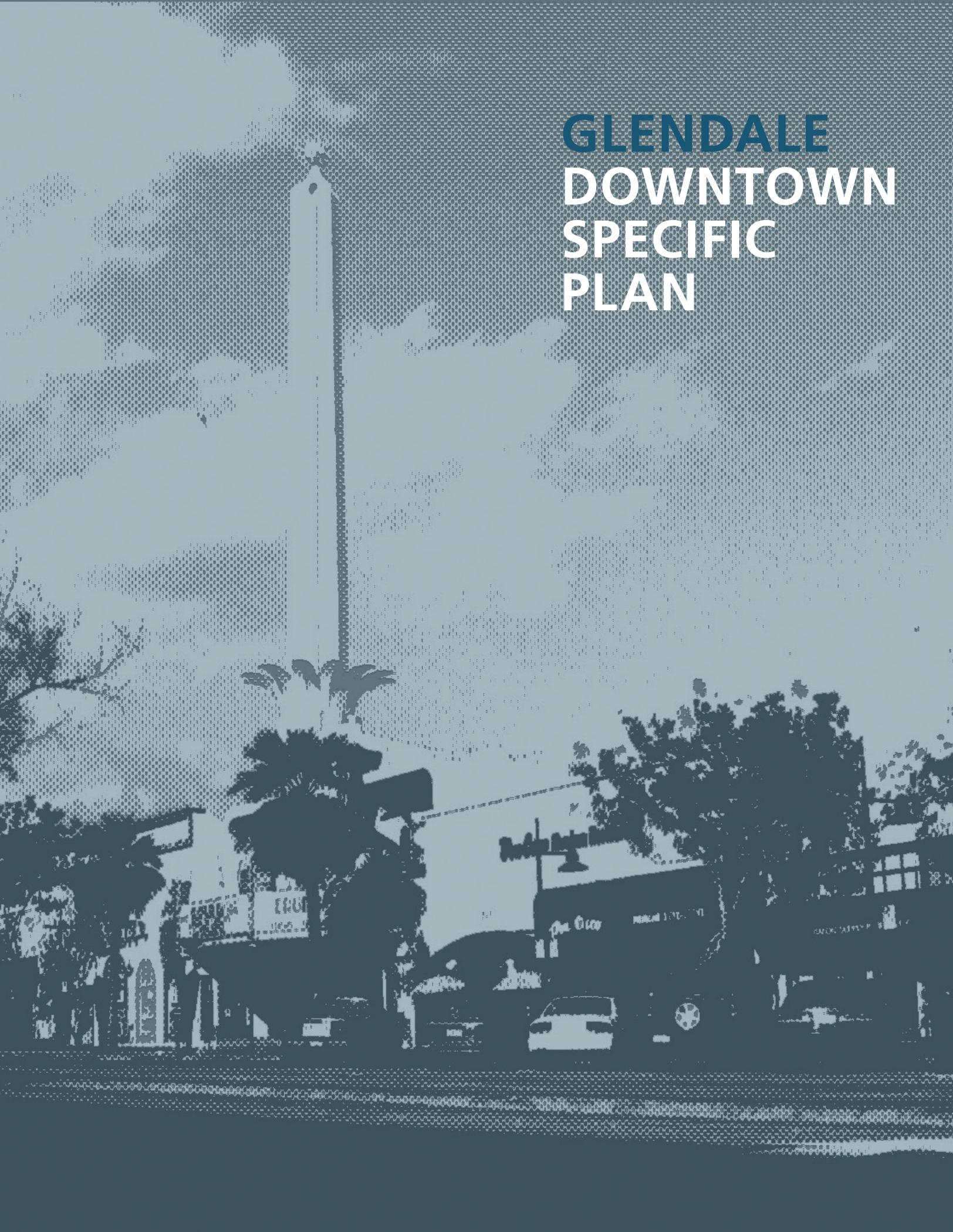


# GLENDALE DOWNTOWN SPECIFIC PLAN



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# CITY OF GLENDALE, CALIFORNIA



**2007**

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## DOWNTOWN SPECIFIC PLAN TIMELINE

|                   |  |
|-------------------|--|
| <b>03.01.2005</b> | 1st Draft Specific Plan printed                        |
| <b>01.11.2006</b> | Scoping Meeting for Environmental Impact Report        |
| <b>04.04.2006</b> | 2nd Draft Specific Plan printed                        |
| <b>08.17.2006</b> | Draft EIR review by Environmental Planning Board       |
| <b>08.18.2006</b> | Draft Environmental Impact Report printed              |
| <b>08.18.2006</b> | 3rd Draft Specific Plan printed                        |
| <b>08.28.2006</b> | Draft DSP and Draft EIR presented to below Commissions |
| <b>09.06.2006</b> | Public review by Parks & Recreation Commission         |
| <b>09.20.2006</b> | Public hearing by Planning Commission                  |
| <b>09.25.2006</b> | Public review by Historic Preservation Commission      |
| <b>09.25.2006</b> | Public review by Transportation and Parking Commission |
| <b>09.28.2006</b> | Public review by Arts & Culture Commission             |
| <b>10.02.2006</b> | Close of 45-day EIR review period                      |
| <b>10.20.2006</b> | 4th Draft Specific Plan printed                        |
| <b>10.26.2006</b> | Final EIR review by Environmental Planning Board       |
| <b>10.27.2006</b> | Final Environmental Impact Report printed              |
| <b>10.30.2006</b> | Public hearing by Planning Commission                  |
| <b>10.31.2006</b> | Public hearing by City Council / Certification of EIR  |
| <b>11.03.2006</b> | 5th Draft Specific Plan printed                        |
| <b>11.07.2006</b> | Adopted by City Council (Resolution 06-253)            |
| <b>03.24.2009</b> | Amended by City Council (Resolution 09-37)             |
| <b>04.13.2010</b> | Amended by City Council (Ordinance 5293)               |
| <b>12.14.2010</b> | Amended by City Council (Ordinance 5720)               |
| <b>03.15.2011</b> | Amended by City Council (Ordinance 5726 and 5727)      |
| <b>06.07.2011</b> | Amended by City Council (Ordinance 5738)               |
| <b>08.16.2011</b> | Amended by City Council (Ordinance 5746)               |
| <b>07.24.2012</b> | Amended by City Council (Ordinance 5776 and 5777)      |
| <b>11.19.2013</b> | Amended by City Council (Ordinance 5815)               |
| <b>12.10.2013</b> | Amended by City Council (Ordinance 5819)               |
| <b>10.27.2015</b> | Amended by City Council (Ordinance 5865)               |
| <b>02.02.2016</b> | Amended by City Council (Ordinance 5869)               |
| <b>06.14.2016</b> | Amended by City Council (Ordinance 5881)               |
| <b>03.26.2019</b> | Amended by City Council (Ordinance 5923)               |



# 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.

# TABLE OF CONTENTS & EXECUTIVE SUMMARY

The Downtown Specific Plan is an urban design oriented plan, which sets the physical standards 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.

## CHAPTER 1: INTRODUCTION

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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.

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## DESIGN AND DEVELOPMENT STANDARDS

Distinctive districts, streets, places and activities make Downtown a diverse and interesting destination. The Design and Development Standards 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 Community Benefits 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 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.**

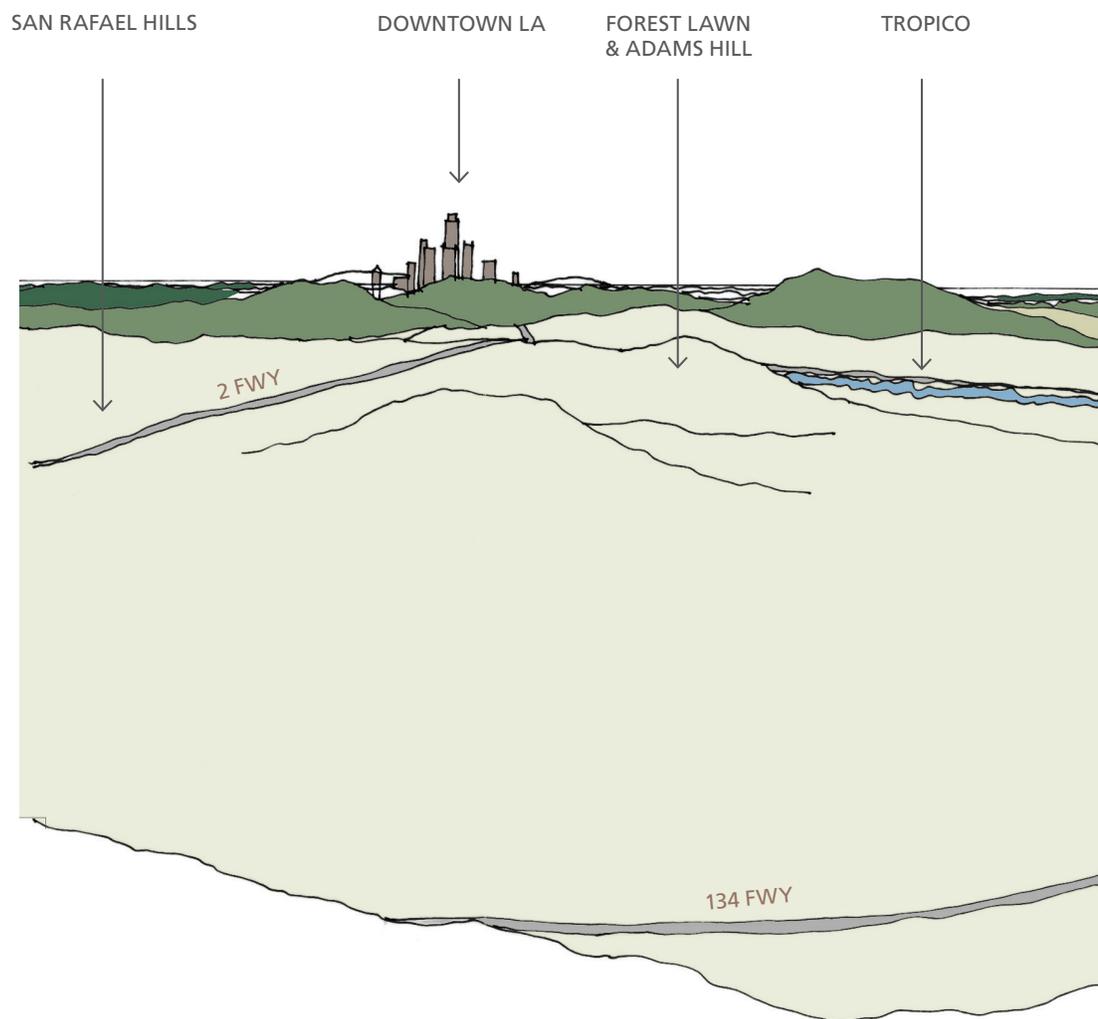


**1.1.10 Concentrate growth in the downtown - a transit-rich entertainment, employment and cultural center - to relieve development pressures on existing residential neighborhoods.**

## 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 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.



GRIFFITH OBSERVATORY

BRAND BLVD

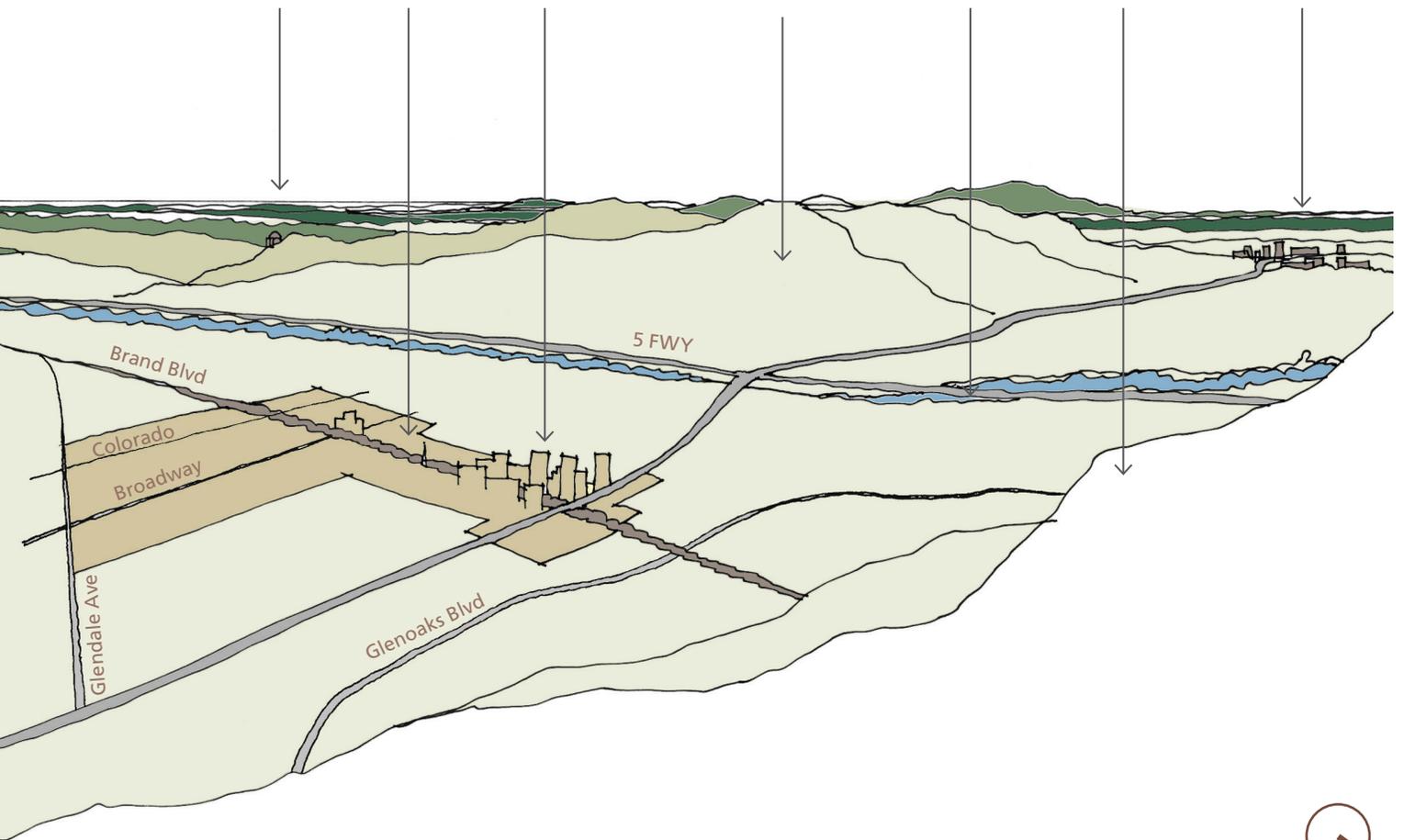
DOWNTOWN GLENDALE

GRIFFITH PARK

LA RIVER

VERDUGO MTNS

BURBANK & NOHO



## 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.

- 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.
-

### **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.
- 

- 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.

### **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.



# 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.

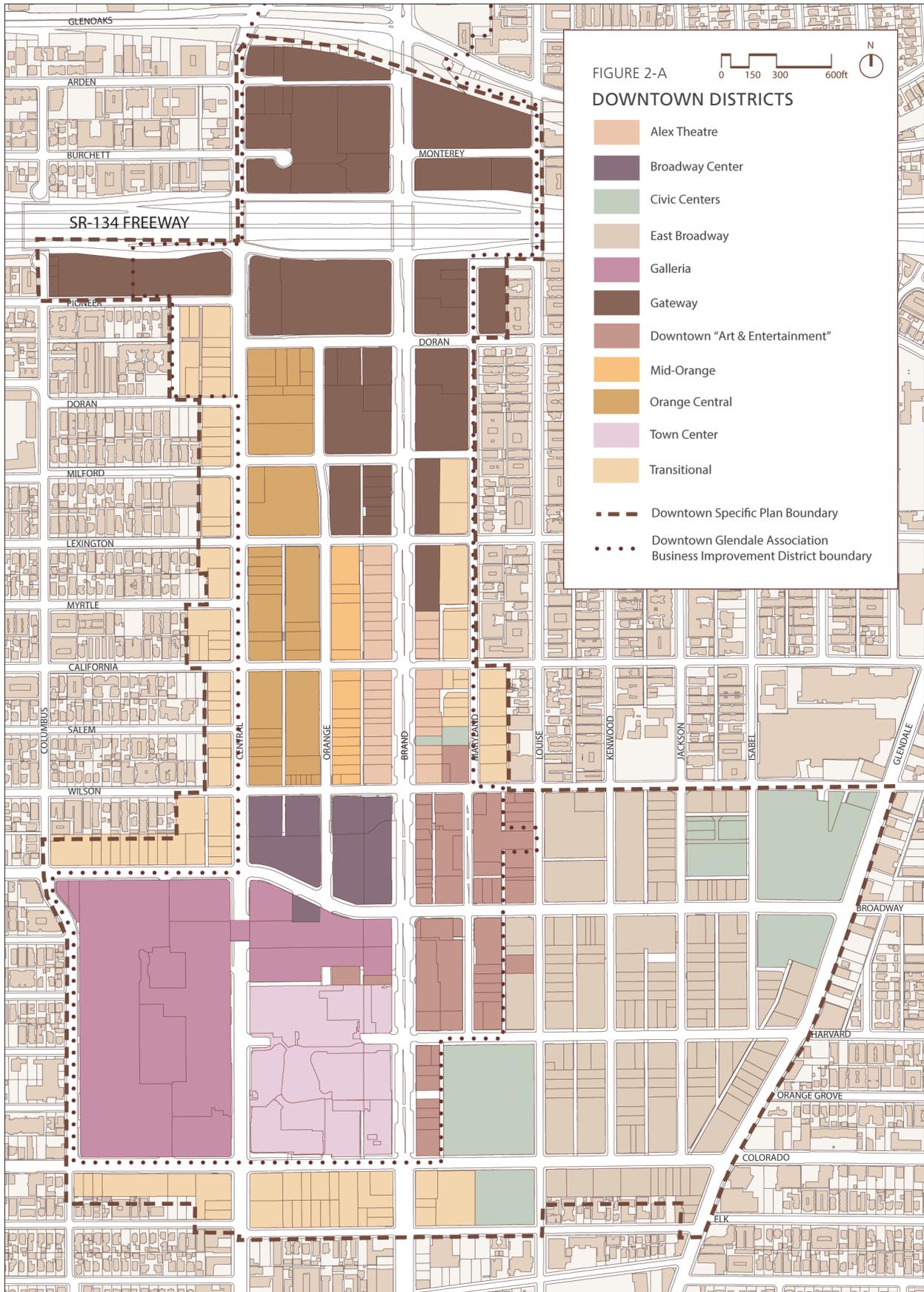
## 2.1 DOWNTOWN DISTRICTS

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.

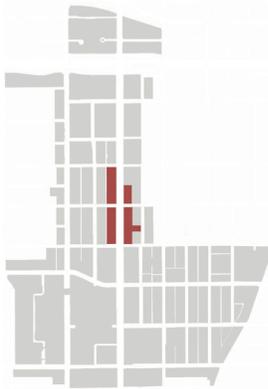
The expected form and character for each district is described in the following pages through illustrative perspectives and photographs.

The Downtown districts are:

- 2.1.1 Alex Theatre**
- 2.1.2 Broadway Center**
- 2.1.3 Civic Centers**
- 2.1.4 Downtown “Art & Entertainment”**
- 2.1.5 East Broadway**
- 2.1.6 Galleria**
- 2.1.7 Gateway**
- 2.1.8 Mid-Orange**
- 2.1.9 Orange Central**
- 2.1.10 Town Center**
- 2.1.11 Transitional:**
  - A. Central**
  - B. Colorado**
  - C. North Maryland**



## 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.



ABOVE: 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 along a decorative, distinctive public right-of-way will continue to be the development standard for the district.

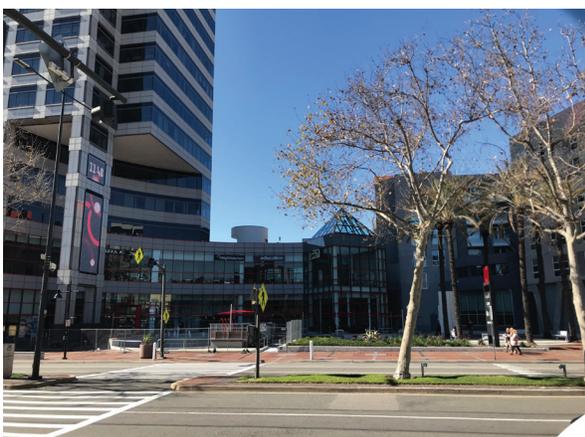


ABOVE: The iconic Alex Theatre spire and marquee provide the anchor to this entertainment, dining and shopping-oriented district, and creates a focus for night-time energy.

## 2.1.2 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, several commercial buildings, and two recent mixed-use developments (Brand+Wilson and Orange+Wilson). The westerly side of this district 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.



TOP: The City Center office tower rises above the Brand + Wilson mixed-use project, which is the first in a series of three developments opening along Wilson Avenue.

BOTTOM: The City Center plaza, redesigned in 2015, features a significant public art “Chromaphone”, a state of the art, interactive, non-commercial media display.

TOP RIGHT: The north-west corner of a main city intersection, Brand & Broadway, is anchored by the City Center high-rise.

TOP Left: The Orange + Wilson, a complimentary project to the Brand + Wilson, is the second of three projects.

BOTTOM: The south-east corner of Central & Wilson is approved for a mixed-use development, the last of the three approved projects.

## 2.1.3 CIVIC CENTERS



The Civic Centers encompass 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 Building, 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.



TOP LEFT: Newly renovated Central Library and Harvard Avenue facade.

BOTTOM LEFT: “Old City Hall” (1940), #3 on Glendale’s List of Historic Resources

TOP CENTER: Central Park.

TOP RIGHT: Alex Theater (1925), #20 on Glendale’s List of Historic Resources

MIDDLE RIGHT: Municipal Services Building (1966), #100 on Glendale’s List of Historic Resources

BOTTOM RIGHT: Police Building



## 2.1.4 DOWNTOWN “ART & ENTERTAINMENT” DISTRICT



The Art and Entertainment district is located between the Downtown core and the East Broadway mixed-use district to the east, and anchored to the north by the new Laemmle Theatre mixed-use project and the Central Library to the south. It is home to Downtown’s two 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 Artsakh between Harvard and Wilson, this area is specifically designated Glendale’s Downtown “Art and Entertainment” District.



TOP LEFT: The existing Artsakh streetscape looking north towards The Exchange and Laemmle Theater mixed-use building at the northern terminus of the “A & E” district.

TOP RIGHT: The Exchange has gateways to paseos that connect Brand Boulevard to Artsakh Avenue.

Middle: The glass rotunda at the corner of Brand & Broadway is an urban focal point. At night, views into the store connect interior activities with the energy of the sidewalk.

OPPOSITE: The Marketplace, across from the Americana, provides additional dining & shopping experiences and a pedestrian paseo connecting Brand with Artsakh Avenue.



## 2.1.5 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, which is located between the former Central Glendale Redevelopment Area and the Civic Center, combines a number of civic and cultural uses and historic buildings, and builds upon the mixed-use, moderate density of this area with newer mixed-use projects including upper level housing and retail along Broadway.



ABOVE: The FourOneSix mixed-use project on East Broadway typifies the development anticipated in this district: 3- to 4-stories of residential above ground-level retail storefronts.



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



MIDDLE RIGHT: Heritage Park is a 4-story affordable apartment building for seniors, and a recipient of a 2005 Glendale Urban Design Achievement Award.

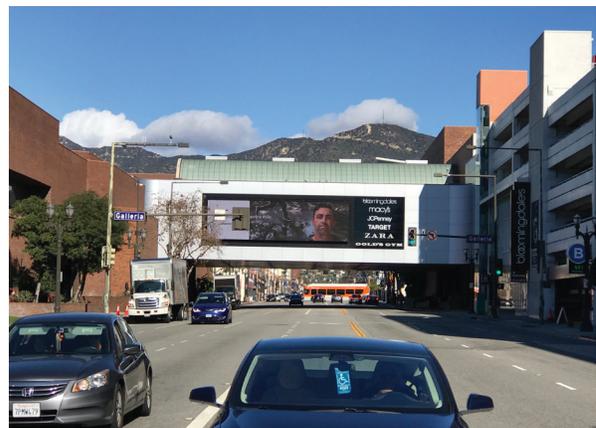


BOTTOM RIGHT: View looking north along Kenwood Street at the iconic First United Methodist Church of Glendale on the right and the ACE/121 mixed-use project.

## 2.1.6 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, Brand and Central on the easterly portions. The Glendale Galleria is subject to agreements between the former 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 Glendale 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.



TOP: The architectural style of The Galleria as expressed at the north-west corner of the Central & Colorado intersection.

BOTTOM: The Glendale Galleria is a traditional indoor shopping mall and a regional destination. The interior was renovated in 2017.

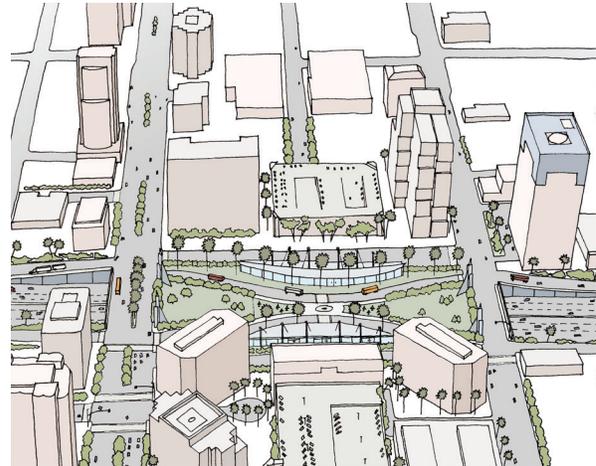
TOP: The Galleria entry plaza along Central Avenue is a pedestrian connection to the Americana (town center).

BOTTOM: The pedestrian bridge over Central Avenue, connects the interior passages of the mall with retail located on opposite sides of the street.

## 2.1.7 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.



ABOVE: Between Brand & Central, a "lid" is being considered 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 a terminal for transfers between local transit service and a future regional east-west transit line.



ABOVE: The preferred land uses in this district are high-rise office and residential, hotels, and other uses which encourage a live-work environment.

OPPOSITE: 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 prominent location along the 134 Freeway. The high-rise residential uses, hotels and distinctive headquarters buildings create the predominant visual image of Glendale for freeway users.



## 2.1.8 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 theaters, are encouraged along these blocks, as well as low-rise mixed-use development.



TOP: View looking north on Orange Street from California Avenue.

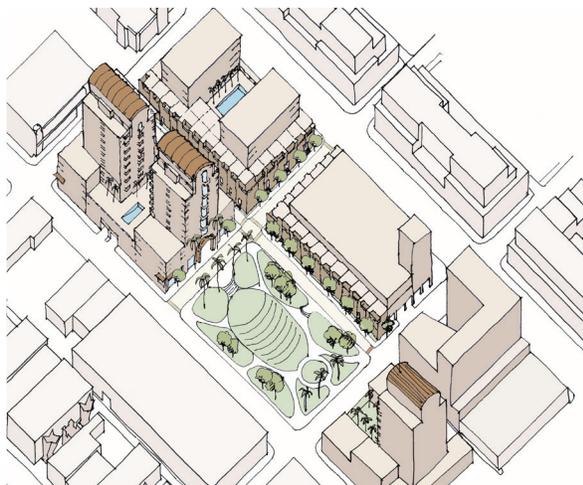
BOTTOM: City surface parking lots and low-scale commercial buildings provide opportunity sites for new development.

ABOVE: The city-owned Orange Street parking garage provides ample parking for surrounding businesses along Brand Boulevard and commercial tenant space at the ground level.

## 2.1.9 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 a concentration of the newest high-density, multi-family residential and mixed-use developments. Because of its walkable proximity to major retail and employment areas, the Orange-Central district is suitable for additional urban housing development both as mixed-use or free-standing residential buildings. Central Avenue has been transformed over time with mid-rise, mixed-use structures, while Orange has the potential to 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.



ABOVE: This diagram imagines a redevelopment of the "Sears Block" at Orange/California/Central/Wilson. The block is divided into smaller quadrants by intimate pedestrian paseos & alleys fronted by townhouses. In exchange for the dedication of one quadrant as a public park, a pair of residential towers are allowed through the Community Benefits program described in Chapter 7.



TOP: A visual sampling of the newer 4- to 5-story mixed-use buildings that include Lex on Orange, Altana, Next on Lex, and the Legendary.

BOTTOM: A new pedestrian paseo, configured from the space between two buildings, is publicly accessible open space.

## 2.1.10 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 Glendale 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.



ABOVE / RIGHT: The Town Center is 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.



## 2.1.11 TRANSITIONAL DISTRICTS



### A. CENTRAL TRANSITIONAL

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 buildings and several of the more recent high-density residential and mixed-use projects. The remainder of this area should evolve into a mid-rise, mixed-use development, with an emphasis on ground floor commercial uses along Central Avenue.



ABOVE: A corner feature, at the intersection of Central Avenue and Pioneer Drive, of the Altana project which extends from Pioneer Avenue to Doran Street.



ABOVE: Commercial buildings and newer mixed-use and multi-family developments line the Central Avenue streetscape.



ABOVE: The Altana project provides publicly accessible open space as an extension of the Doran mini-park.



## B. COLORADO TRANSITIONAL

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. Recent projects in this transitional district include Hampton Inn & Suites and a 5-story multi-family residential project.



ABOVE: Existing motels & low-scale commercial buildings along Colorado near Central provide opportunity for new development.

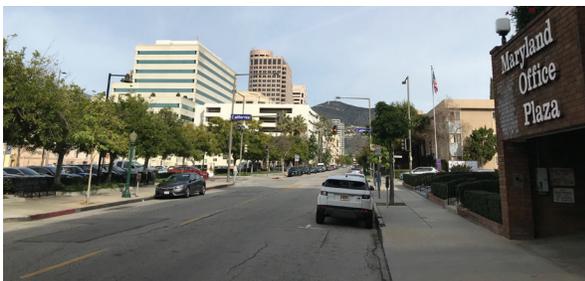


ABOVE: The Hampton Inn & Suites is a newer hotel along Colorado Street.



## C. NORTH MARYLAND TRANSITIONAL

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 in addition to public parking lots and low-scale commercial buildings. Future development in this district is envisioned as hotel and additional residential uses compatible with the adjacent residential neighborhood.



ABOVE: Looking north towards the Maryland & California Avenue intersection.



