

January 4, 2017

Ms. Dawna Stromsoe  
2405 Roscomare Road #8  
Los Angeles, CA 90077

**Re: Sign Program Case No. PDR 1628991  
101 N. Brand Boulevard**

Dear Ms. Stromsoe:

Pursuant to the provisions of Glendale Municipal Code, Title 30, Chapter 30.33.220, the Director of Community Development has reviewed your application for an updated Sign Program for the multi-tenant commercial high-rise office building, located at 101 North Brand Boulevard in the Downtown Specific Plan's (DSP) Broadway Center District, described as Lot 1 and a portion of Lot 2 of Parcel Map GLN 1583, as recorded in Map Book 269, Pages 31 and 32, in the Office of the Recorder of the Los Angeles County. This revised sign program supersedes the sign program approved by the Director of Community Development on October 7, 2014 (Case No. PDR 1421984).

After considering the evidence presented with respect to this application, the Director of Community Development has **granted with conditions** your application based on the following findings:

1. The proposed sign program for the multi-tenant commercial building will be compatible with its intended location and surroundings. The project is located in the DSP's Broadway Center District and is within close proximity to significant retail activity areas in the Glendale Galleria, the Americana at Brand, the Marketplace and the Exchange. This sign program is an update of the 2012 Council-approved sign program that encompassed all existing signage, featured parameters to regulate future signage, and included the off-premise, projecting sign approved by City Council on August 14, 2014 (PVAR 1225521), and the subsequent update of the sign program approved by the Director of Community Development on October 7, 2014 (PDR 1421984), which addressed a modification to the Council-approved off-premise sign, amending the stylized, off-premise projecting sign to a stylized, off-premise wall sign. The current sign program includes all signage approved in the 2014 sign program and includes two new high rise wall signs (on the north and south tower elevations), as permitted under GMC 30.33.130. All future signage shall comply with the sign program, and all signs, including their sign type, size and location, shall be reviewed and approved by the City's Urban Designer. The sign program proposal is consistent with the intent of the City's established criteria for sign programs to have unified signs for larger projects on properties in the DSP.
2. The proposed sign program will not unduly compete with or obstruct other business signs in the neighborhood, detract from the building's architectural features or create undue visual clutter. The proposed signage would be consistent with the intent of the sign program by allowing for visual presence and public awareness of the building by pedestrian and vehicular traffic. The signs have been designed within a unified theme to

complement the large, contemporary multi-tenant commercial building and so as to not obstruct other commercial business signage or add visual clutter.

3. The sign program exhibits a comprehensive design theme for the building. The subject building stretches the entire southerly block face along Broadway between Brand Boulevard and Orange Street, and the sign program has been designed to exhibit a comprehensive sign program for the entire development. The existing signage is to remain and two new high rise wall signs are proposed for the north and south tower elevations; these high rise wall signs shall comply with the standards set forth in GMC 30.33.130. All signs must comply with the established criteria contained in the sign program to be reviewed and approved by the City's Urban Designer.
4. The sign program will be consistent with the standards set forth in Section 30.33 (Signs) and meets the intent of the City's established criteria for sign programs for properties located in the DSP zone. Purposes of the ordinance include creating a more attractive business climate and a unified design program for all signs throughout a multi-tenant development. The proposed sign program accomplishes these goals.

Approval of this sign program shall be subject to the following conditions:

1. That the development shall be in substantial accord with the plans and materials submitted with the sign program application for PDR 1628991, except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein.
2. That all necessary permits shall be obtained from the Building and Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.
3. That the sign program structures shall be maintained in a good and safe condition and appearance to the satisfaction of the Director of Community Development. Upon notice by regular mail to the tenant, any sign found to be in poor appearance or unsafe condition shall be removed or replaced within 48 hours.
4. All future signs shall comply with the sign program, and all signs, including sign type, size and location, shall be reviewed and approved by the City's Urban Designer.
5. That no other visible signs beyond those approved in this sign program shall be permitted.
6. That the site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
7. That the sign program shall continue to remain in effect until superseded by a new or revised sign program.

Under the provision of Glendale Municipal Code Chapter 30.62, any person affected by the above decision has the right to appeal said determination to the Planning Commission if it is believed that the decision is in error or that procedural errors have occurred, or if there is substantial new evidence which could not have been reasonably presented previously. Any appeal must be filed within fifteen (15) days following the actual date of such action. Information regarding appeals and

Sign Program Case No. PDR 1628991  
101 N. Brand Blvd. (City Center I)

appeal forms will be provided by the Building and Safety Section upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **January 19, 2017**, in the Building and Safety Section, 633 E. Broadway, Room 101.

If you have any questions, please contact Vilia Zemaitaitis, Senior Planner, at 818-937-8154 or [vzemaitaitis@glendaleca.gov](mailto:vzemaitaitis@glendaleca.gov).

Sincerely,



Philip S. Lanzafame  
Director of Community Development

PL:VZ

cc: BCal 101 North Brand Property, LLC, c/o Beacon Capital Partners, LLC, Attn: Yvonne Apodaca, 200 State Street, 5<sup>th</sup> Floor, Boston, MA 02109

**GLENDALE CITY CENTER,  
101 N. BRAND BLVD**

**SIGN PROGRAM 2017**

Pages 1-8 - 2014 Approved sign program (PDR 1421984)  
Pages 9-13 - Proposed High rise wall signs



