

June 22, 2023

SPUR: Reinventing the City

RISE DTLA

Nella McOsker
President & CEO

CCA
CENTRAL CITY
ASSOCIATION
OF LOS ANGELES

Through advocacy, influence and engagement, CCA enhances Downtown's vibrancy and increases opportunity in the region.

WE FULFILL OUR MISSION BY:

01

PROVIDING A
VISION FOR THE
FUTURE OF DTLA

02

MAKING DTLA THE
PLACE FOR
HOUSING AT ALL
INCOME LEVELS

03

ADVANCING
COMPREHENSIVE
SOLUTIONS TO
HOMELESSNESS

04

ENHANCING
THE EXPERIENCE OF
DTLA FOR
EMPLOYEES,
RESIDENTS AND
VISITORS

05

SUPPORTING
AND ATTRACTING
BUSINESSES
AND INSTITUTIONS
TO DTLA



DTLA is...

1%

Of the City's Land



But...

>30%

Of its New Housing



>15%

Of Metro Ridership



~20%

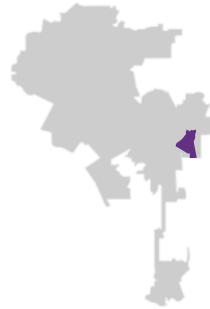
Of Its Jobs



DTLA is...

1%

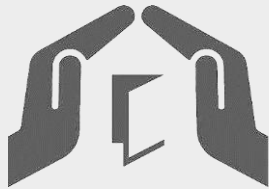
Of the City's Land



But...

~20%

Of its Unhoused Population



~45%

Of its Office Space



6x

Its Crime Rate



RISE DTLA

Reinvigorate public spaces

Incubate economic opportunities

Strengthen public safety and wellness

Envision Downtown's vibrant future

RISE DTLA

The diagram features a central vertical line. At the top, the title 'RISE DTLA' is centered. Below it, a horizontal line divides the space. On the left side, two curved lines connect the top and bottom text. On the right side, two curved lines connect the top and bottom text. At the bottom center, a vertical line connects the top and bottom text.

Adaptive Reuse
+
Planning/Land Use

Transit Support,
Programming and Pilots

Holistic Public
Safety Approaches

Public Space
Activation and Partnerships

Rethinking DTLA
Economic Development

DTLA Sectors by Avg. Days WFH and Growth Rate



Source: US Census on the Map Longitudinal Employer Housing Dynamics Survey 2002-2019; Survey of Working Arrangements and Attitudes (SWAA)

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