

Glendale City Council Candidate Questionnaire

June 2026 Municipal Elections

The following questionnaire is intended to help inform the members of the Glendale Association of REALTORS® and the public about candidate perspectives on key issues facing the City of Glendale. The questions reflect voter priorities, findings from the Glendale Smart Growth Poll (2025) (<https://gaor.org/smart-growth-poll-2025/>), current fiscal realities, and ongoing land-use policy discussions in the City. Please answer all questions as completely as possible.

Candidate Information

Candidate Name: ___Dan Brotman_____

Campaign Email: ___dan@danforglendale.com_____

Campaign Phone: ___949-228-2001_____



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1. Traffic & Road Safety

Glendale voters overwhelmingly cite traffic and road safety as the top issue. What specific, measurable steps will you take in your first 12 months to reduce speeding, improve pedestrian safety, and manage congestion without removing vehicle travel lanes?

Candidate Response:

Speeding is the leading cause of serious pedestrian injury and death. In the medium/long term, the only way to fundamentally reduce speeding is through roadway design changes. Traffic engineers have traditionally seen their mission as one of maximizing traffic throughput and speed. Urban planners now universally agree that this approach is flawed and has led to both untenable congestion and unsafe street conditions, for drivers but even more so for those outside of a car. Engineers are starting to get this but are not yet fully on board. One of my first tasks will be to establish a Department of Transportation in Glendale, combining traffic planners and engineers, along with parking analysts and the Beeline team. This department should be headed by someone who is able to clearly articulate a vision for a safer and more multi-modal future. A related task is to complete our Vision Zero Plan. We also need to see how we can accelerate the implementation of our Pedestrian Master Plan and finally adopt our Bicycle Transportation Plan.



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In the meantime, we need to add muscle to our traffic and parking enforcement. Our motor and patrol officers have become reluctant to issue monetary citations and rely too often on verbal or written warnings. Our new interim chief believes this is not serving us well and is interested in changing that culture from within. I will support these efforts. I also support our plans to implement speed cameras. I was an early proponent of speed cameras, and I encouraged and supported Laura Friedman's efforts on AB 645 in which Glendale was named one of only six cities authorized to pilot this program. I have asked my colleagues to support a discussion on a similar approach to red light cameras. I will work in my first year to get a red light camera program underway.

2. Balancing Growth Perception vs. Data

Nearly half of voters believe residential development is happening too fast, even though Glendale's 10-year data shows otherwise. How will you balance voter perception with actual production data when evaluating development proposals and RHNA-related obligations?

Candidate Response:

I believe a large part of voter sensitivity to housing development stems from the type and quality of developments we've seen. The development in our downtown has been unattractive and soulless. I anticipate we will get better quality products going forward since we implemented enhanced objective design standards for our DSP area. We need to implement objective design standards throughout the city, and are doing that. We also may need to go back and make further changes to our downtown standards. With AB 130 and other laws limiting local discretion, objective design standards are one of the few remaining tools we have to ensure we get the building quality we deserve.



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I also believe we need to work on getting more adaptive reuse projects, more ownership housing, more missing middle housing, and more housing oriented toward families. I believe that a broader range of housing styles and types will ease resistance to increased density. Ownership housing is needed for its own sake, but also to calm concerns that we will be a city divided by single family homeowners and apartment dwellers with weaker community ties.

3. Housing Policy: Perception vs. Evidence

Glendale must plan for more than 13,000 additional housing units under the State's Regional Housing Needs Assessment (RHNA). At the same time, the Smart Growth Poll indicates that many residents believe development is occurring faster than the available data suggests.

When voter perception conflicts with objective housing production data and state housing requirements, which principle should guide your decisions?

☐ Development decisions should primarily reflect voter perception and neighborhood sentiment

☐ Development decisions should primarily reflect objective housing data and state housing requirements

☒ A balance of both

Please explain:

We have a moral obligation to increase our housing stock and bring down costs. And even if one doesn't subscribe to that notion, we lack the legal tools to reign in development to cater to voter perception. We are mandated to create the conditions to meet our RHNA goals, however unrealistic they may be, in particular with respect to the affordable housing numbers.



