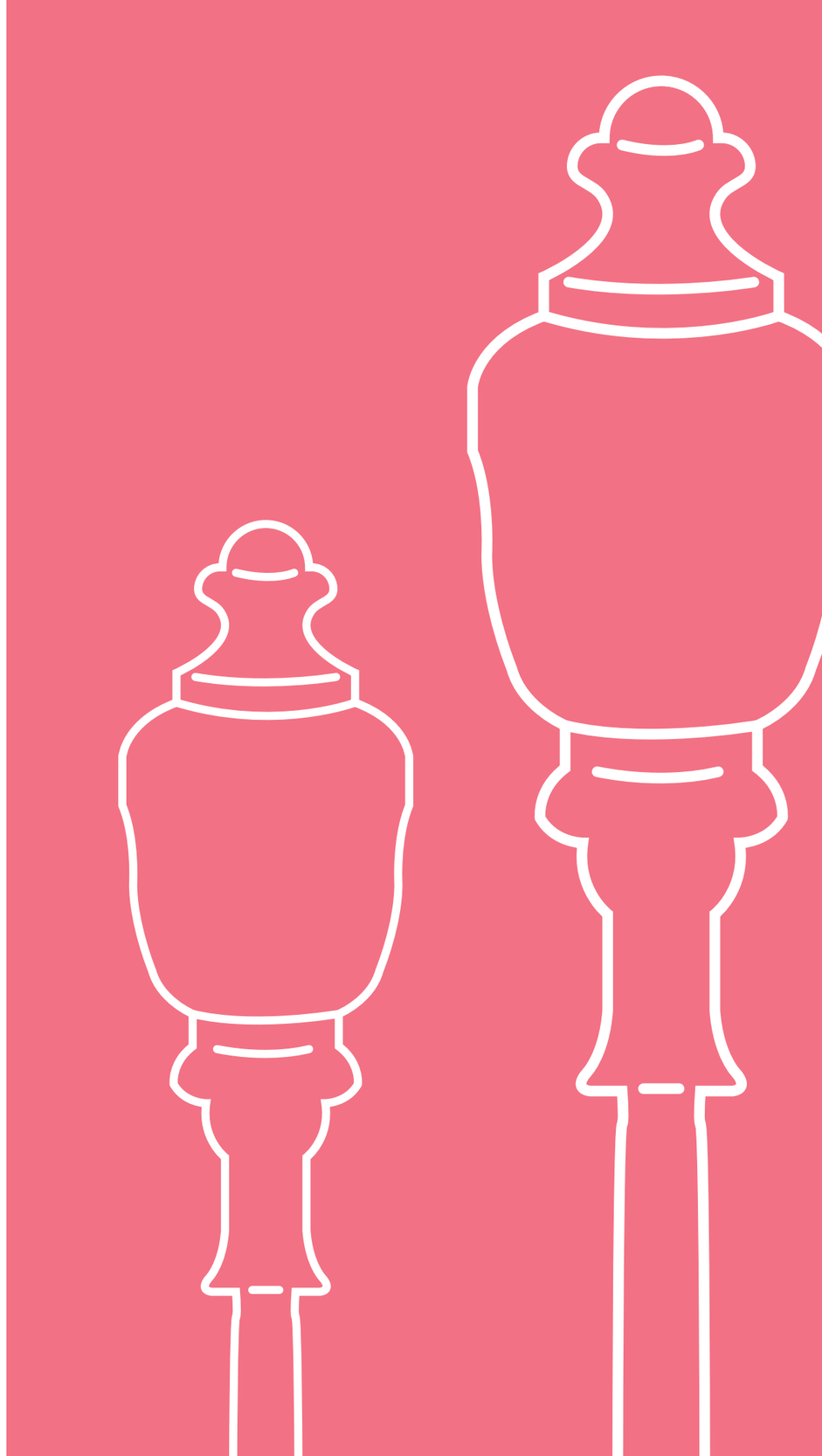
Artsakh Avenue Urban Design & Placemaking

