



**CITY OF GLENDALE CALIFORNIA
JOINT REPORT TO THE CITY COUNCIL
AND REDEVELOPMENT AGENCY**

November 29, 2011

AGENDA ITEM

Glendale Galleria/50, 100, 150 and 326 West Broadway; 110 and 145 S. Central Ave.; 100 S. Columbus Ave. and 101 S. Brand Blvd.- Final Project Approvals including Stage I and Stage II design review, creative signage, sign program and sign variances.

- 1) Council Motion to Approve Stage I and Stage II Design, including a sign program
- 2) Council Motion to Approve Creative Signage
- 3) Council Motion to Approve Sign Variances

AGENCY ACTION

Public Hearing ☒ Ordinance ☐ Consent Calendar ☐ Action Item ☐ Report Only ☐
Approved 11/29/11 calendar

ADMINISTRATIVE ACTION

Submitted

Hassan Haghani, Community Development Director

Signature

Hassan Haghani

Prepared

Roger Kiesel, Senior Planner

Roger Kiesel

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Alan Loomis

Approved

James E. Starbird, City Manager

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Reviewed

Michael J. Garcia, City Attorney

Michael J. Garcia

Timothy Foy, Asst. Director of
Community Development

Timothy Foy

Philip S. Lanzafame, Chief Asst. Director of Community Dev.



RECOMMENDATION

Staff recommends that the City Council adopt the motions approving the Combined Stage I/II Final Design submission, sign program, creative sign, and sign variances.

SUMMARY

PROJECT LOCATION AND DESCRIPTION

The Project is located on approximately 12 acres consisting of two primary structures (Galleria I and associated public garage, and Galleria II and associated public parking garage). Galleria 1 is bounded by Colorado Street on the south, Central Avenue to the east, Columbus Avenue on the west and Broadway on the north. Galleria II is bounded by the Americana at Brand parking garage to the south, Brand Boulevard to the east, Broadway to the north, and Central Avenue to the west.

The proposed Project involves the remodel of the Glendale Galleria ("Galleria") and includes interior improvements, façade improvements, large-scale improvements to the existing plaza on Central Avenue, and a new entrance on the east side of Central Avenue to the Galleria II. The Project also includes a creative sign proposed within the Central Avenue plaza and updated sign and graphics program. The exterior Project scope excludes the mall's anchor tenants.

STAGE I AND STAGE II DESIGN

The Galleria's windowless, unadorned brick exterior typifies the shopping malls built across the country in the late 1960s and 1970s. However, since the re-emergence of downtown as a mixed-use, pedestrian-oriented destination, the architectural stance and posture of the Galleria increasingly feels out-of-step and dated. Similarly, the signs, graphics, and overall brand identity of the mall, last updated in the 1980s, are also showing their age, and lack the contemporary feel expected in today's marketplace.

The existing Galleria structure is covered in a homogenous brick finish. The proposed facade renovations create a fresh new look, while at the same time harmonizing with the existing brick architecture (Exhibit 1). Partially accomplished by the use of large, bold proportions, the proposed design brings a new palette of homogenous finishes and textures to the Galleria facades. Comprised of white marble, black granite, and various metal panels, meshes and perforated skins, the new mix of materials echoes the black, white, silver aesthetic of the new Galleria brand identity, and effectively merges graphic design with architecture.

A primary feature of the proposal is the dramatic enhancements to the Central Avenue plaza and entrances. The Central Avenue plaza (opposite the Americana at Brand) will be renovated with a grand entry, outdoor seating, a creative sign and upgraded landscaping. The Central Avenue bridge will be sheathed in a stained metal panel finish. A new street-level entrance on the east side of Central Avenue, directly south of the Central "bridge" creates a dramatic architectural display and will lead customers to the second level of the mall, including the future Bloomingdale's.

The Central Avenue plaza improvements incorporate a standard bus shelter. Given the high usage of the bus stop, this will likely be inadequate. In addition, a row of bike racks north of the Central Avenue entry plaza is proposed. The utility of these racks is also questionable as employees may not leave their bikes locked to unattended outdoor racks. The Design Studio is recommending approval of the Stage I/II submission subject to the Galleria incorporating a secured, indoor bike locker facility on property and redesigning the planter walls adjacent to the bus shelter to include a linear bench. The Design Studio's full review is attached as Exhibit 2.

SIGN PROGRAM

The sign program proposes a variety of sign types, including a creative sign, directional signs, projecting signs, identification signs, window signs, ground signs, information signs, Accessory Signage Overlay Zone (ASOZ) signs, and wall signs. The new Galleria brand identity effectively merges graphic design with the updated architecture of the mall. The Design Studio is recommending approval of the sign program. Under the terms of the ASOZ, a revenue sharing agreement must be in place. Staff is recommending the Council approve the type and location of signs subject to an approved revenue sharing agreement.

CREATIVE SIGNAGE

A creative sign is proposed in the Central Avenue plaza on the west side of South Central Avenue, across from the Americana at Brand. The sign is composed of approximately 11-foot high metal letters spelling out "GALLERIA" located within a reflecting pool and smaller, approximately 3.5-foot high metal letters spelling out "GLENDALE" located on the pool wall. The DSP identifies the plaza as an appropriate location for a "landmark architectural feature". The creative sign appropriately fulfills this objective and its approval is supported by the Design Studio.

SIGN VARIANCES

The sign program proposes a variety of sign types, many of which require approval of variances from the city's sign regulations. Sign regulations for commercial areas were developed with the common commercial districts in mind – pedestrian shopping streets and automobile-oriented commercial streets. The Galleria is one of the largest enclosed shopping malls in southern California, containing approximately 190 retail stores and 1.5 million square feet of area on 12 acres. The mall has large building facades facing major arterials. The Galleria is unique within the city for the above reasons, an entity for which the City's sign regulations were not designed. Staff is recommending approval of the requested variances.

CONTROLLING DOCUMENTS

The development and operation of Galleria I and II is governed by certain agreements including, but not limited to Construction, Operation and Reciprocal Easements Agreements ("COREAs"). Pursuant to section IV.C, of the August 21, 1974 COREA (as amended) for Galleria I and Section IV.B of the 1982 COREA for Galleria II, "Changes may be made in approved improvement plans are only by the agreement in writing of the Parties and Agency." Accordingly, approval of the Stage I & II Design for Galleria I and II will be conditioned upon the Parties' and Agency's written approval.

FISCAL IMPACT

The Project will make interior and exterior renovations but will not increase floor area. Based on the scope of the project, this could lead to a reassessment and increased value, which, in turn, could lead to additional tax increment. The Project would be subject to the Art Fee payment of 1% of Project value and will also pay building permit and plan check fees. A revenue sharing agreement for ASOZ wall sign advertising will also add to the positive fiscal impact of the Project.

CAMPAIGN FINANCE DISCLOSURE

In accordance with Council direction that potentially eligible projects provide the information required by the recently adopted City Campaign Finance Ordinance, the following are the names and business addresses of the members of the board of directors, the chairperson, CEO, COO, CFO, Subcontractors and any person or entity with 10% interest or more in the company proposed for contract in this Agenda Item Report. This list is provided as Exhibit 3 to this report.

BACKGROUND

SITE CONTEXT

The Glendale Galleria is one of southern California's largest shopping malls, as well as the most visited and prominent structure in Glendale. Together with the Americana at Brand, the Galleria occupies the two "super blocks" bounded by Broadway, Columbus Avenue, Colorado Street, Brand Boulevard and bisected north-south by Central Avenue, where together they create downtown's undisputed southern anchor and primary retail engine. The Galleria typifies the indoor, suburban-style shopping mall built in the 1960s and 1970s and is notable for its utilitarian architecture and lack of opening to the various streets surrounding the mall.

The Galleria proposal includes improvements to the interior of the building, façade improvements to the exterior of the building, most notably to the existing plaza on Central Avenue and a new entrance on the east side of Central Avenue; a creative sign proposed within the Central Avenue plaza; and updated signs, graphics, and overall brand identity for the mall.

PROJECT DESIGN & ANALYSIS

The Project has been reviewed by the Community Development Department Urban Design Studio ("Design Studio") which has determined the Project is consistent with the policies, design standards, guidelines and intentions of the DSP. The Design Studio is recommending approval of the combined Stage I/II submission (attach as Exhibit 1), sign program and creative signs subject to the conditions below, and subject to an approved revenue sharing agreement for the signs installed per the ASOZ. The Design Studio's full review and comments are attached as Exhibit 2.

Summary of Urban Design Studio's Review

The Glendale Galleria's windowless, unadorned brick exterior typifies the shopping malls built across the country in the late 1960s and 1970s. However, since the re-emergence of downtown as a mixed-use, pedestrian-oriented destination, the architectural stance and posture of the Galleria increasingly feels out-of-step and dated. Similarly, the signs, graphics, and overall brand identity of the mall, last

updated in the 1980s, are also showing their age, and lack the sophistication and integrated experience expected in today's marketplace.

The proposed renovation, based on a complete overhaul and remaking of the Galleria's brand identity, addresses these issues. The new Galleria brand is based on a sans-serif capital letter "G", rendered monochromatically in black, white, silver and wine colors, and frequently placed within a black square or rectangle. Direct and modern, the new identity asserts the desirability of the Galleria brand in the same text-based visual language associated with premiere fashion houses and consumer goods. Applied not only to exterior signs, but also interior directory kiosks, collateral goods (shopping bags, gift cards), online identity, and also the exterior and interior architectural finishes (white marble, black granite, stainless steel), the new Galleria brand has the style and integrity associated with first-class shopping centers.

As applied architecturally to the Galleria's primary pedestrian entrances, the new brand's use of white marble, black granite, and metal finishes harmonizes with the mall's extensive brick walls so well that the renovation will appear seamless as if the building was designed at one time. Furthermore, this enhancement of the mall's sidewalk entrances fulfills one of the primary goals of the DSP, by better integrating the Galleria into the pedestrian experience of downtown. Nowhere is this more evident than in the dramatic transformation of the mall's Central Avenue face. Treated as the backside when the mall was first built in 1975, the Central Avenue entrance has become the Galleria's front door since the Americana's opening, and now faces the city's busiest pedestrian crosswalk. The existing unadorned brick plaza will undergo a dramatic transformation with new landscaping, outdoor dining areas, storefronts, dramatic lighting, and a prominent creative sign. Additionally, a new lobby will be cut into to the parking structure on the east side of Central creating a direct pedestrian link from the sidewalks to the mall's second floor. These improvements are in line with the objective of the DSP: "As downtown matures into a pedestrian-rich environment with new residents, the Glendale Galleria should transform from a traditional indoor-oriented shopping mall to one with increased visibility and access at the sidewalks."

While the proposed Central Avenue plaza improvements will accommodate a standard bus shelter, this will unlikely be adequate for the number of passengers waiting at this stop. The plans also provide for a row of bike racks north of the Central Avenue entry plaza. The utility of these racks is questionable as employees may not be inclined to leave their bikes locked to unattended, outdoor racks through their work shifts. In order to promote cycling by employees, the Galleria is strongly urged to incorporate a secured, indoor bike locker facility on the property. The Design studio recommends approval of the design submission subject to the Galleria incorporating a secured, indoor bike locker facility on property and redesigning the planter walls adjacent to the bus to include a linear bench to accommodate bus-riding customers and employees.

Sign Program

The sign program proposes a variety of sign types including a creative sign, directional signs, projecting signs, identification signs, window signs, ground signs, information signs, Accessory Signage Overlay Zone (ASOZ) signs per Ordinance 5688 adopted on March 23, 2010 and wall signs. Signs are regulated by the Zoning Code (G.M.C. 30.33). Section 30.47.040.F of the Zoning Code outlines the following design review criteria for sign programs.

1. *Signs shall be compatible with the intended location, the project architecture, and the surroundings including significant landscape features.* The proposed sign program is one layer of a comprehensive brand identity that also informs design decisions regarding architectural

aesthetics, materials, finishes and landscape. The proposed signs are compatible in design with the project site and its various features.

2. *Signs shall not unduly compete with or obstruct other business signs, traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.* The proposed signs will not obstruct other signs, traffic signals or other features in the surrounding neighborhood. The sign program will not contribute to visual clutter and establishes a hierarchy of sign types and locations preventing the confusing pattern of messages that leads to the perception of sign clutter.
3. *The sign program shall exhibit a harmonious design theme for the entire lot or site and shall include the use of internally consistent materials, colors and textures.* The primary purpose of the proposed sign program is to create a unified "sign family" based on common colors, fonts, text placement and fabrication techniques. The proposed sign family establishes a hierarchy of sign types and distinguishes between primary, secondary and service entries, as well as wayfinding signs. Given the scale of the Galleria structure, with its multiple entries and driveways, this hierarchy is necessary to prevent visual clutter.
4. *The sign program shall be consistent with any applicable plans or guidelines related to a redevelopment project area.* The DSP establishes design parameters for the Central Redevelopment Project Area. The proposed sign program is integral to an overall renovation of the Glendale Galleria that is consistent with the DSP and desired by that Plan.

The new Galleria brand identity effectively merges graphic design with the updated, upgraded architecture of the shopping mall.

In March 2010, the City Council adopted an ordinance including an Advertising Signage Overlay Zone within the city's Zoning Code. The ordinance included provisions for public benefit and stated that the Council may require that, prior to the installation of such permitted signs, the property owner/applicant enter into an agreement with either the City or Redevelopment Agency providing certain public benefits to the City/Agency. Signs permitted as part of the ASOZ are shown on the currently proposed Sign Program. Staff is recommending approval of the type and location of these signs within the sign program; however, no sign permit for any sign permitted as part of the ASOZ within the sign program shall be approved until such time as the property owner/applicant enters into an agreement providing public benefits to the City/Agency.

Creative Sign

On March 8, 2011, the City Council adopted an ordinance establishing standards for creative signs. The purposes of the creative sign program is to encourage signs of unique design that exhibit a high degree of thoughtfulness, imagination and inventiveness, and make a positive visual contribution to the project site and downtown. Creative signs are permitted only in the DSP and are considered with a project's Stage II design submission.

A creative sign is proposed in the Central Avenue plaza on the west side of South Central Avenue, across from the Americana at Brand. The sign is composed of approximately 11-foot high metal letters spelling out "GALLERIA" located within a proposed fountain and smaller, approximately 3.5-foot high metal letters spelling out "GLENDALE" located on the fountain wall.

Section 30.47.040.H of the Zoning Code outlines the following design review criteria for creative signs.

1. *Design Quality. The sign shall:*

- a. *Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.* The DSP identifies the Central Avenue entrance as an appropriate location for a "landmark architectural feature", such as a unique tower, prominent building entry, creative sign, public art or public open space. In addition to the renovation of the Central Avenue plaza, the proposed creative sign appropriately fulfills this objective.
- b. *Be of unique design, and exhibit a high degree of creativity, thoughtfulness, imagination, inventiveness, and spirit.* The proposed creative sign consists of free standing letters that read "GALLERIA" and "GLENDALE." The message, font style, and colors are fairly simple and consistent with the brand identity developed for the Galleria renovation. The proposed Galleria sign is located at ground level, where its highly polished metal letters will reflect passing pedestrians, inviting them to interact with the sign. Floated over a pool of water, the letters should also reflect ripples and waves, adding a temporal dimension to what appears in drawing form to be a static sign.
- c. *Provide strong graphic and artistic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.* The proposed sign has a strong graphic character resulting from its large scale and monolithic reflective finish. The eye level letters should be crafted without visible seams, joints or fasteners to appear cast from a single block of metal. Inspections of fabrication samples will be necessary to ensure this is accomplished.
- d. *Inventive representation of the use, name, or logo of the structure or business.* Illuminated from lights, the polished metal reflective surfaces will become slightly animated at night, and mirror pedestrians by day. The word "GLENDALE," in black aluminum letters, is offset to the right and in front of "GALLERIA," creating a layered effect. Both words are in the silver, black, white color scheme and standardized fonts of the new Galleria brand.

2. *Contextual Criteria.*

Creative image reflecting current or historic character of the city or neighborhood. The DSP identifies the location of the proposed creative sign as an appropriate site for a "landmark architectural feature". Furthermore, the crosswalk at this intersection is the busiest in the city, where a creative sign at ground level inviting interaction with pedestrians is highly desirable and appropriate.

3. *Architectural Criteria. The sign shall:*

- a. *Utilize or enhance the architectural elements of the building.* The proposed creative sign sits on the ground in a reflecting pool. However, the sign does indirectly use and enhance the existing blank walls of the Galleria.
- b. *Be placed in a logical and proportional location in relation to the overall composition of the building's façade and not cover any key architectural features and details.* The large brick walls of the Galleria offer no architectural features to obscure with signs. Instead, the design challenge is to decorate these walls. The proposed creative sign effectively does this by using the blank walls as a backdrop against which to read the large "GALLERIA" letters. The sign also sits at the direct terminus of the Americana Way pedestrian crossing. The sign does not block the mall's front door and helps close the view corridor from the Americana and frame the new outdoor dining plaza.

The design of the creative sign is complementary to the Project design and reinforces the characteristics of the proposed sign program.

SIGN VARIANCES

The sign program proposes a variety of sign types, many of which will require approval of variances from the city's sign regulations. For each of these sign types, the variances requested and the justifications for granting these variances are discussed below:

Information Signs- Information signs are signs which convey information but do not contain advertising, brand, trade or center name information. The signs are proposed 6.5 feet above the ground level, which is 3.5 feet higher than allowed. The size of the Galleria and the fact that the size necessitates multiple separate service areas which are used only by service providers (trash and loading/unloading) warrant granting the variance. The signs will provide important assistance and the increase in installation height of these signs will provide for greater visibility and traffic safety.

Identification Signs- Identification signs are wall signs serving to identify the name, address and use of the property but containing no other advertising. Variances are requested to allow this type of sign to exceed maximum number and area requirements. The Galleria has numerous entrances and large expanses of wall area which justify granting the variance.

Ground Signs- Ground signs are signs supported by a sign structure other than a wall of a building, which are placed in or upon the ground. Variances are requested to allow this type of sign to exceed maximum number (two) and aggregate area requirements. Providing a third ground sign for the Galleria is reasonable in light of the amount of street frontage this shopping center contains and the vast acreage of the site. Allowing additional aggregate ground sign area is reasonable given the large size of the site, the long street frontages and that the two ground signs visible from public streets contain less than the aggregate area allowed by Code.

Projecting Signs- Projecting signs are signs where the surfaces are not substantially parallel to the surface of the wall to which they are attached. Variances are requested to allow this type of sign without an immediately adjacent business, to exceed area and thickness requirements, to provide indirect illumination, to exceed maximum projection into the right-of-way and to be located within 10 feet of an interior property line.

Projecting sign standards reinforce the generally pedestrian-oriented nature of these signs and ensure these signs do not compete with each other. The streets surrounding and within the Galleria, while containing significant pedestrian traffic, are not true "main street" shopping streets. The extended street frontages of the center are significantly wider than standard commercial frontage and justify signs of a larger area and thickness required for the indirect illumination. Having indirect illumination of all projecting signs would require numerous lights to be installed along the exterior of the building and parking structure and create excessive light around the perimeters of the buildings and spillover to the adjoining streets. Given the sizes of these signs, limiting projection over the public right-of-way to the Code limit make the signs out of proportion with themselves and with the building to which they are attached.

Directional Signs- Directional signs are signs to guide or direct pedestrian or vehicular traffic. The directional sign proposed above the driveway off Brand Boulevard exceeds the maximum size standards. Neither the parking lot nor the actual shopping center is evident from this driveway at its

intersection with Brand Boulevard. Omitting the copy "Glendale Galleria" from the sign, while reducing the size of the sign, would cause confusion and would fail to comply with the basic intent of providing direction.

Wall Signs- Wall signs are signs attached to or placed on a building wall, door, or between two supporting columns of a building. Variances are requested to allow a wall sign for an off-site tenant and to exceed area requirements. A JC Penny's wall sign is proposed for relocation from a building wall within the Central Avenue pedestrian plaza to another wall within the proposed redesigned plaza. A previous variance was granted for this sign at its current location as the sign is not located on the JC Penny's façade. The austere nature of the building's architecture, the length and height of the building walls, and that the majority of the proposed tenant wall signs will face the interior of the Galleria site justifies the wall sign area requested, given unknown tenant reconfiguration.

Staff is recommending approval of the variance requests and has prepared findings in support of the variance requests for all signs.

CONTROLLING DOCUMENTS

Development of Galleria I and II was controlled via certain agreements including, but not limited to Construction, Operation and Reciprocal Easements Agreements ("COREAs"). Pursuant to section IV.C, of the August 21, 1974 COREA (as amended) for Galleria I and Section IV.B of the 1982 COREA for Galleria II, "Changes may be made in approved improvement plans are only by the agreement in writing of the Parties and Agency." Accordingly, approval of the Stage I & II Design for Galleria I and II will be conditioned upon the Parties' and Agency's written approval.

ENVIRONMENTAL IMPACT

The project is categorically exempt from the California Environmental Quality Act pursuant to Section 15301 "Existing Facilities".

PUBLIC NOTICE

The Code requires publication of public notices when the City Council considers approval of entitlements such as design review. Staff has published the required notices in the Glendale News Press and has mailed copies of the notices to all property owners and occupants within the 500 feet of the project. Public notices have also been posted on the site.

EXHIBITS

- Exhibit 1: Combined Stage I/II Design
- Exhibit 2: Urban Design Studio Analysis
- Exhibit 3: Campaign Finance Disclosures

M O T I O N

Moved by Council Member _____, seconded by Council Member _____, that the Stage I & II Final design and sign program, for the exterior remodel of the Glendale Galleria I and II ("Galleria"), bounded generally by Broadway to the north, Columbus Avenue to the west of Galleria I, Brand Boulevard to the east of Galleria II, Colorado Street to the south of Galleria I, and the Americana at Brand to the south of Galleria II, in Glendale, California be, and the same is hereby approved as outlined in the staff report from the Director of Community Development dated November 29, 2011, including comments and recommendations from the City's Urban Designer incorporated therein, and subject any Council comments and/or conditions thereon.

Conditions:

1. The project shall be constructed and maintained in accordance with the approved Stage I & II Design Review plans.
2. Plant materials shall be installed in substantial accordance with the approved landscape plan. This landscaping plan shall include a complete irrigation plan with water conserving devices, shall be prepared by a person licensed to prepare such plans and shall be approved by the Director of Community Development or designee prior to the issuance of a building permit.
3. Landscaped areas shall be maintained in good condition with live plants and free of weeds and trash.
4. The premises shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
5. All licenses, permits as required or approvals from Federal, State, County or City authorities including the City Clerk shall be obtained and kept current at all times.
6. The applicant shall incorporate secured, indoor bicycle locker facilities on the Galleria I and Galleria II sites respectively.
7. Redesign the planter wall adjacent to the bus shelter located on Central Avenue to include a linear bench subject to the review and approval Urban Design Studio.
8. As part of the Sign Program, the applicant shall submit a program related to, among other things, signage related to emergency ingress, egress and the location of fire suppression apparatus, subject to the review and approval of the Glendale Fire Department and Urban Design Studio.

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9. The Stage I and II Design approval is conditioned upon the agreement in writing of the Parties and the Agency as required by the COREAs for Galleria I and II.

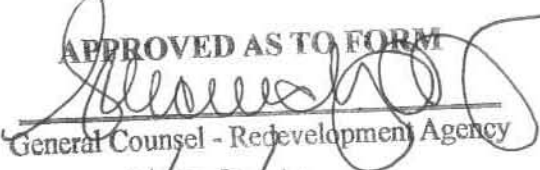
Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

General Counsel - Redevelopment Agency
Date: 11/23/11

MOTION

Moved by Council Member _____, seconded by Council Member _____, that the proposed "Creative Signage" (Downtown Specific Plan section 4.2.6) for the Glendale Galleria I bounded by Broadway to the north, Central Avenue to the east, Columbus Avenue to the west and Colorado Street to the south, in Glendale, California be, and the same is hereby approved as further described in the staff report from the Director of Community Development dated November 29, 2011, including any Council member comments thereon.

CONDITIONS:

1. That the Creative Sign shall be manufactured so that there are no visible seams, joints or fasteners on the Creative Sign, and that the Create Sign shall appear to be cast from a single block of metal, subject to the review and approval of the Urban Designer.

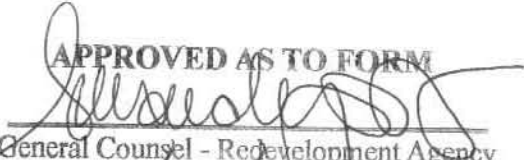
Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

General Counsel - Redevelopment Agency
Date: 11/23/11

MOTION

Moved by Council Member _____, and seconded by Council Member _____, that the City Council, after having reviewed the November 29, 2011, staff report from the Director of Community Development concerning a request for sign variances at Galleria I and Galleria II in Glendale, California to permit:

1. Seven (7) information signs six and one-half feet above ground level where the GMC Section 30.33.190.D.3, permits a maximum of three feet above ground level;
2. Thirteen (13) identification signs where GMC Section 30.33.120.B.1, permits only one identification sign the entire Project;
3. Identification signs to exceed the GMC Section 30.33.120.B.2, maximum area requirement of eight (8) square feet;
4. Three (3) ground signs where GMC Section 30.33.140.A, permits two (2) for this Project;
5. Ground signs that exceed the maximum aggregate area of 200 square feet per GMC Section 30.33.140.B;
6. Seventeen (17) projecting signs separate from an immediately adjacent business where GMC Section 30.33.180.A, requires projecting signs to advertise the business to which it is directly adjacent;
7. Seventeen (17) projecting signs that exceed the GMC Section 30.33.180.B, required six (6) square foot maximum area requirements;
8. Seventeen (17) projecting signs that exceed the GMC Section 30.33.180F.1, required six inch (6") thickness requirement;
9. Seventeen (17) projecting signs that have indirect illumination where GMC Section 30.33.180.E, requires such signs to be directly illuminated;
10. Three (3) projecting signs that exceed GMC Section 30.33.180.F.2, required maximum projection into the public right of way;
11. One (1) projecting sign to be located approximately six (6) feet from an interior property line where GMC Section 30.33.180.B.2, requires the location to be greater than 10 feet from an interior property line;
12. One (1) directional sign that exceeds the GMC Section 30.33.190.B.3 maximum of one (1) square foot per linear feet of driveway width;
13. A wall sign for an off-site tenant where such signs are not permitted by GMC Section 30.33.120.A.1;
14. Nineteen (19) walls signs that exceed the GMC Section 30.33.120.A.2, required maximum area requirements of one (1) square foot per one linear foot of frontage.

The City hereby grants the sign variances based upon the following findings and conditions made pursuant to Chapter 30.43 of the Glendale Municipal Code, 2005:

1. **The strict application of the provisions of any such ordinance would result in practical difficulties or unnecessary hardship inconsistent with the general purposes and intent of the ordinance.**

A. Information Signs

The applicant is proposing seven information signs which identify service areas within the Galleria for loading/unloading and trash pick-up. Information signs are signs which convey information but do not contain advertising, brand, trade or center name information. Information signs cannot extend more than three feet above the ground surface. The strict application of the provisions of the 3.0 foot height limitations on information signs proposed at the Glendale Galleria would result in practical difficulties or unnecessary hardship inconsistent with the general purposes and intent of the ordinance because trucks used for loading/unloading and trash pick up are large and the drivers sit at a higher level than automobile drivers. Therefore, the proposed signs are 6.5 feet above the ground level -- 3.5 feet higher than allowed -- so that the truck drivers will have greater visibility to these service areas. Lower signs would be more difficult for the truck drivers to see and would impede the purpose for which the signs are proposed.

B. Identification Signs

The Glendale Galleria is well-known throughout southern California and has a significant street presence. The applicant is proposing ten (10) identification signs ranging from ten (10) square feet to one-hundred and seventy-one (171) square feet. The two largest identification signs are proposed on the Central Avenue frontages. On the east side of Central Avenue, a 171 square-foot identification sign is proposed on the façade of the Galleria II parking garage (which will include a new entrance and escalator to the second level of the mall). On the west side of Central Avenue, a 121 square-foot identification sign is proposed on the façade of the pedestrian plaza (which will be redesigned and upgraded), above the main entrance to the Glendale Galleria. One identification sign is permitted for the building, and the sign size is limited to eight (8) square feet.

While the identification signs proposed are significantly larger than what the city's sign regulations allow, it would be an unnecessary hardship to require a reduction in size to comply with requirements given the large amount of wall area of this façade. On the east side of Central Avenue the Galleria has approximately 325 feet of linear frontage and is approximately 65 feet in height for a total wall area of approximately 21,125 square feet. Similarly, on the west side of Central Avenue, the Galleria has approximately 1,133 feet of linear frontage and is approximately 42 feet in height for a total wall area of approximately 47,586 square feet. While other signs are proposed on this façade of the Galleria, the extended wall frontage and area of this façade will create an unnecessary hardship if the size is limited to eight square feet. Further, the size of this sign is proportional to the building's wall area.

The strict application of the provisions of the number and size limitations on identification signs proposed at the Glendale Galleria would result in practical difficulties or unnecessary hardship inconsistent with the general purposes and intent of the ordinance because the Glendale Galleria is a 12-acre commercial development bordered by four major thorough-fares (Brand Boulevard,

Broadway, Columbus Drive and Colorado Street and bisected by Central Avenue and a driveway (Galleria Way). There are numerous entrances into the Galleria from these streets, and on the Galleria's west side, these entrances are at two levels. Accordingly, a single identification sign for a 12 acre project with multiple entrances on multiple levels would create an unnecessary hardship to the public and project applicant because a project of this size, with its multiple frontages, entrances and levels needs additional signage to guide the public to the project.

Smaller identification signs are proposed adjacent to mall entrances on the western façade of the Galleria facing Galleria Way and the parking garage. Reducing the size of these signs would be an unnecessary hardship, as they need to be visible to customers parking within the multi-level parking garage across Galleria Way from the mall.

C. Ground Signs

The applicant is proposing to install three ground signs with a total aggregate area of 270 square feet. Ground signs can be particularly intrusive in the streetscape, given they are separate structures, and therefore there are restrictions on the number, size and height of this sign type. The three ground signs are proposed at the intersections of Broadway and Central Avenue, and Broadway and Columbus Street, and near the food court entrance adjacent to Galleria Way. The Glendale Galleria has 820 feet of street frontage on Broadway, 1,133 feet on Central Avenue and 1,463 feet on Columbus Street. In addition, Galleria Way is 733 feet adjacent to this shopping center.

Ground signs are signs supported by a sign structure placed in or on the ground rather than a wall of a building. One ground sign is permitted for each street frontage of a site to a maximum of two ground signs, regardless of the number of street frontages. Ground signs can have an aggregate area of up to 200 square feet. The three proposed ground signs contain a total of 270 square feet of area.

The City's sign regulations allow two ground signs where the maximum average size is 100 square feet. The average size of the proposed ground signs is 90 square feet. The largest ground sign, with the words "Food Court" is located adjacent to Galleria Way, a private street, and is not visible from any public right-of-way. The two other ground signs, each containing the copy "G", "Glendale Galleria" and "Park" are each only 75 square feet in area. Allowing additional aggregate ground sign area is reasonable given the large size of the site, the long street frontages and the fact that the area of the two ground signs that are visible from public streets is less than the aggregate area allowed by Code.

Strict application of the ground sign standards would result in practical difficulties and unnecessary hardship due to the Galleria's large size, long street frontages and the proposed locations of the ground signs, particularly since the proposed signs will not be intrusive on the streetscape.

D. Projecting Signs

The applicant is proposing projecting signs associated with the mall instead of an immediately adjacent individual business. The proposed projecting signs are between 29 square feet and 155 square feet in size and between 12 inches and 18 inches in thickness, and are indirectly illuminated. Some of the projecting signs extend 6.5 feet into the right-of-way and one is less than ten feet from an interior property line.

Projecting signs are signs where the sign surfaces are not substantially parallel to the surface of the wall to which they are attached. One projecting sign is permitted for each ground floor occupancy. This type of sign cannot be more than six square feet in area or six inches in thickness and must be directly illuminated. Projecting signs cannot project more than three feet into the public right-of-way and must be a minimum of ten feet from an interior property line.

Projecting signs are generally located on shopping streets with significant pedestrian traffic to advertise to walking shoppers, who cannot otherwise see more automobile-oriented wall signs. Projecting sign standards for size, thickness, illumination and spacing reinforce the generally pedestrian-oriented nature of these signs and ensure these signs do not compete with each other. The streets surrounding and within the Glendale Galleria while containing significant pedestrian traffic are not true "main street" shopping streets and the strict application of the provisions of the projecting sign standards would result in an unnecessary hardship.

In contrast, the proposed projecting signs are similar to blades or fins, often replacing existing projecting signs on the extensions of parking structures. Many have copy including "G" and "Glendale Galleria" and some include the names of some of the anchor tenants. None of the copy on these signs is at a location where there is an adjacent ground floor occupancy, as required. This particular shopping area is known by its collective name, the Glendale Galleria, rather than the approximately 190 retail businesses that it encompasses. The Columbus Street frontage of the Glendale Galleria contains a parking garage which provides the majority of the parking for this mall; no retail building façade is located along this street. The series of projecting signs proposed along Columbus Street is attached to the façade of the parking garage, an important component of the Galleria, and located above several driveways to safely lead automobiles to the garage from this street.

The proposed projecting signs along Central Avenue, Brand Boulevard, Broadway, Colorado Street and Galleria Way range from 107 square feet to 230 square feet in size. The Galleria frontages along these streets, however, are long, including 325 feet on Central Avenue, 120 feet on Brand Boulevard, 820 feet on Broadway, 430 feet on Colorado Street and 1,100 feet on Galleria Way. While these signs are significantly larger than the sign regulations allow, only one projecting sign is proposed on each of these frontages even though the extended street frontages of the building are significantly wider than standard commercial frontages.

Five projecting signs are proposed on the Galleria parking garage adjacent to Columbus Avenue. These signs are significantly smaller than the other projecting signs but still exceed maximum sign standards. Allowing an increased

size for these signs is reasonable since the parking garage has 1,460 feet of frontage on Columbus Avenue.

The projecting signs are proposed to be between 12 inches and 18 inches thick, while the sign code allows a maximum of 6 inches. Given that the sizes of the proposed projecting signs are larger than what otherwise would be allowed, a slight increase in allowable thickness of these signs is sensible to maintain proper sign proportions.

Projecting signs, if illuminated, require direct illumination, as this type of lighting re-enforces its typical pedestrian nature and reduces glare. The projecting signs proposed on the Glendale Galleria are indirectly lit, however only the copy contained on each sign is illuminated and not the entire sign face. Requiring direct illumination for the proposed projecting signs would be an unnecessary hardship since these signs are not located within a "main street" commercial pedestrian environment and the sizes of most of these signs would dictate large lighting fixtures, which would detract from the simply-articulated facades of the Galleria.

Three of the projecting signs proposed project into the public right-of-way further than the three feet permitted in the sign regulations. The building at the locations of these signs is on or very close to the property line. Given that the sizes of these signs (which are also subject to this variance request and affirmative findings can be made) are reasonable, requiring compliance with public right-of-way projections would be an unnecessary hardship and would result in projecting signs which are out of proportion with themselves and with the building to which they are attached.

E. Directional Signs

Directional signs are signs to guide or direct pedestrian or vehicular traffic. If a directional sign is located over a vehicular entrance or exit, the size of this sign cannot be greater than one square-foot per foot of driveway width. The strict application of the directional sign size requirements would result in an unnecessary hardship inconsistent with the intent of the ordinance. There are a number of directional signs proposed for the Glendale Galleria, most of which are located over vehicular entrances to parking facilities. The directional sign proposed above the driveway located off Brand Boulevard exceeds the maximum size standards. The driveway is 25-foot, 4-inches in width and the sign area proposed is 34.5 square feet, exceeding the maximum area by approximately 9 square feet. This directional sign contains the copy "Glendale Galleria", "Parking", "Enter" and "Exit". This particular driveway is located between the In-and-Out Burger and an adjacent business not a part of the Glendale Galleria and neither the parking garage to which it leads nor the actual shopping center is evident at its intersection with Brand Boulevard. Omitting the copy "Glendale Galleria" from the sign (most of the proposed directional signs do not include this text), while reducing the size of the sign to comply with requirements, would cause confusion and would fail to comply with the basic intent of providing direction.

F. Wall Signs

Wall signs are signs attached to or placed on a building wall, door, or between two supporting columns of a building. One wall sign is allowed on each wall which directly faces a street, mall or parking area, the size of which cannot exceed one square-foot per foot of length of frontage. A JCPenny's wall sign is proposed to be relocated from a building wall within the pedestrian plaza adjacent to Central Avenue to another wall within the proposed redesign of this plaza. A previous variance was granted for this sign at its current location as the sign is not located on the JCPenny's façade (This store is located on the western side of the shopping center). Given that this sign was previously granted a variance and the proposed location of the sign does not significantly change, it would be an unnecessary hardship to eliminate the sign, particularly since creating a more attractive business climate is one of the intents of the sign ordinance.

A series of wall signs is proposed on the western (facing Galleria Way) and eastern (facing Central Avenue) facades of the Glendale Galleria. These signs will advertise tenants with direct exterior access and are proposed at a maximum of 75 square feet in size. As part of the overall upgrading of the Glendale Galleria, interior improvements and tenant reconfiguration is proposed, including potentially providing direct access from the street for those tenants immediately adjacent to shopping center entrances. Wall signs will be allowed only when there is direct exterior access to the individual tenant spaces. After reconfiguration of the tenant spaces, it is not known whether these entrance-adjacent spaces will provide 75 feet of frontage to allow a 75 square-foot wall sign, as is currently proposed. Wall sign area is limited to prevent over-signing of businesses and protect the physical appearance of the community. Given the austere nature of the building's architecture, the length and height of the building walls and the fact that the majority of the proposed tenant wall signs will face the interior of the Galleria site, an unnecessary hardship would result from reducing the reasonable 75 square-foot wall sign area request.

2. **There are exceptional circumstances or conditions applicable to the property involved or to the intended use or development of the property that do not apply generally to other property in the same zone or neighborhood.**

A. Information Signs

The Glendale Galleria is a unique development within the city. The commercial shopping center contains 1.5 million square feet of retail and office space. To serve its loading, unloading and trash pick up needs, there are several service areas throughout the center. These areas are separate from the customer entrances and are used exclusively by the service providers. The information signs proposed only identify the various service areas throughout the site. The Glendale Galleria is the largest commercial development in Glendale. The size of this center, and the fact that the size necessitates multiple, separated service areas which are used only by the service providers are the exceptional circumstance that warrants granting the variance. The information signs, while located higher than what would otherwise be allowed by the sign regulations, are

more easily seen at this height by the service operators who stand to benefit from the installation of these signs.

B. Identification Signs

The Glendale Galleria is 12 acres in size and contains numerous entrances and large expanses of wall area. These conditions do not apply to many other commercial areas of the city, which are generally much smaller in size and have a strip center design. These unique features of the Galleria warrant granting the variances for the number and sizes of identification signs.

C. Ground Signs

The City's sign regulations for commercial areas were developed with the common forms of this type of use in mind – pedestrian shopping streets like Brand Boulevard, Kenneth Village and the Montrose Shopping Park and auto-oriented commercial streets. The Glendale Galleria is 12 acres in size and one of the largest malls in southern California. It contains approximately 190 retail stores and 1.5 million square feet of area, including anchor tenants and office space. Major streets including Brand Boulevard, Colorado Street, Broadway border the Galleria. The mall is bisected by Central Avenue and Galleria Way. The size of and number of stores within the shopping center, its numerous street frontages and its signature status which draws customers from throughout the region are the conditions applicable to the use of the property that do not apply to other commercial properties within the city. These conditions warrant granting variances to permit slight increases to the number and size of the ground signs proposed.

D. Projecting Signs

The projecting signs are proposed for a retail center known by its collective name, the Glendale Galleria, rather than by the individual stores which make up the mall. This is uncommon and is the exceptional circumstance, which warrants permitting projecting signs without ground floor occupancies. The Galleria is a large, enclosed shopping mall with long street frontages and high walls with little fenestration. While there is a significant amount of pedestrian activity adjacent to the center, the surrounding streets are automobile-oriented and the environment is not a traditional pedestrian shopping street. These conditions of the property and area justify permitting larger and thicker projecting signs and allowing indirect illumination and for some of the signs to project further into the public right-of-way.

E. Directional Signs

Only one of the many directional signs proposed within the Glendale Galleria exceeds size standards for directional signs. There are exceptional circumstances regarding the directional sign located above the Brand Boulevard driveway that warrant granting the variance for sign size. While this driveway leads to one of the Glendale Galleria parking garages, this garage nor the shopping center are visible from the entrance of this driveway. Including the

"Glendale Galleria" copy as part of this directional sign will make it clear that Glendale Galleria designated parking can be accessed from this driveway.

F. Wall Signs

The city's sign regulations were developed for the more common pedestrian shopping streets and commercial strip retail centers. The Glendale Galleria is a large traditionally-designed enclosed shopping mall, which is the condition applicable to the property that does not apply to other commercial properties in the city. The Galleria's long stretches of wall with little or no fenestration provide the appropriate visual context for multiple wall signs. Allowing a uniform size of signs, even if not matched by storefront frontage, will minimize, rather than promote, visual clutter.

- 3. The granting of the variance will not be materially detrimental to the public welfare or injurious to the property or improvements in such zone or neighborhood in which the property is located.**

A. Information Signs

The granting of the variance to allow the information signs to be installed higher from the ground than otherwise permitted will not be detrimental to the public welfare or injurious to the property. The information signs denoting service areas within the Glendale Galleria are generally located in areas not frequented by the public. Their four square-foot size, which complies with the size permitted for information signs, will be unobtrusive. The higher installation of these signs, as proposed, will not significantly change this. The signs will provide important assistance to service providers and the increase in installation height of these signs will provide for greater visibility and traffic safety.

B. Identification Signs

There are many entrances into the Glendale Galleria. The proposed identification signs adjacent to these entrances will assist the public in locating these entry points. The majority of parking for the Glendale Galleria is located in the western most portion of the site. Identification signs located on the western façade of the Galleria, while larger than allowed, will help customers in the parking lot find mall entrances as Galleria Way is between the parking and the mall. The two identification signs proposed on Central Avenue signify major entrances to the Glendale Galleria. This shopping center was developed in the 1970's and 1980's and austere in style, as was typical for malls built within the time period. The identification signs proposed contain the copy "G" and "Glendale Galleria" in a modern, updated font style complementary to the architectural style of the Galleria, bringing appropriate interest to a building with little articulation. The proposed signs are simple, clean-lined and contemporary in appearance. The granting of the variance to allow more and larger identification signs will not be materially detrimental to the public as these signs will clearly denote the many entrances into the Glendale Galleria and will not be injurious to the property in that the signs complement the existing shopping center and provide interest to the large blank building facades.

C. Ground Signs

The granting of the variances to allow ground signs greater in number and aggregate size will not be materially detrimental to the public welfare or injurious to the property or improvements. Neither the Police and Fire Departments nor the Traffic and Transportation or Engineering Sections cited safety concerns related to the proposed ground signs, and none are anticipated. Obtaining sign permits and the subsequent inspections will ensure proper installation of the proposed signs. The ground signs are simply articulated and contain a graphic style that will enhance the architectural style of the Glendale Galleria.

D. Projecting Signs

The granting of the variance to allow projecting signs to deviate from the city's sign regulations will not be detrimental to the public welfare or injurious to the property or improvements in the neighborhood. Neither the Engineering or Traffic and Transportation Sections cited safety concerns with the projecting signs, particularly with regard to their size or projection into the public rights-of-way. The projecting signs are at least 15 feet above the adjacent sidewalk and will not create a pedestrian hazard. The signs, while large in size, are in scale with the Glendale Galleria shopping center. While indirectly lit, only the copy and not the sign faces of the projecting signs are illuminated, thus "reducing" the size of the sign, particularly at night.

E. Directional Signs

The small increase in sign area resulting from including "Glendale Galleria" within the copy of the directional sign located above the Brand Boulevard driveway will not be materially detrimental to the public welfare or injurious to the property. This additional text will provide clear direction to customers wishing to access the Galleria from Brand Boulevard. Additionally, the proposed sign is consistent stylistically with all the other signs proposed on this signature property within the city.

F. Wall Signs

The granting of the wall sign variances will not be materially detrimental to the public welfare or injurious to the Glendale Galleria property. The JCPenny's wall sign has been at its present location for many years. The proposed location of this sign is not significantly changed and will still be within the pedestrian plaza, which will be redesigned and enhanced. The majority of the proposed tenant wall signs are located on the western façade of the shopping center and will not be visible from the public right-of-way. Allowing variances from the wall sign standards will enhance the visibility of JCPenny's and other future tenants and, in turn, the viability of the Glendale Galleria.

4. **The granting of the variances will not be contrary to the objectives of the ordinance.**

A. Informational Signs

The granting of the variance to allow information signs to be installed higher than three feet above ground will not be contrary to the objectives of the ordinance. The purpose of informational signs is to provide important, non-commercial information in a non-obtrusive manner. Informational signs are significantly restricted in terms of size and height to ensure these objectives are met. The proposed informational signs, which contain the copy "Service Area" and the assigned number of the service area, comply with the size standards of the City's sign regulations. Given the proposed size and locations of these signs and the fact that the building walls to which they will be installed range in height from 42 feet to 44 feet, allowing the signs to be installed 3.5 feet higher than what the Code allows will not make these signs unduly prominent within the context of their environment.

B. Identification Signs

Sign regulations are intended, in part, to enhance the physical appearance of the community and create a more attractive business climate. The proposed identification signs are simple, clean-lined and contemporary in appearance, are complementary to the style of the building and integrate well within the building façade, thus improving the physical appearance of the building and by extension the community. Granting the variances for identification signs acknowledges that the Glendale Galleria is a unique commercial entity within the city and assists in creating a more attractive business climate. Thus, the granting of these variances for identification signs will not be contrary to the objectives of the city's sign regulations.

C. Ground Signs

Objectives of the sign regulations include enhancing the physical appearance of the community and creating a more attractive business climate. The granting of the variance from ground sign standards will not be contrary to these objectives. The ground signs, which contain copy including "Park" and "Food Court", will direct customers to these areas of the large Glendale Galleria shopping mall. Further, granting the slight deviations in requirements requested will reinforce the unique nature of the Galleria, thus improving the business climate.

D. Projecting Signs

Sign regulations are intended, in part, to reduce obstructions that may lead to safety hazards and enhance the appearance of the community. The projecting signs provide a minimum 15-foot clearance from the sidewalk where they project over the right-of-way and will not obstruct vision. Additionally, while these signs are indirectly lit, glare will not be created, since only the copy is illuminated. The proposed projecting signs integrate well within the building facades and are complementary to the style of the Galleria, thereby enhancing the look of the shopping center and, by extension, downtown Glendale.