**GROUND PLAN SIGNAGE**



① PARKING SIGN TO REMAIN



⑦ BJ'S SIGN TO REMAIN



⑬ BJ'S SIGN TO REMAIN



② ISLANDS SIGN TO REMAIN



⑧ BJ'S SIGN TO REMAIN



⑭ LA GOCCHIA COFFEE SIGN TO REMAIN



③ ISLANDS SIGN TO REMAIN



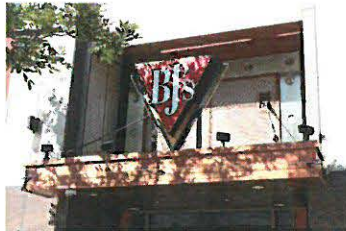
⑨ BJ'S SIGN TO REMAIN



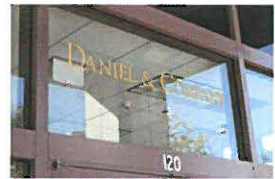
⑮ CPK SIGN TO REMAIN



④ ISLANDS SIGN TO REMAIN



⑩ BJ'S SIGN TO REMAIN



⑯ DANIEL & CO. SIGN TO REMAIN



⑤ PARKING SIGN TO REMAIN



⑪ BJ'S SIGN TO REMAIN



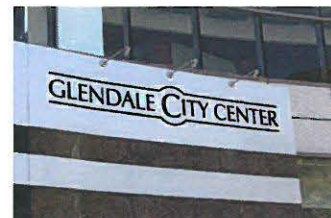
⑥ PARKING SIGN TO REMAIN



⑫ BJ'S SIGN TO REMAIN



⑰ GLENDALE CITY CENTER SIGN TO REMAIN



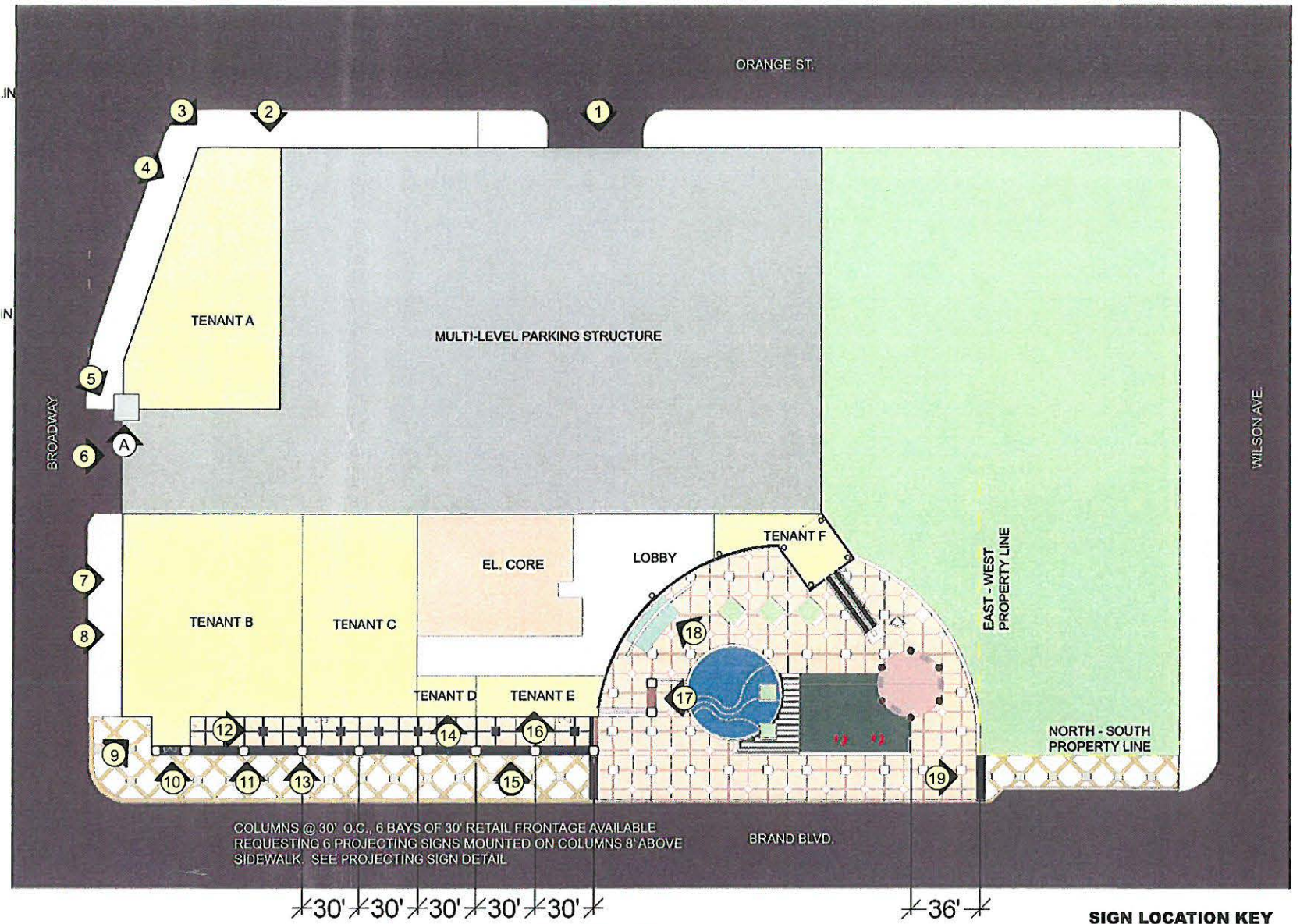
⑱ GLENDALE CITY CENTER TO REMAIN



⑲ GROUND SIGN ON BRAND TO REMAIN



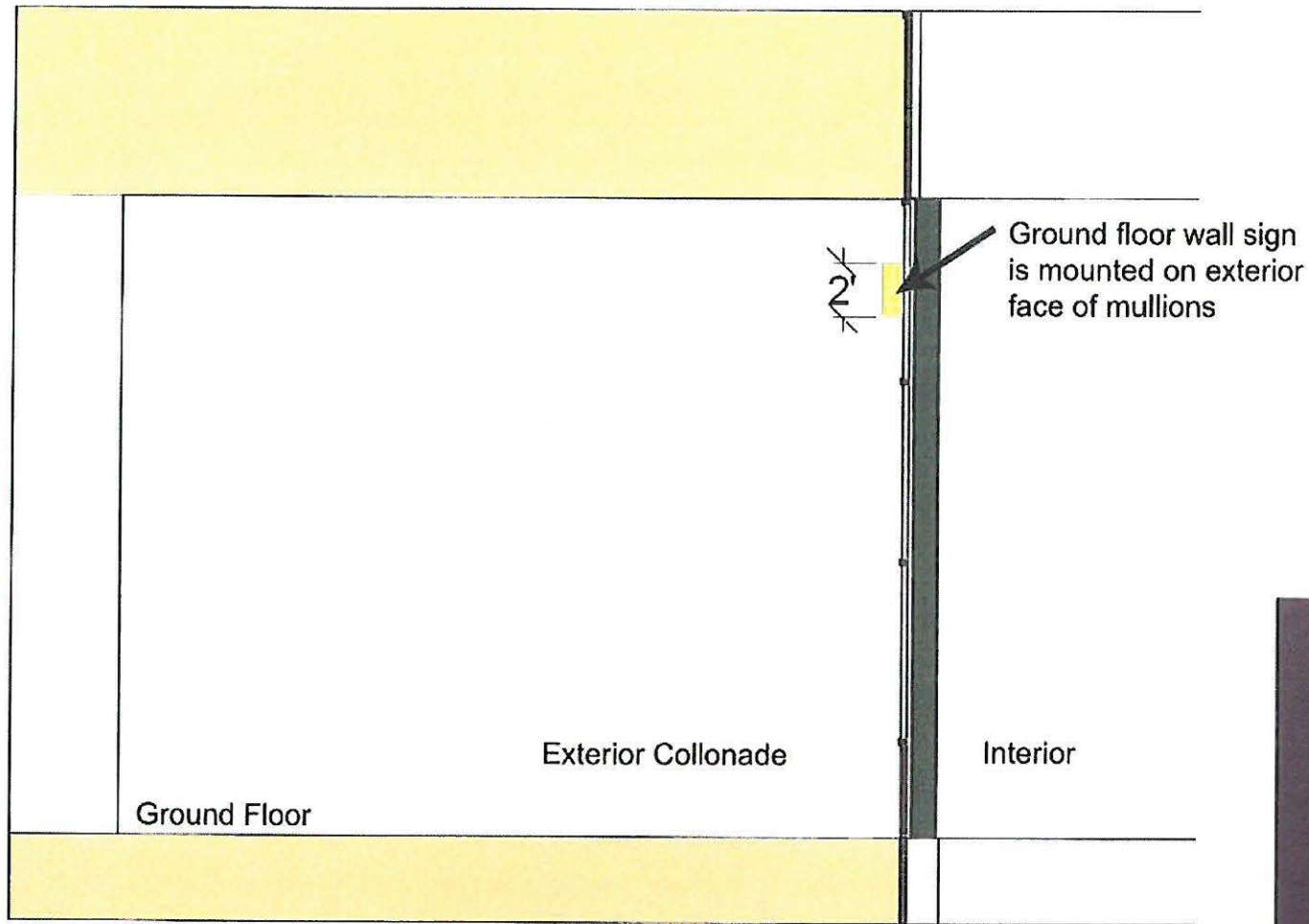
