

CITY OF **G**lendale

Exhibit #3

25 FEBRUARY 2025

AMENDMENT
OF GLENDALE'S
GENERAL PLAN -
OPEN SPACE AND
CONSERVATION
ELEMENT AND
RECREATION
ELEMENT

OLIN

MEET THE TEAM



JESSICA HENSON
Partner-in-Charge
OLIN



SARAH SWANSEEN
Project Management and
Planning Support
OLIN



BRIAN TRUSTY
Recreation Management Consultant
PROS CONSULTING



JULIE DONOFRIO
Planning and Engagement
Specialist
OLIN



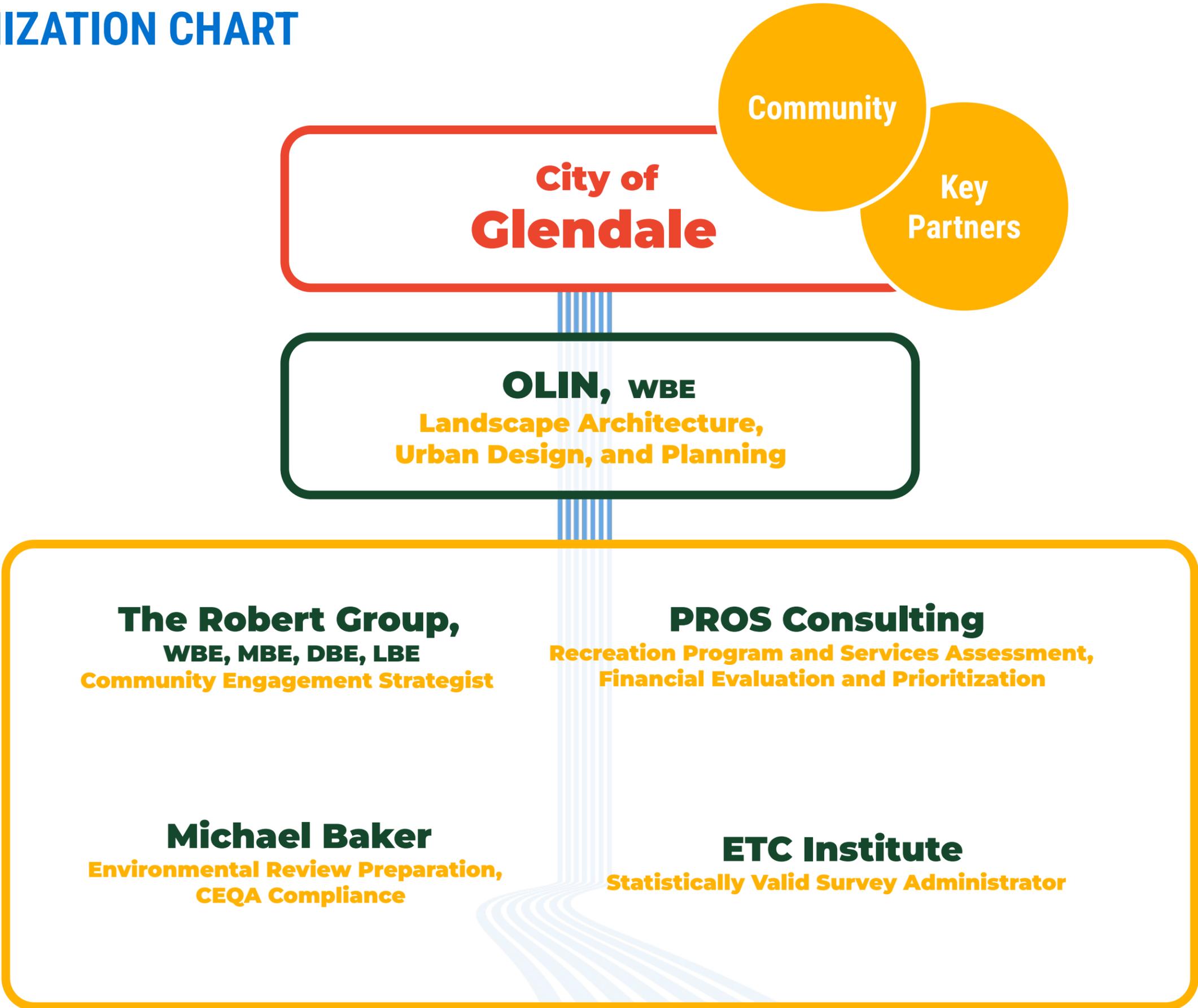
CHRISTINA MONZER
Engagement Specialist
THE ROBERT GROUP



JOHN BELLAS
CEQA Advice and Strategy
MICHAEL BAKER INTERNATIONAL



TEAM ORGANIZATION CHART







OLIN Labs

A network of designers at OLIN committed to research, development, and education in landscape architecture.



Modes of Inquiry

Research

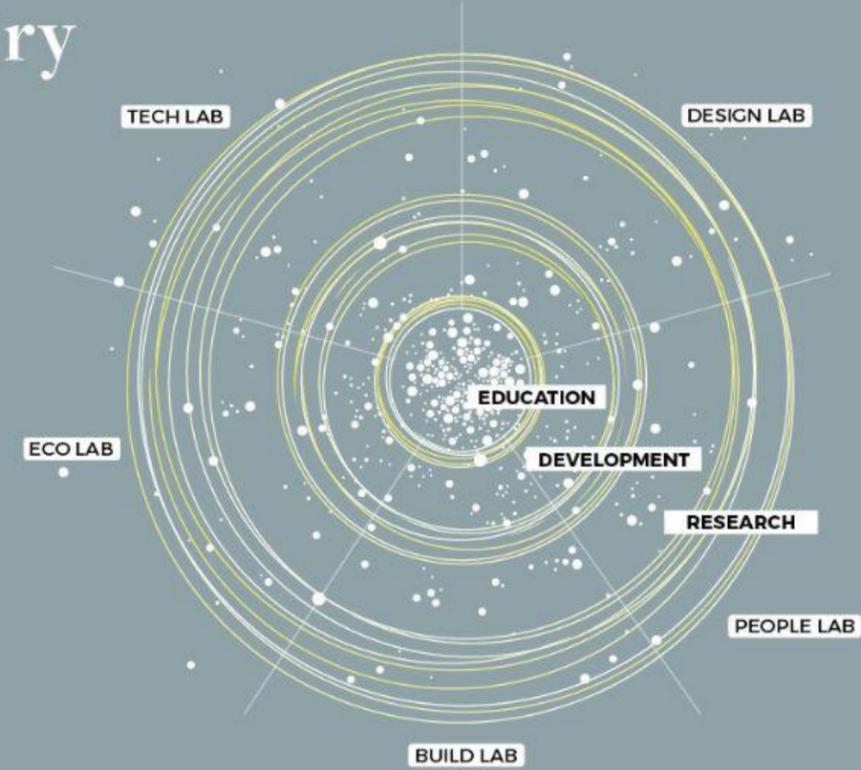
initiatives are focused on original knowledge creation.

Development

is where we create new tools and processes to enhance our workflow and design process.

Education

is the framework for knowledge building and sharing across the studio.



POST-REFINERY FUTURES

AFTER 150 YEARS, PHILLY LOSES ITS REFINERY

Big Mess, Big Opportunity
Philadelphia's 19th-century refinery site is the largest in the world, spanning over 100 acres. The site's history is a complex legacy of industrial expansion and environmental degradation. The refinery's closure creates a significant opportunity to re-imagine the site as a vibrant urban engine for the 21st-century city.

We Can Do Better
The site's new responsible owner, PHIL, envisions a mix of industrial and commercial redevelopment, anchored by a major multi-modal regional station. PHIL and its partners are committed to creating a vibrant, equitable, and resilient community. The site's future is a testament to the power of public-private partnerships and the potential for a better future.



TOWARDS A PUBLIC VISION

PLANNING FRAMEWORK AND EQUITABLE RIVER ACCESS

The plan is a comprehensive framework for the future of the river and wetlands. It includes a detailed map of the area and a series of images showing the proposed restoration work. The plan is designed to be equitable and inclusive, ensuring that all members of the community have a voice in the future of the river.

Start Here: River Trail and Access

The plan includes a series of images showing the proposed river trail and access points. The trail is designed to be a multi-use trail, providing a space for recreation and community activities. The access points are designed to be safe and easy to use, ensuring that everyone can enjoy the river.

Long Term: River and Wetland Restoration

The plan includes a series of images showing the proposed river and wetland restoration work. The restoration work is designed to be sustainable and resilient, ensuring that the river and wetlands are healthy and thriving for generations to come.

KEY STAFF AVAILABILITY



NAME	ROLE ON THIS PROJECT
Jessica Henson, OLIN	Partner-in-Charge
Sarah Swanseen, OLIN	Project Management Support
Joanna Karaman, OLIN	Ecological Systems Designer
Julie Donofrio, OLIN	Planning and Engagement Specialist
Andrew Dobshinsky, OLIN	Parks Planning Specialist
Christine Robert, The Robert Group	Engagement and Outreach Specialist
Isaiah Ford, The Robert Group	Engagement and Outreach Specialist
Michael Svez, PROS Consulting	Recreation Management Consultant
Brian Trusty, PROS Consulting	Recreation Management Consultant
John Bellas, Michael Baker International	CEQA Advice and Strategy
Fareeha Kibriya, Michael Baker International	Planning Project Director
Ryan Murray, ETC Institute	Statistically Valid Survey Consultant
John N. McGovern, WT Group	Accessibility Consulting Principal-in-Charge
Shelley A. Zuniga, WT Group	Accessibility Consulting Senior Project Manager, QAQC

PARTNER-IN-CHARGE | OLIN

- Extensive experience in Los Angeles including leading the LA River Master Plan, Culver City Parks Plan, City of LA Park Needs Assessment, and Sepulveda Basin Vision Plan
- Extensive built work, including parks and public landscapes
- Landscape and Planning Studio Professor at USC



J. PAUL GETTY CENTER | Los Angeles, CA



THE METROPOLITAN MUSEUM OF ART | New York, NY



LEGACY



WASHINGTON MONUMENT | Washington, D.C.



BRYANT PARK | New York, NY

GOOGLE BAY VIEW CAMPUS | Mountain View, CA



APPLE PARK | Cupertino, CA



CALIFORNIA

THE HILLS AT VALLCO | Cupertino, CA



ANGELS LANDING | Los Angeles, CA





WEST LA COURTHOUSE & CIVIC CENTER | Los Angeles, CA



LA CONVENTION CENTER | Los Angeles, CA

LOCAL



THE ICONIC LOS ANGELES RIVER

LOS ANGELES RIVER

Canoga Park Reseda Van Nuys BURBANK GLENDALE Glassell Park Studio City Downtown LA East LA LOS ANGELES VERNON BELL GARDENS SOUTH GATE COMPTON PARAMOUNT LONG BEACH

51 MILES
THE LA RIVER IS 51 MILES IN LENGTH, RUNNING FROM CANOGA PARK TO LONG BEACH.

2,300 ACRES
THERE ARE 2,300 ACRES OF PRIMARILY PUBLICLY OWNED LAND WITHIN THE RIGHT-OF-WAY, INCLUDING THE RIVER CHANNEL.

