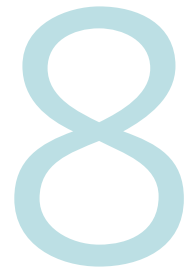


ECONOMIC DEVELOPMENT



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.