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

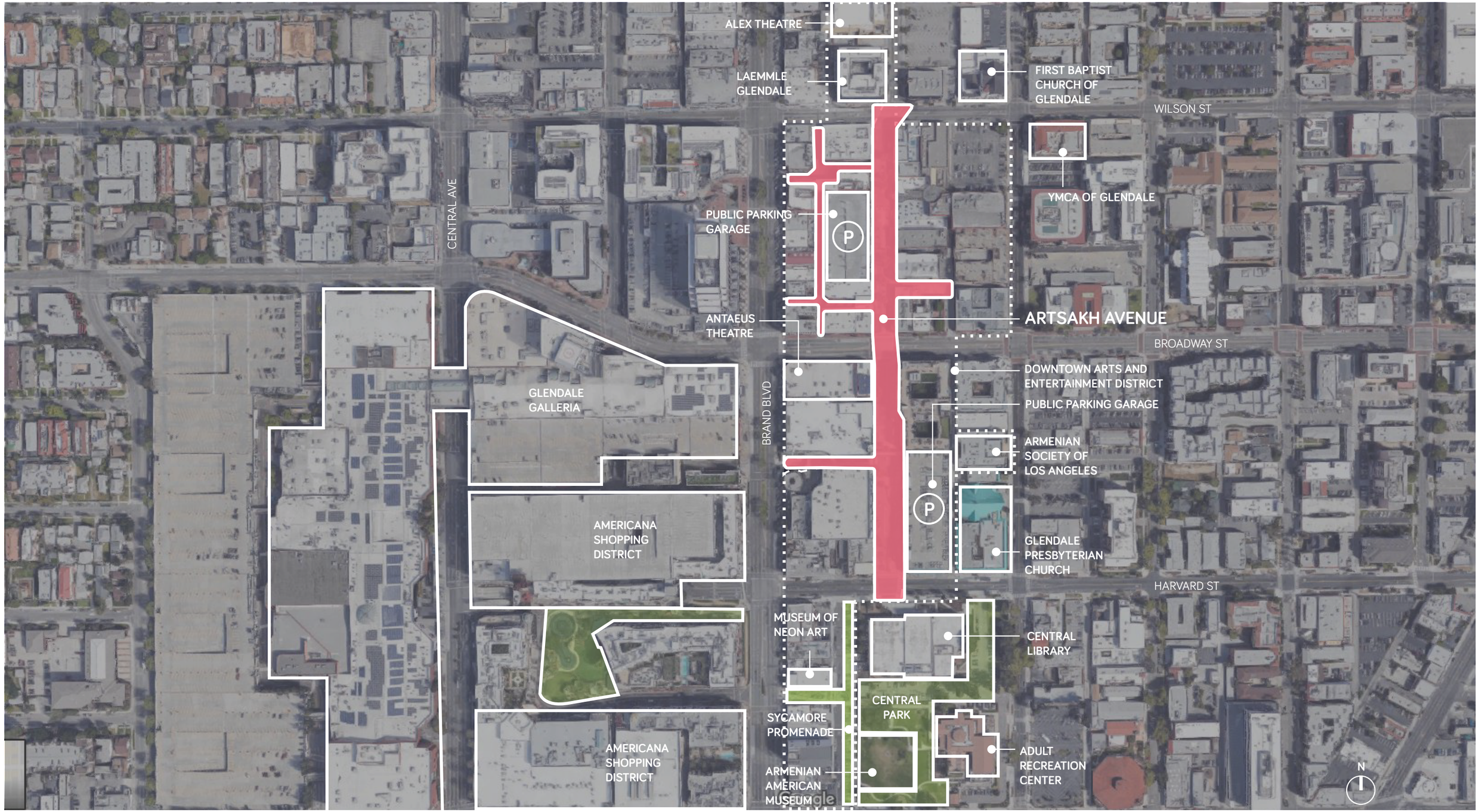
Project Vision from the RFP

"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

North Block

South Block

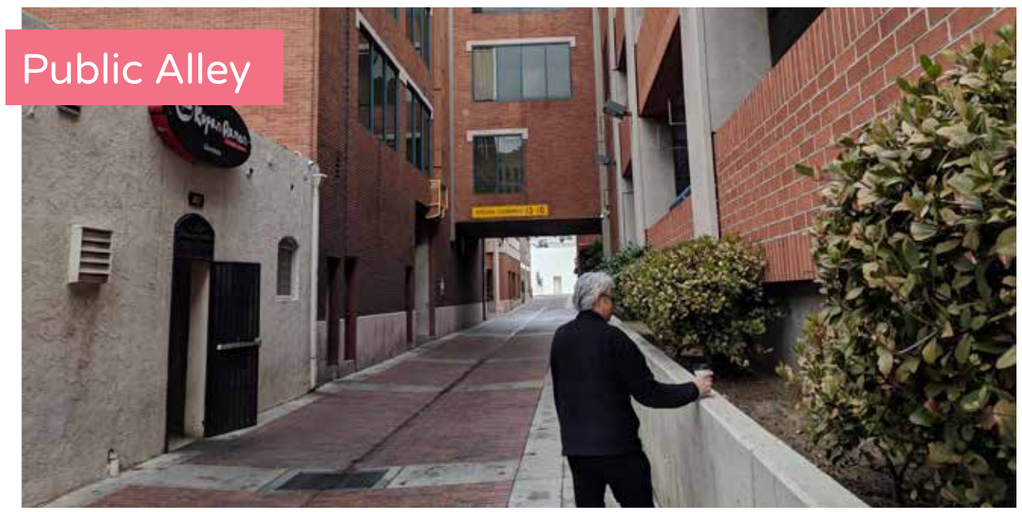
North Block

South Block

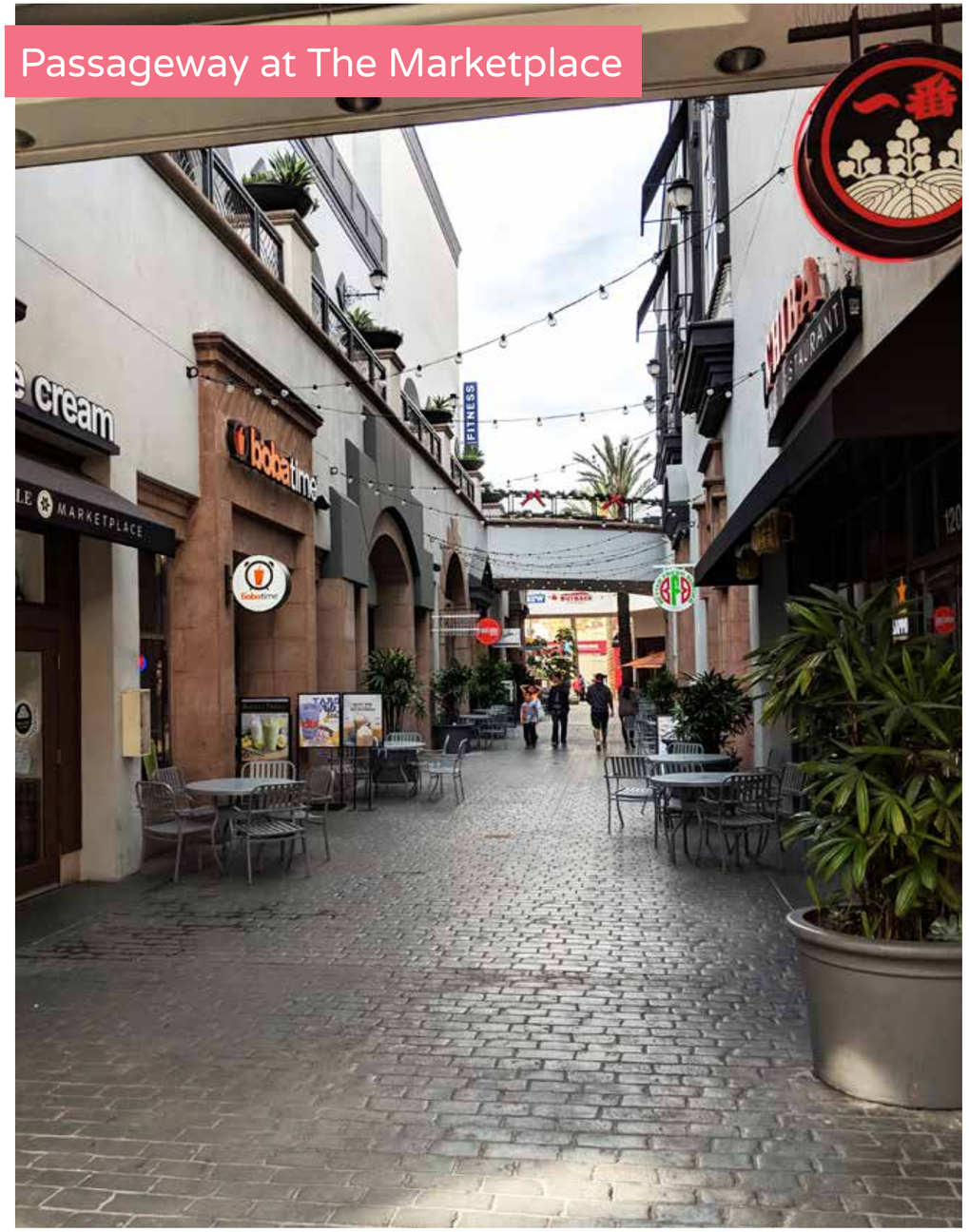
Existing Alley and Passageways

Public Alley

Public Alley

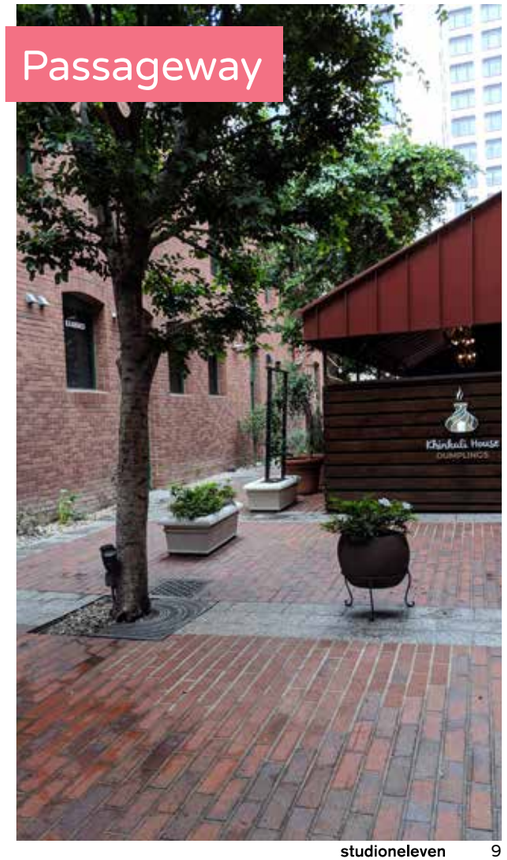


Passageway at The Marketplace



Passageway

Passageway



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

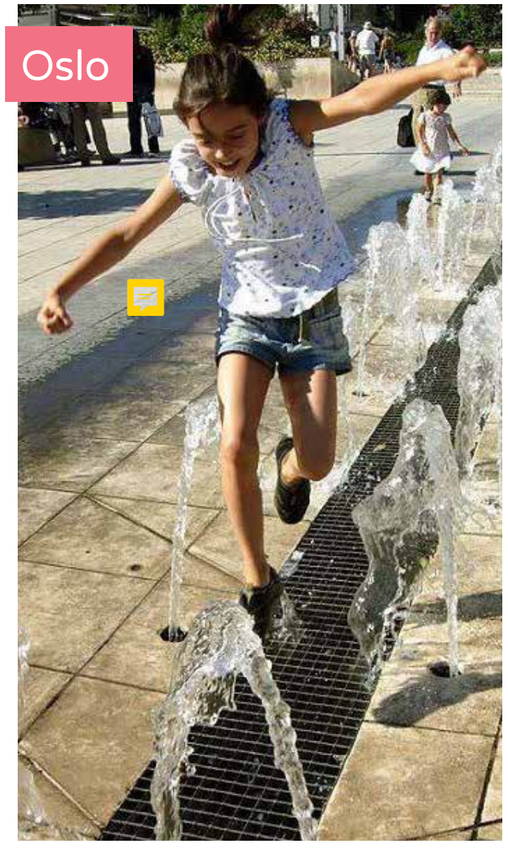
Emphasis on kid-friendly public spaces

Detroit

Boulder

Copenhagen

Oslo



Toronto

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

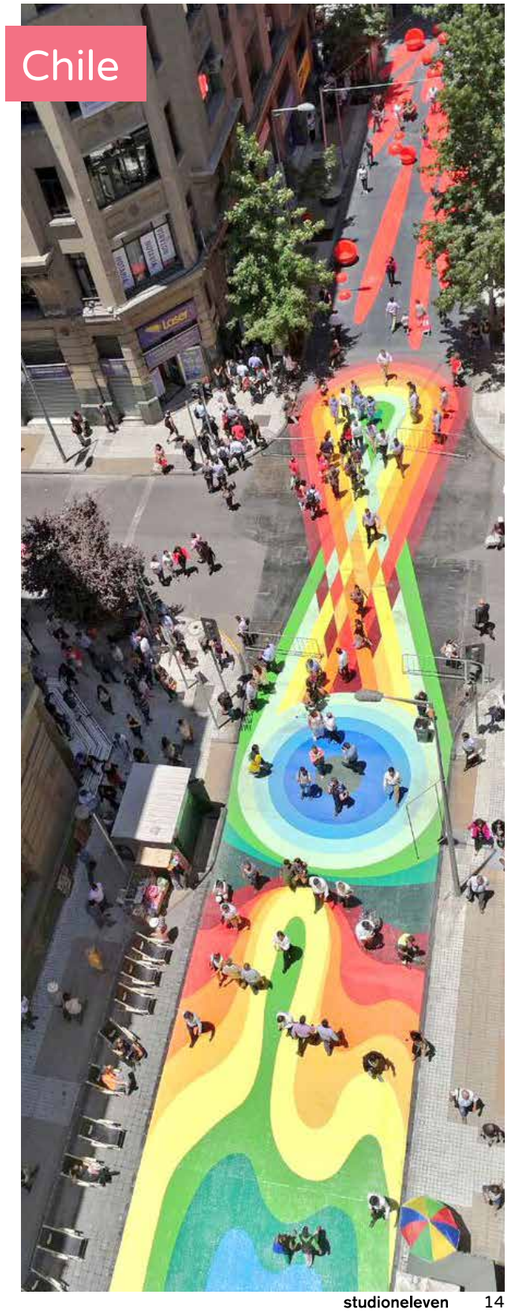
Vancouver

Paris

Sydney

Italy

Chile



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

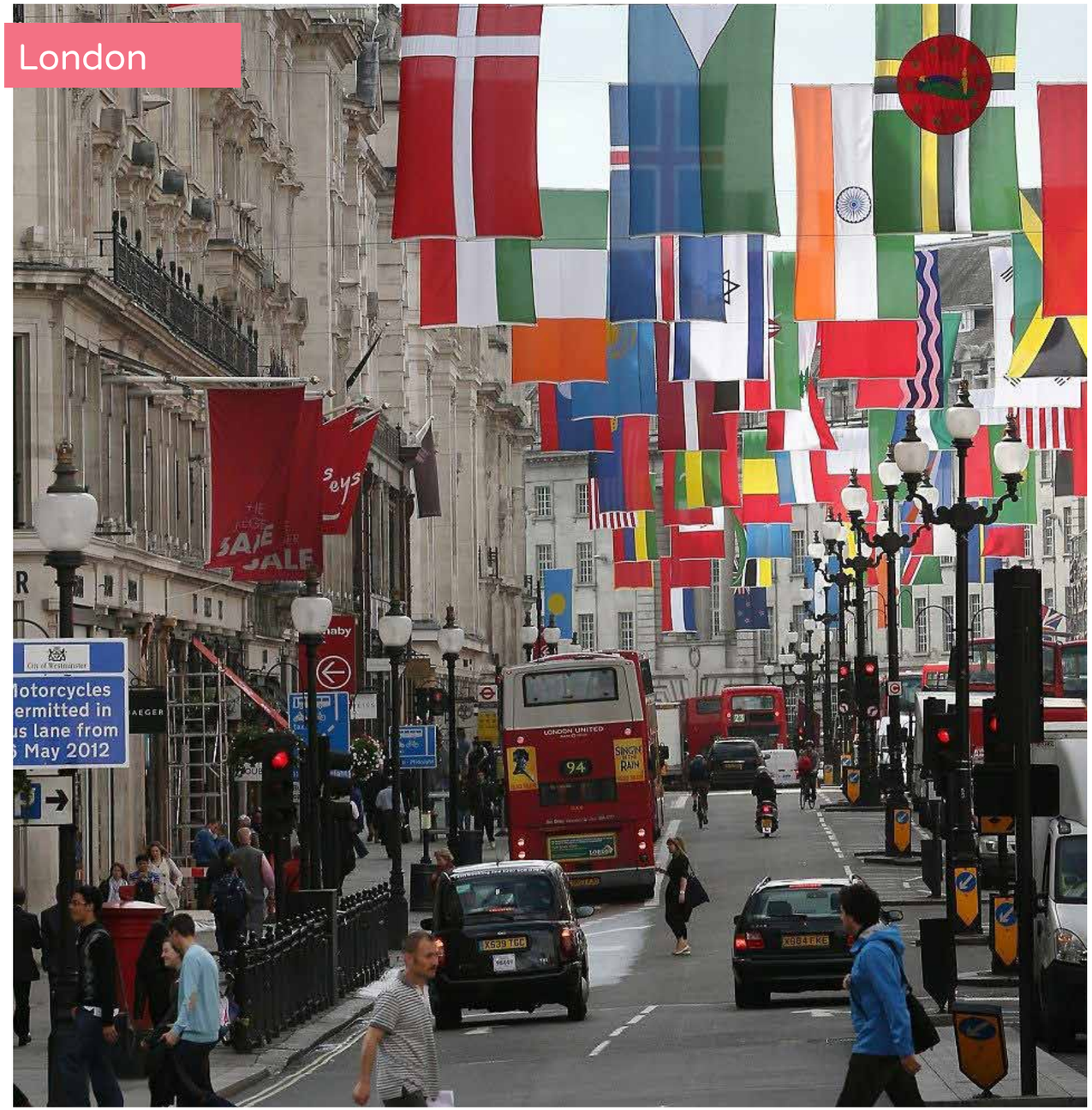
San Francisco

Los Angeles

Is it part of a larger "international theme"?

Expressing Glendale's Diversity Through Cultural Expressions

London



Glendale

Yerevan

How do you want to incorporate elements of Artsakh?

