

GOAL LU-4 URBAN DESIGN

A connected and attractive community that promotes Glendale as a desirable place to live, do business, and visit.

LU-4 Policies

- LU-4.1 **Civic Design Features.** Enhance the City's identity with attractive high-quality gateways, city entry signs and design features, cohesive street signs, and other design features at public gathering spaces and other areas, where appropriate.
- LU-4.2 **Development and Design Standards.** Develop and implement development and objective design standards that provide clear direction for achieving quality community design in new development and redevelopment projects.
- LU-4.3 **Major Corridors.** Enhance the streetscape along the City's major corridors through coordinated public and private improvements to convey a positive image of the City, contribute to its economic vitality, and improve visual and physical transitions into adjacent neighborhoods and developments.
- LU-4.4 **Major Activity Centers.** Encourage the development of regionally competitive activity centers and destinations with a wide variety of public gathering places, shopping, dining, entertainment, and/or services that contribute to an excellent quality of life in Glendale.
- LU-4.5 **Adaptive Reuse.** Encourage the adaptive reuse of older, underutilized commercial and office buildings for housing and other neighborhood-serving uses.
- LU-4.6 **Special Plan Implementation.** Address additional urban design direction provided for special plan areas (i.e., Community Plan, Specific Plan, or districts) as part of a project's design and development review process.
- LU-4.7 **Walkability.** Enhance walkability on a citywide scale by improving or adding sidewalks, landscaping, benches, wayfinding signage, and pedestrian-scaled lighting, where appropriate and feasible.
- LU-4.8 **Sustainable Design.** Encourage the incorporation of sustainable principles and design strategies into land use planning, configuration, site design, construction, and materials.
- LU-4.9 **Individual Neighborhoods.** Recognize and celebrate the unique identity and character of individual neighborhoods in Glendale and encourage the enhancement of characteristics that make each neighborhood special.
- LU-4.10 **Public Safety and Community Design.** Utilize Crime Prevention through Environmental Design (CPTED) techniques and defensible space design concepts to enhance community safety.
- LU-4.11 **Public Art.** Continue to integrate public art into private projects and public spaces, including streetscapes, parks, and civic spaces, facilitating the installation of art pieces throughout the community using the City's Urban Art Program.
- LU-4.12 **Landscaping.** Encourage sustainable practices for landscape materials, landscape design and land development beyond what is required for consistency with State requirements.
- LU-4.13 **Historic Resources.** Support designation of individual historic resources and historic districts when merited.

LU-4 Actions

- LU-4a Continue to implement, and prepare as necessary, objective design standards for those areas of the City where special care for development and redevelopment is needed and where change is most likely to occur, including zones that allow for multi-family and mixed-use development.
- LU-4b Encourage adaptive reuse of structures, including non-historic structures, as a means of preserving the existing urban character and supporting environmental sustainability.
- LU-4c Explore streetscape improvement requirements along commercial, mixed-use, and transit-oriented development corridors to encourage pedestrian activity.
- LU-4d Monitor evolving sustainable development practices and technologies and implement those deemed appropriate and feasible for Glendale.
- LU-4e Continue to apply for grant funding opportunities for public art to be included in projects at key gateways, major project, or public gathering places to supplement the City's existing Urban Art Program.
- LU-4f Explore a Citywide Gateway Identification Program. Identify opportunity sites, create design criteria, and encourage placement of landmark signs in Glendale.