BRANFORD VILLAGE
IN SUN VALLEY

Prepared by:
D’zyn, Inc.

Prepared for:
California State University, Northridge
Urban Studies Class – URBS-440
Instructor: Julie Dercle, PhD, AICP

Principals:
Amir Bashar
David Goral
Marion Thompson
Ani Vartabetian
Introduction/Site Analysis

- Branford Landfill – Sun Valley
- Abandoned and idle for 40 years
- Contaminants and clean up
- Opportunity to develop the site
- Sits among major transportation corridors
- Community would reap the benefits
Development Proposal

- Business Cluster
- Home Improvement Center
- Restaurants
- Diversity of Shops
- Child Care Center
- Water Park
Pedestrian Oriented Mixed Use

- Creates a live/work environment
- Provides after hour security
- Creates a pedestrian friendly atmosphere
- Creates small town feel
Services Oriented Uses

- Business cluster
- Blends in with local businesses
- Provides livable wage jobs
- Caters to local needs
Recreational Needs

- Provides fun for the family
- Easily accommodated on current mining area
- Good for park scarce neighborhood
- Provides jobs
Childcare Facility

- Meet neighborhood demand
- Provides service to employees
- Proven success in other communities
Pedestrian Friendly Space

- Shade trees
- Fountains
- Benches
- Catwalks
Public Realm

- Security
- Public Pride
- Desirable Environment
- Place of Contact
Benefits for Landscaping

- Landscaping enhances beauty
- Trees for shade
- Plants must enhance visual character
- Pedestrian areas become more friendly and inviting
Legend

- **Vehicle**
- **Deliveries**
- **Pedestrian**
- **Second level pedestrian bridge**

Conceptual Circulation: Pedestrian/Vehicle Plan
Landscaping
Light fixtures

- Attractiveness
- Not trendy
- Energy efficient
- Promotes safety
Pedestrian Facilities

- Encourage use of area
- Nice street furniture
- Shelter for commuters
- Public plaza
- Fountains
Site Design Elements

- Priority in arrangement of buildings
- Deliveries and parking are to the rear
- Parking should be screened
- Separate autos from pedestrians
Design Elements

- Use complimentary colors
- Large windows at street level
- Awnings for shade and visual enhancement
Design Elements

- Use of trim to break up storefront dullness
- Trim design must be complimentary
- Use low maintenance materials
Sign Design

- Used to advertise
- Must blend into development
- Used to enhance landscape
- Used to compliment a building’s design
Signs
Conclusion

- Re-Use of 172 acres of in-fill land
- Provide community enhancement
- Generate jobs
- Create leisure opportunities
- Economic stimulation
- Becoming a destination