

GLENDALE ← CENTERLINE →

PROPOSED OVERLAY DISTRICT

June 14, 2011

I. Introduction & Glendale Centerline Vision

The proposed Glendale Centerline Overlay District (Overlay District) is a part of the City's redevelopment initiative and long-range redevelopment vision for Glendale Avenue, which is bounded by 43rd Avenue to the east, 67th Avenue to the west, Myrtle Avenue to the north, and Ocotillo Road to the south. The Centerline initiative identifies the type of businesses, development (both commercial and residential), government facilities, and partnerships the city hopes to attract and foster within this defined geographic area. The Centerline initiative is also designed to provide existing property owners with opportunities to redevelop and reap the economic rewards that Centerline will offer. The visioning and planning process involved in the creation of the initiative included discovery trips to a number of different cities in the following regions: Denver, Colorado, Southern California, and Portland, Oregon. The discovery trips helped to identify best practices and an extensive local public participation process that engaged Centerline residents, merchants, property owners, and community and business leaders.

The goals, objectives, and actions of the Glendale Centerline support the following vision statement, which was developed based on direction from Council and the comments and feedback received from the public, property owners, business owners, and other stakeholders. The Overlay District is a tool that supports achieving these goals and objectives.

The Glendale Centerline will become a vibrant, premiere location of choice for progressive private development, which encourages a diverse mix of retail, office, mixed-use, and residential projects. The Centerline area will maintain its hometown ambiance and character and will strive to be a clean, safe, well-maintained pedestrian area that takes pride in its history and historic landmarks.

Based on the vision, the guiding principles of the Glendale Centerline initiative will strive to accomplish a number of objectives. Specific considerations include the following:

- Create a “sense of place” that will both enhance and preserve the unique character and history of Downtown Glendale.
- Expand and promote in-fill development, commercial, retail, and mixed-use developments.
- Create and develop anchors, nodes, and destinations throughout four character areas that encourage both daytime and nighttime activity.
- Maintain, enhance, and develop a transportation system that meets the needs of the community and plans for future development. Enable people to move around the Centerline in an efficient, fluid, and convenient way.
- Provide adequate and convenient parking that meets the needs of the surrounding community and future development.

- Increase and enhance public open spaces, water features, public art, shade structures, and pedestrian areas throughout the area.
- Promote a live-work environment through diverse housing options including urban living and higher density housing for our residents.
- Develop a comprehensive communication plan between the city and the business community as well as create an innovative marketing and promotions strategy to market the area to visitors, shoppers, and potential developers.
- Establish development tools to encourage and attract developers and new businesses to the area, while also assisting them through the development process through the use of a designated Centerline Ombudsman.
- Incorporate innovative urban design elements, landscape, streetscape and sign guidelines and develop distinct character areas for the Centerline through the use and implementation of the Glendale Centerline Overlay District.

The Overlay District was developed as an alternative zoning option to facilitate private business investment, job creation and the development of shopping and entertainment opportunities in the Centerline. Participation in the Overlay District is optional; the existing zoning remains in effect, and future development can utilize either the standards of the Glendale Centerline Overlay District, or the standards of the existing zoning. The property owner will decide. Specific Centerline Design Standards have also been developed to help improve and enhance the image of the Glendale Centerline as new development takes place.

This plan is intended to be a long-range planning document that will guide redevelopment and development efforts in the Glendale Centerline for years to come. It makes recommendations on the type and mix of development the city plans to attract and recruit to Centerline and the vision for the four character areas.

II. Centerline Overlay District: How it Works and Development Concept Overview

The Overlay District is part of the city's Zoning Ordinance. It creates a special set of Development Standards (land uses, building setbacks, building heights, density, etc.) for a piece of property.

The Overlay District is voluntary and provides an alternate set of development requirements to encourage development and redevelopment within the Centerline. This new overlay zoning district will implement the Centerline initiative.

The Overlay District will facilitate private business investment, job creation, and the development of shopping and entertainment opportunities in the Glendale Centerline. The Overlay District will facilitate a development review process that supports economic development initiatives, create flexible development standards to support development or redevelopment of small and irregular parcels of land, and will employ strategies to balance the protection of existing neighborhoods with new development. Distinct character areas have been identified, therefore the Overlay District will provide the flexibility to implement unique

development standards in each character area while allowing or prohibiting certain land uses in order to support investment and opportunity.

