

# Frameworks

There are two primary Frameworks that form the basis of the GDSP: Land Use and Transportation. These Frameworks organize the plan into two specific planning categories which apply the identified goals and principles to the elements of the plan. Furthermore, they provide a context for the many specific strategies and projects which are being proposed as a means for achieving the desired goals and principles. The Land Use Framework includes a discussion of the plan elements such as open space, developed parkland, retail and entertainment, community facilities, office, hotel, public buildings, and downtown housing. The Transportation Framework discusses the elements related to the Greater Downtown street network, parking and transit.

## **LAND USE FRAMEWORK**

The GDSP intends to retain the high degree of diversity that exists in the Greater Downtown. Uses that create a greater variety within each neighborhood and add to the image of the Downtown will be encouraged. Uses should reflect the role and character of the streets: high-profile image buildings on Brand Boulevard, garages and business support services on Orange, lower profile offices on east-west streets, other high intensity commercial uses and large value retailers on Central Avenue, and apartment buildings on east-west streets. The addition of significant amounts of public open space and developed parkland has been identified as one of the primary objectives of this plan. A mix of uses is important to produce a range of activities which cater to local citizens of all ages and interests. In no respect does this plan propose or suggest that the residential density or ultimate population of 225,000 residents of the City be increased beyond that permitted by current zoning.

Land Use Framework

### ***Open Space Network***

The lack of open space and developed parklands in the Greater Downtown area is recognized as a long-standing deficiency. The open space network is comprised of an assortment of open space elements, public and private, with clearly defined uses and purposes which range from intimate neighborhood pocket parks to developed parklands with active recreation to downtown civic plazas and the landscaped streets and sidewalks that connect these elements to one another. The GDSP intends to increase the amount of open space and developed parkland and establish a relationship between the network of public and private open spaces. A strategy is needed to determine the location of open space elements in relation to other urban elements that will create a network of open space city-wide.

The ability of a neighborhood to function properly depends to a large degree on the nature of these spaces, their location within the neighborhood and their relationship to buildings, uses and community activities. The GDSP suggests an approach for creating and locating open space that would provide a physical structure conducive to maintaining or developing safe, attractive, convenient, and healthy residential and commercial areas. Wherever possible, opportunities should be pursued to link open space to the schools and other community facilities located in neighborhoods. The priority needs of each neighborhood, including security issues, youth programs, senior services, and recreation, should be considered as the open space network is developed. Specific sites for new parks and open space will not be determined until such a strategy is developed.

Relative density and building form have a direct relationship to the perception of density and the relationship of building form to open space. The strategy recognizes and seeks to preserve historical building types and the character of neighborhoods where desirable. The existing pattern of individual buildings surrounded by open space will be maintained. Building continuity, height and placement should be utilized to create a variety of buildings and spaces that reinforce the roles of the various streets and open spaces. As part of the open space strategy, old dilapidated buildings or overly dense housing development sites should be the preferred location for new open space where possible. Through community-based planning efforts, the removed housing units are recommended to be replaced along transit routes.

Land Use Framework

### ***Community/Neighborhood Centers***

The GDSP recognizes that the Greater Downtown is composed of distinct neighborhoods often in need of identity and structure. A Community/ Neighborhood Center is a place which should contain a mix of uses to serve primarily the residents of a neighborhood or a cluster of neighborhoods. The location of a Community/Neighborhood Center should be within a convenient walking distance of the neighborhoods that it serves. Uses in Neighborhood Centers are similar to those at a Community Center, but they serve primarily the residents of an immediate neighborhood. Each Community/Neighborhood Center may contain park, recreational, residential, institutional, public, and commercial uses in addition to parks. The specific uses and proportion of each within a particular Community/Neighborhood Center will vary depending on the needs of the surrounding neighborhoods and the appropriateness of the location for siting of facilities to serve other residents as well. The lack of public open space and developed parkland is a theme shared by all of the neighborhoods.

The implementation process, guided by the Neighborhood Task Force, selected a Model Neighborhood Area in which to apply the newly established Neighborhood Planning concept. This strategy is based on the premise that local residents, business owners and community organizations need to be directly involved in all efforts to improve their own neighborhoods. Issues affecting the livability of neighborhoods along with tools addressing these issues have been identified. The formulation of neighborhood guidelines necessitates a review and determination by the neighborhood to insure that they reflect the neighborhood's needs, characteristics and visions.

Land Use Framework

### ***Retail & Entertainment Development***

Another goal of the GDSP is to connect and market the City in the region. A retail and entertainment development strategy is necessary to identify type, size and location and to control and guide development. Marketing efforts toward attracting new retail uses in the Downtown should be focused at the Downtown's historical "100% retail corner" at Brand Boulevard and Broadway. The prominence of this intersection is further heightened by the convergence of Mid-Brand, The Exchange, the Marketplace Project, Glendale Galleria, and Town Center at this location. All four corners should be strengthened with anchor retailers creating a magnet of pedestrian activity. Street level connections to the Glendale Galleria both at Broadway/Brand Boulevard and Harvard/Central intersections are necessary if Brand

Boulevard is to benefit from the power of the Glendale Galleria. In turn, new development will be designed to complement and not jeopardize the thriving business at the Galleria.

