

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.

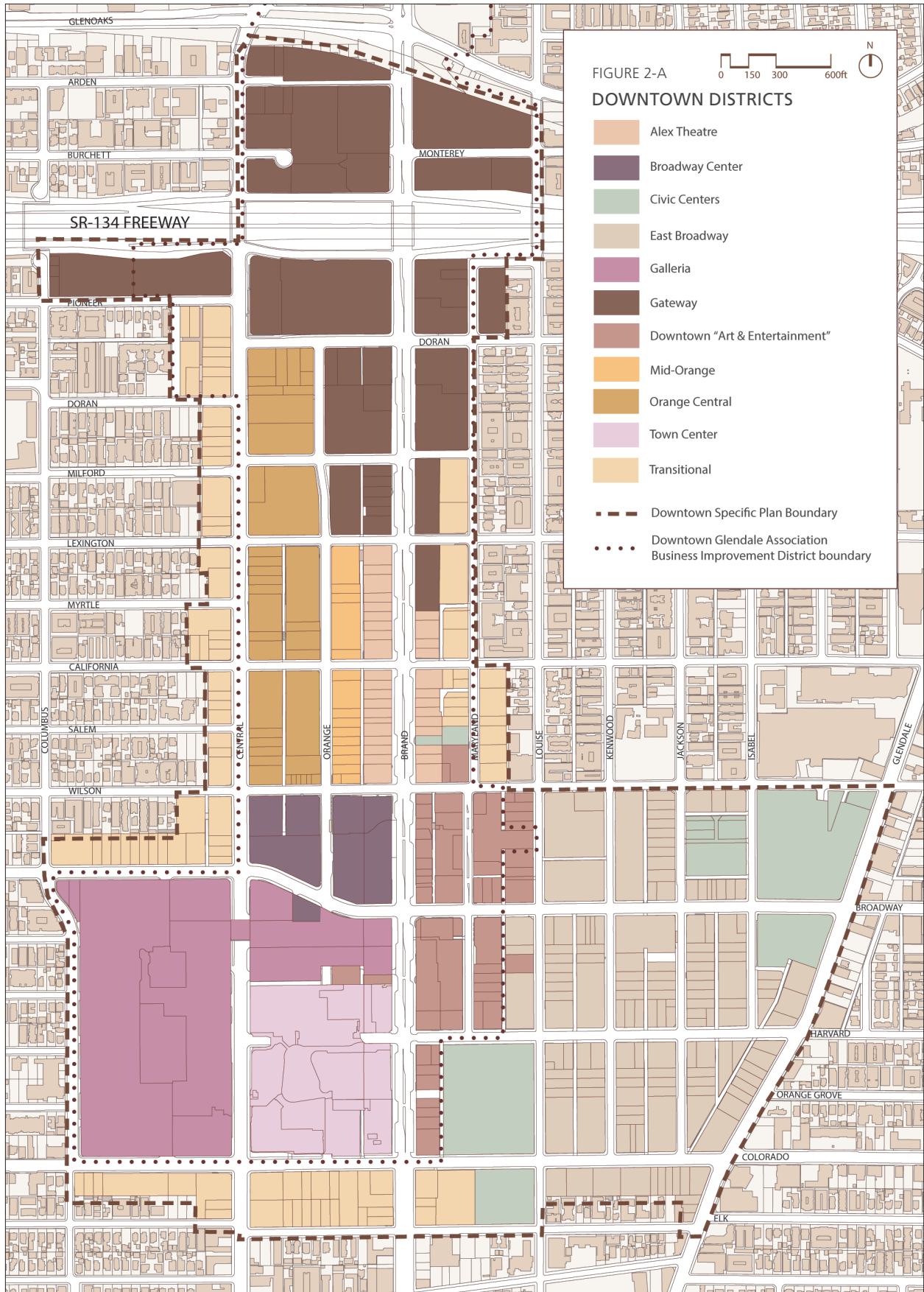
2.1 DOWNTOWN DISTRICTS

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.

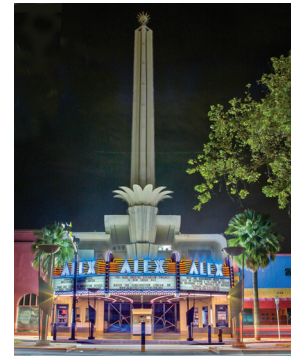
TOP Left: The Orange + Wilson, a complimentary project to the Brand + Wilson, is the second of three projects.

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.