The Overlay District will provide an alternative set of land uses and development standards in addition to the land uses and development standards within the existing zoning districts. The Overlay District land uses and development standards shall serve only as an alternative to the existing land uses and development standards and shall not be combined with any land uses or development standards in the existing zoning district.

During the pre-application meeting with the City's Development Review Team, the property owner can decide to meet the conditions of the existing zoning, or choose to utilize the Overlay District. Should development of property occur under the Overlay District, any and all requirements of the underlying zoning district are superseded in the approval of development according to the Overlay District. No combination of existing zoning and Overlay District land uses and/or development standards shall be permitted. The property owner has the option to continue utilizing the existing zoning within the Glendale Centerline boundaries or use the Overlay District.

III. Centerline Urban Design

As mentioned, the Glendale Centerline is a 6.96 square mile area, and there are specific character areas and nodes that naturally appear within the area. Due to the size and scope of the area, it is important that themes and character areas be developed in order to meet the needs of the immediate neighborhoods. Having specific character areas, will aid in future development. These special character areas are recognized in new districts and are crafted in a manner that will capitalize on them, furthering redevelopment and the vitality of the Glendale Centerline.

Midtown District (43rd to 51st Avenues | Myrtle Avenue to Ocotillo Road)

The Midtown District is the first glimpse visitors see of our city, when traveling on Glendale Avenue. This district offers the best opportunity for large development projects, since about 150 acres are former car dealership parcels. This district will establish the immediate image of Glendale as a progressive and impressive place.

Development Concept:

- Development transitions from suburban to urban.
- Mixed use with emphasis on employment, retail, and residential.
- Redevelopment of vacant auto dealerships into residential, retail, and employment hub.
- Vertical development up to 70 feet high and 50 dwelling units per acre.

The character would be moderate intensity, with a floor area ratio of 2.0, and density up to 50 dwelling units per acre. Buildings would be up to six stories (70 feet), stair-stepped back in height from the "set to line" (property line) 43rd and Glendale avenues. A maximum FAR (Floor Area Ratio) of 4.0 can be achieved through performance incentives given for the following amenities; public art, open space, Leadership in Energy and Environmental Design (LEED) certified buildings, and shared parking at the rate of .50 additional FAR for each amenity

provided. The district has no setback requirements, except adjacent to residential zoning districts and residential uses.

Land assembly and integration of land uses are encouraged. Components of mixed-use developments including urban style housing of town homes (live-work) and multi-story residential buildings in an urban setting of parking structures, courtyards, walkways, plazas, parks, and landscaping along with other compatible land uses including offices, retail, service, theater, bars, night clubs, and sit-down restaurants.

These mixed-uses can be integrated vertically in a building with ground retail, restaurant, entertainment, service, and office uses, or located in separate buildings within an integrated design with common internal vehicle, pedestrian circulation and shared parking facilities.

The intent is to create a strong business/employment/residential/entertainment character, with residential, retail, and service uses that result in an exciting pedestrian friendly environment.

Beet Sugar District (51st to 55th Avenues | Myrtle Avenue to Ocotillo Road)

This district is named after the historic landmark at its center, the Beet Sugar Factory. This district has the potential to be a strong regional entertainment destination with the adaptive reuse of the Beet Sugar Factory. The 17 acre superblock from Cerreta's Candy factory to the Beet Sugar Factory has considerable potential for redevelopment and adaptive reuse as integrated employment/mixed-use development. Surrounding areas along Glendale Avenue can be redeveloped into live/work units, retail, and office. Other existing uses can be physically improved through upgraded building facades, shared driveways and parking, lighting, signs, and landscaping.

Development Concept:

- Development transitions from suburban to urban.
- Mixed use with emphasis on entertainment destinations.
- Land assemblage and in-fill development on vacant land or on underperforming properties.
- Vertical development up to 50 feet high and 25 dwelling units per acre.

The character would be low-moderate intensity with a floor area ratio of 2.0 and density up to 25 dwelling units per acre. Buildings would be up to four stories (50 feet). Buildings would be stair-stepped in height from the property lines (set-to) along Glendale and 52nd avenues. A maximum floor area ratio of 4.0 can be achieved through performance incentives given for the following amenities; public art, open space, LEED certified buildings, and shared parking at the rate of .50 additional floor area ratio for each amenity provided. The district has no setback requirements, except adjacent to residential zoning districts and residential uses, and no off-street parking requirement.

