

A Cool Commitment

The Wilshire Center
Business Improvement
District (WCBID)

Cool District Program, to
reduce greenhouse gas
(GHG) emissions by 2
percent per year until
an 80% reduction
below the 2008
baseline is met.

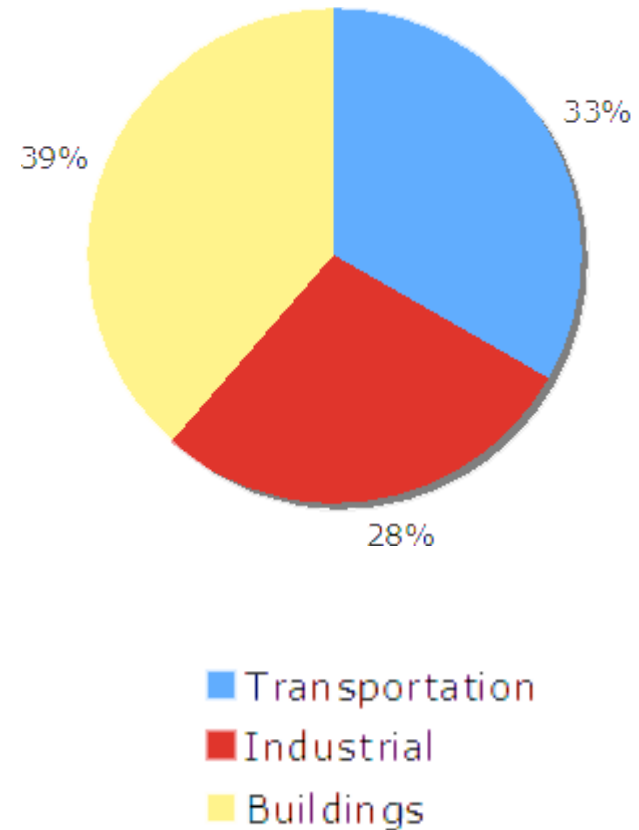


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CO₂ Emissions

- *A single delivered megawatt-hour (MWh) of electricity represents 1304 lbs of released CO₂.*
- *1000 gallons of drinking water represents 16.6 lbs of released CO₂.*
- *1000 miles driven in a standard gasoline-burning motor vehicle represents 1333 lbs of released CO₂.*



Solutions - 3 Groups, 3 phases

- *Building*
- *Infrastructure*
- *Transportation*



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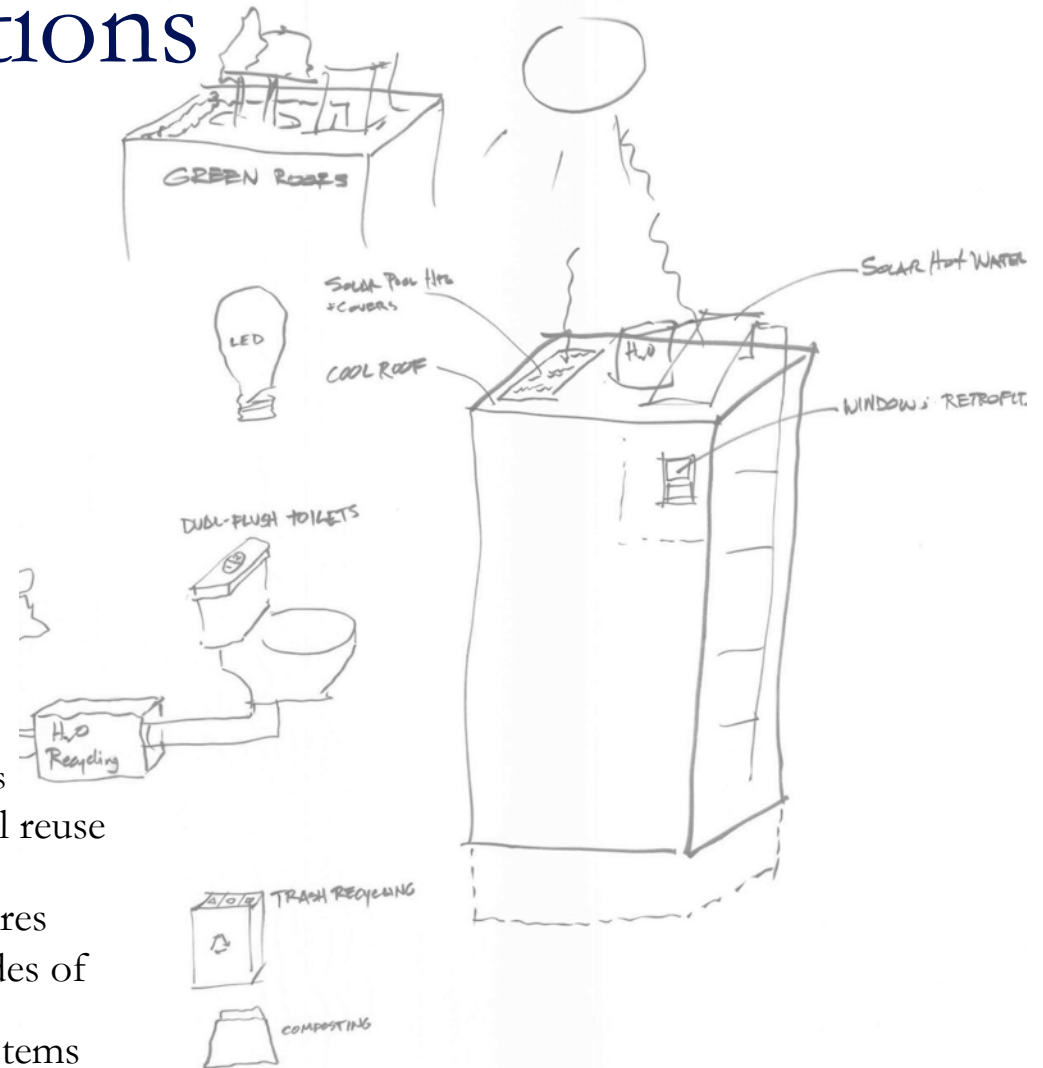
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Building Solutions

