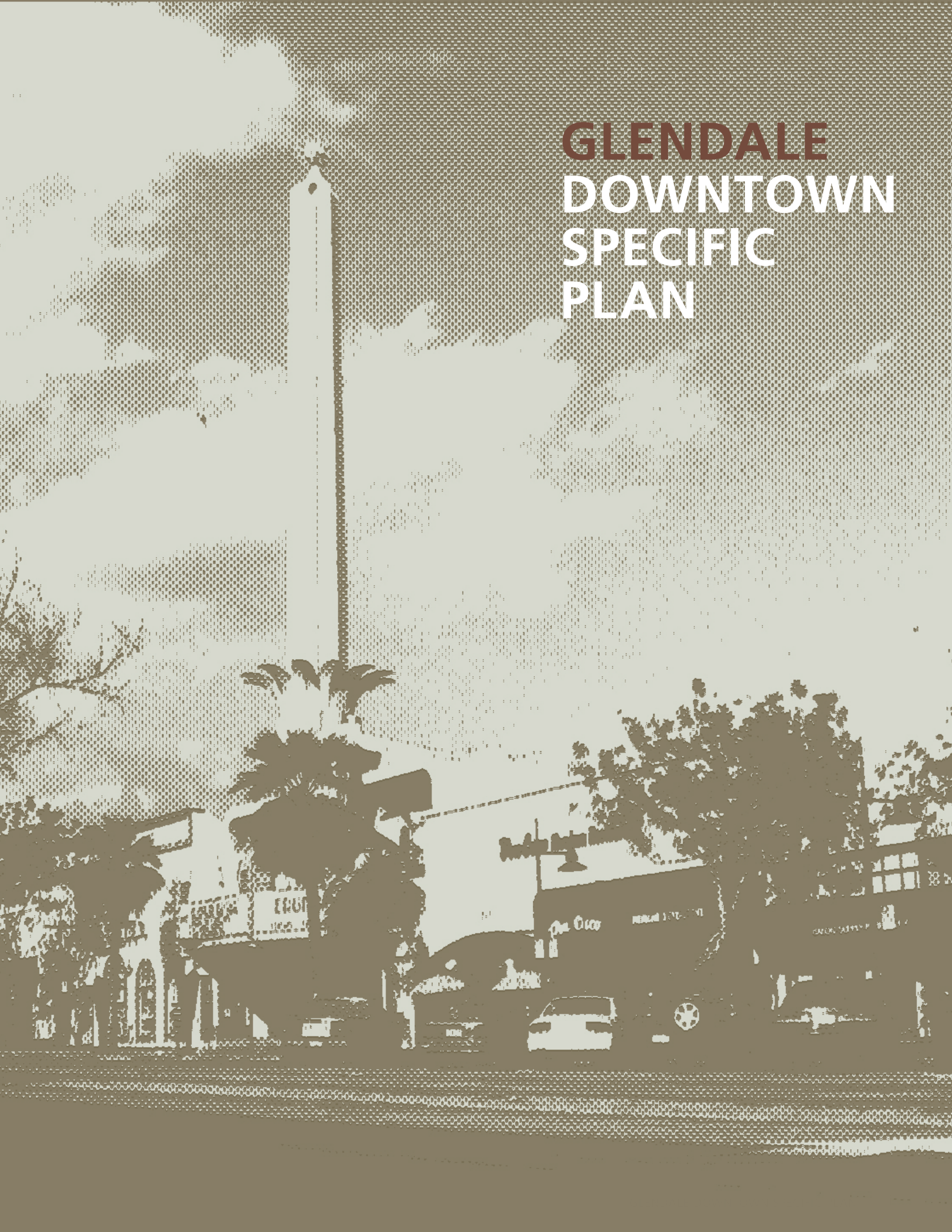


GLENDALE DOWNTOWN SPECIFIC PLAN



**GLENDALE
DOWNTOWN
SPECIFIC
PLAN**

CITY OF GLENDALE, CALIFORNIA



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DOWNTOWN SPECIFIC PLAN TIMELINE

03.01.2005	1st Draft Specific Plan printed
01.11.2006	Scoping Meeting for Environmental Impact Report
04.04.2006	2nd Draft Specific Plan printed
08.17.2006	Draft EIR review by Environmental Planning Board
08.18.2006	Draft Environmental Impact Report printed
08.18.2006	3rd Draft Specific Plan printed
08.28.2006	Draft DSP and Draft EIR presented to below Commissions
09.06.2006	Public review by Parks & Recreation Commission
09.20.2006	Public hearing by Planning Commission
09.25.2006	Public review by Historic Preservation Commission
09.25.2006	Public review by Transportation and Parking Commission
09.28.2006	Public review by Arts & Culture Commission
10.02.2006	Close of 45-day EIR review period
10.20.2006	4th Draft Specific Plan printed
10.26.2006	Final EIR review by Environmental Planning Board
10.27.2006	Final Environmental Impact Report printed
10.30.2006	Public hearing by Planning Commission
10.31.2006	Public hearing by City Council / Certification of EIR
11.03.2006	5th Draft Specific Plan printed
11.07.2006	Adopted by City Council (Resolution 06-253)
03.24.2009	Amended by City Council (Resolution 09-37)
04.13.2010	Amended by City Council (Ordinance 5293)
12.14.2010	Amended by City Council (Ordinance 5720)
03.15.2011	Amended by City Council (Ordinance 5726 and 5727)
06.07.2011	Amended by City Council (Ordinance 5738)
08.16.2011	Amended by City Council (Ordinance 5746)
07.24.2012	Amended by City Council (Ordinance 5776 and 5777)
11.19.2013	Amended by City Council (Ordinance 5815)
12.10.2013	Amended by City Council (Ordinance 5819)
10.27.2015	Amended by City Council (Ordinance 5865)
02.02.2016	Amended by City Council (Ordinance 5869)

VISION

Downtown Glendale will be an exciting, vibrant urban center which provides a wide array of excellent shopping, dining, working, living, entertainment and cultural opportunities within a short walking distance.

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The Downtown Specific Plan is an urban design oriented plan, which sets the physical standards and guidelines as well as land use regulations for activities within the Downtown. Chapter One establishes the goals and purposes of the Plan, its physical context, its relationship to other regulations and planning documents, and provides a “users-guide” to the Plan.

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PLAN DESCRIPTION

Downtown Glendale consists of a variety of districts, based on the existing building patterns within each area. The Downtown Specific Plan seeks to preserve and enhance the aspects which provide each district its unique character, while improving the attractiveness and livability of the Downtown area. Chapter Two describes the expected form and character of the Downtown.

CHAPTER TWO: DOWNTOWN DISTRICTS

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DESIGN AND DEVELOPMENT STANDARDS AND GUIDELINES

Distinctive districts, streets, places and activities make Downtown a diverse and interesting destination. The Design and Development Standards and Guidelines build upon existing characteristics and promote new development that contributes to the desired uses, scale, image, and pedestrian-friendliness of Downtown. Chapter Three establishes the land use policies and standards of the Downtown Specific Plan. Chapter Four describes the urban design policies, development standards, and guidelines of the Plan. The expectations for Downtown open space in the form of streets, parks, plazas, courtyards and paseos is detailed in Chapter Five. Chapter Six articulates mobility policies reflective of a long-term vision to maximize accessibility of Downtown for pedestrians, transit-users, cyclists, and drivers.

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ADMINISTRATION

As a way of encouraging desirable uses and public benefits in the Downtown, the City will allow certain development bonuses for those uses. Additionally, the City offers resources and economic development programs to assist property owners in the successful growth of existing and emerging Glendale businesses. Chapter Seven outlines the incentives and bonus program of the Downtown Specific Plan. Chapter Eight details the economic development policies and services available to property owners. Chapter Nine summarizes the development review process for the Downtown Specific Plan area, and outlines additional policies necessary to implement the Specific Plan.

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CREDITS	Credits II
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INTRODUCTION

1

Chapter One establishes the goals and purpose of the Plan, its physical context, its relationship to other regulations and planning documents, and provides a “users-guide” to the Plan.

1.1 PLAN GOALS AND PURPOSE

The Glendale Downtown Specific Plan (DSP) is an urban design oriented plan, which sets the physical standards and guidelines as well as land use regulations for activities within the Downtown Specific Plan area. The Plan's purpose is to:



1.1.1 Provide a framework and a manual to guide responsible growth and development of downtown.



1.1.2 Perpetuate a powerful physical image promoting the city's regional identity.



1.1.3 Ensure downtown's long-term status as a good place to do business.



1.1.4 Encourage excellence in design and quality of craftsmanship to enhance the downtown environment.



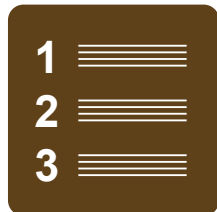
1.1.5 Strengthen downtown's pedestrian, bicycle and transit oriented characteristics while ensuring vehicular access to downtown destinations.



1.1.6 Attract a wide range of activities to maintain a dynamic atmosphere.



1.1.7 Provide incentives for a wide range of downtown housing types.



1.1.8 Present development regulations in a user-friendly, easy-to-follow manner.



1.1.9 Preserve and enhance the distinctive character of Glendale's downtown buildings, streets and views.

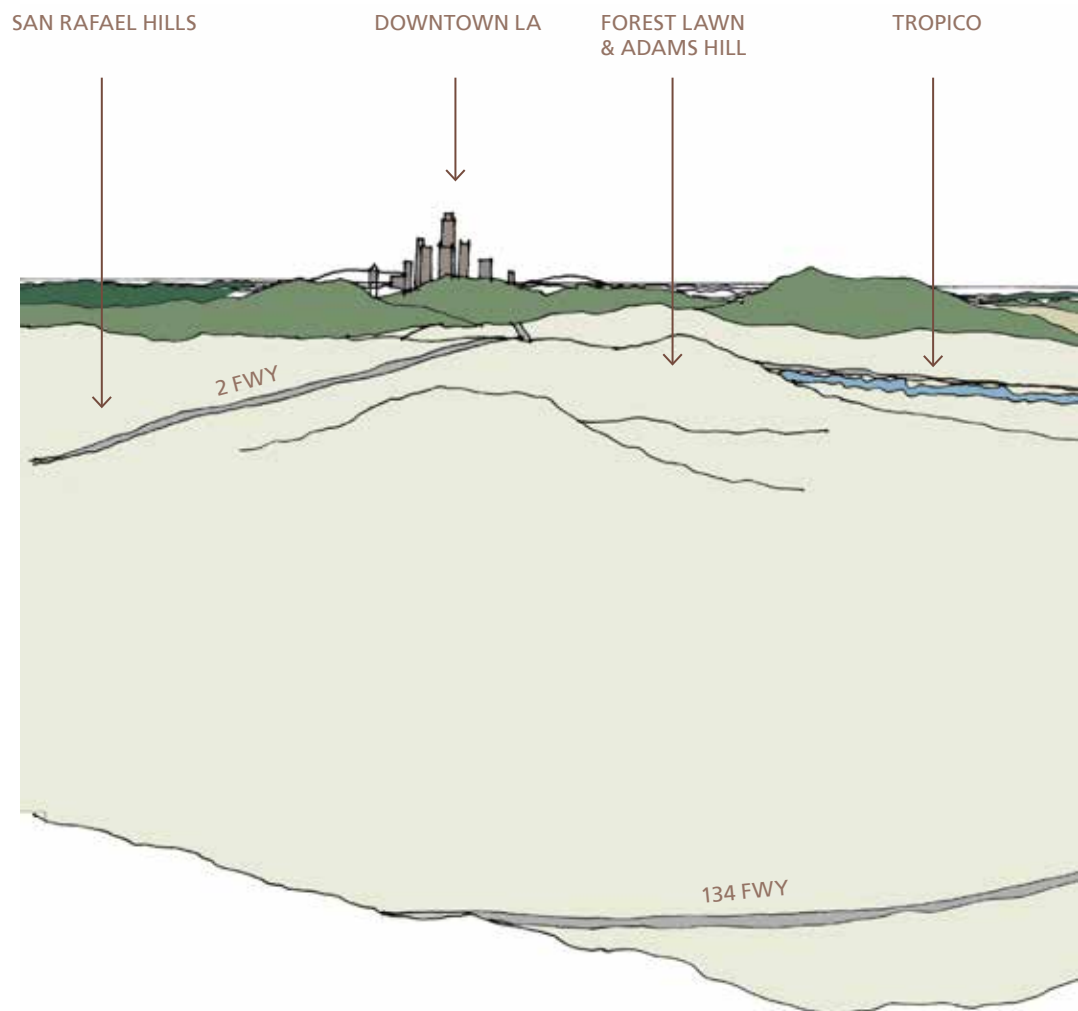


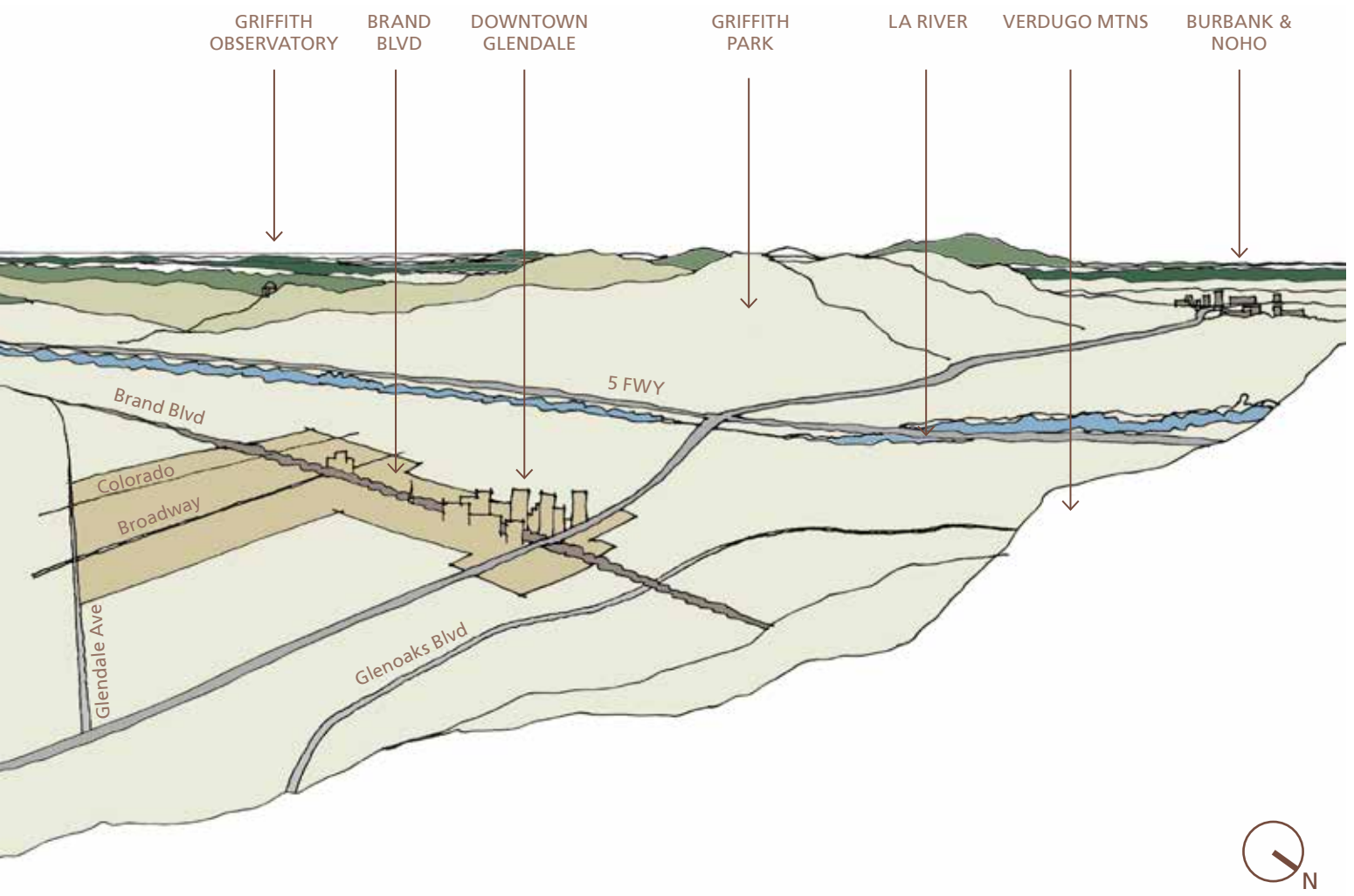
1.1.10 Concentrate growth in the downtown - a transit-rich entertainment, employment and cultural center - to relieve development pressures on existing residential neighborhoods.

1.2 PLAN CONTEXT

Downtown Glendale is located at the southern base of the Verdugo Mountains, in a valley “bowl” also bounded on the west by the Los Angeles River and Griffith Park and to the east by the San Rafael Hills. This valley is also referred to as the “Golden Triangle” and further defined by the 2, 134, and 5 Freeways, from which Downtown Glendale has unique and immediate regional access to neighboring communities such as Burbank, Pasadena, North Hollywood, La Crescenta, and Downtown Los Angeles.

Within the city of Glendale, Downtown is the convergence of a number of primary local streets - Brand Boulevard, Central Avenue, Glendale Avenue, Colorado Street, Broadway, and Glenoaks Avenue - that lead to surrounding neighborhoods and districts. The South Brand “Boulevard of Cars” is a regional concentration of auto dealerships. South Brand also links Downtown to the historic Tropico town site, now a burgeoning mixed-use and residential neighborhood centered around the Metrolink station and Glendale Memorial Hospital. The Adams Hill neighborhood and the Forest Lawn Memorial Park cemetery are also to the south. The North Brand district, a localized retail area, serves the residential neighborhoods north of Downtown and the 134 Freeway.





1.3 WHAT IS A SPECIFIC PLAN?

A specific plan is a regulatory tool that local governments use to guide development in a local area consistent with the General Plan. While the General Plan is the primary guide for growth and development in a community, a Specific Plan is able to focus on the unique characteristics of a special area by customizing the planning process and land use regulations to that area. A Specific Plan is enacted pursuant to Section 65450 et seq. of the California Government Code.

1.3.1 Consistency with California Specific Plan Requirements

According to California Law, a specific plan implements all or part of the area covered by a general plan. The Glendale Downtown Specific Plan applies to only a part of the Glendale General Plan area. The purpose of the Downtown Specific Plan is to specify, in greater detail, requirements which are significant for this area.

Infrastructure has been discussed in various General Plan Elements. Build-out of the DSP would require equal or less infrastructure than the build-out of the current land use regulations and is consistent with the General Plan.

1.3.2 Relationship with other Documents and Plans

- A. **General Plan Consistency** - To ensure consistency between the Downtown Specific Plan and the city of Glendale General Plan, the General Plan will be amended concurrent with the adoption of this Plan to include a Downtown Specific Plan Land Use Designation to replace the General Plan designations for the area.
- B. **Zoning Ordinance Consistency** - To ensure consistency between the Downtown Specific Plan and the Glendale Zoning Code and Map, the Zoning Code and Map will be amended concurrent with the adoption of this Plan to include a Downtown Specific Plan zone to replace the zoning for that area. Where land use regulations and/or development standards of the Glendale Zoning Code are inconsistent with this Specific Plan, the standards and regulations of the Specific Plan shall prevail. Any issue not specifically covered in the Specific Plan shall be subject to the regulations in the Zoning Code and/or Municipal Code. Interpretations may be made by the Zoning Administrator if not specifically covered in the City's existing regulations.
- C. **Redevelopment Plan Consistency** - The Glendale Redevelopment Agency was created in 1972 for the purpose of improving, upgrading and revitalizing specific areas within the City that had become blighted because of deterioration, disuse, and unproductive economic conditions. The Central Glendale Redevelopment Project Area covers 263 acres in the heart of the City and is fully encompassed within the Downtown Specific Plan boundaries, with the exception of the Glenoaks area. The Central Redevelopment Project Area is generally bounded by Colorado Street to the south, Glenoaks Boulevard to the north, Central Avenue and Columbus on the western periphery and Louise Street and Maryland Avenue on the east. Additionally, a small portion of the San Fernando Road Corridor Redevelopment Project Area is located within the Downtown Specific Plan on Colorado Street west of Central Avenue. The mission of the Redevelopment Agency was to enhance and improve the quality of life and to promote positive growth in the city of Glendale by facilitating retail, cultural arts, housing and office projects, providing tax revenue and jobs that benefit all of the city's residents. Although the Redevelopment

Agency was dissolved on February 1, 2012 by State statute AB 1X 26, the Downtown Specific Plan supports and expands upon its objectives.

- D. **The Town Center Specific Plan** - The Town Center Specific Plan addresses the Town Center District of the Downtown Specific Plan. If any inconsistencies are identified between the Downtown Specific Plan and the Town Center Specific Plan, then the Town Center Specific Plan shall prevail for all activities within the Town Center District.
- E. **The Greater Downtown Strategic Plan** - The Downtown Specific Plan is designed to implement the vision, goals and policies of the Greater Downtown Strategic Plan (1996), which includes the downtown and adjacent residential neighborhoods. Among the Greater Downtown Strategic Plan goals are “significantly increasing the amount of public open space and developed parkland in the downtown” and “strengthening the interdependence between downtown and surrounding neighborhoods.” In case any inconsistencies are identified between the two plans, the Downtown Specific Plan and/or Glendale Zoning Code shall prevail.
- F. **The Galleria Development Agreement** - The Glendale Galleria is subject to disposition and development agreement between the Glendale Redevelopment Agency and the Galleria Owners. Any new land use activity not covered in the Glendale Redevelopment Agency’s agreements with the Galleria shall be subject to the Downtown Specific Plan.
- G. **Downtown Design Guidelines** - A variety of Design Guidelines have been produced for areas within the Downtown Specific Plan, including the “East Broadway Design Guidelines” (2004) and “Urban Design Information and Guidelines” (1990). The Downtown Specific Plan incorporates and supersedes these guidelines.
- H. **Downtown Specific Plan Environmental Impact Report** - The DSP-EIR evaluates the implications of the Downtown Specific Plan through a series of technical analyses, as required by the California Environmental Quality Act. As necessary, the DSP-EIR also proposes mitigations of undesirable impacts of the Downtown Specific Plan.
- I. **Glendale Mobility Study** - The Glendale Mobility Study, in preparation at the time of Downtown Specific Plan adoption, outlines a series of policies and programs intended to enhance mobility in the Downtown area. “Chapter 6: Mobility” of the Downtown Specific Plan is written to support the goals of the Glendale Mobility Study.

1.4 HOW TO USE THIS PLAN

The DSP is designed to function as a manual for residents, business owners, property owners, developers, designers, City staff and appointed and elected officials involved in review of proposed development projects. If you are using this plan for the first time, it may be useful for you to know the main components of the document and how to navigate it. We suggest the following steps as a quick way to understand the different sections of the plan and how best to focus on finding the answers to your questions.

Step 1: Find out what Downtown District your project is in.

Downtown Glendale has been divided into eleven (11) different districts. In addition to general standards and guidelines that apply to the entire area, each district may have its own distinctive set of development standards and permitted uses.

- Locate your project location on the area map in “Chapter Two: Downtown Districts” to determine in which district your project belongs.

DISTRICT _____

- Review the narrative description for that particular district to identify whether your proposed project complies with the intent of the Specific Plan for that district. Descriptions for each district can be found in “Chapter Two: Downtown Districts.”

Step 2: Review the Summary Tables & Maps.

Many answers to basic questions are clearly listed in the maps and tables. The maps show the boundaries and districts, as well as the basic transportation infrastructure. The summary tables list out the permitted uses, height and density standards / bonuses, and general and district specific standards and guidelines.

- Once the project district has been identified, review the Use Table in Chapter Three to establish if your proposed use is permitted in that district.

- Review the Height and Setback Table in Chapter Four to determine the permitted height and setback requirements for the particular district.

HEIGHT _____ STORIES _____ FAR _____

- Review the Incentives and Bonuses Table in Chapter Seven and “Chapter Eight: Economic Development” to determine whether your proposed project is eligible for any development bonuses.
-
-

Step 3: Review the Standards and Guidelines Text

The City of Glendale has developed a set of Policies, Standards, and Guidelines that apply to all downtown properties. As such, the Specific Plan Policies, Standards, and Guidelines supersede those identified in the Zoning Code. When the Specific Plan is silent, the City’s Zoning Code requirements will apply. The text further defines the information that is provided in the tables, maps, and charts. The Standards and Guidelines is divided by three main topics: Urban Design, Open Space and Mobility.

- Examine “Chapter Four: Urban Design” and “Chapter Five: Open Space” to learn which design standards are required for your project.
-
-

- Review “Chapter Six: Mobility” to understand how the location of your project fits into the pedestrian-vehicular framework of the Downtown and to determine which transportation standards apply to your project.
-
-

Step 4: Review the Zoning Ordinance (Glendale Municipal Code Title 30)

Projects in the Downtown Specific Plan area are subject to additional regulations and development standards as defined by the Zoning Ordinance.

Step 5: Follow the Appropriate Application Process

Depending on the location of the project and time of application, the application will be processed through the Glendale Planning Department and the Development Services Department. Please refer to Chapter Nine to determine the application procedures.

DOWNTOWN DISTRICTS

2

Downtown Glendale consists of a variety of districts, based on the existing building patterns within each area. The Downtown Specific Plan seeks to preserve and enhance the aspects which provide each district its unique character, while improving the attractiveness and livability of the Downtown area.

2.1 DOWNTOWN DISTRICTS

The Downtown Specific Plan area consists of approximately 220 acres located in the center of the City of Glendale. The area is generally bounded to the north by Glenoaks Avenue, to the west by Central and Columbus Avenues, to the east along Maryland and Glendale Avenues and to the south by Colorado and Elk Streets. The majority of the Glendale Central Redevelopment Area falls within the DSP area. Eleven distinct districts make up Downtown Specific Plan.

Downtown districts are:

ALEX THEATRE

BROADWAY CENTER

CIVIC CENTERS

EAST BROADWAY

GALLERIA

GATEWAY

MARYLAND "ART & ENTERTAINMENT" DISTRICT

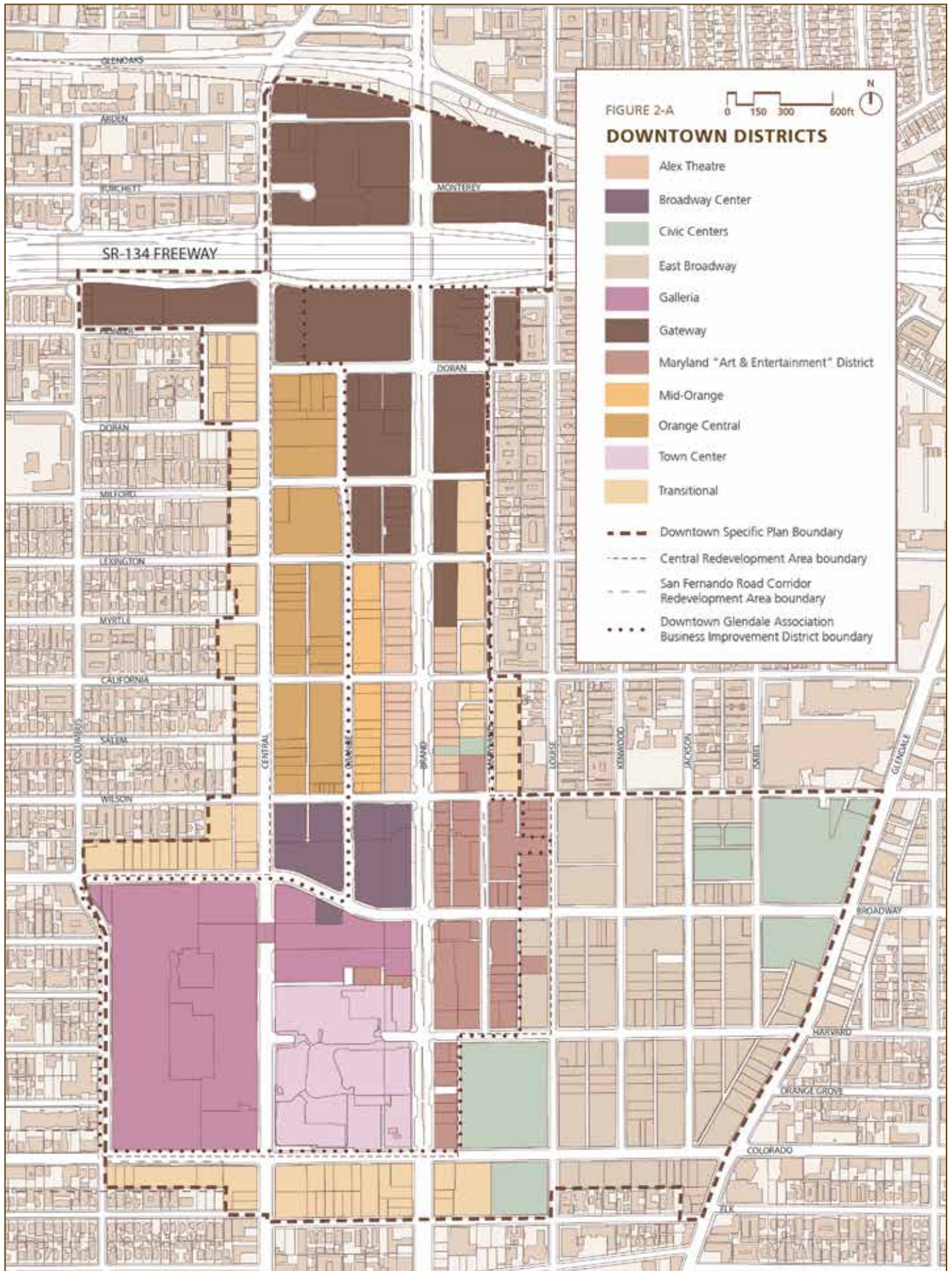
MID-ORANGE

ORANGE CENTRAL

TOWN CENTER

TRANSITIONAL - consisting of three non-contiguous areas along Central Avenue, Colorado Street, and North Maryland Avenue

The expected form and character for each district is described in the following pages through illustrative perspectives and photographs. The sequence of the district descriptions follows a narrated walk through the Downtown, departing from the Alex Theatre, heading north the Gateway District, then south through on Central Avenue and Orange Street to Broadway Center and the Galleria / Town Center areas, ending on the east side of Downtown in the Maryland, East Broadway and Civic Center districts.





