

November 7, 2017

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

**Re: Sign Program Case No. PDR 1725127
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, high-rise commercial 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 modified sign program approved by the Director of Community Development on January 4, 2017 (Case No. PDR 1628991).

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

1. The proposed sign program for the multi-tenant, high-rise commercial building will be compatible with its intended location and surroundings. The project site 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 the latest update in a series of approved sign program modifications:
 - Case 8791-S - Original sign program (sign package) and numerous sign variances for City Center I, approved by the Zoning Administrator on May 23, 1991.
 - Case 9245-S - Modification of the approved sign design program to allow an additional wall sign for California Pizza Kitchen, approved by the Zoning Administrator on June 22, 1994.
 - Case 10104-S - Variance re-application to permit the addition and re-facing of wall signs and marquee signs for Chevy's Restaurant, approved by the Zoning Administrator on May 30, 2000.
 - Standards Variance (no case number) for BJ's Restaurant & Brewery signage, approved by the Redevelopment Agency on October 2, 2007.
 - Plaza Remodel, Sign Program and Sign Variances (no case number), approved by the Redevelopment Agency on April 29, 2008, which included variances for oversized projecting signs, oversized building identification sign, and three off-premise accessory wall signs for the second floor tenants facing Brand Boulevard, as part of a comprehensive sign program update and plaza remodel;

- Case No. PVAR 1225521, approved by City Council on August 14, 2012, for a sign variance for an off-premise, projecting sign for Island's Restaurant;
- Case No. PDR 1229187, approved by the Community Development Director on August 28, 2012, for a sign program modification to include the one projecting sign approved by City Council earlier in August 2012 (PVAR 1225521), as well as clarifications on the 2008-approved projecting signs along the Brand Boulevard colonnade;
- Case No. PDR 1421984, approved by the Community Development Director on October 8, 2014, allowing the modification of the 2012 Council-approved, off-premise projecting sign to be a stylized, off-premise wall sign, in conjunction with an update to the sign program; and
- Case PDR 1628991, approved by the Community Development Director on January 4, 2017, allowing two new high rise wall signs on the north and south elevations of the tower, as part of sign program modification.

The currently proposed sign program (Case PDR 1725127) encompasses all previously City-approved signage, and also incorporates new projecting signs along Brand Boulevard, updated directional and informational signage for the entire development, de minimus modifications to the off-premise wall signs for the 2nd floor tenants, redesigned accessory ground signs, as well as a new building entrance and architectural fins on the building elevation facing Brand Boulevard. 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 Design and Planning staff. 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. Existing, City-approved signage is to remain and new signs shall comply with the signage called out in the submitted plans, and 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 Design staff.
4. The sign program will be consistent with the standards set forth in GMC Section 30.33 (Signs), with the exceptions of those signs previously approved by variance, 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 and all future signage shall be in substantial accord with the plans and materials submitted with the sign program application for PDR 1725127, except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein.
2. That all necessary permits, including individual sign permits, shall be obtained from the Permit Services Center and all signage installation 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. That all signage details not specifically called out in the submitted sign program shall be reviewed and approved by the City's Urban Design staff.
5. That if any buildings, sidewalks, curb or gutter, fencing or landscaping areas, etc., adjacent to the site are damaged during the course of construction on public or private property, the damage shall be repaired to the satisfaction of the City's Urban Design staff for private property and the Director of Public Works for public property.
6. That any and all sign code violations on the premise shall be corrected by obtaining necessary permit and approval, or shall be removed.
5. That the authorization granted herein incorporates all prior variances approvals and supersedes all previous sign program approvals for the project site.

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 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 **November 23, 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.

Sincerely,


Philip S. Lanzafame
Director of Community Development

Sign Program Case No. PDR 1725127
101 N. Brand Blvd. (City Center I)

PL:VZ:vz

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

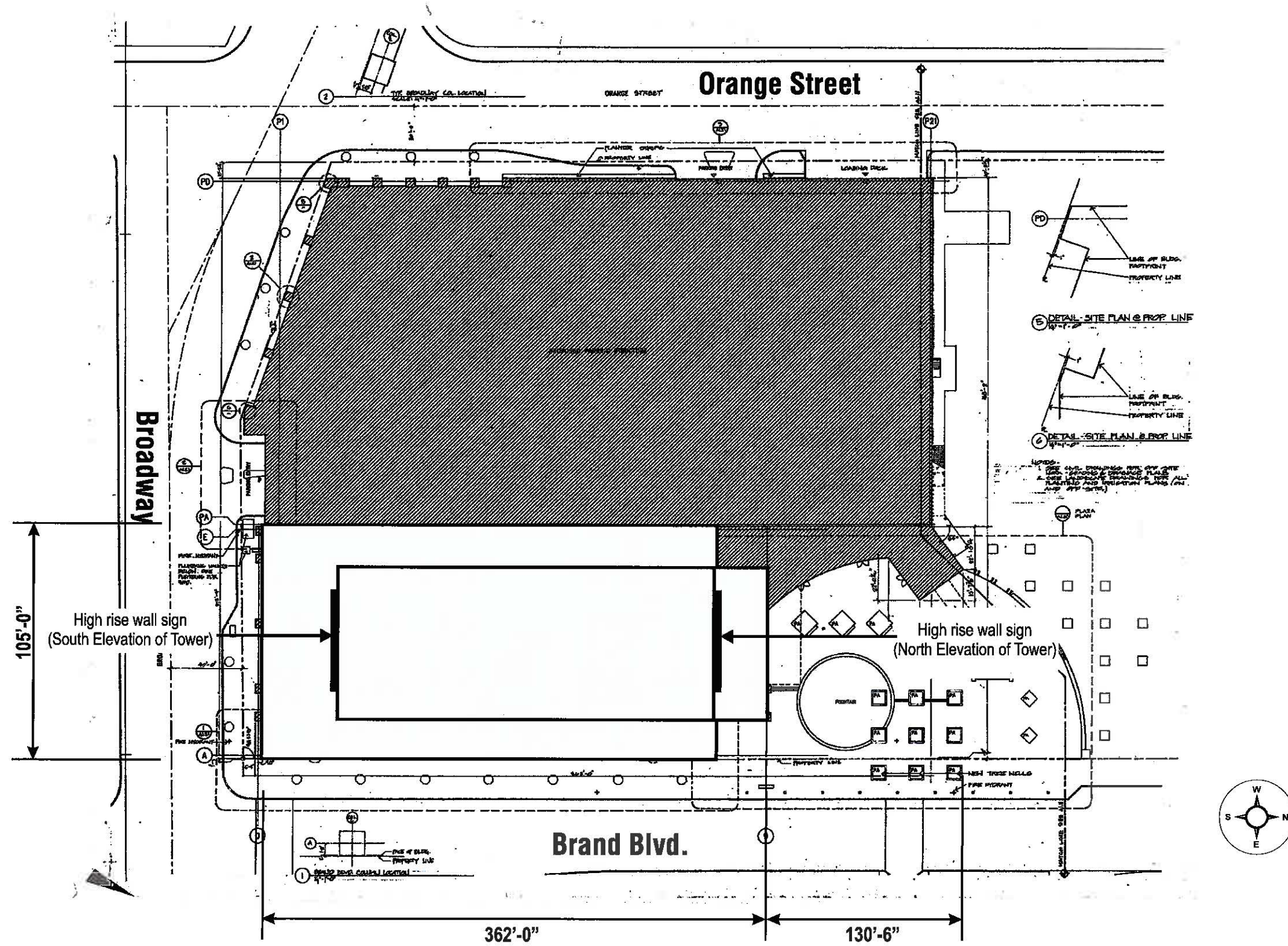
October 18, 2017

101
NORTH
BRAND

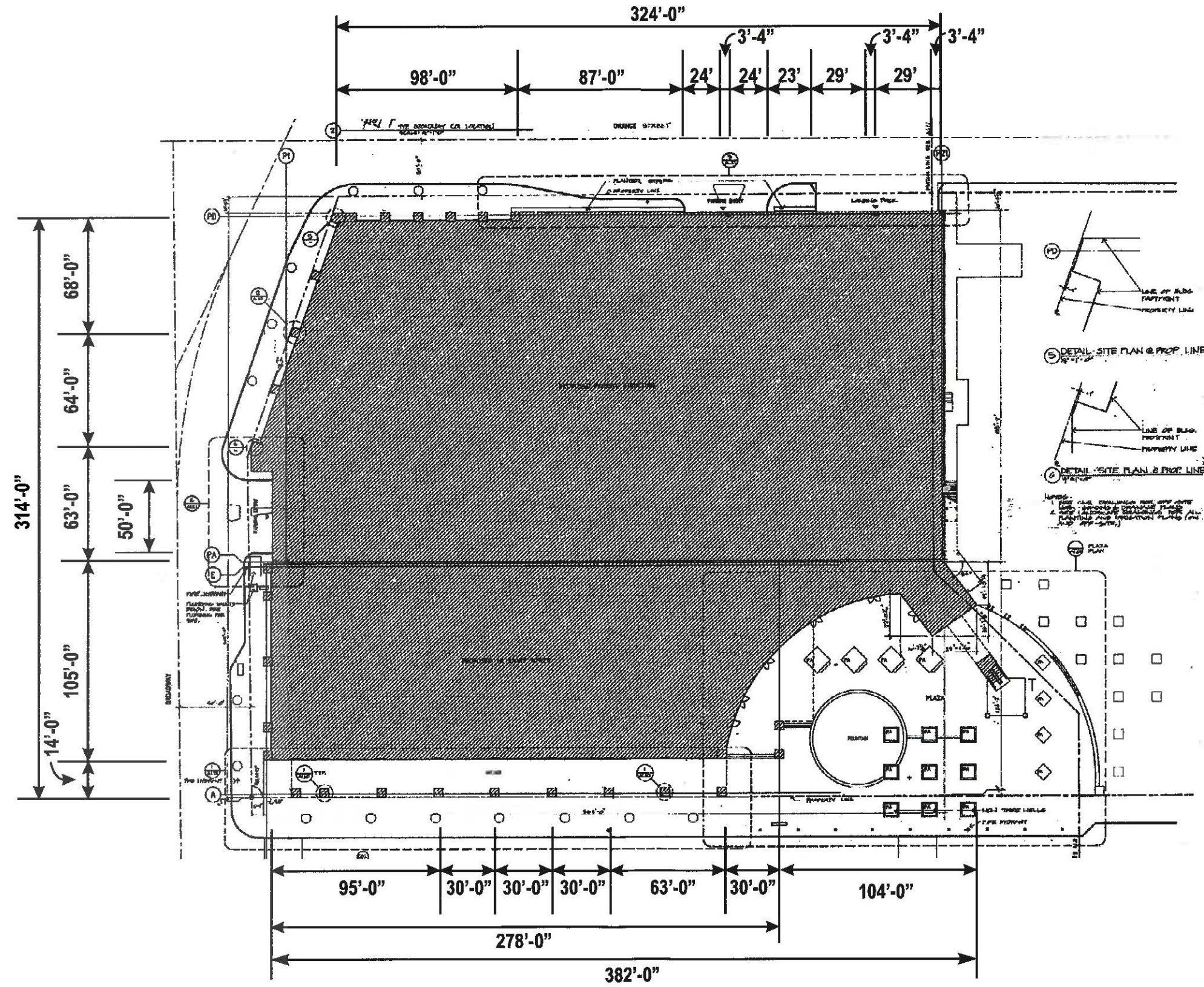
Glendale, CA
FINAL SIGNAGE PACKAGE

DESIGN ESI Design 111 Fifth Avenue, 12th floor New York, NY 10003 T: 212.989.3993

