



Artsakh Avenue Urban Design & Placemaking

City Council Study Session
March 5th, 2019



Presentation Outline

1. Project Vision From The RFP
2. Existing Conditions
3. Identity For The Arts & Entertainment District
4. Big Moves
5. Arts & Culture
6. Programming & Activities
7. Project Approaches
8. Next Steps

Project Vision from the RFP

Project Vision from the RFP

"To elevate the character and qualities of Artsakh Avenue and the public alley and passageways, in order to implement an enticing, dynamic and visually invigorating network of pedestrian-friendly spaces and passages within the Arts and Entertainment District that attracts visitors, supports a variety of art, cultural and entertainment related options while maintaining adequate parking and traffic flow."

Project Objectives from the RFP

- Re-imagine Artsakh Avenue through streetscape, public art, landscape, etc. as the heart of the Arts and Entertainment District
- Enhance the alley between Brand and Artsakh as an integral part of the District
- Provide guidance on improvements to privately owned pedestrian passageways
- Make Artsakh Avenue more pedestrian-friendly, while protecting pedestrians from car traffic
- Maintain adequate accessibility to public parking garages (and loading/service emergency access)

Project Vicinity Map



Existing Conditions

Artsakh Avenue, Alley and Passageways

Varying Character

Between North and South Block



Existing Alley and Passageways

Public Alley



Passageway at The Marketplace



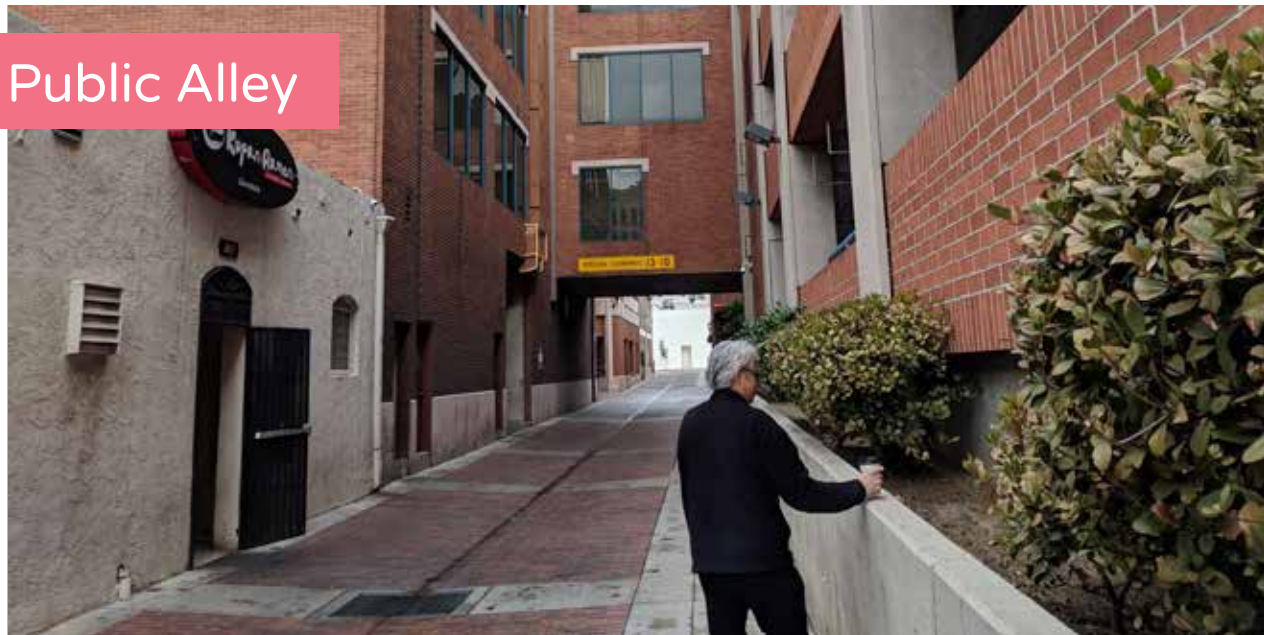
Passageway



Passageway



Public Alley



Defining the Identity for the Arts & Entertainment District

What do
you want
this to be?

1. A place for kids and families, with an emphasis on kid-friendly public spaces?
2. An adult playground with breweries, comedy clubs and maybe even a place where open containers are OK?
3. An artist colony with visual art, pops of color and interactive art components?

A Place for Kids and Families

Emphasis on kid-friendly public spaces



Detroit



Copenhagen



Oslo



Toronto



Boulder



An Adult Playground

Breweries, comedy clubs and open containers are OK



New York



Nashville



Austin



Boston



An Artist Colony

Visual art, pops of color and interactive art components



What do
you want
this to be?

Discussion



1. Place for kids and families, with an emphasis on kid-friendly public spaces?
2. An adult playground with breweries, comedy clubs and maybe even a place where open containers are OK?
3. An artist colony with visual art, pops of color and interactive art components?
4. All of the above? None of the above?

How do
you want to
incorporate
elements of
Artsakh?

1. Is it incorporating Artsakh through design?
2. Is it part of a larger “international theme?”



Is it incorporating Artsakh through design?

Icons



History



Events



Language



Colors



Culture



Is it part of a larger "international theme"?

Expressing Glendale's Diversity Through Cultural Expressions

San Francisco

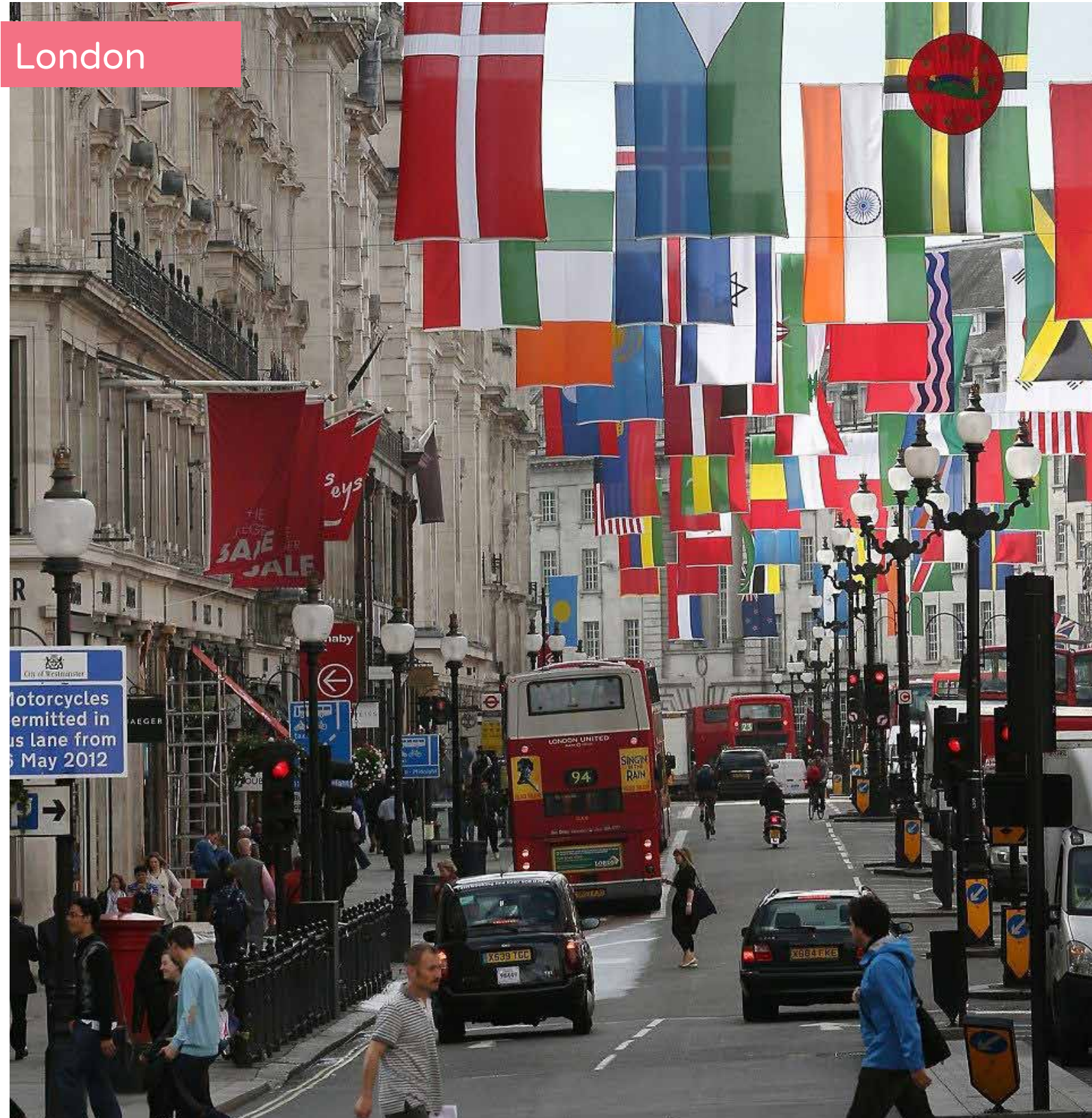


Los Angeles




Is it part of a larger "international theme"?