Discussion

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

Big Moves

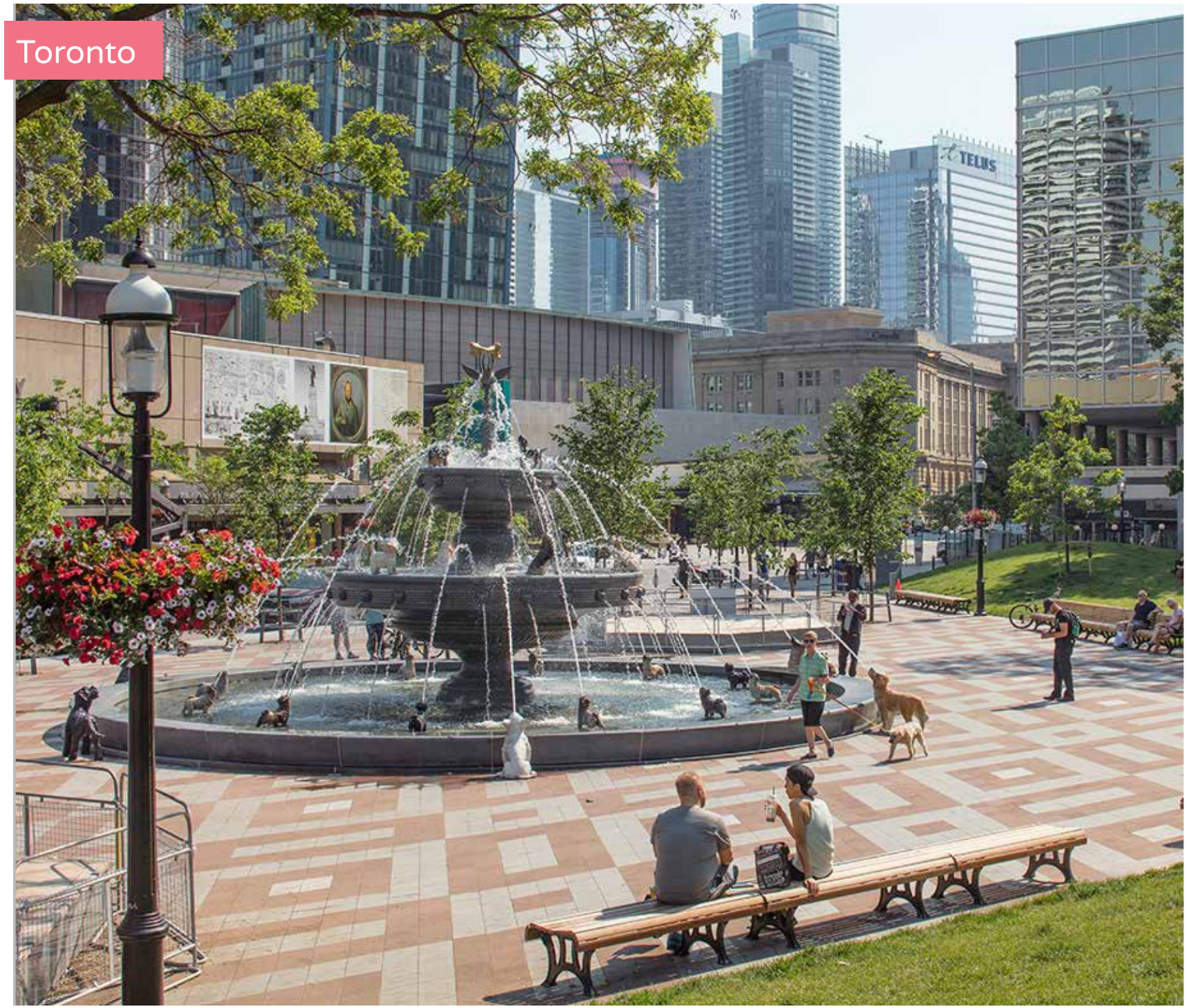
Large-Scale Design Elements

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

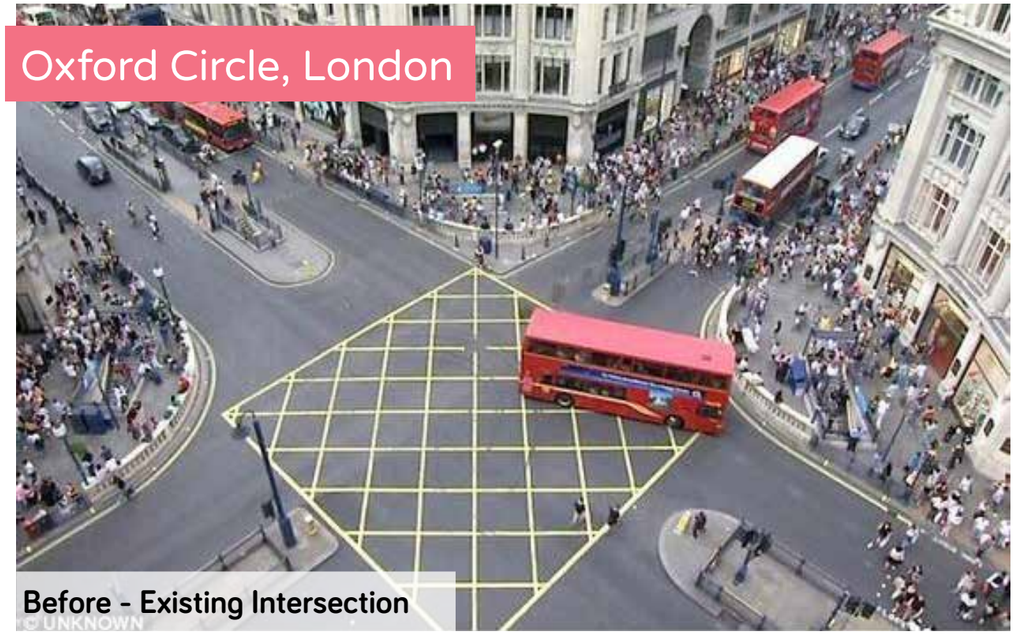


Barcelona

Yerevan

Pedestrianizing the Street - Raised Crosswalks

Oxford Circle, London



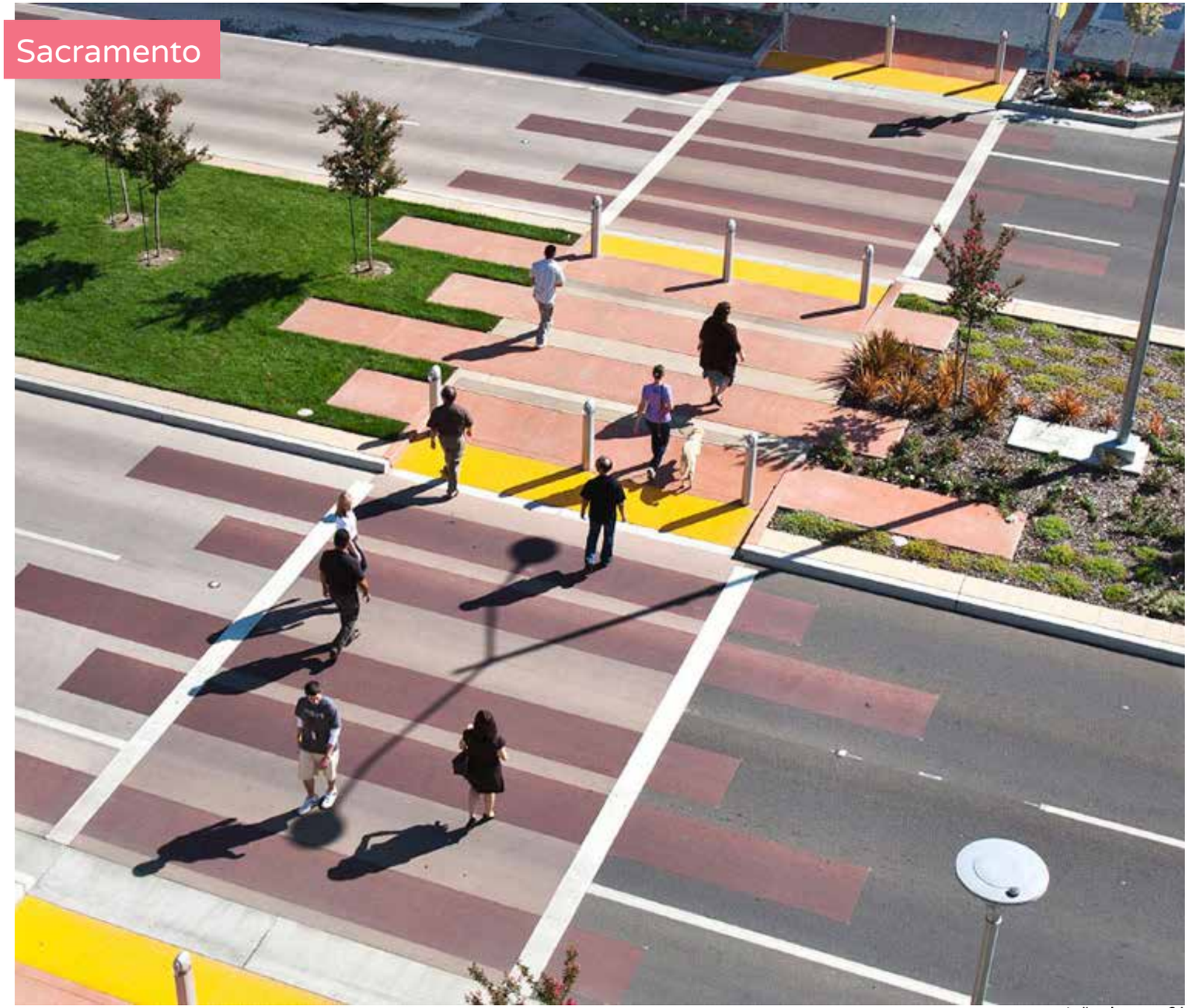
Before - Existing Intersection

© UNKNOWN