Goal:
Reduce carbon by saving energy

SHORT TERM

- Install energy saving measures
 - Window films
 - Insulation
 - Cool Roof coatings
 - CFLs & LED lighting
 - T-8s lamps
- Modifying landscaping
 - Drought-tolerant plantings
 - High-efficiency irrigation systems
- Disassemble buildings for material reuse
- Calculate payback & financing for incorporating sustainability measures
- Utilize existing rooftops, south sides of buildings and parking lots for photovoltaic and wind-turbine systems



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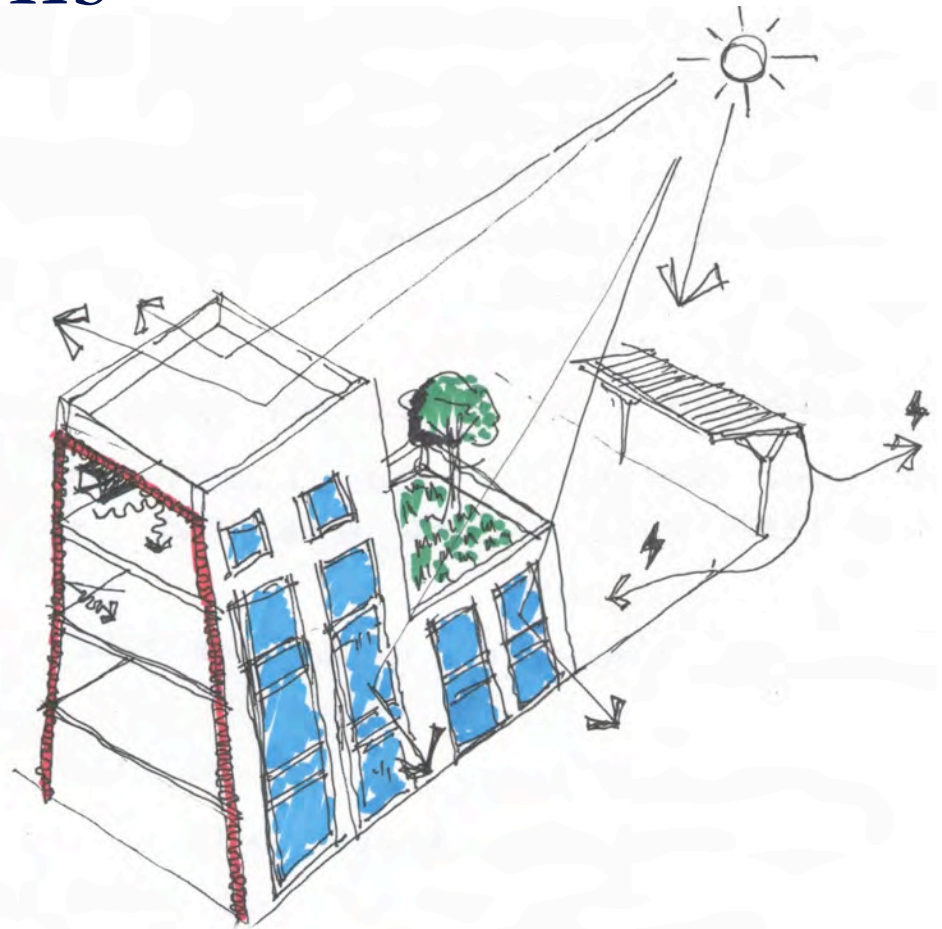
Building Solutions

MID TERM

- Create a pilot project to demonstrate efficiency measures & costs/savings

LONG TERM

- Replacing existing plumbing fixtures with water conserving fixtures
- Installing systems to collect, store and use stormwater for irrigation
- Plant trees in buildings to capture and sequester carbon creating an indoor bioreactor.
- Install green roofs to insulate the building and capture carbon



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Infrastructure & Open Space Solutions

Goal:

District to act as single community to take advantage of proximities & synergies

Short term strategies:

- Negotiate utility rebates and incentives
- Negotiate cost reductions on retrofit materials
 - Light bulbs
 - Window film
 - Cool Roofs

Mid-term strategies:

- Audit district to determine existing synergies between current waste products and required resources. Connect building owners and business owners to trade/share resources and wastes.
 - BID personnel and property owners
 - BID would commission audit
 - Building owners participate
- Establish zoning Special Use District
 - Requires property owners and city to work together

Long-term strategies:

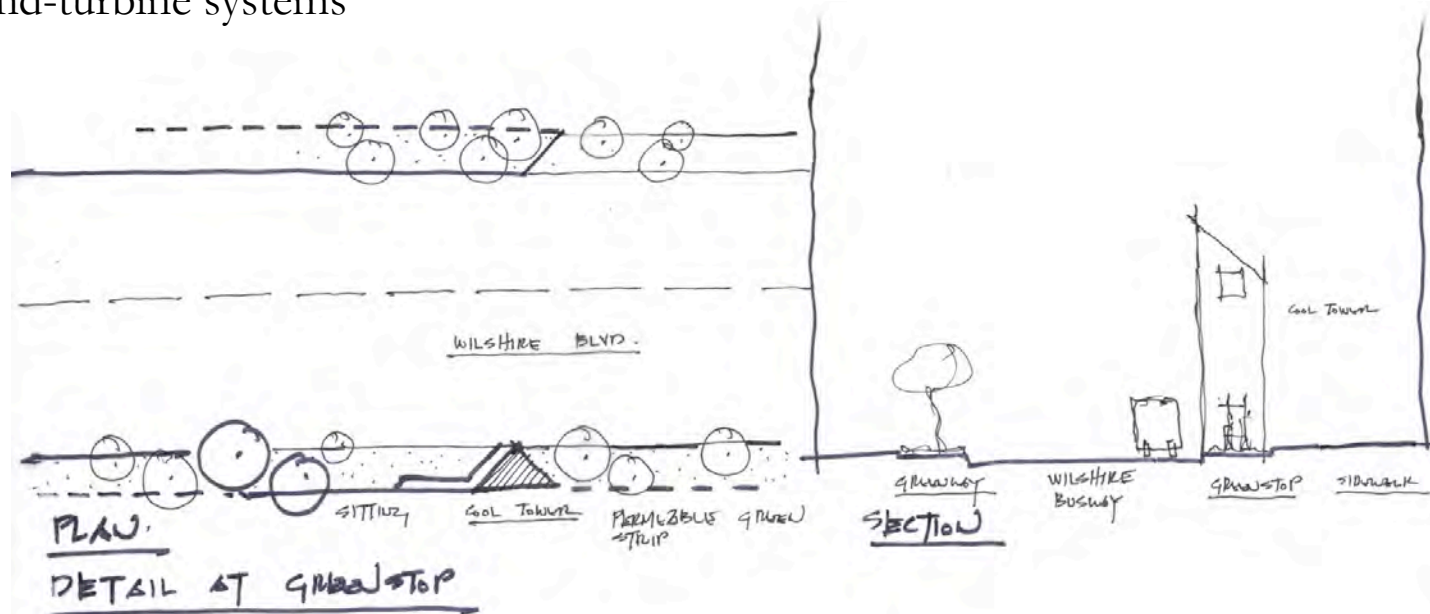
- Implement Programs

Infrastructure & Open Space Solutions

Goal: Increase local energy production (look at existing rooftop and parking lot opportunities)

- Short term strategies:

- Utilize existing rooftops, south sides of buildings and parking lots for photovoltaic and wind-turbine systems



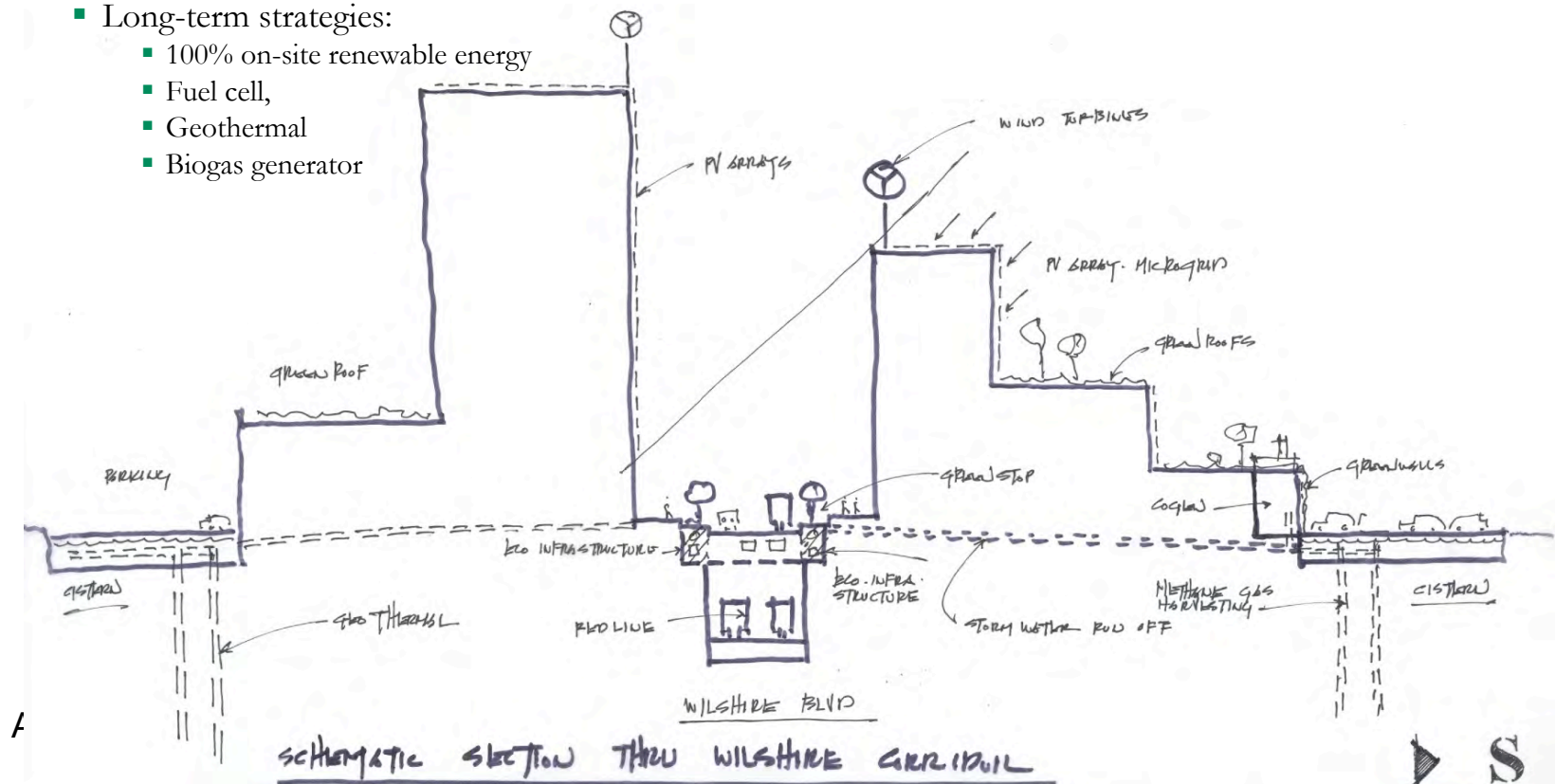
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Infrastructure & Open Space Solutions

