



LOS ANGELES AREA
CHAMBER OF COMMERCE

LAND USE, CONSTRUCTION & HOUSING



Chair: Edward Casey, Alston & Bird, LLP
Co-Chair: Phillip Tate, Kilroy Realty Corporation

Land Use, Construction & Housing Council February 25, 2015 10 - 11:30 a.m.

1. **Welcome and Self Introductions**
2. **City of Los Angeles Planning Vision for 2015**
Michael LoGrande – Director of Planning, City of Los Angeles
3. **Los Angeles City and County Floodplain Management Plan**
Kristen Gelino, Planner, Tetra Tech
4. **Strategic Discussion regarding priorities for Land Use, Construction & Housing Council**
5. **Land Use, Construction & Housing Council's 2015 Draft Advocacy Agenda**

UPCOMING EVENTS: ACCESS Washington DC – March 16-18, 2015

Next Council Meeting

April 22, 2015
10 - 11:30 a.m.



Los Angeles Area
Chamber of Commerce

Michael LoGrande
Director of Planning, Department of City Planning
City of Los Angeles, California

Appointed by the Mayor in August of 2010, Michael LoGrande is Director of Planning for the City of Los Angeles, the second largest city in the United States. As Director, Mr. LoGrande has worked closely with Mayor Eric Garcetti (and with former Mayor Antonio Villaraigosa) to promote Los Angeles as a center of urban innovation and balanced growth. He has spearheaded efforts to rewrite the Los Angeles Zoning Code, to update the General Plan, to implement an Urban Design program, and to expedite the processing of development permits. At the same time, he has engaged neighborhoods in the planning process and protected single family neighborhoods, by reaching out to Neighborhood Councils, community groups, and homeowner organizations.

During his tenure, Mr. LoGrande has overseen the approval of various landmark projects including the Convention Center Modernization and proposed NFL Stadium, NBC Universal Vision Master Plan, USC Master Plan and University Village, Century Plaza Hotel expansion, Wilshire Grand, and the \$1 billion Metropolis mega project. He has also overseen future planning efforts for mixed use development around transit stations, major reforms in small lot subdivisions and hillside development, planning for the future of the Los Angeles River, a comprehensive survey of historic resources, and an ordinance requiring bicycle parking in all new developments.

Prior to his appointment as Director of Planning, Mr. LoGrande served as the City's Chief Zoning Administrator and as head of the Planning Department's public policy development unit. His work in the Planning Department has included a variety of critical initiatives, including the creation of the Expedited Processing Section, which since 2004 has entitled more than 15,000 housing units, in a full cost recovery, fast-tracked process. He also directed the City's Revocations and Nuisance Abatement unit, a multi-agency task force that has been responsible for shutting down liquor stores, slum hotels, nightclubs serving minors, and various other businesses that operated as a nuisance.

A native of California, Mr. LoGrande holds degrees in Political Science and Public Administration from California State University Long Beach. He is the past Chairman of the Board of Directors for the Long Beach Housing Development Company. He is a member of the American Planning Association, and is involved in many community based planning organizations.



Los Angeles Area
Chamber of Commerce

Kristen Gelino
Hazard Mitigation Planner
Tetra Tech, Inc.

Kristen Gelino is a hazard mitigation planner with Tetra Tech, Inc. She is currently assisting the City of Los Angeles with the 2015 update of the Comprehensive Floodplain Management Plan. Ms. Gelino has been working as a hazard mitigation planner for two years and has been involved in approximately a dozen mitigation planning efforts in that time. Ms. Gelino recently completed a Master of Urban Planning degree from the University of Washington. She specialized in environmental planning and her thesis explored the importance of ecosystem services in local climate change planning initiatives. Ms. Gelino's undergraduate coursework was completed at the University of Michigan with a double major in the Program in the Environment and Political Science.



LOS ANGELES AREA
CHAMBER OF COMMERCE

ACCESS

Washington, D.C.

MARCH 16-18, 2015

WHITE HOUSE BRIEFING — DEADLINE TO REGISTER: MARCH 2

Registration for the White House briefing is on a first-come, first-served basis.

