



Beyond

BRAND

PUBLISHED BY THE DOWNTOWN GLENDALE MERCHANTS ASSOCIATION

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Downtown Glendale Merchants Association MISSION STATEMENT

The Downtown Glendale Merchant's Association was founded in 2000 as a joint effort between the City of Glendale's Department of Development Services and local merchants.

DGMA's mission is to unite area merchants in order to promote downtown interests, increase business opportunities and facilitate communication between businesses and local government.

Downtown Specific Plan Sets the Pace for Downtown Glendale's Future

DOWNTOWN GLENDALE has evolved over the last 50 years from a suburban main street to an urban center with a skyline. It is an exciting, vibrant area that attracts thousands of visitors each day to its many dining, shopping, business and entertainment venues. This high volume of economic opportunity makes Glendale

a desirable city for small merchants as well as large corporations; Nestle, IHOP and Dreamworks, to name a few, all have corporate headquarters in Glendale.

To build on Glendale's success as an urban center, the City is preparing a Downtown Specific Plan to promote, enhance and regulate the area's future development. The Specific Plan is based on the City's long-term vision for Downtown and consists of a comprehensive set of incentives, standards and guidelines. Residents, business owners, property owners, developers, designers, City staff and appointed

and elected officials can use the Plan as a manual for new development.



“Since 1972, the City's redevelopment program has helped to steer downtown development,” says Philip Lanzafame, Glendale's director of redevelopment. “But the redevelopment program sunsets in less than 10 years. Working with

the planning department, we wanted to create a plan that would continue to guide urban development into the future providing a wide array of excellent shopping, dining, working, living and entertainment opportunities within a short walking distance.”

Planning Drives Development

Good redevelopment starts with good planning — especially when you're projecting the growth of the city out to the year 2030. In creating the Downtown Specific Plan, the redevelopment and planning teams looked closely at best (See **Specific Plan** on page 2)

Downtown Glendale Merchants Association OFFICERS

President

Harry Hall – Milano's Restaurant
525 N. Brand Blvd.
Glendale, CA 91203
T 818-244-1150; F 818-244-2905

Vice President

Eric Olson – Baker, Olson, LeCroy & Danielian
100 W. Broadway, Suite 600
Glendale, CA 91210
T 818-502-5600

Treasurer

Patrick Campbell – Damon's
317 N. Brand Blvd.
Glendale, CA 91203
T 818-507-1510

Secretary

Vickie McConnell – Fast Frame
112 N. Brand Blvd.
Glendale, CA 91203
T 818-545-0044; F 818-545-0047

Advertising/Marketing

Elissa Glickman – Alex Theatre
116 W. California Ave.
Glendale, CA 91203
T 818-243-2611, Ext. 14
F 818-241-2089

Board of Directors

Raul Porto – Porto's Bakery
315 N. Brand Blvd.
Glendale, CA 91203
T 818-956-5996; F 818-956-0696

Kari Kramer – Glendale Marketplace
1180 S. Beverly Dr., Suite 610
Los Angeles, CA 90035
T 310-843-0012; F 310-843-0888

Michelle Geathers – Retreat Self-care
330 N. Brand Blvd., Suite 220
Glendale, CA 91203
T 818-522-2440; F 818-552-3571

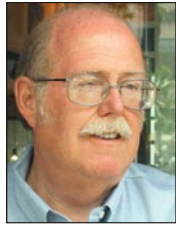
Helen McDonagh – Massage Envy
333 N. Brand Blvd.
Glendale, CA 91203
T 818-246-ENVY (3689)
F 818-240-0102

Member information is available on the web at www.downtownglendale.com

BEYOND BRAND

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For more information about additional copies of *Beyond Brand*, article duplication, advertising and/or membership please contact Elissa Glickman at eglickman@alextheatre.org.



A Letter From the President

THE HOLIDAYS are quickly approaching, the construction on Brand is completed, the mobility study and Downtown Specific Plan are underway. So much is going on in Downtown Glendale!

Now is the time to kick your activity in the Downtown Glendale Merchants Association up a notch. What are your sales plans for the day after Thanksgiving? For the Merry Tuba Christmas event? How will you bring people back to the downtown area before the Town Center complex attracts them?

We can attract customers by working together—pooling our collective resources and talents—to develop marketing and advertising campaigns, as well as special events that will keep our businesses thriving and growing.