Goal: Increase local energy production (look at existing rooftop and parking lot opportunities)

- Mid-term strategies:
 - Utilize existing methane sources (by drilling existing surface parking lots or new green streets), existing geothermal opportunities to produce local energy at district level.
 - Utilize Metro tunnel under Wilshire to share excess power.
- Long-term strategies:
 - 100% on-site renewable energy
 - Fuel cell,
 - Geothermal
 - Biogas generator

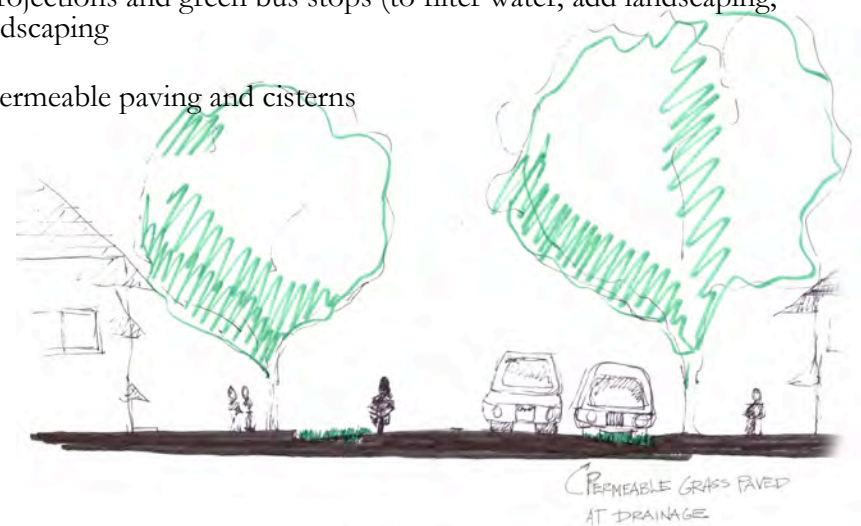


Infrastructure & Open Space Solutions

Goal:

Reduce water consumption and stormwater run-off in district

- Short-term strategies
 - Change existing landscaping for drought tolerant plantings
 - Building owners
 - Change existing irrigation systems for high efficiency systems
 - Building owners with DWP rebates
- Mid-term strategies
 - investigate and harvest 'nuisance' water (collect at base of buildings and reduce flow)
 - building owners and BID audit, sanitation/stormwater
 - Reconfigure the existing street fabric to include curb projections and green bus stops (to filter water, add landscaping, etc). Plantings to include food producing trees and landscaping
 - Planning, DOT and BID and council district to collaborate
 - Reduce water run-off from existing parking lots with permeable paving and cisterns
 - property owners, Building and Safety



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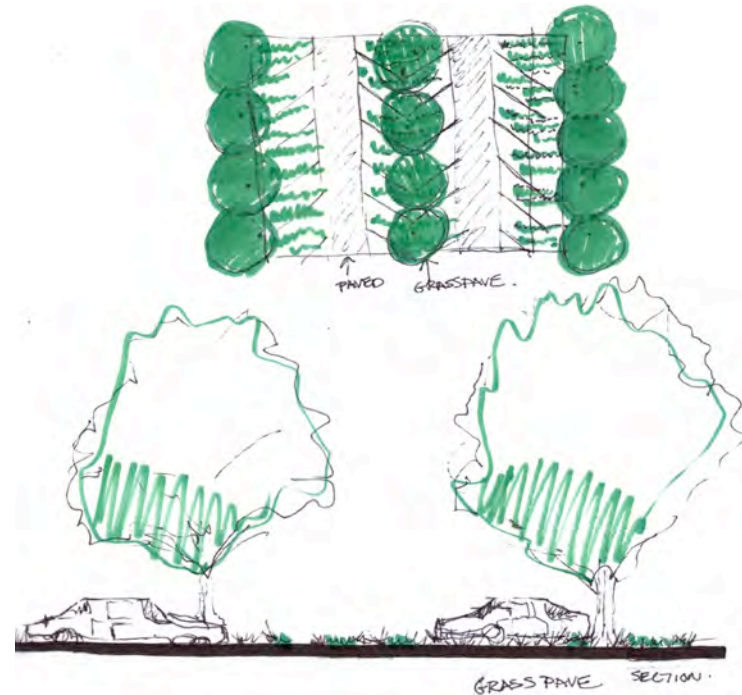
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Transportation & Open Space Solutions

Goal:

Reduce dependency on automobile, create stronger sense of community

- Short term strategies:
 - create new streetscape plantings that include food producing trees
 - Wilshire Corridor to include bus-only lanes
 - Wilshire Corridor to include bike-only lanes