After - Tabletop Intersection

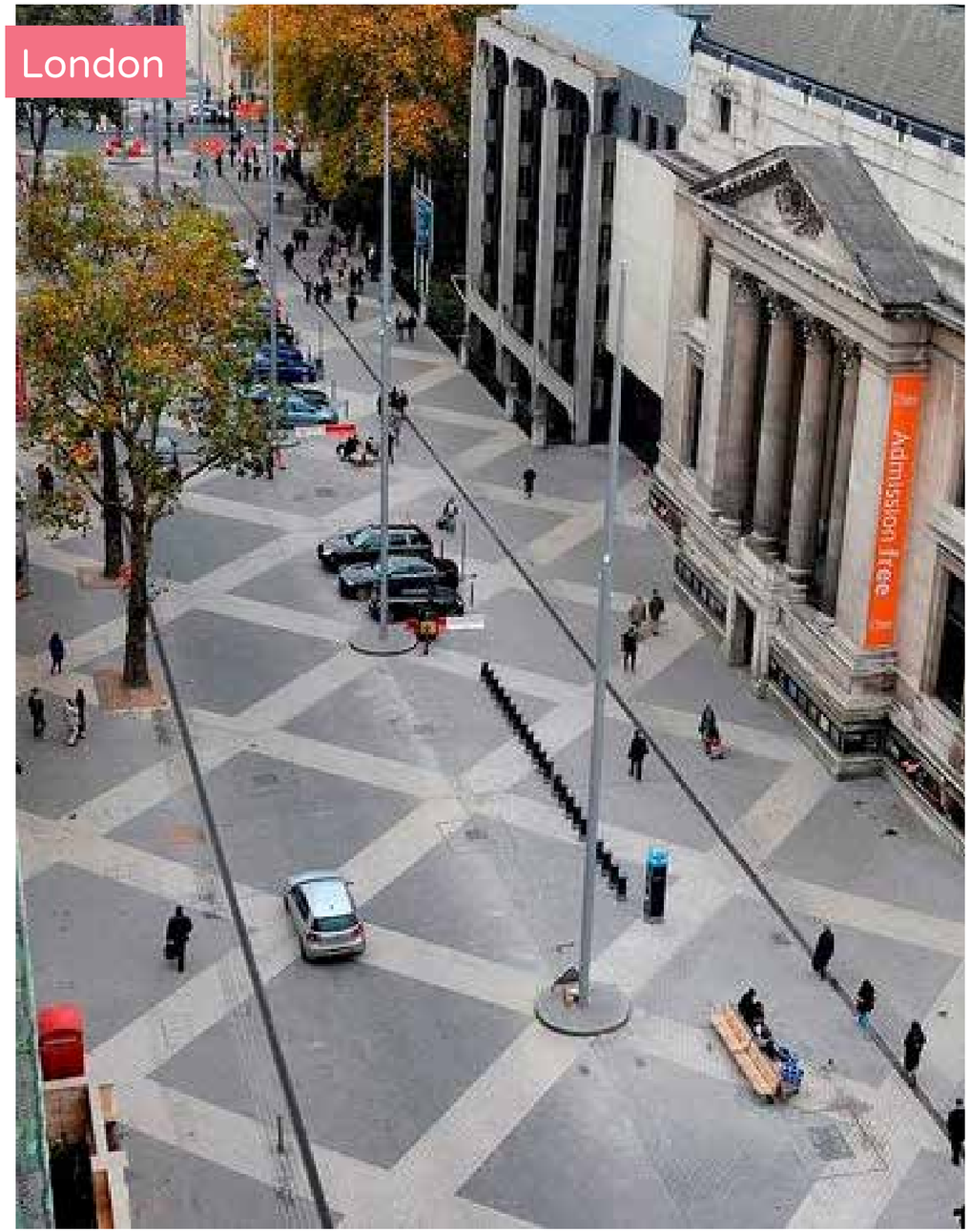
© Barry Phillips

Sacramento

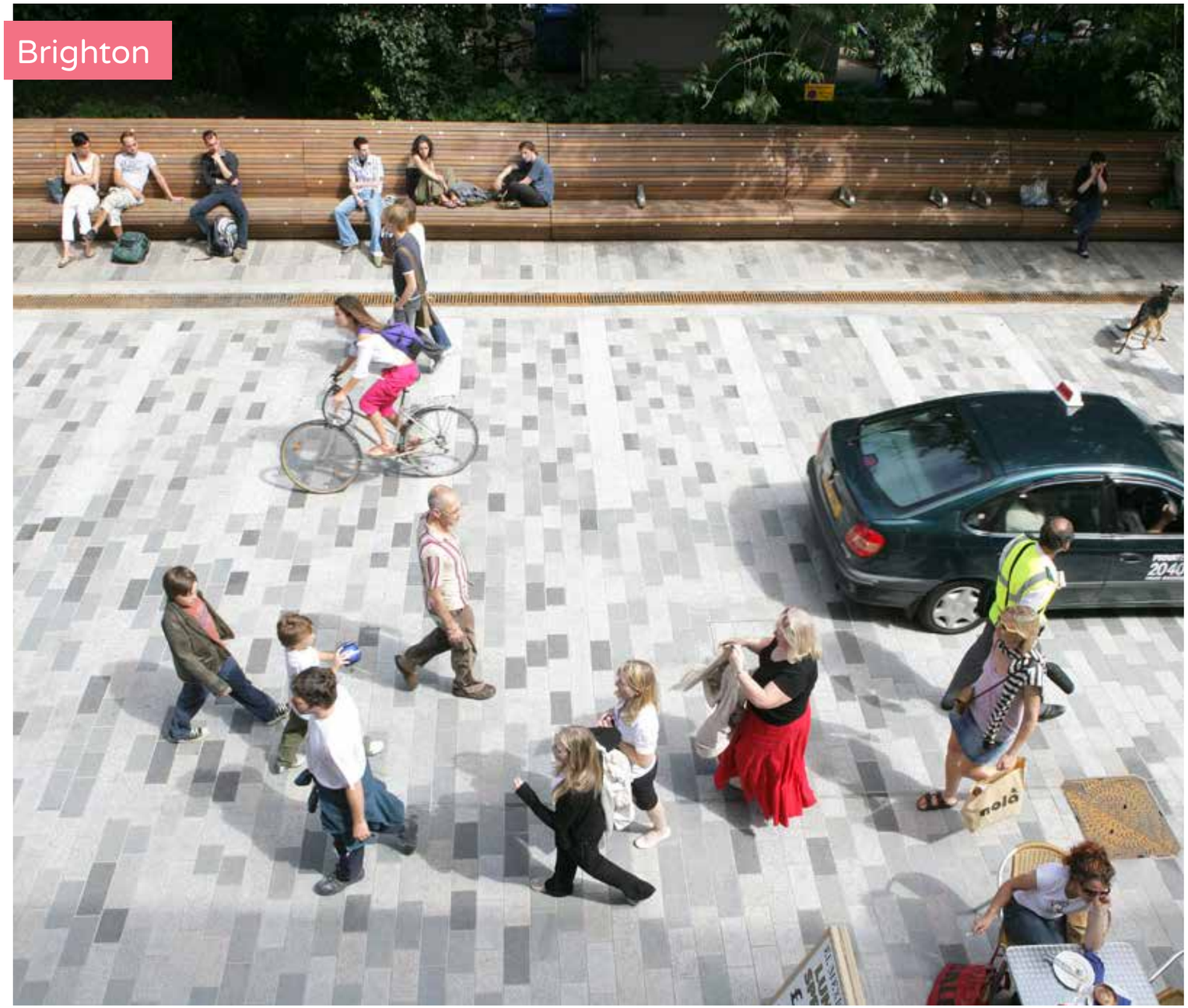


Pedestrianizing the Street - Zero Curb Street

London



Brighton



Creating a Performance Space

Buenos Aires

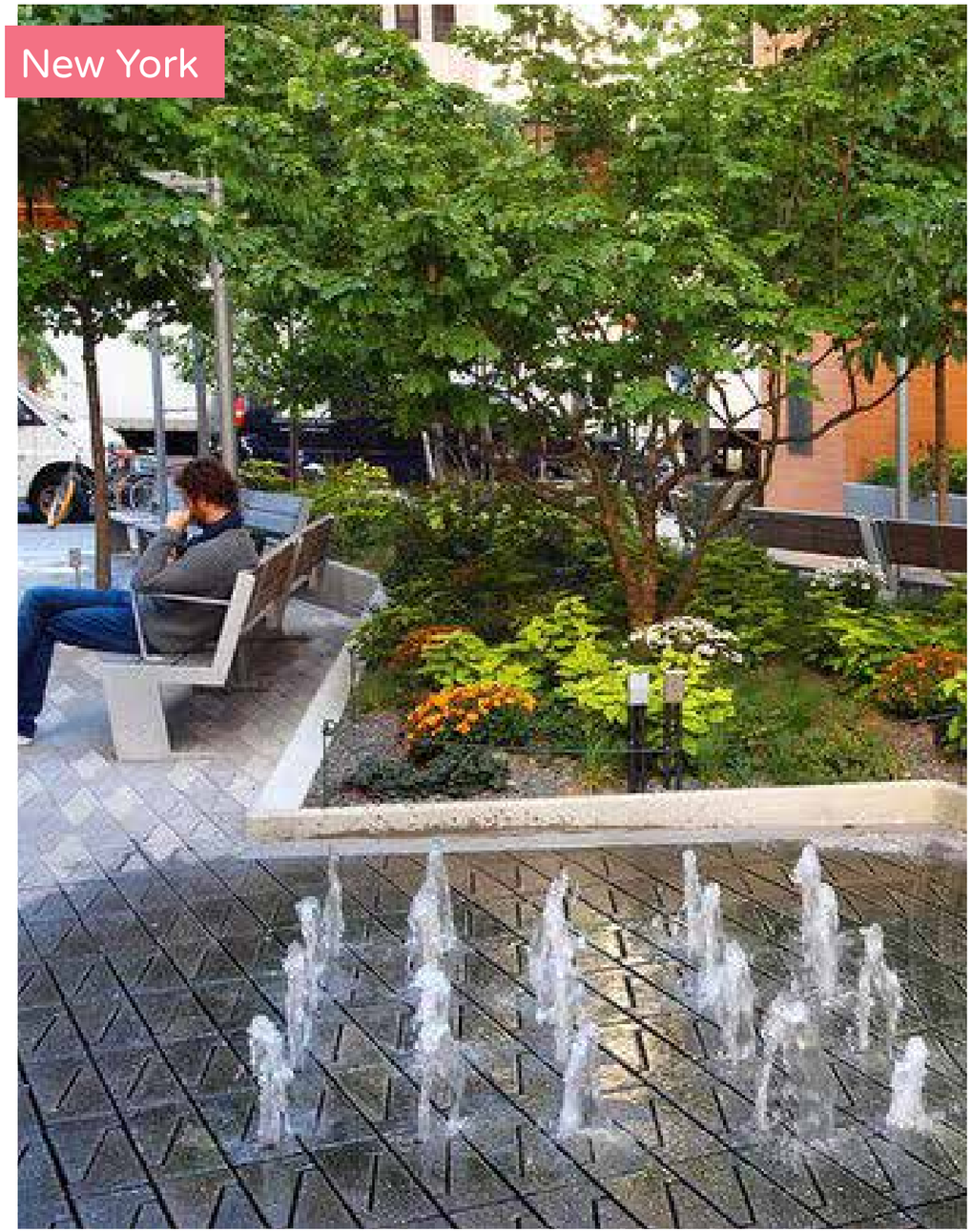
British Columbia

Seoul

Interactive Water Features

Toronto

New York



Making Artsakh an Urban Green Space