Land assembly and integration of land uses are encouraged. The district would contain urban style housing of town homes, live-work units, and multi-story buildings as well as single-family dwellings in the established "Heart of Glendale" neighborhood. The setting would contain

parking structures, courtyards, plazas, parks, walkways, and landscaping with compatible uses of offices, retail, higher education, services, and sit-down restaurants. Entertainment uses of bars, lounges, and nightclubs uses are encouraged. The uses can be integrated vertically in a building or separate buildings, while tied together to integrate design of common internal vehicle and pedestrian circulation, and shared parking facilities.

The intent is to create a strong regional destination place of entertainment, restaurants, retail, services, and urban housing in a livable and enjoyable pedestrian oriented environment allowing inhabitants to live, work, play, shop, and recreate within the district.

Historic Downtown District (55th to 59th Avenues | Myrtle Avenue to Ocotillo Road)

This district is the core of Historic Downtown Glendale. The historical buildings, historic districts, and neighborhoods (Catlin Court Historic District, Heart of Glendale, and Soñorita Neighborhoods), Murphy Park, quaint single and two-story commercial buildings, City Hall and Civic Center form a strong “sense of place” character unduplicated in the Valley. It is a center for community events, celebrations, government, and performing arts and is very walkable.

Development Concept:

- Continue to develop the urban form of Historic downtown.
- Mixed use with emphasis on facades that compliments historic character.
- Land assemblage and in-fill development on vacant land or on underperforming properties.
- Vertical development up to 60 feet high and 40 dwelling units per acre.

The character will retain the historical nature of the area with low-moderate intensity with a floor area ratio of 2.0 and density up to 40 dwelling units per acre. Buildings would be up to five stories (60 feet) at (set to) on the street property line. A maximum floor area ratio of 4.0 can be achieved through performance incentives given for the following amenities; public art, open space, LEED certified buildings, adaptive reuse, and compatible architecture at the rate of .50 additional FAR for each amenity provided. Parking would be provided through public or private parking structures; however, no off-street parking would be required. The district has no setback requirements, except adjacent to residential zoning districts and residential uses, and no off-street parking requirement.

Land assembly and integration of land uses are encouraged. The district would include urban style housing of townhomes, live work units, multi-story buildings, as well as single-family dwellings. The setting would include parking structures, courtyards, plazas, walkways, way finding signage that connect and serve the compatible uses of offices, cultural, higher education, services, retail, sit down-restaurants and entertainment of bars, lounges and nightclubs. These uses are encouraged to be integrated vertically with ground floor non-residential along the street and alley frontage.

Several locations would be excellent redevelopment sites for mixed-use or multi-story housing within the district including the southeast corner of 59th and Grand avenues, the southeast corner

of 57th Drive and Lamar Road, the northwest corner of 57th Drive and Grand Avenue, and the southwest corner of 57th Avenue and Glenn Drive.

The intent is to create the downtown core as a vibrant community/regional destination of dining, shopping, and employment with outstanding urban housing choices while complimenting the historic character through compatible modern architectural design.

Market District (59th to 67th Avenues | Myrtle Avenue to Ocotillo Road)

The Market District represents the diversity and vibrancy that is apparent in this area west of 59th Avenue. This district is a major residential area of mixed-income residents and homes. It has varied styles of housing including single-family, townhomes, apartments, and manufactured housing and homes, as well as the historic neighborhood “Orchard Glen”. Glendale High School and a number of commercial buildings and businesses are located in this area as well. The Market District has excellent potential for having significant revitalization successes for the Glendale Centerline.

Development Concept:

- Development transitions from suburban to urban.
- Mixed use with emphasis on retail and employment.
- Potential creation of superblocks on Grand Avenue.
- Land assemblage and in-fill development on vacant land or on underperforming properties.
- Vertical development up to 50 feet high and 25 dwelling units per acre.

The character will focus on diverse retail, employment, and residential development and will be low intensity with a floor area ratio of 2.0 with a density up to 25 dwelling units per acre. Buildings would be up to four stories (50 feet) in height. Buildings would be stair-stepped in height from Glendale, Myrtle, and 59th avenues. A maximum FAR of 4.0 can be achieved through performance incentives given for the following amenities; public art, open space, LEED certified buildings, and shared parking at the rate of .50 additional FAR for each amenity provided. The district has no setback requirements, except adjacent to residential zoning districts and residential uses.

