

Attachment P

1. Announcement for 4th Annual Evolution of Downtown LA event set for Friday, May 16, 2014 with Kevin Farrell listed as Senior Vice President of Century West Partners.
2. Central City Association of Los Angeles newsletter dated June 18, 2014 with a panel presentation listing Kevin Farrell as the Executive Vice President and Chief Operating Officer of Century West Partners.
3. LinkedIn posting stating that Kevin Farrell is the Executive Vice President and Chief Operating Officer of Century West Partners, January 2011 to present (3 years 9 months.)

REGISTER NOW



— 4TH ANNUAL —

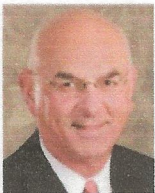
EVOLUTION OF DOWNTOWN LA

Friday, May 16, 2014

JW Marriott LA LIVE

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Wayne Ratkovich
Founder & CEO
The Ratkovich Company
(TRC)



Martin Caverly
CEO
EVOQ Properties



Paul Keller
Founding Principal
Mack Urban



Richard Stockton
President & CEO
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Bert Dezzutti
EVP
Brookfield Office Properties



Jessica Lall
Executive Director
South Park BID



John Zanetos
SVP
CBRE



Ted Tanner
EVP - Real Estate
Development
AEG Worldwide



Kevin Farrell
SVP
Century West
Partners

CCA DELIVERS

June 19, 2014

INSIDE THIS ISSUE:

- Planning Downtown's Continued Boom
- CCA's Housing Showcase and Panel

EVENTS CALENDAR

THURSDAY, JUNE 26
5:30pm

**CCA and Liner LLP Present:
Angels of the City Awards**

*Takami Sushi in the Elevate
Lounge*

TUESDAY, JULY 29
5:30pm

Chiefs of Staff Reception

*EVOQ Rooftop at Alameda
Square*

COMMITTEE CALENDAR

SAVE THE DATE
THURSDAY, JULY 10
8:00am

**TRANSPORTATION,
INFRASTRUCTURE & ENERGY
COMMITTEE**

(Open to Executive and Business
Advocacy Level Members Only)

Topics: Ideas for a Sustainable
City; DWP and Energy Efficiency

Special Guests: Matt Petersen,
Office of Mayor Eric Garcetti;
David Jacot, Los Angeles
Department of Water & Power



Daniel Taban, JADE; Frank Frallicciardi, Forest City; Julio Morales, Equity Residential; Kevin Farrell, Century West Partners; Carol E. Schatz, CCA; Tom Gilmore, Gilmore Associates; Hal Bastian, Downtown Center BID; Con Howe, City View Los Angeles Fund; Bill Witte, Related California; and Steven A. Nissen, NBCUniversal

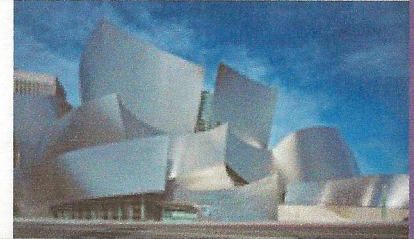
Planning Downtown's Continued Boom

At CCA's Housing, Land Use & Development Committee meeting on Wednesday Department of City Planning staff provided updates on various projects.

First, **Alan Bell**, **Charlie Rausch**, and **Phyllis Nathanson** presented the proposed Master Planned Development (MPD) Ordinance. Made for campus-like unified developments, MPDs will allow tailor-made zoning to govern new projects. CCA has formed a working group to formulate amendments to the proposed ordinance to ensure that Downtown projects can make use of this new tool.

Next, **Simon Pastucha** updated CCA on the Urban Design Studio, which will add 2 new staff members this year. The Studio integrates principles of urban design with innovative policy, and Simon is currently working with the Department of Public Works to streamline streetscape improvement procedures.

Finally, **Patricia Diefenderfer**, **Nicholas Maricich**, and **Bryan Eck** provided general updates on the Downtown Community Plan. The recent transformation of Downtown into Los Angeles' newest urban residential community has created new planning opportunities and challenges, and they hope to incorporate CCA feedback into their work.



CCA IN ACTION

• CCA again testified at the Energy and Environment Committee in favor of the Alternative #4 of the Bay Delta Conservation Plan EIR/EIS. Alternative #4 offers the best compromise between water reliability and environmental protections. Staff contact: Director of Government Relations, [John Howland](#).

