

# URBAN DESIGN

## 4

Downtown Glendale has evolved in the last 50 years from a suburban main street to an urban center with a skyline. The skyline is only a part of Downtown's urban design quality. Distinctive districts, streets and places make Downtown a diverse and interesting destination. The urban design concepts build on the best of these characteristics while demonstrating how new development can contribute to the desired scale, image, and pedestrian-friendliness of Downtown. This chapter includes key urban design policies and development standards that describe how new development will support the community's image and the City's vision of sustainability for Downtown.

## A. URBAN DESIGN POLICIES



### 4.0.1 Downtown Character and Image

New development shall enhance the overall image of the Downtown as an enticing destination for visitors and Glendale residents. Development should reflect the pattern of uses, height, and density envisioned by the DSP, as discussed in Chapter Two for each Downtown district.

### 4.0.2 Context Sensitive Design

New development shall be sensitive to existing patterns and character in Downtown. Where strong existing patterns of height, scale or use are established, new development should reinforce these patterns.



### 4.0.3 Historic Preservation, Rehabilitation and Adaptive Reuse

Reuse and rehabilitate the existing buildings of architectural merit that reflect the spirit and historic significance of Glendale's past and ensure that these buildings will have their place in the standards for new development.

### 4.0.4 Views

Protect and enhance significant public views of the Verdugo Mountains, public streets, spaces, and significant architecture, including the Alex Theater and other distinctive buildings.

### 4.0.5 Gateways and Entries

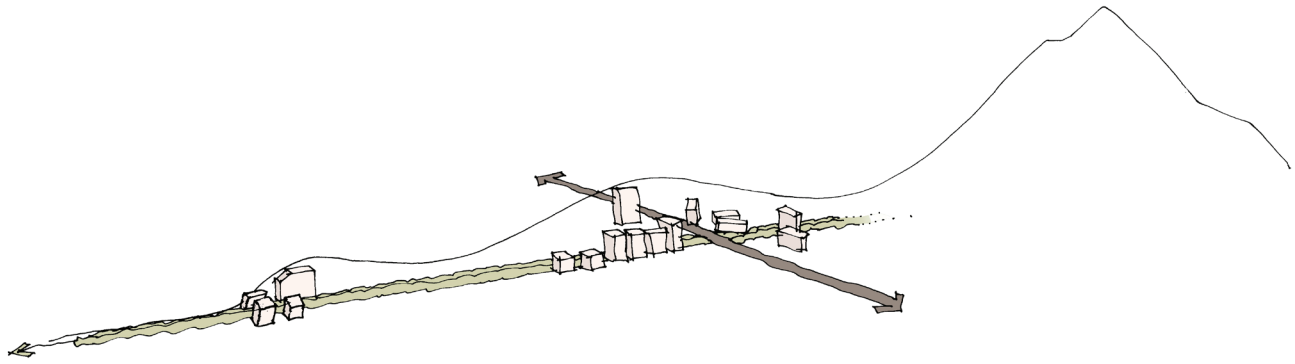
Use sensitive design to acknowledge or highlight the sense of entry to and/or definition of Downtown.



### 4.0.6 Edges and Transitions

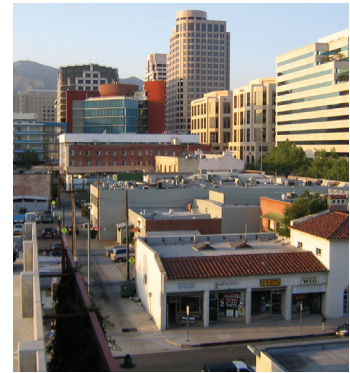
Be sensitive to the transition between various Downtown districts and the residential neighborhoods immediately surrounding Downtown. Heights of buildings should step down toward the predominantly 1- to 3-story development of surrounding neighborhoods, particularly in the transitional blocks at the edge of the Downtown Specific Plan area.





#### 4.0.7 Taller Buildings and Skyline

Create an attractive and striking skyline for the City. Taller buildings shall be concentrated within the Gateway District of the downtown, with a second, lower high-rise “hill” to the west of the existing office high-rise at Brand and Broadway. Slender residential towers may be permitted between Central and Brand linking these two “hills” in return for substantial public open space or other Community Benefit.



#### 4.0.8 Building Heights and Downtown District Character

Building heights in Downtown should be regulated to create transitions from lower density neighborhoods surrounding Downtown, and to provide a consistent scale within various Downtown districts. While Community Benefit may permit maximum building heights or allowable FAR, they should not produce buildings which are out of character with the surrounding neighborhoods unless the building fulfills the goals of the individual Downtown district.



#### 4.0.9 Pedestrian and Open Space Network

New development shall enhance pedestrian activity by improving the physical attractiveness of the street and providing places for relaxation, shopping, living, and dining. The pedestrian experience is enhanced through the pedestrian framework of streets and open spaces (e.g., parks, plazas, paseos, and courtyards) that shape the pedestrian experience in Downtown and reinforce the distinct street typology.



#### 4.0.10 Open Space

Use open space strategically to enhance and protect significant public views of the mountains and create a continuum of public and private open spaces in Downtown.

## B. URBAN DESIGN STANDARDS

The urban design standards are measurable criteria that have been developed to implement the urban design policies. These standards for urban design reflect the type of site planning, form, and orientation required for buildings in the eleven downtown districts as well as criteria for street edge conditions.

## C. URBAN DESIGN FRAMEWORK

The Urban Design Framework describes the physical vision of the downtown, and establishes the basis for all subsequent design standards. It consists of three main sections, each described individually:

### 4.1 SITE PLANNING

- Historic Preservation/Adaptive Reuse
- Building Heights & Floor Area Ratios
- Building Setbacks
- Publicly Accessible Open Space  
(details in Chapter 5)

### 4.2 BUILDING DESIGN

- Massing and Scale
- Transitional Massing
- Facade Modulation
- Architectural Elements

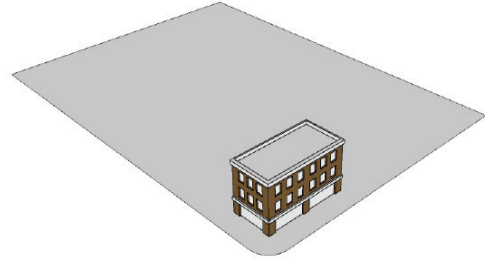
### 4.3 THE PEDESTRIAN REALM

- Streetscape Character & Typologies

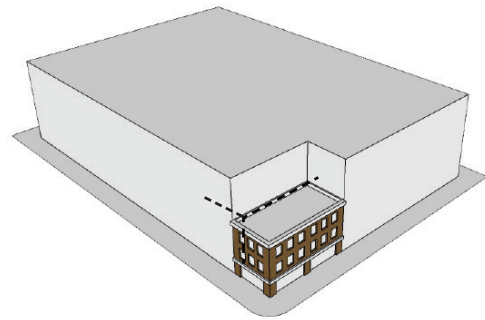
Applied to a particular site in a linear fashion, the Urban Design standards will give physical form to a development project, as illustrated opposite.

### 4.1 Existing context, building envelope, and the public realm.

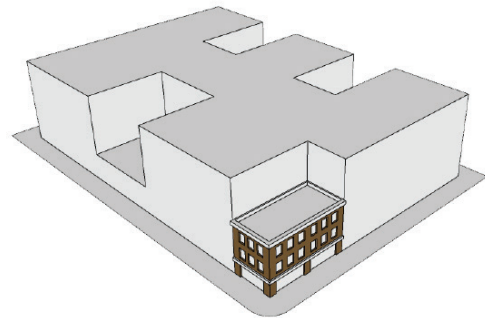
- 1 Identify historic resources to be preserved or structures to be reused (Section 4.1.1).



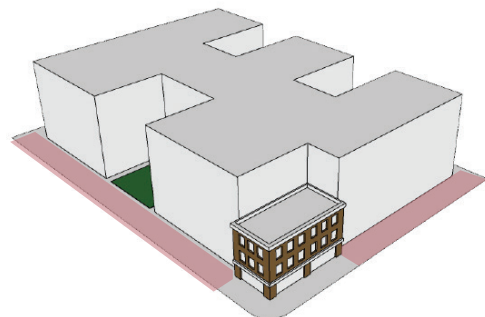
- 2 Identify maximum building height (Section 4.1.2).



- 3 Determine maximum building FAR and massing (Section 4.1.2).

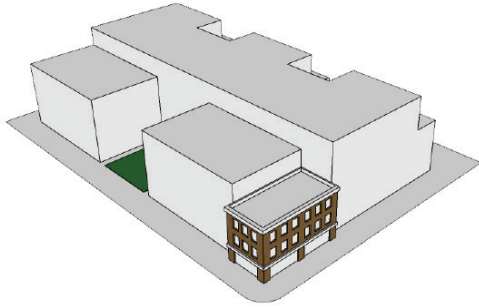


- 4 Apply publicly accessible open space and setback standards (Section 4.1.3 & 4.1.4).



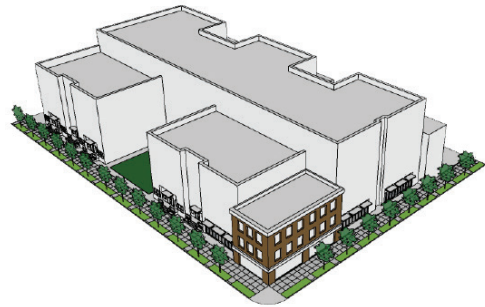
**4.2** Articulation, modulation, materials, and public realm interface.

**5** Apply transitional massing standards (Section 4.2.5).

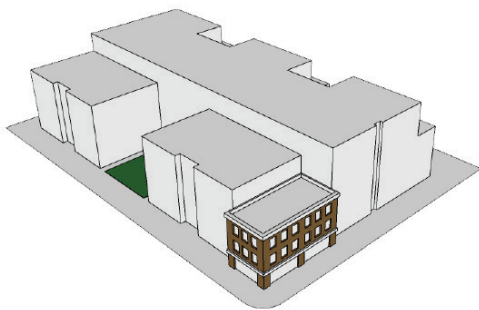


**4.3** Identify and apply elements of appropriate street typology.

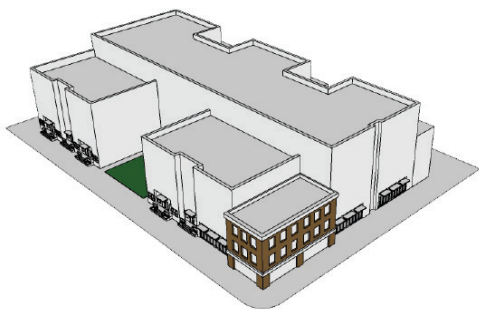
**8** Apply streetscape standards and typology (Section 4.3).



**6** Apply building massing & modulation standards (Section 4.2.2, 4.2.3, and 4.2.4).



**7** Apply building frontage, facade, and material standards (Section 4.2.7 through 4.2.23).





Several elements influence site layout and the overall massing of a project. This section of Chapter 4 identifies the standards of these elements that inform how a site should be planned and how the building volume and massing should be developed.

## URBAN DESIGN FRAMEWORK:

### 4.1 SITE PLANNING

- 4.1.1 Historic Preservation/Adaptive Reuse
- 4.1.2 Building Heights & Floor Area Ratios
- 4.1.3 Building Setbacks
- 4.1.4 Publicly Accessible Open Space

## 4.1 SITE PLANNING

### 4.1.1 HISTORIC PRESERVATION / ADAPTIVE REUSE

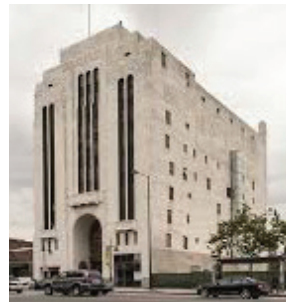
Glendale's older buildings are an important part of the streetscapes, contributing to the distinctive character of Downtown. Some of these are historically significant while others reflect good design practices and stylistic trends over many decades. Preservation of these assets as stand-alone projects or as part of larger development sites creates a complex and visually interesting urban fabric that expresses and retains Glendale's identity. Historic resources (as defined in GMC Chapter 15.20) are expected to keep their existing exterior envelopes and character-defining features, though their rehabilitation for new or enhanced uses, which could include adjacent new construction, is encouraged. Reusing older, non-historic buildings is also encouraged to let our built heritage continue to tell the story of Glendale. Owners of these types of buildings can qualify for public benefit contributions as described in Chapter Seven and will comply with the following:

#### STANDARDS

- A. Rehabilitation of historic resources, including related adjacent new construction, shall conform to the Secretary of the Interior's Standards for Rehabilitation.
- B. Reuse of older buildings that are not historic resources shall be distinguished from new construction and shall be defined as the reuse of the structure's most distinguishing architectural features and maintaining at least 50% of the exterior walls and roof of the existing structure.
- C. High-quality materials shall be used in the reuse of existing building exteriors in such a way that the exterior of the building is physically improved and that the building complements surrounding structures. All elevations of the building should be treated in a consistent manner.
- D. Visual access to the interiors of buildings should be provided.
- E. Unarticulated building walls in non-historic buildings should be enhanced to mitigate their undesirable appearance and to create visual interest. Windows, lighting, artwork, building materials, and other facade improvements should be considered in achieving appropriate architecture.



ABOVE: Security Trust & Savings Bank, circa 1924 - Glendale's first six-story building. Located at Brand & Broadway on the site of the Glendale Depot of the Los Angeles Interurban Railway (the Pacific Electric "Red Cars").