Superblocks can be created for the triangular areas located on Grand Avenue between 62nd and Glendale avenues and Myrtle and 59th avenues, has the potential of being redeveloped into a major successful mixed-use area with the higher density and intensity. In addition, the area between 59th, Grand, and Myrtle avenues, and Glenn Drive is a major redevelopment site for mixed-use development. These two redevelopment areas would experience the most intensity and density in the district. Both sites are located on existing bus lines.

Other areas fronting Glendale Avenue have the potential of retail and office services and additional residential development. Existing retail development can be upgraded through improved facades, landscaping, parking appearance and quality, and lighting.

Uses in the district would include urban style housing of townhomes, live/work units, multi-story buildings, and single-family dwellings. Support uses of parks, employment, retail, office, and sit-down restaurants and bars. Developments should have uses integrated vertically or in separate buildings with common vehicle and pedestrian circulation and shared parking.

The intent is to create a mixed-income living area with supportive office, service, retail, and employment uses in a lower density and intensity environment to reflect the family orientation of the area. The district would have a strong, pedestrian orientation, and calming of Glendale Avenue. The result will be a place that inhabitants can live, work, shop, and play in a safe and enjoyable environment.

IV. Glendale Centerline Design Standards

This plan also identifies specific design standards for the Glendale Centerline. Design standards affect the basic visual appearance of an area. They will impact the aesthetics of the city's redevelopment efforts and set the standards for what the future of the area will look like.

The Centerline design standards were developed for residential neighborhoods, commercial districts and industrial business park districts. It includes requirements for building height, the appropriate type, and use of items such as architectural detail, building materials, landscaping, sidewalks and fencing, pedestrian access and signage. It also addresses issues such as vehicular access and parking.

Section 6.800 Glendale Centerline Overlay District.

6.801 Purpose

The Overlay District provides an alternate set of development requirements to encourage development and redevelopment within the Glendale Centerline.

The intent is to facilitate private business investment, job creation, and the development of shopping and recreational opportunities in the Glendale Centerline. The Overlay District will facilitate a development review process that supports economic development initiatives, creates flexible development standards to support development or redevelopment of small and irregular parcels of land; will employ strategies to balance the protection of existing neighborhoods with new development; recognizes that distinct districts may be identified in the Glendale Centerline and provides the flexibility to implement unique development standards in each district; allows certain land uses to support investment and opportunity; and, prohibits certain land uses which may otherwise inhibit investment and improvement of individual properties.

Because it is the intent of the Overlay District to provide an alternative set of land uses and development standards in addition to the land uses and development standards within the existing zoning districts, the land uses and development standards shall serve only as an alternative to the existing land uses and development standards and shall not be combined with any land uses or development standards in the existing zoning district.

At the pre-application meeting with the City’s Development Review Team, the property owner can decide to meet all conditions of the property’s existing zoning, or choose to meet all conditions of the property’s Overlay District. Should development of property occur under the Overlay District any and all requirement of the underlying zoning district are superseded in the approval of development according to the Overlay District. No combination of existing zoning and Overlay District land uses and/or development standards shall be permitted. It is important to remember that the property owner may continue to utilize the existing zoning within the Glendale Centerline boundaries unless the Overlay District is selected.

The Overlay District is intended to be applied only in the Glendale Centerline, and as such is not appropriate to be approved outside of the geographic area bounded by Myrtle Avenue on the north, 43rd Avenue on the east, Ocotillo Road on the south, and 67th Avenue on the west.

6.802 Distinct Character Areas within the Glendale Centerline Overlay District.

Within the Glendale Centerline Overlay District there are four character areas, each with their own unique development standards:

Midtown	(43 rd to 51 st Avenues)
Beet Sugar	(51 st to 55 th Avenues)
Historic Downtown	(55 th to 59 th Avenues)
Market	(59 th to 67 th Avenues)

6.803 Permitted Uses

Land Use	Distinct Character Areas within the Glendale Centerline Overlay Districts			
	Midtown 43 rd - 51 st Avenues	Beet Sugar 51 st - 55 th Avenues	Historic Downtown 55 th - 59 th Avenues	Market 59 th - 67 th Avenues
RESIDENTIAL AND LODGING				
Bed and Breakfast Establishments	X	P	P	P
Residential Care Facilities (includes congregate care, nursing homes and assisted living facilities by geographic area)	P	P	X	P
Hotels including conference and convention facilities. A Conditional Use Permit shall be required for the use within 500 feet of residentially zoned property	P	P	P	P
Residential above the first floor in conjunction with non-residential uses on the ground floor	P	P	P	P
Residential on the ground floor	P	P	P	P

