



8 Points for COMPASS BLUEPRINT



GLENDALE, CA

1



CREATE URBAN GROWTH BOUNDARY

Protect open space

2003

2



FOCUS GROWTH DOWNTOWN

Downtown Specific Plan

2006

3



GET PEOPLE OUT OF THEIR CARS

Downtown Mobility Plan

2007

4



PROVIDE HOUSING FOR ALL

Housing Element

2009

5



PROMOTE PUBLIC HEALTH

Glendale Safe & Healthy Streets 2009 -2011

6



STRENGTHEN NEIGHBORHOODS

Adams Square Revitalization 1998 - 2008

7



FOCUS ON COMMUNITY PLANNING

North Glendale Community Plan 2008-2010

8



TRANSLATE POLICY INTO PRACTICE

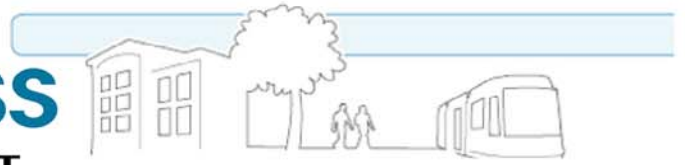
Urban Design Studio

2006



8

Points for COMPASS BLUEPRINT



1

CREATE URBAN GROWTH BOUNDARY

Protect Open Space

Approximately one third of Glendale's approximately 30 square miles is vacant land located on steep hillsides in the Verdugo, San Rafael and San Gabriel Mountains. In 2003 Glendale began purchasing large tracts of vacant, hillside parcels for public open space. Benefits of open space purchases include:

Hillside Preservation

- Preserves views of mountains
- Provides areas for recreation
- Watershed protection
- Habitat protection- oak woodlands, coastal sage scrub
- Less grading and impacts to native vegetation

Limits Infrastructure Expansion

- Limits sprawl and expansion on steep hillsides
- Housing densities shifted toward downtown
- Less demand for new construction in hillsides
- Efficiencies achieved as density shifts to areas with existing infrastructure
- Less capital improvements needed serve properties at higher elevations

Public Safety

- Limits new development in high fire areas
- Less fuel modification needed
- Less potential traffic on constrained hillside streets

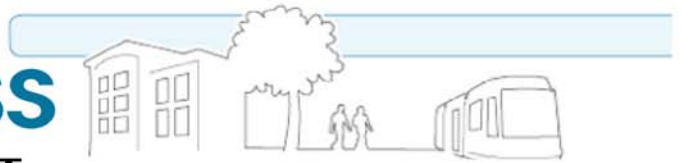
Sustainability

- New residential development on infill lots and Downtown Glendale
- New residential development near public transit
- New residential development near job centers
- Open space for future generations



8

Points for COMPASS BLUEPRINT



2 FOCUS GROWTH DOWNTOWN

The DOWNTOWN SPECIFIC PLAN is a mixed-use, urban design oriented plan that establishes the desired physical vision for Downtown Glendale through a clear and comprehensive set of policies, incentives, and requirements. It is an easy-to-read, graphics-based manual that will promote, enhance, and regulate responsible development. The Plan represents an important step toward a holistic vision for the future of Downtown Glendale, and is informed by and respectful of the place-making concepts articulated by proponents of form-based codes, smart growth, new urbanism and conventional specific plans, but nonetheless free of any ideological constraints or positions. A corresponding MOBILITY STUDY outlines strategies to reduce auto congestion and promote multi-modal transportation by consolidating existing and new bus services on a network of Transit and Pedestrian priority streets, while also extensively reforming parking policies, rates and transportation demand management tools.

The City of Glendale's Downtown Specific Plan and Mobility Study were conceived as a conscious alternative to reactive policies and codes that generated the existing skyline. The Specific Plan attempts to incorporate, mend, and advance the City's history of disparate development trends by establishing a coherent and consistent regulatory framework of standards and guidelines. The Plan is a clear and straightforward "manual" designed with the ease-of-use in mind. It is free of forbidding regulatory language, and instead inspires design excellence through a program of bonuses and incentives that reward projects which enhance the urban environment. The Plan also stands as a proactive strategy to protect the character of established neighborhoods by focusing growth downtown, while eliminating ambiguity or confusion about the form of desired development in Glendale. The Mobility Study, meanwhile, gathers under a single umbrella the full range of best-practices in transportation planning. Each of these - free bus shuttle, parking benefit districts, in-lieu fees, and transit-priority streets, among others - is tailored to the physical vision articulated by the Downtown Specific Plan. Combined, these two sister documents are the most comprehensive and progressive planning effort to date in Glendale.