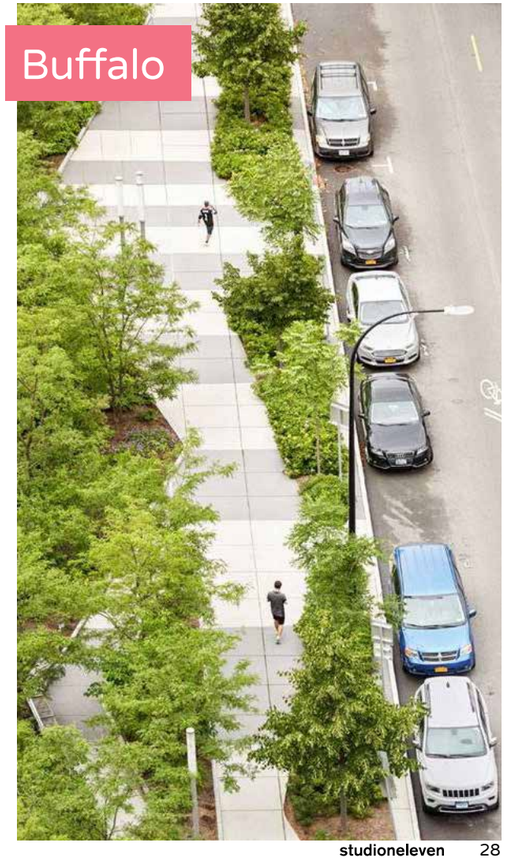
Paris

Montreal

Melbourne

Sydney

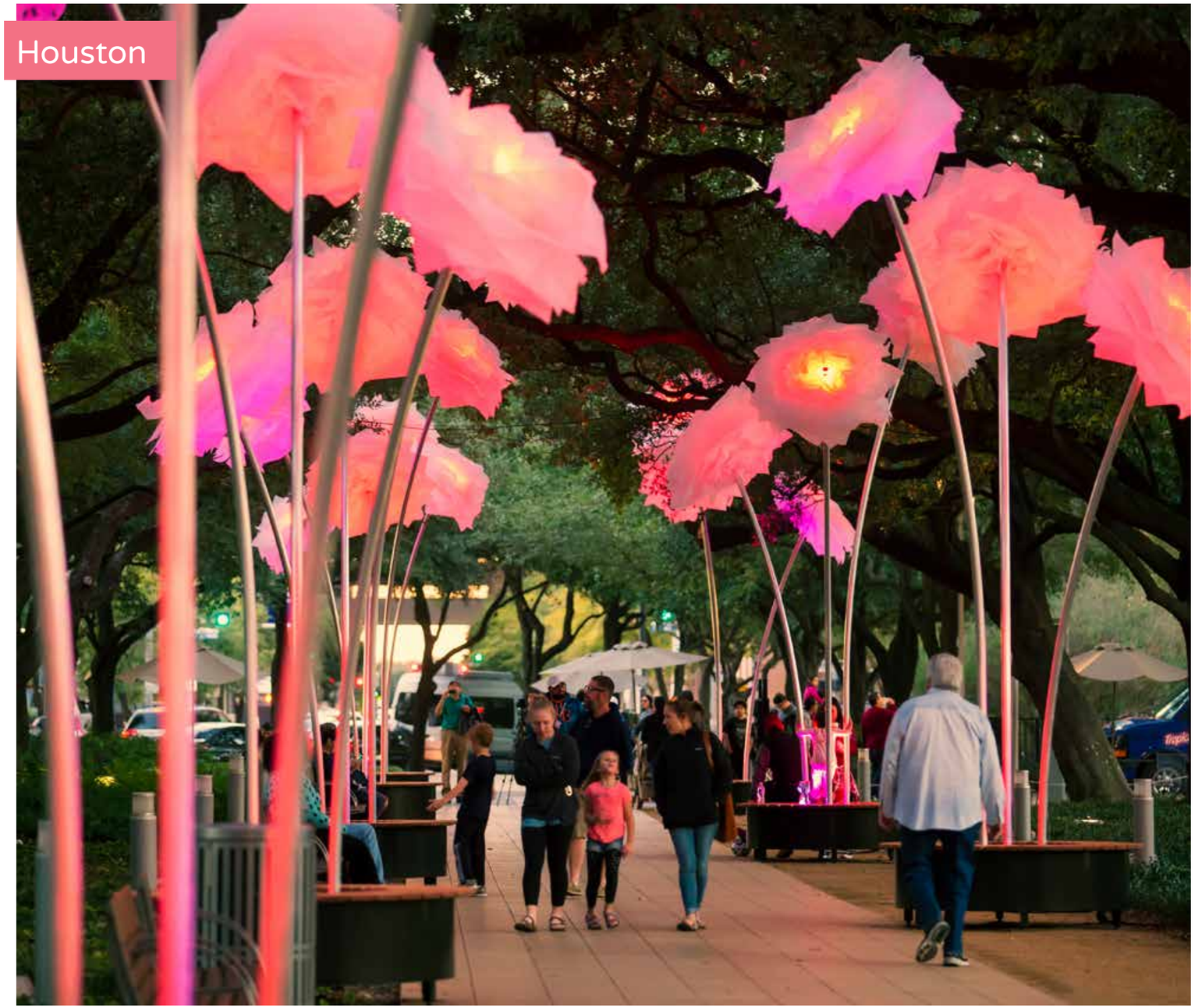
Buffalo



Iconic Art Piece

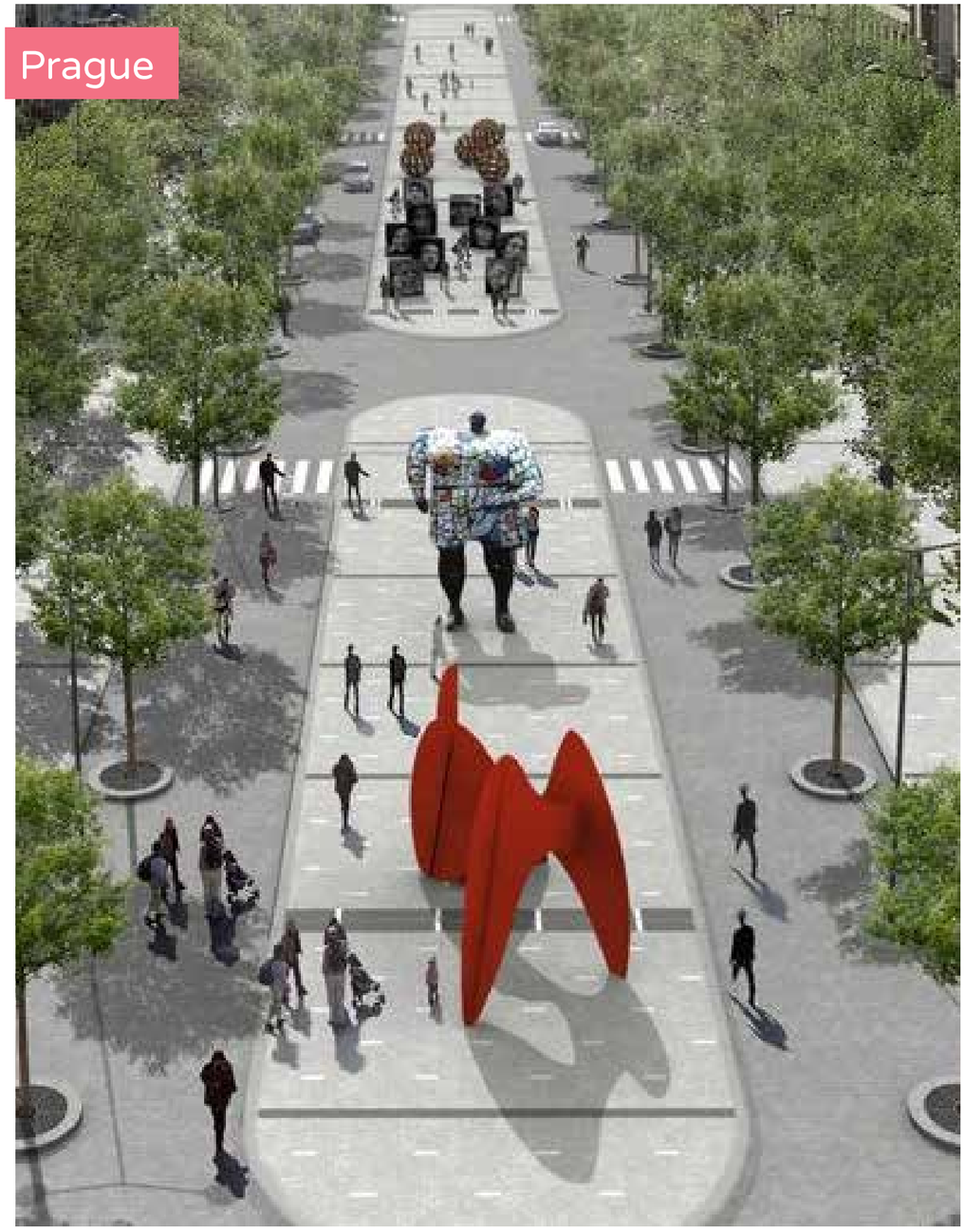
Montreal

Houston



Iconic Art Piece

Prague

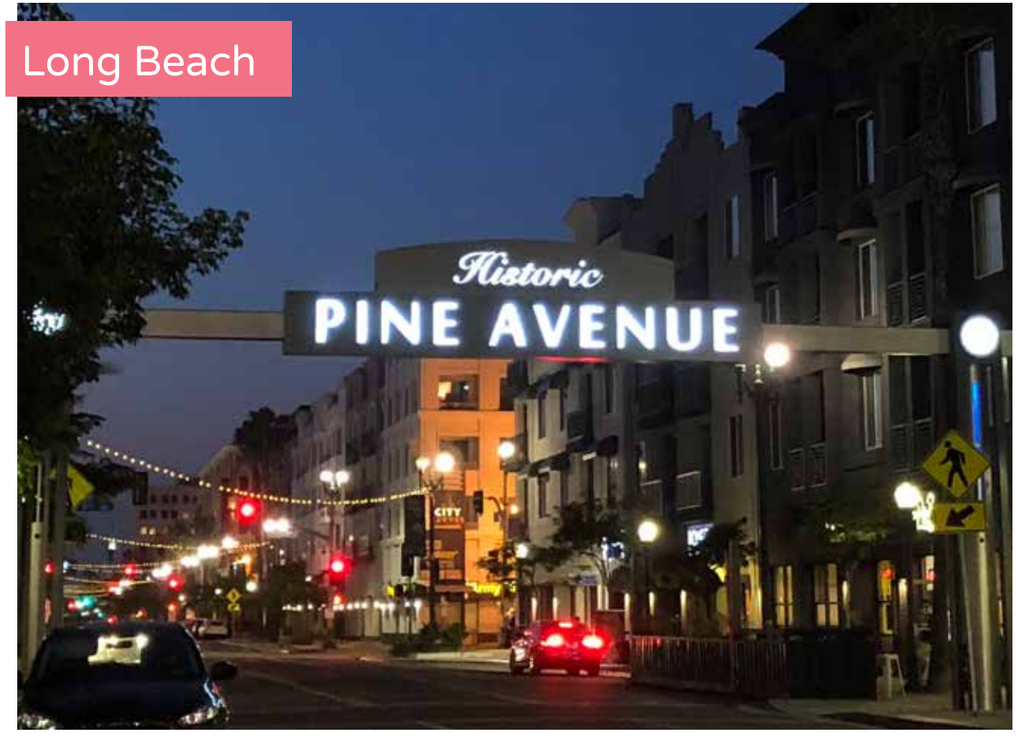


Yerevan

Gateway Signage

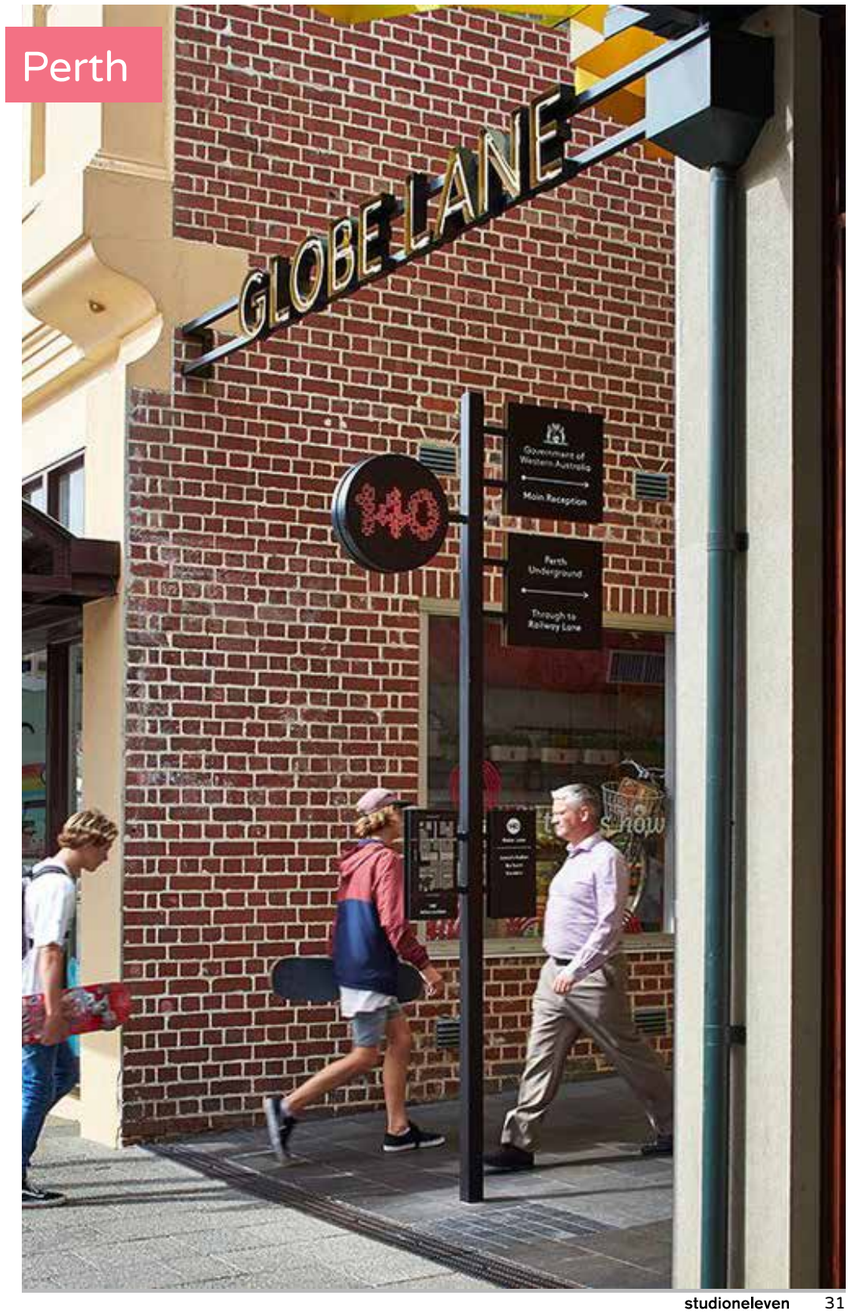
South Gate

Long Beach



Rome

Perth



Which of these would you like to see?