Ⓐ NEW WALL SIGN



**SIGN LOCATION KEY**

- ⬤ NEW SIGN LOCATION AND SIGN SHEET REFERENCE
- ⬤ EXISTING SIGNS TO REMAIN

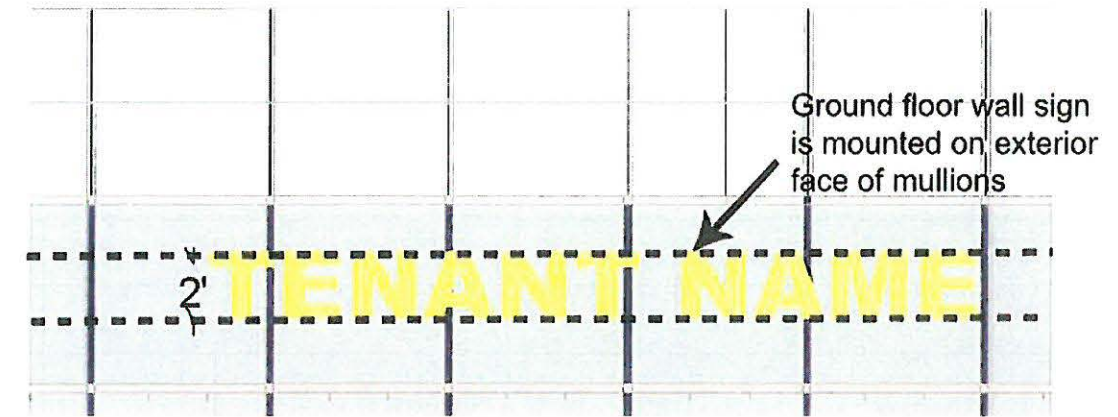




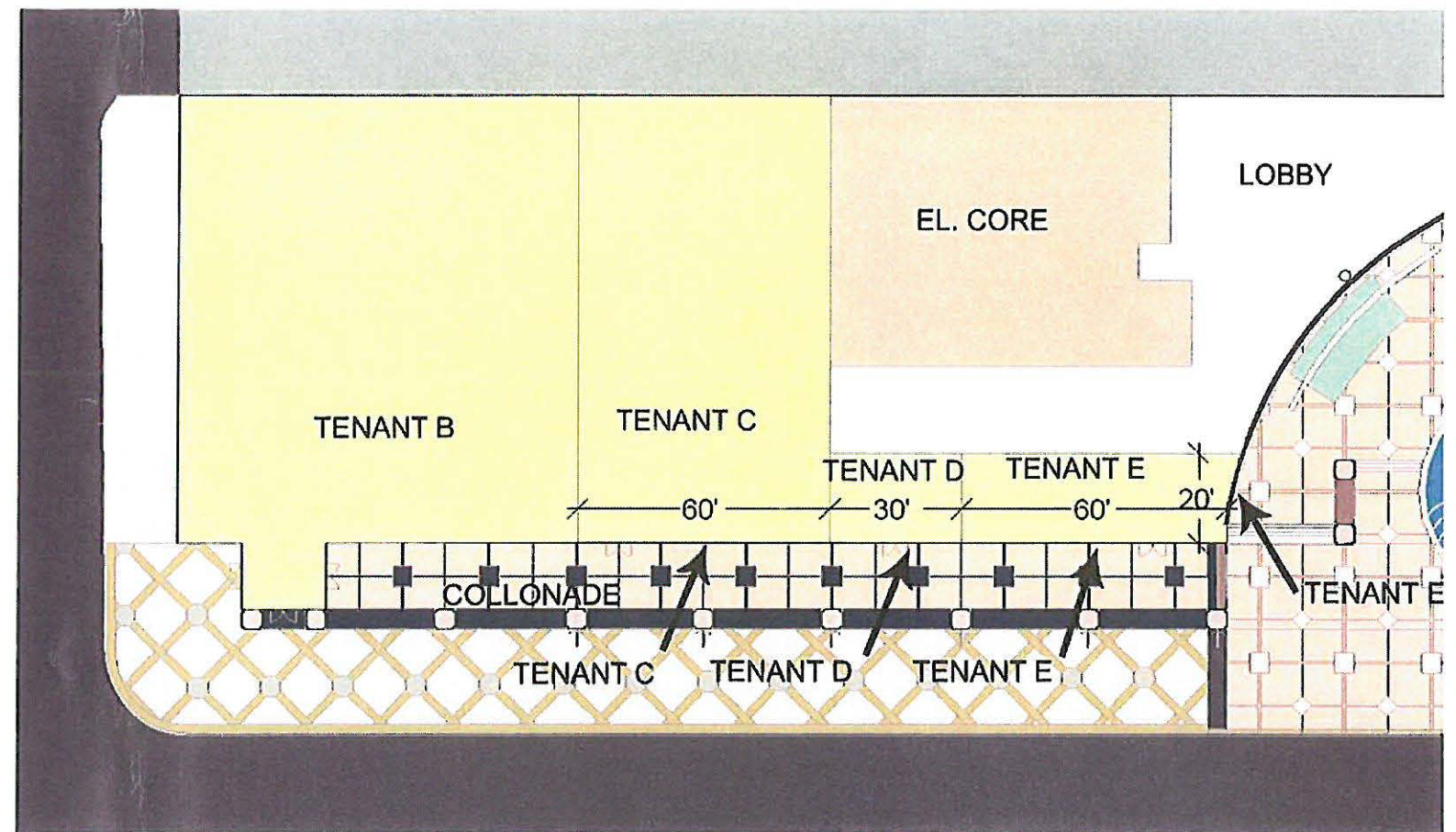
Ground Wall Sign Section

NOTE: Ground floor wall sign color and font to be determined by the applicant and approved by the Urban Designer

NOTE: The vertical dimensions of wall signs C, D, and E should be no taller than 2'. Tenant wall sign total area will not exceed 1 sq ft of sign area per 1 linear ft of tenant frontage



Ground Wall Sign Elevation



Ground Wall Sign Plan

**NEW GROUND FLOOR WALL SIGN**



**GLENDALE CITY CENTER  
GLENDALE, CA**



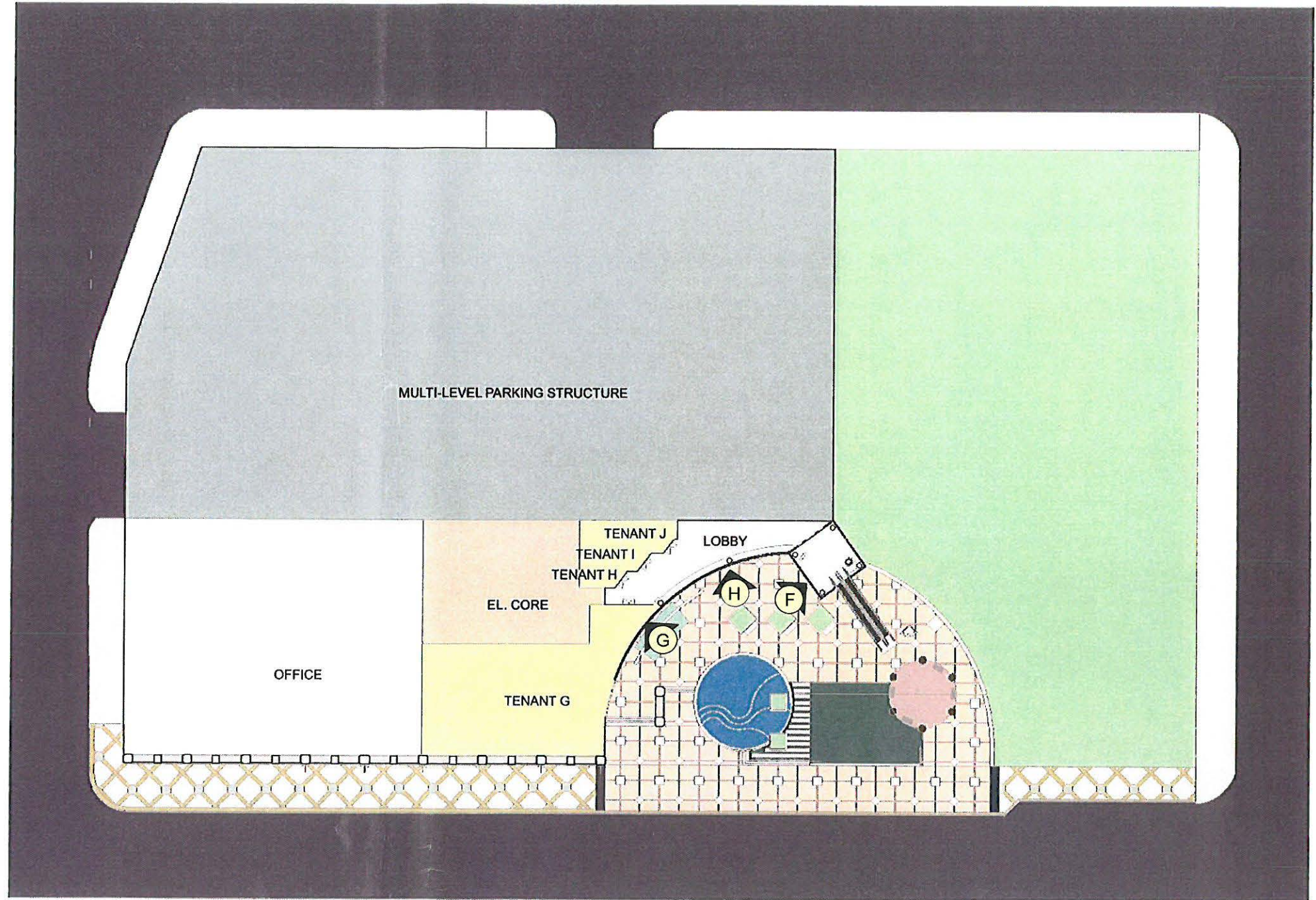
Ⓕ EXISTING OLIVE GARDEN WALL SIGN TO REMAIN



