

Communication from Public

Name: Jessica Lall
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October 25, 2022

City Council President Paul Krekorian

Councilmember Marqueece Harris-Dawson, Chair, Planning and Land Use Management Committee

200 N. Spring Street

Los Angeles, CA 90012

Re: DTLA 2040 Community Plan

Dear Council President Krekorian and Councilmember Harris-Dawson,

Established in 1924, Central City Association (CCA) is an advocacy organization committed to DTLA's vibrancy and increasing opportunity in the region. We are a membership organization comprised of over 300 members who have played a leading role in transforming Downtown Los Angeles and our city by building over 17,000 units of new housing, and more than 6.6 million square feet of office and retail space and 3,600 hotel rooms that have resulted in hundreds of thousands of jobs and millions of tax revenue dollars to the City. We have been closely engaged on the DTLA 2040 Community Plan Update since its initiation in 2014. **DTLA 2040 is the result of nearly a decade of work between City Planning and a wide range of stakeholders and its adoption is vital to address our housing shortage, support our economic recovery from COVID-19 and depoliticize our neighborhood's growth. Amid the vacuum of leadership created by multiple scandals, betrayals and abuses of power by DTLA's Council representatives over the past several years, we request that you move forward with deliberation of this critical plan and schedule it for a hearing by the Planning and Land Use Management (PLUM) Committee, recognizing its regional importance and longstanding dedication by community members.**

While the City Council generally defers to the will and perspective of an area's respective Councilmember(s), DTLA 2040 is an extraordinary situation for several reasons:

- First, as stated, currently and for the past several years, we have not had effective leadership or representation. We need coordinated Council action to move this plan forward but lack a local Councilmember to do so.
- Second, there is broad, strong and enduring support for the plan from a wide range of stakeholders. While stakeholders may disagree over some of the plan's finer points, there is unified interest in seeing the plan move forward through the legislative process and a commitment to its overarching objectives.
- Third, we cannot solve our city and region's housing crisis without this plan. Downtown has accounted for as much as half of the city's new housing units in a given year, and is conservatively projected to accommodate at least 20 percent of the City's future housing growth. DTLA 2040 is critical to meeting the production and zoning requirements of the Housing Element.
- Finally, areawide plans like DTLA 2040 are needed to remove political interference in the project approvals process and restore transparency. DTLA 2040 will set clear standards that move the City away from ad hoc, project-by-project approvals and fosters public trust.

In the absence of Council representation, DTLA is fortunate to have many longstanding stakeholders, to hold our neighborhood together amid significant challenges. However, only City Council has the authority to adopt legislation like DTLA 2040. We look forward to working with Councilmember-elect Eunisses



Hernandez, who will represent a portion of the plan area, in the near future, and we are asking that you recognize the importance of this plan to our community and the entire city. Please exercise your leadership to begin deliberation on this plan. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, which appears to read "J. Lall", is positioned below the word "Sincerely,".

Jessica Lall
President & CEO
Central City Association of Los Angeles