GENERAL RETAIL				
New merchandise sold in department stores, drugstores, pharmacies, and retail establishments selling toys, flowers, gifts, stationary, jewelry, leather, apparel, shoes (including repair), china, glassware, pottery, crafts, cigars, yard goods, hardware/paint/glass/tools/home improvement, pets, hobbies, art supplies, video sales and rental, music (including incidental recording, instruction, and instrument repair), books/magazines/newspapers, sporting goods, bicycles, medical equipment sales/rentals and health supplies, cameras, electronics, office and business supplies and equipment repair, household appliance sales and service, and other similar retail goods and services	P	P	P	P
Previously owned merchandise and goods including antiques, collectibles, coins, stamps, and consignment stores, excluding pawn shops, second hand, and thrift stores	P	P	P	P
Automotive – retail sales of previously owned automobiles, including boats, motorcycles, and recreational vehicle dealerships	X	X	X	X
Automotive – retail sales of new automobiles, including boats, motorcycles, and recreational vehicle dealerships	X	X	X	X
Automotive – minor repair. All repairs shall be within a fully enclosed permanent building	S	S	X	S
Automotive supply stores, without incidental installation of parts	P	P	X	P
Adult Businesses	X	X	X	X
EATING AND DRINKING ESTABLISHMENTS				
All types of eating establishments providing meal service from an on-site operating commercial-grade kitchen, and/or dessert service from an on-site commercial-grade freezer/refrigerator facility including beer and wine tasting, with or without incidental sales of alcohol including micro-breweries, outdoor dining, but with no drive-thru including incidental reception room space and off-site catering. Live entertainment, including outdoor amplification, and/or dancing is permitted as an accessory use, subject to Conditional Use Permit (CUP) approval if the site is located within 500 feet of a residentially zoned property. During the CUP process, the city will work with the applicant on mitigation measures and enforcement protocol	S	S	S	S
FOOD AND LIQUOR SALES				
Specialty foods, including imported and/or unique food products, produce, candy, baked goods, meat, etc., specialty liquor sales involving off-sale unique brands of beer, wine, and distilled spirits (establishments exceeding 10,000 square feet of sales area require a Conditional Use Permit)	P	P	P	P
GENERAL OFFICE, FINANCIAL AND HEALTH OR PERSONAL SERVICES				
Administrative, business and professional offices, secretarial services, realtors/real estate offices, consulting services, travel and ticket agencies	P	P	P	P
Financial institutions, banks, savings and loans, credit unions (excluding deferred presentment companies), travel bureaus, visitor and information center, government offices and services, police and fire stations	P	P	P	P

Medical/dental/optical offices, clinics and laboratories, licensed holistic health care establishments (excluding massage establishments as primary uses), veterinary services (excluding animal boarding or outdoor pens, runs or cages)	P	P	P	P
Personal Services	P	P	P	P
Tattoo Parlors	X	X	X	X
Halfway Houses	X	X	X	X
Hookah Lounges	X	X	X	X
Hospitals	U	U	U	U
Emergency Medical Care – 24 Hour Operations	P	P	P	P
SPECIALTY SERVICES				
Photographic, developing and photocopy services, watch, clock, and small appliance repair, locksmiths	P	P	P	P
Music Recording/Practice Studios	P	P	P	P
Custom Furniture/Upholstery and Repair	P	P	P	P
Picture Framing Shops	P	P	P	P
Postal services including parcel delivery (public or private)	P	P	P	P
Dry cleaning and laundering services without on-site cleaning	P	P	P	P
Home Occupations (Class I)	P	P	P	P
ENTERTAINMENT, RECREATIONAL AND CULTURAL				
Dance and Martial Arts Studios	P	P	P	P
Athletic Clubs, Health Studios, Yoga	P	P	P	P
Galleries and studios pertaining to artists, craft workers, and photographers (including incidental developing and printing), libraries, museums, etc. including incidental retail sale of merchandise pertaining to the primary use	P	P	P	P
Entertainment establishments (including internet cafes) with incidental sale of food or alcohol. Live entertainment, including outdoor amplification, and/or dancing is permitted as an accessory use, subject to Conditional Use Permit (CUP) approval if the site is located within 500 feet of a residentially zoned property. During the CUP process, the city will work with the applicant on mitigation measures and enforcement protocol	S	S	S	S
Parks and General Recreation	P	P	P	P
Public assembly, including amphitheaters, auditoriums, and exhibition halls. A Conditional Use Permit shall be required for the use within 500 feet of residentially zoned property	P	P	P	P
Indoor recreation and sports facilities. A Conditional Use Permit shall be required for the use within 500 feet of residentially zoned property	P	P	P	P
Theater, live and motion picture. A Conditional Use Permit shall be required for the use within 500 feet of residentially zoned property	P	P	P	P

