

DOWNTOWN DISTRICTS

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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

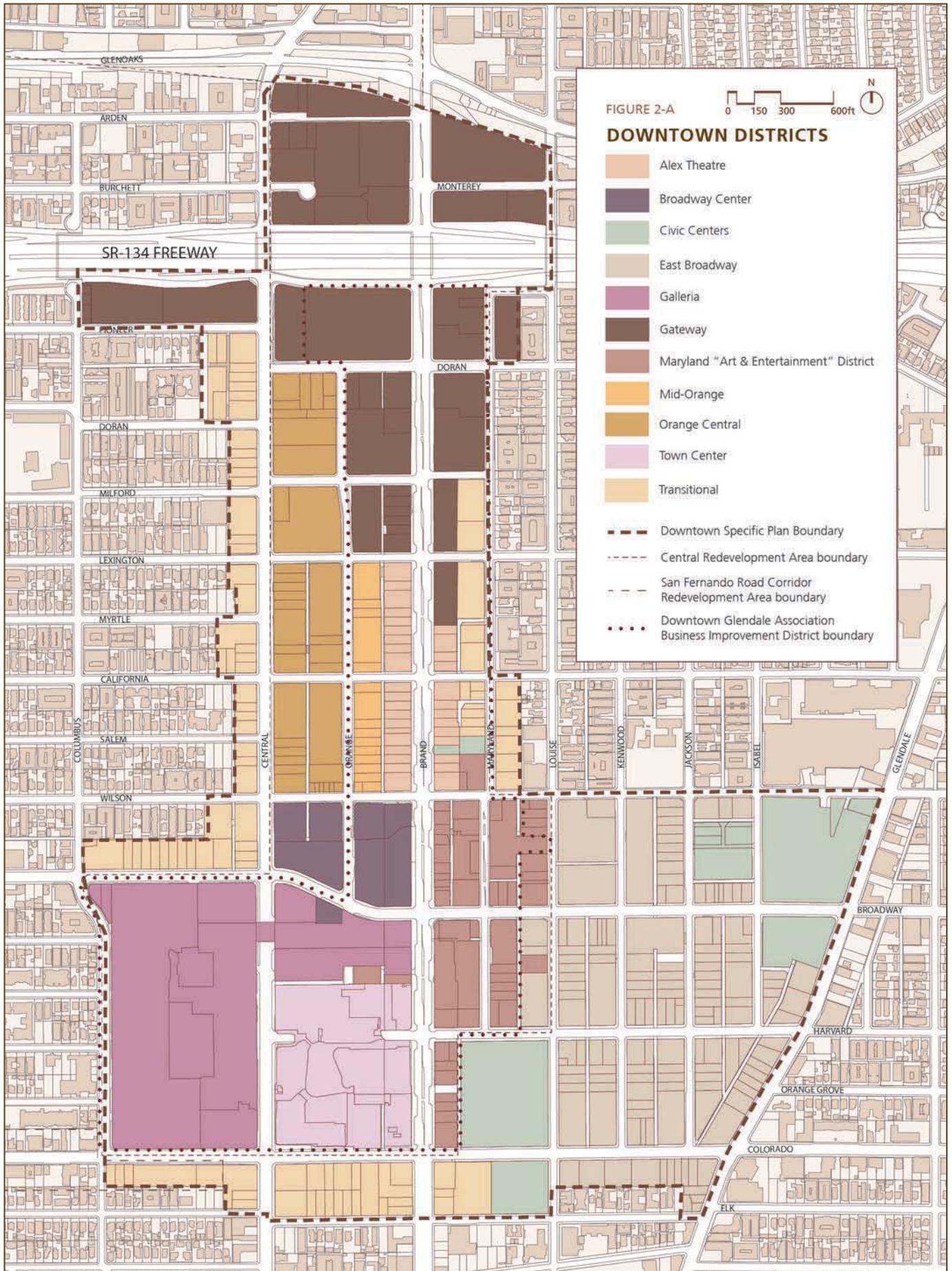
MID-ORANGE

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.