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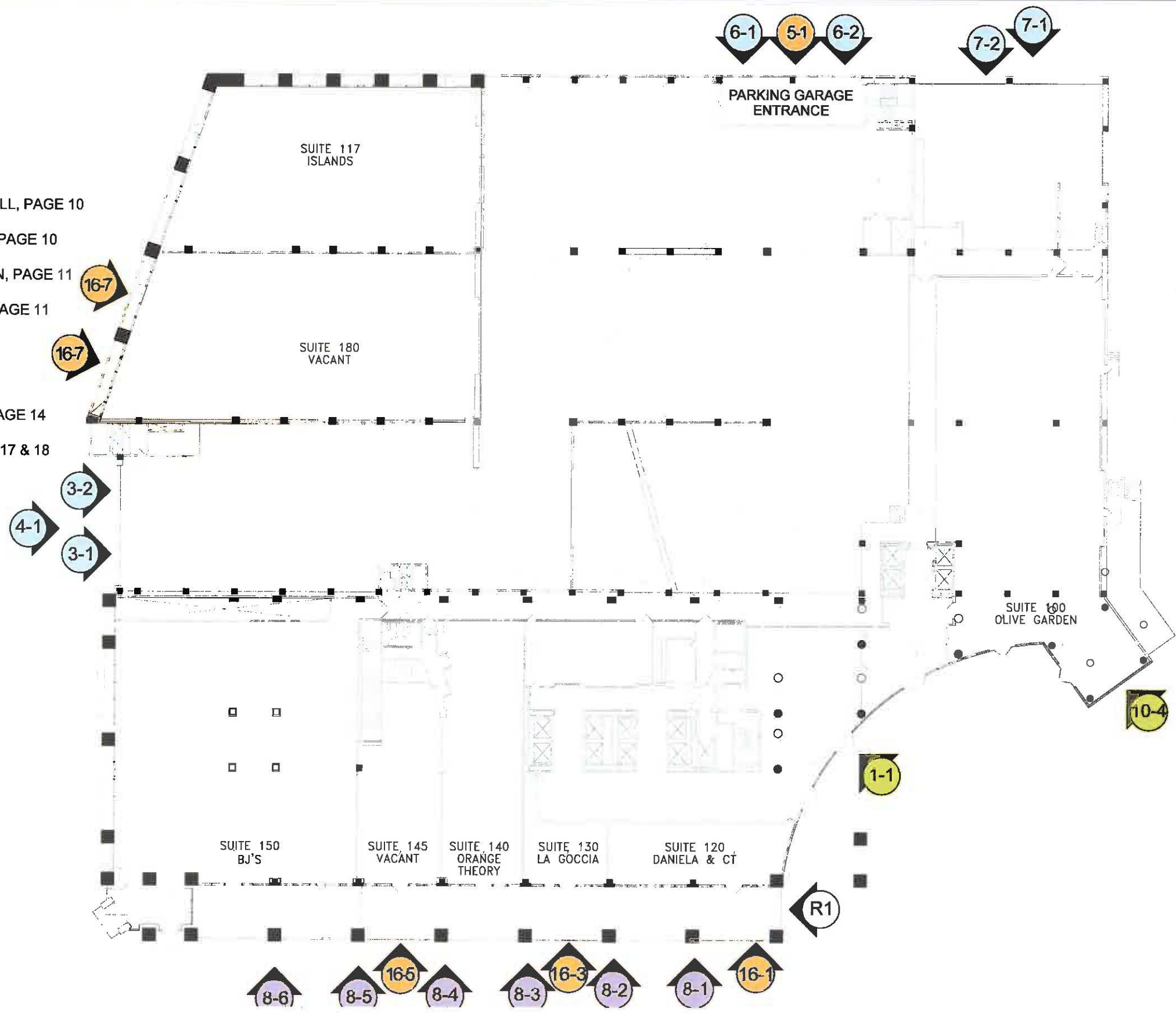
SITE PLAN



SIGN LOCATION PLAN - GROUND LEVEL

- LEGEND**
- 1-BUILDING IDENTITY, PAGE 7
 - 2-GROUND SIGN PAGES 8 & 9
 - 3-PARKING INFO / BROADWAY 1 WALL, PAGE 10
 - 4-PARKING INFO / FREESTANDING, PAGE 10
 - 5-PARKING INFO / ORANGE COLUMN, PAGE 11
 - 6-PARKING INFO / ORANGE WALL, PAGE 11
 - 7-LOADING DOCK INFO, PAGE 12
 - 8-PROJECTING IDENTITY, PAGE 13
 - 10-TENANT IDENTITY / SUITE 100, PAGE 14
 - 16-TENANT IDENTITY WALL, PAGES 17 & 18

- SIGN LOCATION KEY**
- EXISTING SIGNS TO BE REPLACED WITH PROPOSED SIGN
 - PROPOSED SIGN IN NEW LOCATION (REPLACING EXISTING SIGN IN NEW LOCATION)
 - NEW SIGNS
 - EXISTING SIGNS TO BE REMOVED
 - NON-UTILIZED SIGN LOCATIONS TO BE ADDED

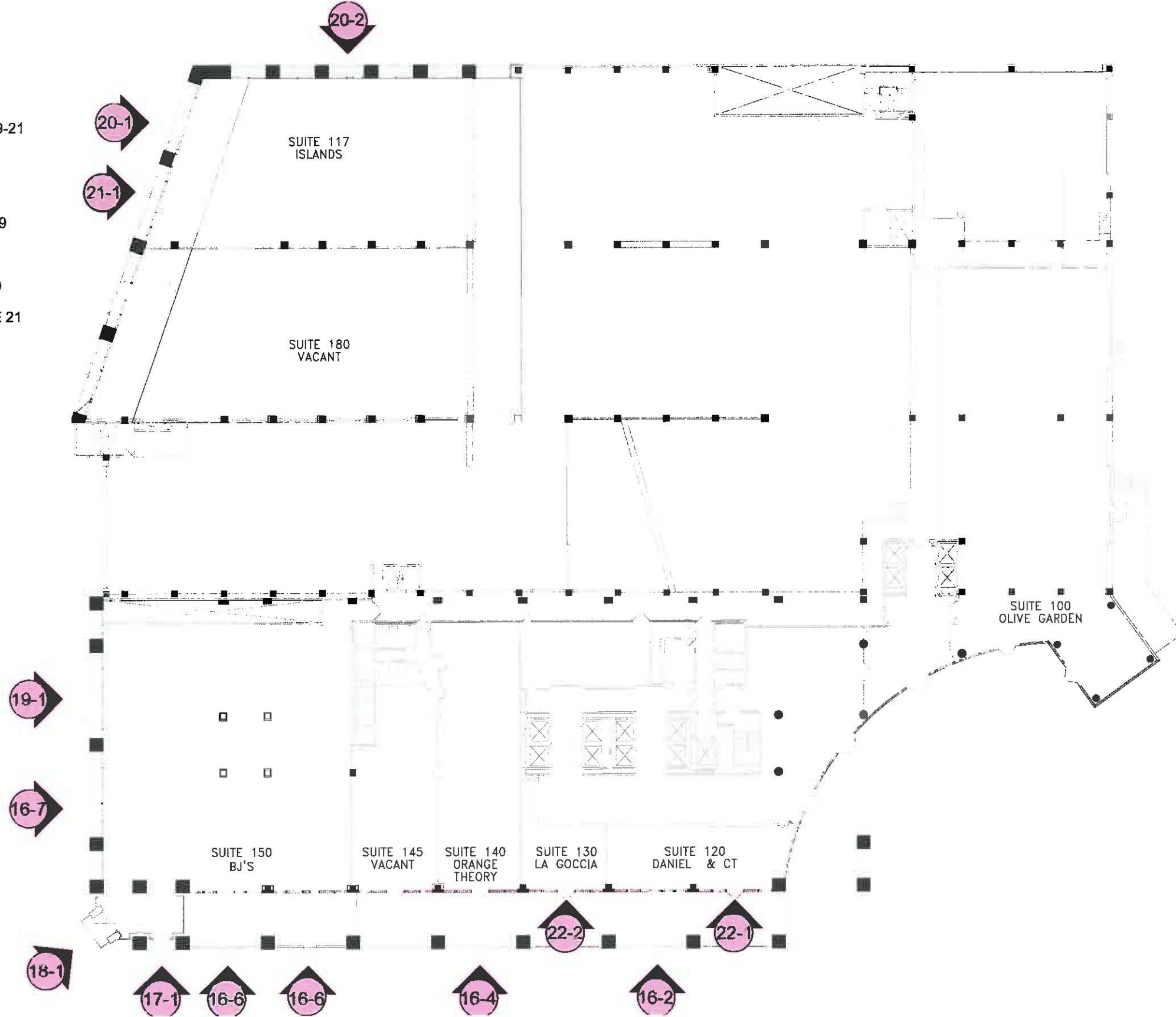


SIGN LOCATION PLAN - GROUND LEVEL

LEGEND

- 16 -TENANT IDENTITY WALL, PAGES 19-21
- 17 -BJ IDENTITY, PAGE 19
- 18 -BJ IDENTITY, PAGE 19
- 19 -BJ IDENTITY PROJECTING, PAGE 19
- 20 - ISLANDS IDENTITY, PAGE 20
- 21 - ISLANDS IDENTITY WALL, PAGE 20
- 22 - TENANT IDENTITY WINDOW, PAGE 21

