

June 4, 2012

The Honorable Ed Reyes  
Chair, Planning and Land Use Management Committee  
200 North Spring Street, Room 410  
Los Angeles, CA 90012  
Fax: (213) 485-8907

**Re: Regulation of the Placement of Cell Towers and Related Equipment  
Council File No. 09-2645**

Dear Chairman Reyes:

Established in 1924, the Central City Association (CCA) is Los Angeles' premier business advocacy association whose 450 members employ over 350,000 people in the Los Angeles region. As the voice of business and the primary architects behind the Downtown renaissance, CCA understands the importance of providing optimal wireless services to our city's residents and businesses alike.

Businesses today are especially reliant on the use of sophisticated smart phones and other data intensive uses for their individual needs. We ask that you work with the wireless industry to find solutions that will not result in new onerous regulations. In the end, the wireless industry and the city both share a similar goal – namely, to ensure that the residents and businesses have access to reliable and enhanced wireless services.

This Committee is presented with an opportunity to incentivize our wireless service providers to upgrade their networks in order to keep pace with the technological surge in demand. CCA asks that you partner with the wireless services companies to find common ground on how to proceed with the recommendations from the City Attorney's office.

If you have any questions, please do not hesitate to contact Anh Nguyen, CCA's Senior Director of Legislative & Legal Affairs, at 213-624-1213.

Regards,



Carol E. Schatz  
President & CEO

cc: Honorable Jose Huizar  
Honorable Mitchell Englander  
Guadalupe Duran-Medina  
Sharon Gin