Just as important as marketing is voicing your opinions to the City about the mobility study and Downtown Specific Plan. We want to make sure that the plans work to our economic advantage. There's an opportunity

in the coming years to develop several housing units with easy accessibility to the mid-Brand Boulevard area. Think how those residents—and their families and friends—could benefit your business. There's also an opportunity to improve the traffic flow and parking. I urge you to attend the meetings and let the City know how you'll be impacted by their plans.

Of course, the continued success of our business district lies with you. I encourage you to regularly participate in the association. The Downtown Glendale Merchants Association meets the 3rd Wednesday of every month at 118 West California Avenue (under the Orange Street parking structure.) I look forward to seeing you at the next meeting and welcome your feedback. If you have any questions, please don't hesitate to call me at (818) 244-1150 or (818) 445-3150.

Harry Hall

President

Downtown Glendale Merchants Association

Specific Plan (continued from page 1)

practices from other communities such as San Diego, Santa Monica, Pasadena, West Hollywood, Berkeley and cities in other states to see what sustainable development ideas would be appropriate for use in Glendale's plan. "San Diego has created a downtown plan that comes close to what we're doing," notes Lanzafame. "As a redevelopment agency, it's important to be involved in the planning aspect of the Downtown Specific Plan to ensure that what we propose can actually be built."

"What makes our plan unique is that we're using a form-driven approach rather than a traditional zoning approach. We're looking at the end product — where we want to be to create a dynamic urban community — and then we work our way backwards," says Hassan Haghani, the City of Glendale's assistant director of planning.

Covering Downtown Glendale's 11 Distinct Districts

The Plan covers approximately 200 acres located in the center of the City of Glendale. The area is generally bounded to the north by Glenoaks Avenue, to the west by Central and Columbus Avenues, to the east along Maryland and Glendale Avenues and to the south by

Colorado and Elk Streets. Downtown Glendale consists of 11 distinct districts, and the Downtown Specific Plan seeks to preserve and enhance each district's unique character while improving the attractiveness and livability of the Downtown area. In addition to economic development and urban design, it includes mobility and land use principles to ensure the area's long-term health and vitality.

Attractive to Developers

What makes the Downtown Specific Plan attractive to developers is the plan's built-in flexibility and certainty. "You can come to us with your ideas and we have the standards and guidelines that you can work within," says Haghani. "There's a lot of room for creative architecture and we offer incentives for developing open spaces and green and landmark buildings. We know that providing for a mix of land uses is critical to support a diverse downtown climate. It also will improve the pedestrian quality of the street, reduce vehicle trips and enhance the varied character of Downtown. The Plan has provided a way to manage the growth in a responsible way, as well as for the development community to control their costs and meet their development needs."

In developing the (See **Specific Plan** on page 3)

Specific Plan (continued from page 2) practices from other communities such as San Diego, Santa Monica, Pasadena, West Hollywood, Berkeley and cities in other states to see what sustainable development ideas would be appropriate for use in Glendale's plan. "San Diego has created a downtown plan that comes close to what we're doing," notes

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New Things Are Happening With the DGMA

Web site

Launch of new DGMA web site. Starting December 1, 2006 the DGMA's web site will have a new look. Learn about upcoming events or search from over 200 restaurants, shops, business or entertainment spots. Go to <http://www.downtownglendale.com>.

DGMA List Serve

The DGMA has launched a List Serve to keep all Merchants informed on what's going on Downtown. Subscribers can post a comment, read comments or advertise an event. To sign up go to <http://finance.groups.yahoo.com/group/DowntownGlendaleMerchantsAssociation/>.

Do You Have a Business Downtown?

IF SO, YOU SHOULD BE a member of the Downtown Glendale Merchants Association! Members get an expanded listing on the DGMA web site, are able to participate in DGMA marketing campaigns such as advertising opportunities, coupon books and much more

more. Complete the application below to get all the benefits that membership has to offer.

For more information contact Harry Hall at (818) 244-1150 or harrymri@aol.com or Elissa Glickman at (818) 243-2611 ext. 14 or eglickman@alextheatre.org.