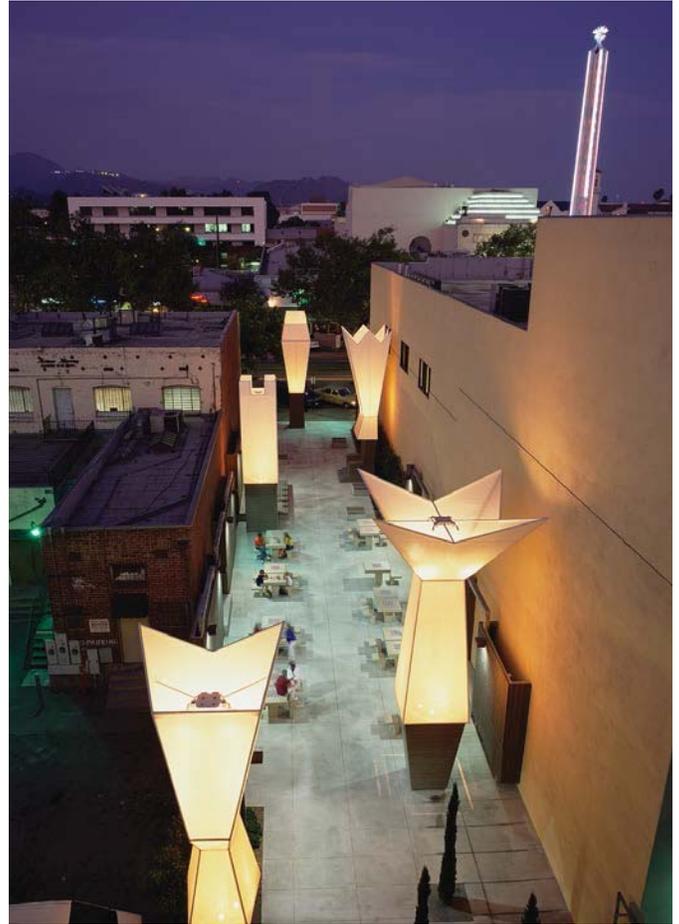


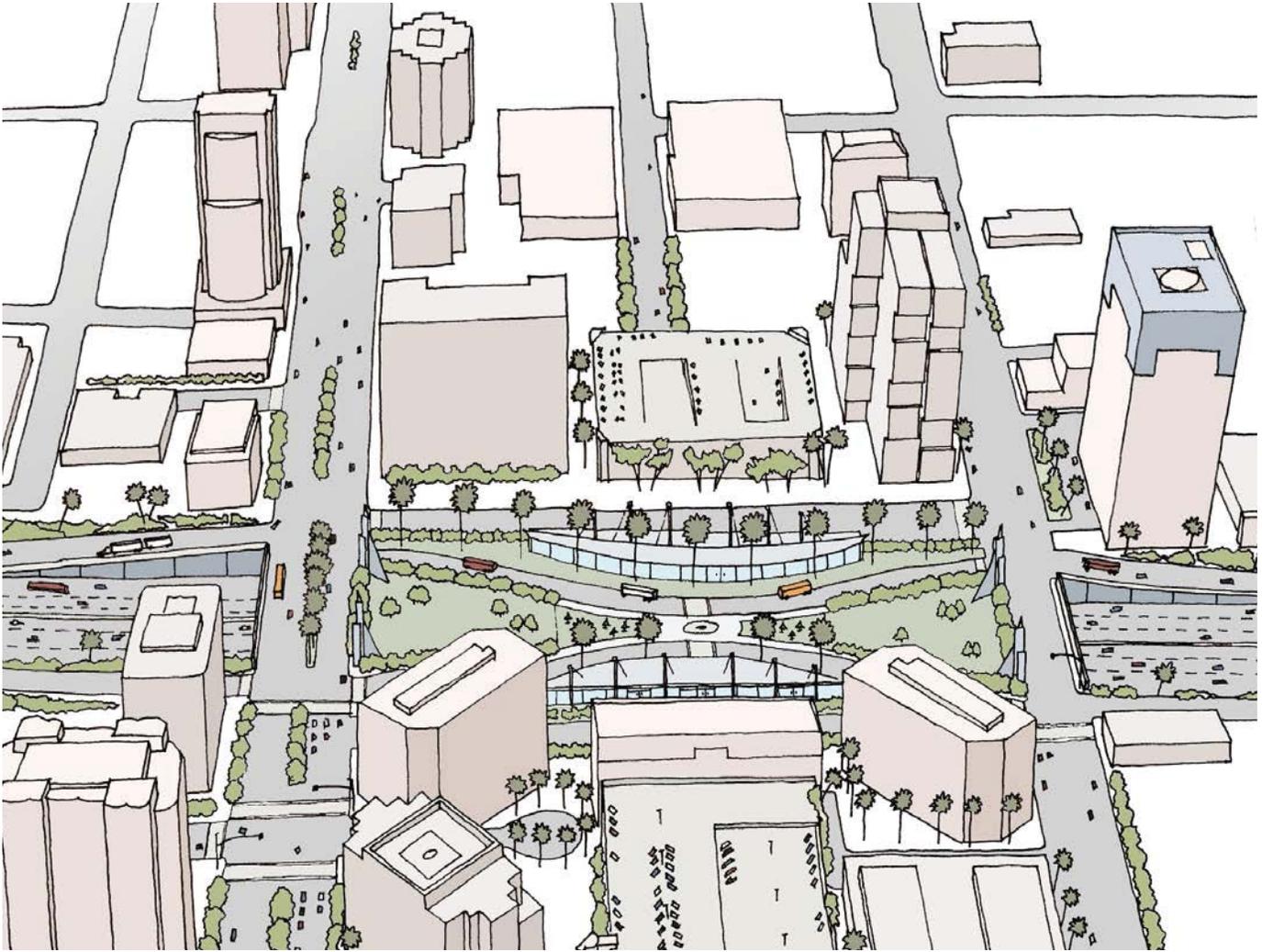
OPPOSITE: As the focus of the district, the Alex Theatre spire and forecourt are the dominant features. The rendering illustrates future development to the north and south of the Theatre, with courtyards that combine with the Alex Theatre court to create a rich pattern of outdoor spaces and passages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



