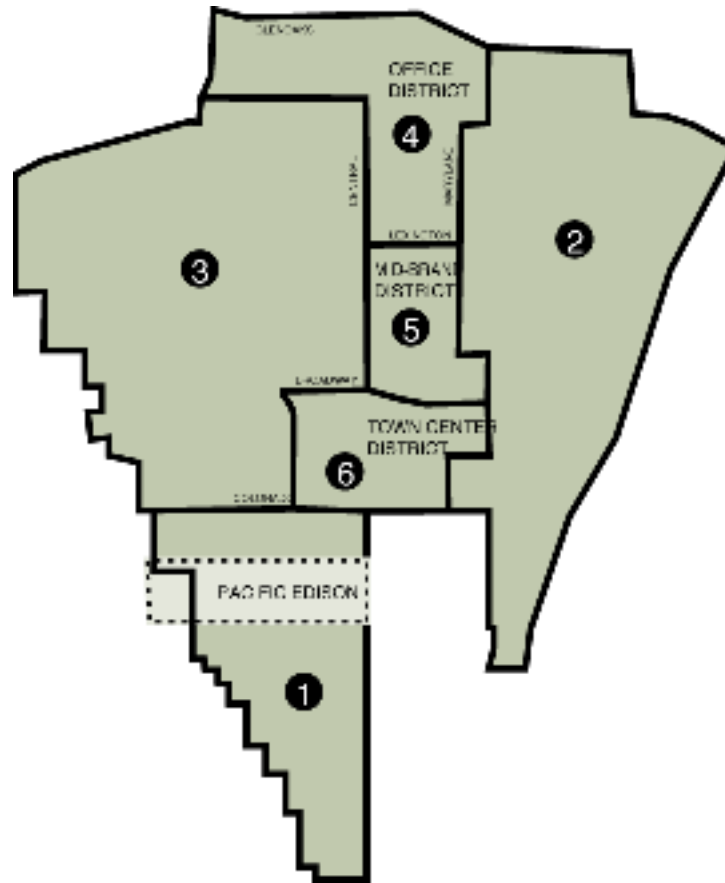


# Projects by District

The GDSP has indentified projects and strategies for implementation which are specific for each area of the Greater Downtown. The neighborhood based planning concept is a tool applicable for the neighborhoods east and west of Brand Boulevard. The Pacific Edison area was used as a model neighborhood to test the application of this concept. Projects, policies and strategies have also been proposed for the Office, Mid-Town and Town Center Districts.



## *District 1*

### **Neighborhood South of Colorado Street Pacific Edison Model Neighborhood**

As part of the Neighborhood Task Force effort, a model neighborhood area was selected and endorsed by both the City and the Glendale Unified School District as a pilot project demonstrating a comprehensive approach to neighborhood planning. The selected model neighborhood is the Pacific Edison area, bordered by Chevy Chase, Colorado, San Fernando, and Brand Boulevard. The recommended land use concept for the Pacific Edison model neighborhood is designed as a flexible plan that may be modified to account for the sequence and timing of land acquisition, detailed site planning and project funding.

The plan for the Pacific Edison model neighborhood is focused on the development of a mixed-use community center that will serve as the focal point of identity and activity for the surrounding residential neighborhood. The model neighborhood concept accommodates a possible redesign and expansion of

Edison School and Pacific Park. Included will be a 15,000-20,000 square foot multi-purpose facility adjacent to and integrated with Pacific Park containing meeting rooms, community facilities and the potential for small retail shops. A new library will be developed as a part of this facility or with the expanded Edison School.

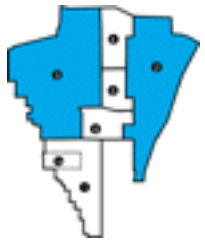
Light industrial uses will be retained along San Fernando as a buffer to the expanded park. Mixed density residential units can be developed with the visual and physical quality characteristic of Glendale's traditional neighborhoods and to take advantage of their proximity to Pacific Park. Neighborhood-serving retail will be strictly limited to that which supports and complements the surrounding residential neighborhood and conveys a low density village character.

A number of strategies are recommended to calm traffic throughout the neighborhood: reduced speeds for a safer school and park zone, traffic circles, narrow streets for reduced traffic volume, elevated crosswalks for better awareness, and added bike lanes. In addition to street improvements that address traffic needs, landscaping and street lighting will be implemented along the streets in the model neighborhood.