Discussion

1. Public Spaces for Events and Gatherings
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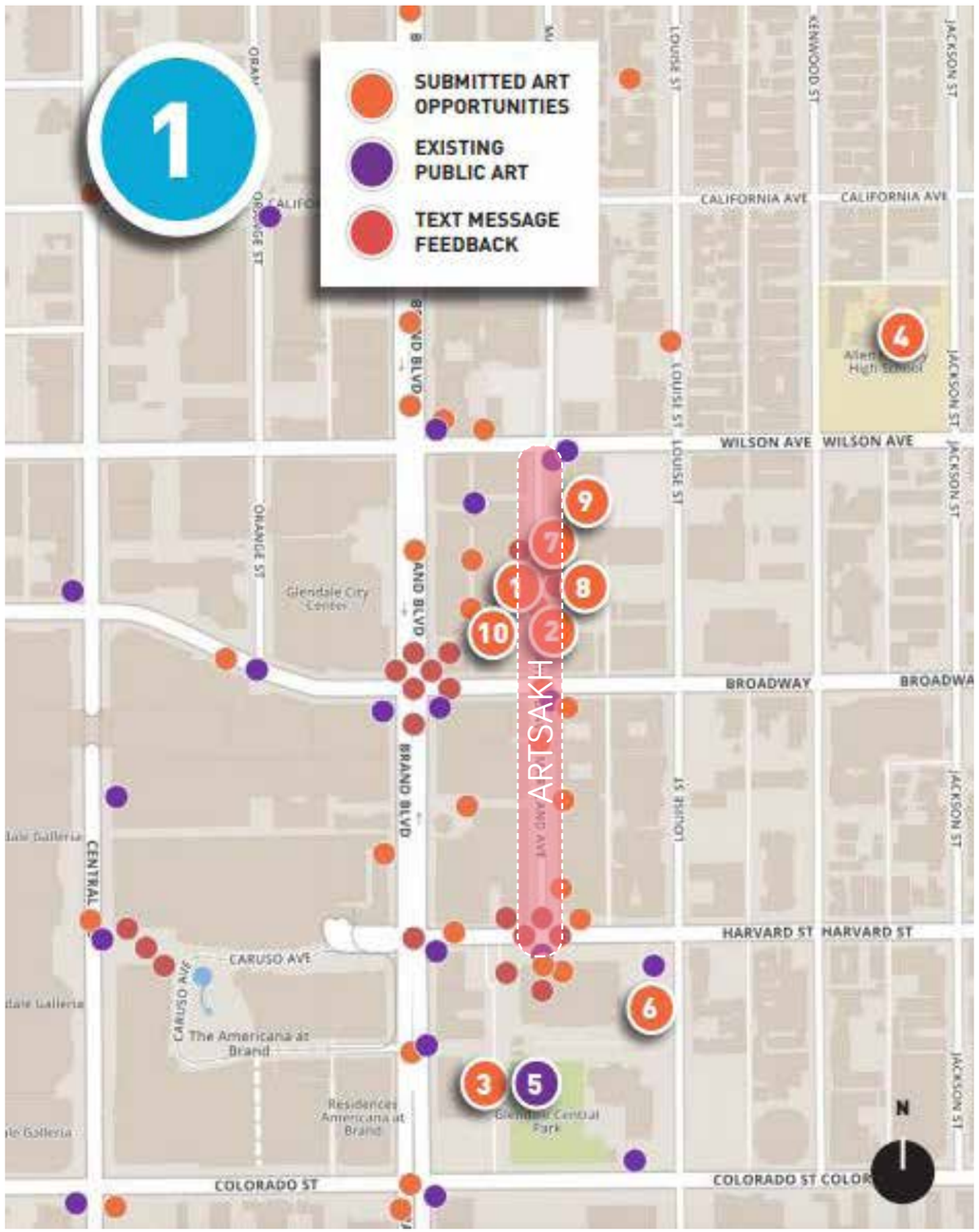
8. Other Ideas?

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

San Fransisco

Miami

Boston

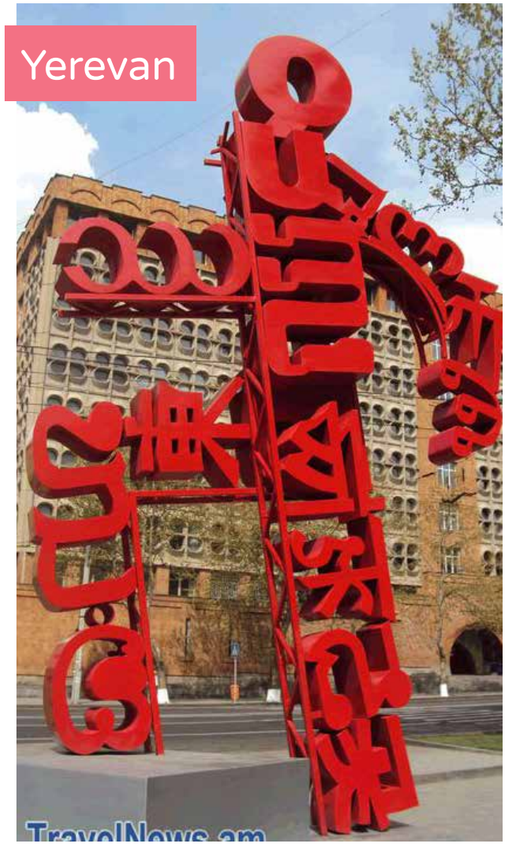
Visual Art

Sculptures, Wall Art

Miami

Los Angeles

Yerevan



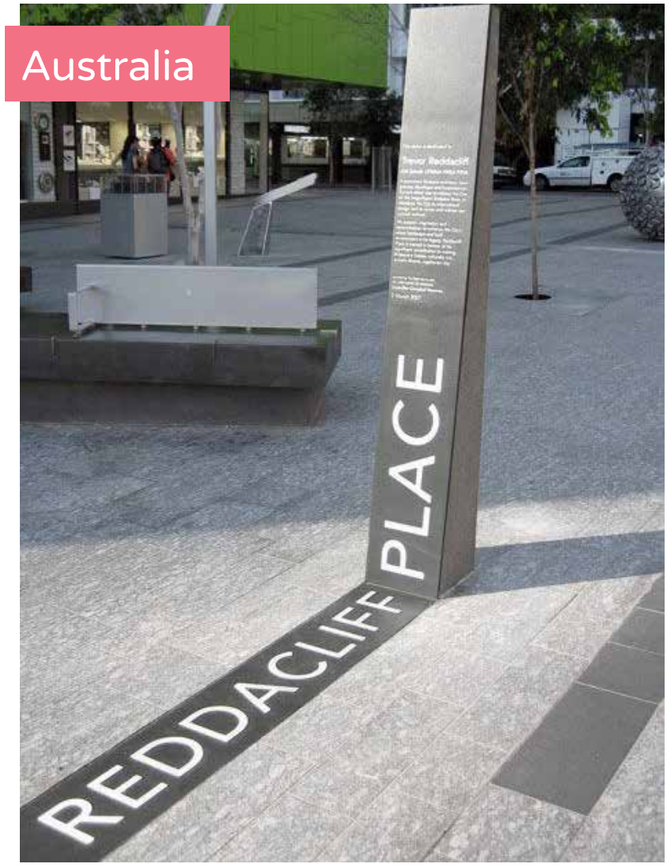
Yerevan

Sweden

Visual Art

Artist-Designed Creative Signage, Overhead Art

Australia



Chicago

Liverpool

Amsterdam

Visual Art

Digital installations, Overhead Art

Detroit

Copenhagen

Lisbon

Miami

Perth

Performances

Buskers, Small Performances, Street Theater, Festivals

London

Minneapolis

New York

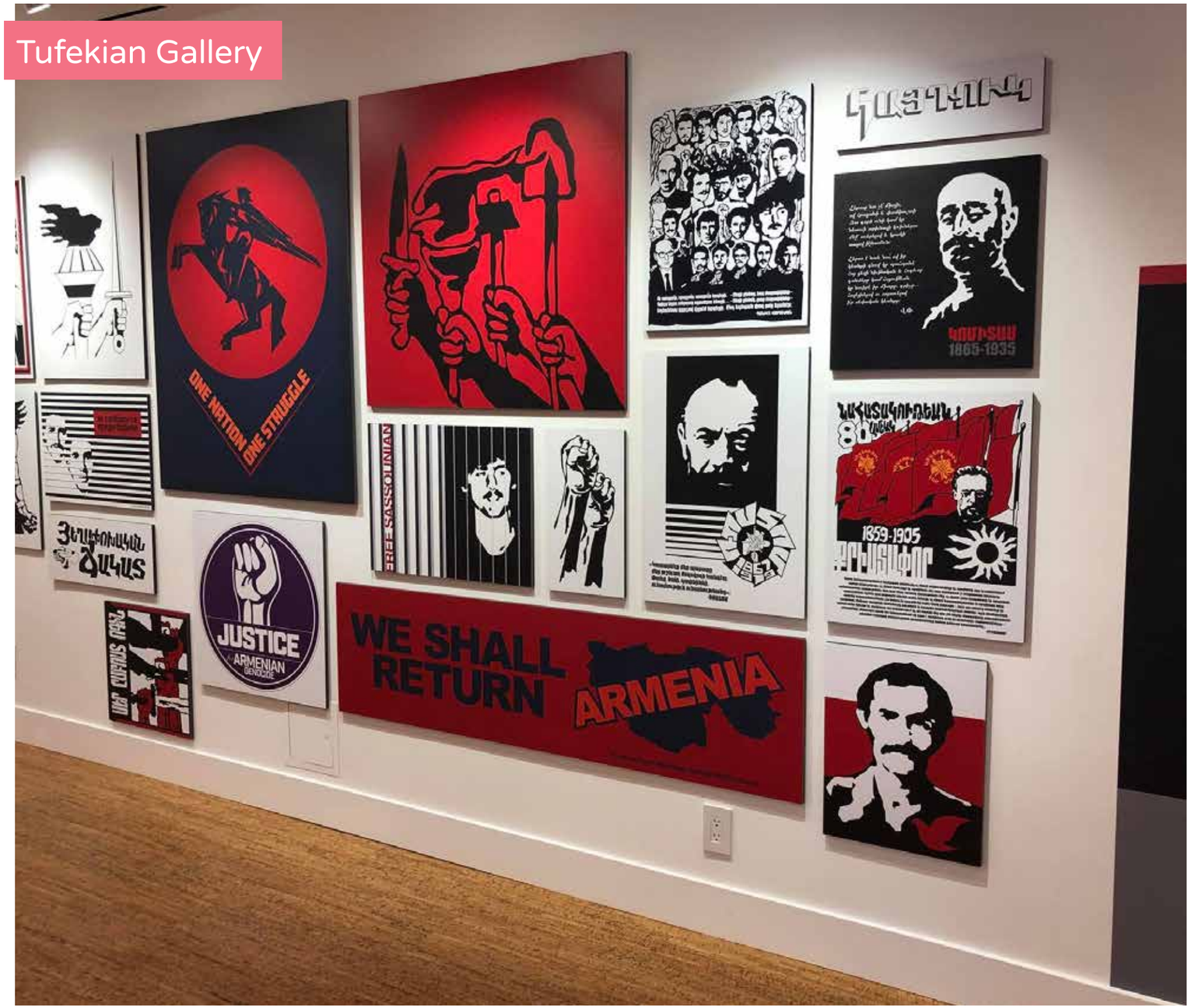
Los Angeles

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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7. Small Performances/Street Theater
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