SIGN LOCATION KEY



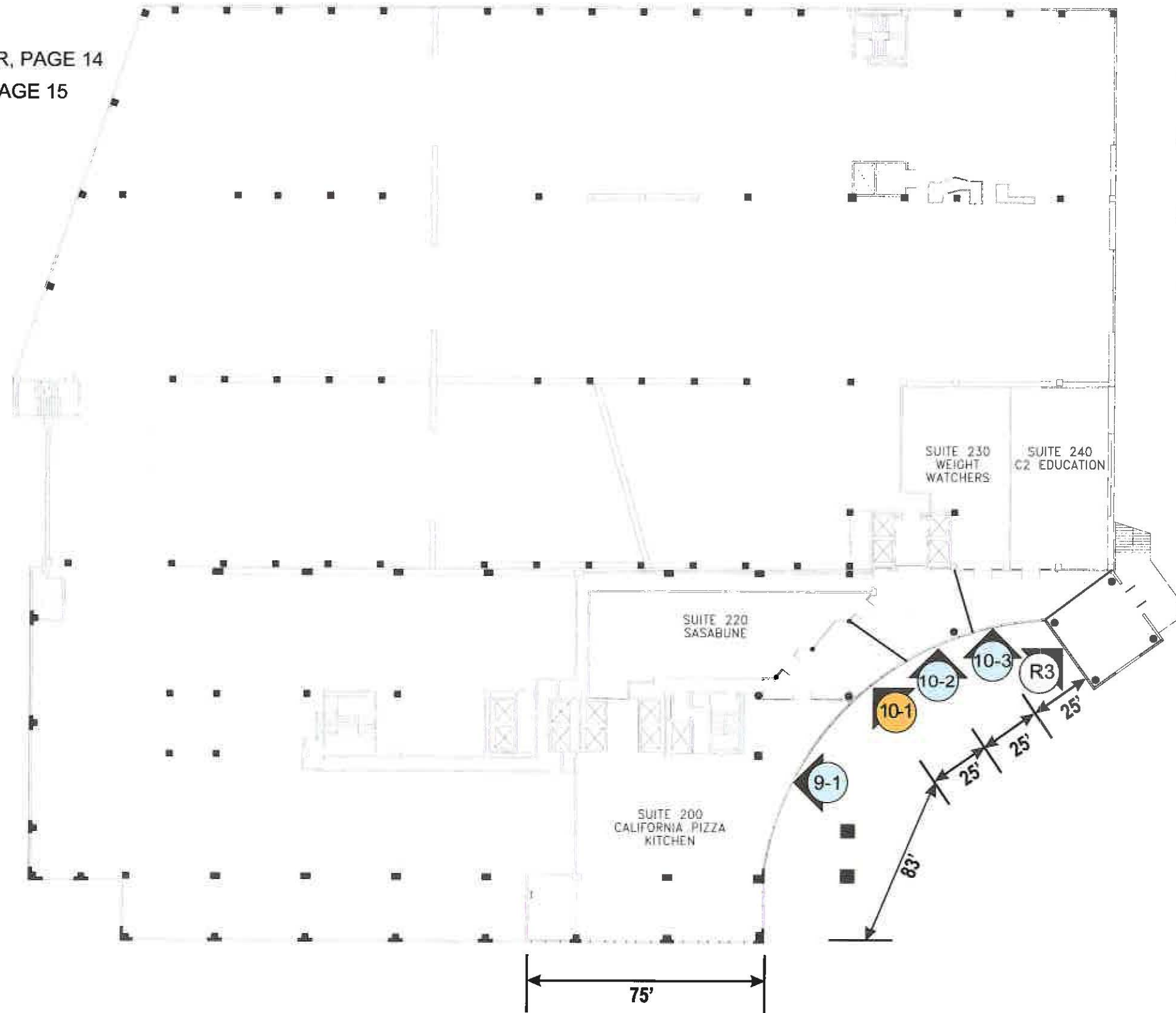
SIGN LOCATION PLAN - SECOND FLOOR

LEGEND





9- TENANT IDENTITY/CPK 2ND FLOOR, PAGE 14

10- TENANT IDENTITY/ 2ND FLOOR, PAGE 15

15- DECORATIVE FINS, PAGE 16



SIGN LOCATION KEY

-  EXISTING SIGNS TO BE REPLACED WITH PROPOSED SIGN
-  PROPOSED SIGN IN NEW LOCATION (REPLACING EXISTING SIGN IN NEW LOCATION)
-  NEW SIGNS
-  EXISTING SIGNS TO BE REMOVED

BUILDING ID SIGN - EXISTING & PROPOSED

MAIN ENTRANCE

The proposed building ID sign at the main entrance will announce the building's brand system. It will create a bold presence for 101 North Brand and unify it with the downtown.



Existing entrance portico with building ID sign

No change to existing wall



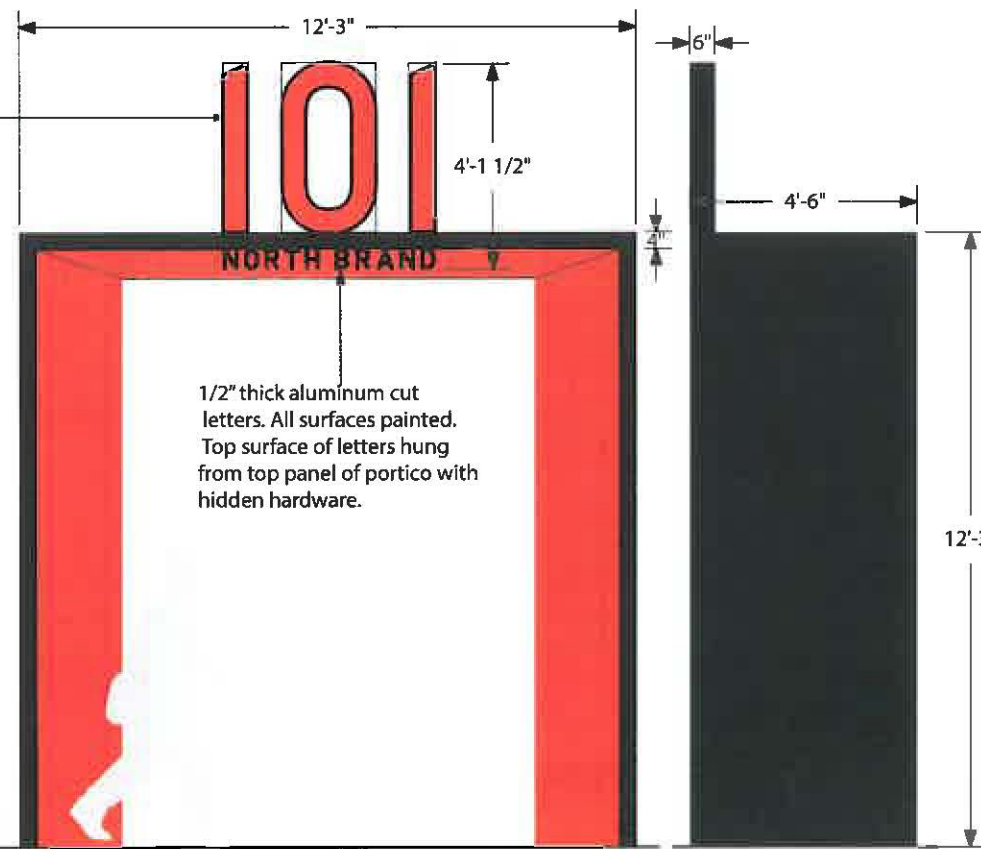
Proposed entrance building ID sign on proposed structure

GMC 30.33.120

3/8" thick aluminum open-faced channel numbers 6" deep. Numbers are internally illuminated with gray diffusion acrylic between light source and perforated metal. Securely mounted to structure with hidden hardware.

Total square footage of the individual 101 and North Brand signs are 10.0 sq ft

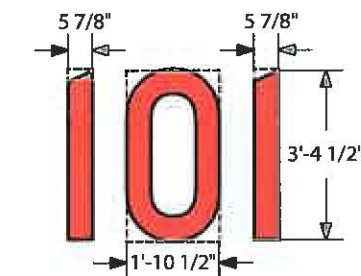
1/2" thick aluminum cut letters. All surfaces painted. Top surface of letters hung from top panel of portico with hidden hardware.