2.1.1 ALEX THEATRE DISTRICT

The historic Alex Theatre is the focal point for this low-scale commercial strip of Downtown Glendale. Concentrated along Brand Boulevard, north of Wilson and south of Lexington, this two block commercial area features a variety of intimate-scale retail, restaurant and service uses located within traditional storefronts. The Alex Theatre district encourages entertainment activities, restaurants, small-scale retail businesses and other such pedestrian-oriented activities. New development must be sensitive to the landmark status of Alex Theatre and the traditional “old downtown main street” character of this section of Brand Boulevard.

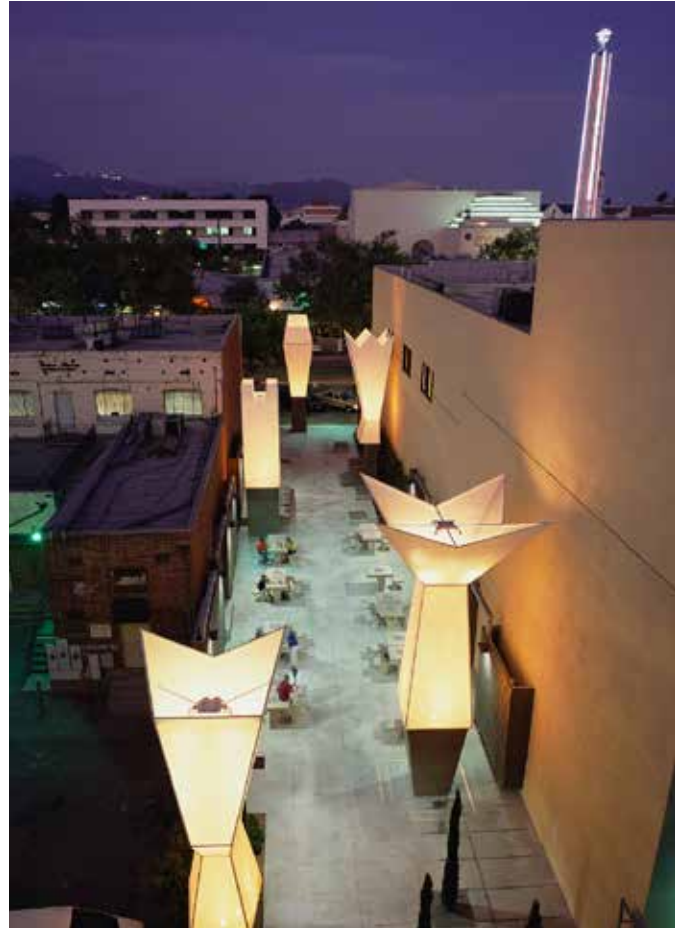


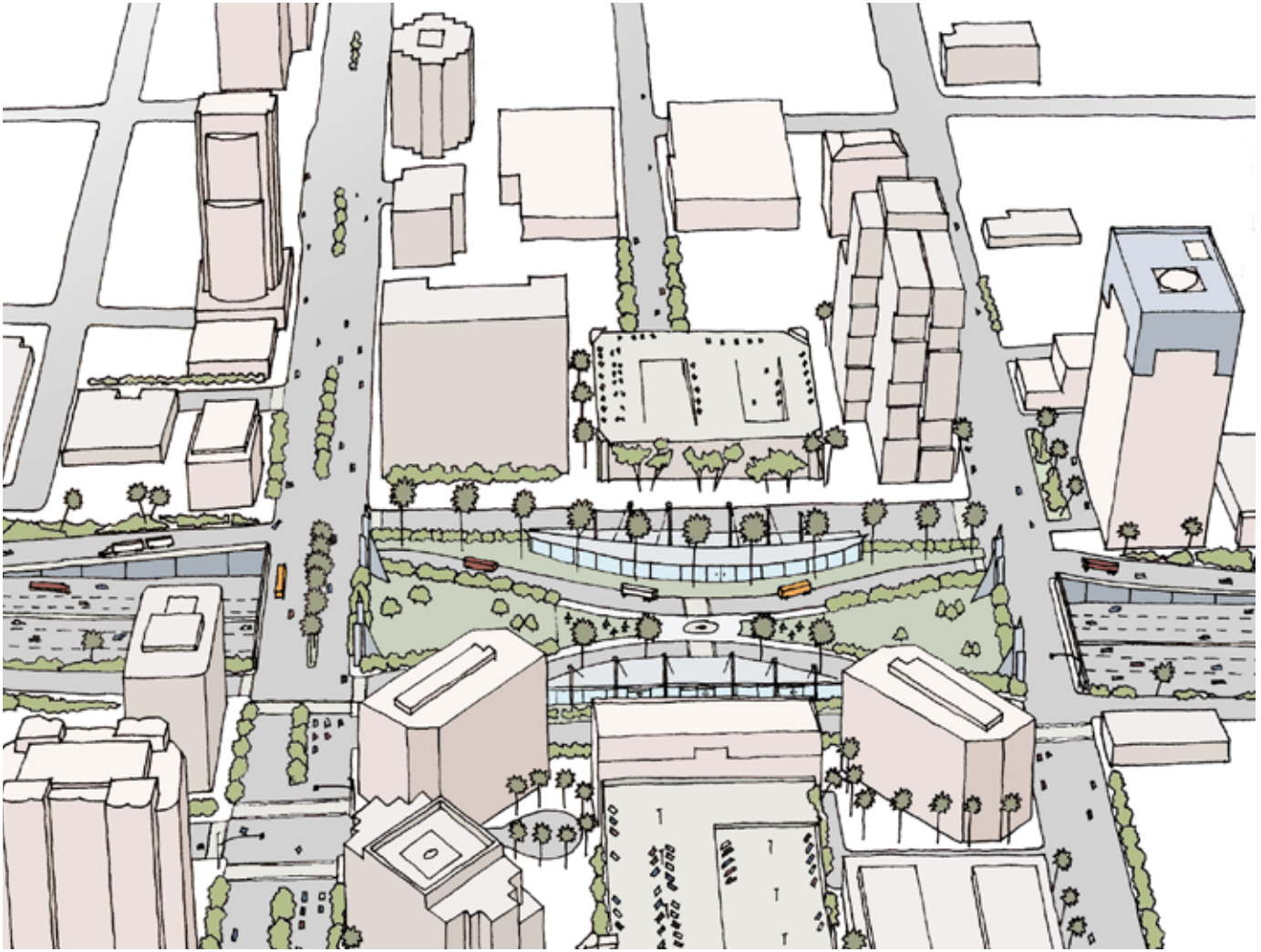
OPPOSITE: As the focus of the district, the Alex Theatre spire and forecourt are the dominant features. The rendering illustrates future development to the north and south of the Theatre, with courtyards that combine with the Alex Theatre court to create a rich pattern of outdoor spaces and passages for dining, entertainment, and receptions.

RIGHT: The Chess Park, an award-winning design by Rios Clementi Hale Studios, is a creative and inventive solution to the need for open space and pedestrian linkages in the Downtown. More than an inviting passage between the Orange Street Garage and Brand Boulevard, the Chess Park also creates an identifiable and unique place in a narrow site too small for a traditional park.

BELOW RIGHT: The Alex Theatre district retains the small-town Main Street feel that has historically characterized this stretch of Brand Boulevard. One and two-story commercial buildings with traditional storefronts and shop windows will continue to be the development standard for the district.

BELOW: The iconic Alex Theatre spire and marquee provide the anchor to this entertainment, dining and shopping oriented district, and create a focus for night-time energy.





2.1.2 GATEWAY DISTRICT

Located at the northern portion of the Downtown Specific Plan area, the Gateway district features the most visibly noted skyline of Downtown Glendale. Characterized by high-rise development, the district is home to numerous corporate headquarters and businesses whose multi-storied towers are visible from the various viewpoints throughout the city and the 134 Freeway. The focus of the area is the continued promotion and location of corporate headquarters, new hotels, mixed-use and residential buildings, complementary/accessory service and retail businesses at the street level, as well as the introduction of appropriate night-time entertainment uses.



OPPOSITE: Between Brand and Central, a “lid” could be built over the 134 Freeway in the form of a transit plaza. This deck would create a significant open space resource, restore north-south pedestrian connections in the Gateway area, and serve as terminal for transfers between local transit service and a future regional east-west transit line.

RIGHT: The preferred land uses in this district are high rise office and residential, hotels, and other uses which support the adjacent office uses and employees.

BELOW: The Gateway area includes Glendale’s highest concentration of high rise, high intensity regional office uses. Many of Glendale’s leading corporations are located at this highly visible location along the 134 Freeway. The area includes high rise residential uses, hotels and distinctive headquarters buildings, and creates the dominant visual image of Glendale for freeway users.



2.1.3 ORANGE-CENTRAL DISTRICT

Centrally located within Downtown, the Orange-Central district is bordered by Doran Street on the north, Wilson Avenue on the south, Central Avenue on the west, and Orange Street to the east. This district currently features an amalgamation of surface parking lots and miscellaneous free-standing businesses. Because of its walkable proximity to major retail and employment areas, the Orange-Central district is suitable for new, urban housing development both as mixed-use or free-standing residential buildings. Central Avenue has the potential to be transformed over time with mid-rise mixed-use structures, while Orange can become a more intimate and pedestrian-oriented residential street. Areas adjacent to this district on Central and Orange are defined by the complementary, but less intense, Central Transitional and Mid-Orange districts that adjoin existing low-rise areas of the downtown and surrounding neighborhoods.

2.1.4 CENTRAL TRANSITIONAL DISTRICT

Though not a part of the Central Glendale Downtown Redevelopment Area, the west side of Central Avenue and adjoining leg of Broadway provide an important transition between the high-intensity, mixed-activity of Downtown and a higher density residential neighborhood to the west. The Central Transitional District currently features a variety of lower-scale commercial and medical office buildings. This area should evolve into a mid-rise mixed-use development, with an emphasis on ground floor commercial uses along Central Avenue.

2.1.5 MID-ORANGE DISTRICT

The east side of Orange Street between Lexington Drive and Wilson Avenue mediates the height, uses, and intensities of the mid-rise Orange-Central district and the low-rise Alex Theatre District. Arts-oriented uses, such as galleries and stage theatres, are encouraged along these blocks, as well as low-rise mixed-use development.





ABOVE: Central Avenue as rendered in this view from California is a vibrant mixed-use street. An eclectic mix of destination, service and neighborhood-serving retail stores is at the sidewalk. In newer buildings, the upper levels are residences with balconies and patios overlooking the street-life.

RIGHT: As a demonstration of the design policies, standards and guidelines of the Specific Plan, this diagram imagines a redevelopment of the "Sears Block" at Orange/California/Central/Wilson. The block is divided into four smaller quadrants by intimate pedestrian paseos and alleys fronted by townhouses. In exchange for the dedication of one quadrant as a public park, a pair of 12-story residential towers are allowed through the bonus/incentive program described in Chapter Seven. Quadrants facing Central Avenue are developed as mid-rise residential or large-format retail stores.



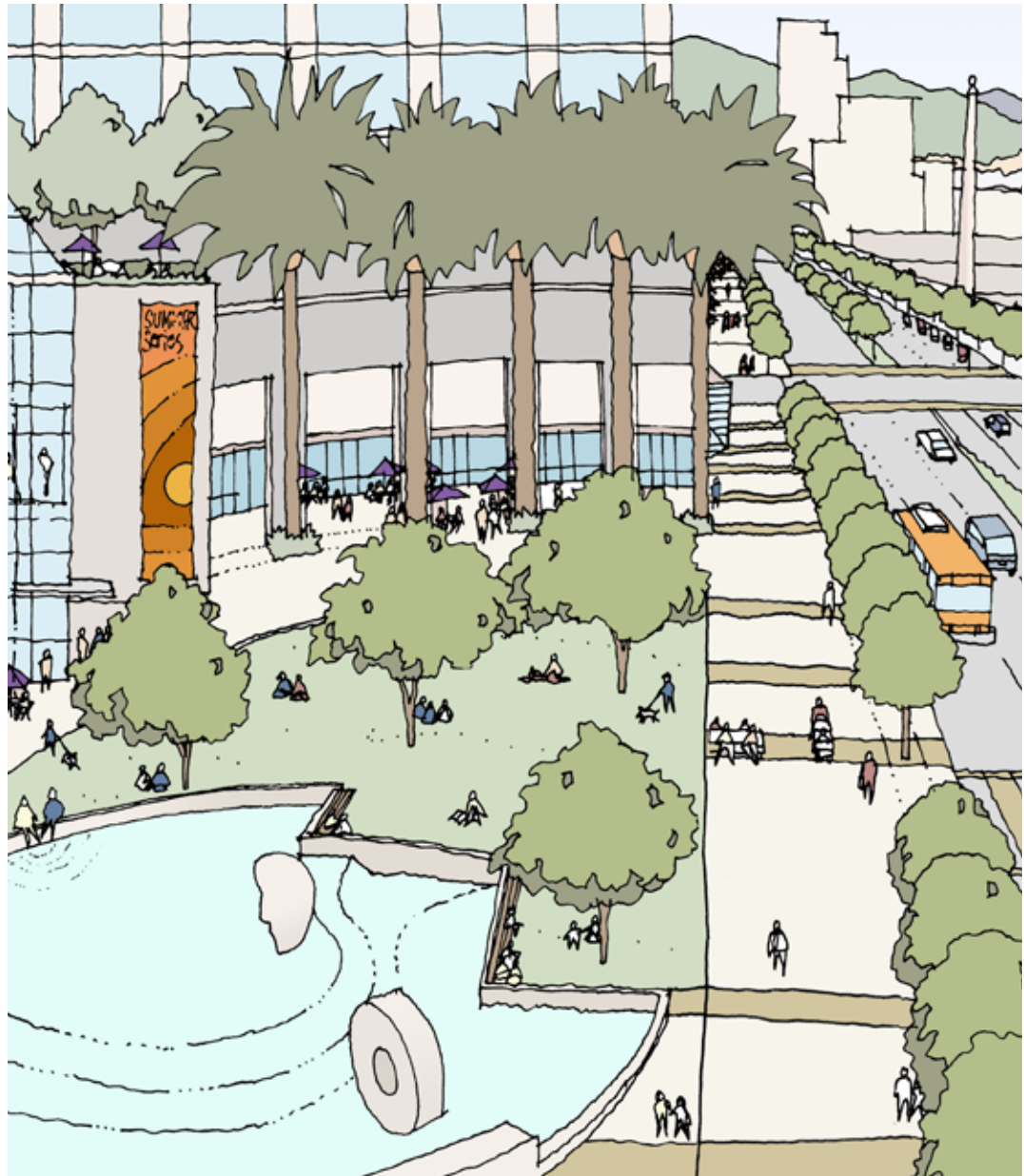
BELOW: 4 to 5-story mixed use buildings, such as these precedents in Santa Monica and Pasadena, are the expected development type along most of Central and Orange Avenues. These buildings include ground-floor retail with upper level residential and/or office uses.

LEFT: This illustration shows Orange Street as the premier residential address in Downtown Glendale. New street landscape has created inviting pedestrian sidewalks and new townhouse style residences front the street with stoops (where today there are parking lots). Across the street is the Orange Street Garage, where the ground floor has been transformed into a gallery/market. Beyond are the high-rise residential towers of the Broadway Center district.



2.1.6 BROADWAY CENTER DISTRICT

Located south of Wilson, north of Broadway, east of Central and west of Brand, this two-block district features an existing high rise office tower and several other commercial buildings. Apart from the existing office tower located in the north-west corner of Broadway and Brand and the existing office building on the north-east corner of Broadway and Central, this area is subject to possible redevelopment, with the opportunity for high-rise residential, office, or mixed-use development. The existing high-rise office building in the Broadway Center district and its proximity to significant retail activity areas in the Galleria and Town Center make this a prime target area for higher end, urban residential towers. Given a permitted height limit of 16 stories by right and up to 4 additional stories through the Incentives and Bonus Program (see Chapter Seven), this downtown district would constitute the second cluster of high rise development in Downtown.





ABOVE: The Galleria Tower is strategically located at a gentle curve along Broadway, and therefore serves as visual terminus to the street. A creative resurfacing of the Tower's skin and opening of its ground floor could take further advantage of this location.



ABOVE RIGHT: The City Center tower defines the "south hill" of high rises on downtown Glendale skyline. A mixed-use building with ground level retail and a large plaza facing Brand Boulevard, it establishes the visual image of Broadway Center district.

RIGHT: The small scale storefronts on Wilson Avenue may begin to support a vibrant "restaurant row" catering to downtown residents and visitors as new residential, hotels, office and other uses concentrate in Broadway Center, Alex Theatre and the Orange-Central districts.

OPPOSITE: The Broadway Center district includes a large, semi-circular plaza associated with the City Center office tower. As illustrated here, a creative and selective redesign of this plaza could transform it into an inviting open space facing Brand Boulevard. Instead of pavement, grass and shade trees are planted. The edges of the existing fountain are lined with benches, so pedestrians can enjoy the water. Finally, the form of the semi-circle is completed and lined with additional restaurants, outdoor cafes, and defined by a ring of palm trees.



2.1.7 TOWN CENTER DISTRICT (The Americana at Brand)

The Town Center district, bordered on the south by Colorado, on the east by Brand, on the west by Central and on the north by the Galleria parking structure (between Broadway and Harvard), is subject to the Town Center Specific Plan, not the Downtown Specific Plan. This district features a large-scale, mixed-use development. As a significant regional retail and entertainment destination with a residential component, the Town Center plays an important role in the direction of development in other Downtown districts.

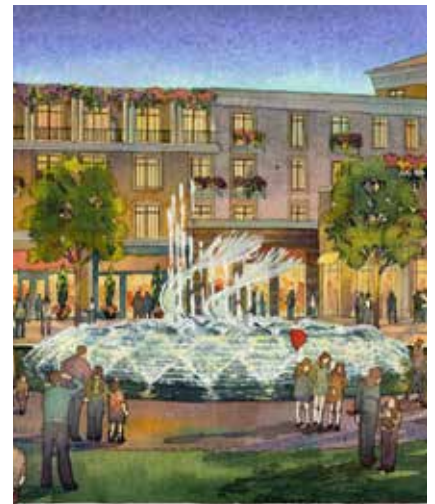
2.1.8 COLORADO TRANSITIONAL DISTRICT

This mixed-use district forms the southern edge of the Downtown area, and provides a transition from the downtown to surrounding neighborhoods and the South Brand “Boulevard of Cars”. Colorado is a heavily traveled regional street, with good visibility for ground floor retail uses, and potential for upper level residential and commercial uses

2.1.9 GALLERIA DISTRICT

The Glendale Galleria district is fully developed with a regional shopping center. Its boundaries include Colorado on the south, Columbus on the west, Broadway on the north and Brand and Central on the easterly portions. The Glendale Galleria is subject to agreements between the Glendale Redevelopment Agency and the Galleria owners. All new development in the Galleria district not specifically addressed in these agreements is subject to the Downtown Specific Plan. Over time, this area should strengthen pedestrian connections between the Galleria and other parts of the downtown, and increase the vitality and interest of the Galleria buildings at the street level to enliven the pedestrian experience.





ABOVE: The Town Center will be the Downtown’s southern anchor of Brand Boulevard, with retail and entertainment venues plus residential condos and apartments, surrounding pedestrian-only outdoor promenades and open space.

RIGHT: New projects on Colorado Boulevard south of the Town Center and Galleria will likely reference the traditional architectural style of the Town Center, and include residential with ground-floor retail.

BELOW RIGHT: The Glendale Galleria is a traditional indoor shopping mall, and is a significant regional destination.

OPPOSITE: As downtown matures into a pedestrian-rich environment with new residents, the Glendale Galleria should transform from a traditional indoor-oriented shopping mall to one with increased visibility and access at the sidewalks. A key opportunity is the bridge over Central Avenue, which is envisioned in this rendering as a transparent glass-enclosed walkway, connecting the interior passages of the mall by stairs and elevators to street-level storefronts at Central and Broadway.



2.1.10 NORTH MARYLAND TRANSITIONAL DISTRICT

Maryland Avenue, north of Wilson Avenue, is a transitional zone between the high-intensity and high-rise spine of Brand Boulevard and the low-rise residential neighborhood to the east. Currently, multi-level parking structures for adjoining office towers define much of this district. Future development in this district is envisioned as additional residential uses compatible with the adjacent neighborhood.

2.1.11 MARYLAND “ART & ENTERTAINMENT” DISTRICT

The Maryland district is located between the Downtown core and the East Broadway mixed-use district to the east, and anchored to the north by the Alex Theatre and the Central Library to the south. It is home to Downtown’s two more recent mixed-use commercial developments (The Exchange and the Marketplace), which include a number of restaurants, storefronts and offices. To encourage the concentration of arts, cultural and entertainment venues and associated dining and retail uses on Maryland Avenue between Harvard and Wilson, this area is specifically designated Glendale’s “Art and Entertainment District.”





TOP: Existing surface parking lots on North Maryland may redevelop with mid-rise mixed-use and residential buildings, such as this precedent.

ABOVE: The Marketplace and The Exchange both face Brand Boulevard with storefronts and provide pedestrian access to Maryland Avenue and public parking structures via mid-block paseos.

RIGHT: The glass entry rotunda of Borders Books & Music at the corner of Brand and Broadway properly establishes the urban prominence of this intersection and permits views into the store, connecting interior activities with the energy of the sidewalk.

OPPOSITE: The paseo at the Glendale Marketplace is illustrated here with modest modifications. Overhead "swag" lights, instead of lampposts, deliver lighting without cluttering the passage. Shade on sunny days is provided by canvas "sails" and awnings spanning across the paseo. These and other improvements are expected as a result of continued investment in the Maryland District's existing commercial developments.

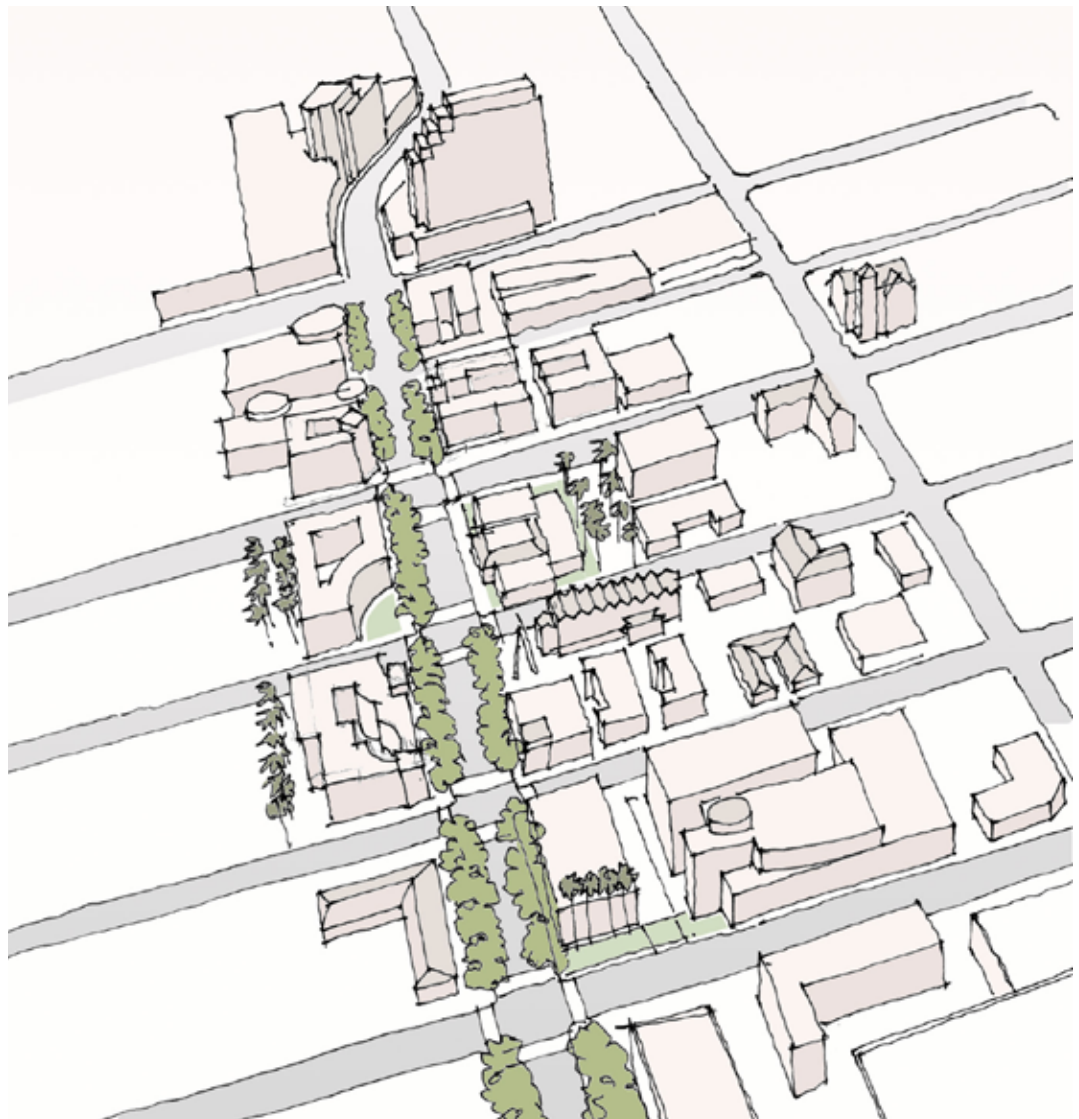


2.1.12 CIVIC CENTERS

The Civic Centers are three areas: the historic Alex Theatre, the Glendale City Hall campus (“Old City Hall”, Perkins Building, Municipal Services Building, the “old” Police Station Building, the “new” Police Station, the municipal parking structure, and the Glendale Court House) and Central Park, which contains the Adult Recreation Center and the Central Library. The Civic Centers include the largest publicly-owned open space within the Downtown, and the principal parks for Downtown residents, employees, and visitors.

2.1.13 EAST BROADWAY DISTRICT

The East Broadway district was created in 2003 with the adoption of the City’s first official mixed-use zoning districts, Residential Mixed-Use (RMU) and Commercial Mixed-Use (CMU). This area, located between the established Central Glendale Redevelopment Area and the Civic Center, combines a number of civic and cultural uses and historic buildings. This area builds upon the mixed-use, moderate density of this area with newer mixed-use projects including upper level housing and retail along Broadway.





TOP: The FourOneSix, a mixed-use project proposed on East Broadway, typifies the development expected in this district: 3-4 stories of residential above ground-level retail storefronts.

ABOVE LEFT: Heritage Park is a 4-story affordable apartment building for seniors, and a receipt of a 2005 Glendale Urban Design Achievement Award.

ABOVE RIGHT: The Central Post Office, a National Registered landmark structure built in 1934 under the Works Progress Administration, is one of the many civic and cultural facilities on East Broadway.

OPPOSITE: There are a cluster of small and medium size opportunity sites along East Broadway that collectively can create a new downtown gateway and provide a strong storefront connection to the activities of Brand Boulevard. Louise Street can become a new residential address with its own distinctive architectural character using design elements of historic buildings such as the YMCA, Post Office, First Baptist Church and former First Federal Bank.

LAND USE

3

Downtown supports a variety of economic activities. The land use policies build on existing strengths and add amenities, services, employment and living opportunities. A mix of land uses is critical to support a diverse downtown climate, enhance the pedestrian quality of the street, reduce vehicle trips, and reinforce the existing varied character of Downtown Glendale. The land use policies encourage the clustering of certain uses as definable districts; designate key ground floor uses; identify opportunities to create mixed-use neighborhoods; and increase Downtown's supply of open space.

3.1 LAND USE POLICIES

3.1.1 Downtown Districts and Complementary Land Use Options

Include many land use options to encourage healthy urban districts with opportunities for interaction between uses. Direct certain land uses to specific areas to reduce potential land use conflicts such as noise or parking demand, while encouraging those land uses which enhance the attractiveness and convenience of the primary downtown land uses such as offices and residential use.



3.1.2 The 24-Hour Downtown

Encourage appropriate land uses that extend the life of Downtown into the evenings and weekends so that daytime, weekend, and nighttime uses can support each other and share parking seven days a week. Such uses can contribute to the vitality of the downtown area and the viability of downtown businesses.



