


## Glendale's Creative Corridor Incentive Program for Businesses

 A new incentive program to attract businesses to Glendale's Creative Corridor has been approved by the Redevelopment Agency. The Corridor, a 750-acre San Fernando Road Redevelopment Project area, is home to Disney, DreamWorks, KABC-7, Cinetech, Express Video and many others. The City is revitalizing the area with clean, attractive businesses--having identified that strengthening this cluster of creative industries should improve long-term economic stability. The program provides incentives to businesses representing creative industries such as entertainment, media and architectural design. A variety of City services are offered to help creative businesses move into the project area, including matching grants up to \$250,000 for building infrastructure improvements.

### Creative Corridor Incentive Package:

- No business receipts tax
- Fire pre-inspection
- Plan check priority
- Matching grants for façade improvements, fire sprinkler installation, maintenance or retrofit, or other structural building enhancements up to \$40,000
- Flexible zoning including Live/Work
- Entitlement concierge service
- GWP medium to large business energy conservation incentives up to \$100,000
- Special incentives for qualifying businesses including matching grants for building infrastructure improvement up to \$250,000

Qualifying creative industries for special incentives:

- Represent a widely-known brand within their industries
- Will occupy a chronically under-utilized and/or chronically vacant space
- Will upgrade the exterior from the prior use
- Will add jobs at journey level or above
- Will upgrade operations to the highest levels of energy efficiency
- Can delineate a five-year plan for business growth

For more information, contact the Community Development Department – Economic Development at (818) 548-3155.

## Need Summer Help? Make a difference by mentoring youth through the Glendale Youth Alliance!



The Glendale Youth Alliance (GYA) has undertaken its Summer Youth Employment Training Program. Beginning in July, the GYA will have qualified youth ages 16 to 21 available for employment or volunteer opportunities. This allows you to give back to the community while gaining some much needed assistance at your place of work.

Participants have a variety of skills and need to complete 100-160 hours of work experience during the summer. They can be placed in either local profit or non-profit organizations. The organizations where they are placed are to provide supervision and any on-site training. For more information, contact **Ida Babayan at (818) 548-2791**.

## Creating "California-friendly" Gardens



Glendale Water & Power is sponsoring Saturday morning classes that will teach students how to create beautiful water-wise gardens. Even though rain drenched the City this past winter and the snowpack in the mountains is deep, history has shown that even water-heavy years are often followed by several dry years. In Southern California, the wise use of water is a way of life and more and more homeowners are converting their water-guzzling landscapes into low-water use gardens.

The following classes are free to residents of Glendale and Pasadena and customers of the Crescenta Valley Water District. In them, you will learn:

- How to prepare your garden to stay green and living during dry years
- Step by step tips on how to plan and grow a water-wise garden
- How to design/redesign your landscape for water-use reduction
- How to reduce your turf area and what you can use to replace a lawn
- Information on California-friendly low-water use plants

You will also take home a free kit of water-saving devices! Space is limited. To reserve a spot for the May or June classes call (818) 548-3280 or email [jgaines@ci.glendale.ca.us](mailto:jgaines@ci.glendale.ca.us). Dates, locations

and times will be provided upon registration.

## Glendale's "Clean Streets" Effort

Glendale's Motor Sweeper Operators see that streets in the City are swept bi-weekly—nearly 40,000 miles traveled by each sweeper annually. Cleaner streets are only one reason for this effort. Without it, leaves, trash and other debris left in streets and gutters would decay and even harbor pests. This debris build-up would eventually enter and clog the City's storm drain system, resulting in costly blockage. Street sweeping is one of the most cost-effective ways cities can comply with regulatory guidelines, maintain permits for the discharge of storm water into local waterways, and avoid fines.

Residents can help keep Glendale streets clean by the following:

- Avoid piling, sweeping or blowing leaves or other debris or litter into the street, alley or gutter
- Keep the street in front of your home dry on street sweeping days—sweepers are more effective on dry streets
- Keep palm fronds or long branches out of the street, alley or gutter
- Never pour oil, antifreeze or other hazardous materials into the street, alley or gutter
- If the refuse collection day for your area is the day after scheduled street sweeping, do not place refuse containers out for collection before 3:00 pm on the sweeping day to avoid conflicts with the street sweepers

**Thanks for your cooperation!**

## Ride the Red Cars to Glendale

Historian Paul Ayers will present a free slideshow on the Glendale Pacific Electric line from its beginning to the last day of service: June 19, 1955. The program takes place Thursday, May 12 at 7:00 pm in the Central Library Auditorium. Featured are over 240 images including color photographs and current views of the route. The program is sponsored by the Glendale Historical Society and hosted by the Glendale Public Library. Seating is limited, so arrive early. Library visitors receive three hours of free parking at The Market Place parking garage, with validation from the Library's front desk.

Bring your ID to get a Glendale Library card featuring the last Red Car train! A limited number will be available at this event. For more information, contact Chuck Wike at (818) 548-2042.

## SAVE THESE DATES

**May 11 – Taste of Glendale:** This annual event in downtown Glendale benefits Glendale Healthy Kids. It runs from 5:30 – 8:30 pm on Brand Blvd. Stroll the streets enjoying food and beverages from over 25 local restaurants. More details and tickets are available by calling (818) 548-7931.

**May 14 – Fire Service Day:** Join the Fire Department at Station 21, 421 Oak Street for their annual Open House. Pancake breakfast, safety demos, vehicle extrications and

more. Pancakes served at 9:00 am; events begin at 10:00 am and run until 2:00 pm.

**May 19 – Bike to Work Day:** All of Los Angeles County will observe this date. Help the environment and your health by biking to work. Bicyclists in Glendale have two “pit stops” for refreshments and give-aways: City Hall and the Glendale Cyclery on Glenoaks. For more details, contact Colin Bogart at (818) 548-3309.

**May 21 - Great American Clean Up:** The 22nd Annual Great American Clean Up is seeking volunteers to help give a facelift to the City! Participants will help with weed abatement, litter collection and more. Visit [www.CleanUpGlendale.org](http://www.CleanUpGlendale.org) or contact Armine Jimenez at (818) 548-3927 to sign up!

**May 25 - Glendale Police Awards Luncheon:** Sponsored by the Glendale Police Foundation, this annual luncheon recognizes and honors the fine efforts of our Police Department who have made Glendale one of the safest cities for its size in the country. The event will be held at the Glendale Hilton Hotel. For sponsorship opportunities or tickets, contact Sherri Servillo at (818) 548-6452.

## REMINDER:

The City of Glendale has established a 24-hour “Quality of Life” hotline.

To report a burned-out streetlight, bulky items such as couches that have been discarded on the parkway, or other situations that may affect the City’s “Quality of Life,” call (818) 550-4400.

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As always, we want to hear your thoughts and ideas, so please let us know via [the City's website](#). You may also telephone Vicki Gardner at: (818) 548-4844 for suggestions and/or questions.

We encourage you to forward this email to friends, family, and neighbors to [subscribe to City Connection](#)