Since the adoption by the Glendale City Council in late 2006, nearly a dozen projects, of various architectural styles and scales, have been submitted under the Downtown Specific Plan. This significant surge of infill development activity stands as a testament to the plan's navigability and flexibility. Additionally, it has institutionalized professional on-staff urban design review in the planning practice as means to guide responsible and desirable development. This success has encouraged the department to look to the upcoming city-wide General Plan update for a broader application of the urban design oriented planning practices introduced by the Downtown Specific Plan and Mobility Study.

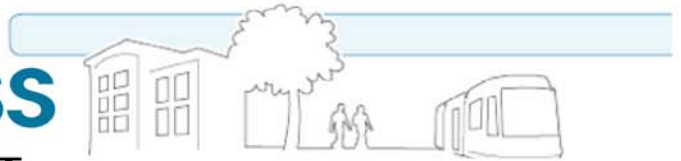
Key Statistics

The Glendale Downtown Specific Plan and Mobility Study allow for the development of nearly 4,000 new residential units downtown, of which approximately 1500 are already approved, permitted, or under construction. In addition, almost half of the 1.7 million square feet of commercial space allowed under the new DSP-MS are currently under development. Additionally, every one of the 11 projects currently underway mix commercial and residential uses.



8

Points for COMPASS BLUEPRINT



3 GET PEOPLE OUT OF THEIR CARS

Adopted by Council in 2007, the Downtown Mobility Study gathers under a single umbrella the full range of best-practices to reduce auto congestion and promote multi-modal transportation. Each of these - free bus shuttle, parking benefit districts, in-lieu fees, and transit-priority streets, among others - is tailored to the physical vision articulated by the Downtown Specific Plan. The following are the main policy concepts of the Downtown Mobility Study:

Street Types

- Designate street types to primarily serve autos, pedestrians or transit to provide policy guidance on street design and operation
- Revise level of service (LOS) criteria based on movement of people versus cars

Street Capacity Enhancements

Limit future road widening within the downtown area to auto priority streets as mentioned in the Mobility Study:

- Central Avenue
- Colorado Street
- Glendale Avenue

Transit Service

- Update the Beeline brand and routes, incorporating seamless connections between regional and local services
- Create a downtown circulator (the "Buzz") to connect from the Glendale Transportation Center (GTC) to the proposed East-West MTA Connector in northern Glendale

Parking Management

- Maximize current parking availability versus constructing new parking
- Improve wayfinding signs to direct vehicular users to and from available parking
- Incorporate demand responsive pricing strategies to control parking supply

Transportation Demand Management

- Increase awareness of incentives for alternative transportation programs
- Enhance and strengthen the existing TDM ordinance

Funding and Financing

- Create locally-generated financing mechanisms to be placed into a specific fund to pay for transit, streetscape and pedestrian improvements
- Once local financing is well-established, seek state and federal funding for large-scale transit improvements



8

Points for COMPASS BLUEPRINT



4 PROVIDE HOUSING FOR ALL

City of Glendale... Housing Element..... 2006-2014

Adopted January 2009, the citizen-guided Housing Element Task Force, Glendale Housing Authority and city staff wrote Glendale's Housing Element to implement local, regional and State housing policy:

Wide Range of Housing Types for Current and Future Residents

- Priorities for housing affordable to lower income households
- Inclusionary housing provision for the San Fernando Road Project Area
- Adequate sites for Glendale's regional housing need

High Quality Residential Neighborhoods

- Revitalize Neighborhood Target Area -- Adams Square Revitalization
- Create Multifamily Design Guidelines

Increased Home Ownership Opportunities

- First-time Homebuyers Education, Programs and Funding

Housing Services for Special Needs Populations

- Disabled Residents - Reasonable Accommodation Ordinance
- Emergency shelters

Equal Housing Opportunities in Glendale

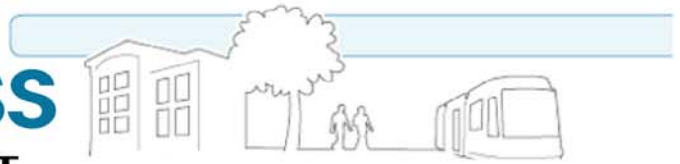
Housing that is Livable and Sustainable

- Smart Meters
- Conservation of Affordable Units
- "Livable Neighborhoods" Program expands the Mobility Study city-wide



8

Points for COMPASS BLUEPRINT



5 PROMOTE PUBLIC HEALTH

Glendale Safe & Healthy Streets

Glendale is unfortunately among the worst cities in California for pedestrian safety. In March 2008, Los Angeles County funded a three-year joint project of the Los Angeles County Bicycle Coalition and the City of Glendale to create a Safe and Healthy Streets plan to improve mobility and safety for pedestrians and cyclists in Glendale.