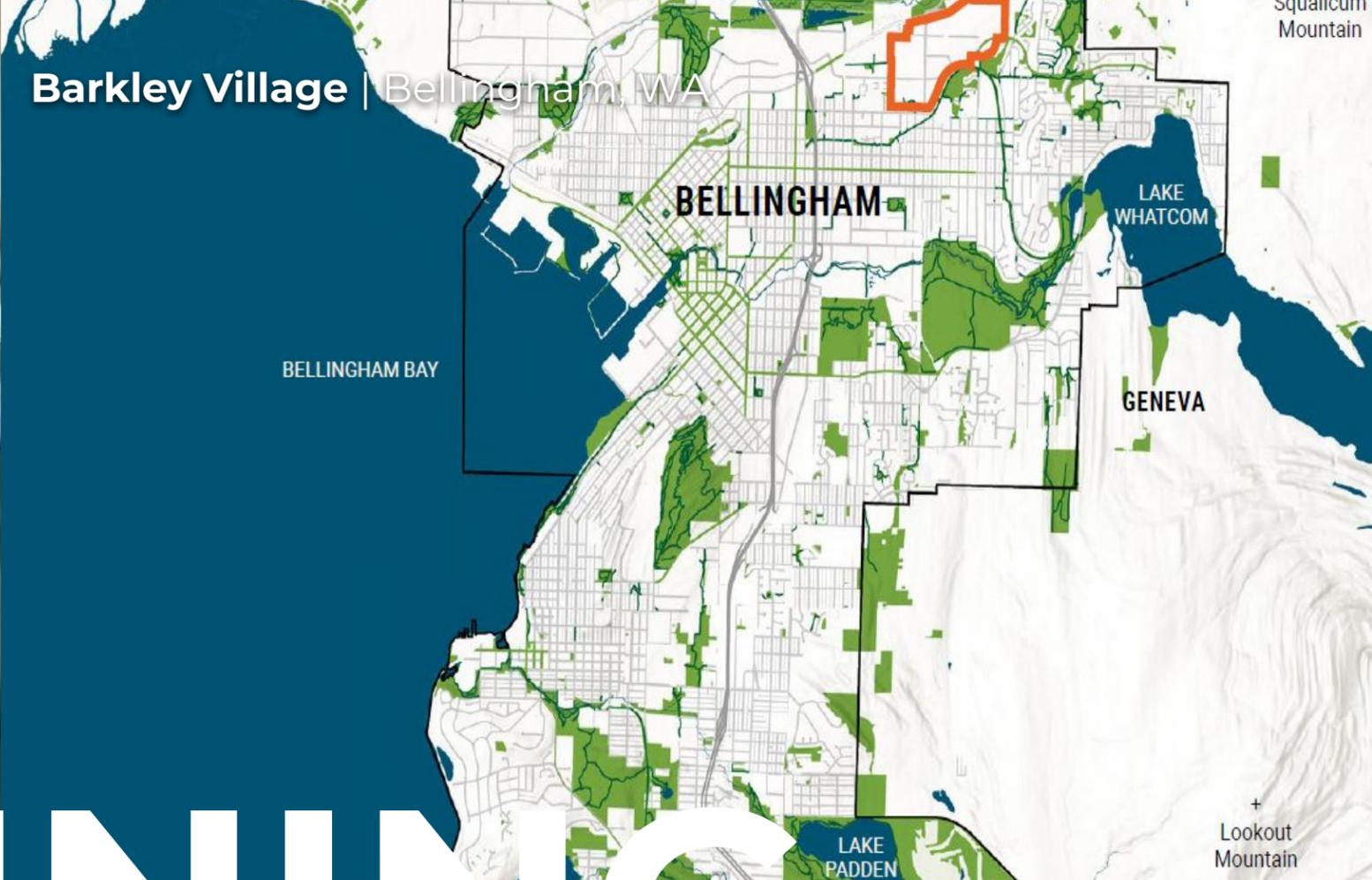
LOS ANGELES RIVER PROJECTS | Los Angeles, CA



