratepayers saw their bills increase in November. LADWP also anticipates the need for additional rate increases for FY2014 and 15. The levels of those increases are still to be determined.

Chinatown Interim Control Ordinance

A proposed Interim Control Ordinance (ICO), which would have banned "formula retail" stores from Chinatown, was referred by City Council back to Planning & Land Use Committee (PLUM) in November. This action came in the aftermath of a failed attempt by the City Council to secure the necessary 12 votes to institute the ICO.

CCA testified before City Council in late October in strong opposition to the ICO. Both the Planning Department and City Planning Commission agreed with CCA's position that an ICO is not necessary to protect the city's public welfare, and therefore not an appropriate exercise of its land-use powers.

Had the ICO been instituted, the city would have been prohibited from issuing building permits for formula retail stores larger than 20,000 sq. ft. for up to two years within the Chinatown area. The target of the ICO

was a 33,000 sq. ft., neighborhood-serving Walmart Neighborhood Market. While the retail space Walmart acquired is already entitled for a grocery store and has been completely vacant for over two decades, labor loudly protested the new store because Walmart is a non-unionized company.

In addition to advocating for passage of the ICO, labor has also filed lawsuits and appealed to the city's Planning Department in an attempt to prevent Walmart from opening its doors.

Proposed City Tax Increases

The City Council voted in November to support of placing a half-cent sales tax increase on the March 2013 municipal ballot. City voters will decide on whether to raise the city's sales tax rate to 9.5%, effective July 1, 2013. The current rate in the city of Los Angeles is 8.75%, but that will soon increase to 9% due to the statewide sales tax increase (Proposition 30) that voters approved in November 2012. The half-cent increase is estimated to generate \$215 million in general fund revenues each year.

In moving forward with the one-half cent sales tax, the City Council referred back to Rules, Elections and Intergovernmental Relations Committee the three other tax increases it had been considering. While proposals to raise the parking occupancy tax and documentary transfer tax were shelved, there was some indication by members of the City Council that a parcel tax to fund city parks and programs may be reconsidered at a later time.

Zoning Code Reform

The Department of City Planning is embarking on an ambitious \$15 million, 5-year plan to completely overhaul Los Angeles' outdated zoning code. Last revised in 1946, the code has grown from 84 pages to over 600, resulting in a convoluted development process that can stifle investment and lead to delays that derail projects altogether.

In support of the Mayor and CCA's ongoing efforts at development reform, Planning's Comprehensive Zoning Code Revision aims to bring clarity and

predictability for all parties- the city, developers and communities alike- by incorporating the most effective modern planning tools, thereby removing the need for the discretionary entitlements, site-specific conditions and overlays that have proliferated over the decades.

Waste Hauling

In November, the City Council voted 11-3 to move forward with a plan to shift from a free-market system to an exclusive franchise for waste removal at all commercial and many multi-family properties throughout the city. This policy was promoted by labor, which is trying to organize the waste hauling industry.

CCA thanks Councilmembers Englander, Parks and Perry for their leadership and courage in voting against the exclusive franchise, for standing with CCA and for looking out for the best interests of every Angeleno who will be touched by this terribly misguided policy.

Going forward, the city will be divided into 11 regions, and a contract for a single trash hauler will be awarded in each area. This would reduce the number of trash haulers operating in the city from nearly 140 down to a handful; business and property owners would have no choice in their trash vendor and no ability to negotiate for the best rates and service levels.

CCA worked aggressively as part of a sustained campaign to stop the move to an exclusive franchise, which we do not believe is necessary to achieve the legitimate environmental goals that can also be met by moving to a non-exclusive franchise. Now that the decision to move to an exclusive franchise system has been made, the city will begin to study the policy's environmental impacts. This process is expected to move quickly, but may also face legal challenges.

Ultimately, the city council's disappointing but expected decision means that every resident and business in Los Angeles will be affected by increased waste hauling rates, which are expected to skyrocket by over 30%. At the same time, scores of service-oriented waste hauling companies – many of them multi-generational, family-run operations that have serviced Los Angeles for up to 100 years – will be put out of business.

CCA would like to thank our Premier Members for their commitment to our organization and the City.





Steve Veres, LACCD Board of Trustees; State Senator Kevin de Leon; Councilmember Jose Huizar; and Assemblymember Gil Cedillo



Catherine Fleming, Peter Fleming and Randy Yamamoto with The City Market of Los Angeles



Carey McLeod, AC Martin; Chris Park, Hanjin International; Chris Martin, AC Martin/Martin Project Management; and Jeff Evans, Martin Project Management



Trevor Sterry, EVOQ Properties; CCA President & CEO Carol Schatz; and Peter Villegas, JPMorgan Chase & Co.



Lupita Cornejo, AT&T; Lisa Gritzner, Cerrell Associates; CCA President & CEO Carol Schatz; and Richelle Rios, wife of Councilmember Jose Huizar



Randal Hernandez, Union Bank; Antonio Manning and Roberto Barragan, JPMorgan Chase & Co.

CCA Executive Committee Meets with City and State Leaders

In September, **Los Angeles County Supervisor Don Knabe** addressed CCA's Executive Committee on the direct ramifications of prisoner realignment and homelessness. Supervisor Knabe stressed the need for a regional strategy to combat homelessness, recognizing that the decades-old "containment" policy – which aims to concentrate the region's homeless services and housing within Skid Row's 55-square-blocks - is not an effective nor sustainable solution for Los Angeles County's 4,500 square miles. We thank **Laurie Goganzer** from **Ketchum YMCA** for hosting the luncheon.

In October, **U.S. Attorney Andre Birotte, Jr.**, shared insights on his office's work in combating the gang activity in Skid Row. He referenced his office's resolve in combating the gang activity within Skid Row. While the proliferation of gang activity is ongoing, federal resources are being strategically deployed to interrupt illicit gang activity. We thank **Dante Colombatti** from the **San Antonio Winery and**



Jerry Clute, California Hospital Medical Center; Councilmember Jose Huizar; Veronica Perez, Holland & Knight; and Steve Nissen, NBCUniversal at the November Executive Committee meeting.

Maddalena Restaurant for hosting the luncheon.

In November, **Councilmember Jose Huizar** acknowledged that homelessness is a major challenge for his district, which includes Skid Row and virtually all of Downtown. Not only did

he stress how it has become a pervasive problem for Downtown residents and businesses, Councilmember Huizar also noted how it could adversely impact new investment opportunities if unaddressed. We thank **Jerry Clute** with **California Hospital Medical Center** for hosting the luncheon.



"As we near the opening of our Walmart Neighborhood Market in Downtown Los Angeles, CCA has been steadfast in their support of Walmart and the greater business community in advocating for new jobs and more fresh grocery options to help improve livability for Central City residents and surrounding communities. CCA's tenacity and leadership on issues that impact our downtown community is unmatched and because of that, Downtown is a better place to work and live."

Javier C. Angulo
Community Affairs, Public Affairs &
Government Relations
Walmart