Expressing Glendale's Diversity Through Cultural Expressions



How do
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Artsakh?

Discussion

1. Is it incorporating Artsakh through design threads?
2. Is it part of a larger “international theme?”
3. Other ideas? 



Big Moves

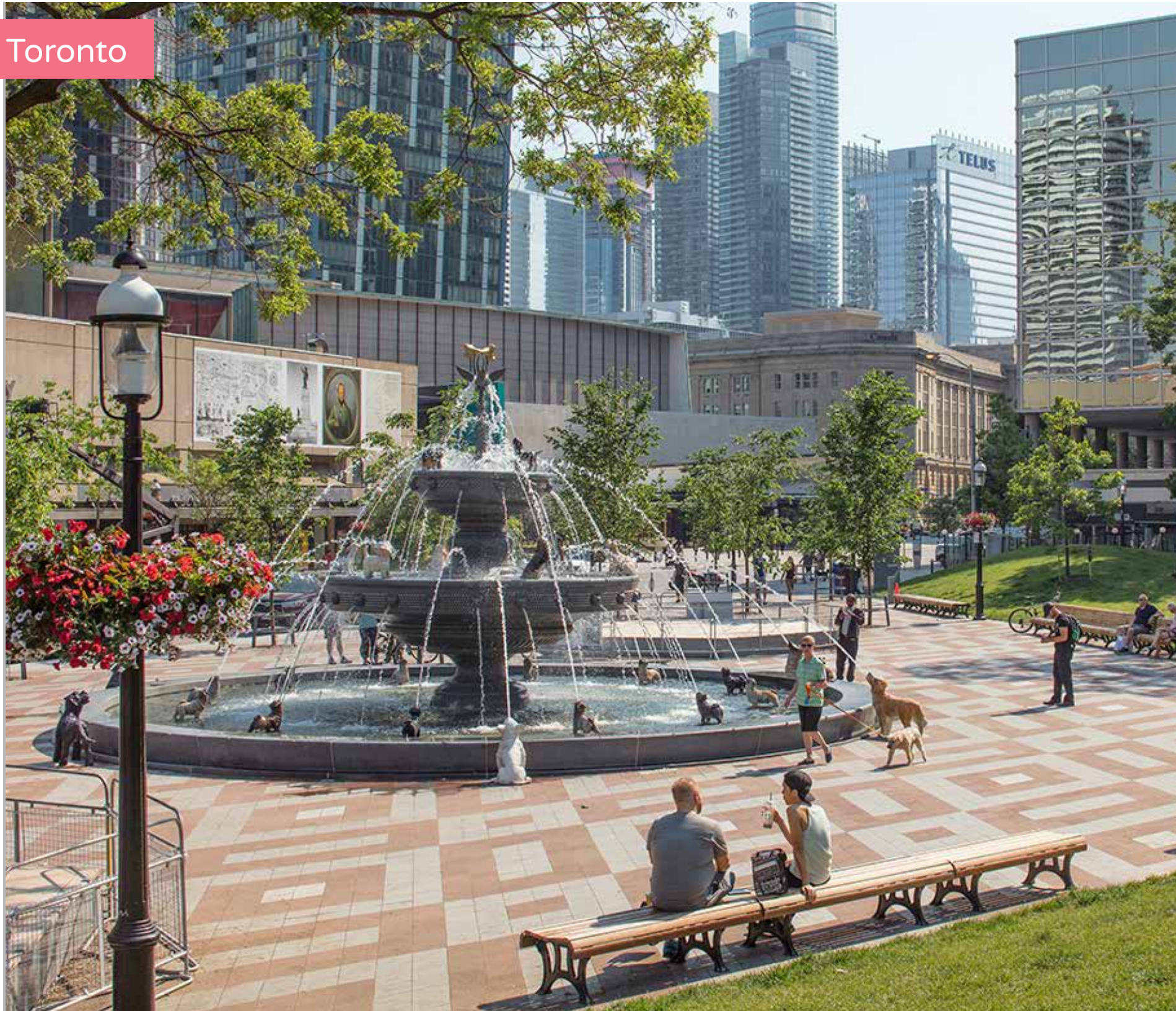
Large-Scale Design Elements

Which of
these would
you like to
see?

1. Public Spaces for Events and Gatherings
2. Pedestrianizing the Street
3. Creating a Performance Space
4. Interactive Water Features
5. Making Artsakh an Urban Green Space
6. Iconic Art Piece
7. Gateway Signage