BIG NAMES. IMPORTANT ISSUES. YOUR VOICE.

2015 Trip Schedule

Monday, March 16

6 p.m. Welcome Reception

Tuesday, March 17

7:45 - 9 a.m. Delegation Breakfast with Keynote Speaker
10 a.m. White House Briefing
All Day Administration/Agency and Capitol Hill Advocacy Meetings
5:30 - 7 p.m. Reception

Wednesday, March 18

8 - 9:30 a.m. Delegation Breakfast with Keynote Speaker
All Day Administration/Agency and Capitol Hill Advocacy Meetings
6 p.m. Closing Night Dinner

* Schedule subject to change



Join L.A. Mayor, Eric Garcetti, as he leads our delegation of more than 150 business leaders to Washington D.C. to advocate for Southern California.

The trip includes large group briefings, events and small group meetings on Capitol Hill. Participants can choose one of the following advocacy tracks:

- ▶ Education
 - › Early Education
 - › K-12
 - › Higher Education
- ▶ Energy and Environmental Sustainability
- ▶ Health Care
- ▶ Housing and Homelessness
- ▶ Regional Economy
- ▶ Technology
- ▶ Transportation and Goods Movement Infrastructure
- ▶ Travel and Tourism
- ▶ Water
- ▶ Workforce Development

RSVP now

Registration is \$850 per person. This fee includes all of the trip's scheduled events, as well as costs associated with meeting planning and delegate materials. For more information, contact Samantha Beasley at sbeasley@lachamber.com or 213.580.7558.

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* As of 2.19.15

The Land Use, Construction, & Housing Council of the Los Angeles Area Chamber of Commerce supports the adoption and implementation of planning policies that incorporate smart growth tools, drive economic growth, improve environmental sustainability and enhance the quality of life and connectedness of our region.

Support Los Angeles City planning zoning code update

It has been 68 years since Los Angeles has updated its zoning code, an important tool that defines, directs and plans the City's landscape. Over the years, the City has taken a "piecemeal" approach by amending the zoning code at-will without a visionary picture of the future landscape of L.A. The Chamber will play an active role in updating the zoning code through advocating meaningful zoning code reform to ensure that the approved zoning code not only meets the challenges of population growth, diverse housing demands and changing technologies, but also that it creates certainty for the development community and residents.

Modernize California's Environmental Quality Act

The California Environmental Quality Act (CEQA) must be modernized to preserve the law's original intent while preventing abuse for purposes unrelated to environmental protection. The Chamber supports substantive improvements and will continue to engage in a statewide coalition effort advocating for a "standards approach," which will integrate California's strongest-in-the-nation environmental laws and planning documents into the CEQA process, streamline the project approval and challenging processes, and reduce the risk of lawsuits that abuse the intent of CEQA and delay development, jobs and economic recovery.

Increase opportunities for businesses to promote goods and services

Organizations should have the ability to freely advertise goods and services, grow their companies and boost our economy. Chamber members rely on marketing opportunities created by the sign industry to communicate their brand and message with loyal customers and create new relationships to maintain and grow a company. It is critical that the City's sign ordinance under consideration provide fair and comprehensive guidance to outdoor marketing companies and the businesses that rely on them for advertising space in prime locations and opportunities for business growth.

Support the Home for Good plan to end chronic and veteran homelessness

The Chamber and the United Way of Greater Los Angeles remain committed to the Home for Good plan to end chronic and veteran homelessness in L.A. within five years. The Chamber will continue to support the implementation phase of the plan, which includes: ensuring better resource coordination between all levels of government, incentivizing the construction of permanent supportive housing throughout the region and advocating for improvements to federal funding formulas for homelessness services.

Advocate for incentive-based affordable housing development

With the end of community redevelopment and in order to support and boost the economic growth of our region, it is crucial that L.A. is able to meet demands for affordable housing. The Chamber will advocate for an incentive-based approach and permanent sources of funding that will not only increase the affordable housing stock in L.A., but will stimulate the housing market and put people back to work.