Ⓖ EXISTING CPK WALL SIGN TO REMAIN



Ⓗ EXISTING WEIGHT WATCHERS WALL SIGN TO REMAIN

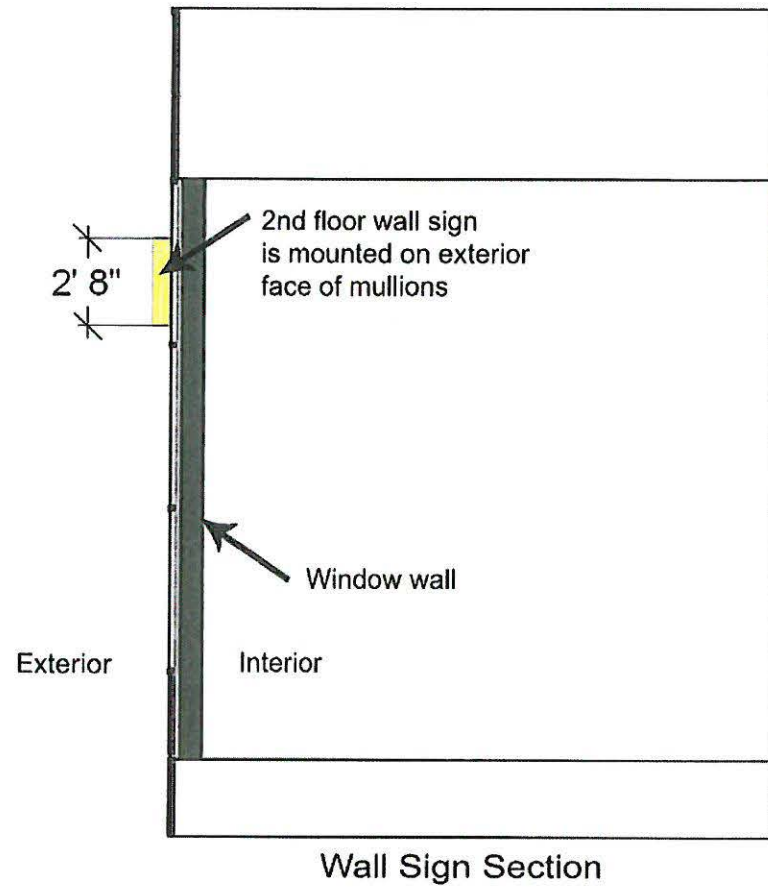


**SIGN LOCATION KEY**

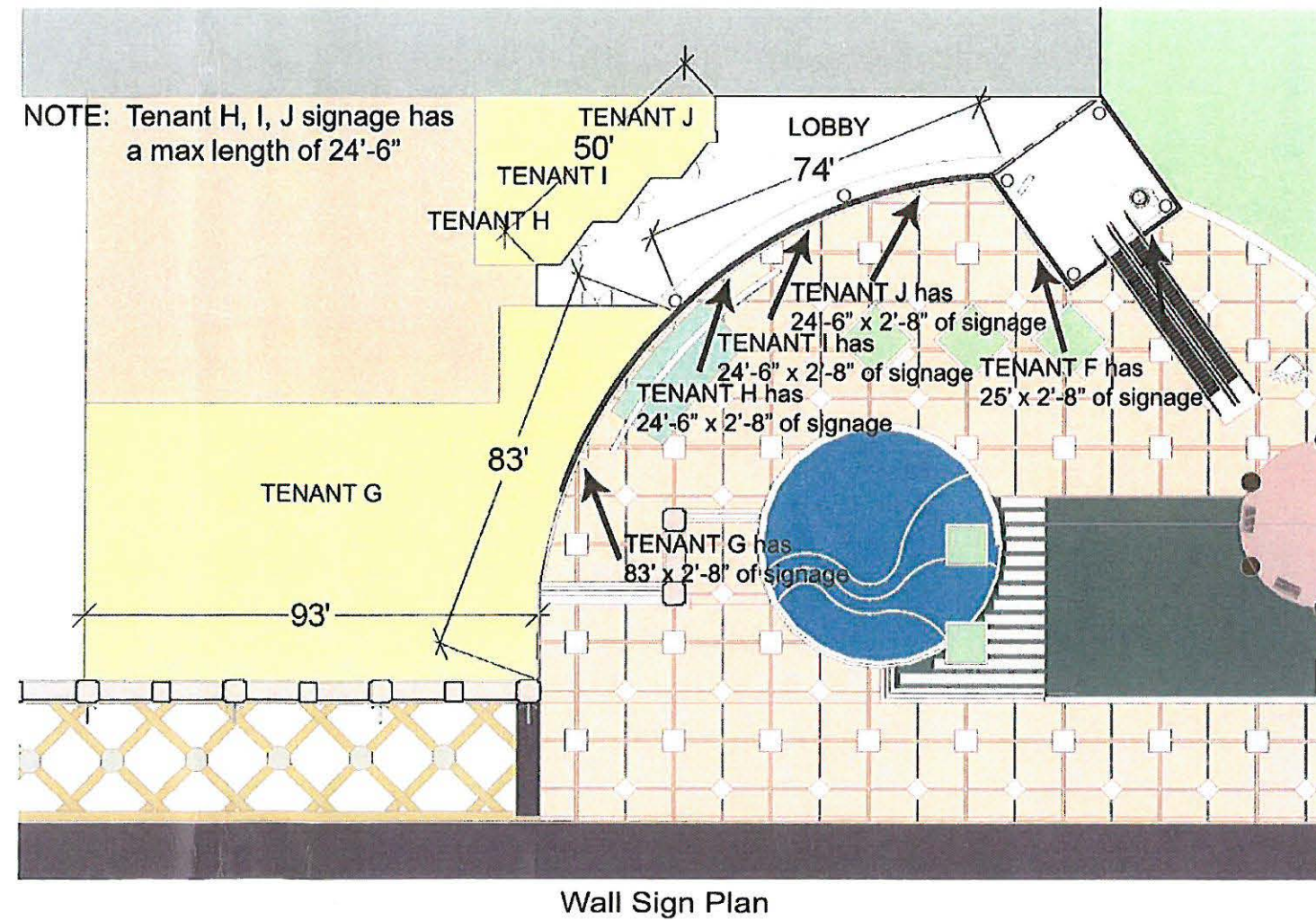
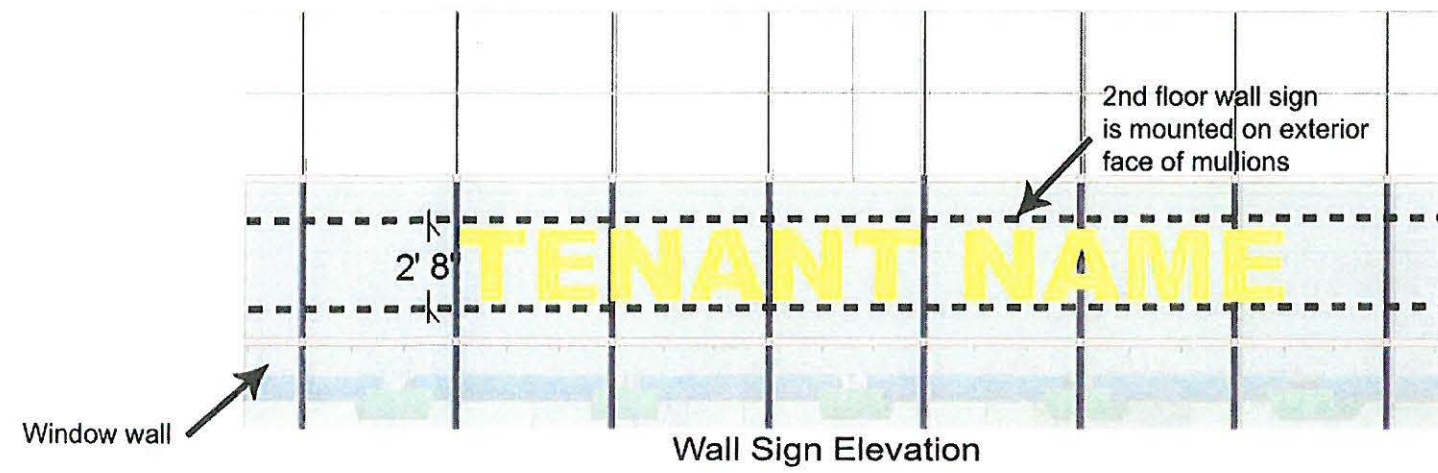


**2ND FLOOR PLAN SIGNAGE**



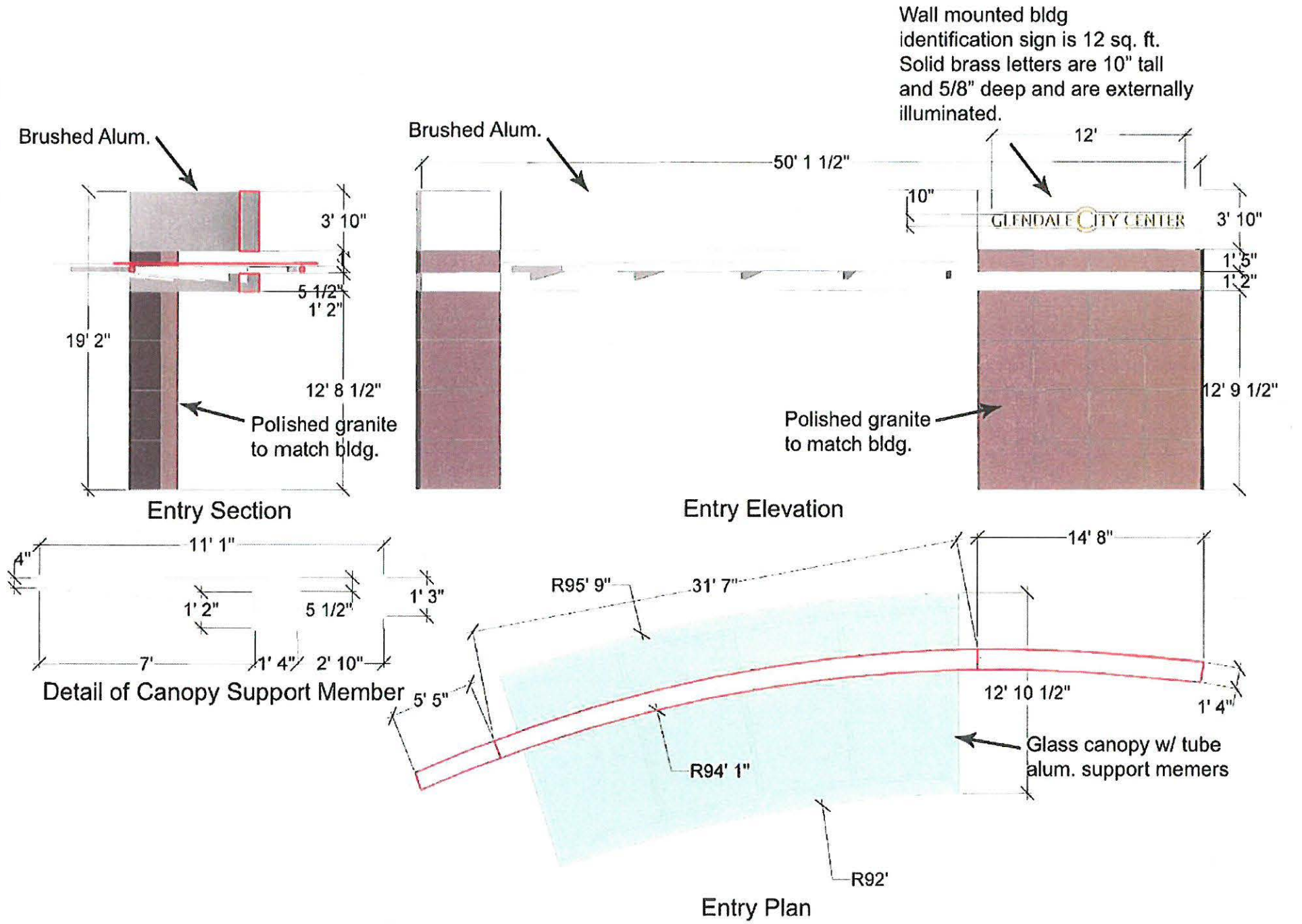


NOTE: 2nd floor wall sign color and font to be determined by the applicant and approved by the Urban Designer