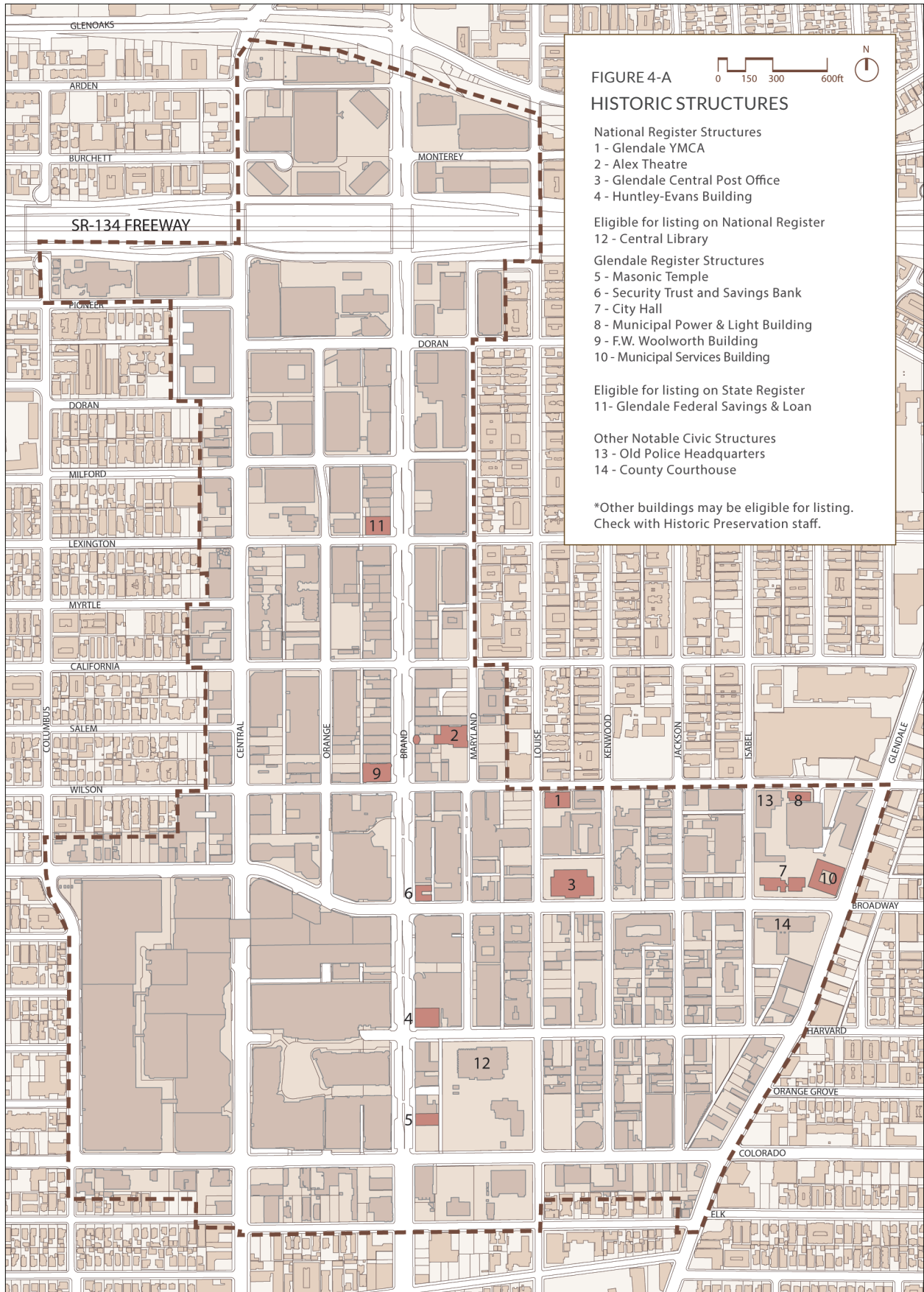


LEFT: The former Masonic Temple Building built in 1928 is listed on the Glendale Register of Historic Resources.

BELOW: In 2016, a full restoration and adaptive reuse of the structure was completed.







## 4.1 SITE PLANNING

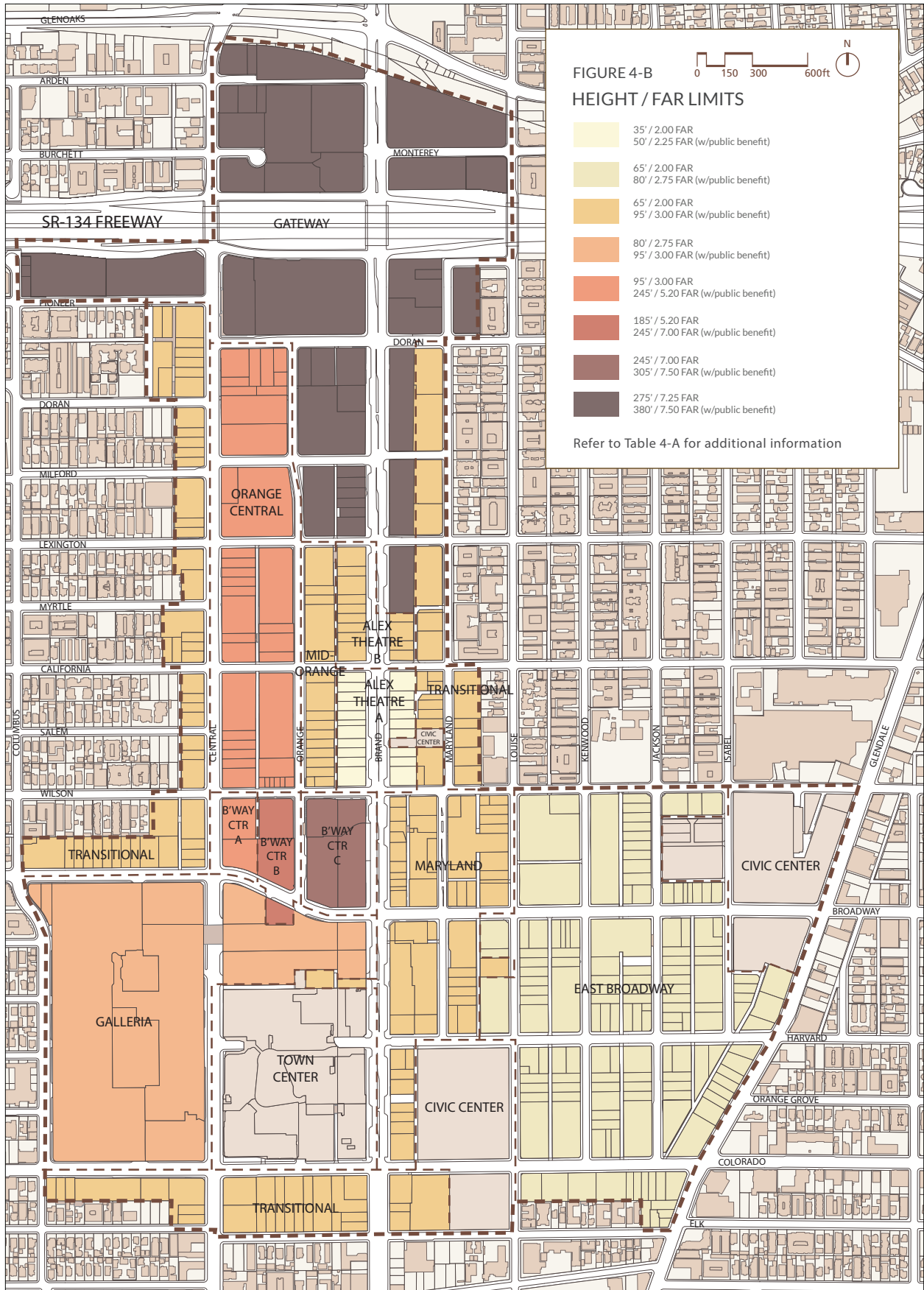
### 4.1.2 BUILDING HEIGHTS & FLOOR AREA RATIOS

Each Downtown district has height and floor area criteria. In the DSP, development density is defined by the Floor Area Ratio (FAR). Provided the urban design standards are met, the maximum by-right height and FAR allowed for each district may be built. A Community Benefits program has been included as part of the DSP that allows for additional height or floor area for qualified projects providing the community benefits identified as priorities to the City's vision. Projects participating in the Community Benefits program that provide additional public benefits, such as additional publicly accessible open space, greater diversity in housing mix, mobility improvements and public art on-site, may qualify for additional development potential up to the maximum, as discussed in Chapter 7 – Community Benefits.

	Alex Theater Area A <sup>2</sup>	Alex Theater Area B	Broadway Center Area A	Broadway Center Area B	Broadway Center Area C	Civic Centers <sup>3</sup>	East Broadway	Galleria	Gateway	Downtown Art & Entertainment	Mid-Orange	Orange Central	Town Center <sup>4</sup>	Transitional
<b>Maximum Height / FAR by Right</b>														
<b>HEIGHT IN FEET<sup>1,6</sup></b>	35'	65'	95'	185'	245'	N/A	65'	80'	275'	65'	65'	95'	TCSP	65'
<b>PERMITTED FAR<sup>5</sup></b>	2.00	2.00	3.00	5.20	7.00	N/A	2.00'	2.75	7.25	2.00	2.00	3.00	TCSP	2.00
<b>Maximum Height / FAR with Community Benefit</b>														
<b>HEIGHT IN FEET<sup>1,6</sup></b>	50'	95'	245'	245'	305'	N/A	80'	95'	380'	95'	95'	245'	TCSP	95'
<b>MAXIMUM FAR</b>	2.25	3.00	5.20	7.00	7.50	N/A	2.75	3.00	7.50	3.00	3.00	5.20	TCSP	3.00

TABLE 4-A: Height / FAR Limits by District

- For exceptions to height limits for wireless telecommunications facilities, see Chapter 30.48 of the Zoning Code.
- Properties two lots north and south of the Alex Theater are limited to a maximum of 35 feet. Those parcels on the east side of Brand Boulevard and on the west side of Brand, north of California are limited to a maximum of 50 feet.
- Civic Centers, as sites for public facilities, are subject to civic planning efforts and public review of proposed projects, rather than Height and FAR Standards.
- Subject to Town Center Specific Plan (TCSP).
- FAR, or Floor Area Ratio, is a common measure of building mass, expressed as a ratio of building area to land area. For example: a 20,000 sq ft parcel assigned a FAR of 1.0 may accommodate a maximum of 20,000 sq ft of building floor area, as a 1-story building with 100% lot coverage or a 2-story building with 50% lot coverage, or a 5-story building with 20% lot coverage, or other ratio consistent with the FAR and height standards for the district. Notwithstanding Glendale Municipal Code Chapter 30.70 (Definitions), above grade parking shall not be counted towards FAR if the parking is screened or "wrapped" by active uses such as office, retail, residential or other habitable space on facades fronting public streets, paseos or parks.
- Enclosed or screened rooftop equipment not exceeding five (5) feet in height above the roof of a building shall not be computed as part of the height of the building. Elevator shafts and roof top stairwells not exceeding fifteen (15) feet in height above the roof of a building shall not be computed as part of the height of the building. See Chapter 30.70 (Definitions).



## 4.1 SITE PLANNING

### 4.1.3 BUILDING SETBACKS

Downtown's image, comfort, and experience are largely determined by the proportions of the pedestrian environment, or setback. They establish a sense of enclosure and well-defined pedestrian zones that support commercial activity, vegetation, and social interaction while providing comfort and protection from vehicle traffic. Creating a comfortable and inviting pedestrian environment is essential to promote other means of transportation such as walking, and this experience is directly influenced by the relationship to adjacent buildings, sidewalk width, provision of vegetation, and urban amenities. New projects shall provide setbacks measured from the face of curb that comply with the following (see Chapter 4.3 for design standards):

#### STANDARDS

- A. Overall Setbacks:** There shall be a minimum setback on the ground floor from the face of curb to the building frontage on public streets for all new projects (excluding alleys) as specified in Table 4-B.
1. The setback shall include both public right-of-way and private property, depending on the existing curb-to-property line dimensions.
  2. Building projections above the ground floor shall not extend into the public right-of way or required sidewalk, and must comply with the design requirements specified in section 4.3.
- B. Parkways:** There shall be a minimum parkway width measured from face of curb, as specified in Table 4-B
- C. Sidewalks:** Critical for pedestrian movement and access, sidewalks not only enhance connectivity and promote walkability, but also serve as public spaces to activate streets socially and economically.
1. **Width:** Where the sidewalk width requirement exceeds the width of the public right-of-way, as noted in Table 4-B, the development must provide a setback to achieve the required width. If additional area is required on private property to satisfy the minimum requirement, an easement shall be required.
  2. **Accessibility:** The required sidewalk width as defined in Table 4-B shall remain clear of all obstructions.

- D. Building Adjacent Zone:** This area exists between the sidewalk and the building facade as specified in Table 4-B, and shall be used for landscaping, seating, and other uses and services as allowed by the DSP.



ABOVE: Sidewalks must allow pedestrians to move through a clear walking zone. Street trees and other amenities are permitted in the parkway along the curb. A building adjacent zone for dining, seating or planter boxes can be accommodated against the building frontage where minimum sidewalk width has been achieved.



ABOVE: Creative parkway & sidewalk design is encouraged to create a unique and inspiring pedestrian environment.





