



An aerial, grayscale photograph of downtown Los Angeles, showing a dense urban landscape with numerous skyscrapers and a grid of streets. In the background, a range of mountains is visible under a clear sky. The text is overlaid on the upper portion of the image.

Downtown Los Angeles Community-driven change

**Ashley Zarella, LEED AP, Assoc. AIA
Chair, Sustainability Committee
Downtown Los Angeles Neighborhood Council**

At-Large
Alex Cha

Resident
Russell Brown

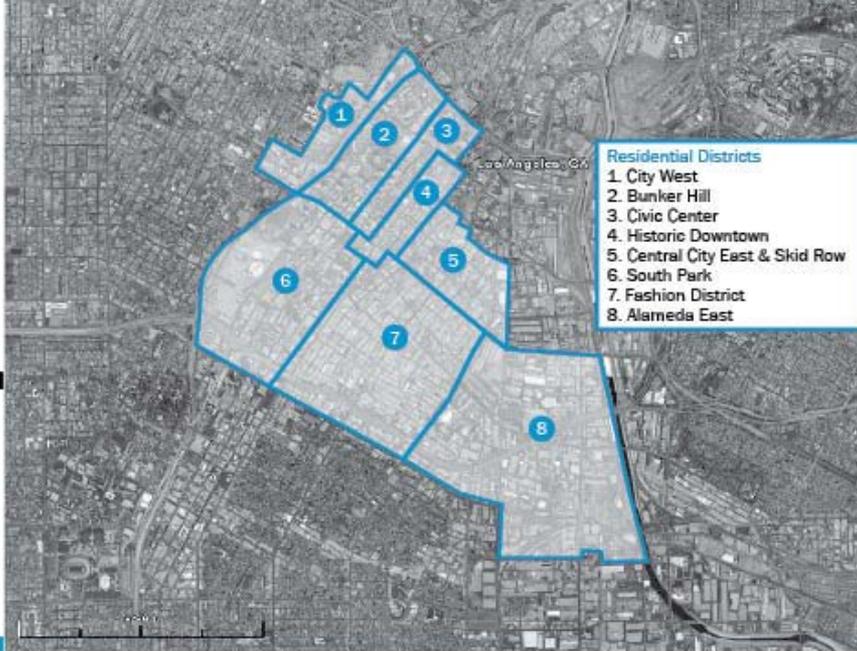
Homeless
Henry Proctor

Business
Hal Bastian

Area-Wide Directors

1. Manita Patel
2. Russell Chan
3. Stanley B. Michaels
4. Patti Berman
5. General Jeff
6. Mary Wentz
7. Andrew Ruiz
8. Michael Francesconi

Residential Districts



The Downtown Los Angeles Neighborhood Council represents stakeholders who live, work or own a business downtown. There are 28 members on the Board of Directors.

Business Districts

1. David Hurtado
2. Jon Toktas
3. Michael Delljani
4. James Doizaki
5. Mike Pfeiffer
6. Brandon Coburn
7. Seth Polen

Area-Wide Directors

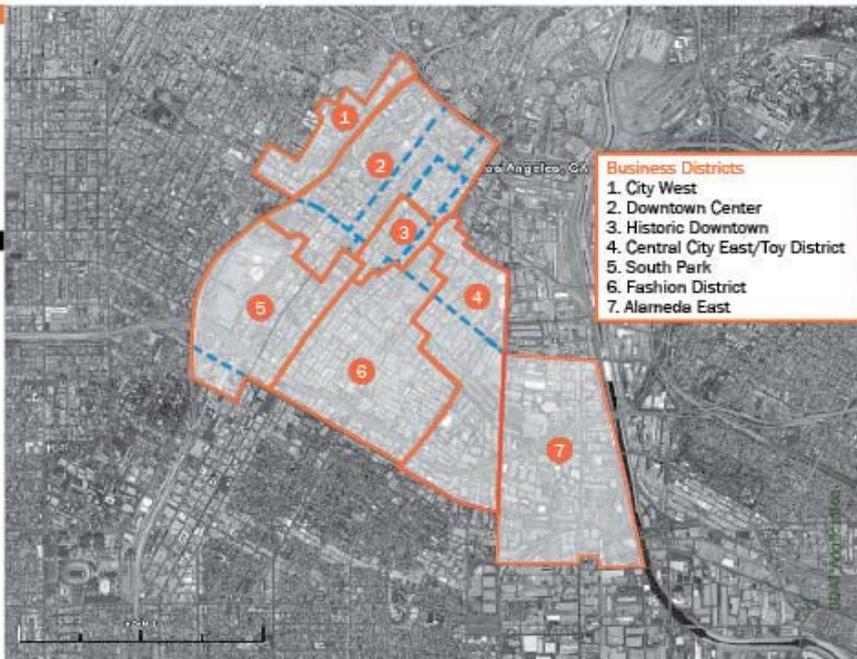
Artist
Dawna Nolan

Arts, Cultural & Educational Interests
Danielle Duran
Shane Guffogg
Brady Westwater

Social Services Provider
Wendell Blessingame
Antoinette Falice
Shannon Parker

Workforce-Private Sector
Ashley Zarella

Workforce-Public Sector
Gunnar Hand









































FOR LEASE

A Mission for the Sustainability Committee

The Sustainability Committee is dedicated to empowering the downtown community to create a **culture of sustainability.**

We will work with the community to increase accessibility to existing programs and services through outreach and public education. We will identify and create opportunities for new programming and partnerships to meet our goals for a more **livable, affordable, and efficient urban center.**

The Sustainability Committee of the Downtown Los Angeles Neighborhood Council is the applicant for this proposal. As an advisory Council to Los Angeles City Hall, the Downtown Los Angeles Neighborhood Council represents all downtown stakeholders. The Sustainability Committee is working to develop a community greening "toolkit" that any stakeholder can use to contribute positively to a greener urban environment. In response to the downtown neighborhood's steady revitalization, the Sustainability Committee wants to identify resources and programs available to the public, develop a program of outreach and community education, and encourage public participation through the development of this strategy. Tenants, residents, workers, business owners, and the homeless should be involved throughout the process. The Sustainability Committee will provide support to the Sustainable Design Assessment Team (SDAT) process while developing an outreach strategy to facilitate the implementation of the SDAT plan with public consensus.

The SDAT process will help the growing community of Downtown Los Angeles develop with the benefit of sustainable practices to ensure the public health of this and future generations. The Neighborhood Council system is intended to reach the community at the grassroots level and it is supported by the City Council of Los Angeles. The Mayor, City Council, and State of California have recently launched several new sustainability programs and there is a need for public outreach and education. How does our community access these programs and implement their benefits for a cleaner, more livable city? Substantial clusters of cultural attractions, artists and galleries, and new pockets of residential development have changed the scope of the issues we face as an urban environment and creative solutions are necessary to enhance this influx of density.

The SDAT process will provide us with a comprehensive understanding of how to manage the transformation of our neighborhood and maximize the potential community benefits of this growth. The SDAT process will provide guidance to the Sustainability Committee and Downtown Los Angeles Neighborhood Council as it facilitates community collaboration and partnership to meet the needs of stakeholders in a pedestrian-oriented, sustainable urban environment.