E. Directional Signs

The granting of the variance will not be contrary to the objectives of the ordinance. The objectives of the sign ordinance include protecting the health, safety and welfare of the public and, specifically for directional signs, to assist in providing clear direction for pedestrians and vehicles. The directional sign located above the driveway on Brand Boulevard, by including the "Glendale Galleria" text, will offer unambiguous direction to the major Glendale Galleria parking garage to which this driveway leads.

F. Wall Signs

Wall sign regulations help ensure building walls do not contain an overabundance of signs and the physical appearance of the community is preserved. The granting of the variance regarding wall signs will not be contrary to these objectives. The majority of the proposed tenant wall signs will be visible from only the interior of the Galleria site and located on building walls, which are both long and high. No changes to the size of the JCPenny's sign is proposed; only a slight relocation is contemplated, which does not in and of itself significantly alter the appearance of the plaza.


Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

General Counsel - Redevelopment Agency
Date: 11/23/11



City Design Review



GLENDALE
GALLERIA



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INTRODUCTION

Section 1

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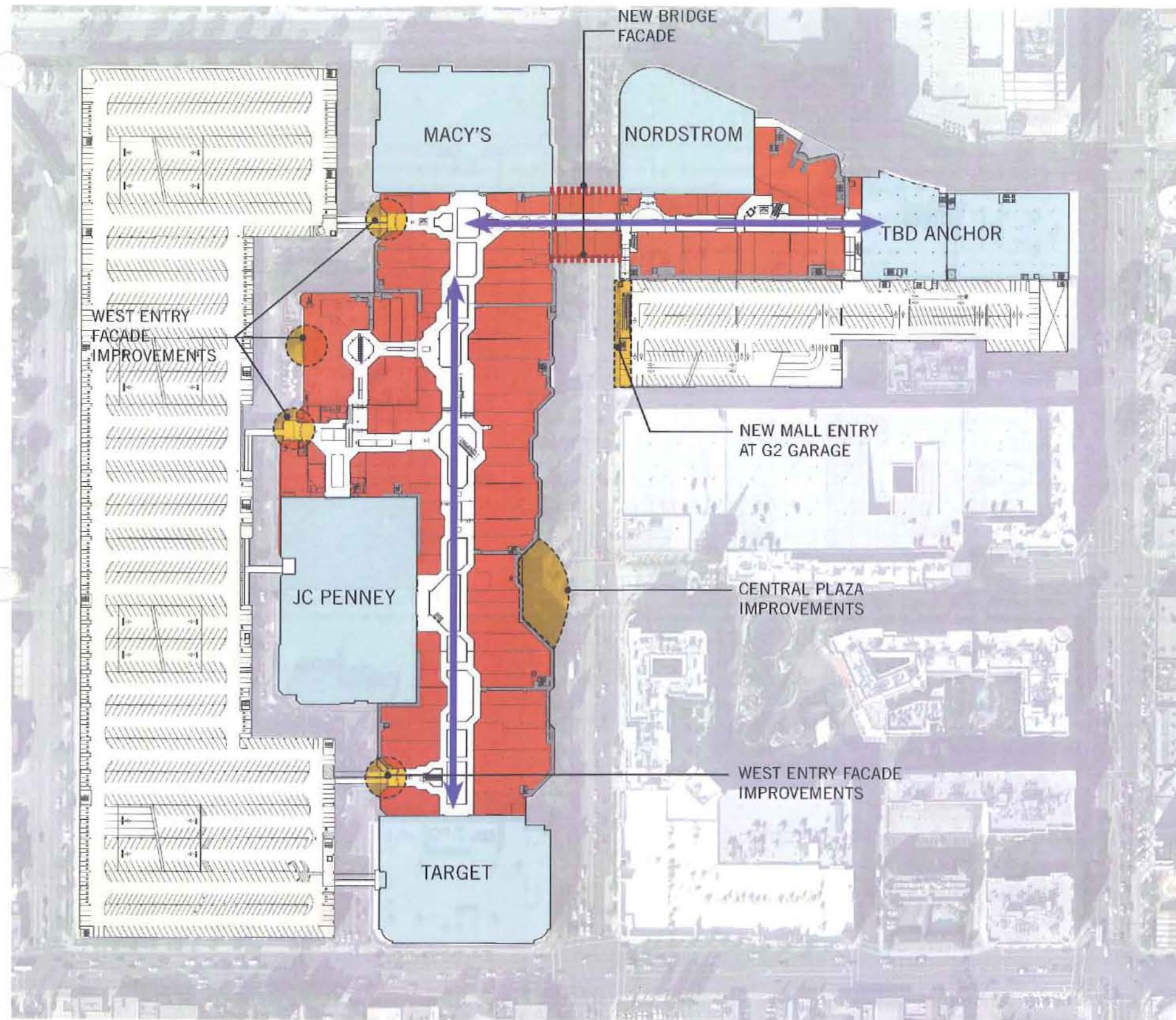


Glendale Galleria Renovation

Project Description

The renovation of Glendale Galleria includes many important aesthetic and functional improvements to the regional retail destination. The overall project goal is to refresh and update the Galleria's brand and identity, modernize and update finishes and lighting, and improve circulation, access, and signage around and throughout to better integrate the Galleria with the surrounding streets and shopping district. A fresh, upscale, and modern design aesthetic will provide a crisp new identity for the Galleria and, importantly, an environment to attract and retain the best tenants possible.





The exterior improvements to the Galleria include the following elements.

Reconstruction of the Central Avenue Plaza to accommodate outdoor restaurant seating, a living green wall, a water feature and creative new facades comprised of granite, marble, stainless steel and a mosaic of lights.

Reconstruction of the parking structure facade on Central Avenue to create a new entry leading to the Galleria's east wing. The entry includes new escalators and an elevator and provides a crucial link from Central Avenue to the interior of the Galleria.

Cladding the Central Avenue bridge and under-side with all new materials, including new lighting and graphics that will reinforce the connection between the east and west halves of the Galleria, further solidifying the identity of the Galleria and the overall shopping district.

Enhancement of Galleria entries from the west-side parking structure to include new graphics and perforated metal facades that incorporate creative lighting effects to provide a welcoming entry for district shoppers.

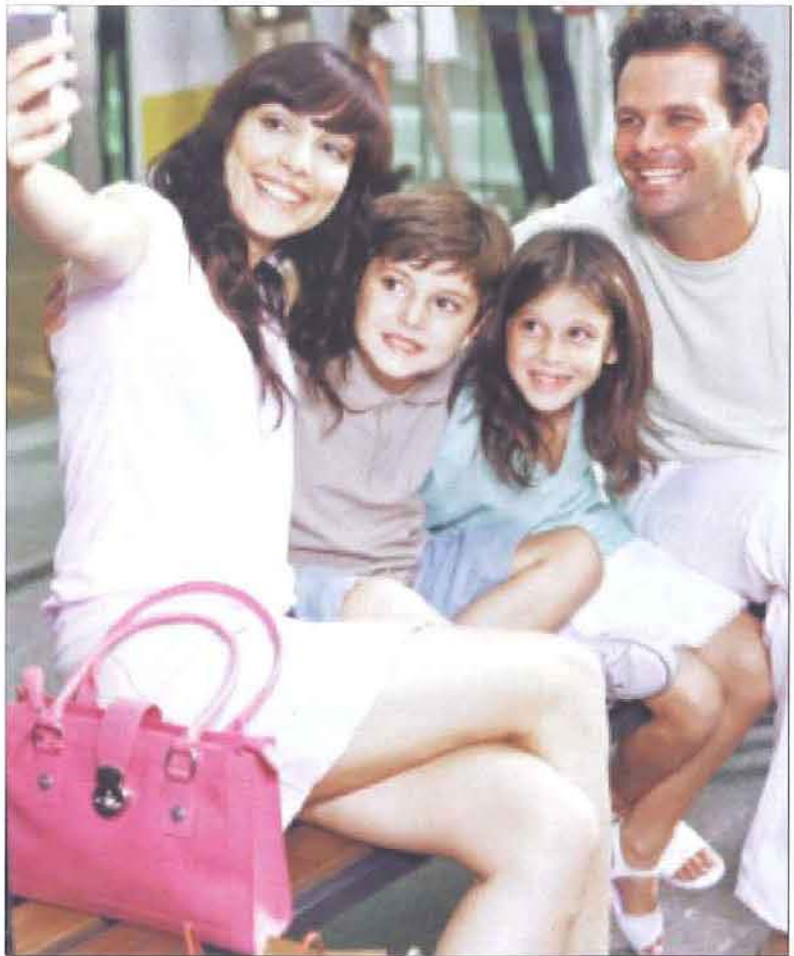
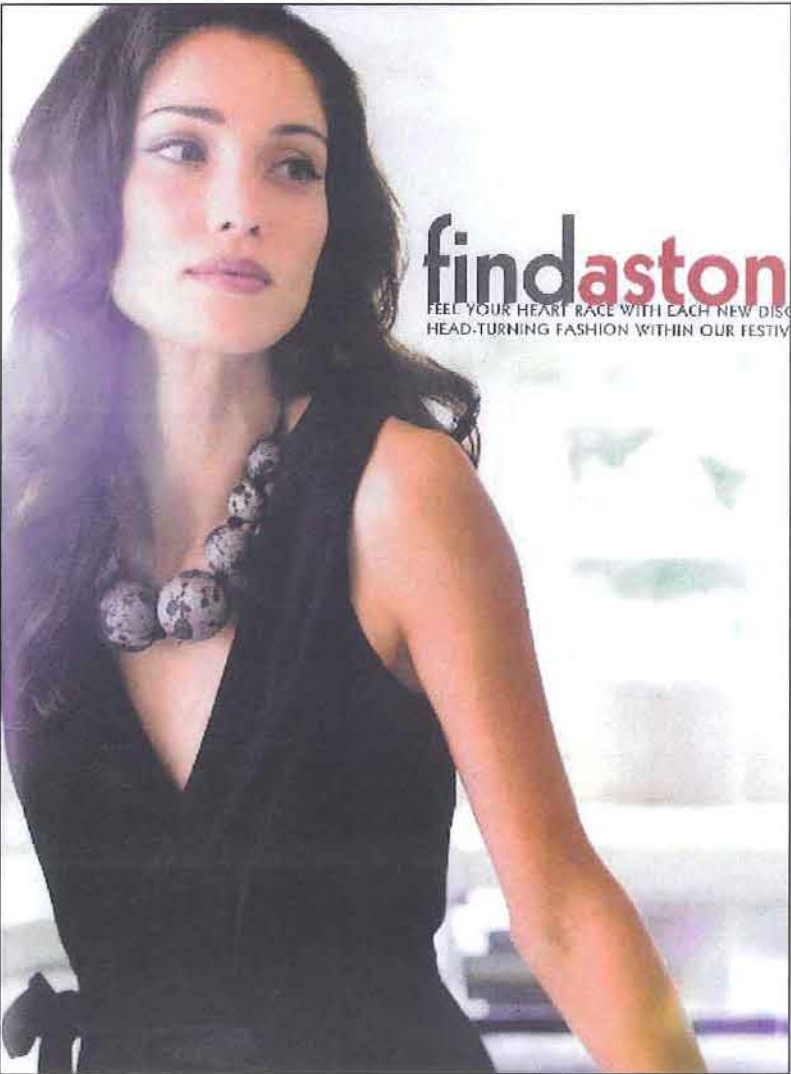
A comprehensive sign and graphics program implemented throughout and around the Galleria perimeter to provide refreshed identity and clear guidance for both pedestrians and drivers.

While not a part of the Design Review submittal, the interior renovation of the Galleria will include new lighting, flooring, and guardrails, new and updated restrooms, and a renovated food court. Escalators connecting the east and west wings of the Galleria and leading to the east-side parking structure will be relocated to improve circulation and visibility within the Galleria and to tie the east and west halves of the Galleria into a unified shopping environment.

The anchor department stores, including the vacant former Mervyn's, are not a part of this Design Review submittal.

Renderings are illustrative and conceptual in nature. Measured and dimensioned drawings in this submittal govern.

The branding of the fashion destination of Glendale Galleria plays a key role of the company's great success. Glendale Galleria's branding of forefront trends and accessible fashion creates a perception to the public, selling not only products but a state of the art shopping experience.



The goal with the new logo direction is to create a cohesive, updated brand that can be used and integrated into the project and collateral pieces in a variety of colors, applications and scales. This approach creates an updated, clean and modern logo mark and logo type that can be used together or separately yet creates an overall cohesive brand identity.

EXISTING LOGO:



NEW LOGO:

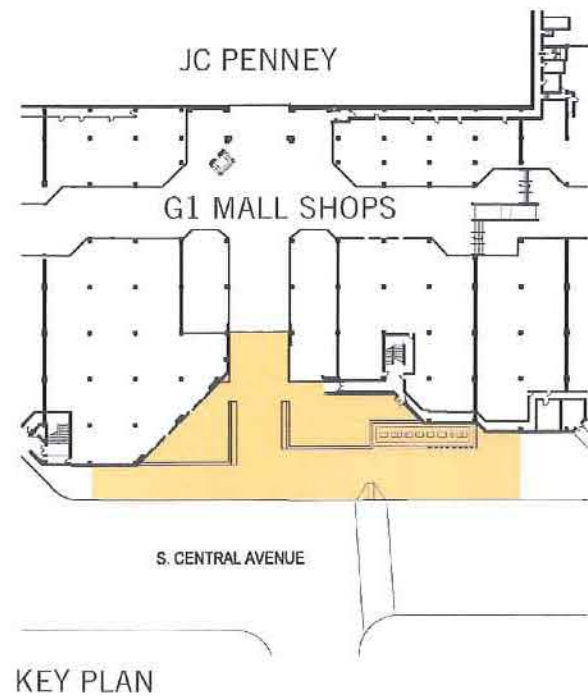


GLENDALE
GALLERIA



GLENDALE
GALLERIA





AERIAL PERSPECTIVE AT NEW ENTRY PLAZA



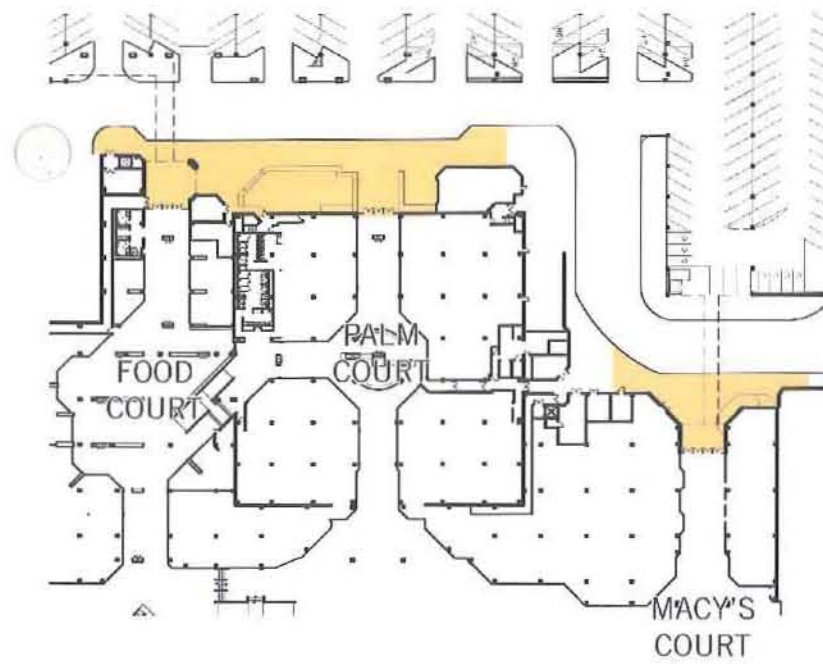
EXISTING AERIAL VIEW AT CENTRAL PLAZA



EXISTING CENTRAL PLAZA



NEW ENTRY PLAZA



KEY PLAN



EXISTING WEST ENTRY AT MACY'S COURT



EXISTING FOOD AND PALM COURT ENTRIES



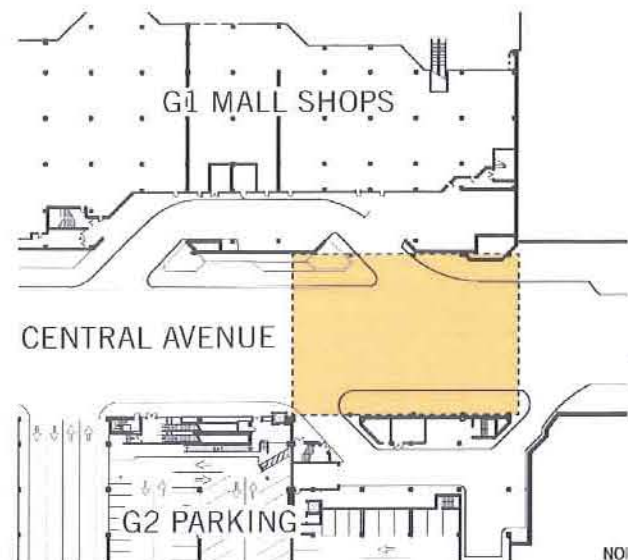
NEW WEST ENTRY AT MACY'S COURT



NEW PALM COURT ENTRY



NEW FOOD COURT ENTRY



KEY PLAN



EXISTING BRIDGE FACADE



EXISTING BRIDGE FACADE



NEW BRIDGE FACADE LOOKING NORTH ON CENTRAL AVE.



EXISTING ENTRY AT G2 GARAGE



NEW G2 CENTRAL AVENUE ENTRY



NEW G2 CENTRAL AVENUE ENTRY

Glendale Galleria
November 2, 2011

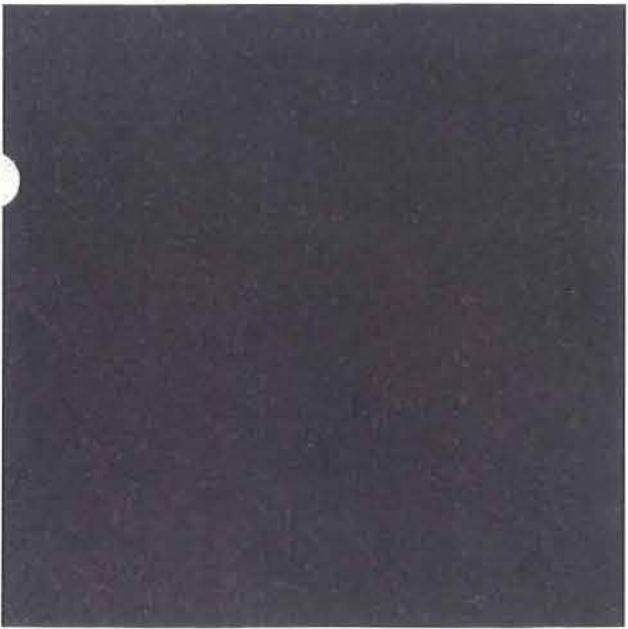
New Mall Entry at G2 Garage on Central Avenue



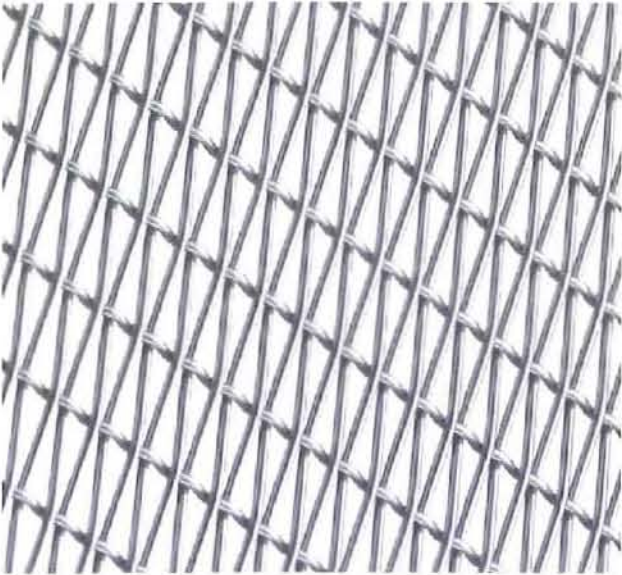
WHITE STONE: IMPERIAL DANBY MARBLE



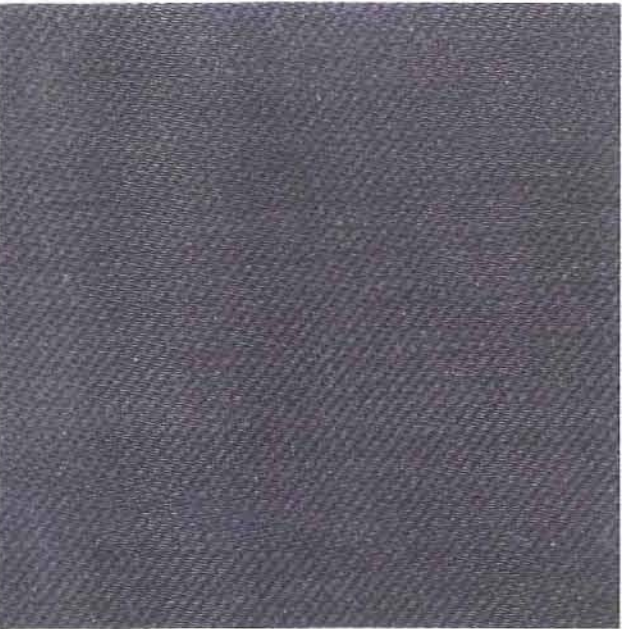
BLACK STONE: ABSOLUTE BLACK GRANITE



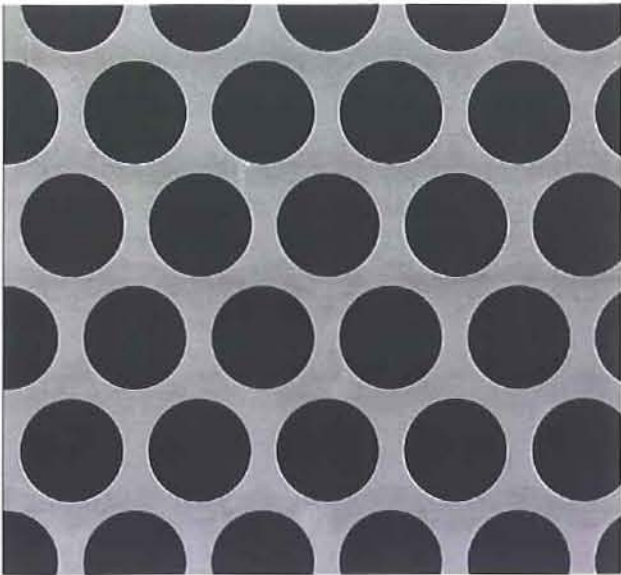
METAL MESH: BANKER PZ-11
STAINLESS STEEL



GROOVED TILE PAVING: DAL TILE IDENTITY
TWILIGHT BLACK GROOVED UNPOLISHED

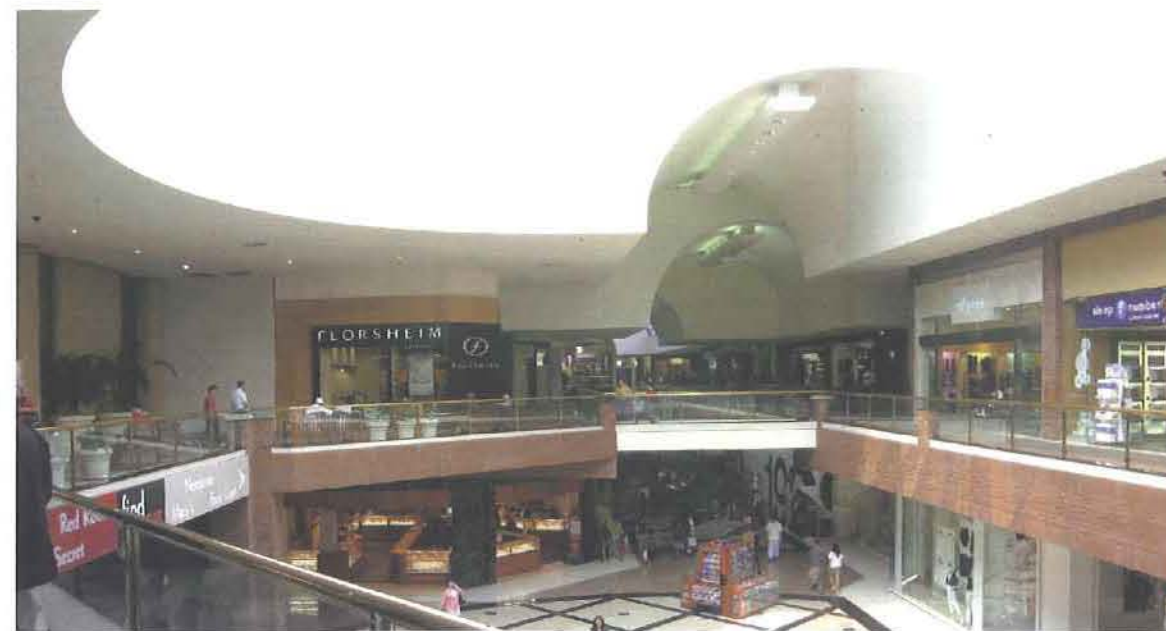
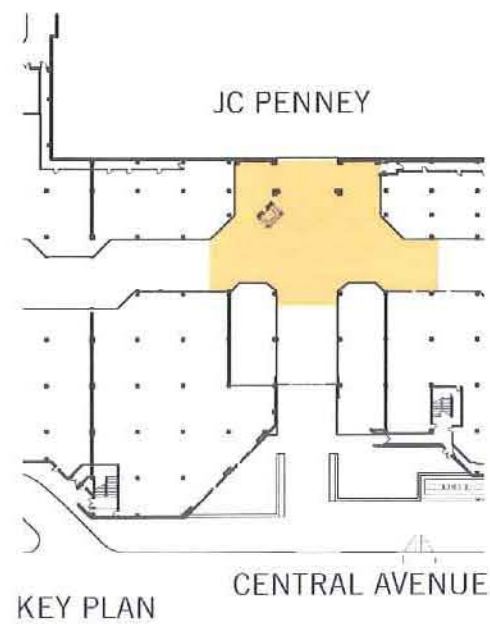


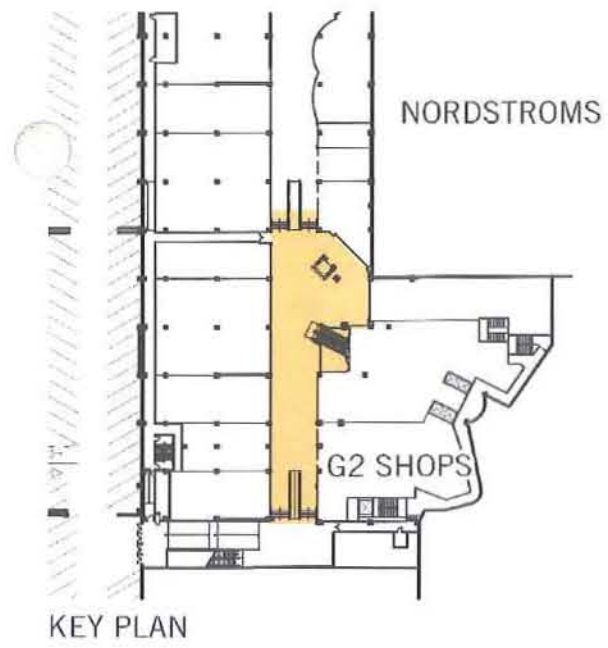
ALUMINUM PERF. PANEL: McNICHOLS
1" DIA ROUND HOLE @ 1.25" O.C.



BLACK METAL PANEL: ALUCOBOND
COMPOSITE METAL PANEL







EXISTING G2 MALL INTERIOR

Glendale Galleria
November 2, 2011



LEVEL 2 G2 MALL SHOPS

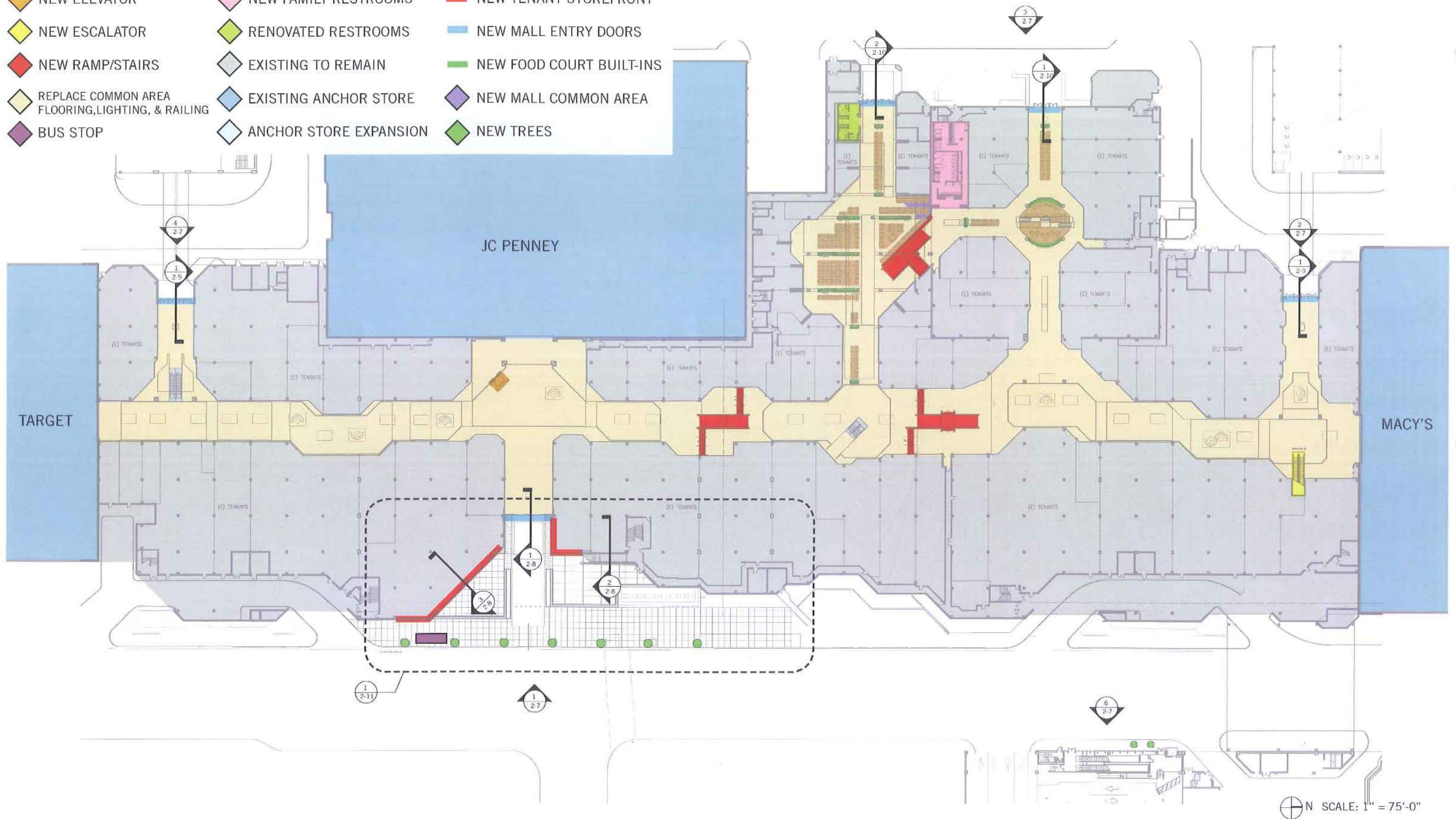
G2 Interior Improvements

PROJECT DETAIL

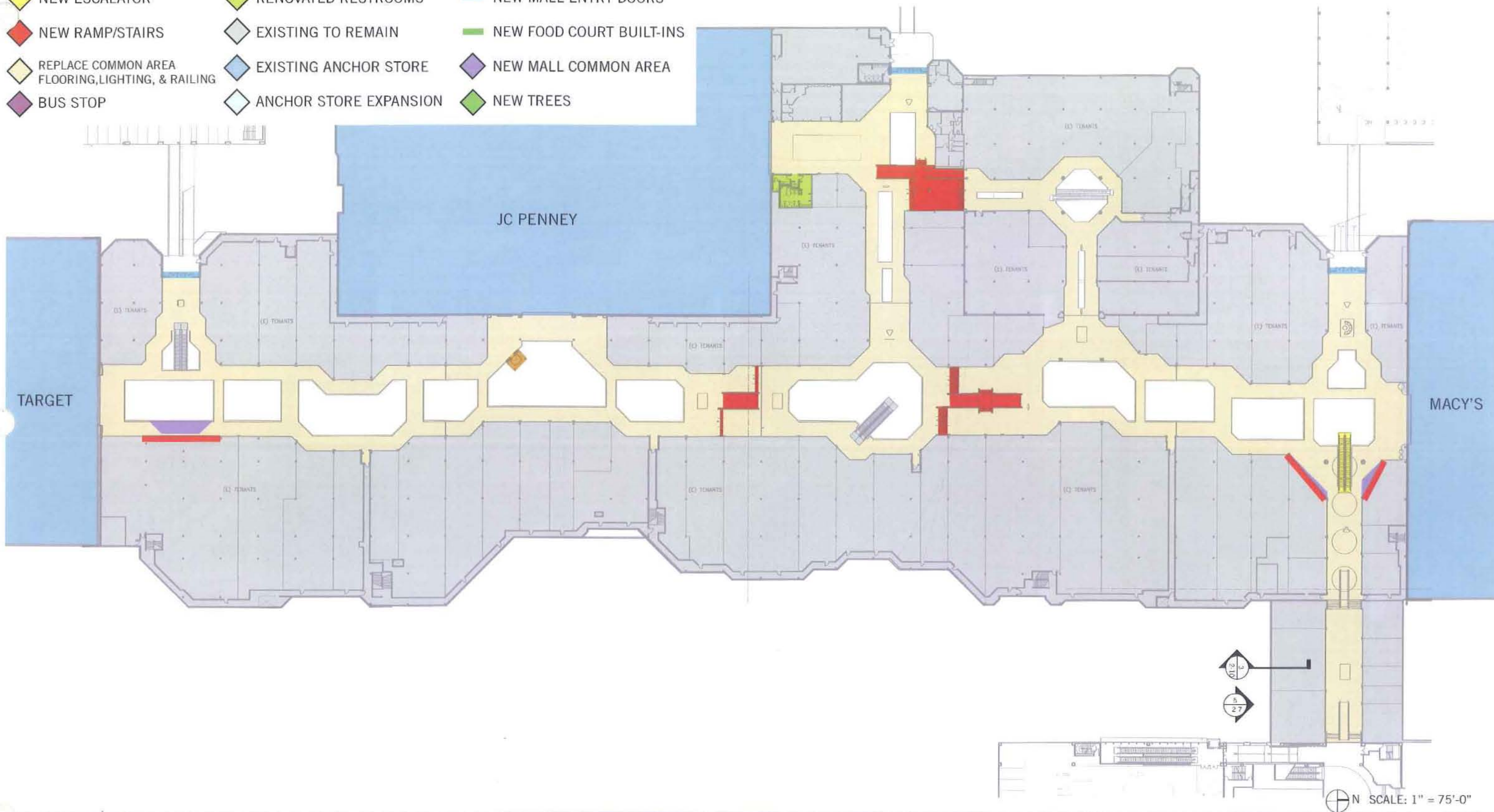
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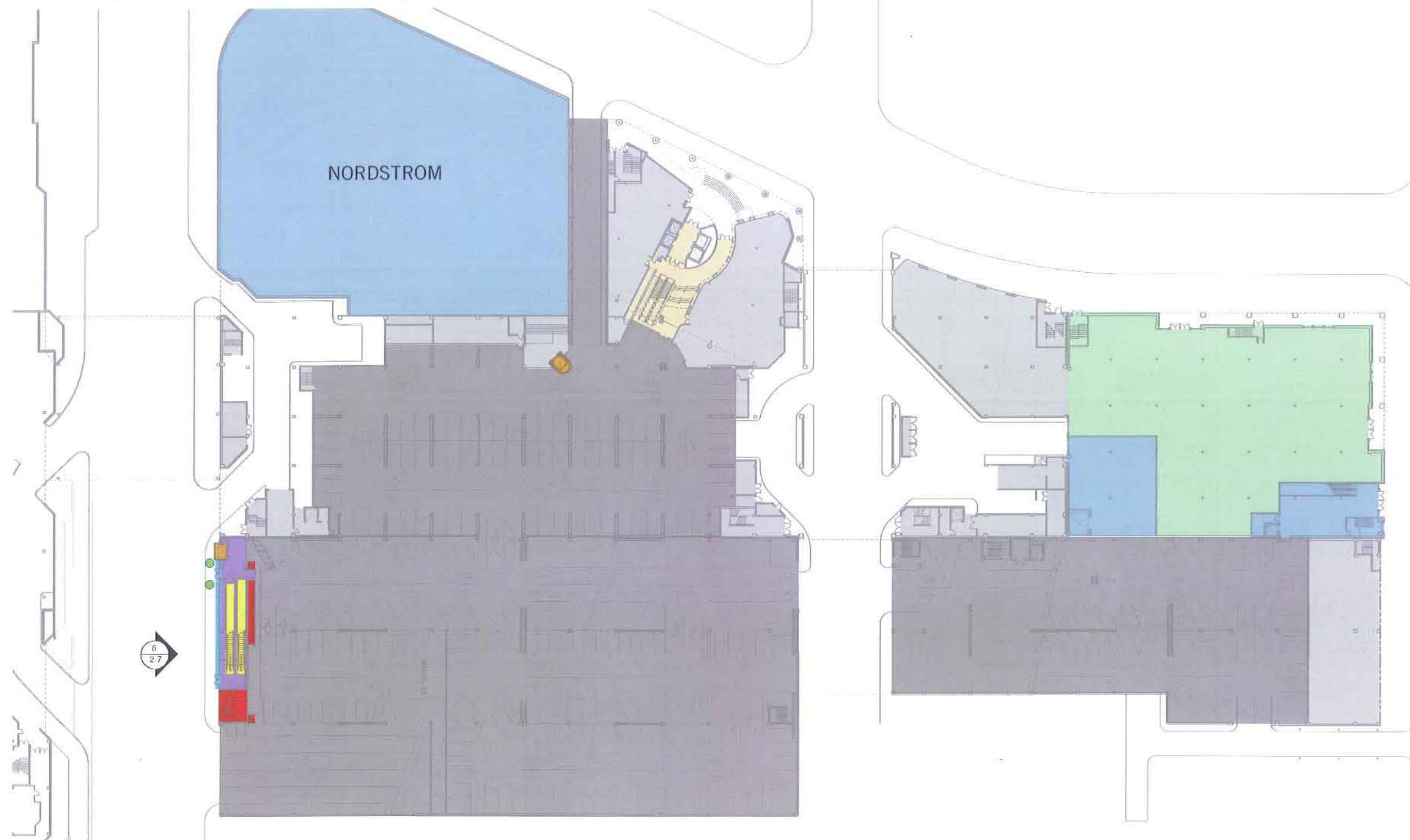
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|--|--|---|
|  NEW ELEVATOR |  NEW FAMILY RESTROOMS |  NEW TENANT STOREFRONT |
|  NEW ESCALATOR |  RENOVATED RESTROOMS |  NEW MALL ENTRY DOORS |
|  NEW RAMP/STAIRS |  EXISTING TO REMAIN |  NEW FOOD COURT BUILT-INS |
|  REPLACE COMMON AREA FLOORING, LIGHTING, & RAILING |  EXISTING ANCHOR STORE |  NEW MALL COMMON AREA |
|  BUS STOP |  ANCHOR STORE EXPANSION |  NEW TREES |



- | | | |
|--|--|---|
|  NEW ELEVATOR |  NEW FAMILY RESTROOMS |  NEW TENANT STOREFRONT |
|  NEW ESCALATOR |  RENOVATED RESTROOMS |  NEW MALL ENTRY DOORS |
|  NEW RAMP/STAIRS |  EXISTING TO REMAIN |  NEW FOOD COURT BUILT-INS |
|  REPLACE COMMON AREA FLOORING, LIGHTING, & RAILING |  EXISTING ANCHOR STORE |  NEW MALL COMMON AREA |
|  BUS STOP |  ANCHOR STORE EXPANSION |  NEW TREES |

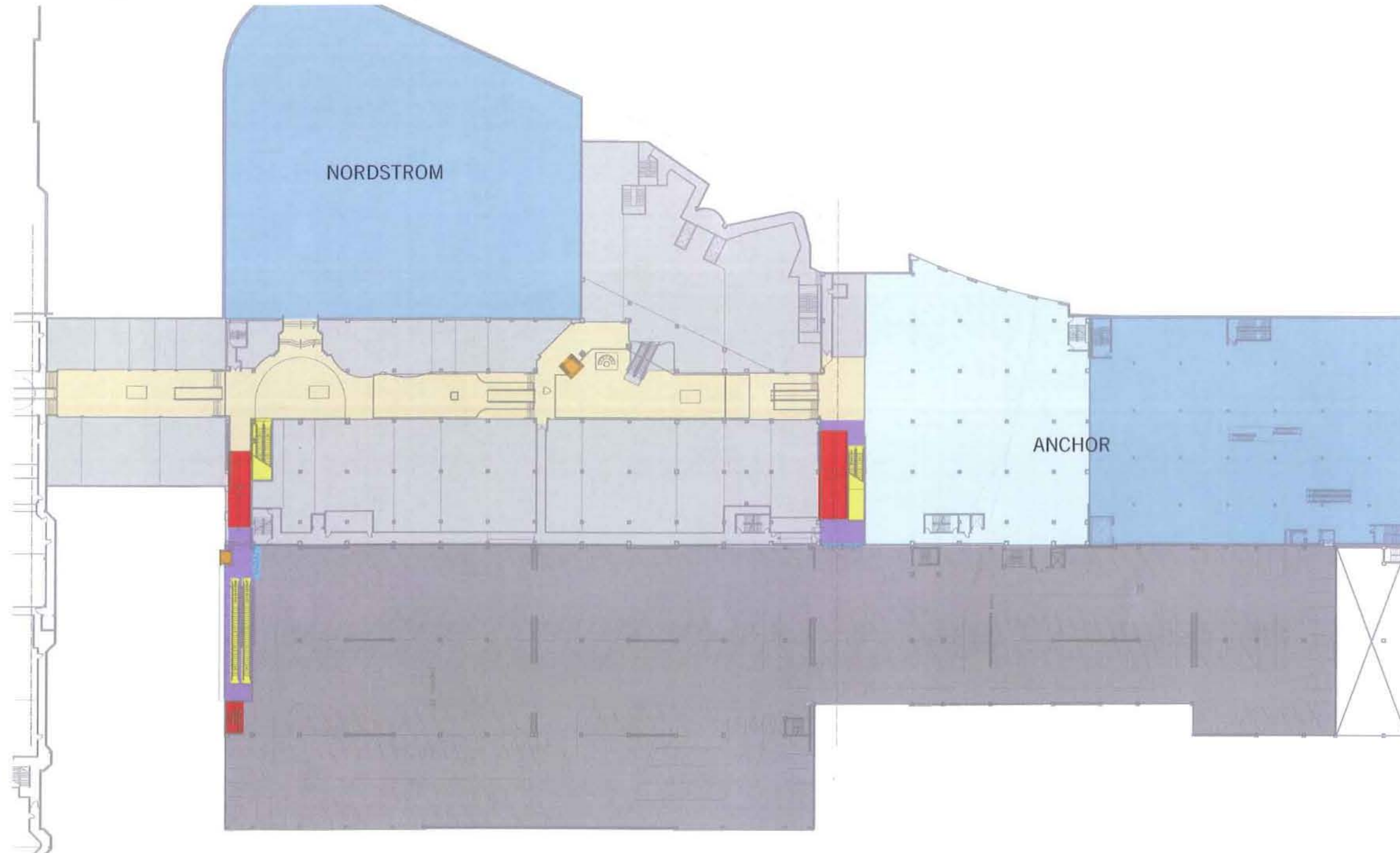


- | | | | |
|---|--|---|---|
|  NEW ELEVATOR |  NEW FAMILY RESTROOMS |  NEW TENANT STOREFRONT |  FORMER ANCHOR STORE
CONVERTED TO MALL SHOPS |
|  NEW ESCALATOR |  RENOVATED RESTROOMS |  NEW MALL ENTRY DOORS |  EXISTING PARKING |
|  NEW RAMP/STAIRS |  EXISTING TO REMAIN |  NEW FOOD COURT BUILT-INS | |
|  REPLACE COMMON AREA
FLOORING, LIGHTING, & RAILING |  EXISTING ANCHOR STORE |  NEW MALL COMMON AREA | |
|  BUS STOP |  ANCHOR STORE EXPANSION |  NEW TREES | |



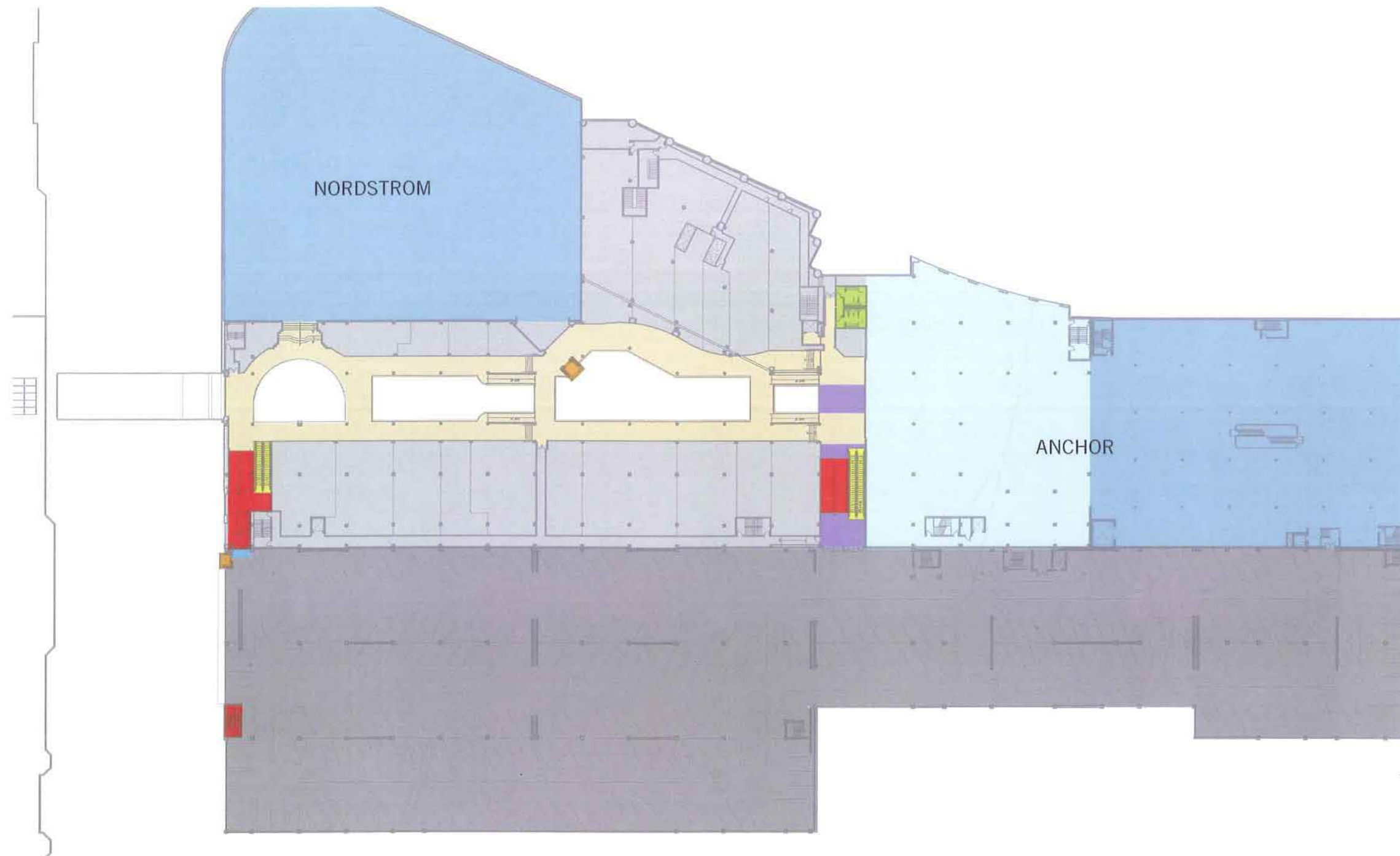
SCALE: 1" = 75'-0"