Public Spaces for Events and Gatherings

Toronto



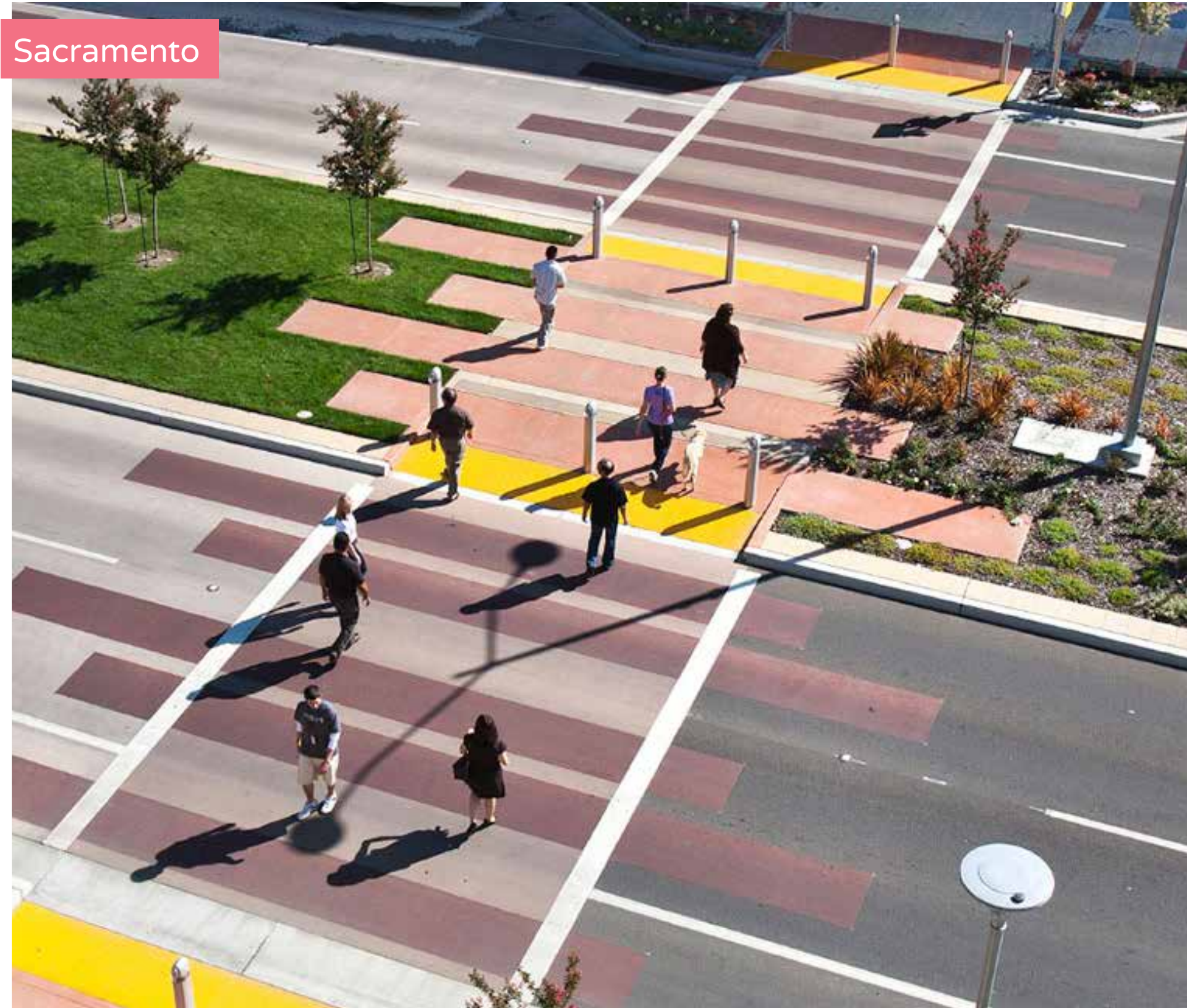
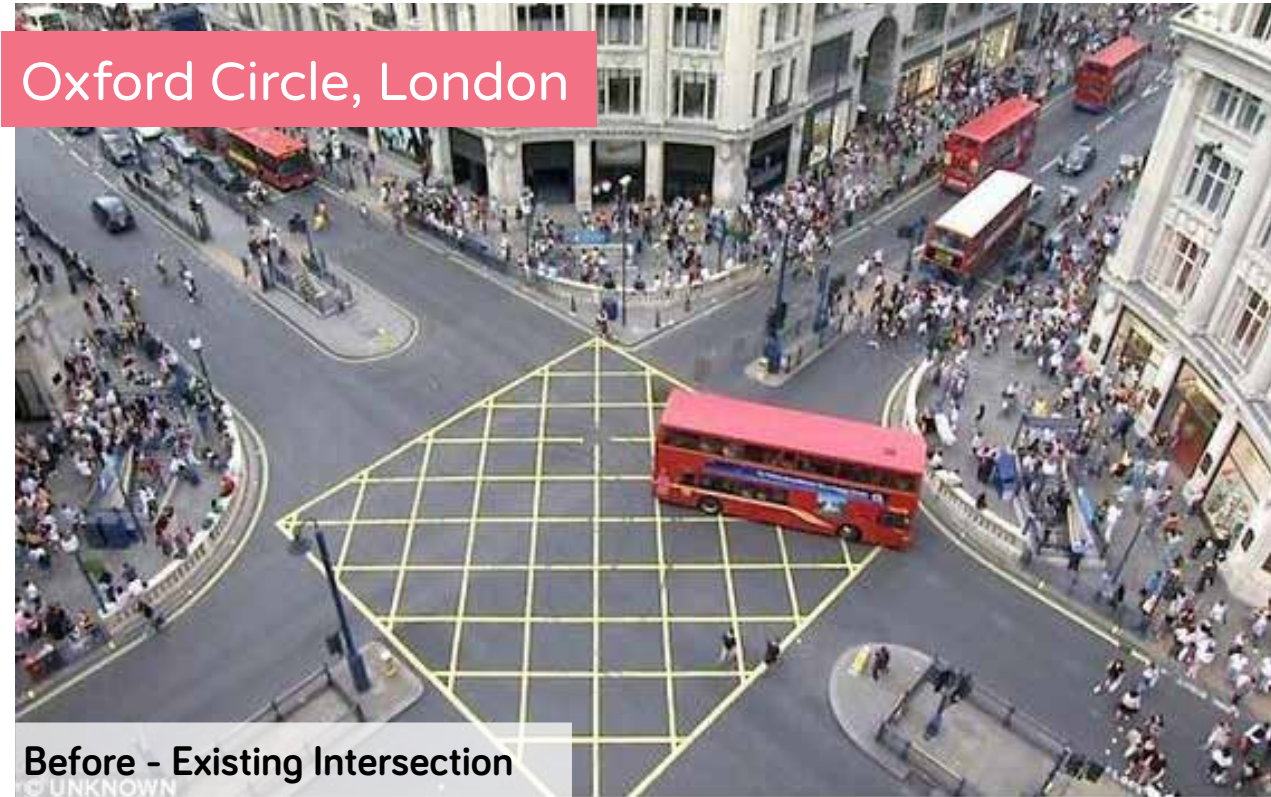
Barcelona



