

INTRODUCTION

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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.

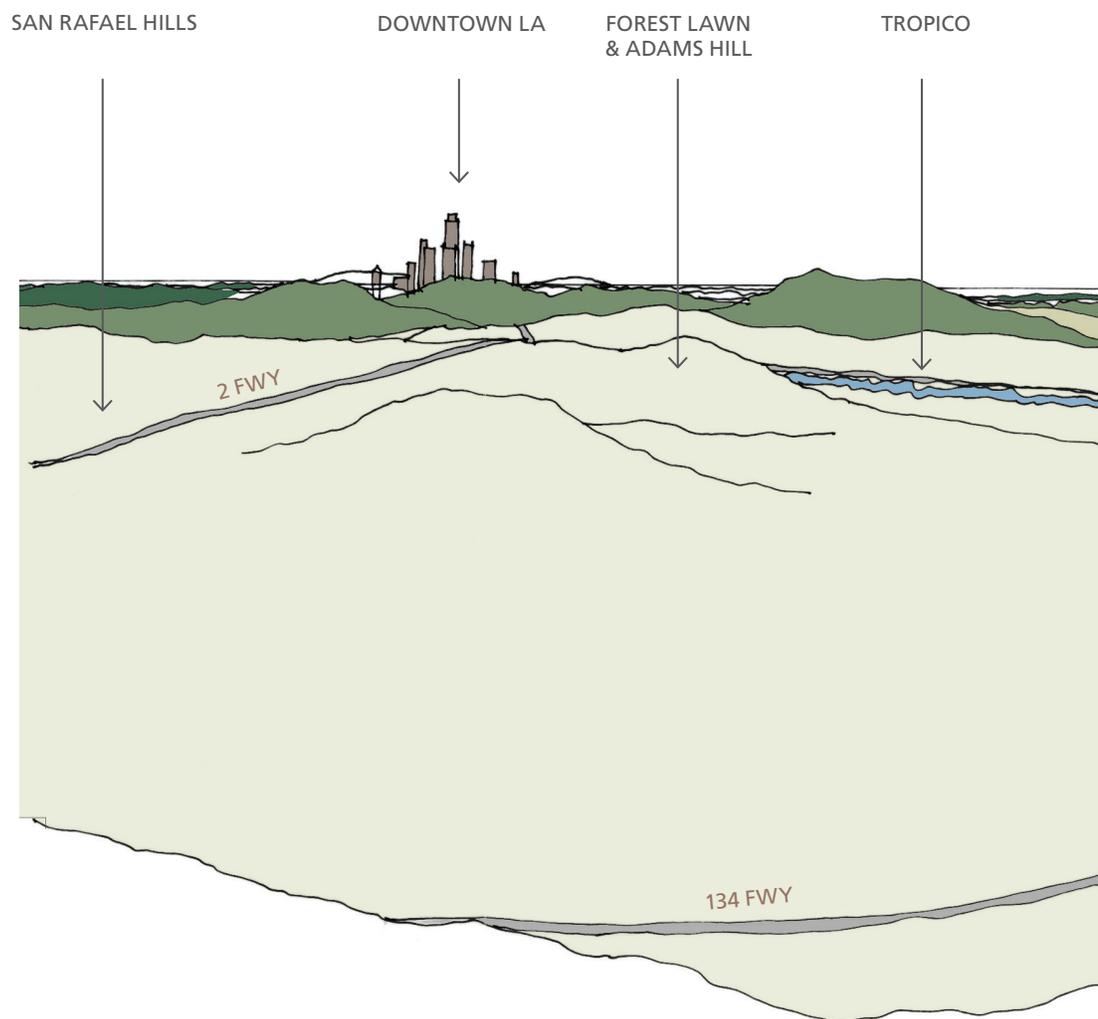


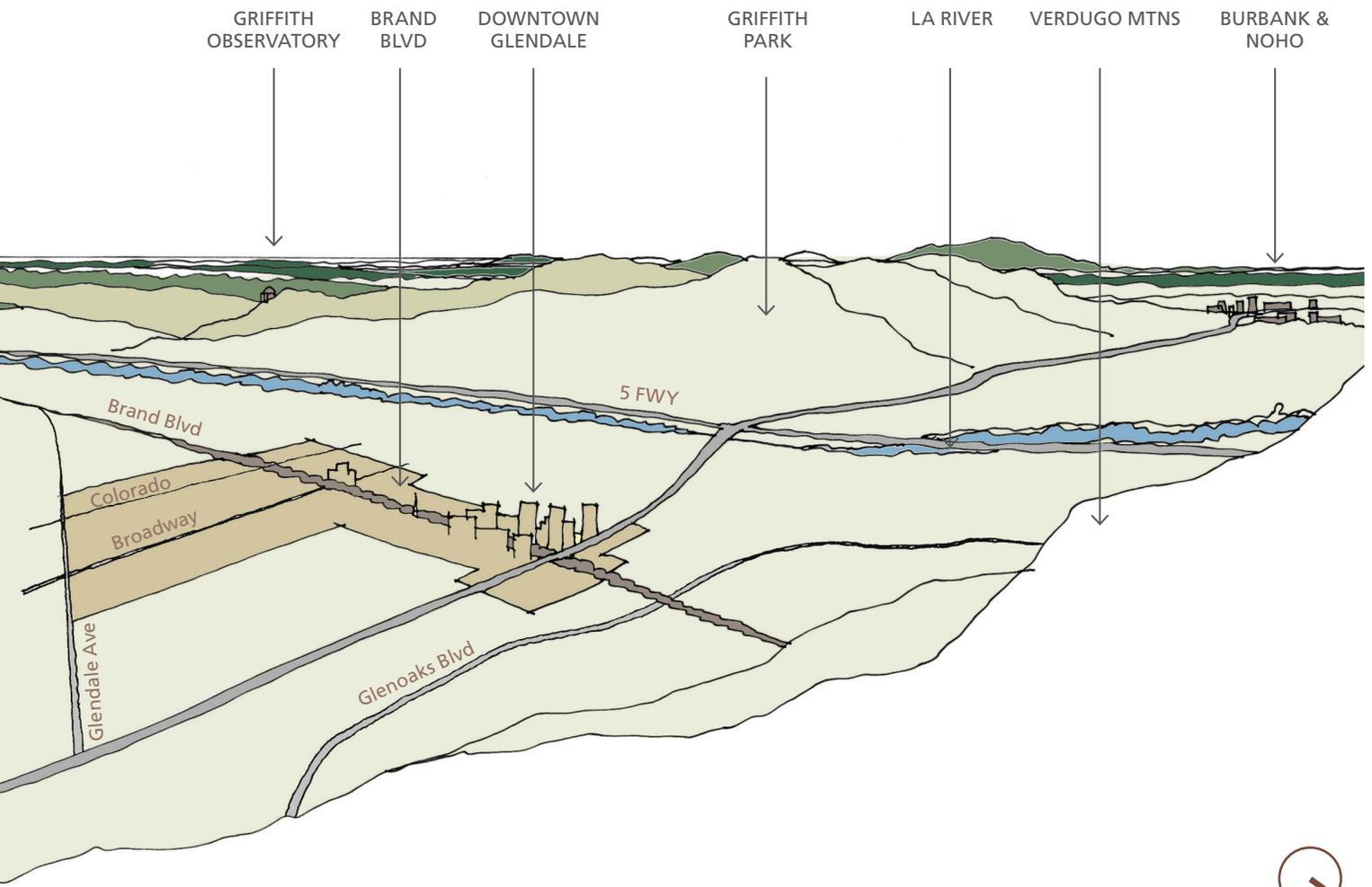
1.1.10 Concentrate growth in the downtown - a transit-rich entertainment, employment and cultural center - to relieve development pressures on existing residential neighborhoods.

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 Tropic 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.”
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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.

- 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 Tables in Chapter Four to determine the permitted height and setback requirements for the particular district.
HEIGHT _____ FAR _____
 - Review the Community Benefits Table in Chapter Seven and “Chapter Eight: Economic Development” to determine whether your proposed project is eligible for any development bonuses.
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Step 3: Review the Standards Text

The City of Glendale has developed a set of Policies and Standards, that apply to all downtown properties. As such, the Specific Plan Policies and Standards 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 are 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.
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- 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.
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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.

Step 6: Compliance with Approved Plans

All projects shall comply with the plans approved by the Design Review Authority. Any changes in the architectural plans, including changes to materials, details, fenestration, landscaping and open space are subject to review and approval by the Director of Community Development and Planning staff. When changes to projects approved by the City Council occur at project sites during the course of construction, the Director of Community Development has the authority for review and approval of only minor design changes. Other design changes shall be presented to the City Council for their consideration. Council may then approve or deny any changes.