- | | | | |
|---|------------------------|--------------------------|------------------|
| NEW ELEVATOR | NEW FAMILY RESTROOMS | NEW TENANT STOREFRONT | EXISTING PARKING |
| NEW ESCALATOR | RENOVATED RESTROOMS | NEW MALL ENTRY DOORS | |
| NEW RAMP/STAIRS | EXISTING TO REMAIN | NEW FOOD COURT BUILT-INS | |
| REPLACE COMMON AREA FLOORING, LIGHTING, & RAILING | EXISTING ANCHOR STORE | NEW MALL COMMON AREA | |
| BUS STOP | ANCHOR STORE EXPANSION | NEW TREES | |



SCALE: 1" = 75'-0"

- | | | | |
|--|--|---|---|
|  NEW ELEVATOR |  NEW FAMILY RESTROOMS |  NEW TENANT STOREFRONT |  EXISTING PARKING |
|  NEW ESCALATOR |  RENOVATED RESTROOMS |  NEW MALL ENTRY DOORS | |
|  NEW RAMP/STAIRS |  EXISTING TO REMAIN |  NEW FOOD COURT BUILT-INS | |
|  REPLACE COMMON AREA FLOORING, LIGHTING, & RAILING |  EXISTING ANCHOR STORE |  NEW MALL COMMON AREA | |
|  BUS STOP |  ANCHOR STORE EXPANSION |  NEW TREES | |



SCALE: 1" = 75'-0"

EXISTING PARKING

MALL LEASE SPACE CONVERTED TO ANCHOR SPACE

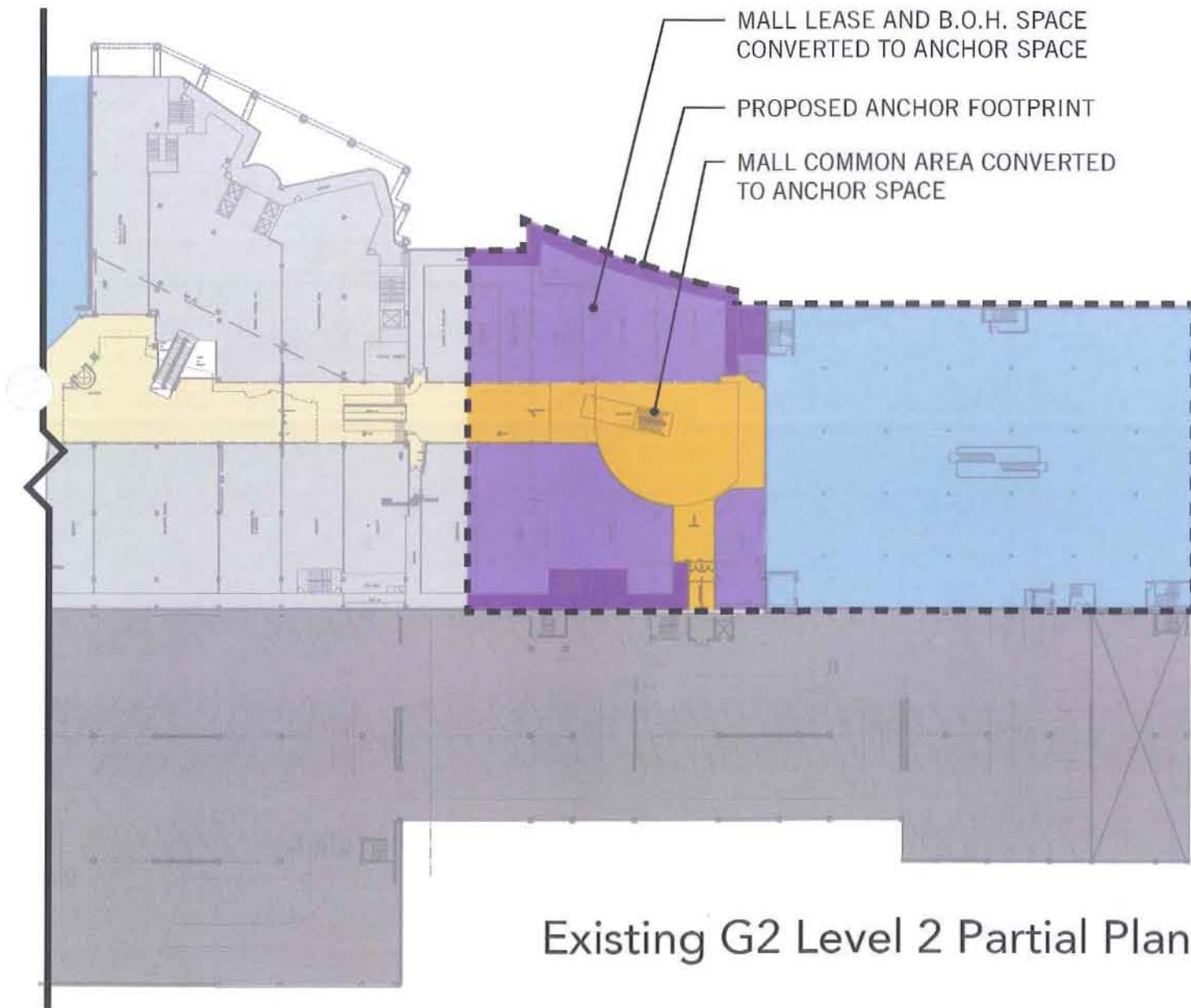
EXISTING TO LEASE AND B.O.H. TO REMAIN

MALL COMMON AREA CONVERTED TO ANCHOR SPACE

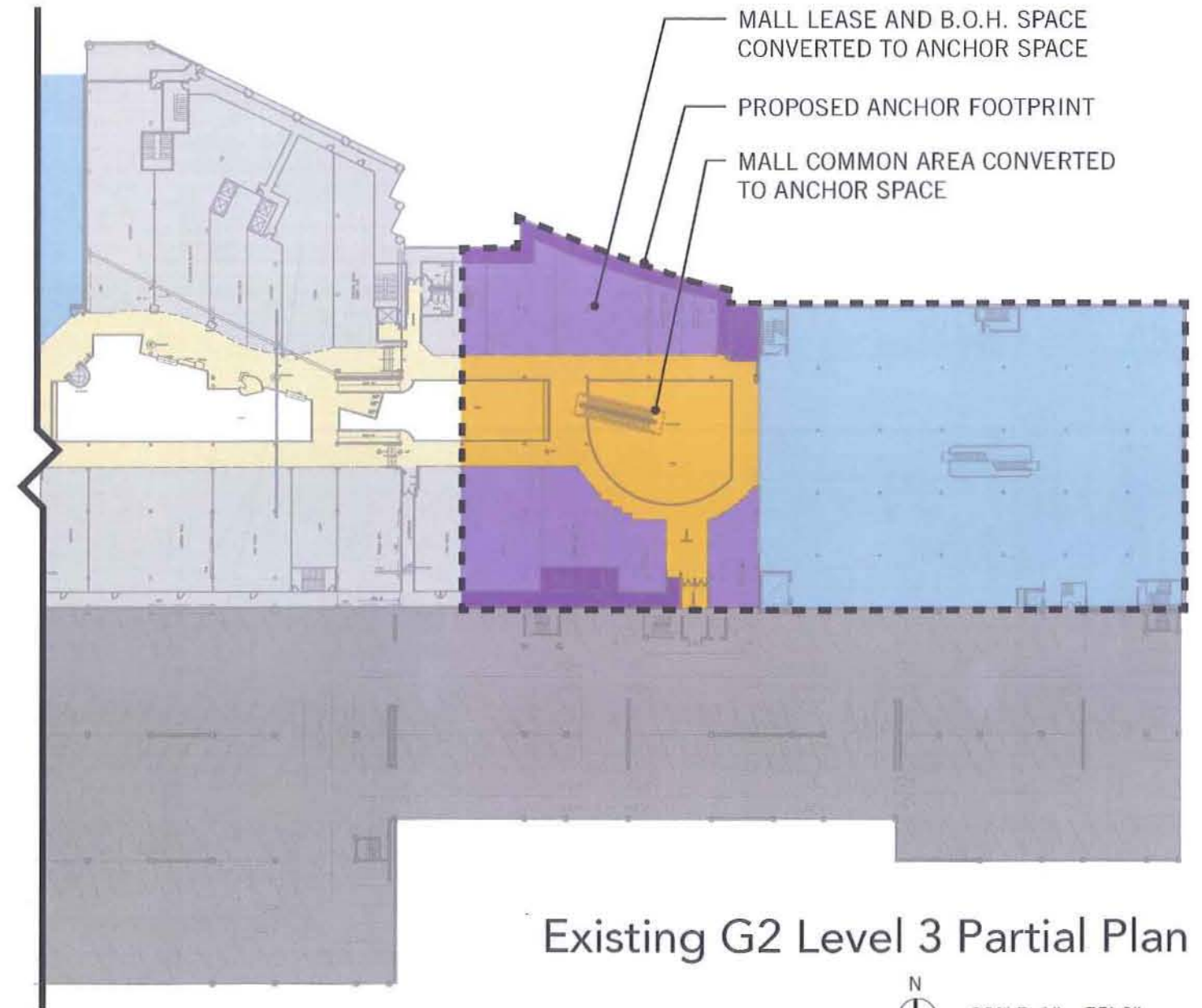
EXISTING MALL COMMON AREA TO REMAIN

MALL B.O.H. AREA CONVERTED TO ANCHOR SPACE

EXISTING MALL ANCHOR



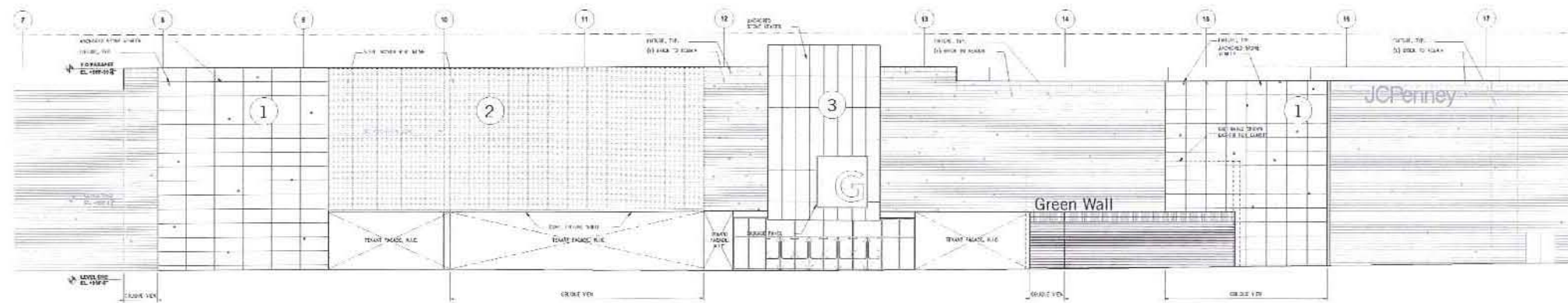
Existing G2 Level 2 Partial Plan



Existing G2 Level 3 Partial Plan

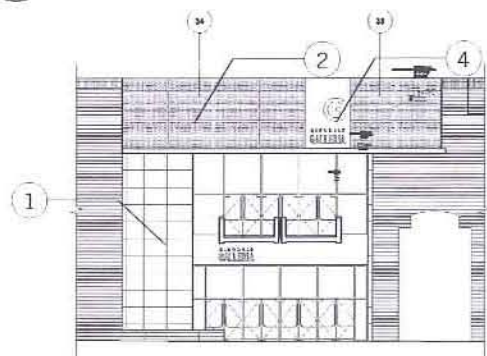
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SCALE: 1" = 75'-0"

G2 Mall Shops Converted to Anchor Space

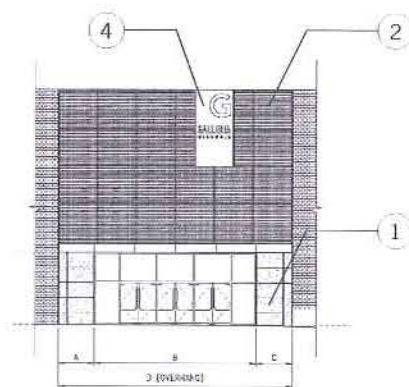


- 1. ABSOLUTE BLACK GRANITE
- 2. METAL MESH
- 3. WHITE DANBY MARBLE
- 4. METAL PANEL
- 5. PERFORATED ALUMINUM PANEL

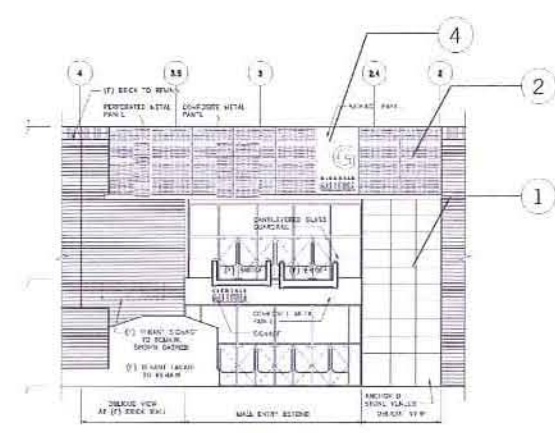
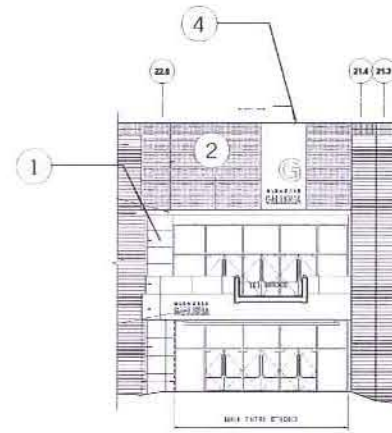
1 CENTRAL AVENUE G1 EAST ELEVATION



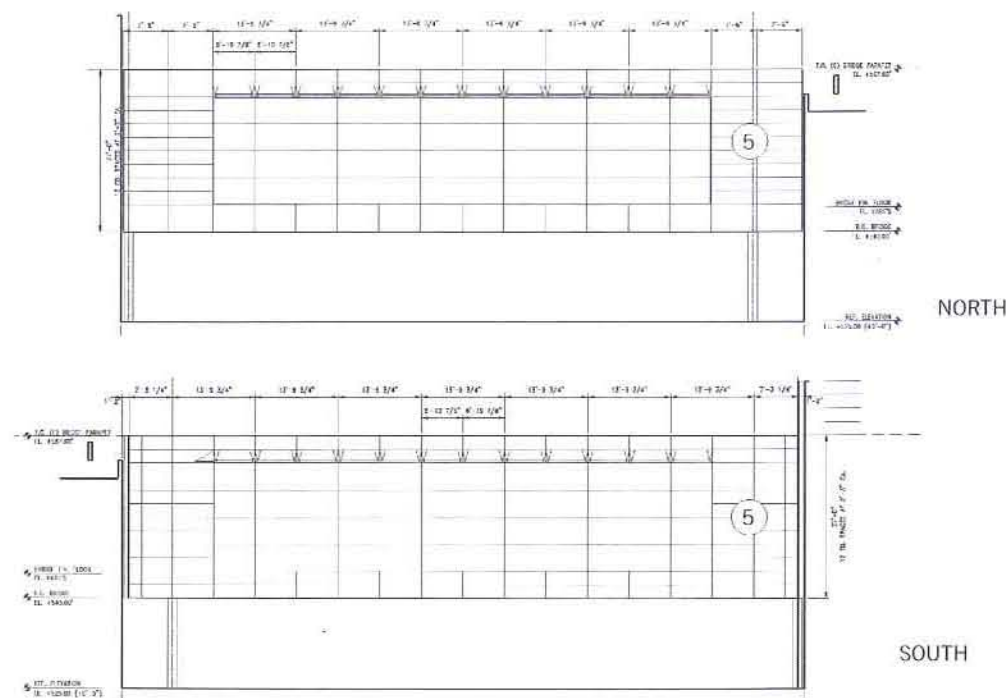
2 WEST ENTRY AT MACY'S COURT



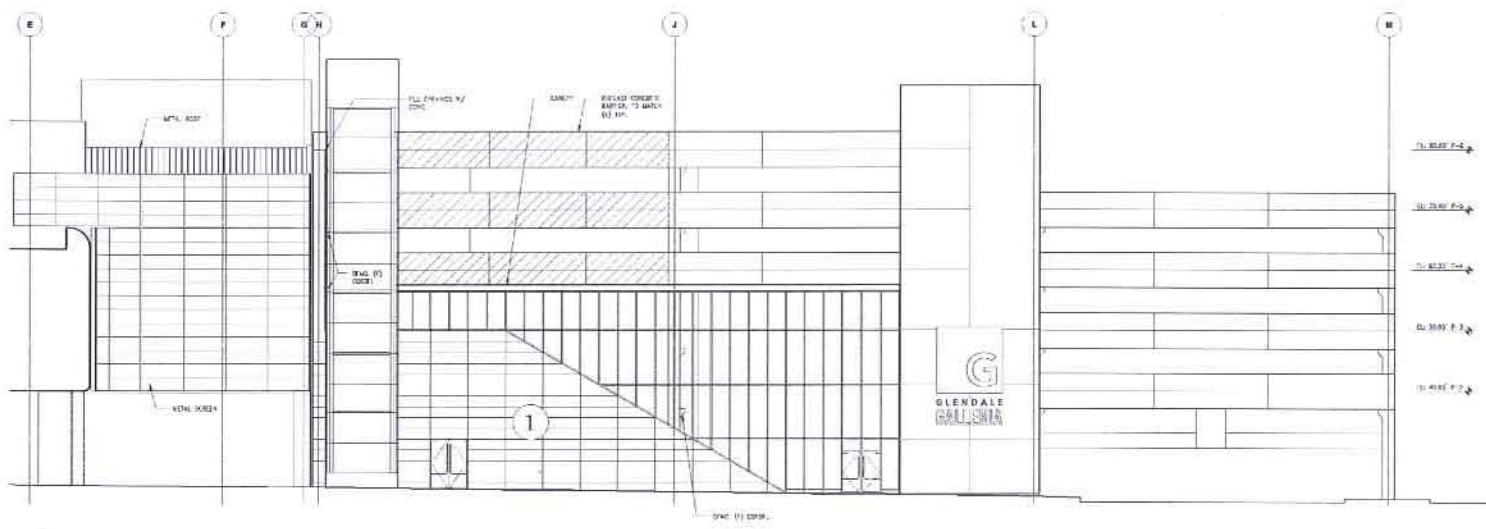
3 WEST ENTRIES AT PALM AND FOOD COURTS



4 WEST ENTRY AT TARGET COURT

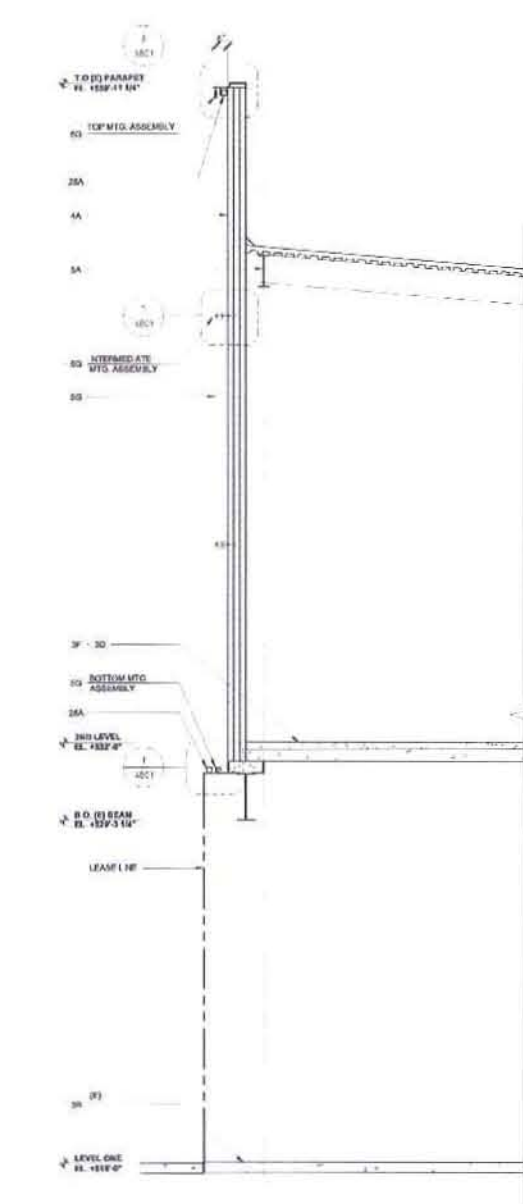
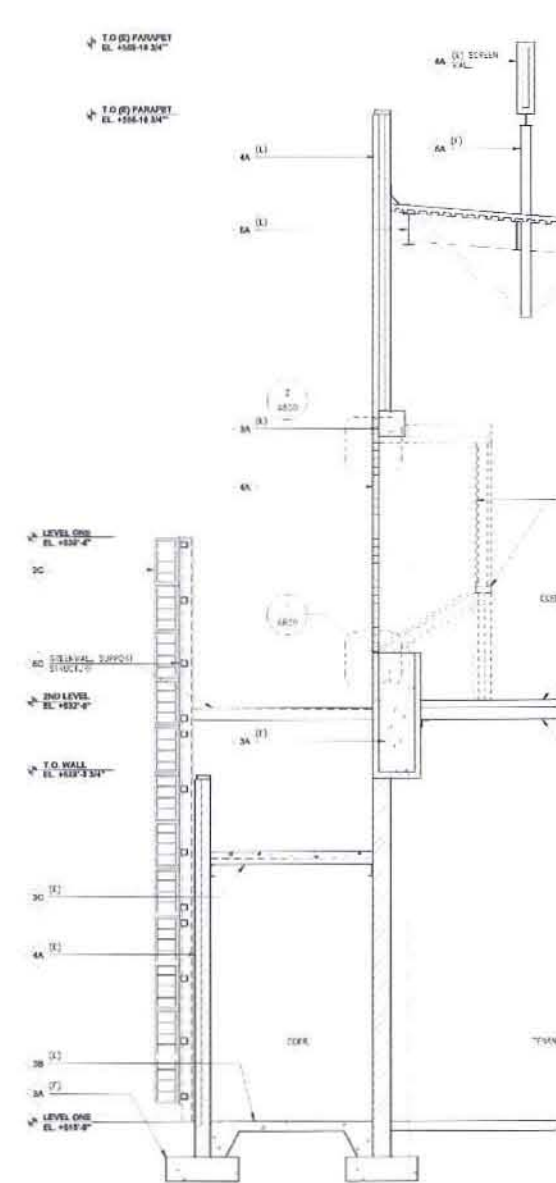
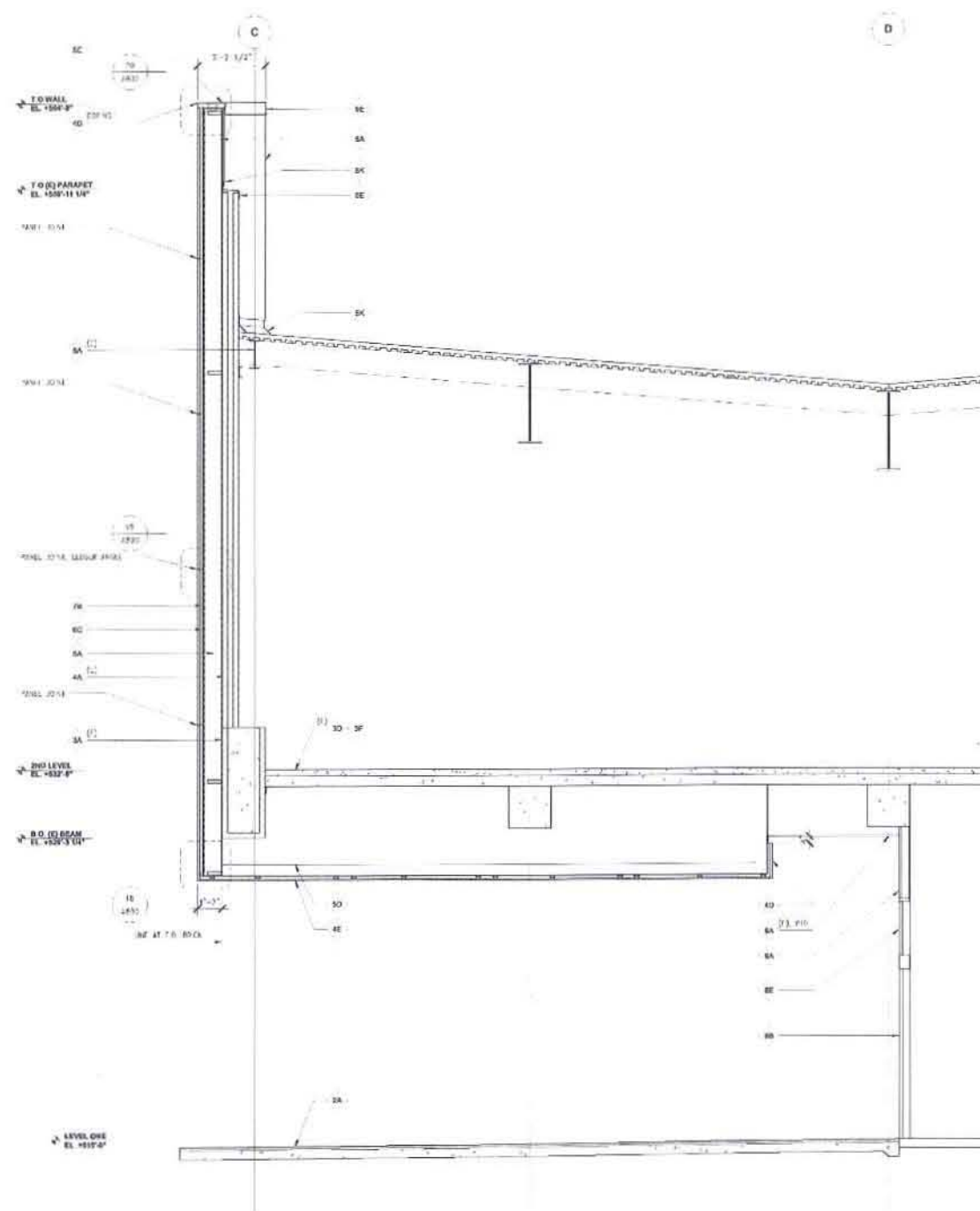


5 CENTRAL AVENUE BRIDGE ELEVATION



6 CENTRAL AVENUE G2 WEST ENTRY ELEVATION

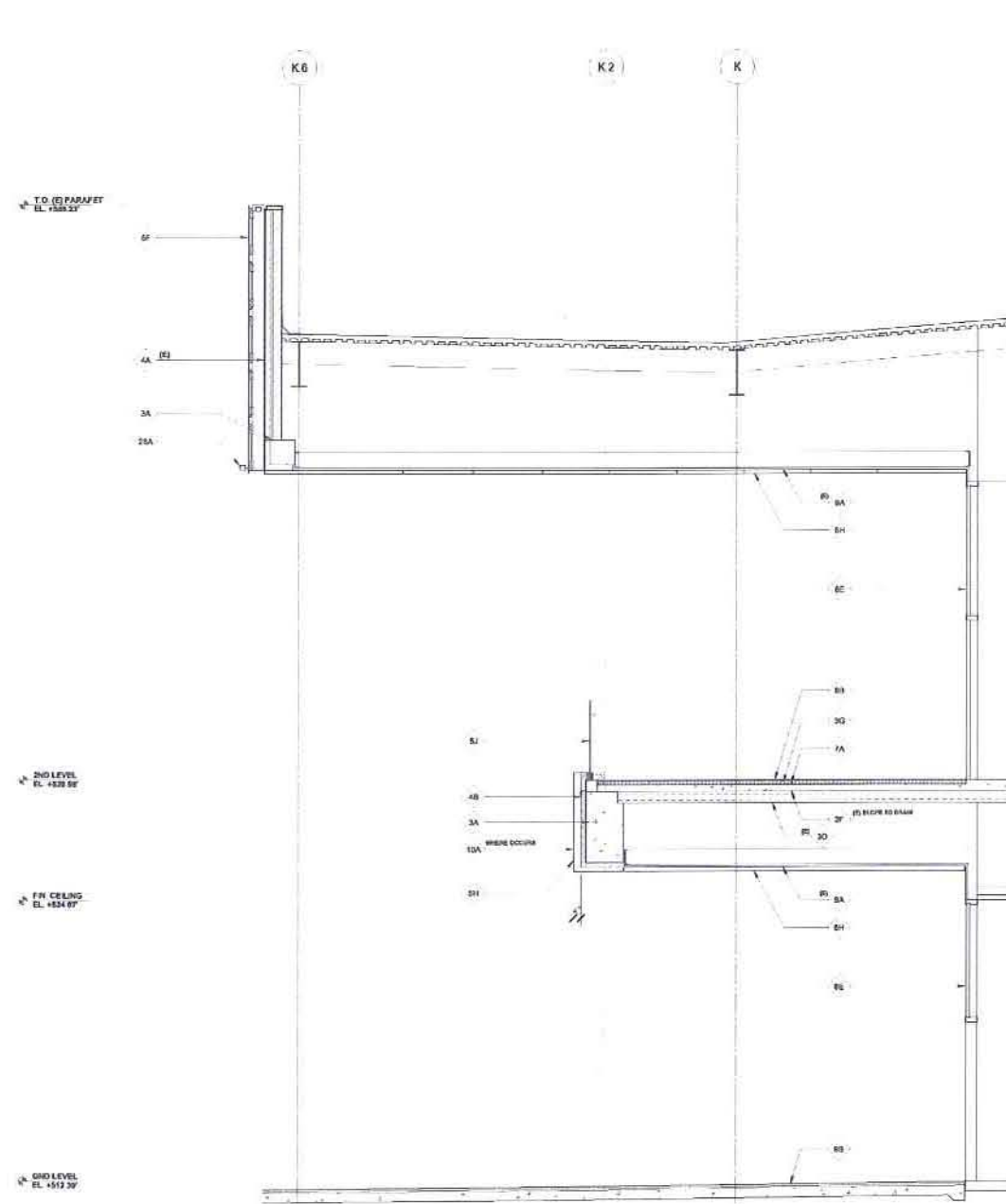
SCALE: 1/64" = 1'-0"



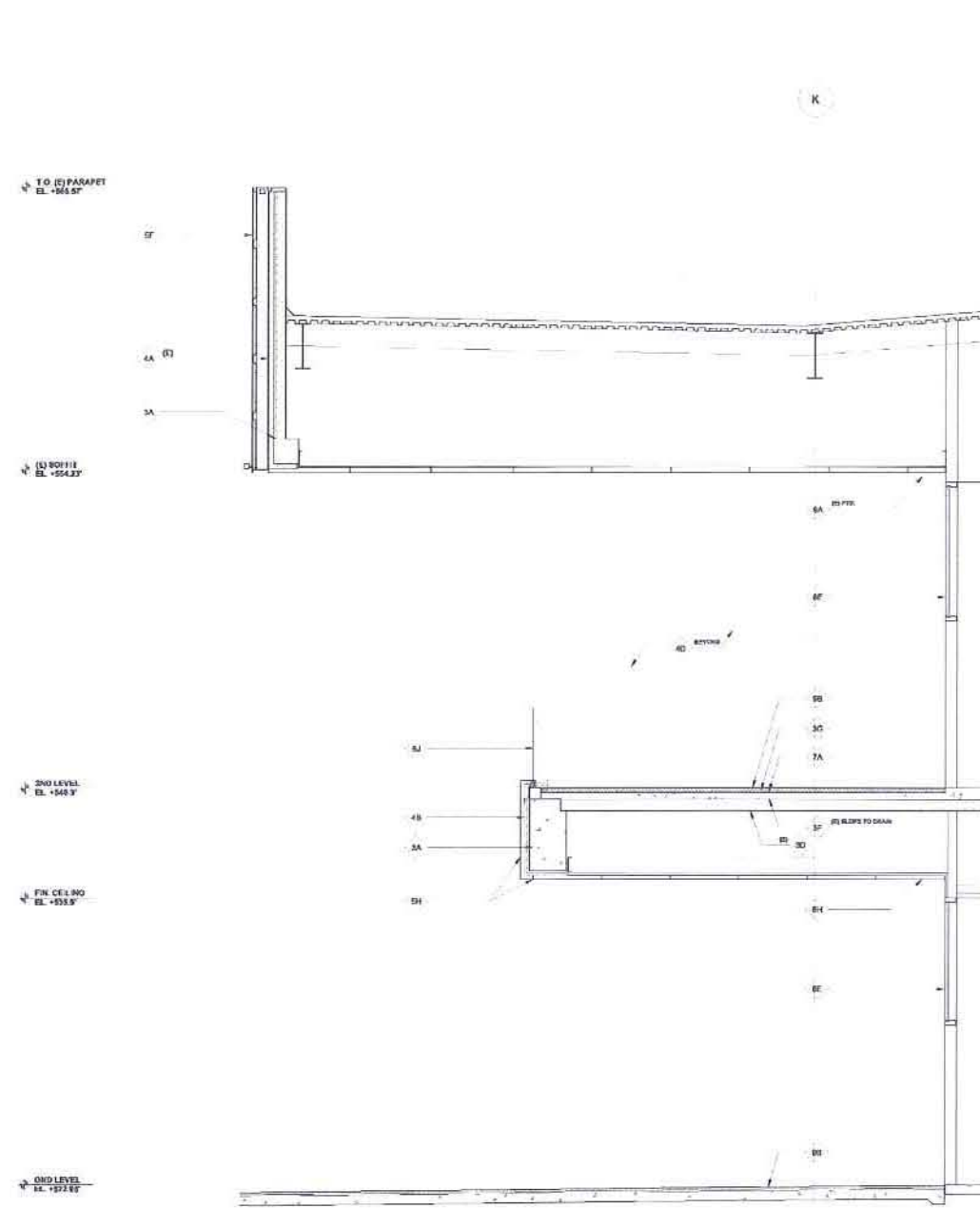
KEYNOTES	
DIVISION 3 SITE	2A SITE PAVING, S/D 2B NOT USED 2C GREENWALL SYSTEM
DIVISION 3 CONCRETE	3A STRUCTURE 3B CONCRETE SLAB ON GRADE 3C CONCRETE ON METAL DECK 3D HOLLOW CORE CONCRETE PLANK 3E C.I.P. CONCRETE CURB 3F TOPPING SLAB 3G CEMENT FILLER UNDERLAY
DIVISION 4 MASONRY	4A BRICK MASONRY WALL 4B FACE BRICK 4C ANCHORED BRICK MASONRY VENEER 4D ANCHORED STONE VENEER 4E STONE PANEL - THIN STONE VENEER ON HONEYCOMBED ALUMINUM BACKING 4F ADHERED STONE VENEER 4G CMU WALL
DIVISION 5 METALS	5A STRUCTURE 5B ORNAMENTAL METAL 5C A.E.S. 5D METAL FRAMING 5E GALVANIZED SHEET METAL COPING, PTD 5F PERFORATED ALUMINUM PANEL 5G STAINLESS STEEL WOVEN WIRE MESH 5H COMPOSITE METAL PANEL 5J CANTILEVERED GLASS HANDRAIL ASSEMBLY 5K GALVANIZED SHEET METAL FLASHING, COUNTER FL
DIVISION 6 WOOD PLASTICS AND MOISTURE PROTECTION	6A FIRE TREATED WOOD HAULER 6B FIRE TREATED PLYWD 6C EXTERIOR GYPSUM SHEATHING
DIVISION 7 THERMAL & MOISTURE PROTECTION	7A FLUID APPLIED MEMBRANE WATERPROOFING 7B SHEET MEMBRANE WATERPROOFING 7C DRAINAGE PROTECTION BOARD 7D BATT INSULATION 7E BELOW GRADE MOISTURE RETARDER
DIVISION 8 OPENINGS	8A GLAZED ALUMINUM FRAMED PROMOTIONAL DOORS 8B GLAZED ALUMINUM FRAMED ENTRANCE DOORS 8C ALUMINUM FRAMED STOREFRONT SYSTEM
DIVISION 9 FINISHES	9A PORTLAND CEMENT PLASTER 9B PORCELAIN TILE 9C G.W.B., PAINTED 9D NOT USED 9E NOT USED
DIVISION 10 SPECIALTIES	10A SIGN PANEL
DIVISION 26 ELECTRICAL	26A FIXTURE

SCALE: 1/8" = 1'-0"

Central Avenue Plaza Wall Sections



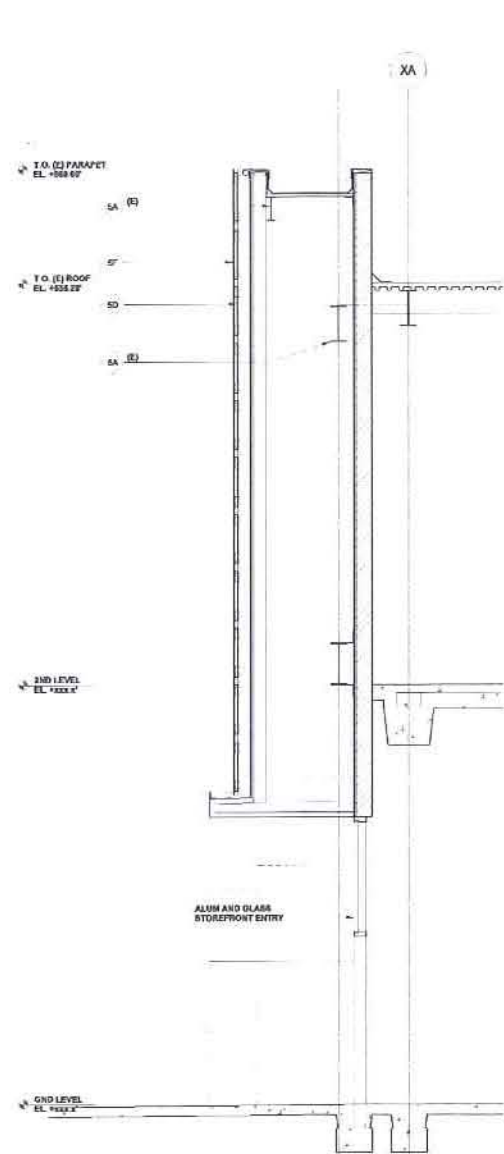
1 WEST ENTRY AT TARGET COURT



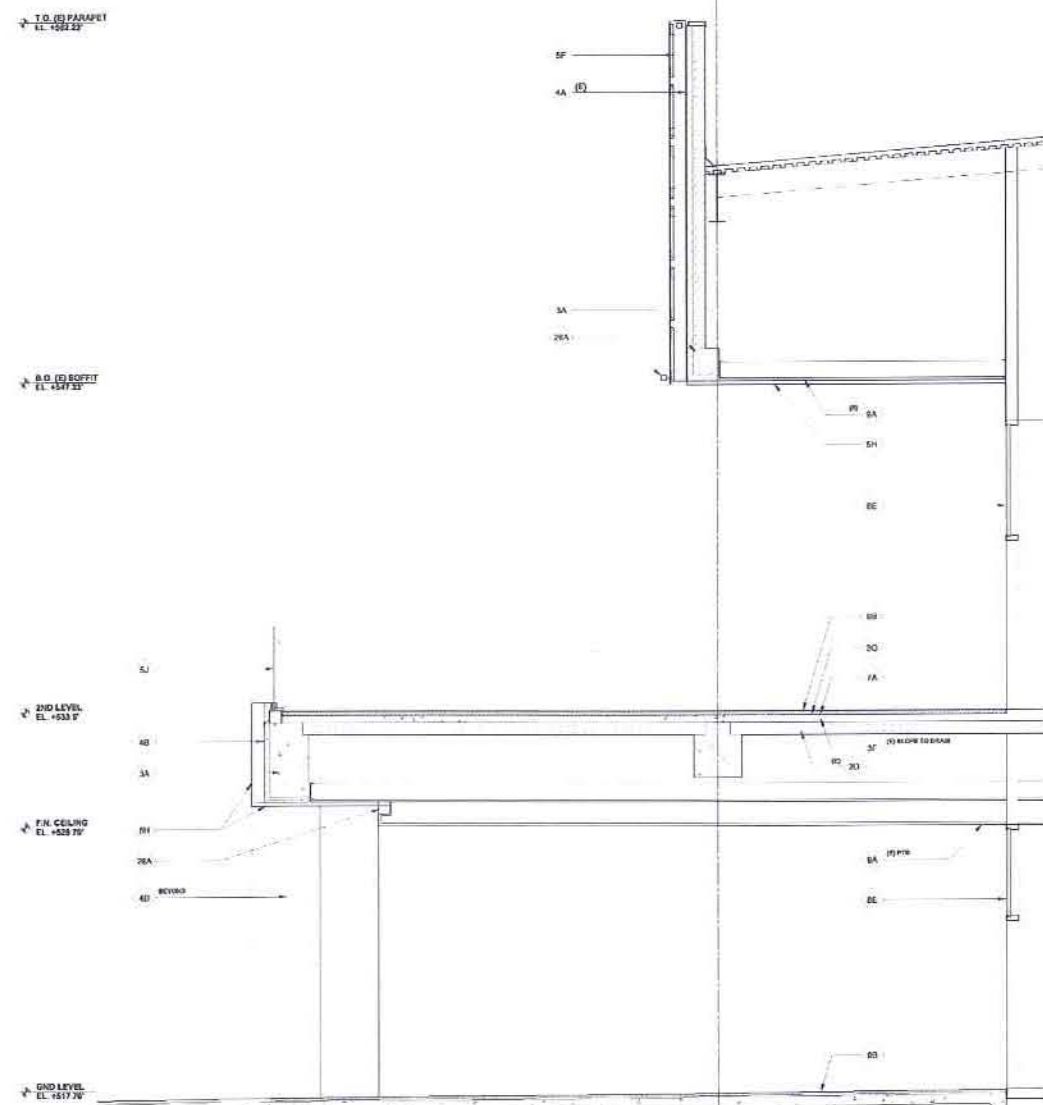
2 WEST ENTRY AT MACY'S COURT

KEYNOTES	
DIVISION 2 SITE	2A SITE PAVING, S.D. 2B NOT USED 2C GREENWALL SYSTEM
DIVISION 3 CONCRETE	3A STRUCTURE 3B CONCRETE SLAB ON GRADE 3C CONCRETE ON METAL DECK 3D HOLLOW CORE CONCRETE PLANK 3E C.I.P. CONCRETE CURB 3F TOPPING SLAB 3G CEMENT FILLER UNDERLAY
DIVISION 4 MASONRY	4A BRICK MASONRY WALL 4B FADE BRICK 4C ANCHORED BRICK MASONRY VENEER 4D ANCHORED STONE VENEER 4E STONE PANEL - THIN STONE VENEER ON HONEYCOMBED ALUMINUM BACKING 4F ADHERED STONE VENEER 4G CMU WALL
DIVISION 5 METALS	5A STRUCTURE 5B ORNAMENTAL METAL 5C A.E.S. 5D METAL FRAMING 5E GALVANIZED SHEET METAL COPING, PTD 5F PERFORATED ALUMINUM PANEL 5G STAINLESS STEEL WOVEN WIRE MESH 5H COMPOSITE METAL PANEL 5J CANTILEVERED GLASS HANDRAIL ASSEMBLY 5K GALVANIZED SHEET METAL FLASHING, COUNTER F.L.A.
DIVISION 6 WOOD, PLASTICS AND MOISTURE PROTECTION	6A FIRE TREATED WOOD HAULER 6B FIRE TREATED PLYWD 6C EXTERIOR GYPSUM SHEATHING
DIVISION 7 THERMAL & MOISTURE PROTECTION	7A FLUID APPLIED MEMBRANE WATERPROOFING 7B SHEET MEMBRANE WATERPROOFING 7C DRAINAGE PROTECTION BOARD 7D BATT INSULATION 7E BELOW GRADE MOISTURE RETARDER
DIVISION 8 OPENINGS	8A GLAZED ALUMINUM FRAMED PROMOTIONAL DOORS 8B GLAZED ALUMINUM FRAMED ENTRANCE DOORS 8C ALUMINUM FRAMED STOREFRONT SYSTEM
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DIVISION 10 SPECIAL IS	10A SIGN PANEL
DIVISION 26 ELECTRICAL	26A FIXTURE

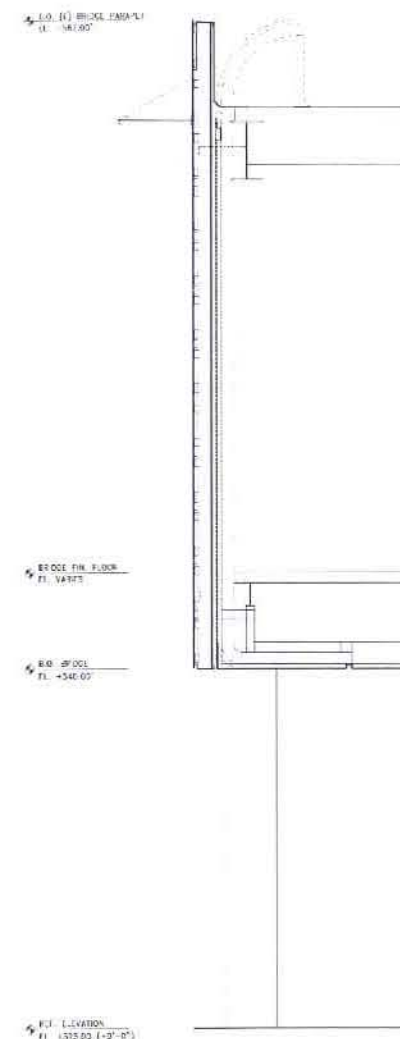
SCALE: 1/8" = 1'-0"