SOCIAL, PROFESSIONAL, AND RELIGIOUS ORGANIZATIONS				
Churches, synagogues, temples, missions, religious reading rooms, and other religious activities	P	P	P	P
Social, professional and youth organizations that conduct group and/or membership meetings on the premises, including political, veterans, civic, labor, charitable, and similar organizations	P	P	P	P
EDUCATION				
Arts and Crafts Schools and Colleges	S	S	S	S
Business Colleges and Professional Schools (excluding Vocational Schools)	S	S	S	S
Vocational Schools	S	S	S	S
Daycare Facilities, In Home	S	S	S	S
Day Care Facilities, Commercial	P	P	P	P
Public or private schools for primary and/or secondary education	X	X	X	X
COMMUNICATION FACILITIES				
Broadcasting Studios, Radio, Television, Internet	P	P	P	P
Communication Towers	U	U	U	U
Alternative tower structures. Also subject to Sections 7.506 and 7.600	P	P	P	P
TRANSPORTATION AND MISCELLANEOUS SERVICES				
Car rental services, excluding maintenance or repair	P	P	P	P
Parking lots and structures (municipal)	P	P	P	P
Parking lots and structures (commercial with fees)	P	P	P	P
Taxicab stands (incidental feature integrated into primary use)	P	P	P	P
Public transit stations and stops	P	P	P	P
Other uses that meet the intent of the Zoning Ordinance as approved by the Planning Director	P	P	P	P

Key: P = Permitted, S = Subject to Conditions, U = Conditional Use Permit, A = Accessory Use, X = Prohibited

6.804 Development Standards.

Character Areas	Minimum Lot Area ¹	Maximum Lot Area	Minimum Setbacks ²				Building Height ³	DU/AC	FAR
			Front	Rear	Side	Street			
Midtown 43 rd to 51 st Avenues	N/A	N/A	0	0	0	0	70	50	2 ⁴
Beet Sugar 51 st to 55 th Avenues	N/A	N/A	0	0	0	0	50	25	2 ⁵
Historic Downtown 55 th to 59 th Avenues	N/A	N/A	0	0	0	0	60	40	2 ⁶
Market 59 th to 67 th Avenues	N/A	N/A	0	0	0	0	50	25	2 ⁷

- ¹ No minimum lot size is required, but each lot must have a minimum of twenty-five (25) feet of frontage on a public street. For the purpose of this section, an alley is not considered a public street.
- ² 30 feet to property within a residential zoning district, which includes Agricultural, Single Residence, Mixed Residence, or Multiple Residence, or a detached single-family dwelling unit.
- ³ Maximum height of accessory structures is 15 feet.
- ⁴ A maximum Floor Area Ratio (FAR) of 4.0 can be achieved through performance incentives given for the following amenities: public art, open space, LEED certified buildings, and shared parking at the rate of .50 additional FAR for each amenity provided.
- ⁵ A maximum FAR of 4.0 can be achieved through performance incentives given for the following amenities: public art, open space, LEED certified buildings, and shared parking at the rate of .50 additional FAR for each amenity provided.
- ⁶ A maximum FAR of 4.0 can be achieved through performance incentives given for the following amenities: public art, open space, LEED certified buildings, adaptive reuse, and compatible architecture at the rate of .50 additional FAR for each amenity provided.
- ⁷ A maximum FAR of 4.0 can be achieved through performance incentives given for the following amenities: public art, open space, LEED certified buildings, and shared parking at the rate of .50 additional FAR for each amenity provided.

6.805 Performance Standards.

The following standards and restrictions shall apply to all properties within this district:

- A. Unless otherwise prohibited or regulated by any other ordinance, provision, agreement, or conditional use permit, outdoor displays are permitted subject to the following restrictions and may be required to be screened from public view:
 1. All products displayed outdoors shall be customary, accessory, and incidental to those sold and displayed in a primary business being conducted in a permanent building on the property.
 2. Outdoor displays shall not interfere with pedestrian access-ways, fire lanes, parking spaces, driveways, landscape areas, or traffic visibility at driveway entries and street intersections.