ABOVE: Older commercial office buildings flanked by city-owned parking lots make up the southerly half of the district.



# 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 as part of the Community Benefit program.

### 3.1.5 Community Benefits

Through the use of provision of community benefits that are consistent with the vision of the community and the DSP, projects may reach their full development potential, as described in Chapter 7 - Community Benefits. These benefits are intended to enhance the livability, contribute to the beautification of the city, and provide opportunity and accessibility for those that live, visit and work in the Downtown.



## 3.2 PERMITTED LAND USES

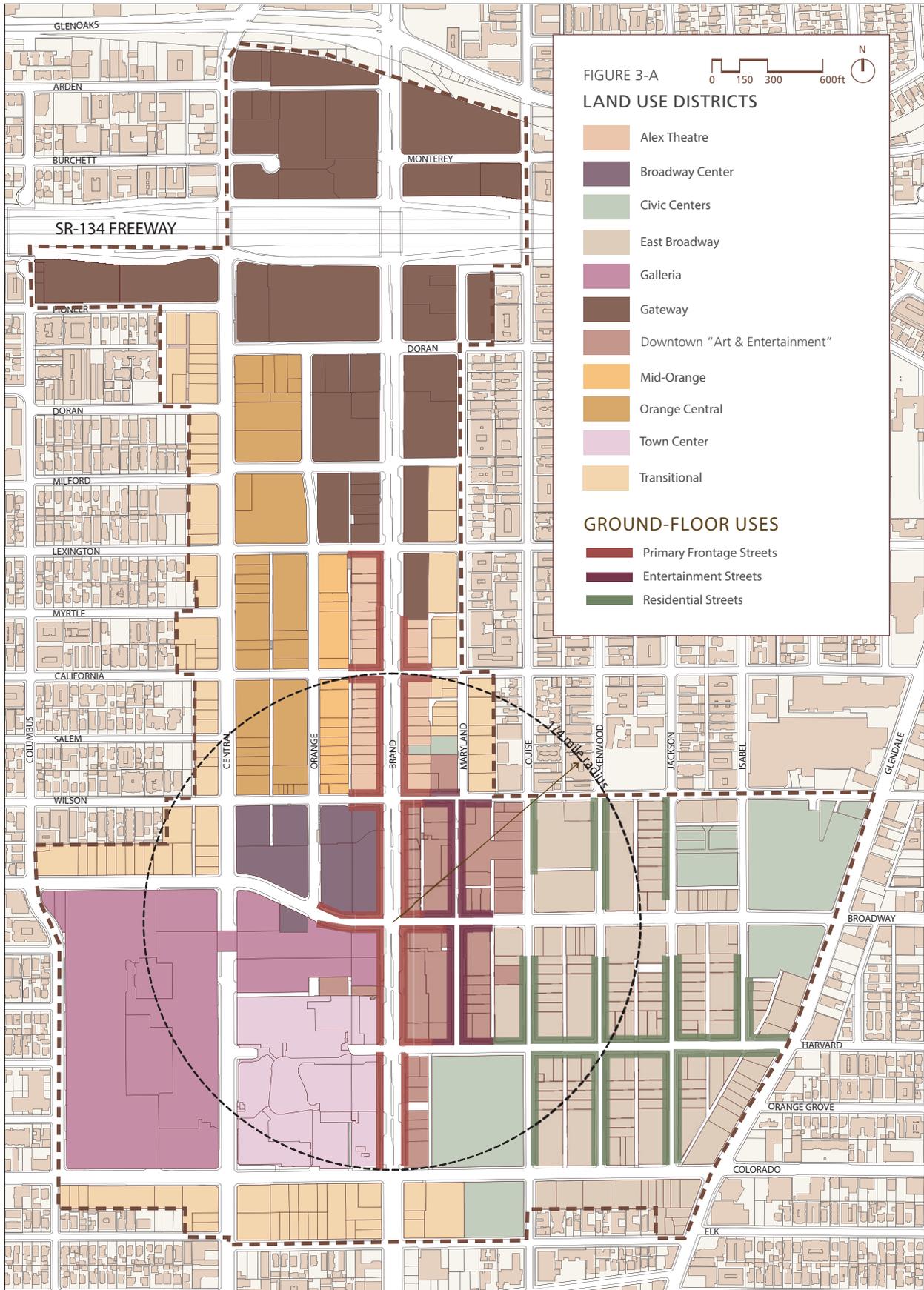
### 3.2.1 Permitted Uses by District

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 described by Sections 4.2 Building Design and 4.3 The Pedestrian Realm 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 similar 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 4.1.3). Ground floor uses may be retail, services, office, live/work and/or residential.



### 3.3 LAND USES & PERMIT REQUIREMENTS

| TABLE 3-A-1: Land Uses and Permit Requirements                        |  |                 |               |               |          |         |                  |            |                |              |                              | TABLE 3-B-1                   |                       |                     |
|---|--|-----------------|---------------|---------------|----------|---------|------------------|------------|----------------|--------------|------------------------------|-------------------------------|-----------------------|---------------------|
| Land Uses <sup>1, 2</sup>   | Permit Requirements by District <sup>3</sup> |                 |               |               |          |         |                  |            |                |              | See Standards in GMC Section | Frontage Req'mts <sup>4</sup> |                       |                     |
|   | Alex Theatre                                 | Broadway Center | Civic Centers | East Broadway | Galleria | Gateway | Downtown "A & E" | 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   |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| <b>Accessory Buildings, Structures and Uses</b>                       |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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                   |
| <b>Education, Public Assembly Uses</b>                                |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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 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 <sup>1, 2</sup>   | Permit Requirements by District <sup>3</sup> |                 |               |               |          |         |                  |            |                |              | See Standards in GMC Section | Frontage Req'mts <sup>4</sup> |                       |                     |
|   | Alex Theatre                                 | Broadway Center | Civic Centers | East Broadway | Galleria | Gateway | Downtown "A & E" | Mid-Orange | Orange-Central | Transitional |                              | Primary Frontage Streets      | Entertainment Streets | Residential Streets |
| <b>Key to Permit Requirements</b><br>A = Administrative Use Permit (see Chapter 30.49)<br>P = Permitted Use<br>C = Conditional Use Permit (see Chapter 30.42)<br>T = Temporary Use<br>N = Use Not Allowed |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| <b>Industrial, Manufacturing, Processing Uses</b>   |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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                   |
| <b>Recreation</b>   |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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                   |
| <b>Residential Uses <sup>5</sup></b>  |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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 one bedroom units), 800 square feet (for two bedroom units), 1000 square feet (for three-bedroom units) with 90 cubic feet of private storage space (for all units). Projects must comply with Diverse Housing Mix percentages, unit sizes and development standards identified in Chapter 7.3.2.

### 3.3 LAND USES & PERMIT REQUIREMENTS (cont'd)

| TABLE 3-A-3: Land Uses and Permit Requirements   |  |                 |               |               |          |         |                  |            |                |              |                              | TABLE 3-B-3                   |                       |                     |
|--|--|-----------------|---------------|---------------|----------|---------|------------------|------------|----------------|--------------|------------------------------|-------------------------------|-----------------------|---------------------|
| Land Uses <sup>1,2</sup>   | Permit Requirements by District <sup>3</sup> |                 |               |               |          |         |                  |            |                |              | See Standards in GMC Section | Frontage Req'mts <sup>4</sup> |                       |                     |
|  | Alex Theatre                                 | Broadway Center | Civic Centers | East Broadway | Galleria | Gateway | Downtown "A & E" | Mid-Orange | Orange-Central | Transitional |                              | Primary Frontage Streets      | Entertainment Streets | Residential Streets |
| Key to Permit Requirements<br>A = Administrative Use Permit (see Chapter 30.49)<br>P = Permitted Use<br>C = Conditional Use Permit (see Chapter 30.42)<br>T = Temporary Use<br>N = Use Not Allowed |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| <b>Retail Uses</b>   |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| Alcoholic beverage sales   | A  | A               | A             | A             | A        | A       | A                | A          | A              | A            | -                            | A                             | A                     | A                   |
| Alcoholic beverage sales, in Alex Theatre, Broadway Center, Art & Entertainment 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 <sup>1, 2</sup>   | Permit Requirements by District <sup>3</sup> |                 |               |               |          |         |                  |            |                |              | See Standards in GMC Section | Frontage Req'nts <sup>4</sup> |                       |                     |
|   | Alex Theatre                                 | Broadway Center | Civic Centers | East Broadway | Galleria | Gateway | Downtown "A & E" | 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) |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| <b>Service, Office Uses</b>   |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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                   |
| <b>Transportation, Communication Uses</b>                             |  |                 |               |               |          |         |                  |            |                |              |                              |                               |                       |                     |
| 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. 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 and development standards that describe how new development will support the community’s image and the City’s vision of sustainability for Downtown.

## A. URBAN DESIGN POLICIES



### 4.0.1 Downtown Character and Image

New development shall 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.

### 4.0.2 Context Sensitive Design

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



### 4.0.3 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 standards for new development.

### 4.0.4 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.

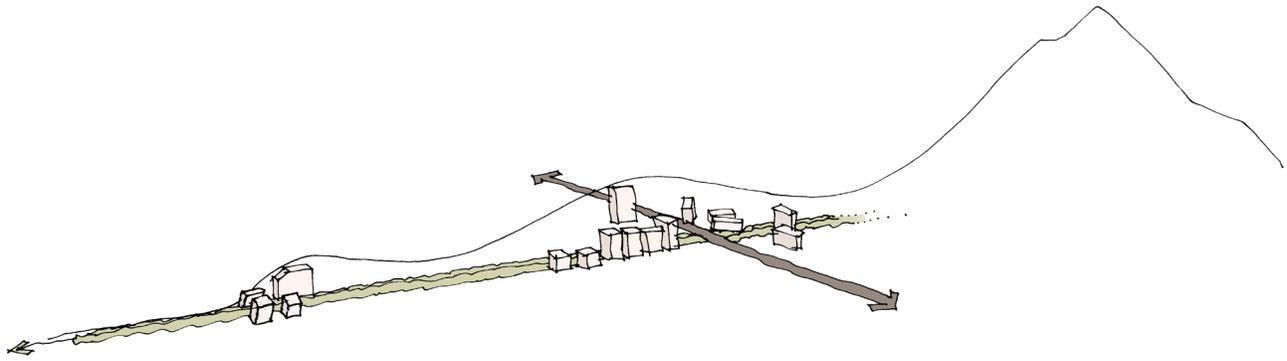


### 4.0.5 Gateways and Entries

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

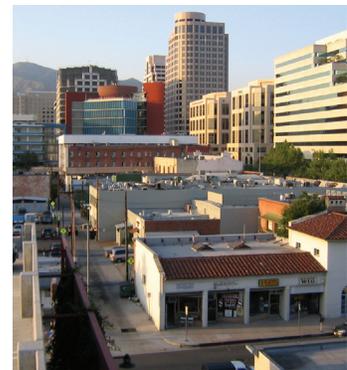
### 4.0.6 Edges and Transitions

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- to 3-story development of surrounding neighborhoods, particularly in the transitional blocks at the edge of the Downtown Specific Plan area.



#### 4.0.7 Taller Buildings and Skyline

Create an attractive and striking skyline for the City. Taller buildings shall be concentrated within the Gateway District of 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 Community Benefit.



#### 4.0.8 Building Heights and Downtown District Character

Building heights in Downtown should be regulated to create transitions from lower density neighborhoods surrounding Downtown, and to provide a consistent scale within various Downtown districts. While Community Benefit 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 goals of the individual Downtown district.



#### 4.0.9 Pedestrian and Open Space Network

New development shall 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 and reinforce the distinct street typology.



#### 4.0.10 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.

## B. URBAN DESIGN STANDARDS

The urban design standards are measurable criteria that have been developed to implement the urban design policies. These standards for urban design reflect the type of site planning, form, and orientation required for buildings in the eleven downtown districts as well as criteria for street edge conditions.

## C. URBAN DESIGN FRAMEWORK

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

### 4.1 SITE PLANNING

- Historic Preservation/Adaptive Reuse
- Building Heights & Floor Area Ratios
- Building Setbacks
- Publicly Accessible Open Space  
(details in Chapter 5)

### 4.2 BUILDING DESIGN

- Massing and Scale
- Transitional Massing
- Facade Modulation
- Architectural Elements

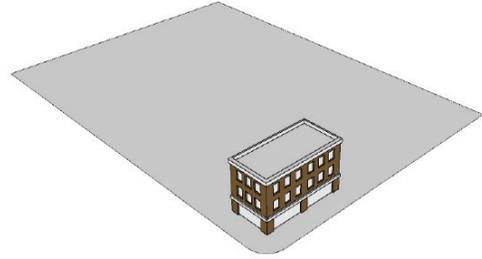
### 4.3 THE PEDESTRIAN REALM

- Streetscape Character & Typologies

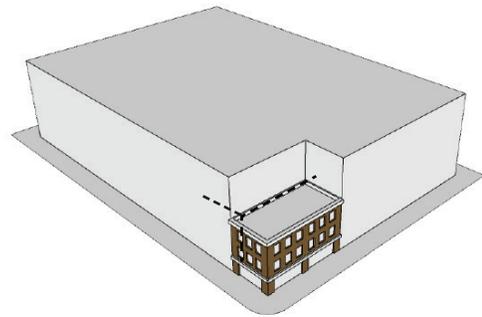
Applied to a particular site in a linear fashion, the Urban Design standards will give physical form to a development project, as illustrated opposite.

## 4.1 Existing context, building envelope, and the public realm.

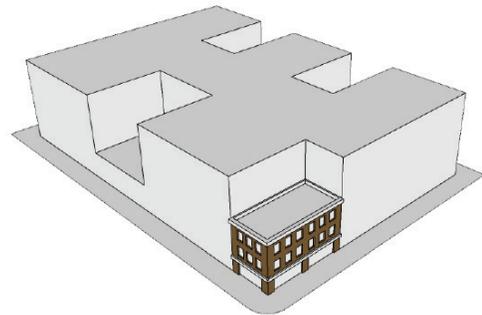
- 1 Identify historic resources to be preserved or structures to be reused (Section 4.1.1).



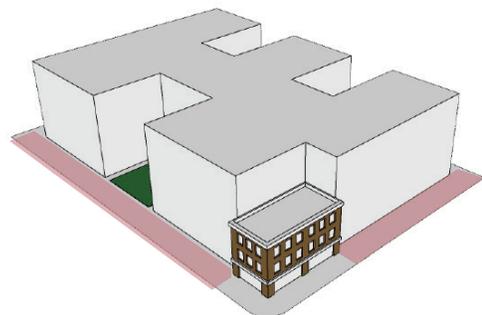
- 2 Identify maximum building height (Section 4.1.2).



- 3 Determine maximum building FAR and massing (Section 4.1.2).

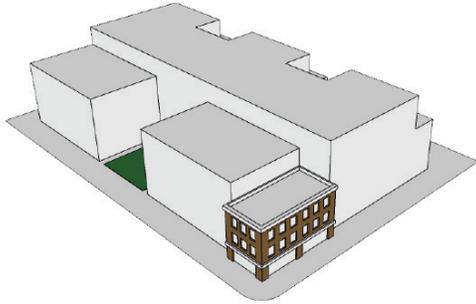


- 4 Apply publicly accessible open space and setback standards (Section 4.1.3 & 4.1.4).



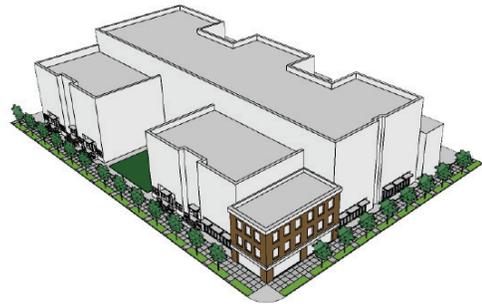
**4.2** Articulation, modulation, materials, and public realm interface.

**5** Apply transitional massing standards (Section 4.2.5).

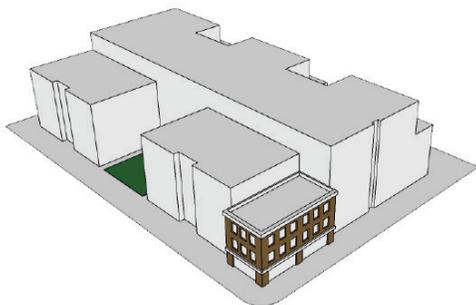


**4.3** Identify and apply elements of appropriate street typology.

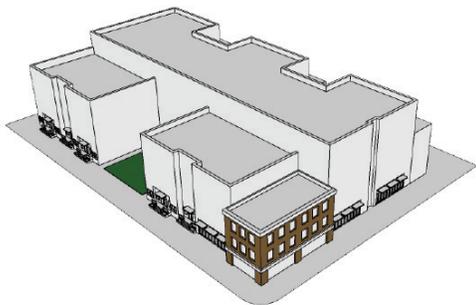
**8** Apply streetscape standards and typology (Section 4.3).



**6** Apply building massing & modulation standards (Section 4.2.2, 4.2.3, and 4.2.4).



**7** Apply building frontage, facade, and material standards (Section 4.2.7 through 4.2.23).





Several elements influence site layout and the overall massing of a project. This section of Chapter 4 identifies the standards of these elements that inform how a site should be planned and how the building volume and massing should be developed.

## **URBAN DESIGN FRAMEWORK:**

### **4.1 SITE PLANNING**

- 4.1.1 Historic Preservation/Adaptive Reuse
- 4.1.2 Building Heights & Floor Area Ratios
- 4.1.3 Building Setbacks
- 4.1.4 Publicly Accessible Open Space

## 4.1 SITE PLANNING

### 4.1.1 HISTORIC PRESERVATION / ADAPTIVE REUSE

Glendale's older buildings are an important part of the streetscapes, contributing to the distinctive character of Downtown. Some of these are historically significant while others reflect good design practices and stylistic trends over many decades. Preservation of these assets as stand-alone projects or as part of larger development sites creates a complex and visually interesting urban fabric that expresses and retains Glendale's identity. Historic resources (as defined in GMC Chapter 15.20) are expected to keep their existing exterior envelopes and character-defining features, though their rehabilitation for new or enhanced uses, which could include adjacent new construction, is encouraged. Reusing older, non-historic buildings is also encouraged to let our built heritage continue to tell the story of Glendale. Owners of these types of buildings can qualify for public benefit contributions as described in Chapter Seven and will comply with the following:

#### STANDARDS

- A.** Rehabilitation of historic resources, including related adjacent new construction, shall conform to the Secretary of the Interior's Standards for Rehabilitation.
- B.** Reuse of older buildings that are not historic resources shall be distinguished from new construction and shall be defined as the reuse of the structure's most distinguishing architectural features and maintaining at least 50% of the exterior walls and roof of the existing structure.
- C.** High-quality materials shall 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.
- D.** Visual access to the interiors of buildings should be provided.
- E.** Unarticulated building walls in non-historic buildings should be enhanced to mitigate their undesirable appearance and to create visual interest. Windows, lighting, artwork, building materials, and other facade improvements should be considered in achieving appropriate architecture.



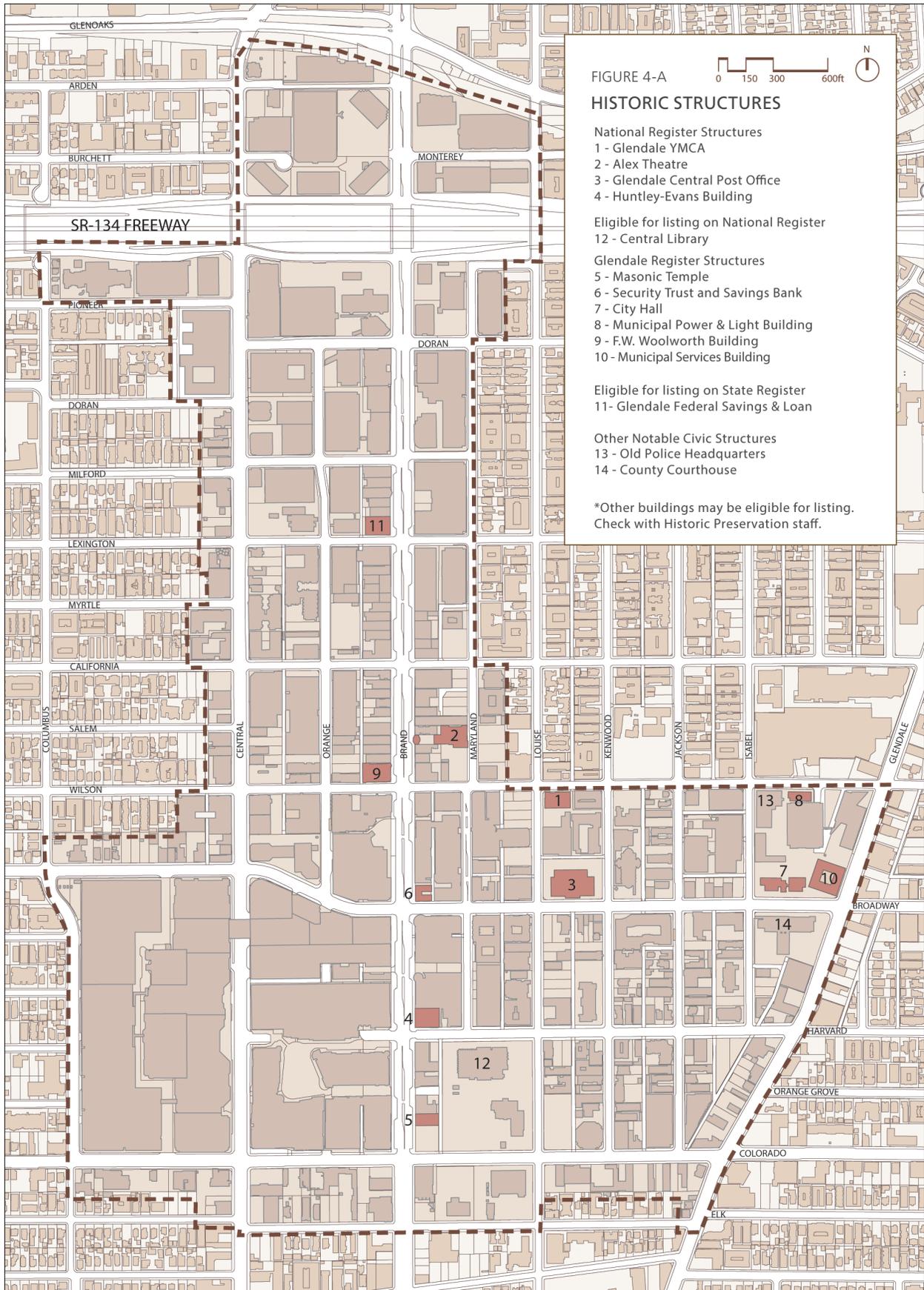
ABOVE: Security Trust & Savings Bank, circa 1924 - Glendale's first six-story building. Located at Brand & Broadway on the site of the Glendale Depot of the Los Angeles Interurban Railway (the Pacific Electric "Red Cars").



LEFT: The former Masonic Temple Building built in 1928 is listed on the Glendale Register of Historic Resources.

BELOW: In 2016, a full restoration and adaptive reuse of the structure was completed.





## 4.1 SITE PLANNING

### 4.1.2 BUILDING HEIGHTS & FLOOR AREA RATIOS

Each Downtown district has height and floor area criteria. In the DSP, development density is defined by the Floor Area Ratio (FAR). Provided the urban design standards are met, the maximum by-right height and FAR allowed for each district may be built. A Community Benefits program has been included as part of the DSP that allows for additional height or floor area for qualified projects providing the community benefits identified as priorities to the City’s vision. Projects participating in the Community Benefits program that provide additional public benefits, such as additional publicly accessible open space, greater diversity in housing mix, mobility improvements and public art on-site, may qualify for additional development potential up to the maximum, as discussed in Chapter 7 – Community Benefits.

|  | Alex Theater Area A <sup>2</sup> | Alex Theater Area B | Broadway Center Area A | Broadway Center Area B | Broadway Center Area C | Civic Centers <sup>3</sup> | East Broadway | Galleria | Gateway | Downtown Art & Entertainment | Mid-Orange | Orange Central | Town Center <sup>4</sup> | Transitional |
|--|----------------------------------|---------------------|------------------------|------------------------|------------------------|----------------------------|---------------|----------|---------|------------------------------|------------|----------------|--------------------------|--------------|
| <b>Maximum Height / FAR by Right</b>               |                                  |                     |                        |                        |                        |                            |               |          |         |                              |            |                |                          |              |
| <b>HEIGHT IN FEET<sup>1</sup></b>                  | 35'                              | 65'                 | 95'                    | 185'                   | 245'                   | N/A                        | 65'           | 80'      | 275'    | 65'                          | 65'        | 95'            | TCSP                     | 65'          |
| <b>PERMITTED FAR<sup>5</sup></b>                   | 2.00                             | 2.00                | 3.00                   | 5.20                   | 7.00                   | N/A                        | 2.00'         | 2.75     | 7.25    | 2.00                         | 2.00       | 3.00           | TCSP                     | 2.00         |
| <b>Maximum Height / FAR with Community Benefit</b> |                                  |                     |                        |                        |                        |                            |               |          |         |                              |            |                |                          |              |
| <b>HEIGHT IN FEET<sup>1</sup></b>                  | 50'                              | 95'                 | 245'                   | 245'                   | 305'                   | N/A                        | 80'           | 95'      | 380'    | 95'                          | 95'        | 245'           | TCSP                     | 95'          |
| <b>MAXIMUM FAR</b>                                 | 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

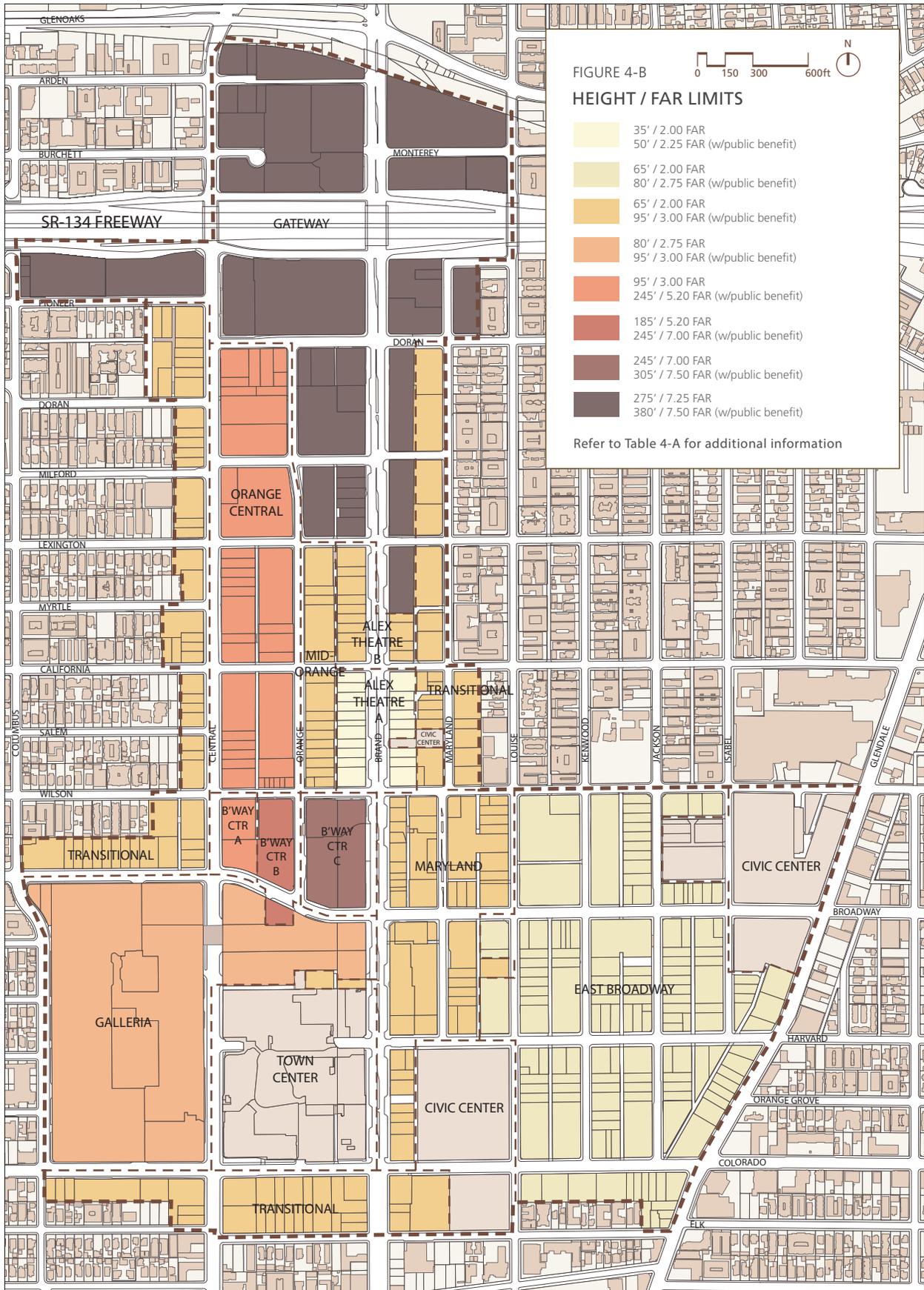
1 For exceptions to height limits for wireless telecommunications facilities, see Chapter 30.48 of the Zoning Code.

2 Properties two lots north and south of the Alex Theater are limited to a maximum of 35 feet. Those parcels on the east side of Brand Boulevard and on the west side of Brand, north of California are limited to a maximum of 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 FAR Standards.

4 Subject to Town Center Specific Plan (TCSP).

5 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 Chapter 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 habitable space on facades fronting public streets, paseos or parks.



### 4.1.3 BUILDING SETBACKS

Downtown’s image, comfort, and experience are largely determined by the proportions of the pedestrian environment, or setback. They establish a sense of enclosure and well-defined pedestrian zones that support commercial activity, vegetation, and social interaction while providing comfort and protection from vehicle traffic. Creating a comfortable and inviting pedestrian environment is essential to promote other means of transportation such as walking, and this experience is directly influenced by the relationship to adjacent buildings, sidewalk width, provision of vegetation, and urban amenities. New projects shall provide setbacks measured from the face of curb that comply with the following (see Chapter 4.3 for design standards):

#### STANDARDS

**A. Overall Setbacks:** There shall be a minimum setback on the ground floor from the face of curb to the building frontage on public streets for all new projects (excluding alleys) as specified in Table 4-B.