The proposed improvements will be a phased project. A number of actions will be initiated in the near-term and implemented over a continuing period. These include:

- Property acquisition for expansion of school, park and community center.
- Designation of model neighborhood as an Owner Occupancy Incentive Area with incentives provided for home ownership.
- Implementation of a Neighborhood Preservation Plan with incentives provided for residential rehabilitation.
- Planning, programming and funding of the multi-purpose community facility.
- Implementation of tools in relation to public health and safety and neighborhood associations and compatibility in order to continue existing programs and initiate new ones.
- Consideration of modifications to City's zoning ordinance to establish a land use zone that facilitates the development of neighborhood- serving retail uses.
- Implementation of traffic calming strategies.

The above strategies and projects will be pursued with the active participation of local residents and businesses. While the results of the neighborhood-based planning process pertain to the model neighborhood, the approach is meant to be applied to other neighborhoods city-wide. It should be emphasized that this planning process is consistent with the City's projections of a population capacity of approximately 225,000. Nothing in this plan is intended to increase the overall population of the City.



The Neighborhood Task Force has been successful in its efforts for the Pacific Edison area. This experience and the tools that have been developed in the Pacific Edison neighborhood will be applied to the neighborhoods in Districts 2 and 3. A program should be established that will bring these tools and techniques to any other neighborhood in the City that is interested in working together to resolve neighborhood problems. Through a similar process of community participation and planning, a unique plan will be developed and implemented for each of these districts. In these districts, as in all parts of Greater Downtown, open space and developed parkland is insufficient.

Furthermore, the schools have inadequate outdoor play and recreation areas. Through the coordinated effort demonstrated at Pacific Edison; the neighborhood, City and School District can work together to provide a solution that meets school and neighborhood open space requirements. Where possible school and neighborhood parks should be integrated into one neighborhood center. As the program for neighborhood centers is developed, community services such as libraries, recreation, parks, police, and other needs should be considered. Of prime importance in these planning considerations are facilities and programs that meet the needs of neighborhood youth.

