

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 polices 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.

