

Frameworks

TRANSPORTATION FRAMEWORK

Greater Downtown Glendale is served by the regional freeway system via three freeways, the 2 FWY, 134 FWY and 5 FWY. A key goal of this Plan is to improve the accessibility to this regional system by working closely with Caltrans and other transportation agencies. The intent of the GDSP is to balance vehicular and pedestrian traffic and to direct traffic to desired destinations quickly and conveniently, avoiding negative impacts by excessive traffic. Within the Greater Downtown, an established grid system of surface streets will continue to serve as the basis of the Framework. An aggressive mitigation program involving vehicle trip reduction measures, together with physical street and sidewalk improvements, will be necessary to prepare for growth in Greater Downtown. Streets, landscape and urban elements will be integrated to reinforce an overall organization pattern.

Transportation Framework

Downtown Street Network

The traffic strategy directly relates to the role, character and image of each street and indicates the description given to each downtown street by its designation: Signature Streets (Brand Boulevard and Broadway); Regional Streets (Central and Colorado); City-wide Streets (San Fernando, Glendale and Glenoaks); and Connector and Local Streets.

Downtown Street Network

SIGNATURE STREETS

Brand Boulevard and Broadway are designated Signature Streets due to their unique identity. Brand Boulevard is the "image" street of the City of Glendale as generally perceived inside and outside of the City. Broadway, while different than Brand, is also seen to be important within the City. Historically, the intersection of Brand Boulevard and Broadway has been the "100% retail corner" of Downtown, and the character should continue to reflect this pattern. The incorporation of historic street lights is an example of a street design feature that can contribute to this atmosphere.

Brand Boulevard

Brand Boulevard is considered the City's primary Signature Street. This classification recognizes that the GDSP will encourage destination oriented traffic and discourage through traffic. A "phasing strategy" has been developed for Brand Boulevard which calls for a flexible design strategy to be implemented to adapt to actual demand as the need dictates.



Office District



Mid-Brand District



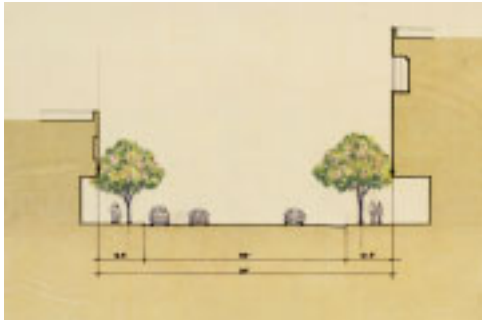
Town Center District

- Maintain pedestrian friendly environment.
- Sidewalk width to remain at 15 feet.
- Curbside parking to remain along the retail district south of Milford.
- Flexible use of parking spaces to allow alternative uses such as outdoor dining.
- Add Mexican Fan Palms through office, Mid-Brand and Town Center districts to continue the tree pattern established north of Glenoaks.
- Add a second row of canopy trees on sidewalks: Jacaranda in Mid-Brand and Chinese Flame Tree in Town Center.
- A phased implementation plan is necessary to respond to increased transit use by adding a new lane if warranted by traffic volume.
- Incorporate signature elements to provide a continuous identity for the boulevard.
- Relocate transit stops at the far side of each intersection.

Brand is a relatively long street that traverses three districts. A primary consideration in its design is its seamless integration and compatibility with the image of the commercial/financial district to the north to the Town Center in the south. Signature elements will be placed at prominent street intersections to give immediate recognition to the motorist and the pedestrian upon arriving at the signature street of Glendale. These elements will be vertical in nature. They will be conceived as primary markers to identify the entrance to Brand Boulevard at the freeway and to mark the unique parts of the boulevard. Proposed locations are at the Freeway overpass, at the corner of Lexington as an entrance to Mid-Brand, at the corner of Broadway as the transition to Town Center, and at Colorado to mark the end of Town Center and the beginning of the Brand Boulevard of Cars. These signature markers will be designed with a common theme of identifying elements used throughout Brand Boulevard along with site furnishings that would share the same colors, materials and graphics.

Broadway

Broadway is considered a Signature Street, but of a different nature than Brand Boulevard. Within Downtown, Broadway is viewed as a primary destination street. A pleasant pedestrian environment, including generous sidewalk areas, is important for this street within the Downtown area.



Broadway

- Maintain pedestrian friendly environment.
- Where possible maintain or widen sidewalk width to 12 feet.
- Maintain existing landscaping and augment with Cape Chestnut trees.

Downtown Street Network

REGIONAL STREETS

Central Avenue and Colorado Street are designated as Regional Streets. These are primary connectors of the Downtown and its specific destinations, such as the connection of the Galleria to the Freeway system. They are now among the highest volume streets and would be regarded as primarily traffic streets in the overall Downtown Framework. Vehicular through traffic should be directed to these streets, as should truck and service delivery traffic.