1. The setback shall include both public right-of-way and private property, depending on the existing curb-to-property line dimensions.
2. Building projections above the ground floor shall not extend into the public right-of way or required sidewalk, and must comply with the design requirements specified in section 4.3.

**B. Parkways:** There shall be a minimum parkway width measured from face of curb, as specified in Table 4-B

**C. Sidewalks:** Critical for pedestrian movement and access, sidewalks not only enhance connectivity and promote walkability, but also serve as public spaces to activate streets socially and economically.

1. **Width:** Where the sidewalk width requirement exceeds the width of the public right-of-way, as noted in Table 4-B, the development must provide a setback to achieve the required width. If additional area is required on private property to satisfy the minimum requirement, an easement shall be required.
2. **Accessibility:** The required sidewalk width as defined in Table 4-B shall remain clear of all obstructions.

**D. Building Adjacent Zone:** This area exists between the sidewalk and the building facade as specified in Table 4-B, and shall be used for landscaping, seating, and other uses and services as allowed by the DSP.



ABOVE: Sidewalks must allow pedestrians to move through a clear walking zone. Street trees and other amenities are permitted in the parkway along the curb. A building adjacent zone for dining, seating or planter boxes can be accommodated against the building frontage where minimum sidewalk width has been achieved.



ABOVE: Creative parkway & sidewalk design is encouraged to create a unique and inspiring pedestrian environment.



| FRONTAGE              | TOTAL SETBACK WIDTH | PARKWAY  | SIDEWALK      | Building Adjacent Zone (Average) |
|-----------------------|---------------------|--|---------------|----------------------------------|
| Primary               |                     | See Brand Boulevard Streetscape Plan           |               |                                  |
| Mixed-Use* Commercial | 18 ft               | 5 ft   | 10 ft minimum | 3 ft                             |
| Mixed-Use Residential | 16 ft               | 5 ft   | 8 ft minimum  | 3 ft                             |
| Residential           | 15 ft               | 4 ft   | 6 ft minimum  | 5 ft                             |
| Entertainment         |                     | See Downtown Art & Entertainment District Plan |               |                                  |
| Undesignated          |                     | 4 ft   | 6 ft minimum  |                                  |

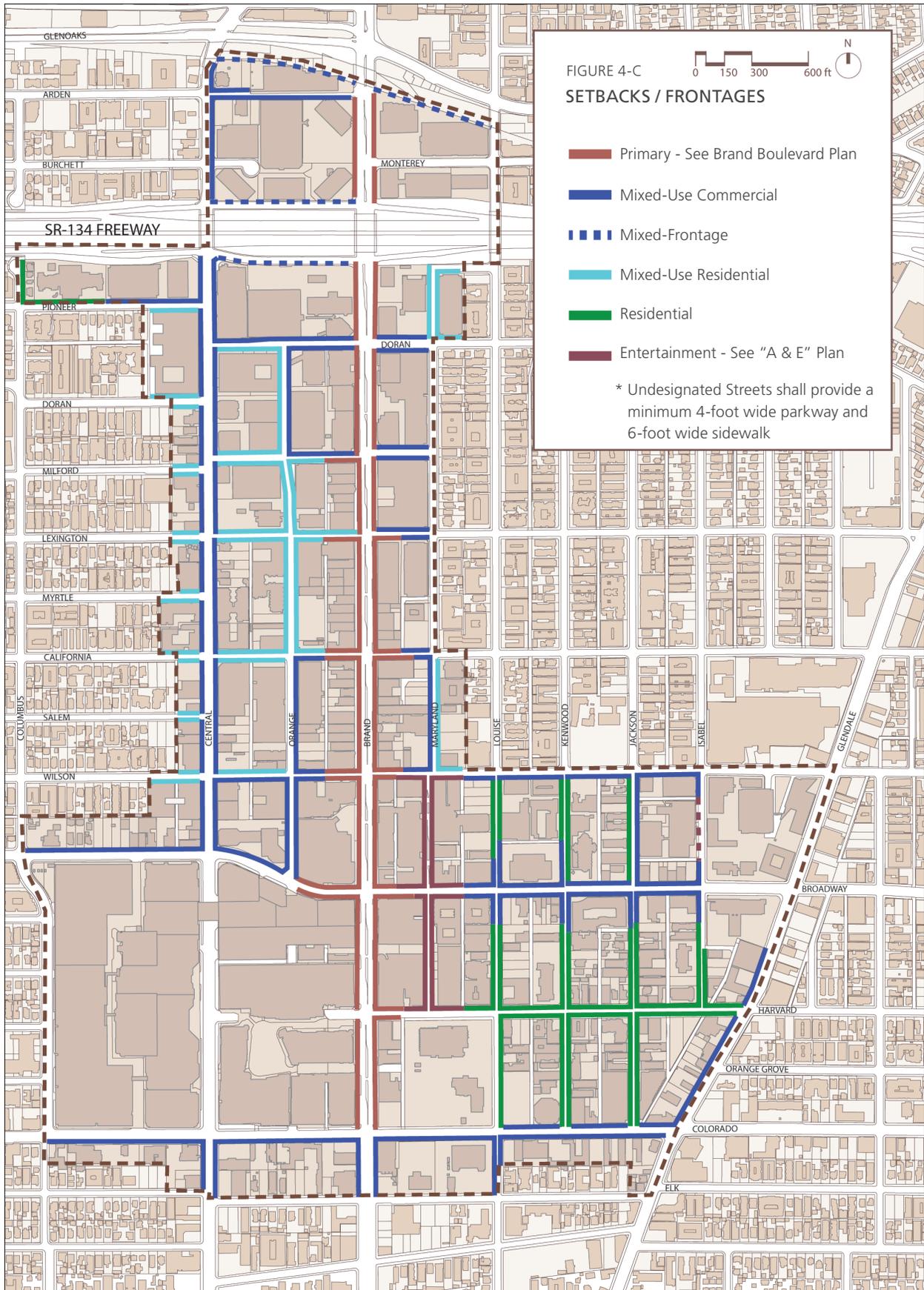
**TABLE 4-B: Additional Street Setback Requirements & Restrictions**

See Section 4.3 The Pedestrian Realm: Street Typologies for complete Standards by street type.

See Figure 4-C for Setback / Frontage Designations

\* See Section 4.3.2.L for Frontage Streets.

4.1 SITE PLANNING



#### 4.1.4 PUBLICLY ACCESSIBLE OPEN SPACE

Open space in an urban environment is essential to quality of life and to offer respite from the urban environment. Courtyards, plazas, and paseos create opportunities for gathering, events, and social engagement; and also encourages a vibrant street life. A robust network of open space integrated with the public right-of-way and other parks offers a variety of spaces to satisfy the needs and interests of a diverse urban population. All publicly accessible open space shall conform to the following standards (see Chapter 5 for design details):

##### STANDARDS

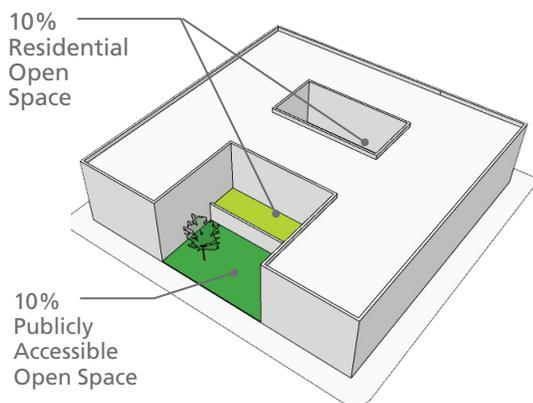
- A.** Publicly accessible open space shall make up the minimum amount and dimensions as defined in Chapter 5, Table 5-A. Any project that seeks to develop beyond the by-right FAR and pursue the maximum development potential (Table 4-A) shall refer to Chapter 7, Table 7-A for additionally required amount of publicly accessible open space.
- B.** Publicly accessible open space shall comply with the detailed standards outlined in Chapter 5.
- C.** All required publicly accessible open space shall be 100% open to the sky, except as defined in Chapter 5.
- D.** Publicly accessible open space shall be oriented to the street on at least one side, and accessible from the public right-of-way.



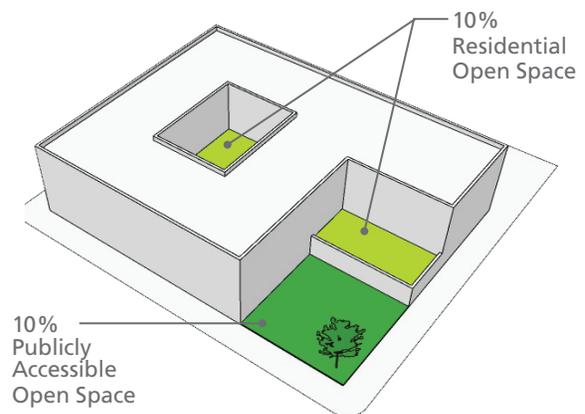
ABOVE: Flexible spaces for gathering, as well as urban amenities such as pavilions can be attractive spaces for a diverse range of uses.



ABOVE: High quality materials, programmable spaces, and unique design can create an attractive and unique publicly accessible open space.



ABOVE: Courtyard publicly accessible open space can minimize massing scale while creating an intimate sense of enclosure.



ABOVE: Corner publicly accessible open space can create a sense of arrival and acknowledge important intersections.



Building design influences the perception of mass, the overall aesthetic quality, visual interest, and a building’s relationship to the public realm. This section of Chapter 4 defines the elements that are most important in creating a visually stunning urban environment and a unique pedestrian experience.

# URBAN DESIGN FRAMEWORK:

## 4.2 BUILDING DESIGN

- 4.2.1 Massing & Scale: Tall Buildings
- 4.2.2 Massing & Scale: Modulation of Height
- 4.2.3 Massing & Scale: Facade Modulation
- 4.2.4 Massing & Scale: Building Separations
- 4.2.5 Massing & Scale: Transitional Massing
- 4.2.6 Massing & Scale: Landmark Architectural Features
- 4.2.7 Facade Design
- 4.2.8 Architectural Elements: Materials
- 4.2.9 Architectural Elements: Storefronts
- 4.2.10 Architectural Elements: Building Entries & Lobbies
- 4.2.11 Architectural Elements: Stoops & Ground Level Entries
- 4.2.12 Architectural Elements: Corners
- 4.2.13 Architectural Elements: Canopies
- 4.2.14 Architectural Elements: Balconies
- 4.2.15 Architectural Elements: Fenestration
- 4.2.16 Architectural Elements: Fences, Walls & Gates
- 4.2.17 Architectural Elements: Planters
- 4.2.18 Architectural Elements: Arcades
- 4.2.19 Architectural Elements: Porte-Cocheres
- 4.2.20 Architectural Elements: Garage Entries
- 4.2.21 Architectural Elements: Utilities
- 4.2.22 Architectural Elements: Lighting
- 4.2.23 Architectural Elements: Signage

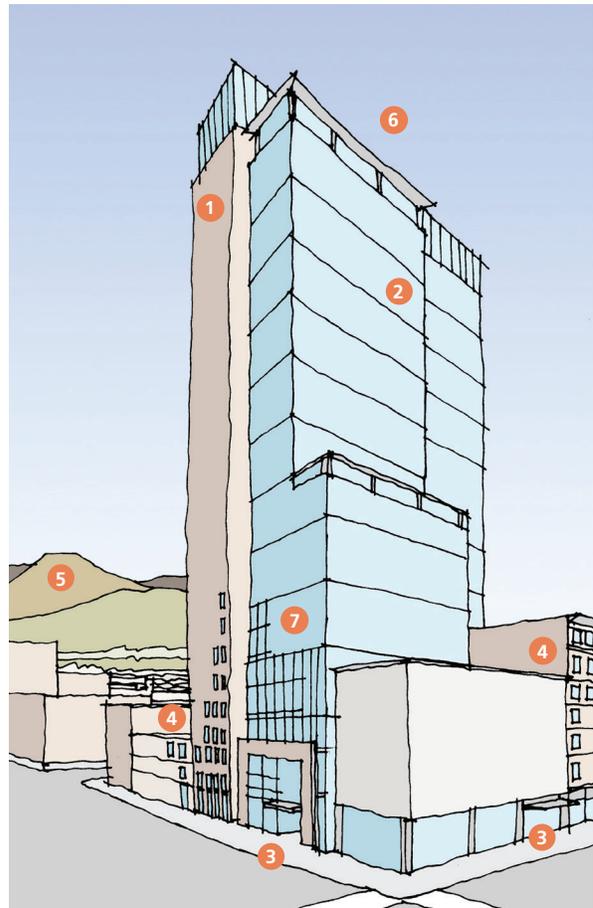
## 4.2 Building Design

### 4.2.1 MASSING & SCALE: TALL BUILDINGS

High-rise buildings can create a dynamic and visually interesting skyline. Well-designed taller buildings can also create civic pride and serve as a landmark in the urban fabric. Additionally, taller and narrower buildings can create opportunities for additional open space at the street level.

#### STANDARDS

- A. Buildings above 85 feet shall be tall, slender towers which enhance the skyline without blocking significant views from other buildings.
- B. The bulk of buildings shall be reduced through the articulation of building massing and building facades.
- C. Building floorplates above a 200-foot height shall be reduced in area by 15%.
- D. High-rise facades (as defined in Chapter 30.33 of the Zoning Code) shall provide a substantial modulation or change of materials every 150 feet in length.
- E. View opportunities shall be integrated into the massing of new development at appropriate locations.
- F. Lighting shall be designed to consider safety and to reduce glare.
- G. To improve the consistency of scale on the streets, new buildings shall respond to the scale and placement of design features of earlier buildings adjacent to them. Such design features include but are not limited to cornice lines, colonnades, fenestration, and materials.
- H. Where the new building facade 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 shall 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.



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

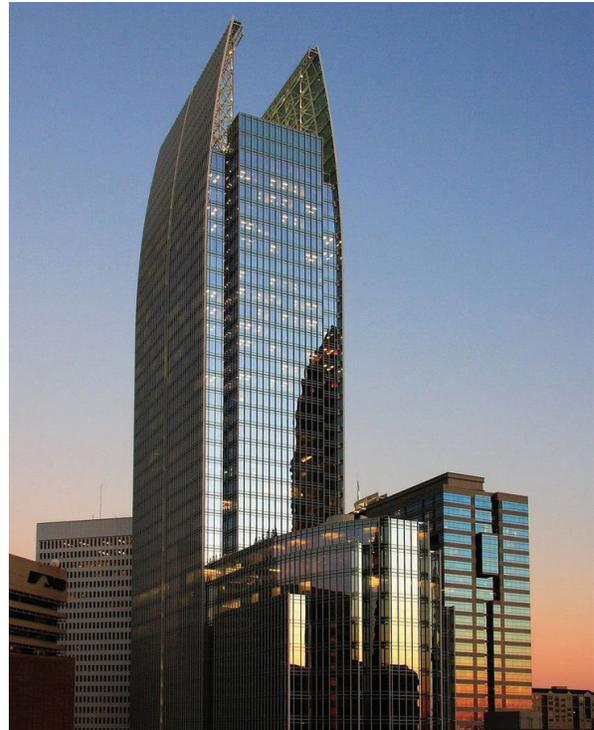
- J.** Design of new construction shall intend to establish landmark buildings. Massing, facade articulation, quality of building materials, signage, lighting, building projections (e.g., towers), and other architectural features shall be considered in establishing a landmark building.
- K.** Projects built adjacent to historic structures that are smaller in scale shall step down at the street wall to align with the existing cornice.

- L.** New development shall step down to a scale similar to adjacent low-rise residential uses.
- M.** High-rise facades above 60 feet shall be stepped back by a minimum of 20 feet. Blank or utilitarian facades are undesirable.
- N.** Existing views of the mountains and other local landmarks from nearby buildings shall be preserved wherever feasible.



UPPER RIGHT: High-rise curtain walls shall be designed with the highest quality materials and some texture and surface relief from the glass plane to provide scale and visual interest from either adjacent towers and or as viewed from a distance.

UPPER LEFT: Towers shall 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 facade elements shall be aligned.



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

LEFT: High-rises and large buildings shall have a lower story base of an appropriate scale that steps down toward the street. The main entrance shall be clearly marked with an architectural canopy or other scaling element.

## 4.2 Building Design

### 4.2.2 MASSING & SCALE: MODULATION OF HEIGHT

Modulation of rooflines can add visual interest to the skyline, while reducing the scale of large building masses. Modulation can also minimize the “canyon” effect along streets while creating visual reference points and the appearance of distinct and separate buildings. Similarly, building stepbacks at upper levels can allow for multiple roofline profiles, thereby lessening the imposing appearance of building massing over the public right-of way.

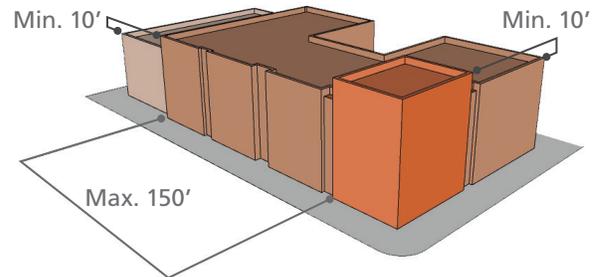
#### STANDARDS

**A.** A design proposal shall incorporate at least one of the following:

1. Modulation: A roofline height modulation of at least 10 feet for every 150 linear feet; or
2. Stepback: An upper level stepback, 15 feet minimum, of all upper floors above 40 feet in elevation height; or
3. Corner: A prominent corner feature that is differentiated by height and design features from the primary massing of the building by a minimum of 10 feet; or
4. Averaging: Height averaging where a portion of the massing may exceed the maximum allowed building height, provided that the entire massing height average is equal to or does not exceed the maximum allowed building height.

**B.** A visible and delineated roofline shall be created to visually demarcate where the building silhouette meets the sky. All buildings shall have a suitable or even dramatic termination at the roofline. The upper termination of a building shall be strongly developed in a building with a flat or slightly sloping roofline.

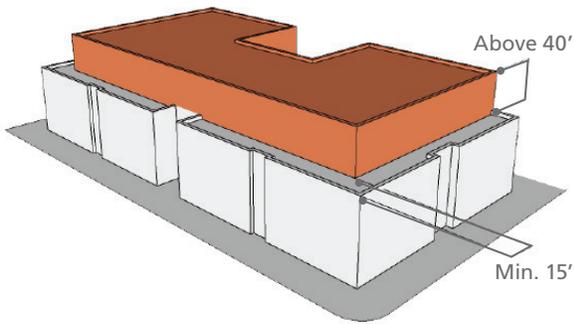
**C.** Elevator and stair overruns shall not be counted as part of the roofline modulation unless it has been integrated into the overall architectural design.



ABOVE: A.1. Roofline height modulation



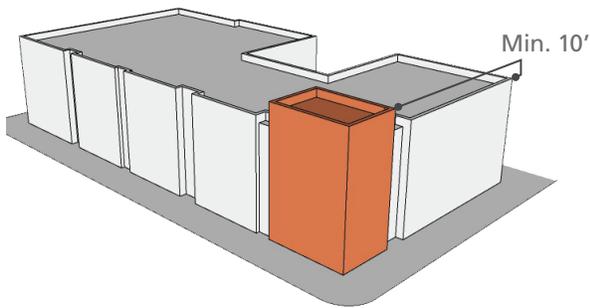
ABOVE: Roofline modulation can create the appearance of distinct buildings in a single massing while minimizing building scale.



ABOVE: A.2 Upper level stepback above 40' in elevation.



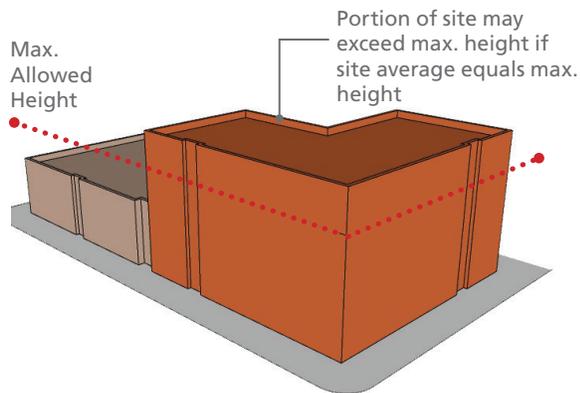
ABOVE: Upper level building stepbacks can reduce the scale of a building and improve its relationship to the pedestrian realm.



ABOVE: A.3. Corner feature



ABOVE: A corner feature can create variation in height while conveying visual prominence for significant intersections or gateways.



ABOVE: A.4. Height averaging



ABOVE: Height averaging allowed for variations in massing to locate a taller building and corner tower feature addressing a wide, high-traffic street, and stepped down massing facing lower height buildings and a public park.

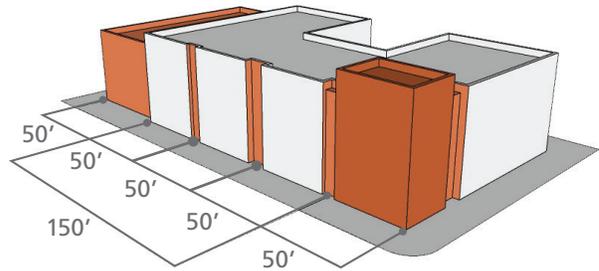
### 4.2.3 MASSING & SCALE: FACADE MODULATION

Modulation in building massing and scale encourages proportions that relate to the human-scale and create visual interest. This modulation can be achieved through the tripartite of a clearly defined base, middle and top in the vertical. Recesses and projections of a building facade, in combination with detailing, articulation, and fenestration pattern, can create diversity and visual interest in the horizontal, particularly in its relationship to the pedestrian realm.

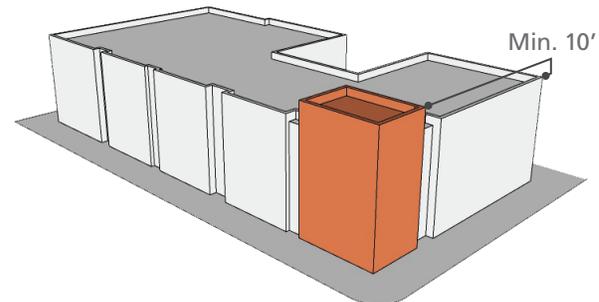
#### STANDARDS

A. A design proposal shall incorporate at least one of the following:

1. Modulation: A major modulation of the facade at a minimum of every 150 linear feet that is at least 24 inches deep and 4 feet in width, and a minor modulation in facade at a minimum of every 50 linear feet that is at least 12 inches deep and 2 feet in width.
2. A clearly delineated base, middle, and top that can be differentiated by:
  - a. Change in materials (see Section 4.2.8); or
  - b. Distinct design that creates visual separation; or
  - c. Upper level stepback of 15 feet minimum of all floors above 40 feet in elevation height.



ABOVE: A.1. Major and minor facade modulation.



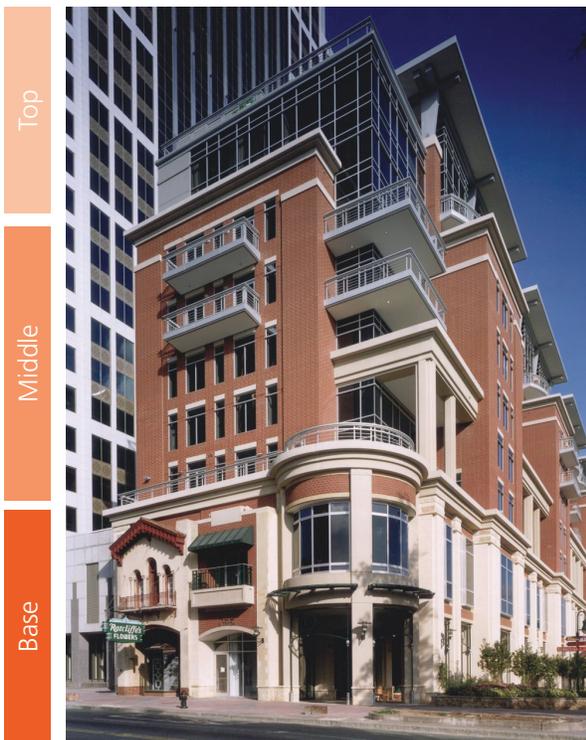
ABOVE: A.2. Upper level stepback above 40' in elevation.



ABOVE: Windows that project out to the street, or recess into the building can create visual interest and depth to a building facade, while also diminishing the scale of the massing.



ABOVE: Major and minor building facade modulations can create depth and scale.



ABOVE: Base-Middle-Top can be established through the use of materials, strong form lines that diminish scale, and upper level stepbacks.



ABOVE: An upper level stepback can reduce the scale and massing of a building, while reinforcing the pedestrian scale of the public realm.

## 4.2 Building Design

### 4.2.4 MASSING & SCALE: BUILDING SEPARATIONS

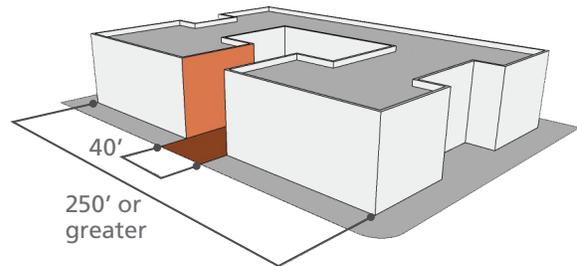
Building separations can be key to reducing scale, providing opportunities for open space, reinforcing a pedestrian scale pattern, and providing a visual reference to entrances for buildings that occupy large blocks. Separations allow for visual relief and create the appearance of two, or more, distinct buildings that reinforce a fine-grained pattern on a single block. To achieve this effect on the pedestrian realm, it is essential that separations terminate at the ground level, or provide a distinct architectural difference from adjacent massing.

#### STANDARDS

**A.** A design proposal whose facade length exceeds 200 feet shall incorporate at least one of the following:

1. A building separation that extends to the street level and includes no physical barriers such as gates, fences, or walls abutting a public right-of-way; or
2. A building separation that begins at the second floor, no higher than 16 feet in elevation above the sidewalk, that provides a distinct and separate architectural style from the surrounding massing and is setback 20 feet from the required setback zone.

**B.** A proposal that includes a building separation shall also include a separation that is a minimum of 40 feet from building face to building face.



ABOVE: A building separation of at least 40 feet wide and open to the sidewalk, shall be provided for any facade length of 250' or greater.



ABOVE AND LEFT: Building separations can provide the visual appearance of two distinct buildings, or reduce the scale of a single massing. Entrances to buildings and courtyards can be provided through separations, as well as the provision of publicly accessible open space. Separation at grade can result in a pedestrian level architectural style that is distinct, further reducing the scale of the overall massing.



Vision of a Building Separation through the building to provide an integrated publicly accessible open space.

### 4.2.5 MASSING & SCALE: TRANSITIONAL MASSING

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

#### STANDARDS

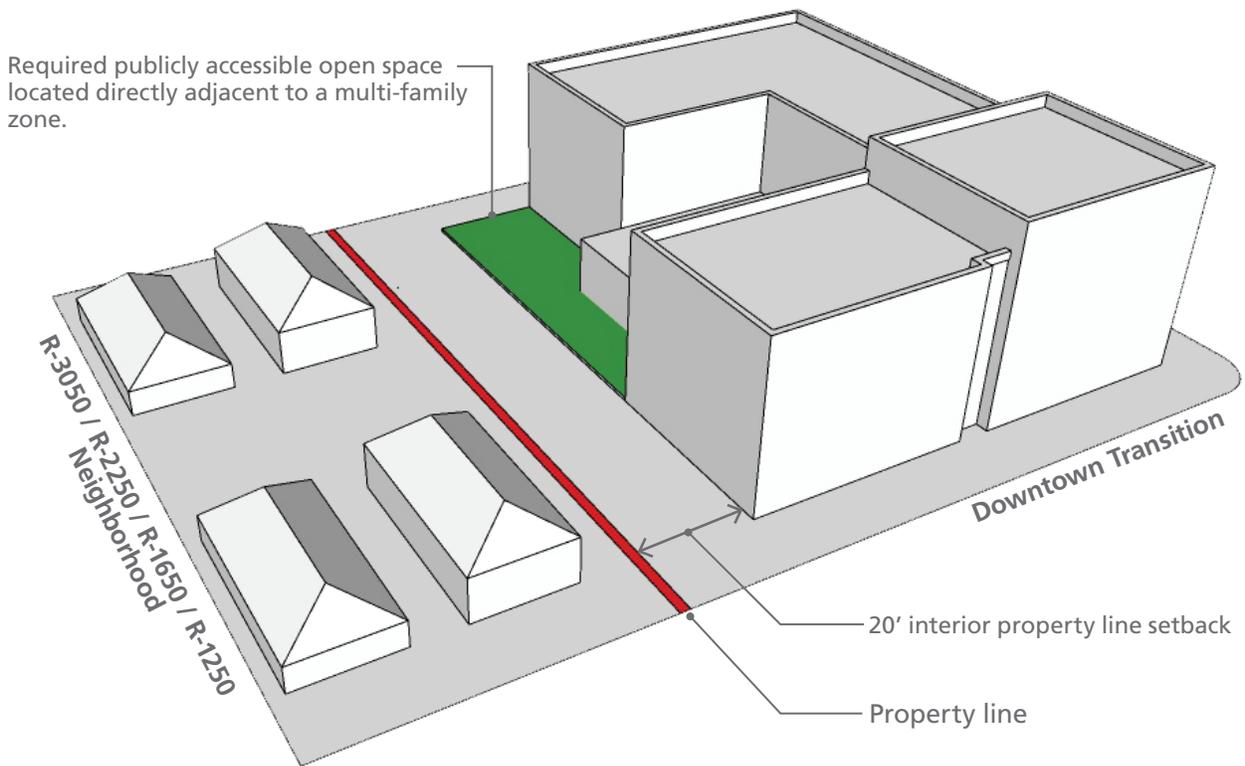
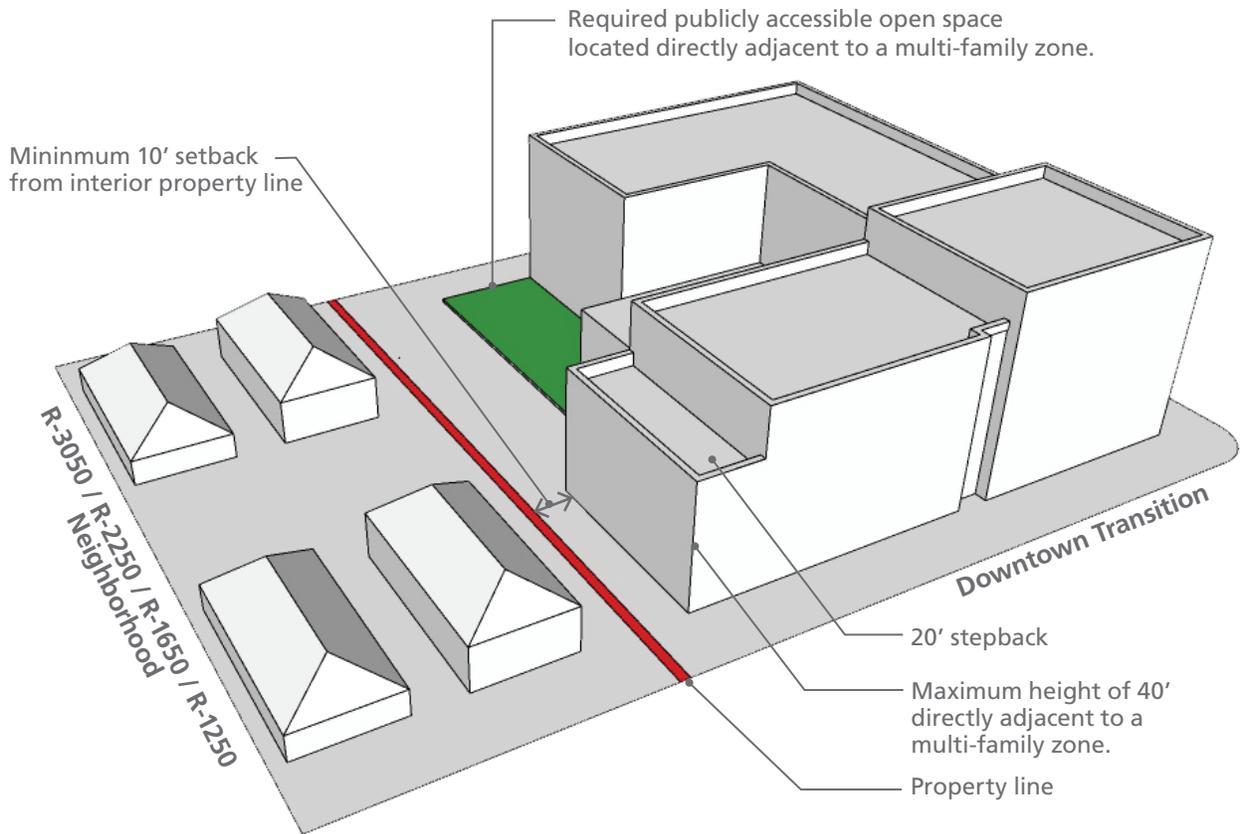
- A.** A 10-foot interior setback shall be required in a DSP zoned development where it abuts a R-3050, R-2250, R-1650, or R-1250 zone. Landscaping and emergency access can be provided within the setback. The setback shall be designed for safety, including lighting and visual access.
- B.** An upper level stepback of 20 feet shall be required with an elevation height no more than 40 feet, or alternatively provide an interior setback of 20 feet. See diagrams on opposite page.
- C.** Any required interior setback shall not count towards any required publicly accessible open space.
- D.** 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 6 feet in height.
  - 2. A wall next to a driveway shall be set back from the sidewalk to ensure safe visual access for cars and space for landscaping.
  - 3. Walls should incorporate landscaping to soften the appearances.
- E.** Parking structures facing residential zones adjacent to the DSP area shall have all walls designed as facades, compatible with the context, including residential and human-scaled materials.
- F.** For larger developments, the portion adjacent to residential zones shall be designed to appear as a separate building, with different setbacks, massing, height, and architectural character from the Downtown facing portion.
- G.** 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.
- H.** 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.