PLAYA VISTA MASTER PLAN | Playa Vista, CA

CLEVELAND PARKS & RECREATION PLAN | Cleveland, OH

Barkley Village | Bellingham, WA



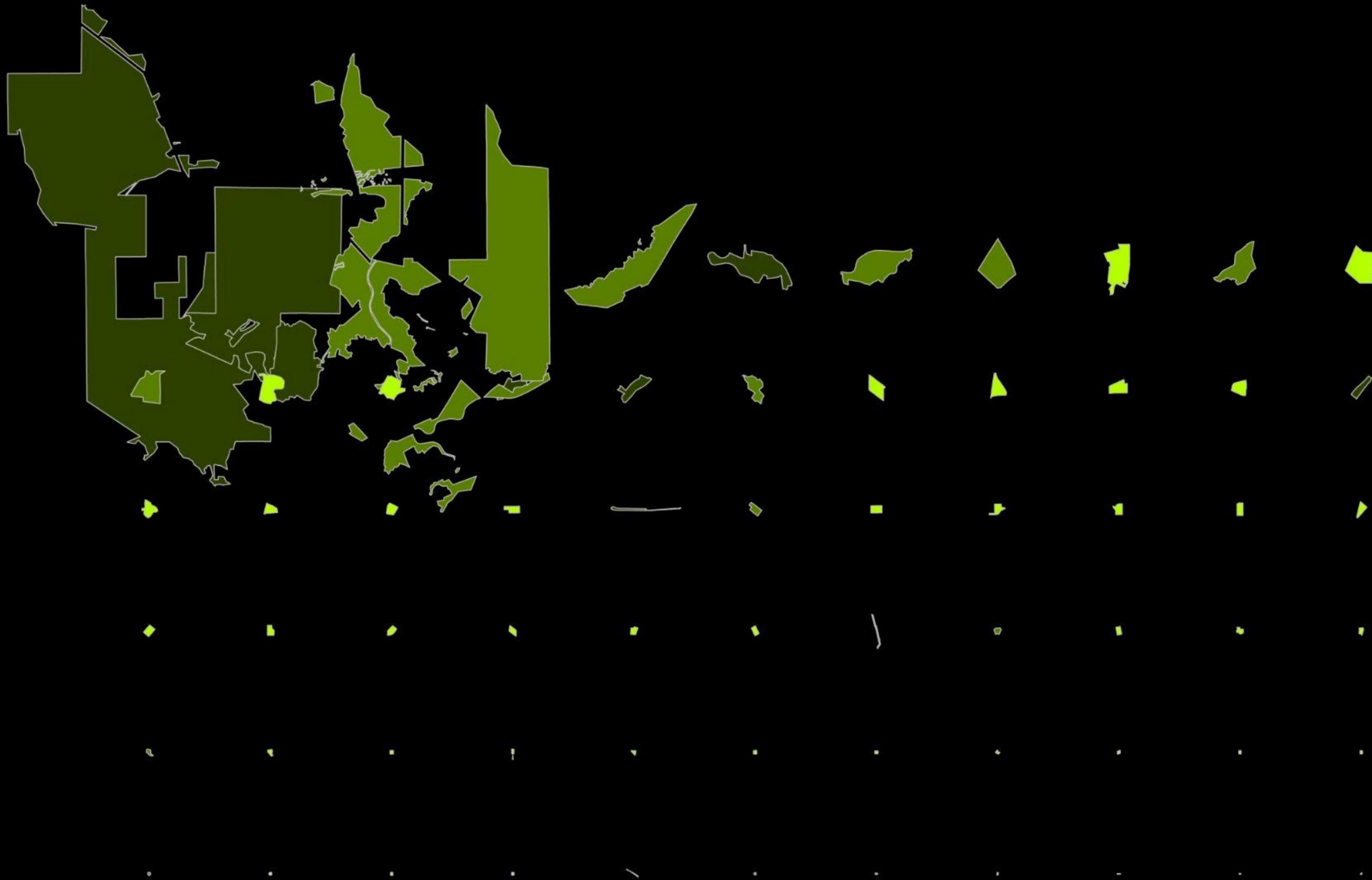
PLANNING



FORT COLLINS PARKS AND RECREATION MASTER PLAN
Fort Collins, CO

CULVER CITY PARKS | Los Angeles, CA

5,000+ ACRES OF PARKS AND NATURAL OPEN SPACE



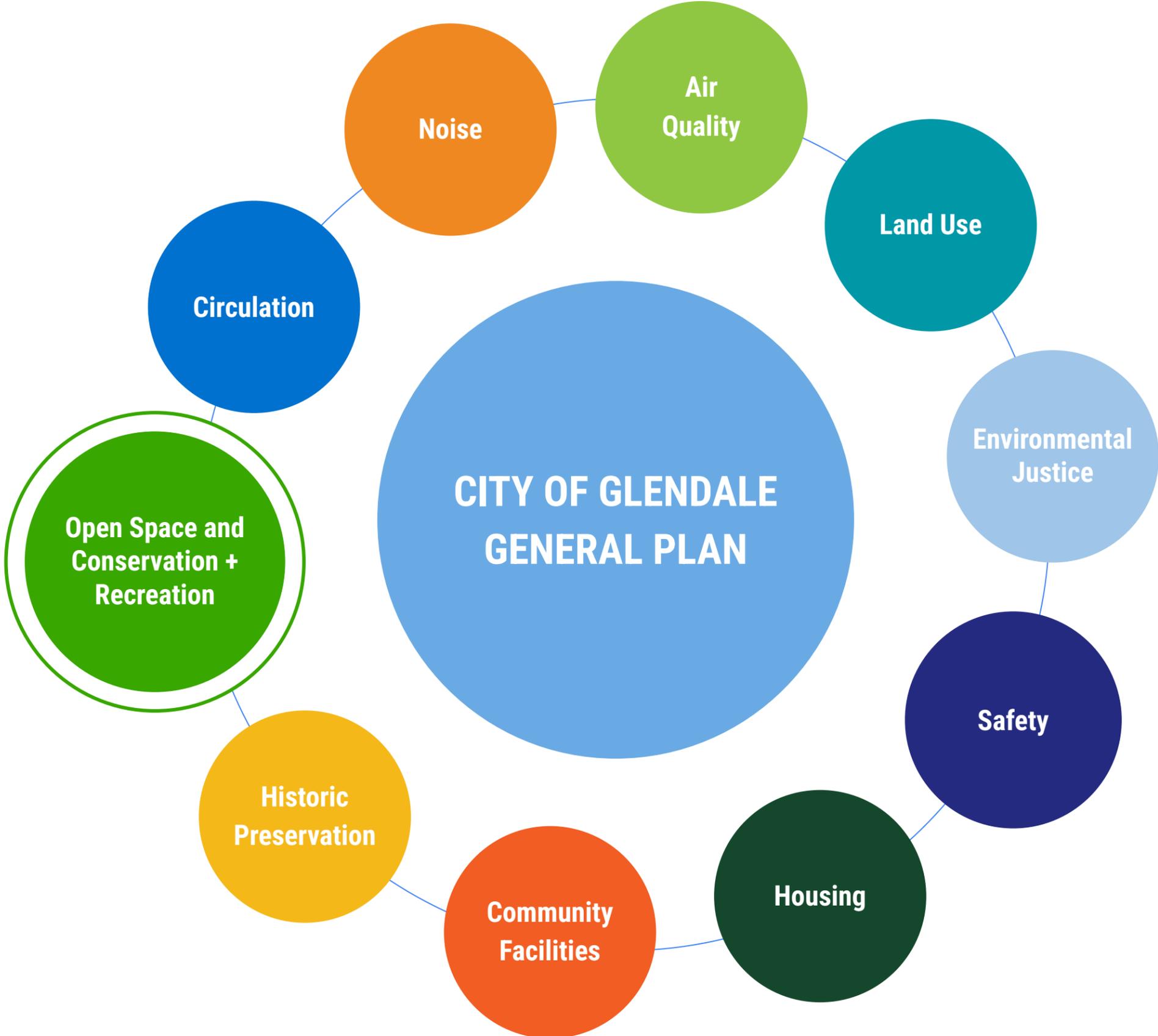
GENERAL PLAN UNDERSTANDING

OSC&R - 2 of 11 required elements of the City of Glendale's General Plan

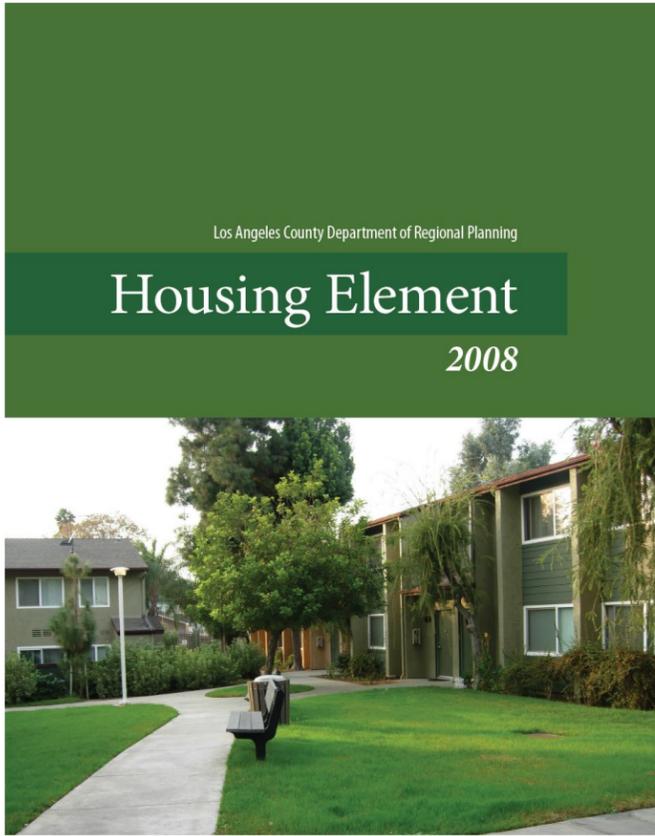
Last updated 1993/1996

To provide guidance on ecological conservation and restoration, trail and wildlife corridor opportunities, Parks Needs Assessment and recommendations, urban tree canopy, accessibility and inclusivity of parks, and and regional partnerships

+ and relate to each of the other General Plan elements to guide planning and development



GENERAL PLAN UNDERSTANDING + EXPERIENCE



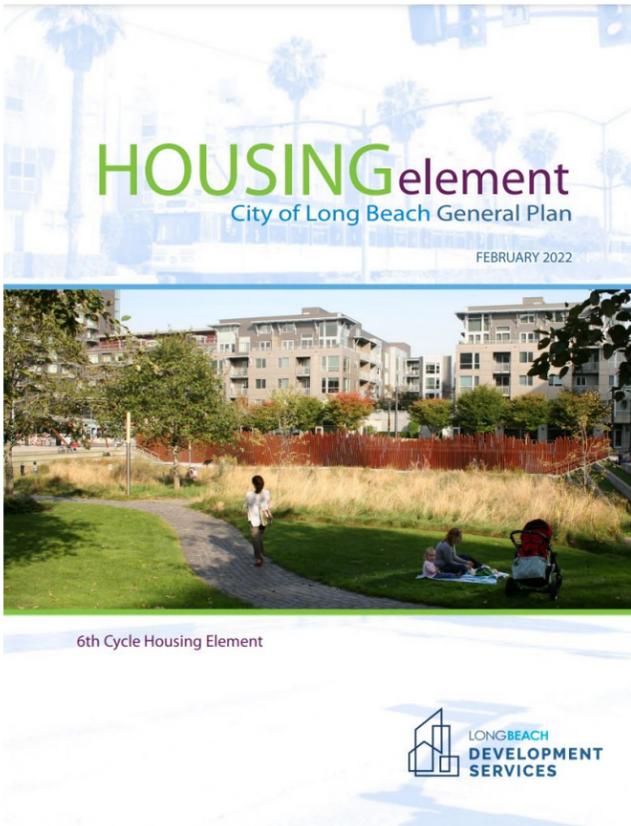
**LA County General Plan /
Housing Element**

2008, Julie Donofrio for EDAW/
AECOM



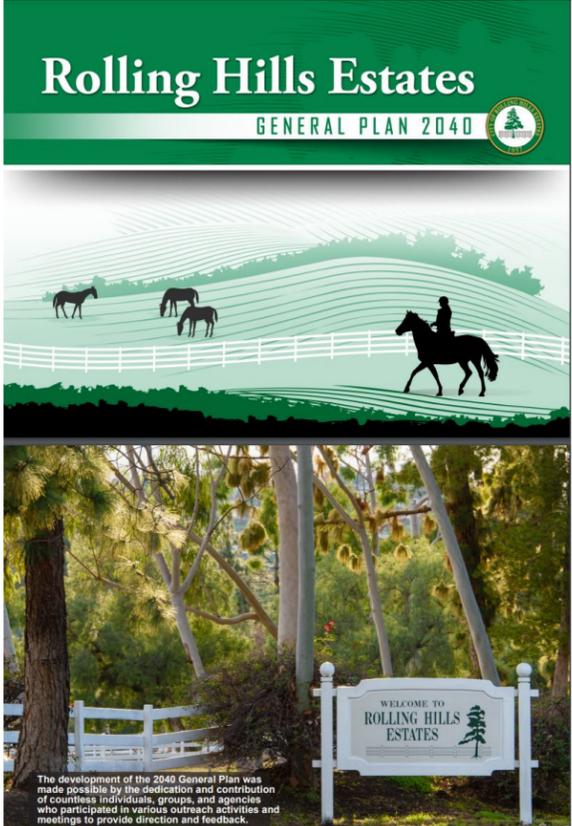
**City of Mill Valley /
General Plan**

2013, Julie Donofrio for WRT



**City of Long Beach General
Plan/ Housing Element**

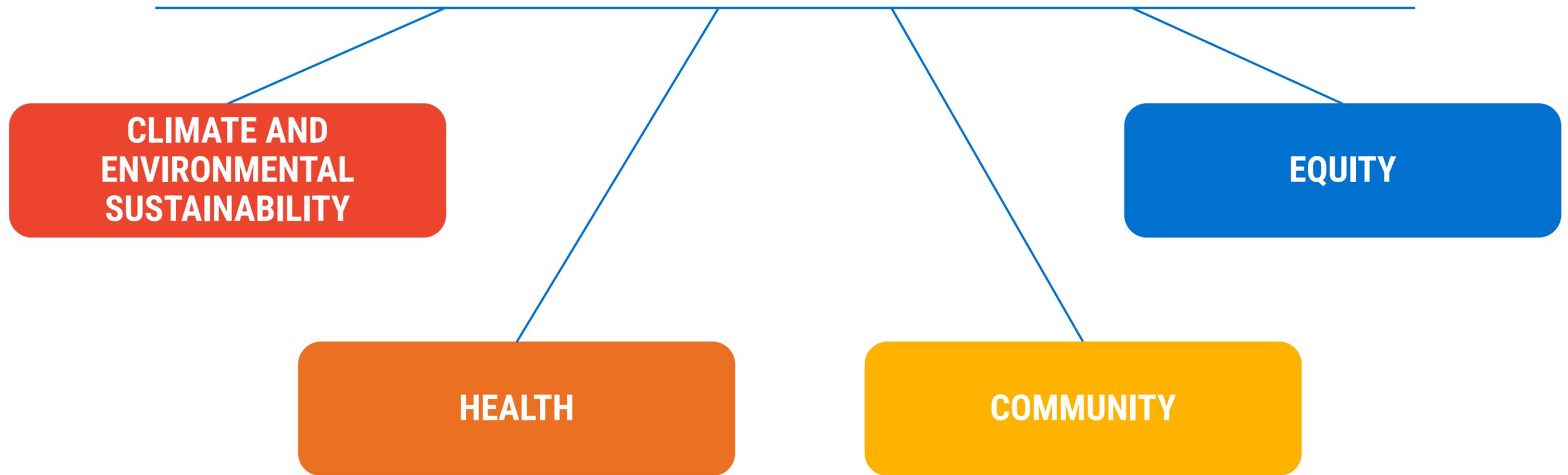
2022, The Robert Group



**Rolling Hills Estates
General Plan**

2022, Michael Baker

THE GENERAL PLAN ELEMENTS MUST CONSIDER



ENGAGEMENT INNOVATION

VIRTUAL MEETINGS

MULTILINGUAL COMMUNICATION

TRADITIONAL MEETINGS

WEBSITE

POP-UPS

SOCIAL MEDIA

YOUTH + EQUITY FOCUSED ENGAGEMENT

STATISTICALLY VALID SURVEY

INTEREST GROUP WORKSHOPS

ENGAGEMENT FOR SEPULVEDA BASIN



POP UPS



Dances for the Developmentally Disabled (DDD) and Socialites

Image Source: OLIN, 2024.



Parks Plan Table at Culver West Alexander Park

Image Source: OLIN, 2024.