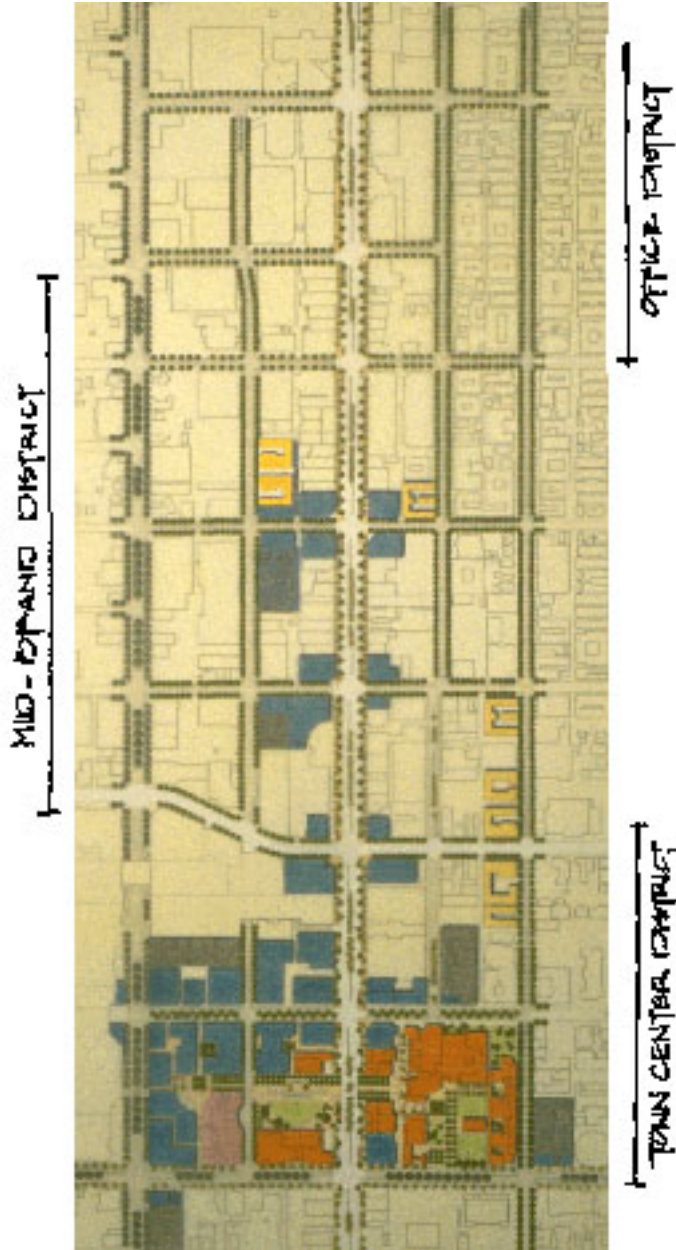


Commercial businesses that directly serve the neighborhood are lacking. The increased through traffic on neighborhood streets is causing problems and will be resolved through a variety of traffic calming strategies developed in concert with the residents. The continuation of cooperative efforts between residents, the City, School District, and other agencies will be important to the success of this plan in these neighborhoods. This same strategy needs to be applied city wide.

District 4  
Office



Brand Boulevard north of Lexington is referred to as the Office District and is characterized by high-rise office towers interspersed with complementary service retail.



The existing land use pattern will prevail in the future according to office development market demands. New high-rise office towers may gradually replace the existing older small office buildings. The existing street treatment will remain since the sidewalks are already quite wide, little retail exists and the existing sidewalk planting is healthy and well-established. Within the office projects, the effective use of plazas and other open space should be encouraged. As a part of street enhancement strategy, the median and sidewalk planting of palms will augment the desired image of Brand as being a continuous corridor, compatible with the individual images of Mid-Brand and the Town Center.

# Commercial Business Districts

The GDSP recommends further enhancements to the three distinct commercial districts along Brand Boulevard above Colorado. These districts include the office district, the Mid-Brand district of smaller scale retailers and the proposed regional retail/civic district of Town Center bounded by the Glendale Galleria and the Central Library/Adult Recreation Center. This plan indicates options for future development of some key sites in each of the three districts. Extensive landscaping is recommended to strengthen the organization of the districts and to provide visual continuity for the entirety of Brand Boulevard.

## *District 5*

### **Mid-Brand**



The portion of Brand Boulevard between Broadway and Lexington recalls the traditional "main street" image of Brand Boulevard as the historical heart of the retail district of downtown Glendale. The intention of the GDSP is not to recreate a nostalgic image of what old downtown was, but to retain the traditional make-up of Brand Boulevard as a more intimate district in the Downtown.

Acknowledging that the Mid-Brand district is an integral part of Downtown's success as the common connection between the commercial district to the north and south and the residential neighborhoods to the east and west, specific land use and urban elements are proposed to secure the future of this district as a thriving and successful retail/entertainment environment for Glendale residents and the work force.

The Mid-Brand district will benefit from a number of recommended public policies and incentive strategies to provide opportunities to further strengthen the district. These policies include the expanded business incentive program described earlier. Some programs which are already in place will be strengthened and be focused for this district. The existing Facade Enhancement program will be expanded to include ground and upper floor uses and buildings along Brand Boulevard as well as the connector streets. An Alley Improvement program will be designed to renovate and revitalize the alleys in the Mid-Brand district. The existing Out Door Dining program will be expanded to encourage restauranteurs to use the public right of way including the sidewalks and possibly the diagonal parking zone as an expansion of their dining facility. This program can offer assistance by providing tables, planted screens and bollards which will define the space. The themed shuttle service will provide transportation for the work force and shoppers going to and from offices and parking facilities within the district.

### *Street Enhancements*

Mid-Brand will be more shaded and softened with new colorful trees and lush plantings. Pedestrians on sidewalks busy with out-door cafes and active shop-fronts will naturally slow vehicular traffic in the Mid-Brand District. A comfortable pedestrian network will be designed to foster movement along Brand

Boulevard and the connector streets. This network is intended to encourage and maximize the flow of pedestrian traffic between the neighboring residential districts and the commercial core as well. Special attention must be paid to design features that will promote pedestrian activity. These include attractive and renovated facades, pleasant sidewalk and storefront lighting, and clean and well-lit alleyways.