1 PALM COURT MALL ENTRY



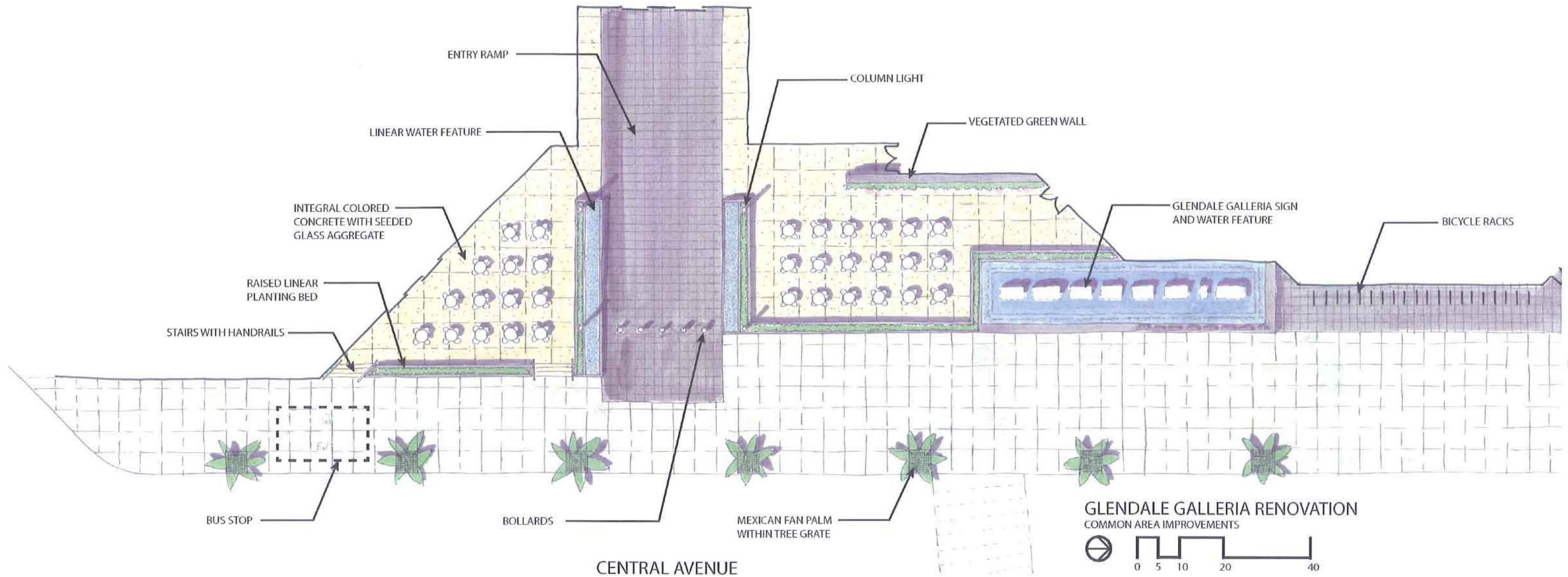
2 MALL ENTRY AT FOOD COURT



3 CENTRAL AVENUE BRIDGE

KEYNOTES	
DIVISION 2 SITE	2A SITE PAVING, SLD 2B NOT USED 2C GREENWALL SYSTEM
DIVISION 3 CONCRETE	3A STRUCTURE 3B CONCRETE SLAB ON GRADE 3C CONCRETE ON METAL DECK 3D HOLLOW CORF CONCRETE PLANK 3E C.I.P. CONCRETE CURB 3F TOPPING SLAB 3G CEMENT FILLER UNDERLAY
DIVISION 4 MASONRY	4A BRICK MASONRY WALL 4B FACE BRICK 4C ANCHORED BRICK MASONRY VENEER 4D ANCHORED STONE VENEER 4E STONE PANEL - TWIN STONE VENEER ON HONEYCOMBED ALUMINUM BACKING 4F ADHERED STONE VENEER 4G CMU WALL
DIVISION 5 METALS	5A STRUCTURE 5B ORNAMENTAL METAL 5C A.E.S. 5D METAL FRAMING 5E GALVANIZED SHEET METAL COPING, PTD 5F PERFORATED ALUMINUM PANEL 5G STAINLESS STEEL WOVEN WIRE MESH 5H COMPOSITE METAL PANEL 5I CANTILEVERED GLASS HANDRAIL ASSEMBLY 5K GALVANIZED SHEET METAL FLASHING, COUNTER FLA
DIVISION 6 WOOD PLASTICS AND MOISTURE PROTECTION	6A FIRE TREATED WOOD NAILED 6B FIRE TREATED PLYWD 6C EXTERIOR GYPSUM SHEATHING
DIVISION 7 THERMAL & MOISTURE PROTECTION	7A FLUID APPLIED MEMBRANE WATERPROOFING 7B SHEET MEMBRANE WATERPROOFING 7C DRAINAGE PROTECTION BOARD 7D BATT INSULATION 7E BELOW GRADE MOISTURE RETARDER
DIVISION 8 OPENINGS	8A GLAZED ALUMINUM FRAMED PROMOTIONAL DOORS 8B GLAZED ALUMINUM FRAMED ENTRANCE DOORS 8C ALUMINUM FRAMED STOREFRONT SYSTEM
DIVISION 9 FINISHES	9A PORTLAND CEMENT PLASTER 9B PORCELAIN TILE 9C G.W.B., PAINTED 9D NOT USED 9E NOT USED
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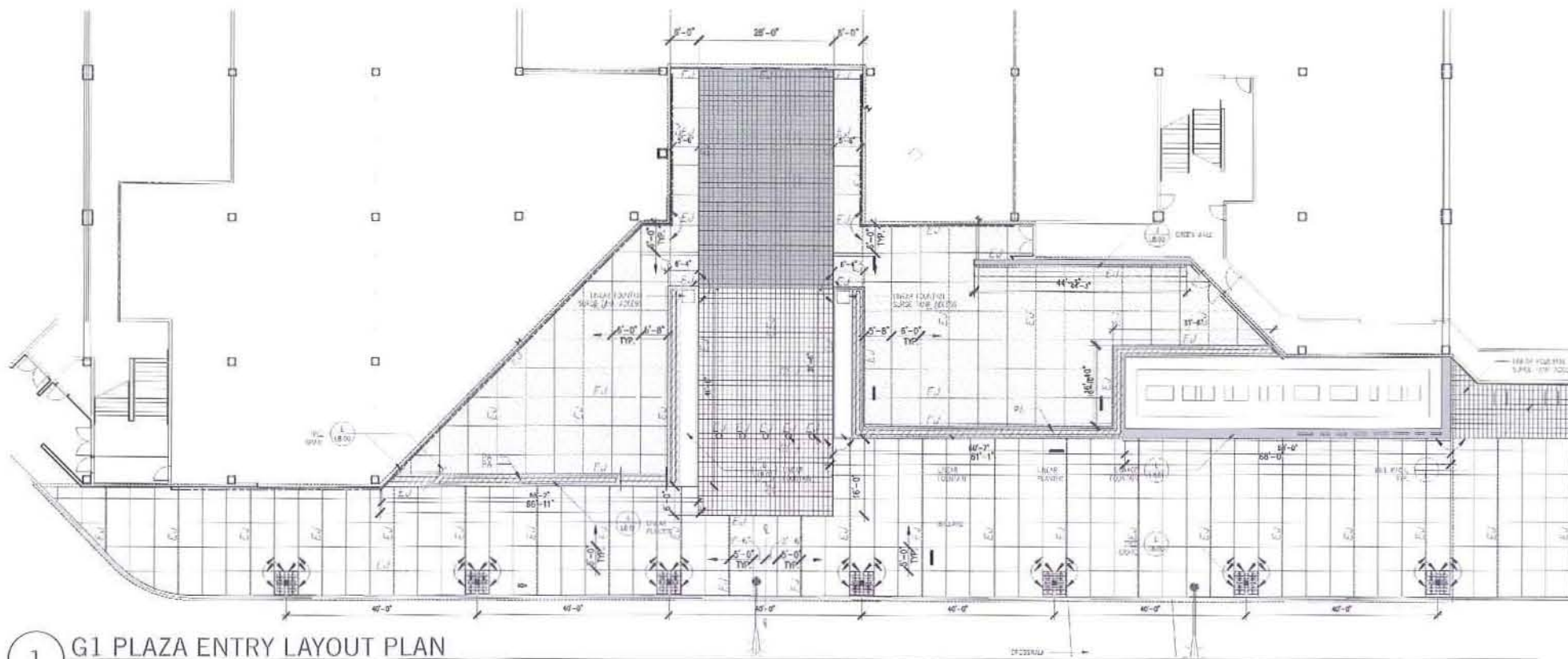
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1 G1 PLAZA ENTRY PLAN

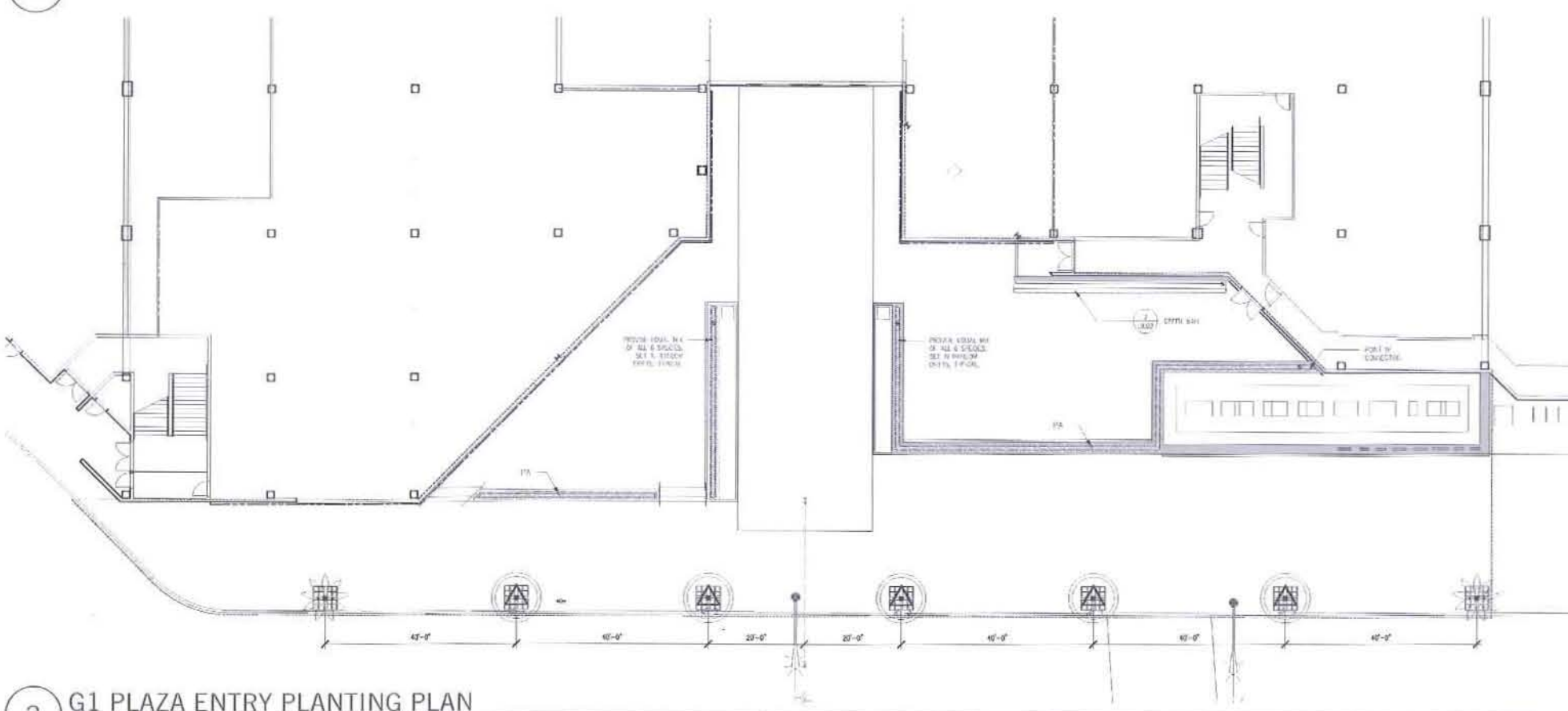
Glendale Galleria
November 2, 2011

Enlarged Entry Plaza Plans



1 G1 PLAZA ENTRY LAYOUT PLAN

- LAYOUT NOTES**
1. VERIFY LOCATION OF BUILDINGS, WALLS, ROADS AND CURBS AFFECTING LANDSCAPE SCOPES OF WORK WITH ARCHITECTURAL AND CIVIL ENGINEER'S DRAWINGS.
 2. VERIFY LOCATION OF VARIOUS ELECTRICAL, DUCT, BARRIERS, CONDUIT AND PAVING, DRAINAGE STRUCTURES AND OTHER UTILITIES WITH THE APPROPRIATE ENGINEERING DRAWINGS.
 3. TAKE DIMENSIONS FROM FACE OF CURB, WALL OR BUILDING OR TO CENTERLINE OF CURBING OR TIES, UNLESS OTHERWISE NOTED. ALL MEASUREMENTS TO DESIGNATED CENTERLINES.
 4. TAKE DIMENSIONS PERPENDICULAR TO ANY REFERENCE LINE, WORK LINE, FACE OF BUILDING, FACE OF WALL, OR CENTERLINE.
 5. DIMENSIONS TAKEN TO CENTERLINE OF BUILDING COLUMN SHALL MEAN THE FIRST ROW OF COLUMNS CLOSEST TO THE FACE OF THE BUILDING. SEE ARCHITECT'S DRAWINGS FOR CORRESPONDING COLUMN LINES.
 6. WORK PERFORMED WITHIN THE DWP LINE OF TREES DESIGNATED "LIVING TREES TO REMAIN" SHALL BE HAND LINED.
 7. ANCHORS TO BE 60 DIAMETER AND LINES OF PAVING AND FENCING TO BE PARALLEL UNLESS OTHERWISE NOTED. MAINTAIN HORIZONTAL ALIGNMENT OF ADJACENT ELEMENTS AS NOTED ON THE DRAWINGS.
 8. HOLD TOPS OF WALLS AND FENCES LEVEL UNLESS OTHERWISE NOTED.
 9. REFERENCE TO ADJUST HEIGHTS TO TRUE NORTH, UNLESS OTHERWISE NOTED. SCALE IS FOR FULL-SIZED DRAWINGS ONLY. DO NOT SCALE FROM REDUCED DRAWINGS.
 10. DIMENSIONS TAKE PRECEDENCE OVER SCALES SHOWN ON DRAWINGS.
 11. NOTES AND DETAILS ON SPECIFIC DRAWINGS TAKE PRECEDENCE OVER GENERAL NOTES AND TYPICAL DETAILS.
 12. WORK NOT SHOWN ON LANDSCAPE DRAWINGS, SEE ARCHITECT'S DRAWINGS FOR ROADWAY CENTERLINES, BUILDING SETBACKS AND BENCH MARKS.
 13. CONCRETE SLABS AND RAMP OR STEP FOOTINGS SHALL BE COMPLETED INTO ADJACENT WALLS, FOUNDATIONS AND FOOTINGS USING BARS OF THE SAME SIZE AND SPACING UNLESS OTHERWISE NOTED. SEE JOINTING DETAILS.
- LAYOUT LEGEND**
- LIMIT OF RORA LINE
 - EDGE OF PAVING
 - EDGE OF EXISTING PAVING
 - WALL
 - PA PLANTING AREA
 - PROPOSED 1" DIA. IRON
 - ANCHOR SETTING DRAWINGS
 - 1" DIA. IRON
 - ALSO ADJACENT OBJECTS



2 G1 PLAZA ENTRY PLANTING PLAN

SYMBOL	ABBREVIATION	BOTANICAL NAME	COMMON NAME	SIZE	SPACING	REMARKS
WAS FL	WAS FL	WASHINGTONIA FILIFLORA	CAUTION A FAY PALM	WATER-EXISTING	PER PLAN	MAINTAIN SPECIMEN QUALITY, FULL, DENSE, WELL-ROOTED TO BE ACCORDANT WITH LANDSCAPE ARCHITECT PLANTING PLAN TO BE ALLOCATED WITHIN SPECIFICATIONS
WAS RC	WAS RC	WASHINGTONIA FILIFLORA	CAUTION A FAY PALM	EXISTING	PER PLAN	MAINTAIN SPECIMEN QUALITY, FULL, DENSE, WELL-ROOTED TO BE ACCORDANT WITH LANDSCAPE ARCHITECT PLANTING PLAN TO BE ALLOCATED WITHIN SPECIFICATIONS
SPRINGS/CANES/DOCKERS						
AR-TUB	AR-TUB	ARISTIDA FLUTIFLORA	PRINCE OF WALES PALM	1 GALLON	6" DIA.	FULL, DENSE, WELL-ROOTED
EST BAR	EST BAR	ESTERONIA BARBENSIS	SEMI-LEAFY CACTUS	1 GALLON	12" DIA.	FULL, DENSE, WELL-ROOTED
ROU CNA	ROU CNA	ROSTKIA CACTUS	BLUE CACTUS	1 GALLON	6" DIA.	FULL, DENSE, WELL-ROOTED
CAL POL	CAL POL	CALYPTROGLOPHUS POLYDORUS	CAPE MYRTLE	1 GALLON	12" DIA.	FULL, DENSE, WELL-ROOTED
BAU LIN	BAU LIN	BAUHAUS LINDEN	SHAWYER LINDEN	1 GALLON	12" DIA.	FULL, DENSE, WELL-ROOTED
IR CAN	IR CAN	IRIGORIASIA CANADENSIS	IRIGORIASIA	1 GALLON	12" DIA.	FULL, DENSE, WELL-ROOTED

PLAZA FIXTURES:

E1 - Pole-mounted compact metal halide area light
Location: Exterior sidewalks

E4 - Wall-mounted LED (light bricks)
Location: Plaza facade

E5 - Structure-mounted LED Linear Wall wash light
Location: Building facade mesh

E6 - Surface-mounted LED continuous linear landscape light
Location: Plaza planters

E7 - Tree-mounted compact metal halide downlights on tree strap ring
Location: Plaza planters

E8 - Monopoint mounted tungsten halogen adjustable accent underwaterlight
Location: Plaza signage fountain

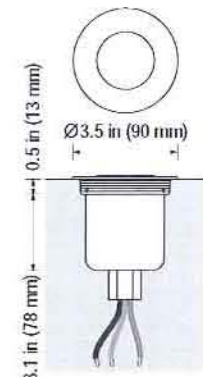
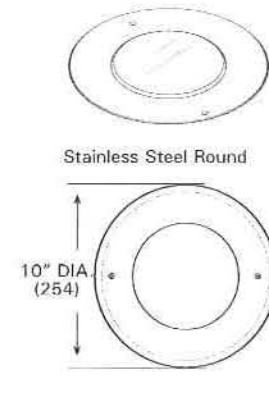
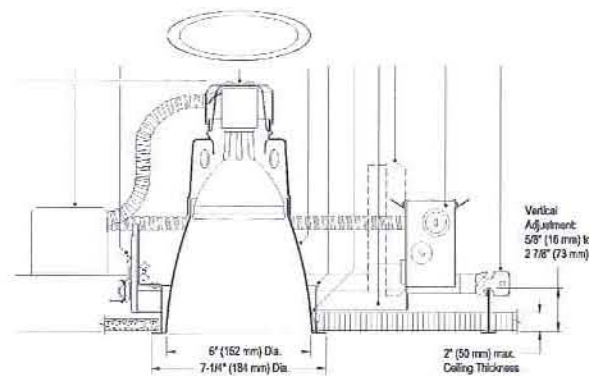
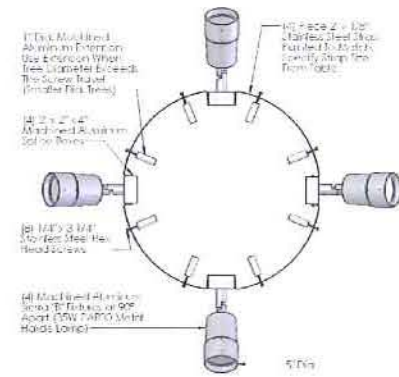
E9 - In-grade mounted compact metal halide uplight
Location: Plaza green wall

E11 - 6" aperture recessed compact metal halide downlight
Location: Plaza

E12 - Surface-mounted LED underwater cove light
Location: Plaza fountains

E13 - Surface-mounted LED cove light in step light detail
Location: Plaza steps

E15 - Round 12' Straight Pole Metal Halide 70W Lamps
Location: Plaza



FIXTURE E5

FIXTURE E7

FIXTURE E11

FIXTURE E9

FIXTURE E4



FIXTURE E6 E12& E13

FIXTURE E8

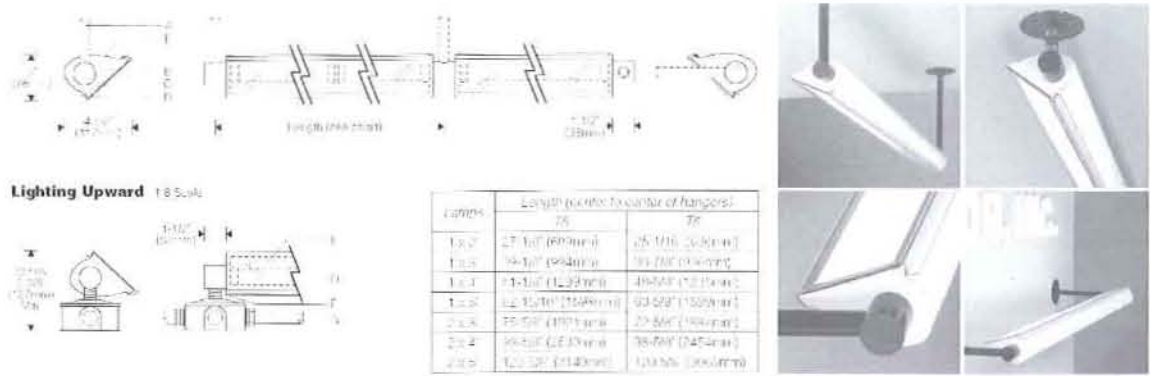
FIXTURE E15



BRIDGE FIXTURES:

E14 - 8', 12', 16' long recessed
fluorescent lensed downlights
Location: Bridge ceiling over Central
Ave.

E16 - Bracket mounted fluorescent
billboard wallwasher
Location: Central Ave. bridge facade

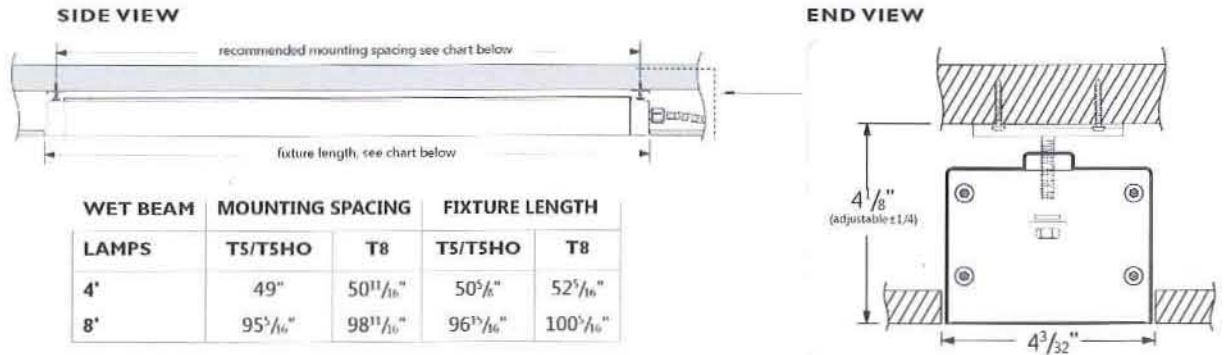
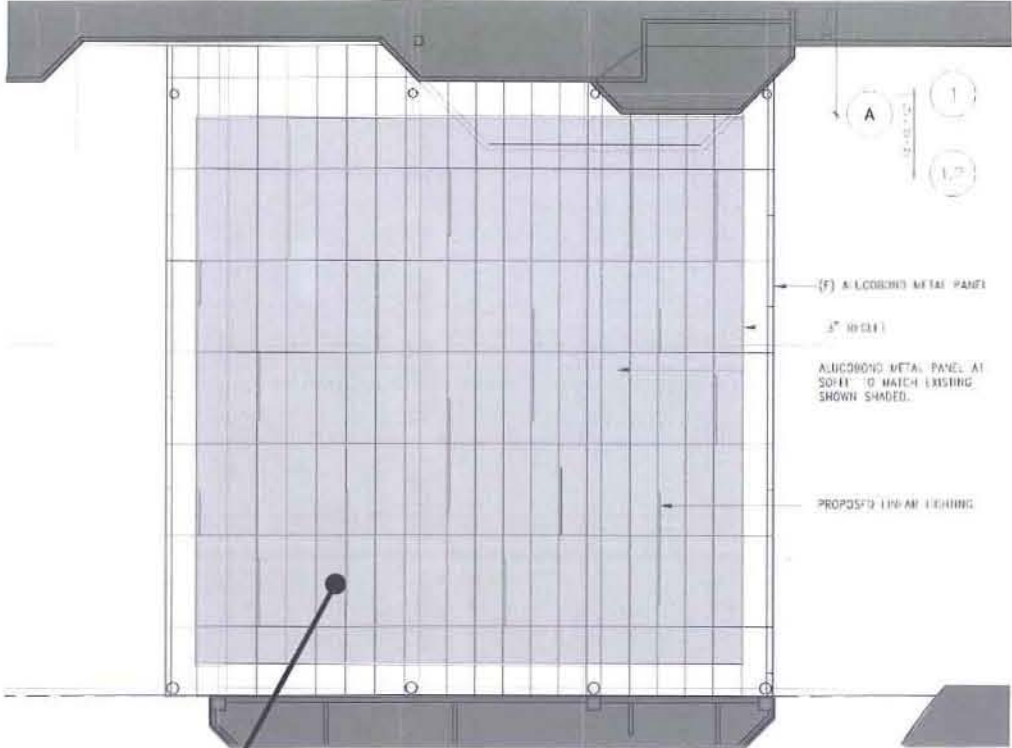


FIXTURE E16



FIXTURE E14

BRIDGE REFLECTED CEILING PLAN



GALLERIA WAY FIXTURES:

E1 - Pole-mounted compact metal halide area light
Location: Exterior sidewalks

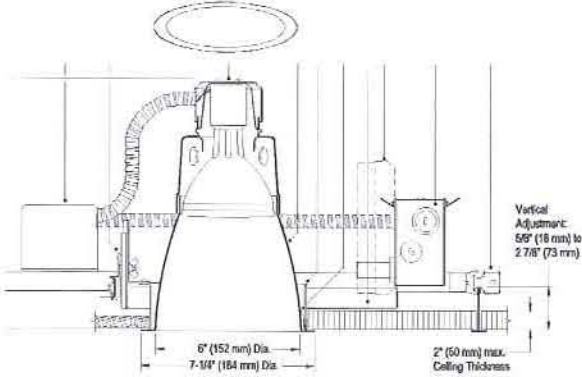
E17 - Pole-mounted compact metal halide area light
Location: Parking garage bridges

E2 - Structure-mounted compact metal halide downlight
Location: Underside of parking garage bridges

E11 - 6" aperture recessed compact metal halide downlight
Location: Above mall entry doors



FIXTURE E5



FIXTURE E11



FIXTURE E1 & E17



FIXTURE E2



EXTERIOR ENVIRONMENTAL GRAPHICS

Section 3

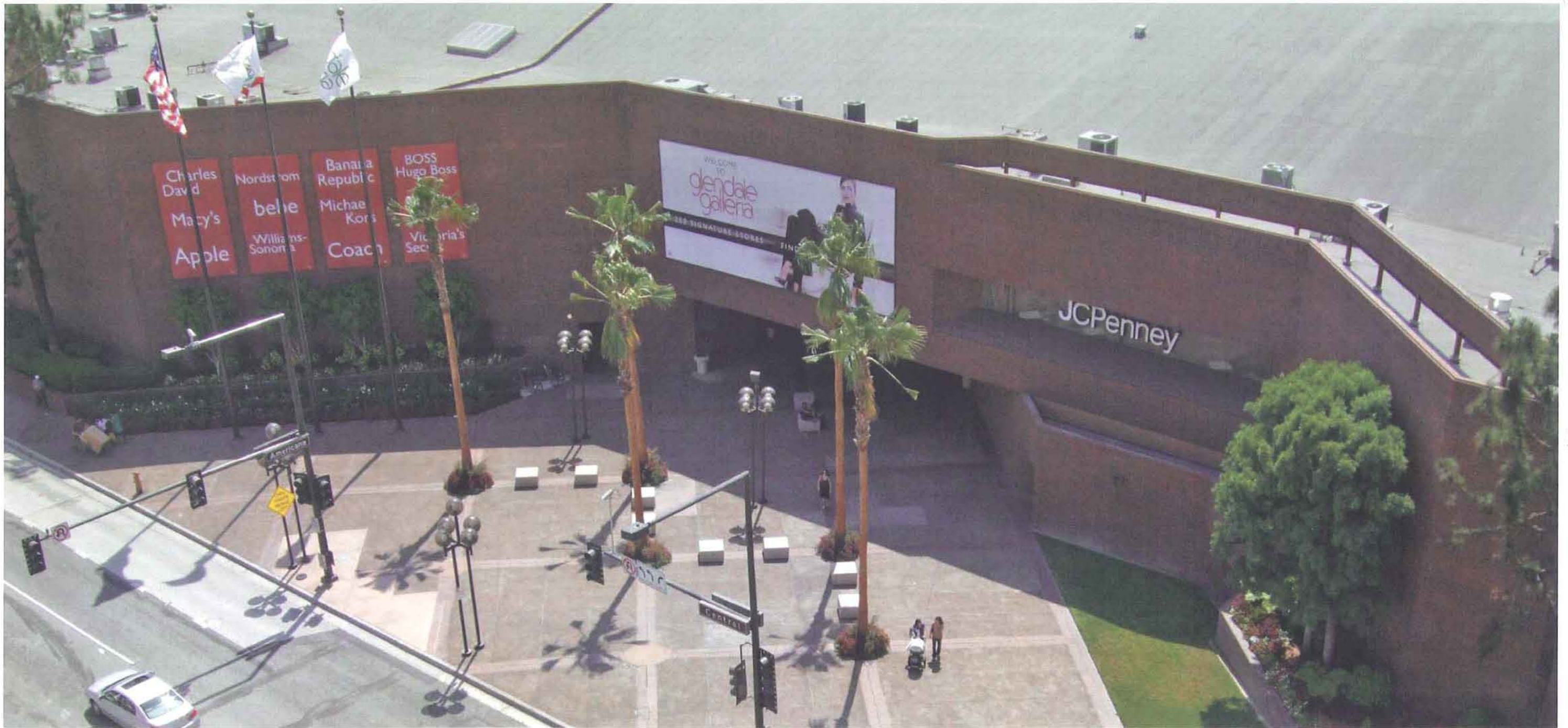
Exterior and Interior Images	3-1	West Entries	3-42
Brand - Logo	3-5	Mall/Parking Identity Monument	3-48
Typical Sign Details	3-7	Service Area Identity	3-51
Inspiration	3-8	Advertising Panels	3-52
Exterior Sign Schedule	3-9	Food Court identity	3-58
Exterior Location Plans	3-10	Office Identity	3-59
Main Entry	3-17	Parking Clearance Bars	3-65
G2 Parking Identities	3-21	Sign Family Summary	3-66
G1 Parking Identities	3-35	Tenant Signage	3-68

This package is for project identity, tenant identity at entrances, and ASOZ signs. It does include anchor tenants or tenant listings on directional and advertising signage. Minor deviations are permitted with the Director's approval.

Note: Renderings are illustrative and conceptual in nature - measured and dimensioned drawings in this submittal govern.

All message schedule copy is for placement only. Final copy is TBD.

CENTRAL PLAZA - BEFORE



Glendale Galleria
November 8, 2011

CENTRAL PLAZA - AFTER





Glendale Galleria
November 8, 2011

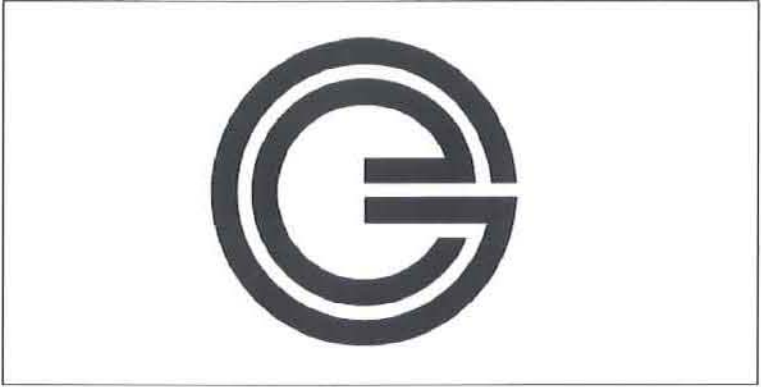
INTERIOR - AFTER



Glendale Galleria
November 8, 2011

The goal with the new logo direction is to create a cohesive, updated brand that can be used and integrated into the project and collateral pieces in a variety of colors, applications and scales. This approach creates an updated, clean and modern logo mark and logo type that can be used together or separately yet creates an overall cohesive brand identity.

EXISTING LOGO:



NEW LOGO:



PRIMARY FONT:

DIN SCHRIFT 1451 ENG SCHRIFT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

SECONDARY FONT:

AVENIR 65 MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

ICONS:



EXTERIOR COLORS:



P1 Black



P2 Burgundy



P3 White



P4 Champagne

EXTERIOR MATERIALS:



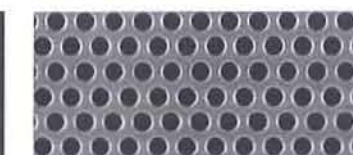
M1 Brick



M2 White Marble



M3 Black Granite



M4 Perforated Aluminum



M5 Brushed Stainless



M6 Polished Stainless



M7 Painted Aluminum

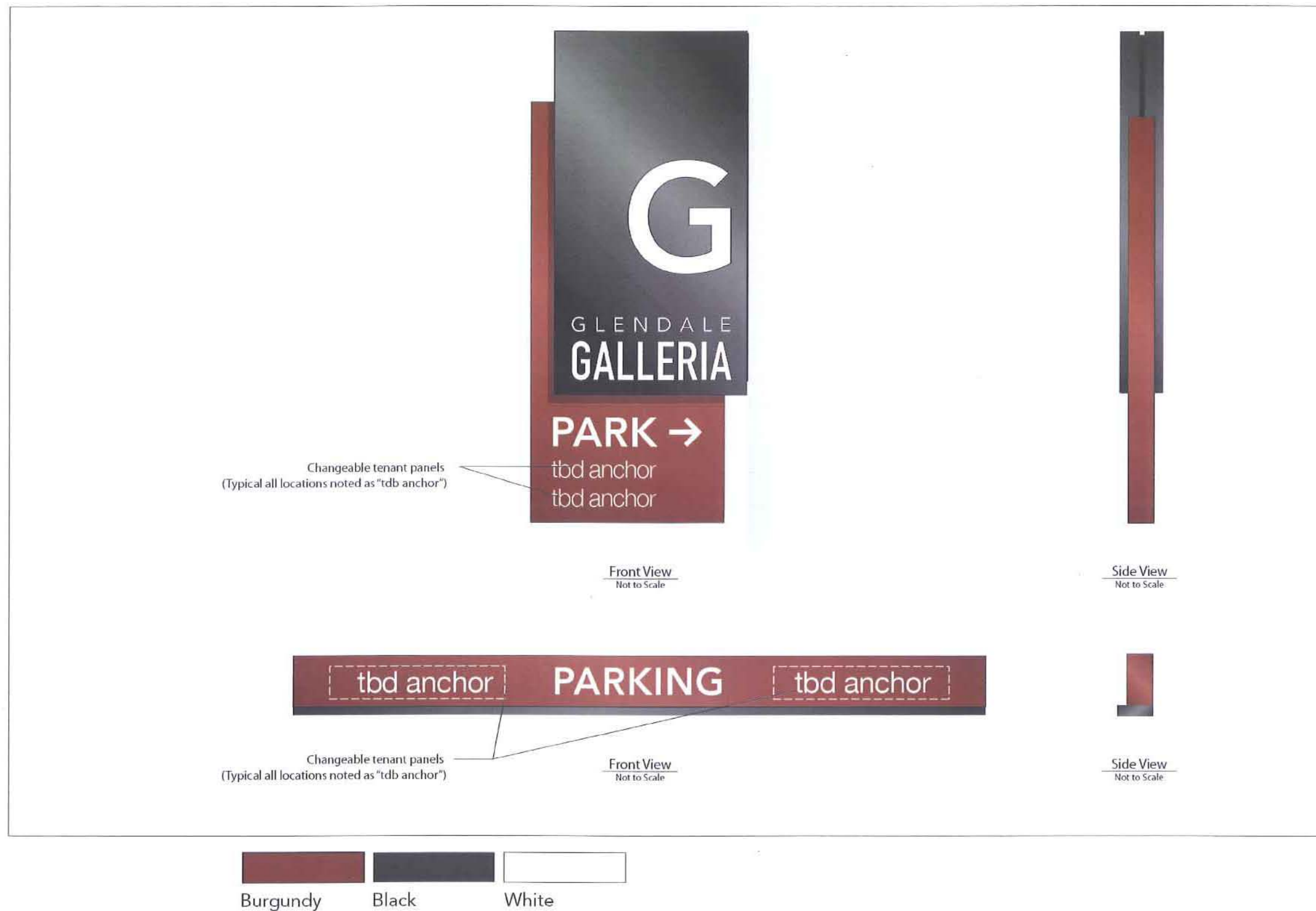


M8 Painted Aluminum



M9 White Back Painted Glass

TYPICAL SIGN DETAILS & COLOR STUDY





Light details

Pop of color



Clean design

Sans serif type

Modern approach to branding

Layerd metallic hues

Glendale Galleria
November 8, 2011

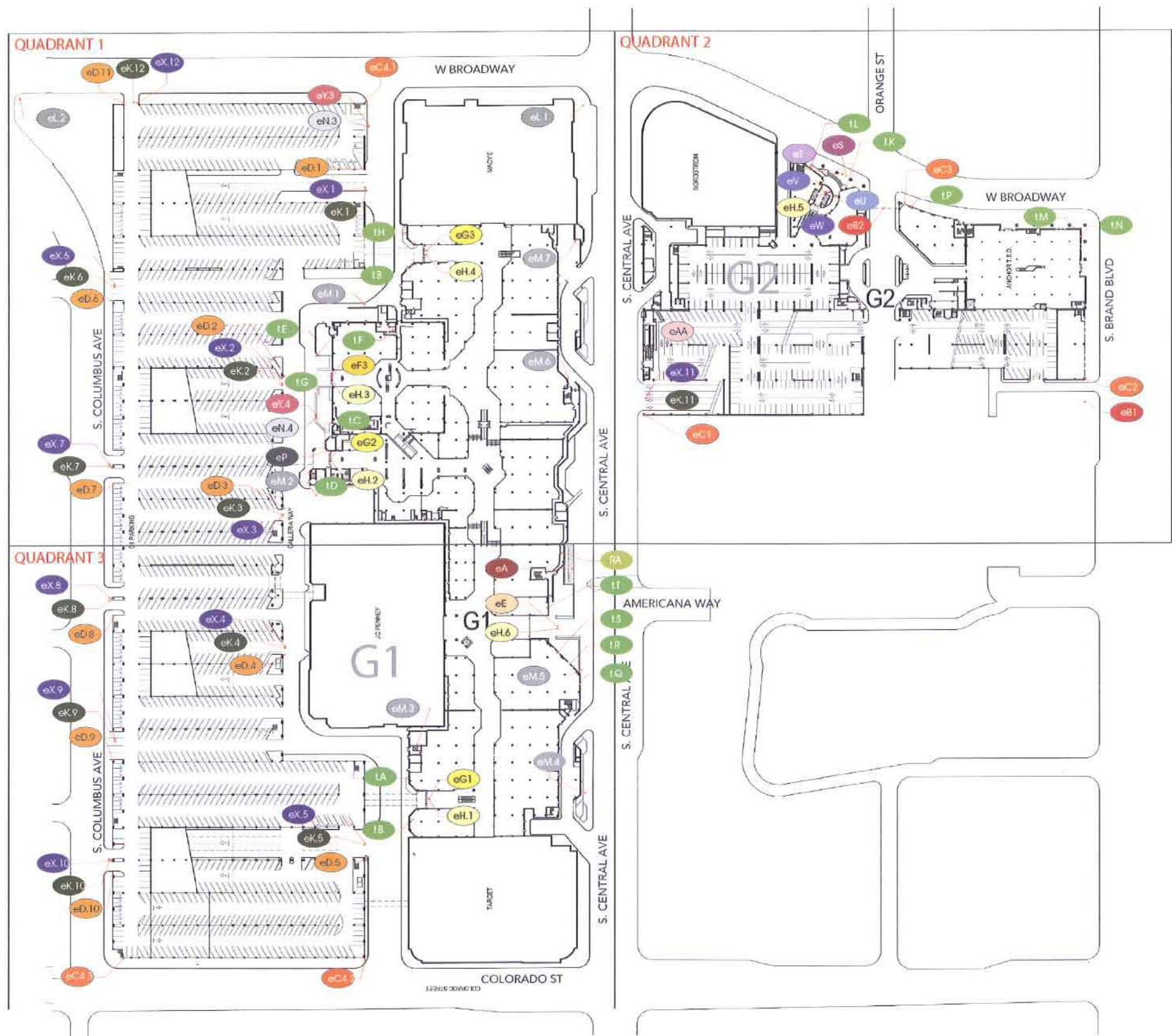
EXTERIOR SIGN SCHEDULE

Sign Type	Name	Qty	Electrical	Page No.	Sign Category	Area in Sq. Ft.	Notes
eA	Feature Project Identity - Large Letters	1	Direct	17,18	Creative Sign	736	
eB1	Mall Identity above Parking (Brand)	1	Indirect	21,22	Directional Sign	43	Wall mounted, property line not a factor.
eB2	Mall Identity above Parking (Broadway)	1	Indirect	24,25	Directional Sign	43	Wall mounted, property line not a factor.
eC1	Primary Mall / Parking Identity & Directional (G2 Central)	1	Indirect	27,30	Projecting Sign	230	
eC2	Primary Mall / Parking Identity & Directional (G2 Brand)	1	Indirect	21,22	Projecting Sign	186	
eC3	Primary Mall / Parking Identity & Directional (G2 Broadway)	1	Indirect	32,33	Projecting Sign	107	
eC4	Primary Mall / Parking Identity & Directional (G1 Wall Mounted)	3	Indirect	35,36	Projecting Sign	110	
eC	DELETED						
eD	Secondary Parking Identity & Directional	11	Indirect	38,41	Projecting Sign	29	
eE	Feature Mall Entry Identity	1	Indirect	17,19	Identification Sign	121	Wall mounted, property line not a factor.
eF1	Primary Mall West Entry 1 Identity	1	Indirect	43	Identification Sign	76	At mall entry on Galleria Way, property line not a factor
eF2	Primary Mall West Entry 2 Identity	1	Indirect	44,45	Identification Sign	98	At mall entry on Galleria Way, property line not a factor
eF3	Primary Mall West Entry 3 Identity	1	Indirect	46	Identification Sign	88	At mall entry on Galleria Way, property line not a factor
eF4	Primary Mall west Entry 4 Identity	1	Indirect	47,48	Identification Sign	80	At mall entry on Galleria Way, property line not a factor
eF5	Primary Mall Office Entry Identity	1	Indirect	49,61	Identification Sign	103	At mall entry on Broadway, property line not a factor
eG1	Secondary Mall West Entry 1 Identity	1	Indirect	43	Identification Sign	30	At mall entry on Galleria Way, property line not a factor
eG2	Secondary Mall West Entry 2 Identity	1	Indirect	44,45	Identification Sign	30	At mall entry on Galleria Way, property line not a factor
eG3	Secondary Mall West Entry 4 Identity	1	Indirect	46,48	Identification Sign	30	At mall entry on Galleria Way, property line not a factor
eG4	Secondary Mall Office Entry Identity	1	Indirect	63,64	Identification Sign	20	At mall entry on Broadway, property line not a factor
eH	Tertiary Mall Entry Identity	36	Ambient	43	Window Sign	1	On entry doors, property line not a factor
eJ	DELETED						
eK1	Parking Entry / Exit Identity	12	Indirect	39,40	Directional Sign	21	Vary by location, to replace similar size. Wall mounted, property line not a factor.
eL	Mall / Parking Identity Monument	2	Indirect	49,50	Ground Sign	75	Off-site sign, city property.
eM	Service Area Identity	7	Ambient	52	Informational Sign	4	Wall mounted, property line not a factor.
eN	ASOZ	4	Direct	53-58	ASOZ	n/a	Size varies by location. Wall mounted, property line not a factor.
eP	Food Court Identity	1	Direct	59	Ground Sign	120	At mall entrance on Galleria Way, property line not a factor.
eQ	DELETED						
eR	DELETED						
eS	DELETED						
eT	Primary Office Address	1	Direct	60,62	Identification Sign	10	Wall mounted, property line not a factor.
eU	DELETED						
eV	Secondary Office Address	1	Direct	63,65	Identification Sign	92	Wall mounted, property line not a factor.
eW	DELETED						
eX	Parking Clearance Bars	14	Ambient	66	Directional Sign	8	Wall mounted, property line not a factor.
eY	DELETED						
eZ	DELETED						
eAA	Project Identity	1	Indirect	27,28	Identification Sign	171	Wall mounted, property line not a factor.
tA-tT	Tenant Signage	19	Indirect	70-76	Wall Sign	Max. 75 sq. ft. ea	Wall mounted, property line not a factor.
RA	Remote Anchor Sign	1	Indirect	76	Wall Sign	Not to exceed existing size	Wall mounted, property line not a factor. Sign to be relocated.

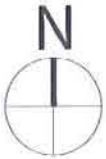
ELECTRICAL/LIGHTING NOTES:

1. External illumination - lighting designer to provide fixture call out and coordinate with sign designer.
2. Internal illumination - sign fabricator to provide. Lighting designer to review and make recommendations on fixtures and quality of light.