Culver City Farmers Market

Image Source: The Robert Group, 2024.



Culver City Senior Center

Image Source: The Robert Group, 2024.



Love Local x Helms Market

Image Source: OLIN, 2024.



Movies in the Park

Image Source: The Robert Group, 2024.



Fiesta La Ballona

Image Source: OLIN, 2024.



Fiesta La Ballona

Image Source: OLIN, 2024.

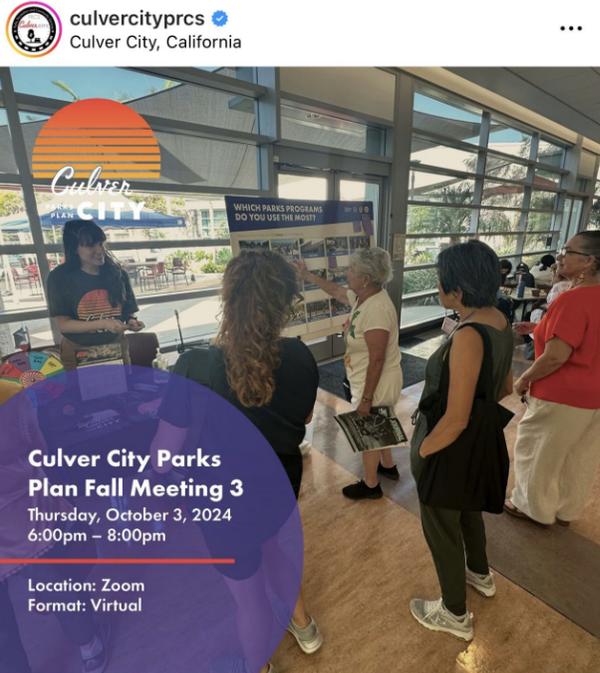
ANALOG AND DIGITAL ENGAGEMENT

Community Meeting Materials

If you were unable to attend the Community Meetings for the Culver Parks plan, you can view the recordings and slideshow presentations below.



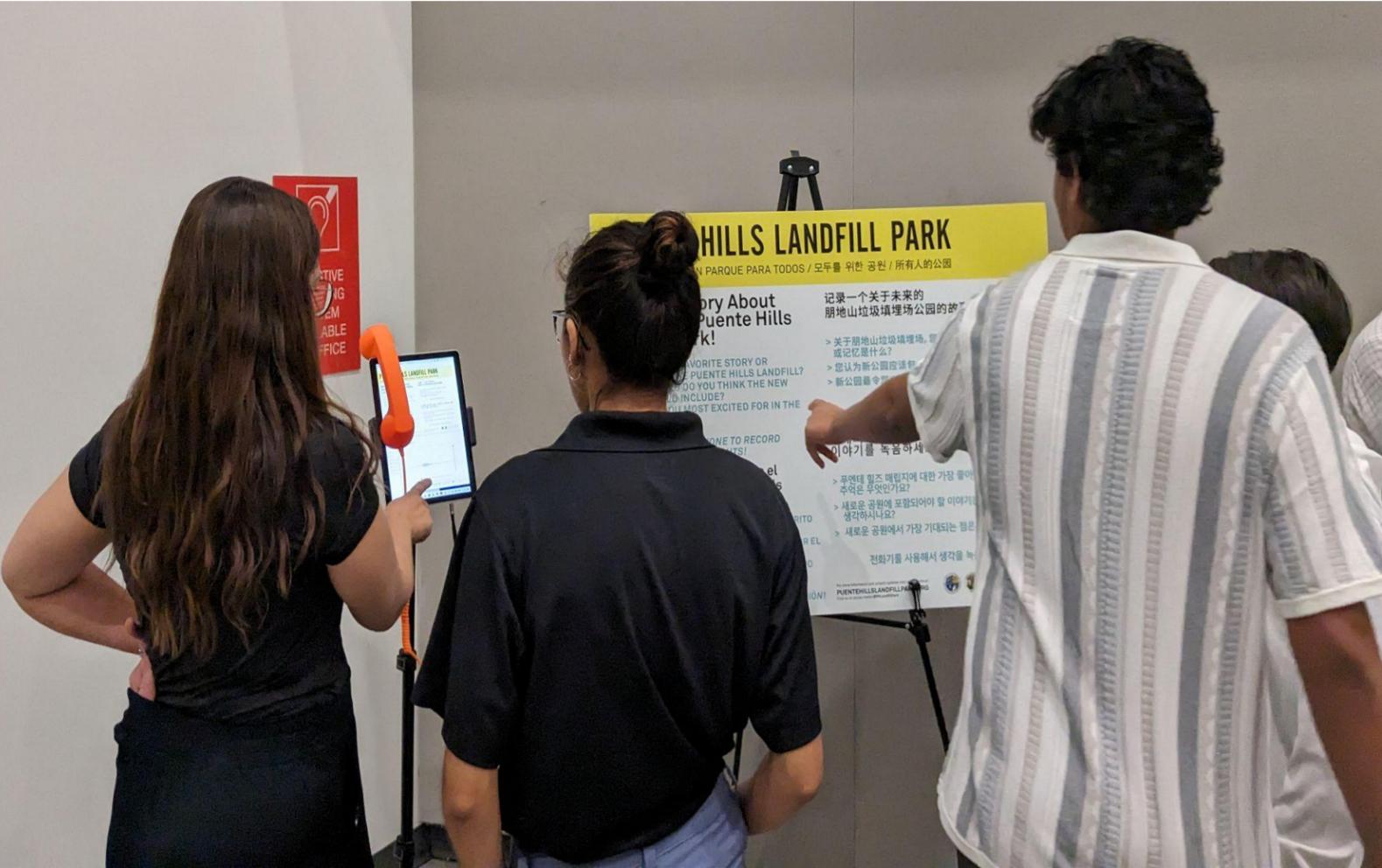
Culver City Parks Plan Fall 2024 Community Meeting



7 2
 Liked by yankakara and others
 culvercityprcs TONIGHT on ZOOM! Join us from anywhere!! 6-8 PM - link can be found here... more
 October 3



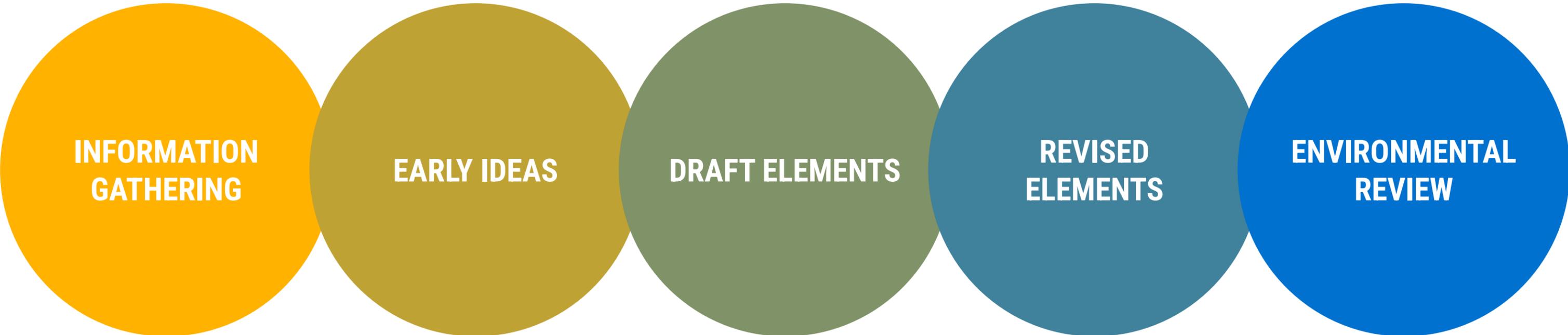
ENGAGEMENT FOR PUENTE HILLS LANDFILL PARK



