

Centerline Update

Prepared by City of Glendale Marketing Representative

- In November 2007, the Glendale City Council made the redevelopment of the Glendale Avenue Corridor a top priority. The Glendale Centerline is identified as Glendale Avenue, from 43rd to 67th avenues, between Ocotillo Road and Myrtle Avenue.
- The Glendale Centerline Redevelopment Plan will serve as the City of Glendale's redevelopment vision for the Glendale Centerline. The plan will encourage the type of mixed-use development the citizens have told us they want and the City is prepared to attract and foster within the area.
- Over the past 14 months, we've engaged hundreds of community stakeholders to help identify what will be best for revitalization, redevelopment and new development of the area. They participated in events like business and property owner breakfasts, citizen focus groups, an ASU workshop, a vision fair, a congress of neighborhoods, traveling centerline booths, and on-line information sharing, as well as updates at City Council Workshops.
- Some of the common themes received throughout the public participation process paint a picture of the community's vision for the area. They include:
 - The plan should represent the history & character that is uniquely Glendale
 - Don't lose local businesses that define Glendale
 - Encourage balanced mixed-use development (vitality, variety and sustainability)
 - Require attractive landscaping throughout the area
 - Be creative and willing to consider new ideas...adapt
 - Keep and expand special events and night life
 - Incorporate public spaces with water, seating, art, character and family fun
 - Stay in touch with the public as decisions are made
 - Businesses need to and should assist in keeping the area clean and maintained
- This summer staff has been developing a Glendale Centerline Overlay District (GCOD) that will serve as special zoning that will help achieve the Centerline vision. This will facilitate private business investment, job creation, public open space, and the development of shopping and recreational opportunities in the Centerline area.
- As you can see, we've taken your comments and feedback very seriously and we've listened to what you want changed and preserved in the Centerline. This year we will continue to have opportunities for you to provide input and feedback. This time you'll be asked to provide comments on actual working documents, concepts, renderings and ideas.

- More events are scheduled for the fall and spring including an upcoming Fall Open House where you will have the opportunity to comment on the proposed Centerline Overlay District, Character Districts and Design Standards. (Staff is working on setting a date right now).
- We want you to know, that this area and project continues to remain a priority and that we will continue to engage our stakeholders throughout the process. I encourage you to stay involved and informed over the next year.
- Please remember to visit the project website www.glendaleaz.com/glendalecenterline to learn more about upcoming events and activities. This is all about making YOUR Glendale even greater.