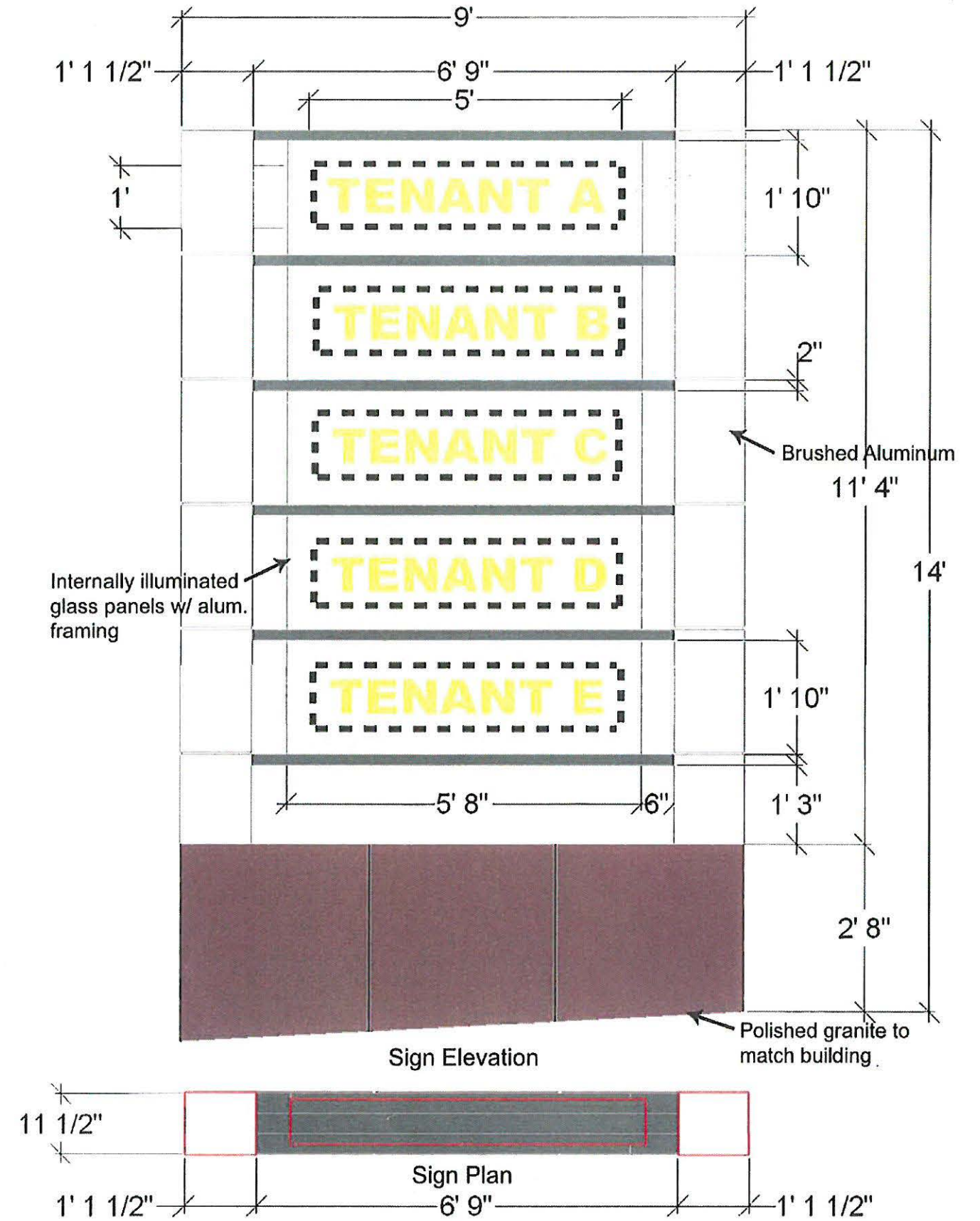
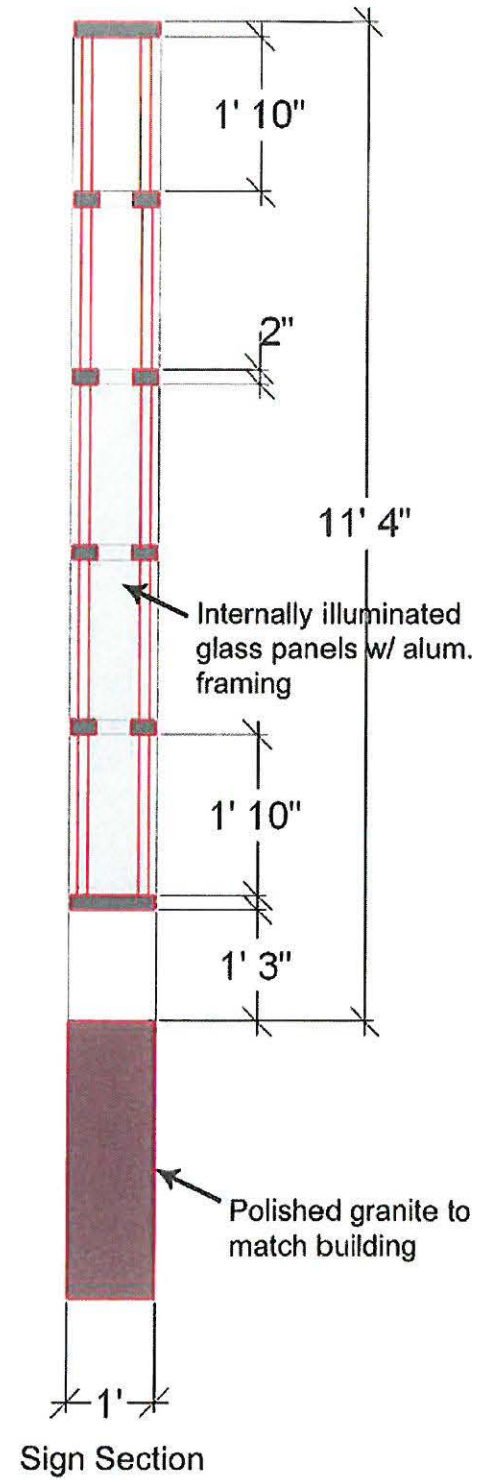
**2ND FLOOR WALL SIGN**







