The LA Fashion District is at a critical point in its evolution. The wave of high-intensity urban development that has transformed much of Downtown Los Angeles has begun to enter our vibrant commercial hub. The bustling Flower Market is slated to be redeveloped as a 14-story mixed-use tower, and only a block away the massive City Market project is anticipated to add nearly 1,000 residential units, 300,000 square feet of office space, 200,000 square feet of retail, and a creative arts education campus. Indeed, new businesses and development activity are making headlines on a seemingly weekly basis.

These projects and market interest, though significant in scale, offer only a glimpse of the changes in store for our one-of-a-kind neighborhood. The City’s DTLA 2040 Draft Community Plan proposes a sweeping set of new land use and zoning changes across Downtown Los Angeles, regulating both the types and scale of new development that will shape urban life in the Fashion District for decades to come.

Though new growth and change are essential parts of the urban experience, it is imperative that the Fashion District’s businesses, property owners, and other stakeholders are empowered to dictate and shape the course of their own future.

To that end, we have engaged MIG to assist us in this planning process so that we may communicate to the City Planning Department an authentic, mutually agreed upon vision for the Fashion District. With input from our stakeholders, we will create a set of recommendations that reflect stakeholder vision and goals, for the City to incorporate into the final DTLA 2040 document.

On January 9th, the DTLA 2040 Steering Committee met with MIG to begin the process of collectively creating a strategic response to the DTLA 2040 Draft Plan.

The meeting included a presentation from MIG that outlined their project approach, a DTLA 2040 overview, and a discussion about the future of the LA Fashion District, including its assets and strengths, opportunities and constraints, and our vision and goals.
In November, the LA Fashion District BID held its first Policy Committee Meeting. The Policy Committee intends to provide information to its membership by monitoring the legislative environment, and partnering with like-minded organizations to advocate for what fosters a stronger Fashion District neighborhood.

One upcoming initiative that all property owners should pay particularly close attention to is the Split Roll Property Tax, which will be an initiative on the November 2020 ballot.

If passed by the voters, the ballot initiative would amend the state constitution to require commercial and industrial properties to be taxed based on their market value. The proponents of this effort believe it is between a $10B - $12B tax increase on commercial property.

To learn more about this ballot measure, please visit: https://bit.ly/2toSSWD

In additional advocacy news, Central City Association (CCA) and the Los Angeles BizFed Political Action Committees announced their endorsement of Kevin de Leon for City of Los Angeles, Council District 14. Both agree that de Leon is the most viable and job-friendly candidate to represent this district, which includes Downtown Los Angeles, Boyle Heights, El Sereno and Northeast Los Angeles.

Kevin de Leon was a guest at our December Board of Directors meeting, where he introduced himself, informed the group about some of the issues he’s running on, and responded to various questions and concerns.

Have you been to fashiondistrict.org lately? If so, you’ve probably noticed that things look a little different. If you haven’t visited the new site yet… what are you waiting for?

The new LA Fashion District website officially launched just before the new year and has already garnered 900 new email subscribers!

The BID’s marketing team worked with web developer, Geocentric, for months on creating a new site that both reflects the LA Fashion District’s new brand, but more importantly, is functional and easy to navigate for users.

For additional highlights of the BID’s 2019 marketing efforts, you can view their presentation from the December Board of Directors Meeting here: https://adobe.ly/2GNQImA
CITY INCREASES PENALTIES FOR ILLEGAL DUMPING

PENALTIES INCREASED FOR ILLEGAL DUMPING

Dumping waste, materials, packaging, and equipment on L.A. streets, sidewalks, and alleys or in public bins is a crime and is subject to increased fines or criminal prosecution.

The City is cracking down on those who trash our sidewalks and streets:

- **Penalties** for violations under City and/or State law are punishable from a $200 fine to as much as $25,000 and/or jail time.

- **Surveillance cameras** have been installed throughout the City. Footage from these and private business cameras is being used as evidence in pursuing criminal cases against illegal dumpers.

- **Undercover and uniformed officers have been deployed** in an effort to catch illegal dumping in real time.

- **Citizen Reporting:** the MyLA311 app has been updated to make it easier for witnesses of illegal dumping with evidence or first-hand information to report it to the City for investigation.

The Los Angeles Municipal Code requires that all properties in the City have adequate waste and recycling services. **Public trash bins are not alternatives** for contracted services. If you do not have trash collection and recycling services, contact the LASAN 24-hour Customer Care Center at 1-800-773-2489 to enroll.

DO THE RIGHT THING – PROPERLY DISPOSE OF YOUR WASTE. BREAKING THE LAW WILL COST YOU.
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The BID recently updated the Fashion District’s website

ILLEGAL DUMPING PENALTIES
City of Los Angeles increases penalties for illegal dumping