*Mixed-use Projects*

The less dense Mid-Brand district should encourage and facilitate, as the marketplace demands, the development of a truly mixed-use downtown neighborhood, providing live-work alternatives that are possible in few other areas of Glendale. Mid-Brand, unlike other areas, offers a mix of

commercial, public, institutional, cultural, and residential uses. Downtown residents are seen as an integral component for this area. The existing low density on Brand Boulevard will be maintained between Wilson and Lexington. Mid-density apartments and condominium developments are proposed along adjacent streets such as Orange, Louise, Wilson, and



California in order to reconnect the Downtown to the adjacent neighborhoods. Loft housing may be incorporated above new retail development. Refurbishment of existing loft spaces along Brand Boulevard will be encouraged.

### *Connection to Glendale Galleria*

The Glendale Galleria presence at the intersection of Broadway and Brand Boulevard presents an outstanding opportunity for the Mid-Brand district to make a connection and form a synergistic relationship with the Galleria. A strong anchor retailer and a more open architecture at this intersection will not only encourage pedestrian/ shopping activity between the Mid-Brand retailers and those at the Galleria, but will establish a transition between the Mid-Brand and Town Center districts. All new commercial development will complement that which already exists at the Galleria, the Glendale



Marketplace and that which is being proposed for the Town Center district.

### *Uses and Activities in Mid-Brand*

Mid-Brand is seen as the center of night-time activities. The "100% retail corner" at Broadway and the secondary key corners at Wilson and California have been targeted as significant locations for anchor retailers and special uses which will bring distinguishable identity to the district. The existing Business Incentive/Retail Attraction program will be expanded to attract, assist and secure several new anchor and in-fill tenants.



The GDSP will build upon the existing strengths of the district such as the Alex Theatre, the Exchange and other successful retailers in the area. Opportunities will be created for uses which are intended for local residents and families and are active during the day as well as the evenings. Restaurants will play a unique role as they serve both the office market during the day and surrounding neighborhoods and region in the evenings. The Glendale Theatre District, anchored by the Alex Theatre, A Noise Within and the Centre Theatre, and strengthened by the adjacent well-established live entertainment attractions, will be the focus for evening entertainment.

New cultural arts facilities, including public and private galleries, will play an important part in establishing a broad base of attractions for the area. Cinemas will also be an integral element in the Mid-Brand district as a pedestrian generator. A parking structure is proposed on Orange, between Wilson and California, as part of the "park-once" district, easily serving retailers within a 1/4 mile walking distance. The Mid-Brand district should exclude those uses that require high automobile traffic volume.

### *District 6* **Town Center**



One of the paramount recommendations of the GDSP is the creation of a town center as a place of singular distinction and in effect the "heart" of the City. Such a place will be a focal point for the entire community with a gathering place for families and activity centers for residents of all ages.

The Town Center district is envisioned as a pedestrian oriented civic and commercial center with an emphasis on public open space including a major new Centennial Square Park and the refurbishing of the historic Central Park. The synergy of public and private efforts will bring much-needed life and vitality to the Downtown.



Recognizing that the Town Center is a significant part of the future success of the Greater Downtown, the proposed Town Center District Plan provides an overall balance among its many elements, uses and users to insure its future status as a unique, thriving pedestrian place in Glendale that will endure as a landmark in the City and in the region. This balance must ultimately be about creating both building 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 its implementation as a collaboration between public and private interests. The retention of as many historic structures in the area as possible will anchor the Town Center District and provide a connection between the new and the old.

The Town Center is intended to enhance Downtown Glendale through the concentration of buildings connected by a well-designed and managed open space network of squares, parks, courtyards, and paseos. The incorporation of public and private cultural arts facilities will serve to complement the public open space planned for Centennial Square. A mix of uses is especially important to produce a range of activities in support of a true "18-hour downtown" which is a place for people of all ages and interests. Hotels, cinemas, restaurants, retail, live theatre, and community facilities will ensure that the Town Center is equally lively during the day and night, during the week and on weekends. Commercial development will complement that which already exists at the Galleria and existing/ proposed retail in the Mid-Brand District. A number of existing architectural and landscape elements of unique quality and character have surfaced which should be maintained and reused. For example, the old Fire Station, the Masonic Temple and the bosque of Chinese Elms all contribute to a sense of identity and history for