EXTERIOR LOCATION PLAN - LEVEL 1

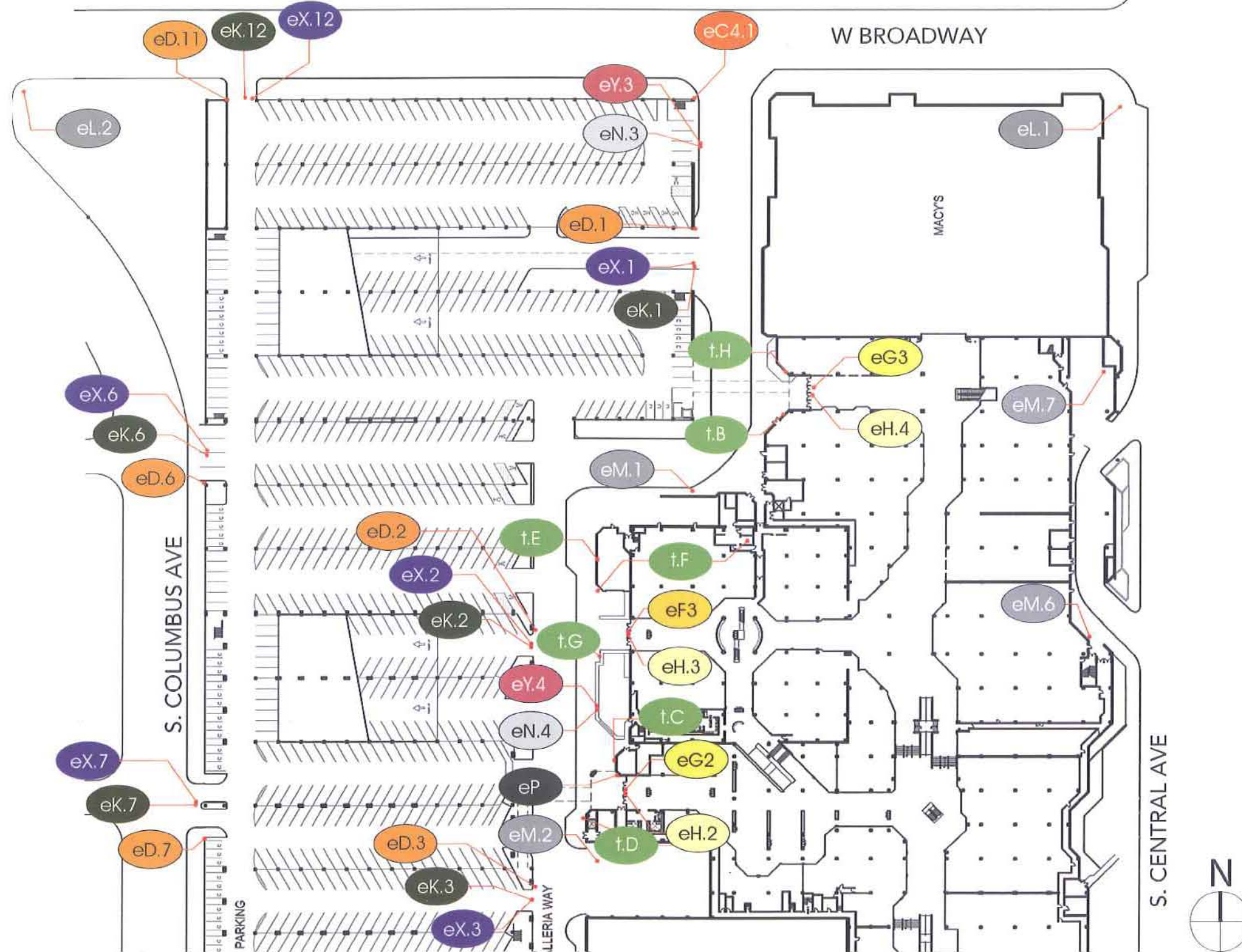


Sign Type	Name
eA	Feature Project Identity - Large Letters
eB1	Mall Identity above Parking (Brand)
eB2	Mall Identity above Parking (Broadway)
eC1	Primary Mall / Parking Identity & Directional (G2 Central)
eC2	Primary Mall / Parking Identity & Directional (G2 Brand)
eC3	Primary Mall / Parking Identity & Directional (G2 Broadway)
eC4	Primary Mall / Parking Identity & Directional (G1 Wall Mounted)
eC	DELETED
eD	Secondary Parking Identity & Directional
eE	Feature Mall Entry Identity
eF1	Primary Mall West Entry 1 Identity
eF2	Primary Mall West Entry 2 Identity
eF3	Primary Mall West Entry 3 Identity
eF4	Primary Mall west Entry 4 Identity
eF5	Primary Mall Office Entry Identity
eG1	Secondary Mall West Entry 1 Identity
eG2	Secondary Mall West Entry 2 Identity
eG3	Secondary Mall West Entry 4 Identity
eG4	Secondary Mall Office Entry Identity
eH	Tertiary Mall Entry Identity
eJ	DELETED
eK1	Parking Entry / Exit Identity
eL	Mall / Parking Identity Monument
eM	Service Area Identity
eN	ASOZ
eP	Food Court Identity
eQ	DELETED
eR	DELETED
eS	DELETED
eT	Primary Office Address
eU	DELETED
eV	Secondary Office Address
eW	DELETED
eX	Parking Clearance Bars
eY	DELETED
eZ	DELETED
eAA	Project Identity
tA-tT	Tenant Signage
RA	Remote Anchor Sign



ENLARGED EXTERIOR LOCATION PLAN - LEVEL 1 QUADRANT 1

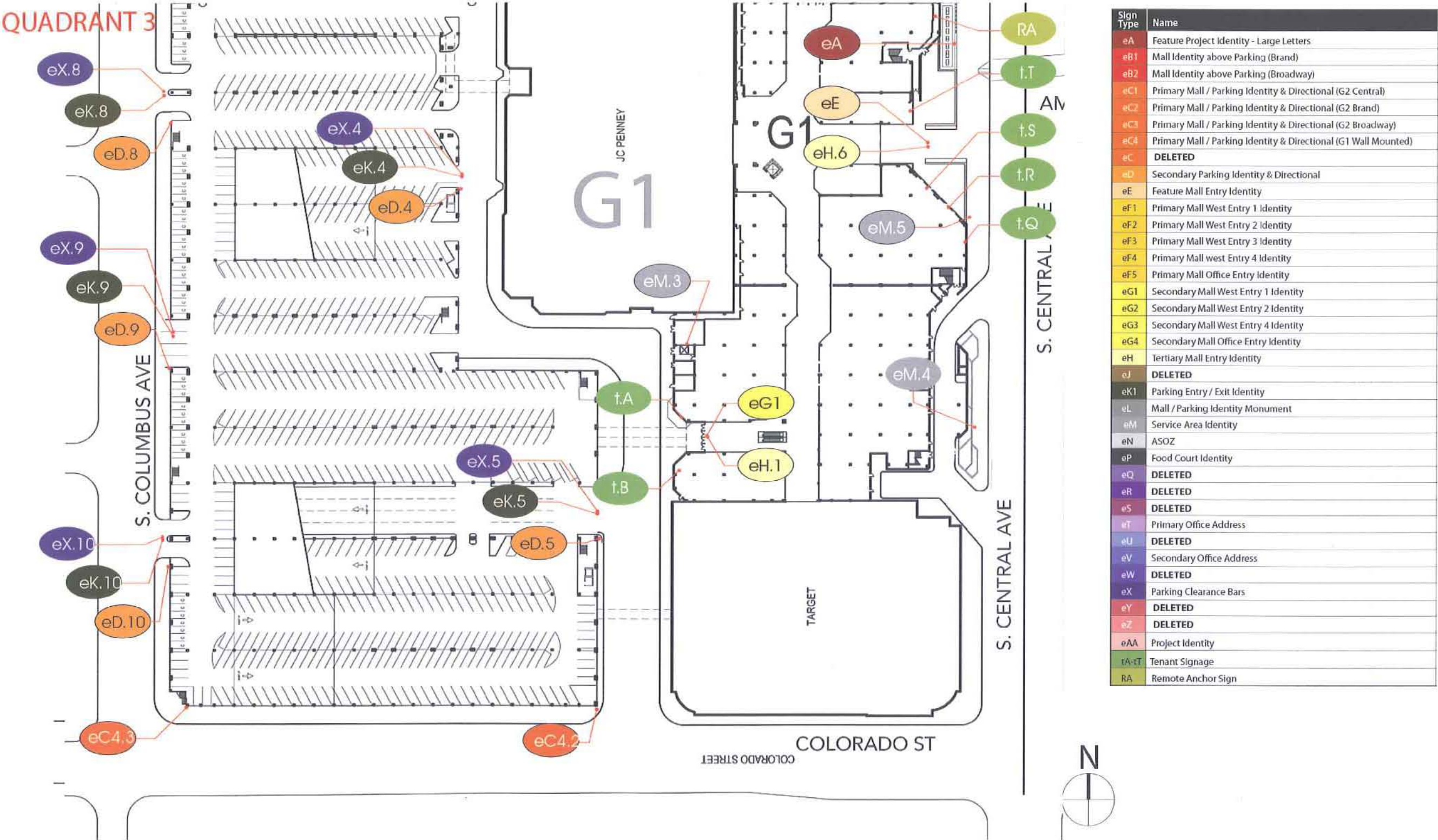
QUADRANT 1



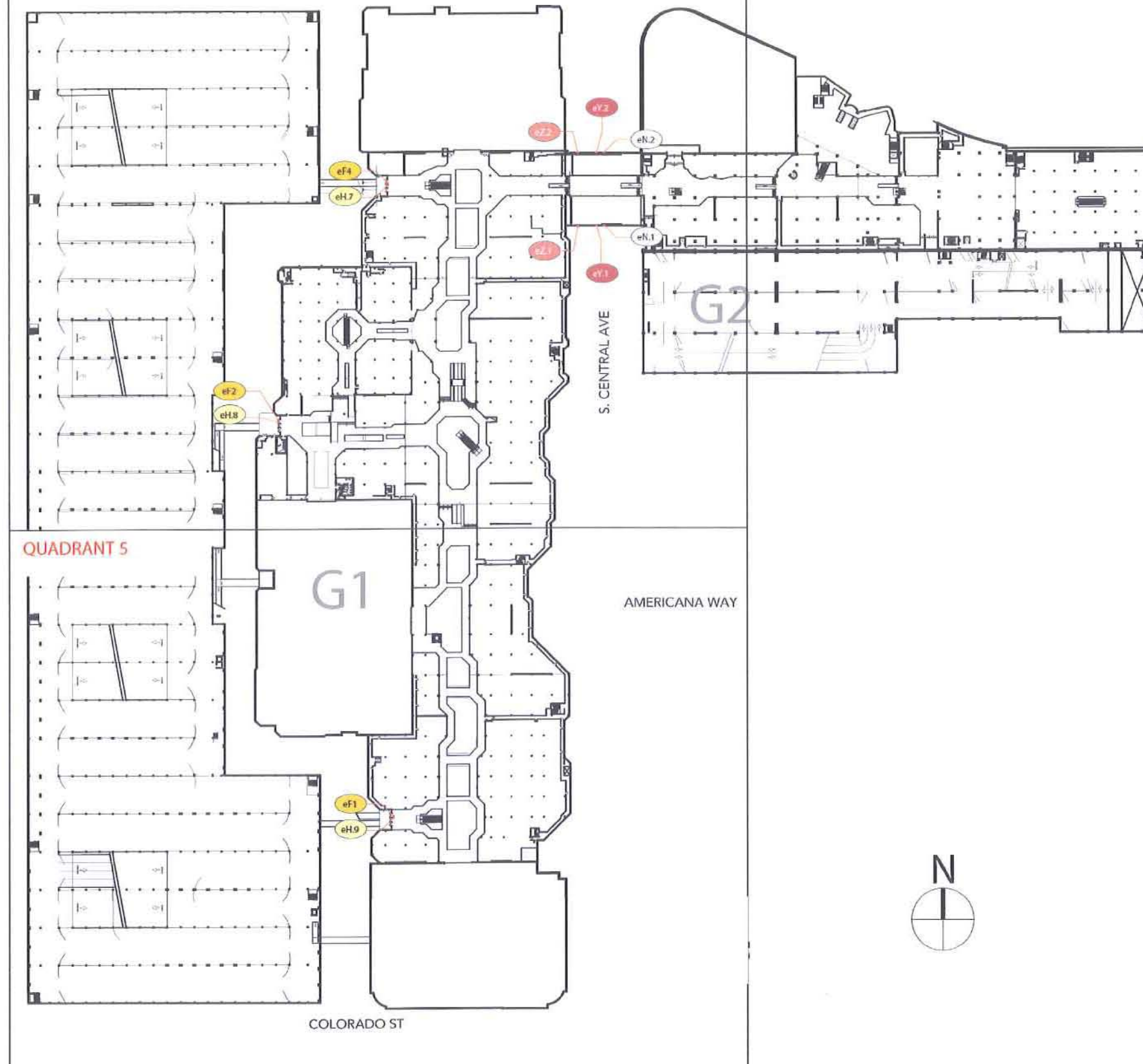
Sign Type	Name
eA	Feature Project Identity - Large Letters
eB1	Mall Identity above Parking (Brand)
eB2	Mall Identity above Parking (Broadway)
eC1	Primary Mall / Parking Identity & Directional (G2 Central)
eC2	Primary Mall / Parking Identity & Directional (G2 Brand)
eC3	Primary Mall / Parking Identity & Directional (G2 Broadway)
eC4	Primary Mall / Parking Identity & Directional (G1 Wall Mounted)
eC	DELETED
eD	Secondary Parking Identity & Directional
eE	Feature Mall Entry Identity
eF1	Primary Mall West Entry 1 Identity
eF2	Primary Mall West Entry 2 Identity
eF3	Primary Mall West Entry 3 Identity
eF4	Primary Mall West Entry 4 Identity
eF5	Primary Mall Office Entry Identity
eG1	Secondary Mall West Entry 1 Identity
eG2	Secondary Mall West Entry 2 Identity
eG3	Secondary Mall West Entry 4 Identity
eG4	Secondary Mall Office Entry Identity
eH	Tertiary Mall Entry Identity
eI	DELETED
eK1	Parking Entry / Exit Identity
eL	Mall / Parking Identity Monument
eM	Service Area Identity
eN	ASOZ
eP	Food Court Identity
eQ	DELETED
eR	DELETED
eS	DELETED
eT	Primary Office Address
eU	DELETED
eV	Secondary Office Address
eW	DELETED
eX	Parking Clearance Bars
eY	DELETED
eZ	DELETED
eAA	Project Identity
tA, tT	Tenant Signage
tR	Remote Anchor Sign

2

ENLARGED EXTERIOR LOCATION PLAN - LEVEL 1 QUADRANT 3



QUADRANT 4

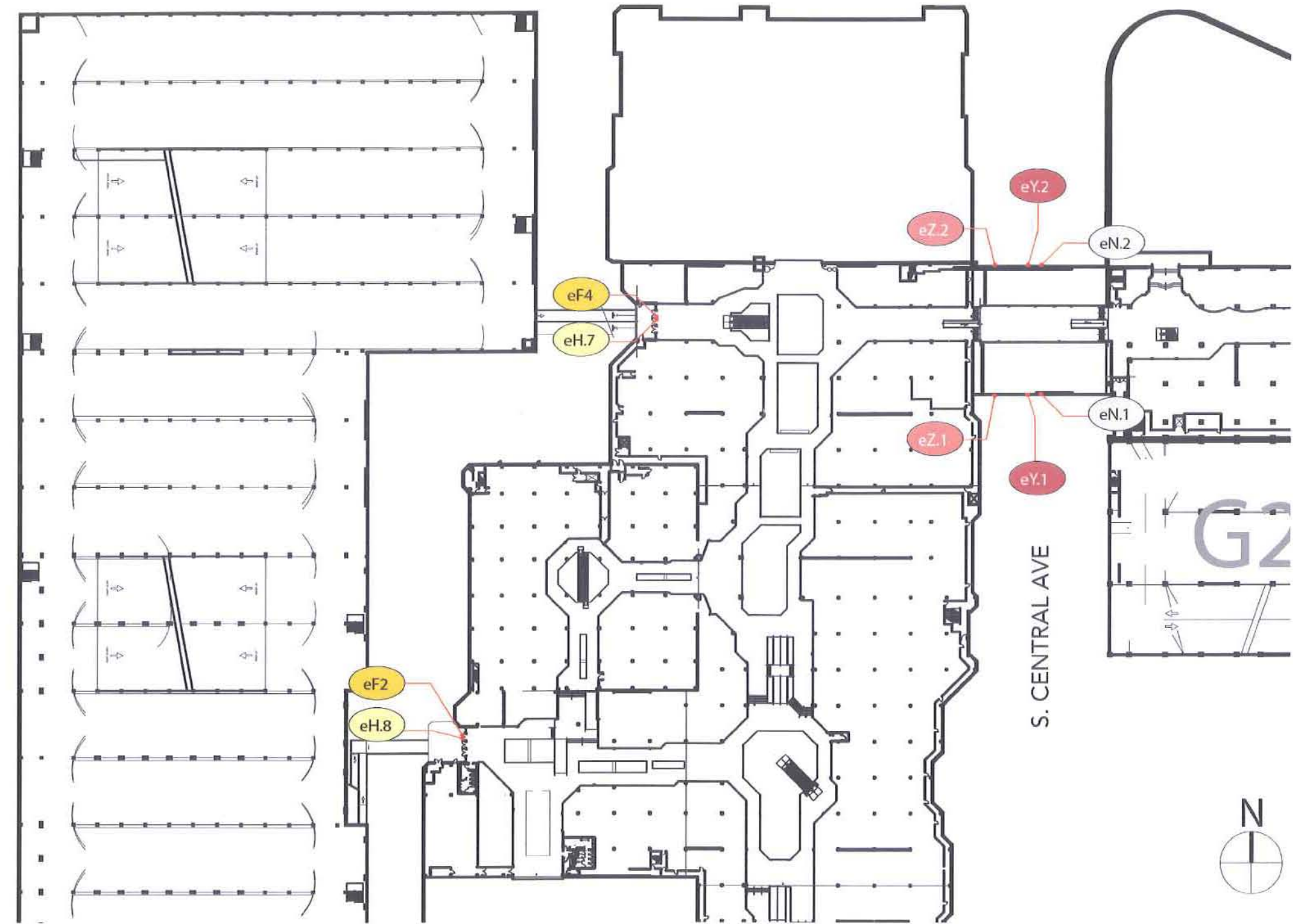


EXTERIOR LOCATION PLAN - LEVEL 2

Sign Type	Name
eA	Feature Project Identity - Large Letters
eB1	Mall Identity above Parking (Brand)
eB2	Mall Identity above Parking (Broadway)
eC1	Primary Mall / Parking Identity & Directional (G2 Central)
eC2	Primary Mall / Parking Identity & Directional (G2 Brand)
eC3	Primary Mall / Parking Identity & Directional (G2 Broadway)
eC4	Primary Mall / Parking Identity & Directional (G1 Wall Mounted)
eC	DELETED
eD	Secondary Parking Identity & Directional
eE	Feature Mall Entry Identity
eF1	Primary Mall West Entry 1 Identity
eF2	Primary Mall West Entry 2 Identity
eF3	Primary Mall West Entry 3 Identity
eF4	Primary Mall West Entry 4 Identity
eF5	Primary Mall Office Entry Identity
eG1	Secondary Mall West Entry 1 Identity
eG2	Secondary Mall West Entry 2 Identity
eG3	Secondary Mall West Entry 4 Identity
eG4	Secondary Mall Office Entry Identity
eH	Tertiary Mall Entry Identity
eJ	DELETED
eK1	Parking Entry / Exit Identity
eL	Mall / Parking Identity Monument
eM	Service Area Identity
eN	ASOZ
eP	Food Court Identity
eQ	DELETED
eR	DELETED
eS	DELETED
eT	Primary Office Address
eU	DELETED
eV	Secondary Office Address
eW	DELETED
eX	Parking Clearance Bars
eY	DELETED
eZ	DELETED
eAA	Project Identity
tA-tT	Tenant Signage
RA	Remote Anchor Sign

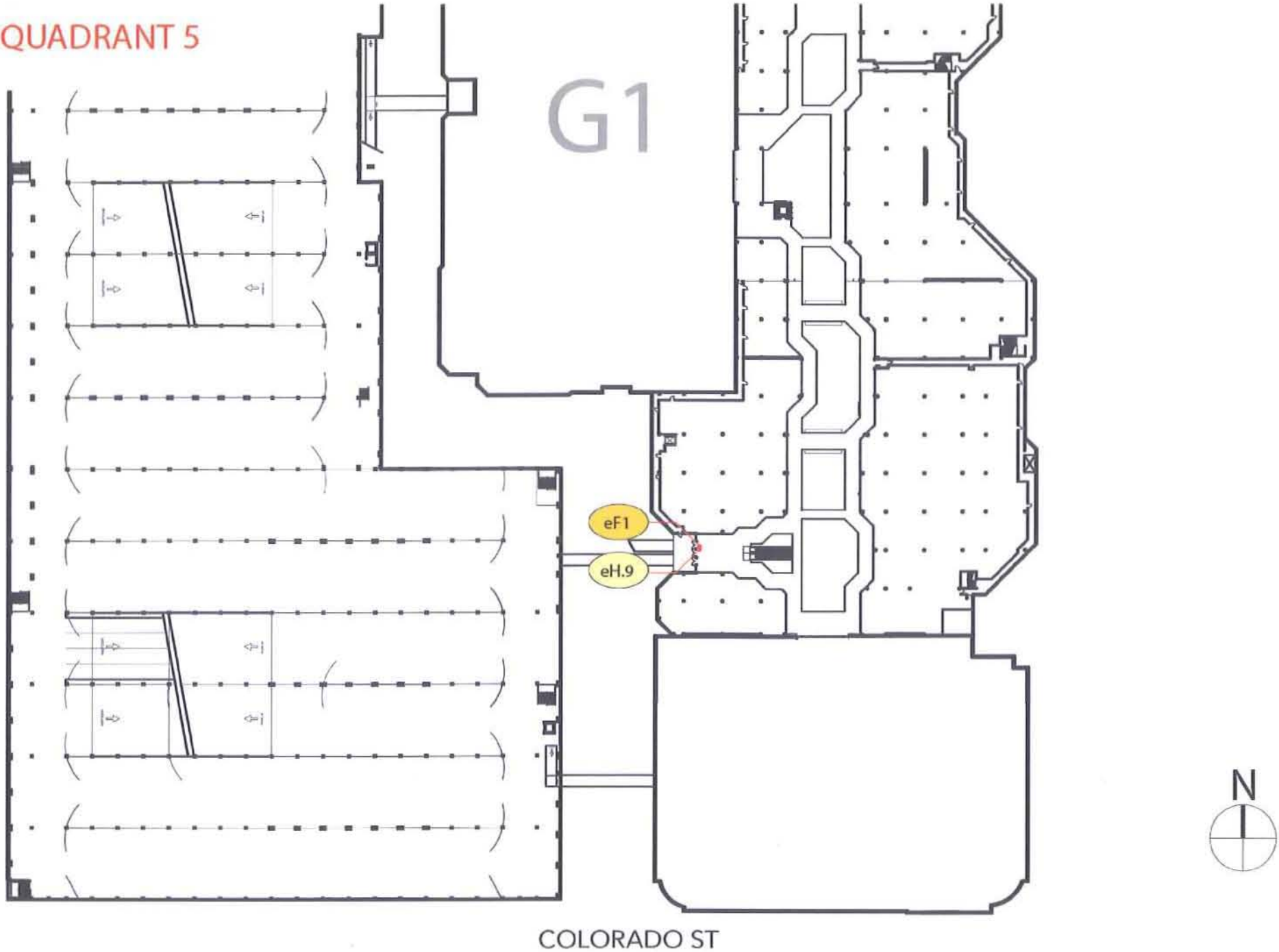
ENLARGED EXTERIOR LOCATION PLAN - LEVEL 2 QUADRANT 4

QUADRANT 4



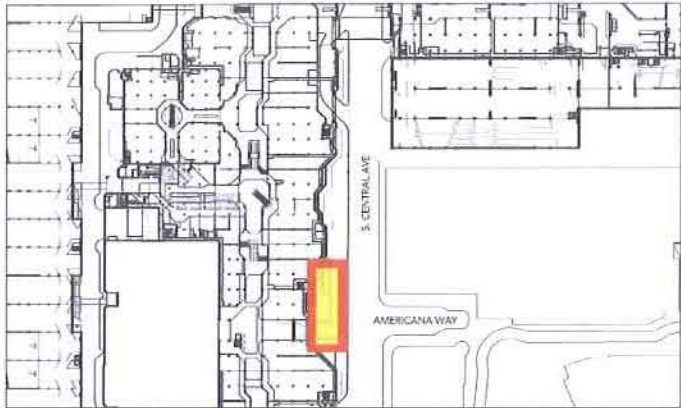
Sign Type	Name
eA	Feature Project Identity - Large Letters
eB1	Mall Identity above Parking (Brand)
eB2	Mall Identity above Parking (Broadway)
eC1	Primary Mall / Parking Identity & Directional (G2 Central)
eC2	Primary Mall / Parking Identity & Directional (G2 Brand)
eC3	Primary Mall / Parking Identity & Directional (G2 Broadway)
eC4	Primary Mall / Parking Identity & Directional (G1 Wall Mounted)
eC	DELETED
eD	Secondary Parking Identity & Directional
eE	Feature Mall Entry Identity
eF1	Primary Mall West Entry 1 Identity
eF2	Primary Mall West Entry 2 Identity
eF3	Primary Mall West Entry 3 Identity
eF4	Primary Mall west Entry 4 Identity
eF5	Primary Mall Office Entry Identity
eG1	Secondary Mall West Entry 1 Identity
eG2	Secondary Mall West Entry 2 Identity
eG3	Secondary Mall West Entry 3 Identity
eG4	Secondary Mall Office Entry Identity
eH	Tertiary Mall Entry Identity
eJ	DELETED
eK1	Parking Entry / Exit Identity
eL	Mall / Parking Identity Monument
eM	Service Area Identity
eN	ASOZ
eP	Food Court Identity
eQ	DELETED
eR	DELETED
eS	DELETED
eT	Primary Office Address
eU	DELETED
eV	Secondary Office Address
eW	DELETED
eX	Parking Clearance Bars
eY	DELETED
eZ	DELETED
eAA	Project Identity
tA-tT	Tenant Signage
RA	Remote Anchor Sign

ENLARGED EXTERIOR LOCATION PLAN - LEVEL 2 QUADRANT 5



Sign Type	Name
eA	Feature Project Identity - Large Letters
eB1	Mall Identity above Parking (Brand)
eB2	Mall Identity above Parking (Broadway)
eC1	Primary Mall / Parking Identity & Directional (G2 Central)
eC2	Primary Mall / Parking Identity & Directional (G2 Brand)
eC3	Primary Mall / Parking Identity & Directional (G2 Broadway)
eC4	Primary Mall / Parking Identity & Directional (G1 Wall Mounted)
eC	DELETED
eD	Secondary Parking Identity & Directional
eE	Feature Mall Entry Identity
eF1	Primary Mall West Entry 1 Identity
eF2	Primary Mall West Entry 2 Identity
eF3	Primary Mall West Entry 3 Identity
eF4	Primary Mall west Entry 4 Identity
eF5	Primary Mall Office Entry Identity
eG1	Secondary Mall West Entry 1 Identity
eG2	Secondary Mall West Entry 2 Identity
eG3	Secondary Mall West Entry 4 Identity
eG4	Secondary Mall Office Entry Identity
eH	Tertiary Mall Entry Identity
eJ	DELETED
eK1	Parking Entry / Exit Identity
eL	Mall / Parking Identity Monument
eM	Service Area Identity
eN	ASOZ
eP	Food Court Identity
eQ	DELETED
eR	DELETED
eS	DELETED
eT	Primary Office Address
eU	DELETED
eV	Secondary Office Address
eW	DELETED
eX	Parking Clearance Bars
eY	DELETED
eZ	DELETED
eAA	Project Identity
TA-t1	Tenant Signage
RA	Remote Anchor Sign

Location: S. Central Avenue



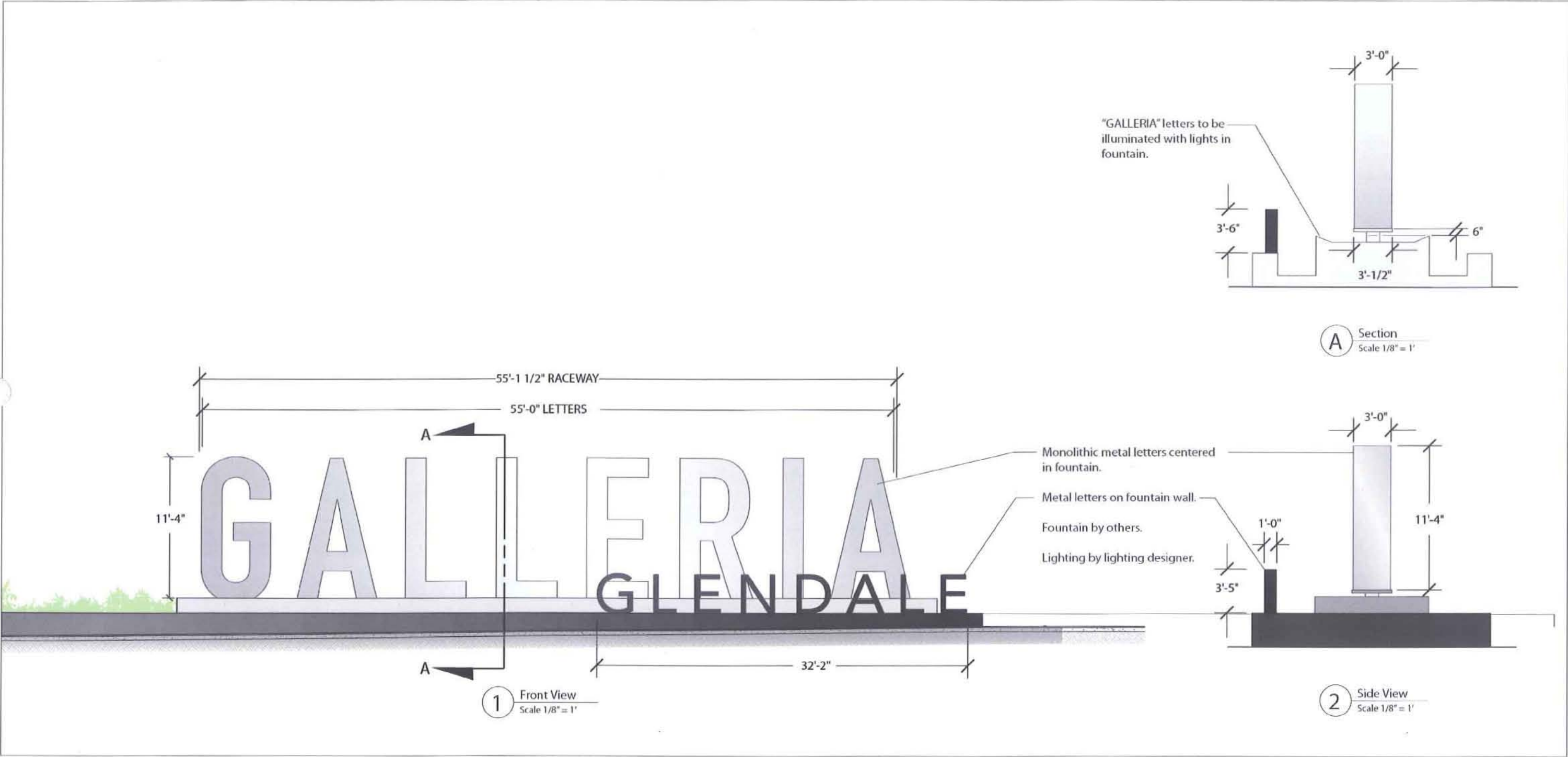
Existing View



Proposed Design

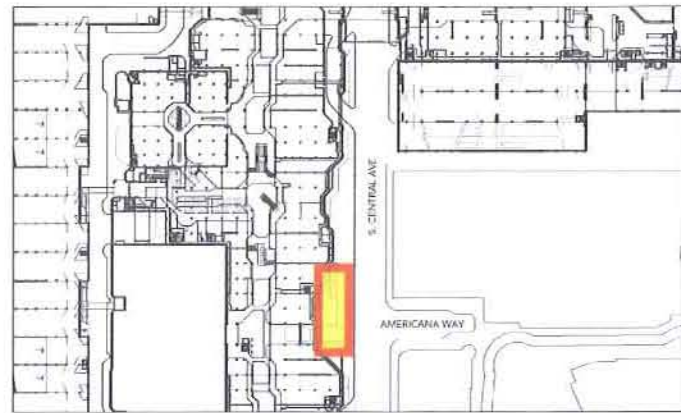


MAIN ENTRY - SCULPTURAL LETTERS



MAIN ENTRY - DETAIL

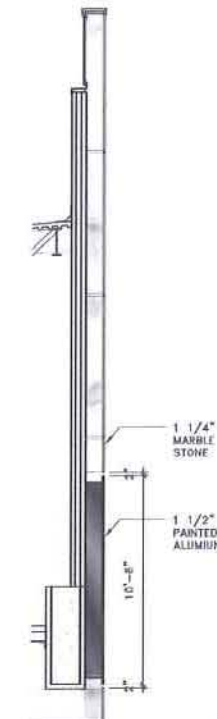
Location: S. Central Avenue



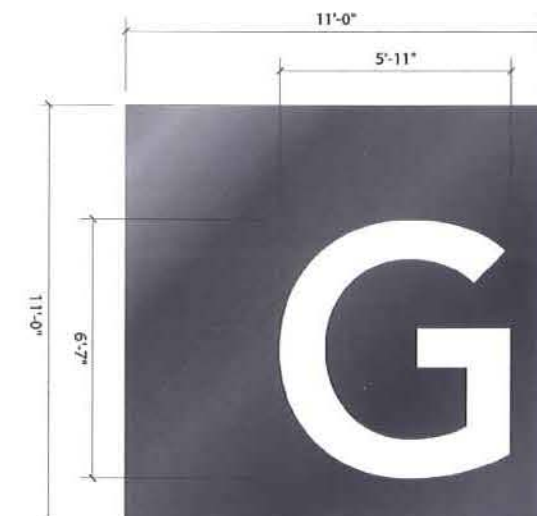
1 Front View
Scale 1/8" = 1'

Letter to be clear polycarbonate with translucent vinyl backer. Face of letter to push through flush with sign face with 1/4" reveal around perimeter.

Sign box to have 2" wide reveal around perimeter. Light to 'soft glow out' evenly on all sides. Marble to return on sides and back of reveal.



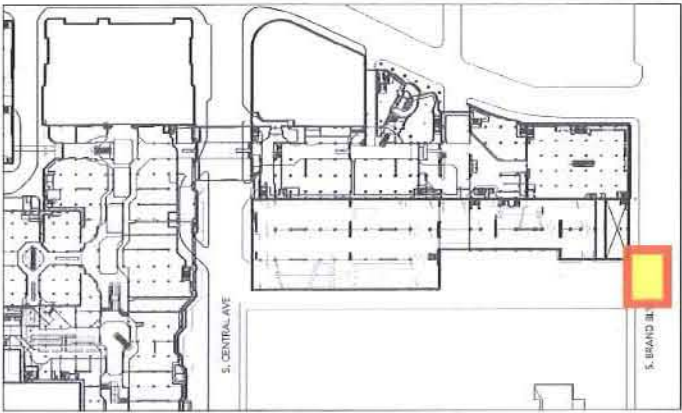
2 Side View, Detail
Scale 1/8" = 1'



3 Front View, Detail
Scale 1/4" = 1'

G2 PARKING ON BRAND IDENTITY

Location: Brand Blvd.

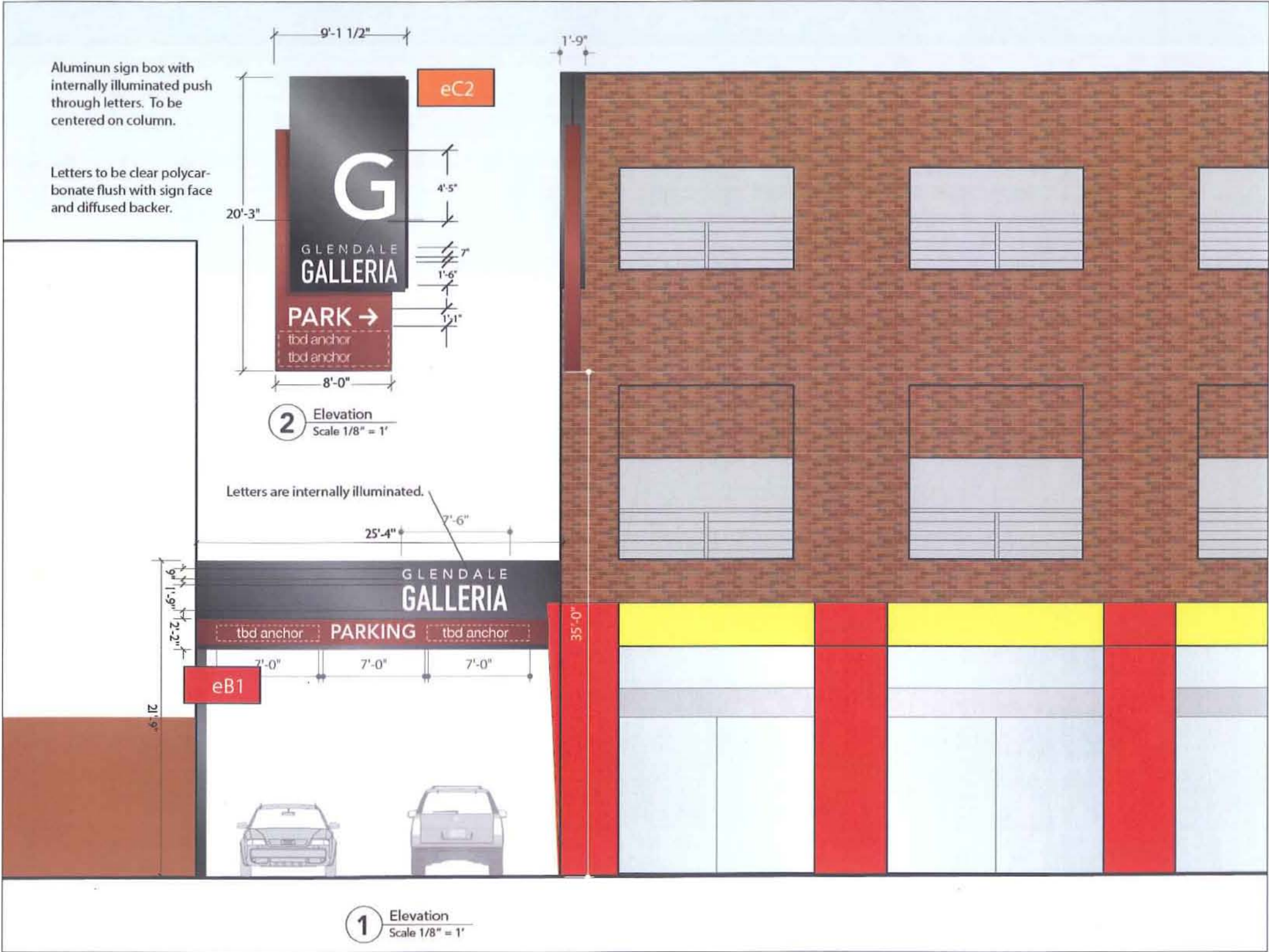
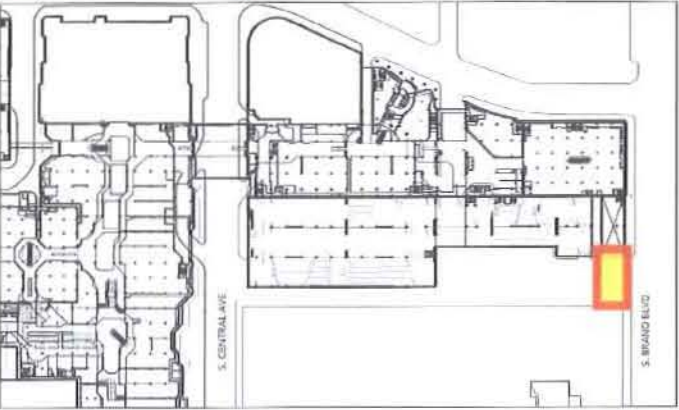


Existing View

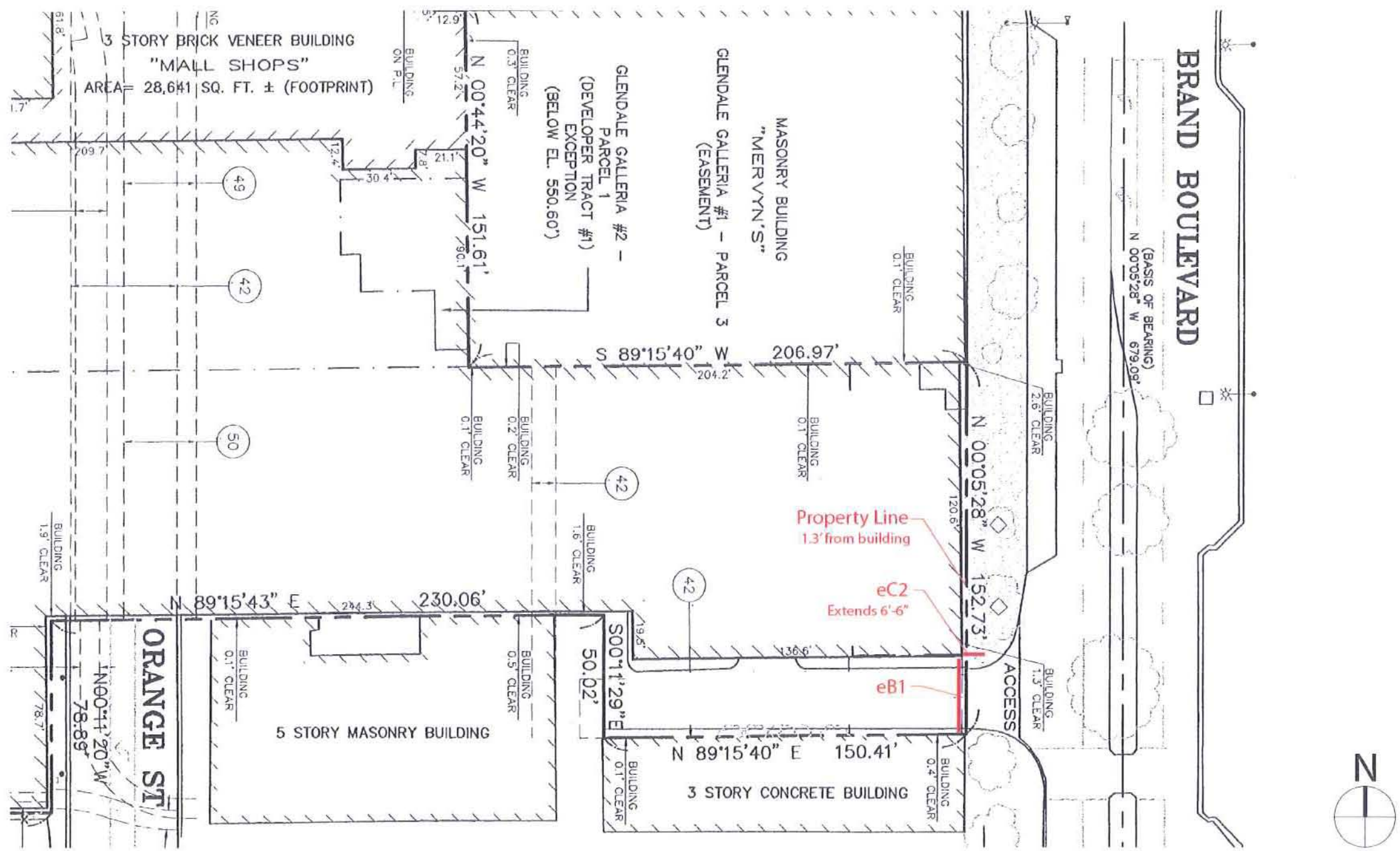


G2 PARKING ON BRAND IDENTITY

Location: Brand Blvd.