3.1.3 Ground Floor Commercial

Provide ground floor uses where appropriate in order to support a pedestrian-oriented environment in Downtown. Strategically encourage ground floor uses that will contribute to creation of primary and secondary pedestrian activity streets.



3.1.4 Infill Mixed-use and Residential

Provide mixed-use commercial and residential development in designated areas of Downtown. In addition to market rate housing, encourage affordable and senior housing in Downtown with incentives for additional height and density.



3.1.5 Land Use Incentives

Through the use of incentives, provide new public benefits that support overall success of all Downtown uses. There are substantial development incentives for certain key uses which are described further in Chapter Seven. These include:

- Affordable Housing
- Historic Preservation/Rehabilitation
- Hotel
- Public Open Space
- Reuse of Existing Buildings
- Sustainable / Green Design

3.2 PERMITTED LAND USES

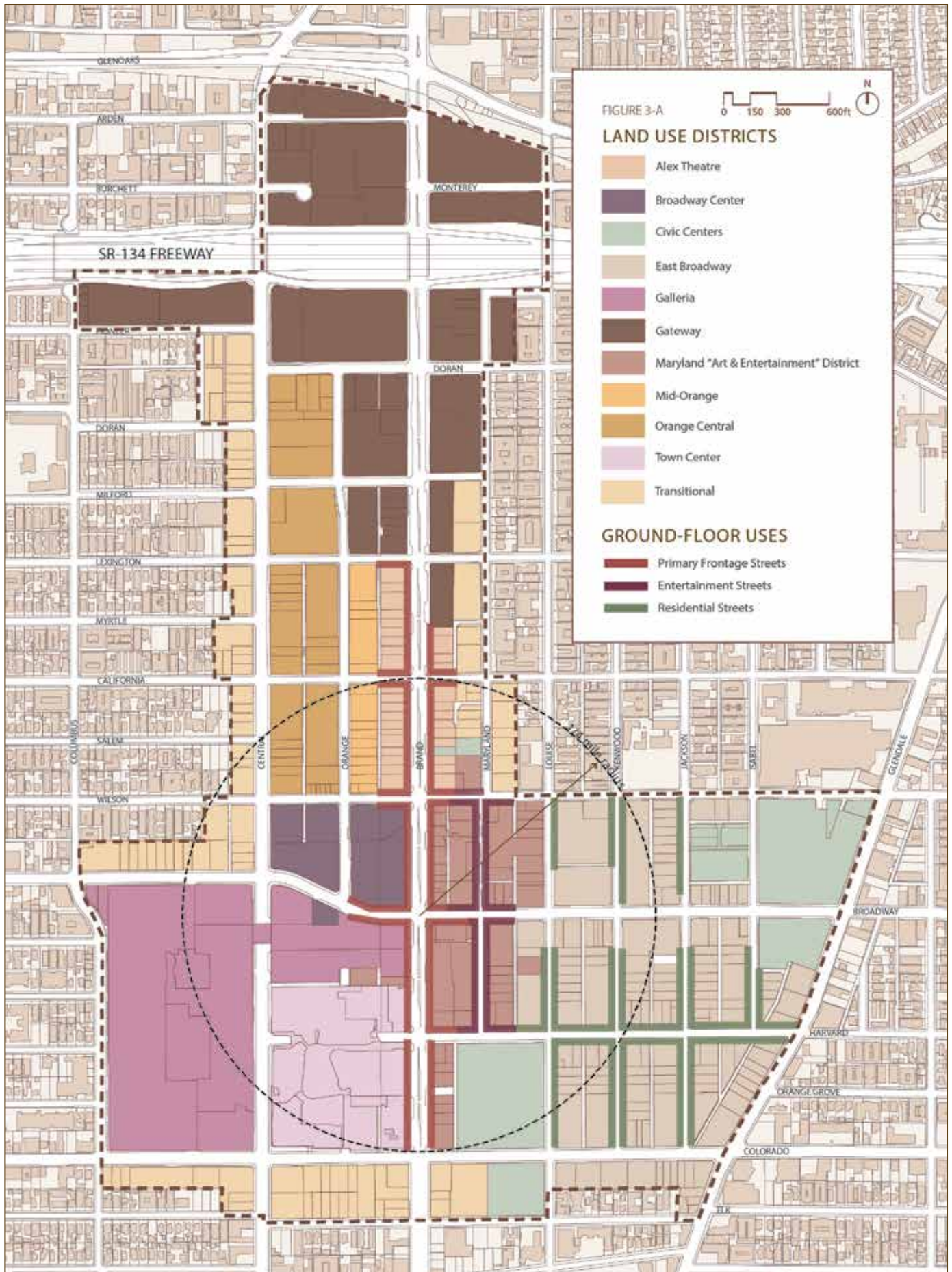
3.2.1 Permitted Uses by District

Downtown is divided into eleven sub-districts, as identified in the Land Use map (Figure 3-A). Each district or district group has its own permitted uses described in Section 3.3.

3.2.2 Ground Floor Uses

To accomplish pedestrian-oriented objectives of the DSP, certain streets have use restrictions at the ground floor (see Table 3-B in Section 3.3). These use restrictions are coupled with the design standards and guidelines described by Sections 4.2.7 and 4.2.8. Streets with Ground Floor frontage restrictions are indicated on the Land Use map (Figure 3-A).

- A. **Primary Frontage Streets** shall have ground floor uses including retail, restaurants and entertainment uses prescribed by the land use standards. These uses are needed to activate the street and support one another as a destination and shopping experience. All such streets shall be developed with retail storefronts or arcades incorporating features such as frequent entries and display windows to enhance the pedestrian shopping experience. Primary Frontage streets are concentrated within a 5-minute walk (approximately 1/4 mile radius) of the Brand/Broadway intersection.
- B. **Entertainment Streets** are established to promote and encourage the concentration of arts, cultural and entertainment venues such as museums, galleries, theaters and nightclubs. Supportive retail and restaurants are also allowed on these streets, and therefore entertainment streets share the design standards of Primary Frontage Streets.
- C. **Residential Streets** are located in the East Broadway District, where landscaped setbacks from the sidewalk are required (see Section 4.2.7). Ground floor uses may be retail, services, office, live/work and/or residential.



3.3 LAND USES AND PERMIT REQUIREMENTS

TABLE 3-A-1: Land Uses and Permit Requirements											TABLE 3-B-1			
Land Uses ^{1, 2}	Permit Requirements by District ³										See Standards in GMC Section	Frontage Req'ts ⁴		
	Alex Theatre	Broadway Center	Civic Centers	East Broadway	Galleria	Gateway	Maryland	Mid-Orange	Orange-Central	Transitional		Primary Frontage Streets	Entertainment Streets	Residential Streets
Key to Permit Requirements A = Administrative Use Permit (see Chapter 30.49) P = Permitted Use C = Conditional Use Permit (see Chapter 30.42) T = Temporary Use N = Use Not Allowed														
Accessory Buildings, Structures and Uses														
Accessory buildings and structures (associated with residential uses)	P	P	P	P	P	P	P	P	P	P	-	N	N	P
Accessory uses	P	P	P	P	P	P	P	P	P	P	-	N	N	P
Antennas (pole type) and flagpoles	N	P	P	P	P	P	P	P	P	P	-	N	N	N
Carts (freestanding, non-motorized portable type)	P	P	P	P	P	P	P	P	P	P	30.34.040	P	P	P
Dish antennas	P	P	P	P	P	P	P	P	P	P	30.34.050	N	N	N
Home occupation	P	P	N	P	P	P	P	P	P	P	30.45	N	N	P
Signs	P	P	P	P	P	P	P	P	P	P	30.33	P	P	P
Solar Energy Equipment	P	P	P	P	P	P	P	P	P	P	-	P	P	P
Education, Public Assembly Uses														
Convention Centers	P	P	P	N	P	P	P	P	N	N	-	N	P	C
Cultural Arts Centers	P	P	P	P	P	P	P	P	P	P	-	P	P	P
Gyms and health clubs	P	P	N	C	P	P	P	P	P	C	-	N	P	P
Gyms and health clubs (existing prior to June 1, 2003)	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Indoor recreation centers	P	P	N	C	P	P	P	P	P	C	-	N	P	P
Museums	P	P	P	P	P	P	P	P	P	P	-	P	P	P
Places of worship	P	P	N	C	P	P	P	P	P	C	-	N	N	P
Places of worship (existing prior to June 1, 2003)	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Private clubs and lodges	P	P	N	C	P	P	P	P	P	C	-	N	P	C
Public dances	P	P	P	P	P	P	P	P	P	P	-	P	P	P
Schools, physical instruction	P	P	N	P	P	P	P	P	P	P	-	N	P	P
Schools, private	P	P	N	C	P	P	P	P	P	C	-	N	N	P
Schools, private specialized education / training	P	P	N	N	P	P	P	P	P	N	-	N	C	P
Theaters	P	P	P	N	P	P	P	P	N	N	-	N	P	N

1 See Glendale Municipal Code Section 30.03.010 regarding uses not listed
 2 See Glendale Municipal Code Chapter 30.70 for definitions of the land uses
 3 Uses in the Town Center District are subject to the Town Center Specific Plan
 4 Frontage Requirements apply only to the first 25 feet of lot depth of the ground floor for those streets designated with Ground Floor Uses on the Land Use Map (Figure 3-A)

TABLE 3-A-2: Land Uses and Permit Requirements												TABLE 3-B-2		
Land Uses ^{1, 2}	Permit Requirements by District ³										See Standards in GMC Section	Frontage Req'mts ⁴		
	Alex Theatre	Broadway Center	Civic Centers	East Broadway	Galleria	Gateway	Maryland	Mid-Orange	Orange-Central	Transitional		Primary Frontage Streets	Entertainment Streets	Residential Streets
Key to Permit Requirements A = Administrative Use Permit (see Chapter 30.49) P = Permitted Use C = Conditional Use Permit (see Chapter 30.42) T = Temporary Use N = Use Not Allowed														
Industrial, Manufacturing, Processing Uses														
Broadcasting studios and indoor support facilities - production	P	P	N	N	P	P	P	P	P	P	-	N	N	N
Soundstages - production	P	P	N	N	P	P	P	P	P	P	-	N	N	N
Recreation														
Adult Business Uses	P	P	N	N	P	P	P	P	P	N	30.34.010	P	P	P
Billiard establishment	P	P	N	N	P	P	P	P	P	N	30.34.015	N	P	N
Nightclubs	P	P	N	N	C	C	P	C	C	N	30.34.015	N	P	C
Taverns	P	P	N	N	C	A	P	A	A	C	30.34.015	P	P	C
Residential Uses ⁵														
Domestic violence shelter	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Live/work units	P	P	N	P	P	P	P	P	P	P	30.34.090	N	N	P
Live / work units with conditionally permitted uses	C	C	N	C	C	C	C	C	C	C	30.34.090	N	N	C
Mixed Use Development, provided that all uses are permitted in zone which the project is located	P	P	N	P	P	P	P	P	P	P	30.34.100	P	P	P
Mixed Use Development, where at least one use is conditionally permitted	C	C	N	C	C	C	C	C	C	C	30.34.100	C	C	C
Multiple residential dwelling units	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Residential congregate living, Limited	C	C	N	C	C	C	C	C	C	C	-	N	N	C
Residential congregate living, Non-Medical	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Senior Housing	P	P	N	P	P	P	P	P	P	P	-	N	N	P

- 1 See Glendale Municipal Code Section 30.03.010 regarding uses not listed
- 2 See Glendale Municipal Code Chapter 30.70 for definitions of the land uses
- 3 Uses in the Town Center District are subject to the Town Center Specific Plan
- 4 Frontage Requirements apply only to the first 25 feet of lot depth of the ground floor for those streets designated with Ground Floor Uses on the Land Use Map (Figure 3-A)
- 5 Minimum unit size is 540 square feet (for senior or affordable units), 600 square feet (for efficiency and 1 bedroom units), 800 square feet (for two bedrooms units), 1000 square feet (for three bedroom units) w/ 90 cubic feet of private storage space (for all units)

3.3 LAND USES AND PERMIT REQUIREMENTS (cont'd)

TABLE 3-A-3: Land Uses and Permit Requirements											TABLE 3-B-3			
Land Uses ^{1, 2}	Permit Requirements by District ³										See Standards in GMC Section	Frontage Req' mts ⁴		
	Alex Theatre	Broadway Center	Civic Centers	East Broadway	Galleria	Gateway	Maryland	Mid-Orange	Orange-Central	Transitional		Primary Frontage Streets	Entertainment Streets	Residential Streets
Key to Permit Requirements A = Administrative Use Permit (see Chapter 30.49) P = Permitted Use C = Conditional Use Permit (see Chapter 30.42) T = Temporary Use N = Use Not Allowed														
Retail Uses														
Alcoholic beverage sales	A	A	A	A	A	A	A	A	A	A	-	A	A	A
Alcoholic beverage sales, in Alex Theatre, Broadway Center, Maryland districts only														
w/ Billiard Establishments	P	P					P				30.34.015	N	P	N
w/ Indoor Recreation Centers							P				30.34.015	N	P	N
w/ Nightclubs	P	P					P				30.34.015	N	P	N
w/ Restaurant, full service	P	P					P				30.34.015	P	P	P
w/ Taverns	P	P					P				30.34.015	P	P	N
w/ Theaters	P	P					P				30.34.015	P	P	N
Banquet halls	C	C	N	N	C	C	C	C	C	N	-	N	C	C
Christmas tree sales lots, when maintained between Nov 1 - Jan 9	T	T	T	T	T	T	T	T	T	T	5.44	T	T	T
Firearms, weapons sales	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Hardware Stores	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Jewelry Stores	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Liquor stores	A	A	N	A	A	A	A	A	A	A	-	A	A	A
Nurseries and garden supplies	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Paint and wallpaper stores	P	P	N	N	P	P	P	P	P	P	-	N	N	P
Paint and wallpaper stores, existing prior to June 1, 2003	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Pharmacy	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Pumpkin sales lots, when maintained between Oct 15 and Nov 1	T	T	T	T	T	T	T	T	T	T	5.44	T	T	T
Restaurant, counter service w/ limited seating	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Restaurant, fast food	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Restaurant, full service	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Retail stores, general merchandise	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Spas and swimming pools, sales and service	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Supermarkets	P	P	N	P	P	P	P	P	P	P	-	C	N	P

See Table 3-A-4, page 3-9 for Footnotes

TABLE 3-A-4: Land Uses and Permit Requirements

TABLE 3-B-4

Land Uses ^{1, 2}	Permit Requirements by District ³										See Standards in GMC Section	Frontage Req'mts ⁴		
	Alex Theatre	Broadway Center	Civic Centers	East Broadway	Galleria	Gateway	Maryland	Mid-Orange	Orange-Central	Transitional		Primary Frontage Streets	Entertainment Streets	Residential Streets
Key to Permit Requirements A = Administrative Use Permit (see Chapter 30.49) P = Permitted Use C = Conditional Use Permit (see Chapter 30.42) T = Temporary Use N = Use Not Allowed W = Wireless Telecommunications Facilities Permit (see Chapter 30.48)														
Service, Office Uses														
Banks and financial institutions	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Business support services	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Contractor's office and / or storage	T	T	T	T	T	T	T	T	T	T	-	T	T	T
Day care centers	A	A	N	A	A	A	A	A	A	A	-	N	N	A
Hotels and Motels	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Massage establishment	C	C	N	C	C	C	C	C	C	C	Chapter 5.64	N	N	C
Medical and dental laboratories	P	P	N	N	P	P	P	P	P	N	-	N	N	P
Medical and dental offices	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Offices	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Personal services	P	P	N	P	P	P	P	P	P	P	-	P	P	P
Pet grooming	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Repair and maintenance, consumer products	P	P	N	P	P	P	P	P	P	P	-	N	N	P
Transportation, Communication Uses														
Non-emergency heliports	C	C	C	N	C	C	C	C	C	N	-	N	N	N
Parking lot / structure facilities	P	P	P	N	P	P	P	P	P	N	30.34.120	N	N	P
Utility and transmission facilities	C	C	C	C	C	C	C	C	C	C	-	N	N	N
Wireless telecommunications facilities	W	W	W	W	W	W	W	W	W	W	30.48	N	N	N

- 1 See Glendale Municipal Code Section 30.03.010 regarding uses not listed
- 2 See Glendale Municipal Code Chapter 30.70 for definitions of the land uses
- 3 Uses in the Town Center District are subject to the Town Center Specific Plan
- 4 Frontage Requirements apply only to the first 25 feet of lot depth of the ground floor for those streets designated with Ground Floor Uses on the Land Use Map (Figure 3-A)

URBAN DESIGN

4

Downtown Glendale has evolved in the last 50 years from a suburban main street to an urban center with a skyline. But the skyline is only a part of Downtown’s urban design quality. Distinctive districts, streets and places make Downtown a diverse and interesting destination. The urban design concepts build on the best of these characteristics while demonstrating how new development can contribute to the desired scale, image, and pedestrian-friendliness of Downtown. This chapter includes key urban design policies, development standards, and guidelines that describe how new development will support the community’s image and environmental vision for Downtown.

4.1 URBAN DESIGN POLICIES

4.1.1 Downtown Character and Image

New development should enhance the overall image of the Downtown as an enticing destination for visitors and Glendale residents. Development should reflect the pattern of uses, height, and density envisioned by the DSP, as discussed in Chapter Two for each Downtown district.



4.1.2 Context Sensitive Design

New development should be sensitive to existing places and character in Downtown. Where strong existing patterns of height, scale or use are established, new development should reinforce these patterns.

4.1.3 Historic Preservation, Rehabilitation and Adaptive Reuse

Reuse and rehabilitate the existing buildings of architectural merit that reflect the spirit and historic significance of Glendale's past and ensure that these buildings will have their place in the expressed design guidelines for new development.

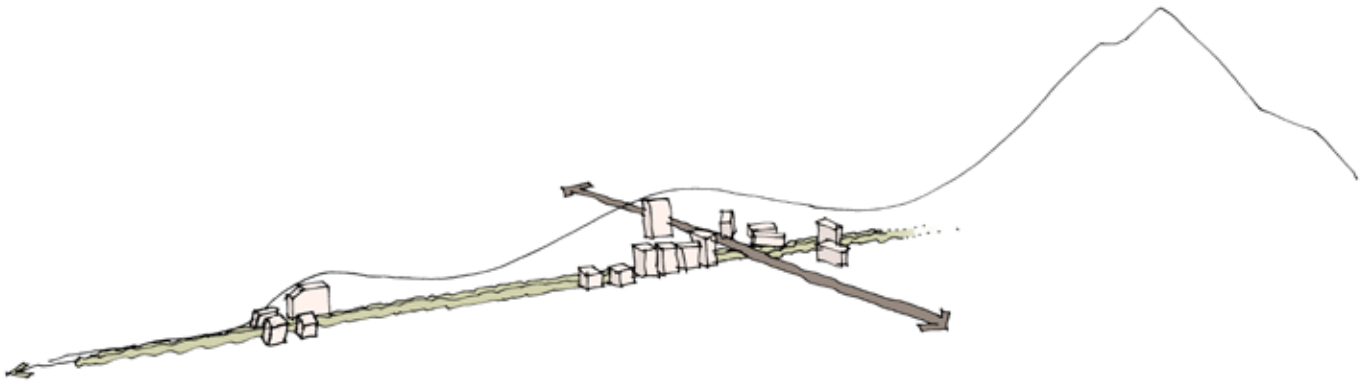


4.1.4 Views

Protect and enhance significant public views of the Verdugo Mountains, public streets, spaces, and significant architecture, including the Alex Theater and other distinctive buildings.

4.1.5 Gateways and Entries

Use sensitive design to acknowledge or highlight the sense of entry to and/or definition of Downtown.



4.1.6 Taller Buildings and Skyline

Create an attractive and striking skyline for the City. Taller buildings should be concentrated at the Gateway to the downtown, with a second, lower high-rise “hill” to the west of the existing office high-rise at Brand and Broadway. Slender residential towers may be permitted between Central and Brand linking these two “hills” in return for substantial public open space or other incentives.

4.1.7 Building Heights and Downtown District Character

Building heights in the downtown area should be regulated to create transitions from lower density neighborhoods surrounding the downtown and to provide a consistent scale within various Downtown districts. While incentives may permit maximum building heights or allowable FAR, they should not produce buildings which are out of character with the surrounding neighborhoods unless the building fulfills the DSP goals of the district.

4.1.8 Edges and Transitions

Be sensitive to the transition between various Downtown districts and the residential neighborhoods immediately surrounding Downtown. Heights of buildings should step down toward the predominantly 1-3 story development of surrounding neighborhoods, particularly in the transitional blocks at the edge of the Downtown Specific Plan area.

4.1.9 Pedestrian and Open Space Network

New development should enhance pedestrian activity by improving the physical attractiveness of the street and providing places for relaxation, shopping, living, and dining. The pedestrian experience is enhanced through the pedestrian framework of streets and open spaces (e.g., parks, plazas, paseos, and courtyards) that shape the pedestrian experience in Downtown.

4.1.10 Open Space

Use open space strategically to enhance and protect significant public views of the mountains and create a continuum of public and private open spaces in Downtown.

4.2 URBAN DESIGN STANDARDS AND GUIDELINES

The Urban Design standards and guidelines have been developed to work together to implement the Urban Design policies. The standards are required and are signified by the word “shall” or “must.” The guidelines are meant to set a direction and are typically put forth using the words “should” or “may.”

STANDARDS: The standards are measurable criteria for development that implement urban design policies. The standards for urban design reflect the type of form, orientation and site planning required for buildings. They also have criteria for street edge conditions. The standards are the urban form criteria for the eleven Downtown districts.

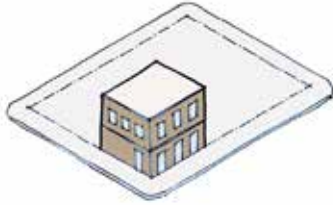
GUIDELINES: The urban design guidelines work together with the development standards to ensure desirable and lasting quality in new developments. These qualitative criteria communicate the design goals and guidelines for Downtown Glendale’s open space system, building design and transition between commercial and residential areas.

4.2.1 The Urban Design Framework

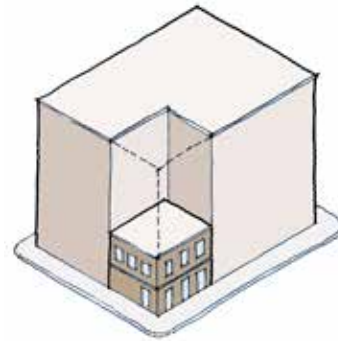
The Urban Design Framework describes the physical vision of the downtown, and establishes the basis for all subsequent design standards and guidelines. It consists of eight layers or sections, each described individually:

- Historic Preservation/Adaptive Reuse
- Building Heights and Floor Area Ratios
- Building Design: Massing and Scale
- Building Design: Transitional Massing
- Building Design: Landmark Architectural Features
- Building Design: Setbacks
- Building Design: Frontages, and
- Open Space (described in Chapter Five)

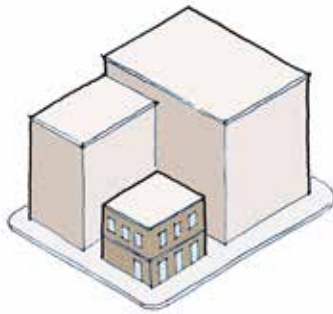
Applied to a particular site in a linear fashion, the Urban Design standards and guidelines will give physical form to a development project, as illustrated opposite.



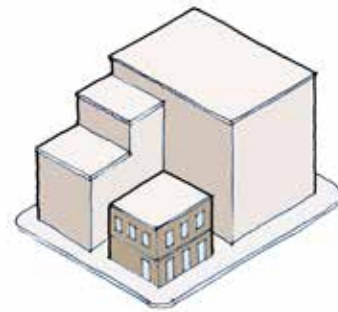
1 Identify any existing buildings to be reused or preserved (Section 4.2.2)



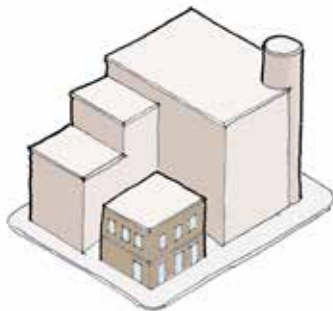
2 Determine maximum building height (Section 4.2.3)



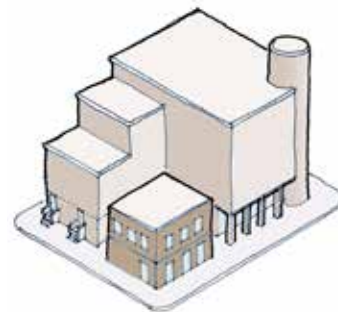
3 Determine maximum building FAR and massing (Sections 4.2.3 and 4.2.4)



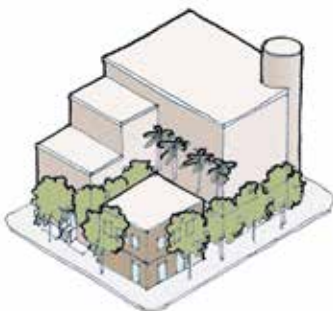
4 Apply transitional massing standards as appropriate (Section 4.2.5)



5 Design landmark architectural features at appropriate locations (Section 4.2.6)



6 Apply building frontage and facade standards (Sections 4.2.7 and 4.2.8)



7 Apply open space, sidewalk, and landscape standards (Chapter Five)

HISTORIC PRESERVATION / ADAPTIVE REUSE

4.2.2 Reuse of Existing Buildings

Glendale contains many historically significant buildings, as well as many older buildings which contribute to the distinctive character of the downtown. Reuse of existing buildings can qualify the owner for incentives as described in Chapter Seven and will comply with the following:

STANDARDS

- A. Reuse shall be distinguished from new construction and shall be defined as the reuse of the structure's most distinguishing architectural features and at least 50% of the exterior walls and roof of the existing structure.

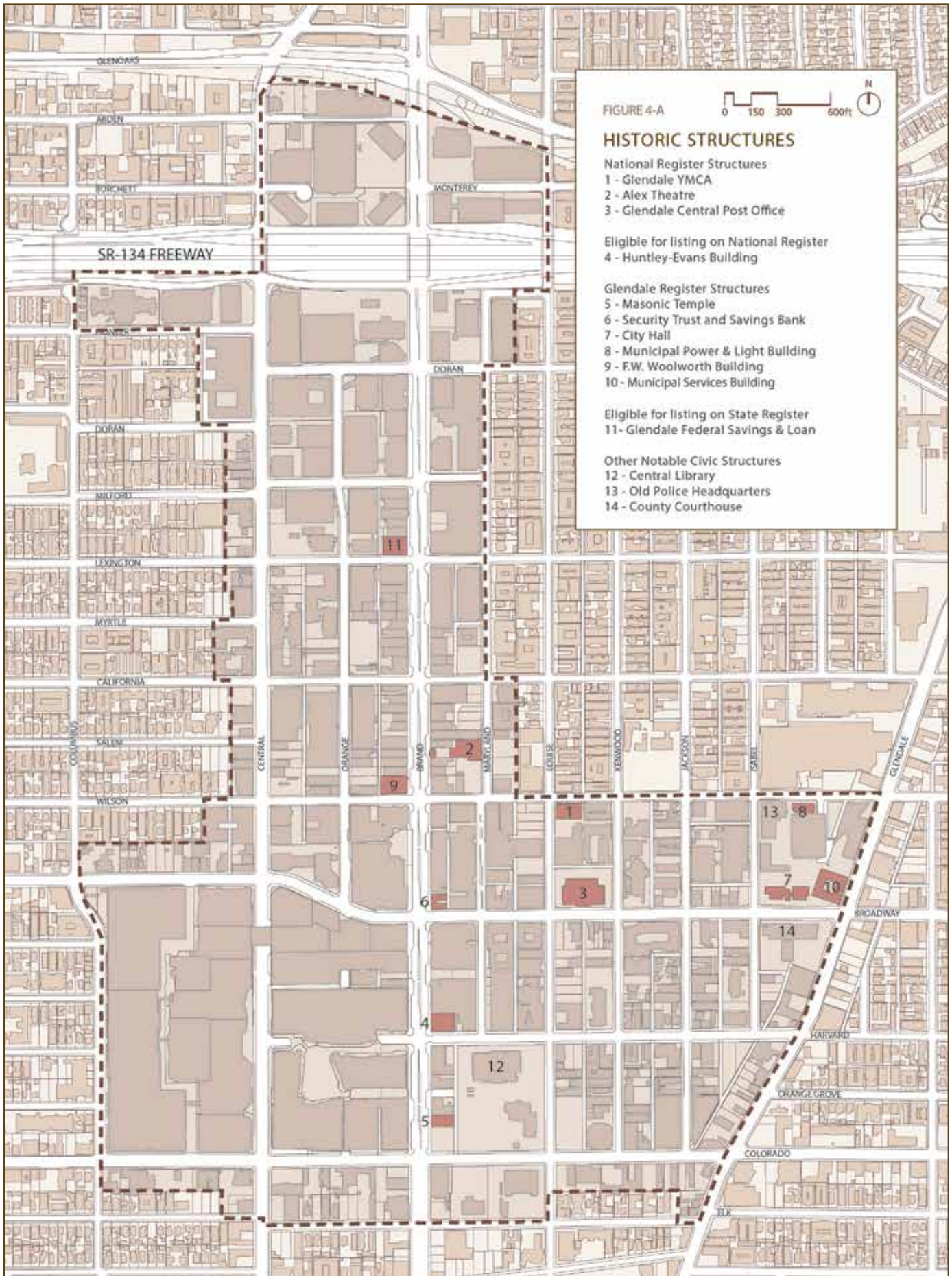
GUIDELINES

- B. High-quality materials should be used in the reuse of existing building exteriors in such a way that the exterior of the building is physically improved and that the building complements surrounding structures. All elevations of the building should be treated in a consistent manner.
- C. Visual access to the interiors of buildings will be encouraged.
- D. Un-articulated building walls should be visually enhanced to mitigate their undesirable appearance and to create visual interest. Windows, lighting, artwork, building materials, and other façade improvements should be considered in achieving appropriate architecture.
- E. The existing ground floor should be redesigned to attract and encourage pedestrian traffic and/or accommodate pedestrian uses.