TECHNICAL APPROACH



ROADMAP



WORK PLAN AND SCHEDULE

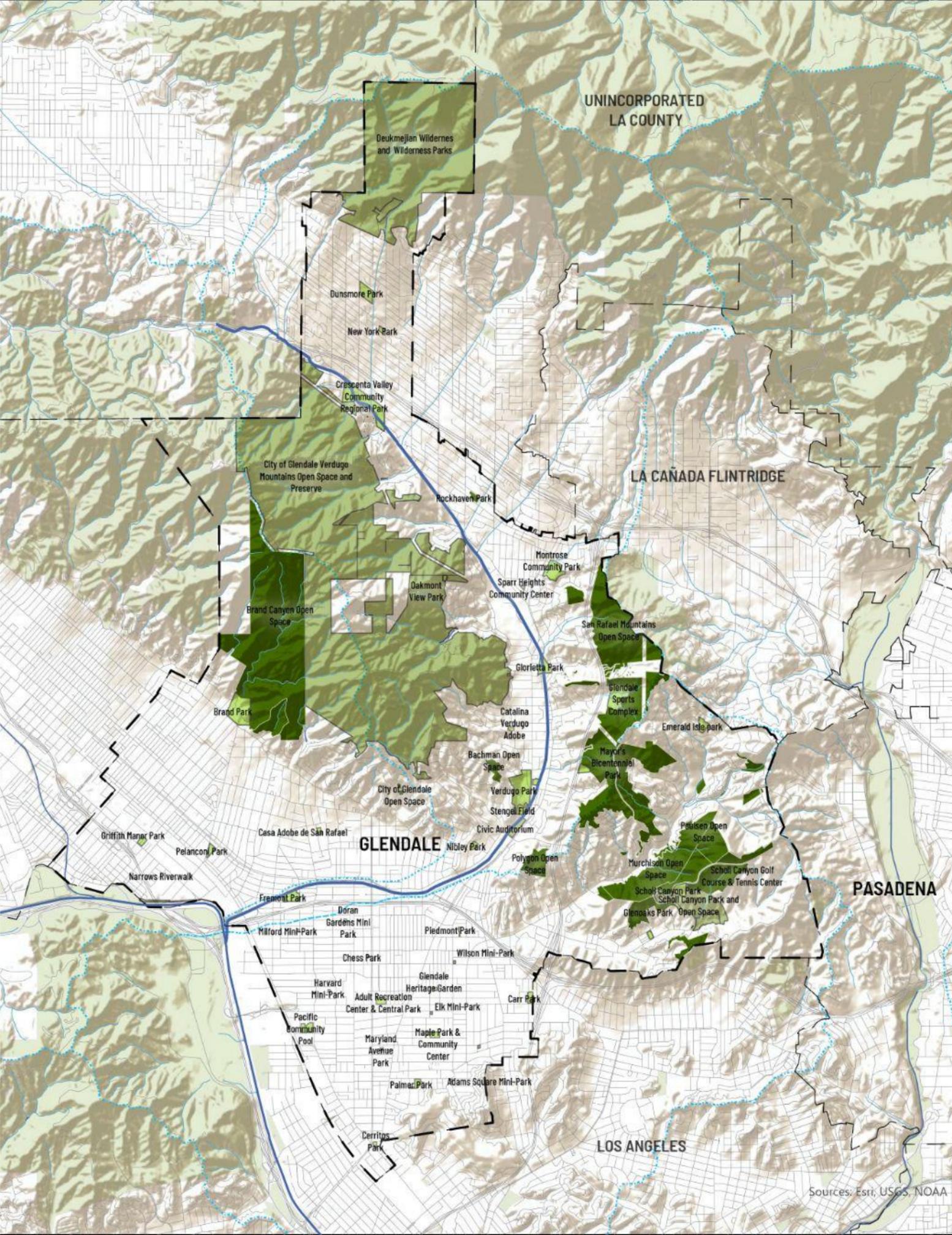
vi. Work Plan and Project Schedule

KEY

- Meetings or Engagement Events

	2025												2026									
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
TASK 1: Project Initiation + Project Management	PROJECT DURATION																					
Project Kick-off Meeting	●																					
Goal and Content Framing		●	●	●																		
Project Kick-off Meeting with Steering Committee			●																			
Project Status Meetings (16)	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
City Council Updates (3)				●					●			●										
PRCS Commission Updates (3)			●						●			●										
City Dept./Rep Meetings + Interviews (6)		●	●		●	●		●	●													
Agency Coordination (SCE, LA County, Etc. as needed) (4)				●					●			●							●			
Task 2: Community Outreach + Engagement	PROJECT DURATION																					
In Person Community Meetings (6)				●	●				●	●					●	●						
Stakeholder/Focus Group Meetings, Virtual (5)		●	●			●					●	●										
Community Pop-ups, In-Person (5)				●	●	●	●		●													
Task 3: Existing Conditions Analysis	12 WEEKS + 4 WEEKS REVIEW				REVIEW																	
Conceptual Design Meetings (Project Working Group) (2)		●	●																			
Task 4: Research + Analysis	22 WEEKS + 4 WEEKS REVIEW										REVIEW											
Task 5: Prep + Adoption of Amendments to the Elements													20 WEEKS + REVIEW AND CEQA PERIOD				REVIEW		ENVIRONMENTAL REVIEW PERIOD			
Task 6: Environmental Review Preparation	18 MONTHS																					
30-Day Public Comment Period & Scoping Meeting									●													
45-Day Public Comment Period & Public Meeting																		●				
Environmental Coordination and Meetings			●	●	●	●	●	●	●				REVIEW	●	●	●	●	●	●	●		
																		PUBLIC REVIEW PERIOD		●	●	

PARKS IN GLENDALE



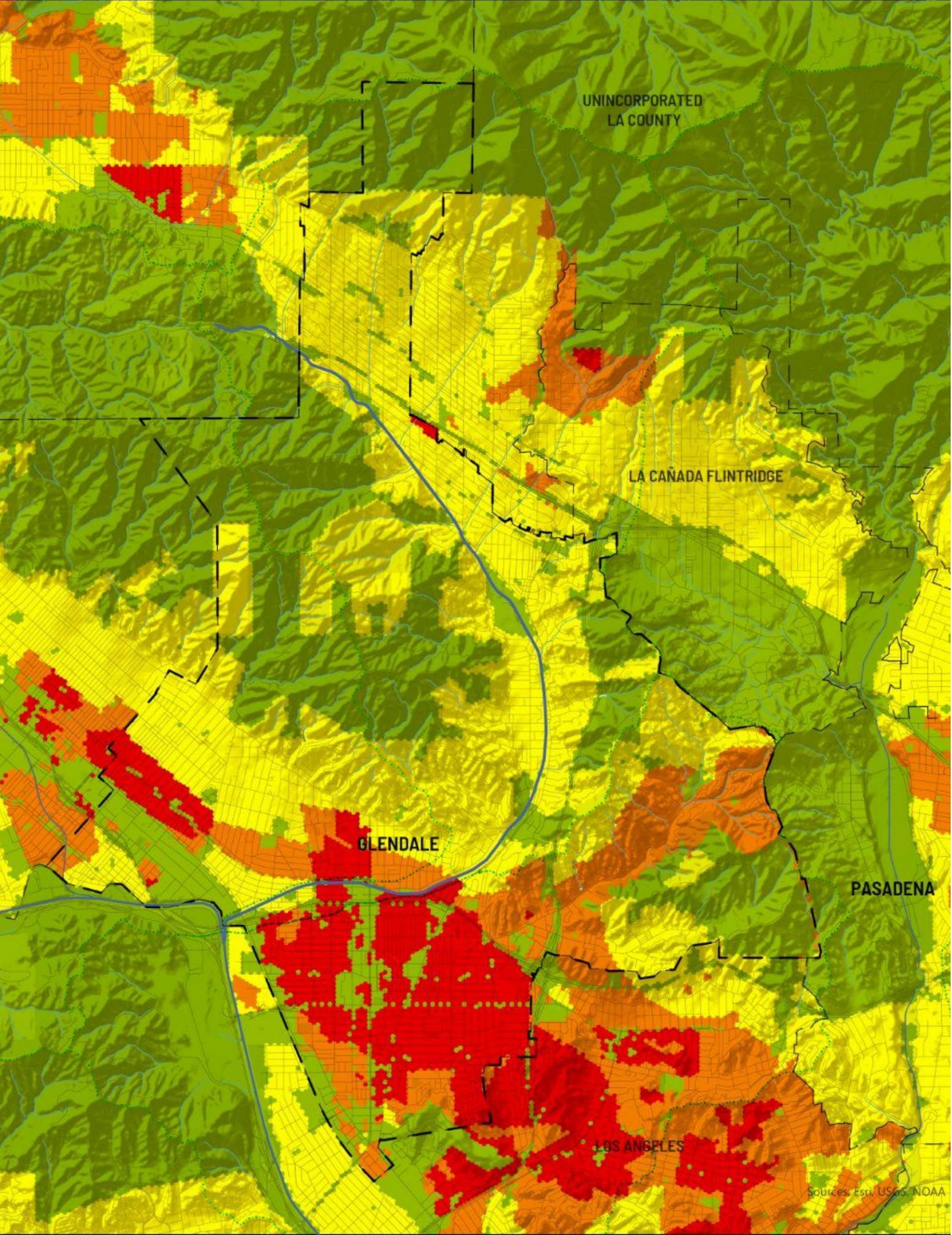
PARKS AND OPEN SPACES

-  Municipal Boundaries
-  Rivers, Channels, and Streams
-  Local Parks
-  Natural Areas
-  Regional Open Spaces

Source: Parks and Open Spaces, LA County GIS Portal. 2022.

Sources: Esri, USGS, NOAA

PARK NEED



LAC PARKS NEED

- Municipal Boundaries
- Rivers, Channels, and Streams
- Very High Need
- High Need
- Moderate Need
- Low Need
- Very Low/Existing Parkland

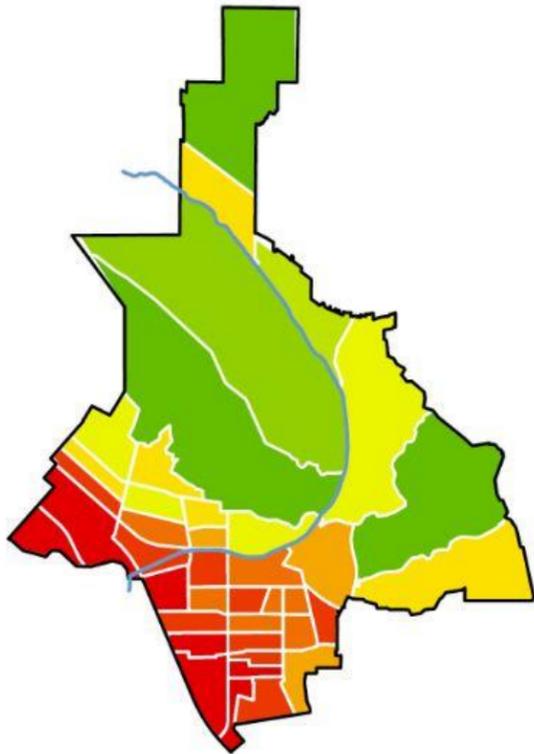
Source: Los Angeles Countywide Comprehensive Parks and Recreation Needs Assessment, 2016

Sources: Esri, USGS, NOAA

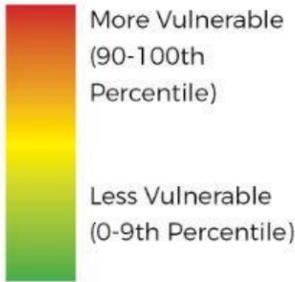
CRITERIA FOR PARKS NEEDS ASSESSMENT

CALENVIROSCREEN 4.0 ENVIRONMENTAL BURDEN

Communities near Downtown Glendale have higher environmental burdens



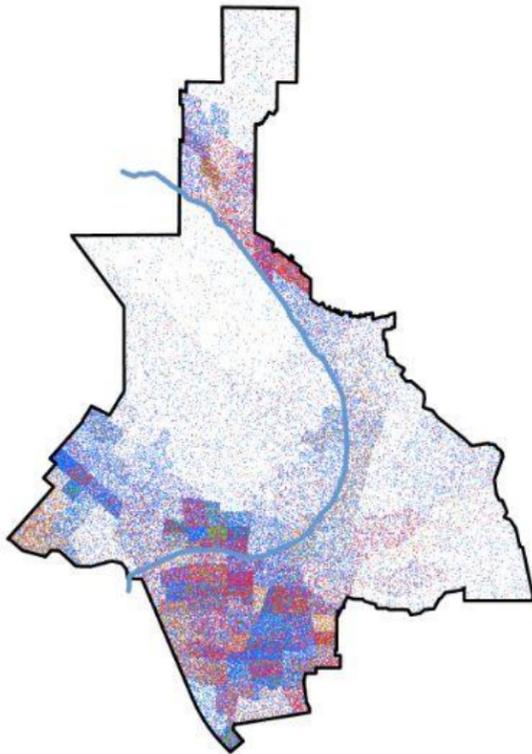
CALENVIROSCREEN 4.0 PERCENTILE



Source: California Office of Environmental Health Hazard Assessment, CalEnviroScreen, 2021.