Yerevan

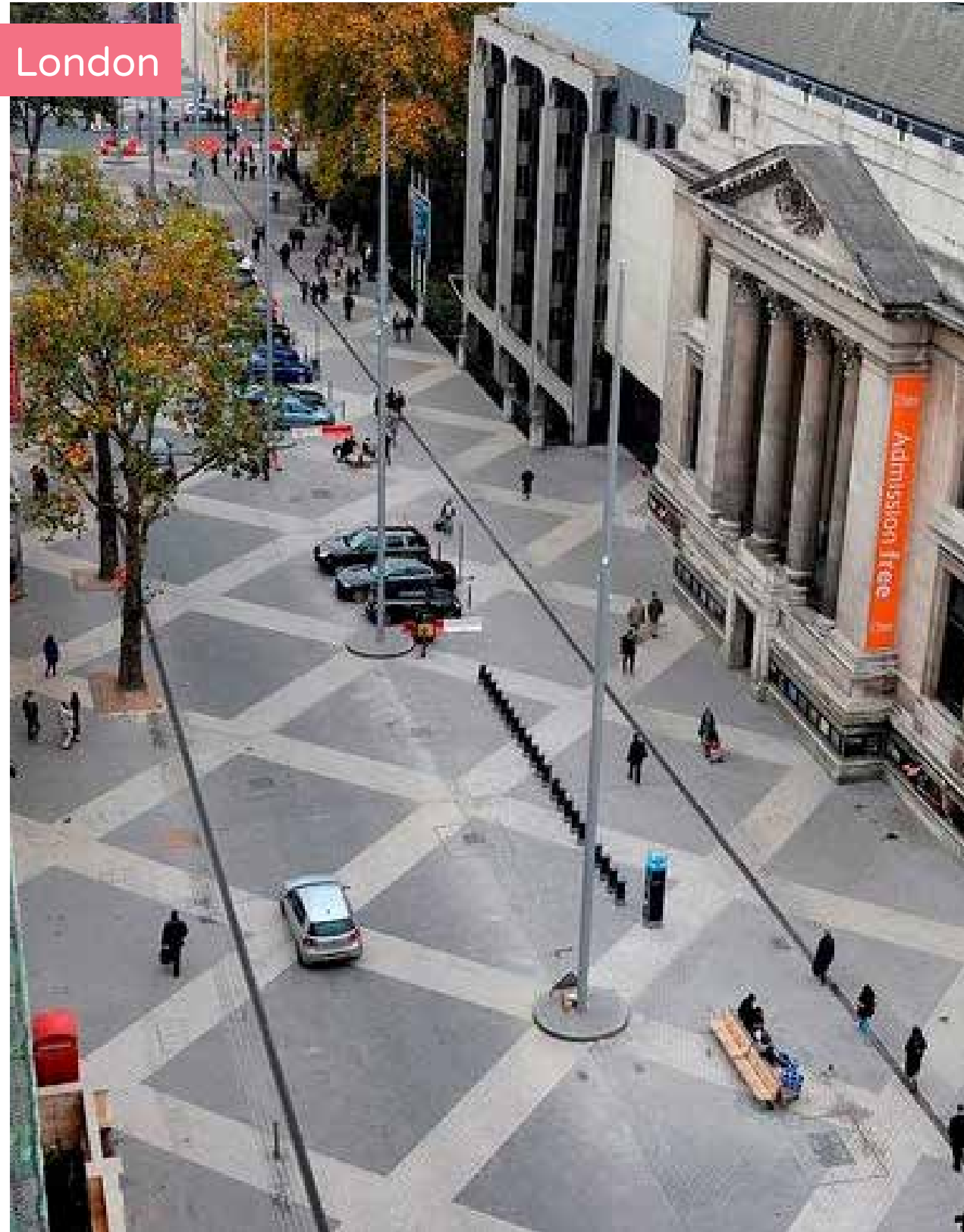


Pedestrianizing the Street - Raised Crosswalks



Pedestrianizing the Street - Zero Curb Street

London



Brighton



Creating a Performance Space



Interactive Water Features

Toronto



New York



Making Artsakh an Urban Green Space

Paris



Montreal



Melbourne



Buffalo



Sydney



Iconic Art Piece

Montreal

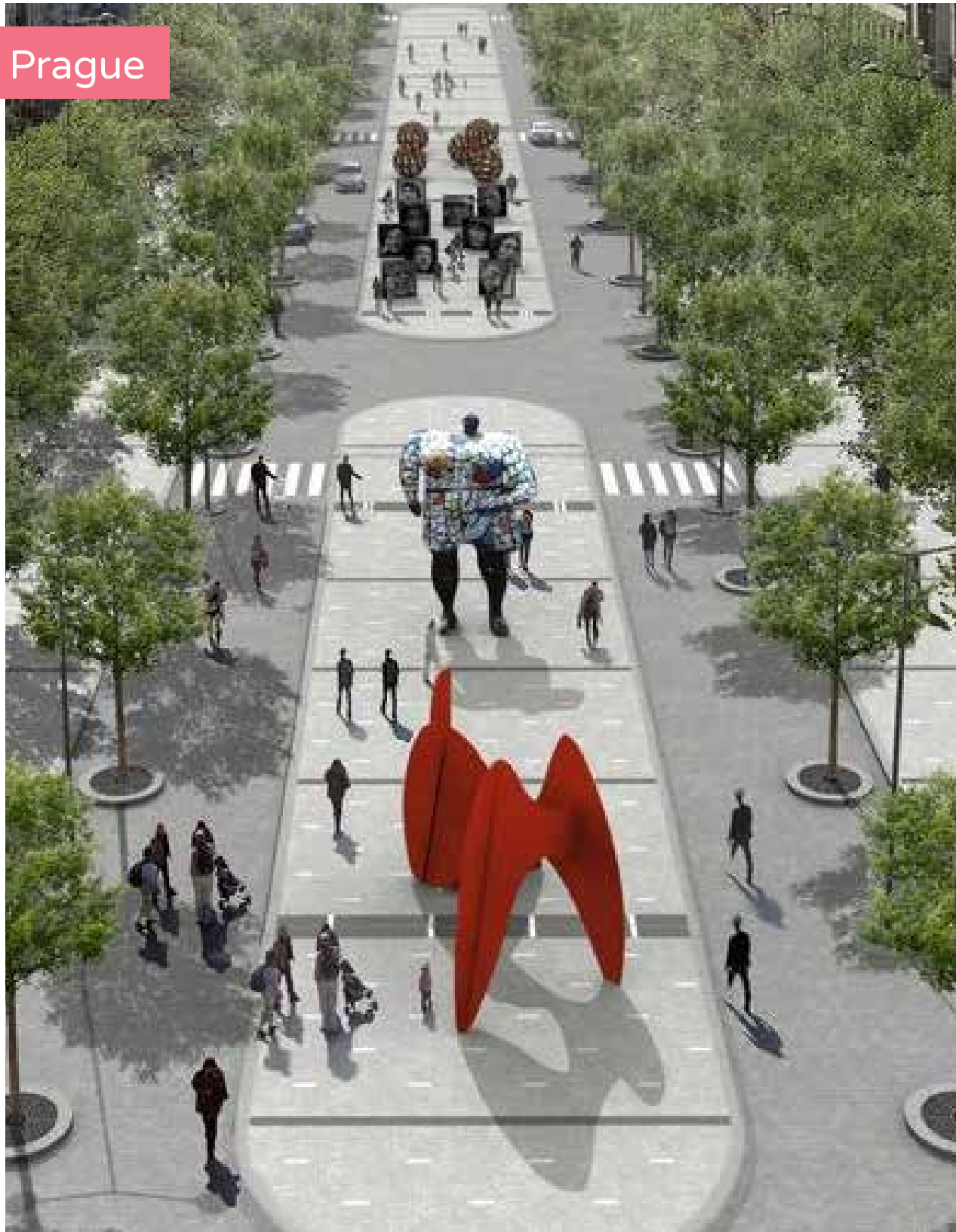


Houston



Iconic Art Piece

Prague



Yerevan



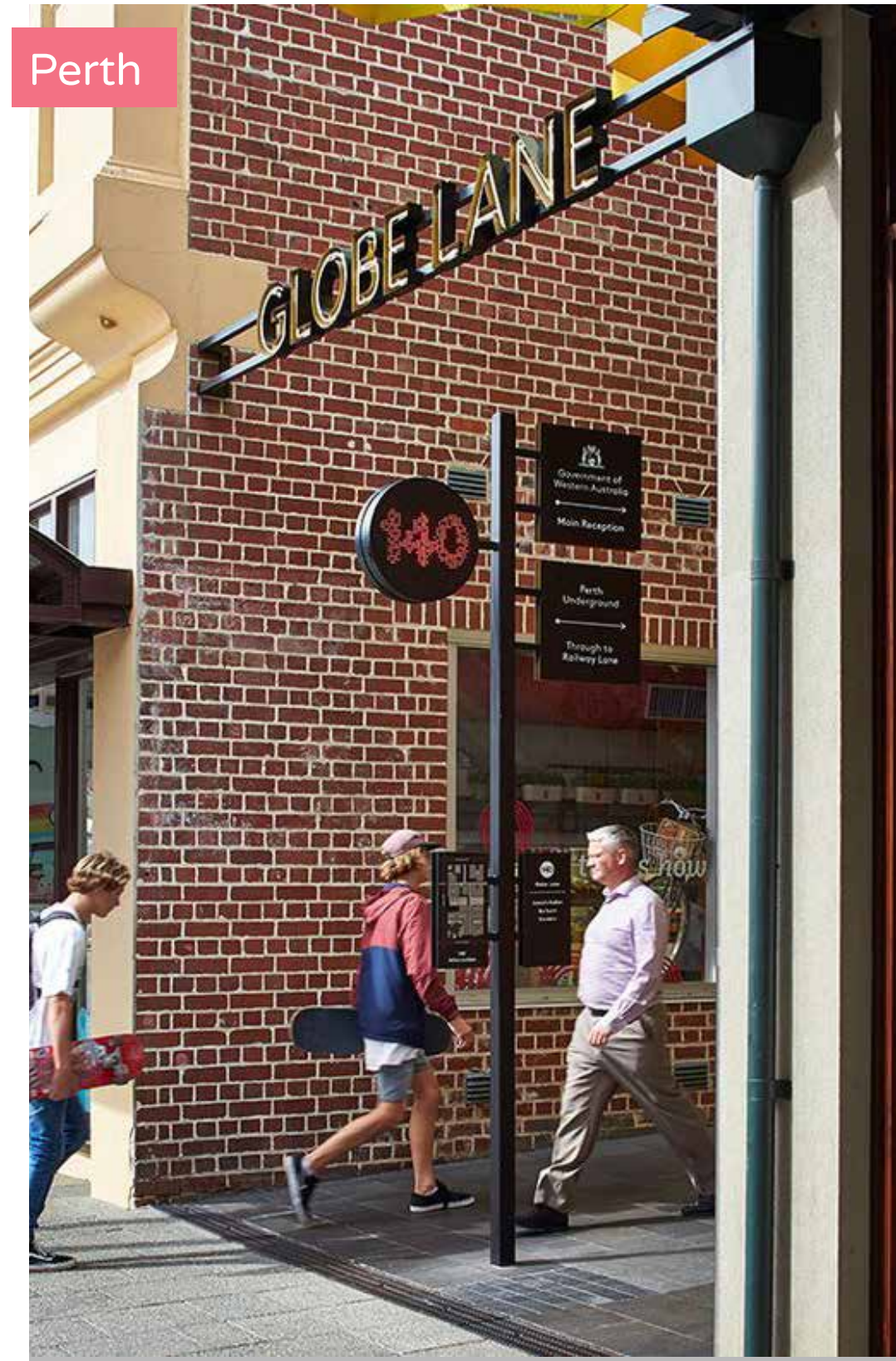
Gateway Signage



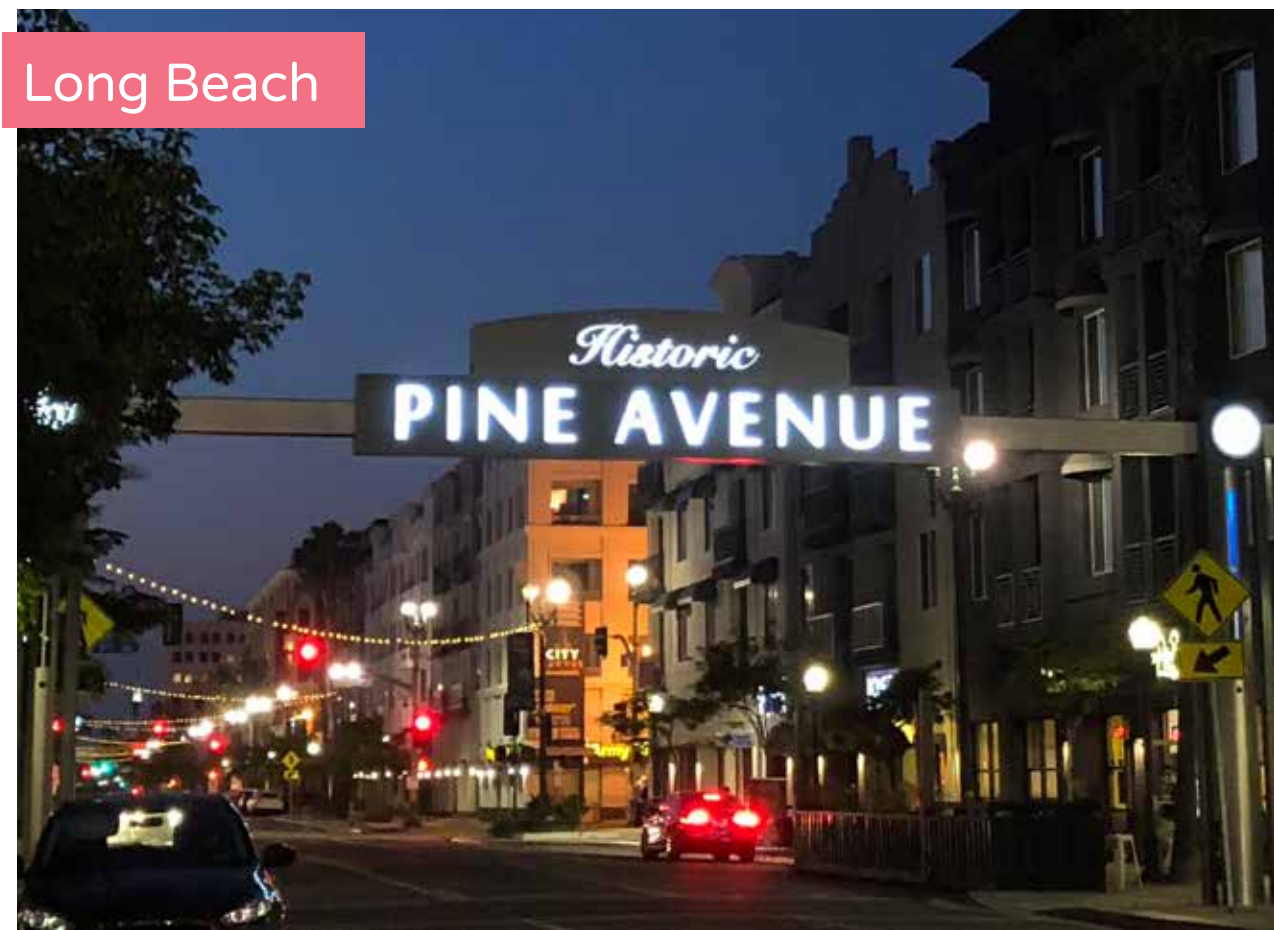
South Gate



Rome



Perth



Long Beach

Which of
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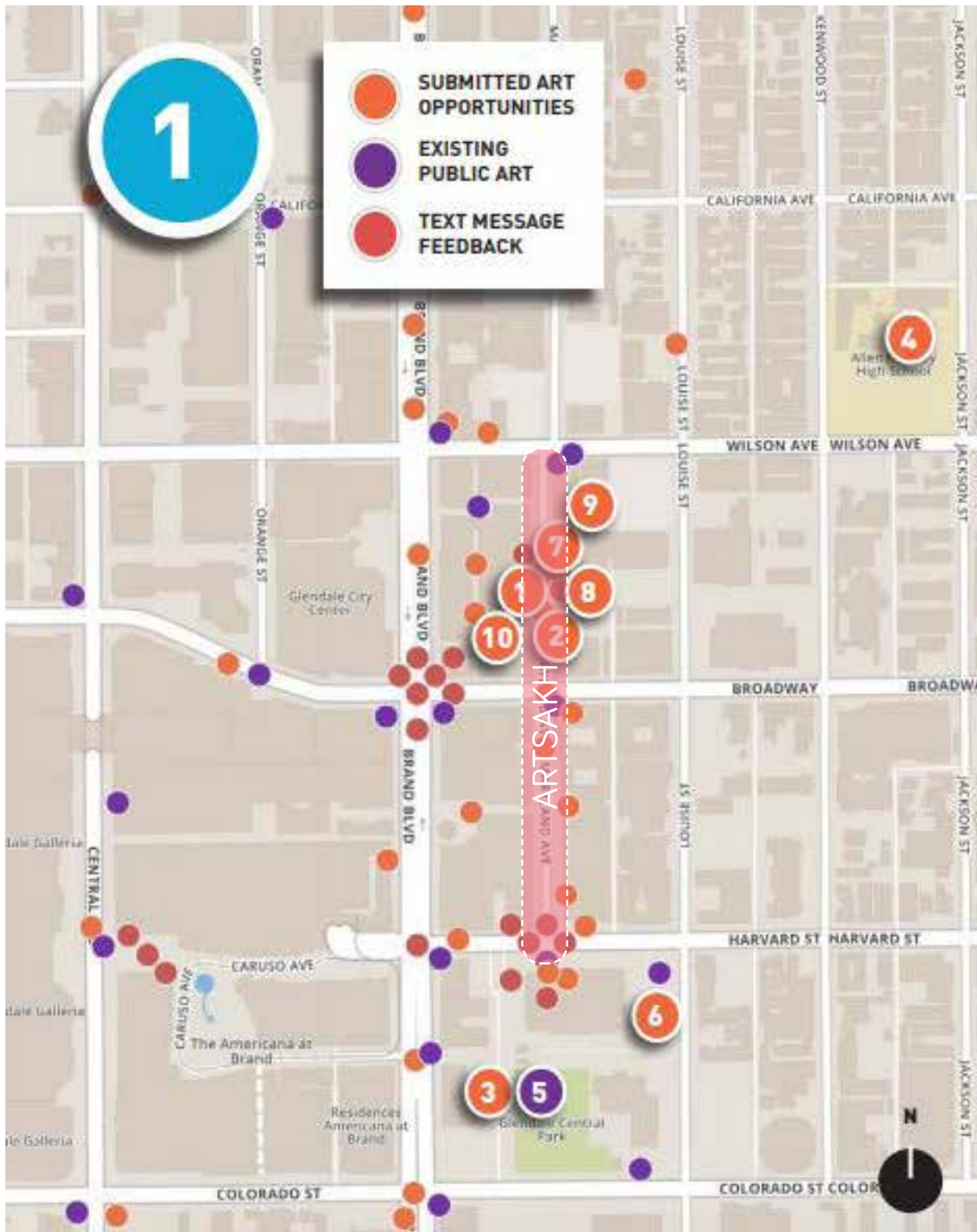


1. Public Spaces for Events and Gatherings
2. Pedestrianizing the Street
3. Creating a Performance Space
4. Interactive Water Features
5. Making Artsakh an Urban Green Space
6. Iconic Art Piece
7. Gateway Signage
8. Other Ideas?

Discussion

Arts & Culture

Do you want to implement recommendations from the Urban Art Program Plan for Artsakh?



- Artist-designed street enhancements (benches, light fixtures, tiling, etc.)
- Temporary public art opportunities
- Artist-designed light installations
- Partnerships with local artists
- Using storefronts as pop-up performance venues, art galleries, cultural food spaces, and other creative businesses

What other  ideas do you have for integrating art into the Arts & Entertainment District?

1. Sculptures
2. Wall Art
3. Artist-Designed Creative Signage
4. Digital Art/Projections
5. Overhead Installations
6. Buskers
7. Small Performances/Street Theater
8. Cultural Festivals
9. Integrating Art from nearby Galleries and Museums