CENTRAL AVENUE

- Add landscaped center median with African Tulip Trees.
- Add Golden Medallion Trees on sidewalks.
- No on-street parking.
- Maintain sidewalk width at 11 feet minimum in segment from 134 Freeway to Lexington.
- Maintain sidewalk width at 10 feet minimum in segment from Lexington to Broadway.
- Maintain a 16 feet west sidewalk and 10 feet east sidewalk in segment from Broadway to Colorado.
- Add lane from 134 Freeway to Colorado.

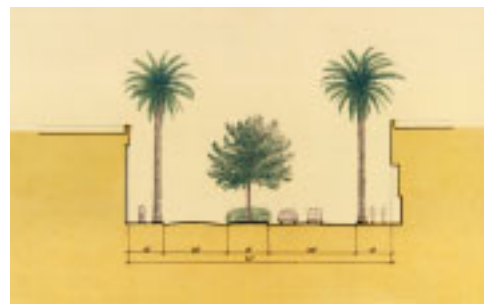


Central Avenue

COLORADO STREET

- Maintain sidewalk width at 10 feet minimum.
- Add Canary Island Date Palms on sidewalks.

- Add center landscaped median with Italian Stone Pine Trees. ·
- No on-street parking except some on south side at Brand to Louise. ·
- Street widened between Central and Louise to add one lane.

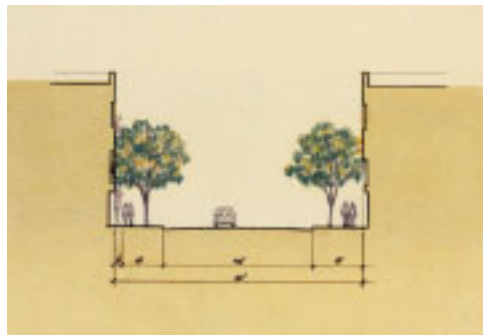


Colorado Street

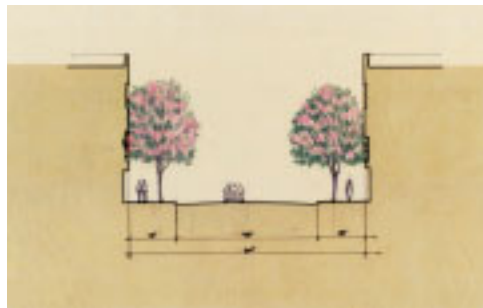
Downtown Street Network

CONNECTOR STREETS

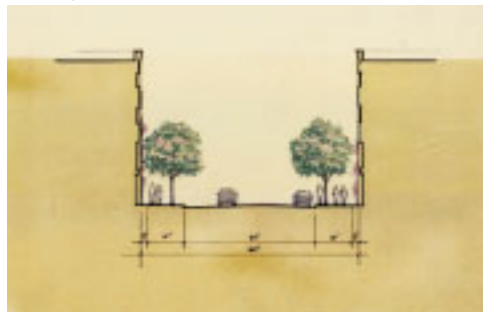
These are the streets within the Greater Downtown that connect the Community Centers and the Neighborhoods to each other and to other important centers. These are not high volume traffic streets and should be protected from increased automobile traffic. They are primarily pedestrian, local transit and bicycle streets and include California, Chevy Chase and Pacific. Since they connect the Greater Downtown neighborhoods and community centers, they provide opportunities for linkages to regional bicycle routes and other systems extending beyond the Downtown. As necessary, the Connector Streets such as Orange, Wilson and California will be modified to allow for wider sidewalks; center medians may be installed on Maryland and Harvard. The modifications are proposed in order to add landscaping and street elements necessary for a comfortable urban environment and thus foster an attractive and successful pedestrian network.



Orange Street



Maryland Avenue



Wilson & California Streets

- Maintain/enlarge sidewalk to 10 feet minimum width.
- No on-street parking.
- New healthy trees to be inter-planted amongst existing street trees.
- Planting strips with climbing flowering vines incorporated against blank building walls.

HARVARD STREET

Harvard Street is a unique street that will serve a variety of functions in the Downtown including its key role as a direct tie between the Galleria and Brand Boulevard. It will be the southern leg of the proposed transit square (discussed later in the GDSP) and in this role must accommodate at least local transit functions. Within its retail environment, Harvard will be both a pedestrian friendly street and shopper oriented. In this capacity, it may accommodate outdoor dining, shopping stalls, and the open air elements of the Public Market. In addition, Harvard must also provide vehicular access to retail and parking in the area.