## *Centennial Square*

The new two-acre civic park, located on the west side of Brand Boulevard south of Harvard, will commemorate the forthcoming One Hundredth Anniversary of the founding of Glendale and become the new focal point and public space for the Glendale community. The park, bordered by a proposed Centennial Hall, possible art gallery/animation institute/museum and service pavilions, is intended for programmed events in the sloping lawn fronting a stage as well as individual and casual uses among the proposed fountains, heavily planted lawns and flower fields. Small kiosks for commercial concessions, police security and community activities are anticipated as well. A gallery/institute/museum may be incorporated as a center to celebrate the visual arts and other cultural and technical resources.



## *Centennial Hall and New Buildings*

The Centennial Hall will be a prominent multi-function civic building designed with a variety of meeting rooms and exhibition spaces. It will cater to many community and regional functions and complement the existing Civic Auditorium. The Centennial Hall may be designed as a stand-alone project or a project built in partnership with a hotel development. Possible activities which may be incorporated in the Centennial Hall are an ice skating rink or similar uses, especially those that are youth-related. A space is envisioned for a potential art gallery, institute or museum that may be a part of Centennial Hall or a free-standing building. A high quality business hotel is also possible adjacent to the Centennial Square. On the east side of Brand Boulevard, new buildings are proposed that have retail and live theatres on the ground floor and office/residential lofts above

## *Open Space Network*

An open space network of landscaped streets, sidewalks, paseos, and courtyards connect all buildings and creates a pedestrian environment throughout the Town Center. A landscaped promenade, stretching from the west to east side and intersecting Brand Boulevard, visually gathers and spatially connects the Centennial Square and the Central Park and all the various programs and facilities on both sides of the Boulevard



### *Connection to Glendale Galleria*



A connection between the Galleria and Brand Boulevard will be established at Harvard. A series of proposed uses designed to complement those on Brand Boulevard, such as retail, office and loft housing, will line Harvard to provide continuous retail frontage along this connector street. The intersection of Harvard and Brand Boulevard will become a significant retail and entertainment node. Harvard will be enhanced with landscaping and pedestrian amenities along the sidewalks and along the center median to provide visual and physical continuity.

### *Central Park*



A renovated Central Park, established in its historic location, and new community facilities define the east side of the Town Center. The components of the Central Park may include an addition to the Central Library, a new Adult Recreation Center with senior housing, renovation of the bowling green and park space, and a community gymnasium. The additions to the Central Library include a new studio art center and an expanded children's section. The Adult

Recreation Center will be further developed to provide for expanded services and senior housing.

This building will provide a full-service center for the senior community of Glendale. Its complex of buildings, gardens and parks will support recreational, cultural and social services and provide on-site housing. The program includes rooms on the ground floor for luncheons, banquets, meetings, and social gatherings. In addition to approximately 80 residential units, there would be smaller rooms for counseling, billiards, games, and other related activities. The community gymnasium will be a facility for physical education and recreation for residents of all ages.

### *Old Fire Station 21*

To the extent feasible, the former Fire Station 21 will be retained and renovated. The building can provide a positive relationship with the Centennial Hall and Square. This building provides an opportunity for the development of a restaurant, public market, food court, cultural arts gallery/center, or other options related to retail and public uses developed in the vicinity.



### *Masonic Temple*

The Town Center Plan recommends the preservation of the Masonic Temple. The retention of this structure contributes significantly to a strong sense of urban and historical continuity at the Town Center.

The building in its overall form provides a visual connection between the community facilities on the east and the civic and retail facilities on the west of Brand. The classical theatre company, A Noise Within, currently occupies four floors of the building and operates a theatre with 145 seats. A Noise Within has determined the feasibility of adding a 450 seat theatre within this building, expanding their occupancy to five floors. The two remaining floors are available for reuse and have been considered for gathering



or meeting space.

### *Transportation and Parking Policy*

Underpinning the new development is a "park-once" parking and transportation policy which enables the pedestrian district to occur. This "park-once" conceptual strategy may be utilized in parts of the Mid-Brand and the Town Center districts to enhance the success of the Central Business District only where it has previously been determined that implementation of the strategy will not have a negative effect on neighboring businesses.