FRONTAGE	TOTAL SETBACK WIDTH	PARKWAY	SIDEWALK	Building Adjacent Zone (Average)
Primary		See Brand Boulevard Streetscape Plan		
Mixed-Use* Commercial	18 ft	5 ft	10 ft minimum	3 ft
Mixed-Use Residential	16 ft	5 ft	8 ft minimum	3 ft
Residential	15 ft	4 ft	6 ft minimum	5 ft
Entertainment		See Downtown Art & Entertainment District Plan		
Undesignated		4 ft	6 ft minimum	

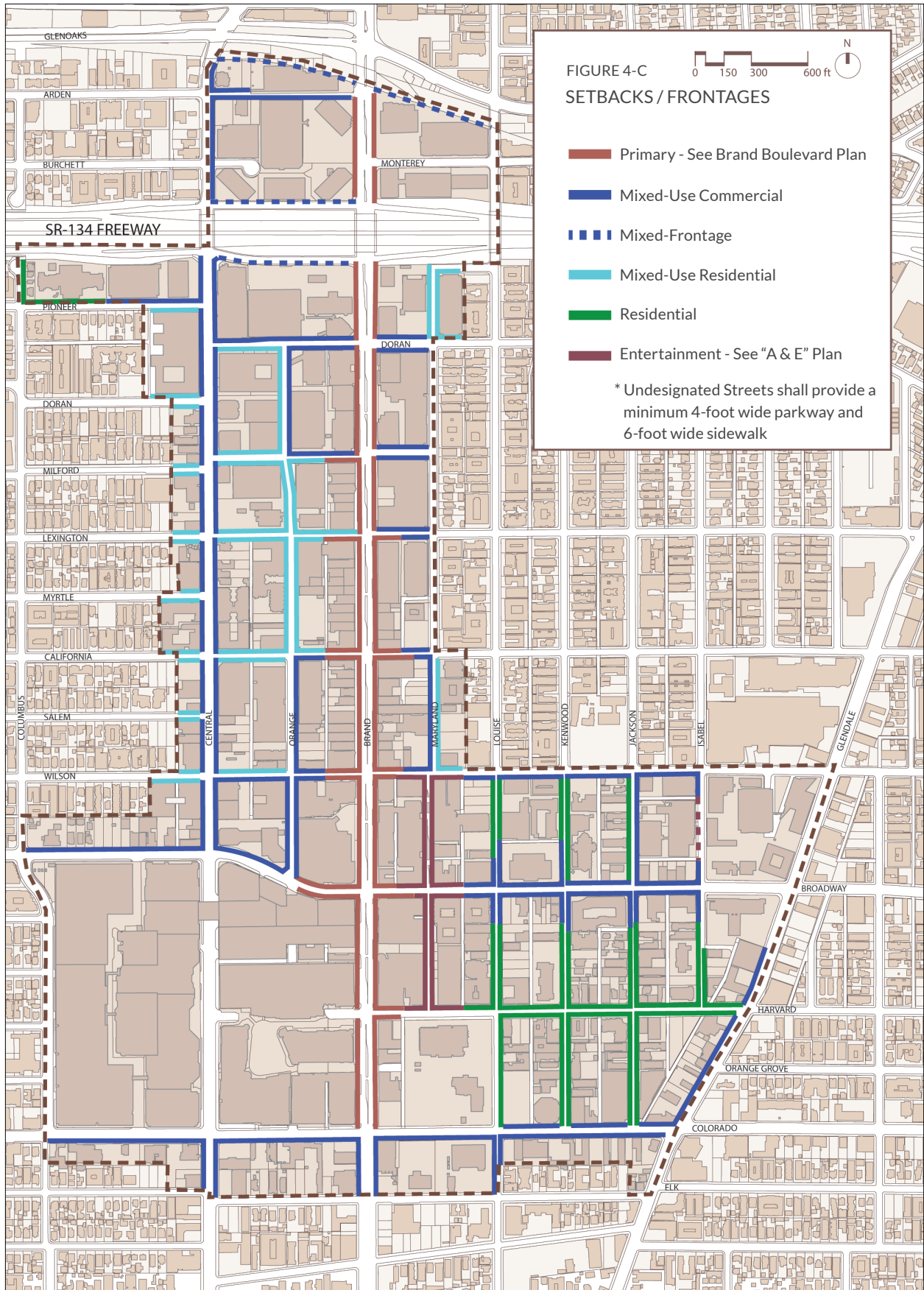
**TABLE 4-B: Additional Street Setback Requirements & Restrictions**

See Section 4.3 The Pedestrian Realm: Street Typologies for complete Standards by street type.

See Figure 4-C for Setback / Frontage Designations

\* See Section 4.3.2.L for Frontage Streets.

4.1 SITE PLANNING





#### 4.1.4 PUBLICLY ACCESSIBLE OPEN SPACE

Open space in an urban environment is essential to quality of life and to offer respite from the urban environment. Courtyards, plazas, and paseos create opportunities for gathering, events, and social engagement; and also encourages a vibrant street life. A robust network of open space integrated with the public right-of-way and other parks offers a variety of spaces to satisfy the needs and interests of a diverse urban population. All publicly accessible open space shall conform to the following standards (see Chapter 5 for design details):

##### STANDARDS

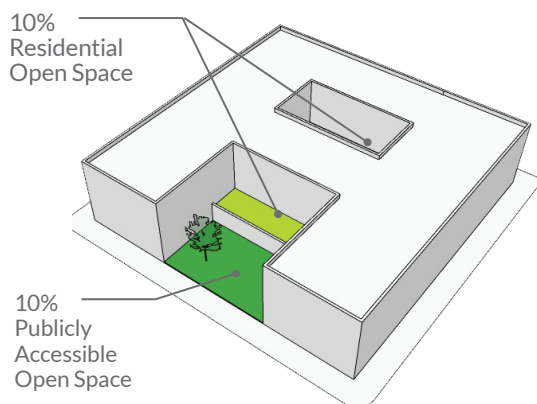
- A. Publicly accessible open space shall make up the minimum amount and dimensions as defined in Chapter 5, Table 5-A. Any project that seeks to develop beyond the by-right FAR and pursue the maximum development potential (Table 4-A) shall refer to Chapter 7, Table 7-A for additionally required amount of publicly accessible open space.
- B. Publicly accessible open space shall comply with the detailed standards outlined in Chapter 5.
- C. All required publicly accessible open space shall be 100% open to the sky, except as defined in Chapter 5.
- D. Publicly accessible open space shall be oriented to the street on at least one side, and accessible from the public right-of-way.
- E. Applicants will be required to enter into a statutory development agreement or covenant with the City, specifying that that any required publicly accessible open space area shall comply with the intent and standards of the open space regulations.



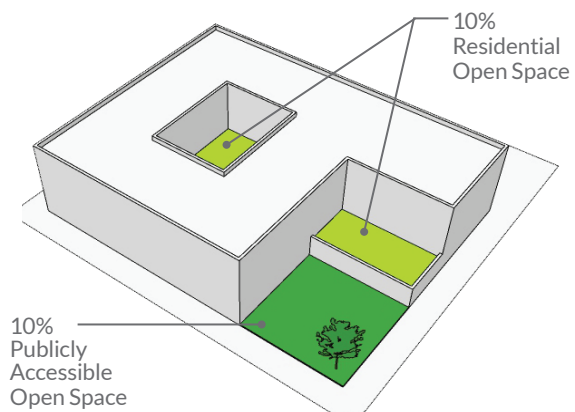
ABOVE: Flexible spaces for gathering, as well as urban amenities such as pavilions can be attractive spaces for a diverse range of uses.



ABOVE: High quality materials, programmable spaces, and unique design can create an attractive and unique publicly accessible open space.



ABOVE: Courtyard publicly accessible open space can minimize massing scale while creating an intimate sense of enclosure.



ABOVE: Corner publicly accessible open space can create a sense of arrival and acknowledge important intersections.



Building design influences the perception of mass, the overall aesthetic quality, visual interest, and a building’s relationship to the public realm. This section of Chapter 4 defines the elements that are most important in creating a visually stunning urban environment and a unique pedestrian experience.

# URBAN DESIGN FRAMEWORK:

## 4.2 BUILDING DESIGN

- 4.2.1 Massing & Scale: Tall Buildings
- 4.2.2 Massing & Scale: Modulation of Height
- 4.2.3 Massing & Scale: Facade Modulation
- 4.2.4 Massing & Scale: Building Separations
- 4.2.5 Massing & Scale: Transitional Massing
- 4.2.6 Massing & Scale: Landmark Architectural Features
- 4.2.7 Architectural Elements: Facade Design
- 4.2.8 Architectural Elements: Materials
- 4.2.9 Architectural Elements: Storefronts
- 4.2.10 Architectural Elements: Building Entries & Lobbies
- 4.2.11 Architectural Elements: Stoops & Ground Level Entries
- 4.2.12 Architectural Elements: Corners
- 4.2.13 Architectural Elements: Canopies
- 4.2.14 Architectural Elements: Balconies
- 4.2.15 Architectural Elements: Fenestration
- 4.2.16 Architectural Elements: Fences, Walls & Gates
- 4.2.17 Architectural Elements: Planters
- 4.2.18 Architectural Elements: Arcades
- 4.2.19 Architectural Elements: Porte-Cocheres
- 4.2.20 Architectural Elements: Garage Entries
- 4.2.21 Architectural Elements: Utilities
- 4.2.22 Architectural Elements: Lighting
- 4.2.23 Architectural Elements: Signage

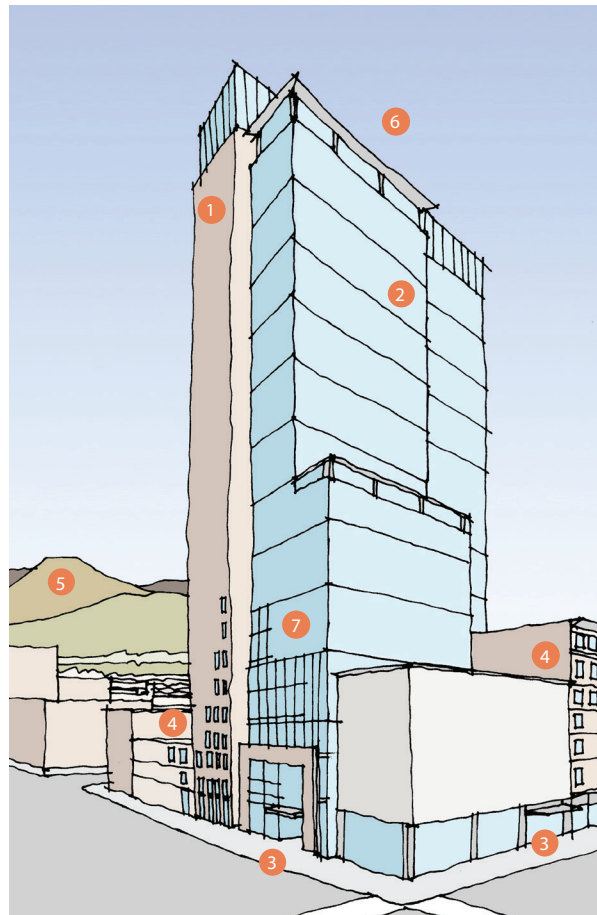
## 4.2 Building Design

### 4.2.1 MASSING & SCALE: TALL BUILDINGS

High-rise buildings can create a dynamic and visually interesting skyline. Well-designed taller buildings can also create civic pride and serve as a landmark in the urban fabric. Additionally, taller and narrower buildings can create opportunities for additional open space at the street level. This section applies to all developments greater than 95 feet in height.

#### STANDARDS

- A. Buildings above 95 feet shall be tall, slender towers which enhance the skyline without blocking significant views from other buildings.
- B. The bulk of buildings shall be reduced through the articulation of building massing and building facades.
- C. Building floorplates above a 200-foot height shall be reduced in area by 15%.
- D. High-rise facades shall provide a substantial modulation or change of materials every 150 feet in length.
- E. View opportunities shall be integrated into the massing of new development at appropriate locations.
- F. Lighting shall be designed to consider safety and to reduce glare.
- G. To improve the consistency of scale on the streets, new buildings shall respond to the scale and placement of design features of earlier buildings adjacent to them. Such design features include but are not limited to cornice lines, colonnades, fenestration, and materials.
- H. Where the new building facade is further set back from the street than the existing adjacent buildings, the connection between new construction and adjacent buildings should be designed to minimize dark corners and blank walls and create a continuous, attractive, pedestrian environment.
- I. Rooftop design shall prevent unsightly rooftops as viewed from above, either by screening mechanical systems from view, creating a significant top or landmark, or designing the roof for use.



- 1. High-rise towers shall be relatively slender.
- 2. High-rise massing shall be divided to reduce overall bulk and step gracefully down towards lower adjacent structures.
- 3. Primary building entrances shall be clearly marked.
- 4. Cornice lines shall be consistent where new buildings meet existing structures.
- 5. New buildings shall maintain key views.
- 6. A building's top shall be delineated with a change of detail and meet the sky with a thinner form, or tapered overhang.
- 7. Curtain walls shall be designed with detail and texture, while employing the highest quality materials.



- J. Design of new construction shall intend to establish landmark buildings. Massing, facade articulation, quality of building materials, signage, lighting, building projections (e.g., towers), and other architectural features shall be considered in establishing a landmark building.
- K. Projects built adjacent to historic structures that are smaller in scale shall step down at the street wall to align with the existing cornice.

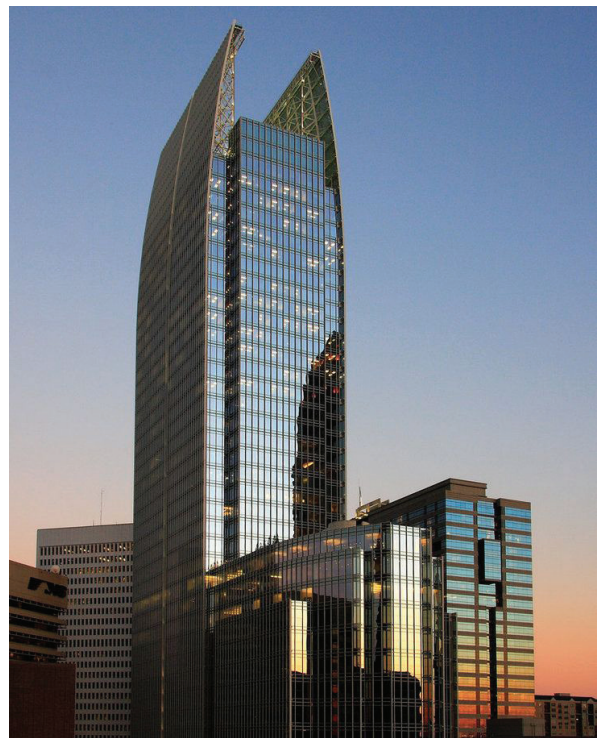


UPPER RIGHT: High-rise curtain walls shall be designed with the highest quality materials and some texture and surface relief from the glass plane to provide scale and visual interest from either adjacent towers and/or as viewed from a distance.

UPPER LEFT: Towers shall be significantly separated from each other to provide light, air and views between them. Where new buildings are adjacent to smaller or historic structures, their cornice lines and other facade elements shall be aligned.



- L. New development shall step down to a scale similar to adjacent low-rise residential uses.
- M. Street-facing high-rise facades greater than 150 feet in width shall be stepped back by a minimum of 20 feet at or above 60 feet in height from grade. Bland or utilitarian facades are undesirable.
- N. Existing views of the mountains and other local landmarks from nearby buildings shall be preserved wherever feasible.



ABOVE: Towers shall taper as they reach skyward and assume forms that represent the most slender and elegant addition to Glendale's downtown skyline.

LEFT: High-rises and large buildings shall have a lower story base of an appropriate scale that steps down toward the street. The main entrance shall be clearly marked with an architectural canopy or other scaling element.