Downtown Los Angeles: Community-driven change

Downtown Los Angeles Center for Communities by Design 2009 Sustainable Design Assessment Team (SDAT) Program Proposal **community-driven change**

**Ashley Zarella, LEED AP,
Assoc. AIA**

Gunnar Hand, AICP

Veronica Siranosian

Tanner Blackman

Stanley Michaels

Jennifer Regan

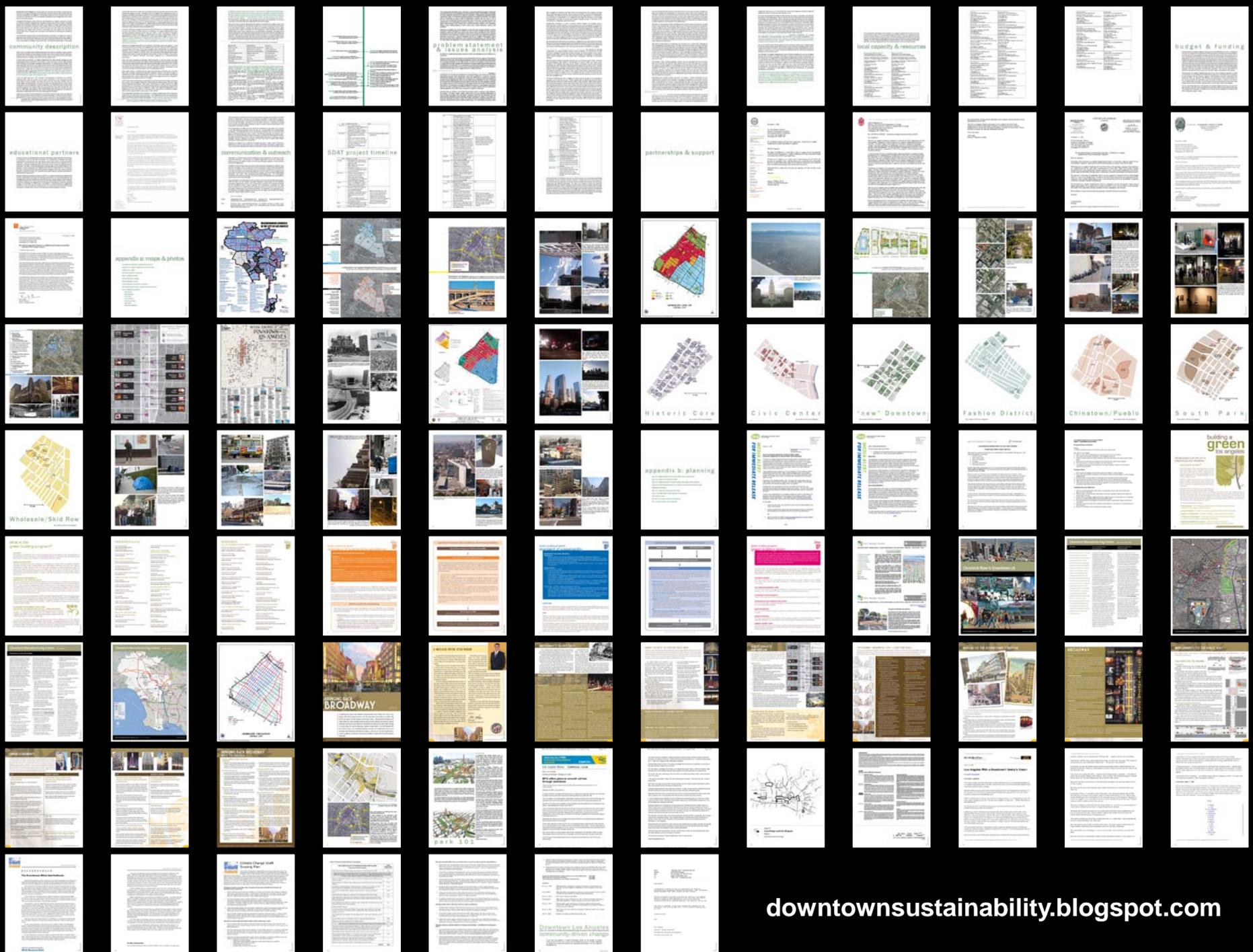
Brady Westwater

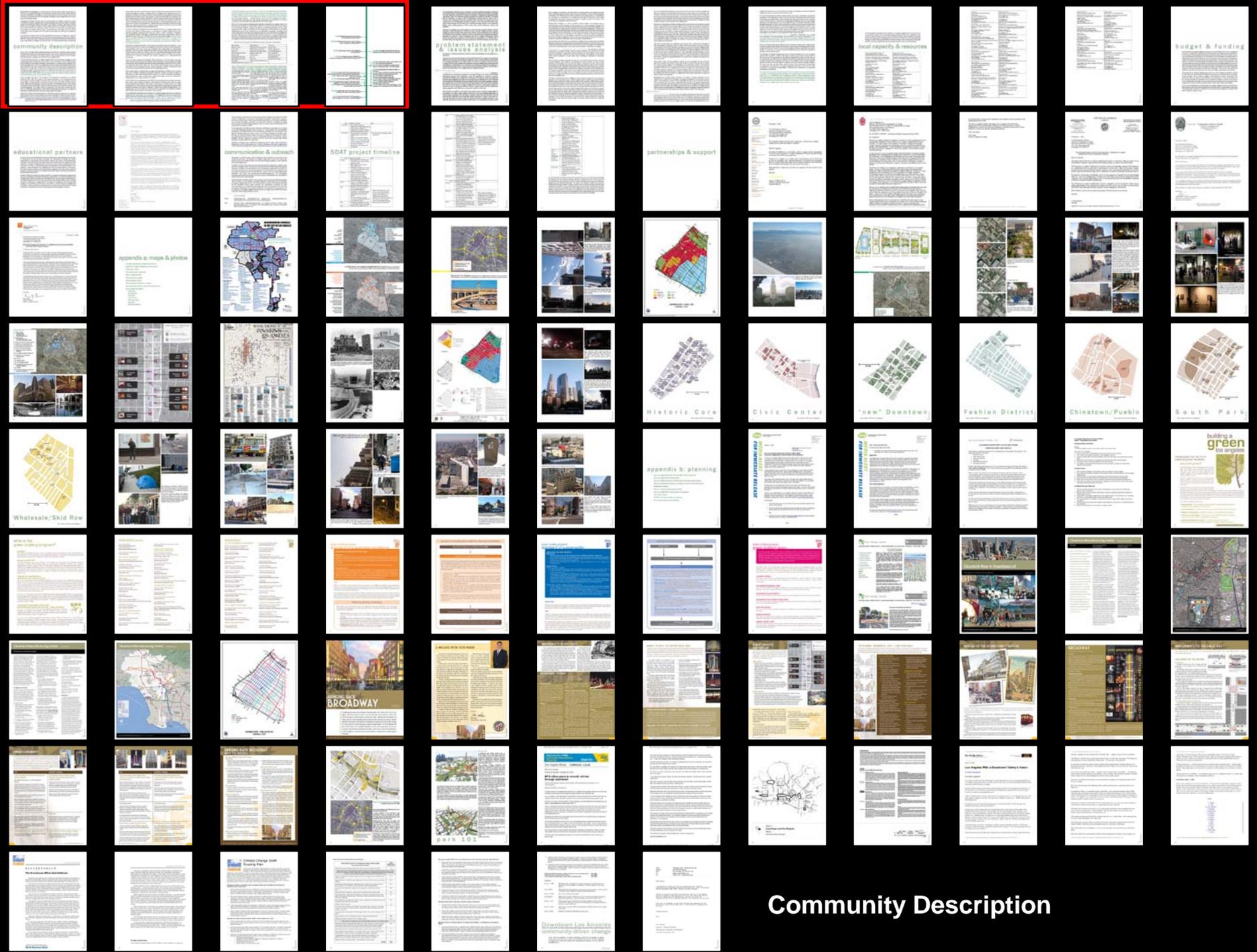
Sustainability Committee

**Downtown Los Angeles
Neighborhood Council**

**Flickr-Blogdowntown
Photo Pool**

SDAT Grant





community description

educational partners

communication & outreach

SDAT project timeline

problem statement & issues analysis

partnerships & support

local capacity & resources

budget & funding

Wholesale/Skid Row

Historic Core

Civic Center

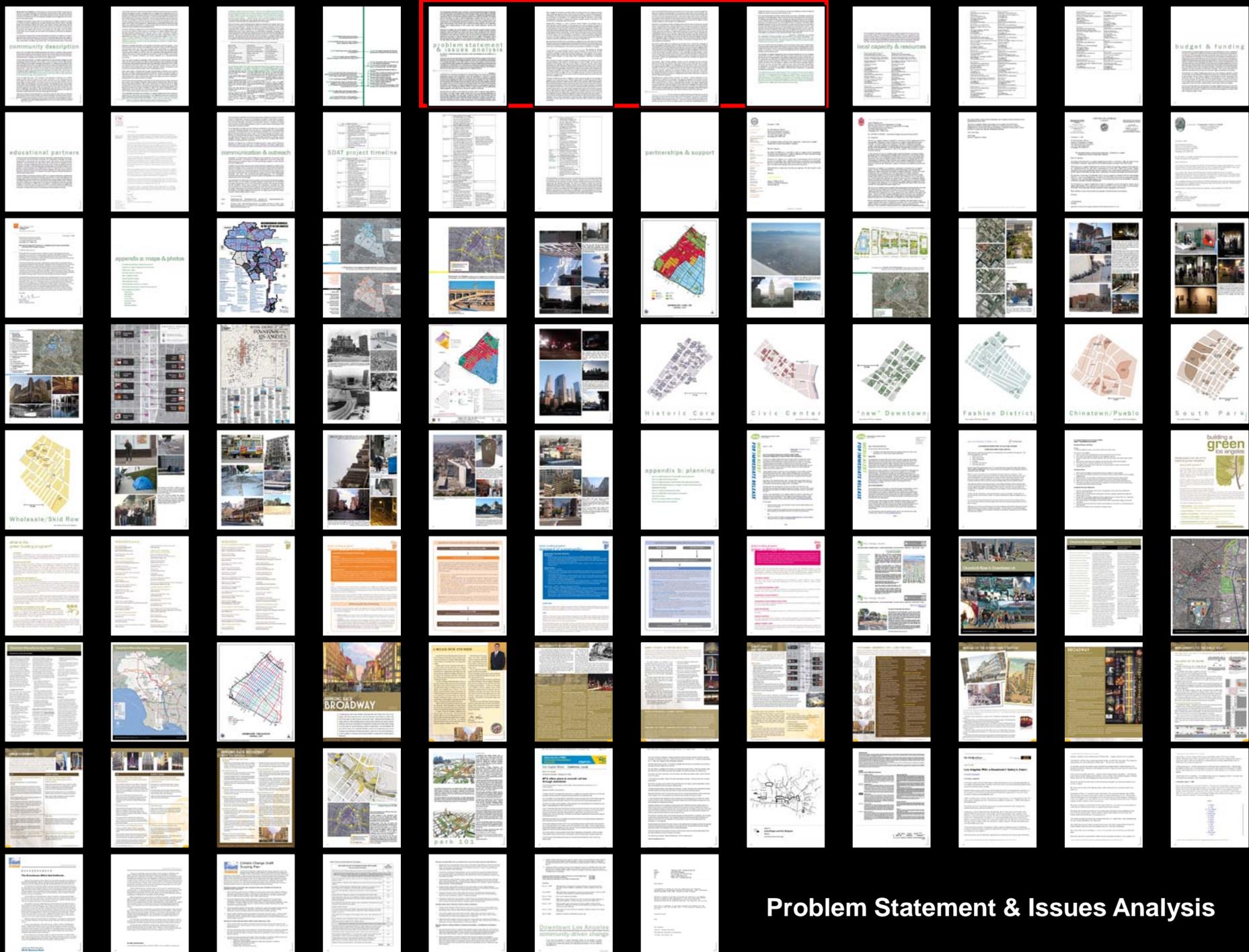
new Downtown

Fashion District

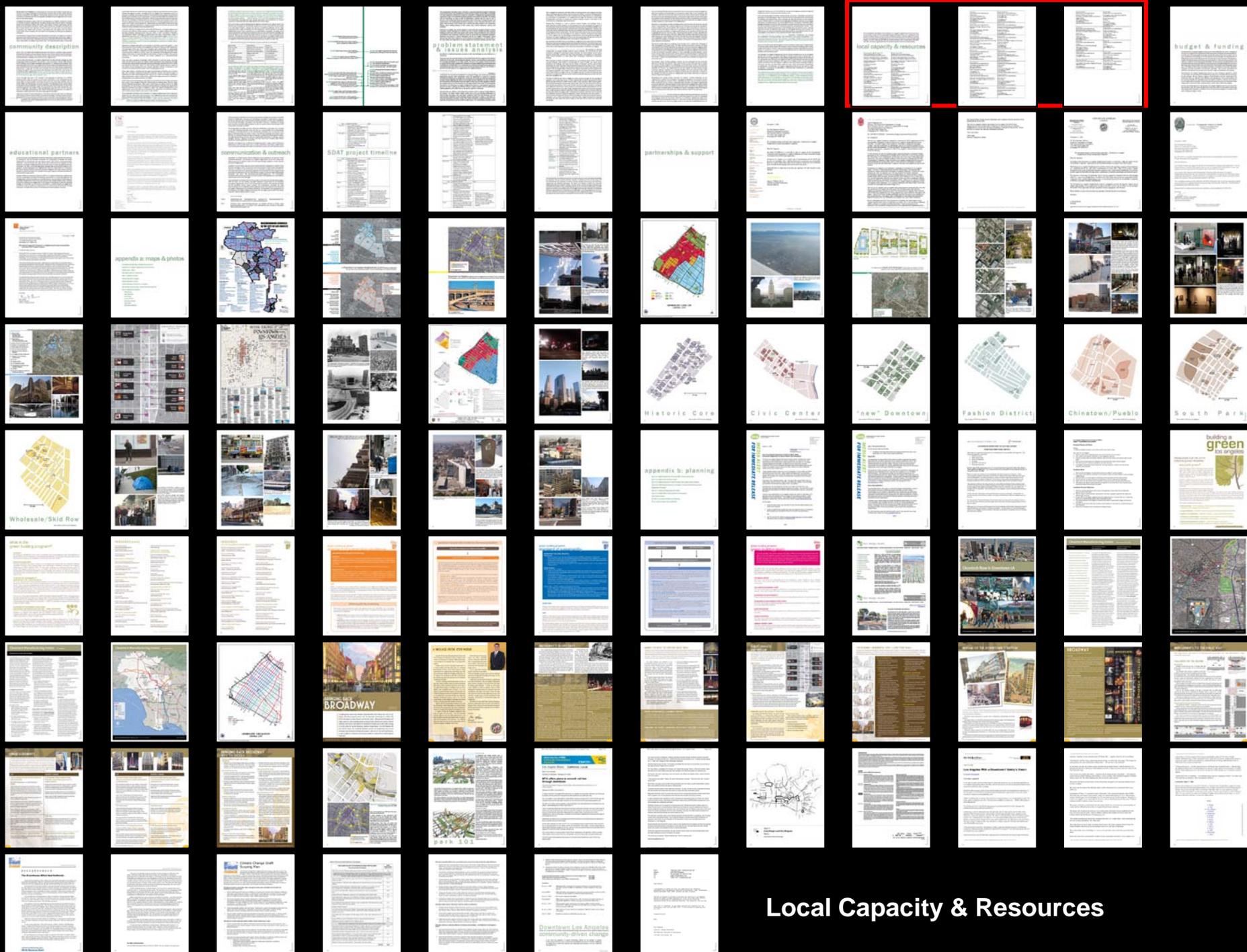
Chinatown/Pueblo

South Park

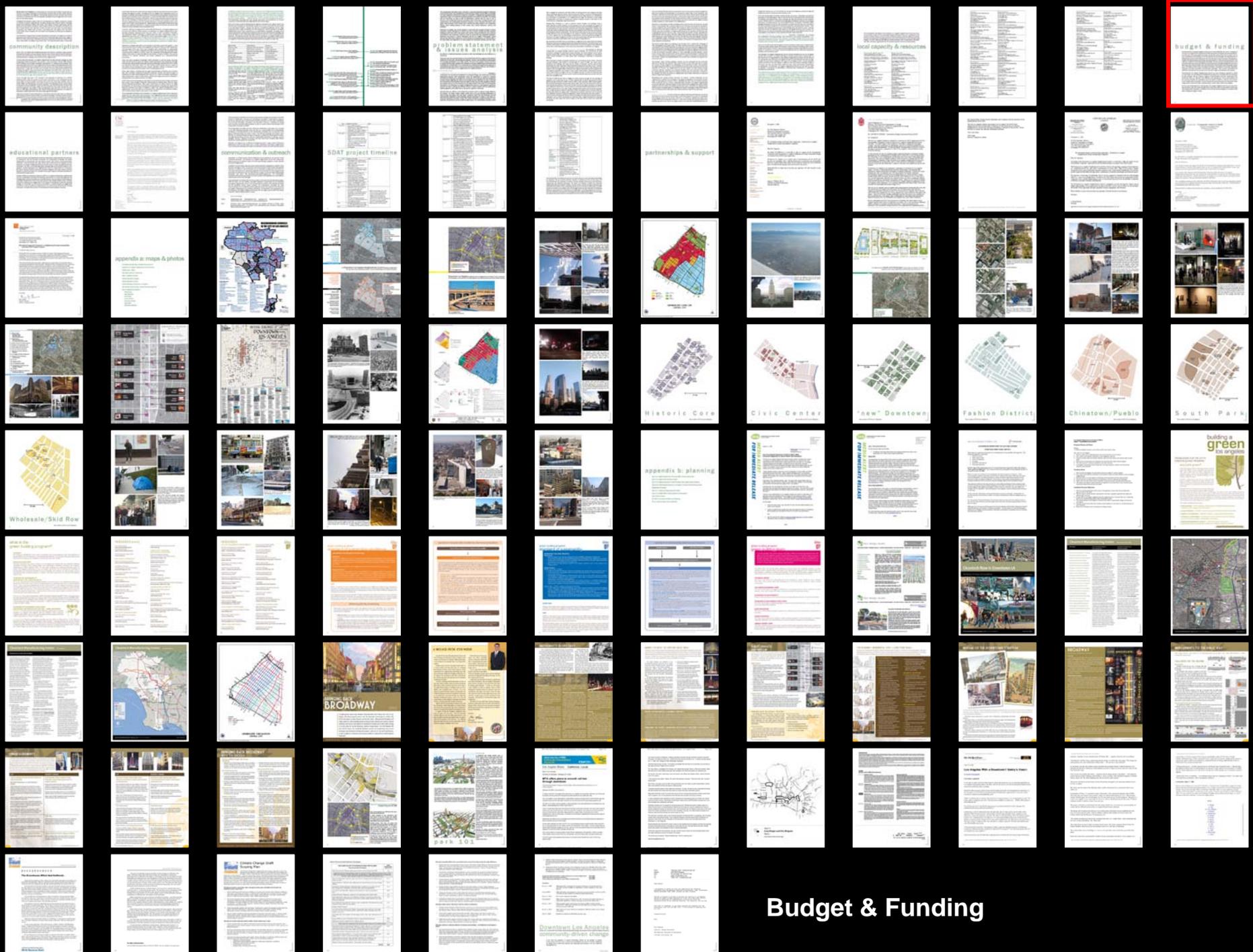
Community Description



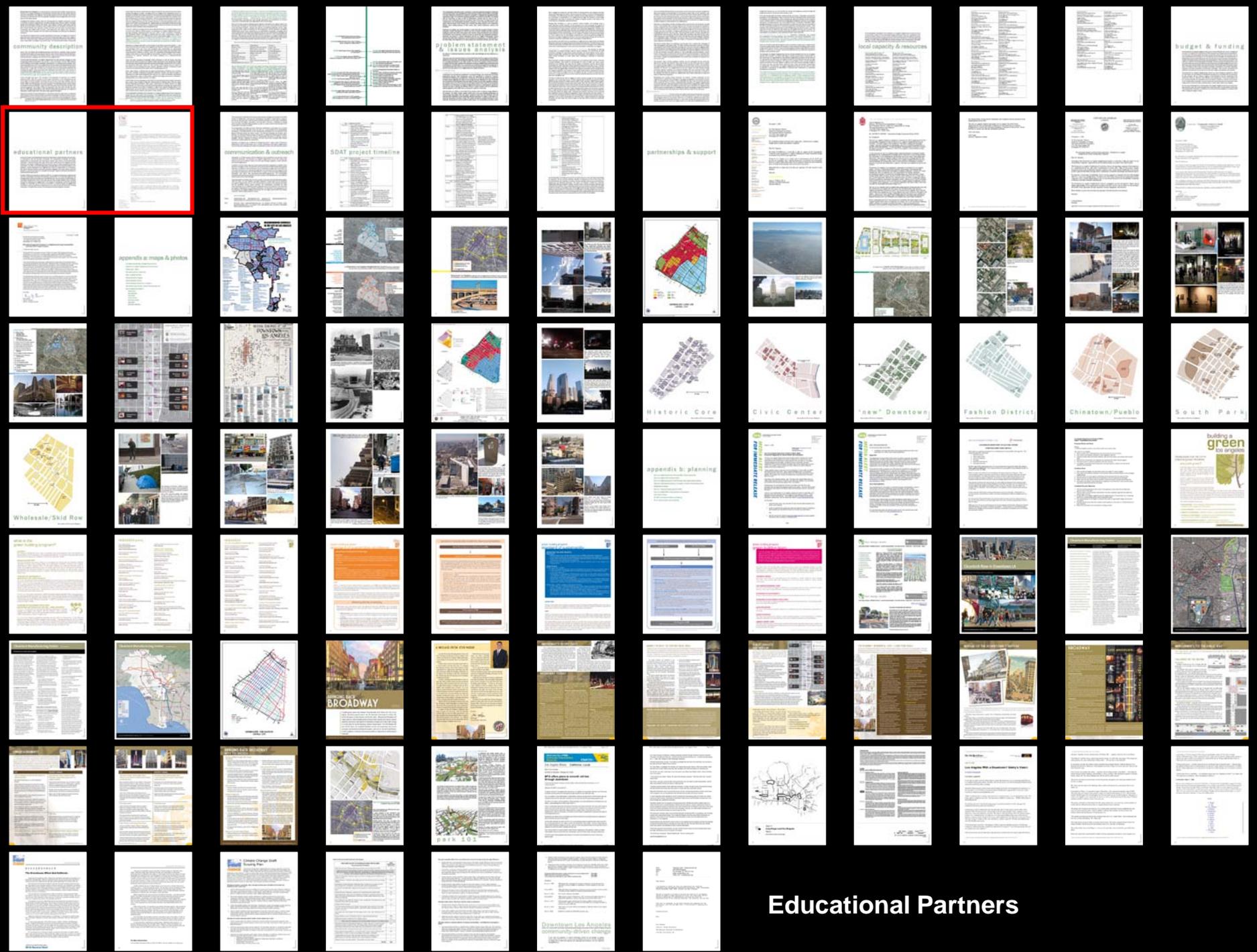
Problem Statement & Issues Analysis



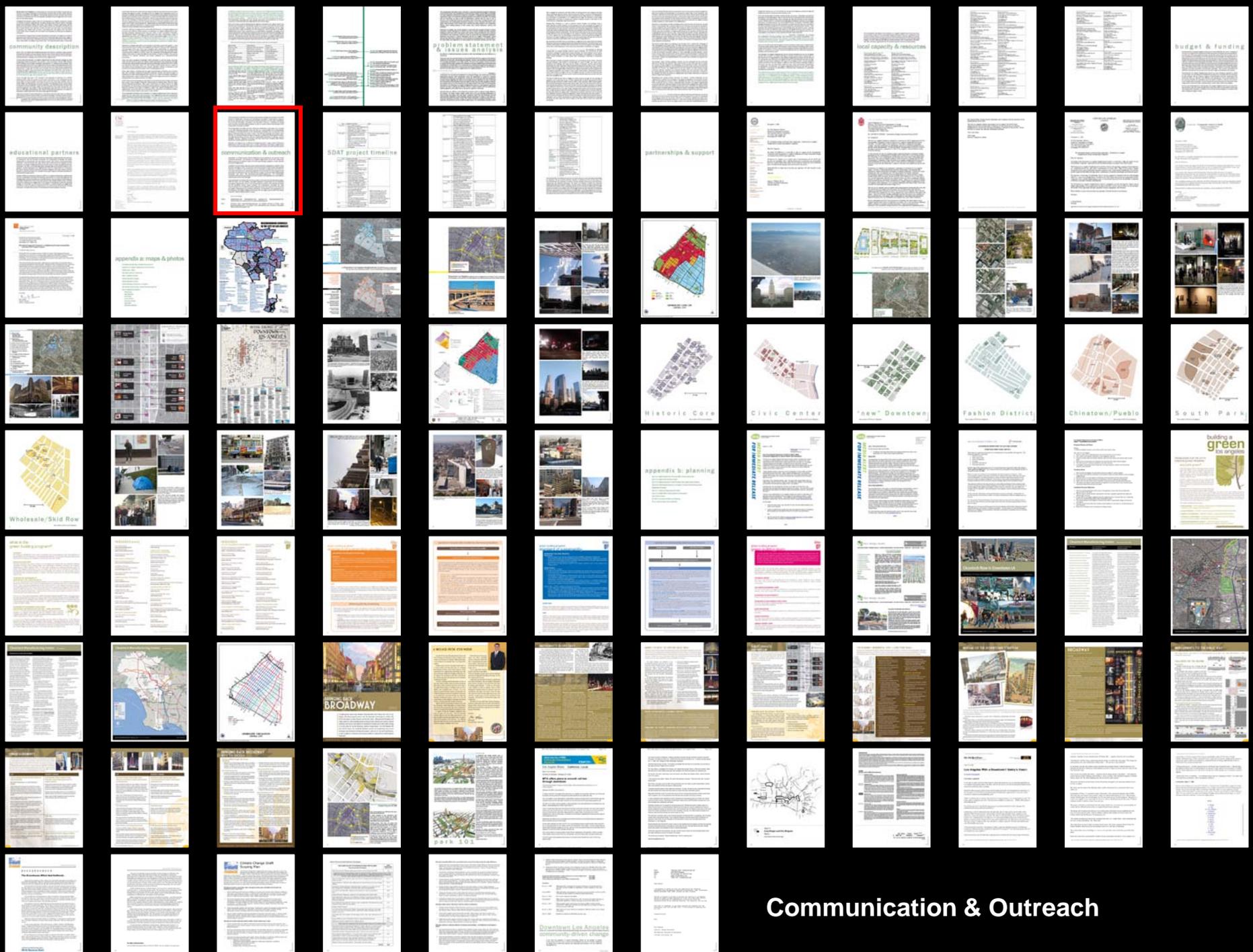
Local Capacity & Resources



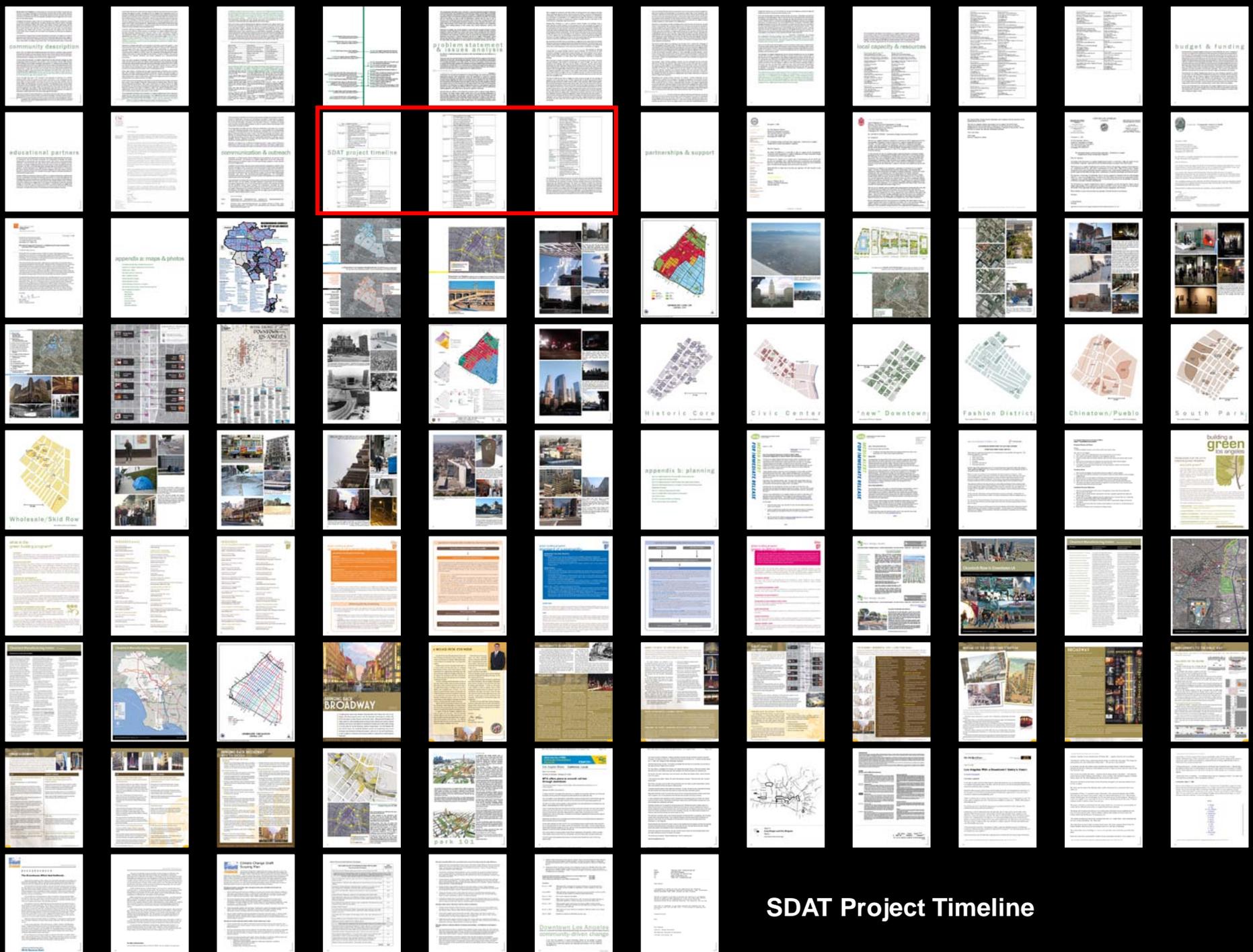
Budget & Funding



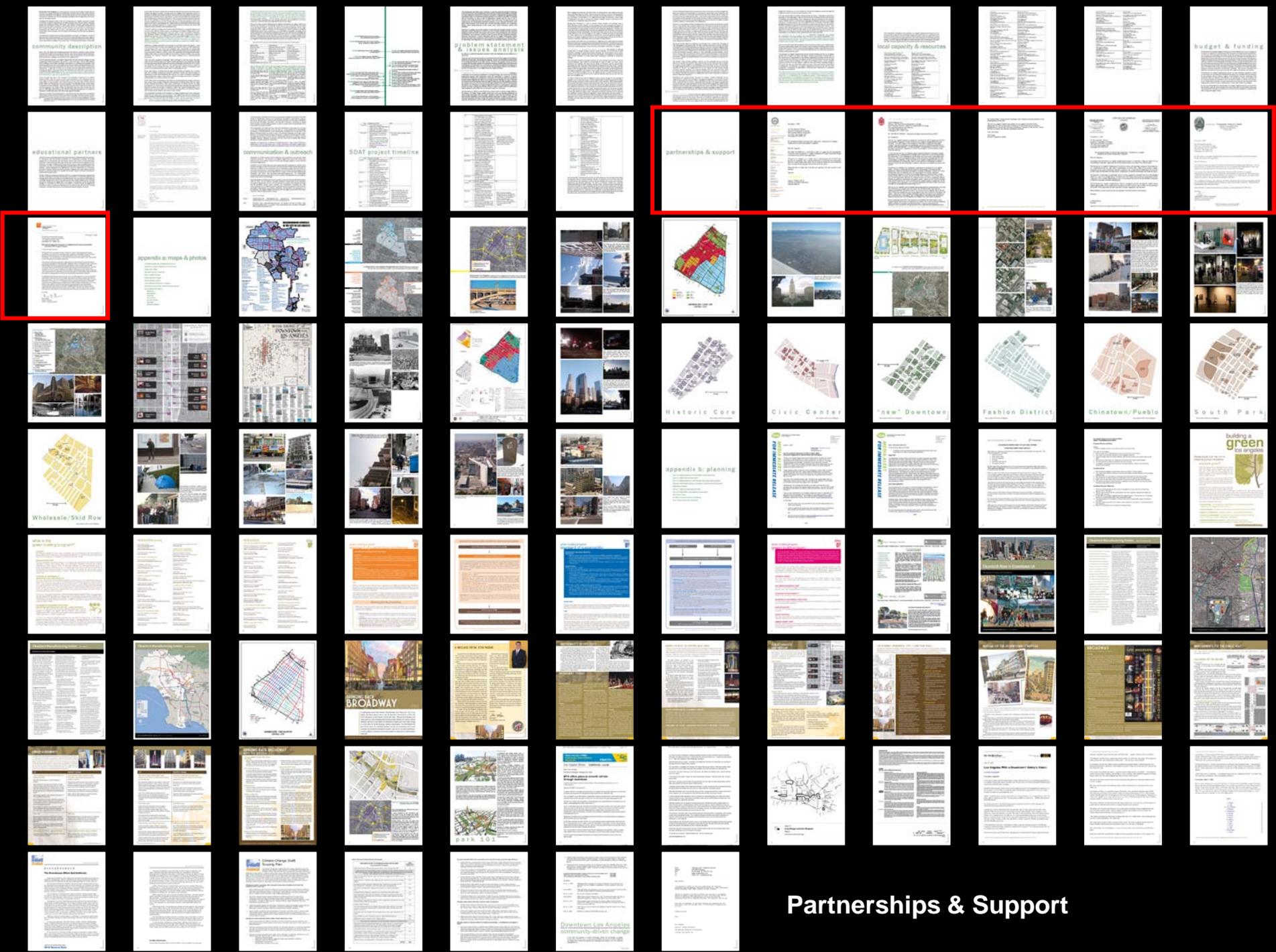
Educational Partners