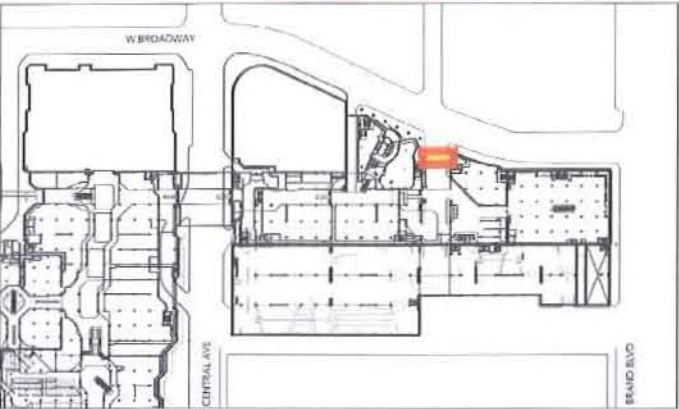


LOCATION PLAN

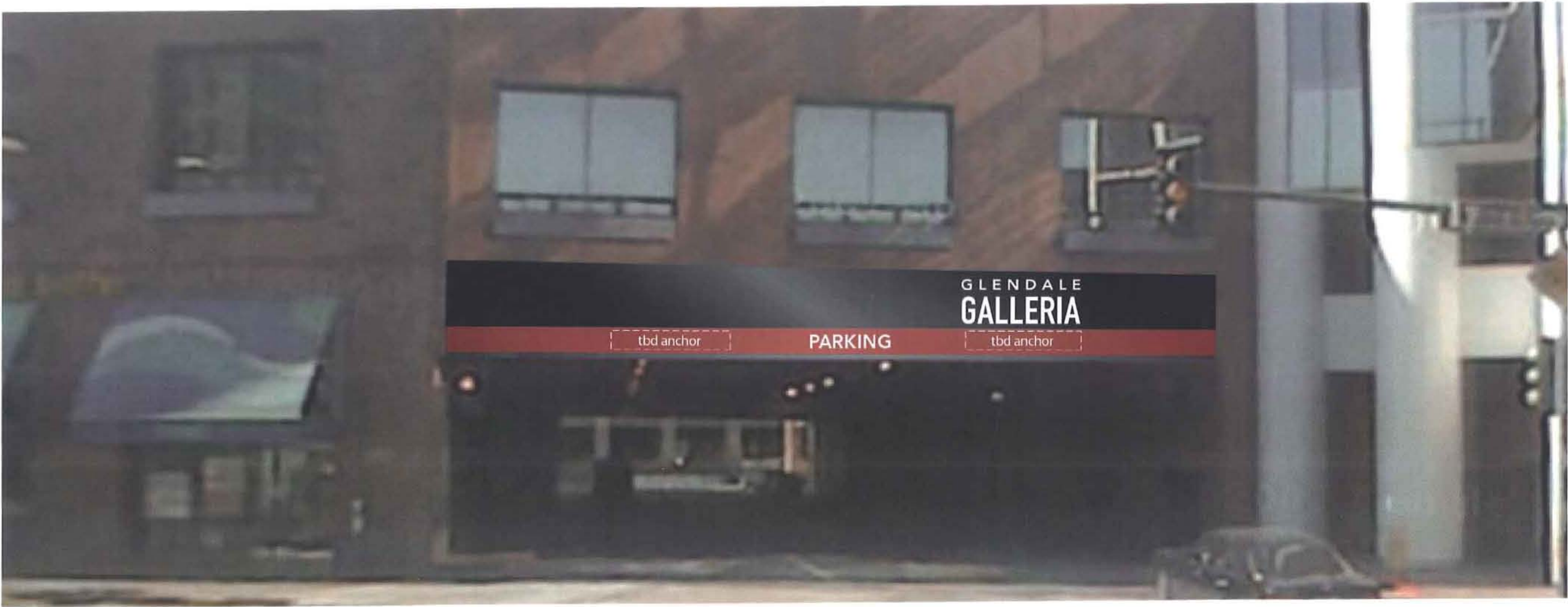


G2 PARKING ON BROADWAY IDENTITY

Location: Broadway and Orange

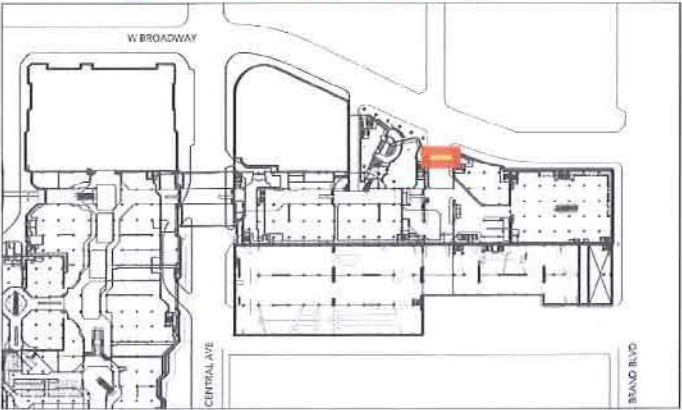


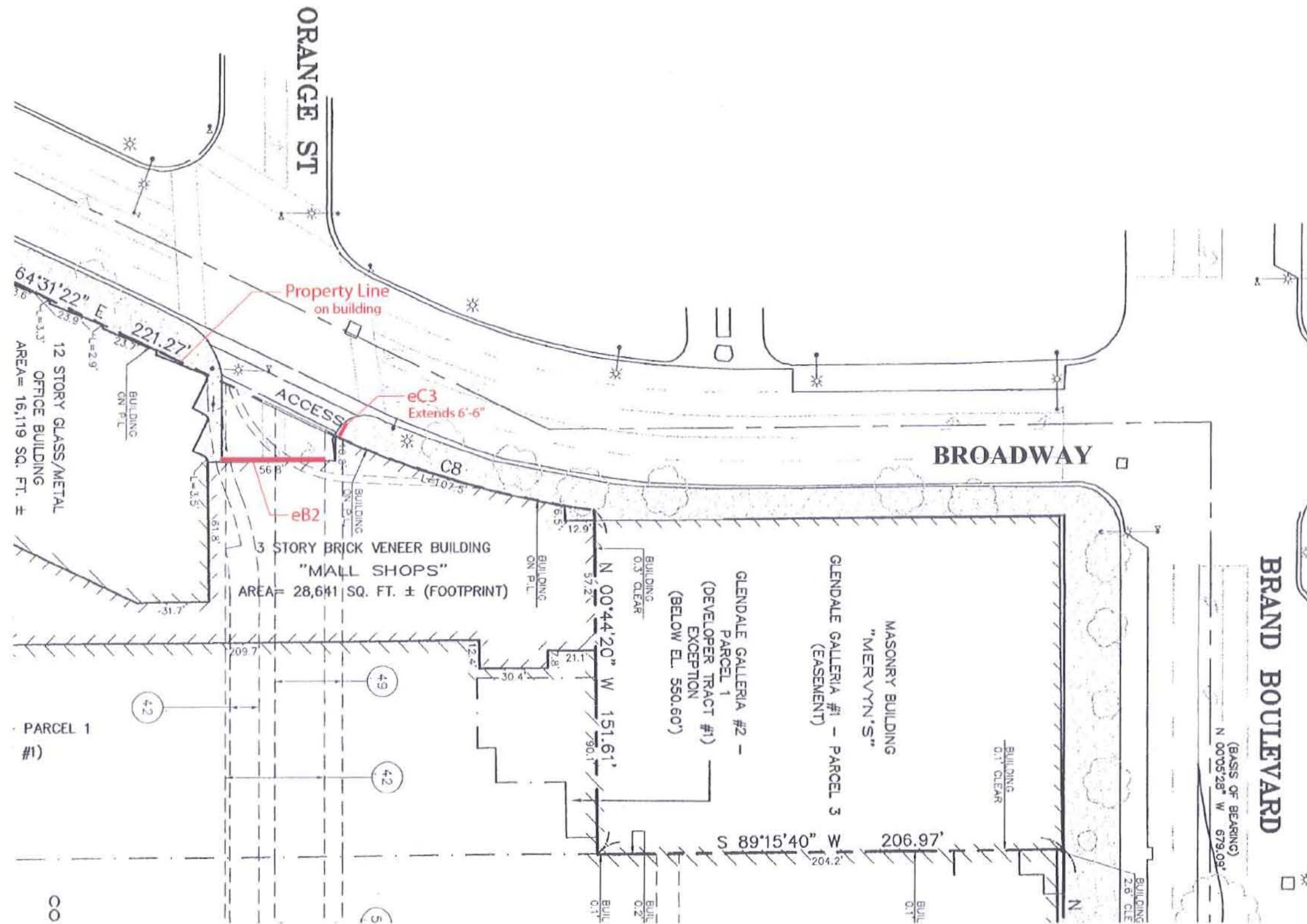
Existing View



G2 PARKING ON BROADWAY IDENTITY

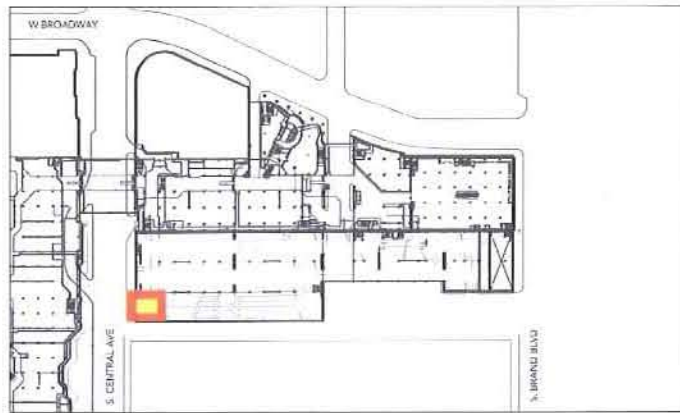
Location: Broadway and Orange





G2 PARKING ON CENTRAL IDENTITY

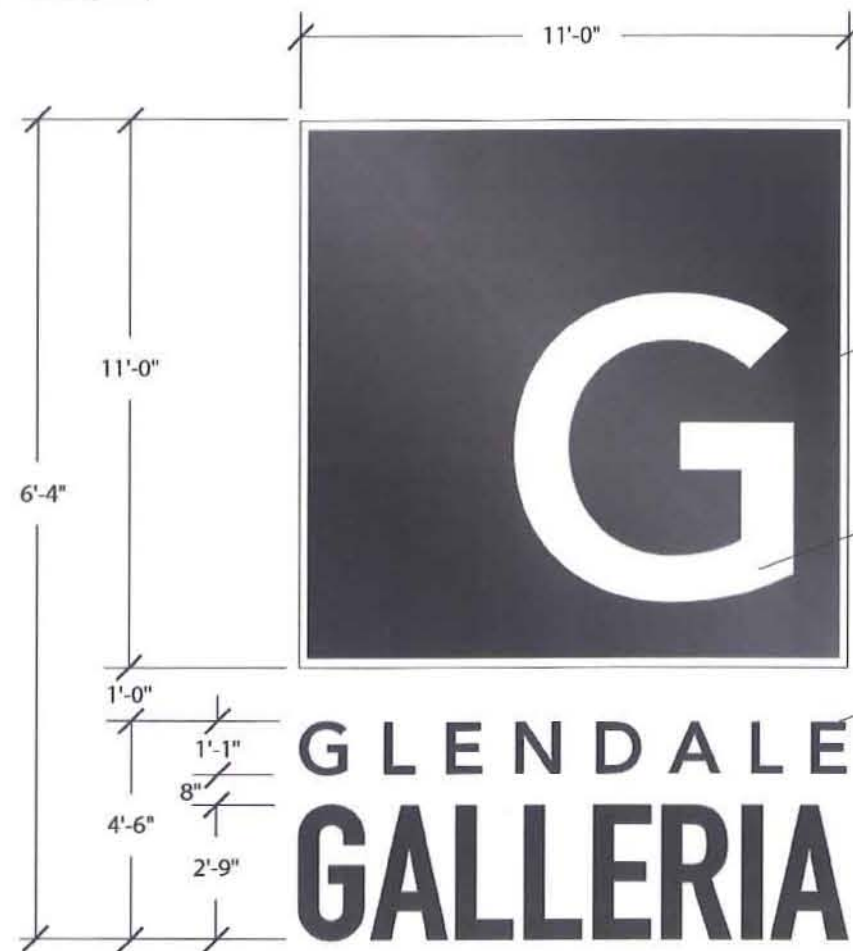
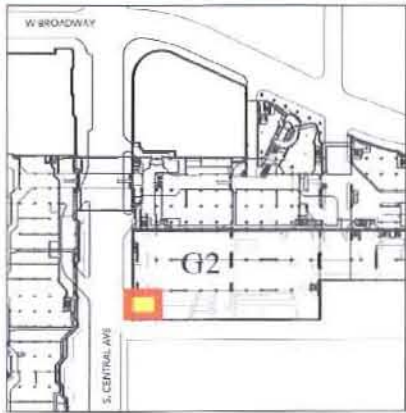
Location: S. Central Avenue



Existing View



Location: S. Central Avenue



1 Front View
Scale 1/4" = 1'

Aluminum sign box with internally illuminated letter. Box to have 2" wide reveal around perimeter to allow light to glow out evenly. Sign face to be flush with face of wall.

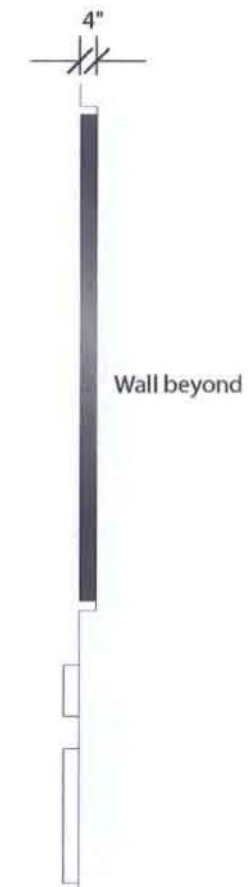
Letter to be clear polycarbonate with translucent vinyl backer and 3/4" wide reveal around perimeter. Face of letter to push through flush with sign face.

4" deep push thru letters with black face and clear edges with translucent vinyl backer, to glow evenly out edges.

No exposed seams or fasteners.



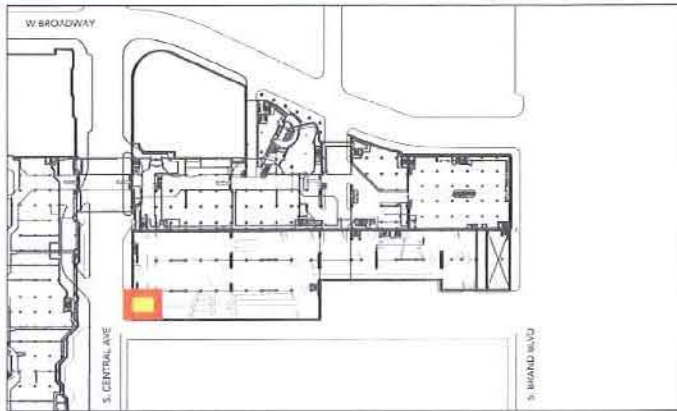
2 Side View, 'G' Box ... Detail
Scale 1/8" = 1'



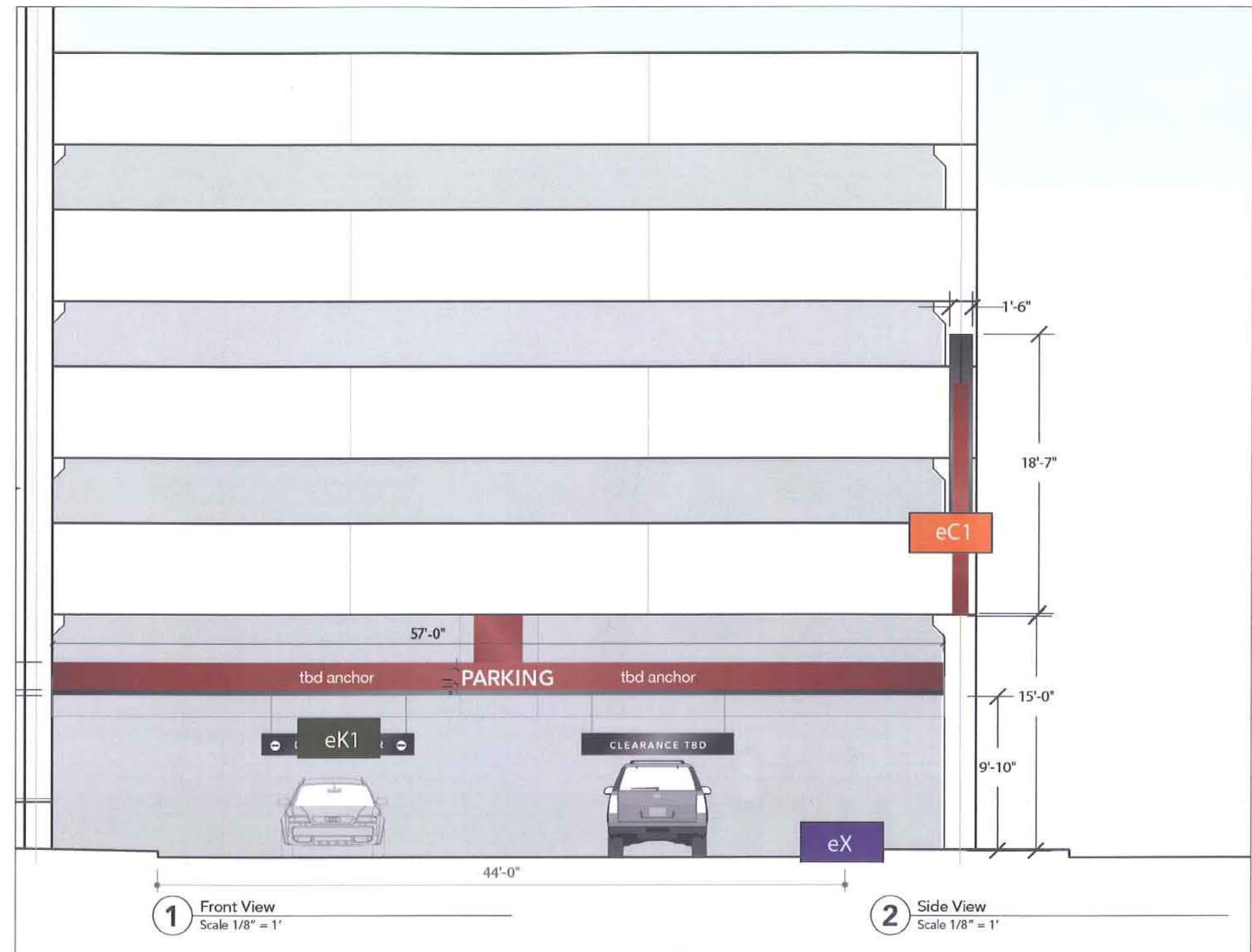
3 Side View
Scale 1/4" = 1'

G2 PARKING ON CENTRAL IDENTITY

Location: S. Central Avenue

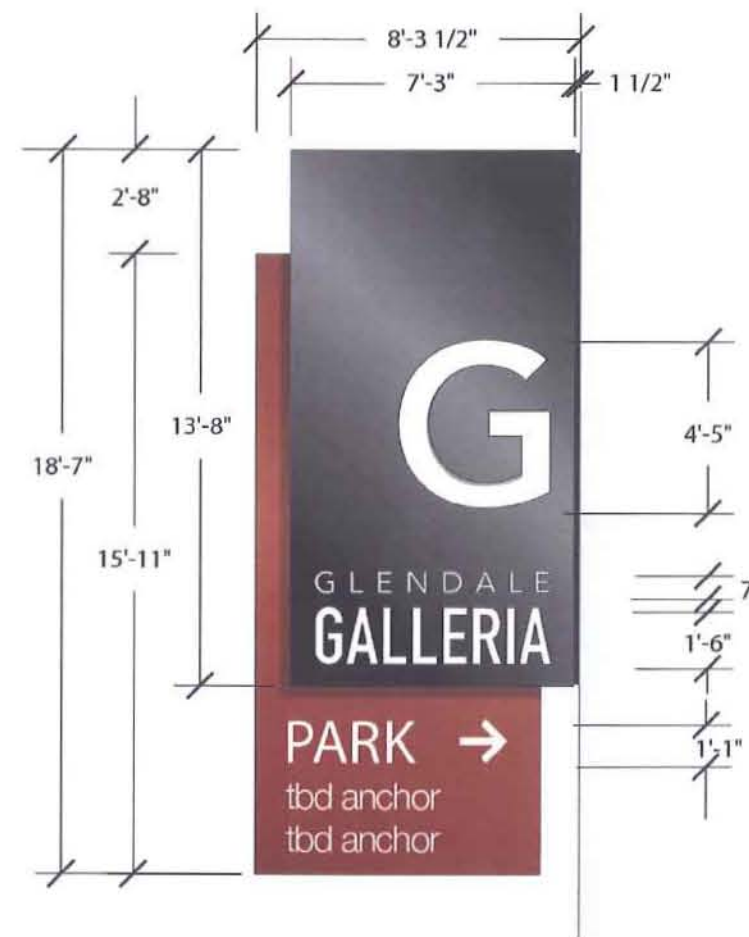
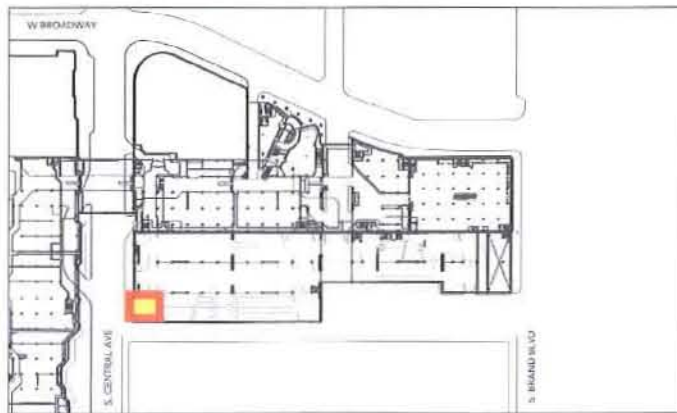


Existing View



G2 PARKING ON CENTRAL

Location: S. Central Avenue



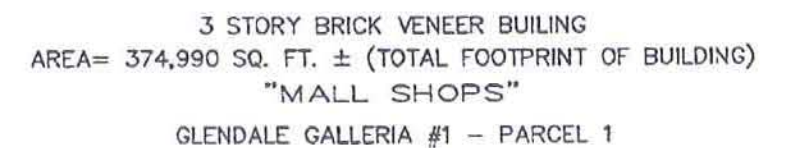
1 Front View
Scale 3/16" = 1'

Aluminum sign box with internally illuminated push through letters. To be centered on column.

Letters to be clear polycarbonate flush with sign face and diffused backer.

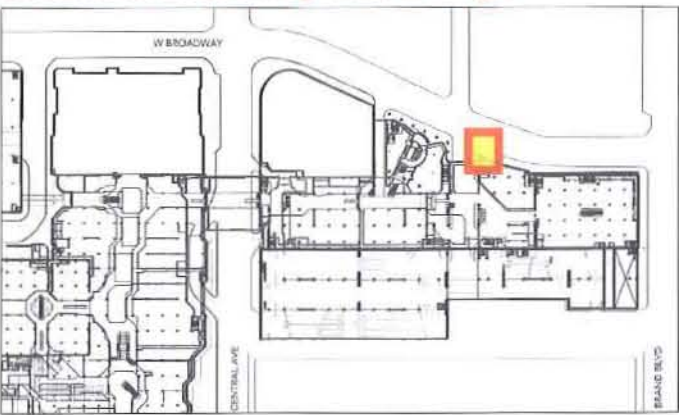


2 Side View
Scale 3/16" = 1'

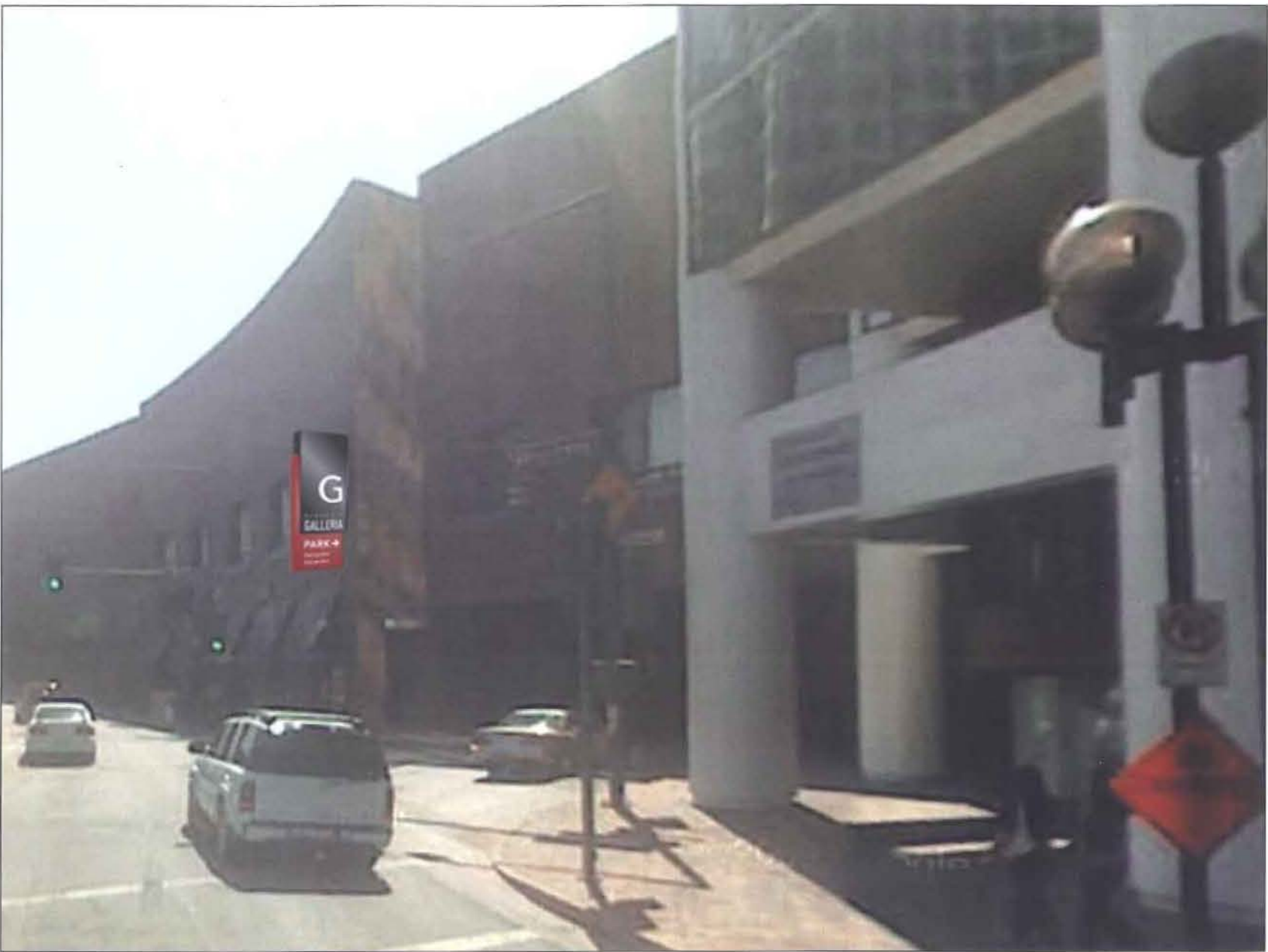


G2 PARKING ON BROADWAY IDENTITY

Location: Broadway and Orange

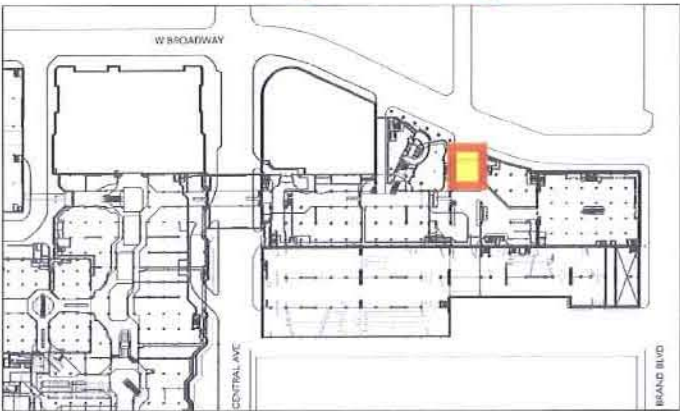


Existing View



G2 PARKING ON BROADWAY IDENTITY

Location: Broadway and Orange



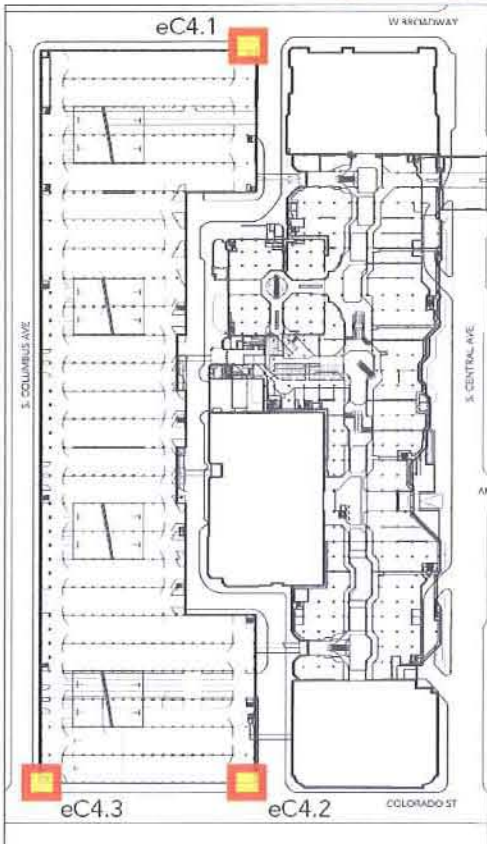
1 Front View
Scale 1/4" = 1'



2 Side View
Scale 1/4" = 1'

G1 PARKING IDENTITY

Location: G1 Parking Garage



Location for eC4.1



Location for eC4.2



Location for eC4.3



Proposed eC4.1

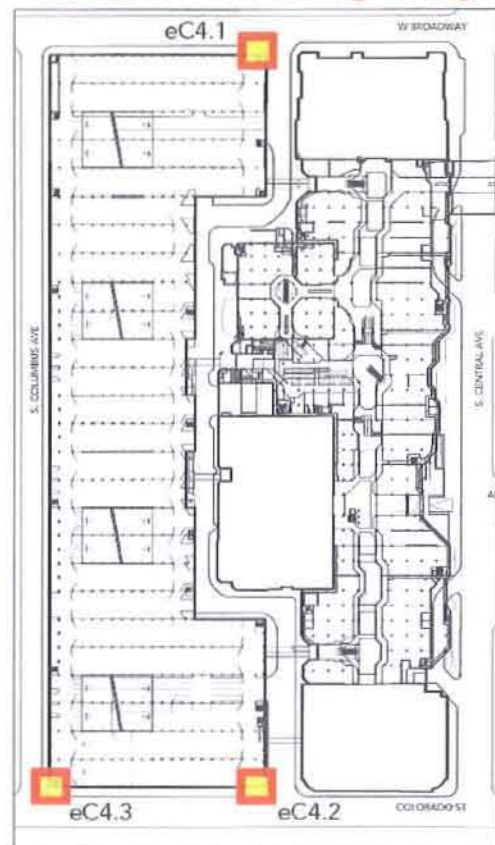


Proposed eC4.2



Proposed eC4.3

Location: G1 Parking Garage



1 Front View
Scale 1/4" = 1'

Aluminum sign box with internally illuminated push through letters. To be centered on column.

Letters to be clear polycarbonate flush with sign face and diffused backer.

Base of sign is an estimated 15' from ground. Conditions vary.

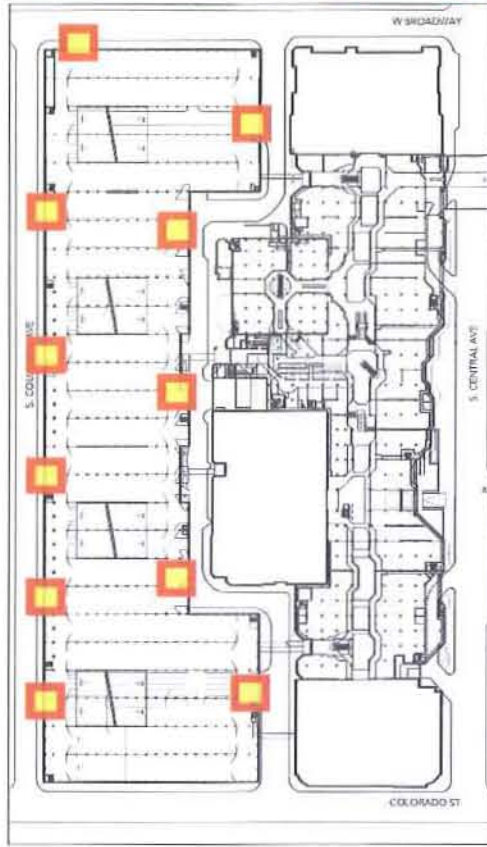


2 Side View
Scale 1/4" = 1'

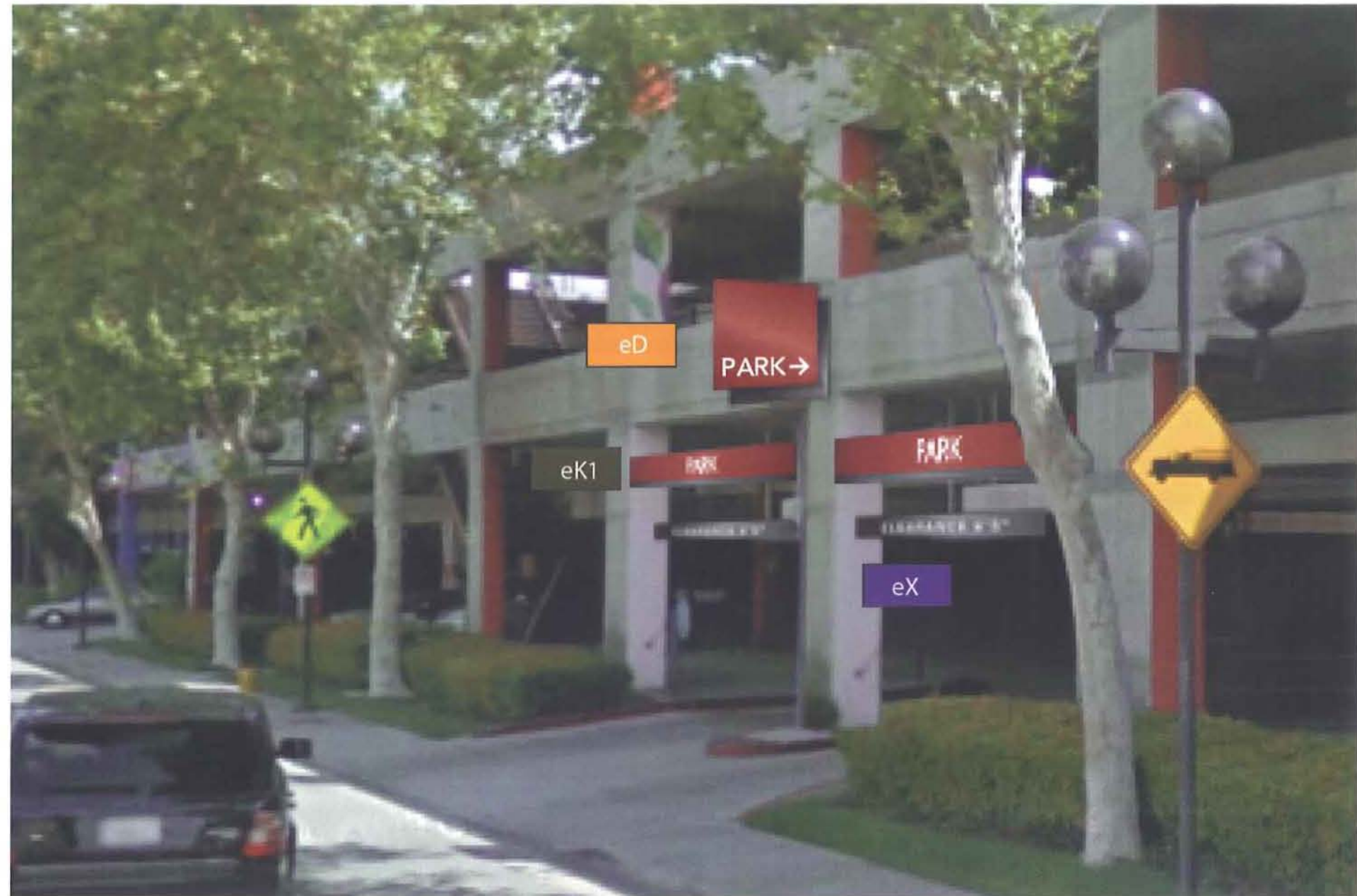


G1 PARKING SECONDARY IDENTITY

Location: G1 Parking Garage



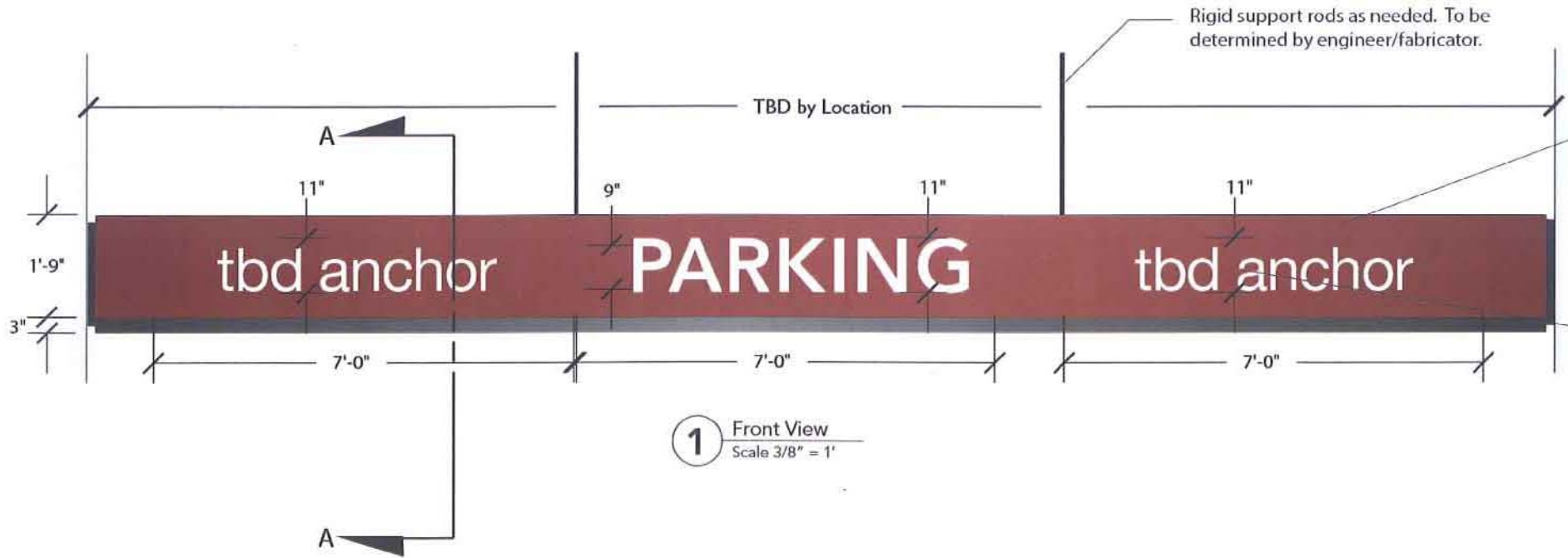
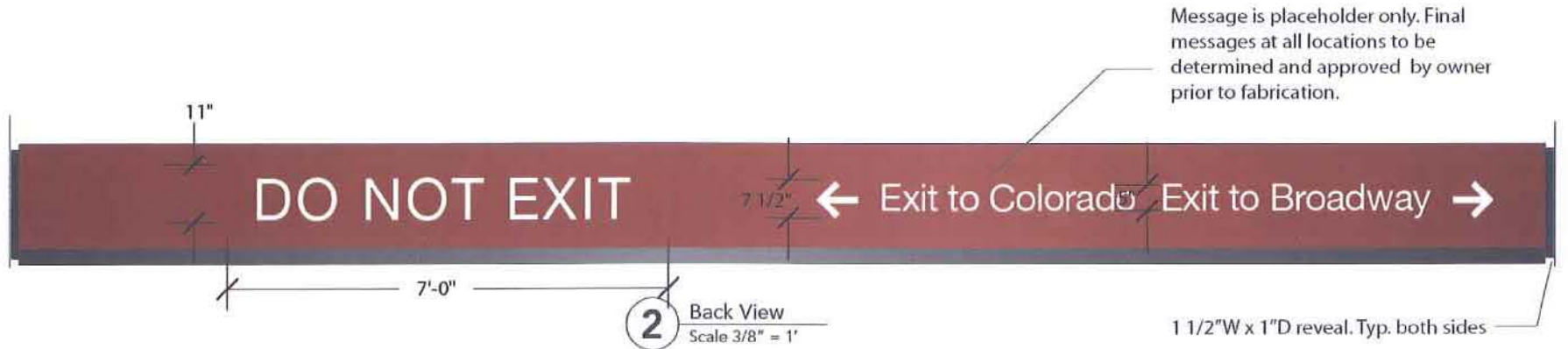
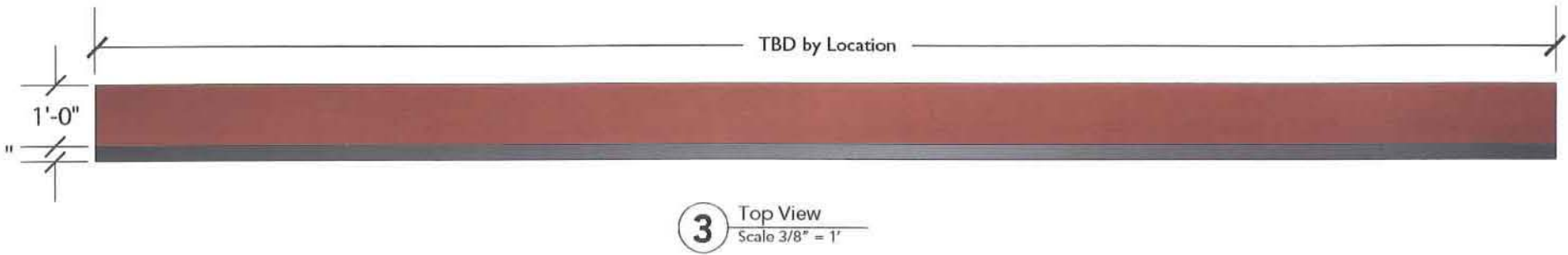
Existing View



G1 PARKING SECONDARY IDENTITY

Notes:
All dimensions and site conditions to be field verified prior to fabrication.

LOCATION	DRIVEWAY WIDTH
eK1.1	27'-4"
eK1.2	17'-0"
eK1.3	24'-5"
eK1.4	24'-5"
eK1.5	42'-5"
eK1.6	51'-2"
eK1.7	50'-0"
eK1.8	50'-0"
eK1.9	51'-0"
eK1.10	36'-10"
eK1.11	44'-0"
eK1.12	28'-2"



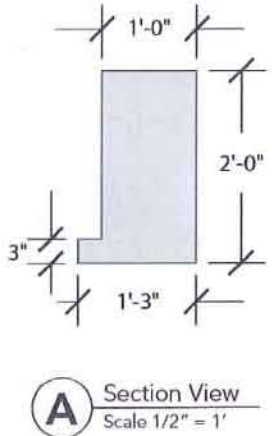
Aluminum sign box with "PARK" letters internally illuminated. Centered between drive aisles.

"PARK" to be clear polycarbonate with translucent vinyl backer. Face of letters to push through flush with sign face.

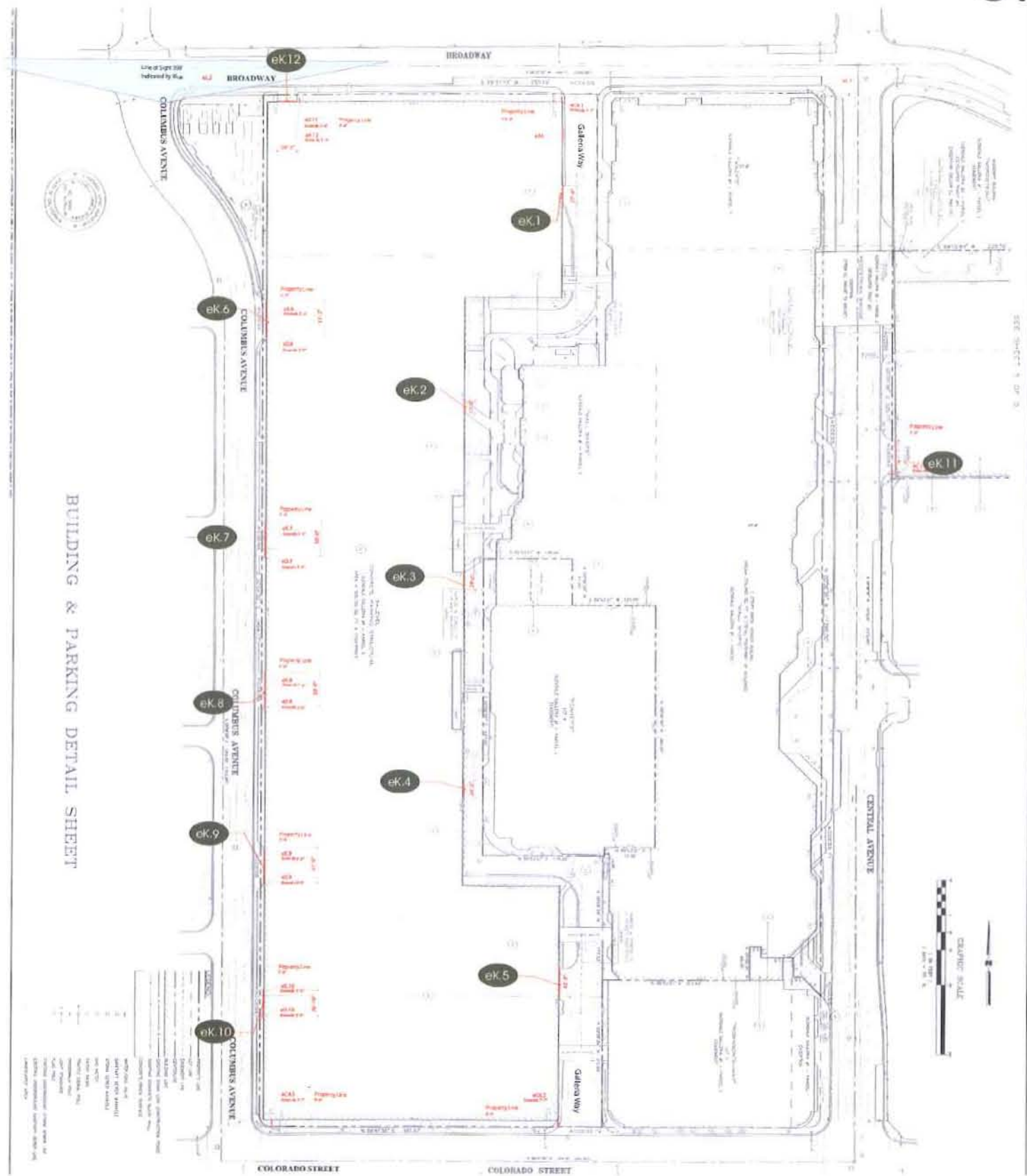
Tenant ID's to be reflective vinyl and centered on respective drive aisles.

No exposed fasteners.

