



DTLA (DOWNTOWN LOS ANGELES) 2040 TALKING POINTS

When it is your turn to speak, you should begin by:

1. Introducing yourself and announcing you are stakeholder in the LA Fashion District.
2. Request to speak on item 54 and general public comment. This ensures that you will have two minutes to speak as opposed to one.

If you are calling in, keep your ear to the phone and turn down your listening device when it is your turn to speak to avoid feedback.

The following is a list of points you can use when crafting your statement:

- We request that the productive space requirement be lowered to 0.5 FAR as recommended by the Department of City Planning. Additionally, we request that the requirements for loading docks and freight elevator be removed. Per HR&A, the experts contracted by the City, these amendments would make new projects financially infeasible.
- There is an existing 18% vacancy rate in buildings designated for manufacturing and wholesale use in the IX2/IX3 area, which is high compared to the regional 3.5% industrial vacancy rate indicating there is an overabundance of space in the Fashion District.
- The PLUM (Planning and Land Use Management) amendments will put 12,000 new housing units, 2000 of which would be rent-restricted affordable units, at risk. This will make it harder for low-income workers to find affordable housing in the district and could displace existing residents disrupting our community.
- The PLUM amendments will make it difficult to build affordable housing units in the area, limiting housing options for low-income residents and workers.
- The Southern California Association of Governments (SCAG) finalized its 6th Cycle Regional Housing Needs Assessment (RHNA) and made it clear that the City of Los Angeles will be responsible for delivering 455,000 new housing units between 2021 to 2029. The magnitude of this housing target cannot be overstated – the city must do everything in its power to increase, encourage, and promote the development of all housing types rather than hinder the ability to meet these goals.
- The City of Los Angeles is currently in the middle of a housing and homelessness crisis that requires an all-hands-on-deck approach. The proposed plan restricts housing development in

areas of the Fashion District, delaying the growth needed by the city to meet state housing goals.

- The Fashion District is a major economic driver for the city that has evolved and adapted over the decades to keep up with market trends while retaining jobs/businesses in our area, but the PLUM amendments further restrict zoning. Removing all flexibility and fluidity will prevent new development and future job opportunities.
- Developers and investors will choose to avoid the Fashion District altogether if the PLUM amendments are passed. This will lead to lost investment opportunities, community benefits, and the opportunity to create a healthy community with public space.
- The Fashion District is home to many small businesses, community organizations, and low-wage workers. The PLUM amendments will harm these groups by reducing foot traffic and making it harder for essential services, infrastructure, and transportation projects to come online in the Fashion District.
- The manufacturing industry is evolving, and spaces/approaches that worked in the past will not necessarily support the jobs and businesses of the future. This sector is moving towards a more “hybrid” format that includes design (office), production (industrial), and sales (retail) activities, all in the same space. Limiting flexibility will result in businesses and jobs leaving Los Angeles.
- The Fashion District is known for its diverse population, businesses, and activities. The PLUM amendments will limit this diversity by preventing the establishment of new development and businesses. This will lead to a less vibrant and inclusive Fashion District.
- Hotels are crucial, particularly in anticipation of many major events on the horizon and to bringing in visitors and economic activity that supports our neighborhood.
- Prohibiting and requiring hotels to get CUPs (Conditional Use Permits) goes against the City’s longstanding tourism policies including a goal of 8,000 hotel rooms near the Convention Center and the Tourism Master Plan.
- A community plan is a policy document which addresses growth and community improvements over decades that affect hundreds of thousands of constituents. The current plan responds to short-term issues facing the Fashion District but does not account for market redirections or emerging changes in the manufacturing industry. The plan must look through a long-term lens that creates an assortment of tools to be used for strong development, housing production, job creation, and a thriving Downtown Los Angeles over the next 20 years.