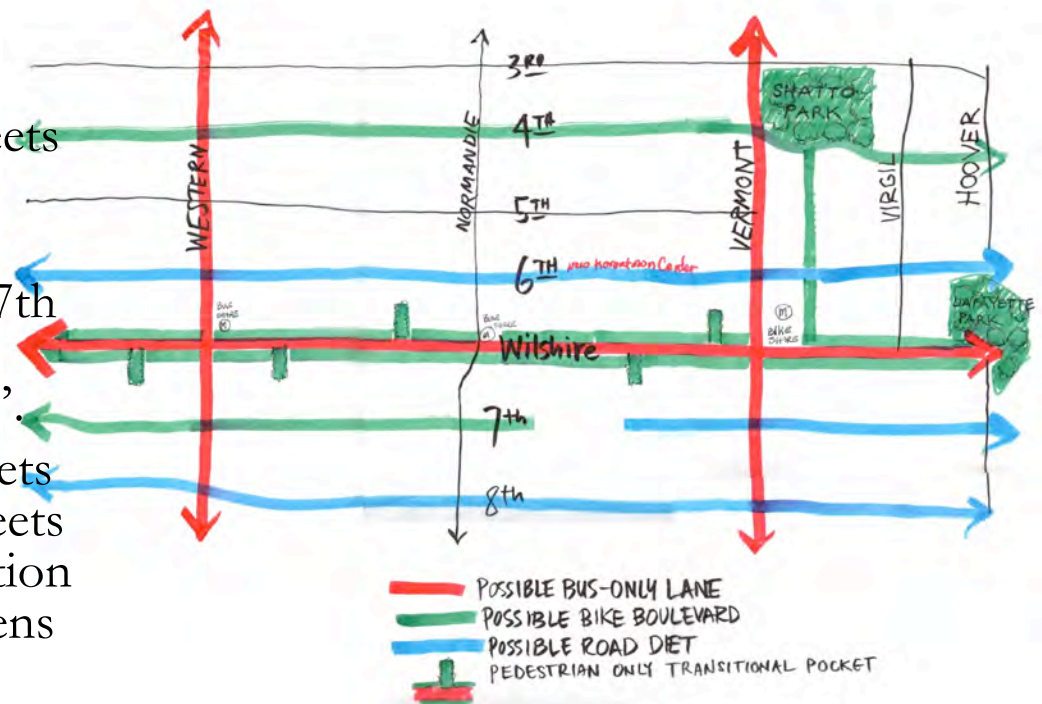
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Transportation & Open Space Solutions

- Mid-term strategies:

- Reinforce 6th and 8th streets as “East-West Regional” streets.
- Reconfigure 4th, 5th and 7th streets to create “Local Pedestrian/bicycle streets”.
- Dedicate 50% of N-S streets as green – community streets with one-way auto circulation and new stormwater gardens and parks and recreation opportunities

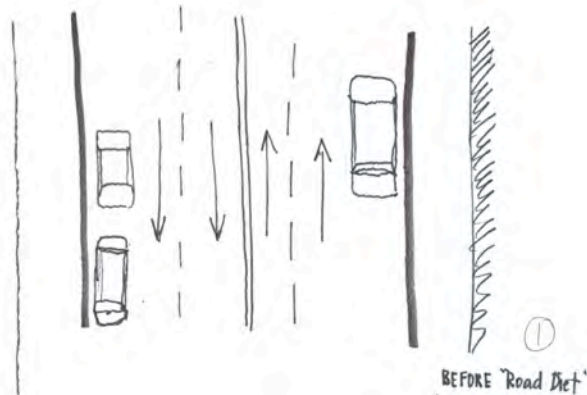
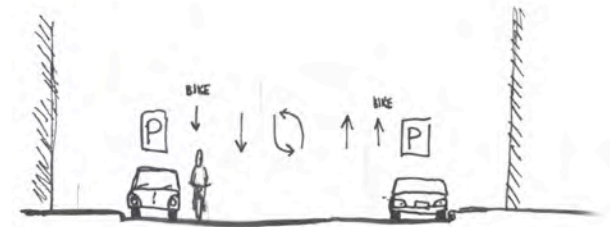


Transportation Solutions

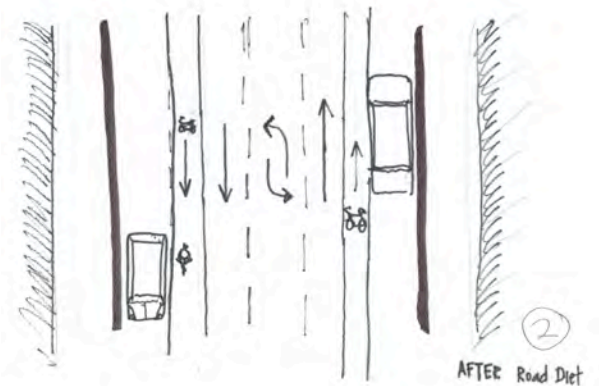
Goal:

Reduce Car trips within, to, and from area. Increase pedestrian and bike travel that will create vibrant retail and nightlife districts and reduce carbon emissions.

Road Diet (reduce lanes on streets, such as 6th Street, 7th Street East of the Ambassador Hotel, 8th Street (reduce 4 lanes to 3, put in bike lanes) – this reduces through car travel, increases bike travel, improves retail environment, encourages pedestrian travel, makes walkable streets.



