



**CITY OF GLENDALE
COMMERCIAL DESIGN EXPECTATIONS
COMMUNITY DEVELOPMENT GROUP
ADOPTED MARCH 8, 1988**

I. PURPOSE

The City of Glendale has a goal of improving the quality of its commercial projects and has identified a number of characteristics which begin to define what is meant by the term "quality". The list in Section III will be used to advise developers, property owners, and users on the criteria to be used by the City in reviewing commercial development plan applications.

The expectations set fourth in this document are purposefully general in nature, and avoid dictating specific design treatments. This has been done with the belief that creativity and design expertise lies more appropriately with the private sector, and that the proper role for the City is to ensure uniform and fair application of the design expectations.

It is not the intent of the City to restrict commercial development within Glendale, nor to cause any undue economic hardship to the development industry. If a developer can prove that one or more of these expectations is inapplicable to his situation, appropriate standards can then be negotiated with the Community Development Group.

II. INTRODUCTION

These design expectations have been developed for use in retail and office projects in the C-0, C-1, C-2, C-3, PAD, industrial and other similar zoning districts. Because of the extreme variance in the size and the nature of commercial projects in the City, it is not possible to develop a list which can be used for every site, and it should be noted that not all of these expectations will apply to every development plan application. Some of the expectations describe situations, which will only occur in large projects and will clearly not be applicable to small business on a single parcel. Other expectations will only be used for specific types of commercial uses or at specific locations. However, the overall expectation of quality can still be achieved, regardless of project size, type or location. Questions of applicability of specific expectations shall be subject to negotiation between the applicant and the Community Development Group for the City of Glendale.

For convenience, the expectations are grouped into four general categories: Site planning, architecture, landscape architecture, and materials and colors.

III. DESIGN EXPECTATIONS

A. Site Planning

1. Create a pedestrian-oriented environment within projects with usable outdoor areas, safe walkways separated from vehicles, and protection from weather through the use of covered walkways, canopy trees, arcades or other methods, which may serve the same purpose.
2. Where land use and street patterns allow, integrate shopping areas with adjacent residential land uses to provide easy pedestrian and vehicular access.
3. Orient and locate drive-through users where they will not conflict with pedestrian routes or overall project circulation.
4. Provide safe walking routes other than using driveways and parking aisles.
5. Provide parking areas which reduce the perceived scale of the project and create reasonable walking distances to buildings.
6. In large centers, vary the direction of parking aisles or angle them to the street.
7. In centers, create different angles of buildings to the street to avoid monotony in sitting unless other architectural treatment can achieve a similar purpose.
8. Minimize access points to arterial streets in accordance with the Engineering Design Guidelines.
9. In centers, access uses (individual structures) from interior drives and not directly to the adjoining streets.
10. Do not directly serve parking from major entry drives in large projects to reduce conflicts that impede the overall traffic flow.
11. Where practical, integrate and provide vehicular connections from existing commercial uses to new adjoining projects.
12. Provide an adequate amount of parking but avoid creating excessive unused parking areas.
13. Except in the downtown area, maintain a minimum building setback ratio from the street right-of-way of one foot for each one foot of building height.
14. Locate parking areas and driveways behind the building setback line, except where necessary to access the site, thereby creating a more attractive street appearance by providing a view of landscaping and buildings, and minimizing the view of cars and parking areas.
15. Create a view of more substantial, permanent structures at intersections rather than of accessory structures, canopies, cars, and parking areas.
16. Locate and arrange delivery and service drives to have minimal impact on adjoining land uses to reduce noise, traffic, odors, and lights.

17. Locate trash enclosures in less visible places; provide gated enclosures.
18. Where practical, place ground-mounted mechanical equipment, utility boxes, signal boxes, double check valves and other similar items to minimize public visibility.

B. Architecture

1. Use high-quality, durable materials.
2. Provide complete use of materials, special features and trim throughout the project. Treat all sides of buildings that are visible to adjoining uses.
3. Where feasible, use architectural features to enhance energy conservation.
4. Design freestanding buildings and accessory structures to conform to or complement the main buildings in color, materials, architecture, and building scale.
5. Projects which develop around an existing use should be designed to be compatible with that existing use. If possible, remodel the existing use to blend with the new project.
6. Create visual interest through articulation of wall planes, variation of roof forms and other similar methods such as angling buildings.
7. Finish building details, including trimming of all windows and doors, painting or anodizing of all exposed metal, and integration and screening of mechanical elements with the building architecture.

C. Landscape Architecture

1. Provide a substantial landscaping feature at arterial intersections with special planting and hardscape treatment to improve the street appearance.
2. Emphasize entry drives with landscaped medians, water features, sculptures, or other similar special treatments. Continue this treatment with special plazas or landscaped areas where the drive meets the buildings.
3. Provide outdoor seating areas with shade, trash receptacles and other features to encourage pedestrian use. Orient for winter sun and include seasonal color in plantings.
4. Provide for water conservation in landscape design. Locate any consumption vegetation and water features in pedestrian areas.
5. Select plant materials that are suited for the proposed use and compatible with proposed architecture in color, texture, scale and environmental requirements.
6. Provide planters with canopy trees between parking aisles for shade and visual relief of asphalt areas.
7. Provide substantial landscaping along arterial streets in accordance with the Street Landscape Master Plan.

8. Provide a comprehensive lighting plan with a combination of higher light structures for drives and lower structures near parking spaces and other pedestrian areas in conformance with the City's Lighting Ordinance.
9. Locate security or parking lot lighting in landscaped islands and design to blend with project. Orient and shield lighting to not intrude into adjacent areas.
10. Provide significant plantings adjacent to buildings to accent building features if soils reports will allow.
11. Use special paving materials for pedestrian areas and crossings. Coordinate paving materials with building materials.
12. Design retention areas to meet technical requirements while still providing attractive landscaped areas with a natural appearance.
13. Provide special accent planting around freestanding signs.
14. Provide a landscape design which will maintain site visibility adjacent to driveways and intersections.
15. Screen parking and drives from the street with berms, walls, and landscaping.
16. Construct screen walls along streets, at property boundaries and around trash receptacles of quality materials designed to blend with buildings. Provide relief to long walls through staggering, capping, inlays, columns, and texturing.
17. Provide walls and dense landscaping strips in scale with the project adjacent to residential areas, where needed for screening purposes.
18. Incorporate public art in larger projects.
19. Where appropriate, screen ground-mounted mechanical equipment, utility boxes, signal boxes, double check valves, trash enclosures and other similar items with landscaping while still allowing access for the appropriate utility.

D. Materials and Colors

1. Provide a palette of proposed materials and colors with development plan application. Select materials which are durable and appropriate for their intended use.
2. Choose colors which relate well to one another, to the proposed building and landscaping materials, and which are appropriate to the architecture and the surroundings.
3. Use quality materials in freestanding signs to match buildings. Use individual letters for wall signs.
4. Avoid highly-reflective materials or glare inducing colors.
5. Detail projects through the use of accent materials such as tile, brick or decorative masonry. Avoid painted accents.
6. Use natural materials appropriate to the southwest desert setting; avoid the use of artificial or simulated materials.