

Principles

The following set of principles are to further support and define the GDSP goals. These principles are all an integral part of the GDSP and are not presented in any particular order of priority.

1 The City of Glendale must strive to maintain its high quality of life by creating healthy neighborhoods in the Greater Downtown area and a vital downtown commercial district. Local schools, parks, community services, public safety, employment, housing opportunities, and convenient commercial services are all important elements of that quality of life. The City of Glendale must plan its future in a manner that ensures these strengths are recognized and preserved for the future generations of Glendale citizens.

2 The vision for the City's future must provide broad implementation strategies which are flexible and can be adapted to specific neighborhood needs and market conditions. The method of achieving the desired flexibility is made possible by a plan that has a series of projects and strategies which prescribe the desired end results without dictating the specific means. Continued community involvement should insure the development of detailed projects that meet community needs.

3 The City's plan for the future must prescribe an overall balance among its many elements. This balance must ultimately be about creating both buildings and public open space, accommodating the interests and needs of both pedestrians and drivers, encouraging a mix of both public and commercial buildings, developing new projects in the context of preserving important existing ones, and undertaking the process of implementation as a collaboration between public and private interests.

4 The City must adjust to the recent dynamic changes in the community. Changes in demographics, housing stock and shopping habits, for instance, must all be taken into account. At the same time, efforts must be made to preserve and build upon the historic fabric and values of the community.

5 The inter-dependence of the Downtown and its surrounding neighborhoods must be recognized. The Greater Downtown will become an enhanced assemblage of distinct districts and neighborhoods connected by transit, pedestrian and bicycle routes. The open space network will be expanded by allocating land for public and community service uses and for developed parkland. Community and neighborhood centers can serve the Downtown population. The inter-relationship of the districts and neighborhoods will eliminate costly duplication of facilities and encourage a sense of identity and community among the residents of Glendale.

6 The character and role of major downtown streets should be recognized and enhanced. The public realm of the City will be a major focus of the GDSP. This includes the system of infrastructure, such as streets, parks, public facilities, and transportation. Planning for additional parks and multi-function recreation facilities will become a primary emphasis. The cooperative planning between local schools and City parks will be expanded. Street and landscape elements including lighting, paving materials, graphics and signage, street furniture, and planting should be designed to reinforce the overall organizational pattern of the Greater Downtown. The local and regional transit systems will be planned to allow for development to occur while minimizing congestion. When there is order and predictability of public decisions and spending, the private sector will have confidence in the City and its policies and can make confident investments in the future of Glendale.

7 The City of Glendale will cooperate with the other municipalities within the region to insure the quality of services that the residents and work force of Glendale expect. Transportation investments by all levels of government are urgently needed to connect the City to the rest of the region and to improve the quality of the environment.

8 Public safety must remain a priority of greatest importance throughout the City. Through the application of good design and sound law enforcement practices, new public and private facilities will create safer residential and commercial neighborhoods. Cooperation with local and regional law enforcement agencies is mandatory in order to expand services and facilities that will ensure a secure City.

9 The City must be marketed locally and nationally to stay competitive in the region. Quality of life issues such as safety, cleanliness and recreation are key economic issues in the marketplace. These qualities are strengths for Glendale. Future plans must build on these qualities and seek to enhance them.

10 Glendale's identity and role in the region must be defined and reinforced. Extremely important features of Downtown Glendale include the Glendale Galleria, a very successful shopping mall; the Alex Theatre, a beautifully restored historic theatre and dynamic performing arts center; a major concentration of office buildings, including several corporate headquarters; and the Brand Boulevard of Cars, offering a wide selection of car dealerships.

11 Brand Boulevard above Colorado Street will be recognized as a regionally significant signature street with three distinct districts. Each district has its own character, needs and patrons: the large-scale office area in the north; the locally supported retail facilities in the middle; and the regional shopping/entertainment/civic area to the south. While the districts are distinct in nature, a comprehensive approach to Brand Boulevard is necessary to capture what is common to all three areas while recognizing that which is tailored to the immediate environment.

12 A Town Center will be created as a distinctive place in the Greater Downtown. The Town Center, anchored by the Central Library to the east and the Galleria to the west, will contain a major public open space, civic facilities and additional commercial uses. This important area should be served by a new transit shuttle on Brand Boulevard that connects the northern office area to these new uses. The Town Center should be an attractive gathering place which builds a sense of community and conveys a sense of belonging for all residents of Glendale.

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The Mid-Brand district must be the focus of a coordinated effort to create and reinforce a retail village environment in the Greater Downtown. Here the objective will be to create a pedestrian friendly environment featuring small to medium size retail and office uses combined with a strong presence of entertainment and restaurants. The streetscape will be designed to promote pedestrian convenience and comfort while accommodating vehicular activity. The attraction of new promotional retail and entertainment uses to key corner locations will be essential to this effort. The Mid-Brand district must be designed to complement the Town Center part of the Downtown.

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