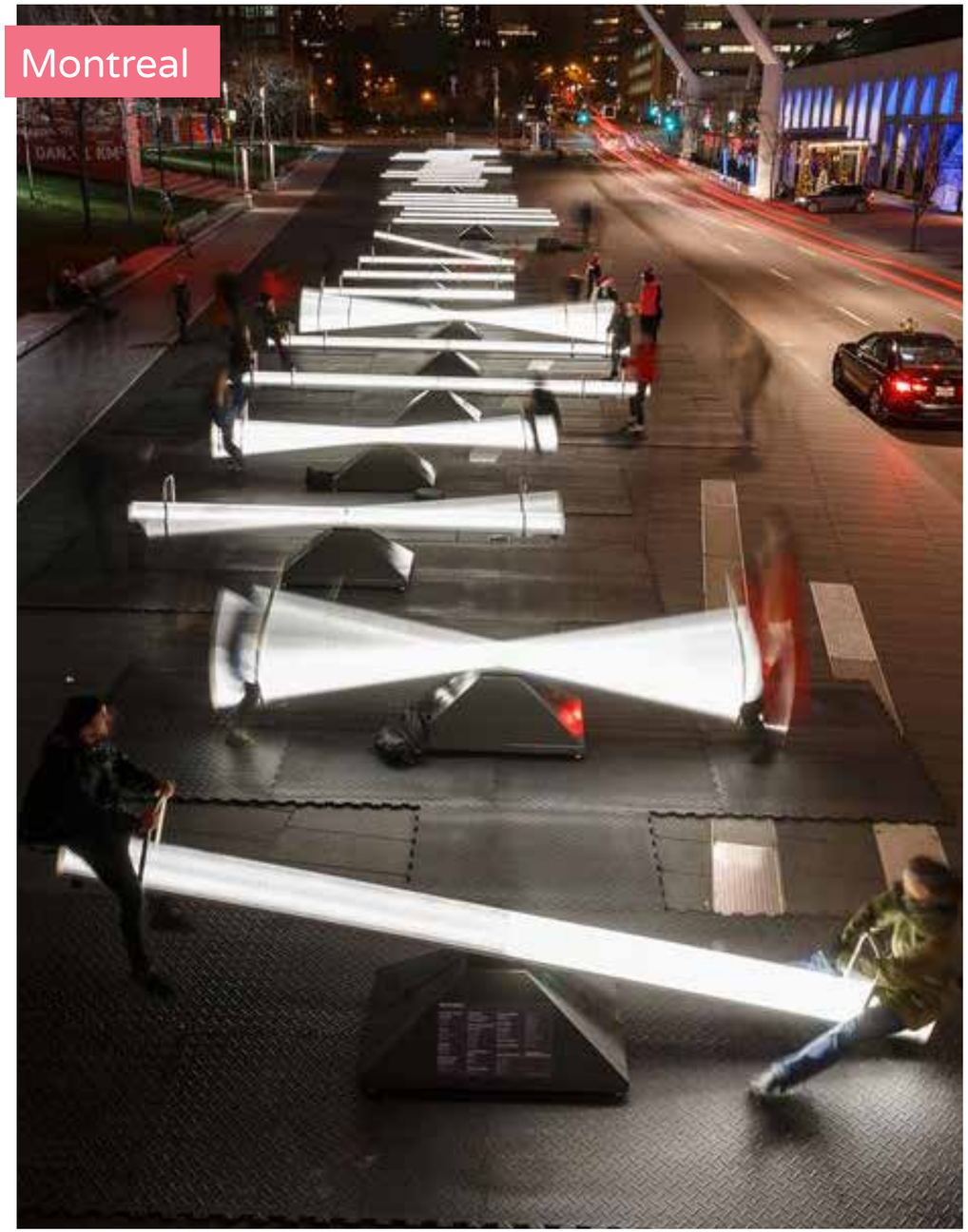
Ambient Music, Lighting, Games, Play Elements

Montreal

Croatia

San Jose

Montreal



Active Programming

Regularly Scheduled and Special Events

Active Programming

Regularly Scheduled and Special Events

Glendale

Los Angeles

Pasadena

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

Discussion

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?

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

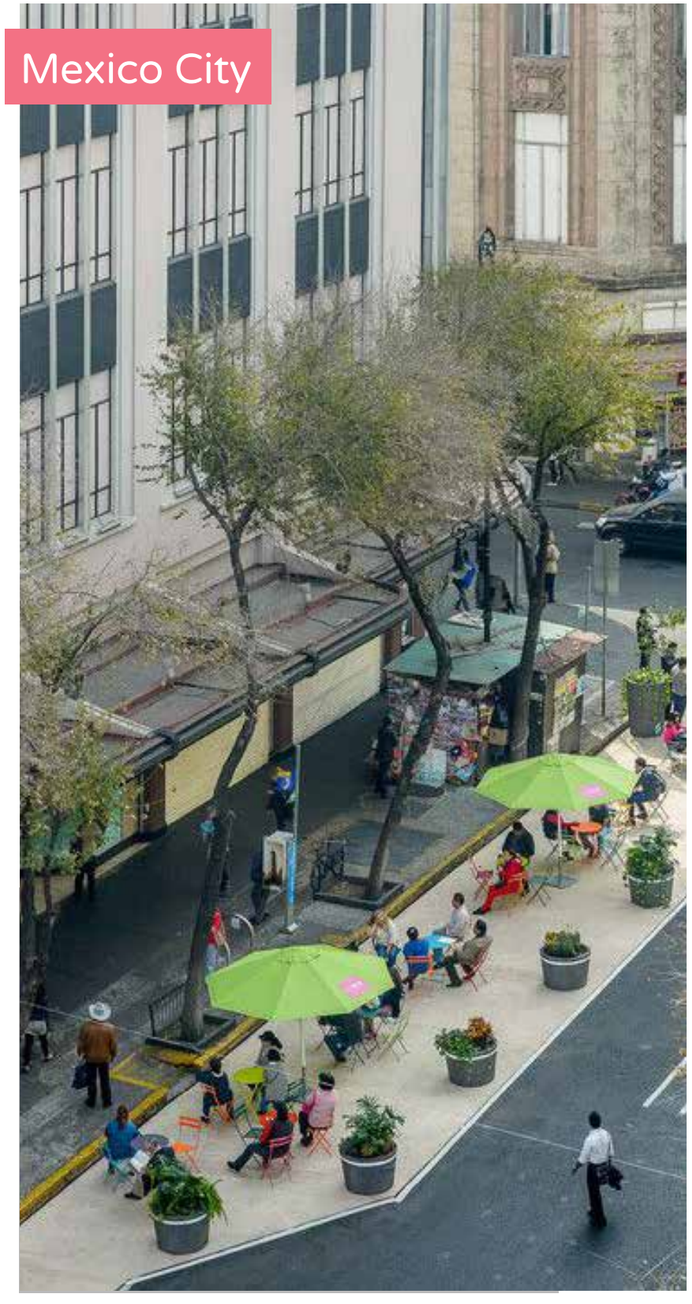
Incremental Improvements to the Existing Streetscape

Mexico City

Before - Existing Streetscape

After - Targeted Enhancements

Mexico City



Italy

Targeted Enhancements

Incremental Improvements to the Existing Streetscape

Los Angeles

Santa Monica

Lisbon

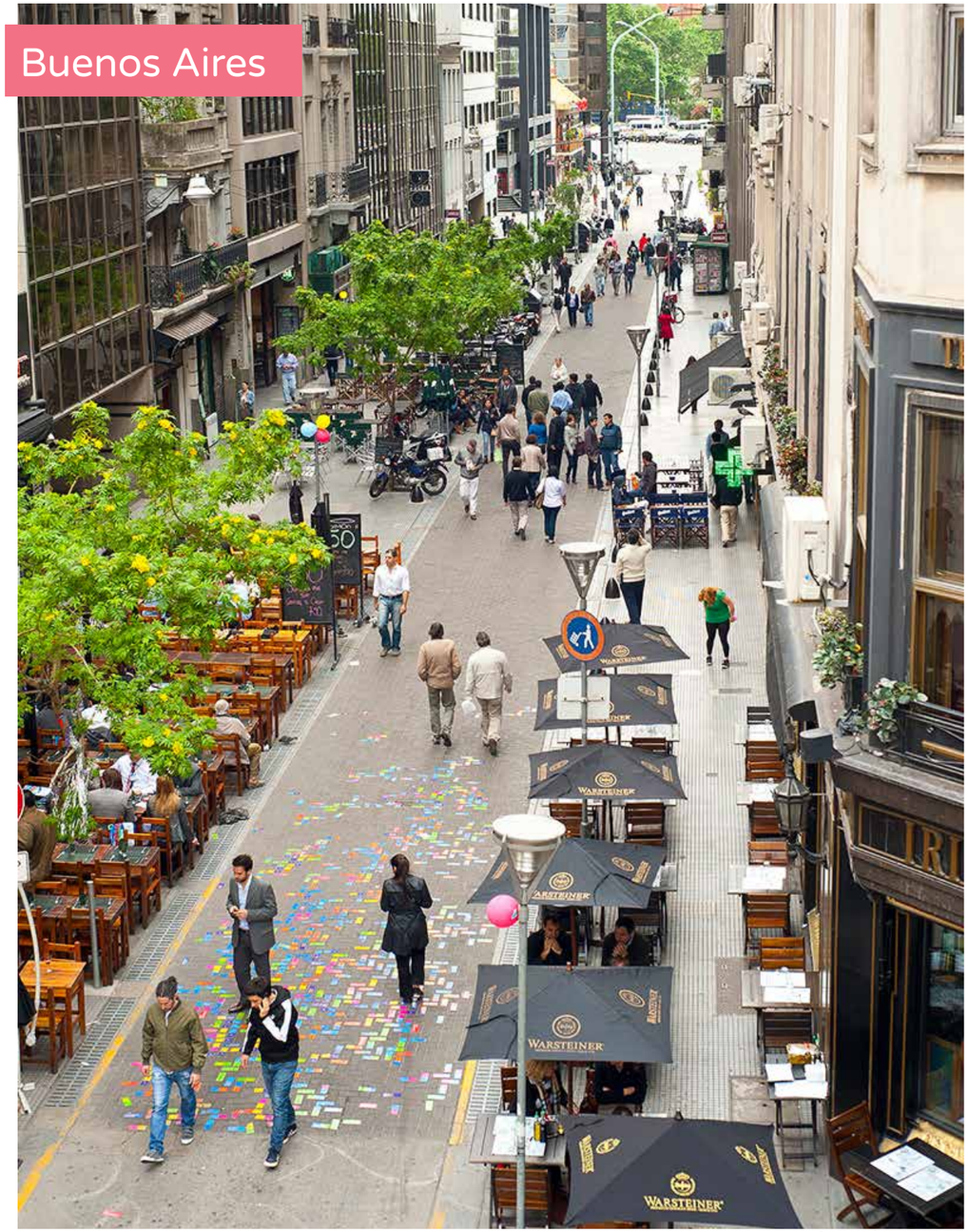
What existing street elements would you love to preserve?

