



Centerline Open House

*Project Overview & Update
Glendale Centerline Overlay District
December 10, 2009*



Vision Statement

The Glendale Centerline will become a vibrant and dynamic urban center that honors Glendale's history, encourages mixed-use development and creates a sense of place that is attractive to residents and visitors alike while effectively utilizing sustainability tools.



About the Centerline Project

- The redevelopment of the Glendale Avenue Corridor was identified as a Council priority and initiative.
- Identified project area – Glendale Avenue Corridor from 43rd to 67th Avenues, between Ocotillo and Myrtle
- The goal is to create a redevelopment strategy which will encourage projects within the Centerline that will create a vibrant economically strong City Center
- The plan will encourage private business investment, job creation and the development of shopping and recreational opportunities
- Redevelopment is one of the most effective ways to breathe new life into older areas of a community



Centerline Process

- Developing an identity and redevelopment strategy for the area
- First phase of the planning and strategy phase identified opportunities and challenges facing the area and involved extensive public participation.
 - The planning process began in September 2008
 - More than a dozen public participation opportunities
 - Hundreds of participants
- The second and current phase involves developing and implementing an Overlay Zoning District and finalizing a Centerline Action/Business Plan
 - Will include immediate initiatives and a long range vision



Guiding Principles

- Create a sense of place
- Promote mixed-use development
- Create anchors, nodes and destinations
- Employ pedestrian, traffic, parking and public transit circulation options
- Encourage a live-work environment with diverse housing styles
- Enhance family-friendly public spaces, art, water features, shade structures and pedestrian amenities
- Support innovative urban design elements while creating a sustainable environment



Current Initiatives

1. Develop a branding campaign
2. Promote and develop the Centerline Dining & Arts Districts
3. Create boundary definitions through streetscape design within each character area
4. Support the development of a Centerline Business Association
5. Attract a quality hotel development to the Centerline



Current Initiatives

6. Redevelopment of the Sugar Beet and surrounding area
7. Encourage and attract live-work-play and mixed-use developments
8. Develop a node-specific business attraction strategy
9. Create a public/private investment portfolio
10. Establish a higher education presence in the Centerline



Glendale Centerline Overlay District

- Flexible zoning tool for the Centerline area
- Existing zoning remains
- Promotes flexibility
- An alternative set of development standards
- Provides benefits for both new development and existing businesses
- Property owner can choose to use either existing zoning or the Overlay District
- Divided into 4 themed character areas
 - Entrada, Sugar Beet, Historic Downtown and Mercado

Character Areas



- Entrada District
 - 43rd Avenue to 51st Avenue
- Sugar Beet Factory District
 - 51st Avenue to 55th Avenue
- Historic Downtown District
 - 55th Avenue to 59th Avenue
- Mercado District
 - 59th Avenue to 67th Avenue

Who Benefits from the Overlay District

- Property owners
- Business owners
- Building owners
- Residents
- Visitors/Shoppers
- Developers
- City of Glendale



Open House Booths

- Centerline – General Information
- Planning – Overlay District
- Planning – Character Areas
- Economic Development
- Visitor Center & Office of Tourism
- Public Art
- Public Safety
- Building Safety
- Neighborhood Services
- Glendale Centennial
- Transportation

Centerline Information

- Project Website:
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- Email List:
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- Staff Contacts:

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Centerline Next Steps

- Overlay District
 - Public Participation Process – December – February 2010
 - Planning Commission - January 2010
 - City Council Workshop - February 2010
 - City Council Meeting – March 2010
- Centerline
 - Public Events – Winter/Spring 2010
 - Centerline Action/Business Plan – Winter 2010
 - Council Centerline Update – Winter 2009 - Spring 2010
 - Finalize Centerline Action/Business Plan Spring 2010