



# LAND USE, HOUSING & CONSTRUCTION

**March 28, 2010**

## **Controversial Land Use Signs, Big Retail and Fast Food**

**1. Welcome and Self Introductions**

**2. Special Guests**

**Vanessa Rodriguez, Senior Vice President, Mercury Public Affairs**

Ms. Rodriguez will discuss efforts by the City to regulate fast food establishments in the City of Los Angeles as “nuisance establishments.”

**Cindy Starrett, Partner, Latham & Watkins LLP**

Ms. Starret will provide a brief history of the outdoor advertising industry’s challenges with the City as well as an update on the current status of the offsite sign code.

**Veronica Perez, Partner, Holland & Knight, LLP**

Ms. Perez will talk about the signs used to advertise your place of business – the onsite sign code. What progress has been made to distinguish this type of sign within the code and what issues still need to be addressed?

**Glenn Gritzner, Managing Director, Mercury Public Affairs**

Last week the City Council took an unprecedented move to try and block a by right project in Chinatown. Mr. Gritzner will discuss what happened and the broader implications for businesses looking to develop projects here in Los Angeles.

**3. Discussion**

**4. Upcoming Events**

ACCESS Sacramento, May 22-23, 2012

Next Meeting – April 25, 2012



Los Angeles Area  
Chamber of Commerce

**Glenn Gritzner**  
Managing Director  
Mercury Public Affairs

Glenn Gritzner is a Managing Director of Mercury in the Los Angeles office. Mr. Gritzner joined Mercury after a nearly two decade career at the intersection of policy, politics, and business in Southern California and throughout the State of California. He advises corporations, nonprofits, and local governments on an array of government matters and legislative efforts. He specializes in political outreach, policy analysis, communication and media strategy, education, and urban planning and development issues, maintaining a specialty in the Southern California political environment.

Previously, Mr. Gritzner was Special Assistant to the Superintendent and Director of External Affairs for the Los Angeles Unified School District, with primary responsibility for political, messaging, outreach, and communication strategy. As the closest aide to the Superintendent, he was responsible for the District's relationships with state and local elected officials, and for shepherding complex, high profile projects.

Mr. Gritzner co-founded the Southern California Transportation and Land Use Coalition (since renamed the Transportation and Land Use Collaborative). He was also Editor of The Planning Report and Metro Investment Report, two of Southern California's leading publications on local policy and political issues. Mr. Gritzner is also involved in many civic organizations; among other things, he serves on the Board of Heart of Los Angeles Youth, an after school youth development and education program.

Mr. Gritzner was recently named a member of "Generation Next: The 35-and-Under Movers and Shakers Shaping Politics" by LA Downtown News.



Los Angeles Area  
Chamber of Commerce

**Veronica Perez**  
Partner  
Holland & Knight, LLP

Veronica Perez is a partner in Holland & Knight's Public Policy & Regulation Practice Group. She joins the firm with over a decade-long career in California's legal, business and political sectors. Ms. Perez represents clients on a variety of lobbying and legal matters, including legislative and government counsel, land use, development and public contracting.

Ms. Perez joins Holland & Knight from the Central City Association, a leading business advocacy organization representing 450 corporations, trade associations and nonprofits. She led CCA's Legislative and Legal Affairs Department, where she worked closely with Los Angeles City, county and state decision makers. While at CCA, she successfully advanced the organization's public policy agenda on a broad range of issues, including housing; transportation; labor; sign regulations; rent control and tenant relocation; grocery, restaurant and retail; municipal lobbying regulations; telecommunications; banking; entertainment; and hospital issues.

Prior to CCA, Ms. Perez served in the Los Angeles City Attorney's Office as the Managing City Attorney of the American Dream Program, a strategic partnering of the public and private sectors to facilitate development of vacant nuisance properties. She launched the program to six projects in development, with over 45 units of affordable and market-rate housing and live/work space in underserved communities throughout Los Angeles.