Additionally, preservation of a building on the local Glendale Register of Historic Resources in accordance with the Secretary of Interior's Standards for Rehabilitation can qualify the owner for other significant incentives (see Chapter Seven).

RIGHT: Security Trust and Savings Bank, circa 1924 - Glendale's first six story building. Located at Brand/Broadway on the site of the Glendale Depot of the Los Angeles Interurban Railway (the Pacific Electric "Red Cars")





BUILDING HEIGHTS & FLOOR AREA RATIOS

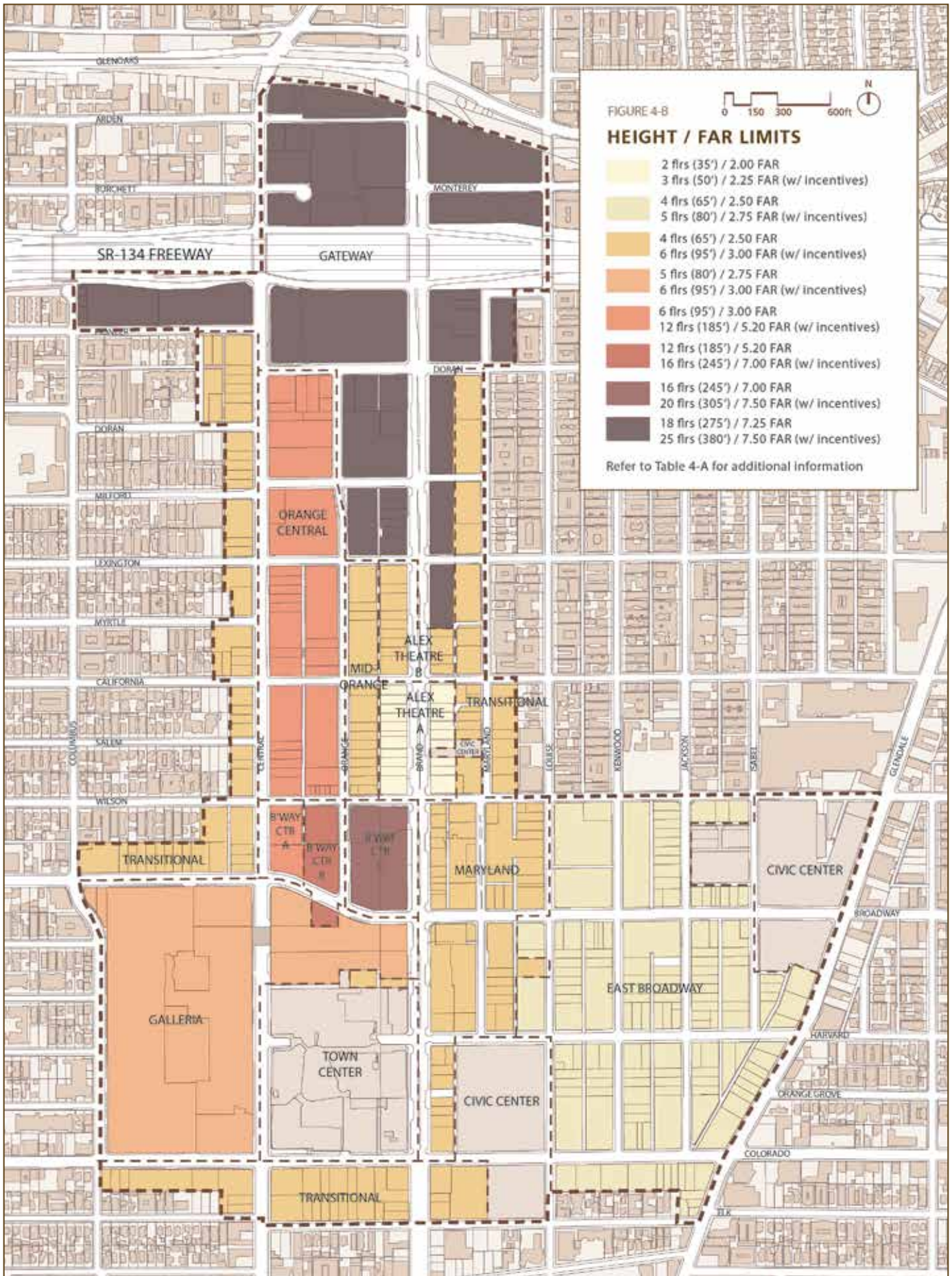
4.2.3 Height and Floor Area Ratio (FAR) Limits

Each Downtown district has height and floor area criteria. A bonus system has been included as part of the DSP that allows for additional height or floor area for qualified projects. Bonuses are granted to projects which provide additional public benefits, such as open space, reuse of existing buildings, or affordable housing. The available bonuses are discussed in Chapter Seven.

	Alex Theater Area A ²	Alex Theater Area B	Broadway Center Area A	Broadway Center Area B	Broadway Center Area C	Civic Centers ³	East Broadway	Galleria	Gateway ⁴	Maryland	Mid-Orange	Orange Central	Town Center ⁵	Transitional
Maximum Height and FAR by Right														
HEIGHT IN STORIES ⁷	2	4	6	12	16	N/A	4	5	18	4	4	6	TCSP	4
HEIGHT IN FEET ¹	35'	65'	95'	185'	245'	N/A	65'	80'	275'	65'	65'	95'	TCSP	65'
PERMITTED FAR ⁶	2.00	2.50	3.00	5.20	7.00	N/A	2.50	2.75	7.25	2.50	2.50	3.00	TCSP	2.50
Maximum Height and FAR with Incentives														
HEIGHT IN STORIES ⁷	3	6	12	16	20	N/A	5	6	25	6	6	12	TCSP	6
HEIGHT IN FEET ¹	50'	95'	185'	245'	305'	N/A	80'	95'	380'	95'	95'	185'	TCSP	95'
MAXIMUM FAR	2.25	3.00	5.20	7.00	7.50	N/A	2.75	3.00	7.50	3.00	3.00	5.20	TCSP	3.00

TABLE 4-A: Height/FAR Limits by District

- 1 In all cases, height limits shall include feet and stories. A mezzanine shall not be considered a story (see Glendale Municipal Code Chapter 30.70). For exceptions to height limits for wireless telecommunications facilities, see Chapter 30.48 of the Zoning Code.
- 2 Properties two parcels north and south of the Alex Theater are limited to a maximum of two stories and 35 feet. Those properties on the east side of Brand Boulevard and on the west side of Brand north of California are limited to a maximum of three stories or 50 feet.
- 3 Civic Centers, as sites for public facilities, are subject to civic planning efforts and public review of proposed projects, rather than Height and Density Standards.
- 4 Building height of 25 stories or 380' is available only to projects qualifying for the Signature Design incentive. All other incentives or combination of incentives are limited to a maximum height / density of 22 stories or 305' and a FAR of 7.50.
- 5 Subject to Town Center Specific Plan (TCSP).
- 6 FAR, or Floor Area Ratio, is a common measure of building mass, expressed as a ratio of building area to land area. For example: a 20,000 sq ft parcel assigned a FAR of 1.0 may accommodate a maximum of 20,000 sq ft of building floor area, as a 1-story building with 100% lot coverage or a 2-story building with 50% lot coverage, or a 5-story building with 20% lot coverage, or other ratio consistent with the FAR and height standards for the district. Notwithstanding Glendale Municipal Code Section 30.70 (Definitions), above grade parking shall not be counted towards FAR if the parking is screened or "wrapped" by active uses such as office, retail, residential or other inhabitable space on facades fronting public streets or parks.
7. Mechanical equipment rooms and architectural projections which do constitute floor area as defined by the Zoning Code shall not be considered a story when determining maximum height by number of floors.



BUILDING DESIGN: MASSING AND SCALE

4.2.4 Building Massing and Design Standards

The City welcomes innovative designs that will create landmark buildings. Additional bonus development (FAR and/or height) is granted when a proposal is officially recognized for landmark design (please see Chapter Seven). At a minimum, the following standards and guidelines shall apply to new Downtown development projects:

STANDARDS

- A. Tall buildings within the downtown shall create a “hill” like effect created by a collection of light colored slender towers in the Gateway District, with a smaller hill at the Broadway Center District near existing tall buildings.
- B. Buildings above six stories shall be tall, slender towers which enhance the skyline without blocking significant views from other buildings.
- C. The bulk of new development shall be reduced through the articulation of building massing and building façades.
- D. View opportunities shall be integrated into the massing of new development at appropriate locations.
- E. Lighting shall be designed to consider safety and to reduce glare.

GUIDELINES

- F. To improve the consistency of scale on the streets, new buildings should respond to the scale and placement of design features of earlier buildings adjacent to them. Such design features include cornice lines, colonnades, fenestration, and materials.
- G. Design of new construction should intend to establish landmark buildings. Massing, façade articulation, quality of building materials, signage, lighting, building projections (e.g., towers), and other architectural features will be considered in establishing a landmark building.
- H. Where the new building façade is further set back from the street than the existing adjacent buildings, the connection between new construction and adjacent buildings should be designed to minimize dark corners and blank walls and create a continuous, attractive, pedestrian environment.
- I. Rooftop design should prevent unsightly rooftops as viewed from above, either by screening mechanical systems from view, creating a significant top or landmark, or designing the roof for use.
- J. New development should step down to a scale similar to adjacent low-rise residential uses.
- K. Projects built adjacent to historic structures that are smaller in scale should step down at the street wall to align with the existing cornice.
- L. Facades above the ground floor should be stepped back or be architecturally designed. Blank or utilitarian facades are undesirable.
- M. Existing views of the mountains and other local landmarks from nearby buildings should be preserved wherever feasible.
- N. Floor plates above six stories should not exceed a maximum diagonal dimension in plan of 130 feet (approximately 75 x 100) unless the resulting structure achieves the goal of tall, slender towers.

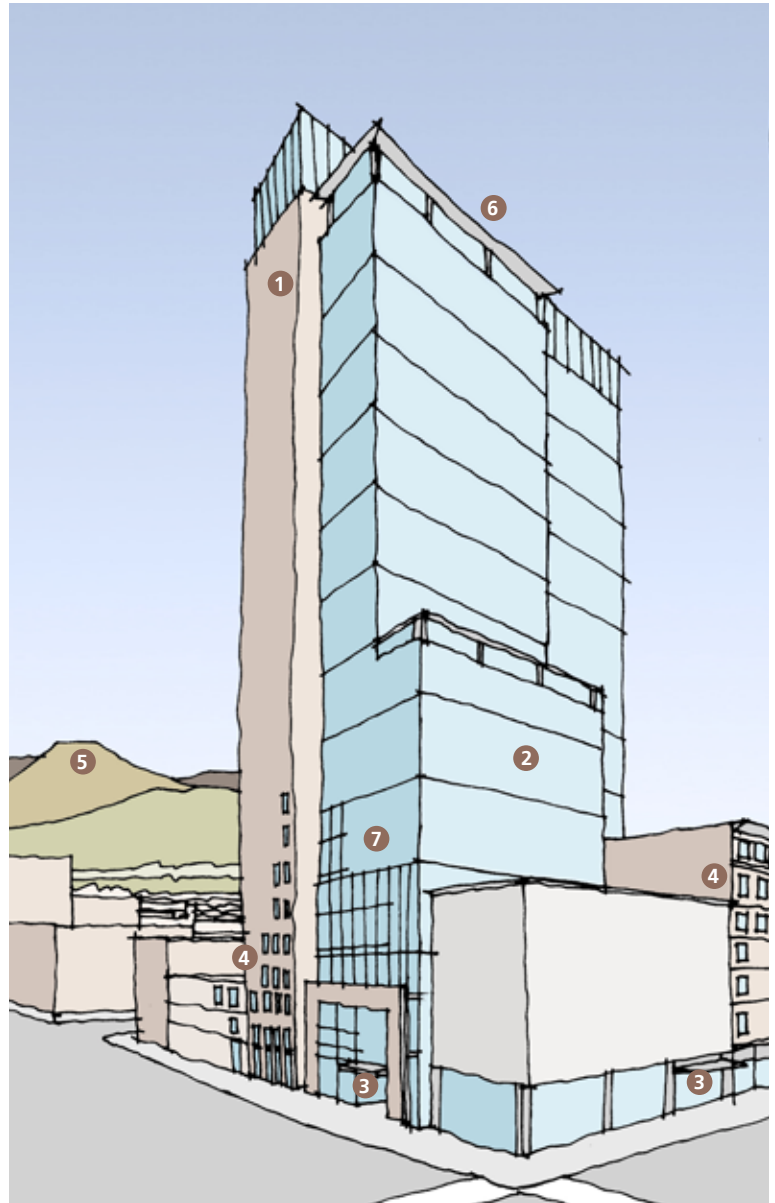
- ① High rise towers should be relatively slender
- ② High rise massing should be divided to reduce overall bulk and step graciously down towards lower adjacent structures
- ③ Primary building entrances should be clearly marked
- ④ Cornice lines should be consistent where new buildings meet existing structures
- ⑤ New buildings should maintain key views
- ⑥ A building's top should delineated with a change of detail and meet the sky with a thinner form, or tapered overhang
- ⑦ Curtain walls should be designed with detail and texture, while employing the highest quality materials

BELOW LEFT: High rise curtain walls should be designed with the highest quality materials and some texture and surface relief from the glass plane to provides scale and visual interest from either adjacent towers and or as viewed from a distance.

BELOW MIDDLE LEFT: Towers should taper as they reach skyward and assume forms that represent the most slender and elegant addition to Glendale's downtown skyline.

BELOW MIDDLE RIGHT: Large buildings should have an appropriate scale where they meet the sidewalk and street level. Towers should be significantly separated from each other to provide light, air and views between them. Where new buildings are adjacent to smaller or historic structures, their cornice lines and other façade elements should be aligned.

BELOW FAR RIGHT: High rises should have a lower story base that steps down toward the street. The main entrance should be clearly marked with an architectural canopy or other scaling element.



BUILDING DESIGN: TRANSITIONAL MASSING

4.2.5 Buffers between Downtown and Residential Zones

Sites located at the edges of the Downtown Specific Plan area are adjacent to low-rise residential neighborhoods, consisting largely of 2- and 3-story apartments and condos. New development on these sites needs to recognize this change in scale from the downtown through transitional massing and other buffers. All new development and retrofitting of existing buildings will be evaluated according to the following standards and guidelines for buffers between Downtown and residential zones outside of the Downtown:

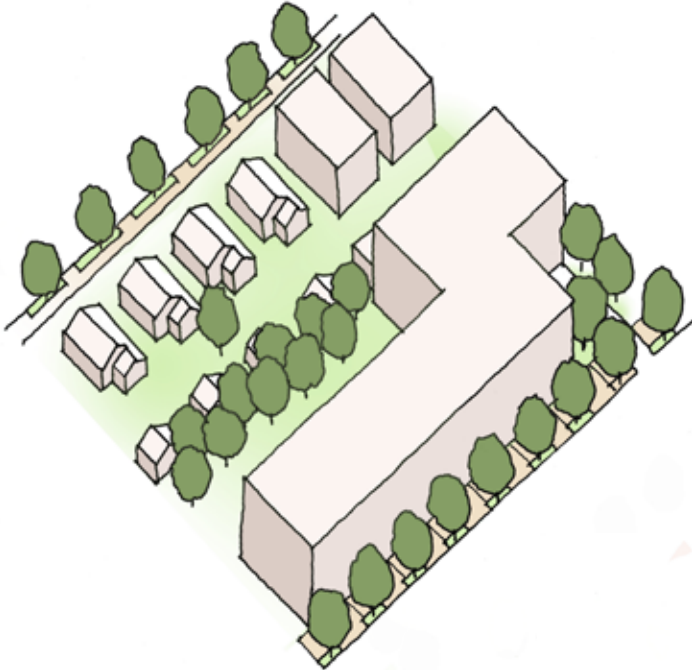
STANDARDS

- A. A 5-foot setback shall be required in a Downtown development where it abuts a R-3050, R-2250, R-1650, or R-1250 zone. Landscaping and emergency access can be provided within that setback. The setback should be designed for safety, including lighting and visual access.
- B. A decorative masonry wall designed as a buffer shall be required between non-residential uses (including parking) and any residential zones adjacent to the DSP area.
 - 1. A decorative masonry wall shall not be less than 5 1/2 feet in height.
 - 2. A wall next to a driveway shall be set back from the sidewalk to ensure visual access for cars and space for landscaping.
- C. Parking structures facing residential zones adjacent to the DSP area shall have all walls designed as facades, compatible with the context.

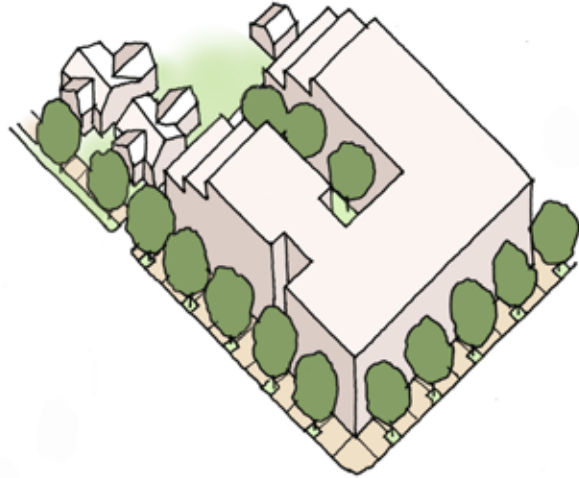
GUIDELINES

- D. For larger developments, the portion adjacent to residential zones should be designed to appear as a separate building, with different setbacks, massing, height and architectural character from the Downtown-facing portion.
- E. For larger developments, a change of architectural style may be appropriate where projects face or abut residential zones. The style and materials should relate to the predominate characteristics of the residential neighborhood.
- F. Grading measures, such as sunken parking areas or landscaped berms, should be used as a means to screen parking lots from adjacent residential zones and/or elevation change.

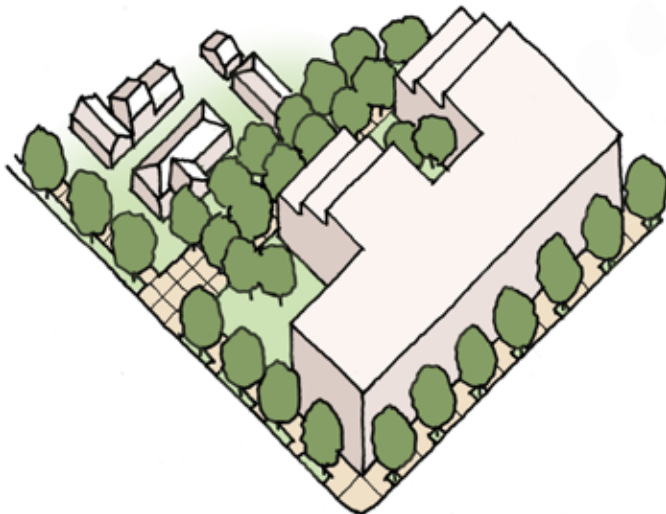
Where a residential zone is divided from a commercial or parking use by a significant topographic or elevation change, requirements for setbacks, landscaped buffers, or decorative walls may be waived by the City review authority in exchange for superior design solutions.



Courtyard facing residential



Terracing down to residential



Open space as mid-block passage

BUILDING DESIGN: LANDMARK ARCHITECTURAL FEATURES

4.2.6 Landmark Architectural Features

Various sites in the downtown, such as terminated vistas and corners at primary intersections that mark entries to downtown, are ideal locations for landmark architectural features. These may include towers, prominent building entries, specialized signage or public art. Landscaped setbacks and public pocket parks may also be used to identify these locations. Additionally, East Broadway is designated a Civic Promenade, where the architectural style, massing and character of new development should defer to existing civic buildings such as the City Hall and the Central Post Office. Finally, the Open Space Network (see Chapter Five) identifies various potential pedestrian and/or vehicle passages to augment existing alleys and paseos. These passages represent opportunities to create intimate, pedestrian-scaled walkways through the downtown. Such features (identified in Figure 4-C) help provide visual landmarks and enhance the image of Downtown.

TOP LEFT: Entry corner indicated by architectural tower and primary entrance



TOP RIGHT: Entry corner at Brand and Broadway indicated by architectural rotunda and primary entrance

MIDDLE: Street vista terminated by a prominent building entrance

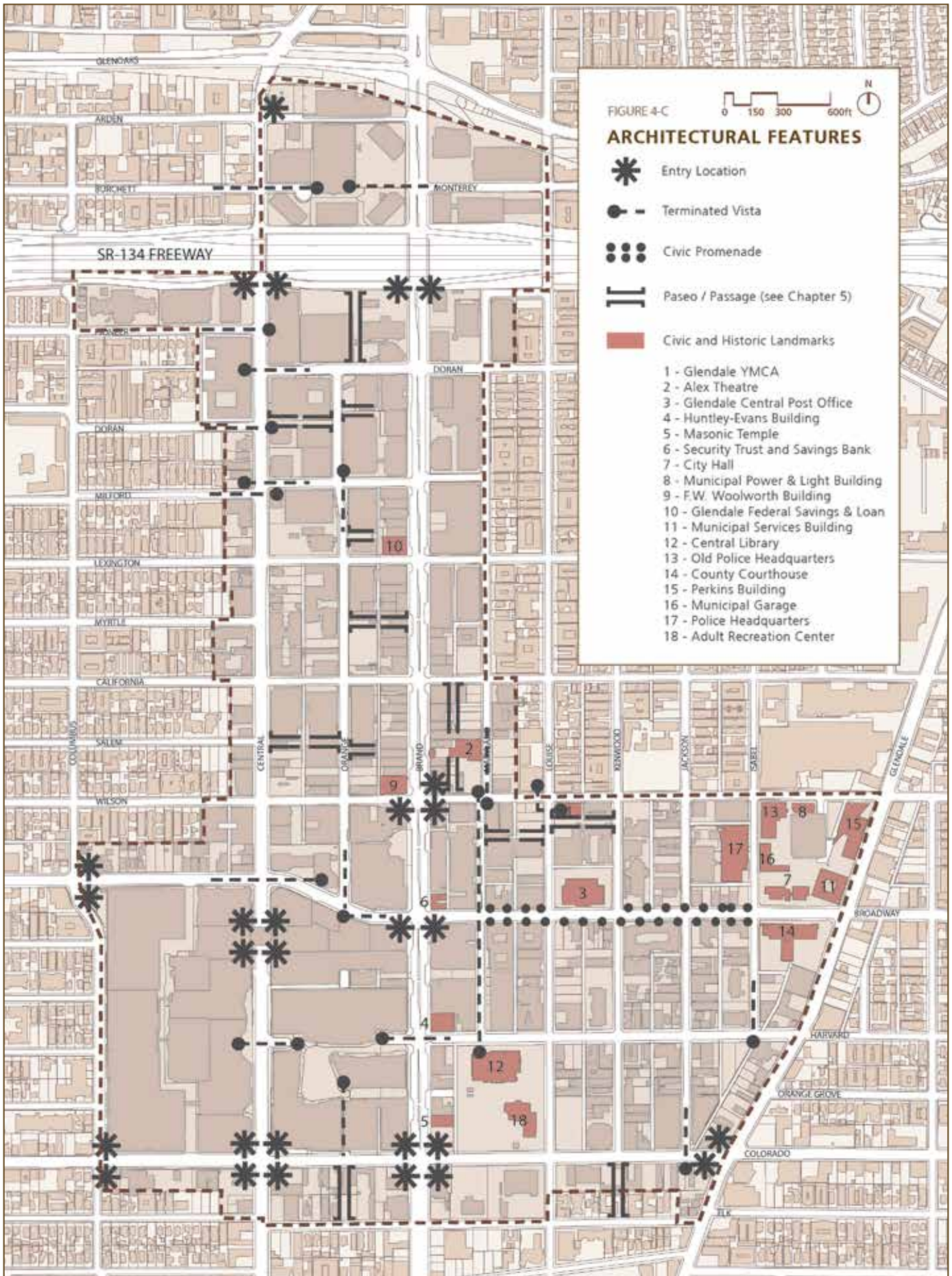


BOTTOM LEFT: Entry corner indicated by architectural tower



BOTTOM RIGHT: Entry corner indicated by signage





BUILDING DESIGN: SETBACKS

4.2.7 Setback Requirements

Downtown’s image and comfort largely are determined by proportions of streets, as defined by facing buildings, their frontages, setbacks and the streets themselves. Collectively, these shape the pedestrian experience by creating a sense of enclosure and well-defined pedestrian zones. Street and setback dimensions directly affect the pace and quality of the pedestrian experience. Setbacks from the street shall comply with the following:

- A. There shall be a minimum average setback on the ground floor of 12 feet from the curb to the building frontage on public streets (excluding alleys), except on frontages designated Residential Streets in Figure 4-D.
 - 1. This space shall include both public (the sidewalk) and private open space.
 - 2. Street trees and street furniture may be placed within this space.
 - 3. A clear area allowing pedestrian passage of a minimum of six (6) feet shall be provided. Street furniture, street trees, and street signage are permitted within the clear area provided all ADA requirements are met.
 - 4. The area within the setback which is not specified as clear passage for pedestrians may be used for other pedestrian-oriented outdoor uses, such as outdoor dining, open space, landscaped plazas, benches, etc.
 - 5. Building extensions above the ground floor may not extend into the 6-foot clear area or public right of way.
 - 6. New construction or major remodels of buildings 10,000 square feet or more may be required to install streetscape elements as specified in Section 5.3.1.
- B. Additional requirements and/or restrictions may apply, as determined by frontage requirements identified in the map opposite (Figure 4-D) and Table 4-B.

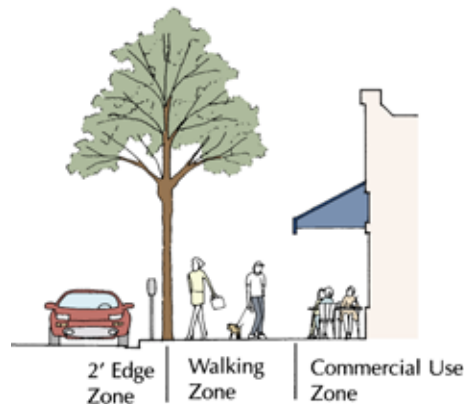
TABLE 4-B: Additional setback requirements and restrictions

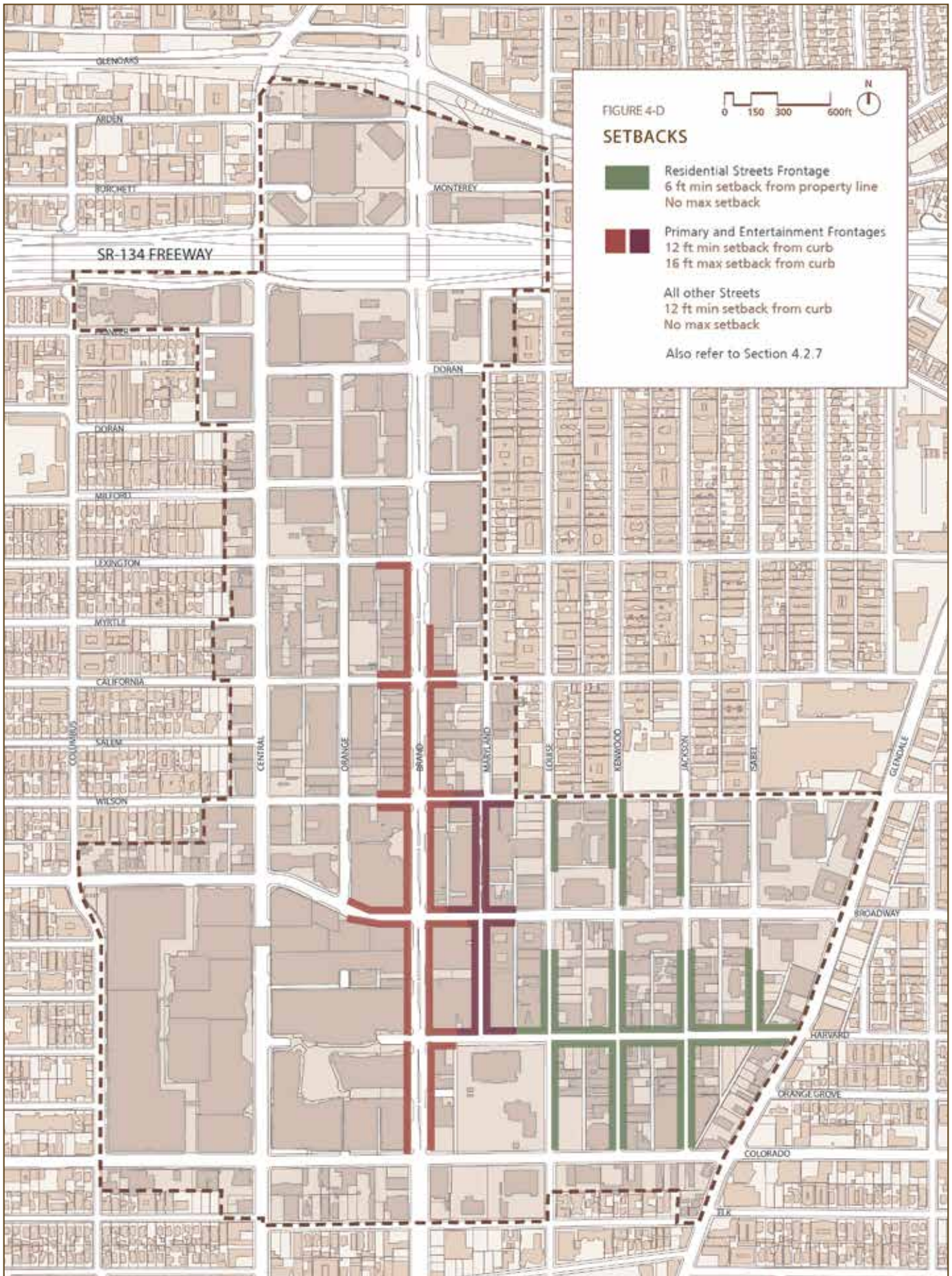
FRONTAGE	MINIMUM SETBACK	MAXIMUM SETBACK (except for open space features)
Primary	12 ft minimum	16 ft from curb
Entertainment	16 ft minimum	16 ft from curb
Residential	6 ft minimum	No Maximum
All Other	12 ft minimum	No Maximum

BELOW LEFT: Sidewalks must allow pedestrians to move through a clear walking zone a minimum of six feet wide. Street trees and other amenities are permitted in an edge zone along the curb. A commercial use zone for dining, seating or planter boxes can be accommodated against the building frontage where sidewalks are deemed adequately wide.