- Maintain sidewalk at 10 feet minimum width.
- Add center landscaped median with Tipu Trees.
- Center median west of Brand to be as large as possible for pedestrian activity.
- On-street parking where possible.



Harvard Street

Downtown Street Network

CITY-WIDE STREETS

This designation includes San Fernando Road, Glendale Avenue and Glenoaks Avenue. Glendale Avenue will play a very significant role as an additional traffic access to/from the Ventura Fwy (134) to the eastern parts of Greater Downtown. These streets have a high volume of traffic and continue beyond the Greater Downtown to connect to other parts of the city and beyond. They have less of a "through-traffic" character than the Regional Streets. City-wide Streets could also be used for trucks and service delivery routes.

Downtown Street Network

LOCAL STREETS

All other streets are considered to be local streets. In predominantly commercial areas, these streets provide access and service to all of the uses in these areas in support of the major designated streets. In residential neighborhoods, they are to primarily serve local residents. Local Streets are generally lower volume, lower speed, more pedestrian friendly, and connect residential to commercial neighborhoods.

Transportation Framework

Parking

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 in cases where it would be determined that implementation would not have a negative effect on neighboring businesses. 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.

Where it has been determined that a shared parking strategy will not be detrimental or negatively impact an existing business and is practical, such shared parking is recommended in order to provide optimum utilization, efficient land use and cost effectiveness. Payment of an in-lieu fee rather than provisions for on-site parking development for retail, theatres, meeting rooms, office, and hotel uses can only be utilized where it has been determined that the lack of on-site parking development will not adversely or negatively impact existing businesses. Structured parking should be dispersed throughout the CBD, and it is generally recommended that public facilities be limited in size to between 600 and 800 cars in order to reduce the traffic congestion that begins to occur when structures are larger than this. The location of these structures should be chosen to support the "park-once" strategy so long as the location and strategy does not negatively or adversely impact existing businesses.

Transportation Framework

Transit

The GDSP emphasizes the need to connect the Greater Downtown with the rest of the region via inter-city service. Without an effective regional and local transit system, the projects proposed in the GDSP cannot be achieved. One of the goals of the GDSP is to relate types of transit service to appropriate locations and streets within the Greater Downtown. Brand Boulevard and Broadway will be the primary transfer locations for the Beeline and Metropolitan Transit Authority (MTA) regional bus service. These streets contain the greatest amount of pedestrian activity and serve the destinations that have the greatest demand. Beeline service will be directed to the major downtown streets to provide service for the community while minimizing impact on local streets.

As the business district evolves, a program for special shuttle service should be promoted that would provide more frequent transit service in the immediate downtown. Themed shuttles are proposed to provide frequent service during lunchtime, evenings and holidays within the Downtown and among peripheral public and private parking facilities. The entertainment and aesthetic value of such a shuttle should not be ignored as an opportunity to further enliven the downtown environment.

To accommodate a more efficient transit system, the transit stops on Brand will be relocated to the far side of the intersection. Especially designed signature elements and signage will facilitate transit usage and enhance the character of the street. Although regional MTA buses do not need to stop at each intersection, transit stops will be provided at each block for Beeline buses serving the Downtown. Many of the existing Beeline and MTA bus routes will remain on Brand. However, clean-fueled buses will replace the 40-foot MTA diesel buses. Those regional Beeline and MTA lines that can be relocated to other streets without adverse ridership impacts will be re-routed via Central and other appropriate streets.

The Transit Square will be bounded by Central, Broadway, Brand, and Harvard. Enhanced amenities can facilitate transfers and integrate transit stops more naturally into the Downtown environment. The Transit Square will build on existing travel and transfer patterns to strengthen transit's presence in the Downtown. Negative impacts frequently associated with downtown bus terminals such as extensive bus queuing and idling and additional dedicated land or travel lanes will be avoided. Transfer opportunities will be provided at the Square for all local, regional and express lines serving Downtown. Transit service

that reinforces the "park-once" strategy will be encouraged and may be provided by public or private parties.

A key component of the transit system will be the development of the Los Angeles Glendale-Burbank rail line, which will travel from Union Station in Los Angeles to the Burbank-Glendale-Pasadena Airport in the existing railroad right-of-way adjacent to San Fernando Road. The type of system proposed is Alternate Rail Technology (ART). Stations will be located at the Glendale Transportation Center, Broadway and the Grand Central Area. It is essential that the plan include feeder/distributor bus connections to the Downtown in order to capture the full value of this regional connection.

The strategy recognizes and seeks to preserve historical development patterns and the character of neighborhoods. By linking land use to transit, both housing and transportation needs can be met without negatively impacting the character of these neighborhoods. Through community based planning efforts, as housing units are recommended to be removed to create neighborhood parks, the removed units may be replaced along transit routes.