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Our failing has been in articulating the vision of a Glendale where increased density in our downtown and along our commercial corridors is compatible with a good quality of life—manageable traffic, strong community, good services, clean environment, quality schools, a diverse population, preservation of our historic neighborhoods and an aesthetically pleasant streetscape. We need an enhanced communications team to tell this story. I’m not so naive to think we will bring everyone along with this vision, but if we can reduce the concerns of even half of those who believe development has been too fast, we will be in a position to move forward without the deep divisions we’re seeing today.

4. Housing Types & Development

In general, which types of housing development do you believe Glendale should prioritize?

- ☐ Large apartment buildings
- ☐ Mid-scale multifamily developments (approximately 8–16 units)
- ☐ Ownership housing such as single-family homes, condominiums, and townhomes
- X ☐ A balanced mix depending on location

Please explain:



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Balance is the key. But since developers already know how to build large and mid-scale apartment buildings, and since we lack the land to create new single family neighborhoods, we need to figure out how we remove barriers to and/or create incentives for ownership and missing middle housing. This will be a key goal of mine. Fortunately, it is a goal shared across the dais even by people who tend to differ on many other things.

5. Building Permit Process

Developers, homeowners, and small property owners often cite slow permitting and plan-check timelines as a barrier to housing production and renovation. What specific steps would you support to streamline Glendale's building permit and plan-check process while maintaining safety and quality standards?

Candidate Response:

For years, I have been demanding we do a top to bottom review of codes, systems, processes and culture in CDD and in other departments that play a role in permitting, such as Fire, Public Works and GWP. When we hired Bradley Calvert from inside, we tasked him with this. Some progress has been made but it's been too slow and too modest. As we look to hire a new CDD director, which will have to be someone from the outside, we should accompany that with an external review of the items above and a work plan to make Glendale an easy place to build, remodel/expand, and start new businesses.

6. Bike Lane Policy

Do you support or oppose removing vehicle lanes to create bike-only lanes in Glendale? If you support lane reductions, what evidence do you have that voters agree? If you oppose lane reductions, what alternative mobility or safety improvements do you propose?

Candidate Response:



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We do not, and never have, removed lanes for the sole or even primary purpose of creating bike lanes. Where we've removed lanes (so far in my time on Council, the only permanent lane removal is the uncompleted project on La Crescenta Ave), we have done so to calm traffic and enhance safety. The key to the La Crescenta project is the continuous center turn lane. This will unequivocally make that segment safer for everyone—both cars, bikes and pedestrians. Adding bike lanes on La Crescenta is a safety and traffic calming enhancer.

Going forward, I will support lane removals only if there is demonstrated evidence that they will make the roadway safer by calming traffic, reducing speed and removing common collision factors AND only if traffic analysis demonstrates that the impact on travel times and cut through traffic is modest.

There are many things we can do short of removing lanes to improve safety. We have an entire toolkit of treatments, including speed humps and lumps, curb extensions, restricted left turn signaling, pedestrian head starts, traffic islands, etc. We need to be more willing to use these. We also need to add speed tables to our arsenal. Lane narrowing (as opposed to reduction) is also a well established traffic calming tool.

7. Publicly Owned Parking Lots

Do you support or oppose developing publicly owned parking lots—such as in Montrose or around the Civic Center—into mixed-use housing? If you support the idea, how will you address parking displacement and protect small businesses?

Candidate Response:

I support developing public owned parking lots so long as there is a viable project and we can gain the support of a majority of the community (as discovered through a randomized survey, not based on who shows up at a meeting).



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Some downtown lots could potentially be developed into hotel properties. We need more good quality hotels to meet visitor needs and generate TOT.

Most would be for mixed-use housing, with an emphasis on the mixed use for the lots near Glendale College.