PLACE Grant (Policies for Livable Active Communities and Environments)

- Policies to make Glendale safer for pedestrians and cyclists
- Collaborative of Los Angeles County Bicycle Coalition and City of Glendale
- Funded by the Los Angeles County Department of Public Health
- Public outreach
- Physical project

Pedestrian Safety Action Plan

- Site planning techniques for pedestrian safety
- Cooperative effort with the FHWA, police, traffic engineers, planners, and schools
- 2009 city-wide bicycle and pedestrian/bicycle count

Safe Routes to School

- Cooperative effort between the City and Glendale Unified School District
- Walking Wednesdays
- International Walk to School Day

Law Enforcement

- Crosswalk “stings” to ticket unsafe drivers
- Educational campaign at schools, senior centers
- Pedestrian safety reminders on Glendale cable TV

Infrastructure

- Traffic calming
- Enhanced crosswalks
- Class II bike lanes

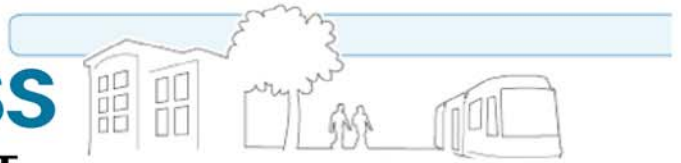
More Safe Walking and Biking Opportunities

- More connections to parks leads to more activity
- More activity leads to less obesity



8

Points for COMPASS BLUEPRINT



6 STRENGTHEN NEIGHBORHOODS

Adams Square Neighborhood Revitalization

Adams Square serves as an economic and cultural center for the Adams Square/Adams Hill neighborhood, but the area was in decline. In 1998, a multi-faceted revitalization strategy and implementation plan was approved to accomplish the following:

Establishment of Commercial Design Guidelines

- Goal of historic preservation
- Goal of economic stimulus for private investment

Infrastructure Improvements

- Traffic calming
- Sidewalk improvements
- Construction of a central plaza
- Street and pedestrian lighting

Public Investment

- Building façade improvement program
- Business assistance strategy
- New store front public library
- New mini-park
- Habitat for Humanity affordable ownership project

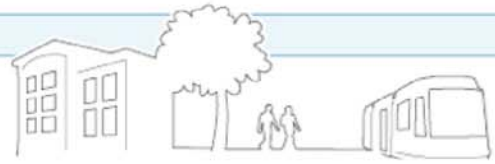
Sustainability

- Adams Square Merchants Association formed



8

Points for **COMPASS** BLUEPRINT



7 FOCUS ON COMMUNITY PLANNING

North Glendale Community Plan

In 2008, Glendale embarked on an effort to re-organize its General Plan, particularly the Land Use Element. Moving from centralized to community-based planning, the community plan focuses on smaller areas of the City and modifies land use categories by design as well as type of use, blending urban design and traditional land use planning. The North Glendale Community Plan process is now underway and marks the first phase of Glendale's General Plan re-organization.

Community Participation

- Community request for plan
- Community Plan Advisory Committee appointed locally
- Website and all meeting information and maps posted

Tool for Coordinated Growth

- Crescenta Valley includes Glendale, Los Angeles, Unincorporated County, La Canada-Flintridge
- Blends General Plan policies and Glendale's Long Range Financial Plan goals
- Shared transportation in Crescenta Valley
- Residential zoning maintained, focusing new residential growth downtown

Design Component

- Community Design Policies
- Design guidelines part of document

Sustainability

- Promotes Infill Lot Development
- Economic Dilemma: Growth & Change v. Low Scale & Low Investment
- Open space for future generations



8

Points for **COMPASS** BLUEPRINT



8 TRANSLATE POLICY INTO PRACTICE

Urban Design Studio

Glendale instituted a Design Review Board (DRB) to review new commercial and multi-family residential projects in 1986. Over the years the scope of the DRB grew to include all new development, including new single-family residential development and remodels. Meanwhile, projects in Glendale Redevelopment Agency area grew increasingly complex. The City recognized a need for an in-house design team to review and guide not only larger downtown development, but also the day-to-day activities of DRB projects. Thus, in 2006 the City created its Urban Design Studio.

Melding Traditional Planning with Urban Design

Architects Speaking to Architects

Continuity of Long-term Vision

Home for Historic Preservation

Coordinate Mobility with New Development