ABOVE: A park-like paseo acts as a buffer to transition massing and allows for through block connectivity.



ABOVE: A mixed-use building with greater height and mass than its adjacent building steps down and steps back for compatibility.



ABOVE: Transitional Massing Options for Standard B

## 4.2 Building Design

### 4.2.6 MASSING & SCALE: 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 shall defer to existing civic buildings such as City Hall and 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-D) help provide visual landmarks and enhance the image of Downtown.



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

BOTTOM: Entry corner indicated by architectural tower and primary entrance



TOP: Street vista terminated by a prominent building entrance



ABOVE LEFT: Entry corner indicated by architectural tower

ABOVE RIGHT: Entry corner indicated by signage





### 4.2.7 ARCHITECTURAL ELEMENTS

Buildings shall address the street in a manner that reinforces pedestrian activity and engagement. All development shall be designed to enhance ground level architectural elements for a human-scale. Entry conditions, building materials, canopies, display windows, lighting and well-designed signage can all contribute to conditions ideal for creating a vibrant and unique pedestrian environment. All new development and facade remodels shall comply with the following design standards:

#### STANDARDS

- A. The building facade 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.
- B. 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 facade as flimsy, or inconsistent with the intended materials and architectural style.
- C. No ground level parking, except for the parking entry shall be visible from any street frontage. Any parking at ground level shall have active retail or other habitable ground floor uses facing the sidewalk.
- D. New development, or the retrofitting of existing development, shall address the public sidewalk. Design of the street level facade shall be incorporated into the design of the overall building.
- E. Ground level facades shall be augmented with streetscape or open space improvements that improve the pedestrian environment.
- F. Large expanses of glass shall be subdivided into smaller units.
- G. Differentiation shall be provided at the base and the top of windows.
- H. Ground level floors shall be visually separated from floors above through the use of architectural elements that could include awnings, canopies or lintels, or additionally by recessing the ground-floor level from the floor above.
- I. Landscaping is required to provide additional texture and planted features at the ground level elevation for the pedestrian, but should increase the level of pedestrian interest rather than separating pedestrians from views into buildings.
- J. For streets with ground floor use restrictions or requirements as described in Chapter Three, certain frontages are also required or restricted.





Architectural Elements include:

1. Canopy separating ground floor from floors above
2. Subdivided glass at large windows
3. Planted feature at street level
4. Street trees and streetscape enhancements
5. Column articulation
6. Recessed balconies
7. Facade modulation
8. High-quality street-level materials
9. Activated street frontage
10. Active building adjacent zone
11. Visible residential entrances
12. Pedestrian-oriented and visible signage

|               | PRIMARY FRONTAGE | MIXED-USE COMMERCIAL | MIXED-USE RESIDENTIAL | ENTERTAINMENT FRONTAGE | RESIDENTIAL FRONTAGE |
|---------------|------------------|----------------------|-----------------------|------------------------|----------------------|
| Arcade        | Allowed          | Not Allowed          | Not Allowed           | Allowed                | Not Allowed          |
| Storefront    | Allowed          | Allowed              | Allowed               | Allowed                | Not Allowed          |
| Stoop         | Not Allowed      | Allowed              | Allowed               | Not Allowed            | Allowed              |
| Porte-Cochere | Allowed          | Not Allowed          | Not Allowed           | Allowed                | Not Allowed          |

TABLE 4-C: Frontage Design Standards

### 4.2.8 ARCHITECTURAL ELEMENTS: MATERIALS

**MATERIALS** are a significant feature of design. They assist in establishing a unique aesthetic quality while creating and reinforcing character. Materials are also essential to diminishing the scale of the overall building massing, and reinforcing the base-middle-top principles of quality design. Materials at the lower level, or base, should reinforce the pedestrian character of the public realm and employ materials that are of a human-scale. As building height increases, larger scale materials may be appropriate. All materials for new projects and facade remodels shall conform to the following standards:

#### STANDARDS

- A.** Durable, human-scaled materials shall be used on all street level facades.
- B.** Materials such as EIFS, stucco, or monolithic concrete panels shall not be used within the first 20 feet of a building elevation on facades facing public streets or at massing transitions.
- C.** Street level materials shall be human-scaled such as brick, block, wood, stone, and others to provide a high-quality aesthetic and diversity in building design.
- D.** Above street level (minimum 20 feet), no more than 60% of the building elevation shall be clad with EIFS or stucco.
- E.** All building elevations, including alley facing elevations, shall be treated equally with high-quality and human-scaled materials to provide depth and contrast in color.
- F.** All projects shall avoid creating a monotone color palette.
- G.** Materials on alley facades shall create a more human-scaled texture through the incorporation of scoring or artistic installations (murals).
- H.** Materials and corresponding designs shall wrap the corners of all facades including alleys, terminating at a logical location.



ABOVE: The scale of materials should relate to the public realm on lower portions of a building elevation, increasing in scale as a building grows in height.



ABOVE: Materials that represent a human-scale such as masonry, wood, or appropriately scaled panels can create a more engaging and visually interesting street frontage.

LEFT: Larger-scale materials and glazing are more appropriate at upper levels.

## 4.2.9 STOREFRONTS

**STOREFRONTS** are one of the most important features of an active urban environment. They present an opportunity to engage the street level by generating activity and transparency between the pedestrian realm and businesses, while creating a memorable experience. Storefronts can engage the streetscape in various manners including operable storefronts to encourage indoor activity to connect with the public realm. All new storefronts shall conform to the following standards:

### STANDARDS

- A. All facades that include storefronts shall provide a minimum of 75% transparency including access and structural supports.
- B. Materials shall conform to Section 4.2.8 of this Chapter.
- C. The design of storefronts shall reinforce the concept of base-middle-top as identified in Section 4.2.3 of this Chapter.
- D. All non-residential storefronts shall have a minimum floor-to-ceiling height as defined in Section 4.3 of this Chapter.
- E. Use storefronts such as doors and windows that swing upward or out to open, to engage uses such as eating and drinking establishments with the public realm.
- F. Pedestrian-oriented signage shall be provided consistent with Section 4.2.23 of this Chapter.
- G. Pedestrian-scaled lighting shall be provided on all storefronts.
- H. Canopies and marquees shall be provided on a minimum of 50% of the entire facade. Refer to Section 4.2.13 for design details.
- I. Storefronts and entrances shall provide recesses from the building facade to create depth and contrast.



ABOVE: Doors and windows that fold and swing can create a unique aesthetic in an urban environment. They engage the public realm with commercial and retail activities by creating permeability in the facade and opportunities for engagement between patrons and passersby.



ABOVE: Engaging storefronts that create high levels of visibility can support an active and vibrant street life.



LEFT: A diversity of entries from the streetscape provides identity and encourages interaction between commercial and retail services with the public realm.

### 4.2.10 ARCHITECTURAL ELEMENTS: BUILDING LOBBIES & ENTRIES

**BUILDING LOBBIES & ENTRIES** provide visual queues to building entrances and landmarks for pedestrians. They can also offer a unique means to create visual interest and modulation in a building facade. Lobby entrances shall be carefully designed to create landmark visual reference points and the importance of the building entrance.

#### STANDARDS

- A.** Exterior building lobbies shall incorporate the following aesthetic features:
1. Significant design feature such as a canopy, marquee, or other form of weather protection that creates visual prominence.
  2. A material application that creates continuity with the overall building design but also creates a distinct and identifiable aesthetic quality.
  3. A recess or projection to delineate the building lobby from the balance of the facade.
  4. Paving materials incorporated to differentiate the primary entrance path that is distinct and unique from the adjacent paving materials.
- B.** For commercial uses, a building's primary entrance, defined as the entrance which provides the most direct access to the building's lobby and remains unlocked during business hours, shall be located on a public street or on a usable public open space that is visible and connected to a public street.



ABOVE: Marquees and canopies that are unique to the building entry can serve as visual reference points for pedestrians.



ABOVE: Vibrant colors and unique materials framing a lobby or building entrance can create visual interest.



ABOVE: Recessed entries can create modest open spaces and differentiation in the street frontage.

## 4.2.11 STOOPS & GROUND LEVEL ENTRIES

**STOOPS** present a unique opportunity to engage residential entries with the public realm, creating activation, opportunities for engagement, and safety. Additionally, stoops create a design aesthetic that supports a residential character on appropriate urban streets. All stoops shall conform to the following design standards:

### STANDARDS

- A.** Stoops shall be required for ground level residential units on all streets, regardless of typology.
- B.** Stoops shall be designed to address the street to provide the most direct access path and allow for the greatest amount of landscaping.
- C.** Stoop or storefront access shall be required for all ground level live-work units, where the street frontage of the building exceeds 100 feet, unless otherwise explicitly approved by the design review authority, provided an alternative accessible path is included.
- D.** Stoops shall be elevated a maximum of 36 inches above grade or sidewalk.
- E.** Stoop porches, not including stairs, shall be a minimum of 20 square feet.
- F.** Stoops shall correspond directly to the building entry and be at least 4 feet wide.
- G.** Stoops and/or adjacent entry porches shall not be enclosed with solid walls or railings, or vegetation that creates a visual obstruction between the stoop/porch and the public realm in order to maintain a sense of openness.
- H.** Stoops may have an over-hanging roof or awning no wider than the stoop.
- I.** Planter or porch walls parallel to the sidewalk and taller than 18 inches shall have an irrigated 18 inch planting bed at its base.



ABOVE: Landscaping can soften the hardscape around residential entries while providing modest privacy for residents.



ABOVE: Raised entries and porches can create visual interest and engaging street frontages.



ABOVE: On-street residential entries can increase safety as well as activity on residential-oriented streets.

### 4.2.12 ARCHITECTURAL ELEMENTS: CORNERS

**CORNER FEATURES** present a unique opportunity to enhance the aesthetic quality of a signature building, visual terminus, or prominence at a primary entrance. In addition to creating variation in building massing, an enhanced corner can create a sense of place within the public realm by incorporating key design features. All corner elements shall conform to the following standards:

#### STANDARDS

- A. Corner features shall be located at the intersection of two public rights-of-way, and not located near alleys, or mid-block.
- B. Corner features shall be greater in height than the overall building mass by a minimum of 10 feet.
- C. Corner features shall have a distinct but complimentary design from the overall mass of the building.
- D. Unique or distinct paving shall be provided at a corner feature to emphasize its prominence and importance within the public realm.
- E. Enhanced canopies or marquees shall be provided to help create a sense of enclosure within the public realm.
- F. Plazas may also be used to create a unique corner feature and shall be developed per the standards outlined in Chapter 5 for publicly accessible open space.



ABOVE & BELOW: Corner features that are greater in height than the primary massing can create modulation in the building roofline.



ABOVE: Corner features can be used to create visual prominence for a building at key or gateway intersections.



ABOVE: Corner features can also be created by a change in materials or design.

### 4.2.13 CANOPIES

**CANOPIES** function as an extension of the public sidewalk, providing shelter from inclement weather, shade, and a sense of enclosure to the public realm. They can also provide a visual reference to entrances or other important facade elements. All new canopy installations shall conform to the following standards:

#### STANDARDS

- A. Canopies shall be installed a minimum of 9 feet above grade, and a maximum of 14 feet above grade.
- B. A minimum of 50% of the street elevation shall include canopies or marquees.
- C. Materials and colors of all canopies and marquees shall be complimentary with the overall building aesthetic and material palette.



ABOVE: Canopies, when combined with other features such as plantings can create a room or enclosure effect for outdoor activities such as eating and drinking establishments.



ABOVE: Canopies can serve as sun shading devices, or decorative features that create human-scaled frontages.



ABOVE: Canopies can provide shade for outdoor activities such as eating and drinking establishments.



ABOVE: A shading device and architectural element that adds detail and richness to the urban streetscape.

### 4.2.14 ARCHITECTURAL ELEMENTS: BALCONIES

**BALCONIES** provide important outdoor private space for residential units. When designed well, they can provide visual interest to facade designs, in addition to depth and rhythm. Alternatively, balconies can also create a negative repetitive quality when they are designed identically or have the appearance of being “added-on” to a facade. All new balconies shall conform to the following standards:

#### STANDARDS

- A.** No more than 40% of balconies on a project shall extend beyond the facade of the building; and the maximum projection shall be 25% of the balcony’s full depth. All other balconies shall be recessed into the building facade.
- B.** No balconies shall overhang into the public right-of-way or sidewalk as identified in Section 4.4.3, not including the portion of the building setback behind the existing property line.
- C.** No balconies can overhang the area of the building setback, behind the property line, within the first 20 feet of the building elevation.
- D.** Materials of all balcony components, including floors and railings shall be aesthetically compatible with the overall building design.
- E.** Balconies shall assist in creating a dynamic and visually interesting facade, and avoid creating repetition.



ABOVE: A mix of recessed and partially recessed balconies can create visual interest and articulation in facades.



ABOVE: Partially recessed balconies, when combined with major facade modulations can create breaks in large building masses to reduce the overall building scale.



ABOVE: Recessed balconies can be incorporated into a facade design to create a unique pattern or form.

## 4.2.15 FENESTRATION

**FENESTRATION** patterns can create an identifiable character and when properly detailed can enhance a quality design. Window designs can also improve facade modulation, scale, or a change of materials. All fenestration patterns shall conform to the following standards:

### STANDARDS

- A.** A variety of window sizes shall be provided to create visual complexity and reflect the different internal uses of a building facade. Windows shall also coordinate with the architectural design of the building including materials and scale.
- B.** At the ground level, unarticulated glass curtain walls shall be avoided, unless their design is considered of exceptional quality while allowing full transparency into an attractive, active interior use. Facades of buildings shall be divided into individual storefronts or entries.
- C.** Large expanses of glazing shall be subdivided into smaller units.
- D.** Differentiation shall be provided at the base and top of windows.



ABOVE: Fenestration patterns that change and respond to form and orientation can enhance modestly designed or flat facades.



ABOVE: Fenestration patterns that correspond with a change in material or depth can create visual interest, complexity in design, and reduce the overall scale of massing and facades.

### 4.2.16 ARCHITECTURAL ELEMENTS: FENCES, WALLS & GATES

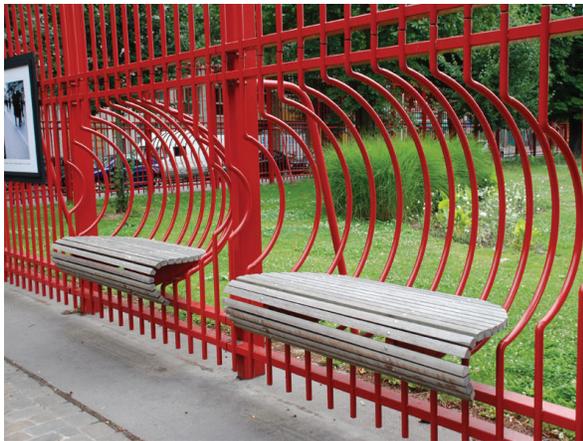
**FENCES, WALLS & GATES** help define and screen yards, walkways, and outdoors areas. As such, the design of such barriers must be considered when addressing the streetscape experience. All fences, walls, and gates shall conform to the following standards:

#### STANDARDS

- A.** All exterior security gates or fences shall be located behind the building face of the adjacent building and directly in line with the adjacent facade plane.
- B.** Design of all fences and gate shall be integrated with the overall building and site design with high levels of transparency.
- C.** Fences, walls, and gates shall be designed in a style, material, and color that compliments the overall building and site design. Plantings shall be utilized instead of walls and fences wherever possible.
- D.** Security grilles and roll down doors for storefronts shall be located behind the building face.



ABOVE: Fences or gates should be compatible with the overall building and streetscape design.



ABOVE: Incorporating elements such as seating, art, or wayfinding can soften the visual appearance of enclosures.



ABOVE: Entry gates should promote visual access and permeability while remaining modest in scale.

## 4.2.17 PLANTERS

**PLANTERS** and ground level landscaping can either enhance open space along the streetscape or they can create formidable and undesirable barriers, privatizing such space. Planters shall be integrated into the overall open space and landscape design and shall conform to the following standards:

### STANDARDS

- A.** Planters at the ground level such as those in publicly accessible open space and abutting the public right-of-way shall not exceed a height of 18 inches above grade within the first 10 feet of the street facing property line.
- B.** Planter ledges should provide a minimum depth of 12 inches to also serve as seating.
- C.** Planter boxes shall not exceed 25% of all project landscaping within the publicly accessible open space.
- D.** Materials of any raised planters shall compliment those of the overall project design.
- E.** Any development that substitutes planter boxes for originally approved landscaping shall not receive their certificate of occupancy until original approved design is completed.



ABOVE: Seating incorporated with a whimsical design sense can create a unique space that encourages public use.



ABOVE: Planters can include a variety of planting types and seating.

### 4.2.18 ARCHITECTURAL ELEMENTS: ARCADES

**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.

#### STANDARDS

- A.** Arcades shall not be constructed within the required setback per the street typologies defined in Section 4.1.3 and 4.3.
- B.** Arcades shall be accessible to pedestrians and have a minimum depth of 8 feet.
- C.** Minimum interior height for sidewalk arcades shall be 12 feet above the finished grade.
- D.** The arcade shall be no more than two stories high, or a maximum of 30 feet.
- E.** Pavement patterns shall be consistent with patterns regulated by the City and shall provide adequate drainage.
- F.** At all sites adjoining an existing arcade, a similarly proportioned arcade shall be considered for new construction.
- G.** An arcade shall be designed to function as an extension of the public sidewalk.
- H.** 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.
- I.** An arcade shall be covered with a flat or sloping roof. When there is no second floor over the arcade, the roof of an arcade may be utilized as an open-air terrace or a space for outdoor dining.
- J.** A landscaped planter with a minimum width of one foot shall be located in front of the columns of the arcade. This planter shall 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 shall be consistent along its entire length and shall be integrated into the design of the building as a whole.
- L.** The columns of the arcade shall be substantially thick, and the openings between columns shall be vertically proportioned.
- M.** Connections shall be made between the arcade and the properties adjacent to it.
- N.** Storefronts located along the arcade shall comply with all applicable storefront design guidelines.
- O.** To ensure proper penetration of daylight, the projection roof over an arcade shall not be deeper than it is tall.



ALL: Arcades can serve various purposes such as screening from inclement weather and shade, outdoor seating and dining areas, and a sense of scale along street frontages for tall buildings.

#### 4.2.19 PORTE-COCHERES

**PORTE-COCHERES** are recessed vehicle 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, and retail storefronts. This frontage shall be used sparingly. All porte-cocheres shall conform to the following design standards:

##### STANDARDS

- A. Porte-cocheres shall not be more than 40 feet deep from the facade.
- B. The porte-cochere may be enclosed with a roof or other overhead structure for protection from the sun and rain.
- C. The materials and architectural detailing of the porte-cochere shall 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. Vehicle entrances to the porte-cochere shall be narrow, to minimize the disruption of the dominate frontage pattern.



ALL: Porte-Cocheres provide convenient and covered access and drop-off for patrons.

## 4.2.20 ARCHITECTURAL ELEMENTS: GARAGE ENTRIES

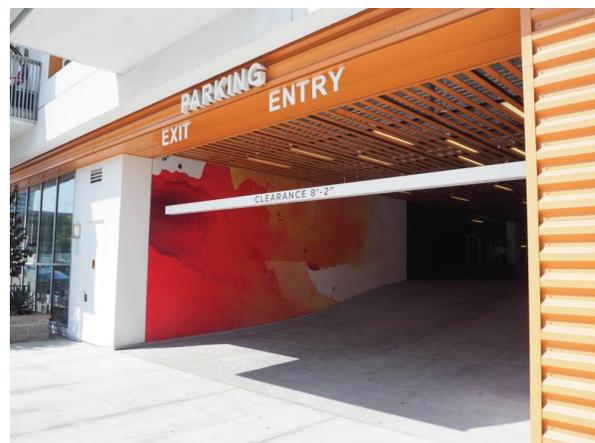
**GARAGE ENTRIES** provide necessary access to parking for developments. However, garage entries can create conflicts with pedestrians, while being aesthetically incompatible with the streetscape and building design. Garage entries should support the overall building design while not detracting from the streetscape and pedestrian realm and shall conform to the following standards:

### STANDARDS

- A.** No ground level parking, except for the parking entry shall be visible from any street frontage. Parking located at ground level must have active retail, residential entry, or other habitable ground floor uses facing the sidewalk, and subject to the design standards established in Sections 4.2.9 and 4.2.11.
- B.** Where alleys are adequate, per Public Works standards and approval regarding width and capacity, new developments shall locate all parking garage entries on the alley.
- C.** When parking garage entries are located on the street, all entries shall conform to the following:
  - 1. Utilities shall not be visible from the street frontage. Projects shall provide screening, dropped ceilings, or locate utilities away from areas visible from the pedestrian level.
  - 2. Garage doors or gates shall be set back from the face of building.
  - 3. A unique or enhanced paving pattern shall be provided on the driveway, equal to the width of the garage entry to create visual separation and acknowledge potential conflicts with other modes of transportation.
  - 4. The width of the garage opening shall be as narrow as possible.



ABOVE: Narrow garage entry widths encourage slower movement of automobiles reducing potential conflicts with other modes of transportation.



ABOVE: Garage entries shall be well designed to mitigate the aesthetic impact on the pedestrian realm. Creative and artistic elevations can establish visual interest while integrating the overall design of the garage entry with the surrounding architectural style. Elements such as screening or drop ceilings can mitigate the visual impact of necessary utility infrastructure.

## 4.2.21 UTILITIES

**UTILITIES** are necessary to the function and operation of any building. They can also, when not properly integrated, detract from the aesthetic quality of an urban environment or pose hazards to pedestrians. All utility installations shall conform to the following standards:

### STANDARDS

- A. All above grade utility boxes shall be stainless steel or wrapped with an artistic application.
- B. No utilities shall protrude into the public right-of-way, including the portion dedicated as sidewalk and located behind the property line.
- C. Per Glendale Water and Power, all other utilities shall be integrated into the building facade and not freestanding.
- D. Electrical transformers shall be located so that access is achieved from the alley, where feasible. If located adjacent to a public sidewalk, they shall be screened and incorporated into the building to provide the visual appearance of a storefront.
- E. Electrical transformers, mechanical equipment, and other utility-oriented equipment shall not be located within 50 feet of any building corner, or located within a designated publicly accessible open space.



ABOVE: When utilities must project from the building facade at the pedestrian level, they shall be enclosed with an architecturally compatible surround to prevent tripping hazards and to improve the aesthetic impact.



ABOVE: Utilities such as standpipes, fire department connections, and utility boxes are essential to building operations. Utilities shall be incorporated into the building design to the greatest extent feasible, including wall mounted devices, to avoid freestanding obstructions in or near the right-of-way, or visual clutter within landscaped areas or setbacks.



ABOVE: Utilities shall not interrupt the design of planters or other building elements, unlike the photo above. They shall be gracefully integrated into the overall design and shall be accounted for early in the design process to avoid negative visual impacts.

## 4.2 Building Design

### 4.2.22 ARCHITECTURAL ELEMENTS: LIGHTING

**LIGHTING** can create a unique aesthetic and enhance the design of a building. It also provides necessary illumination for business operation, and safety for pedestrians and other users and shall conform to the following standards:

#### STANDARDS

- A. Lighting shall be directed away from surrounding development and shielded to minimize spillover on adjacent properties.
- B. No light shall be directed at the windows of a residential unit within or adjacent to a project.
- C. Reflective materials or other sources of glare, such as polished metal surfaces, shall result in visual glare or measurable heat gain on surrounding windows.
- D. Significant architectural features such as corners or unique cornices should be illuminated and enhanced by a comprehensive lighting design.
- E. Building lighting should be adjustable, and prior to Certificate of Occupancy a test may be required to calibrate proper illumination levels to the satisfaction of the Urban Design Studio staff.



ABOVE: Building lighting shall compliment and accent the overall design, including changes in materials, fenestration, or modulation.

RIGHT: Pathway and open space lighting shall be creative and compliment the overall open space and public realm design.



ABOVE: Building and open space design shall include a diversity in lighting, including building uplighting, pathway lighting, and lighting that activates gathering areas.



ABOVE: Illumination at cornices and corner features can support the intent of creating visual prominence for significant building features.



### 4.2.23 SIGNAGE

**SIGNAGE** is essential to any urban environment. It signifies businesses, building names, and other key features. Properly scaled and located signage can greatly enhance the pedestrian experience along commercial streetscapes. All signage elements shall conform to the following standards:

#### STANDARDS

- A. All signs shall comply with GMC Chapter 30.33.
- B. All building signage below 20 feet in elevation height shall be wall mounted and not surface applied, flush with the wall.
- C. Storefront signs shall be located below 14 feet in elevation height, measured from the sidewalk, to avoid conflict with canopies and mature trees, while maintaining visibility for pedestrians.
- D. Any development that provides publicly accessible open space shall provide the standard signage identified in Chapter 5.



ABOVE: Signage shall include other elements important to the overall urban environment such as parking, bicycle parking, or wayfinding to significant public or civic assets.



ABOVE: Laser cut projecting signs identify businesses and add an architectural design element to the building.



ABOVE: Personalized signage compatible with the architectural character of the building.



The scale of the pedestrian realm and its relationship to the surrounding built environment directly affects the experience of all users. Additionally, street typologies create distinct characters and districts that reinforce the urban identity.

## **URBAN DESIGN FRAMEWORK:**

### **4.3 THE PEDESTRIAN REALM**

- 4.3.1 Primary Street
- 4.3.2 Mixed-Use Commercial Street
- 4.3.3 Mixed-Use Residential Street
- 4.3.4 Residential Street
- 4.3.5 Entertainment Street

## 4.3 THE PEDESTRIAN REALM

### A. STREETScape REQUIREMENTS

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

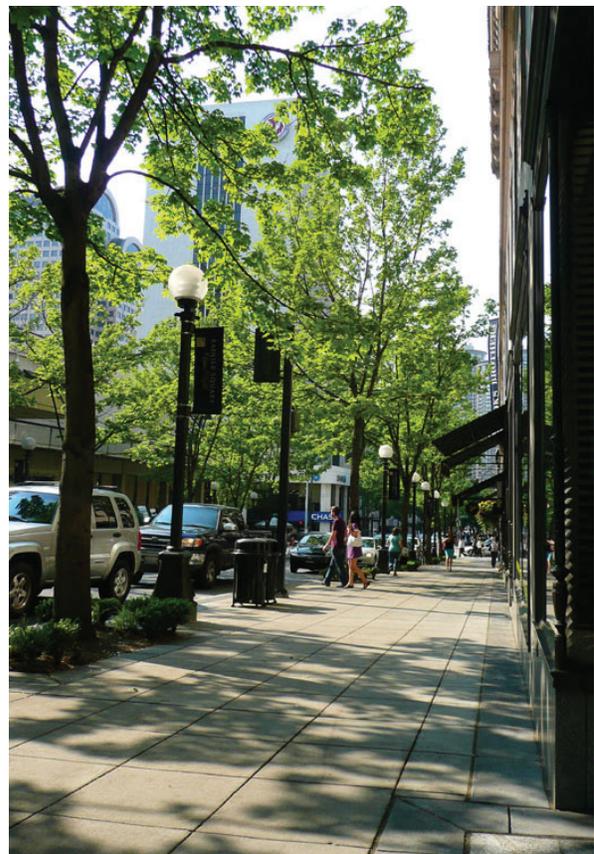
New construction and major remodels of buildings 10,000 square feet or more may be required to install streetscape elements as follows:

#### 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, trash receptacles, etc.) as required by the City and defined by the street typologies.
- F. Projects may install sidewalk elements, such as commemorative plaques or artwork, as approved by the City, at the primary entrance to the building.