The lot in Montrose would require replacement of all the parking or even providing additional parking, most likely in a structure hidden from view by housing; but that requirement means a project there is unlikely to pencil out. Despite that, I am a believer in finding out what's doable rather than just shutting down an idea before it has been proven out one way or the other. If a project there pencils out, we would have to be very thoughtful in how we stage the construction to protect retail businesses in the area.

As for the downtown lots, the need for replacement parking would depend on findings from an updated parking analysis. Based on the last analysis, we have sufficient parking downtown so long as people are willing to use the structures.

8. Bus Rapid Transit (BRT)

Do you support or oppose the creation of dedicated Bus Rapid Transit lanes on streets such as Glenoaks, Central, and Broadway? If implemented, what performance metrics or contingency plans should the City establish if BRT results in significant traffic congestion or reduced access to local businesses?

Candidate Response:

I support good quality transit, which we have very little of. The only way to achieve good quality transit is for the transit to be fast and predictable, which generally requires dedicated lanes. So, yes, I do support dedicating lanes to the BRT. It's important to remember that the BRT is a Metro project approved by the voters under Measure M. Metro has a legal obligation to build it, and they are going to build it. They do not require permits from the City of Glendale.



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The BRT will certainly have traffic impacts in the immediate aftermath of operations. The question is whether the ridership forecasts and theory of induced demand (reverse induced demand in this instance) plays out as anticipated. I believe it will but this will take time. If ridership does not materialize as anticipated, or congestion becomes untenable, we will certainly lobby Metro to make changes. We do not at this point have specific metrics, but the idea of establishing metrics is a good one and I will pursue it.

9. Electrification Policy

What is your position on building electrification policies that restrict or phase out natural gas appliances in new construction or building upgrades? How would you balance climate goals with housing affordability and renovation costs for homeowners and small property owners?

Candidate Response:

I support building electrification because it improves health, saves money, and helps keep electric rates in check. My approach to electrification is to create strong incentives for new development to be all electric and for replacements of A/C systems to be with two-way heat pumps. I do not support mandates requiring the replacement of gas equipment in existing buildings. However, I would like to see monetary incentives provided to encourage this shift. For avoidance of doubt. I do not support POS mandates such as have been implemented in at least one Bay Area city.

10. Rent Registry



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Do you support or oppose a mandatory rent registry in Glendale? If you support it, what specific data should be collected and how should sensitive information be protected? If you oppose it, what alternative data sources should the City rely upon for rental market analysis?

Candidate Response:

I proposed a Rent Registry in 2020 but pulled it after I learned of the opposition and alternative sources of information. I do believe we need better data on vacancies, rents and evictions. I'm happy to work together to find alternative methodologies to obtain that data.

11. Glendale's Budget Deficit

According to City financial projections, Glendale faces an ongoing structural budget deficit of roughly \$20 million per year over the next several years. What are the three most specific actions you would take in your first year on the City Council to address this structural imbalance?

Candidate Response:

The first step with any budget shortfall is to cut redundant or low priority spending. We are going through an exercise to identify savings now, and we have earmarked cuts that will close about a third of the gap for the coming fiscal year. I support this process. As they say, never let a good crisis go to waste.



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I do not, however, believe that cuts alone will solve the problem, unless we want to cut headcount, which means cutting services the community depends on. Two thirds of our budget is public safety, and 80% of that is people. People make up the vast majority of our non-safety budget. Staff levels are already low. We can't bring them lower without serious and permanent damage to our service levels. We actually need to be increasing headcount in permitting and plan check, code enforcement, and other areas, not cutting it.

That leaves new revenues. I support seriously considering any and all new revenue streams. We need to start with non-tax revenues, such as freeway billboards, transfer of development rights, increased parking rates and metered locations, strengthened parking enforcement, ground leasing city owned parking lots, franchise fees from EV charging in the public ROW, and longer term strategies such as building out a commercial fibre service, recruiting new hotel developments, litigating to get our fair share of streaming UUT, working with other cities to get greater fairness on sale tax allocation for online purchases, etc.