City of Glendale CONTACTS

EMERGENCIES:

Community Hotline	548-6464
Animal Control	626-792-7151
Electrical/Water	548-2011
Fire	956-4800
Police	548-4840
Public Works Street Dept.	548-3950

OTHER NUMBERS:

Abandoned Items	548-3916
Building & Safety/Permits	548-3200
Building Inspection	548-4846
Business License	548-3200
Bulky Item Pick-Up	548-3916
City Clerk	548-2090
Electric Bill Questions	458-3300
Fire Inspection/Prevention	548-4810
Redevelopment Agency	548-2005
Business Assistance	548-3155
Graffiti Removal	548-3726
Litter	548-3700
Parking Meter Repair	548-3950
Police Non-Emergency	548-4840
Power Outage	548-2011
Street Light Repair	548-2011
Street Repair, Sweeping	548-3950
Traffic Signal Repair	548-3960
Water Bill Questions	548-3300



MEMBERSHIP APPLICATION - 2006 -

Please check one:

- Regular Member** — \$100 annual dues.
Full voting member with benefits which include special listing on the DGMA website, inclusion in DGMA advertising campaigns, invitations to participate in DGMA special offers and advertising rates, mailed copy of the Beyond Brand newsletter, and more!
- Associate Member** — \$50 annual dues.
Business owners and/or members of the community located outside the DGMA Business District who participate as non-voting members of the DGMA.

Please check one:

- New Membership**
- Renewal**

Please print clearly:

Contact Name: _____ Business Name: _____
 Mailing Address: _____ City: _____ CA Zip Code: _____
 Telephone: _____ Fax: _____ E-Mail: _____

Mail this form along with your payment to: Patrick Campbell, Treasurer, Downtown Glendale Merchants Association
c/o Damon's, 317 N. Brand Blvd., Glendale, CA 91203

FOR DGMA USE ONLY

Amount Paid: \$ _____ Date: _____ Check#: _____

Winter 2006



Downtown Glendale Merchants Association
c/o Milano's Cucina Italiana
525 N. Brand Blvd.
Glendale, CA 91203

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2006 Downtown Calendar

Writing Classes

Author/screenwriter Dennis Etchison conducts short-story writing classes with special author guests. Come to one or all. Bookfellows, XXX N. Brand Blvd. Thursdays in Oct. & Nov., 7:30 – 9:30 P.M.

As You Like It

By William Shakespeare.
Oct. 28 - Dec. 2, A Noise Within

DGMA Meetings

Third Wednesdays of the month (Nov. 15, Dec. 20, Jan. 17, Feb. 21) at 3 P.M., Community Room, Orange Street Garage, 118 W. California St.

Mommy and Me Mondays

Free music classes for moms and pre-K kids. Nov. 20, Dec. 18, 10 A.M. – 11 A.M. The Marketplace, Mann Theaters lobby.

It's A Bird, It's a Plane, It's Superman

Presented by the Musical Theatre Guild.
Nov. 20 at the Alex Theatre, 216 N. Brand.

A Christmas Carol

Nov. 24 – Dec. 23, The Glendale Center Theatre, 324 N. Orange St.
For information or to purchase tickets go to www.glendalecentretheatre.com or call (818) 244-8481.

Backstage Historic Tour

Presented by Friends of the Alex. **Free.**
Nov. 25, Alex Theatre.

Three Stooges™ Big Screen Event

Presented by the Alex Film Society.
Nov. 25, Alex Theatre.

Fast Frame Holiday Party

In December. E-mail vickieff183@sbcglobal.net for information and guest list placement.

Joyous Holiday Celebration

Presented by the Glendale Symphony.
Dec. 1, Alex Theatre.

The Nutcracker

Performed by The Media City Ballet:
Dec. 8, 9 & 10, Alex Theatre.
Performed by the Los Angeles Ballet:
Dec. 30 & 31, Alex Theatre.

Mozart Gold

The Los Angeles Chamber Orchestra.
Dec. 9, Alex Theatre.

Merry Tuba Christmas

Presented by the Downtown Glendale Merchants Association. **Free.**
Dec. 10, 7 P.M., In front of the Alex Theatre.

Downtown Artist Market

Give family and friends something special for the Holidays! Handmade jewelry, pottery, artwork and much, much more. Dec. 2, 9, 16 and 23, 12 noon – 5 P.M. Glendale Marketplace, 144 S. Brand Blvd. On Bennigan's Terrace and Frog Fountain.

Artist Exhibit

The first of 2007's monthly local artist exhibits begins at Fast Frame in January. Check www.FastFrameOfGlendale.com in December for details.