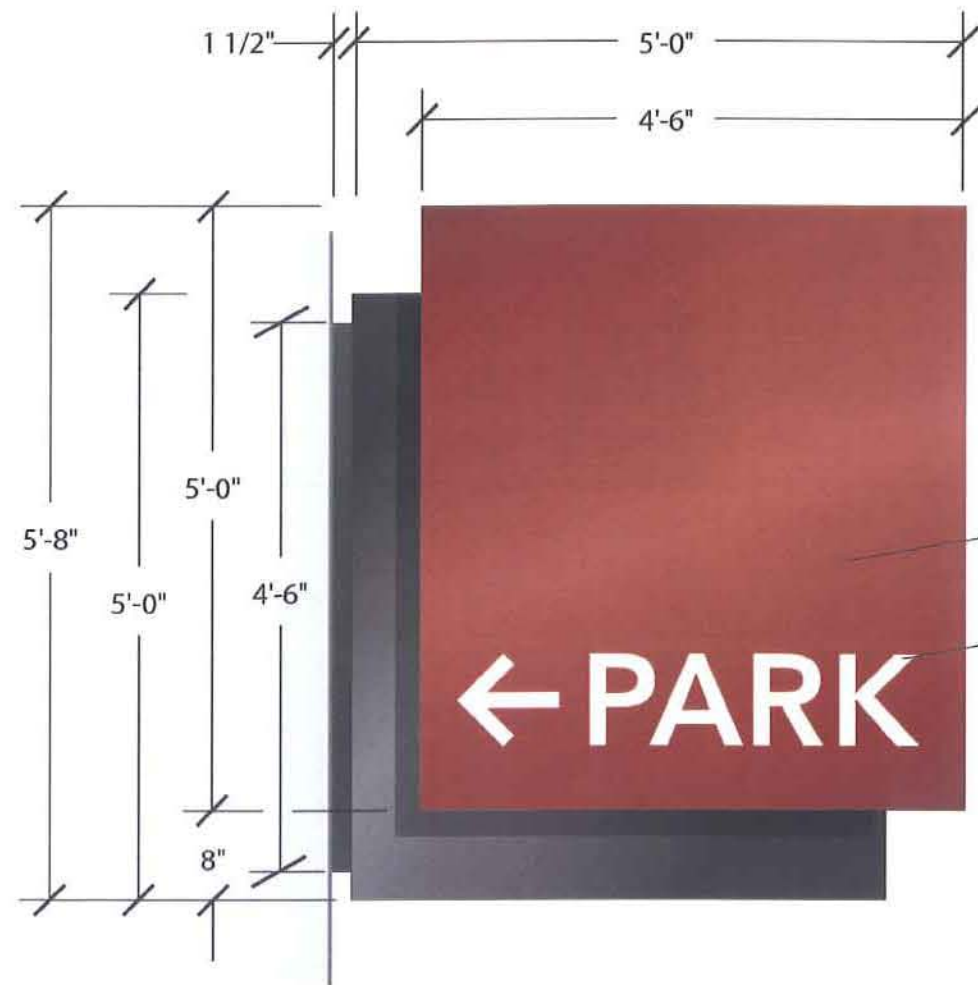
Base of sign is an estimated 10' from ground. Conditions vary.



G1 PARKING SECONDARY IDENTITY



LOCATION	DRIVEWAY WIDTH
eK1.1	27'-4"
eK1.2	17'-0"
eK1.3	24'-5"
eK1.4	24'-5"
eK1.5	42'-5"
eK1.6	51'-2"
eK1.7	50'-0"
eK1.8	50'-0"
eK1.9	51'-0"
eK1.10	36'-10"
eK1.11	44'-0"
eK1.12	28'-2"



1 Front View
Scale 1/2" = 1'

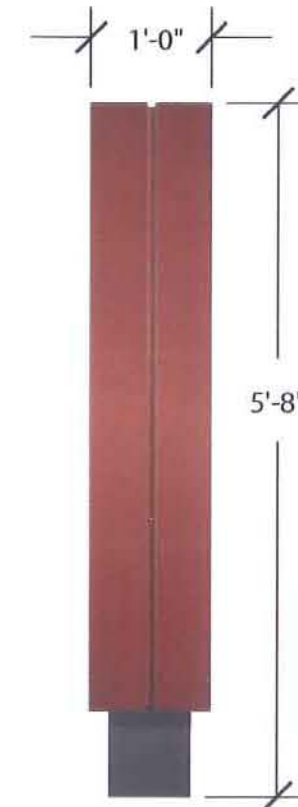
Internally illuminated aluminum sign box with internally illuminated letters.

Letters to be clear polycarbonate, with translucent vinyl backer, push through flush with face of sign.

No exposed fasteners.

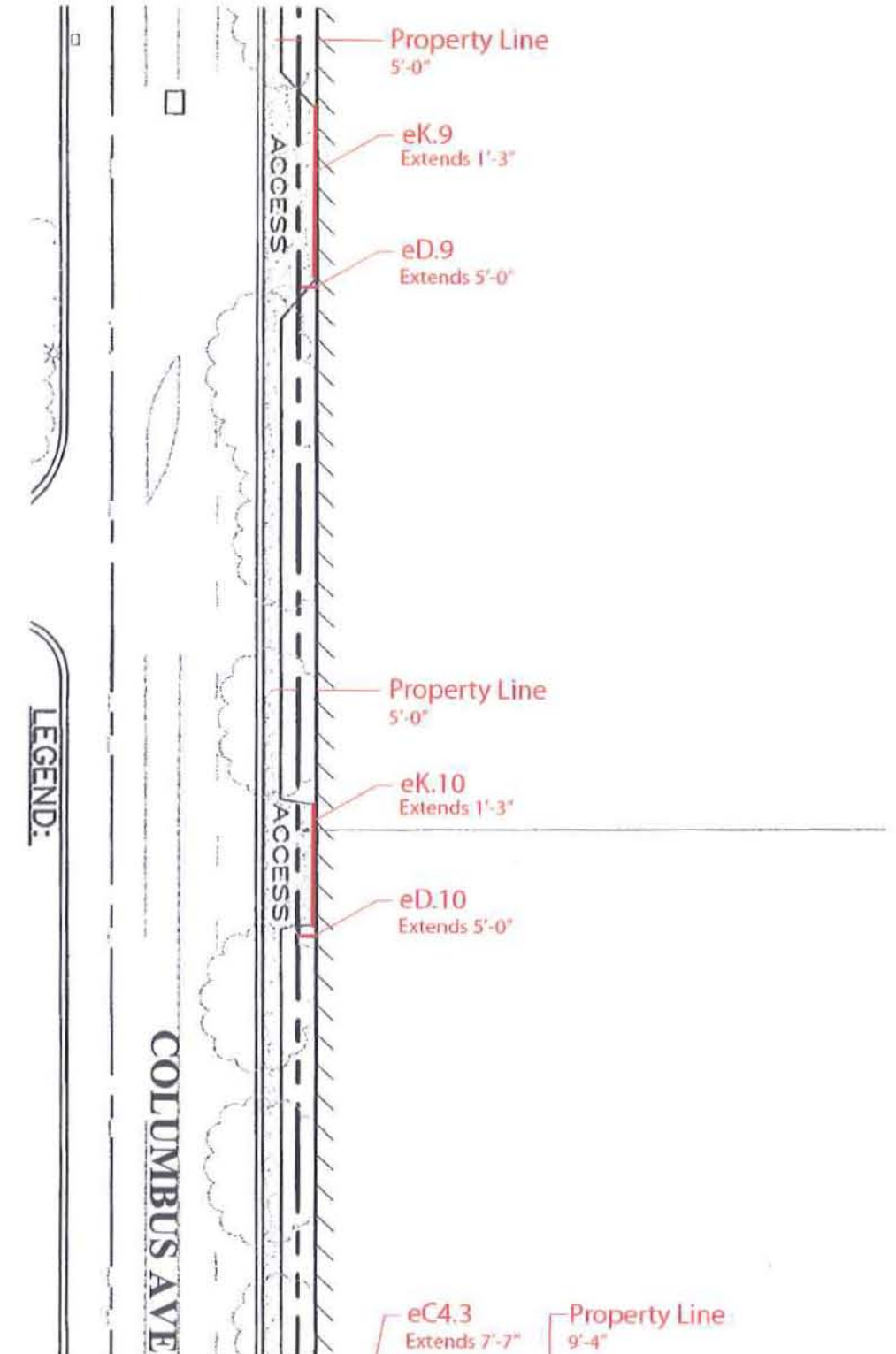
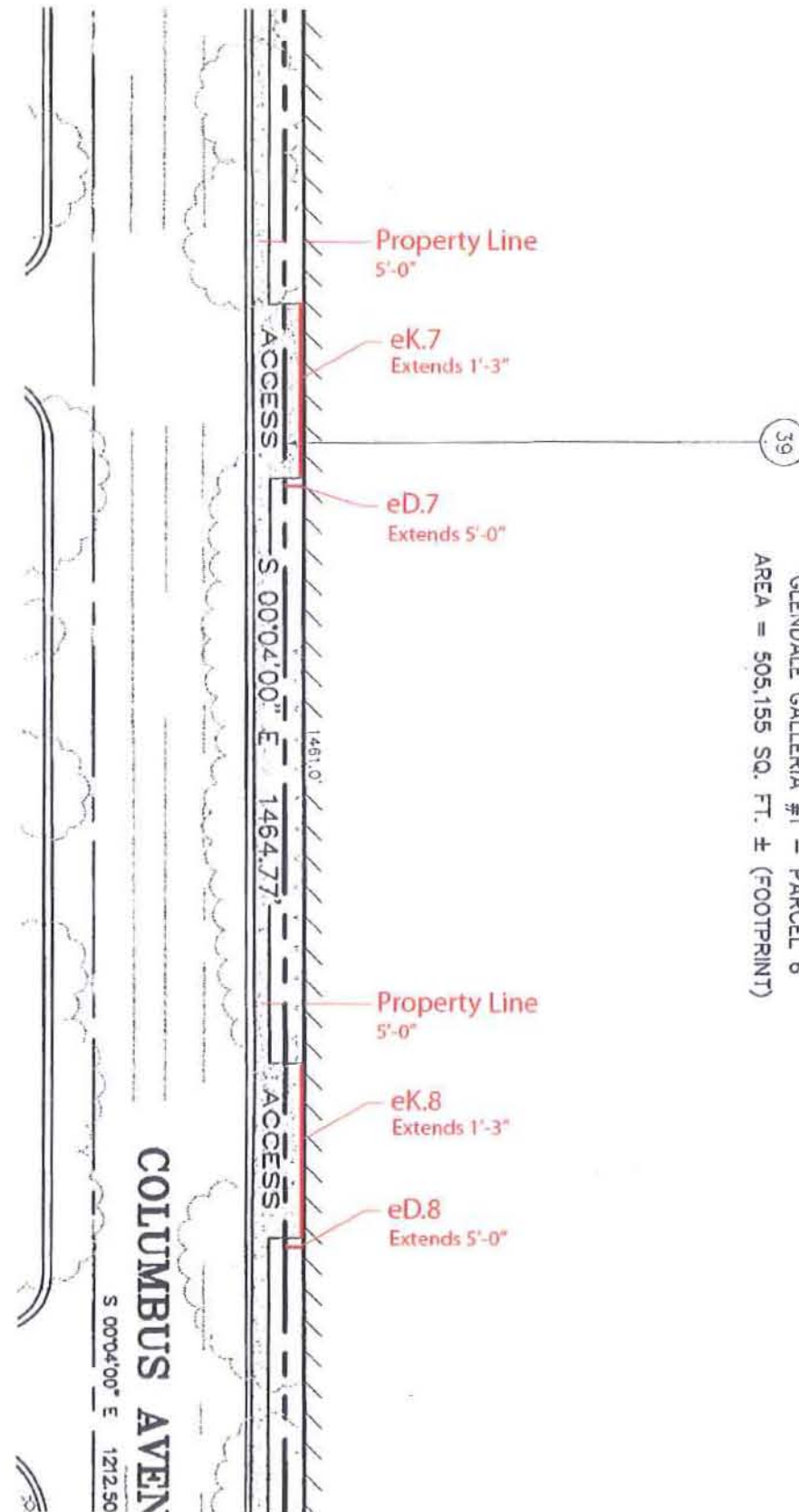
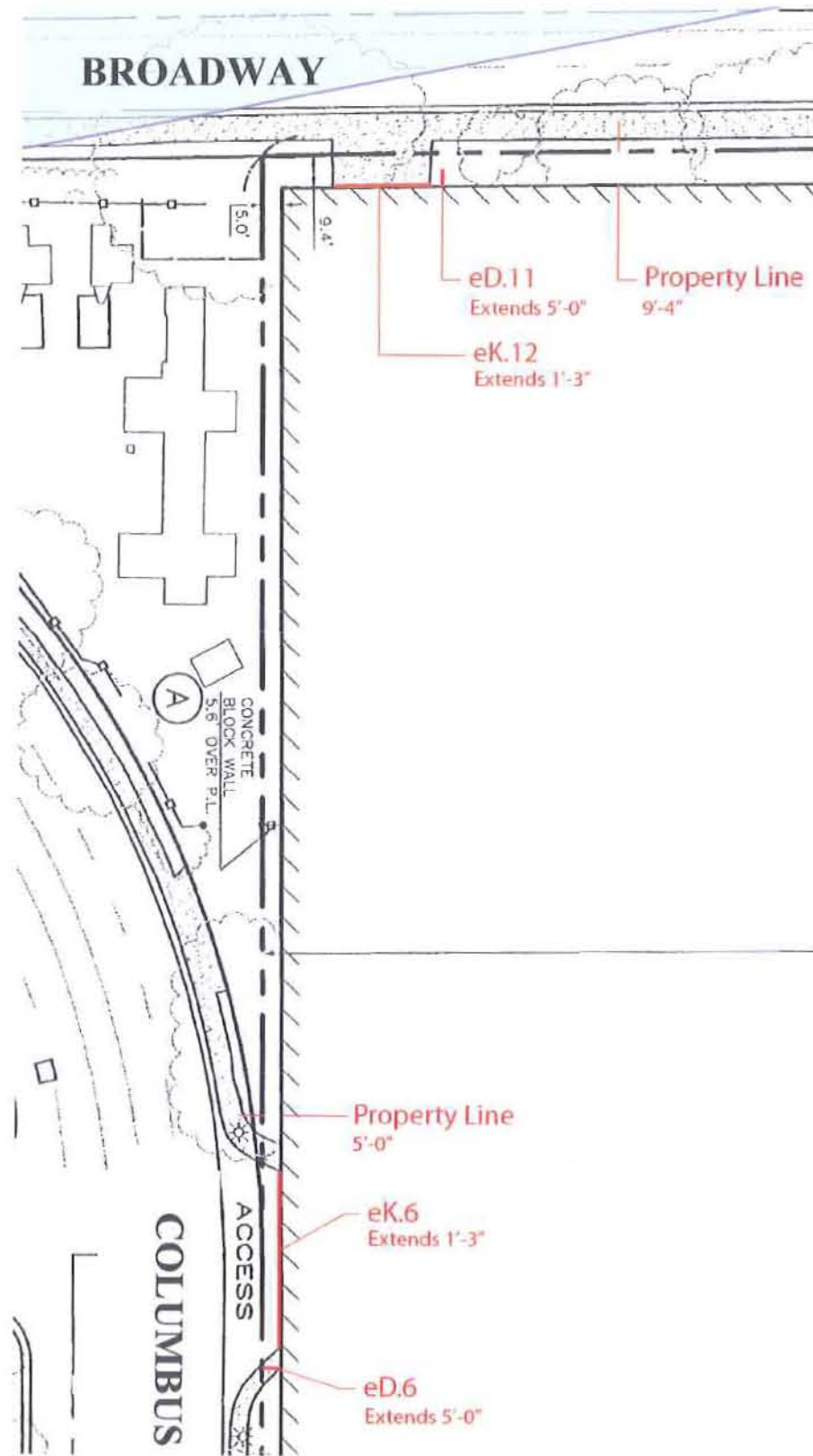
All edges to be eased.

Base of sign is an estimated 12' from ground. Conditions vary.



3 Side View
Scale 1/2" = 1'

LOCATION PLAN



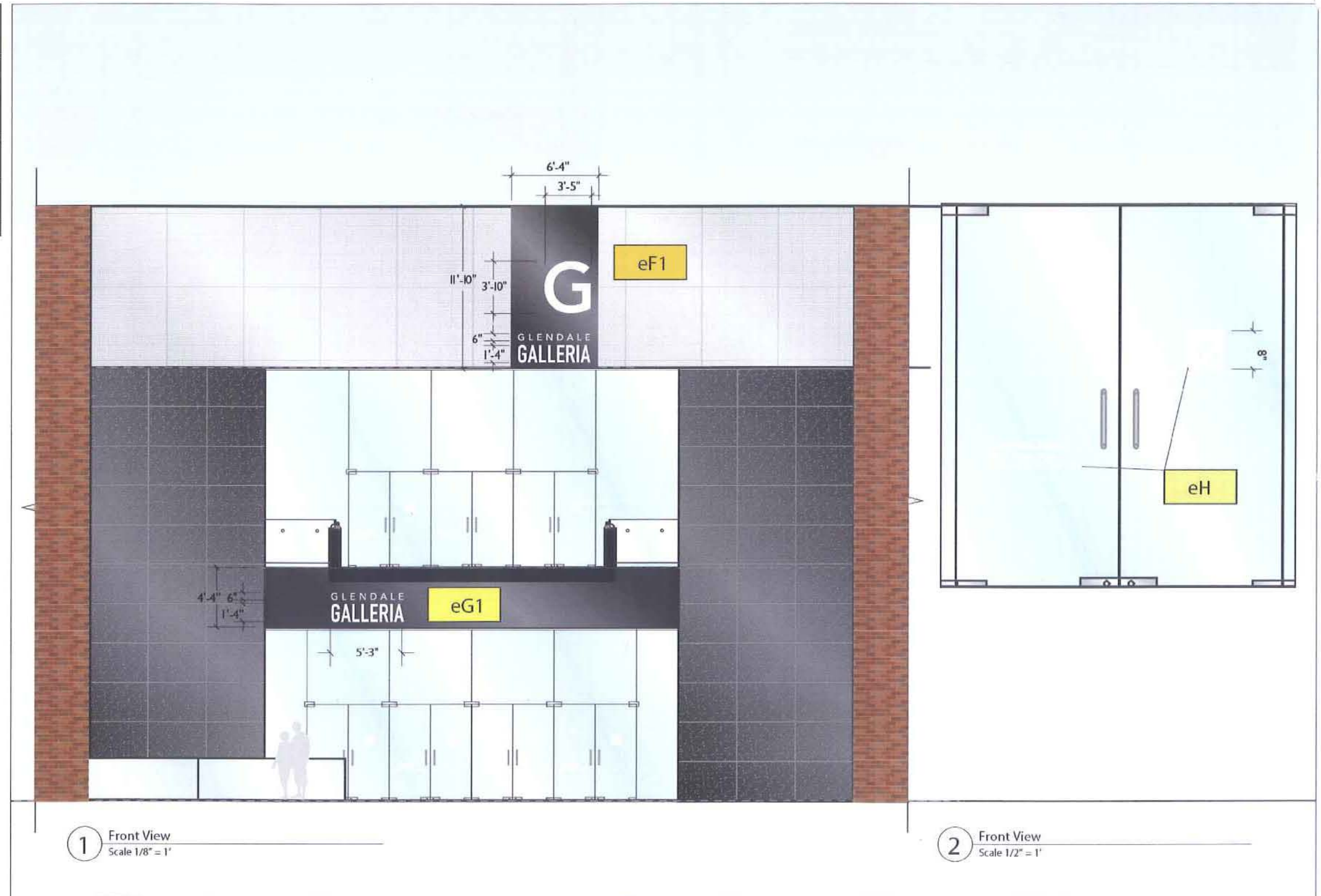
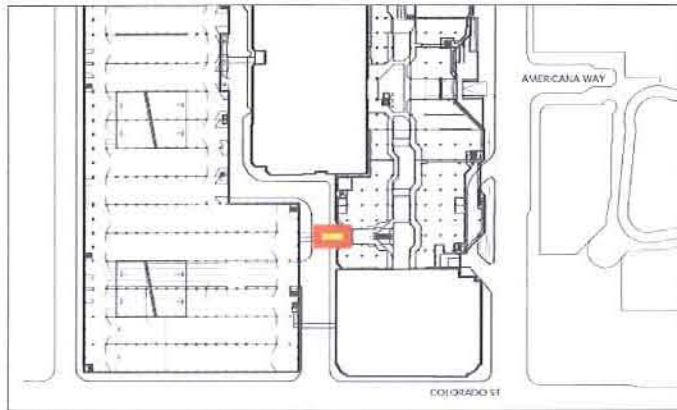
Glendale Galleria
November 8, 2011

Graphics

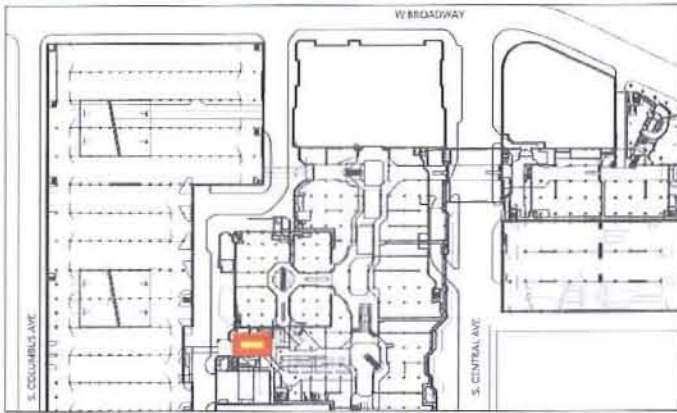
eD

Secondary Mall / Parking Identity & Directional

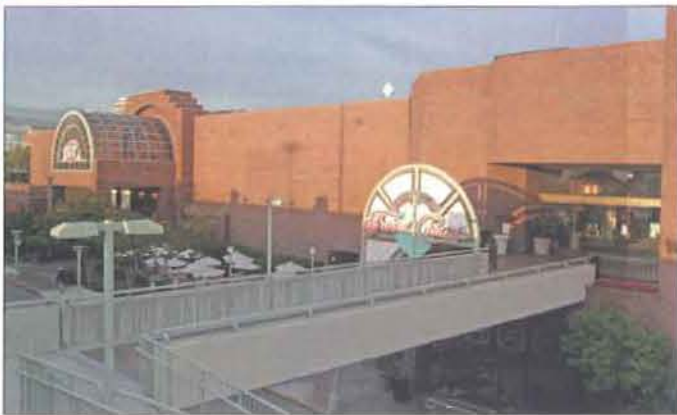
Location: Galleria Way



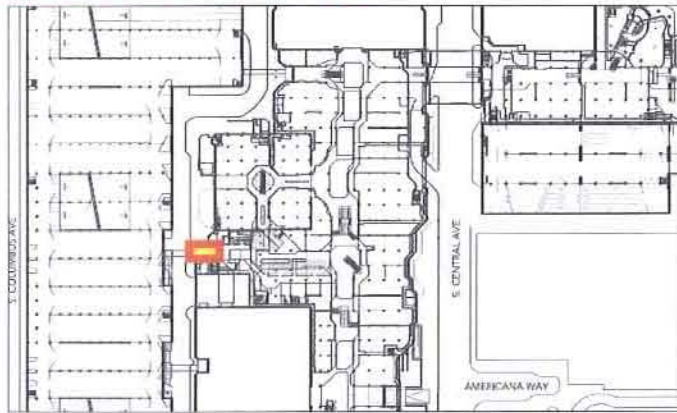
Location: Galleria Way



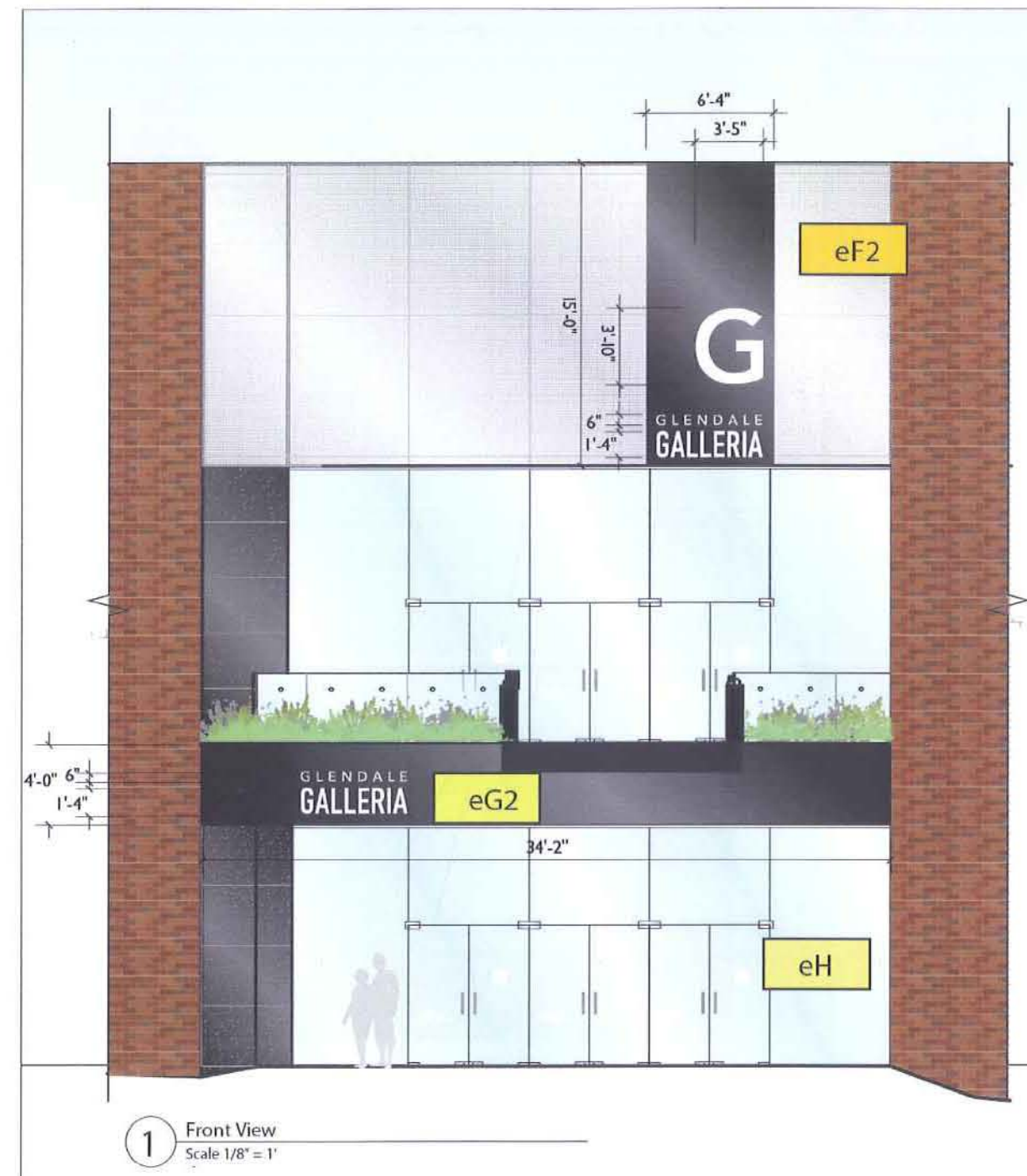
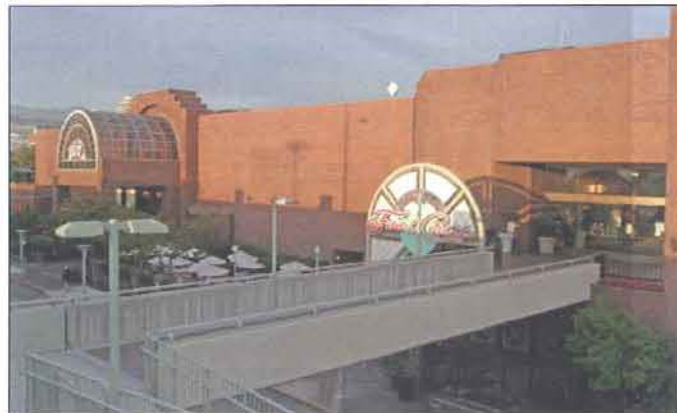
Existing View



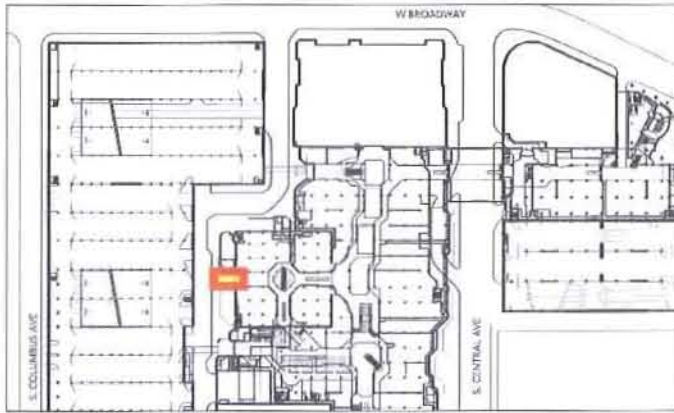
Location: Galleria Way



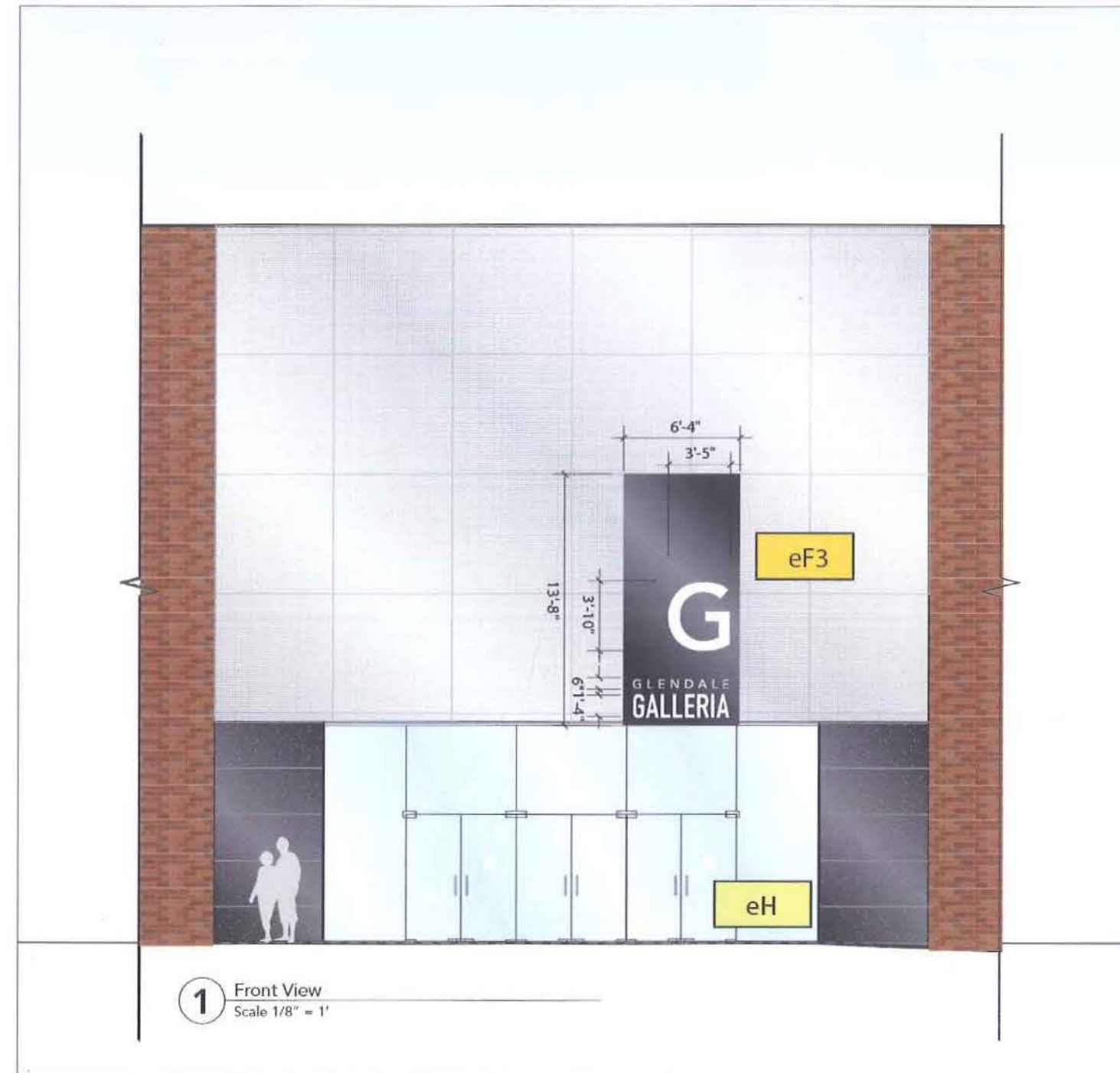
Existing View



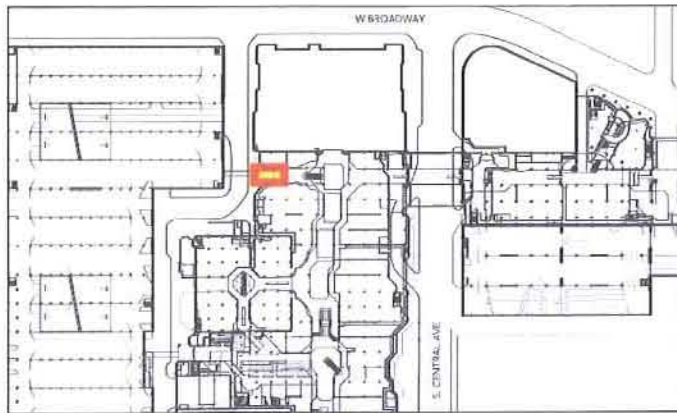
Location: Galleria Way



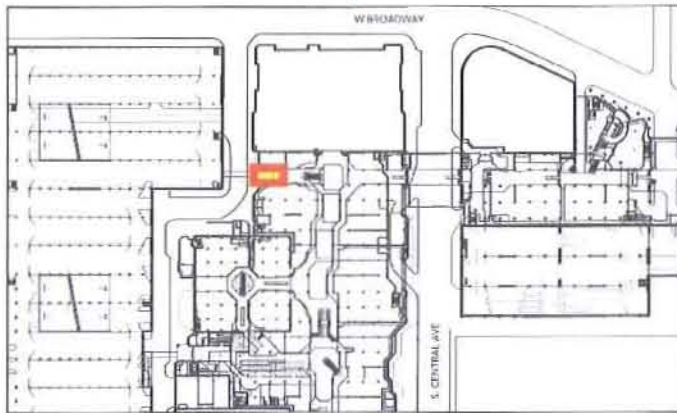
Existing View



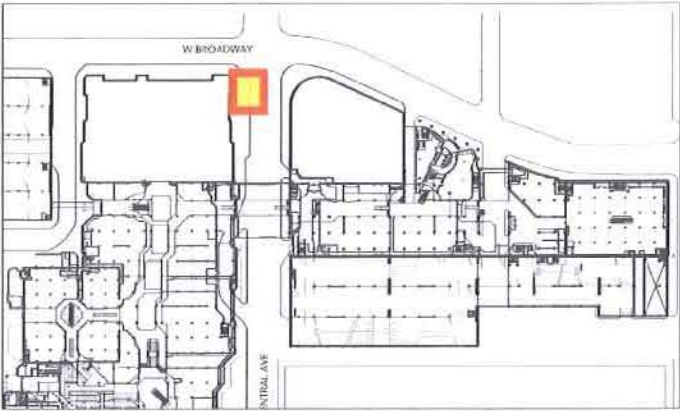
Location: Galleria Way



Location: Galleria Way



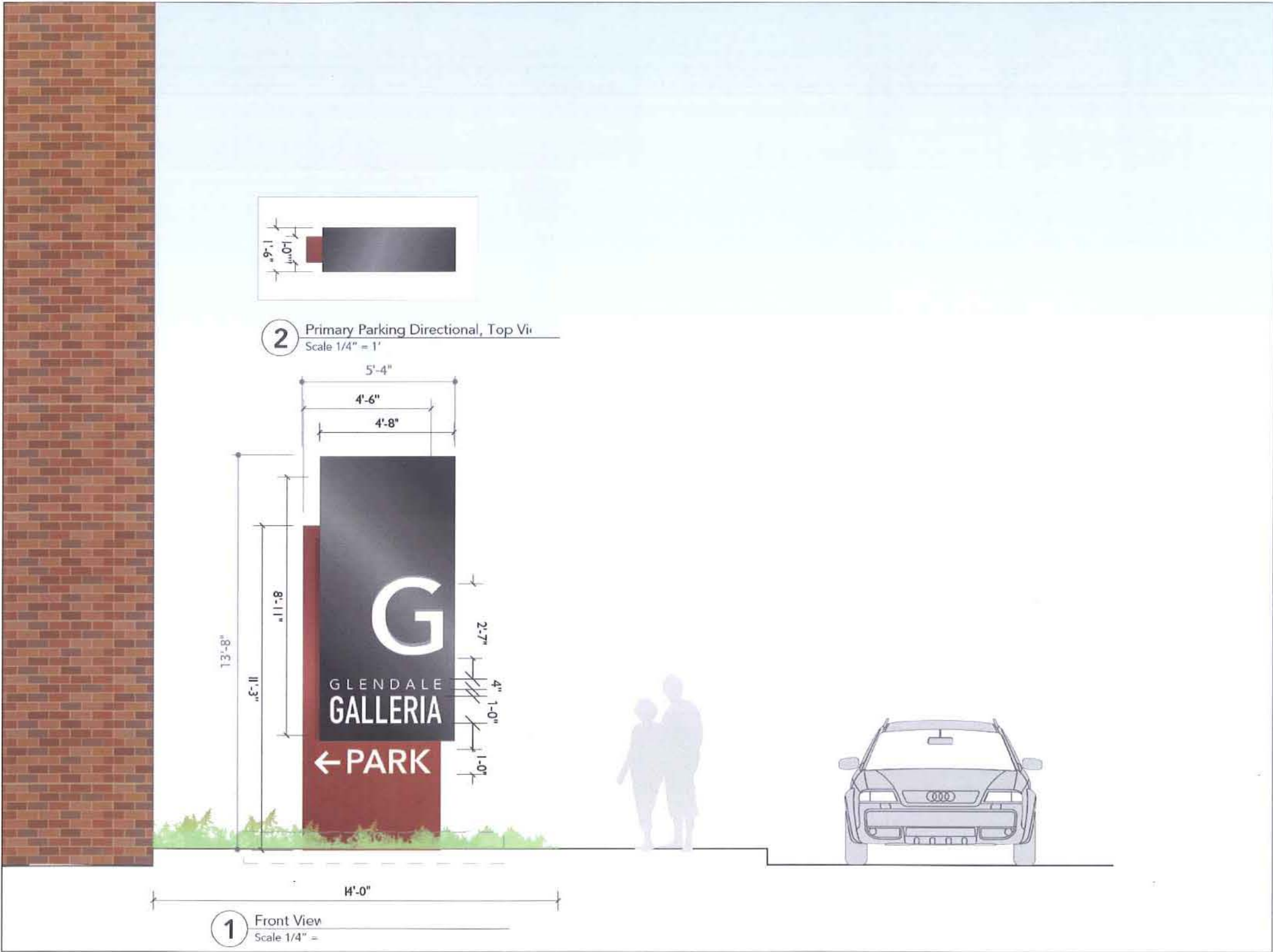
Location: S. Central Avenue and Broadway



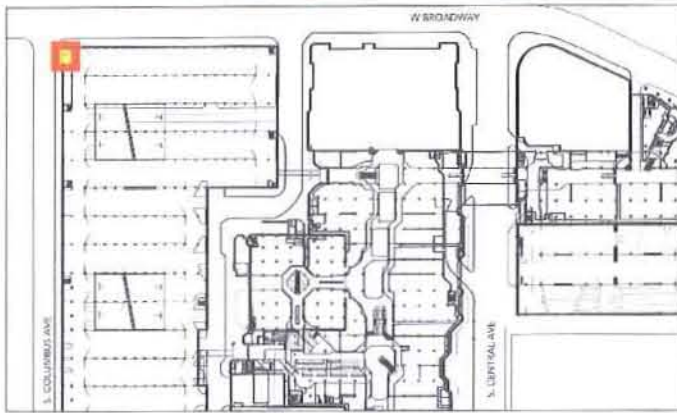
Existing View



Proposed Sign



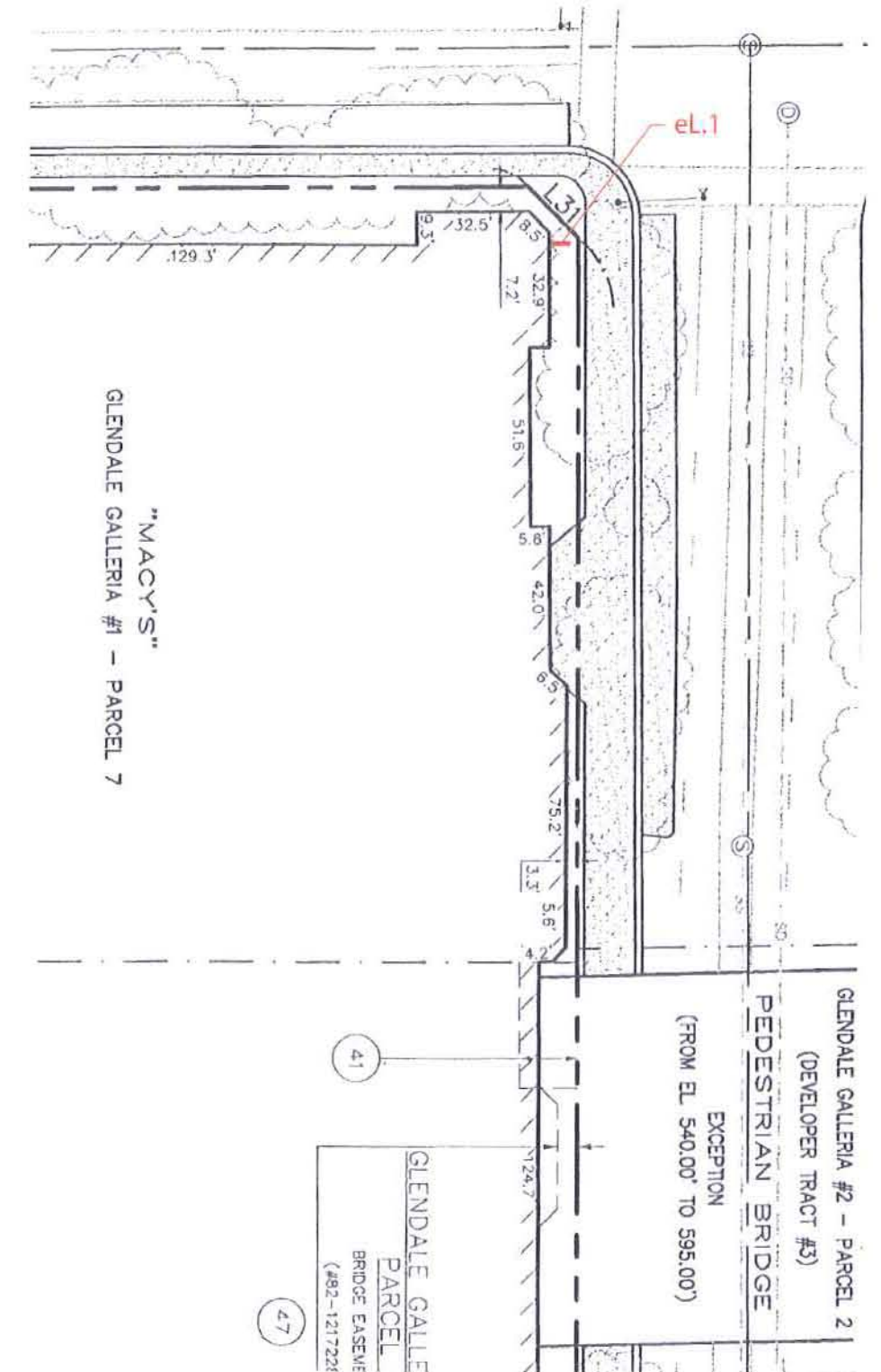
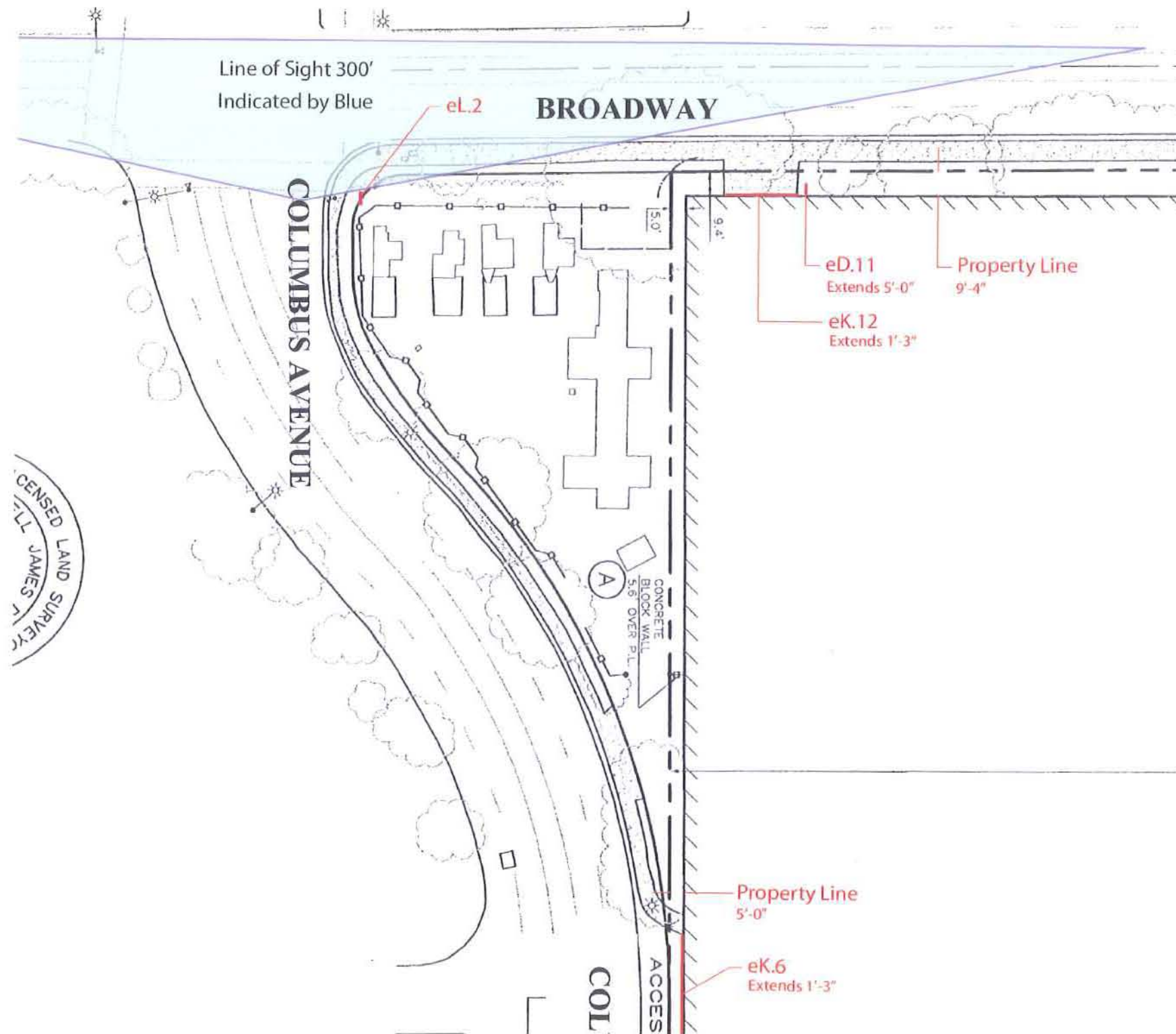
Location: Broadway and Columbus



Existing View



LOCATION PLAN



Glendale Galleria
November 8, 2011

eL.1

eL.2

Mall / Parking Identity Mounuments

SERVICE AREA IDENTITY



4 Top View
Scale: 1/2" = 1'-0"

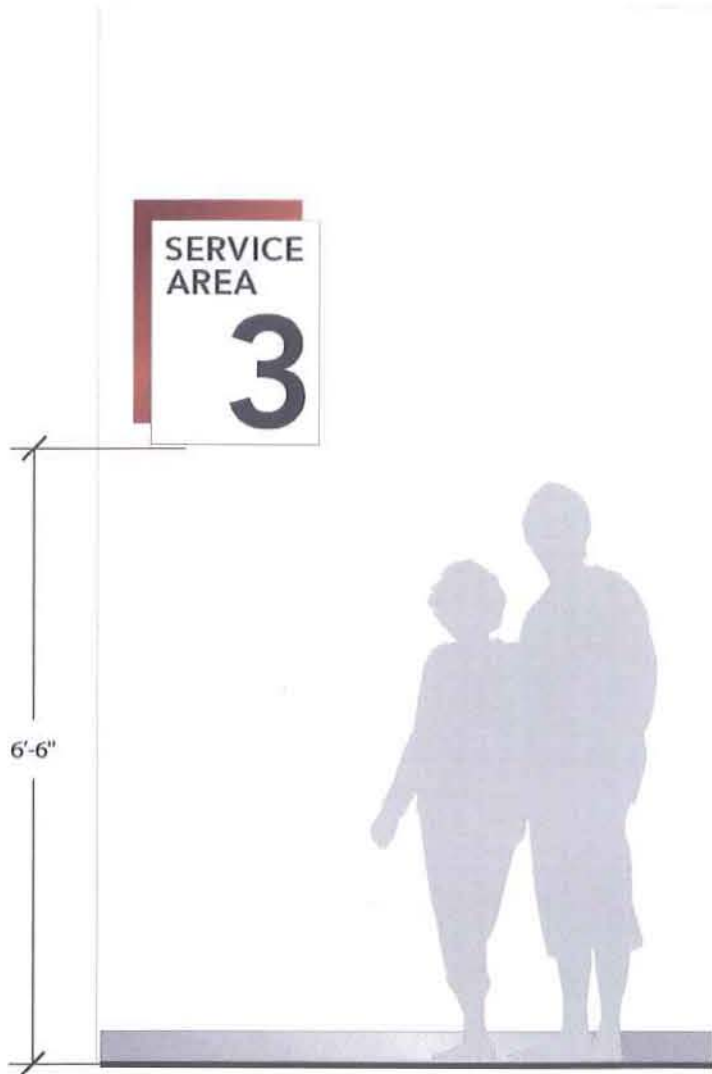
Notes:
All dimensions and site conditions to be field verified prior to fabrication.