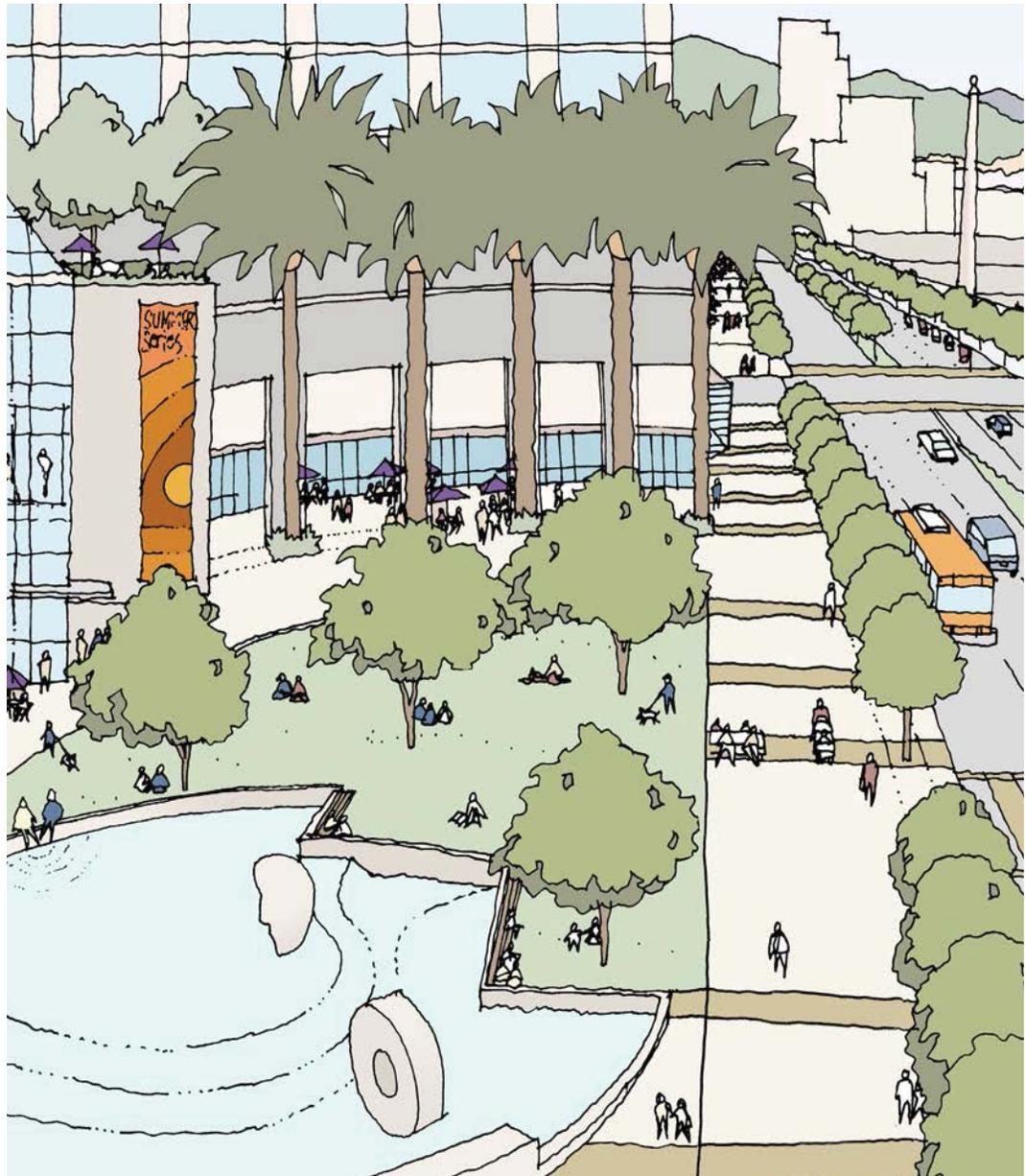
BELOW: 4 to 5-story mixed use buildings, such as these precedents in Santa Monica and Pasadena, are the expected development type along most of Central and Orange Avenues. These buildings include ground-floor retail with upper level residential and/or office uses.

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.

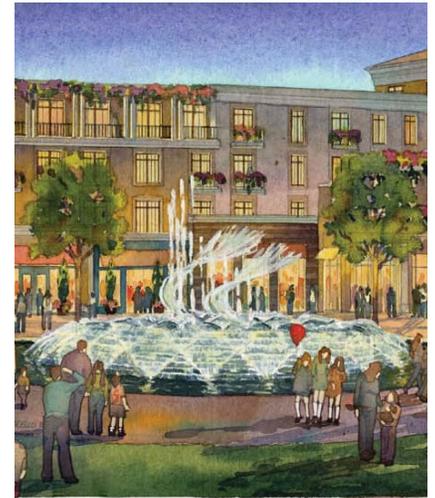
2.1.8 COLORADO TRANSITIONAL DISTRICT

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.



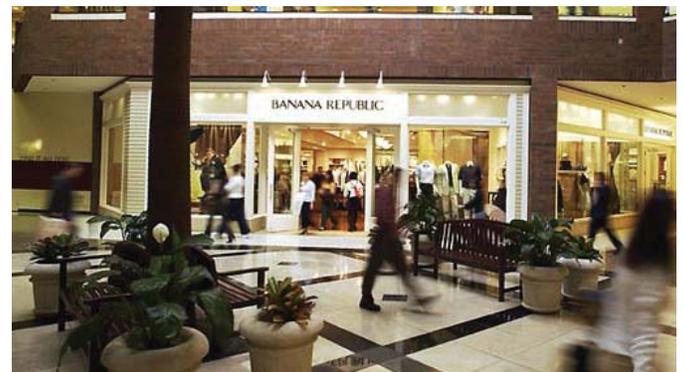


ABOVE: The Town Center will be the Downtown’s southern anchor of Brand Boulevard, with retail and entertainment venues plus residential condos and apartments, surrounding pedestrian-only outdoor promenades and open space.

