

GLENDALE - CENTERLINE -

Glendale Centerline Update
City Council Workshop
May 17, 2011



Council's Key Objective

Create a Vibrant City Center

- What is the “Identity” for the Glendale Avenue Corridor?
- Establish “economic partnerships”
- Broaden our view of downtown Glendale
- We need to reconsider the vision and set a process to achieve it

Discovery Tour Principles

- Have little open public spaces
- Be insistent on historic preservation
- Public art
- Mixed use
- Preserve local flavor
- Be creative... set policy to support
- Streetscapes define spaces
- Many activities & events to create vibrancy
- Active street level business without dead space
- Creative use of financial tools
- Create connections

**Council
Observations**

Public Engagement on Vision

- **Centerline Website Live** - September 2008
- **Business Breakfast** - September 2008
- **Congress of Neighborhoods** - September 2008
- **Vision Fair** - October 2008
- **ASU Community Workshop** - October 2008
- **Roving Centerline Booth** - November/December 2008

Live-Work-Play in Centerline

“Honor the past while embracing our economic future”

Diversifying Development

Attracting Investment & Redevelopment of Key Properties

Prioritizing Immediate Opportunities

Outreach to Businesses, Developers, Brokers and Investors

Developing Long-term Partners

Multi-Enterprise Inc. , Gorman & Company, Southwest Ambulance

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Successes in Centerline:

Glendale Lofts



Southwest Ambulance- WV Operations Center



Southwest Ambulance- Dispatch Center



Multi-Enterprise Inc.



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Successes in Centerline: Arts District



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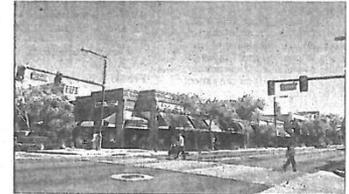
Successes in Centerline: Alley-way Enhancements



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Centerline the Destination

- Promoting Centerline
 - Marketing effects
- Downtown Festivals & Events
 - Almost 400,000 people annually
 - Highlighting & partnering with Arts District
- Convention & Visitors Bureau
 - Located in the heart of downtown
 - Members within Centerline



Weekday visitors are scarce in downtown Glendale as many shops and restaurants close by midafternoon. JACK KURTZ/THE REPUBLIC

GLENDALE IS ON TRACK TO MAKE CITY CORE BUSTLE

Of all West Valley cities, Glendale has been most successful in maintaining a healthy city core.

Over the years, city officials and businesses worked to preserve the historic downtown, home to more than 90 specialty shops and restaurants.

eastern gateway to the city, along Glendale Avenue, needs revamping. Today, much of the area features vacant or used-car dealerships on huge swaths of land. As you head west, the skyline is dominated by the 1906 dilapidated beer sugar factory, a 52,000-square foot building.



Centerline: Action Items

- Council Vision ⇒ Staff Action
- Role of the Private Sector
- Honoring History
- Formulating Policy Tool Box

Honoring History in Centerline

- Innovative urban design meets historical character of downtown
- Districts established based on unique attributes of downtown Glendale
- Providing opportunities for existing businesses
- Historic preservation efforts



Celebrate and Maintain
Glendale's Hometown
Ambiance and Character



Centerline Overlay District

- An Overlay District creates a special set of development standards for a piece of property
- Property Owner's Choice: Current Zoning or Overlay District
- **Flexible, Optional** and provides **Opportunity** for redevelopment

Character Areas are proposed to define geographic areas:

- Midtown
- Beet Sugar
- Historic Downtown
- Market



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Centerline Overlay District



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- Council last reviewed the Overlay District at Workshop on October 19, 2010
- Issues addressed since Workshop
 - Administrative Relief – Eliminated from the Overlay
 - Live Music – Conditional Use Permit Required for live music if located within 500 feet of residentially zoned properties
 - Neighborhood Protection – Provided through the Citizen Participation process and mitigation efforts
 - Schools – Eliminated from the Overlay

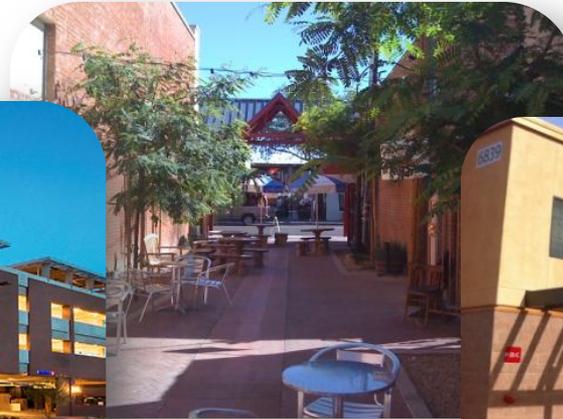
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What's Next for Centerline...

- Overlay District adoption at evening meeting in June
- Continuation of business attraction efforts
- Updates in the Fall



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- Final Comments
- Questions and Answers