BELOW RIGHT: Example of clear sidewalk zones on a twenty-four foot wide sidewalk with a double row of trees that define the pedestrian walking zone.

- C. Frontages designated Residential Streets in Figure 4-D shall have a 6 ft setback from the property line.





BUILDING DESIGN: FRONTAGES

4.2.8 Frontage and Facade Design

Buildings should address the street in ways that reinforce pedestrian activity. All development must be designed to enhance ground-level architectural elements on a human scale. Entry conditions, building materials, canopies and awnings, display windows, lighting and well-designed signage can all contribute to conditions ideal for attracting pedestrians.

A. All development will comply with the following design standards and guidelines:

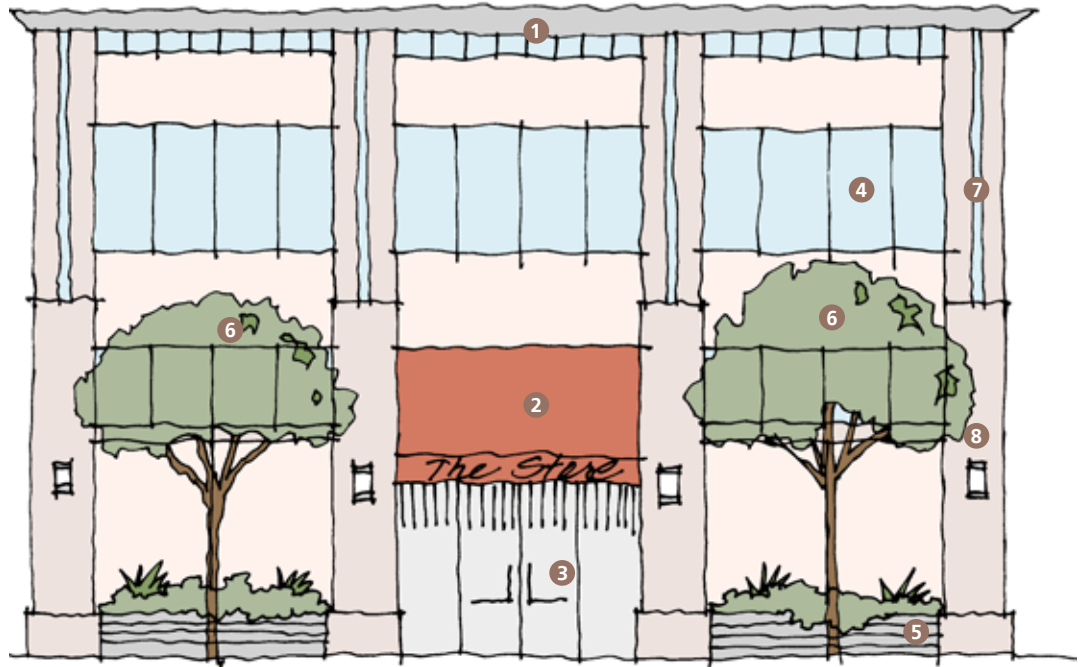
STANDARDS

1. The building façade shall use architectural solutions (e.g., building materials, texture, offset building massing, repetition of columns, recessed entries, windows, and awnings) to avoid the creation of impenetrable, un-articulated building facades.
2. Facades shall be constructed in a manner to appear substantial, avoiding low-quality building materials and construction details that contribute to the perception of a façade as flimsy, or are inconsistent with the materials and architectural style.
3. No ground level parking garages are permitted, except for garage entries on Primary Frontage Streets. Any parking at ground level must have active retail or other habitable ground floor uses facing the sidewalk.

GUIDELINES

4. New development, or the retrofitting of existing development, should address the public sidewalk. Design of the sidewalk-level façade should be incorporated into the design of the overall building.
5. Ground-level façades should have entryways at reasonable intervals of no more than 50 feet apart. For residential use at the ground floor, a stoop and a ground floor level no more than 3 feet above grade level is acceptable, while office or retail uses should be within 1 foot of ground level. On a sloping site, the primary entrance should be at grade level, and secondary entrances may be above or below.
6. Ground-level facades of buildings Primary Frontage Streets should be designed with entrances, windows, display windows, or other display devices.
7. Ground-level facades should be augmented with streetscape or open space improvements that improve the pedestrian environment.
8. At the ground level, un-articulated glass curtain walls should be avoided, unless their design is considered of exceptional quality while allowing full transparency into an attractive, active interior use. Facades of buildings should be divided into individual storefronts or entries.
9. Large expanses of glass should be subdivided into smaller units.
10. Differentiation should be provided at the base and the top of windows.
11. The ground-level floors should be visually separated from floors above through the use of architectural elements that could include awnings, canopies or lintels, or by recessing the ground-floor level from the floor above.
12. A visible and delineated roofline should be created to visually demarcate where the building silhouette meets the sky. All buildings shall have a suitable termination at the roofline, such as a cornice, reveal, pediment, or related visual trim, such as neon or tiles. The upper termination of a building shall be more strongly developed in building with a flat or slightly sloping roof.

13. Store entrances should be recessed from, not flush with, the edge of the building façade, to provide a shelter for persons entering and exiting and to articulate the facade.
14. Landscaping is encouraged to provide additional texture and planted features the ground-level elevation for the pedestrian, but should increase the level of pedestrian interest at street level rather than separating pedestrians from views into buildings.



- 1 Delineated roofline
- 2 Canopy separating ground floor from second floor
- 3 Recessed entrance
- 4 Subdivided glass at large windows
- 5 Planted feature at street level
- 6 Street trees and streetscape improvements
- 7 Column articulation
- 8 Lighting that enhances the architecture

B. For streets with ground floor use restrictions/requirements as described in Chapter Three, certain frontages are also required or restricted. These are described in Table 4-C and described in detail in the following pages:

TABLE 4-C: Frontage Design Standards

	PRIMARY FRONTAGE	ENTERTAINMENT FRONTAGE	RESIDENTIAL FRONTAGE
Arcade	Allowed	Allowed	Not Allowed
Storefront	Allowed	Allowed	Not Allowed
Stoop	Not Allowed	Not Allowed	Allowed
Porte-cochere	Allowed	Allowed	Not Allowed
Other	Not Allowed	Not Allowed	Allowed

BUILDING DESIGN: FRONTAGES (cont'd)



1. **Arcades** function as an extension of the public sidewalk, providing shelter from the sun and offering expanded opportunities for design on narrow lots. These will be encouraged on the sunny sides of designated pedestrian-oriented streets. Examples in Downtown Glendale include the Brand frontage of the City Center building. All covered sidewalk arcades will conform to the following design standards and guidelines:

STANDARDS

- a) **Arcades** shall be accessible to pedestrians and have a minimum depth of 8 feet.
- b) Minimum interior height for sidewalk arcades shall be 12 feet above the finished grade.
- c) The arcade shall be no more than two stories high.
- d) Pavement patterns shall be consistent with patterns regulated by the City and shall provide adequate drainage.
- e) All sites adjoining an existing arcade, a similarly proportioned arcade should be considered for the new construction.

GUIDELINES

- f) An arcade should be designed to function as an extension of the public sidewalk.
- g) Priority locations for arcades are to extend an existing system of arcades within a single block, or to provide shade and weather protection on Primary Frontage streets.
- h) The first-floor setback of at least 12 feet from the curb may be under the arcade.
- i) An arcade should be covered with a flat or sloping roof. When there is not a second floor over the arcade, the roof of an arcade may be utilized as an open-air terrace or as a space for outdoor dining.
- j) A landscaped planter with a minimum width of one foot should be located in front of the columns of the arcade. This planter should contain climbing vegetation which is capable of reaching a height of 15 feet or more and connected to an irrigation system.
- k) Design of an arcade should be consistent along its entire length and should be integrated into the design of the building as a whole.
- l) The columns of the arcade should be substantially thick, and the openings between columns should be vertically proportioned.
- m) Connections should be made between the arcade and the property adjacent to it.
- n) Storefronts located along the arcade should comply with all applicable storefront design guidelines.
- o) To ensure proper penetration of daylight, the projection roof over an arcade should not be deeper than it is tall.



2. **Storefronts** are public entrances to retail or service uses from sidewalks or open spaces. Storefronts are commonly equipped with cantilevered shed roof(s), fixed canopies, or awning(s). In storefront areas, residential units are not allowed on the ground floor, although such uses are appropriate at upper levels. This type is prevalent along Brand Boulevard and Broadway in Downtown Glendale. All storefronts will conform to the following design standards and guidelines:

STANDARDS

- a) **Storefronts** shall be between 10 feet and 16 feet tall, as measured from the adjacent sidewalk.
- b) The corresponding storefront(s) opening(s) along the primary frontage shall be at least 65% of the 1st floor wall area and not have opaque or reflective glass or be blocked by display areas.
- c) Storefronts shall be open and accessible during normal business hours.
- d) Storefront remodels that include all openings on a building should be informed by and complement the structure's architectural style, proportions, and materials. For buildings with limited stylistic embellishment, new storefronts should provide quality design that enhances the pedestrian environment.
- e) Storefront remodels that do not include all openings should be informed by aspects of the adjacent storefronts, including their proportions and materials, whenever the existing design enhances the pedestrian environment. When this is not the case, the new design should be of a quality that establishes a benchmark for future storefront remodels in the building.

GUIDELINES

- f) Storefront windows should not extend to the ground unless the design is of exceptional quality and appropriate to the overall appearance of the building. They should have a solid base surfaced with high-quality durable materials, such as ceramic tile, marble, granite, limestone, or slate.
- g) Awnings, signs and similar projections may encroach over the sidewalk as permitted by the Glendale Municipal Code and the Building Code.

BUILDING DESIGN: FRONTAGES (cont'd)



3. **Stoops** are entry porches/stairs that step up to an elevated ground story, securing privacy for the windows and front rooms. Stoops are suitable for ground-floor residential uses close to the sidewalk. A porch or shed roof may also cover the stoop. All stoops will conform to the following design standards and guidelines:

STANDARDS

- a) Stoops shall be required for all ground level residential units unless otherwise explicitly approved by the design review authority.
- b) Stoop or storefront access shall be required for all ground level live/work units, where the street frontage exceeds 100 feet, unless otherwise explicitly approved by the design review authority.
- c) Stoop porches, not including stairs, shall be a minimum of 20 square feet.

GUIDELINES

- d) Stoops should correspond directly to the building entry and be at least 4 feet wide.
- e) Stoops may be enclosed with walls, railings, or vegetation.
- f) Stoops may have an over-hanging roof or awning.



4. **Porte-Cocheres** are recessed entry courts within a storefront or arcade frontage. Porte-cocheres are commonly used for vehicular drop-off or utility off-loading, but may also accommodate gardens, dining, retail storefronts. This frontage should be used sparingly. All porte-cocheres will conform to the following design standards and guidelines:

STANDARDS

- a) Porte-cocheres shall not be more than 40 feet deep from the facade.

GUIDELINES

- b) The porte-cochere may be enclosed with a roof or other overhead structure for protection from sun and rain.
- c) The materials and architectural detailing of the porte-cochere should be consistent with the street facade of the building.
- d) A covered passage or arcade may be located over the entrance to the porte-cochere from the sidewalk.
- e) Entrances to the porte-cochere should generally be narrow, so as to minimize the disruption of the dominant frontage pattern at the sidewalk.

PARKS & OPEN SPACE

5

Downtown’s planned open space system emphasizes physical and functional linkages between neighborhoods within and around the Specific Plan area and parks. A variety of Downtown parks and pocket parks, an adult recreation center, and several formal plazas are anticipated in this document. In addition, development incentives have been provided to encourage creation of courtyards and outdoor activity areas in conjunction with private development. These policies are intended to create open spaces within five minute walking distances in Downtown.

5.1 OPEN SPACE POLICIES

5.1.1 Comprehensive Open Space System

Develop a comprehensive open space system that provides a diverse range of outdoor opportunities for residents, workers, and visitors.

5.1.2 Walking Distance

Provide public open space within walking distance of all Downtown residents and employees.

5.1.3 Access to Regional Open Space Sites

Improve accessibility to regional recreational, leisure, and cultural opportunities outside the DSP area, such as Griffith Park, the LA Zoo and Autry Center, the Los Angeles River, and the Verdugo Mountains.



5.1.4 Excellent Design

Make the new public parks, plazas and courtyards harmonious, inspirational, and sources of community pride and identity through design excellence.

5.1.5 Parkland Acquisition Program

Establish a comprehensive program to obtain new open space locations in Downtown using a variety of techniques. Ideally, one large park or civic space, at least one acre in size, will be provided in the northwestern portion of the downtown, as a counterpoint to the current Central Park. The Orange Central district would make an ideal location for this park, which would serve open space needs of moderate to high rise residential projects in the downtown, downtown employees, and adjacent neighborhoods.



5.1.6 Smaller Open Spaces

Pursue opportunities to enhance existing and create new smaller open spaces. These smaller spaces can include public plazas, courtyards, fountains and pocket parks, on portions of blocks throughout Downtown to supplement the larger public open spaces, provide local focus points, and diversify the built environment.

5.1.7 Green Streets

Focus on excellent urban design to improve Downtown streets as an essential element of the open space system as tree-lined open spaces and continuous recreational paths.



5.1.8 Private Open Space

Require private common open space as part of all large new residential or mixed use developments.

5.1.9 Strategic Improvements of Existing Open Space

Implement a program to reclaim open spaces that have deteriorated, have design features that limit access and use opportunities, and/or are in need of activity and revitalization.

5.2 OPEN SPACE NETWORK

The open space network shows the existing pattern of pedestrian streets and open spaces, and potential opportunities for new pedestrian connections and open spaces. Besides conventional parks, the open space standards and urban design concepts also emphasize non-traditional use of public lands such as small urban plazas, upgrading alleys as paseos, dedicating portions of wide sidewalks for social and recreational uses, and street closings for special events. Land use policies provide an incentive density bonus to projects that contribute to the overall system of open spaces.

Pedestrian streets include shopping streets such as Brand Boulevard and future pedestrian streets such as Orange Street. Pedestrian connector streets are also an essential part of the overall walking system in Downtown. These streets have wider sidewalks, streetscape and ground floor uses that result in a comfortable and continuous pedestrian experience. Wilson, Lexington and California are important east-west pedestrian connector streets. Orange and Maryland are important north-south pedestrian streets. Brand Boulevard is Glendale's "main signature street" and Broadway is an important civic street. Both of these streets emphasize pedestrian friendly design. Standards and Guidelines for setbacks and building frontages are described in Chapter Four; mobility standards for pedestrian streets are discussed in Chapter Six.

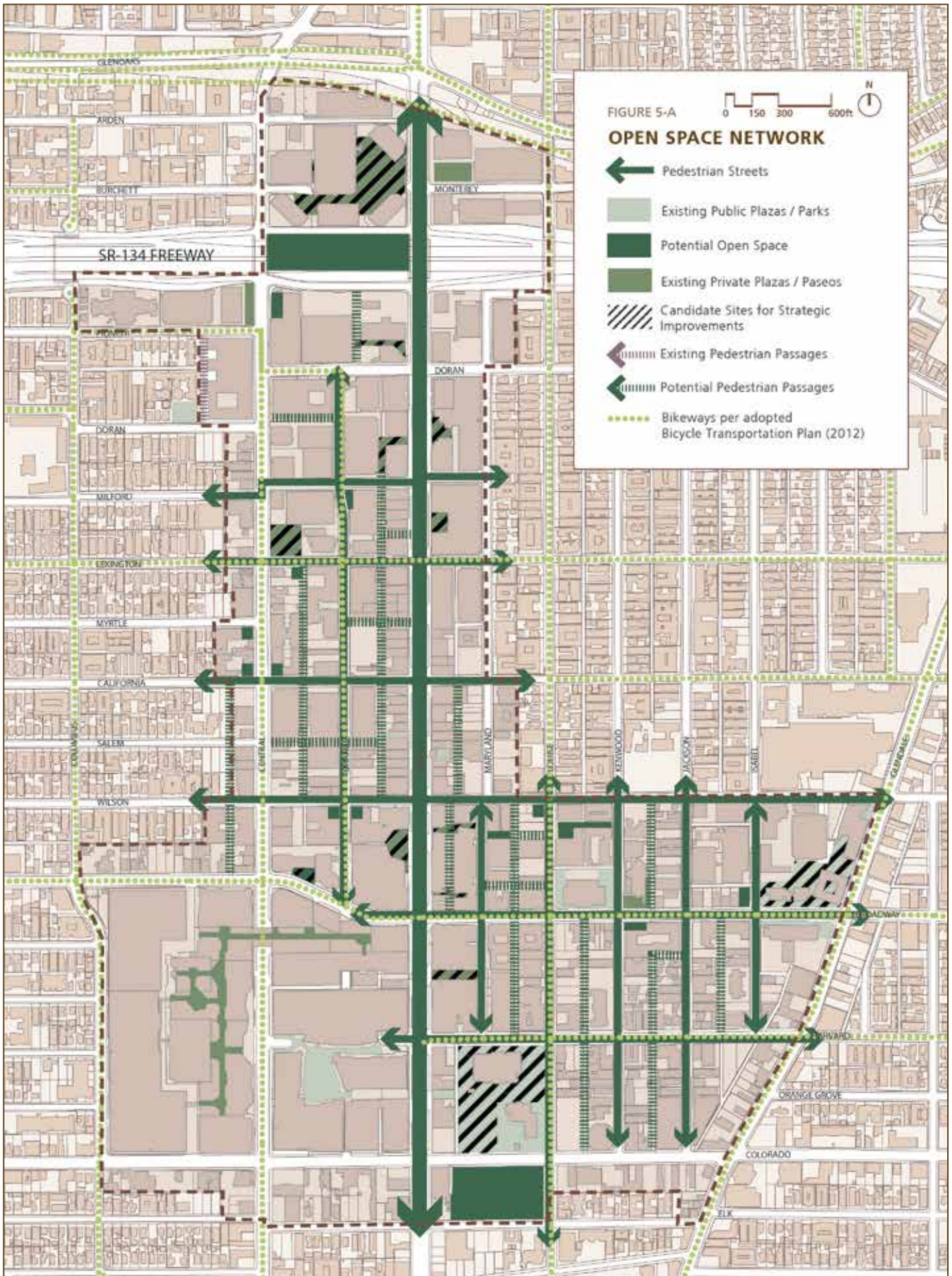
Existing public open spaces include public parks and open spaces. The Central Park containing the Adult Recreation Center and Central Library has served as the primary downtown public park. The City Hall campus grounds, also known as the Perkins Plaza, is a second public open space within the Downtown. The Town Center project adds a third urban open space.

Potential open spaces are candidate sites for additional or expanded public parks and plazas. A fourth park opportunity exists south of the Central Park at the site of the Glendale Armory. A fifth site may be created by "capping" the 134 Freeway between Central Avenue and Brand Boulevard, potentially in conjunction with a transit plaza for transfers between local and regional east-west commuter traffic (additionally described in Chapter Six). The need for a sixth site has been identified in the Orange-Central area. Additional opportunities are identified for "pocket parks" or mini-plazas at sites located on minor view corridors (also see Section 4.2.6 Signature Architectural Features).

Private pedestrian plazas, paseos and courtyards add variety and scale to the public open space system. The open space networks identifies potential links to the existing system of private open spaces in the Downtown.

Opportunities for strategic improvements to current public parks and private plazas within the Downtown are identified in the interest of maximizing present open space resources. Some of the sites identified are currently drive-through areas which could be reconfigured for use as parks or plazas; some are under-utilized plazas associated with office buildings; others are paseos through private development for which physical enhancements are desired; and others include the public parks within Downtown.

Potential pedestrian passages include existing alleys, opportunities for mid-block passages and enhanced sidewalk access to existing developments such as the Glendale Galleria mall and Exchange mixed-use complex. These passages will provide additional access to Downtown's attractions and amenities by creating a secondary pedestrian network in addition to the present sidewalks aligned with the street grid.



5.3 OPEN SPACE REQUIREMENTS

5.3.1 Sidewalk Requirements

Beautiful sidewalks with comfortable and attractive paving, generous landscape, shade trees, and attractive and functional lighting create a pleasant experience for Downtown pedestrians.

New construction and major remodels of buildings 10,000 square feet or more may be required to install streetscape elements as follows, or contribute in lieu payment for City installation of such improvements:

STANDARDS

- A. Install sidewalk paving pattern and materials as specified by the City.
- B. Plant street trees and street landscaping as specified by the City, spaced a minimum of 25 feet apart or as required by the City.
- C. Install light standards as specified by the City.
- D. Install pedestrian curb extensions on designated pedestrian-oriented streets as required by the City.
- E. Install sidewalk furniture (benches, drinking fountains, etc) as required by the City.

GUIDELINES

- F. Developers may install sidewalk elements, such as commemorative plaques or artwork, as approved by the City, at the main entrance to buildings.



ABOVE LEFT: The Brand Boulevard streetscape



ABOVE RIGHT: Streetscape including sidewalk landscape and street trees

5.3.2 Open Space Requirement

Open space as part of all new development will help make Downtown Glendale a pleasant and hospitable environment that encourages outdoor activity throughout the year. The Plan requires open space in conjunction with new development to meet the needs of residents, businesses and other users. In order to meet the diverse needs of all users while increasing usable open space in Downtown, the following will be required:

STANDARDS

- A. **Open Space:** All new development shall provide *Open Space* as a percentage of the total gross site area per Table 5-A.

	Alex Theater Area A	Alex Theater Area B	Broadway Center Area A	Broadway Center Area B	Broadway Center Area C	Civic Centers	East Broadway	Galleria	Gateway	Maryland	Mid-Orange	Orange Central	Town Center	Transitional
Project Size	Open Space Requirement as Percentage of Overall Site													
<10,000SF	0%	5%			N/A	5%			TCSP	5%				
≥10,000SF to 3.0 FAR	0%	5%	10%		N/A	10%			TCSP	10%				
Over 3.0 FAR	N/A		10% + additional open space at a ratio of 1% for every 0.5 FAR											

TABLE 5-A

- The following areas shall be considered open space, either individually or in combination: Required front setbacks (see Section 4.2.7 Setback Requirements); Plazas, courtyards and paseos (see Section 5.4 Open Space Standards and Guidelines); and outdoor dining and landscaping within any of the above.
 - Open space may assume a variety of different forms as needed to best address site specifics, but all open space shall be expansive and uninterrupted with a minimum dimension of 20 feet x 20 feet.
 - Open space shall be designed to be integrated into the overall design of new developments, surrounding buildings, and existing open space.
 - Any space that cars drive on or occupy shall not be considered open space.
- B. **Publicly Accessible:** At least half of open space required by 5.3.2(A) shall be publicly accessible open space; AND at least half of all publicly accessible open space shall be open to the sky, meaning no overhangs or other building projections may occupy this space at any level of the building.
- C. **Residential Development:** New residential development shall meet the requirements of 5.3.2(A) and (B) and in addition provide *outdoor space* equal to a minimum of 140 square feet per residential and/or live-work unit.
- Outdoor space may be provided as: *publicly accessible, common, or private outdoor space*.

GUIDELINES

- D. For project sites which contain designated cultural resources, minimum open space requirements may be reduced by the Review Authority.

Properties can be developed to a greater height in exchange for the provision of additional open space (see Chapter Seven). Wherever possible, such open space should be directly accessible from one or more public streets for maximum visibility and access.

5.4 OPEN SPACE DESIGN STANDARDS AND GUIDELINES

Projects will be evaluated with the following open space design standards and guidelines:

5.4.1 Open Space Location

STANDARDS

- A. Open space usable by the general public should be physically and visually connected to the public sidewalk along one or more public streets.
- B. Open space must be designed for a mix of active and passive uses and/or activities.

GUIDELINES

- C. Open space should be designed as one large, contiguous space and not many scattered, separate spaces. Exceptions to this will be allowed if justified by physical and/or design constraints or exemplary urban design that successfully links the smaller, separate spaces.
- D. For projects that consist predominantly of office use, open space should be at the main building entrance and at the same grade as the sidewalk.
- E. For projects that consist predominantly of retail use at the ground level, the required public open space may occur on the upper levels of a project.
- F. When possible, open space should be located with access to sunlight.

5.4.2 Overall Design

STANDARDS

- A. Seating is to be provided through the use of portable or fixed-site furniture or edges along planters and/or fountains.
- B. Open space shall be adequately lighted to address safety.

GUIDELINES

- C. Open space should contain high-quality hardscape and focal elements, such as water features or artwork.
- D. Blank walls at the pedestrian level should be constructed for visual interest by incorporating artwork, or a planter at the base or the top so that, at a minimum, clinging vines can be utilized to soften the expanse of blank wall. Irrigation and maintenance concerns regarding the use of vines and small or narrow planters should be considered early on the design phase of the building.

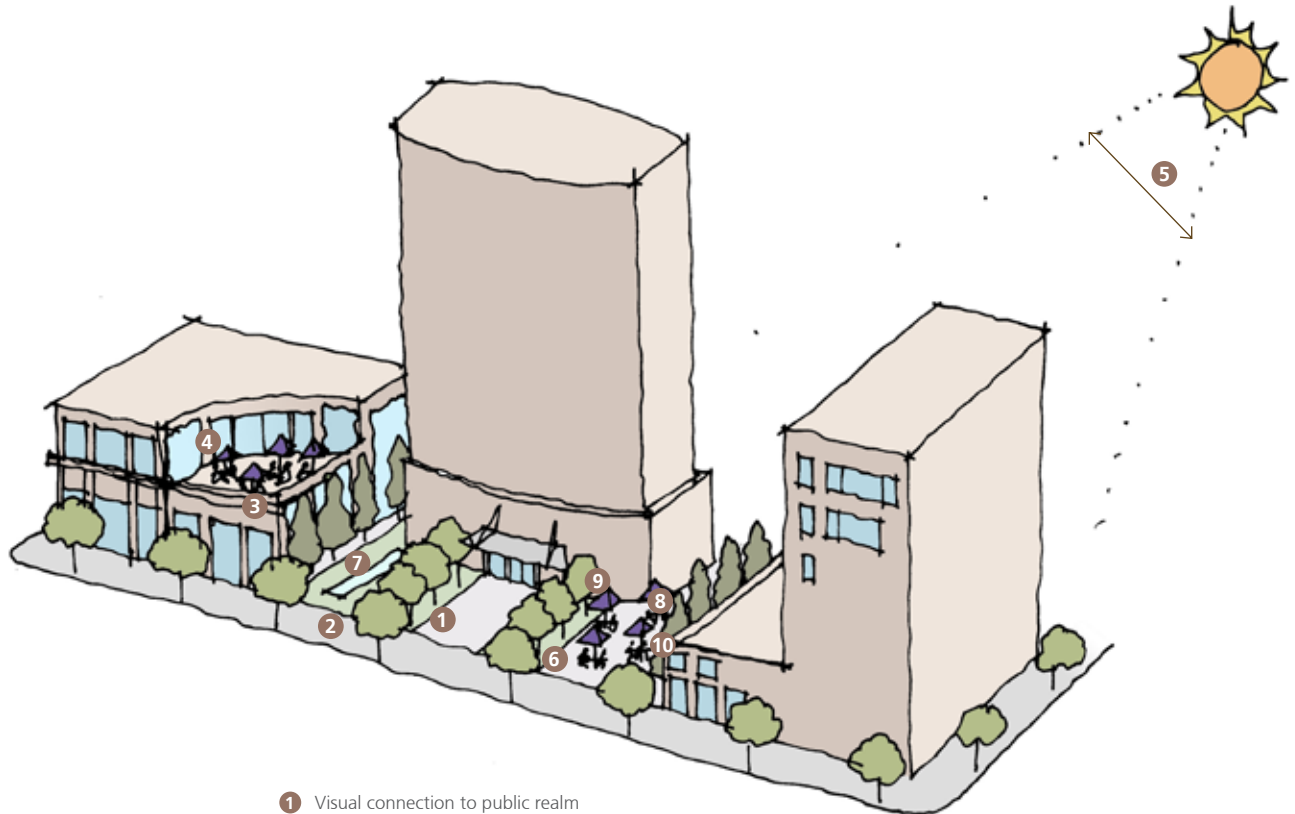
5.4.3 Landscaping

STANDARDS

- A. The property owner or his/her agent shall maintain open space and landscaping that is located on private property.
- B. All landscaped areas shall contain a combination of low, medium, and tall plant materials as appropriate.
- C. Irrigation shall be provided and where possible, landscaping shall be drought-tolerant.

