Clean Up Green Up:

A Pilot Initiative to Address Toxic Hot Spots in Three Los Angeles Communities
Nearly 200 Endorsing Organizations & Businesses

Community Organizations
- Communities for a Better Environment
- Communities for a Safe Environment
- Pacoima Beautiful
- Union de Vecinos

Academic Partners
- University of Southern California, Program for Environmental and Regional Equity
- Occidental College
- University of California, Berkeley, School of Public Health
The Problem: Our Families are Living, Playing, and Learning in **Toxic Hot Spots**
Cancer Risk up to three times as high in low-income areas
Figure 4: Pacoima Ground Truth Area

Air Quality Hazards
- Point Hazards
- Railroads
- Area Hazards

Community Mapping
- Air Quality Hazard
Figure 6: Sensitive land uses in the Pacoima Ground Truth area

Sensitive Land Uses
- Healthcare Facilities
- Daycare Facilities
- School
- Sensitive Land Use

Community Mapping
- Sensitive Land Use
Figure 7: Sensitive land uses in the Figueroa Corridor Ground Truth area
Community Launch
January 21, 2011
The Policy Solution: Motion
Introduced by
Councilman
Jose Huizar
January 21, 2011

In order to thrive in the 21st Century economy, the City of Los Angeles must create, find funding for and implement programs to speed investment in cleaner industries and put people to work in well-paid, green-collar jobs. Additionally, there is an urgent need for municipal policies that streamline development, attract business and revitalize the local economy while promoting green enterprise and assisting the industrial sector to mitigate environmental impacts and encourage sustainable operational activities.
**Approach**

Create “Green Zones” in Boyle Heights, Pacoima and Wilmington

- Create overlay districts with additional conditions and standards primarily for new and expanded uses
- Identify incentives for upgrades
- Prioritize Zones to receive incentives
Proposed Green Zones

City of Los Angeles
✓ **Prevention**
  - New or expanded land use would have to meet higher standards and safeguards
  - Strengthened land use planning & permitting

✓ **Reduction**
  - Stepped-up enforcement, compliance, technical and financial assistance
  - Help existing businesses to adopt new technology, clean-up and retain jobs

✓ **Revitalization**
  - Focused economic development activities
  - Improve neighborhoods with better streets, sidewalks, lighting, landscaping, parks, open space
  - Attract clean and “green” businesses and jobs

**Clean Up**

**Green Up**

*por una ciudad limpia y verde*
**Prevention: Performance Standards for New & Expanded Priority Businesses**

- **Air Quality**
  - Industrial
    - Specific design and development standards if within 1,000’ of established residential districts
    - Odor and emission monitoring at boundary
    - Noise buffering
    - Notification requirements for expansion
• **Air Quality, Odors and Emissions**
  – Schools, residential and publicly habitable uses ¹ within 500’ of freeways/arterials or 1,000’ of Industries of Concern
    • On site monitoring
    • Specific building design, layout and filtering systems
    • Disclosure requirements of proximity

¹ Schools, recreation/day care centers, hospitals and medical centers, parks and playgrounds and similar places of assembly
Reduction & Revitalization: City Role

- Ombudsman office
- Coordination of regulatory departments and agencies
- Business outreach
- Reduction in conflicting code requirements
Business Improvement

• Loans and grants for building rehabilitation
• Energy audits and upgrades
• Capital equipment acquisition assistance
• Favorable tax treatment and incentives
• Low interest bonds

por una ciudad limpia y verde
**Community Improvement**

- Better streets, sidewalks, lighting, landscaping
- Way-finding, “branding” business districts
- Off street parking and loading for commercial vehicles
- Buffer zones and screening to separate businesses from residences, schools, other sensitive uses
- Parks, open space and community facilities
Streamlined Processing

- Permit expediting – one stop center
- Expanded case management
- Ombudsman
  - Business outreach and training
  - Assistance in applying for programs
  - Assistance in understanding, meeting grant/loan requirements
For further information, go to www.CleanUpGreenUpLA.org