RACIAL DIVERSITY IN GLENDALE

Glendale is a patchwork of diverse communities



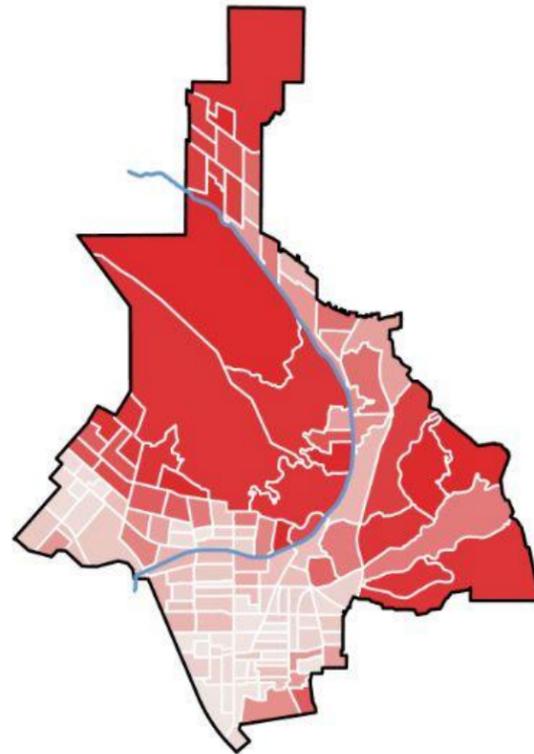
AMERICAN COMMUNITY SURVEY RACE/ETHNICITY



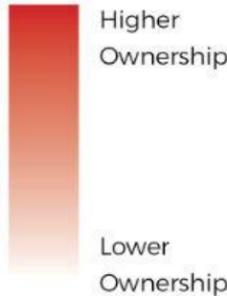
Source: U.S. Census Bureau, American Community Survey 2022 5-Year Estimates, 2022

HOME OWNERSHIP RATES

Renter rates are higher in downtown with home ownership peaking in the upper areas of the Verdugo Wash



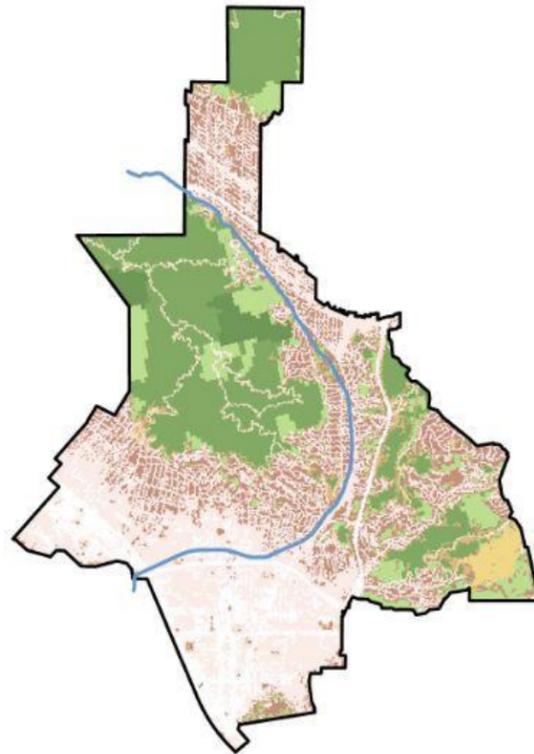
AMERICAN COMMUNITY SURVEY HOME OWNERSHIP



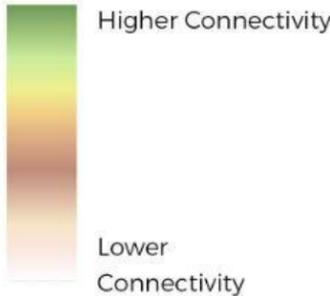
Source: U.S. Census Bureau, American Community Survey 2022 5-Year Estimates, Table B01001, 2022.

HABITAT CONNECTIVITY

The Verdugo Mountains provide essential habitat connectivity

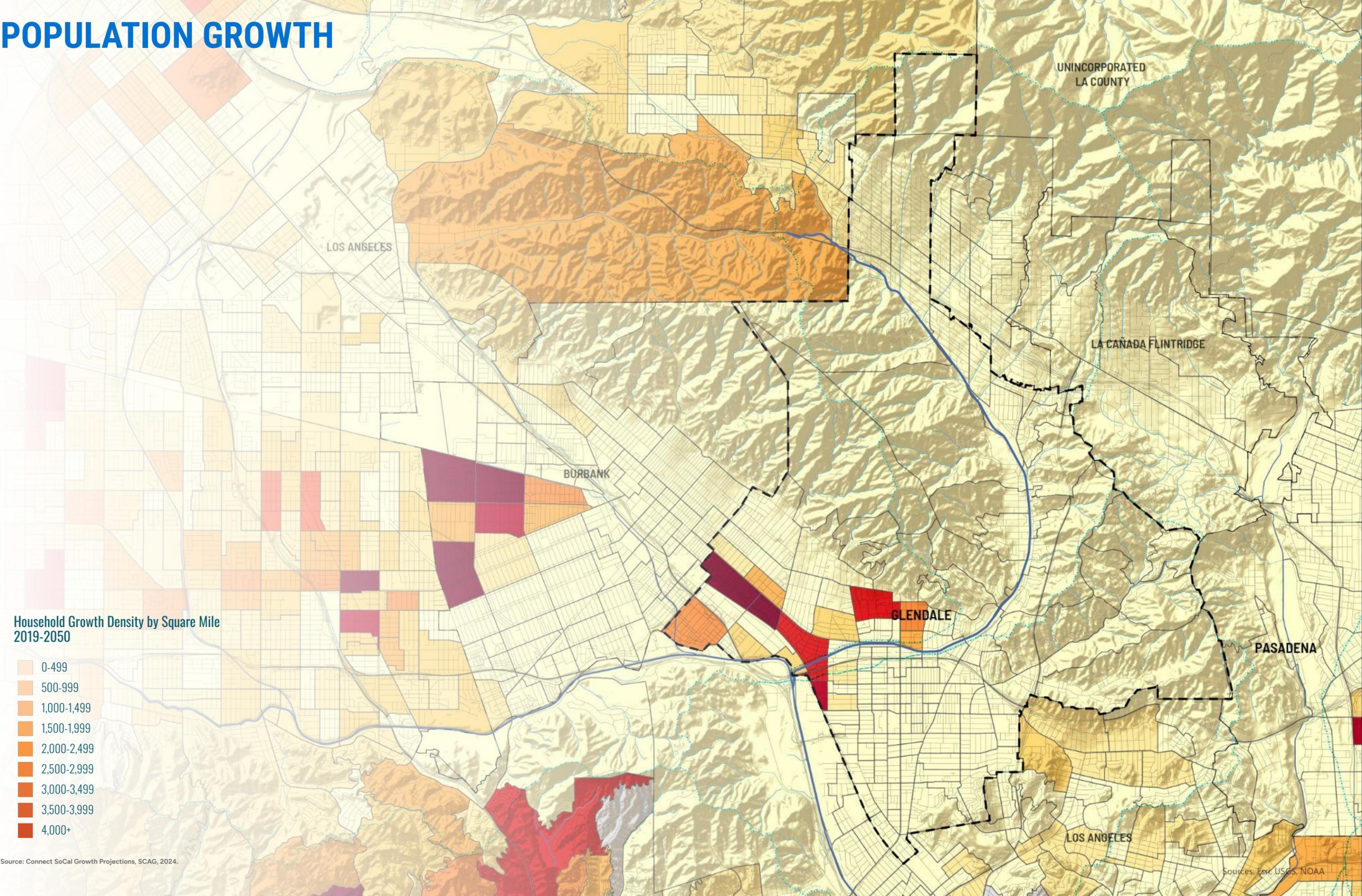


CALIFORNIA ESSENTIAL HABITAT CONNECTIVITY



Source: California Department of Transportation (Caltrans) and California Department of Fish and Game (CDFG), 2021.

POPULATION GROWTH



Household Growth Density by Square Mile
2019-2050

- 0-499
- 500-999
- 1,000-1,499
- 1,500-1,999
- 2,000-2,499
- 2,500-2,999
- 3,000-3,499
- 3,500-3,999
- 4,000+

Source: Connect SoCal Growth Projections, SCAG, 2024.

Sources: Esri, USGS, NOAA



40%+ Nationally



50%+ Nationally

RECREATION PROGRAM ASSESSMENT

- PROS Program Positioning Model (3PM) includes significant input from staff
- Outcome of the process will be successful and innovative recreation program offerings that result in:
 - Increased registration
 - Customer satisfaction
 - Customer retention
 - Increase in revenue

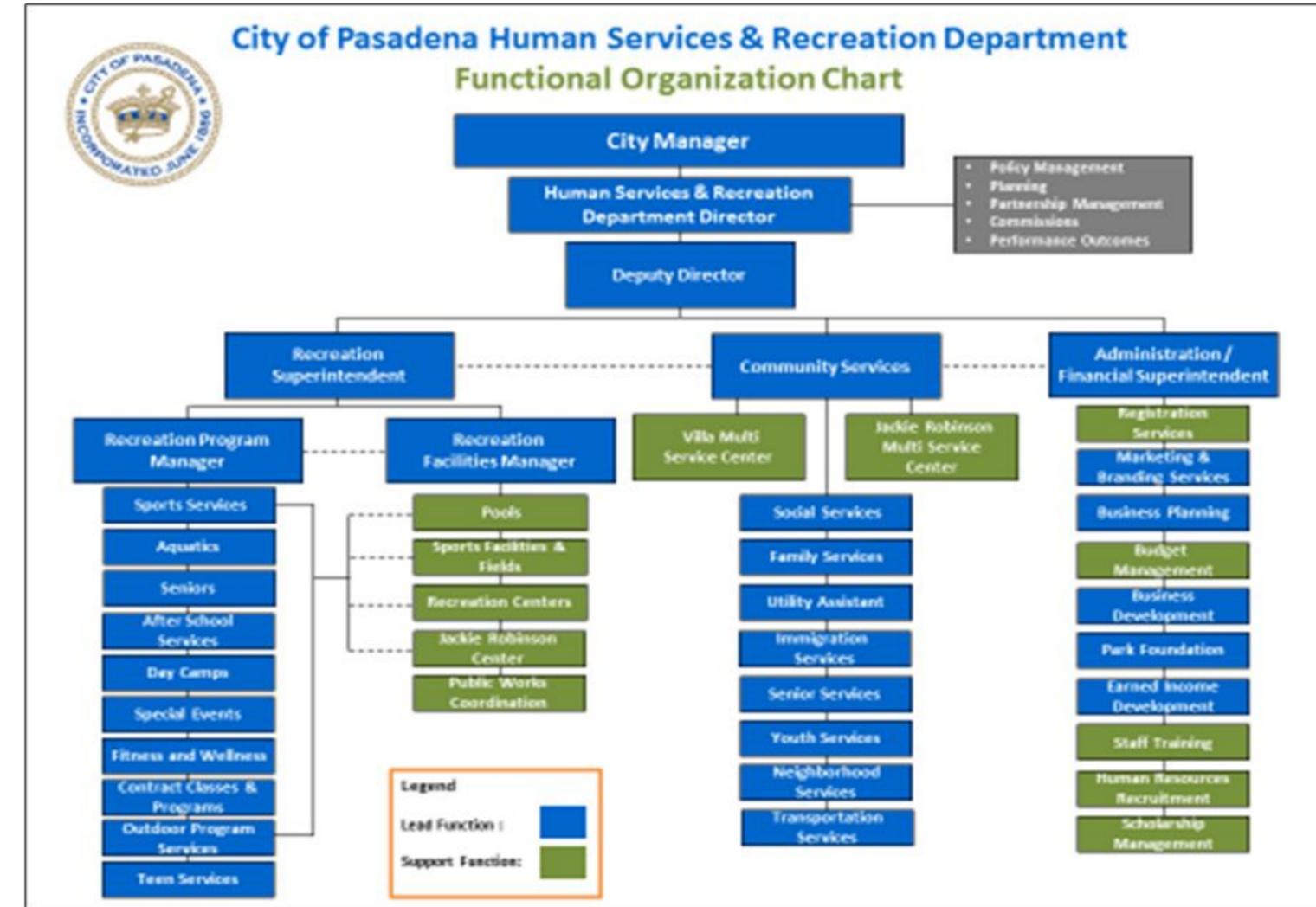
PROS Program Positioning Model Checklist