3. All pedestrian access-ways must maintain the minimum dimensions required by the International Building Code (IBC).
 4. Items shall not obstruct the normal ingress and egress, including handicapped access, from the business or any other property.
 5. Hours of daily operations shall be limited to the normal business hours of the primary business.
- B. All sales transactions and service activities shall be within an enclosed permanent building on the property, except parking lots.
- C. There shall be no manufacturing, compounding, processing, or treatment of products, except as otherwise permitted, and other than that which are clearly incidental to a retail store or business.
- D. Outdoor Sidewalk Cafes.
1. Purpose. It is the policy of the City to encourage the establishment of outdoor sidewalk cafes on private property and within public rights-of-way.
 2. Outdoor sidewalk cafes are permitted on any public right-of-way within the Overlay District upon application and issuance of any required permits.
 3. Standards.
 - a. Outdoor sidewalk cafes must not obstruct sidewalk pedestrian traffic or create public health and safety hazards. All sidewalks must maintain the minimum dimensions required by the International Building Code (IBC).
 - b. Outdoor sidewalk cafes may be open, partially covered, or enclosed by means of umbrellas, awnings, canopies, or similar protective structure subject to the requirements found in the IBC.
 - d. Outdoor sidewalk cafes must be used only as seating areas. Storage, kitchen, or restroom uses are not allowed. The seating must be movable.
 - e. All outdoor sidewalk cafes must be level with the sidewalk, and handicap accessible.
 - f. Decorative/accent lighting may be incorporated into the outdoor cafe structure, awning, canopy, etc., and must meet all Glendale City Code requirements.
- E. Any change to the exterior color of the building shall be subject to Design Review approval.

6.806 Parking.

- A. Due to the pedestrian nature of the Glendale Centerline Overlay District, there are no off-street parking requirements in the Beet Sugar and Historic Downtown character areas for businesses located within this zoning district when development is in conformance with the Glendale Centerline Overlay District rather than the underlying zoning district.
- B. Parking Space Dimension.

All parking spaces shall be striped with a 10 foot by 20 foot dimension. Handicapped parking spaces shall meet all Americans with Disabilities Act (ADA) standards, as may be amended.

6.807 Signs.

Refer to Section 7.100.

SECTION 2. That the Zoning Ordinance of the City of Glendale, Arizona, Article 7 (General Development Standards), Sections 7.103(C) and 7.104(C) and (D) are hereby amended as follows:

7.103. Prohibited Signs.

Any sign not specifically listed as permitted by this ordinance is prohibited, including, but not limited to the following:

...

- C. Projecting signs, except in the Pedestrian Retail (PR) and Glendale Centerline Overlay District (Overlay District) Zoning Districts as provided for in Section 7.104 D.

...

7.104 Permitted Permanent Signs.

Permitted signs shall conform to the definitions in Section 2.300 and the specific provisions for each zoning district. The following signs are permitted:

...

- C. Commercial and Industrial Districts except Pedestrian Retail District (PR) and Glendale Centerline Overlay District (Overlay District).

...

- D. Pedestrian Retail and Glendale Centerline Overlay Districts.

- 1. General:

- a. This applies to all signs in the PR and Overlay District Zoning Districts.
 - b. All permanent signs in the PR and Overlay District Zoning Districts are subject to design review as outlined in Section 3.600.
 - c. A wall, fascia, mansard, parapet, projecting, or window identification sign may identify the name of the business and up to three (3) principal services when the name alone does not identify the general nature of the business. It may also include the street address. Such signs shall not include advertising copy.
 - d. Awning and shingle signs may only identify the name of the business.

- 2. Wall, Fascia, Mansard, and Parapet, Identification Signs:

- a. A wall, fascia, mansard, or parapet sign is not permitted if a projecting sign is used to identify the business.
 - b. A wall, fascia, mansard, or parapet sign is allowed only on the exterior elevation of the space occupied by the business.
 - c. No more than one (1) wall, fascia, mansard, or parapet sign per business is permitted on each street or alley frontage.
 - d. The sign area for each business shall be as follows:
 - (1) The sign area for each ground floor business on a street shall not exceed one (1) square foot for each linear foot of the business wall elevation along the street frontage on which the sign is displayed. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - (2) The sign area for each ground floor business on an alley shall not exceed one-half (1/2) square foot for each linear foot of the business wall elevation along the alley frontage on which the sign is displayed. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - (3) The sign area for a business located only on an upper floor shall not exceed one-half (1/2) square foot for each linear foot of the business wall elevation along the street or alley frontage on which the sign is displayed.
3. Projecting Identification Signs:
- a. A projecting sign is not permitted if any wall, fascia, mansard, or parapet sign is used to identify the business.
 - b. A projecting sign is allowed only for a ground floor business.
 - c. A projecting sign is allowed only on the exterior elevation of the space occupied by the business.
 - d. No more than one (1) projecting sign per business is permitted on each street or alley frontage.
 - e. The sign area for each business shall be as follows:
 - (1) The sign area for each ground floor business on a street shall not exceed one (1) square foot for each linear foot of the business wall elevation along the street frontage on which the sign is displayed, up to a maximum of fifteen (15) square feet. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - (2) The sign area for each business on an alley shall not exceed one-half (1/2) square foot for each linear foot of the business wall elevation along the alley frontage on which the sign is displayed, up to a maximum of six (6) square feet. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.

- f. The minimum separation between the sign and the face of the building shall be three (3) inches.
 - g. The maximum sign projection from the face of the building shall be five (5) feet. No sign shall project beyond the bracket on which it is hung.
 - h. On a one-story building, the top of the projecting sign and its supporting framework shall not be higher than the top of the cornice line. On a multiple story building, the top of the projecting sign and its supporting framework shall not be higher than the top of the second-story window sills of the building from which the sign projects.
 - i. The sign shall be perpendicular to the building and attached to the bracket on which it is hung so that it will not swing.
 - j. The minimum clearance between the bottom of the sign and the nearest grade or sidewalk shall be seven (7) feet six (6) inches.
4. Window Identification Signs:
- a. The area covered by window signs shall not exceed fifty (50) percent of the exterior window area.
 - b. Window signs on required exit doors shall not exceed twenty-five (25) percent of the glass area of the door.
5. Awning Identification Signs:
- a. A maximum of fifty (50) percent of the valance area of the awning may be used for signage.
 - b. The sign area shall be measured according to Section 7.102-F-2 of this ordinance unless a distinctive background is provided.
6. Shingle Identification Signs:
- a. One (1) shingle sign which is designed and oriented for the aid of pedestrians is allowed per business. A shingle sign must be located immediately adjacent to the business it identifies.
 - b. The maximum area of a shingle sign shall be three (3) square feet.
 - c. The minimum clearance between the bottom of the sign and the nearest grade or sidewalk shall be seven (7) feet six (6) inches.
7. Directory Signs:
- a. A directory sign is permitted when used to:
 - (1) Direct pedestrians to businesses within a building or complex which do not have an exterior wall elevation along a street or alley frontage; or
 - (2) To direct pedestrians to multiple businesses that use a single entrance.
 - b. The directory sign shall have a maximum area of four (4) square feet.
 - c. The directory sign shall be located at the entrance to the building or complex.

8. Pedestrian Directional Signs:
 - a. Directional signs for pedestrians indicating the type of businesses available in the immediate area are allowed subject to approval of a master directory sign plan by the city council. The master plan will address items such as the general design, location, and size of signs. Such signs shall not include advertising copy.
 - b. These signs shall be located on street corners in the public right-of-way and be designed at a pedestrian scale.
 - c. The specific design, location, and size of each sign will be determined through the design review process outlined in Section 3.600 based on the approved master directory sign plan.
9. Map Directory Signs:
 - a. Map directory signs intended to show pedestrians the overall location of businesses, public buildings, recreational facilities, and other features in the PR and Overlay Districts are allowed, subject to approval of a master directory sign plan by the city council. The master plan will address items such as the general design, location, and size of signs. Such signs shall not include advertising copy.
 - b. These signs shall show a map of the area and the location of individual businesses and be designed at a pedestrian scale.
 - c. The maximum sign area shall be twenty-four (24) square feet.
 - d. The specific design, location, and size of each sign will be determined through the design review process outlined in Section 3.600 based on the approved master directory sign plan.
10. A-Frame Signs:

A-frame or sandwich board signs are permitted subject to the following conditions:

 - a. Signs shall be located adjacent to the individual business for which they advertise.
 - b. Shall provide a minimum five-foot clearance on the sidewalk.
 - c. Are allowed to be a maximum of two (2) feet by three (3) feet.
 - d. Cannot be placed in or on vehicles.