Comprehensive Enhancements

Starting Over with a New Streetscape Design

Netherlands

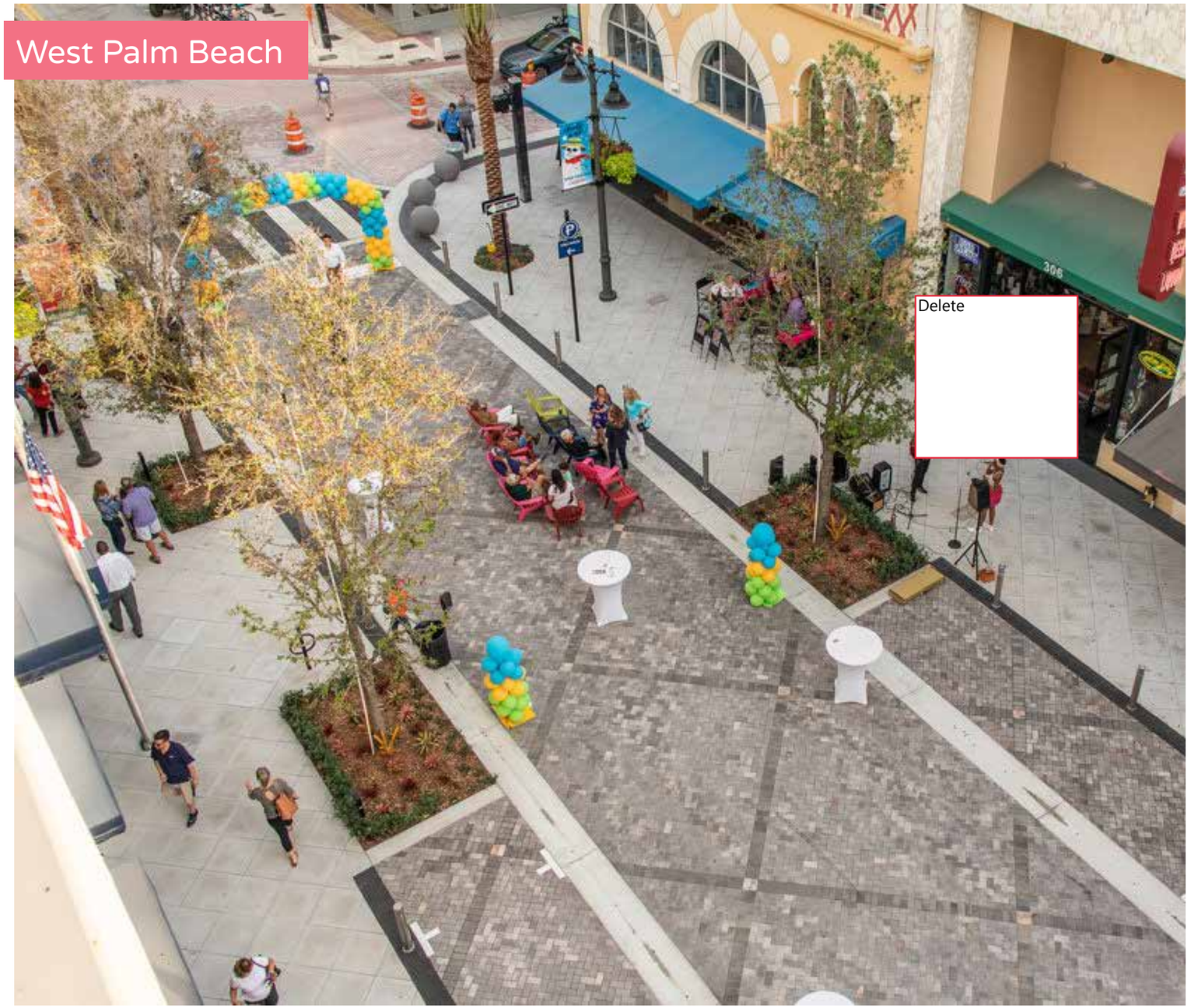
Buenos Aires



Comprehensive Enhancements

Starting Over with a New Streetscape Design

West Palm Beach



Santa Monica

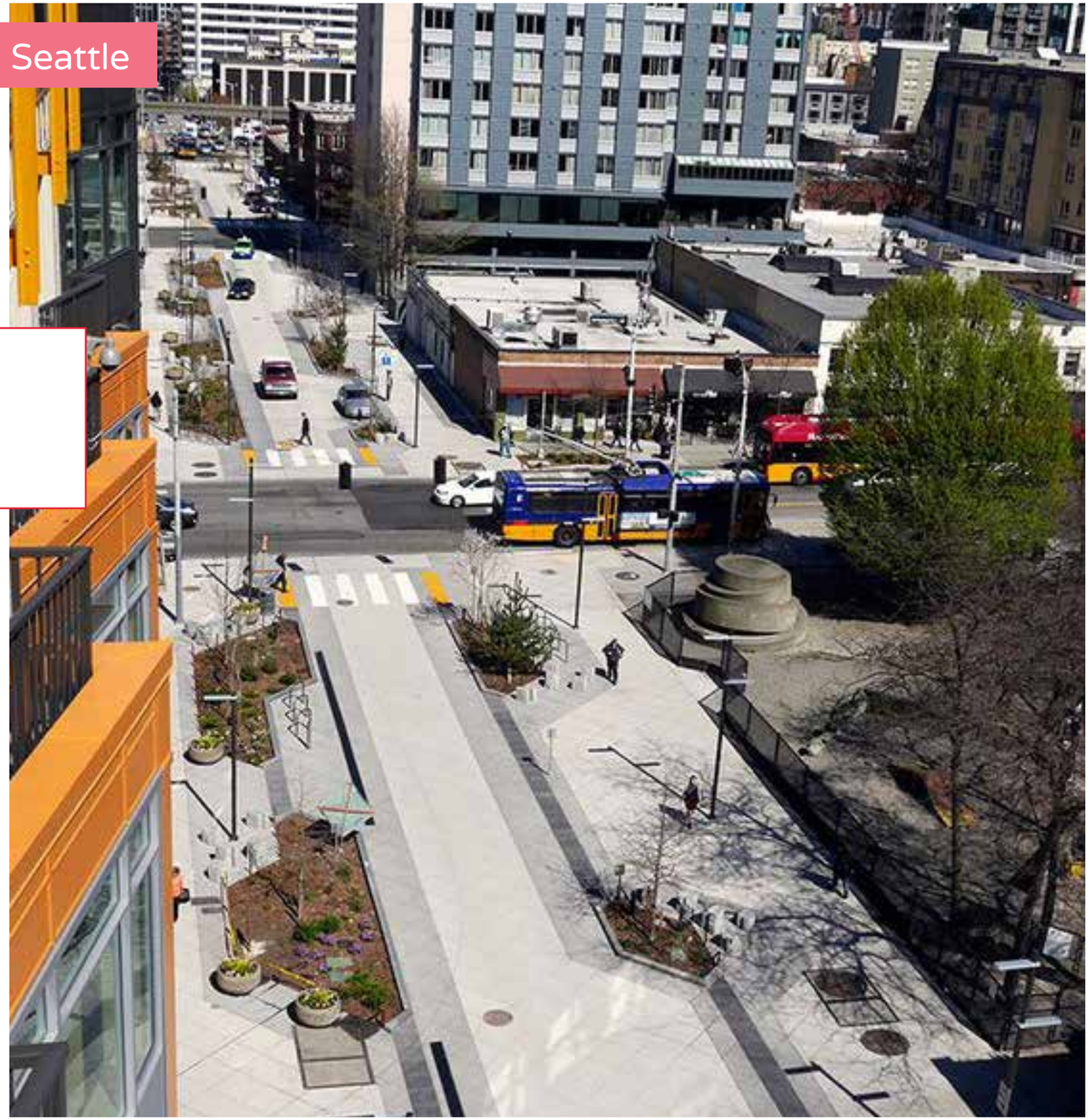
Halifax

Comprehensive Enhancements

Starting Over with a New Streetscape Design

Copenhagen

Seattle



Targeted Enhancements vs Comprehensive Improvements

Discussion

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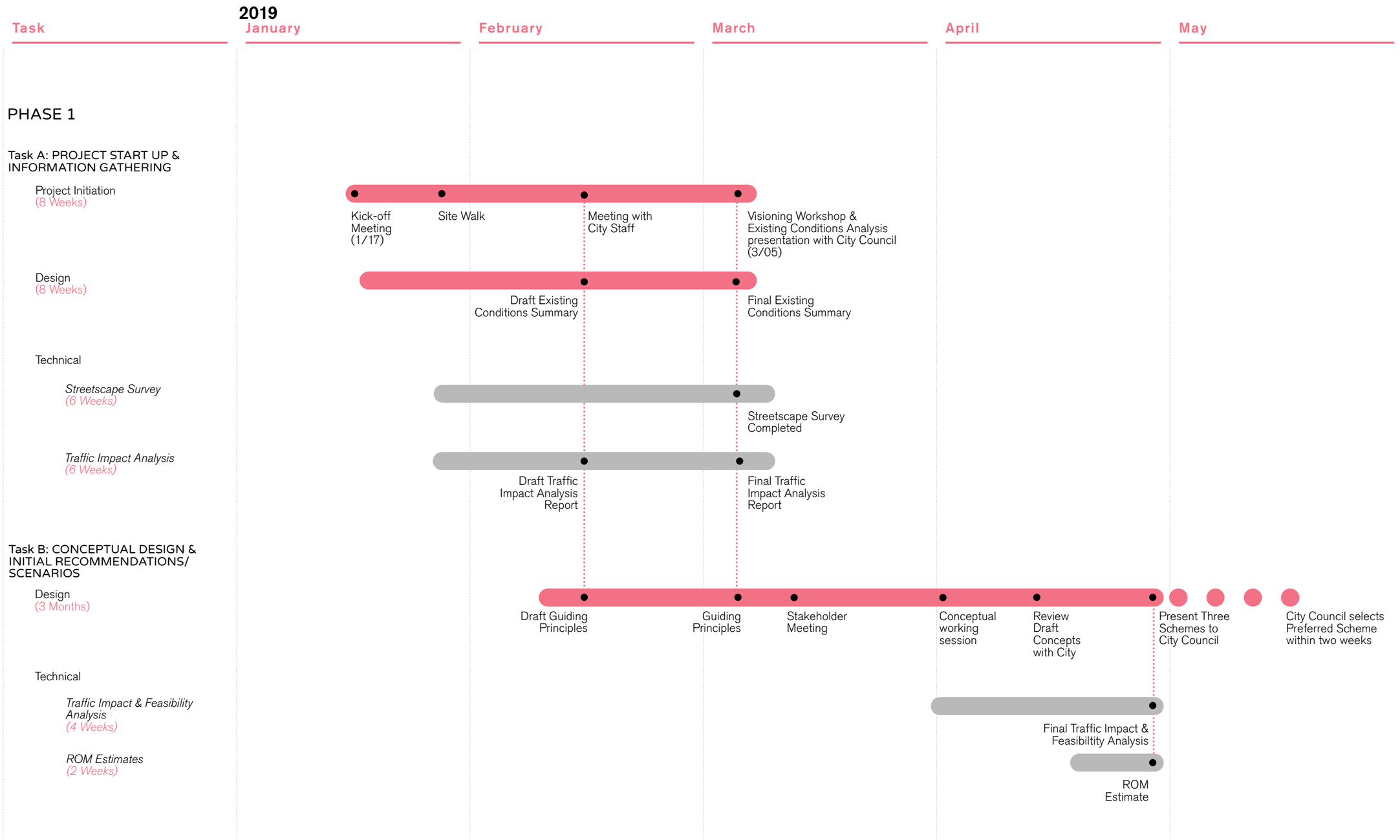
Next Steps

Project Schedule



Thank you.