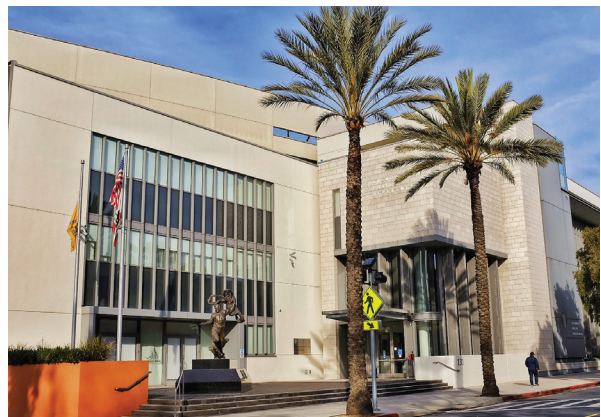
BOTTOM LEFT: “Old City Hall” (1940), #3 on Glendale’s List of Historic Resources

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

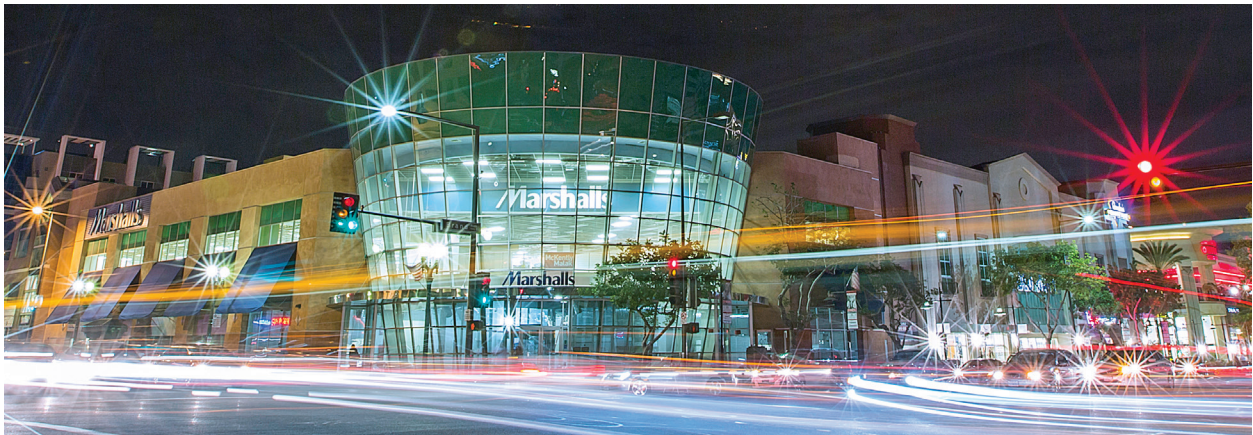
BOTTOM RIGHT: Police Building



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.

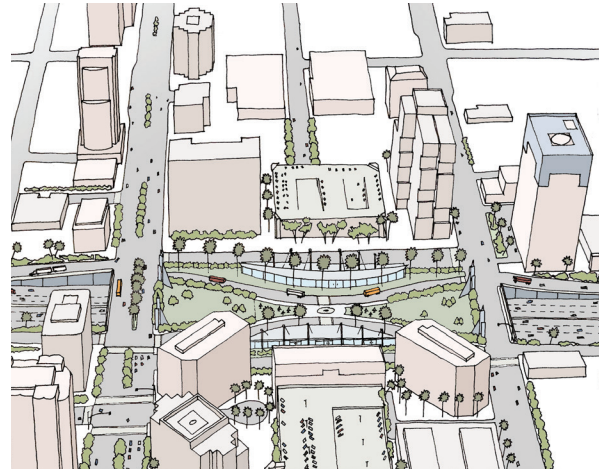
TOP: The Galleria entry plaza along Central Avenue is a pedestrian connection to the Americana (town center).

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.

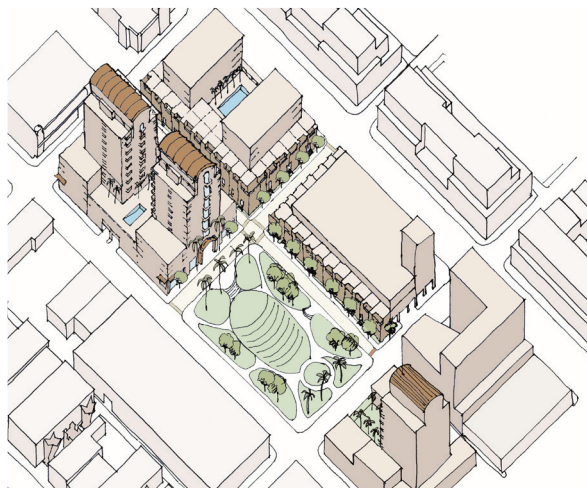


ABOVE: The city-owned Orange Street parking garage provides ample parking for surrounding businesses along Brand Boulevard and commercial tenant space at the ground level.

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.