## 4.2 Building Design

### 4.2.2 MASSING & SCALE: MODULATION OF HEIGHT

Modulation of rooflines can add visual interest to the skyline, while reducing the scale of large building masses. Modulation can also minimize the “canyon” effect along streets while creating visual reference points and the appearance of distinct and separate buildings. Similarly, building setbacks at upper levels can allow for multiple roofline profiles, thereby lessening the imposing appearance of building massing over the public right-of-way. This section applies to buildings less than 95 feet in height.

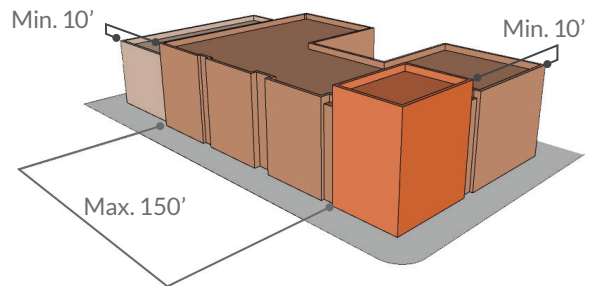
#### STANDARDS

A. A design proposal shall incorporate at least one of the following:

1. Modulation: A roofline height modulation of at least 10 feet for every 150 linear feet; or
2. Stepback: An upper level setback, 15 feet minimum, of all upper floors above 40 feet in elevation height; or
3. Corner: A prominent corner feature that is differentiated by height and design features from the primary massing of the building by a minimum of 10 feet (see DSP 4.2.12 for additional development standards); or
4. Averaging: Height averaging where a portion of the massing may exceed the maximum allowed building height, provided that the entire massing height average is equal to or does not exceed the maximum allowed building height.

B. A visible and delineated roofline shall be created to visually demarcate where the building silhouette meets the sky. All buildings shall have a suitable or even dramatic termination at the roofline. The upper termination of a building shall be strongly developed in a building with a flat or slightly sloping roofline.

C. Elevator and stair overruns shall not be counted as part of the roofline modulation unless it has been integrated into the overall architectural design.

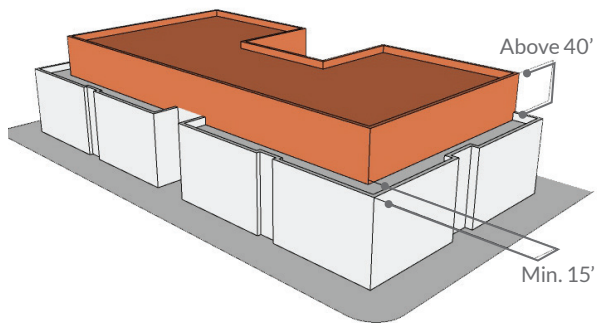


ABOVE: A.1. Roofline height modulation



ABOVE: Roofline modulation can create the appearance of distinct buildings in a single massing while minimizing building scale.

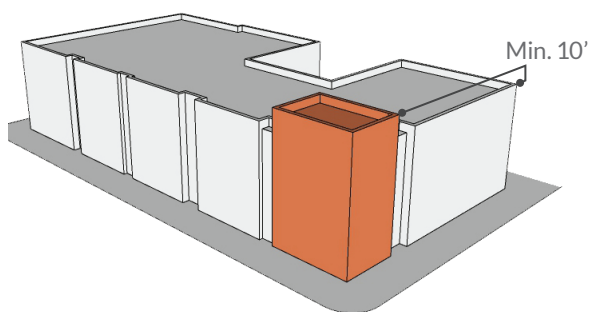




ABOVE: A.2 Upper level stepback above 40' in elevation.



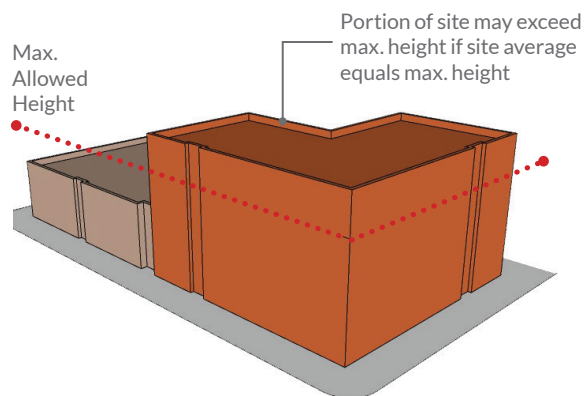
ABOVE: Upper level building stepbacks can reduce the scale of a building and improve its relationship to the pedestrian realm.



ABOVE: A.3. Corner feature



ABOVE: A corner feature can create variation in height while conveying visual prominence for significant intersections or gateways.



ABOVE: A.4. Height averaging



ABOVE: Height averaging allowed for variations in massing to locate a taller building and corner tower feature addressing a wide, high-traffic street, and stepped down massing facing lower height buildings and a public park.

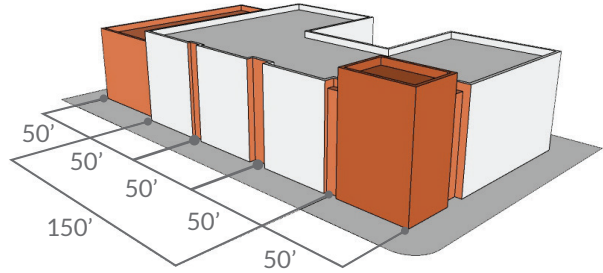
### 4.2.3 MASSING & SCALE: FACADE MODULATION

Modulation in building massing and scale encourages proportions that relate to the human-scale and create visual interest. This modulation can be achieved through the tripartite of a clearly defined base, middle and top in the vertical. Recesses and projections of a building facade, in combination with detailing, articulation, and fenestration pattern, can create diversity and visual interest in the horizontal, particularly in its relationship to the pedestrian realm. This section applies to buildings less than 95 feet in height.

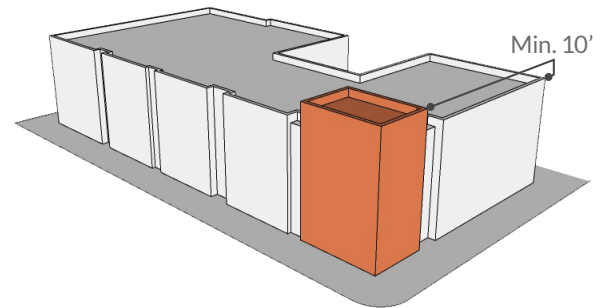
#### STANDARDS

A. A design proposal shall incorporate at least one of the following:

1. Modulation: A major modulation of the facade at a minimum of every 150 linear feet that is at least 24 inches deep and 4 feet in width, and a minor modulation in facade at a minimum of every 50 linear feet that is at least 12 inches deep and 2 feet in width.
2. A clearly delineated base, middle, and top that can be differentiated by:
  - a. Change in materials (see Section 4.2.8); or
  - b. Distinct design that creates visual separation; or
  - c. Upper level stepback of 15 feet minimum of all floors above 40 feet in elevation height.



ABOVE: A.1. Major and minor facade modulation.



ABOVE: A.2. Upper level stepback above 40' in elevation.

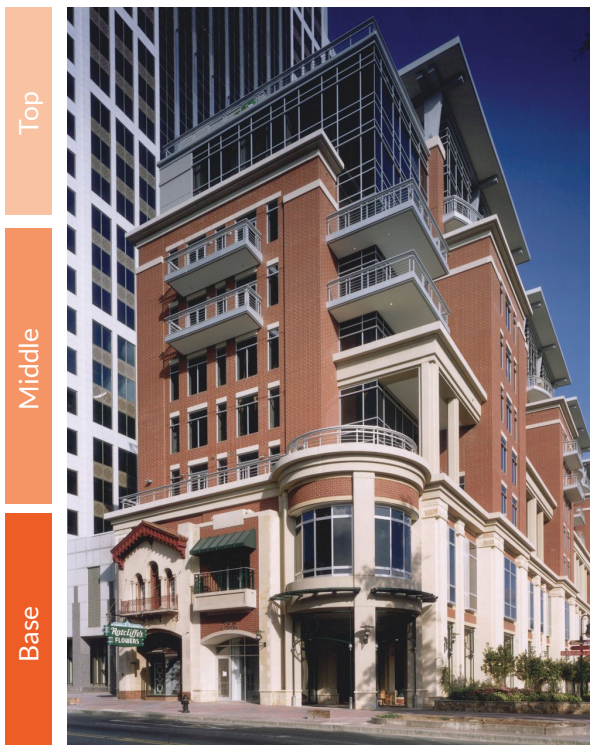




ABOVE: Windows that project out to the street, or recess into the building can create visual interest and depth to a building facade, while also diminishing the scale of the massing.



ABOVE: Major and minor building facade modulations can create depth and scale.



ABOVE: Base-Middle-Top can be established through the use of materials, strong form lines that diminish scale, and upper level stepbacks.



ABOVE: An upper level stepback can reduce the scale and massing of a building, while reinforcing the pedestrian scale of the public realm.

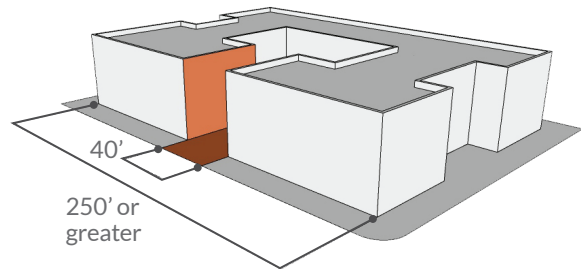
## 4.2 Building Design

### 4.2.4 MASSING & SCALE: BUILDING SEPARATIONS

Building separations can be key to reducing scale, providing opportunities for open space, reinforcing a pedestrian scale pattern, and providing a visual reference to entrances for buildings that occupy large blocks. Separations allow for visual relief and create the appearance of two, or more, distinct buildings that reinforce a fine-grained pattern on a single block. To achieve this effect on the pedestrian realm, it is essential that separations terminate at the ground level, or provide a distinct architectural difference from adjacent massing. This section applies to buildings less than 95 feet in height.

#### STANDARDS

- A. A design proposal whose facade length exceeds 250 feet shall incorporate at least one of the following:
1. A building separation that extends to the street level and includes no physical barriers such as gates, fences, or walls abutting a public right-of-way; or
  2. A building separation that begins at the second floor, no higher than 16 feet in elevation above the sidewalk, that provides a distinct and separate architectural style from the surrounding massing and is setback 20 feet from the required setback zone.
- B. A proposal that includes a building separation shall also include a separation that is a minimum of 40 feet from building face to building face.



ABOVE: A building separation of at least 40 feet wide and open to the sidewalk, shall be provided for any facade length of 250' or greater.



ABOVE AND LEFT: Building separations can provide the visual appearance of two distinct buildings, or reduce the scale of a single massing. Entrances to buildings and courtyards can be provided through separations, as well as the provision of publicly accessible open space. Separation at grade can result in a pedestrian level architectural style that is distinct, further reducing the scale of the overall massing.





Vision of a Building Separation through the building to provide an integrated publicly accessible open space.

## 4.2 Building Design

### 4.2.5 MASSING & SCALE: TRANSITIONAL MASSING

Sites located at the edge of the Downtown Specific Plan area are typically adjacent to low-rise residential neighborhoods, consisting largely of 2- and 3-story residential buildings. New development on these sites needs to recognize this change in scale and character from Downtown through transitional massing and other buffers. All new development and retrofitting of existing buildings directly adjacent to multi-family residential zones will be evaluated according to the following standards for buffers between Downtown and residential zones outside of the Downtown.

#### STANDARDS

- A. A 10-foot interior setback shall be required in a DSP zoned development where it abuts a R-3050, R-2250, R-1650, or R-1250 zone. Landscaping and emergency access can be provided within the setback. The setback shall be designed for safety, including lighting and visual access.
- B. An upper level stepback of 20 feet shall be required with an elevation height no more than 40 feet, or alternatively provide an interior setback of 20 feet. See diagrams on opposite page.
- C. Any required interior setback shall not count towards any required publicly accessible open space.
- D. A decorative masonry wall designed as a buffer shall be required between non-residential uses (including parking) and any residential zones adjacent to the DSP area.
  - 1. A decorative masonry wall shall not be less than 6 feet in height.
  - 2. A wall next to a driveway shall be set back from the sidewalk to ensure safe visual access for cars and space for landscaping.
  - 3. Walls should incorporate landscaping to soften the appearances.
- E. Parking structures facing residential zones adjacent to the DSP area shall have all walls designed as facades, compatible with the context, including residential and human-scaled materials.
- F. For larger developments, the portion adjacent to residential zones shall be designed to appear as a separate building, with different setbacks, massing, height, and architectural character from the Downtown facing portion.
- G. For larger developments, a change of architectural style may be appropriate where projects face or abut residential zones. The style and materials should relate to the predominate characteristics of the residential neighborhood.
- H. Grading measures, such as sunken parking areas or landscaped berms, should be used as a means to screen parking lots from adjacent residential zones and/or elevation change.