Communication & Outreach



SDAT Project Timeline



community description

educational partners

appendix a: maps & photos

Wholesale/Skid Row

problem statement & issues context

SDAT project timeline

partnerships & support

local capacity & resources

budget & funding

communication & outreach

Historic Core

Civic Center

"new" Downtown

Fashion District

Chinatown/Pueblo

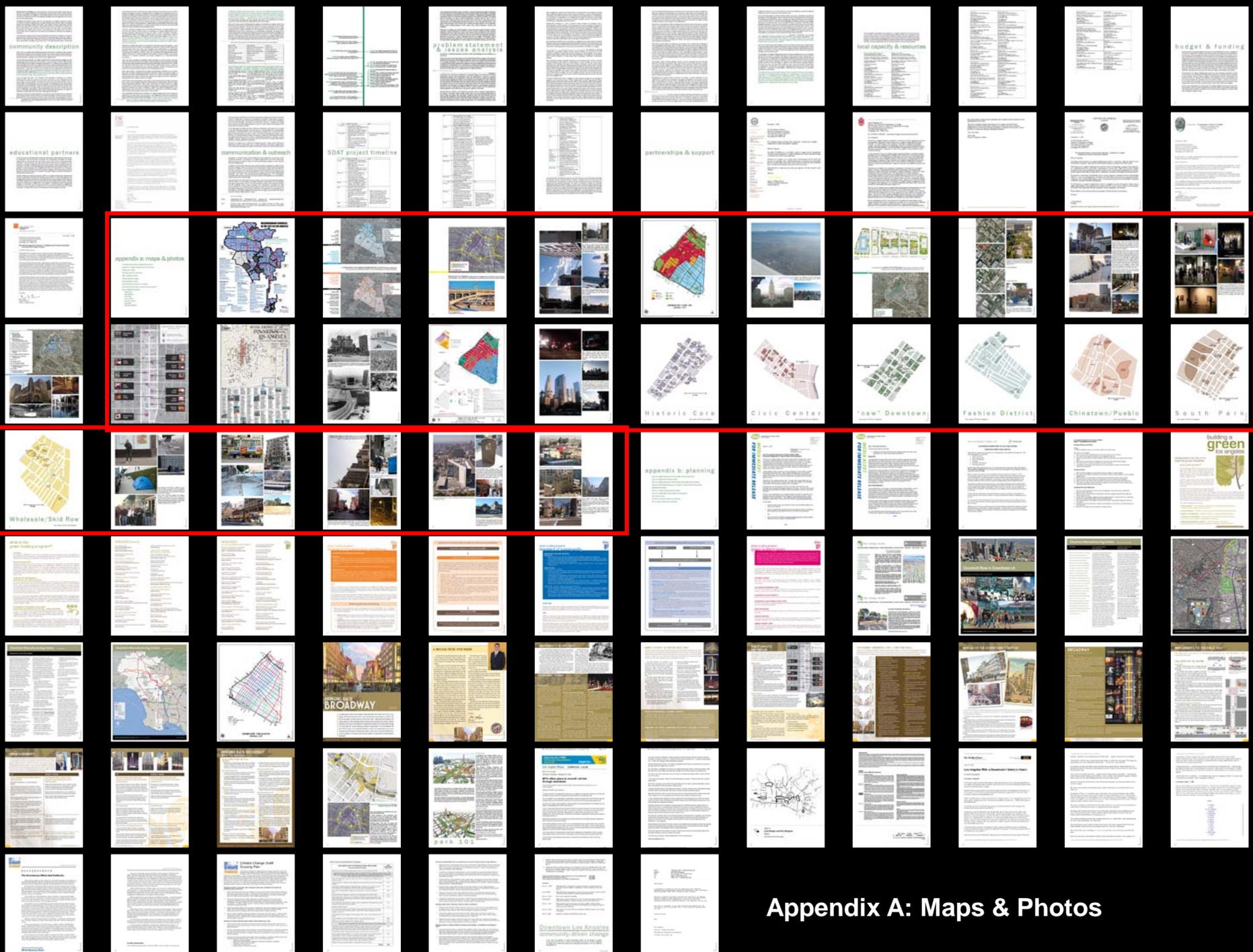
South Park

appendix b: planning

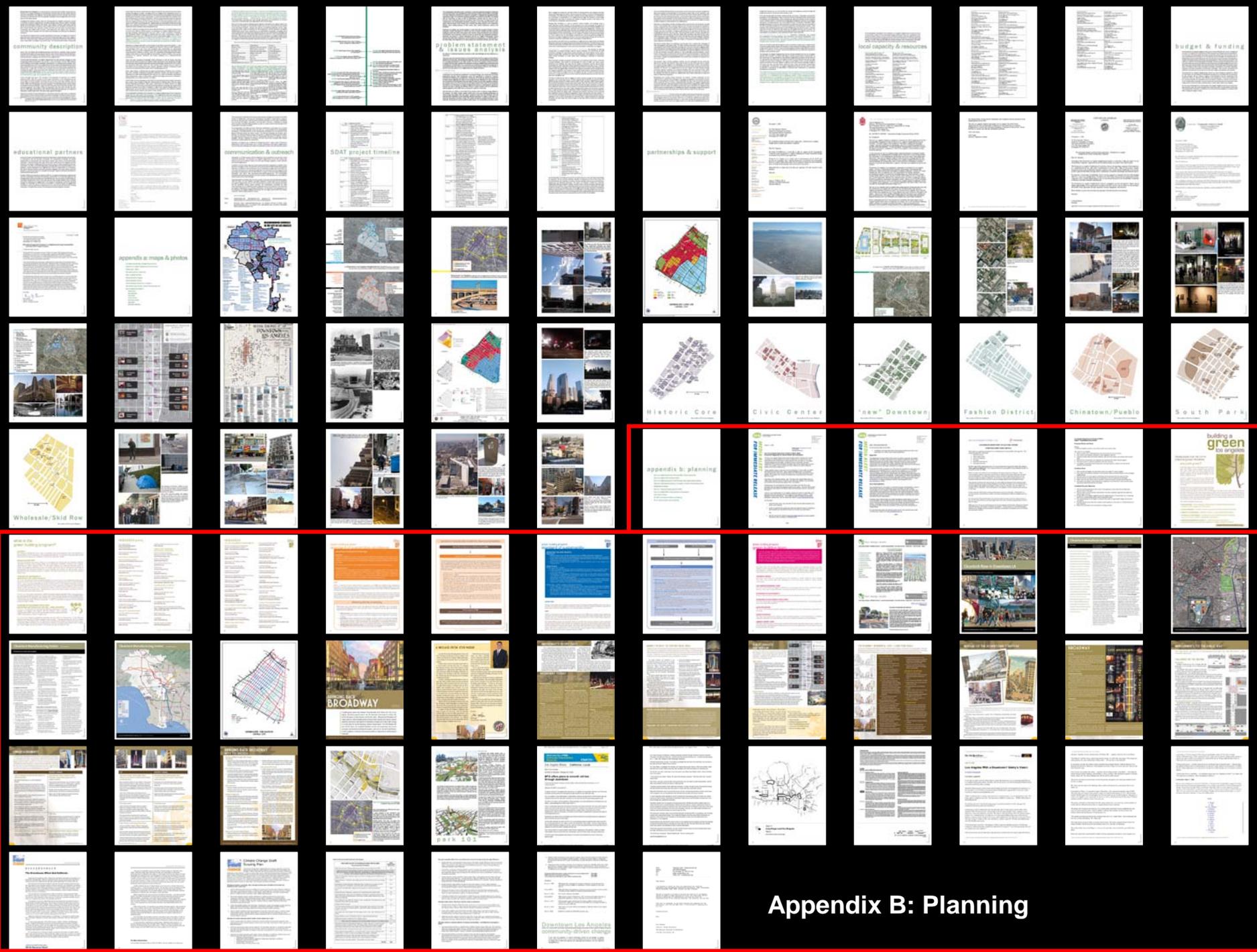
building a green
Los Angeles

THE NEW
BROADWAY

Partnerships & Support



Appendix A: Maps & Photos



Appendix B: Planning

SDAT Opportunities

Develop a better understanding of our context: The SDAT process will include an evaluation of existing resources and opportunities (programs, projects, policies, and partnerships) as well as challenges that we face as a community as we develop sustainability goals.

- ▶ *Opportunities for the Community:* Participate in a needs assessment/current status report to help us understand our community's needs and sustainability goals.

SDAT Opportunities

Create a comprehensive, sustainable approach to the issues we address as a grassroots organization in our community. Create a document or plan that will guide us during these times of significant transformation in our neighborhood, help us protect our historic and cultural resources, while improving accessibility and affordability within our neighborhood.