FRONT VIEW

SIDE VIEW

Proposed entrance building ID sign on proposed structure



1 DETAIL BUILDING ID FRONT - 101f
Scale: 3/8" = 1'-0"



2 DETAIL BUILDING ID- NORTH BRANDf
Scale: 3/4" = 1'-0"

Proposed entrance building ID sign



GROUND SIGN - EXISTING & PROPOSED

LIST OF TENANTS

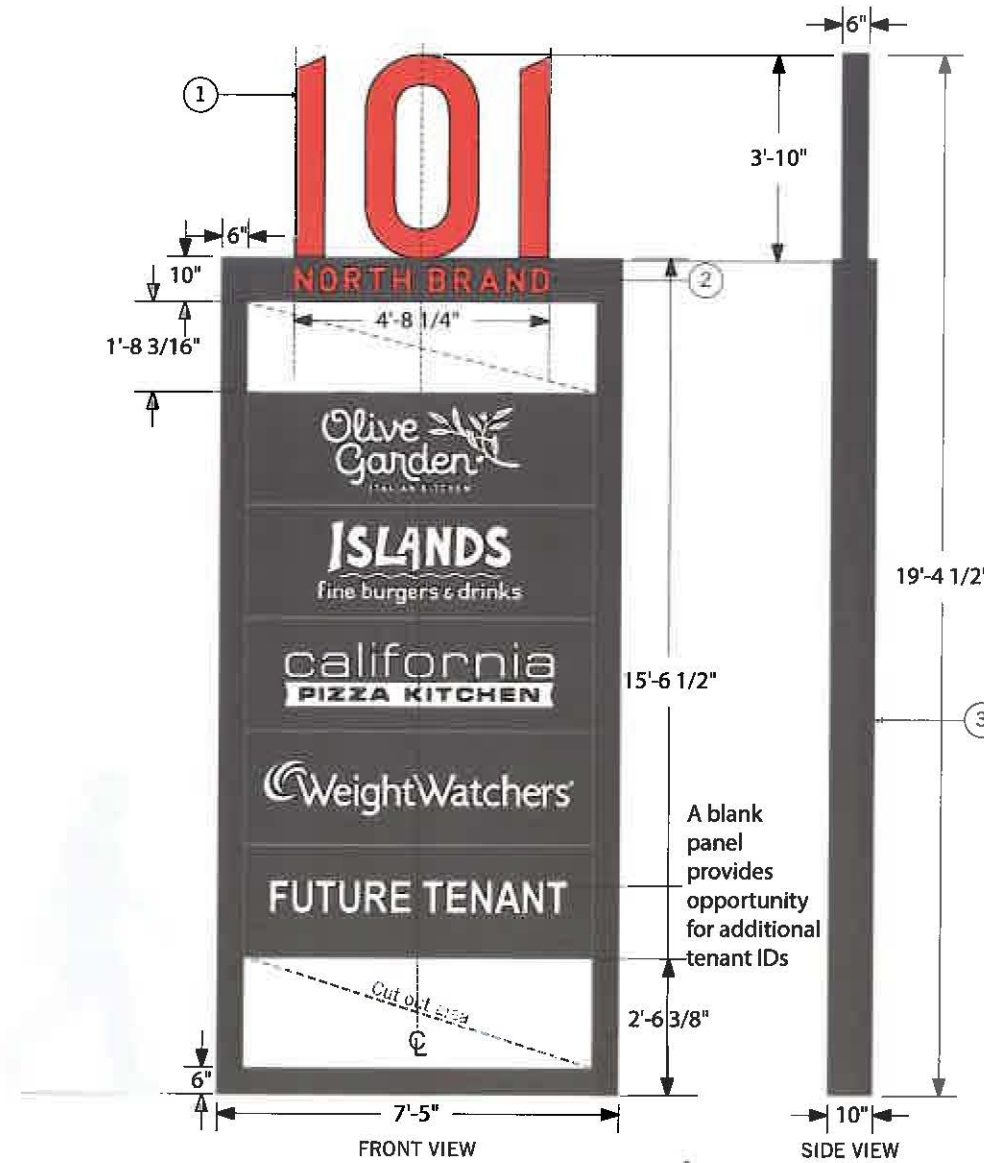
The proposed ground sign will be updated to the new brand identity and preserve visibility of tenant signage.



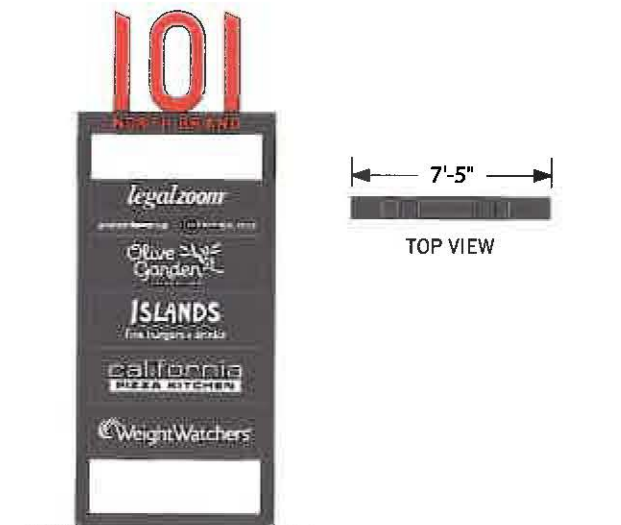
Existing ground sign



Proposed ground sign



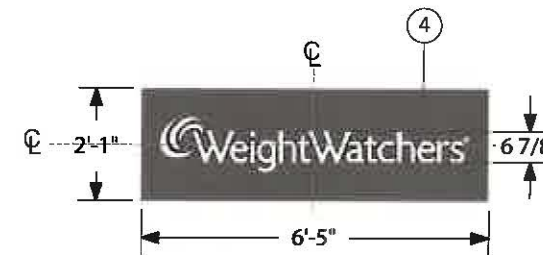
Proposed ground sign - list of tenants



BACK VIEW (going north on Brand Blvd./facing south towards 101 building)

2 GROUND SIGN (BACK VIEW)

Scale: 3/16" = 1'-0"



3 DETAIL - TENANT PANEL

Scale: 3/8" = 1'-0"

GMC 30.33.140

NOTES

- 1 2-sided 3/8" thick aluminum open-faced channel numbers, interior returns and perf metal surfaces painted to match MP15194 (Ramjet Red). Numbers are internally illuminated with gray diffusion acrylic between light source and perf metal. Exterior surface & edges painted to match MP40821 (Draconia).
- 2 5 1/2" cap height. Water-jet cut letters aluminum painted to match MP40821 (Draconia), which reveal painted perf (to match MP15194 (Ramjet Red)) with same diffusion and light source as NOTE 1. Cut out panel thickness 1/8".
- 3 Aluminum structure paint to match MP40821 (Draconia).
- 4 Identical front and back water-jet cut aluminum faces with changeable tenant logo panels which reveal illuminated acrylic core, mounted to structure with hidden hardware / 1/4" thick front & back surfaces to be painted with MP34515 (Draconia). Overall scale of tenant logos should be visually balanced to each other.

GROUND SIGN - ADDITIONAL OFFICE TENANTS

LEGALZOOM, GOURJIAN LAW GROUP & OLD REPUBLIC TITLE



Facing South



Facing North

PARKING ID SIGNS - EXISTING & PROPOSING

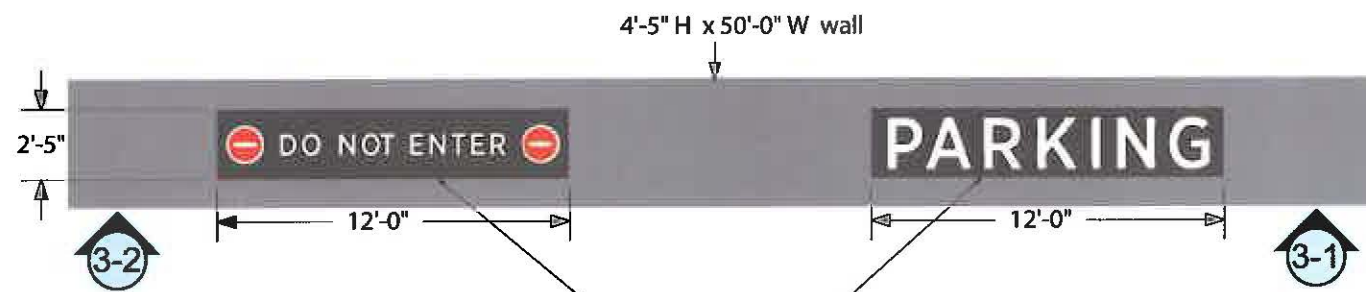


Existing parking garage entrance ID sign on W Broadway



Proposed parking garage entrance ID sign on W Broadway

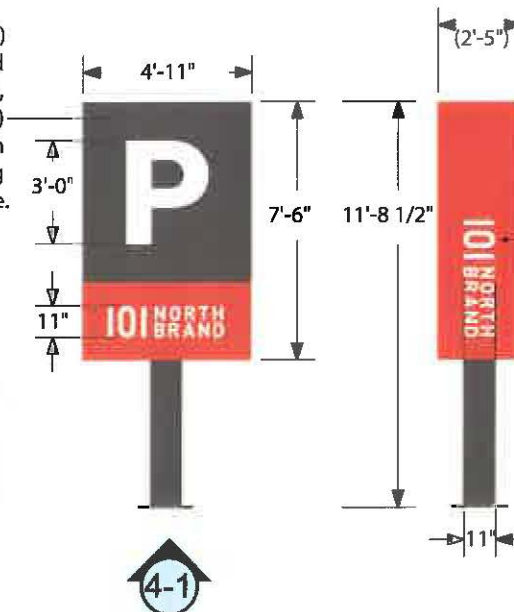
GMC 30.33.190
Directional/Info Signs



1/4" thick aluminum painted to match MP40821(Draconia).
Letters & icons (white border & horizontal lines) are reflective white vinyl
Circles painted to match MP15194 (Ramjet Red) or are 3M Atomic Red vinyl(opaque).
Mounted to existing structure w/ hidden hardware.

1/4" thick water-jet cut(icon & building ID) aluminum pan, cut outs reveal illuminated acrylic core. Front & back surfaces are identical, top areas painted to match MP40821 (Draconia) and bottom areas to be painted to match MP15194 (Ramjet Red). Mounted to existing base structure w/ hidden hardware.

NOTE:
1'0" square foot sign
per 1.0 lineal feet



Water-jet cut building ID which reveal illuminated acrylic core on panel facing W Broadway.