ABOVE: Streetscapes shall incorporate sidewalks with sufficient width and a diverse range of urban amenities.



RIGHT: A sidewalk with patterned paving features large canopy street trees in planted parkways, pedestrian-scaled light fixtures with banners as district markers, public event noticing or holiday public art.



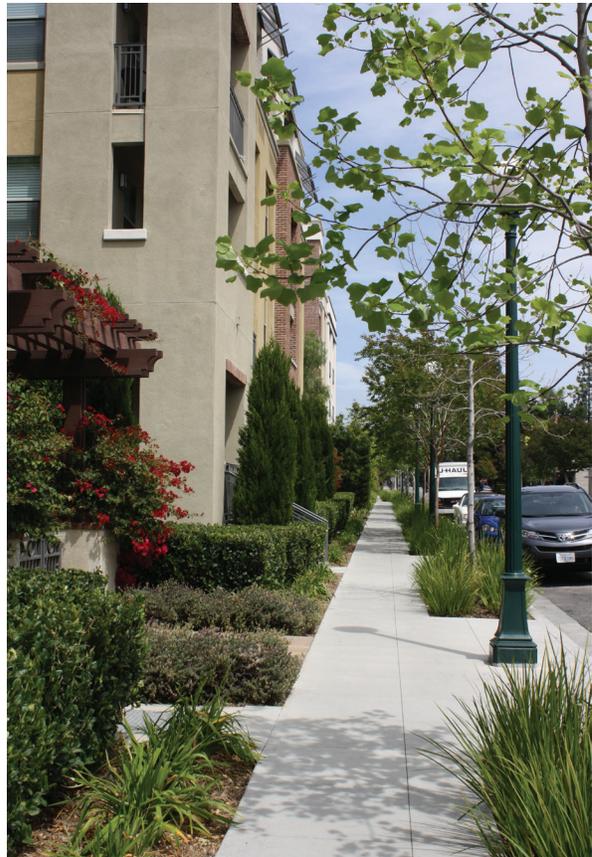
ABOVE: Intersections are important gateways to streets, districts, and significant projects and shall be treated as such with special features such as enhanced paving, and ample room for pedestrian waiting.



ABOVE: Urban amenities such as cafe seating, transit facilities and trash receptacles are designed to support an active street scene without obstructing the required clear sidewalk width.



ABOVE: Special paving, accents or features may be appropriate for significant streets to indicate important features such as building entries.

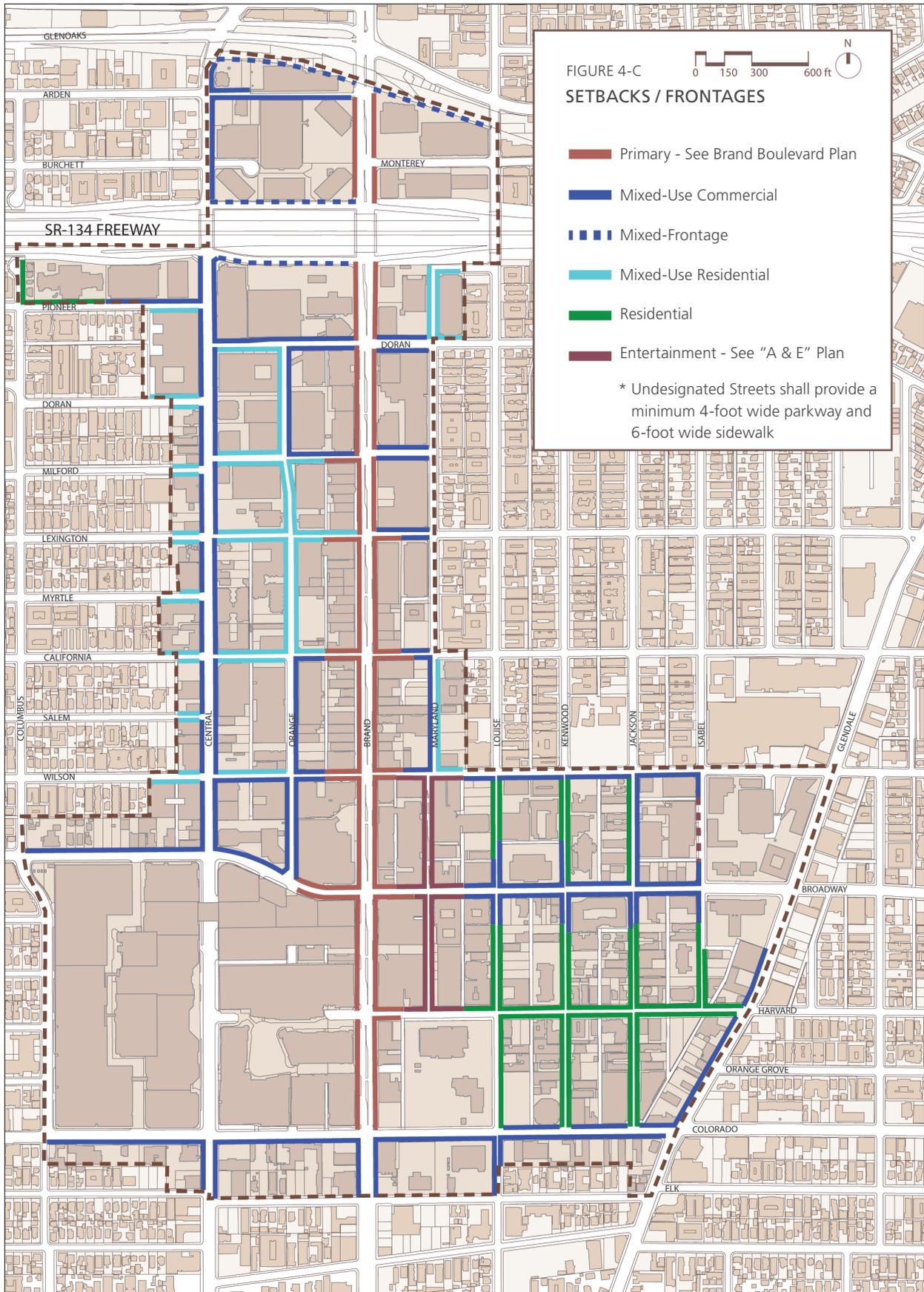


RIGHT: Create seamless transitions from public to private space.

### B. STREETSCAPE TYPOLOGIES

The treatment of sidewalks, setbacks and building facades vary, based on the different streets with their different uses, functions and scales. Downtown's image and comfort largely are determined by proportions of the different streets and public rights-of-way, as defined by facing buildings, their frontages, setbacks, parkways and the streets themselves. Collectively, these shape the pedestrian experience by creating a sense of enclosure and well-defined pedestrian zones. As such, the street and setback dimensions directly affect the quality and pace of the pedestrian experience. In order to enhance and regulate the streetscapes and pedestrian experience, the DSP establishes a set of street types with different design considerations. Street types are defined street width, land use context, and transportation/pedestrian characteristics. The classifications are meant to serve as a guide for designing appropriate streetscape environments. The types also build upon those ground floor use frontage restrictions noted in Chapter 3 – Land Use. The street typologies and their specific requirements can be found in the following sections:

- **4.3.1 Primary Street**
- **4.3.2 Mixed-Use Commercial Street**
- **4.3.3 Mixed-Use Residential Street**
- **4.3.4 Entertainment Street**
- **4.3.5 Residential Street**



## 4.3 THE PEDESTRIAN REALM

### 4.3.1 PRIMARY STREET

The southerly half of Brand Boulevard, the City's primary north-south street, is identified as having a Primary Street Frontage. Brand Boulevard is one of the City's widest streets with a landscaped center median with street trees, two-lanes of vehicular traffic in each direction, as well as angled parking and a substantial public right-of-way setback. Brand is also one of the City's signature, pedestrian-oriented streets, lined with active, ground floor commercial uses (retail, restaurants and services). New infill development must uphold this pedestrian orientation and shopping experience.

#### STANDARDS

- A. The Primary Street designation shall follow the streetscape plan established for Brand Boulevard unless otherwise specified.



ABOVE: View of Brand Boulevard streetscape with its distinctive sidewalk paving.



ABOVE: Large canopy shade trees provide protection from the sun and add to the character of the street.



ABOVE: Primary streets shall incorporate enhanced urban amenities such as seating, special vegetation, and illumination that creates a unique and identifiable experience.



Vision for a Primary Street

Primary Streets typically include the following:

1. Streets that integrate pedestrian, bike, transit, and vehicle use
2. Signalized mid-block crossings
3. Enhanced streetscape of wide sidewalks with accent paving
4. Large canopy street trees
5. Public and semi-public outdoor space such as plazas & courtyards
6. Active street level uses and building facades that address the street
7. Well designed building entries and lobbies
8. The highest level of transit amenities
9. Pedestrian-scaled lighting, signage and wayfinding
10. Public Art

## 4.3 THE PEDESTRIAN REALM

### 4.3.2 MIXED-USE COMMERCIAL STREET

Central Avenue, Broadway, and Colorado Avenue are Mixed-Use Commercial transit streets, also identified as secondary commercial streets, and typically feature wide roadway widths, higher traffic volumes carrying transit vehicles, two travel lanes in each direction, and on-street parking. Within the Downtown, these streets are fronted by the newer residential and mixed-use projects, as well as existing commercial buildings.

#### STANDARDS

- A.** All parkways shall be a minimum of 5 feet in width from face of curb and provide a 4 foot wide paved area every 20 feet to allow for unloading of vehicles.
- B.** Sidewalks shall be a minimum 10 feet wide with no overlapping use by urban amenities such as cafe seating, trash receptacles and signage.
- C.** The building adjacent zone shall be a minimum 3 feet in depth and used for a minimum of 50% outdoor seating. The balance shall be used for landscaping or residential stoops.
- D.** The ground floor of the building frontage shall be a minimum of 16 feet in height and a maximum of 20 feet.
- E.** Retail and neighborhood services are preferred uses along Mixed-Use Commercial streets and shall comprise more than 50% of the entire project frontage.
- F.** Commercial storefronts shall follow the standards established in Section 4.2.9.
- G.** Commercial entries shall be provided every 50 linear feet at a minimum.
- H.** 75% of the street elevation shall be transparent.
- I.** Residential uses on Mixed-Use Commercial streets should be less than 50% of the street frontage and shall follow the standards established in Section 4.2.11.
- J.** Seating shall be provided at a ratio of one seat for every 50 linear feet in the parkway zone.
- K.** Public art may be located within the parkway zone.
- L.** Frontage Streets shall include the same standards as Mixed-Use Commercial with the following exceptions:
  - 1. Parkway shall be 8 feet wide; no paved area for unloading of vehicles is required.
  - 2. Sidewalk widths shall be 6 feet wide.
  - 3. Retail and neighborhood services shall comprise no more than 25% of the entire project frontage.
  - 4. 50% of the ground floor facade or elevation shall be transparent.



ABOVE: Pockets of landscaping, street furnishings and pedestrian-scaled amenities such as lighting, signage and banners can visually activate areas that may otherwise be less inviting



ABOVE: Maximum street level transparency provides interest and personal safety for passersby and pedestrians.



Vision for a Mixed-Use Commercial Street

Mixed-Use Commercial Streets typically feature the following:

1. Streets that integrate pedestrian, bike, transit, and auto use
2. A walkable street with broad, unobstructed sidewalks, accent paving and street furnishings
3. Closely spaced street trees
4. Expanded sidewalks at intersections that accommodate transit amenities
5. A building adjacent zone for cafe seating, planters and similar urban amenities
6. Integrated public & semi-public outdoor space such as plazas & courtyards
7. Active street level uses
8. Storefronts are varied, highly transparent, and add character to the streetscape
9. Planted parkways
10. Pedestrian-scaled lighting, signage and wayfinding
11. Public Art

## 4.3 THE PEDESTRIAN REALM

### 4.3.3 MIXED-USE RESIDENTIAL STREET

Many of the east-west streets (Doran, Milford, Lexington, California) and the majority of Orange Street are classified as having residential mixed-use frontages. Having narrower street widths and public rights-of-way than commercial mixed-use streets, these street types feature the secondary or rear elevations of newer developments fronting Central Avenue, and shall maintain a pedestrian experience for the existing projects, as well as future developments, given that a significant portion of Orange Street is prime for redevelopment.

#### STANDARDS

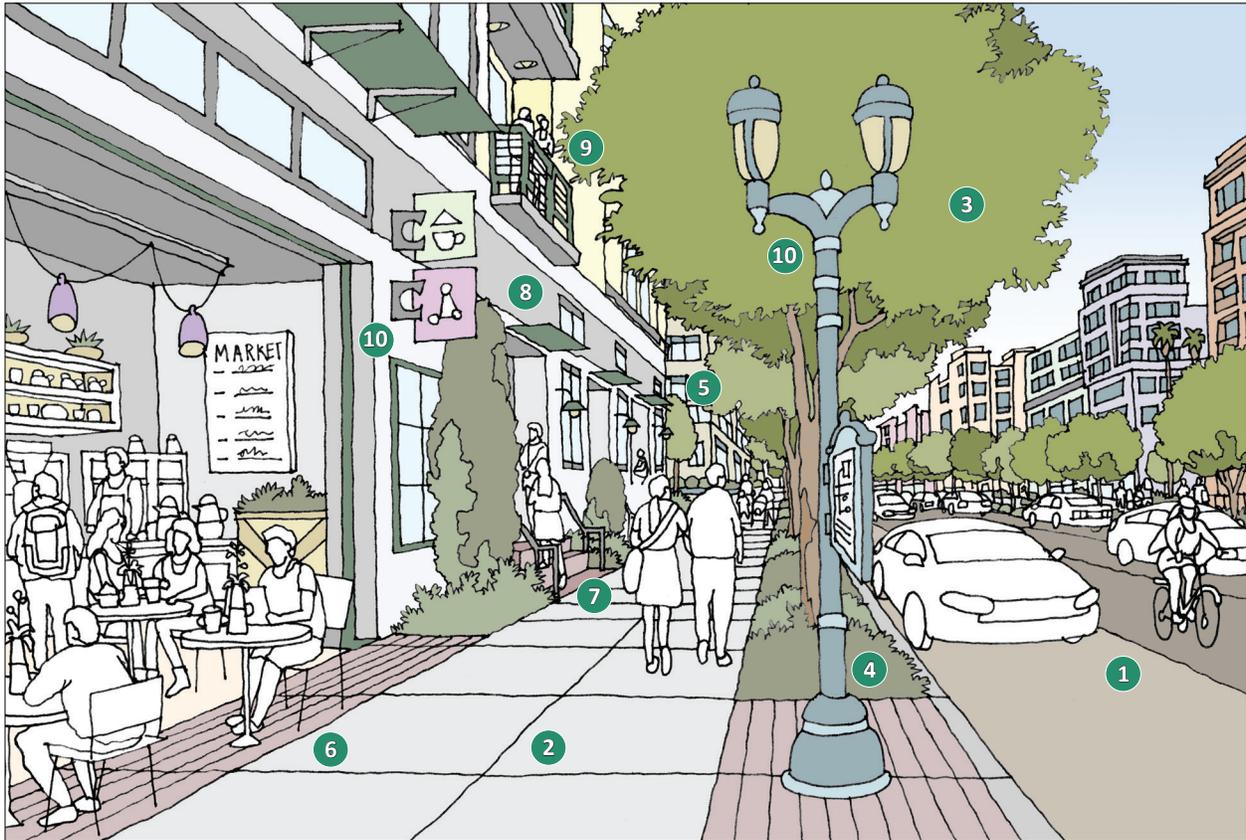
- A. All parkways shall be a minimum width of 5 feet from face of curb and shall provide a 4 foot wide paved area every 20 feet to allow for unloading of vehicles.
- B. Sidewalks shall be a minimum 8 feet wide with no overlapping use by urban amenities such as cafe seating, trash receptacles and signage.
- C. The building adjacent zone shall be an average 3 feet in depth and used for residential stoops, landscaping or commercial uses.
- D. All landscaped areas shall contain a combination of low, medium, and tall plant materials appropriate for an interesting and effective landscape.
- E. The ground floor of the building frontage shall be a minimum of 12 feet in height and a maximum of 16 feet.
- F. Residential stoops are preferred on Mixed-Use Residential streets and shall comprise more than 50% of the entire project frontage.
- G. Residential stoops and entries shall follow the standards established in Section 4.2.11.
- H. Commercial uses on Mixed-Use Residential streets are acceptable, meeting the standards established in Section 4.2.9.
- I. Public art may be located within the parkway zone.



OPPOSITE TOP: A wide sidewalk, pedestrian-scaled features such as building materials, street lighting and signage, and the close spacing of street trees elevate the quality of a streetscape.

MIDDLE: Larger buildings maintain a pedestrian-scale sensitivity through materials, detailing and facade modulation respectful of the existing context.

BOTTOM: Walkable streets provide a sense of security for pedestrians through active and passive 'eyes on the street'.



Vision for a Mixed-Use Residential Street

Mixed-Use Residential Streets typically feature the following:

1. Streets that integrate pedestrian, bike, transit, and vehicle use
2. Enhanced streetscape of wide sidewalks
3. Closely spaced street trees
4. Planted parkways
5. Integrated publicly accessible open space such as courtyards, plazas or paseos
6. Active ground level uses and a high-level of facade transparency
7. Residential stoops and unit entries within a landscaped setback
8. Building facades address the street and feature durable, human-scaled materials
9. Resident balconies on upper floors are an activating feature of the building facade
10. Pedestrian-scaled lighting, signage and wayfinding
11. On-site Public Art

## 4.3 THE PEDESTRIAN REALM

### 4.3.4 RESIDENTIAL STREET

Residential streets are located in the East Broadway District, where landscaped setbacks from the sidewalk are required. This area builds upon the mixed-use, moderate to high-density of this area with newer mixed-use projects featuring upper level housing and retail, services, office, live/work and/or residential along the ground floor. This area includes a number of civic and cultural uses and historic buildings, which have their own unique frontages.

#### STANDARDS

- A. All parkways shall be 4 feet wide from face of curb.
- B. Sidewalks shall be a minimum 6 feet wide with no overlapping use by urban amenities such as cafe seating, trash receptacles and signage.
- C. The building adjacent zone shall be an average of 5 feet in depth and shall be used primarily for residential stoops and entries. The balance shall be used for landscaping or commercial uses if permitted.
- D. All landscaped areas shall contain a combination of low, medium, and tall plant materials appropriate for an interesting and effective landscape.
- E. The minimum ground floor building frontage height shall be 10 feet for at grade residential entries and 13 feet for raised residential entries. A maximum height 16 feet is allowed.
- F. Residential stoops and entries shall follow the standards established in Section 4.2.11.
- G. Commercial uses on residential streets are acceptable, meeting the standards established in Section 4.2.9.



ABOVE: Building setbacks, parkways, and vegetation within the building adjacent zone can create a distinctly residential character, befitting of the less intense uses within the street typology.



ABOVE: A raised or at grade residential entry close to the public realm can increase safety through “eyes on the street”. Raised entries can maintain privacy.



ABOVE: A residential streetscape shall be walkable and feature pedestrian-scaled materials, proportions and detailing.



Vision for a Residential Street

Residential Streets typically feature the following:

1. Enhanced streetscape of wide sidewalks and closely spaced street trees for shade and character
2. Residential stoops and unit entries within a landscaped setback (see Section 4.2.11)
3. Ground level porches that maintain an open and softened character. (see Section 4.2.11)
4. Planters have drought tolerant and varied height plants for an interesting & effective landscape
5. Integrated publicly accessible open space such as a courtyards, plazas or paseos
6. Building facades address the street and feature durable, human-scaled materials
7. Resident balconies on upper floors are an activating feature of the building facade
8. Planted parkways that may feature public art
9. Pedestrian-scaled lighting, signage and wayfinding
10. On-site Public Art

## 4.3 THE PEDESTRIAN REALM

### 4.3.5 ENTERTAINMENT STREET

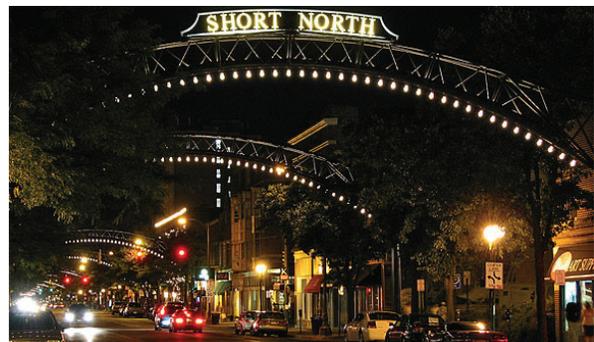
This street type refers to the two-block long Artsakh Avenue (previously Maryland Avenue) between Wilson Avenue and Harvard Street that was established as Glendale’s “Art and Entertainment District”. Anchored by the Laemmle Theaters to the north and the Central Library to the south, the area features its own decorative street paving, a narrower, intimate scale on the northerly block, and a wider, more expansive experience on the southerly block. The street backs up against two larger mixed-use commercial developments – The Exchange and The Marketplace. Artsakh was approved in 2018 for a re-visioning programming project, and the street design shall be governed by the final project approved by City Council.

#### STANDARDS

- A. Streets designated as Entertainment shall follow their individual streetscape plans.



ABOVE: Storefronts that allow for a seamless transparency between indoor and outdoor activities are positive gestures for increasing and attracting more pedestrians.



ABOVE: Gateways and signage can create an experience as users arrive at entertainment or special use streets, while supporting the distinct and unique identity of that street.



ABOVE: Entertainment Streets exhibit a high-energy character through accent lighting, festive street furnishings and activities that attract patrons and pedestrians.



Vision for an Entertainment Street

Entertainment Streets typically feature the following:

1. Enhanced streetscape of wide sidewalks, accent paving, decorative planters & street trees
2. Pedestrian safety measures including traffic calming and crosswalks
3. Pedestrian amenities include seating, trash receptacles, signage & wayfinding
4. Building facades are creatively designed with durable, and human-scaled materials
5. Storefronts are fully operable doors & windows allowing dining & drinking establishments to engage the public realm
6. Pedestrian-scaled lighting
7. Creative lighting elements such as market lights and neon lighting
8. District gateway signage or markers
9. Public Art



# OPEN SPACE

## 5

Well-designed open spaces are vital to an urban environment to provide relief and landscaping in contrast to the built forms and streets. The DSP is committed to ensuring that public open space be usable and attractive, and that it contributes to a network of Downtown open spaces. Downtown's planned open space system emphasizes physical and functional linkages between neighborhoods within and around the Specific Plan area and parks. In addition, community benefits have been identified to encourage the creation of publicly accessible open space, as well as outdoor activity areas in conjunction with private development. These policies are intended to create open spaces within five minute walking distances of one another 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, 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 and 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. The open space standards and urban design concepts emphasize non-traditional use of land 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. The Community Benefit Program encourages additional publicly accessible open space that contributes to the overall network 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. Orange and Artsakh are important north-south pedestrian streets. Wilson, Lexington and California are important east-west pedestrian connector 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 for setbacks and building frontages are described in Chapter 4; mobility standards for pedestrian streets are discussed in Chapter 6.

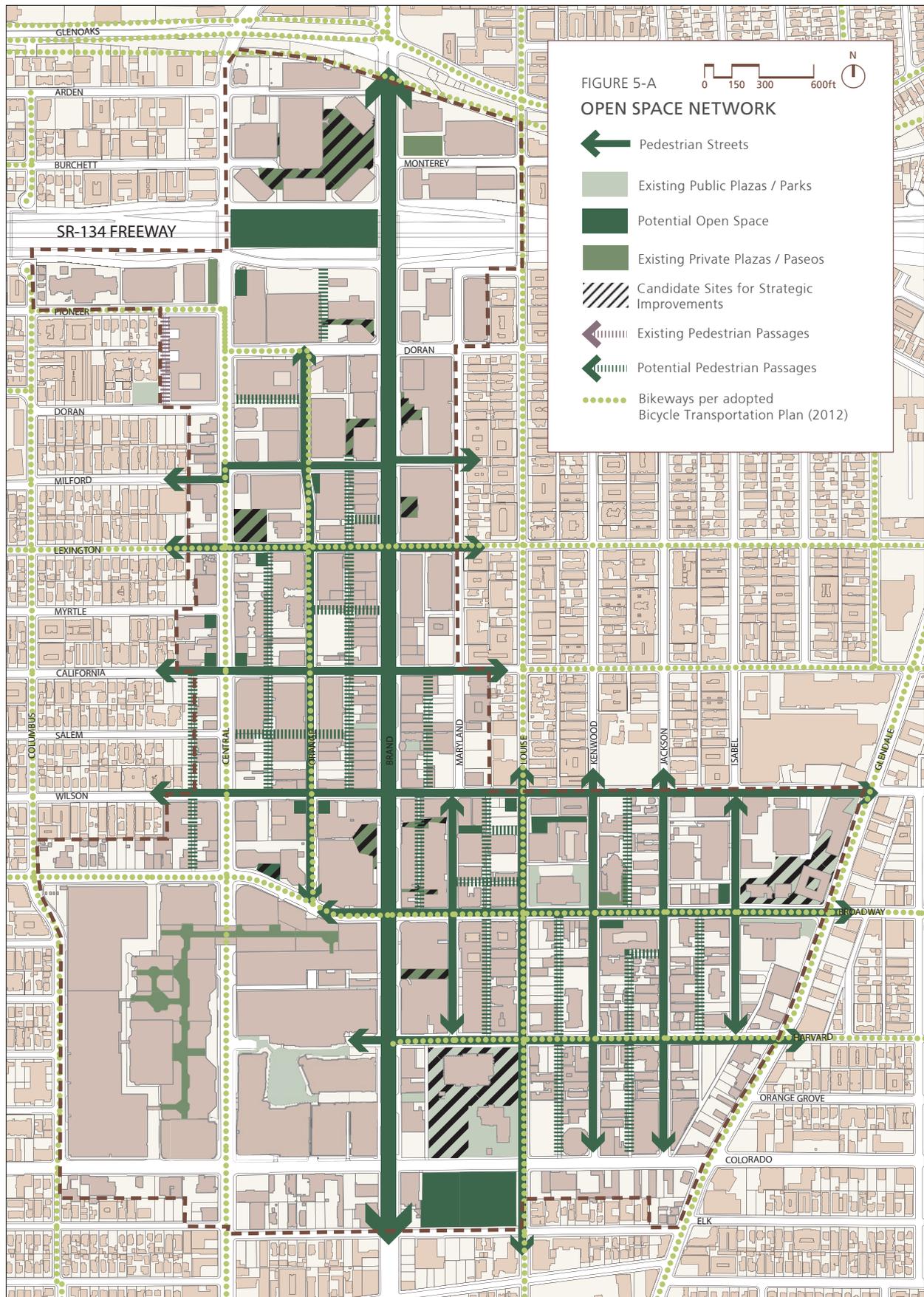
**Existing public open spaces** include public parks and open spaces. The Central Park containing the Adult Recreation Center and Central Library has served as the primary downtown public park; in early 2019, City Council approved a master plan for the Central Park that will provide for the inclusion of the future Armenian American Museum while also augmenting the landscape open space and recreation facilities that will replace the existing surface parking lots. The City Hall campus grounds, also known as the Perkins Plaza, is a second public open space within the Downtown. The Town Center project, the Americana at Brand, 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 6). 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.

**Private pedestrian plazas, paseos and courtyards** add variety and scale to the public open space system. The open space network 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 and the 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

Open space as part of all new development is an essential part in helping 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 address the diverse needs of all users while increasing usable open space in Downtown, the following must be provided:

### 5.3.1 Open Space

All new development on lots with a street frontage greater than 50 feet shall provide Open Space per Table 5-A.

- Open space shall be designed to be integrated into the overall design of new developments, surrounding buildings, and existing open space.
- 100% non-residential developments only need to provide the publicly accessible open space required by Section 5.3.2.

### 5.3.2 Publicly Accessible Open Space

At least 50% of open space required by Section 5.3.1 shall be publicly accessible open space. All required publicly accessible open space shall comply with the design standards in Section 5.4 and the following:

- 100% of all publicly accessible open space shall be open to the sky, except as permitted in Section 5.4 and for paseos, as noted below. No building projections may occupy this space at any level of the building.
- 85% of the required publicly accessible open space must be in a contiguous space.
- Publicly accessible open space provided as a paseo shall be open to the sky a minimum of 75% (see Section 5.4.B)
- All required publicly accessible open space must be at the same elevation as street level sidewalks.

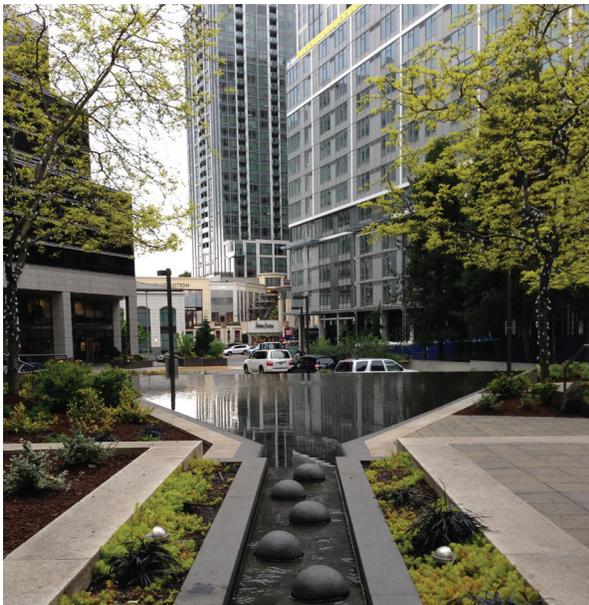
|                      | Alex Theater Area A                                  | Alex Theater Area B | Broadway Center Area A  | Broadway Center Area B | Broadway Center Area C | Civic Centers | East Broadway | Galleria | Gateway | Maryland | Mid-Orange | Orange Central | Town Center | Transitional |
|----------------------|--|---------------------|---|------------------------|------------------------|---------------|---------------|----------|---------|----------|------------|----------------|-------------|--------------|
| Project Size         | Open Space Requirement as Percentage of Overall Site |                     |   |                        |                        |               |               |          |         |          |            |                |             |              |
| <10,000SF            | 0%   |                     | 10%   |                        |                        | N/A           |               |          |         | 10%      |            |                | TCSP        | 10%          |
| ≥10,000SF to 3.0 FAR | 0%   | 10%                 | 20%   |                        |                        | N/A           |               |          |         | 20%      |            |                | TCSP        | 20%          |
| Over 3.0 FAR         | N/A  |                     | 20% (+ additional open space at a ratio of 1% for every 0.5 FAR over 3.0 FAR for buildings less than 85 ft in height) |                        |                        |               |               |          |         |          |            |                |             |              |

TABLE 5-A

### 5.3.3 Residential Development Open Space

New residential development shall meet the requirements of 5.3 (1) and (2) and shall also provide additional outdoor space equal to a minimum of 140 square feet per residential and/or live-work unit.