- ▶ *Opportunities for the Community:* Participate in the development of this plan by providing input on issues of interest, previous and future work/projects, etc. By providing the SDAT with a more thorough view of the work being done in our neighborhood, the final report will be more relevant to our community.

SDAT Opportunities

Create a clear plan of action to address existing or advocate for new policies and programs at the local, city, state, and federal levels. The SDAT will identify how our organization can foster a more affordable, walkable and livable urban center downtown.

- ▶ *Opportunities for the Community*: Speak with your representative on the Neighborhood Council and let us know your priorities.

Street Beautification Landscape; Fruit Trees; Shade

Urban Gardens

Green Roofs Stormwater Runoff

Recycling/"Big Bellies" Public Business/Commercial

Renewable Energy Green Power Decentralized

Understanding Incentives

Public Health/Exercise Social Benefits Mental Benefits

Physical Benefits Outdoors – social network

Energy Audits Residential Business

Education Multi-lingual Access to community

Trash "control" – Stormwater Drains - Advocacy Town

Hall Meeting; Educating

Needs Assessment

Green Transportation Options Neighborhood Trams;

Fuel Car Options; Cooperative community

transportation; Work with auto manufacturers?

Pollution Light pollution; Air pollution

Street cleaning Accountability for waste

Water Quality

Public Amenities



Issues from the Community

Livability
Urban Beautification & Living Solutions

Affordability
Equity Now & For the Future

Efficiency
Resource Efficiency &
The Efficient Use of Resources

Empowerment
Representing Our Community as a
Knowledgeable & Inclusive Voice

Our Objectives

Presentation & Interactive Workshop Presented by the
Sustainability Committee of the
Downtown Los Angeles Neighborhood Council

Placemaking in Downtown Los Angeles

Tuesday, March 31, 2009

The Exchange (114 W. 5th Street)

7:00pm - 9:00pm

Project for Public Spaces is a non-profit organization dedicated to helping people create and sustain public spaces that build stronger communities. Founded in 1975, PPS embraces the insights of William (Holly) Whyte, a pioneer in understanding the way people use public spaces. Today, PPS has become an internationally recognized center for best-practices, information, and resources about Placemaking. Steve Davies presenting.