- Review of Program Development Process**
- Age Segment Distribution
- Lifecycle Analysis**
- Core Program Analysis and Development
- Similar Provider Analysis**
- Market Position and Analysis
- Technology Analysis**
- Staff Support for Service Delivery Excellence

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OPERATIONS AND MAINTENANCE REVIEW

- Evaluate each area of operations and focus on **right-staffing** not just right-sizing
- Evaluate policy and procedure to **ensure consistent implementation**
- Identify an **operational standards that are aligned** to the community's vision, mission and goals
- Create a **functional, outcome-driven organization**



FUNDING AND REVENUE STRATEGIES

Current

- General Fund
- Bonds
- Grants Impact Fees
- Enterprise Fund
- Fees

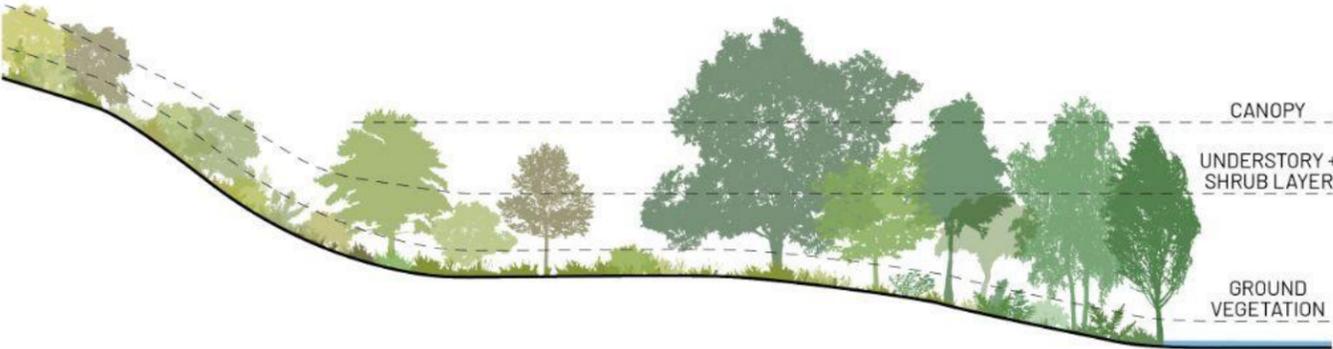
New

- Special Fees
- Public Private Partnership
- Parks and Recreation District (Large Facility needs)
- Special Improvement Districts
- Utility Corridor Easements
- Many Others

McCall PROS Funding Tools Community Input	% rated 4 or 5
Update the set fee that increases the cost of new residential building permits (Capital Expansion Fees)	69.8
Create a Recreation District for a Recreation/Aquatics Center property tax (using the McCall/Donnelly School District Boundary Area)	61.8
Create a new City boat ramp or other use areas fee (Daily \$15-25)	56.4
Create new specific LOT (Sales Tax) for park and recreation projects	52.4
Create a new bond measure (property tax covering the City) for large park and recreation projects	27.1

ECOLOGICAL SYSTEMS AND CONSERVATION

SCRUB AND CHAPARRAL WOODLAND RIPARIAN FOREST



SAMPLE PLANT COMMUNITY SPECIES LIST

ALLIUM PIN SAGE SCRUB

Abundant Pin Sage Scrub (Sagebrush Association)
 The community is found in sandy, rocky, non-grassy mesquite along streams. It is a community that includes many dry conditions and is considered a riparian community. Above the sage scrub there is the riparian community along the Los Angeles River and is appropriate on wetlands. It is a community that is found in the Los Angeles River and is appropriate on wetlands. It is a community that is found in the Los Angeles River and is appropriate on wetlands.

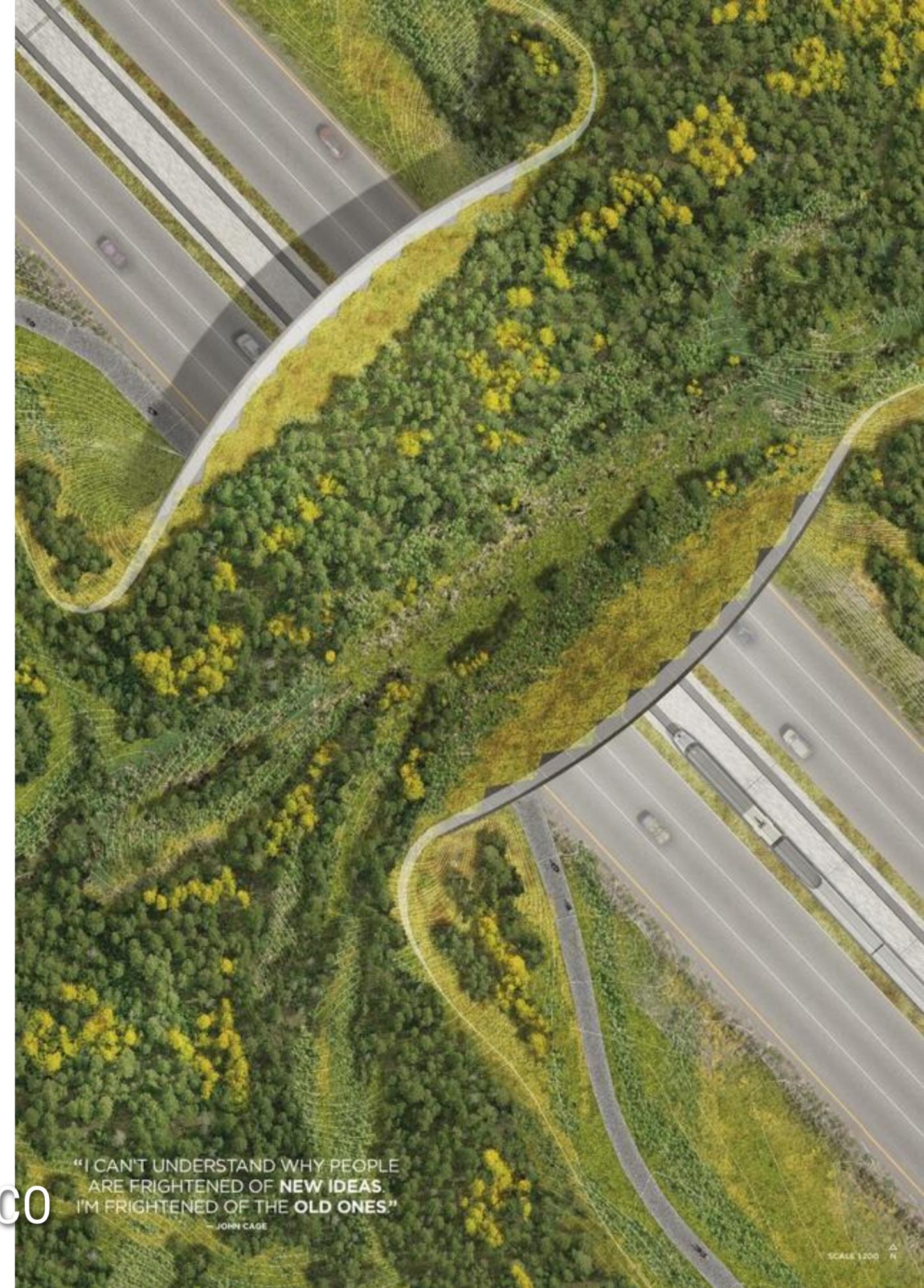
SPECIES	COMMON NAME	STEM PERFORMANCE				DESCRIPTIVE FEATURES												
		1	2	3	4	1	2	3	4	5	6	7	8	9	10	11	12	
...





**ARC INTERNATIONAL WILDLIFE CROSSING
INFRASTRUCTURE DESIGN COMPETITION | VAIL, CO**

OLIN



"I CAN'T UNDERSTAND WHY PEOPLE
ARE FRIGHTENED OF NEW IDEAS.
I'M FRIGHTENED OF THE OLD ONES."
— JOHN CAGE

SCALE 1:200



**ARC INTERNATIONAL WILDLIFE CROSSING
INFRASTRUCTURE DESIGN COMPETITION | VAIL, CO**

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EXPERIENCE



PARKS PLANNING



CULVER CITY PARKS PLAN | Culver City, CA



CLEVELAND PARKS & RECREATION PLAN | Cleveland, OH



FORT COLLINS PARKS AND RECREATION MASTER PLAN
Fort Collins, CO



LA RIVER MASTER PLAN | Los Angeles, CA

YOUR CULVER CITY PARKS

INTRODUCTION

Culver City Parks and Recreation Services (PRCS) owns and operates 13 parks.