Part of the effort to strengthen Mid-Brand is focused on the addition of specific retail uses in the range of 5,000-15,000 square feet along Brand Boulevard and connector streets. Based upon market demand, it is possible that one or more tenants may exceed 15,000 square feet. The business attraction effort will be oriented to attracting, assisting and securing several new anchor and in-fill tenants. Desired uses are pedestrian and sidewalk activity generators such as cinemas, restaurants, specialty home furnishings, apparel, and entertainment related retailers which contribute to the Downtown's night life. New cultural arts facilities, including public and private galleries and libraries, will play an important part in establishing a broad base of attractions for the area. Facilities that encourage family-oriented activity and provide opportunities for youth, for example ice skating and interactive retail, should be encouraged. Policies and programs that address facade renewal or restoration, outdoor dining and vending carts are important to further enhance the sidewalk pedestrian life. Restaurants will be encouraged to use the public right of way and possibly the diagonal parking zone as an expansion of their dining facility with the use of tables, planted screens and bollards provided through an outdoor dining program.

Retail expansion is proposed for the Town Center district in order to further connect the Glendale Galleria to street retail on Brand Boulevard. A variety of retail uses will be located along Harvard in the range of 20,000-25,000 square feet with occasional smaller businesses interspersed among them. At the Galleria entrance at the end of Harvard Street, a new two-story addition is proposed which will mark the Central/Harvard intersection as an important node encouraging people to move in and out of this large shopping mall. Larger retailers in the range of 30,000-50,000 square feet and above will be located on Central and may be connected to the Glendale Galleria by a pedestrian bridge.

The GDSP recognizes the importance of parking as a critical component in the success of the Central Business District. A "park-once" conceptual strategy may be utilized in parts of Mid-Brand and the Town Center Districts to enhance the success of the Central Business District. The strategy however, can only be utilized for projects where it is determined that implementation will not have a negative effect on neighboring businesses. Negative effect includes, but is not limited to, any interference with the operation of an existing business. Numerous parking garages must be strategically located so that people can comfortably walk to all the businesses within each of the districts. Under this strategy, well-linked, attractive and active pedestrian places encourage people to leave their car in one parking location and visit various destinations on foot.



## Land Use Framework

### ***Office, Hotel and Public Buildings in Downtown***

The office development contemplated in the GDSP is expected to be a market driven private development function. This strategy, although not proposing new office development, is attempting to anticipate what the private market will likely propose. Two types of office developments are called for in the GDSP. The first is stand-alone office-use buildings, and the second is office lofts as an upper floor component of mixed-use projects. The role of the GDSP is to identify potential sites and determine relationships between the existing and proposed developments to best serve the community. Office development will be encouraged to occur within the Central Business District (CBD) specifically in the northern portion of Brand Boulevard, from Lexington north to Glenoaks Boulevard.

Analysis has shown that Glendale can support an additional business class hotel. The Town Center District plan identifies several possible sites for this hotel of 250-350 rooms. Development of the hotel would occur when market conditions are adequate to support this private development project.

A variety of public buildings are proposed throughout the Greater Downtown. Within each of the Community Centers it is anticipated that a public facility may well be a part of the ultimate neighborhood plan. Each of these facilities will respond to the individual needs of the particular neighborhood. Possible activities within such a facility could include recreation, library, police, health, education, and other needs as determined through the neighborhood based planning process.

Within the Town Center District several important facilities have been identified. These include: an addition to the Central Library to house a children's' area and possibly a new studio art center, a new and expanded Adult Recreation Center, a new Centennial Hall which would provide meeting rooms and exhibition space, and other possible new facilities such as a museum/gallery/institute and a community gymnasium.

## Land Use Framework

### ***Downtown Housing***

Housing is considered an integral component of an active downtown. Downtown residents bring life and security to the downtown area as public streets become part of their open space and recreational network. In return, the associated neighborhoods are strengthened.

In the Greater Downtown area, the GDSP intends to protect existing housing units, particularly single family and other lower density development, and replace existing deteriorated or obsolete housing and vacant lots with new units. The GDSP plan does not propose any increase in housing density aside from that which will take place under market conditions and current zoning. It should be emphasized that this planning process is consistent with the City's projections of a population capacity of approximately 225,000. Nothing in this plan is intended to increase the overall population of the City. The Mid-Brand and Town Center districts are adjacent to well-established residential neighborhoods to both the east and the west. However, these neighborhoods have become detached from the Central Business District (CBD) as a result of the development pattern in the past decade. The provision for a pedestrian circulation network and development of residential uses in the CBD will strengthen these neighborhoods and provide a strong link to the CBD.

A number of housing sites have been identified within the Mid-Brand district adjacent to the existing housing stock. Streets such as Orange, Louise, Broadway, Wilson, California, and Lexington present opportunities for housing development adjacent to attractive urban elements already in place. The charm and character of the older buildings on these streets such as the Baptist and Presbyterian Churches, YMCA, Maryland Hotel, and the U. S. Post Office are integral components of a well-established neighborhood. Other preferred sites are those that currently consist of inappropriate uses, thus presenting an opportunity to achieve multiple goals such as introducing around-the-clock residents and removing a nonconforming use.

Four kinds of housing projects are proposed for the Downtown: mid-density apartments, low density condominiums, loft/artist residences, and senior housing. In the Downtown each of these housing types would occur on the second level above retail or other commercial uses. Mid-density apartments and low density condominiums can be located on Louise as bridges to the neighborhoods surrounding the CBD. Orange and Maryland between Wilson and California can also support denser residential activity in the immediate proximity to Brand Boulevard. Loft/artist residences above retail/office are proposed on reactivated second levels along Brand Boulevard as well as along Wilson, California and Harvard in the Town Center project. Senior housing is proposed along Louise adjacent to Central Park in the Town Center district as a needed ingredient in the Adult Recreation Center.