GUIDELINES

- D. A minimum of 10% of the required open space should be landscaped.
- E. Landscaping of new projects should enhance the building's architecture and public and common open spaces, and buffer adjacent residential land use.



- 1 Visual connection to public realm
- 2 Conceived as a large contiguous space
- 3 Windowless walls should be planted
- 4 Retail may employ open spaces at upper levels
- 5 Access to sunlight and southern exposure
- 6 Accommodate a mix of active & passive uses
- 7 High quality materials and water feature if appropriate
- 8 Outdoor furniture and comfortable seating
- 9 Minimum landscaped area & canopied trees
- 10 Buffer adjacent residential uses

- F. Landscaping should include shaded areas with canopy trees. The tree species, when grown to a mature height and healthy spread, should be of a scale to reduce the vertical proportioning of the plaza or courtyard.
- G. In heavily used open spaces, trees which are not contained in raised planters or in a large planter area should include the use of tree grates at their base.

5.4.4 Outdoor Rooms

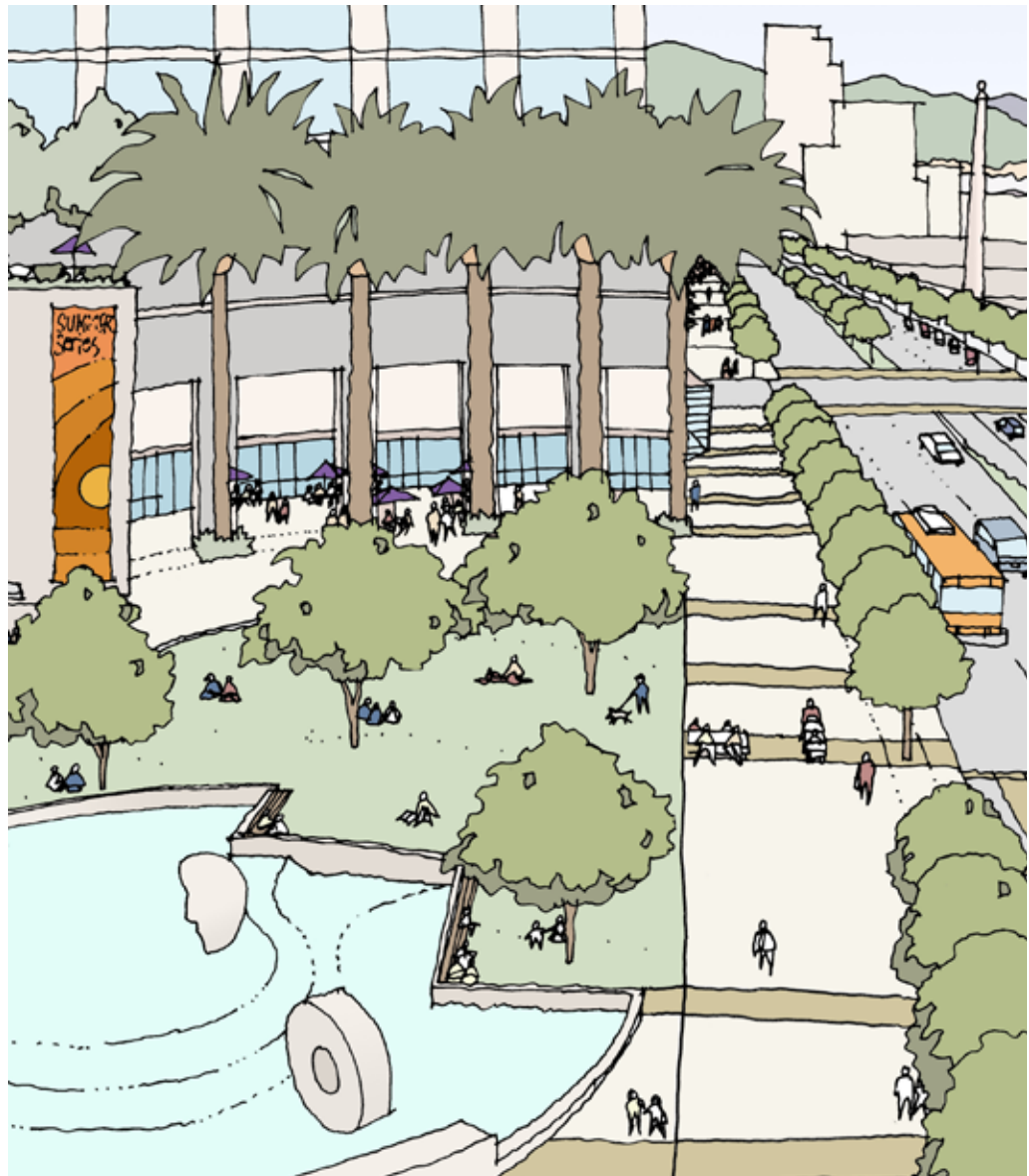
New developments are encouraged to create outdoor rooms by coordinating the open space requirements and/or outdoor dining features with all adjacent developments. Where timing makes it impossible to coordinate in the design phase, developers should anticipate future outdoor rooms in their design, creating a flexible open space that will be sensitive to future development adjacent to their project.

Outdoor Rooms may take the form of Plazas, Piazzas, Courtyards and/or Paseos, described in the following pages.

5.4.4 Outdoor Rooms (cont'd)



RIGHT: This rendering illustrates the design guidelines for plazas and piazzas applied to an existing semi-circular open space associated with the City Center office tower in the Broadway Center district (above). Instead of pavement, grass and shade trees are planted. The edges of the existing fountain are lined with benches, so pedestrians can enjoy the water. The escalators have been relocated so they do not intrude into the plaza. Finally, the form of the semi-circle is completed and lined with additional storefront restaurants, outdoor cafes, and defined by a ring of palm trees. As a result of a creative and selective redesign, this plaza could be transformed into an inviting park facing Brand Boulevard.





- A. **Plazas and Piazzas** are large outdoor rooms that extend the public realm from the street and sidewalk. They enhance the downtown environment and are a benefit for the property owners. Plazas and Piazzas should comply with the following design standards and guidelines:

STANDARDS

1. Plazas shall abut public areas and be physically and visually accessible from the public sidewalks. Security fences, walls, and entry gates shall not block the sidewalk edge of the plaza or views into the plaza.
2. The plaza shall be accessible to the public for at least the time of normal business hours. Signage or other mechanisms shall identify that the plaza is available for public use during business hours.
3. At least 10% of the plaza's surface shall be landscaped. Shade trees and gardens are strongly encouraged..
4. Entries to the plaza, and storefront entries within the plaza, shall be designed and lighted so they do not create hiding places.
5. Vehicular access, loading, or parking uses are prohibited within the plaza.

GUIDELINES

6. Escalators or elevators should not dominate the function and appearance of the plaza.
7. Plazas should provide at least one sitting place for each 100 square feet of plaza in addition to any permitted outdoor dining provided.
8. A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided. No more than 30% of a plaza should be covered with a roof. Canopies, awning, cantilevered overhangs, or balconies may project over the ground floor but should not prohibit the penetration of sunlight to the ground floor.
9. Ground-level façade standards (described in Chapter Four) should be applied to facades facing the plaza.

5.4.4 Outdoor Rooms (cont'd)

BELOW: The rendering illustrates courtyards as the focus of future development to the north and south of the Alex Theatre. The new courts combine with the Theatre court to create a rich pattern of outdoor spaces and passages for dining, entertainment, and receptions. Paseos and other passages link these courtyards together and to nearby streets.





B. **Courtyards** are exterior rooms located within the confines of a single or multiple projects, but typically not directly visible or open to the street. They are generally smaller and more intimate than plazas. Courtyards should comply with the following design standards and guidelines:

STANDARDS

1. The courtyard shall be accessible to the public for at least the time of normal business hours. Signage or other mechanisms should identify that the courtyard is available for public use during business hours.
2. Vehicular access, loading, or parking uses are prohibited within the courtyard.
3. At least 10% of the courtyard surface shall be landscaped. Shade trees and gardens are strongly encouraged.
4. Entries to the courtyard, and storefront entries within the courtyard, shall be designed and lighted so they do not create hiding places.

GUIDELINES

5. Courtyards should be physically accessible from the public sidewalks. Security fences, walls, and entry gates shall not block the sidewalk edge of the courtyard.
6. Courtyards should provide at least one sitting place for each 75 square feet of court in addition to any permitted outdoor dining provided.
7. A majority of the gross area of the courtyard should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided. No more than 45% of a courtyard should be covered with a roof. Canopies, awning, cantilevered overhangs, or balconies may project over the ground floor but should not prohibit the penetration of sunlight to the ground floor.
8. Ground-level façade standards (described in Chapter 4) should be applied to facades facing the courtyard.
9. Escalators or elevators should not dominate the function and appearance of the courtyard.

5.4.4 Outdoor Rooms (cont'd)



RIGHT: The food-court of the Glendale Marketplace (existing above) is rendered here with modest modifications as an illustration of the design guidelines for paseos and passages. Overhead “swag” lights, instead of lampposts, deliver lighting without cluttering the passage. Shade on sunny days is provided by canvas “sails” and awnings spanning across the paseo. The existing storefronts and signage is otherwise consistent with the guidelines.





C. **Paseos** are narrow pedestrian passages that serve as mid-block crossings or access to interior courtyards. Their intimate scale and safety from vehicular traffic/noise makes them vibrant retail destinations. Paseos are common to warm climates, where their enclosure and relative shade also makes them an attractive alternative to street retail. Paseos should comply with the following design standards and guidelines:

STANDARDS

1. Paseos shall not be more than 30 feet nor less than 10 feet wide.
2. Building walls framing paseos may not be three times higher than the paseo.
3. Vehicular access, loading, or parking uses are prohibited within the paseo except during restricted hours.
4. The paseo shall be accessible to the public for at least the time of normal business hours. Signage or other mechanisms shall identify that the paseo is available for public use during business hours.
5. Entries to the paseo, and storefront entries within the paseo, shall be designed and lighted so they do not create hiding places.

GUIDELINES

6. The paseo should not be covered by overhead structures for more than 40% of its path.
7. Ground-level façade standards (described in Chapter Four) should be applied to facades facing the paseo.
8. Lighting should be provided from overhead fixtures, either mounted on the building facade or suspended from cables spanning the paseo, sculptural objects, or other means that do not obstruct the free-flow of pedestrians.
9. Shade should be provided from overhead awnings or free-standing umbrellas.
10. Landscaping should not obstruct the free flow of pedestrians.
11. Paseos should generally provide a direct visual line of sight from the street to their destination (i.e., parallel street, courtyard, or parking structure).
12. Signage should be scaled for pedestrians.

5.5 URBAN ART PROGRAM

Applicable projects shall follow the requirements of Chapter 30.37 - Urban Art, of the Glendale Municipal Code.

TOP LEFT: "Shield" by M.L. Snowden, 2004 at Glendale Police Station



TOP MIDDLE: "The Frogs" at Glendale Marketplace



TOP RIGHT: "Intersection" by Juan Nava, 1991 at City Center, 101 N Brand Blvd



CENTER: "The Aerial" and "The DNA bench" by Larry Kirkland, 1996 at California Science Center, Exposition Park, Los Angeles



BELOW: "Evolution" sculptural elements by Jud Fine, Michael Davis and Richard Turner, 1990 at Nestle Building garden/fountain

BOTTOM LEFT: "Shoshone" by Mark DiSuvero, 1982 at Citigroup, 444 S. Flower, Los Angeles



BOTTOM MIDDLE: "Animals in Pools" by Georgia Gerber, 1986 at the Downtown MAX Light Rail Project, Portland, Oregon



BOTTOM RIGHT: "Me Too" by Natalie Kröll, 1991 at Central Park





ABOVE: "California Song" by Cliff Garten Studio, 2002 at Capitol Area East End Complex, Sacramento

RIGHT: "Benjamin Franklin" by George Wayne Lundee, 1989 (bronze) at the Glendale Exchange



FAR RIGHT: "The Power and the Passion" by J. Michael Wilson, 1993 (bronze) at 500 N Brand Blvd

BOTTOM LEFT: "Sequi" by Nancy Graves, 1986 at Wells Fargo Center, Los Angeles



BOTTOM RIGHT: "Triumph" by James Thomas Russell 1997 at 701 N Brand Blvd



MOBILITY

6

The Downtown Specific Plan considers transportation as a means to accomplish the community’s vision and goals for downtown in the realm of economic development, excellence in urban design, environmental quality, and quality-of-life for all residents. The Downtown Specific Plan mobility policies maximize the accessibility, safety, and efficiency of the Downtown transportation system for all users, including pedestrians, transit passengers, cyclists, and drivers of both personal and commercial vehicles.

6.1 MOBILITY POLICIES

6.1.1 Local Circulation and Regional Connections

- A. Maintain acceptable levels of local circulation in the DSP area and adjacent neighborhoods and good connections with the regional circulation network for both transit and personal/commercial vehicles.
- B. Develop street typology based on functional and urban design considerations, emphasizing connectivity and linkages, pedestrian and cyclist safety and comfort, increasing transit movement and reducing total person delay, and compatibility with adjacent land uses.
- C. Maintain, re-establish, and enhance the street grid, to promote flexibility of movement through greater street connectivity, capture natural views, and retain the historic relationships between various streets.
- D. Maintain, re-establish, and enhance the multi-modal use of Downtown alleys as an integral part of the Downtown transportation system.



6.1.2 Land Use and Transit

- A. Link land use and transit development policies to maximize transit use and convenience in Downtown.
- B. Cluster housing and employment around shared parking and major transit corridors and transfer nodes, connected by pedestrian streets.
- C. Make street and transit stop improvements to facilitate the safety, attractiveness and convenience of transit use. This might include transit improvements to designated transit-priority streets to keep buses moving, upgrades to transit stops to include amenities such as weather protection, and real time trip information, and other improvements.

6.1.3 Multi-Modal Future

- A. Increase transportation choices by providing viable alternatives to exclusive reliance on the auto for Downtown residents and visitors.
- B. Through sound land use and transportation planning, emphasize diversifying modal choices, increasing number of downtown trips by transit, bicycle, and on foot, and improving pedestrian comfort and safety.

6.1.4 Encourage Pedestrian Activity

- A. Provide a high level of pedestrian amenities throughout the downtown area. Minimize interruptions, such as areas for loading and trash collection, and parking garage entries, in sidewalks designated for pedestrian priority,
- B. Provide pedestrian crosswalks at all intersections and consider additional improvements to promote safety in key locations with high potential for pedestrian/vehicle conflicts.
- C. Consider the special mobility requirements of the young, the elderly, and wheelchair or mobility impaired users of the sidewalk network.
- D. Promote increased walking for downtown residents and visitors with expanded marketing, promotional/informational events, and financial incentives.

6.1.5 Encourage Bicycle Travel

- A. Provide designated bicycle routes with lane markings and signage within and to and from major downtown destinations.
- B. Include bicycle parking, showers, and lockers to promote bicycle commuting in new development.
- C. Include bicycle parking in streetscape improvements.
- D. Promote increased bicycling for downtown residents and visitors with expanded marketing, promotional/informational events, and financial incentives.



6.1.6 Parking Management

- A. Maximize the efficiency of existing and future parking facilities.
- B. Create a Transportation Management District to manage parking supply and revenue policies. The District can facilitate coordination of parking pricing to promote efficient use of parking resources, policies which provide incentives for transit use for employees, and other downtown transportation programs and incentives.
- C. Use shared parking where possible and establish operations guidelines and standards to minimize parking activity impacts, particularly spillover parking impacts on adjacent residential neighborhoods.
- D. Require a certain portion of on-site parking for motorcycle, bicycle, and carpool/carshare vehicle parking in addition to automobile spaces.
- E. Maximize the efficiency of parking by managing prices to correspond with activity and demand patterns.
- F. Where an existing parking structure can be shown through parking studies to provide more parking than required for an existing facility, excess parking may be converted to other uses or parking should be made available for shared use. At off-peak times where parking is not in use by a facility, parking should be made available for shared use.
- G. Reform preferential parking permit program to protect downtown-adjacent neighborhoods from spillover parking problems.

6.1.7 Reduce Traffic and Parking Impacts on Neighborhoods

Through a strategic hierarchy of pedestrian-oriented and transit and vehicular-oriented streets in Downtown, parking management, Transportation Demand Management (TDM) incentives, transportation systems management (TSM), and key infrastructure improvements, work to minimize traffic and parking spillover into downtown-adjacent neighborhoods.

6.2 MOBILITY NETWORK

The mobility network shows the proposed hierarchy and priority of transportation modes on existing streets. It also shows potential opportunities to expand this network with new streets. The network map shows a new street classification which includes Pedestrian Priority Streets, Transit Priority Streets, Bicycle Priority Streets and Auto Priority Streets and a methodology to balance the sometimes competing needs of these different modes.

Signature Streets - Brand Boulevard and Broadway are designated Signature Streets due to their unique identity. Brand Boulevard is Glendale's "Main" street and Broadway is the signature connection between the Downtown core and the Civic Center.

Primary Pedestrian Streets give first priority to creating excellent conditions for pedestrians. This designation is usually most important on primary retail and transit corridors, but also desirable on many residential streets. Typically, this means wide sidewalks, fine streetscapes, curb parking to buffer pedestrians from passing traffic, and frequent safe crossings. All primary transit streets should be considered primary pedestrian streets.

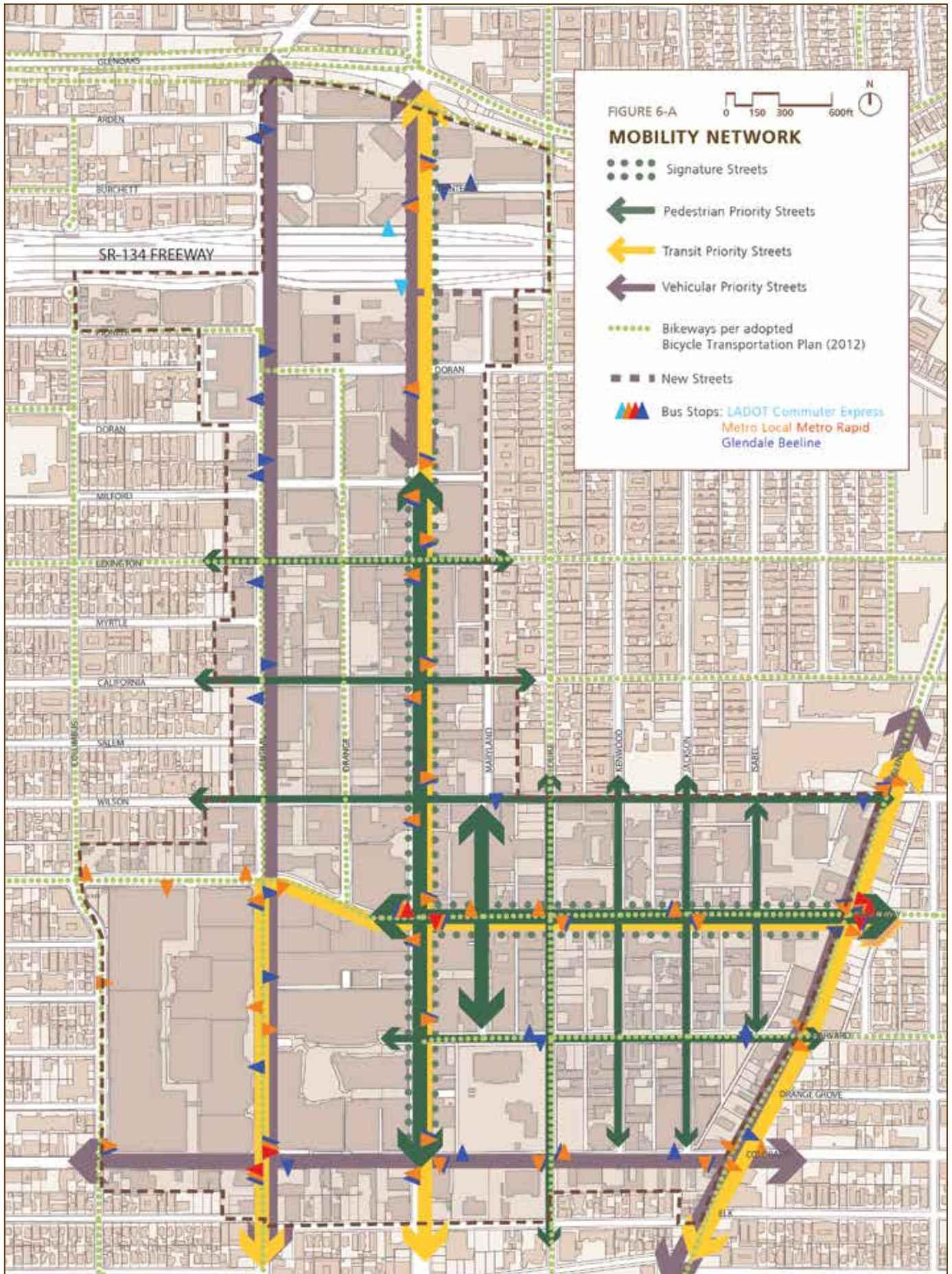
Primary Transit Streets give first priority to moving transit, even at the expense of some loss of performance for auto traffic. On these streets, measures such as signal prioritization, queue jumps or exclusive bus lanes should be installed and first priority should be given for investments in transit amenities, such as better shelters and next bus arrival time information. The web of transit priority streets will create a Primary Transit Network to provide fast, frequent, convenient transit access throughout Glendale.

Primary Bicycle Streets are the key streets in the bicycle network. Bicycle streets do not necessarily require eliminating auto or parking lanes to create a separated bicycle lane, but may be designated as a bicycle route because of their topography and minimal auto/transit conflicts.

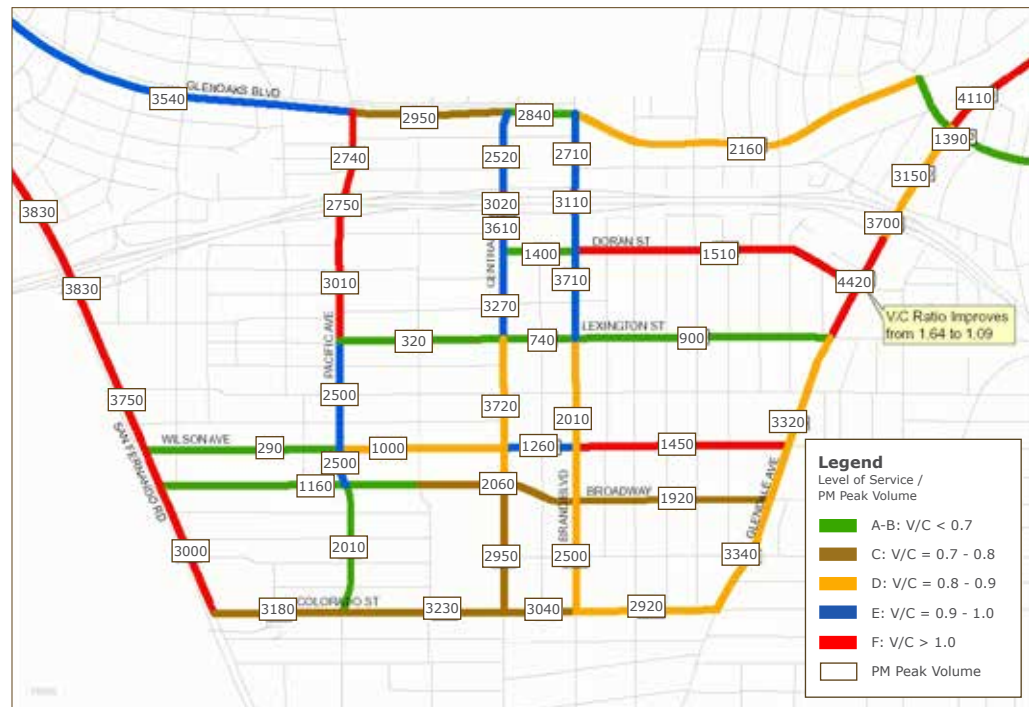
Primary Auto Streets give first priority to moving automobile traffic and will greatly resemble the existing definition of a primary arterial street in Glendale. For example, Central Avenue and Colorado Street are the primary vehicular connectors of Downtown with the regional freeway networks and other communities. Therefore these streets are the primary auto streets in Downtown, where vehicular through traffic as well as truck and service delivery traffic should be directed. Parts of both Central and Colorado are also major bus routes for regional service such as Metro buses which will require balancing as described below.

Some streets will be multi-function streets, designated both Primary Transit and Primary Auto. Balancing the needs of different modes of transportation as they compete for limited space on Glendale streets is crucial. This new street classification should establish a rational, practical method of compromise whereby the net gain for the community can be maximized while the net impact on different modes and context can be minimized.

New streets are identified as necessary to improve the street grid.



6.3 MOBILITY STANDARDS AND GUIDELINES



RIGHT: 2030 Projected Level of Service at PM Peak Hour with Downtown Specific Plan Short Term Improvements

6.3.1 Key Street Sections

- A. **Brand Streetscape** - Use dramatic street trees to divide extra wide right of way into wide sidewalk area, transit priority right of way. Consider role of diagonal versus parallel parking in providing a pedestrian buffer from moving traffic and defining spaces. Look at “flexible street” design where parking area can be converted to outdoor market or special event space. Consider kiosks or other features within ROW.
- B. **Central Streetscape** - Include substantial street trees and pedestrian improvements, but recognize role in accommodating through regional traffic and linking 134 and Colorado. This can be a combination of primary and secondary transit boulevards lined by moderate density 4-6 story residential buildings.
- C. **Orange Streetscape** - Develop pedestrian-scaled street with narrower Right of Way, linking network of open spaces created in conjunction with residential development. Restrict cars to slow speed, but recognize need for easy access to many existing parking garages off Orange.

6.3.2 Orientation of New Development in Relation to Pedestrian- and Vehicular-Oriented Streets

- A. Pedestrian entrances to new development should be located on designated pedestrian-oriented streets where applicable.
- B. Vehicular access and garage entrances for new development should be located on primary auto streets.
- C. Pedestrian entrances should be conveniently located in relation to transit stops and pedestrian crosswalks.

6.3.3 Bicycle Routes and Facilities

- A. Construct a continuous network of bicycle lanes or bicycle boulevards to enable access throughout Glendale
- B. Provide ample public bicycle storage, especially near commercial areas, transit hubs and large employers
- C. Provide secure bicycle storage, showers and lockers at major employers and city facilities as required by the Glendale Municipal Code.
- D. Expand education and marketing through promotional events and financial incentives

- E. Publish and distribute comprehensive bicycle maps of routes, facilities, and parking
- F. Prioritize police enforcement of traffic safety violations that endanger cyclists
- G. Require secure bicycle parking at residential developments

6.3.4 Roadway Standards

Implement multi-modal street performance measures:

- Auto Level of Service (already adopted and utilized)
- Transit Quality and Level of Service- including frequency, span of service, reliability, loading, travel speed
- Pedestrian Level of Service
- Bicycle Level of Service
- Freight Level of Service

6.3.5 Parking

A “Park Once” district optimizes the customer/visitor experience to Downtown Glendale by providing ample centralized parking options within walking distance of many downtown attractions. It encourages a visitor to park once and walk between multiple destinations which encourages retail activity and creates a lively downtown environment. A “Park Once” District also maximizes the efficiency of all parking spaces downtown which reduces the need for construction of expensive new lots and garages and permits better urban design.

- A. Create a “Park Once” District to publicly manage the largest possible pool of parking spaces.
- B. Allow guest parking in residential development to be shared
- C. Allow shared parking arrangements for new development in lieu of construction of unnecessary required off-street parking spaces
- D. In developments where more parking exists than is needed to satisfy demand, provide incentives to share parking spaces or make available for public use.
- E. Encourage/require that parking be made available for shared or public use during off-peak times when parking is not in use by a facility.

The City will encourage the construction of consolidated parking facilities that are capable of expanding to meet future parking demands. Consolidated parking uses may provide parking spaces in private, public, or joint development structures to satisfy off-street parking requirements for adjacent and surrounding properties. When a consolidated parking structure is complete, surrounding commercial uses may apply to use spaces

within such a structure toward the required parking for their use with parking in-lieu fees. Commercial sites may lease out additional parking spaces that are in excess of their required parking through the parking use permit program (Chapter 30.32 of the Glendale Zoning Code). The cap on the excess number of parking may be adjusted if the original use of the commercial site is changed. When reviewing permit applications, the City will give priority to uses that:

- Share parking with other uses;
- Provide incentives to use alternative transportation sources beyond those required by the City’s Transportation Management Ordinance.