- Required private outdoor space for residential developments may be provided as: publicly accessible open space (above the minimum requirement and not counted towards any bonus required or requested per Chapter 7), common open space (interior courtyards and decks), or private outdoor space (balconies, decks and patios).
- Such required open space must comply with the standards in DSP 5.5 – Residential Development Open Space.



ABOVE: Well designed publicly accessible open space can include features and vegetation that offer a respite from the urban environment.

### 5.3.4 Community Benefit Program for Additional Publicly Accessible Open Space

Developments providing additional publicly accessible open space, as identified in Chapter 7 - Community Benefits, may be eligible to achieve the maximum height and floor area. Such open space must be directly accessible from one or more public streets for maximum visibility and access, must comply with the standards listed in Chapter 7, and must be approved by City Council in conjunction with a Stage I and/or Stage II Design Review.

#### What Does Not Qualify as Publicly Accessible Open Space?

- Any area used or accessed by vehicles except for paseos as noted in Section 5.4
- Area occupied by subterranean garage ventilation
- Circulation areas (paths of travel, etc) that exceed 10% of the total contiguous open space
- Private outdoor dining within publicly accessible open space
- Ground floor space under an upper floor balcony (not open to the sky)
- Required street setbacks as defined in Table 4-B

## 5.4 PUBLICLY ACCESSIBLE OPEN SPACE

### 5.4.1 COURTYARDS & PLAZAS

**COURTYARDS & PLAZAS** are outdoor rooms designed for public use and are defined by surrounding buildings and/or streets. Primary functions are to encourage a diversity of opportunities for social interaction and activities, to provide relief and relaxation, to expand and reinforce the public realm, and to contribute to the livability and general amenity of the downtown and other adjacent parts of the city. They enhance the downtown environment and are a benefit for the property owners. Proposed uses and design should be determined as part of the overall project design process and shall comply with the established design standards.

#### STANDARDS

##### A. Dimensions

1. Shall have a minimum area of 1,200 square feet and minimum dimensions of 30 feet by 40 feet, except if the required area is less per Table 5-A. In such instances, the length of the courtyard shall be approximately the same as its width.

##### B. Accessibility

1. Shall be adjacent and open to a public street and sidewalk of a primary building façade, on one or two-sides (courtyard or plaza) with an unobstructed opening dimension of 30 feet on any open side, unless as noted. An exception is publicly accessible open space in transition districts may be located at the rear of the site with a minimum street edge exposure of 30 feet. An alley shall not be considered a public street.
2. Security fences, walls, and entry gates shall not obstruct access from the sidewalk.
3. Raised planters shall not be located along the perimeter and used to privatize publicly accessible open space.
4. Shall be open and accessible to the public at a minimum from 7am to 10pm.
5. Signage shall identify the open space as a public amenity and the hours of accessibility per Section 7.2.4(E).
6. Vehicular access, loading and parking uses shall be prohibited.

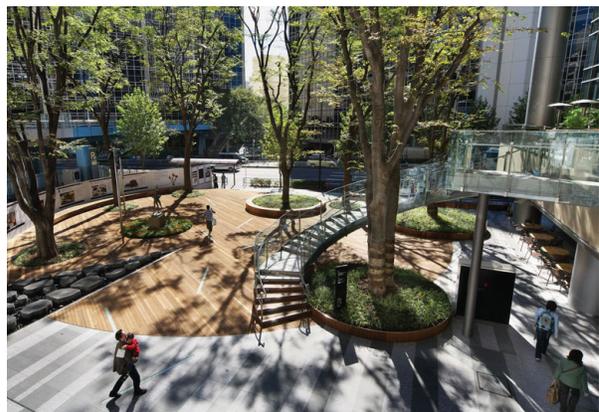
##### C. Materials

1. Courtyards and plazas shall be of high-quality materials. Careful detailing shall include consideration of materials, their durability and appearance. No more than 25% of the area may be paved in standard concrete.
2. Street-level facade standards (see Chapter 4) shall be applied to facades fronting onto the open space.



## D. Landscaping

1. At least 25% of the courtyard surface shall be landscaped with live vegetation. Shade trees and gardens are strongly encouraged. All landscaped areas shall contain a combination of low, medium, and tall plant materials as appropriate.
2. A minimum of one 36-inch box shade tree shall be provided per 600 square feet of public open space in a planting area of at least 6 ft x 6 ft x 3 ft deep. At the time of planting, trees shall be at least 12-feet tall with a 2-inch caliper, 6-inch above the topmost root.
3. A maximum of 25% of the required landscaping shall be in raised planters and not located on the streetside perimeter; the remaining planting areas shall be at the same elevation as the adjacent paving. Planted areas may berm up within the perimeter at no more than a 3:1 slope. Minimum planting and soils area shall be 24-inch by 24-inch by 24-inch (24" x 24" x 24"). Where a tree is planted the minimum area and depth shall be increased to 42-inch by 42-inch by 36-inch (42" x 42" x 36"). Planters should have a 12 inch ledge for seating.
4. The property owner or agent shall maintain open space and landscaping within the publicly accessible open space. See G.M.C. 30.31.020.B for preparation of plans and installation of landscaping and irrigation in the DSP.



## 5.4 PUBLICLY ACCESSIBLE OPEN SPACE (cont'd)

### 5.4.1 COURTYARDS & PLAZAS (cont'd)

#### E. Amenities

1. Seating at the ratio of one seat per 200 square feet of courtyard/plaza area shall be provided, in addition to any permitted outdoor dining, in dispersed locations throughout the space. Seating shall be either movable chairs, or fixed seats or benches, where such seats shall be 18 lineal inches each. Movable seating is strongly encouraged.
2. Storefront and unit entries fronting on the open space shall be designed and lighted to address safety and avoid unsafe conditions such as limited visibility, poor illumination, or dark corners.
3. A majority of the open space should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade is encouraged. Freestanding shading devices (single installation on the ground, such as trellis, patio covers, etc) shall be permitted within the open space, provided no more than 50% of the open space is covered.
4. Permanent building projections, including cantilevered overhangs or balconies, may not project over the open space.
5. Open space shall be inviting and well-illuminated at night with pedestrian-scaled lighting to address public safety. Fixtures may include low-level lights and overhead lights attached to building walls.
6. A special feature (public art, water feature, specimen tree, or other such focal point) shall be provided for each publicly accessible open space plaza or courtyard.
7. Bike racks, scooter parking areas, waste receptacles, and other street furnishings shall be provided, as identified in Table 5-B.
8. All publicly accessible open space shall follow the safety standards and considerations as defined by Crime Prevention Through Environmental Design (CPTED).
9. Lighting shall be pedestrian-scaled and may include low-level bollard lights or overhead wall mounted fixture for a well illuminated area.



ABOVE: A daytime trellis structure becomes a nighttime public art statement.



ABOVE: A functional public art installation provides plaza users a shaded area for gathering.



Vision of a Publicly Accessible Plaza

Publicly Accessible Courtyard & Plaza features typically include:

- Open to the Sky
- A minimum dimension of 30 ft x 40 ft
- Fully accessible on one or two sides
- Located at the same elevation as the adjacent sidewalk
- A special feature such as public art, a water feature or specimen tree.
- Storefronts, Stoops or Unit Entries lining the edges
- Facades with human-scaled materials
- Large canopy trees
- Landscaping primarily at grade
- Pedestrian-scaled lighting, signage and wayfinding
- Street furnishings: seating, waste receptacles etc.
- No vehicle access

## 5.4 PUBLICLY ACCESSIBLE OPEN SPACE (cont'd)

### 5.4.2 PASEOS

**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 potentially vibrant destinations. Paseos are common to warm climates, where their sense of enclosure and relative shade also makes them an attractive alternative to street retail. Paseos should comply with the following design standards:

#### STANDARDS

##### A. Dimensions

1. Paseos shall not be more than 30 feet nor less than 20 feet wide. The directly adjacent building walls framing the paseo may not be greater than three times in elevation height than the width of the paseo. The building above this height must be setback a minimum of 20 feet.

##### B. Accessibility

1. Paseos shall abut the public right-of-way, be physically and visually accessible from the public sidewalk, and must connect a public street with a different public street or alley.
2. Paseos must be at the same elevation as the public sidewalk. No security fences, walls or entry gates shall block passage during established hours.
3. Signage shall identify the paseo as a public amenity.
4. Vehicular access, loading and parking uses shall be prohibited within the paseo during hours of public accessibility.



ABOVE: Market lights add a festive and inviting design feature to a paseo for evening activities.

##### C. Materials

1. Paseos shall feature high quality, durable materials applied in a carefully detailed manner.
2. Decorative paving compatible with the style of the adjacent structures shall be applied with no more than 25% of the paseo being paved in standard concrete.
3. Street-level facade standards (described in Chapter 4) shall be applied to facades fronting onto the open space.



ABOVE: Storefronts, stoops and ground level entries help to animate the building facades and activate the paseo.

#### D. Landscaping

1. A minimum of 10% of the paseo area shall be landscaped with live landscaping. All landscaped areas shall contain a combination of low, medium, and tall plant materials as appropriate.
2. A minimum of one 24-inch box shade tree shall be installed per 750 square feet of paseo area.
3. Planters shall have a minimum soils area of 24 inches by 24 inches by 24 inches (24" x 24" x 24"), except where a tree is required, at which point the area and depth shall be increased to a minimum of 42 inches by 42 inches by 36 inches (42" x 42" x 36").
4. The property owner or his/her agent shall maintain open space and landscaping within the publicly accessible open space. See G.M.C. 30.31.020.B for preparation of plans and installation of landscaping and irrigation in the DSP.



ABOVE: A paseo (plan view) with a creatively designed paving pattern that transitions from inground planted edges - to open-celled concrete pavers - to alternating bands of running course brick pavers and concrete.



ABOVE: A well-landscaped paseo between two buildings acts as a transition space between a taller building adjacent to a lower height structure while providing connectivity through the block.

## 5.4 PUBLICLY ACCESSIBLE OPEN SPACE (cont'd)

### 5.4.2 PASEOS (cont'd)

#### E. Amenities

1. Seating at the ratio of one seat per 200 square feet of paseo area shall be provided, in addition to any permitted outdoor dining, in dispersed locations throughout the space. Seating shall be either movable chairs, or fixed seats or benches, where such seats shall be construed to be 18 lineal inches each. Movable seating is strongly encouraged.
2. Storefronts, unit entries or stoops shall front onto the paseo when possible and shall be designed and lighted to address safety.
3. A majority of the paseo should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided.
4. Overhead structures, including canopies, awnings, cantilevered overhangs, or balconies, cannot project greater than 24 inches into the paseo and cannot cover greater than 25% of its area. The remaining 75% must be open to the sky, although freestanding shade structures (trellises, patio covers, etc) shall be allowed, but a minimum of 50% of the paseo must remain uncovered.
5. A special feature, such as public art or a water feature shall be provided for each publicly accessible open space paseo.
6. Bike racks, scooter parking areas, waste receptacles, and other street furnishings shall be provided in the paseo, as identified in Table 5-B.
7. Lighting shall be pedestrian-scaled and may include low-level bollard lights or overhead wall mounted fixtures for a well illuminated area.



ABOVE: An inviting paseo between adjacent residential projects provides through block connectivity via an open to the sky passageway lined with public art statements, pedestrian-scaled lighting, seating, ground level uses and overlooking balconies.



ABOVE: A building wall-mural of cast panels provides a public art backdrop to a paseo.

BELOW: A seat wall made of natural stone slabs.



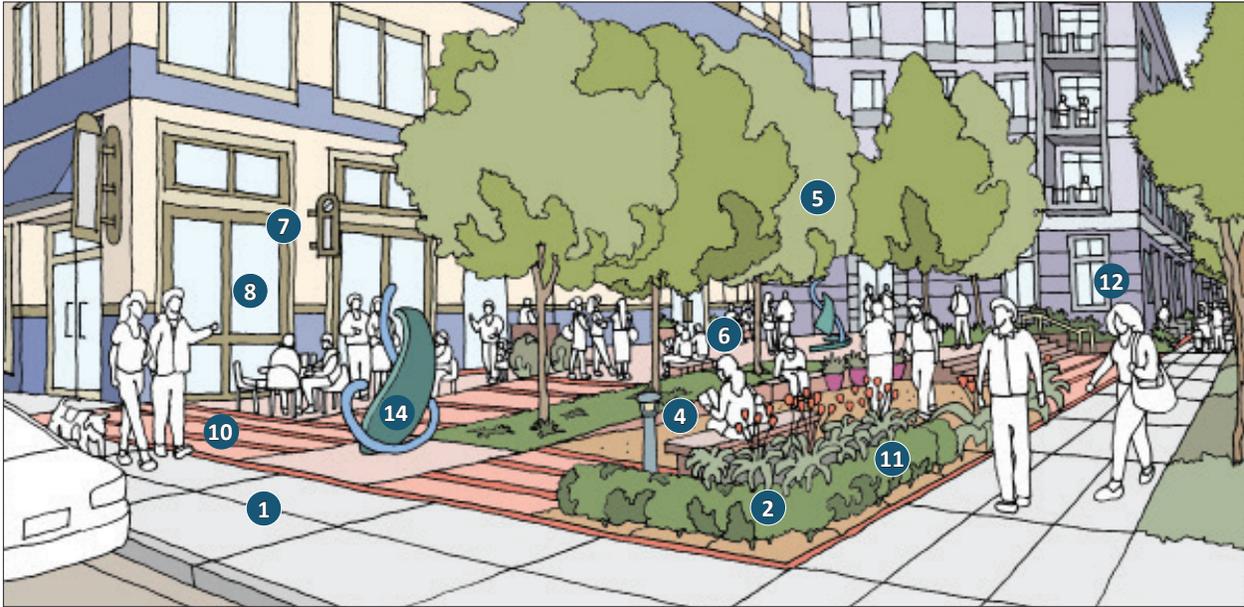


Vision for a Publicly Accessible Paseo

Publicly Accessible Paseo features typically include the following:

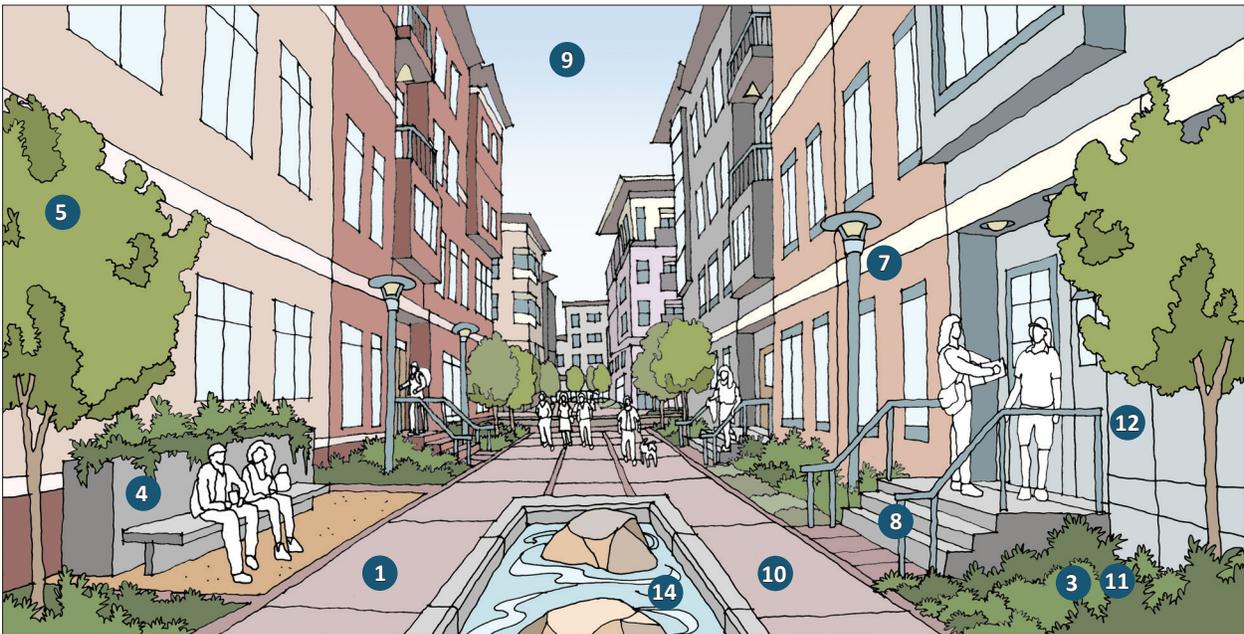
- Open to the Sky
- A width of 20 feet to 30 feet in width
- Connects a public street to another public street or alley
- Is located at the same elevation as the adjacent sidewalk
- A special feature such as public art, a water feature or specimen tree.
- Storefronts, Stoops or Unit Entries lining the edges
- Facades with human-scaled materials
- Large canopy trees
- Landscaping primarily at grade
- Pedestrian-scaled lighting, signage and wayfinding
- Street furnishings: seating, waste receptacles etc.
- Restricted vehicle access

## 5.4 PUBLICLY ACCESSIBLE OPEN SPACE (cont'd)



Example of Publicly Accessible Plaza

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>1. At sidewalk level and accessibility hours posted</li> <li>2. 25% minimum landscaping at Courtyards &amp; Plazas</li> <li>3. 10% minimum landscaping at Paseos</li> <li>4. Seating for relaxing or gathering</li> <li>5. Large canopy trees for shade &amp; character</li> <li>6. Shaded area for protection from sun when desired</li> <li>7. Pedestrian-scaled lighting</li> </ul> | <ul style="list-style-type: none"> <li>8. Lined by storefronts, stoops or shared entries</li> <li>9. Open to the sky</li> <li>10. Enhanced paving</li> <li>11. Planters are primarily in ground</li> <li>12. Facades use high quality &amp; human-scaled materials</li> <li>13. Trash receptacles</li> <li>14. Special Feature: fountain, public art or specimen tree</li> </ul> |
|---|--|



Example of Publicly Accessible Paseo

| PUBLICLY ACCESSIBLE OPEN SPACE |   |                                 |
|--------------------------------|---|---------------------------------|
| FEATURES                       | COURTYARDS & PLAZAS   | PASEOS                          |
| Minimum Area                   | 1,200 SF  | NA                              |
| Minimum Dimensions             | 30-ft x 40-ft   | Width: 20 ft min. - 30 ft max.  |
| <b>Accessibility</b>           |   |                                 |
| Signage                        | Required identification as public amenity + hours of accessibility      |                                 |
| Sidewalk elevation             | Required with no obstructions   |                                 |
| <b>Landscaping</b>             |   |                                 |
| % of Total Area                | 25% minimum   | 10% minimum                     |
| Trees                          | 1 tree / 600 SF minimum   | 1 tree / 750 SF minimum         |
| Raised Planters                | Maximum 25% of provided   | Maximum 25% of provided         |
| <b>Materials</b>               |   |                                 |
| Enhanced Paving                | Required with 25% standard concrete paving maximum                      |                                 |
| <b>Amenities</b>               |   |                                 |
| Seating                        | 1 / 200 SF minimum  | 1 / 200 SF minimum              |
| Lighting                       | Pedestrian-scaled   |                                 |
| Special Feature                | Required  | See 5.4.2 Paseo Amenities       |
| Trash receptacles              | 1 / 1,000 SF minimum  |                                 |
| Bike & Scooter Racks           | To be parked outside of the publicly accessible open space              |                                 |
| Overhangs /Overhead Structures | Not allowed   | 25% - See 5.4.2 Paseo Amenities |
| Storefronts                    | Required when code allows (see Chapter 4.2.9 Storefronts for standards) |                                 |
| Stoops                         | Required when code allows (see Chapter 4.2.11 Stoops for standards)     |                                 |

TABLE 5-B: Table of Standards and Requirements

## 5.5 RESIDENTIAL DEVELOPMENT OPEN SPACE

Additional open space is required for mixed-use and multi-family residential developments to ensure a quality of life standard, and access to light and air for building residents, occupants and guests. A minimum of 140 square feet of open space is required for each residential and live-work unit. This open space may be provided in the form of common open space (interior courtyards and rooftop decks), private outdoor space (balconies, decks and patios), or a combination.

Note: Required residential development open space above the minimum DSP requirement shall not count towards any bonus requested per Chapter 7.

### STANDARDS

- A.** To provide the greatest opportunities for an active, safe and inviting streetscape, all such open space should be located where it can be visually connected to the street, activate the facade of the building, or add variation to the building mass.
- B.** Common open space provided in the form of interior courtyards and rooftop decks should be designed as one or two large, contiguous spaces and not many scattered, separate spaces and shall comply with the following:
  - 1.** Open space must be designed for a mix of active and passive uses and/or activities.
  - 2.** Building codes shall dictate the minimum sizes of these common open space areas.
  - 3.** Seating is to be provided through the use of portable or fixed site furniture or edges along planters and/or fountains.
  - 4.** Open space shall be inviting and well-illuminated at night with pedestrian-scaled lighting to address public safety. Fixtures may include low-level lights and overhead lights attached to building walls.



ABOVE: An entry portal offers views into an interior courtyard for a passerby or a building separation that forms a private, gated entry courtyard are ways that private open space can be visually connected to the street.



**C.** Private open space provided in the form of balconies, decks and patios shall comply with the following:

1. Private open space shall have a minimum area of 40-square feet, a minimum length and width of four feet, and shall be directly accessible and an integral part of the unit which it serves.
2. Balconies must comply with the design standards of Chapter 4 (4.2.14).



ABOVE: Private courtyards should include landscaping, seating, and play structures.



**D.** Landscaping

1. A minimum of 20% of the total required open space for residential developments provided in the form of common open space must be landscaped with live plant material. Artificial turf shall not be counted towards the live landscaping requirement.
2. Landscaping of new projects shall enhance the building's architecture, public and common open spaces, and buffer adjacent residential land use.
3. 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 any courtyard.
4. Permanent landscaping shall consist of landscaped areas at the ground level or in planters having a minimum length, width, diameter and depth of 24 inches, except where a tree is required, at which point the area and depth shall be increased to a minimum of 42 inches x 42 inches x 36 inches (42" x 42" x 36").
5. All landscaped areas shall contain a combination of low, medium, and tall plant materials as appropriate.

## 5.6 PUBLIC ART PROGRAM

Public artworks animate the vision and values of urban life and help cultivate a changing and distinctive cityscape that enriches the experience of public places and the built environment.

Projects proposing to incorporate a public art component within its open space must follow the City's Urban Art Program, which seeks to promote a diverse and stimulating cultural environment to enrich the quality of life for residents and visitors. The Program encourages the creative interaction of artists, developers, designers, city officials and community members during the design of development projects, in order to develop public art that is meaningful to the site and to the community.

### STANDARDS

- A. All proposed art installations shall be consistent with the Urban Art Implementation Plan.
- B. Art shall be integrated into building or open space features such as walls, paving, and amenities to the greatest extent feasible.
- C. Applicable projects shall follow the requirements of Chapter 30.37 - Urban Art Program, of the Glendale Municipal Code







# 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 & 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.
- E. Continue the Citywide Safe Routes to School (SRTS) safety improvements to increase the number of students who walk and bike to school.
- F. Sustain ongoing SRTS education program to educate and encourage students to walk and bike to school safety.

### 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.
- C. Consider the development of mobility devices including bicycle, electronic bicycle and electronic scooters as a mode of transportation.

### 6.1.4 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.

### 6.1.5 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.



### 6.1.6 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 & 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. These strategies, combined with a 1st/last mile improvements, will promote active transportation modes and reduce vehicle miles traveled in the DSP area.



## 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.

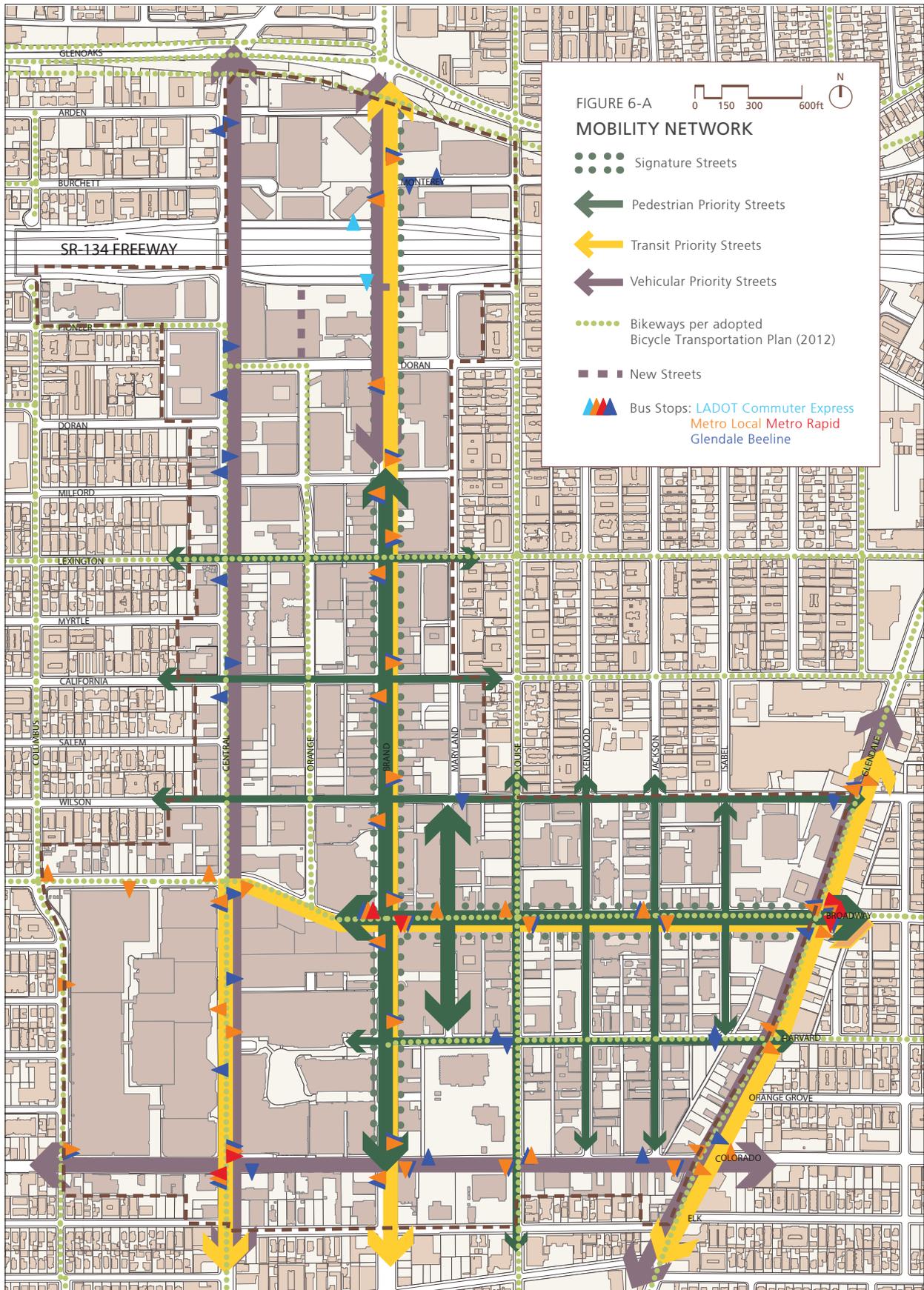
**Primary Transit Streets** give first priority to moving transit, even at the expense of some loss of performance for auto traffic. On these streets, measures such as signal prioritization, queue jumps or exclusive bus lanes should be installed and first priority should be given for investments in transit 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 & GUIDELINES

### 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 and mixed-use 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.



ABOVE: Street trees and pedestrian improvements support pedestrians and transit patrons on transit corridors.

BELOW: Expand the network of bicycle lanes or bicycle boulevards to provide continuous and safe access throughout Glendale.