James Rojas, transportation planner and co-founder of the Latino Urban Forum, uses scaled models to engage community members in the discovery and creation of new urban configurations with an emphasis on more pedestrian-friendly environments.

downtownsustainability.blogspot.com

"Placemaking is not just the act of building or fixing up a space, but a holistic approach to creating vital public destinations that promote community commitment and involvement. It capitalizes on a community's assets, inspiration, and potential, creating good public spaces that promote health, happiness, and well-being." - Project for Public Spaces

Education

Outreach

Advocacy

Community Engagement

The Sustainability Committee has launched eight projects for 2009 to engage the community on issues of water and energy efficiency, recycling and waste, trees and shade, rooftop gardens and composting, green living, and events.

These pilot projects are meant to support the SDAT process as we develop our community greening strategy by providing an initial assessment of services, create opportunities for public engagement and feedback, and encourage participation through project teams.



Eight Projects

2009 Projects

Livability: Urban Beautification & Living Solutions

Project 1: Rooftop Edible & Composting Containers

Project 2: Tree Planting

Affordability: Equity Now and For the Future

Project 3: Increase Participation in Cost-Saving Efficiency Programs -
Energy & Water Focus

Project 4: Increase Participation in City and Private Recycling & Food
Waste Programs

Efficiency: Resource Efficiency and the Efficient Use of Resources

Project 5: Online Toolkit of Existing Resources

Project 6: SDAT Program

Empowerment: Representing our Community as a Knowledgeable and Inclusive Voice

Project 7: Event and Education Programming & Calendar

Project 8: Green Living Program



Sustainability Committee

Downtown Los Angeles Neighborhood Council

Meetings are moving to the first Tuesday of the month
6:30pm - 8:00pm (for approval at 4/20/2009 meeting)
Downtown Los Angeles Neighborhood Council office
453 S. Spring Street, Suite 1020 (@ 5th/Spring)

This is an unofficial website to support the launch of the Sustainability Committee of the Downtown Los Angeles Neighborhood Council and the development of a community greening strategy for the Downtown neighborhood.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The United Nations Report of the Brundtland Commission, *Our Common Future*

WHAT'S GOING ON

- 2009 Committee Projects
- AIA SDAT Executive Summary
- AIA SDAT GRANT PROPOSAL (approved)
- CALENDAR
- COMMUNITY PARTNERS: Working list of downtown non-profits
- COMMUNITY PARTNERS: Working list of local businesses
- COMMUNITY PARTNERS: Working list of local media
- COMMUNITY PARTNERS: Working list of upcoming events
- EVENT REPORT #1: PLACEMAKING in Downtown Los Angeles
- MEDIA: Curbed LA covers SDAT Grant
- MEETING AGENDAS
- MEETING MINUTES
- MISSION STATEMENT

Next meeting announced: Monday, April 20, 2009

We're meeting at the Neighborhood Council Office this month. [Click here for our agenda.](#) Thanks and see you then!

First outreach event a success!

Thank you to everyone who participated in last night's PLACEMAKING in Downtown Los Angeles. Thank you to Project for Public Spaces and James Rojas for engaging us in an informative conversation about the potential downtown's public spaces.

Check out our images and see what we created. Thanks again and we look forward to the next Sustainability Committee event!



An aerial photograph of Los Angeles, California, showing the city's urban landscape, including the downtown skyline with several skyscrapers, and the surrounding mountains in the distance. The image is in grayscale, with the text overlaid in green and white.

Downtown Los Angeles Community-driven change

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