The City will encourage the efficient use of parking within proposed development, and permit the zoning requirements for parking to be satisfied with the following techniques:

- Tandem parking no more than 2 cars deep with approved parking plan and meeting parking stall and driveway dimensions and all other parking design standards shall be permitted by right
- Vertically stacked parking systems or tandem parking with approved valet service more than 2 cars deep, or not meeting a parking design standards, may not be exempted from design review and shall be subject to the approval of the design review authority.

6.3.6 Transportation Management

Oftentimes it is more cost-effective and more supportive of livability goals to manage transportation demand rather than increase supply. Several transportation demand management (TDM) policies and incentives may be implemented in the DSP area in order to reduce vehicle congestion and person delay and increase the number of downtown trips made by transit, bicycle, and on foot.

- A. Strengthen existing Transportation Management Association
- B. Establish Downtown Transportation Resource Center
- C. Provide Universal Transit passes to all downtown employees and residents
- D. Require parking cash-out for all new and existing commercial development
- E. Require unbundling parking prices for all residential development
- F. Establish a car sharing program
- G. Establish a special events / holiday traffic management plan

INCENTIVES & BONUSES

7

As a way of encouraging desirable uses and public benefits in Downtown, the City will allow certain bonuses for those uses. This chapter outlines the incentives and bonus program of the Downtown Specific Plan.

7.1 HEIGHT AND DENSITY BONUSES

The DSP provides certain bonuses intended to attract certain uses or types of development in the Downtown. The incentives and bonuses are described in greater detail in the following pages.

7.1.1 Review Authority for Height and Density Bonuses

Height and Density Bonuses according to standards outlined by the Downtown Specific Plan will be granted to applicants by the City Council, following policies and procedures adopted by the City of Glendale. Applicants utilizing the incentives and bonuses program will require a statutory development agreement with the City or a covenant acceptable to the City and developer.

7.1.2 Measuring Density and Height Bonuses

In the Downtown Specific Plan, development density is defined by the number of stories allowed within the building envelope set forth by design Standards and Guidelines in addition to Floor Area Ratio. As long as the urban design and building standards and guidelines are followed, the maximum number of stories and FAR allowed for each district may be built.

If an applicant chooses to take advantage of the height and density bonus program, multiple incentives may be provided, however only one incentive shall be considered in calculating the height and density bonus. Under no circumstances except in the application of Section 7.2.1 and/or the application of Government Code Section 65915, et seq. ("SB 1818 Affordable Housing Density Bonus Law") shall any project exceed the maximum allowable height, stories, or floor area ratio by area shown in Table 4-A relative to projects with incentives or bonuses.

7.2 HEIGHT AND DENSITY INCENTIVES

The following describes the height and density incentives, public benefits, and related bonuses. Projects may not utilize more than one of the incentives described in the Downtown Specific Plan.

7.2.1 SB 1818 Affordable Housing Density Bonus Law

PUBLIC BENEFITS

The State of California has a desire and need to increase affordable housing statewide, and incentivizes its construction through California Government Code Section 65915 et seq. The law significantly modified by and commonly referred to as SB 1818 Affordable Housing Density Bonus Law, allows for a maximum density bonus of 35 percent based on the mix and number of affordable units provided.

STANDARDS

Applicable standards relative to use of the SB 1818 Affordable Housing Density Bonus Law bonuses and incentives or concessions are defined in California Government Code Section 65915 et seq. and Glendale Municipal Code section 30.36.060 et seq.

ALLOWABLE BONUS

The maximum allowable height and/or density bonus and concessions available under this incentive are as defined in California Government Code Section 65915 et seq. and Glendale Municipal Code Section 30.36.060 et seq. For the purposes of this incentive only, Table 7-B defines baseline residential density by DSP area as measured by dwelling units per acre.

	Alex Theater Area A	Alex Theater Area B	Broadway Center Area A	Broadway Center Area B	Broadway Center Area C	Civic Centers	East Broadway	Galleria	Gateway	Maryland	Mid-Orange	Orange Central	Town Center	Transitional
Maximum Density by Right														
DWELLING UNITS PER ACRE	N/A	90	100	175	225	N/A	90	90	250	90	90	100	TCSP	90

TABLE 7-B

7.2.2 Historic Preservation

PUBLIC BENEFITS

Preservation of Downtown's significant number of historic resources are a key element of creating a unique sense of place.

STANDARDS

- A. The restoration or rehabilitation of the historic resource must meet the Secretary of the Interior's Standards
- B. The project must be placed on the Glendale Register prior to or concurrent with design review approval.

ALLOWABLE BONUS

The maximum allowable height and/or density bonus available under this incentive is the maximum height or density allowed with incentives by district as defined in Table 4-A.

7.2.3 Hotel

PUBLIC BENEFITS

Hotels are an important component of a thriving business district, and often provide amenities which are available to the general public, including entertainment, restaurants, and meeting rooms.

STANDARDS

The ground floor of hotels shall be designed to enhance the use mix and level of pedestrian activity in the area for which they are proposed. This can be accomplished with cafes and retail space along the street frontage, as well as public art and open space.

Hotel expansion will be reviewed on a case by case basis, and bonuses awarded by the review authority commensurate with the degree to which the standards have been met and to the public benefit provided.

ALLOWABLE BONUS

The maximum allowable height and/or density bonus available under this incentive is the maximum height or density allowed with incentives by district as defined in Table 4-A.

7.2.4 Public Open Space

PUBLIC BENEFITS

Open space provides the significant public good of a place to rest, relax, and congregate in an area, open to all. A well designed plaza, park, or other outdoor space provides a counterpoint to the built environment of streets and buildings, and adds a layer of texture to Downtown.

STANDARDS

- A. Public open space shall meet the standards of Section 5.3.1 and 5.3.2(A).
- B. Public open space shall be located at sidewalk level with no fences or other means of enclosure prohibiting physical or visual access and use of the space.
- C. A unique design element, consisting of a specimen tree, fountain, or public art element consistent with the City of Glendale Art Program shall be provided. Any unique design elements proposed to meet this standard, other than those specified in this standard, shall be subject to approval by the design review authority.
- D. Public Open Space shall be “open-to-public” at a minimum from 7am-10pm; public access hours shall be indicated on signage required under Section 7.2.4(E).
- E. Signage consistent with the Glendale’s Environmental Graphics Manual shall indicate the open space is part of the City’s Privately Owned Public Open Space program. Signage shall be visible from the public right-of-way and sidewalk.
- F. Seating is to be provided through the use of portable or fixed-site furniture, such as cafe tables, benches, movable chairs, or edges along planters and/or fountains.

ALLOWABLE BONUS

The amount of height and/or floor area bonus shall be in direct proportion to the increase in publicly accessible open space above the minimum total open space required by Section 5.3.2. For every one (1) square foot of publicly accessible open space provided above the total minimum required open space, an additional ten (10) square feet of floor area may be added; under no circumstances shall the total floor area exceed the maximum FAR allowed with incentives by district as defined in Table 4-A.

7.2.5 Reuse of Existing Buildings

PUBLIC BENEFITS

The re-use of existing buildings minimizes environmental impacts from demolition and disposal of building materials. In addition, the retention of distinctive visual architecture and architectural features sustains the public’s familiarity and comfort with Downtown.

STANDARDS

- A. Retention of distinctive architecture is encouraged.
- B. Re-use of significant architectural features is encouraged.
- C. The amount of the bonus received shall be in proportion to the amount and the architectural value of the building and building features which are retained, as determined by the review authority.

ALLOWABLE BONUS

The maximum allowable height increases available under this incentive is an increase of 2 stories or 30 feet; the maximum allowable density increase under this incentive is an additional 1.00 FAR.

7.2.6 Sustainable Design

PUBLIC BENEFITS

Buildings that are designed for sustainable performance in excess of existing Title 24 building standards help limit the environmental impacts of commercial and residential development in Downtown.

STANDARDS

To qualify for height/density bonuses under Sustainable Design, applications will require the following:

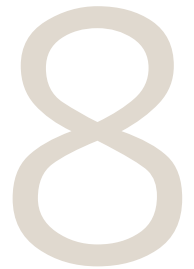
- A. Developer shall post a performance bond equal to the value of the additional floor area enabled by the bonus.
- B. The bond shall be released upon the building's post-construction certification as LEED Gold or Platinum by the U.S. Green Building Council.

ALLOWABLE BONUS

The maximum allowable height and density increases available under this incentive are as follows:

- LEED Gold: 2 stories or 30 feet; 1.00 FAR
- LEED Platinum: 3 stories or 45 feet; 1.50 FAR

ECONOMIC DEVELOPMENT



The Downtown Specific Plan promotes the economic vitality and growth of the Downtown. This chapter highlights the resources and economic development programs available to assist property owners and project managers in the successful growth of existing and emerging Glendale businesses.

8.1 ECONOMIC DEVELOPMENT POLICIES

The DSP is intended to provide for the orderly growth of the Downtown. New development in the Downtown will add to the tax base and provide new employment opportunities. Private sector investors that support the economic development objectives for the DSP can be eligible for City and Redevelopment Agency incentives. Economic development policies include:

- 1) Maintain Downtown Glendale's status as a healthy economic and employment center which encourages the location of the entertainment and trade industries, specialty retail, restaurant, office, hotel, and related uses for the benefit of the residents, employees, businesses, property owners, and visitors.
- 2) Establish land use priorities based on economic criteria.
- 3) Provide incentives to encourage new development/business activity and expansion.
- 4) Strengthen the City's economic base through retention, expansion, and attraction of key businesses.
- 5) Increase revenues for businesses and the City through tourism and visitor attraction programs.
- 6) Increase employment opportunities for Glendale residents in Glendale businesses.
- 7) Build long-term partnerships between businesses, business organizations, educational institutions and the City.
- 8) Develop funding mechanisms, where appropriate and feasible, to implement public improvements and business-improvement activities.
- 9) Maintain a centralized economic development and land information system, and actively promote economic development opportunities.
- 10) Allow mixed use development in all Downtown neighborhoods.
- 11) Continually monitor land use in downtown to ensure a balanced inventory of land for appropriate use designations and development incentives in strategic locations.

8.2 BUSINESS SERVICES

The following services assist in the success of Glendale businesses:

- 1) Business Assistance: Glendale's Economic Development staff proactively visits businesses to learn of issues that might present obstacles to their operations. Glendale has staff devoted to helping businesses solve problems whether permitting, inspection, legislative/policy or providing advice.
- 2) Permit Service Center: One-stop center for information and assistance with most City permits.
- 3) Verdugo Jobs Center: This center provides a statewide network for job placement and recruitment and workforce preparation and training programs.
- 4) Site Search: Economic Development staff assists businesses interested in Glendale with site search and selection.
- 5) Redevelopment Agency Assistance: Redevelopment Agency assistance is available to help businesses locate in Glendale. Assistance is considered on a case-by-case basis and is intended to help achieve Agency goals.
- 6) Façade Improvement Program: Grant program to help businesses and property owners update and improve exterior facades and signage.

IMPLEMENTATION & REVIEW

9

This chapter summarizes the development review process for projects within the Downtown Specific Plan area, and outlines additional policies and programs necessary to implement the Specific Plan.

9.1 REVIEW AUTHORITY AND PROCEDURE

Review authority and procedures follow established policy as adopted by the City of Glendale and/or the Glendale Redevelopment Agency. All discretionary applications, such as variances and use permits, shall proceed along the established administrative procedures in the Glendale Municipal Code. Planning and Development Services staff will work jointly to support applicants through the appropriate processes.

9.2 ENVIRONMENTAL REVIEW

Although a program EIR has been prepared for the Downtown Specific Plan, every new project in Downtown is subject to a project-specific environmental review as required by California Environmental Quality Act (CEQA). The environmental review procedure involves a comprehensive assessment of potential environmental effects of the project. The environmental review is conducted concurrently with the processing of the project application. Based on the scale and scope of a project, an Environmental Information Form (EIF) submittal may be required to determine the extent of environmental impact. If the Initial Study concludes that the proposed project will significantly affect the environment, then the preparation of a mitigated Negative Declaration or an Environmental Impact Report shall be necessary, dependent on the extent of the impact(s) on a project-by-project basis.

CEQA Guidelines dictate required noticing, proper circulation and public comment timeframes. The Director of Planning or the Environmental Planning Board (EPB) shall evaluate and analyze the prepared report to ascertain whether it is the appropriate environmental review. The resulting documentation shall be reviewed and certified (or adopted), with possible mitigation measures, by the Approving Body or Lead Agency.

9.3 IMPLEMENTATION PROGRAMS

To enact the Downtown Specific Plan, the City of Glendale, Glendale Redevelopment Agency, and/or Glendale Housing Authority will initiate and/or adopt the following polices or programs:

- 1) Adopt a comprehensive Mobility Program for the Downtown area that integrates vehicular traffic, transit service, pedestrian amenities, and parking management policies that are supportive of the DSP goal to create a multi-modal and pedestrian oriented district. The Mobility Program shall, at a minimum, include:
 - a) A program for adjusting the local and regional transit services to meet the street typology outlined in the DSP;
 - b) A parking management program to maximize the efficiency of Downtown public parking amenities;
 - c) A capacity enhancement and freeway access improvement program for Glendale Avenue, Colorado Street, and Central Avenue, as depicted in the Appendix to this Specific Plan; and

- d) A funding and implementation schedule, and appropriate environmental review under the California Environmental Quality Act, for all Mobility Program components. Subject to appropriate environmental review under the California Environmental Quality Act, a plan to implement the street capacity enhancement improvements not requiring the acquisition of rights-of-way identified in the "Mobility Study - Freeway Access and Capacity Enhancements" report submitted to the City Council on October 3, 2006, as more particularly depicted in Appendix A, shall be completed and submitted to the City Council no later than July 1, 2007, and shall target the complete of said improvements for no later than December 31, 2010.
- 2) Support and promote programs and projects that enhance Downtown's access via regional transit (ie: Rapid Bus, Busways, Light Rail)
- 3) Create a downtown streetscape plan, consistent with the Mobility Program, to guide improvements such as enhanced lighting, street landscaping, crosswalks and signage.
- 4) Build upon existing directional signage to create an integrated way-finding system that addresses pedestrian and vehicular orientation to particular locations within the Downtown, as well as to/from the Downtown.
- 5) Establish a specialized funding mechanism (such as a Downtown Improvement District) to implement a streetscape and signage plan.
- 6) Develop a Master Plan for the Central Park block to coordinate private and public development.
- 7) Develop a Master Plan for the "Perkins Plaza" or Civic Center to maximize public usage of this public open space resource.
- 8) Establish a funding mechanism (such as impact fees or Downtown Improvement District) to build new open space within the DSP area, and/or within walking distance of the DSP area.
- 9) Establish a new program, or expand an existing program (such as facade grants), to assist DSP area property owners in refurbishing privately owned but publicly accessible open space such that it can have greater public usage and benefit.
- 10) Continue existing programs (i.e., Glendale Urban Design Awards) that recognize design excellence in the Downtown.
- 11) Establish a program and funding mechanism to implement public artwork throughout the Downtown, including opportunities such as artist-designed utility infrastructure (manhole covers, electrical box covers, streetlight boxes, etc).
- 12) Establish a fee to fund utility improvements required by the cumulative impacts of growth in the DSP area.
- 13) Streamline the permit and design review processes for projects in the DSP area.
- 14) Designate an "Arts District" within the DSP area, with economic and/or planning incentives to encourage arts-related uses to locate in that District.
- 15) Establish a procedure for evaluating projects utilizing the Sustainable Design incentive.
- 16) Prepare a report and an ordinance proposing the transfer of review authority and responsibilities currently held by the Zoning Administrator and Board of Zoning Appeals, including but not limited to variances and conditional use permits, from such review authorities to City Council or the Redevelopment Agency.
- 17) Prepare implementation strategy for police fire, library services for the new residents contemplated by this Plan.

CREDITS

DOWNTOWN SPECIFIC PLAN ADVISORY GROUP

The DSP Advisory Group was convened by Planning and Development Services staff on March 27, 2006 and met an additional eight times during the drafting of the Plan. Comprised of a cross section of downtown interests (Business Owners/Representatives, Brokers/Developers/Architects, Current and Past Commissioners, and Neighborhood & Historic Associations), the Advisory Group participated in a series of staff-led workshops to “fine-tune” the DSP proposals and framework through advice, comment and criticism.

DOWNTOWN SPECIFIC PLAN ADVISORY GROUP MEMBERS

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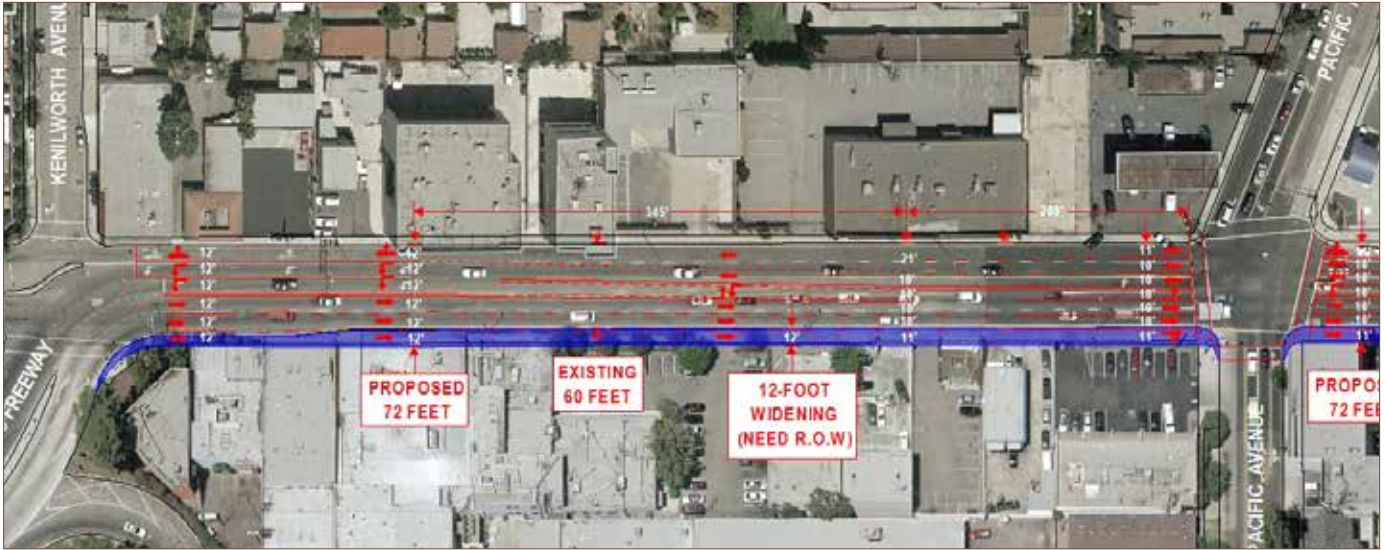
Keyser Marston Associates
Economics

APPENDIX



PROPOSED CAPACITY ENHANCEMENTS - As presented to City Council during a study session on October 3, 2006.

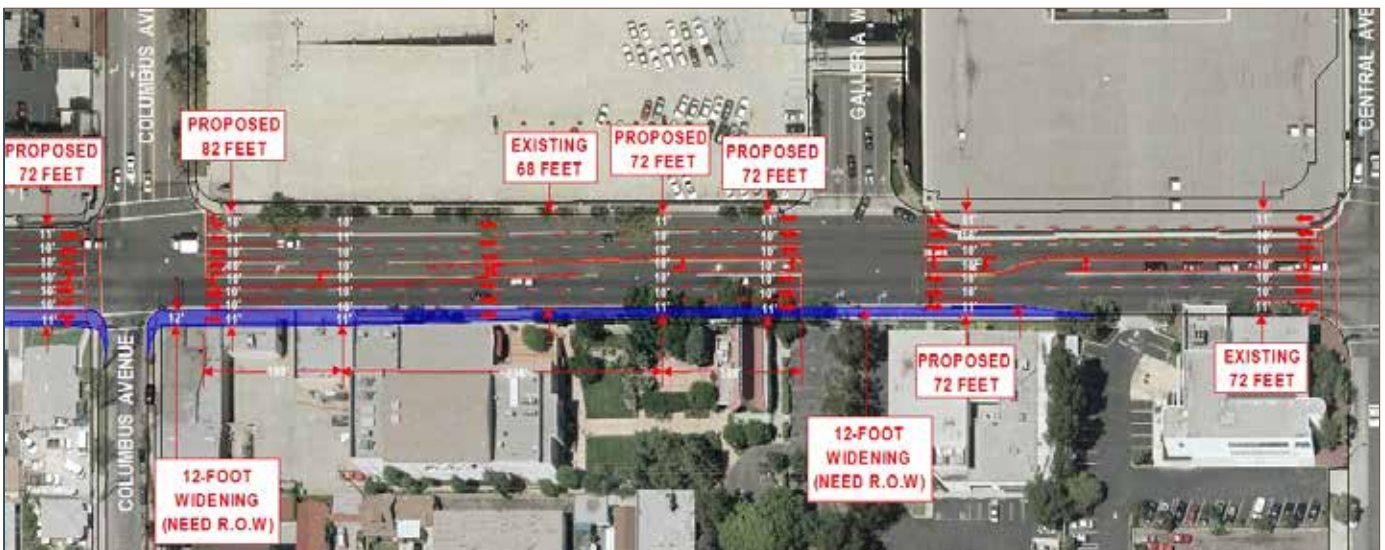
COLORADO STREET



ABOVE: West Colorado Street from Kenilworth Avenue to Pacific Avenue



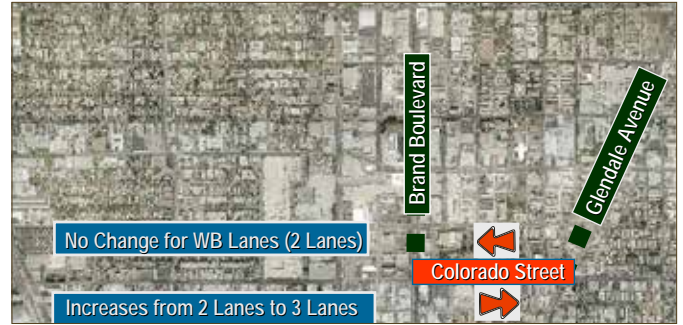
ABOVE: West Colorado Street from Pacific Avenue to Columbus Avenue



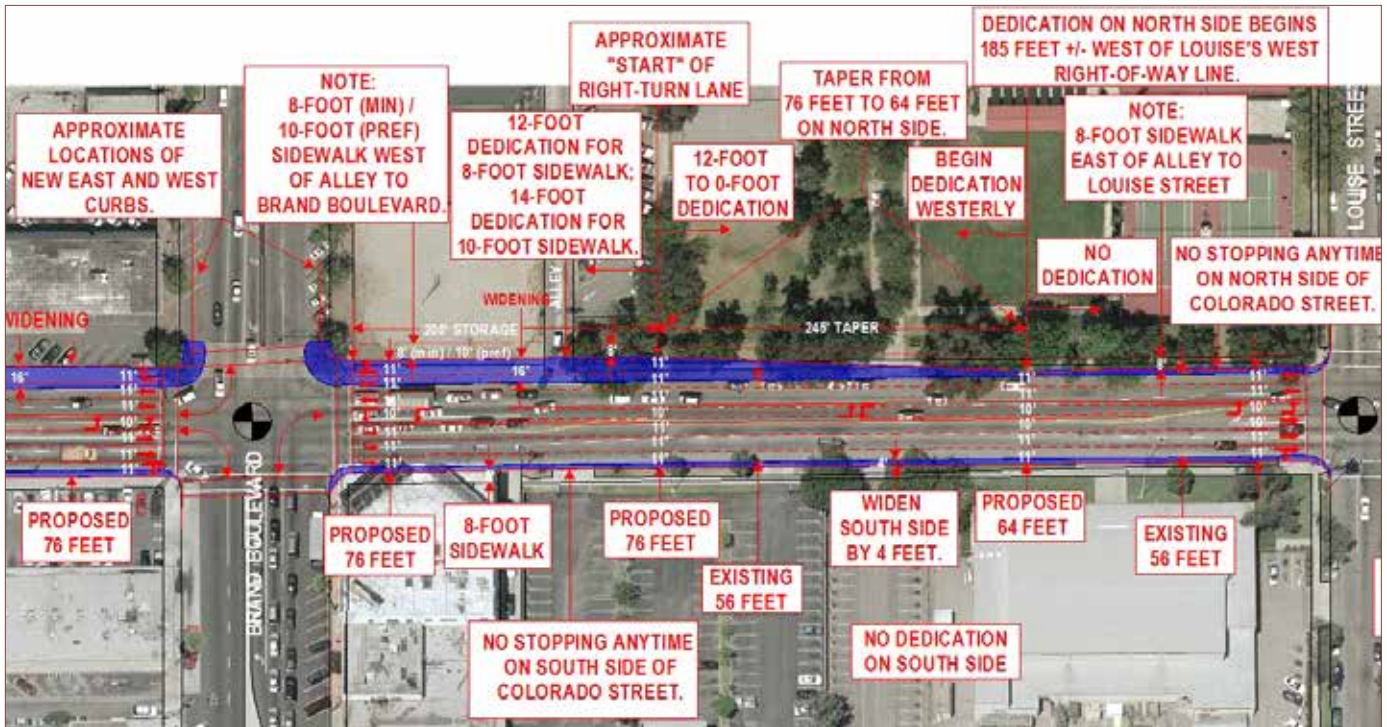
ABOVE: West Colorado Street from Columbus Avenue to Central Avenue



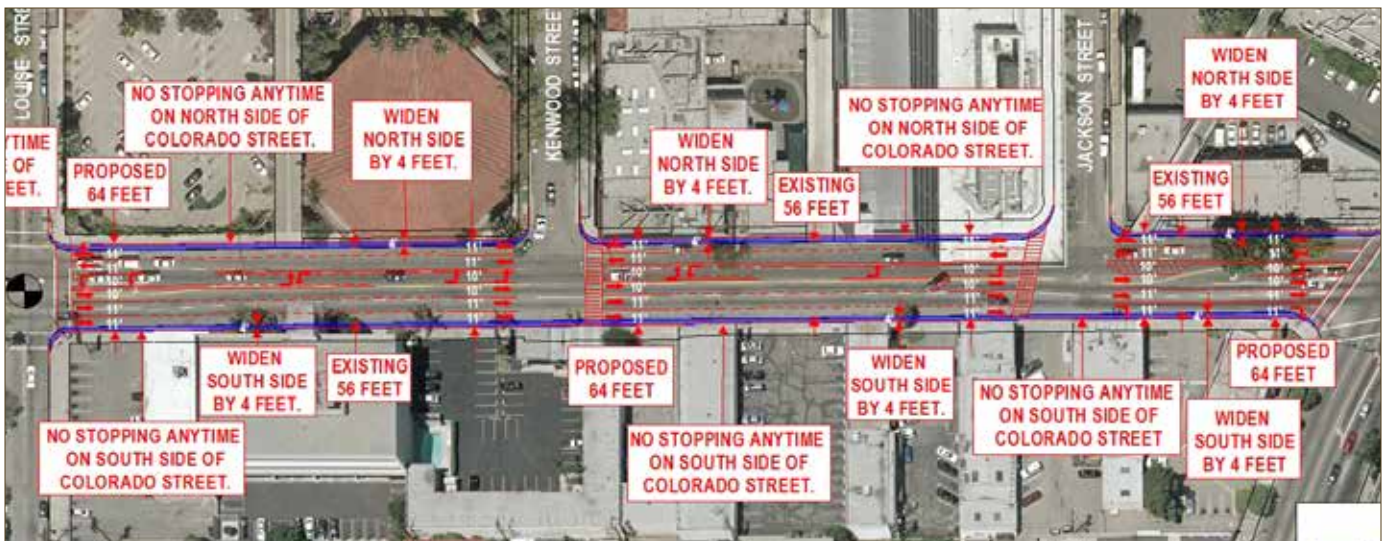
ABOVE: West Colorado Street



ABOVE: East Colorado Street

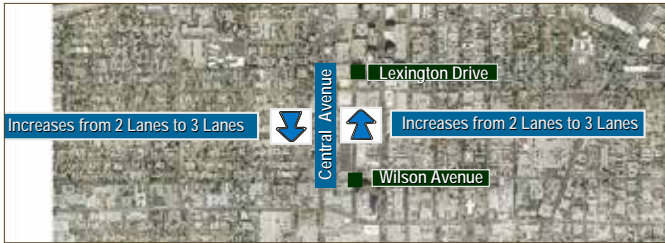
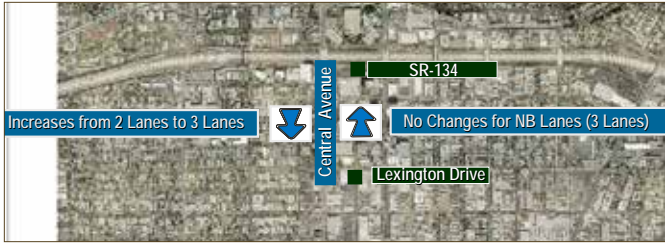