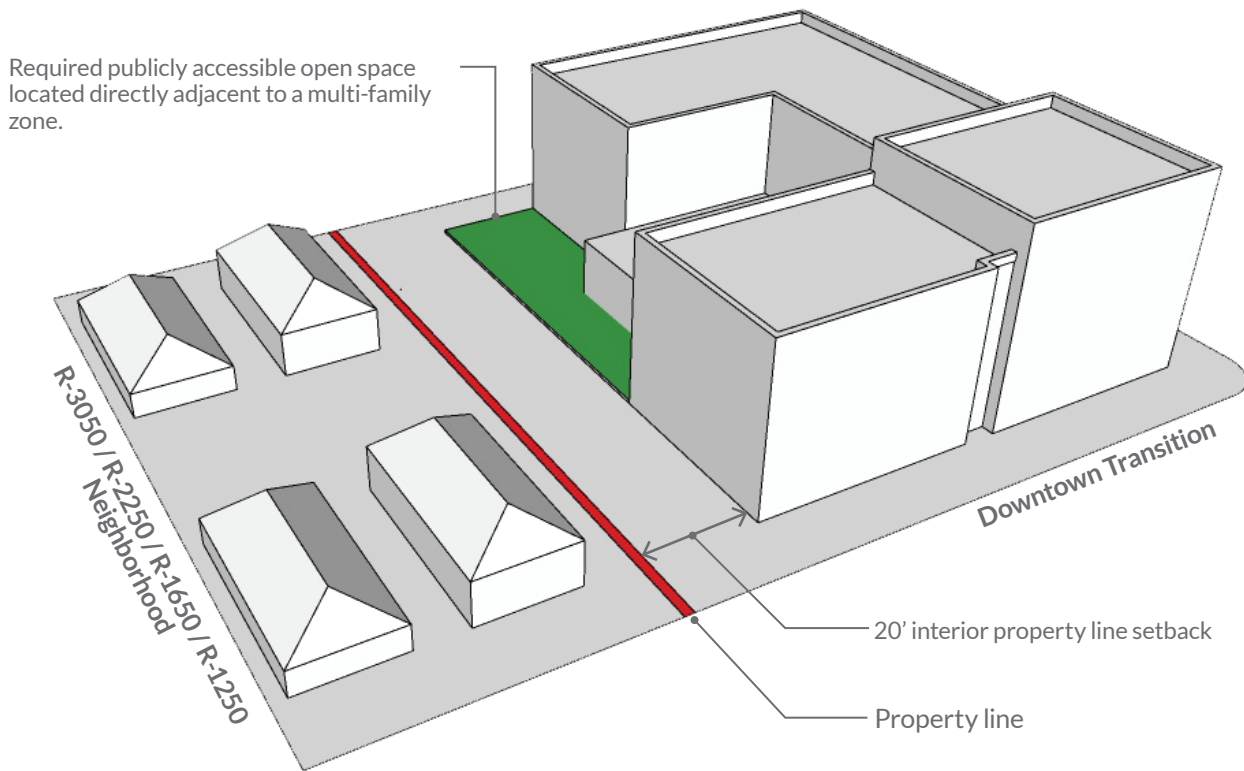
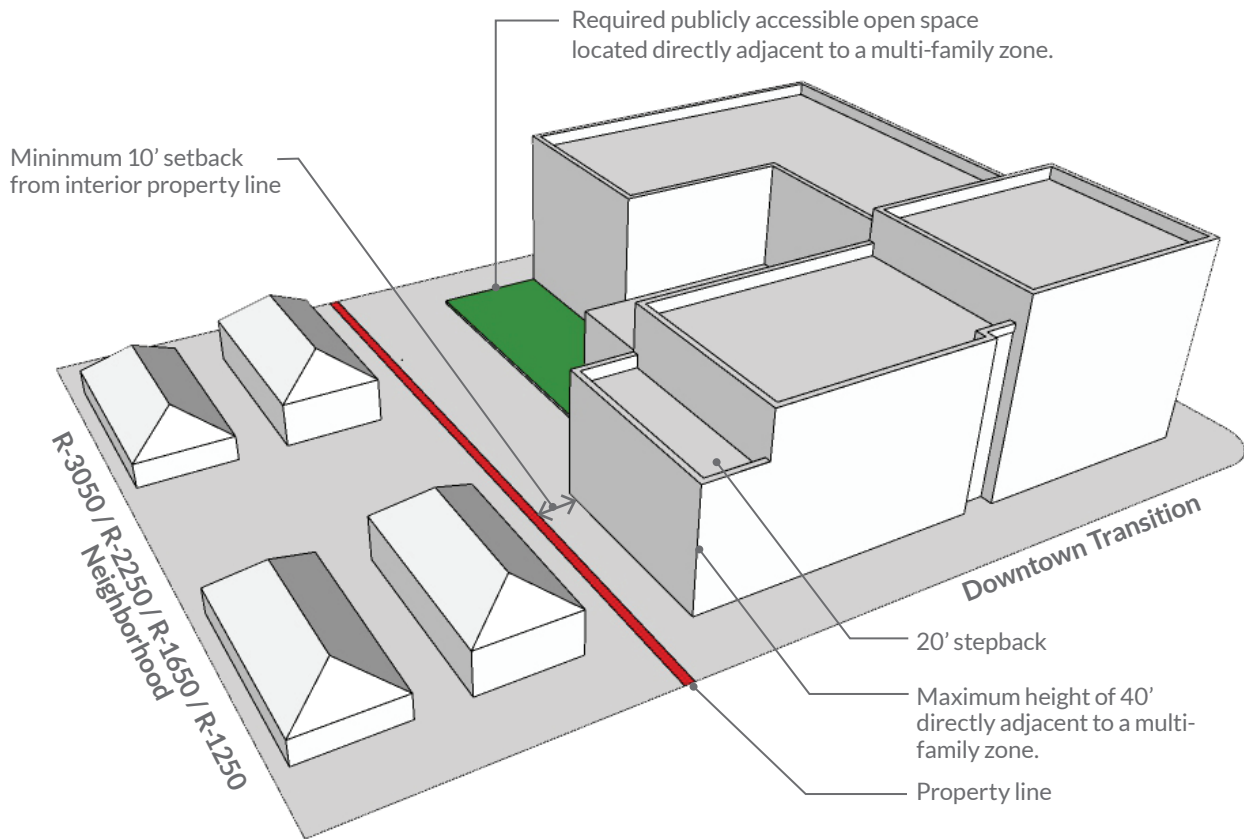


ABOVE: A park-like paseo acts as a buffer to transition massing and allows for through block connectivity.



ABOVE: A mixed-use building with greater height and mass than its adjacent building steps down and steps back for compatibility.





ABOVE: Transitional Massing Options for Standard B

## 4.2 Building Design

### 4.2.6 MASSING & SCALE: LANDMARK ARCHITECTURAL FEATURES

Various sites in the downtown, such as terminated vistas and corners at primary intersections that mark entries to downtown, are ideal locations for landmark architectural features. These may include towers, prominent building entries, specialized signage or public art. Landscaped setbacks and public pocket parks may also be used to identify these locations. Additionally, East Broadway is designated a Civic Promenade, where the architectural style, massing and character of new development shall defer to existing civic buildings such as City Hall and Central Post Office. Finally, the Open Space Network (see Chapter Five) identifies various potential pedestrian and/or vehicle passages to augment existing alleys and paseos. These passages represent opportunities to create intimate, pedestrian-scaled walkways through the downtown. Such features (identified in Figure 4-D) help provide visual landmarks and enhance the image of Downtown.



TOP: Entry corner at Brand & Broadway indicated by primary entrance at architectural rotunda

BOTTOM: Entry corner indicated by architectural tower and primary entrance

TOP: Street vista terminated by a prominent building entrance

ABOVE LEFT: Entry corner indicated by architectural tower

ABOVE RIGHT: Entry corner indicated by signage





## 4.2 Building Design

### 4.2.7 ARCHITECTURAL ELEMENTS: FACADE DESIGN

Buildings shall address the street in a manner that reinforces pedestrian activity and engagement. All development shall be designed to enhance ground level architectural elements for a human-scale. Entry conditions, building materials, canopies, display windows, lighting and well-designed signage can all contribute to conditions ideal for creating a vibrant and unique pedestrian environment. All new development and facade remodels shall comply with the following design standards:

#### STANDARDS

- A. The building facade shall use architectural solutions (e.g., building materials, texture, offset building massing, repetition of columns, recessed entries, windows, and awnings) to avoid the creation of impenetrable, unarticulated building facades.
- B. Facades shall be constructed in a manner to appear substantial, avoiding low-quality building materials and construction details that contribute to the perception of a facade as flimsy, or inconsistent with the intended materials and architectural style.
- C. No ground level parking, except for the parking entry shall be visible from any street frontage. Any parking at ground level shall have active retail or other habitable ground floor uses facing the sidewalk.
- D. New development, or the retrofitting of existing development, shall address the public sidewalk. Design of the street level facade shall be incorporated into the design of the overall building.
- E. Ground level facades shall be augmented with streetscape or open space improvements that improve the pedestrian environment.
- F. Large expanses of glass shall be subdivided into smaller units.
- G. Differentiation shall be provided at the base and the top of windows.
- H. Ground level floors shall be visually separated from floors above through the use of architectural elements that could include awnings, canopies or lintels, or additionally by recessing the ground-floor level from the floor above.
- I. Landscaping is required to provide additional texture and planted features at the ground level elevation for the pedestrian, but should increase the level of pedestrian interest rather than separating pedestrians from views into buildings.
- J. For streets with ground floor use restrictions or requirements as described in Chapter Three, certain frontages are also required or restricted.





Architectural Elements include:

1. Canopy separating ground floor from floors above
2. Subdivided glass at large windows
3. Planted feature at street level
4. Street trees and streetscape enhancements
5. Column articulation
6. Recessed balconies
7. Facade modulation
8. High-quality street-level materials
9. Activated street frontage
10. Active building adjacent zone
11. Visible residential entrances
12. Pedestrian-oriented and visible signage

	PRIMARY FRONTAGE	MIXED-USE COMMERCIAL	MIXED-USE RESIDENTIAL	ENTERTAINMENT FRONTAGE	RESIDENTIAL FRONTAGE
Arcade	Allowed	Not Allowed	Not Allowed	Allowed	Not Allowed
Storefront	Allowed	Allowed	Allowed	Allowed	Not Allowed
Stoop	Not Allowed	Allowed	Allowed	Not Allowed	Allowed
Porte-Cochere	Allowed	Not Allowed	Not Allowed	Allowed	Not Allowed

TABLE 4-C: Frontage Design Standards



## 4.2 Building Design

### 4.2.8 ARCHITECTURAL ELEMENTS: MATERIALS

**MATERIALS** are a significant feature of design. They assist in establishing a unique aesthetic quality while creating and reinforcing character. Materials are also essential to diminishing the scale of the overall building massing, and reinforcing the base-middle-top principles of quality design. Materials at the lower level, or base, should reinforce the pedestrian character of the public realm and employ materials that are of a human-scale. As building height increases, larger scale materials may be appropriate. All materials for new projects and facade remodels shall conform to the following standards:

#### STANDARDS

- A. Durable, human-scaled materials shall be used on all street level facades.
- B. Materials such as EIFS, stucco, or monolithic concrete panels shall not be used within the first 20 feet of a building elevation on facades facing public streets or at massing transitions.
- C. Street level materials shall be human-scaled such as brick, block, wood, stone, and others to provide a high-quality aesthetic and diversity in building design.
- D. Above street level (minimum 20 feet), no more than 60% of the building elevation shall be clad with EIFS or stucco.
- E. All building elevations, including alley facing elevations, shall be treated equally with high-quality and human-scaled materials to provide depth and contrast in color.
- F. All projects shall avoid creating a monotone color palette.
- G. Materials on alley facades shall create a more human-scaled texture through the incorporation of scoring or artistic installations (murals).
- H. Materials and corresponding designs shall wrap the corners of all facades including alleys, terminating at a logical location.



ABOVE: The scale of materials should relate to the public realm on lower portions of a building elevation, increasing in scale as a building grows in height.



ABOVE: Materials that represent a human-scale such as masonry, wood, or appropriately scaled panels can create a more engaging and visually interesting street frontage.

LEFT: Larger-scale materials and glazing are more appropriate at upper levels.

## 4.2.9 STOREFRONTS

**STOREFRONTS** are one of the most important features of an active urban environment. They present an opportunity to engage the street level by generating activity and transparency between the pedestrian realm and businesses, while creating a memorable experience. Storefronts can engage the streetscape in various manners including operable storefronts to encourage indoor activity to connect with the public realm. All new storefronts shall conform to the following standards:

### STANDARDS

- A. All facades that include storefronts shall provide a minimum of 75% transparency including access and structural supports.
- B. Materials shall conform to Section 4.2.8 of this Chapter.
- C. The design of storefronts shall reinforce the concept of base-middle-top as identified in Section 4.2.3 of this Chapter.
- D. All non-residential storefronts shall have a minimum floor-to-ceiling height as defined in Section 4.3 of this Chapter.
- E. Use storefronts such as doors and windows that swing upward or out to open, to engage uses such as eating and drinking establishments with the public realm.
- F. Pedestrian-oriented signage shall be provided consistent with Section 4.2.23 of this Chapter.
- G. Pedestrian-scaled lighting shall be provided on all storefronts.
- H. Canopies and marquees shall be provided on a minimum of 50% of the entire facade. Refer to Section 4.2.13 for design details.
- I. Storefronts and entrances shall provide recesses from the building facade to create depth and contrast.



ABOVE: Doors and windows that fold and swing can create a unique aesthetic in an urban environment. They engage the public realm with commercial and retail activities by creating permeability in the facade and opportunities for engagement between patrons and passersby.



ABOVE: Engaging storefronts that create high levels of visibility can support an active and vibrant street life.



LEFT: A diversity of entries from the streetscape provides identity and encourages interaction between commercial and retail services with the public realm.



## 4.2 Building Design

### 4.2.10 ARCHITECTURAL ELEMENTS: BUILDING LOBBIES & ENTRIES

**BUILDING LOBBIES & ENTRIES** provide visual queues to building entrances and landmarks for pedestrians. They can also offer a unique means to create visual interest and modulation in a building facade. Lobby entrances shall be carefully designed to create landmark visual reference points and the importance of the building entrance.

#### STANDARDS

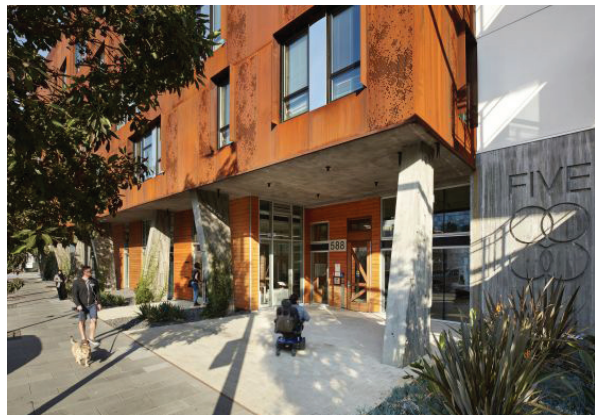
- A. Exterior building lobbies shall incorporate the following aesthetic features:
1. Significant design feature such as a canopy, marquee, or other form of weather protection that creates visual prominence.
  2. A material application that creates continuity with the overall building design but also creates a distinct and identifiable aesthetic quality.
  3. A recess or projection to delineate the building lobby from the balance of the facade.
  4. Paving materials incorporated to differentiate the primary entrance path that is distinct and unique from the adjacent paving materials.
- B. For commercial uses, a building's primary entrance, defined as the entrance which provides the most direct access to the building's lobby and remains unlocked during business hours, shall be located on a public street or on a usable public open space that is visible and connected to a public street.