DRAFT

MAP LEGEND

- Culver City Boundary
- PARKS AND OPEN SPACES**
 - Culver City Parks
 - Los Angeles County Parks
 - State Parks
 - Significant Ecological Areas
 - Countywide Multi-Use Trails
 - Water
- TRANSIT**
 - Bikeways
 - Roads
 - Freeways
 - Parking Lots
 - Building Footprints
 - Schools
 - Points of Interest

Culver West Alexander Park
3.1 acres

Carlson Park
2.7 acres

Veterans Memorial Park
13 acres

Tellefson Park
1.5 acres

Coombs Parkette
0.5 acres

Syd Kronenthal Park
6.0 acres

Culver City Park
42 acres

Blair Hills Park
1.6 acres

Lindberg Park
4.4 acres

Blanco Park
3.3 acres

El Marino Park
3.2 acres

Fox Hills Parkette
0.3 acres

Fox Hills Park
10 acres



LA RIVER MASTER PLAN | LOS ANGELES, CA

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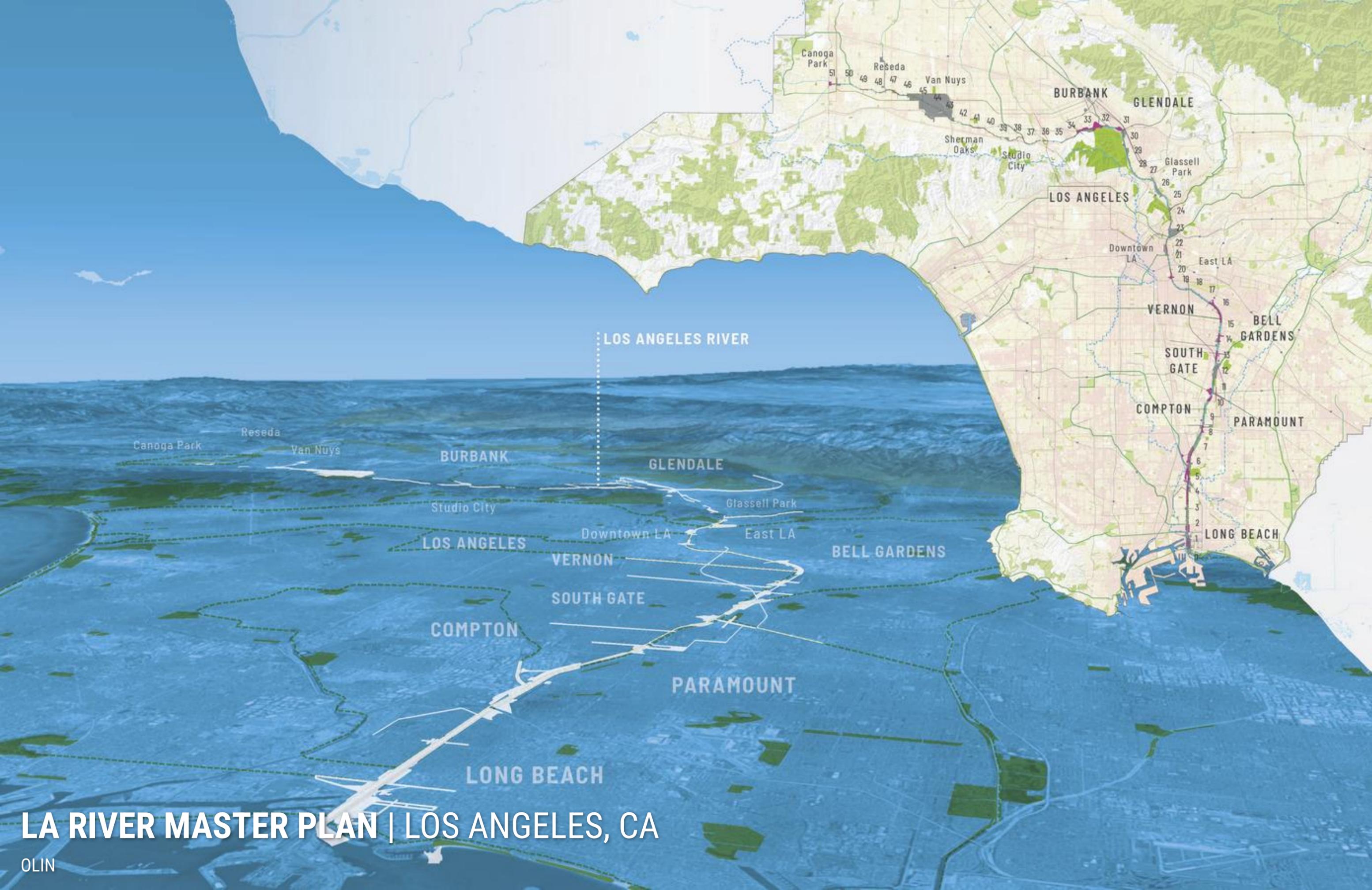
would you like to see in Fort Collins?

¿Qué nuevas tendencias o ideas innovadoras sobre parques y recreación le gustaría



CLEVELAND PARKS AND RECREATION PLAN | CLEVELAND, OH

OLIN



LOS ANGELES RIVER

Canoga Park
Reseda
Van Nuys

BURBANK

GLENDALE

Studio City

Glassell Park

LOS ANGELES

Downtown LA

East LA

VERNON

BELL GARDENS

SOUTH GATE

COMPTON

PARAMOUNT

PARAMOUNT

LONG BEACH

LONG BEACH

LA RIVER MASTER PLAN | LOS ANGELES, CA



SEPULVEDA BASIN VISION PLAN | LOS ANGELES, CA

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GLENDALE-LA GARDEN RIVER BRIDGE | LOS ANGELES, CA

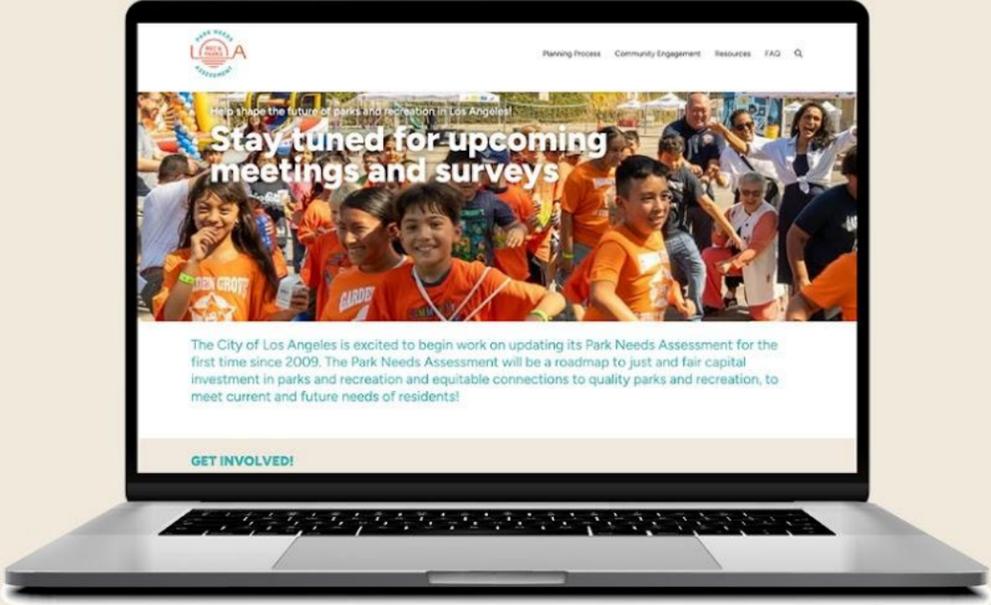
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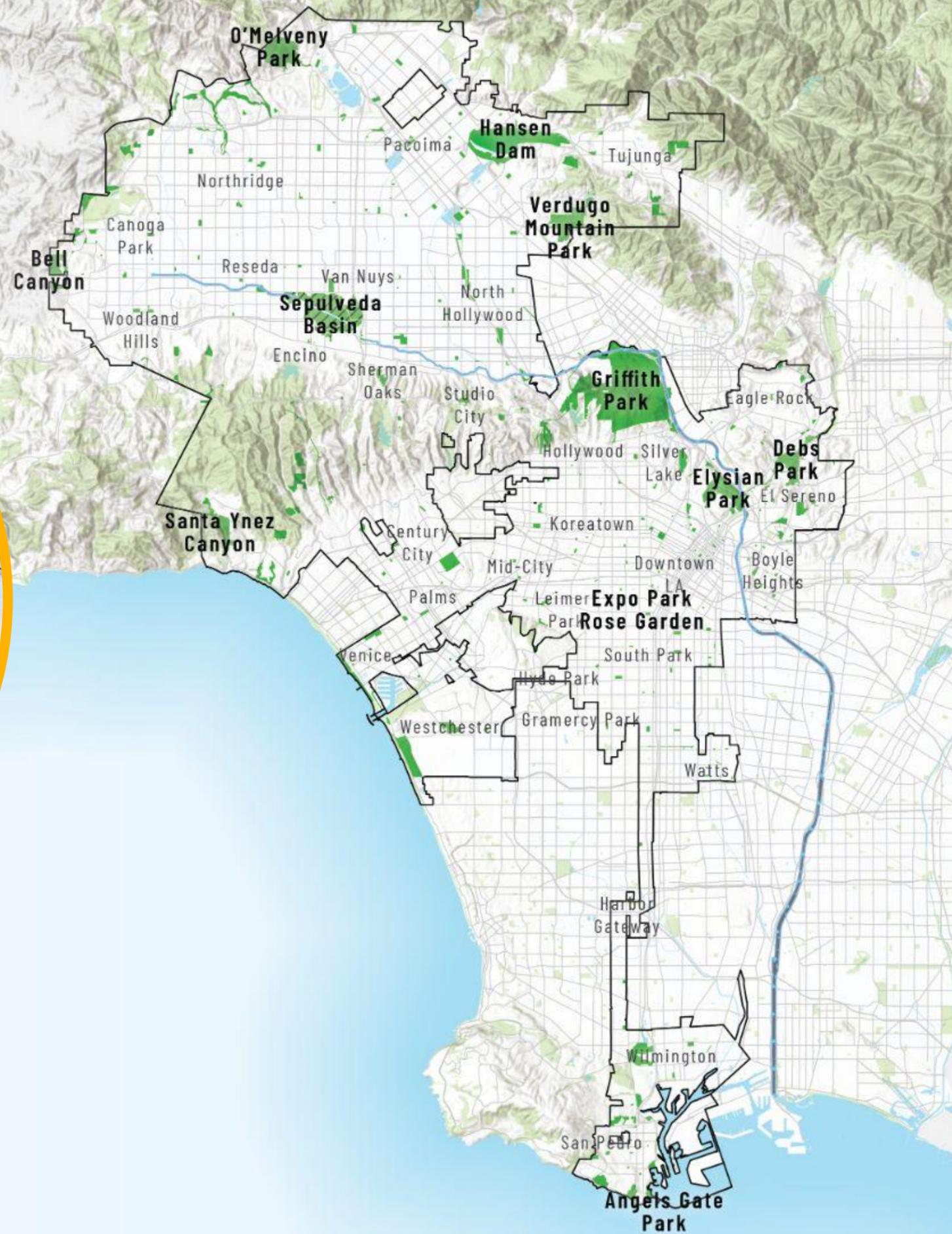


GLENDALE-LA GARDEN RIVER BRIDGE | LOS ANGELES, CA

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CITY OF LA PARK NEEDS ASSESSMENT





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