Visual Art

Sculptures, Wall Art

Long Beach



Portland



Miami



San Francisco



Boston



Visual Art

Sculptures, Wall Art

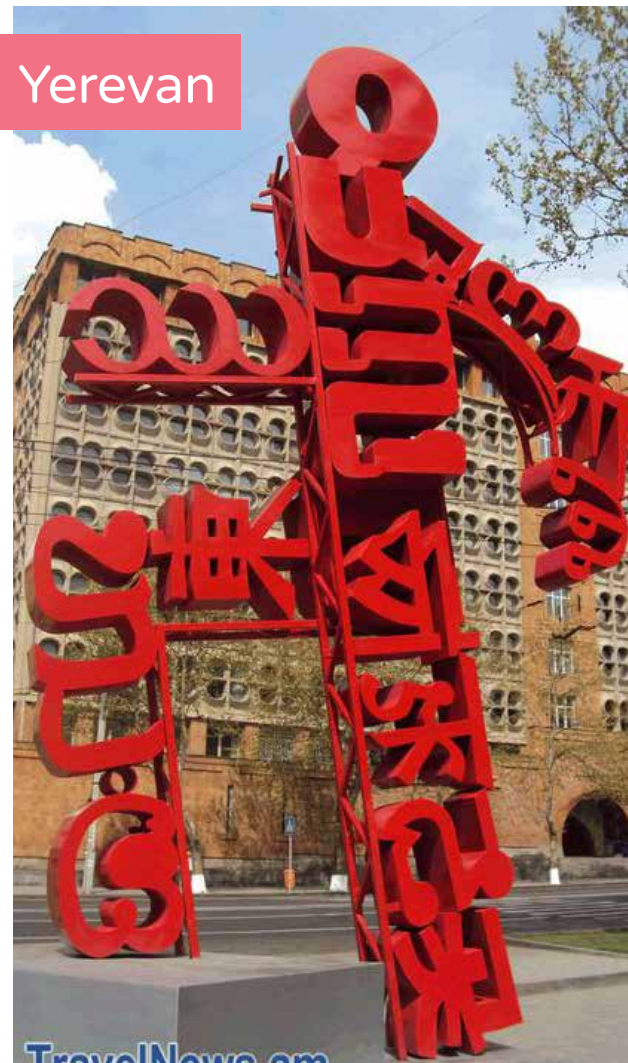
Miami



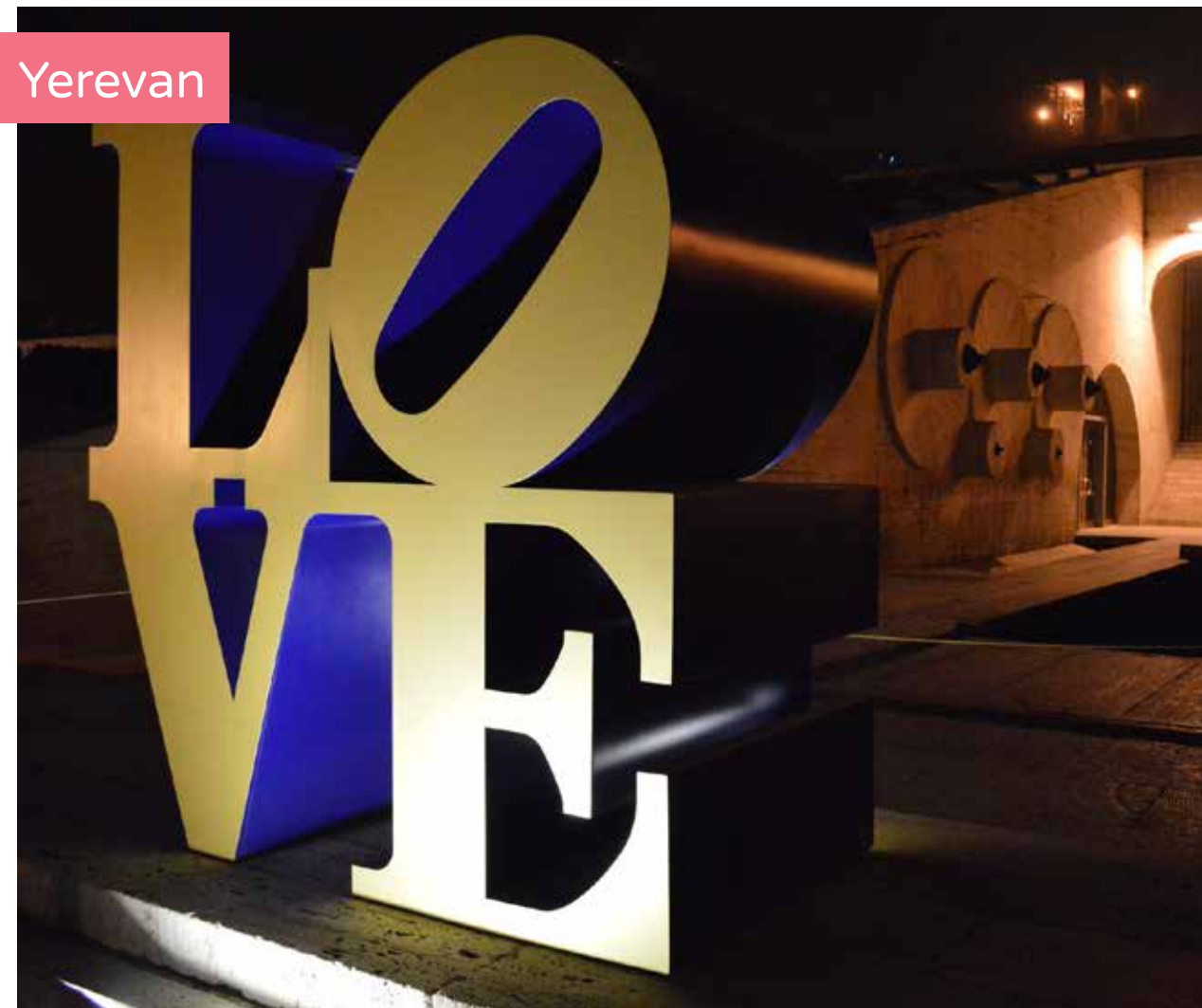
Los Angeles



Yerevan



Yerevan



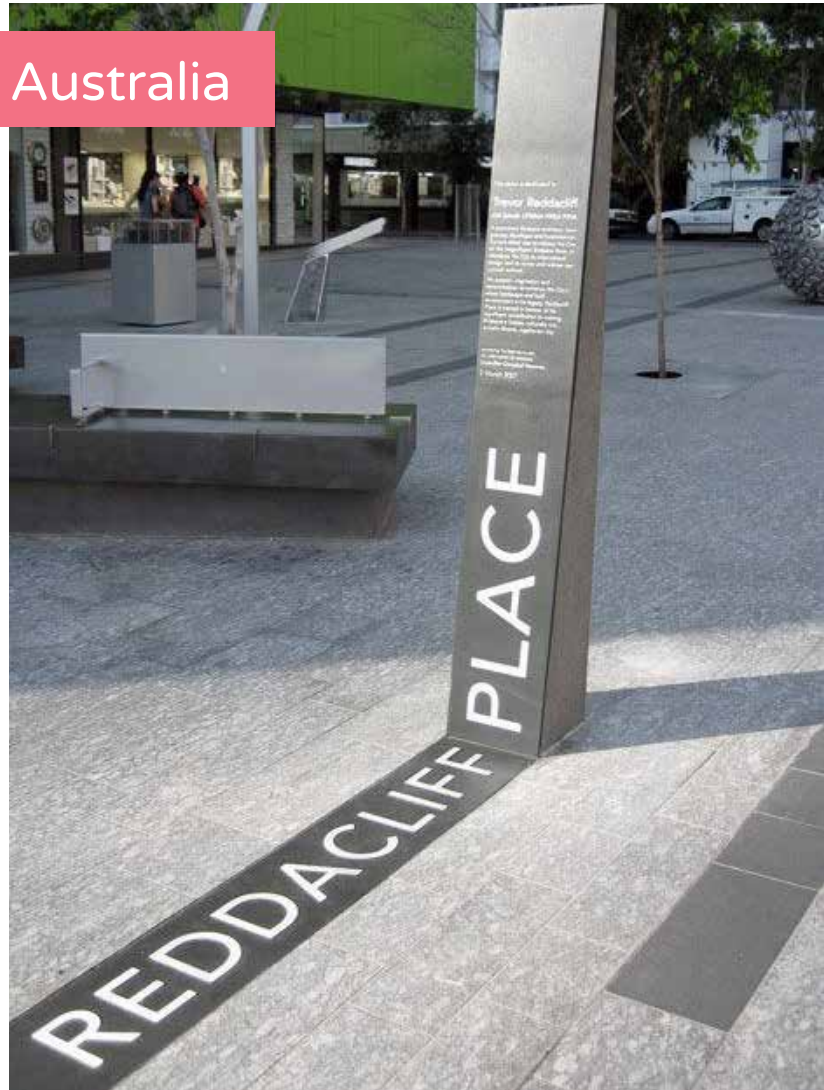
Sweden



Visual Art

Artist-Designed Creative Signage, Overhead Art

Australia



Chicago



Liverpool



Amsterdam



Visual Art

Digital installations, Overhead Art

Detroit



Copenhagen



Lisbon



Perth



Miami



Performances

Buskers, Small Performances, Street Theater, Festivals

London



Minneapolis



New York



Los Angeles



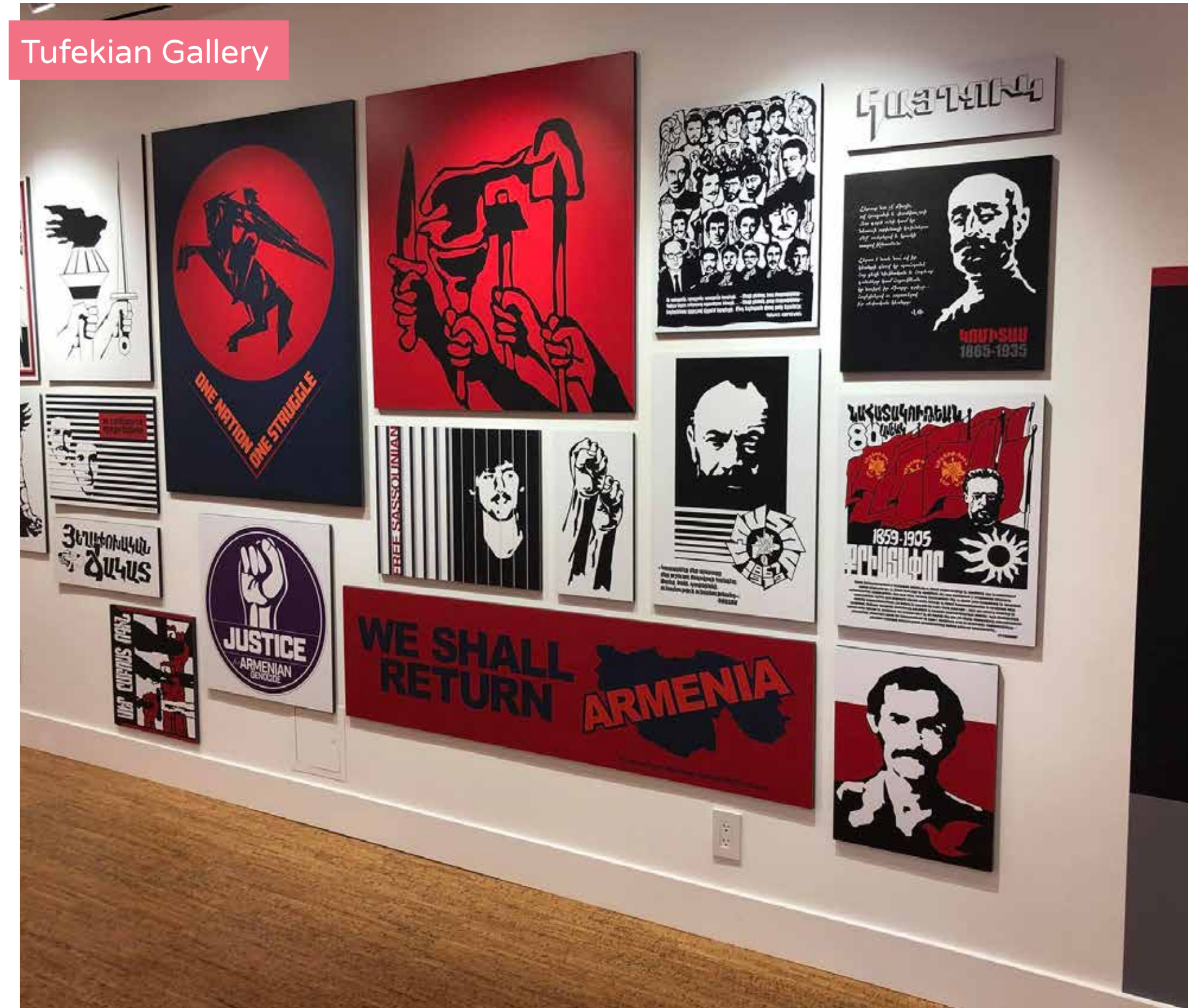
New York



Integrating Art

From nearby Galleries and Museums

Tufekian Gallery



Museum of Neon Art




Roslin Gallery



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Discussion

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8. Cultural Festivals
9. Integrating Art from nearby Galleries and Museums
10. Other Ideas?



Programming & Activities

What type
of events do
you want to
see and how
frequent?



1. Passive Activities – A place to stroll and shop, sit alone or meet friends, have a drink or meal, play games or relax with ambient music and lighting?
2. Active Programming – Regularly scheduled and special events?

Passive Activities

Street Furnishings + Food & Beverage, Interactive Art Pieces

Barcelona



New York City



Philadelphia



Hamburg



Passive Activities

Ambient Music, Lighting, Games, Play Elements



Active Programming

Regularly Scheduled and Special Events

Vancouver



Philadelphia



Melbourne



Melbourne



Active Programming

Regularly Scheduled and Special Events



Glendale



Pasadena



Los Angeles



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2. Active Programming – Regularly scheduled and special events?
3. All or none of the above? Other ideas?

Project Approaches

Targeted Enhancements VS Comprehensive Improvements

1. Totally improved with Targeted Enhancements –

Do we use what is already there and build on it?

- What elements do you love and would like to preserve?



What elements are not necessary/ outdated, and would you like to see removed?

2. Totally new with Comprehensive Improvements –

Do we scrap it all and start anew?

Targeted Enhancements

Incremental Improvements to the Existing Streetscape



Targeted Enhancements

Incremental Improvements to the Existing Streetscape

Los Angeles



Lisbon



Santa Monica



What existing street elements would you love to preserve?