ABOVE: Marquees and canopies that are unique to the building entry can serve as visual reference points for pedestrians.



ABOVE: Vibrant colors and unique materials framing a lobby or building entrance can create visual interest.



ABOVE: Recessed entries can create modest open spaces and differentiation in the street frontage.

## 4.2.11 STOOPS & GROUND LEVEL ENTRIES

**STOOPS** present a unique opportunity to engage residential entries with the public realm, creating activation, opportunities for engagement, and safety. Additionally, stoops create a design aesthetic that supports a residential character on appropriate urban streets. All stoops shall conform to the following design standards:

### STANDARDS

- A. Stoops shall be required for ground level residential units on all streets, regardless of typology.
- B. Stoops shall be designed to address the street to provide the most direct access path and allow for the greatest amount of landscaping.
- C. Stoop or storefront access shall be required for all ground level live-work units, where the street frontage of the building exceeds 100 feet, unless otherwise explicitly approved by the design review authority, provided an alternative accessible path is included.
- D. Stoops shall be elevated a maximum of 36 inches above grade or sidewalk.
- E. Stoop porches, not including stairs, shall be a minimum of 20 square feet.
- F. Stoops shall correspond directly to the building entry and be at least 4 feet wide.
- G. Stoops and/or adjacent entry porches shall not be enclosed with solid walls or railings, or vegetation that creates a visual obstruction between the stoop/porch and the public realm in order to maintain a sense of openness.
- H. Stoops may have an over-hanging roof or awning no wider than the stoop.
- I. Planter or porch walls parallel to the sidewalk and taller than 18 inches shall have an irrigated 18 inch planting bed at its base.



ABOVE: Landscaping can soften the hardscape around residential entries while providing modest privacy for residents.



ABOVE: Raised entries and porches can create visual interest and engaging street frontages.



ABOVE: On-street residential entries can increase safety as well as activity on residential-oriented streets.



## 4.2 Building Design

### 4.2.12 ARCHITECTURAL ELEMENTS: CORNERS

**CORNER FEATURES** present a unique opportunity to enhance the aesthetic quality of a signature building, visual terminus, or prominence at a primary entrance. In addition to creating variation in building massing, an enhanced corner can create a sense of place within the public realm by incorporating key design features. All corner elements shall conform to the following standards:

#### STANDARDS

- A. Corner features shall be located at the intersection of two public rights-of-way, and not located near alleys, or mid-block.
- B. Corner features shall be off-set in height than the overall building mass by a minimum of 10 feet in either direction.
- C. Corner features shall have a distinct but complimentary design from the overall mass of the building.
- D. Unique or distinct paving shall be provided at a corner feature to emphasize its prominence and importance within the public realm.
- E. Enhanced canopies or marquees shall be provided to help create a sense of enclosure within the public realm.
- F. Plazas may also be used to create a unique corner feature and shall be developed per the standards outlined in Chapter 5 for publicly accessible open space.



ABOVE & BELOW: Corner features that are greater in height than the primary massing can create modulation in the building roofline.



ABOVE: Corner features can be used to create visual prominence for a building at key or gateway intersections.



ABOVE: Corner features can also be created by a change in materials or design.



### 4.2.13 CANOPIES

CANOPIES function as an extension of the public sidewalk, providing shelter from inclement weather, shade, and a sense of enclosure to the public realm. They can also provide a visual reference to entrances or other important facade elements. All new canopy installations shall conform to the following standards:

#### STANDARDS

- A. Canopies shall be installed a minimum of 9 feet above grade, and a maximum of 14 feet above grade.
- B. A minimum of 50% of the street elevation shall include canopies or marquees.
- C. Materials and colors of all canopies and marquees shall be complimentary with the overall building aesthetic and material palette.



ABOVE: Canopies, when combined with other features such as plantings can create a room or enclosure effect for outdoor activities such as eating and drinking establishments.



ABOVE: Canopies can serve as sun shading devices, or decorative features that create human-scaled frontages.



ABOVE: Canopies can provide shade for outdoor activities such as eating and drinking establishments.



ABOVE: A shading device and architectural element that adds detail and richness to the urban streetscape.

## 4.2 Building Design

### 4.2.14 ARCHITECTURAL ELEMENTS: BALCONIES

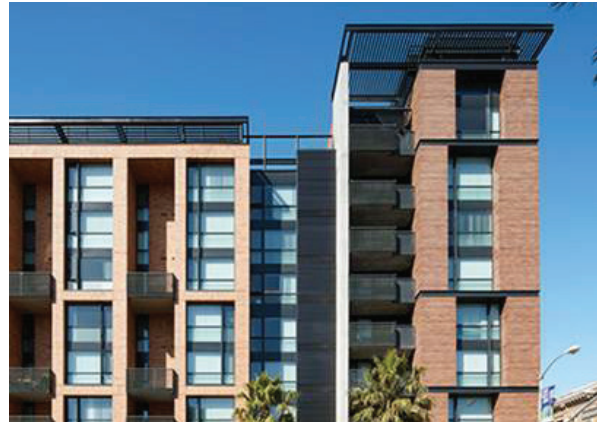
**BALCONIES** provide important outdoor private space for residential units. When designed well, they can provide visual interest to facade designs, in addition to depth and rhythm. Alternatively, balconies can also create a negative repetitive quality when they are designed identically or have the appearance of being “added-on” to a facade. All new balconies shall conform to the following standards:

#### STANDARDS

- A. All balconies shall have a minimum 40 square feet and a minimum length or width of 4 feet and shall be directly accessible and an integral part of the dwelling unit which it serves. No more than 75% of balconies on a project shall extend beyond the facade of the building.
- B. No balconies shall overhang into the public right-of-way or sidewalk as identified in Section 4.4.3, not including the portion of the building setback behind the existing property line.
- C. No balconies can overhang the area of the building setback, behind the property line, within the first 20 feet of the building elevation.
- D. Materials of all balcony components, including floors and railings shall be aesthetically compatible with the overall building design.
- E. Balconies shall assist in creating a dynamic and visually interesting facade, and avoid creating repetition.



ABOVE: Partially recessed balconies, when combined with major facade modulations can create breaks in large building masses to reduce the overall building scale.



ABOVE: A mix of recessed and partially recessed balconies can create visual interest and articulation in facades.



ABOVE: Recessed balconies can be incorporated into a facade design to create a unique pattern or form.



## 4.2.15 FENESTRATION

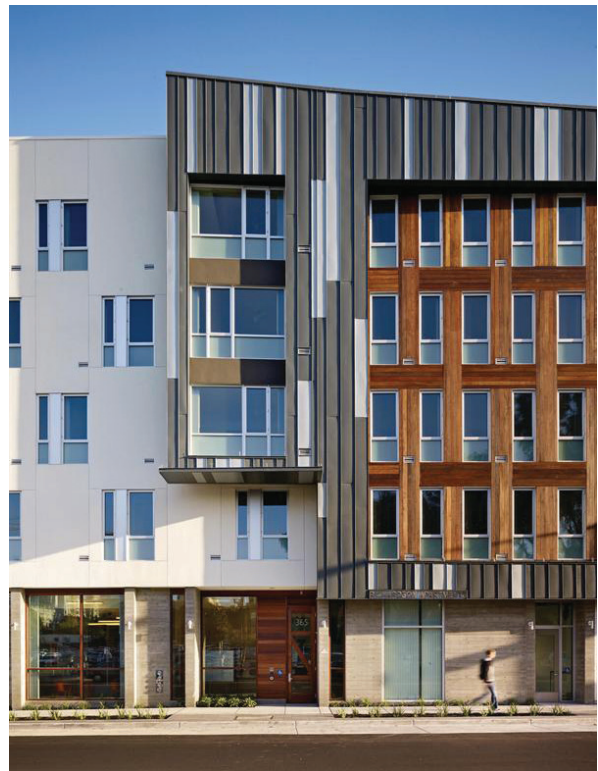
**FENESTRATION** patterns can create an identifiable character and when properly detailed can enhance a quality design. Window designs can also improve facade modulation, scale, or a change of materials. All fenestration patterns shall conform to the following standards:

### STANDARDS

- A. A variety of window sizes shall be provided to create visual complexity and reflect the different internal uses of a building facade. Windows shall also coordinate with the architectural design of the building including materials and scale.
- B. At the ground level, unarticulated glass curtain walls shall be avoided, unless their design is considered of exceptional quality while allowing full transparency into an attractive, active interior use. Facades of buildings shall be divided into individual storefronts or entries.
- C. Large expanses of glazing shall be subdivided into smaller units.
- D. Differentiation shall be provided at the base and top of windows.



ABOVE: Fenestration patterns that change and respond to form and orientation can enhance modestly designed or flat facades.



ABOVE: Fenestration patterns that correspond with a change in material or depth can create visual interest, complexity in design, and reduce the overall scale of massing and facades.



## 4.2 Building Design

### 4.2.16 ARCHITECTURAL ELEMENTS: FENCES, WALLS & GATES

**FENCES, WALLS & GATES** help define and screen yards, walkways, and outdoors areas. As such, the design of such barriers must be considered when addressing the streetscape experience. All fences, walls, and gates shall conform to the following standards:

#### STANDARDS

- A. All exterior security gates or fences shall be located behind the building face of the adjacent building and directly in line with the adjacent facade plane.
- B. Design of all fences and gate shall be integrated with the overall building and site design with high levels of transparency.
- C. Fences, walls, and gates shall be designed in a style, material, and color that compliments the overall building and site design. Plantings shall be utilized instead of walls and fences wherever possible.
- D. Security grilles and roll down doors for storefronts shall be located behind the building face.



ABOVE: Fences or gates should be compatible with the overall building and streetscape design.



ABOVE: Incorporating elements such as seating, art, or wayfinding can soften the visual appearance of enclosures.



ABOVE: Entry gates should promote visual access and permeability while remaining modest in scale.

## 4.2.17 PLANTERS

**PLANTERS** and ground level landscaping can either enhance open space along the streetscape or they can create formidable and undesirable barriers, privatizing such space. Planters shall be integrated into the overall open space and landscape design and shall conform to the following standards:

### STANDARDS

- A. Planters at the ground level such as those in publicly accessible open space and abutting the public right-of-way shall not exceed a height of 18 inches above grade within the first 10 feet of the street facing property line.
- B. Planter ledges should provide a minimum depth of 12 inches to also serve as seating.
- C. Planter boxes shall not exceed 25% of all project landscaping within the publicly accessible open space.
- D. Materials of any raised planters shall compliment those of the overall project design.
- E. Any development that substitutes planter boxes for originally approved landscaping shall not receive their certificate of occupancy until original approved design is completed.



ABOVE: Seating incorporated with a whimsical design sense can create a unique space that encourages public use.



ABOVE: Planters can include a variety of planting types and seating.



### 4.2.18 ARCHITECTURAL ELEMENTS: ARCADES

**ARCADES** function as an extension of the public sidewalk, providing shelter from the sun and offering expanded opportunities for design on narrow lots. These will be encouraged on the sunny sides of designated pedestrian-oriented streets. Examples in Downtown Glendale include the Brand frontage of the City Center building. All covered sidewalk arcades will conform to the following design standards.

#### STANDARDS

- A. Arcades shall not be constructed within the required setback per the street typologies defined in Section 4.1.3 and 4.3.
- B. Arcades shall be accessible to pedestrians and have a minimum depth of 8 feet.
- C. Minimum interior height for sidewalk arcades shall be 12 feet above the finished grade.
- D. The arcade shall be no more than two stories high, or a maximum of 30 feet.
- E. Pavement patterns shall be consistent with patterns regulated by the City and shall provide adequate drainage.
- F. At all sites adjoining an existing arcade, a similarly proportioned arcade shall be considered for new construction.
- G. An arcade shall be designed to function as an extension of the public sidewalk.
- H. Priority locations for arcades are to extend an existing system of arcades within a single block, or to provide shade and weather protection on Primary Frontage streets.
- I. An arcade shall be covered with a flat or sloping roof. When there is no second floor over the arcade, the roof of an arcade may be utilized as an open-air terrace or a space for outdoor dining.
- J. A landscaped planter with a minimum width of one foot shall be located in front of the columns of the arcade. This planter shall contain climbing vegetation which is capable of reaching a height of 15 feet or more and connected to an irrigation system.
- K. Design of an arcade shall be consistent along its entire length and shall be integrated into the design of the building as a whole.
- L. The columns of the arcade shall be substantially thick, and the openings between columns shall be vertically proportioned.
- M. Connections shall be made between the arcade and the properties adjacent to it.
- N. Storefronts located along the arcade shall comply with all applicable storefront design guidelines.
- O. To ensure proper penetration of daylight, the projection roof over an arcade shall not be deeper than it is tall.



ALL: Arcades can serve various purposes such as screening from inclement weather and shade, outdoor seating and dining areas, and a sense of scale along street frontages for tall buildings.

## 4.2.19 PORTE-COCHERES

**PORTE-COCHERES** are recessed vehicle entry courts within a storefront or arcade frontage. Porte-cocheres are commonly used for vehicular drop-off or utility off-loading, but may also accommodate gardens, dining, and retail storefronts. This frontage shall be used sparingly. All porte-cocheres shall conform to the following design standards:

### STANDARDS

- A. Porte-cocheres shall not be more than 40 feet deep from the facade.
- B. The porte-cochere may be enclosed with a roof or other overhead structure for protection from the sun and rain.
- C. The materials and architectural detailing of the porte-cochere shall be consistent with the street facade of the building.
- D. A covered passage or arcade may be located over the entrance to the porte-cochere from the sidewalk.
- E. Vehicle entrances to the porte-cochere shall be narrow, to minimize the disruption of the dominate frontage pattern.



ALL: Porte-Cocheres provide convenient and covered access and drop-off for patrons.



