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March 14, 2016

The Honorable Jose Huizar
Chair, Planning & Land Use Management Committee
Los Angeles City Council
200 North Spring St.
Los Angeles, CA 90012

RE: DTLA Forward, Items 1-4

Dear Chairman Huizar:

Established in 1924, the Central City Association (CCA) is Los Angeles's premier business advocacy organization, with 450 members employing over 350,000 people in the Los Angeles region. As the primary architect of the Downtown Renaissance, CCA submits this letter in support of the latest elements of the DTLA Forward program.

By placing the emphasis on the access and linkages that improve Downtown streets, DTLA Forward is improving mobility in the area. The reconfigured streets and leading pedestrian interval crosswalks have already proven successful. Moreover, these programs are improving safety for cyclists and pedestrians in Downtown, helping to make the area truly walkable.

CCA supports using the design elements of the Harlem Place alley project to model a more comprehensive City policy to allow for expanded design treatments in alleys within public ownership. And we encourage the City to identify other appropriate spaces and opportunities for pedestrian and green alleys in Downtown.

Further, CCA encourages City Planning to adopt the South Park Tree Palette. The South Park neighborhood in Downtown is becoming a vibrant residential and business center. The adopted palette will not only give the area a consistent feel, but will also ease the burden on developers who are building in the South Park area by giving them a simple resource to utilize when adding to the urban canopy.

We are committed to our partnership through DTLA Forward and thank you for your work. CCA believes that this is an important step in promoting Downtown Los Angeles' image and brand.

Sincerely,

A handwritten signature in black ink, appearing to read "Carol E. Schatz".

Carol E. Schatz
President & CEO