Comprehensive Enhancements

Starting Over with a New Streetscape Design



Netherlands



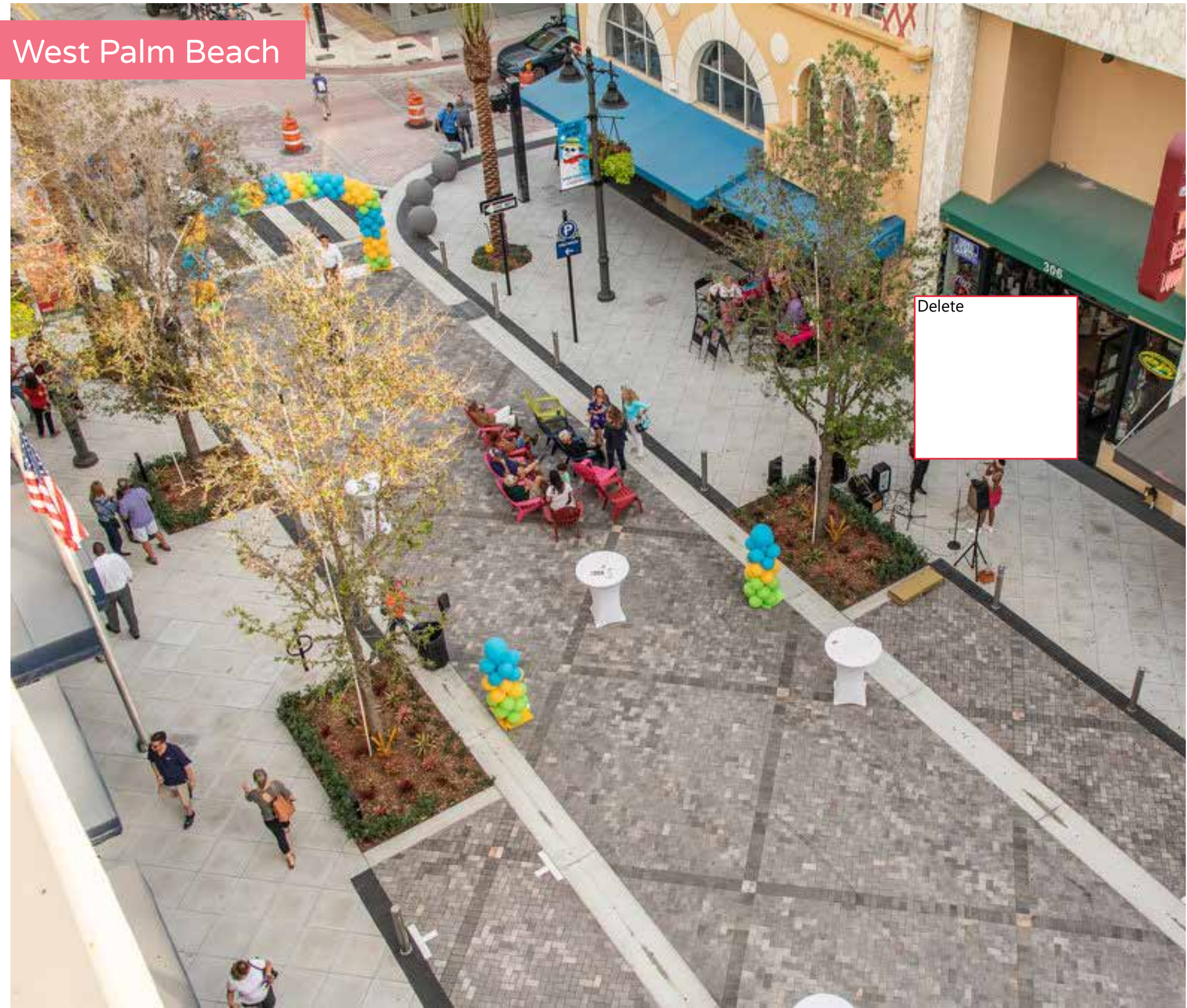
Buenos Aires



Comprehensive Enhancements

Starting Over with a New Streetscape Design

West Palm Beach



Santa Monica



Halifax



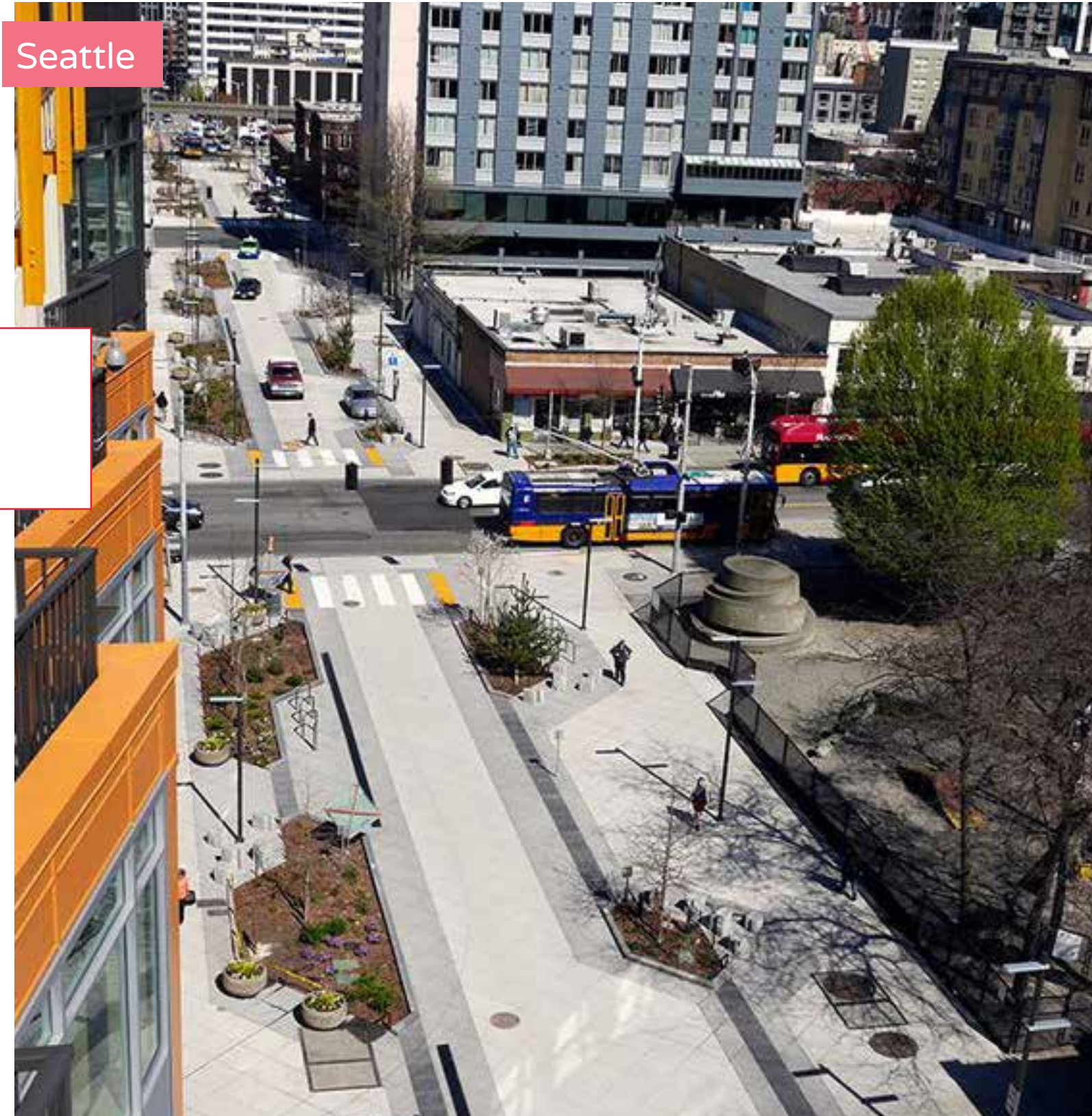
Comprehensive Enhancements

Starting Over with a New Streetscape Design

Copenhagen



Seattle



Targeted Enhancements VS Comprehensive Improvements

Discussion

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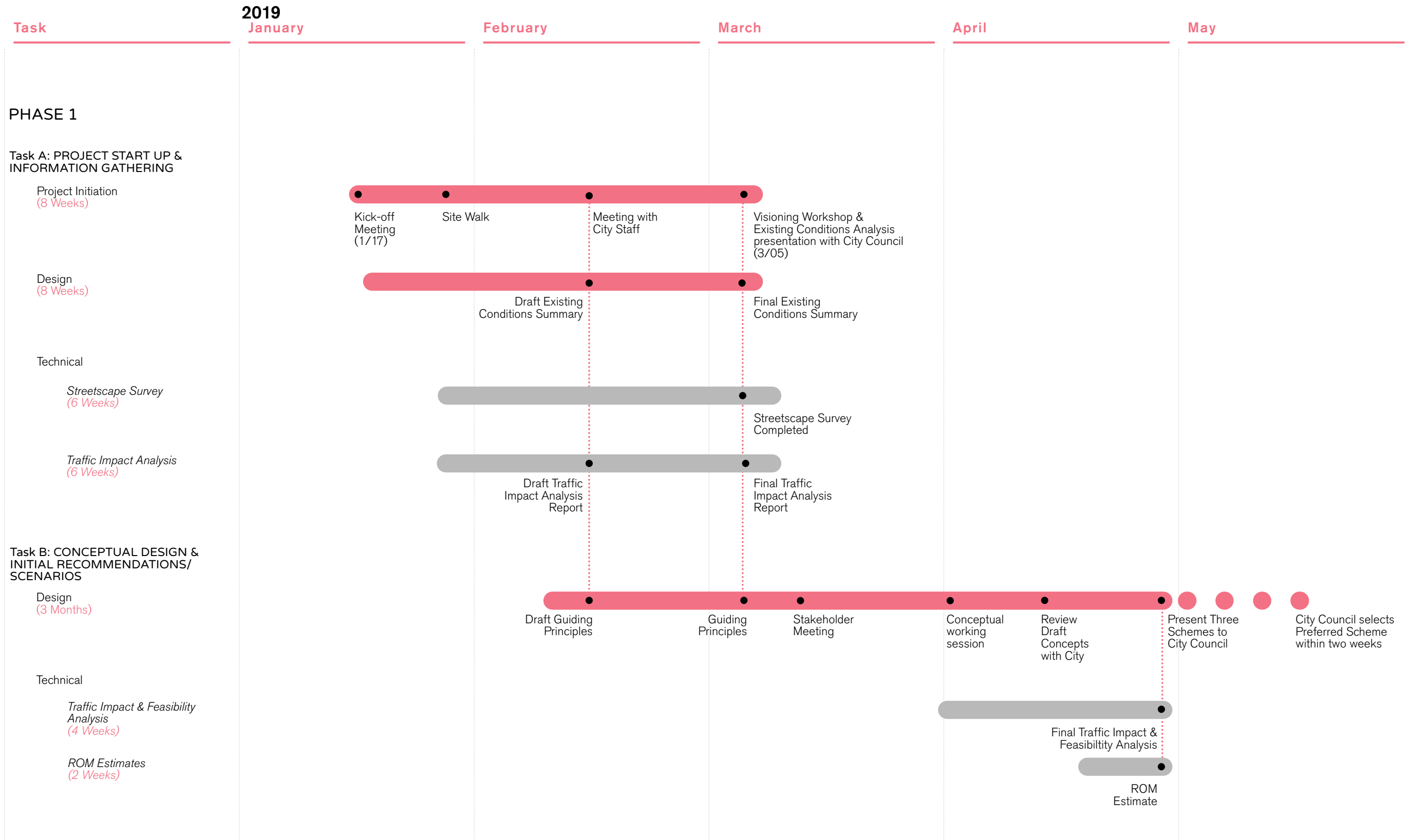
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Next Steps

Project Schedule



Thank you.