

## **Draft 2010 LUCH Advocacy Agenda**

### **Land Use, Housing and Construction**

The L.A. Area Chamber advocates for policies and programs that build more affordable workforce housing, use incentive based initiatives to create new jobs as well as make it easier for businesses and residents to navigate the permitting and planning process. This is accomplished by streamlining the bureaucratic process, reforming outdated planning codes, and pursuing effective market-based planning policies.

### **The Three S's to Building a Better Future for Development**

**Simplify** the outdated Planning Code to promote job creation and smart development. As a member of the Planning Code Reform Advisory Committee, the Chamber advocates for a business-friendly code including: extending expiration dates for entitlements; clarifying the plan approval process; and creating market-based incentives for affordable and workforce housing.

**Streamline** the application process by focusing the Planning Department on Case Processing. Whether it is a small business in need of a variance or a large development seeking multiple entitlements, a project's financial viability depends on the time it takes to move through the city's bureaucracy. The Chamber supports the creation of a Development Processing Unit within the Planning Department that meets state-mandated guidelines on moving applications through the entitlement phase.

**Secure** building permits by implementing the 12-2 program. Three years ago, the City proposed this new program designed to reduce the number of approvals needed for a building permit from twelve separate departments to just two. The program is still not in operation. The Chamber will work to ensure that the 12-2 program is implemented in early 2010.

## **Ensure Economically Sound Implementation of SB 375**

SB 375 is a sustainable community development law designed to link local housing and transportation planning. The Chamber will work with stakeholders to mitigate regulatory uncertainty, set realistic emissions reduction strategies and ensure that the law's implementation does not impede economic recovery.

## **Advocate for market-based workforce housing policies**

Building more workforce housing requires stronger public-private partnerships between local governments and developers. Placing unsustainable government mandates on developers will discourage production rather than ensure more affordable housing. The Chamber supports targeted developer incentives that will lead to cost-effective housing for middle and lower income residents.

## **Address Homelessness in Los Angeles**

Together with the United Way of Greater Los Angeles, the Chamber has created a task force of business leaders to promote policies that will help end homelessness in Los Angeles. Building on best practices from across the nation, the Business Leaders Task Force will focus on ways to develop permanent supportive services for the chronically homeless through housing, access to medical care, and job skills training.

## **Advocate for a Jobs-Friendly Sign Code**

“A business without a sign is a sign of no business.” The Chamber advocates for a fair and legal sign code that strikes a realistic balance between community concerns and the appropriate placement of signs. The City must start over and create a sign ordinance that levels the playing field for all sign companies; implements an effective sign inspection program; and incorporates valid community input.