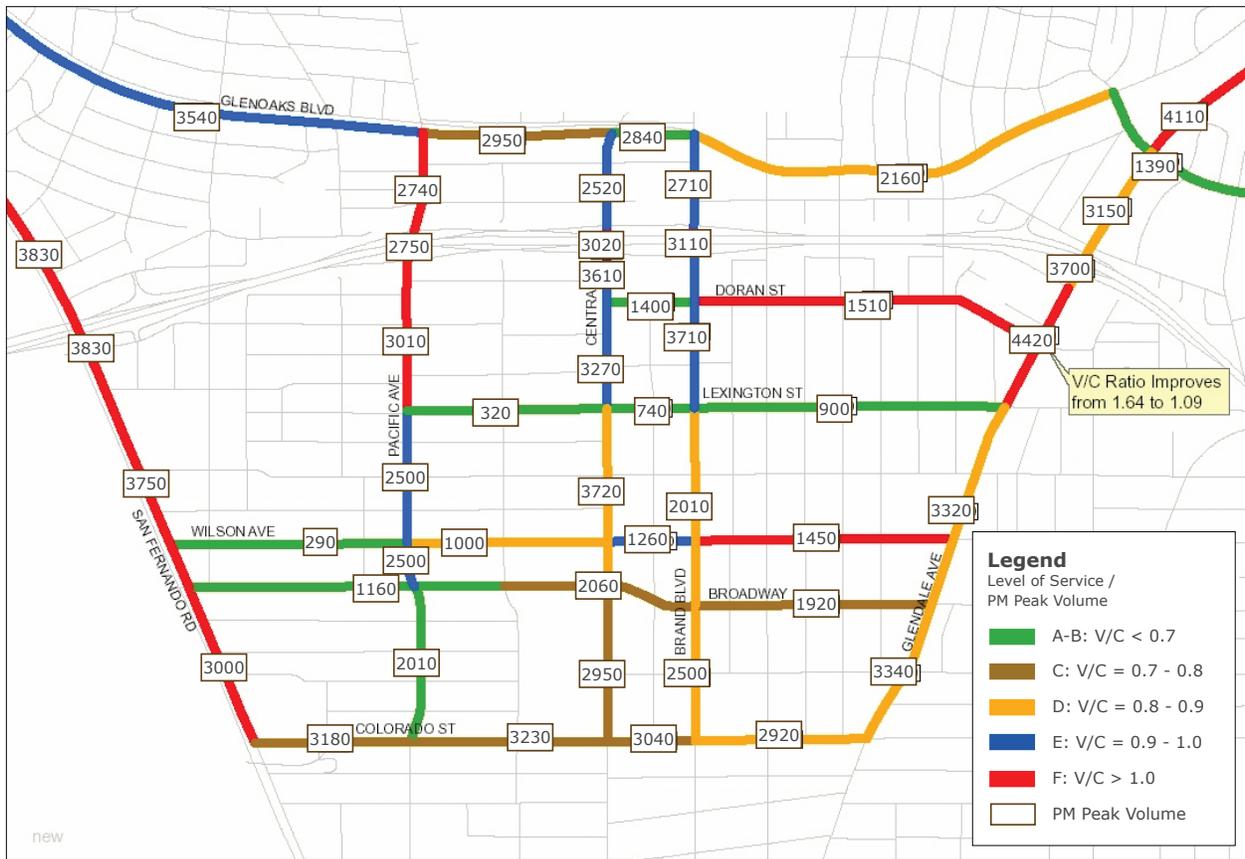


### 6.3.2 Orientation of New Development in Relation to Pedestrians & Vehicular-Oriented Streets

- 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 rear alleys when available or side streets.
- C. Pedestrian entrances should be conveniently located in relation to transit stops and pedestrian crosswalks.

### 6.3.3 Bicycle Routes & 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



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

### 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
- Develop Vehicle Miles Travel (VMT) threshold to evaluate project’s transportation impacts and compliance with Senate Bill 743.

### 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.

- Create a “Park Once” District to publicly manage the largest possible pool of parking spaces.
- 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.





# COMMUNITY BENEFIT

## 7

As a means to create maximum community benefit and to enhance livability and quality for all residents, visitors, and those employed within Glendale, the DSP has established priorities that enhance the City’s vision. These priorities are defined as Community Benefits, and participation in the program allows projects to achieve maximum development potential.

# 7.1 COMMUNITY BENEFIT

The following elements create the Community Benefit program, and have been identified as priorities to the City vision. This section describes the intent of each benefit, the associated requirements and standards, and the corresponding development potential.

## 7.1.1 Review Authority for Community Benefit

According to standards outlined by the Downtown Specific Plan, additional development potential in exchange for community benefits will be granted to applicants by the City Council, following policies and procedures adopted by the City of Glendale. Applicants utilizing the Community Benefit program will require a statutory development agreement with the City or a covenant between the City and developer.

## 7.1.2 Development Potential

If an applicant chooses to participate in the Community Benefit program, the project shall be eligible for additional height and FAR. Affordable housing, historic preservation, reuse of existing significant buildings, and hotels are recognized as priority uses and are permitted additional development potential as defined in Section 7.2 and Table 7-A. The Community Benefit program includes a tiered system for residential and non-residential projects. In exchange for increased and enhanced community benefits, greater development potential is awarded, as defined in Section 7.3 and in Tables 7-A and 7-C.

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 or floor

|  | 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 | Downtown "A & E" | Mid-Orange | Orange Central | Town Center | Transitional |
|--|---------------------|---------------------|------------------------|------------------------|------------------------|---------------|---------------|----------|---------|------------------|------------|----------------|-------------|--------------|
| <b>Tier I Maximum Height &amp; FAR by Right</b>                  |                     |                     |                        |                        |                        |               |               |          |         |                  |            |                |             |              |
| <b>HEIGHT IN FEET</b>  | 35'                 | 65'                 | 95'                    | 185'                   | 245'                   | N/A           | 65'           | 80'      | 275'    | 65'              | 65'        | 95'            | TCSP        | 65'          |
| <b>PERMITTED FAR</b>   | 2.00                | 2.00                | 3.00                   | 5.20                   | 7.00                   | N/A           | 2.00          | 2.75     | 7.25    | 2.00             | 2.00       | 3.00           | TCSP        | 2.00         |
| <b>Tier II</b>   |                     |                     |                        |                        |                        |               |               |          |         |                  |            |                |             |              |
| <b>HEIGHT IN FEET</b>  | N/A                 | 80'                 | 170'                   | 215'                   | 275'                   | N/A           | 70'           | N/A      | N/A     | 80'              | 80'        | 170'           | TCSP        | 80'          |
| <b>PERMITTED FAR</b>   | N/A                 | 2.50                | 4.00                   | 6.00                   | 7.25                   | N/A           | 2.25          | N/A      | N/A     | 2.50             | 2.50       | 4.00           | TCSP        | 2.50         |
| <b>Tier III Maximum Height &amp; FAR with Community Benefits</b> |                     |                     |                        |                        |                        |               |               |          |         |                  |            |                |             |              |
| <b>HEIGHT IN FEET</b>  | 50'                 | 95'                 | 245'                   | 245'                   | 305'                   | N/A           | 80'           | 95'      | 380'    | 95'              | 95'        | 245'           | TCSP        | 95'          |
| <b>PERMITTED FAR</b>   | 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 7-A

## 7.2 COMMUNITY BENEFIT FOR CERTAIN USES

Participation in the following community benefits, with the exception of SB 1818, are independent of the tiered community benefit system defined in Section 7.3. The following describes community benefit and development potential relationship for the following four priority uses.

### 7.2.1 SB 1818 Affordable Housing Density Bonus Law

#### COMMUNITY BENEFIT

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.

#### ALLOWABLE BONUS

The maximum allowable height and/or density bonus and concessions available for this priority use are as defined in California Government Code Section 65915 et seq. and Glendale Municipal Code Chapter 30.36. For the purposes of this incentive only, Table 7-B defines baseline residential density by DSP area as measured by dwelling units per acre.

#### 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 Chapter 30.36.

|                                 | 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 | Downtown "A & E" | Mid-Orange | Orange Central | Town Center | Transitional |
|---------------------------------|---------------------|---------------------|------------------------|------------------------|------------------------|---------------|---------------|----------|---------|------------------|------------|----------------|-------------|--------------|
| <b>Maximum Density by Right</b> |                     |                     |                        |                        |                        |               |               |          |         |                  |            |                |             |              |
| <b>DWELLING UNITS PER ACRE</b>  | N/A                 | 90                  | 100                    | 175                    | 225                    | N/A           | 90            | 90       | 250     | 90               | 90         | 100            | TCSP        | 90           |

TABLE 7-B

## 7.2.2 Historic Preservation

### COMMUNITY BENEFIT

Preservation of Downtown’s significant historic resources is a key element of creating a unique sense of place.

### STANDARDS

- A. The project must meet the Secretary of the Interior’s Standards for Rehabilitation.
- B. If not previously listed, the historic resource must be placed on the Glendale Register prior to or concurrent with design review approval.
- C. At the discretion of the Director of Community Development, the Historic Preservation Commission may conduct advisory design review for consistency with the City’s preservation goals and conformance with the Standards for Rehabilitation prior to any binding design review.

### ALLOWABLE BONUS

The maximum allowable height and/or floor area bonus available for this priority use is the maximum height or FAR allowed by district as defined in Table 4-A. The bonus is applicable only to areas of new construction on the same lot as a historic resource rehabilitated as part of the project; it does not apply to the historic resource itself. In calculating any FAR bonus, the area occupied by the historic resource shall be included in the calculation of the maximum FAR allowed for the new construction.

## 7.2.3 Hotel

### COMMUNITY BENEFIT

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 consistent with section 4.1.3.

### ALLOWABLE BONUS

The maximum allowable height and/or density available for this priority use for new hotels is the maximum height and density allowed by district as defined in Table 4-A.

Expansion of existing hotels 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.

## 7.2.4 Reuse of Existing Buildings

### COMMUNITY BENEFIT

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. Reusing older, non-historic buildings is also encouraged to let our built heritage continue to tell the story of Glendale.

### STANDARDS

- A. Reuse of older buildings that are not historic resources shall be distinguished from new construction and shall be defined as the reuse of the structure's most distinguishing architectural features and maintaining a minimum of 50% of the combined area of all of the exterior walls and roof of the existing structure. Nonconforming buildings shall comply with GMC 30.60.040.
- B. Retention of distinctive architecture is strongly encouraged.
- C. Re-use of significant architectural and character-defining features is strongly encouraged.
- D. 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 increase available for this priority use is an increase of 30 feet; the maximum allowable density increase under this incentive is an additional 1.00 FAR.

## 7.3 TIERED COMMUNITY BENEFIT SYSTEM

The following elements are key components of the Community Benefit program, and have been identified as priorities to the City vision. This section describes the intent of each benefit, the associated requirements and standards, and the corresponding tiered development potential.

|             | Tier I   | Tier II  | Tier III  |
|-------------|--|--|---|
| Residential | <ul style="list-style-type: none"> <li>• Open Space: See Table 5-A</li> <li>• Diversity in Housing Mix: 20% Minimum 2 &amp; 3 bedroom units</li> </ul> | <ul style="list-style-type: none"> <li>• Open Space: Tier 1 Requirement + 1% Publicly Accessible Open Space; and</li> <li>• Diversity in Housing Mix: 30% Minimum 2 &amp; 3 bedroom units</li> </ul>   | <ul style="list-style-type: none"> <li>• Open Space: Tier 1 Requirement + 2% Publicly Accessible Open Space; and</li> <li>• Diversity in Housing Mix: 40% Minimum 2 &amp; 3 bedroom units; and</li> <li>• One option from below:               <ol style="list-style-type: none"> <li>1. Mobility Improvements</li> <li>2. 2% Public Art on-site</li> <li>3. Priority Uses</li> </ol> </li> </ul> |
| Commercial  | <ul style="list-style-type: none"> <li>• Open Space: See Table 5-A</li> </ul>  | <ul style="list-style-type: none"> <li>• Open Space: Tier 1 Requirement + 1% Publicly Accessible Open Space; and</li> <li>• One option from below:               <ol style="list-style-type: none"> <li>1. Mobility Improvements or</li> <li>2. 2% Public Art on-site</li> </ol> </li> </ul> | <ul style="list-style-type: none"> <li>• Open Space: Tier 1 Requirement + 2% Publicly Accessible Open Space; and</li> <li>• Two options from below:               <ol style="list-style-type: none"> <li>1. Mobility Improvements</li> <li>2. 2% Public Art on-site</li> <li>3. Sustainability/LEED Platinum</li> </ol> </li> </ul>   |

TABLE 7-C Tier 1 - Permitted by Right  
Tier II - Mid-Range  
Tier III - Maximum Height & FAR w/ Community Benefits

### 7.3.1 Public Open Space

#### COMMUNITY BENEFIT

Open space provides the significant public benefit of a place to rest, relax, and congregate in an urban environment. A well-designed plaza, courtyard, or other outdoor space provides a counterpoint to the built environment of streets and buildings, and adds enhancements to the public experience of Downtown.

#### STANDARDS

- A. Publicly accessible open space shall meet the requirements of Section 5.3. and the design standards of Section 5.4.
- B. Publicly accessible open space shall be located at sidewalk level and shall be open with no fences or other means of enclosure prohibiting physical or visual access and use of the space during open hours.
- C. Publicly Accessible Open Space shall be “open-to-public” at a minimum from 7am-10pm; public access hours shall be indicated on signage required.
- D. 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.
- E. Signage consistent with 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.

## 7.3.2 Diverse Housing Mix

### COMMUNITY BENEFIT

Downtown is intended to be livable and accessible for residents of all ages and households of all compositions. There are many factors that create opportunities to ensure livability for all ages, but maintaining a diverse housing unit mix is essential. Providing housing diversity creates opportunities for not only smaller households, but also those with children or households with multiple generations.

### STANDARDS

To qualify for the community benefit program, projects will be required to comply with the following guidelines, in addition to the percentage mix defined in Table 7-C.

- A.** Projects that qualify under the housing diversity benefit shall provide two-bedroom units at a minimum of 900 square feet and three-bedroom units at a minimum of 1,100 square feet.
- B.** A majority of the units described in section A shall be located on the lower levels of a project, and preferably located within close proximity to each other.
- C.** Studio units shall be limited to no more than 10% of the overall project unit mix.
- D.** Units that qualify under the diverse housing mix program shall be limited to one en-suite bedroom/bathroom. All other bathrooms must be accessed from hallways or common areas such as living rooms or kitchens.
- E.** Common indoor space shall be provided in the project for youth and may include homework or study rooms, hobby rooms, game rooms, or indoor playroom.
- F.** At least a portion of any private courtyard or open space must include a playground or other outdoor recreational activity equal to 16 square feet for every bedroom participating in the diverse housing mix community benefit program. Exception may be granted for projects that are within .25 mile walking distance to a neighborhood playground or mini-park. Outdoor space will count towards the open space requirement, but not the publicly accessible portion unless public access is provided.
- G.** Playgrounds and other recreational activities for youth shall be located on lower levels of the project.
- H.** Outdoor recreational space intended for youth shall be located in close proximity and visible from a majority of the units participating in the diverse housing mix program.



ABOVE: Providing a diverse housing mix as a community benefit

### 7.3.3 Mobility

#### COMMUNITY BENEFIT

Urban environments, such as Downtown Glendale, offer a multitude of mobility options independent of single occupant automobiles. Walkability, bicycling, transit, and other modes can be efficient and healthy ways to move around Downtown, while mitigating the impact of additional vehicle miles traveled.

#### STANDARDS

- A. Provide a bicycle share system that is equal to one bicycle for every fifty units that qualify under the housing diversity program. Non-residential buildings shall provide one space for every 12,000 square feet. Other alternative modes, independent of automobiles, may be considered and approved per the Director of Community Development.
- B. Provide one space for every fifty units that qualify under the housing diversity program for automobile sharing programs for public use. At the time of Certificate of Occupancy a project must demonstrate an agreement with an independent vendor to provide the automobiles for each parking space. The spaces must be located in the publicly accessible portion of the parking garage or provide public access to secure parking garage areas.
- C. Provide monthly transit passes to residents that equal to 10% of total units. Non-residential buildings provide on-site transit pass sales.
- D. Projects must also provide one of the following:
  - Agree and successfully complete an annual survey of residents to determine mobility habits and travel patterns.
  - Successfully post city-provided bicycle, transit, and walking maps in common areas such as building lobbies and community rooms provided by the city.
  - Designate a pick-up/drop-off location for ridesharing (such as Uber/Lyft) and carpool/vanpool.

### 7.3.4 Sustainability

#### COMMUNITY BENEFIT

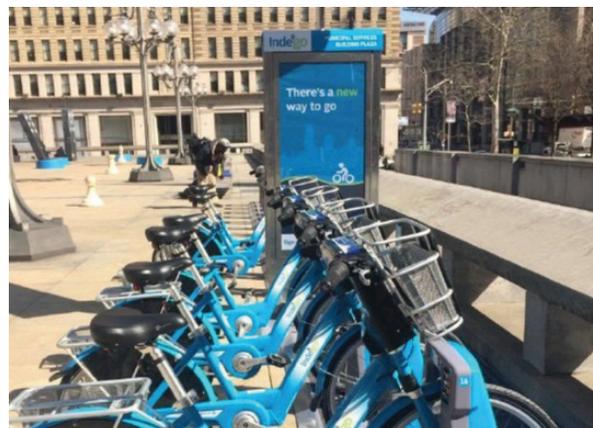
Buildings that are designed for sustainable performance in excess of existing Title 24 building standards help limit the environmental impacts of commercial and residential development in Downtown.

#### STANDARDS

To qualify for the development potential under Sustainable Design, applications will require the following:

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

BELOW: Sustainable building design using a green roof with integrated solar panels.



ABOVE: A publicly accessible bike share station.

### 7.3.5 Public Art

#### COMMUNITY BENEFIT

Public art helps to improve the character and physical environment of Glendale. It promotes and enhances the general welfare by allowing citizens to experience and interact with artworks in an environment that is open to all. Public art encourages community pride through its power to create distinctive places that are unique to Glendale. Placing works of art in key public locations helps establish a cultural legacy for the City by allowing the shared cultural experience of art, accessible to all, to extend over many generations.

#### STANDARDS

- A. Projects must comply with the Urban Art requirements of GMC Chapter 30.37 and the public art must be installed and maintained on-site in the publicly accessible open space area.
- B. The applicant shall submit an application for the Urban Art Plan, and the application shall be considered by City Council or as part of the project's design review process.
- C. The urban artwork approved with the Urban Art Plan shall be installed in compliance with the Urban Art Plan prior to issuance of Final Certificate of Occupancy.



ABOVE: Public art as a community benefit

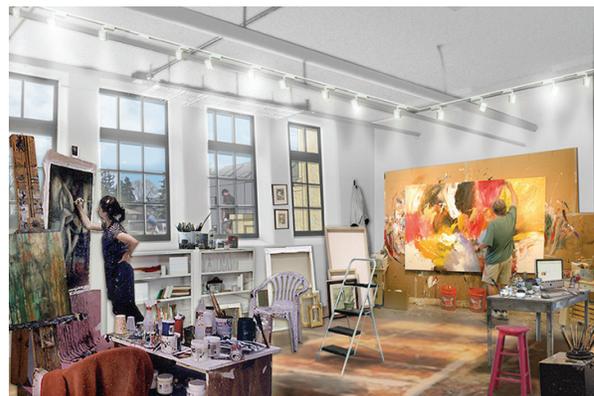
### 7.3.6 Priority Uses

#### COMMUNITY BENEFIT

To ensure a livable urban environment for all, the City may identify particular uses that are deficient in or around downtown, or would add to the overall quality of life for residents, visitors, and those employed within the City.

A project shall provide one of the following:

- A. Child care or day care facility open to the public.
- B. Artist studio.
- C. Performance venue such as a community theater or art gallery.
- D. Other use defined as a priority by City Council and approved by the Director of Community Development.



ABOVE: A day care facility or artist studio as a community benefit.



# 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 diverse, healthy economic and employment center which encourages the location of the entertainment, technology 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 through the Business Expansion Grant 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, community benefits districts, educational institutions and the City.
- 8) Encourage 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) Economic Development Assistant: The Economic Development Division is available to help businesses locate in Glendale. Business Concierge is available to assist in streamlining the permitting process. Assistance is considered on a case-by-case basis and is intended to help achieve the Division's goals.
- 6) Business Expansion Grant: Grant program to help businesses and property owners expand operations through tenant improvements.



# 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 & PROCEDURE

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

## 9.2 ENVIRONMENTAL REVIEW

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 Community Development 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, and/or Glendale Housing Authority will initiate and/or adopt the following policies 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;
  - 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) Implement activities that continue to activate Perkins Plaza and the Civic Center to maximize public usage of this public open space.
- 7) Continue to promote the establishment of quality open space in the DSP and/or within walking distance of the DSP.
- 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) Implement business retention and attraction programs (such as the Business Expansion Grant Program) that provide specific financial assistance to businesses that will contribute to the City's economic diversity and to the goal of creating a robust 18-hour day, filled with opportunities for culture, arts, and entertainment.
- 10) Continue existing programs (i.e., Glendale Urban Design Awards) that recognize design excellence in the Downtown.
- 11) Implement placemaking programming and install public art and infrastructure design elements at the Artsakh Paseo to attract and promote more pedestrian traffic to the Art and Entertainment District.
- 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) Prepare implementation strategy for police fire, library services for the new residents contemplated by this Plan.



# CREDITS

## 2007

### 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.

## 2007

### DOWNTOWN SPECIFIC PLAN ADVISORY GROUP MEMBERS

|                       |                  |
|-----------------------|------------------|
| Gio Aliano            | Al Hofmann       |
| Chris Allaire         | Gary Hopkins     |
| Barry Allen           | George Issaians  |
| Greg Astorian         | Judee Kendall    |
| Sheldon Baker         | Rodney Khan      |
| Vicki Barbieri        | Bob Lemke        |
| Himanshu Brahmbhatt   | John Locascio    |
| Ed Chuchla            | Paul Locker      |
| Neils Cotter          | Tony Maniscalchi |
| Gary Cornell          | Barry McComb     |
| Chris Cragnotti       | Herbert Molano   |
| Jim Darcey            | Richard Nahas    |
| Aspet Davidian        | Laura Olhasso    |
| Dennis De Pietro      | Ray Patel        |
| Herand Der Sarkissian | Brooke Person    |
| Richard Espiritu      | Lila Ramirez     |
| Peter Fuad            | Aram Sahakian    |
| Argishd Galvstian     | Emil Tatevosian  |
| Gary Gero             | Judy Taylor      |
| Vigen Ghazarian       | Jolene Taylor    |
| Ann Gray              | John Thomas      |
| Razmik Grigorian      | Jerry Westgate   |
| Margaret Hammond      | Arlene Vidor     |

## 2007 ORIGINAL DSP

### CITY STAFF

James Starbird, City Manager

#### Planning Department

Elaine Wilkerson, Director  
Hassan Haghani, Assistant Director  
Alan Loomis, Principal Urban Designer  
Tim Foy, Principal Planner  
Vilia Zemaitaitis, Senior Planner  
Jeff Hamilton, Senior Planner  
Erik Krause, Senior Planner  
Kristen Asp, Planner  
Cindy Thomack, Historic Preservation Planner  
Chris Patrouch, Mobility Planner  
Julie Kim & Lawson Chew, Interns

#### Development Services

Philip Lanzafame, Director  
Alex Hamilton, Senior Project Manager

#### Public Works Department

Stephen Zurn, Director  
Roubik Golanian, City Engineer  
Jano Baghdanian, Traffic & Transportation Administrator  
Tom Mitchell, Assistant Traffic & Transportation Administrator  
Fred Zohrehvand, Planner

#### Parks, Recreation & Community Services

George Chapjian, Director  
Eve Rappoport, Arts and Culture Program Supervisor

#### Community Development & Housing

Madalyn Blake, Director  
Peter Zovak, Housing Development & Preservation Administrator

#### City Attorney's Office

Scott Howard, City Attorney  
Michael Garcia, Chief Assistant City Attorney  
Gillian van Muyden, Senior Assistant City Attorney

#### CONSULTANTS TO THE CITY

Zimmer Gunsul Frasca Partnership  
Urban Design / Graphic Design  
EIP Associates, Environmental Impact Report  
Nelson / Nygaard Consulting Associates, Mobility  
Keyser Marston Associates, Economics

## 2019 COMPREHENSIVE UPDATE

### CITY STAFF

Yasmin Beers, City Manager

#### Community Development

Philip Lanzafame, Director  
Bradley Calvert, Assistant Director  
Erik Krause, Deputy Director of Planning  
Vilia Zemaitaitis, Principal Planner  
Jay Platt, Senior Urban Designer  
Fred Zohrehvand, Senior Transportation Planner  
Kristine Agardi, Urban Designer

#### Economic Development

Darlene Sanchez, Assistant Director  
Jennifer Hiramoto, Principal Officer

#### City Attorney's Office

Michael Garcia, City Attorney  
Gillian van Muyden, Chief Assistant City Attorney

#### CONSULTANTS TO THE CITY

Cityworks Design Urban & Graphic Design  
Lisa Padilla, Principal  
Michael Najera  
Patricia Smith, Consultant

Keyser Marston Associates, Economics

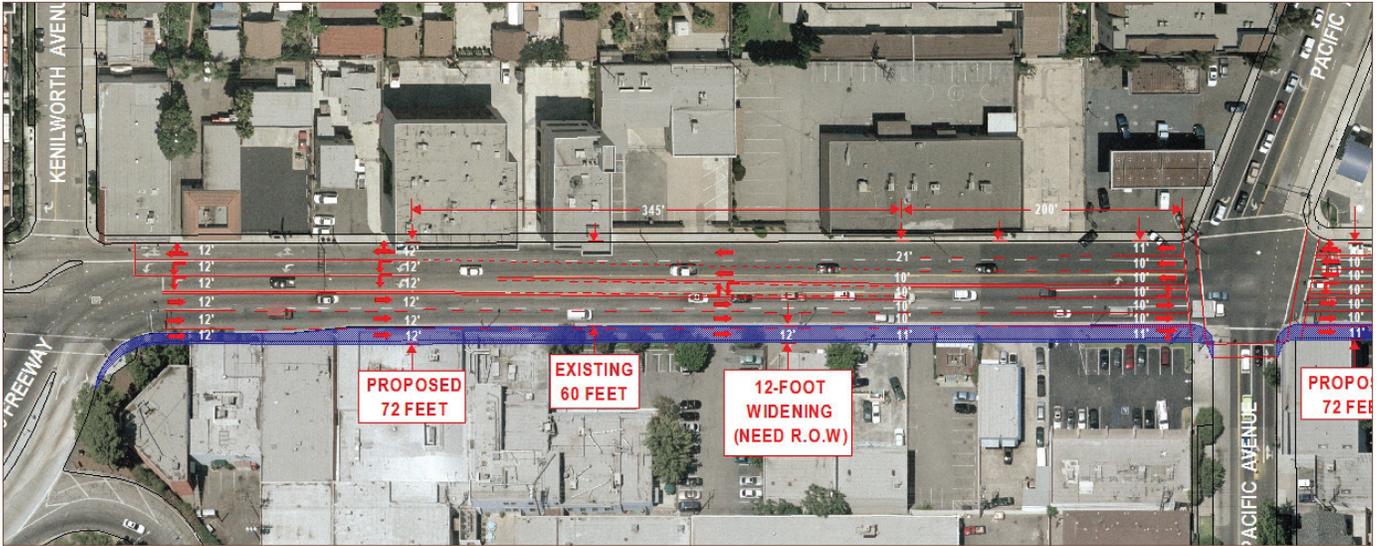


# APPENDIX

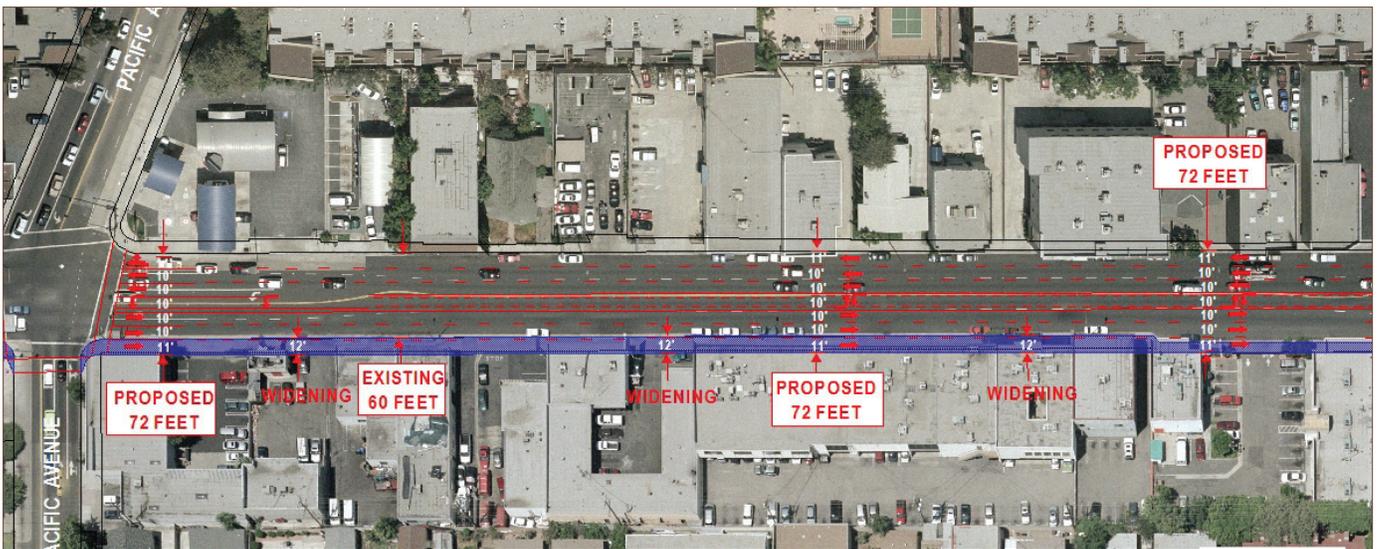
# A

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

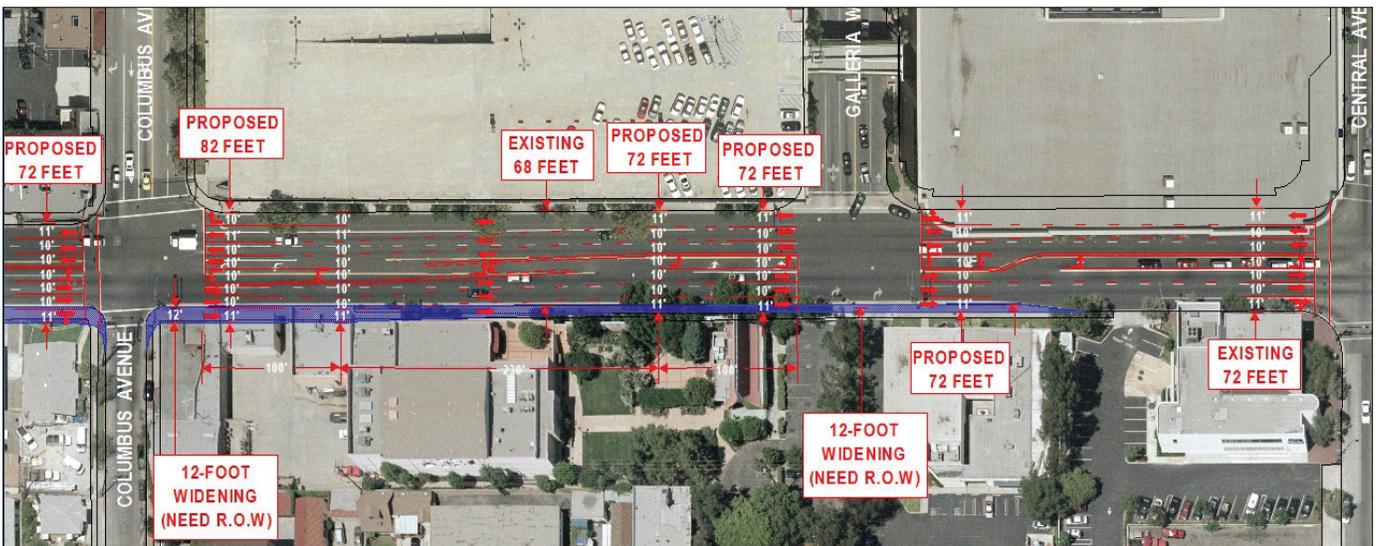
# COLORADO STREET



ABOVE: West Colorado Street from Kenilworth Avenue to Pacific Avenue



ABOVE: West Colorado Street from Pacific Avenue to Columbus Avenue



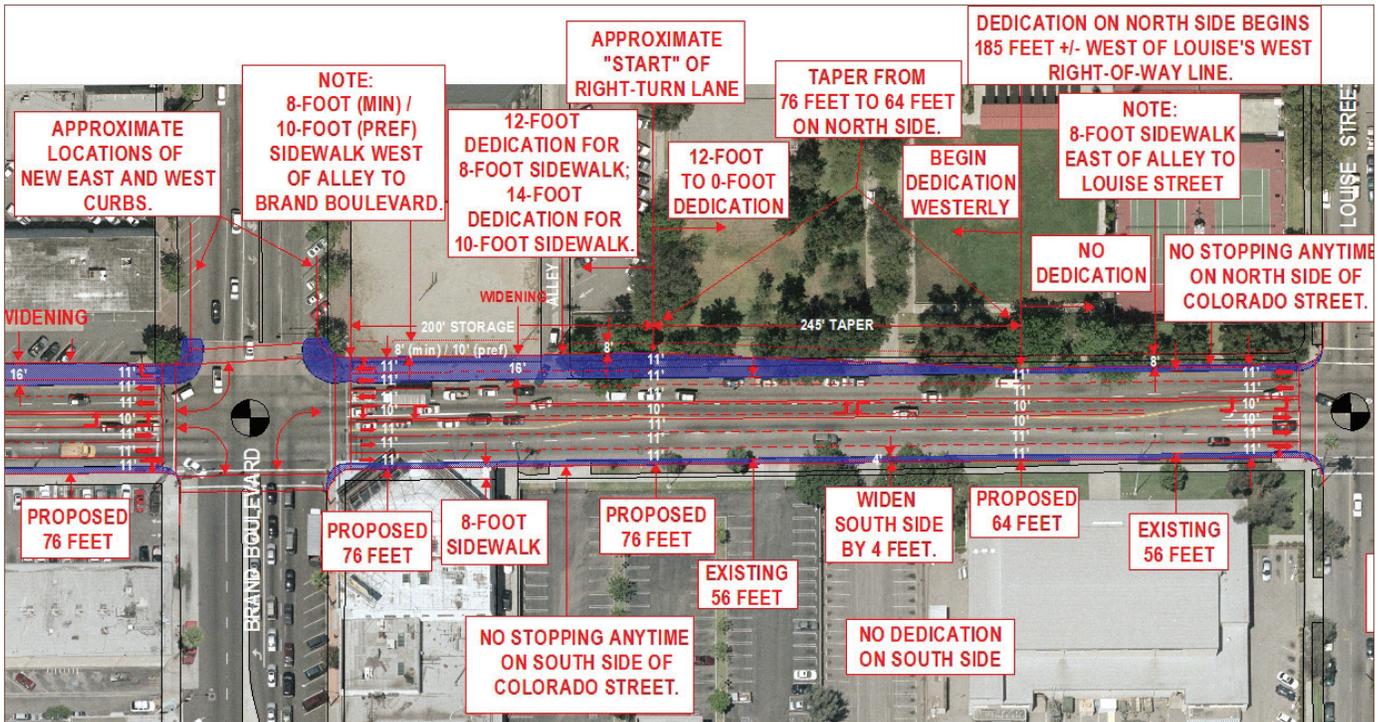
ABOVE: West Colorado Street from Columbus Avenue to Central Avenue