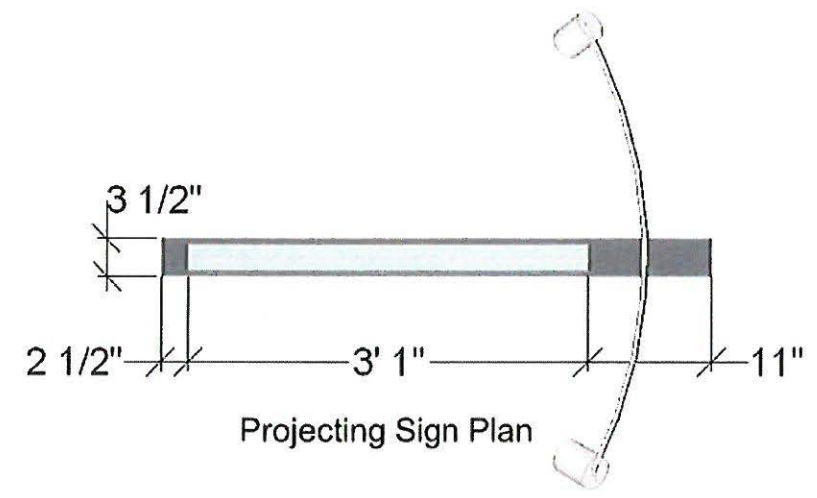
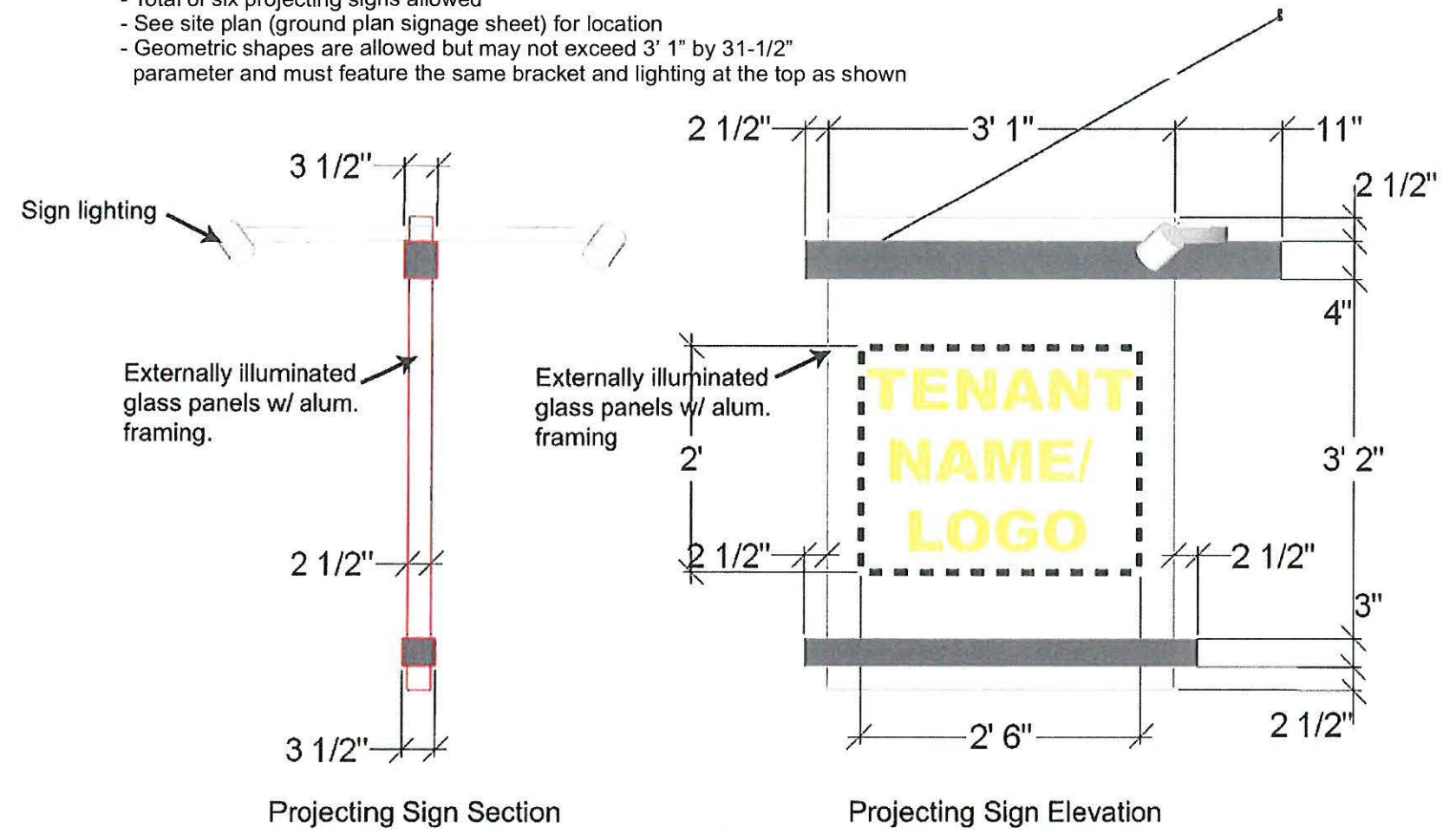
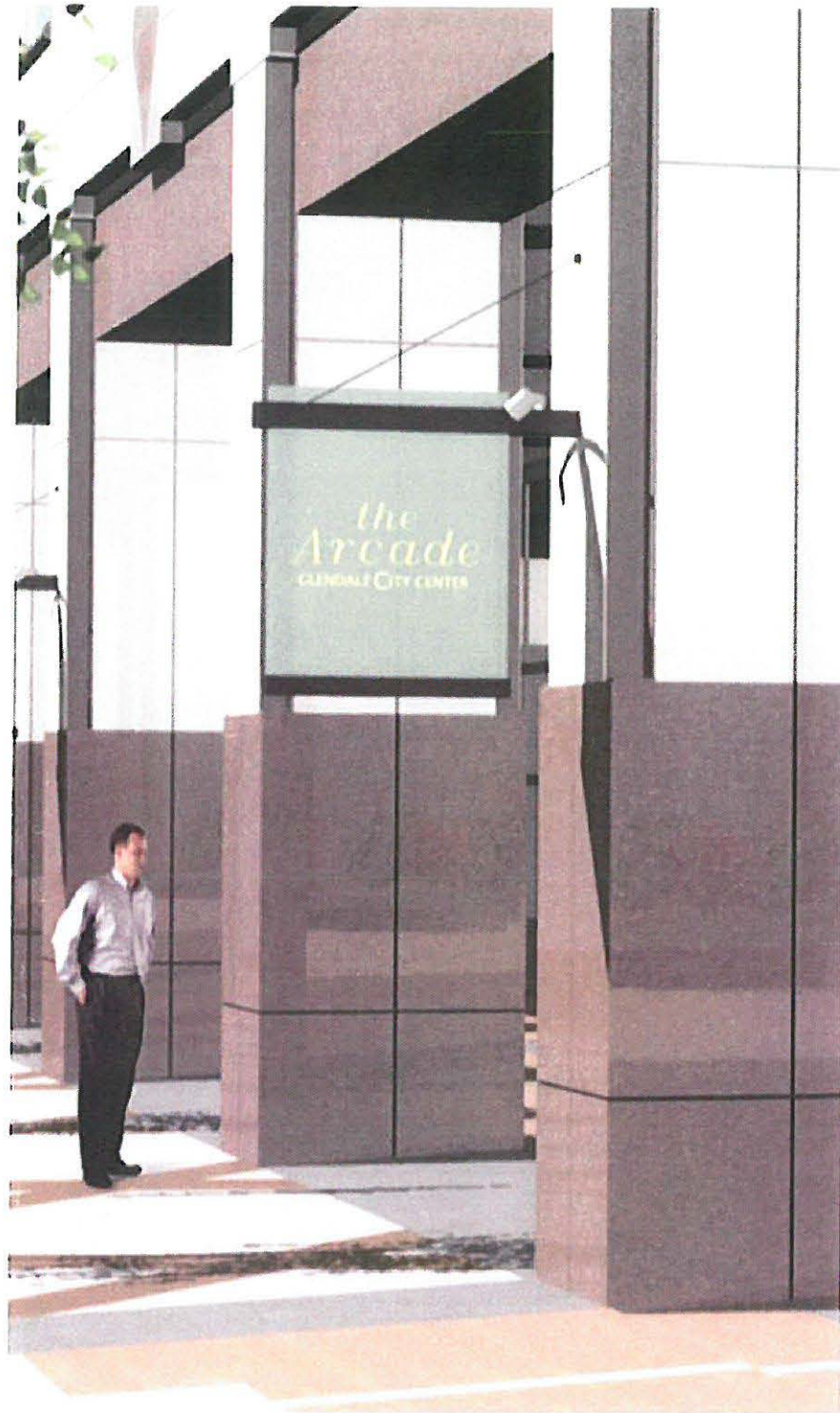
NOTE: Ground signs have 1' x 5' of tenant signage  
All other ground signs to be removed



**GROUND SIGNS**



- NOTE:**
- Each projecting sign is intended for a single retail tenant directly adjacent to the sign
  - Projecting signs are permitted 2' by 2' 6" of tenant signage (copy)
  - Total of six projecting signs allowed
  - See site plan (ground plan signage sheet) for location
  - Geometric shapes are allowed but may not exceed 3' 1" by 31-1/2" parameter and must feature the same bracket and lighting at the top as shown



**PROJECTING SIGNS ALONG BRAND BLVD**





**WALL SIGN FOR TENANT A**

**\*NOT TO EXCEED 35 SQUARE FEET**

- SIGN TO BE STYLIZED AND A COMBINATION OF CHANNEL LETTERS, REVERSE CHANNEL LETTERS, AND NEON IS ENCOURAGED
- SIGN DESIGN TO BE REVIEWED AND APPROVED BY THE URBAN DESIGNER OR HIS/HER DESIGNEE



LOOKING WEST ON BROADWAY

**NEW WALL SIGN FOR TENANT A**





GLENDALE CITY CENTER, 101 N. BRAND BLVD

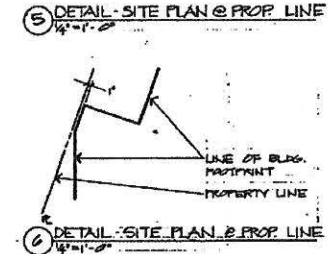
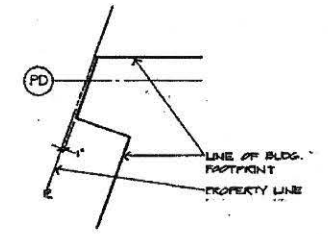
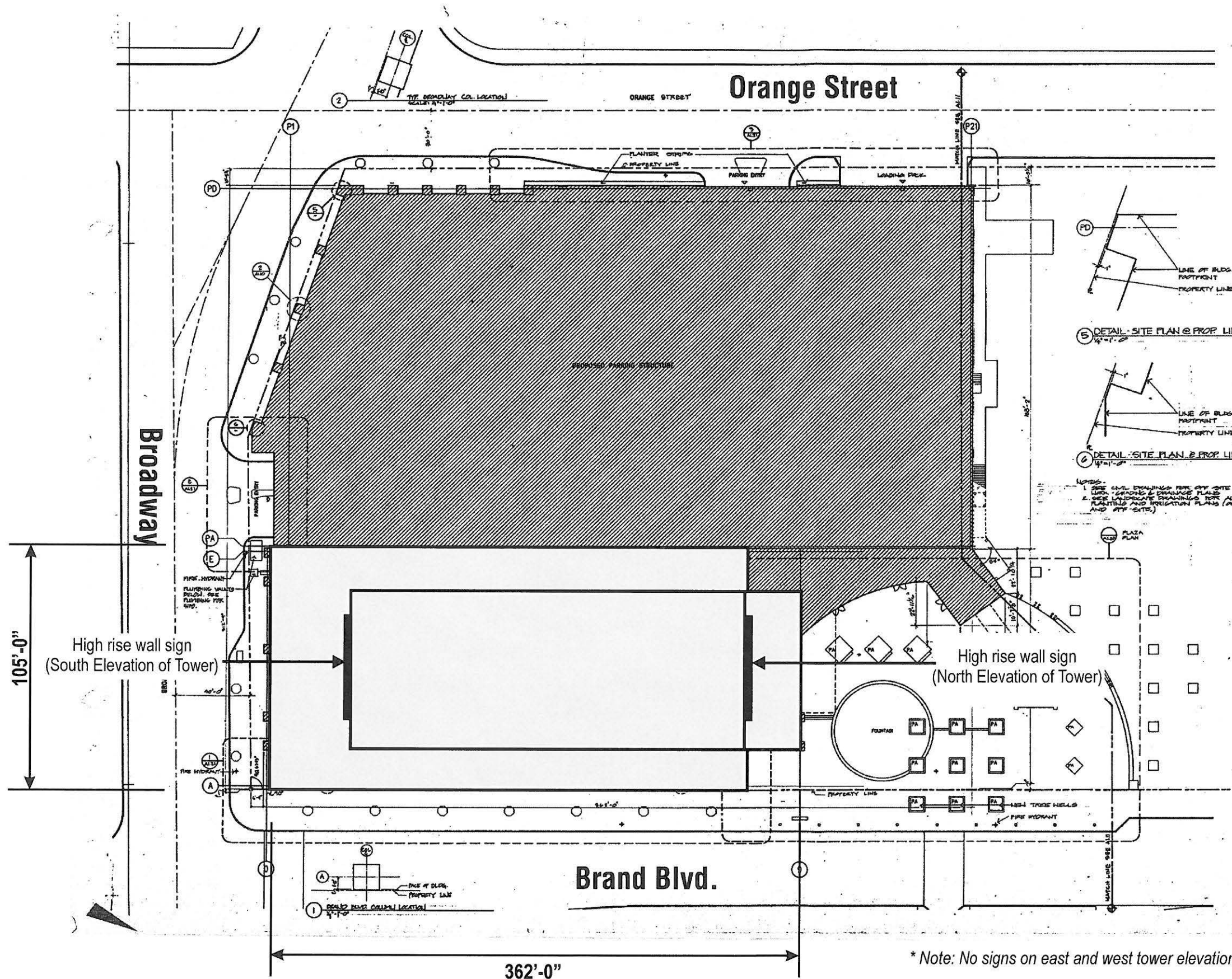