ABOVE: East Colorado Street from Brand Boulevard to Louise Street



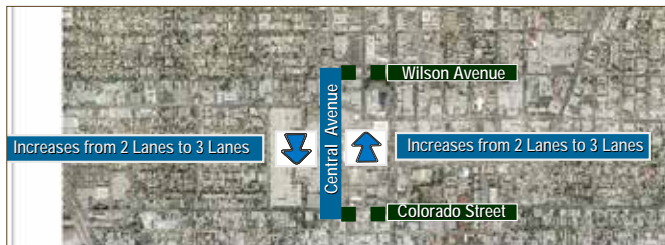
ABOVE: East Colorado Street from Louise Street to Glendale Avenue

CENTRAL AVENUE

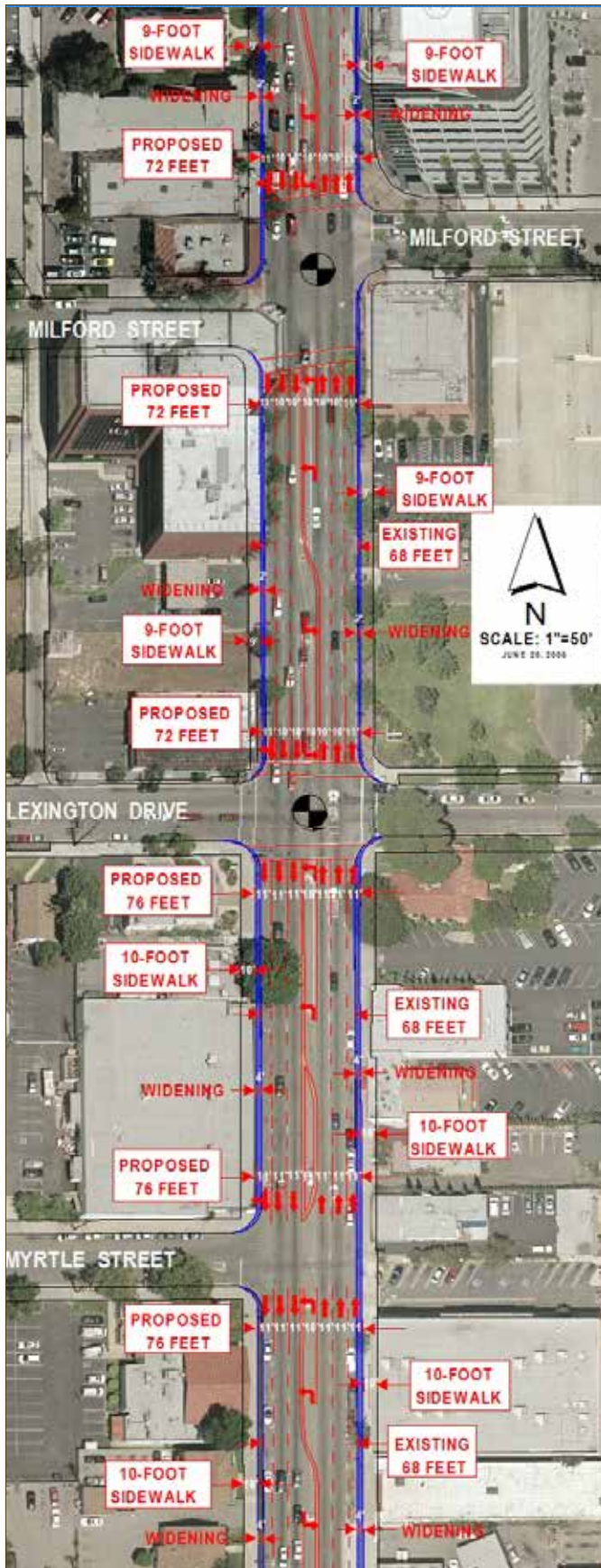


ABOVE: Additional Street Improvements

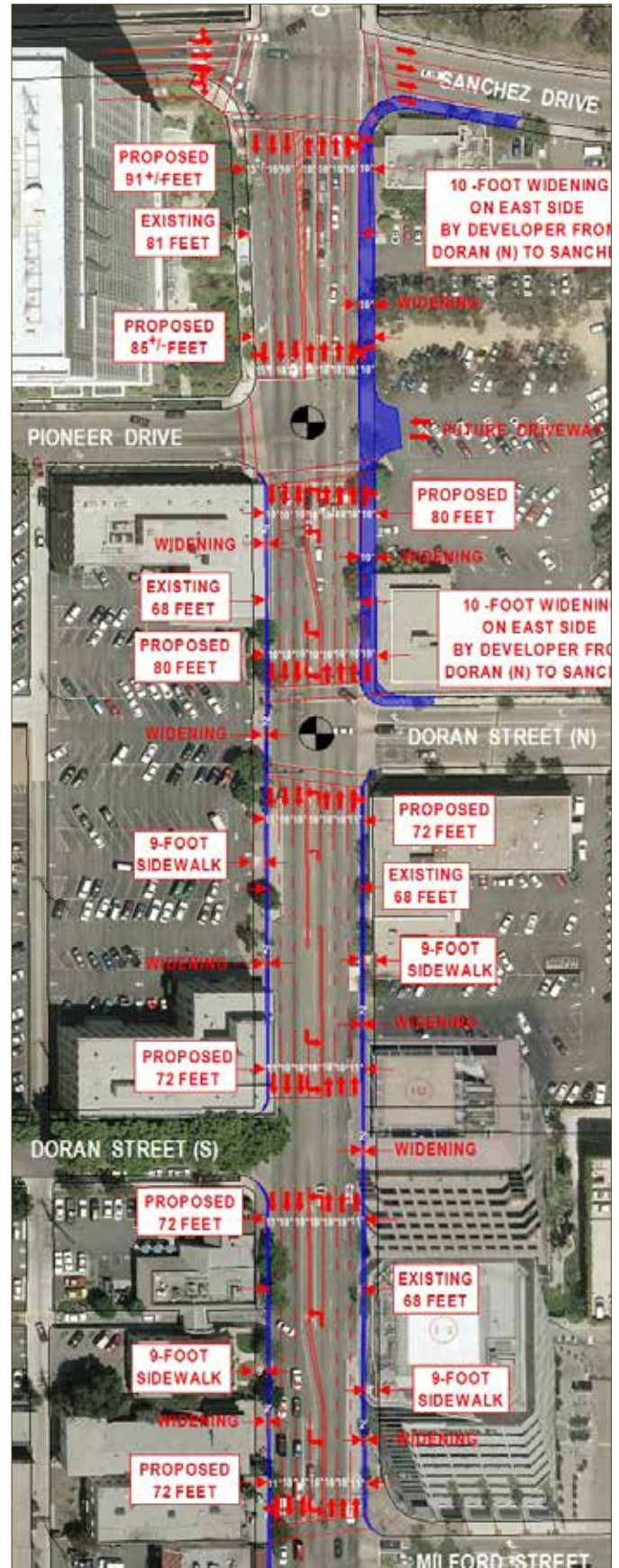
BELOW: Street Improvements Required by Americana at Brand



ABOVE: Central Avenue from Wilson Avenue to Myrtle Street

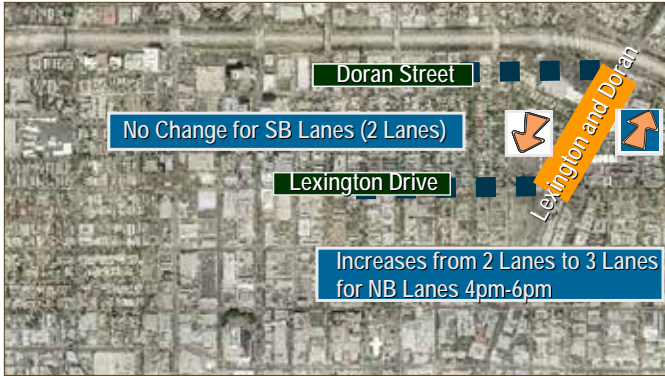


ABOVE: Central Avenue from Myrtle Street to Milford Street



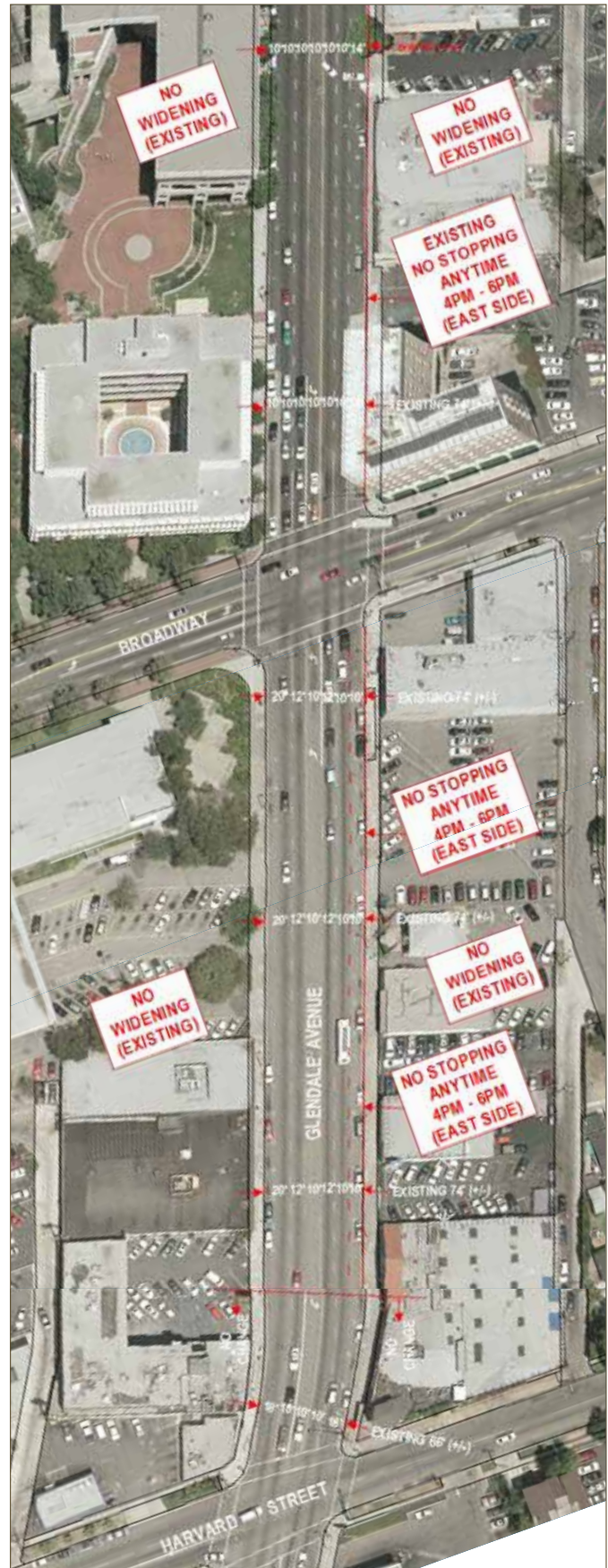
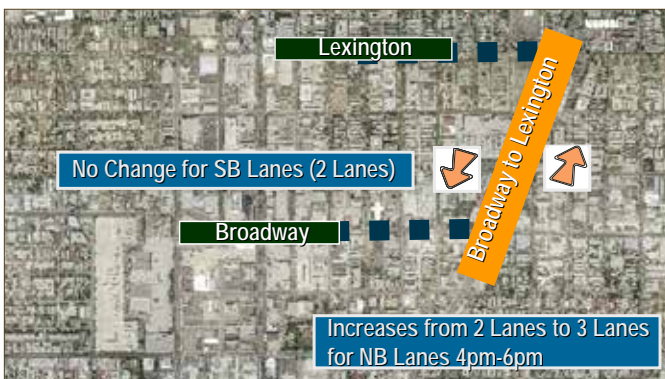
ABOVE: Central Avenue from Milford Street to Sanchez Drive / 134

GLENDALE AVENUE



ABOVE: Glendale Avenue from Lexington to Doran / 134

BELOW: Glendale Avenue from Broadway to Lexington

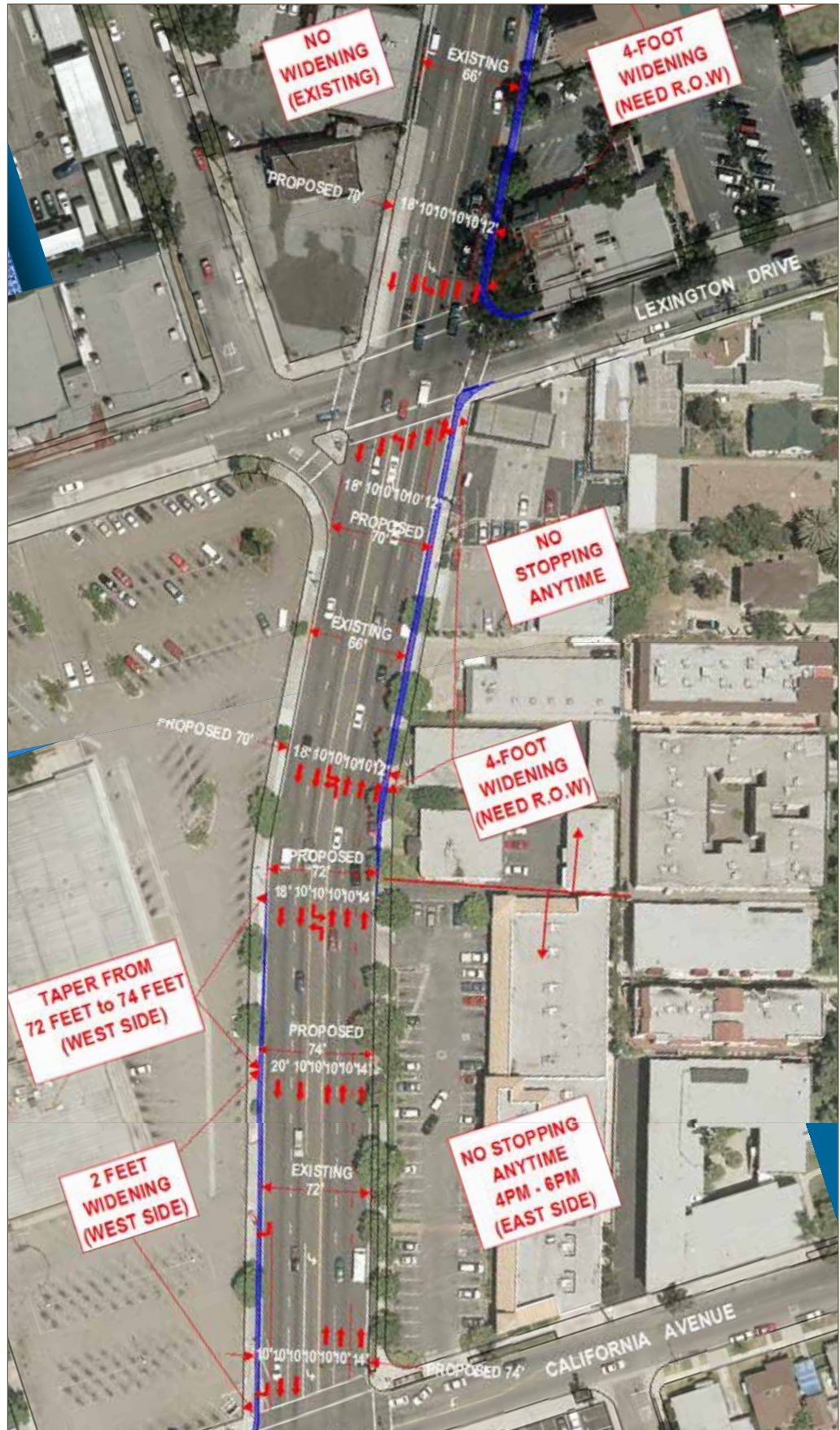


ABOVE: Glendale Avenue from Harvard Street to Civic Center

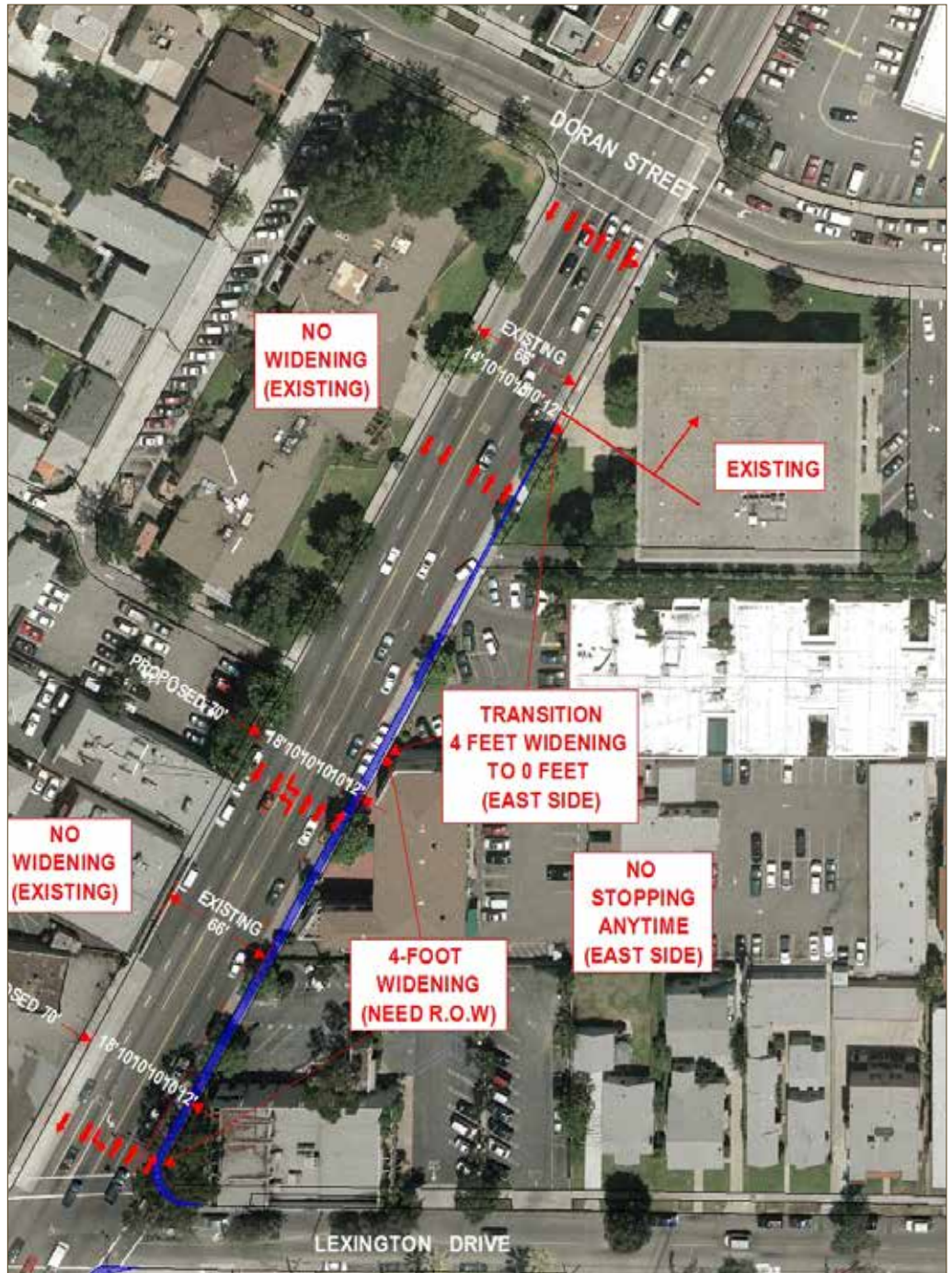


ABOVE: Glendale Avenue from Civic Center to California Avenue

GLENDALE AVENUE

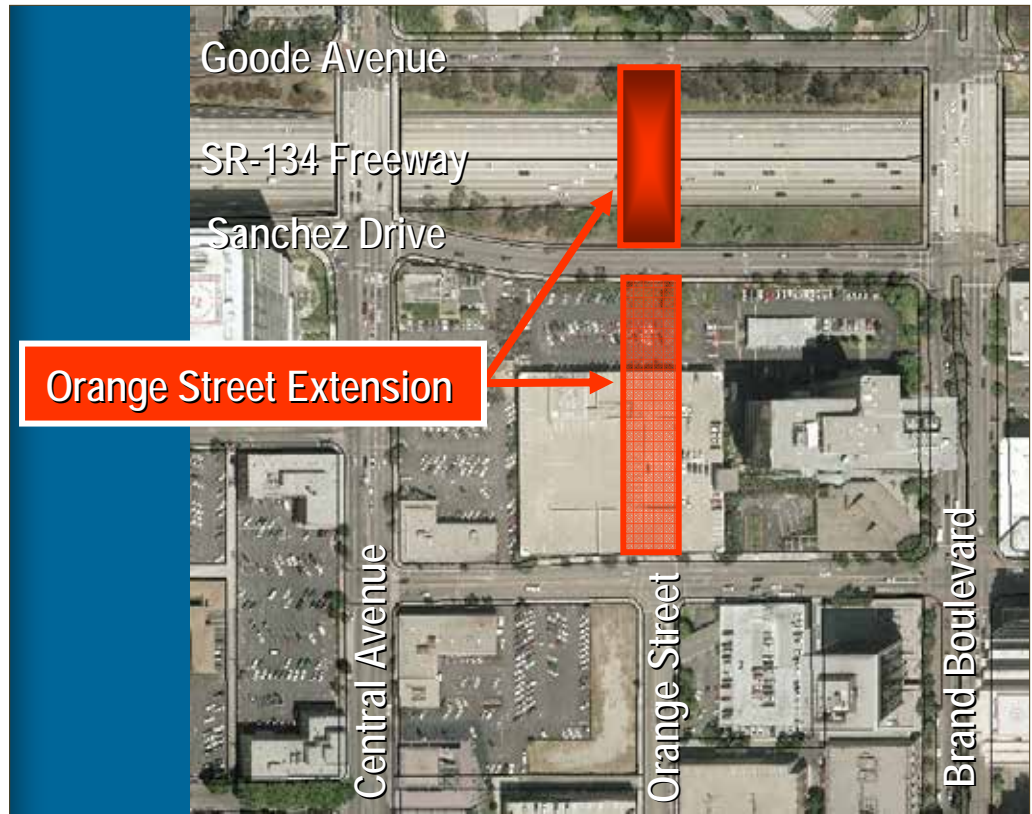


ABOVE: Glendale Avenue from California Avenue to Lexington Drive

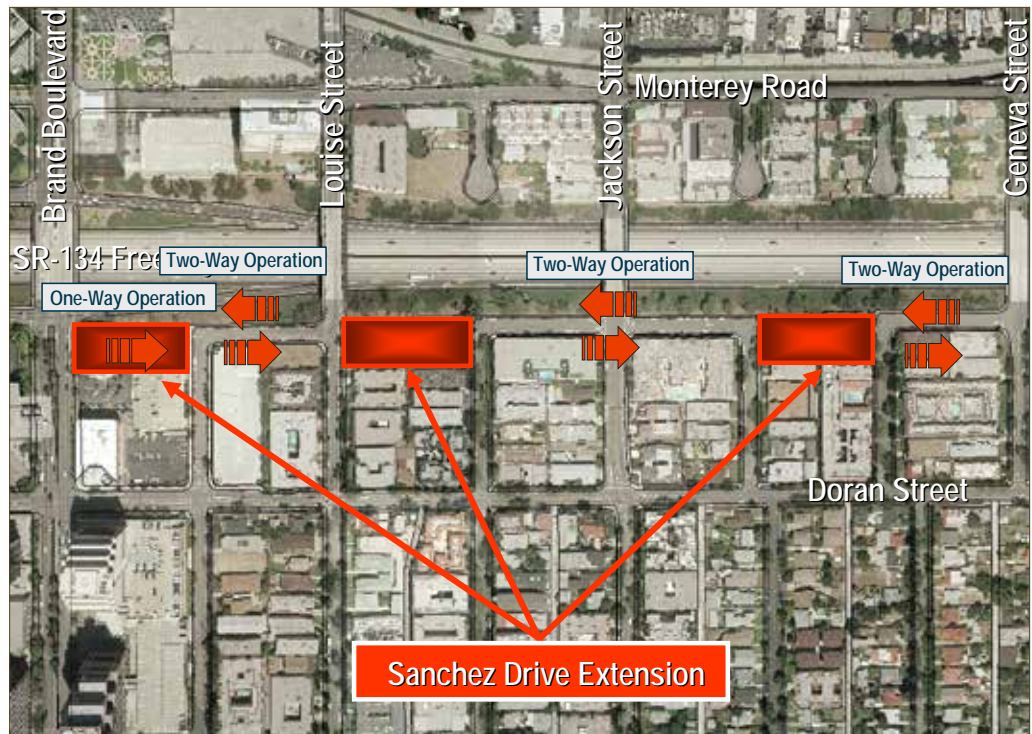


ABOVE: Glendale Avenue from Lexington Drive to Doran Street

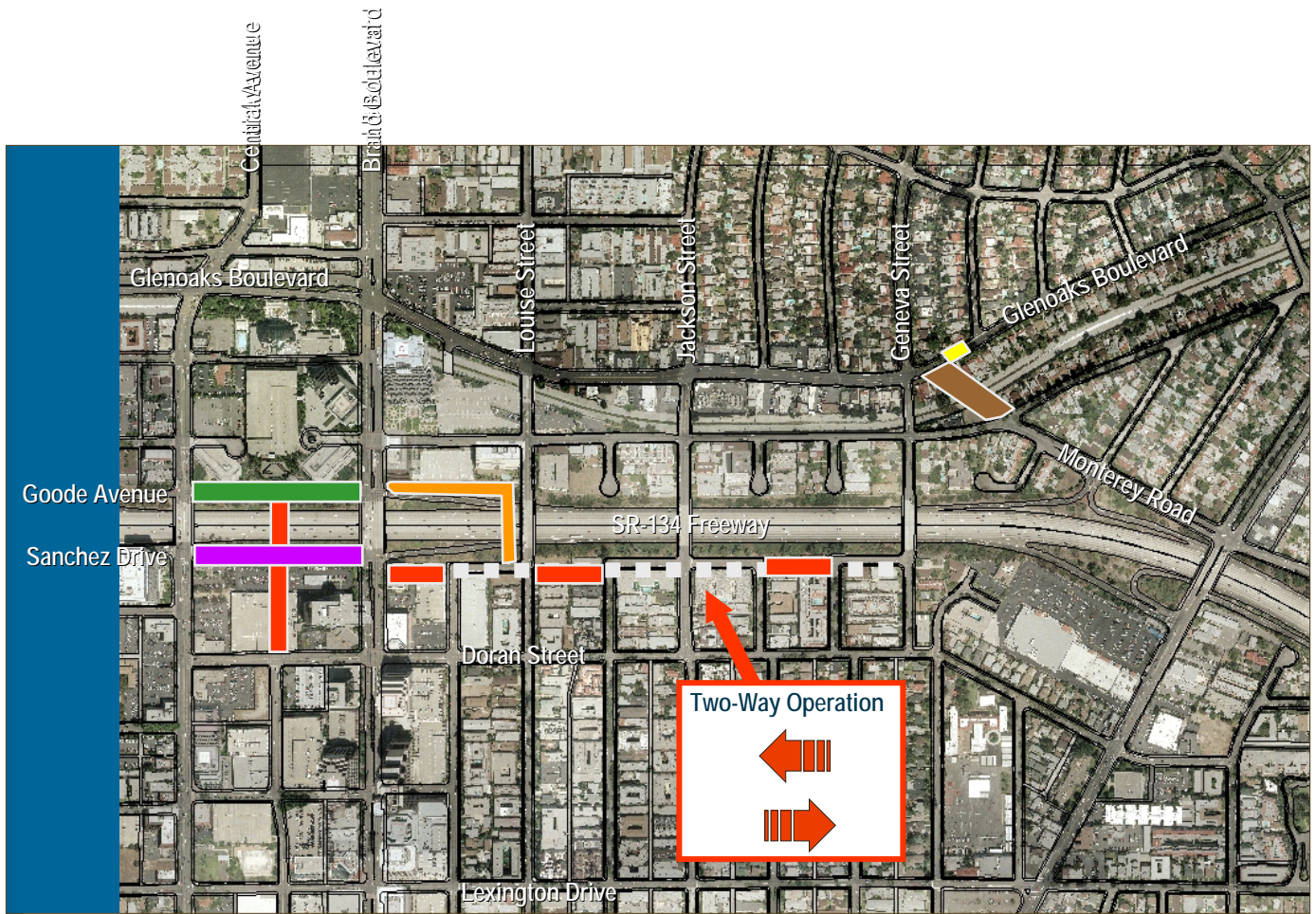
134 FREEWAY FRONTAGE ROADS



ABOVE: Orange Street Extension to Goode Avenue



ABOVE: Sanchez Drive Extension (Two-way) to Geneva Street



ABOVE: Cumulative with Sanchez Drive Two-Way to Geneva Street

ADVANTAGES AND DISADVANTAGES OF ONE-WAY STREET OPERATIONS

Advantages

- Increase in capacity
- Reduction in conflicting traffic movements
- Increased safety
- Enhanced timing of traffic signals
- Possibility attract / divert traffic from parallel two-way streets
- Maximize on-street parking
- Increased average travel speed on arterial streets
- Improved traffic operation
- Positive impact on most businesses