On the tax side, I initially hoped we could put a 1/4 cent sales tax on the ballot in November. But with the County's decision to go for a 1/2 cent sales tax, this now seems untenable. The best alternatives are a tax on private parking lots and/or a business license tax. We need to explore those.

12. Revenue Measures

To address Glendale's projected structural budget deficit, some have proposed placing various revenue measures before voters.

Would you support placing any of the following measures on the ballot?

Measure Yes No



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Parcel tax ☐ ☐ Not at this time

Real estate transfer tax ☐ ☐ Not at this time

Sales tax increase ☐ ☐ Not at this time

Vacancy tax on residential or commercial property ☐ ☐ Not at this time

Please explain your reasoning:

I don't believe the public is willing to support additional taxes at this time, other than possibly a tax on private parking lots or a business license tax that exempts small businesses. I don't support spending money or efforts on a proposition that is likely to fail. We should pursue non-tax strategies first and see where we land before considering tax options.

13. Cost-Cutting Strategy

If your plan relies primarily on cost reductions, which specific services, positions, or budget categories would you reduce or restructure? How much savings do you estimate your proposal would generate?

As explained above, I believe cost cutting must be part of our strategy, but we cannot expect it to close more than one-third to one-half of our budget gap. I do not want us cutting positions or services. One tangible cut that I have already discussed with the interim chief is to our helicopter program; drone technology, which we are piloting now, is likely to give us the same capabilities at much lower cost. There may be other opportunities like this in Fire but I am not aware of them right now. I believe there are redundant senior management or executive positions but if we eliminate them we should be shifting those resources to higher directors for Communications on the one hand and a DOT on the other, so these will not result in net savings.



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Candidate Response:

14. Council District Elections

Do you support or oppose transitioning Glendale from at-large elections to district-based Council elections? Why? If you support districts, how many should Glendale have and what criteria should guide the map? If you oppose districts, how would you address the City's CVRA exposure and potential litigation costs?

I support a transition to district based elections. I believe the ideal scenario is six districts and an elected mayor but I would also support five districts and no elected mayor. The criteria for determining district boundaries should follow the public process we have already gone through.



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Amended Brotman questionnaire response

15. Campaign Information

Please provide a brief update on your campaign.

Total funds raised to date: _____\$68,000_____

Campaign fundraising goal: _____\$150,000_____

Approximate campaign budget: ____\$150,000_____

Key endorsements received (if any):

State and Local Leaders

US Congresswoman Laura Friedman

CA State Senator Sasha Rene-Perez

CA State Assemblymember Jessica Caloza

CA State Assemblymember Nick Schultz

City of Glendale

Rafi Manoukian, Treasurer, City of Glendale

Frank Quintero, Former Mayor, City of Glendale

Glendale Unified School District

Ingrid Gunnell, Board President

Telly Tse, Board Clerk

Kathleen (Kat) Cross, Board Member

Neda Farid, Candidate

Glendale Community College

Sevan Benlian - Board Trustee

Desiree Portillo Rabinov - Board Trustee

Ann Ransford, - Board Trustee

City of Burbank

Tamala Takahashi - Mayor, City of Burbank

Konstantine Anthony - Council Member, City of Burbank

City of Pasadena

Rick Cole - Council Member, City of Pasadena

Michael Cacchiotti - Council Member, South Pasadena

Organizations

- East Area Progressive Democrats (EAPD)
- Teamsters Joint Council 42
- Operating Engineers #12
- Glendale Teacher's Association
- Southern California Armenian Democrats (SCAD)
- Sierra Club
- Glendale Police Officers Association
- Glendale Teachers Association
- Los Angeles County Building Trades (LAOC)
- League of Los Angeles Conservation Voters (LALCV)
- Los Angeles County Federation of Labor
- Unite!Here 11
- LiUNA 300
- Painters District Council 36