HIGH RISE WALL SIGNS TO BE COMPLIANT WITH ALL PROVISIONS OF THE GLENDALE MUNICIPAL CODE, TITLE 30, CHAPTER 30.33.130

HIGH RISE WALL SIGNS SHALL BE LIMITED TO THE NORTH AND SOUTH TOWER ELEVATIONS AS SHOWN ON PAGES 10 OF 12, 11 OF 12 & 12 OF 12.

HIGH RISE WALL SIGNS TO BE REGISTERED LOGO ONLY AND A COMBINATION OF CHANNEL LETTERS OR REVERSE CHANNEL LETTERS WITH INTERNAL ILLUMINATION ONLY. FOR ENERGY EFFICIENCY, LED'S ARE ENCOURAGED.

MAXIMUM 450 SQ FT PER SIGN.  
9'-0" H MAX x 50'-0" W MAX x 1'-6" D MAX.



NOTES:  
1. SEE CIVIL ENGINEER FOR OFF-SITE UTILITIES AND DRAINAGE PLANS.  
2. SEE LANDSCAPE ARCHITECT FOR ALL PLANTING AND IRRIGATION PLANS (ON AND OFF-SITE).  
3. SEE ELECTRICAL ENGINEER FOR ELECTRICAL PLANS.

\* Note: No signs on east and west tower elevations.

SITE PLAN: LOCATIONS OF PROPOSED HIGH RISE WALL SIGNS



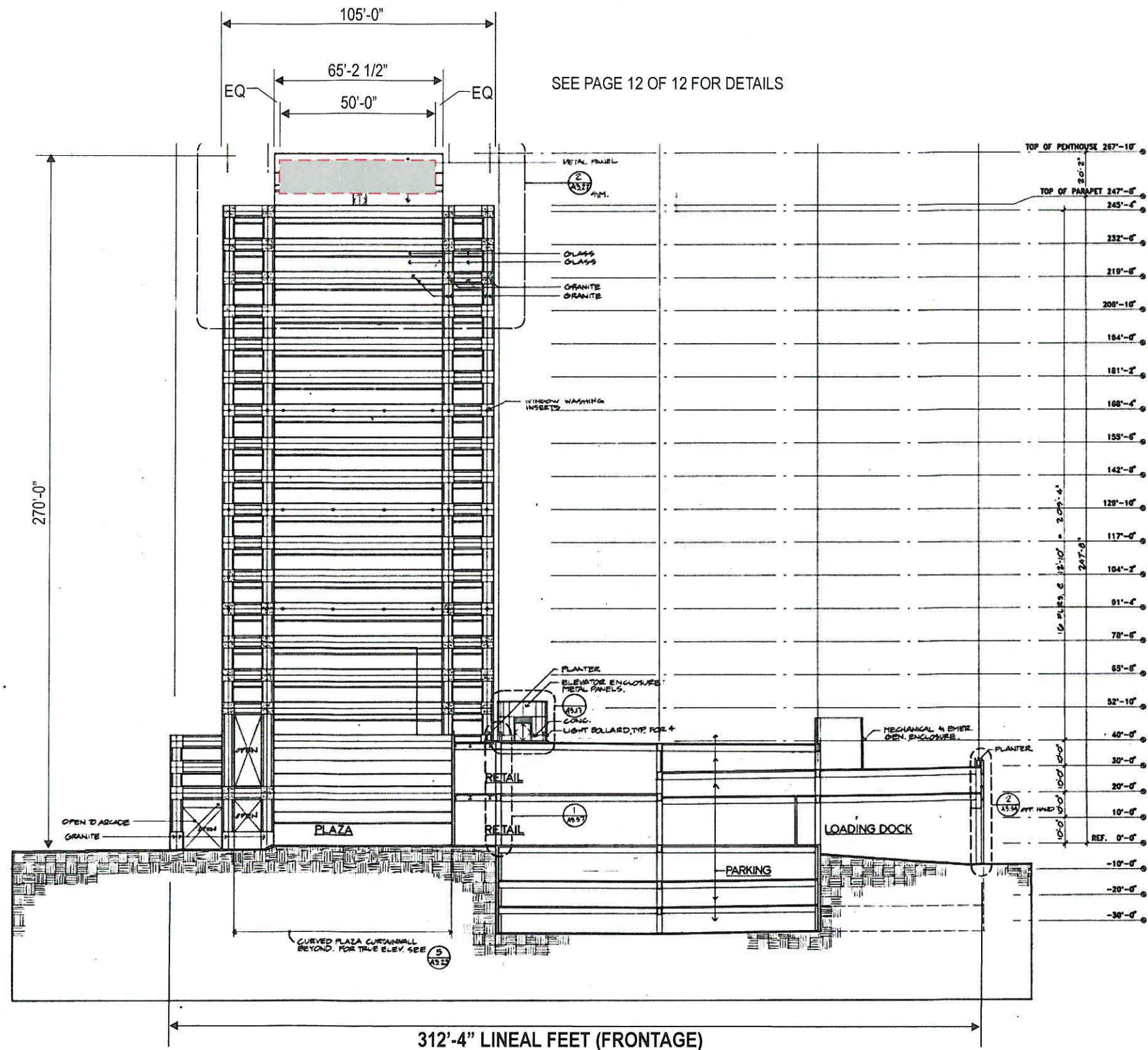


PHOTO SIMULATION  
(EXAMPLE)