## 4.2.20 ARCHITECTURAL ELEMENTS: GARAGE ENTRIES

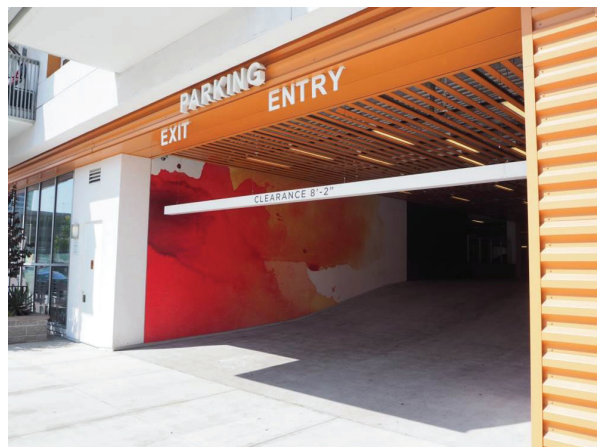
**GARAGE ENTRIES** provide necessary access to parking for developments. However, garage entries can create conflicts with pedestrians, while being aesthetically incompatible with the streetscape and building design. Garage entries should support the overall building design while not detracting from the streetscape and pedestrian realm and shall conform to the following standards:

### STANDARDS

- A. No ground level parking, except for the parking entry shall be visible from any street frontage. Parking located at ground level must have active retail, residential entry, or other habitable ground floor uses facing the sidewalk, and subject to the design standards established in Sections 4.2.9 and 4.2.11.
- B. Where alleys are adequate, per Public Works standards and approval regarding width and capacity, new developments shall locate all parking garage entries on the alley.
- C. When parking garage entries are located on the street, all entries shall conform to the following:
  - 1. Utilities shall not be visible from the street frontage. Projects shall provide screening, dropped ceilings, or locate utilities away from areas visible from the pedestrian level.
  - 2. Garage doors or gates shall be set back from the face of building.
  - 3. A unique or enhanced paving pattern shall be provided on the driveway, equal to the width of the garage entry to create visual separation and acknowledge potential conflicts with other modes of transportation.
  - 4. The width of the garage opening shall be as narrow as possible.



ABOVE: Narrow garage entry widths encourage slower movement of automobiles reducing potential conflicts with other modes of transportation.



ABOVE: Garage entries shall be well designed to mitigate the aesthetic impact on the pedestrian realm. Creative and artistic elevations can establish visual interest while integrating the overall design of the garage entry with the surrounding architectural style. Elements such as screening or drop ceilings can mitigate the visual impact of necessary utility infrastructure.

## 4.2.21 UTILITIES

**UTILITIES** are necessary to the function and operation of any building. They can also, when not properly integrated, detract from the aesthetic quality of an urban environment or pose hazards to pedestrians. All utility installations shall conform to the following standards:

### STANDARDS

- A. All above grade utility boxes shall be stainless steel or wrapped with an artistic application.
- B. No utilities shall protrude into the public right-of-way, including the portion dedicated as sidewalk and located behind the property line.
- C. Per Glendale Water and Power, all other utilities shall be integrated into the building facade and not freestanding.
- D. Electrical transformers shall be located so that access is achieved from the alley, where feasible. If located adjacent to a public sidewalk, they shall be screened and incorporated into the building to provide the visual appearance of a storefront.
- E. Electrical transformers, mechanical equipment, and other utility-oriented equipment shall not be located within 50 feet of any building corner, or located within a designated publicly accessible open space.



ABOVE: When utilities must project from the building facade at the pedestrian level, they shall be enclosed with an architecturally compatible surround to prevent tripping hazards and to improve the aesthetic impact.



ABOVE: Utilities such as standpipes, fire department connections, and utility boxes are essential to building operations. Utilities shall be incorporated into the building design to the greatest extent feasible, including wall mounted devices, to avoid freestanding obstructions in or near the right-of-way, or visual clutter within landscaped areas or setbacks.



ABOVE: Utilities shall not interrupt the design of planters or other building elements, unlike the photo above. They shall be gracefully integrated into the overall design and shall be accounted for early in the design process to avoid negative visual impacts.



## 4.2 Building Design

### 4.2.22 ARCHITECTURAL ELEMENTS: LIGHTING

**LIGHTING** can create a unique aesthetic and enhance the design of a building. It also provides necessary illumination for business operation, and safety for pedestrians and other users and shall conform to the following standards:

#### STANDARDS

- A. Lighting shall be directed away from surrounding development and shielded to minimize spillover on adjacent properties.
- B. No light shall be directed at the windows of a residential unit within or adjacent to a project.
- C. Reflective materials or other sources of glare, such as polished metal surfaces, shall result in visual glare or measurable heat gain on surrounding windows.
- D. Significant architectural features such as corners or unique cornices should be illuminated and enhanced by a comprehensive lighting design.
- E. Building lighting should be adjustable, and prior to Certificate of Occupancy a test may be required to calibrate proper illumination levels to the satisfaction of the Urban Design Studio staff.



ABOVE: Building lighting shall compliment and accent the overall design, including changes in materials, fenestration, or modulation.

RIGHT: Pathway and open space lighting shall be creative and compliment the overall open space and public realm design.



ABOVE: Building and open space design shall include a diversity in lighting, including building uplighting, pathway lighting, and lighting that activates gathering areas.



ABOVE: Illumination at cornices and corner features can support the intent of creating visual prominence for significant building features.





## 4.2.23 SIGNAGE

**SIGNAGE** is essential to any urban environment. It signifies businesses, building names, and other key features. Properly scaled and located signage can greatly enhance the pedestrian experience along commercial streetscapes. All signage elements shall conform to the following standards:

### STANDARDS

- A. All signs shall comply with GMC Chapter 30.33.
- B. All building signage below 20 feet in elevation height shall be wall mounted and not surface applied, flush with the wall.
- C. Storefront signs shall be located below 14 feet in elevation height, measured from the sidewalk, to avoid conflict with canopies and mature trees, while maintaining visibility for pedestrians.
- D. Any development that provides publicly accessible open space shall provide the standard signage identified in Chapter 5.



ABOVE: Signage shall include other elements important to the overall urban environment such as parking, bicycle parking, or wayfinding to significant public or civic assets.



ABOVE: Laser cut projecting signs identify businesses and add an architectural design element to the building.



ABOVE: Personalized signage compatible with the architectural character of the building.



The scale of the pedestrian realm and its relationship to the surrounding built environment directly affects the experience of all users. Additionally, street typologies create distinct characters and districts that reinforce the urban identity.

## URBAN DESIGN FRAMEWORK:

### 4.3 THE PEDESTRIAN REALM

- 4.3.1 Primary Street
- 4.3.2 Mixed-Use Commercial Street
- 4.3.3 Mixed-Use Residential Street
- 4.3.4 Residential Street
- 4.3.5 Entertainment Street



## 4.3 THE PEDESTRIAN REALM

### A. STREETScape REQUIREMENTS

Beautiful sidewalks with comfortable and attractive paving, generous landscape, shade trees, and attractive and functional lighting create a pleasant experience for Downtown pedestrians.

New construction and major remodels of buildings 10,000 square feet or more may be required to install streetscape elements as follows:

#### STANDARDS

- A. Install sidewalk paving pattern and materials as specified by the City.
- B. Plant street trees and street landscaping as specified by the City, spaced a minimum of 25 feet apart or as required by the City.
- C. Install light standards as specified by the City.
- D. Install pedestrian curb extensions on designated pedestrian-oriented streets as required by the City.
- E. Install sidewalk furniture (benches, drinking fountains, trash receptacles, etc.) as required by the City and defined by the street typologies.
- F. Projects may install sidewalk elements, such as commemorative plaques or artwork, as approved by the City, at the primary entrance to the building.



ABOVE: Streetscapes shall incorporate sidewalks with sufficient width and a diverse range of urban amenities.



RIGHT: A sidewalk with patterned paving features large canopy street trees in planted parkways, pedestrian-scaled light fixtures with banners as district markers, public event noticing or holiday public art.



ABOVE: Intersections are important gateways to streets, districts, and significant projects and shall be treated as such with special features such as enhanced paving, and ample room for pedestrian waiting.



ABOVE: Urban amenities such as cafe seating, transit facilities and trash receptacles are designed to support an active street scene without obstructing the required clear sidewalk width.



ABOVE: Special paving, accents or features may be appropriate for significant streets to indicate important features such as building entries.



RIGHT: Create seamless transitions from public to private space.

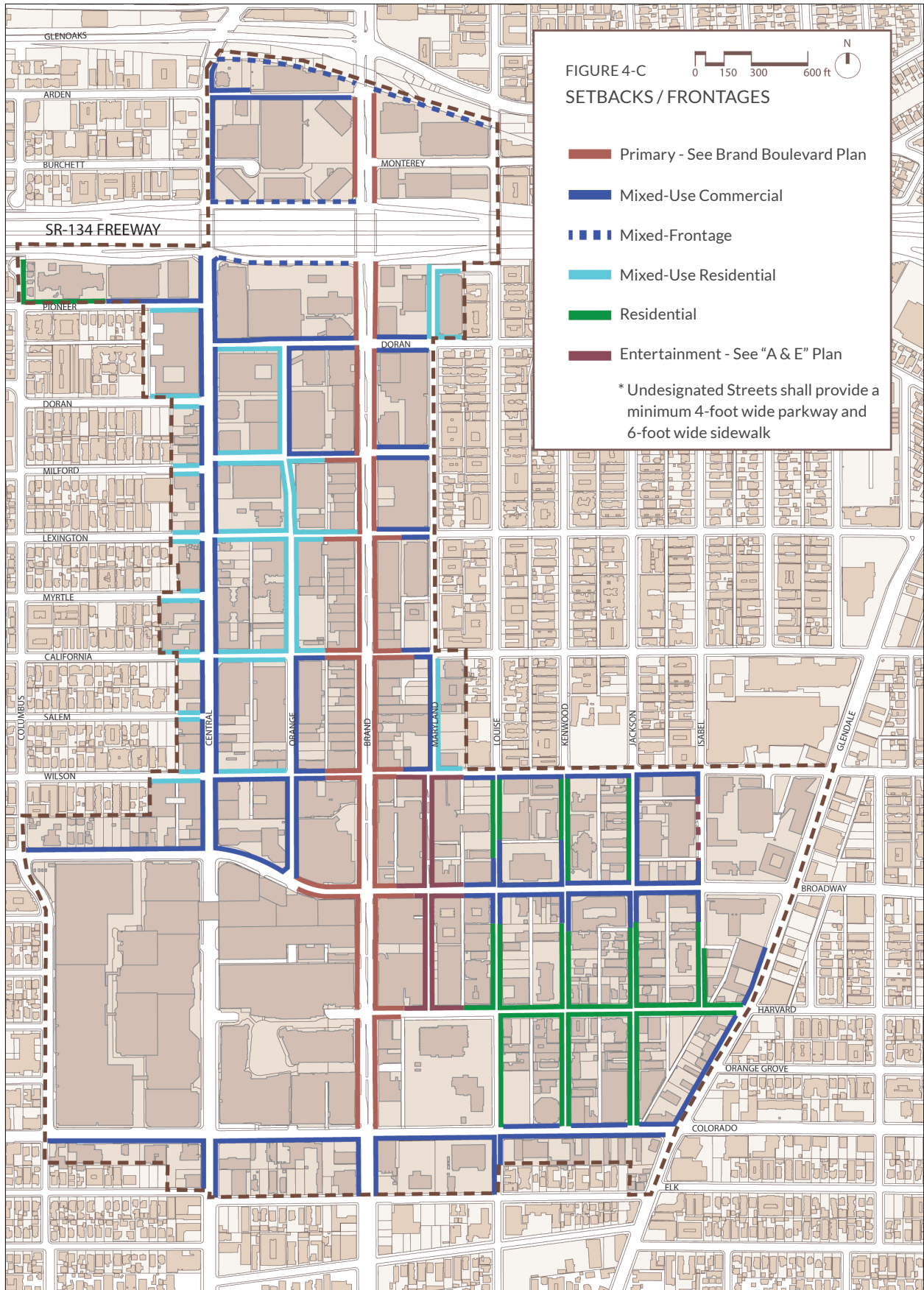


### B. STREETSCAPE TYPOLOGIES

The treatment of sidewalks, setbacks and building facades vary, based on the different streets with their different uses, functions and scales. Downtown's image and comfort largely are determined by proportions of the different streets and public rights-of-way, as defined by facing buildings, their frontages, setbacks, parkways and the streets themselves. Collectively, these shape the pedestrian experience by creating a sense of enclosure and well-defined pedestrian zones. As such, the street and setback dimensions directly affect the quality and pace of the pedestrian experience. In order to enhance and regulate the streetscapes and pedestrian experience, the DSP establishes a set of street types with different design considerations. Street types are defined street width, land use context, and transportation/pedestrian characteristics. The classifications are meant to serve as a guide for designing appropriate streetscape environments. The types also build upon those ground floor use frontage restrictions noted in Chapter 3 – Land Use. The street typologies and their specific requirements can be found in the following sections:

- 4.3.1 Primary Street
- 4.3.2 Mixed-Use Commercial Street
- 4.3.3 Mixed-Use Residential Street
- 4.3.4 Entertainment Street
- 4.3.5 Residential Street





## 4.3 THE PEDESTRIAN REALM

### 4.3.1 PRIMARY STREET

The southerly half of Brand Boulevard, the City's primary north-south street, is identified as having a Primary Street Frontage. Brand Boulevard is one of the City's widest streets with a landscaped center median with street trees, two-lanes of vehicular traffic in each direction, as well as angled parking and a substantial public right-of-way setback. Brand is also one of the City's signature, pedestrian-oriented streets, lined with active, ground floor commercial uses (retail, restaurants and services). New infill development must uphold this pedestrian orientation and shopping experience.

#### STANDARDS

- A. The Primary Street designation shall follow the streetscape plan established for Brand Boulevard unless otherwise specified.



ABOVE: View of Brand Boulevard streetscape with its distinctive sidewalk paving.



ABOVE: Large canopy shade trees provide protection from the sun and add to the character of the street.



ABOVE: Primary streets shall incorporate enhanced urban amenities such as seating, special vegetation, and illumination that creates a unique and identifiable experience.





Vision for a Primary Street

Primary Streets typically include the following:

1. Streets that integrate pedestrian, bike, transit, and vehicle use
2. Signalized mid-block crossings
3. Enhanced streetscape of wide sidewalks with accent paving
4. Large canopy street trees
5. Public and semi-public outdoor space such as plazas & courtyards
6. Active street level uses and building facades that address the street
7. Well designed building entries and lobbies
8. The highest level of transit amenities
9. Pedestrian-scaled lighting, signage and wayfinding
10. Public Art



## 4.3 THE PEDESTRIAN REALM

### 4.3.2 MIXED-USE COMMERCIAL STREET

Central Avenue, Broadway, and Colorado Avenue are Mixed-Use Commercial transit streets, also identified as secondary commercial streets, and typically feature wide roadway widths, higher traffic volumes carrying transit vehicles, two travel lanes in each direction, and on-street parking. Within the Downtown, these streets are fronted by the newer residential and mixed-use projects, as well as existing commercial buildings.

