



August 2007

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LA CUTS BUSINESS TAX RATES

Continuing my work to reform business policy and cut city bureaucracy, I led the City Council to approve a 4% reduction in business taxes.

WE PROTECT AGAINST OVER-DEVELOPMENT ON HILLSIDES

By reforming the Los Angeles slope-density ordinance, we establish clear building rules that will protect the integrity of our hillside neighborhoods and provide clarity for builders.

CITY COUNCIL PREVENTS UN-MITIGATED DEVELOPMENT

Ensuring that all businesses, no matter how large or how small, follow the same rules, the majority of my Council Colleagues joined me in voting to require Home Depot to perform an environmental review for the proposed Sunland-Tujunga store.

UPCOMING CITY EVENTS

Making Los Angeles more business-friendly

As part of my continuing efforts to make Los Angeles more [business friendly](#) and to cut bureaucracy at City Hall, I recently led the City Council to approve the reduction of the City's business tax by an additional 4%.



By expanding our business-friendly policies we are creating new jobs for our families, opportunities for our children and revenue for our neighborhoods. Since I introduced the City's Business Tax Reform Plan in 2004, we have demonstrated that what is good for business is good for Los Angeles. Since its inception we have returned over \$92 million to Los Angeles businesses.

Overall, we have reduced the Gross Receipts Tax by 11.1% in the past three years and approximately 50,000 new businesses opened in the City of Los Angeles and accessed the benefits of the business tax reform package. In 2006, we returned \$50 million to the business community while city business tax revenue exceeded targets by \$14 million.

I come from a family that ran a small business in the San fernando Valley. I know firsthand that reducing the bureaucracy faced by the hardworking men and women who drive our economy will benefit all Angelenos.

Reducing density along hillsides



I recently led the Los Angeles City Council to unanimously pass a new slope-density ordinance that will prevent many of the battles between community members and developers we've seen across the city. This new ordinance will protect the

integrity of our neighborhoods and ensure a fair building process. The measure will reduce the bureaucracy of the City's permitting process and create a more open and

**September 9th,
7:00 AM Registration**

OVARIAN CANCER COALITION,
9TH ANNUAL RUN/WALK

CBS Studio Center,
4024 Radford Ave.
Studio City, CA

To register visit
the Ovarian Cancer Coalition
website.

**October 2nd,
10 AM**

THE CENTER FOR NON-PROFIT
MANAGEMENT: FUNDING
WORKSHOP

Councilwoman Wendy Greuel will
sponsor a six week, bi-weekly
workshop on securing funding for
non-profits beginning Tuesday,
October 2nd.

Valley Economic Development
Center
5121 Van Nuys Blvd
Van Nuys, CA 91403

Scholarships are available and
application deadline is
September 21st.
For application click here.

For more information visit:
www.cnmsocal.org

**October 6th,
10 AM**

WENDY GREUEL CHILD HEALTH
AND SAFETY FAIR

Councilwoman Greuel sponsors
an annual fair to provide free
health and dental screenings,
traffic safety tips, car seat
inspections and arts and crafts to
all families in CD 2.

Valley Plaza Recreation Center
6451 Saint Clair Ave
North Hollywood, CA
91606

efficient government.

Several years ago, a planning dispute exploded in a multi year battle in the Canyon Hills neighborhood of Council District 2. The problem began with developer's calculations showing a legal right to build on 169 lots across 887 acres of majestic mountainside. Meanwhile, the community's calculations suggested the number of build-able lots ranged from only 45 to 109. The community was devastated by the potential loss of precious open space. The business community on the other hand was concerned by the lack of consistency in City law and projections. In fact, both were correct because there has never been a consistent calculation and permitting process for hillside development. This is unfair both to community activists and business leaders. In the end, I was able to preserve 85% of the land in question as permanent open space, but this lengthy negotiation process demonstrated the need for change in the City's slope-density ordinance.

After settling this heated discrepancy, I introduced a motion in the City Council to close this critical loophole in the City's Slope Density Ordinance. Ultimately, we are protecting communities and erasing the uncertainties faced by businesses.



Generally, the ordinance states that the steeper the slope, the fewer the number of permitted plots. However, too often in our city we see planning disputes escalate because developers and community members interpret the slope-density ordinance differently because the parties are employing different maps.

Our new measure ensures that all maps used for slope-density calculations be prepared by a civil engineer or land surveyor licensed by the State of California. This will provide for a no-nonsense approach toward hillside development, ensuring developers and residents are on the same page. Additionally, the ordinance requires that all maps and calculations be made available to the public and subject to verification.

The improved ordinance will clarify density entitlements and more thoroughly protect the safety and integrity of our hillside neighborhoods. Ultimately it will limit density along hillsides.

We are making City Hall more efficient and transparent, while enhancing the daily quality of life for constituents citywide. This is truly government at its best, a system which empowers and protects the interests of our beautiful neighborhoods. Through my role on the City Council and the Audits and Governmental Efficiency Committee, I will continue to do the common sense things which reform our government and in turn benefit the residents of Los Angeles.

Enforcing our City's rules

Recently, the City Council made a clear statement that that

For more information call:
(818) 755-7676

October 21st
10 AM

SHERMAN OAKS CHAMBER OF
COMMERCE STREET FAIR

Grand Marshall Wendy Greuel
will kick off the Valley's largest
street fair.

Ventura Blvd,
Kester to Van Nuys
Sherman Oaks, CA

For more information call:
(818) 906-1951

**FOR MORE
INFORMATION**

VISIT MY WEBSITE

CALL MY OFFICE

Downtown
(213) 473-7002
North Hollywood
(818) 755-7676
Sunland-Tujunga
(818) 352-3287

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all companies, no matter how big or how small, are required to play by the same rules in Los Angeles. Nearly all of my colleagues joined me in demanding that a Home Depot in my district be required to mitigate the traffic and environmental consequences of its construction.

Two years ago Home Depot leased a property in the Sunland-Tujunga community of Council District 2, and applied for permits which would allow minor tenant improvements without requiring an environmental review or traffic mitigation efforts. During this time, Home Depot's construction on the site far exceeded tenant improvements and in fact altered the structure of the building. But because of their original permits, the company was not required to work with community members to protect neighborhoods from increased traffic and pollution.

The City Council ruling now requires Home Depot to perform an environmental review that will mitigate the level of construction being performed at the Sunland-Tujunga site. My colleagues and I made it clear that companies cannot cut corners in the City of Los Angeles.

As a Councilmember who has made business and efficiency issues the cornerstone of my tenure, I am eager to support businesses that create jobs, serve the community and play by the rules. I also know that clear and regularized rules are a requirement for a healthy business climate. I applaud all of my colleagues who joined me in voting in favor of protecting the community and the laws of our City.

This message was sent to by:

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