GMC 30.33.140

Proposed parking garage entrance ID sign on W Broadway - detail

PARKING ID SIGNS - EXISTING & PROPOSING

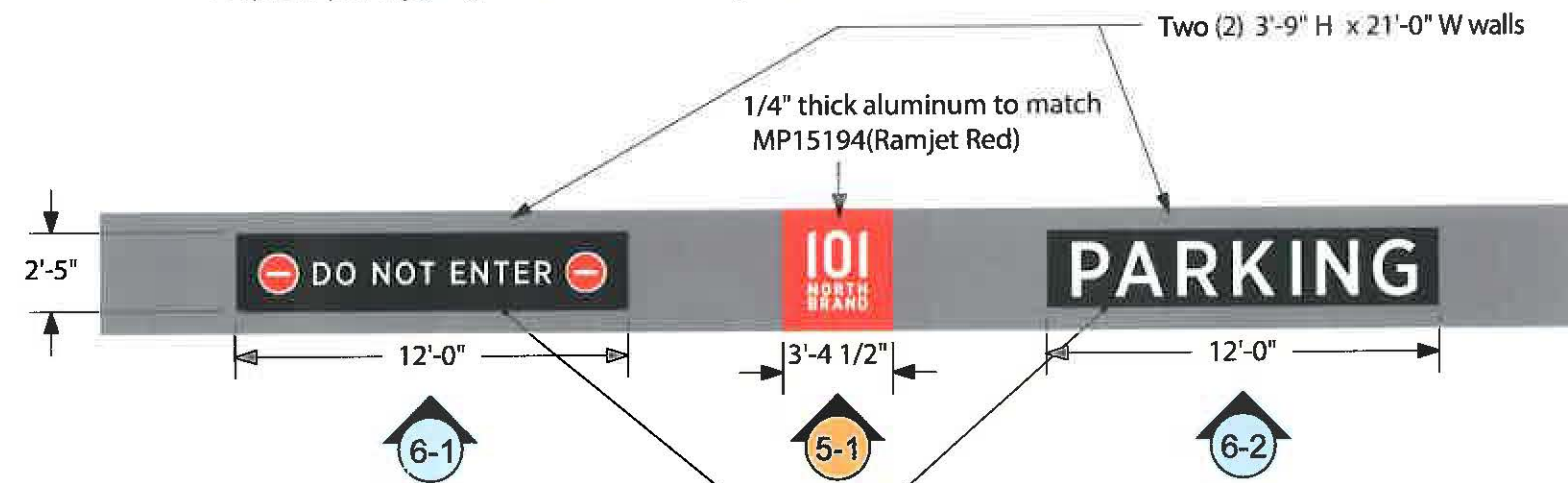


Existing parking garage entrance ID on Orange Street



Proposed parking garage entrance ID on Orange Street

GMC 30.33.190
Directional/Info Signs



NOTE:
1'0" square foot sign
per 1.0 lineal feet

1/4" thick aluminum painted to match MP40821(Draconia).
Letters & icons (white border & horizontal lines) are reflective white vinyl.
Circles painted to match MP15194 (Ramjet Red) or are 3M Atomic Red vinyl(opaque).
Mounted to existing structure w/ hidden hardware.

Proposed parking garage entrance ID on Orange Street detail

LOADING DECK SIGNS - EXISTING & PROPOSING



Existing loading Dock entrance sign on Orange Street



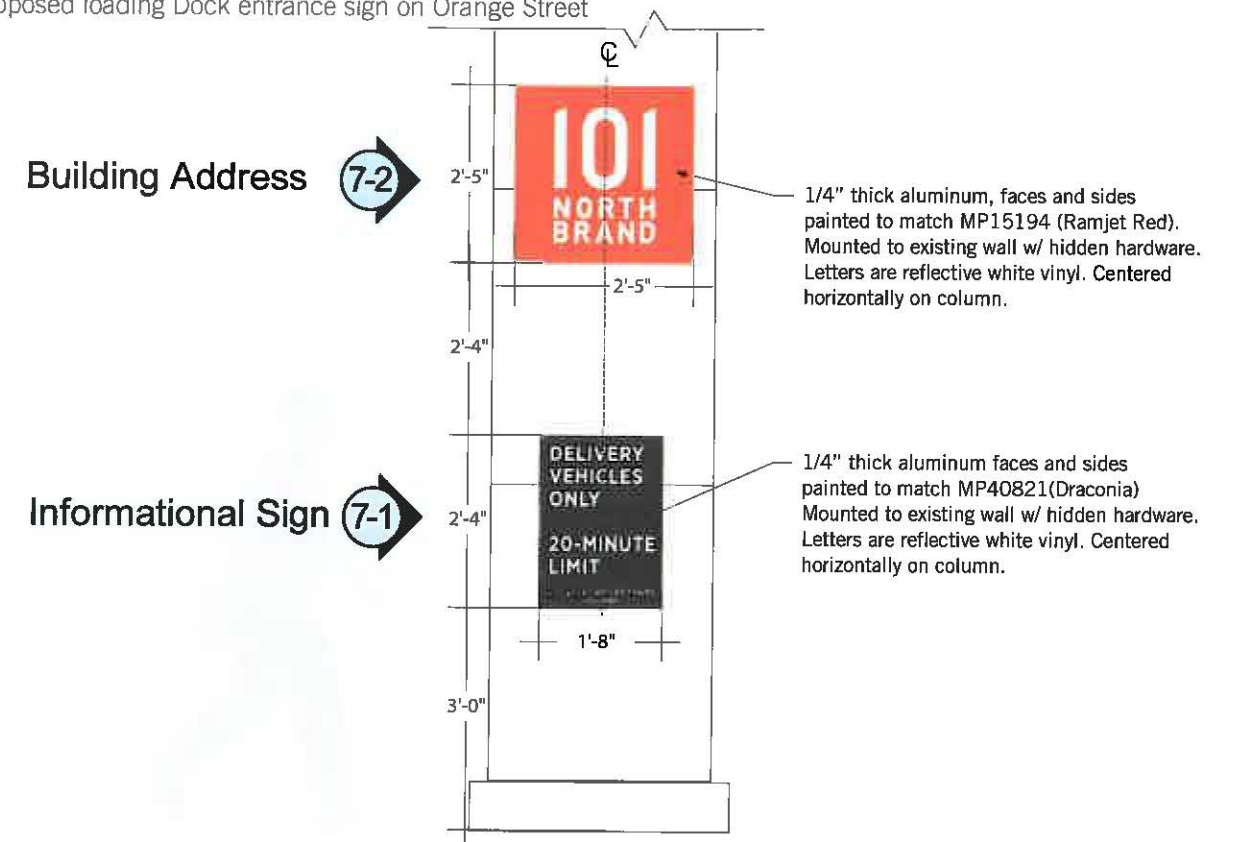
Proposed loading Dock entrance sign on Orange Street



Informational Sign



Building Address



PROJECTING TENANT SIGNS



Existing condition

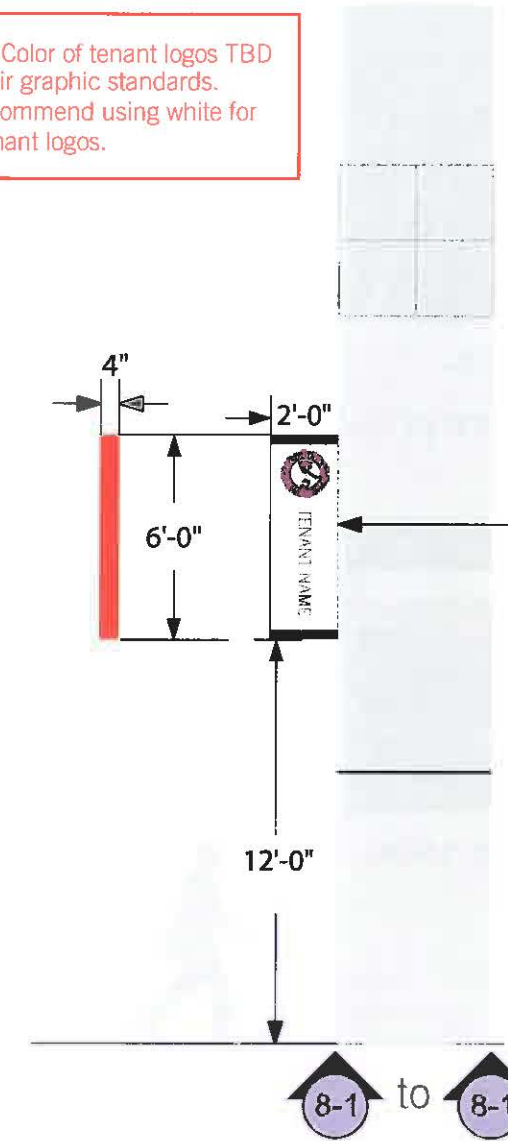


Proposed projecting tenant signs on Brand Blvd.

NOTE: Color of tenant logos TBD per their graphic standards. ESI recommend using white for ALL tenant logos.

GMC 30.33.180

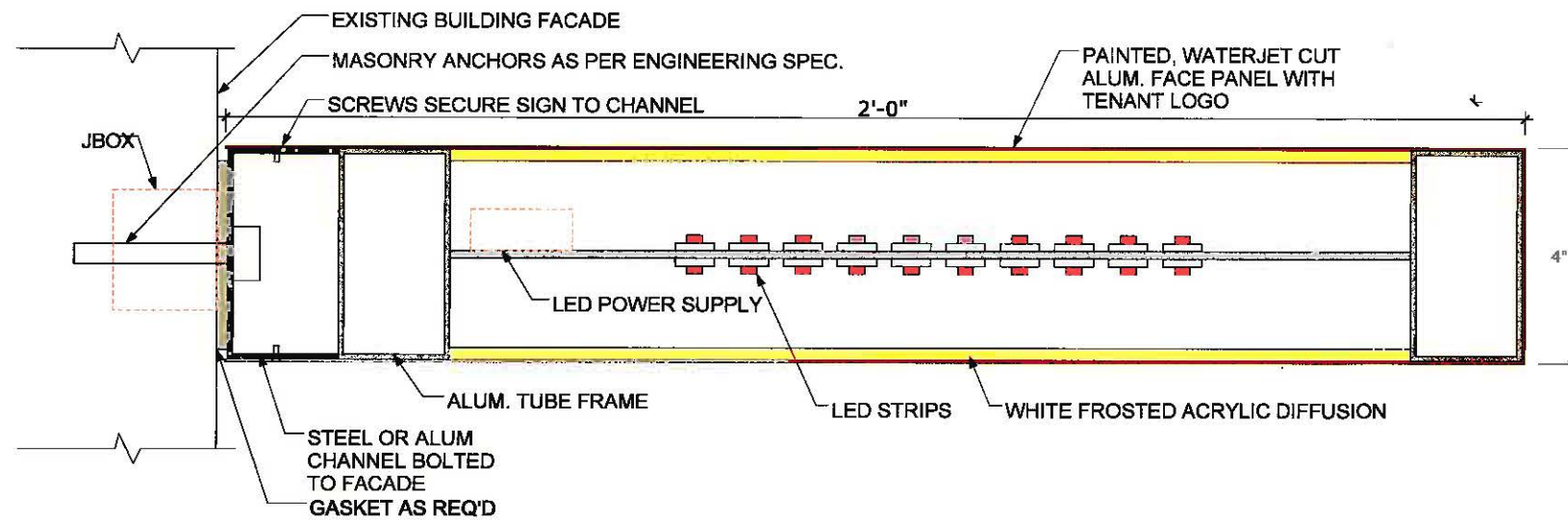
Projecting Signs
Brand Blvd.
Tenants Only
Suites 120-150



Water-jet cut aluminum pan with changeable tenant logo panels which reveal illuminated acrylic core, mounted to wall with hidden hardware / 1/4" thick front & back surfaces to be painted with MP34515 (Draconia) & sides & top painted to match MP15194 (Ramjet Red)

12" maximum depth

Proposed projecting tenant signs on Brand Blvd. Layout for "future tenant"



Projecting tenant sign in plan view

SECOND FLOOR TENANT ID RACEWAY SIGNS - EXISTING & PROPOSED

NOTE: Color of tenant logos TBD per their graphic standards.
Logos for placement only. Final logo to be provided by tenants.