#### STANDARDS

- A. All parkways shall be a minimum of 5 feet in width from face of curb and provide a 4 foot wide paved area every 20 feet to allow for unloading of vehicles.
- B. Sidewalks shall be a minimum 10 feet wide with no overlapping use by urban amenities such as cafe seating, trash receptacles and signage.
- C. The building adjacent zone shall be a minimum 3 feet in depth and used for a minimum of 50% outdoor seating. The balance shall be used for landscaping or residential stoops.
- D. The ground floor of the building frontage shall be a minimum of 16 feet in height and a maximum of 20 feet.
- E. Retail and neighborhood services are preferred uses along Mixed-Use Commercial streets and shall comprise more than 50% of the entire project frontage.
- F. Commercial storefronts shall follow the standards established in Section 4.2.9.
- G. Commercial entries shall be provided every 50 linear feet at a minimum.
- H. 75% of the street elevation shall be transparent.
- I. Residential uses on Mixed-Use Commercial streets should be less than 50% of the street frontage and shall follow the standards established in Section 4.2.11.
- J. Seating shall be provided at a ratio of one seat for every 50 linear feet in the parkway zone.
- K. Public art may be located within the parkway zone.
- L. Frontage Streets shall include the same standards as Mixed-Use Commercial with the following exceptions:
  1. Parkway shall be 8 feet wide; no paved area for unloading of vehicles is required.
  2. Sidewalk widths shall be 6 feet wide.
  3. Retail and neighborhood services shall comprise no more than 25% of the entire project frontage.
  4. 50% of the ground floor facade or elevation shall be transparent.



ABOVE: Pockets of landscaping, street furnishings and pedestrian-scaled amenities such as lighting, signage and banners can visually activate areas that may otherwise be less inviting



ABOVE: Maximum street level transparency provides interest and personal safety for passersby and pedestrians.



Vision for a Mixed-Use Commercial Street

Mixed-Use Commercial Streets typically feature the following:

1. Streets that integrate pedestrian, bike, transit, and auto use
2. A walkable street with broad, unobstructed sidewalks, accent paving and street furnishings
3. Closely spaced street trees
4. Expanded sidewalks at intersections that accommodate transit amenities
5. A building adjacent zone for cafe seating, planters and similar urban amenities
6. Integrated public & semi-public outdoor space such as plazas & courtyards
7. Active street level uses
8. Storefronts are varied, highly transparent, and add character to the streetscape
9. Planted parkways
10. Pedestrian-scaled lighting, signage and wayfinding
11. Public Art



## 4.3 THE PEDESTRIAN REALM

### 4.3.3 MIXED-USE RESIDENTIAL STREET

Many of the east-west streets (Doran, Milford, Lexington, California) and the majority of Orange Street are classified as having residential mixed-use frontages. Having narrower street widths and public rights-of-way than commercial mixed-use streets, these street types feature the secondary or rear elevations of newer developments fronting Central Avenue, and shall maintain a pedestrian experience for the existing projects, as well as future developments, given that a significant portion of Orange Street is prime for redevelopment.

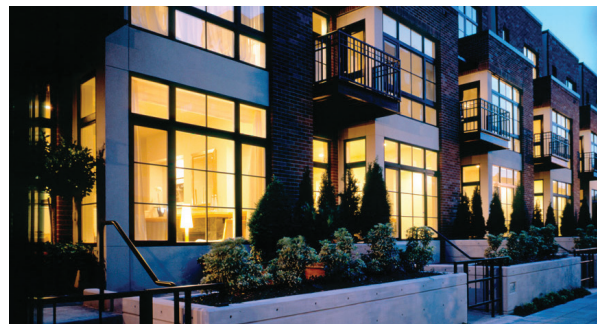
#### STANDARDS

- A. All parkways shall be a minimum width of 5 feet from face of curb and shall provide a 4 foot wide paved area every 20 feet to allow for unloading of vehicles.
- B. Sidewalks shall be a minimum 8 feet wide with no overlapping use by urban amenities such as cafe seating, trash receptacles and signage.
- C. The building adjacent zone shall be an average 3 feet in depth and used for residential stoops, landscaping or commercial uses.
- D. All landscaped areas shall contain a combination of low, medium, and tall plant materials appropriate for an interesting and effective landscape.
- E. The ground floor of the building frontage shall be a minimum of 12 feet in height and a maximum of 16 feet.
- F. Residential stoops are preferred on Mixed-Use Residential streets and shall comprise more than 50% of the entire project frontage.
- G. Residential stoops and entries shall follow the standards established in Section 4.2.11.
- H. Commercial uses on Mixed-Use Residential streets are acceptable, meeting the standards established in Section 4.2.9.
- I. Public art may be located within the parkway zone.

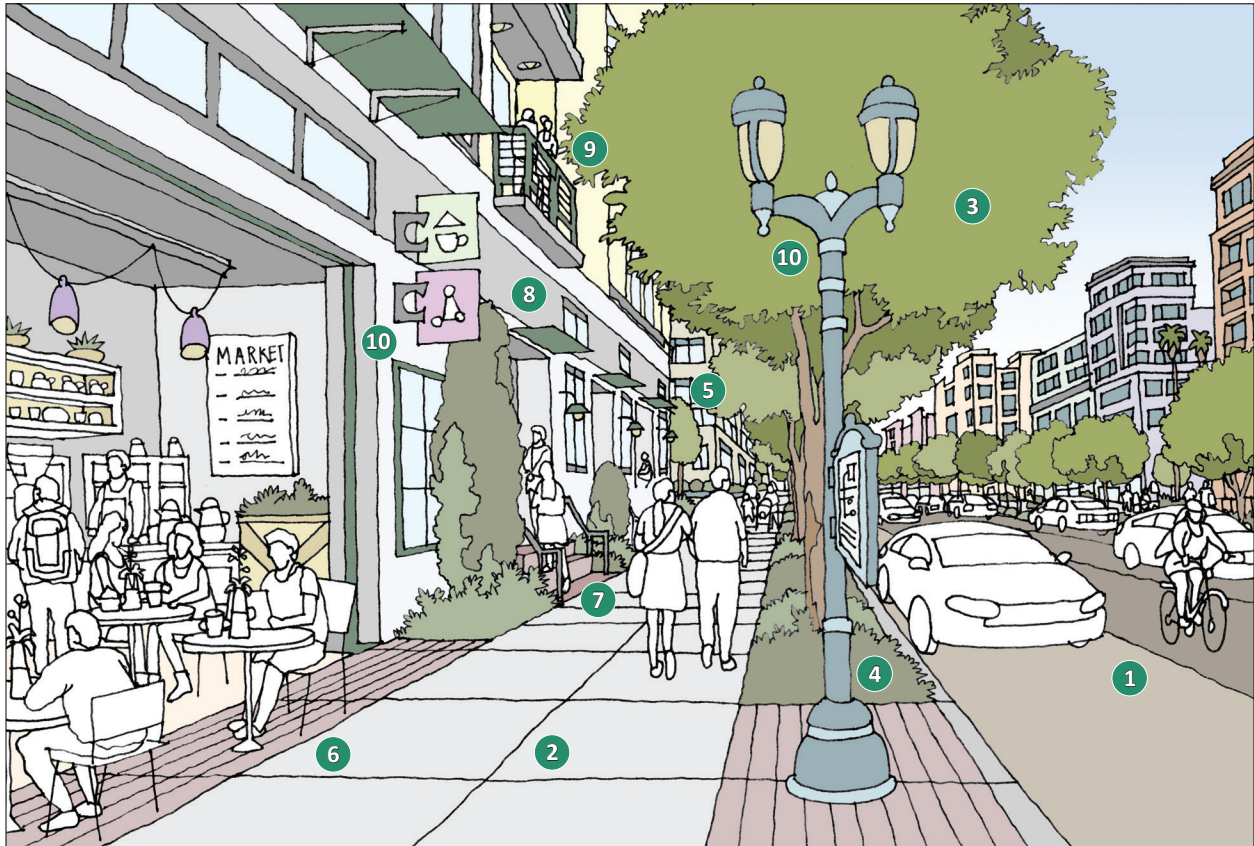
OPPOSITE TOP: A wide sidewalk, pedestrian-scaled features such as building materials, street lighting and signage, and the close spacing of street trees elevate the quality of a streetscape.

MIDDLE: Larger buildings maintain a pedestrian-scale sensitivity through materials, detailing and facade modulation respectful of the existing context.

BOTTOM: Walkable streets provide a sense of security for pedestrians through active and passive 'eyes on the street'.







Vision for a Mixed-Use Residential Street

Mixed-Use Residential Streets typically feature the following:

1. Streets that integrate pedestrian, bike, transit, and vehicle use
2. Enhanced streetscape of wide sidewalks
3. Closely spaced street trees
4. Planted parkways
5. Integrated publicly accessible open space such as courtyards, plazas or paseos
6. Active ground level uses and a high-level of facade transparency
7. Residential stoops and unit entries within a landscaped setback
8. Building facades address the street and feature durable, human-scaled materials
9. Resident balconies on upper floors are an activating feature of the building facade
10. Pedestrian-scaled lighting, signage and wayfinding
11. On-site Public Art

## 4.3 THE PEDESTRIAN REALM

### 4.3.4 RESIDENTIAL STREET

Residential streets are located in the East Broadway District, where landscaped setbacks from the sidewalk are required. This area builds upon the mixed-use, moderate to high-density of this area with newer mixed-use projects featuring upper level housing and retail, services, office, live/work and/or residential along the ground floor. This area includes a number of civic and cultural uses and historic buildings, which have their own unique frontages.

#### STANDARDS

- A. All parkways shall be 4 feet wide from face of curb.
- B. Sidewalks shall be a minimum 6 feet wide with no overlapping use by urban amenities such as cafe seating, trash receptacles and signage.
- C. The building adjacent zone shall be an average of 5 feet in depth and shall be used primarily for residential stoops and entries. The balance shall be used for landscaping or commercial uses if permitted.
- D. All landscaped areas shall contain a combination of low, medium, and tall plant materials appropriate for an interesting and effective landscape.
- E. The minimum ground floor building frontage height shall be 10 feet for at grade residential entries and 13 feet for raised residential entries. A maximum height 16 feet is allowed.
- F. Residential stoops and entries shall follow the standards established in Section 4.2.11.
- G. Commercial uses on residential streets are acceptable, meeting the standards established in Section 4.2.9.



ABOVE: Building setbacks, parkways, and vegetation within the building adjacent zone can create a distinctly residential character, befitting of the less intense uses within the street typology.



ABOVE: A raised or at grade residential entry close to the public realm can increase safety through “eyes on the street”. Raised entries can maintain privacy.



ABOVE: A residential streetscape shall be walkable and feature pedestrian-scaled materials, proportions and detailing.





Vision for a Residential Street

Residential Streets typically feature the following:

1. Enhanced streetscape of wide sidewalks and closely spaced street trees for shade and character
2. Residential stoops and unit entries within a landscaped setback (see Section 4.2.11)
3. Ground level porches that maintain an open and softened character. (see Section 4.2.11)
4. Planters have drought tolerant and varied height plants for an interesting & effective landscape
5. Integrated publicly accessible open space such as a courtyards, plazas or paseos
6. Building facades address the street and feature durable, human-scaled materials
7. Resident balconies on upper floors are an activating feature of the building facade
8. Planted parkways that may feature public art
9. Pedestrian-scaled lighting, signage and wayfinding
10. On-site Public Art



## 4.3 THE PEDESTRIAN REALM

### 4.3.5 ENTERTAINMENT STREET

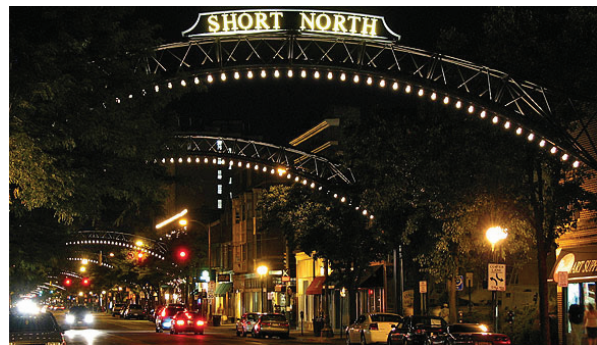
This street type refers to the two-block long Artsakh Avenue (previously Maryland Avenue) between Wilson Avenue and Harvard Street that was established as Glendale’s “Art and Entertainment District”. Anchored by the Laemmle Theaters to the north and the Central Library to the south, the area features its own decorative street paving, a narrower, intimate scale on the northerly block, and a wider, more expansive experience on the southerly block. The street backs up against two larger mixed-use commercial developments – The Exchange and The Marketplace. Artsakh was approved in 2018 for a re-visioning programming project, and the street design shall be governed by the final project approved by City Council.

#### STANDARDS

- A. Streets designated as Entertainment shall follow their individual streetscape plans.



ABOVE: Storefronts that allow for a seamless transparency between indoor and outdoor activities are positive gestures for increasing and attracting more pedestrians.



ABOVE: Gateways and signage can create an experience as users arrive at entertainment or special use streets, while supporting the distinct and unique identity of that street.



ABOVE: Entertainment Streets exhibit a high-energy character through accent lighting, festive street furnishings and activities that attract patrons and pedestrians.



Vision for an Entertainment Street

Entertainment Streets typically feature the following:

1. Enhanced streetscape of wide sidewalks, accent paving, decorative planters & street trees
2. Pedestrian safety measures including traffic calming and crosswalks
3. Pedestrian amenities include seating, trash receptacles, signage & wayfinding
4. Building facades are creatively designed with durable, and human-scaled materials
5. Storefronts are fully operable doors & windows allowing dining & drinking establishments to engage the public realm
6. Pedestrian-scaled lighting
7. Creative lighting elements such as market lights and neon lighting
8. District gateway signage or markers
9. Public Art