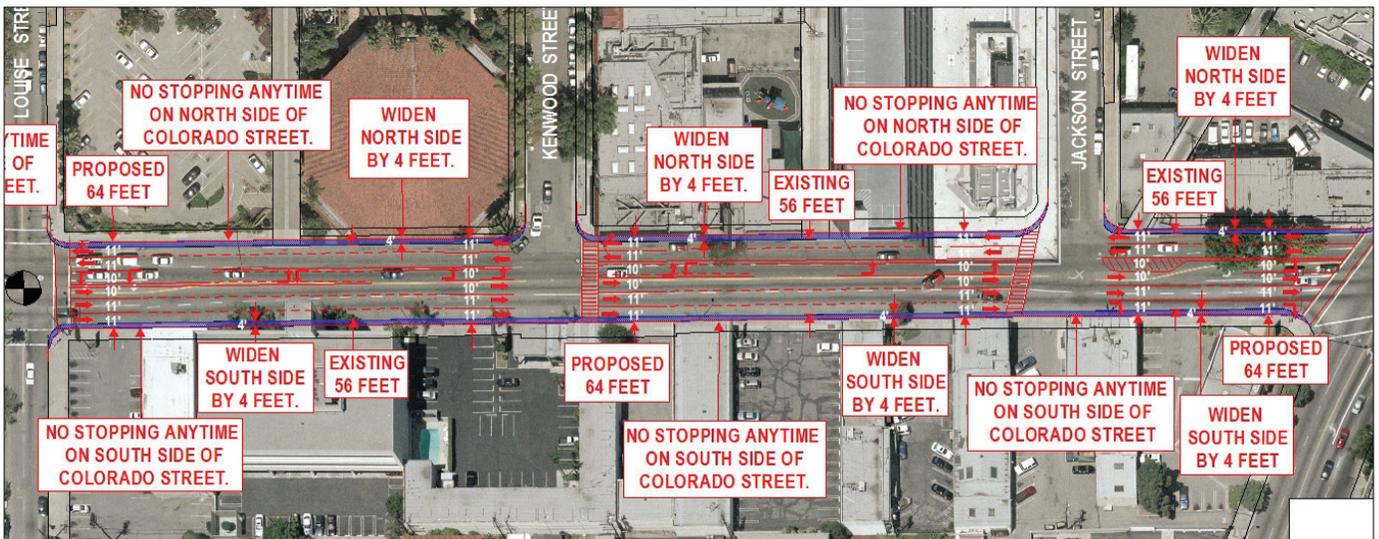
ABOVE: West Colorado Street



ABOVE: East Colorado Street



ABOVE: East Colorado Street from Brand Boulevard to Louise Street



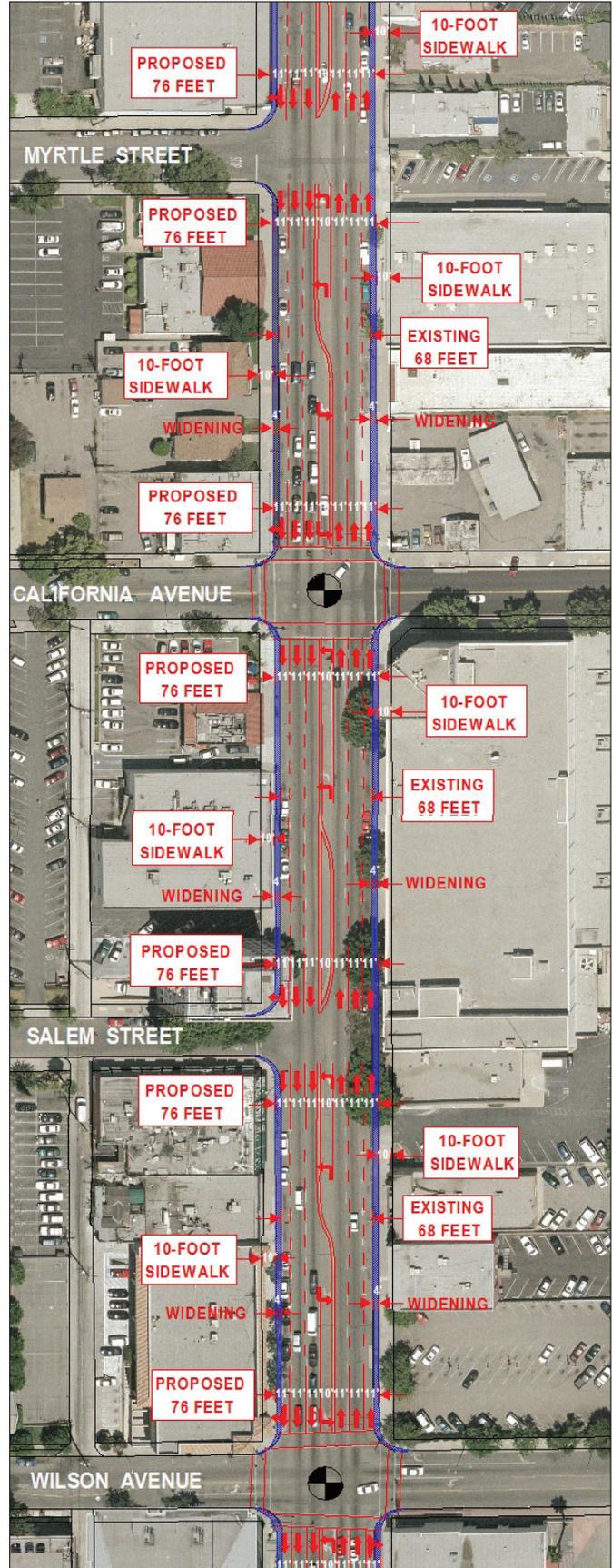
ABOVE: East Colorado Street from Louise Street to Glendale Avenue

# CENTRAL AVENUE

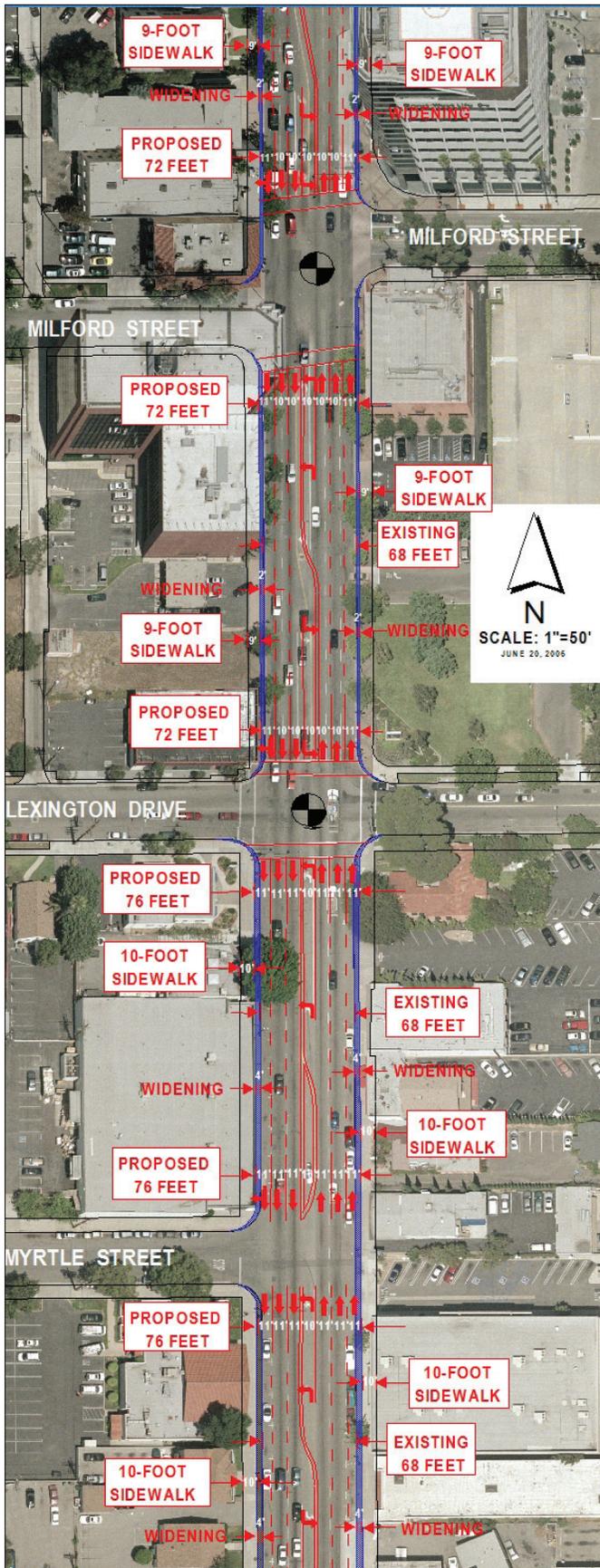


ABOVE: Additional Street Improvements

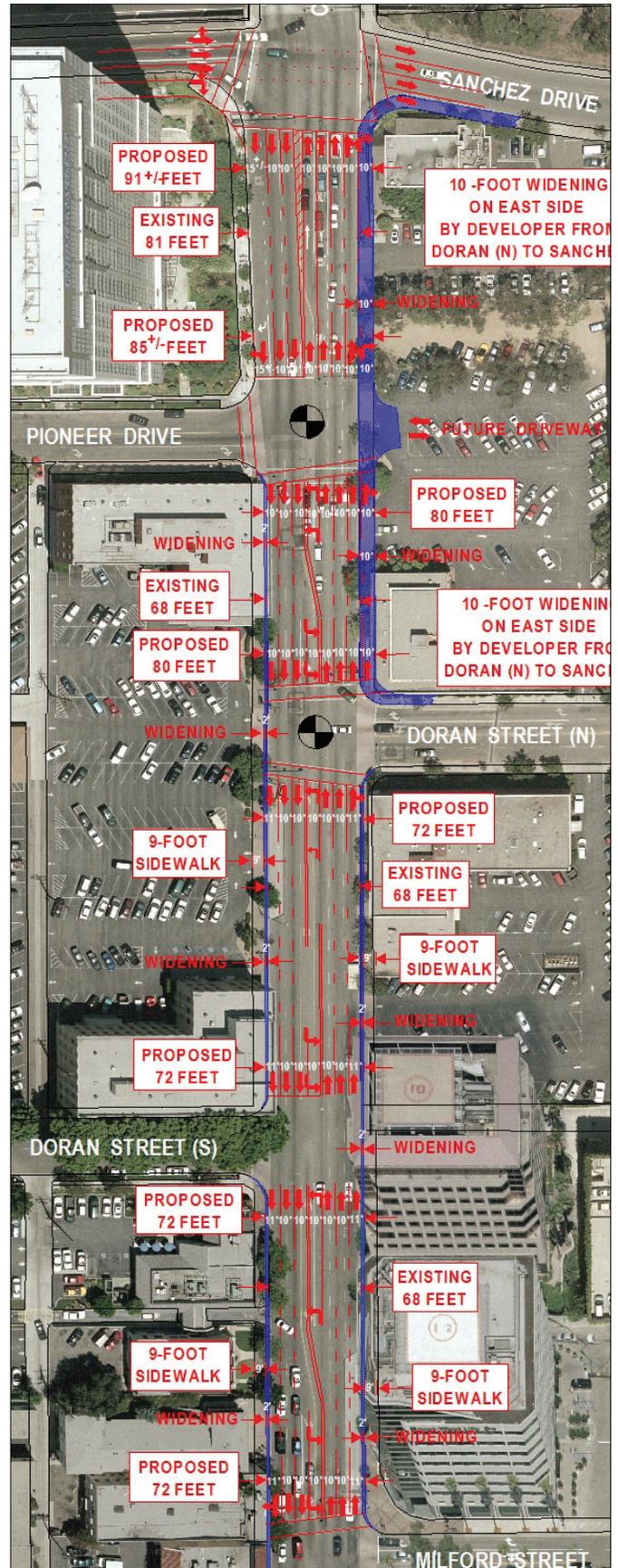
BELOW: Street Improvements Required by Americana at Brand



ABOVE: Central Avenue from Wilson Avenue to Myrtle Street



ABOVE: Central Avenue from Myrtle Street to Milford Street



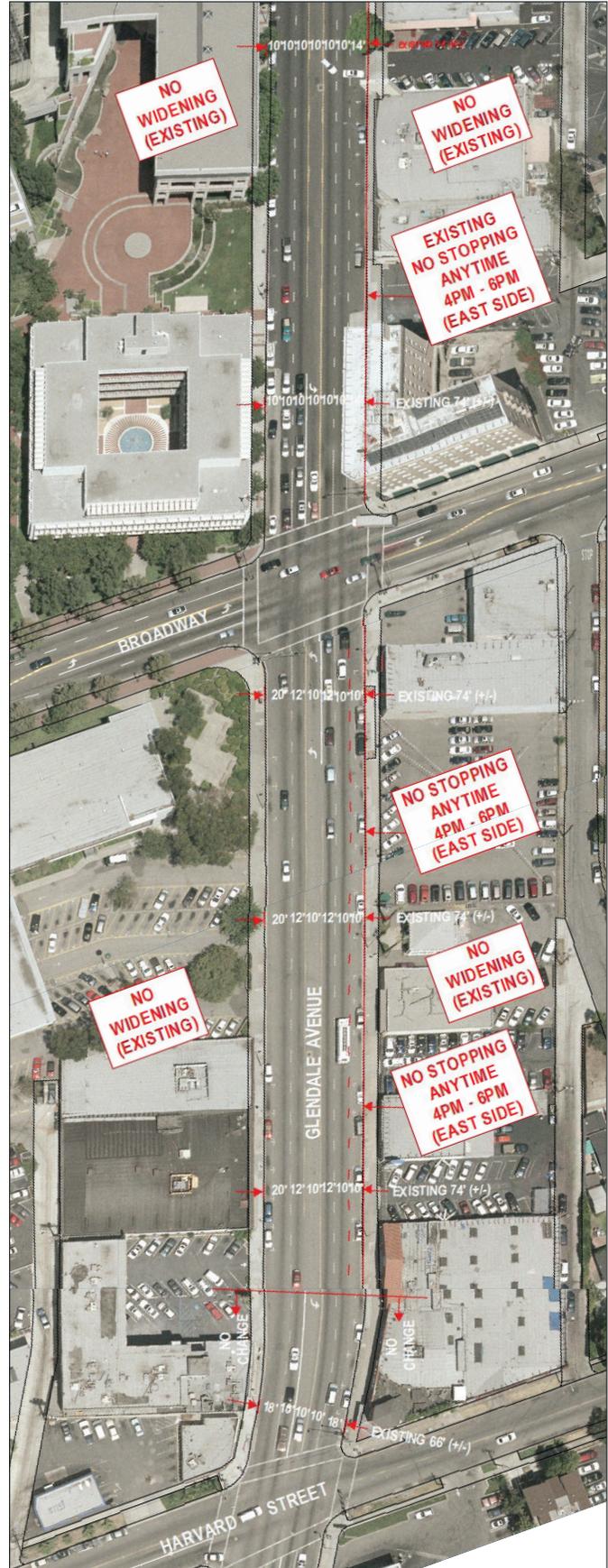
ABOVE: Central Avenue from Milford Street to Sanchez Drive / 134

# GLENDALE AVENUE



ABOVE: Glendale Avenue from Lexington to Doran / 134

BELOW: Glendale Avenue from Broadway to Lexington

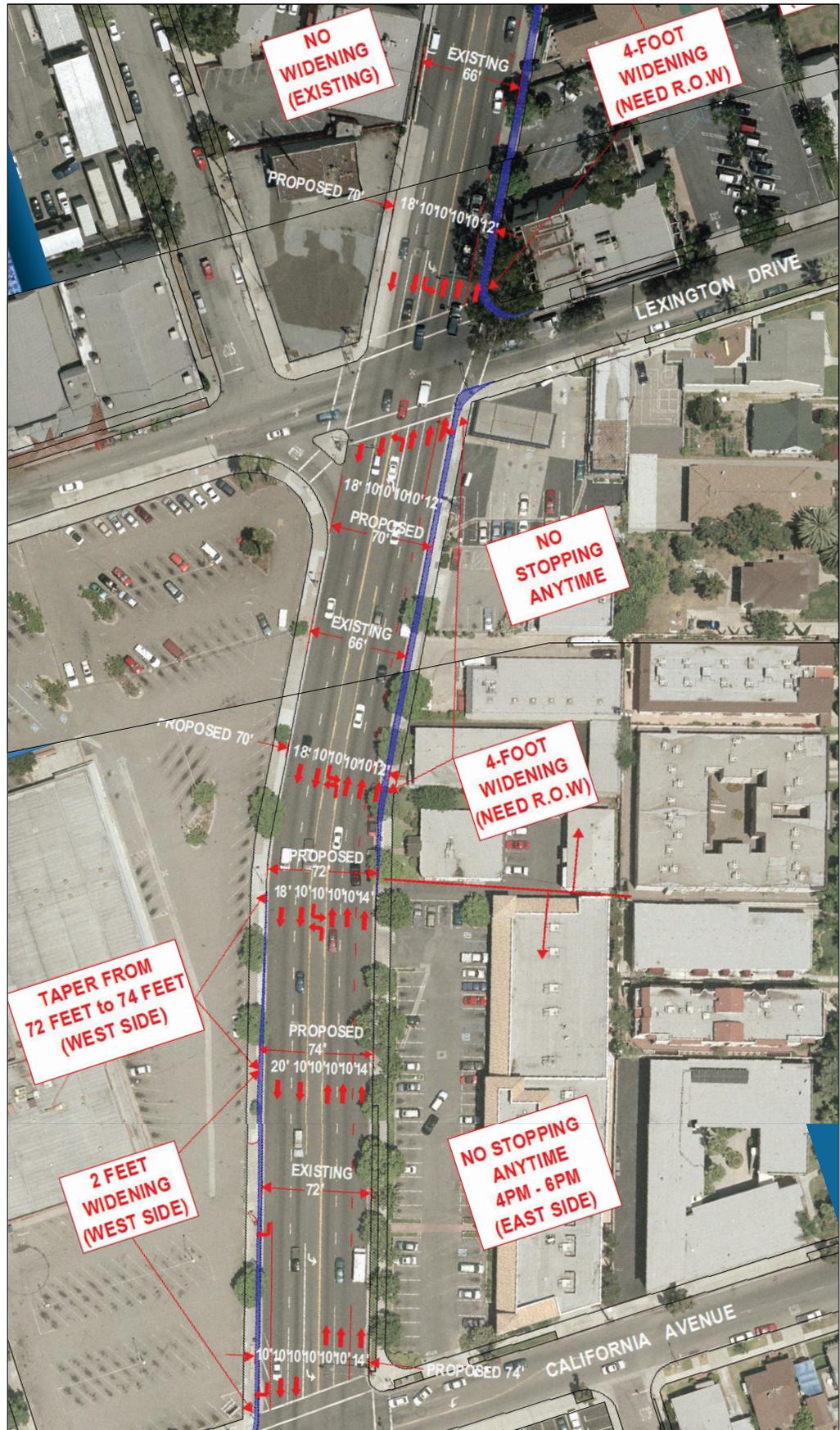


ABOVE: Glendale Avenue from Harvard Street to Civic Center

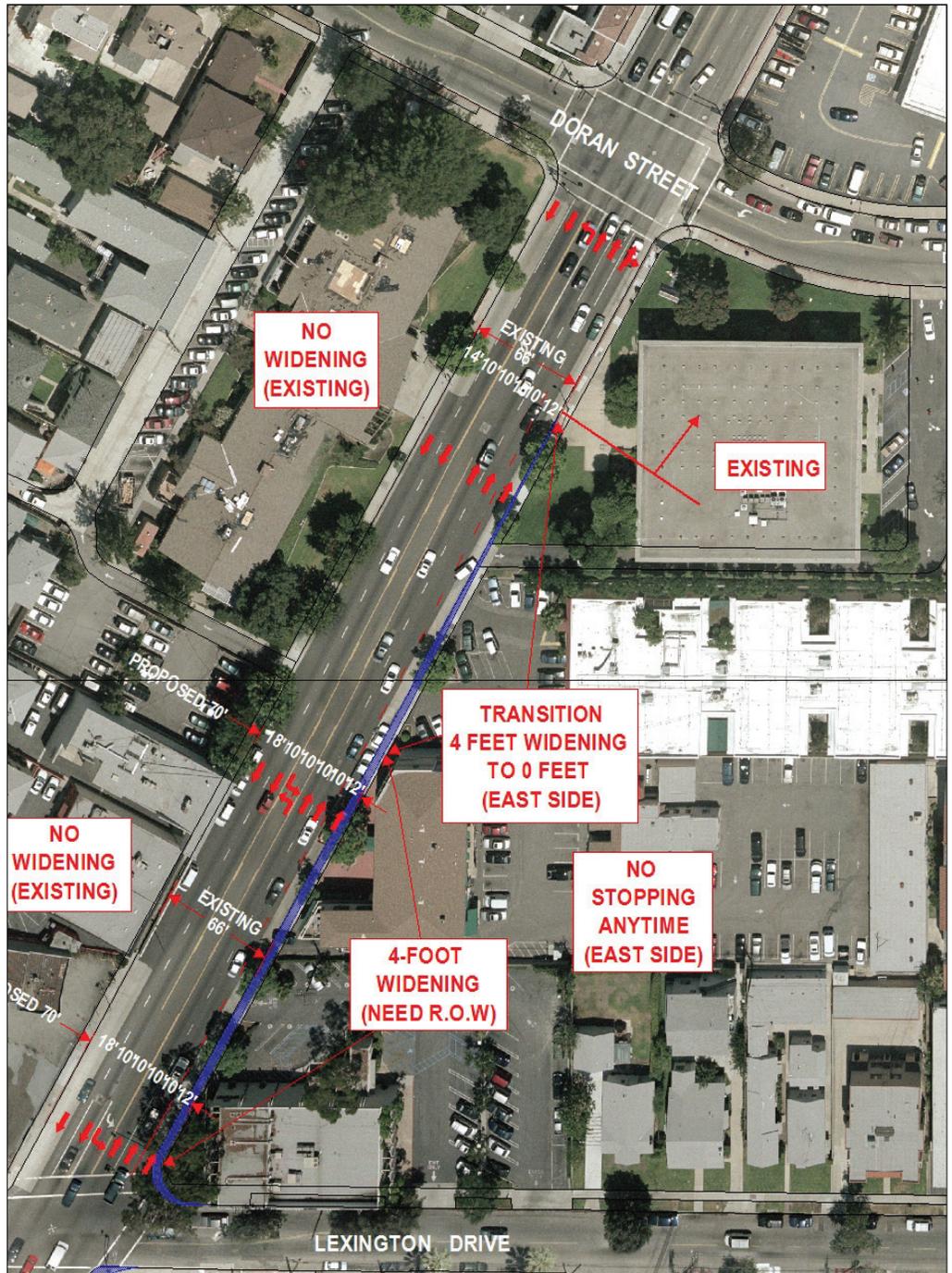


ABOVE: Glendale Avenue from Civic Center to California Avenue

# GLENDALE AVENUE



ABOVE: Glendale Avenue from California Avenue to Lexington Drive



ABOVE: Glendale Avenue from Lexington Drive to Doran Street

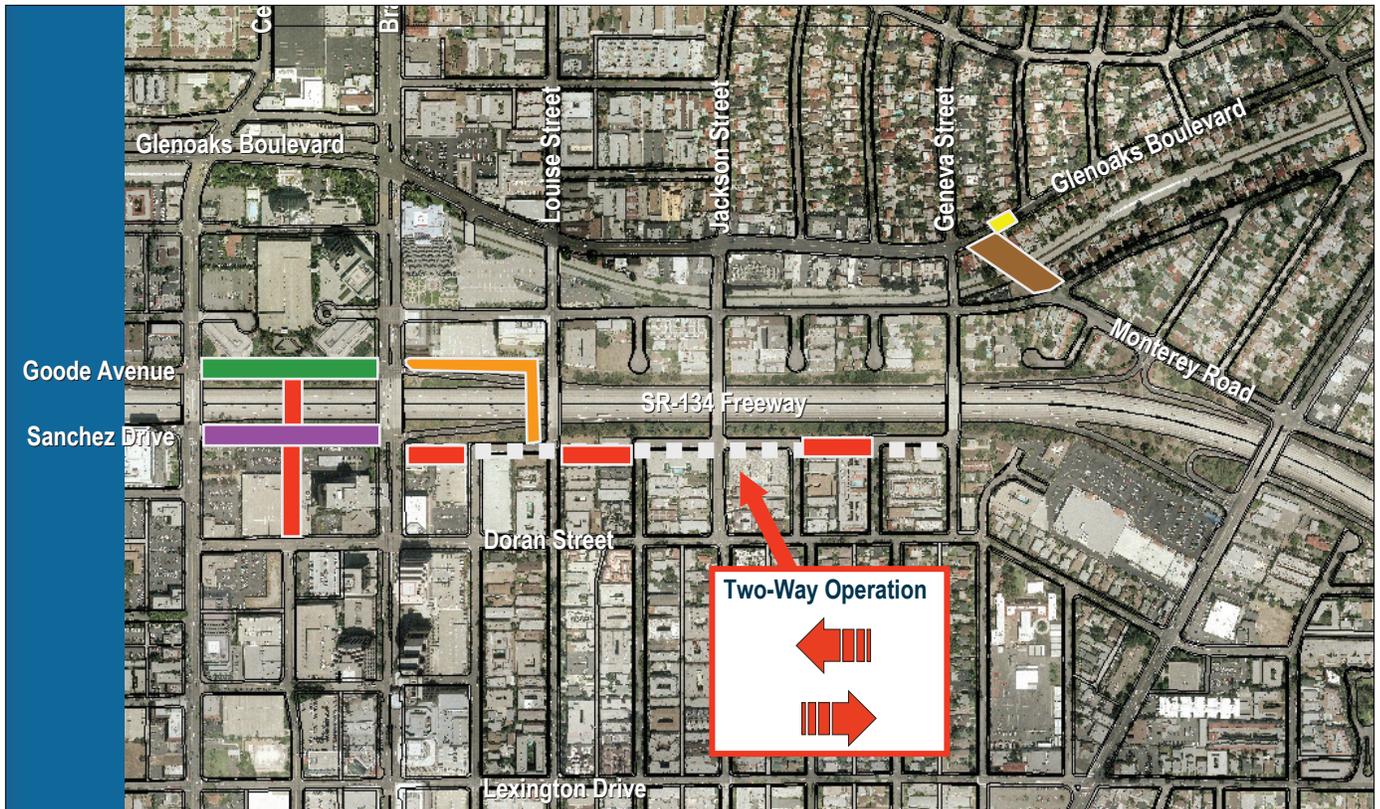
# 134 FREEWAY FRONTAGE ROADS



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