

Central City East Association Brochure Copy

The Central City East Association

Founded in 1985 by community-minded business owners, The Central City East Association (CCEA) is a dynamic organization that actively promotes more efficient and profitable business operations in Central City East. CCEA effectively addresses issues that include crime, sanitation, parking and zoning; incorporating the philosophy that unity combined with action will improve the business community. CCEA has successfully grown to currently represent over 45 businesses.

Who Should Be A Member of CCEA?

- Any business owner too busy running their business to be personally involved with city politics or bureaucratic red tape on a day-to-day basis.
- Any business owner concerned with issues regarding:
 - Crime
 - Police Activity
 - Sanitation
 - Security
 - Zoning Protection
 - Municipal Services
- Any business owner desiring a stronger, more efficient and profitable business.
- Any business owner concerned with long-range planning to protect business and land values within light-industrial zoning.
- Any business located in the Toy District or east of San Pedro Street, south of Third Street to Olympic Street, and east of Los Angeles Street to the Los Angeles River.

Member Services

CCEA members benefit many times over each time they get the special attention that their businesses deserve. The organization's primary goal is to improve business operations in Central City East from the smaller, every day issues of loading zone and parking problems, sanitation needs, and special police attention of problem areas, to larger, long-range planning needs designed for protecting the light-industrial zone, and restoring order on area streets. Member services include:

- A full-time staff to assist business owners in solving business problems within the city, county and CRA bureaucracies.
- Staff consultants with governmental, public relations and legal expertise.
- Increased business opportunities with neighbors in Central City East.
- Quarterly newsletters containing valuable, inside information and alerts on political decisions that affect the business community.
- Attendance of prominent elected officials at CCEA membership meetings to increase political awareness and expedite problem solving.
- Weekly monitoring of city, county and CRA agendas to track all new land use developments, and notification of potentially effected property owners.
- Lobbying to focus political attention on area problems and to expedite solutions.
- Presentation of area needs directly to the City Council, LAPD and elected officials in order to increase public services to area businesses.

CCEA Accomplishments

- Organized community opposition to prevent a new homeless shelter at 6th and San Pedro, as well as preventing the relocation of the Fred Jordan Mission at 6th and Towne Avenue.

- Ongoing efforts with the Department of Public Works and City Council offices to close potentially dangerous alleys that harbor drug addicts and criminals.
- Organized businesses and local residents, and worked with the LAPD to close the nuisance Recycling Center on Seventh Street.
- Lobbied to include CCEA representatives on the Downtown Strategic Plan Committee, and assured that the Central City East community would be included in the long term planning document.
- Worked closely with the CRA to set unprecedented conditions for the operation of the Union Rescue Mission at 545 S. San Pedro Street; primarily the establishment of a main client entrance on San Julian Street, and the prevention of lines and client sleeping around the exterior of the building.
- Publicly voiced a position to the City Council to stop development of all new shelters and services until an audit of existing services, including their level of utilization and identification of prevailing needs is completed.
- Worked with the the City Council to require that City Planning Departments notify adjacent property owners of any proposed development of homeless shelters consisting of thirty or less beds. No notification requirement existed prior to CCEA involvement.
- Lobbied the Public Works Department and the LAPD to increase sanitation cleanup, and remove street encampments.
- Lobbied the City Council to close the crime-ridden 6th and Gladys park, then worked with the CRA to create a new design and guidelines for the park's reopening.