BEFORE Road Diet ①



AFTER Road Diet ②

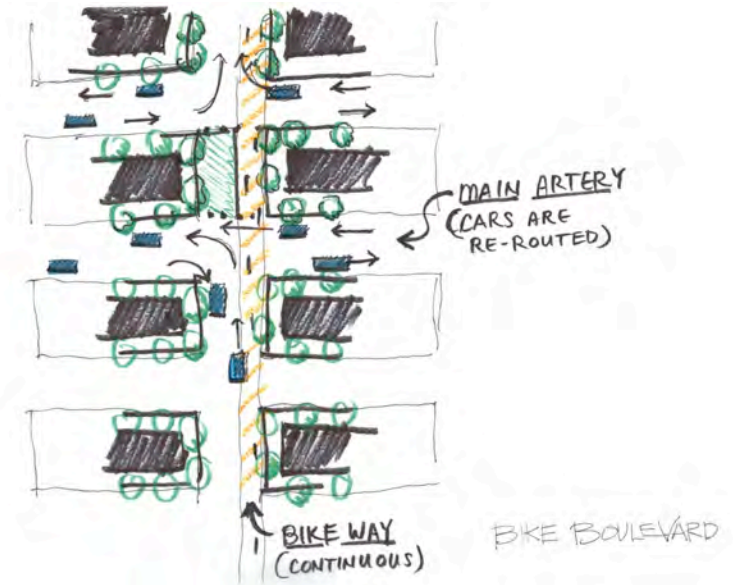
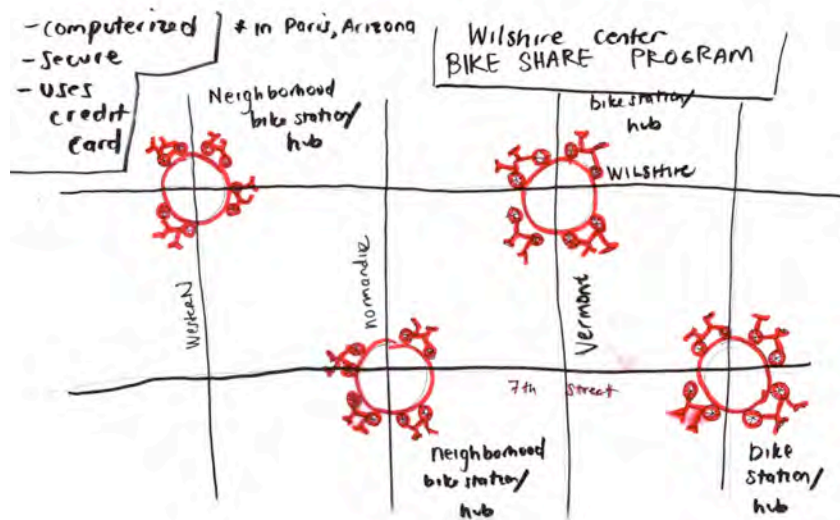
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Transportation Solutions

Bike Boulevard 4th Street and 7th West of Ambassador– (allows bikes to go through quiet streets)
encourages bike travel over through car travel on residential streets

Bike Sharing Program – could sell sponsorships, BID could act as facilitator



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Transportation Solutions

Goal: Reduce Car trips within, to, and from Area. Increase pedestrian and bike travel that will create vibrant retail and nightlife districts and reduce carbon emissions.

SHORT TERM Closure of Streets on Temporary Basis as in Farmers Market Days – Need to study area and find interesting retail activity where such closures would create pedestrian friendly and retail friendly environment. Possible locations: 8th Street between Irolo and Vermont.

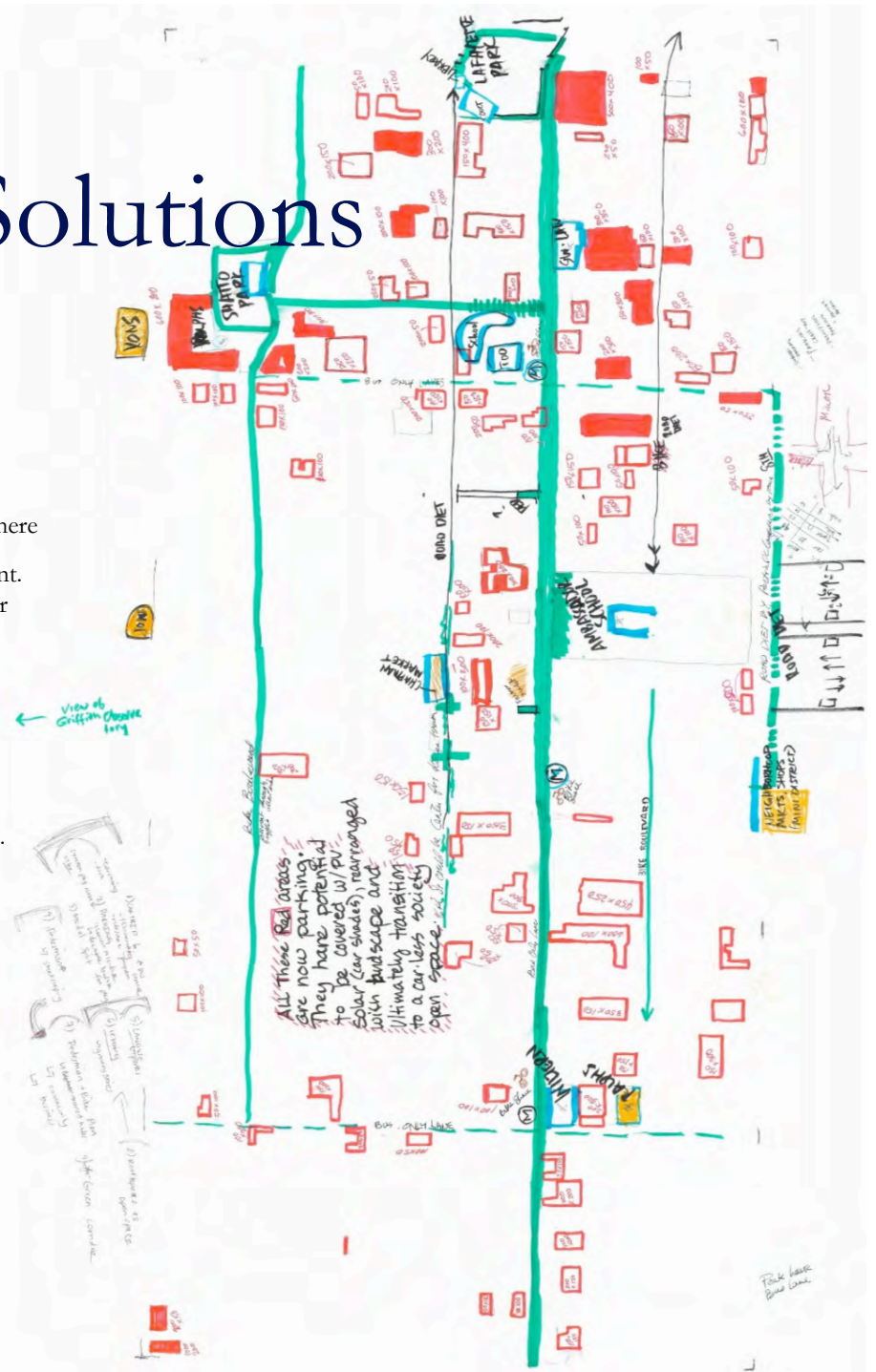
- **Parking Cashout** / Bus Pass for those commuting into the area rather
- **Bus Only Lanes** on Wilshire