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.

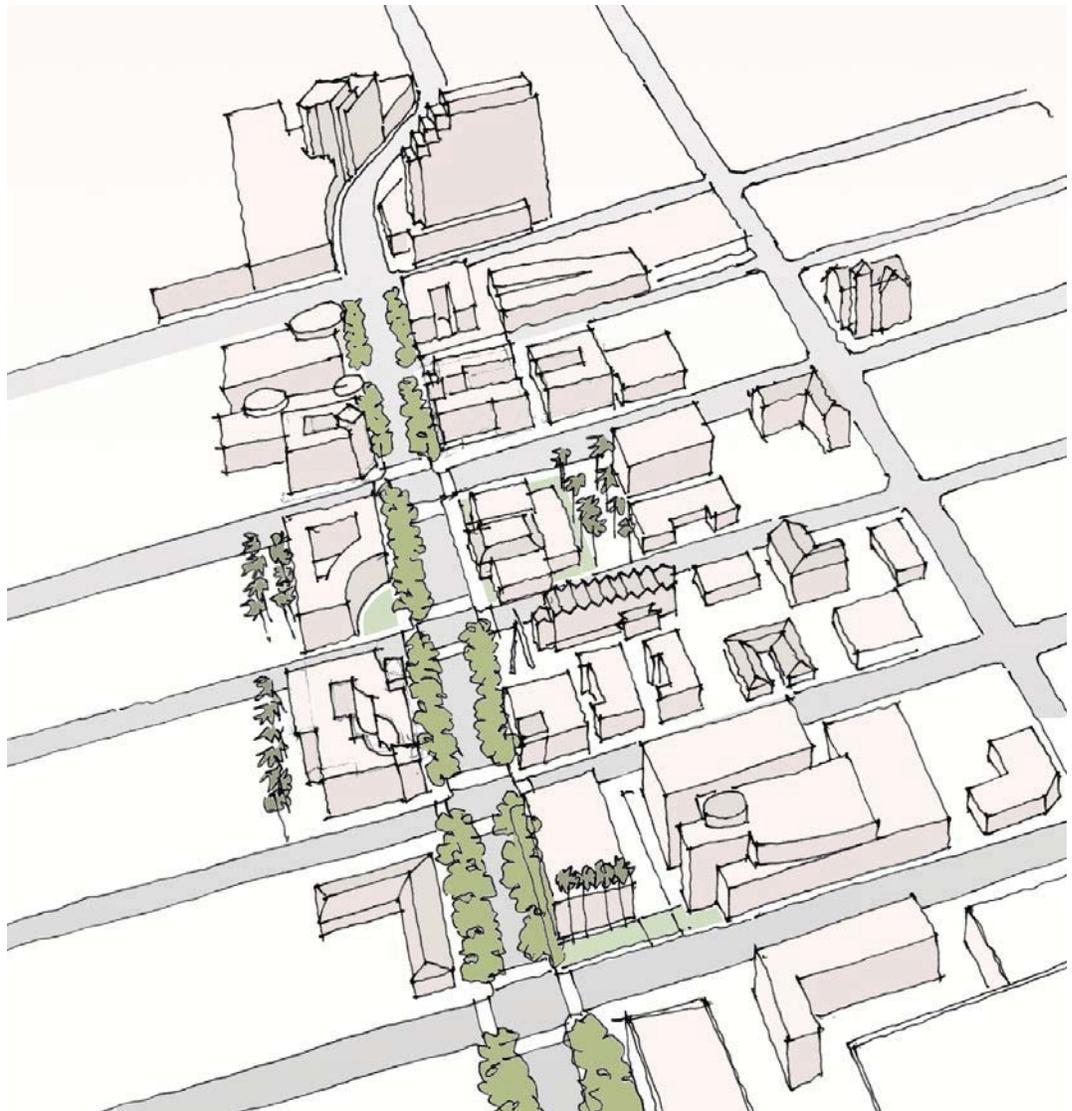


2.1.12 CIVIC CENTERS

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.