EXISTING OLIVE GARDEN WALL SIGN TO BE REMOVED AND RELOCATED
(EXISTING SIGN FRAME & BOX: 10'-6"W x 9' D x 4'-3"H)

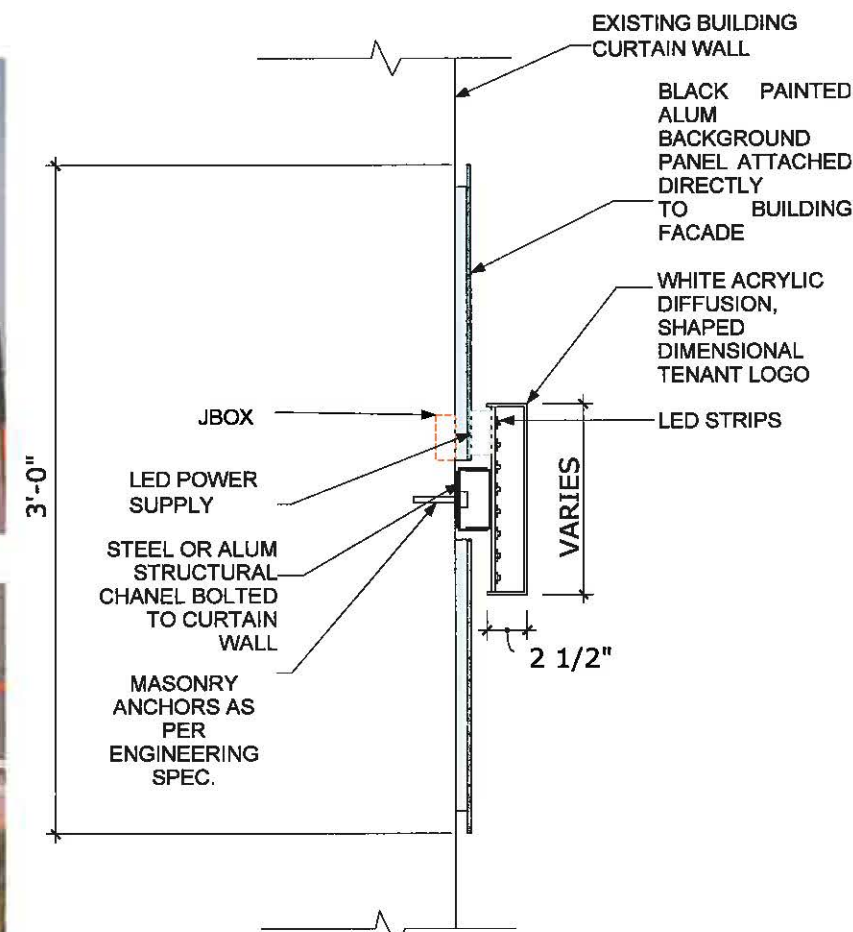


EXISTING CPK WALL SIGN TO BE REPLACED
(EXISTING SIGN: 34'-5"W x 8"D x 2'-3"H)



Proposed new tenant ID wall signs
NOTE: These new tenant wall signs will be placed on surface of exterior wall above glass

GMC 30.33.120



FACADE TENANT SIGN - section detail

Suite 200 2nd Floor Plaza Sign allowed 83.0 sf signage; 83.0 sf proposed
3'-0"H x 27'-8"W = 83.00sf

Suite 100 1st Floor Plaza Sign allowed 29.0 sf signage; 29.0 sf proposed
3'-0"H x 9'-8"W = 29.00sf



TENANT WALL SIGNS



- Black panel delineates specific tenant sign area only
- Tenant signs are channel logo/letters on raceways only
- No Sign Cans permitted



Layout for "future tenant"

SECOND FLOOR TENANT ID RACEWAY SIGNS - EXISTING & PROPOSED



EXISTING C2 EDUCATION WALL SIGN TO BE REPLACED
(EXISTING SIGN: 15'-6"W x 8"D x 2'-8"H)



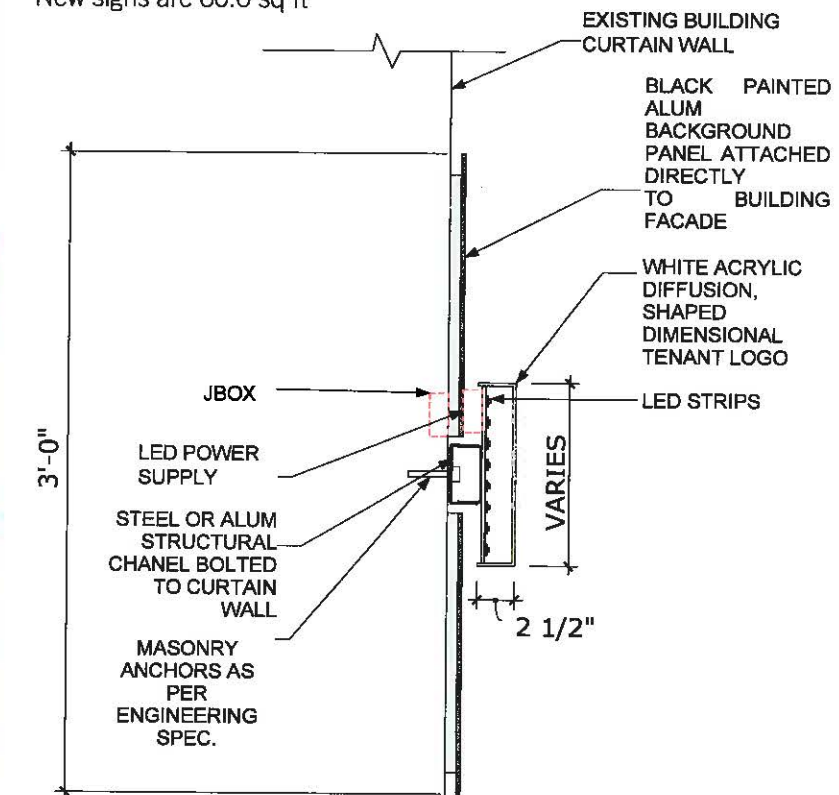
EXISTING WEIGHT WATCHERS WALL SIGN TO BE REPLACED
(EXISTING SIGN: 14'-6"W x 7"D x 2'-8"H)



Proposed new tenant ID raceway signs

GMC 30.33.120

Variance allows approx 67.0 sq ft per sign
New signs are 60.0 sq ft



① FACADE TENANT SIGN SECTION DETAIL

65.33sf.
Per existing variance, Suites 220, 230 & 240 2nd Floor Plaza Signs allowed (approx) 67.0sf, 67.0sf proposed
65.25sf *Variance = 2'-8" H x 24'-6" W*
22'-4" W



- Black panel delineates specific tenant sign area only
- Tenant signs are channel logo/letters on raceways only
- No Sign Cans permitted



Variance allow 65.33 sf.
Proposed is 65.25 sf.

TENANT WALL SIGNS



NEW DECORATIVE PROJECTING RED FINS PLAZA AREA

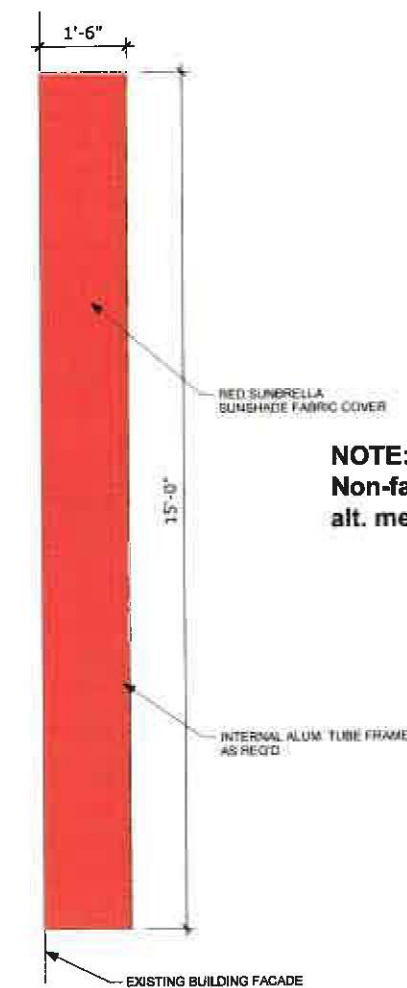


Existing photo of facade/plaza area

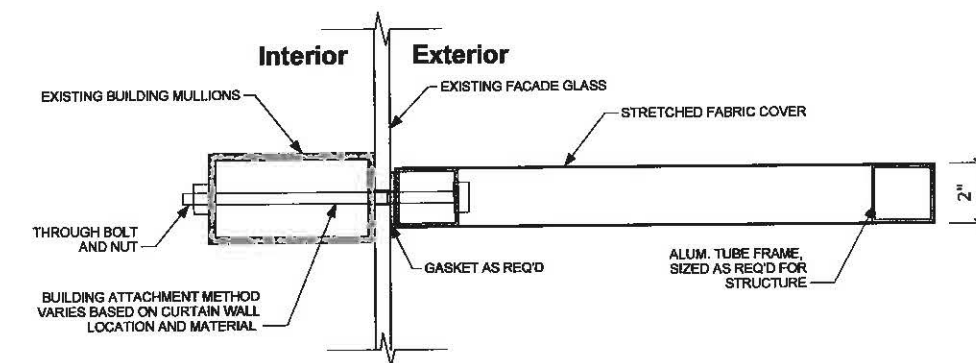


Proposed decorative projecting red fins

45 fins total, positioned between spandrel panels as shown



NOTE:
Non-fade Sunbrella fabric or
alt. metal panel



FACADE FIN PLAN SECTION DETAIL



NEW TENANT WALL SIGNS - PROPOSED LOCATIONS ON N BRAND BOULEVARD



Proposed wall sign location for Suite 120, Daniel & Company



30.0 square feet



Proposed wall sign location for Suite 130, La Goccia



30.0 square feet



Proposed wall sign location for Suite 145, vacant



30.0 square feet

NOTE:
1.0 square foot sign to
1.0 lineal feet
Channel Letters/ Logo on Wall or
Raceway
GMC 30.33.120