MEDIUM TERM

- **-Establish a Transportation Management Association** – creates literature, signage and programs to help area business encourage employees to carpool, bicycle and use public transport usage.
- **-Encourage Telecommuting**
- **-Greater Bus** and minibus routes through the area and within the area.
- **-Bus Only Lanes** on Western and Vermont
- **-Commercial buildings** include bike parking, bike racks, showers, lockers

LONG TERM

- **-Modal Investment of Transportation Dollars** – make goals of percentage travel split between peds, bikes, autos, transit and invest accordingly.

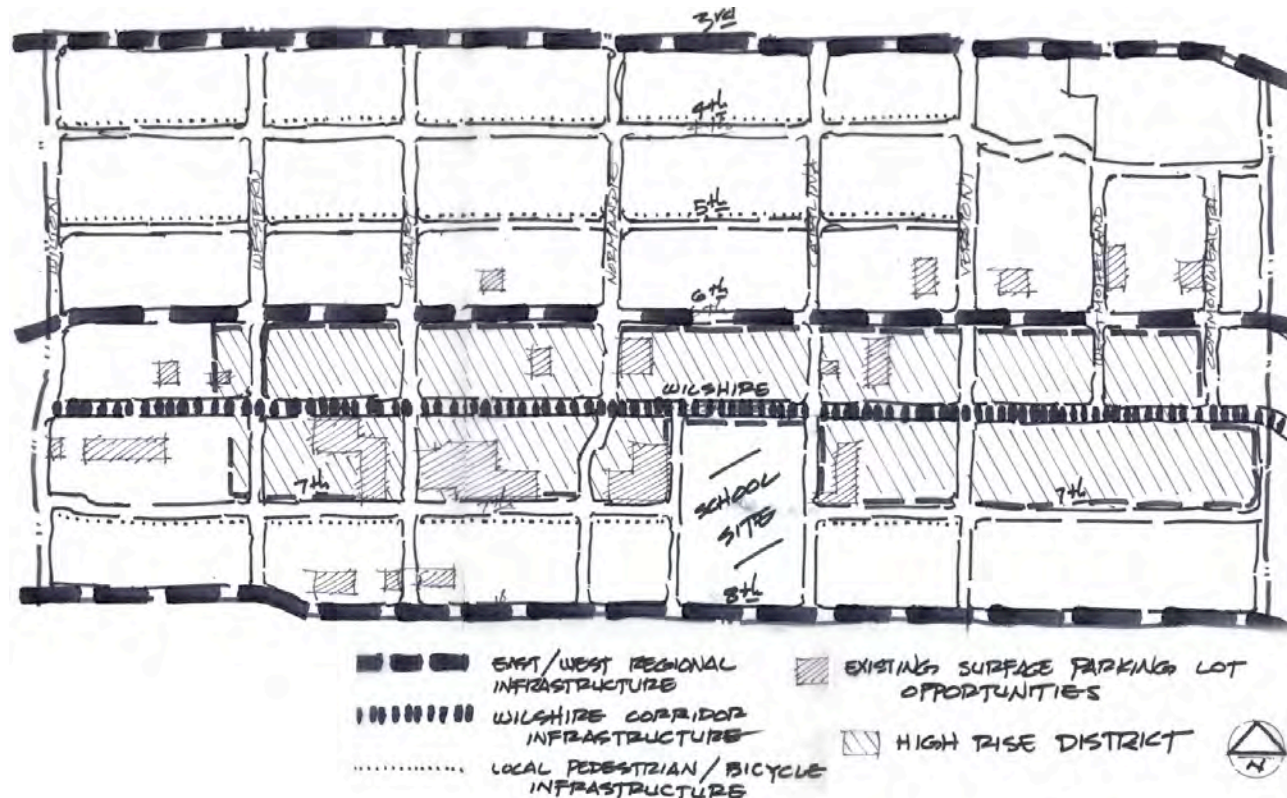


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Transportation Solutions

GOAL: Conversion and Multiple Usage of Existing Parking Space - -1,718,250 approximate million square feet of parking lot. Represents major opportunity for Greening of Spaces, CO2 Offset by Trees, Reduction of Runoff of water, Generation of Energy from Solar.