NORTH ELEVATION  
NTS

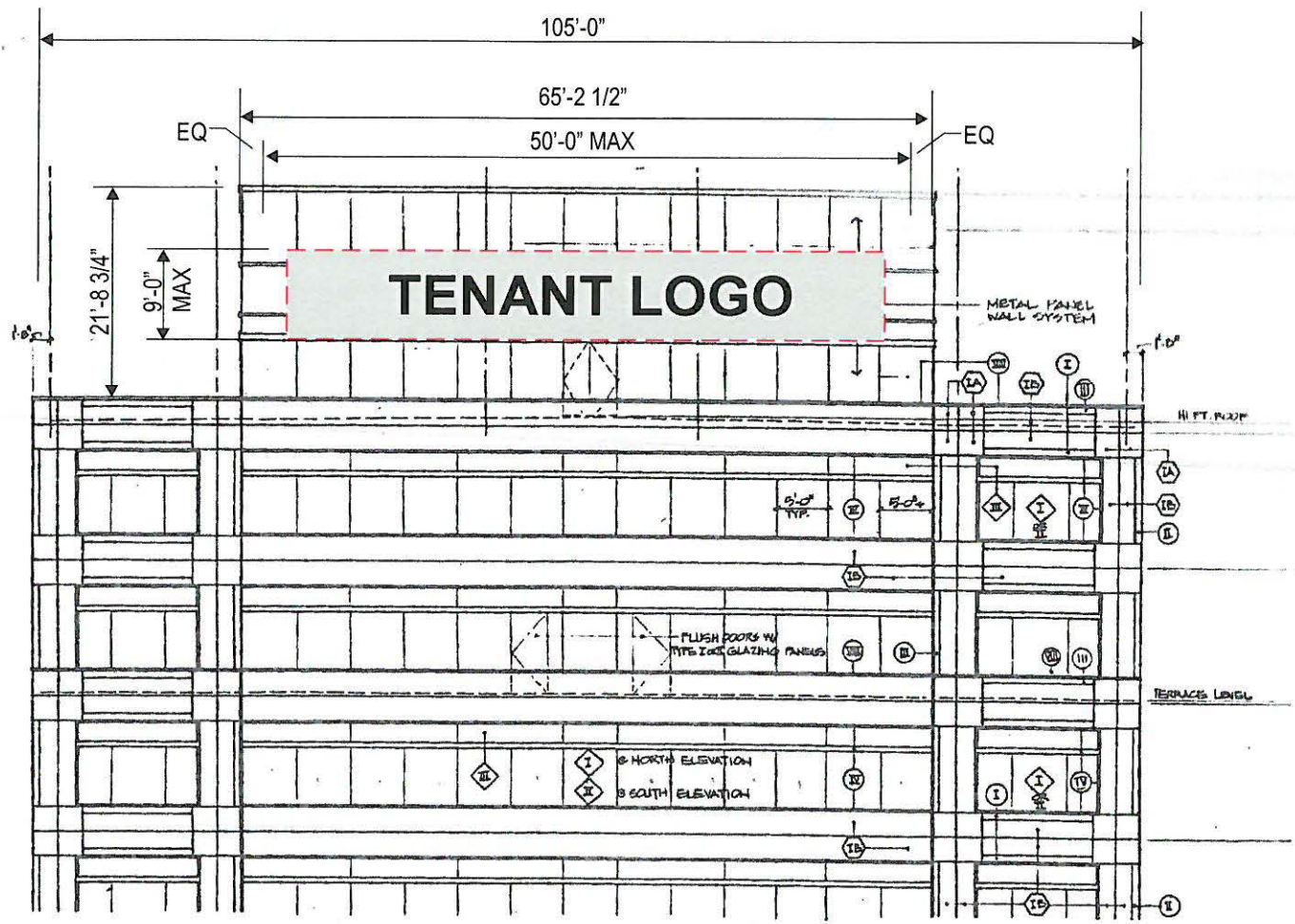
**HIGH RISE WALL SIGN**

- SIGN DESIGN TO BE REVIEWED AND APPROVED BY THE CITY URBAN DESIGNER OR HIS/HER DESIGNEE.
- HIGH RISE WALL SIGN TO BE REGISTERED LOGO ONLY AND A COMBINATION OF CHANNEL LETTERS OR REVERSE CHANNEL LETTERS WITH INTERNAL ILLUMINATION ONLY.
- AREA OF SIGN LIMITED TO 450SQ FT
- SIGN NOT TO PROJECT MORE THEN 18" FROM THE WALL TO WHICH IT IS ATTACHED.



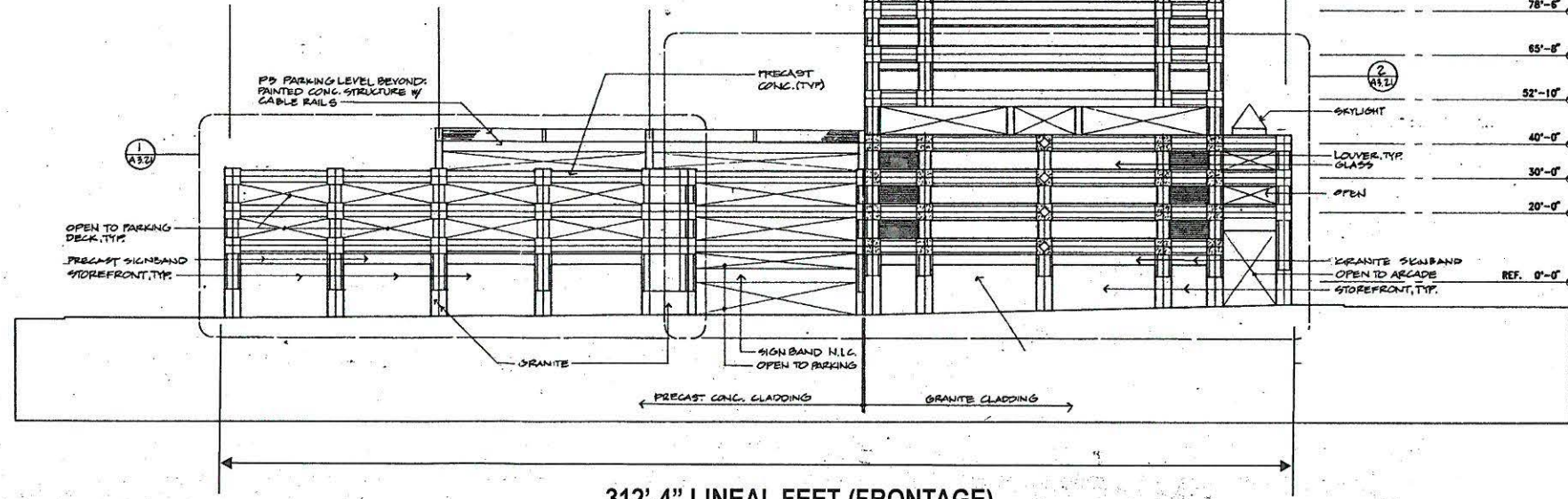
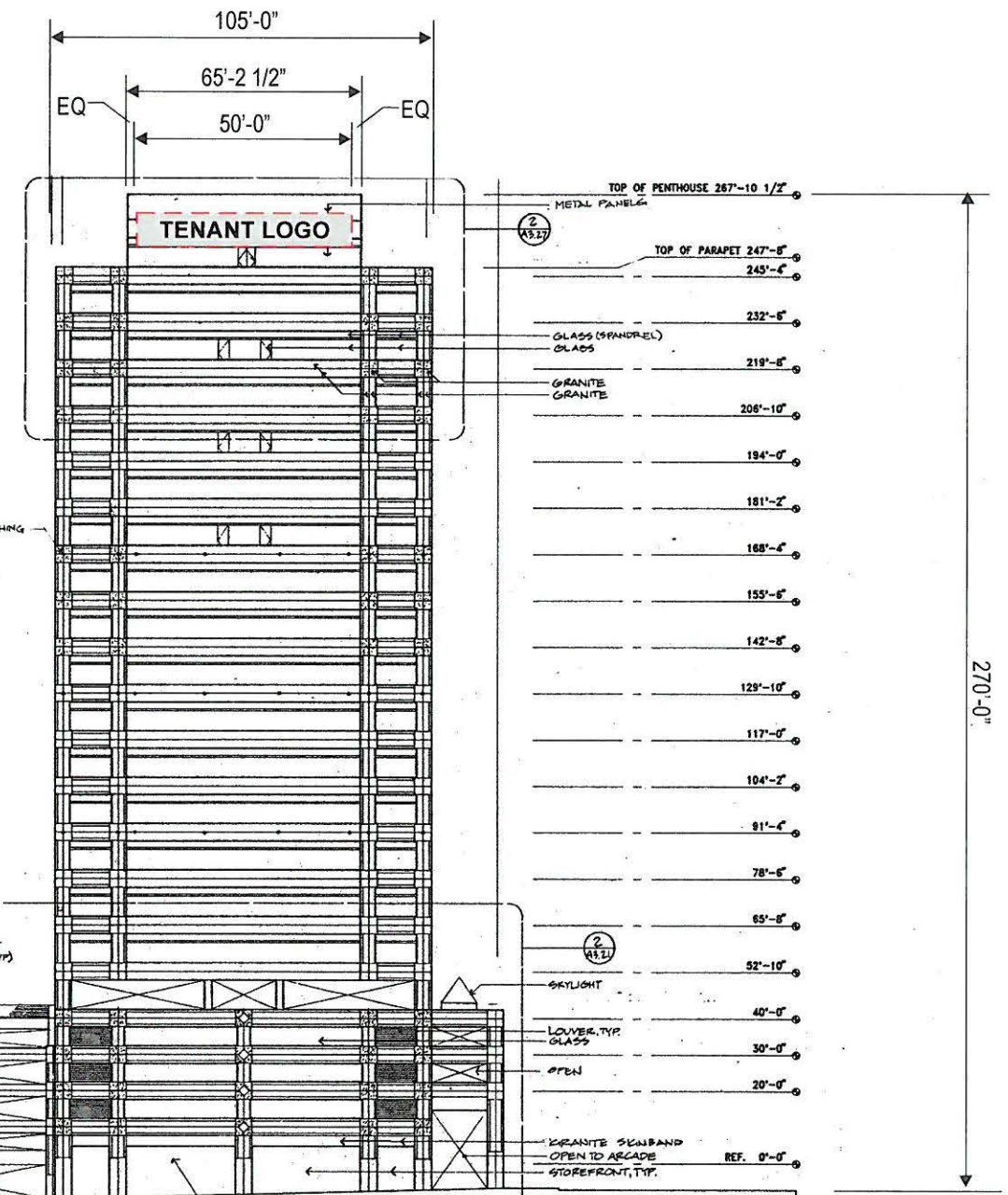
**NORTH ELEVATION**





**TYPICAL PENTHOUSE & TOWER STRIP WINDOW ELEVATION**

Scale: 1/16" = 1'



312'-4" LINEAL FEET (FRONTAGE)

**SOUTH ELEVATION**

**HIGH RISE WALL SIGN**

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- AREA OF SIGN LIMITED TO 450SQ FT
- SIGN NOT TO PROJECT MORE THEN 18" FROM THE WALL TO WHICH IT IS ATTACHED.