NOTE- All window signs/graphics
to comply with GMC 30.33.210



Dotted line showing area where potential tenant wall sign can be located

NEW TENANT WALL SIGNS - PROPOSED LOCATIONS

ON W BROADWAY



Proposed wall sign location for Suite 180, vacant



NOTE:
1.0 square foot sign to
1.0 lineal feet
Channel Letters/ Logo on Wall or
Raceway
GMC 30.33.120-120
NOTE: All window signs/graphics
to comply with GMC 30.33.210



Dotted line showing area where potential tenant wall sign can be located



EXISTING SIGNS - NO CHANGE

BJ's



Existing sign at the corner of N Brand Boulevard & W Broadway

18-1 GMC 30.33.120



Existing signs on N Brand Boulevard

17-1 GMC 30.33.120



16-6 GMC 30.33.120



16-6 Wall Sign GMC 30.33.120

8-6 Projecting Sign GMC 30.33.180



Existing signs on W Broadway 119-1 Projecting Sign GMC 30.33.180

116-7 GMC 30.33.120

EXISTING SIGNS - NO CHANGE

ISLANDS



Existing signs on W Broadway



GMC 30.33.120

GMC 30.33.210



Existing sign on N Orange Street



GMC 30.33.120
GMC 30.33.210



GMC 30.33.120
GMC 30.33.210



Existing sign on W Broadway by Parking Entrance

GMC 30.33.120



EXISTING SIGNS - NO CHANGE

TENANT SIGNS ON N BRAND BOULEVARD



California Pizza Kitchen wall sign

16-2 GMC 30.33.120



Orangetheory Fitness wall sign

16-4 GMC 30.33.120



La Goccia sign

22-2

All window signs/graphics to comply with GMC 30.33.210



Daniel & Company sign

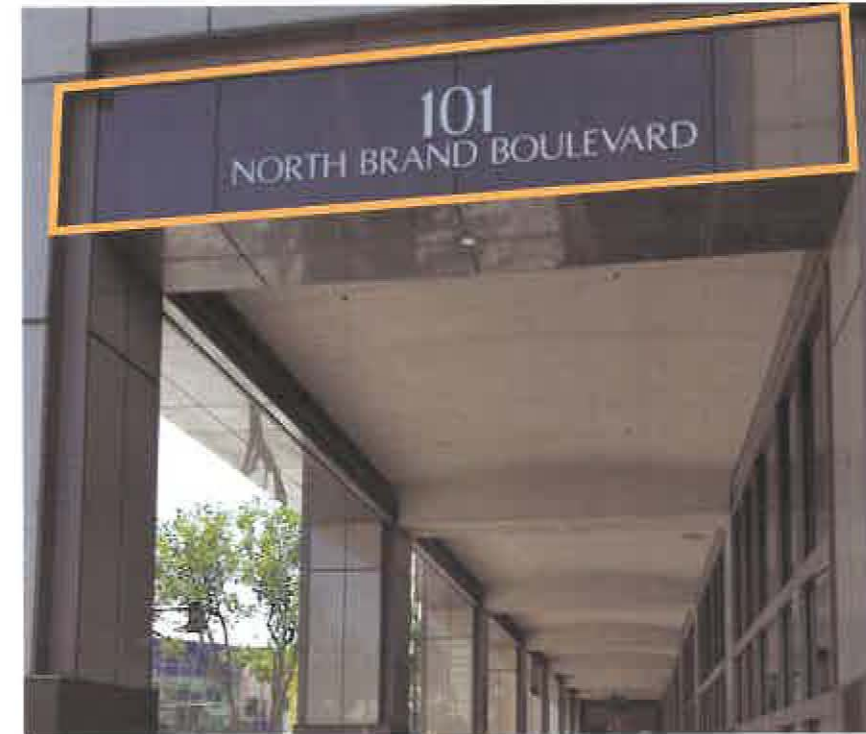
22-1

DESIGN

EXISTING SIGNS - TO BE REMOVED



Existing secondary building ID sign on North Brand Blvd.



Existing secondary building ID sign on ladder-like structure



HIGHRISE WALL SIGN

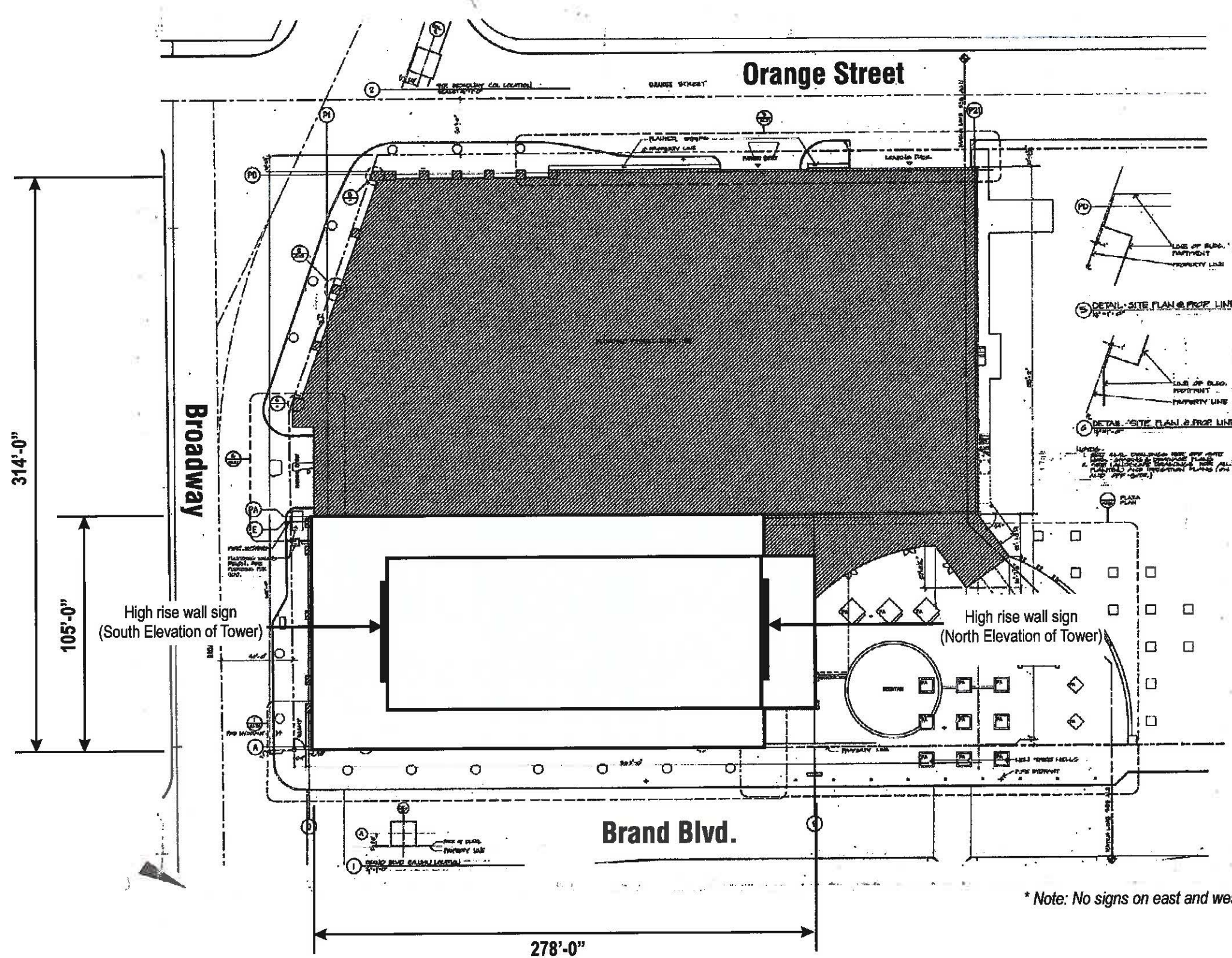


GMC 30.33.130

Sign 23-1
North/Age of Learning

Sign 23-2
South/TBD

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.