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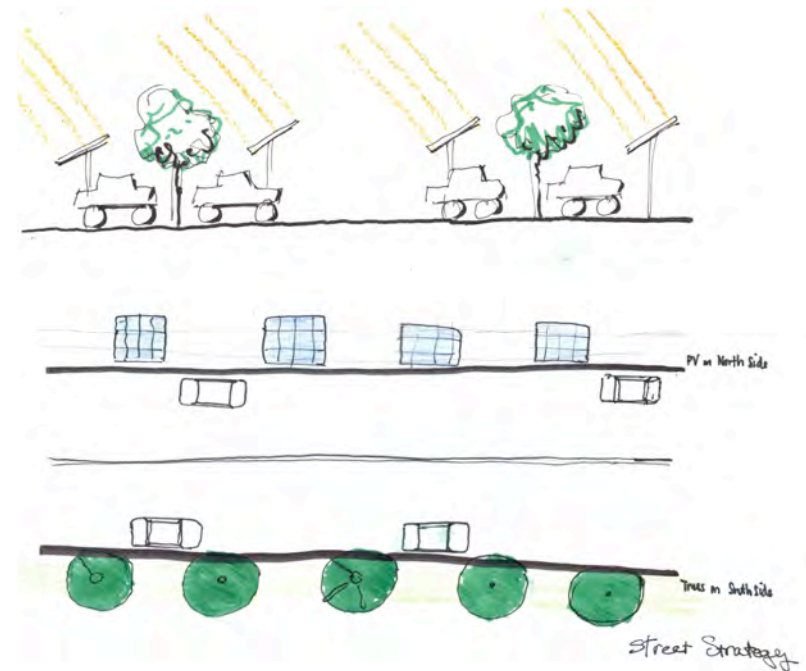
Transportation Solutions

■ SHORT TERM

- - **Plant Trees** in Parking Areas without restricting parking

■ MEDIUM TERM

- - **Convert Asphalt / Concrete to Grass**
Pave with native grasses / shade and drought tolerant plants
- - **Install Solar Panels** over parking, allowing landowner to eventually use for charging for electric car charge



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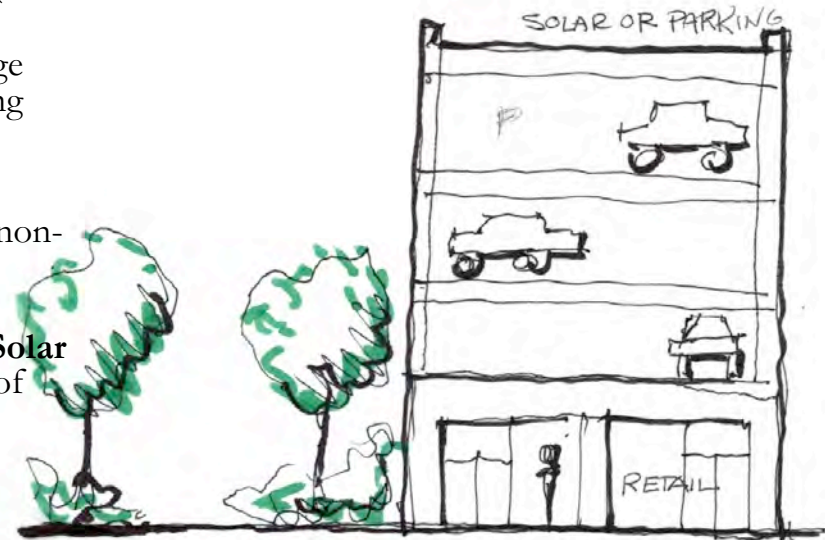
Transportation Solutions

■ MEDIUM TERM

- - **Build Area Parking Structures** of several stories to free up other surface level parking for conversion to parks / multiple uses (retail / residential)
- - **Landowners** use air rights to encourage ground level green uses of former parking lots.

■ LONG TERM

- - **Transition of Parking** lots entirely to non-auto usage as use of single user auto is drastically reduced
- - **Conversion of Parking Lots over to Solar Energy Generation** to meet the needs of neighboring buildings.



EXISTING PARKING:
TAKE HALF (OR SOME PORTION)
FOR RETAIL (GROUND FLOOR) WITH PARKING ABOVE
OTHER PARKING AREA BECOMES PARK



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Christine SE Magar, Chair	Greenform.net
Tracy Stone	Tastonearchitect.com
Debbie Gloria	Greenform.net
Derek Ryder	Moule & Polyzoides
Walter Scott Perry	Eco-Tech
Jennifer Pinkerton	
Cynthia Phakos	Koffkaphakos.com
Polly Osborne	Osborne Architects
Doug Stanton	Stantonarchitects.com
Mikael Gartner	Engineer
Dimitris Klapsis	Architect
Sarah Wauters	Lawyer/photographer

■ Contact us:

AIA/ Los Angeles

3780 Wilshire Blvd., Ste. 800

Los Angeles, CA 90010

tel: (213) 639-0777

[www. aialosangeles.org](http://www.aialosangeles.org)

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