Previously, Ms. Perez practiced litigation at two international law firms in Los Angeles, where she gained broad-based experience in complex commercial matters in both state and federal courts.

Ms. Perez received her B.A. in English at the University of Nevada, Las Vegas, and her J.D. from Columbia University Law School.



Los Angeles Area  
Chamber of Commerce

**Vanessa Frances Rodriguez**  
Senior Vice President  
Mercury Public Affairs

Vanessa F. Rodriguez is a Senior Vice President at Mercury. She is responsible for crafting and implementing public affairs and government relations strategies that support clients' needs.

Prior to joining Mercury, Ms. Rodriguez led the Los Angeles Area Chamber of Commerce's local government advocacy team. The L.A. Area Chamber is the largest business association in Los Angeles County serving the interests of more than 235,000 businesses across the Los Angeles region.

Ms. Rodriguez understands the complex political and policy environment in California and Los Angeles and has helped shape public policy through her work on regulatory issues, health care initiatives and land use proposals.

Ms. Rodriguez was recently appointed by State Senate President pro Tempore Darrell Steinberg to the California Organized Investment Network Advisory Board, which advises the California Organized Investment Network on the best methods to increase the level of insurance industry capital in safe and sound investments while providing fair returns to investors and social benefits to underserved communities.

Community involvement is one of Ms. Rodriguez's hallmark interests. As such, she serves as a member of the Board of Directors of Skid Row Housing Trust, which aims to end homelessness in the Skid Row neighborhood of downtown L.A. by providing affordable homes and the health care services needed to permanently break the cycle of homelessness. She is also a member of the Los Angeles Advisory Council for Running Start, an organization encouraging young women to run for political office or explore other policy making positions. Running Start was founded in response to the shortage of young women considering careers in politics.

Ms. Rodriguez is a graduate of the University of Southern California.



Los Angeles Area  
Chamber of Commerce

**Lucinda Starrett**  
Partner  
Latham & Watkins, LLP

Lucinda Starrett is a partner in the Los Angeles office of Latham & Watkins, where she is a member and former chair of the office's Environmental, Land and Resources Department. Ms. Starrett co-chairs the Energy and Infrastructure Project Siting and Defense Practice Group and the Climate Change Practice Group. Her practice includes approval for real estate development and infrastructure projects, advising on government contract issues, as well as related environmental and transactional matters. Her California Environmental Quality Act (CEQA) practice focuses on administrative and pre-litigation counseling.

Ms. Starrett's clients include developers, corporations, individuals, institutions and nonprofit organizations seeking administrative approvals. Her current clients and projects include the Los Angeles Dodgers, retail and mixed use projects for Westfield and multifamily residential projects for Trammell Crow Residential.

Ms. Starrett is registered as a lobbyist with the City and County of Los Angeles and with the Metropolitan Transportation Authority. She served as the Chair of the Central City Association and was a founding board member of Genesis LA, a nonprofit devoted to economic development activities.

In 2009, Ms. Starrett was recognized as both a Leading Woman in Real Estate and as a Woman of Achievement by the Century City Chamber of Commerce. In 2010, she was named among the "Top 100 Lawyers in California" by the *Daily Journal*. She was also recognized as a leading attorney in *Chambers and Partners USA* and *The US Legal 500* for Real Estate. In 2011, Ms. Starrett was named as one of the *Daily Journal's* Top 25 Land-Use Leaders.

Ms. Starrett graduated *magna cum laude* from Princeton University's Woodrow Wilson School of Public and International Affairs in 1979 and graduated *cum laude* from the University of Pennsylvania Law School in 1984. She served as executive director of a University of Pennsylvania-Princeton study of philanthropy and was a Fulbright Scholar, studying women's roles in politics in developing countries. She was also privileged to clerk on the Ninth Circuit Court of Appeals for the Honorable Dorothy W. Nelson.