GMC 30.33.130

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



HIGHRISE WALL SIGN



PHOTO SIMULATION
(EXAMPLE)

NORTH ELEVATION
NTS

HIGH RISE WALL SIGN

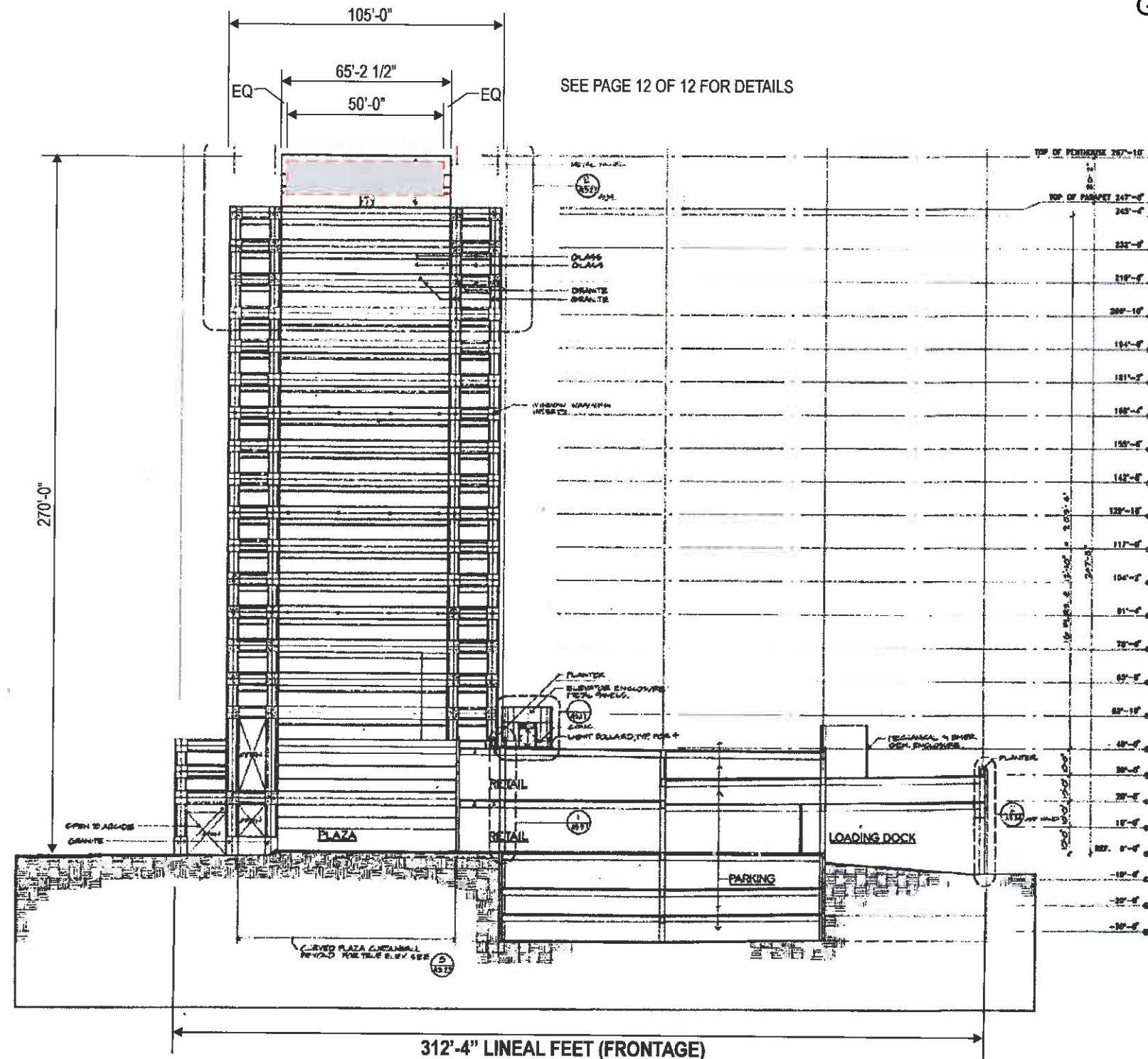
-SIGN DESIGN TO BE REVIEWED AND APPROVED BY THE CITY URBAN DESIGNER OR HIS/HER DESIGNEE.

-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.

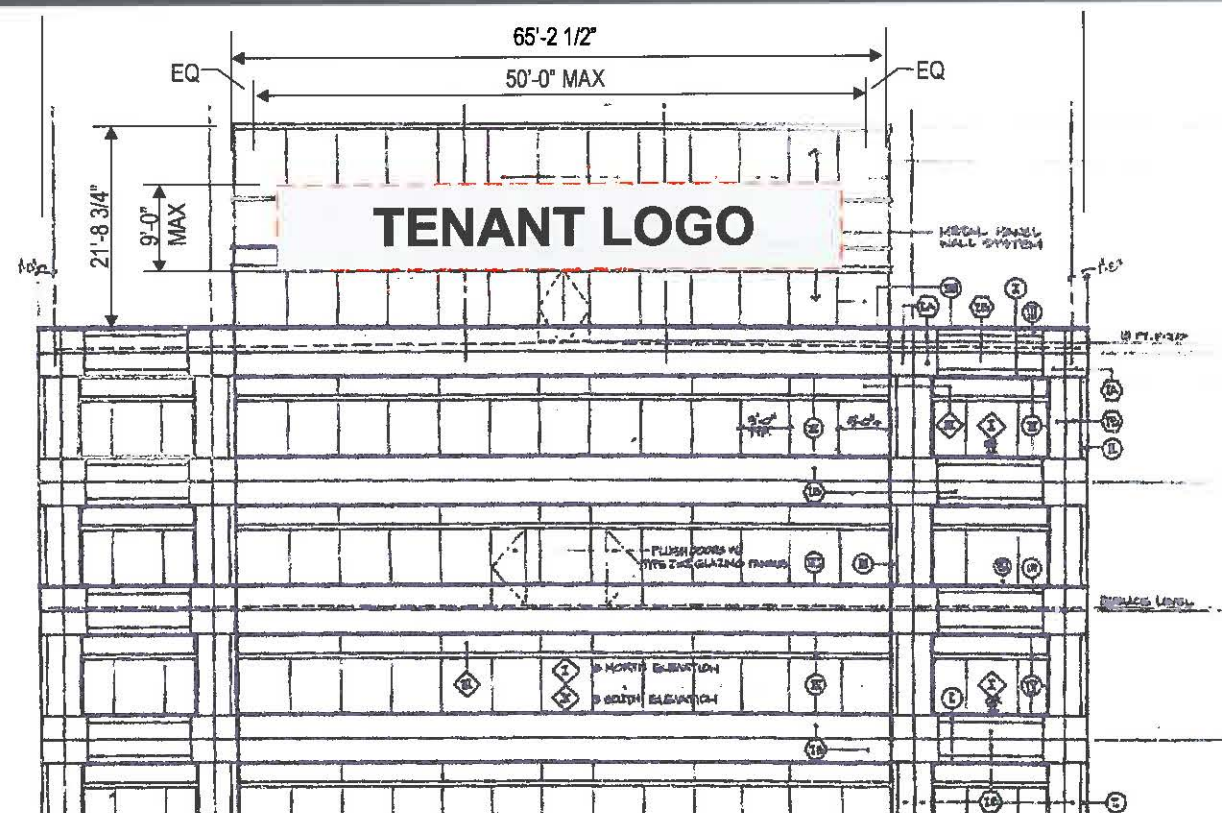
GMC 30.33.130



NORTH ELEVATION

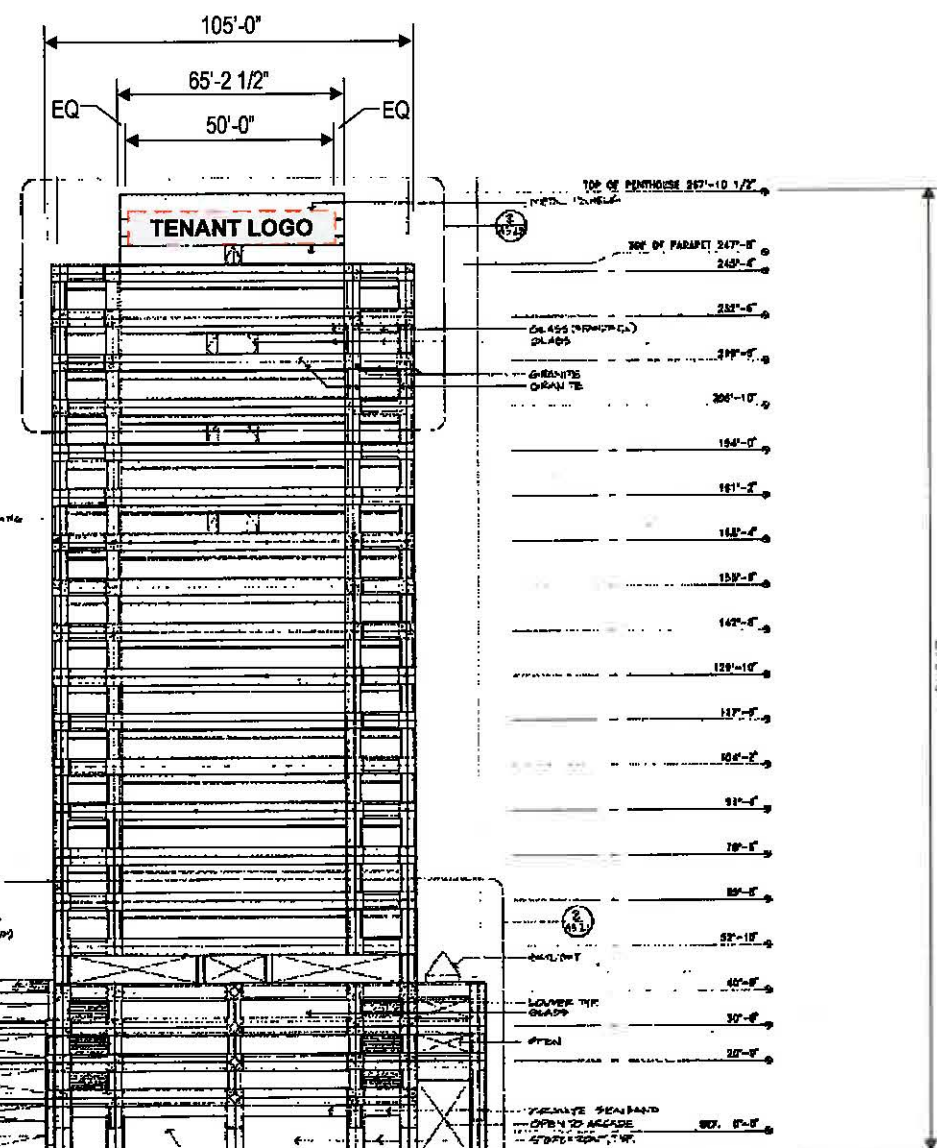
HIGHRISE WALL SIGN

GMC 30.33.130



TYPICAL PENTHOUSE & TOWER STRIP WINDOW ELEVATION

Scale: 1/16" = 1'



312'-4" LINEAL FEET (FRONTAGE)

SOUTH ELEVATION

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.