CCA IN THE NEWS

• Dwell Media honored Carol E. Schatz, CCA President & CEO, for her efforts relating to the 'astounding reinvention of Downtown Los Angeles' with an inaugural Re-Inventor Award at a ceremony on June 18. Dwell recently titled Los Angeles "America's Most Successfully Re-Invented Metropolis" and recognized the success of the Downtown Renaissance.

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ANNOUNCEMENTS

TUESDAY, JUNE 24
6:30pm

**AVANT South Park Apartments
Designer Showcase**

THURSDAY, JUNE 26
5pm

**PSOMAS Paper Yacht
Challenge**

WEDNESDAY, JULY 23
7:30am

**Inspection Trip of the
Sacramento/ San Joaquin Bay-
Delta**

CCA would like to thank **Alan Bell, Charlie Rausch, Phyllis Nathanson, Simon Pastucha, Patricia Diefenderfer, Nicholas Maricich, and Bryan Eck** from the **Department of City Planning** for their remarks and presentations.

CCA's Housing Showcase and Panel

At CCA's **Housing Showcase and Panel** today, CCA members previewed six new-to-market Downtown housing projects.

Tom Gilmore, Principal at **Gilmore Associates**, emceed the discussion. **Kevin Farrell**, the EVP & COO of **Century West Partners**, **Frank Frallicciardi**, Director of Development at **Forest City West**, **Julio Morales**, the VP of Investments at **Equity Residential**, **Con Howe**, Managing Director of **City View Los Angeles Fund**, **Daniel Taban** from **JADE Enterprises**, and **Bill Witte**, President of **Related California**, discussed the Downtown housing market.

Overall, the panel had a positive outlook. With 5,000 units coming online, panelists mentioned the need to differentiate housing products. Meanwhile, demand for residential options remains high, with recent sales topping \$600 per square foot. This rise in price will likely continue, as more Angelenos come to see Downtown as an amenitized, urban neighborhood. Challenges remain, however, with the cost of building parking exceeding \$30,000 per space. The panelists all agreed that urban design and walkability should remain priorities.

CCA would like to thank **Tom Gilmore, Kevin Farrell, Frank Frallicciardi, Julio Morales, Con Howe, Daniel Taban, Bill Witte** for their presentations and remarks. We would also like to thank event sponsor **Hyatt Regency Hotel**.

Central City Association of Los Angeles "Our Advocacy Strengthens Your Bottom Line"

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ILIST:ADDRESSLINE

Kevin Farrell

EVP, COO The Fifield Companies and Century West Partners

Greater Chicago Area | Real Estate

Join LinkedIn and access Kevin Farrell's full profile. It's free!

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- See who you and **Kevin Farrell** know in common
- Get introduced to **Kevin Farrell**
- Contact **Kevin Farrell** directly

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Kevin Farrell's Overview

- Current** **EVP, COO at Century West Partners**
Executive Vice President at Fifield Realty Corp.
- Past** Project Executive at The Cullie Group
Vice President at Related Midwest (LR Development)
VP - Design and Construction at First Union Real Estate Investments
- Education** Illinois Institute of Technology
University of Illinois at Urbana-Champaign
- Connections** **344 connections**
- Websites** Company Website

Kevin Farrell's Experience

EVP, COO

Century West Partners

January 2011 – Present (3 years 9 months) | Greater Los Angeles Area

Premier multifamily housing development company in Los Angeles

Executive Vice President

Fifield Realty Corp.

Privately Held; 1-10 employees; Real Estate industry

April 2008 – Present (6 years 6 months)

National multifaceted real estate development company.

Project Executive

The Cullie Group

Privately Held; 1-10 employees; Real Estate industry

May 2009 – November 2009 (7 months)

Program Management solutions for real estate owners and developers.

Vice President

Related Midwest (LR Development)

Privately Held; 1001-5000 employees; Real Estate industry

June 1999 – March 2008 (8 years 10 months)

VP - Design and Construction

First Union Real Estate Investments

1993 – 1999 (6 years)

Kevin Farrell's Education

Illinois Institute of Technology

MBA

University of Illinois at Urbana-Champaign

BSCE

Kevin Farrell's Additional Information

Websites:

- [Company Website](#)

Groups and Associations:



Commercial Real Estate Borrower Advocate Group



George Smith Partners

Home Builders Association of Greater Chicago