1 Front View
Scale 1 1/2" = 1'



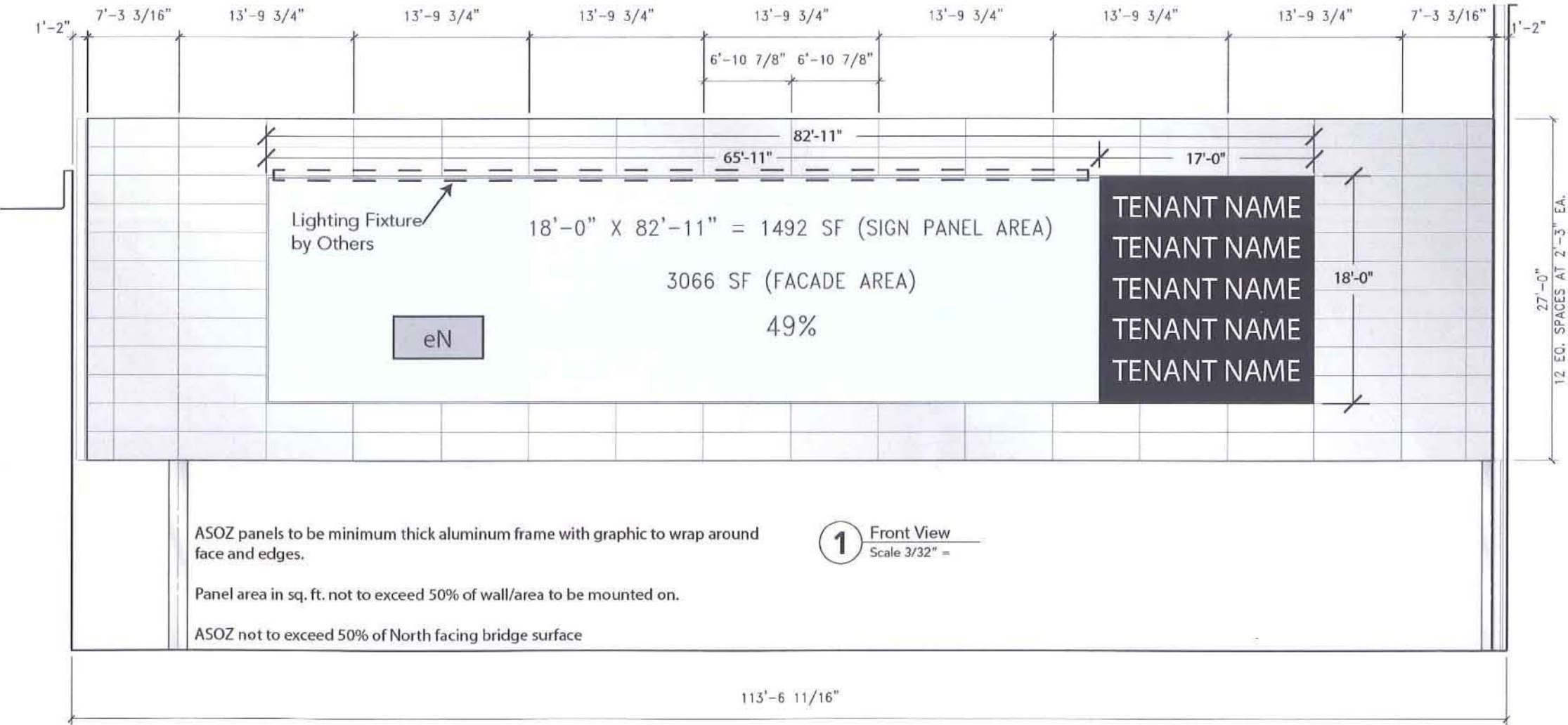
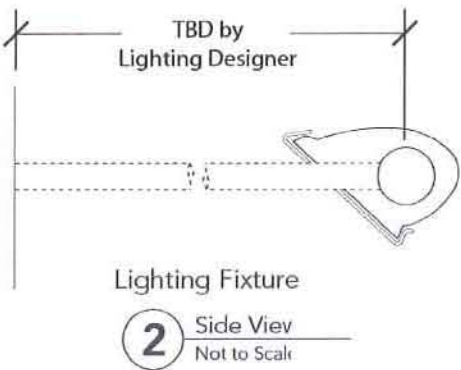
2 Side View
Scale 1 1/2" = 1'



3 Front View
Scale: 1/2" = 1'-0"

ASOZ ON BRIDGE SOUTH

Existing View



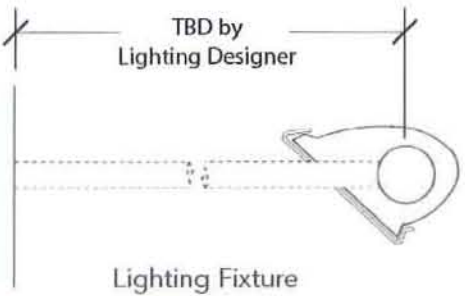
ASOZ panels to be minimum thick aluminum frame with graphic to wrap around face and edges.

Panel area in sq. ft. not to exceed 50% of wall/area to be mounted on.

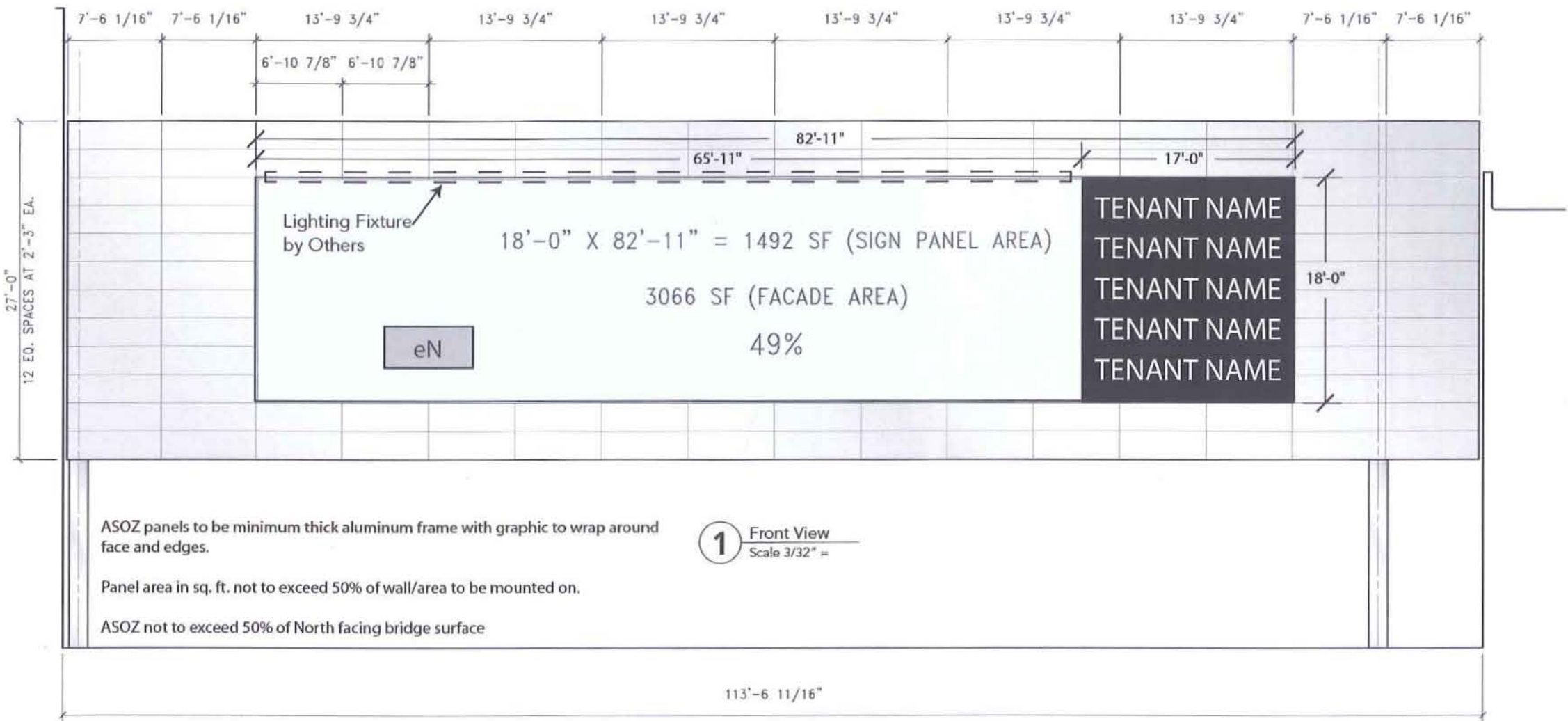
ASOZ not to exceed 50% of North facing bridge surface

1 Front View
Scale 3/32" =

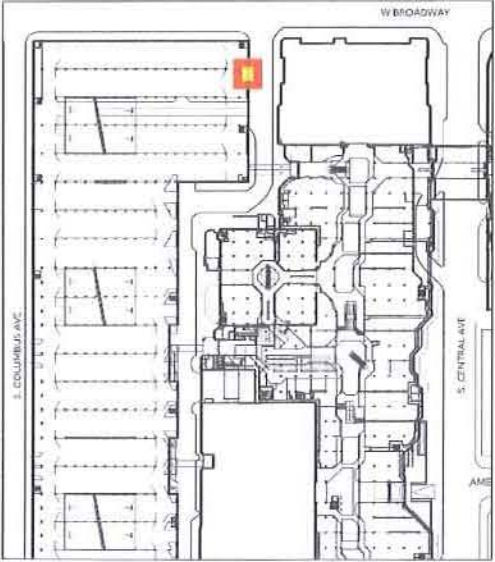
ASOZ ON BRIDGE NORTH



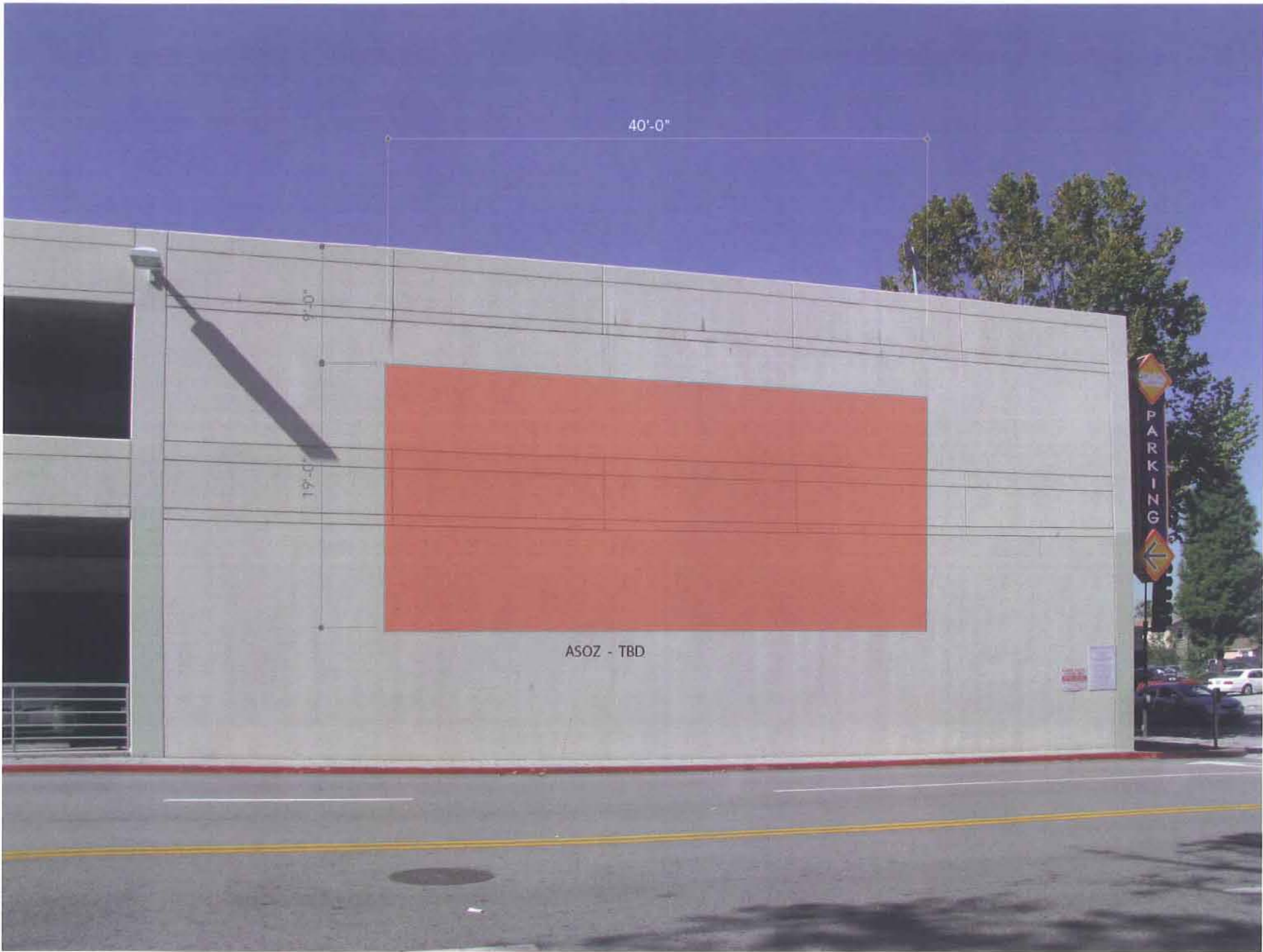
2 Side View
Not to Scale



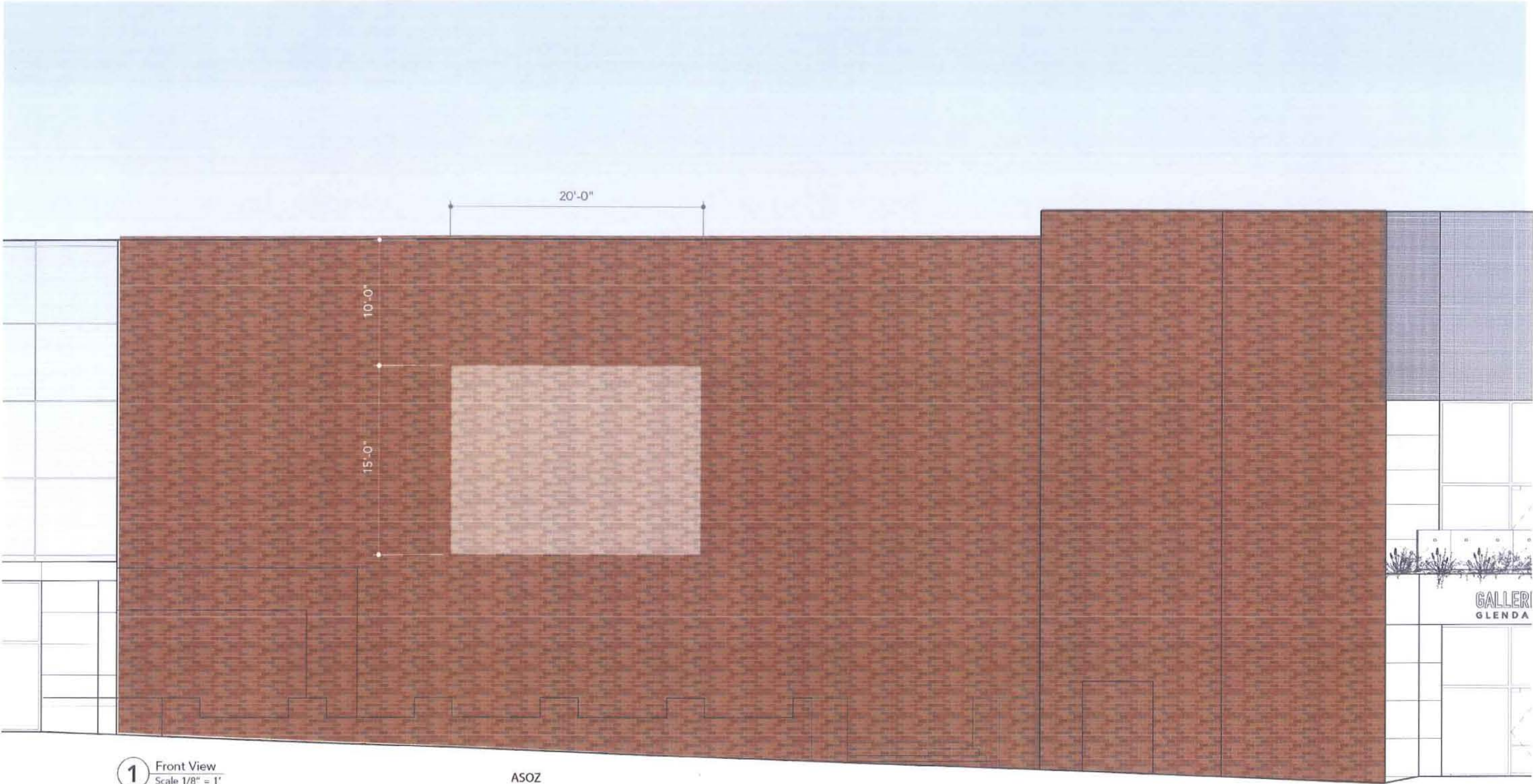
Location: Galleria Way near West Broadway



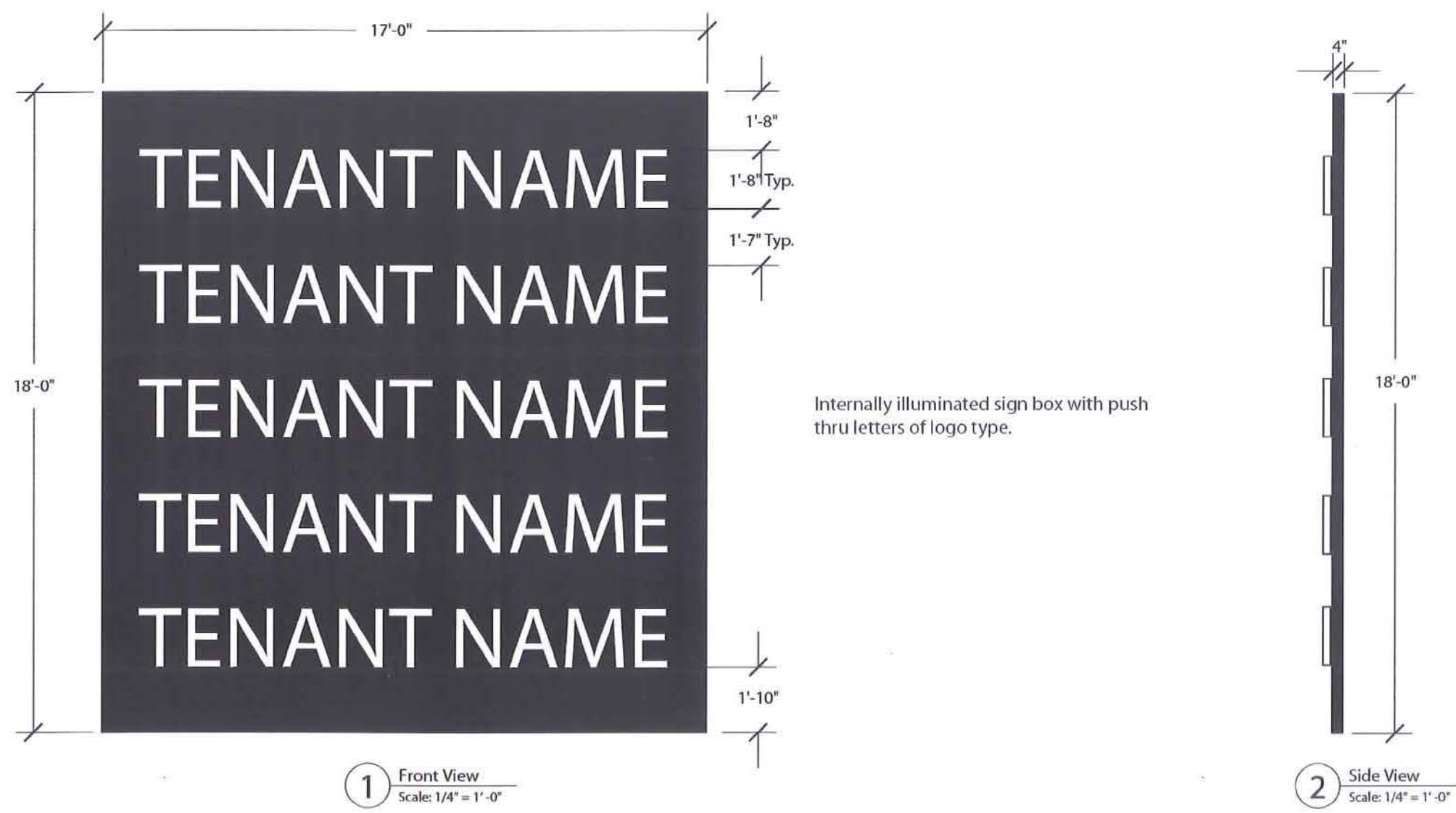
ASOZ PANEL ON G1 GARAGE



ASOZ PANEL ON MALL WALL



ASOZ not to exceed 50% of surface area.



ASOZ PANEL ON BRIDGE SOUTH

Project: Glendale Galleria
Project # 11049
Date: 13 October 2011
Type: E16
LIGHT FIXTURE CUT SHEET Note: This document is for information only. Refer to specifications for all catalog numbers, lamps, finishes, etc.
HLB Lighting Design 300 Brannan Street San Francisco, CA 94107 tel 123-456-7890 fax 123-456-7891 www.yoursite.com<

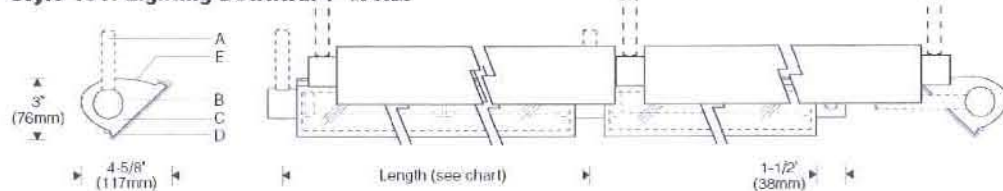
Lighting the Vertical Small outdoor, remote

T8 Fluorescent
T5 Fluorescent

Style 151

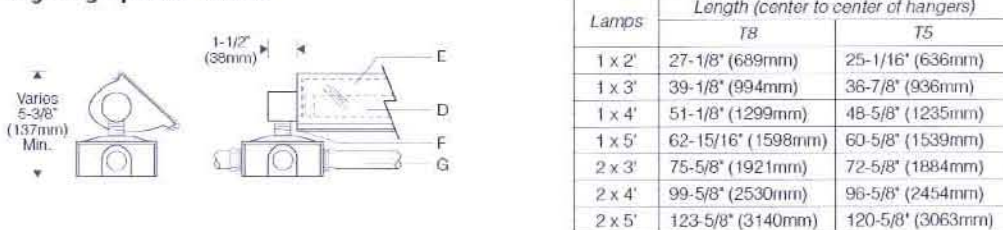
Style 151: Lighting Downward

1:8 Scale



Lighting Upward

1:8 Scale



Lamps	Length (center to center of hangers)	
	T8	T5
1 x 2'	27-1/8" (689mm)	25-1/16" (636mm)
1 x 3'	39-1/8" (994mm)	36-7/8" (936mm)
1 x 4'	51-1/8" (1299mm)	48-5/8" (1235mm)
1 x 5'	62-15/16" (1598mm)	60-5/8" (1539mm)
2 x 3'	75-5/8" (1921mm)	72-5/8" (1884mm)
2 x 4'	99-5/8" (2530mm)	96-5/8" (2454mm)
2 x 5'	123-5/8" (3140mm)	120-5/8" (3063mm)

Specifications

A 1/2" rigid conduit pendant or cantilever supports (by others)

B Machined aluminum mounting hubs with o-ring gaskets (order separately)

C Die-cast aluminum end plates

D UV and impact resistant acrylic snap-on lens with EPDM gasket

E Specular extruded aluminum reflector

F Aluminum reveal plates (black)

G Outlet boxes, liquidtight conduit and fittings (by others)

Finish:

Exterior surfaces - 6 stage pretreatment and electrostatically applied thermoset polyester powder coating for a durable abrasion, fade and corrosion resistant finish. Choice of semi-gloss colors (see ordering information).

Reflector - extruded high purity aluminum with clear anodized specular finish. All hardware and components - non-corrosive stainless steel or aluminum.

Snap-on lens - composite of impact resistant and UV stabilized acrylic. EPDM gasket for watertight operation when facing upward or downward.

Mounting:

Machined aluminum mounting hubs (ordered separately) with internal 1/2" NPT threaded entry. 1/2" rigid conduit supports or fittings (by others). Allow 2.5 lbs/foot of reflector (example: 8' unit x 2.5 = 20 lbs).

Specify intermediate and end hubs. Reflector is adjustable about the hubs. Aiming is locked in position with set screws in the hubs.

Electrical:

Use 90°C wire for supply connections.

Remote electronic HPF thermally protected class P ballast rated for 0°F/-18°C starting. Weatherproof aluminum enclosure includes three 7/8" diameter entries and one 3/8" liquidtight conduit connector.

7' (2.1m) wire leads exit end of reflector. **Maximum wire length between remote ballast and fixture is 7' for two-lamp reflectors and 12' for one-lamp reflectors.**

For complete ballast specifications, see Accessories Section.

Standard:

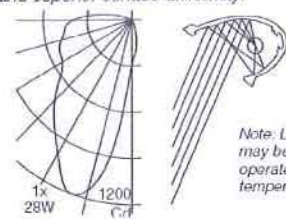
UL listed or CSA certified for wet locations when mounted horizontally. For positions other than horizontal, consult factory.

Features

- T5 for precise optical control - unequalled uniformity for lighting walls, facades and signs from minimal setbacks
- Snap-on impact and UV resistant acrylic lens with EPDM gasket - watertight for up and down orientations
- Durable aluminum construction - extruded reflector, die-cast end plates, machined hubs, powder coat finish

Performance

Two parabolic reflector sections drive light down (or up) the vertical plane from one edge. An elliptical section redirects its light to a parabola and shields the lamp from normal viewing angles. The fast "runback" minimizes glare and spill light. Asymmetry of the beam is maximized resulting in high beam efficiency and superior surface uniformity.



Note: Lamp light output may be diminished when operated in low ambient temperatures.

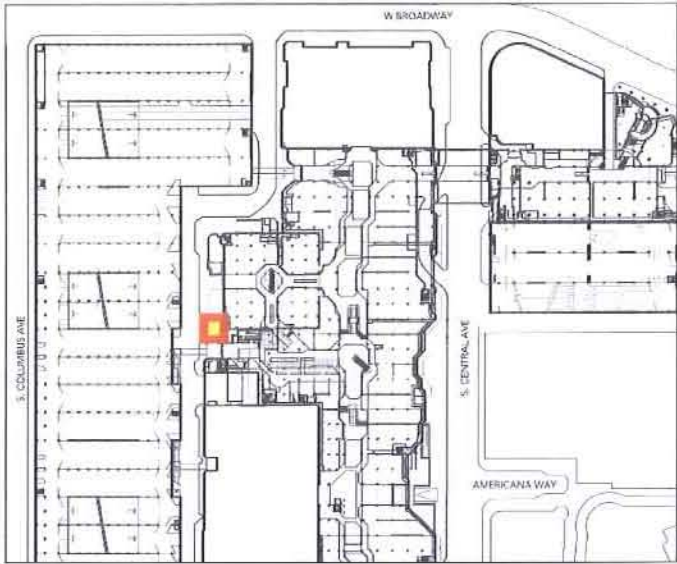
For complete photometrics, visit www.elliptipar.com.

elliptipar

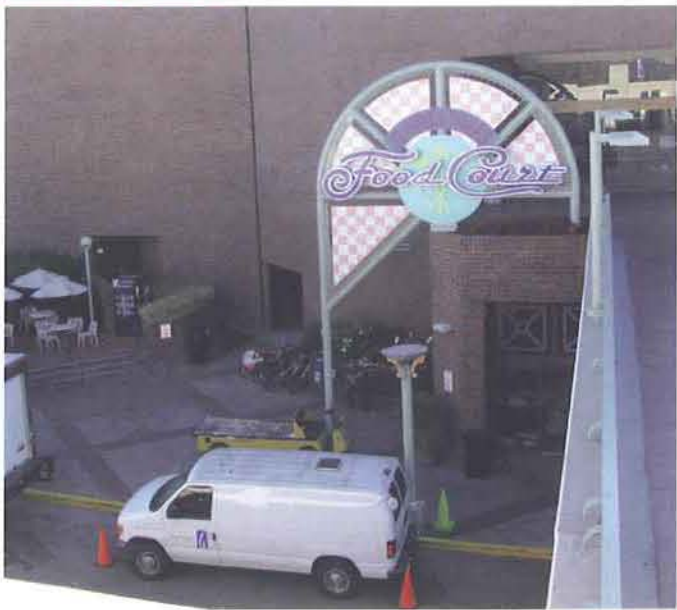


REV. 4/09

Location: Galleria Way at Foodcourt Entrance

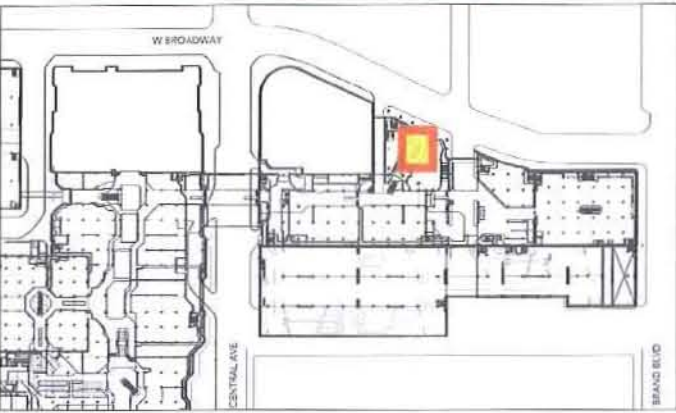


Existing View



MALL IDENTITY - OFFICE IDENTITY AND ENTRY

Location: Broadway and Orange

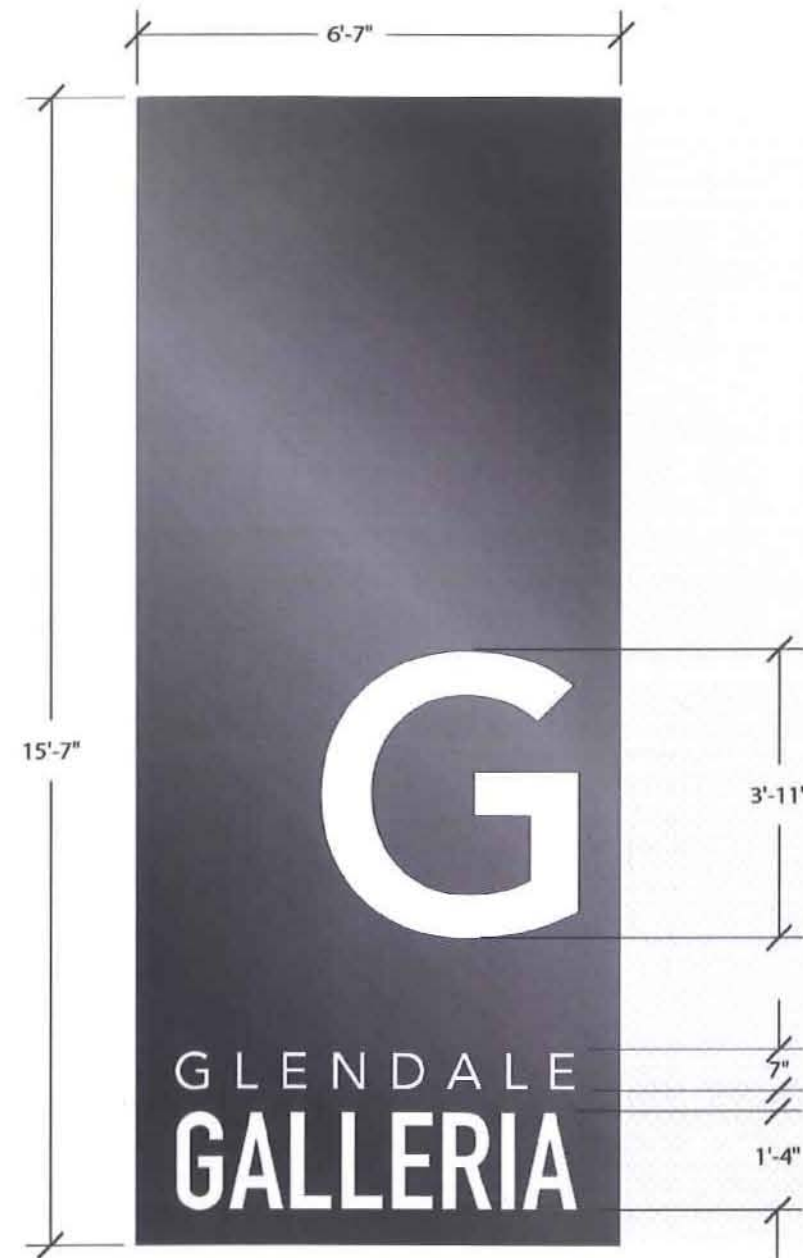
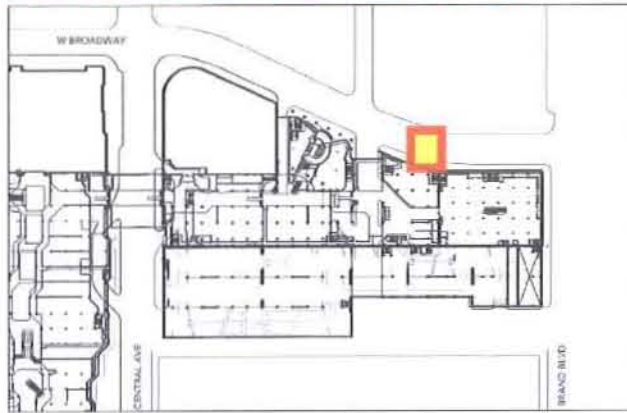


Location: Broadway



BROADWAY OFFICE IDENTITY AND ENTRY

Location: Broadway and Orange



1 Front View
Scale 3/8" = 1'

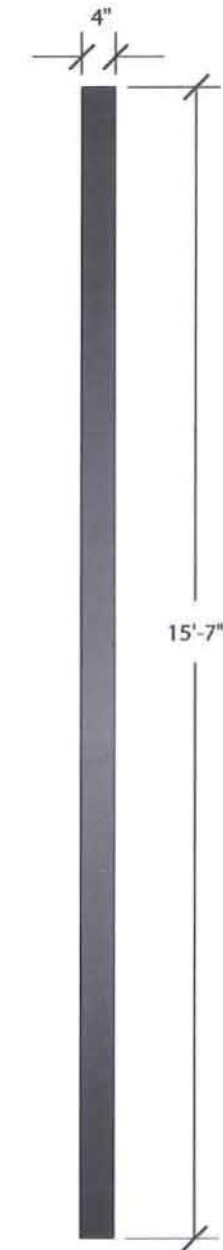
Aluminum sign box with internally illuminated letters.
Face of sign to be seamless.

Letters to be clear polycarbonate with translucent vinyl backer.
Face of letters to push through flush with sign face.

"G" letter to have 1/4" wide reveal around perimeter.

No exposed fasteners.

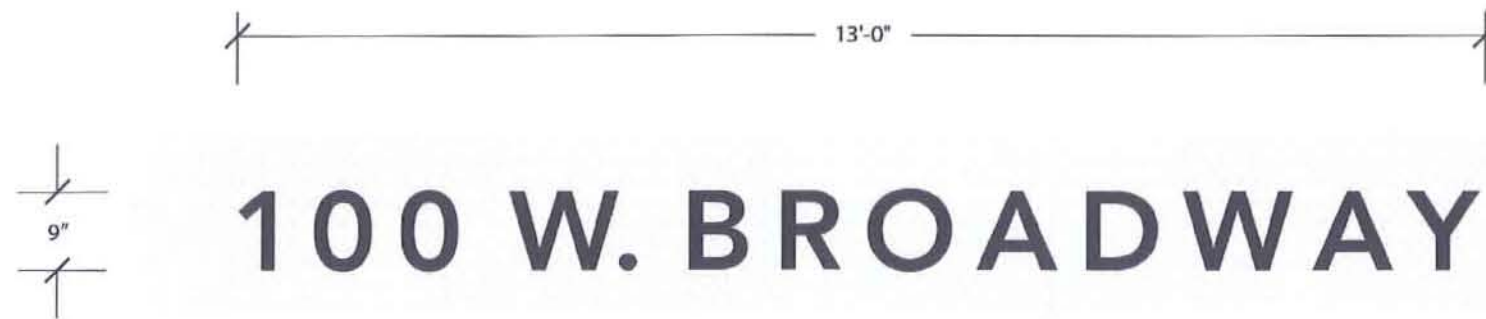
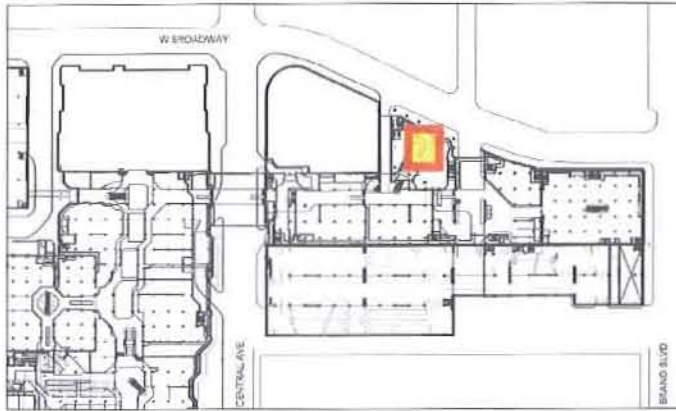
Perforated metal wall adjacent to sign, by others, connection
to be coordinated with G.C.



2 Side View
Scale 3/8" = 1'

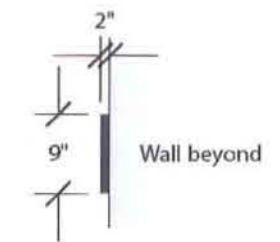
BROADWAY OFFICE IDENTITY AND ENTRY

Location: Broadway and Orange



1 Front View
Scale 1/2" = 1'

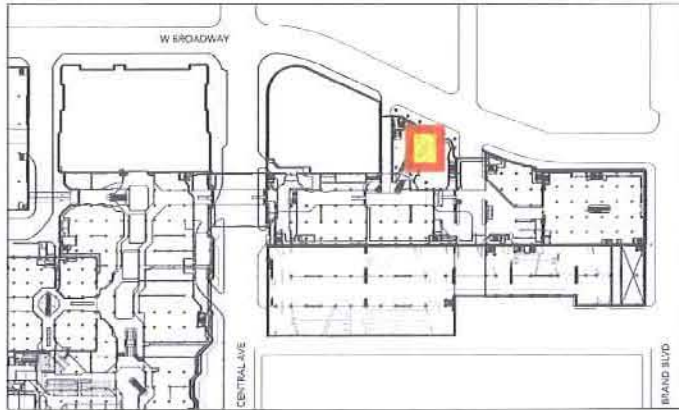
Painted dimensional metal letters
mounted on wall.



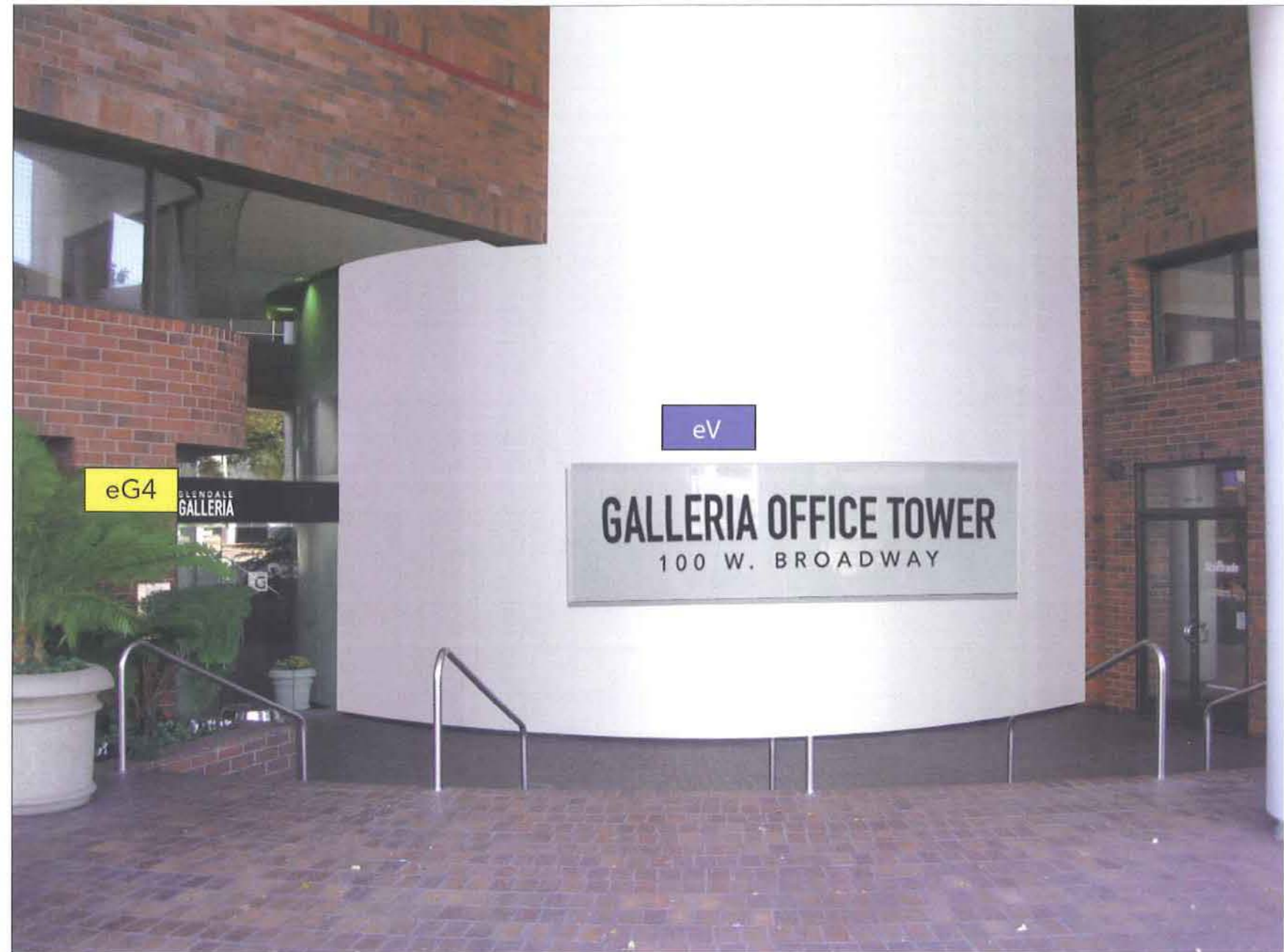
2 Side View
Scale 1/2" = 1'

BROADWAY OFFICE IDENTITY AND ENTRY

Location: Broadway and Orange

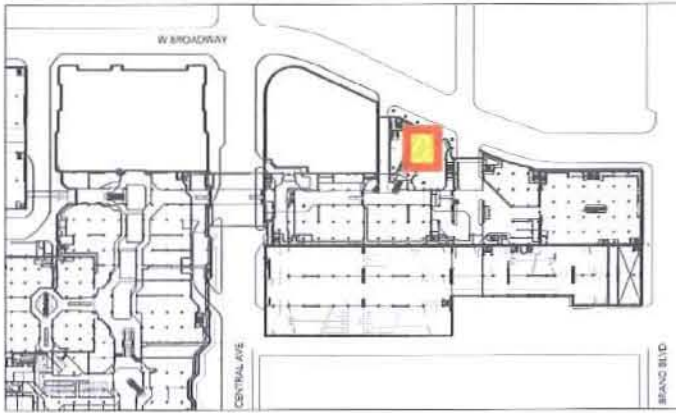


Location: Broadway



BROADWAY OFFICE IDENTITY AND ENTRY

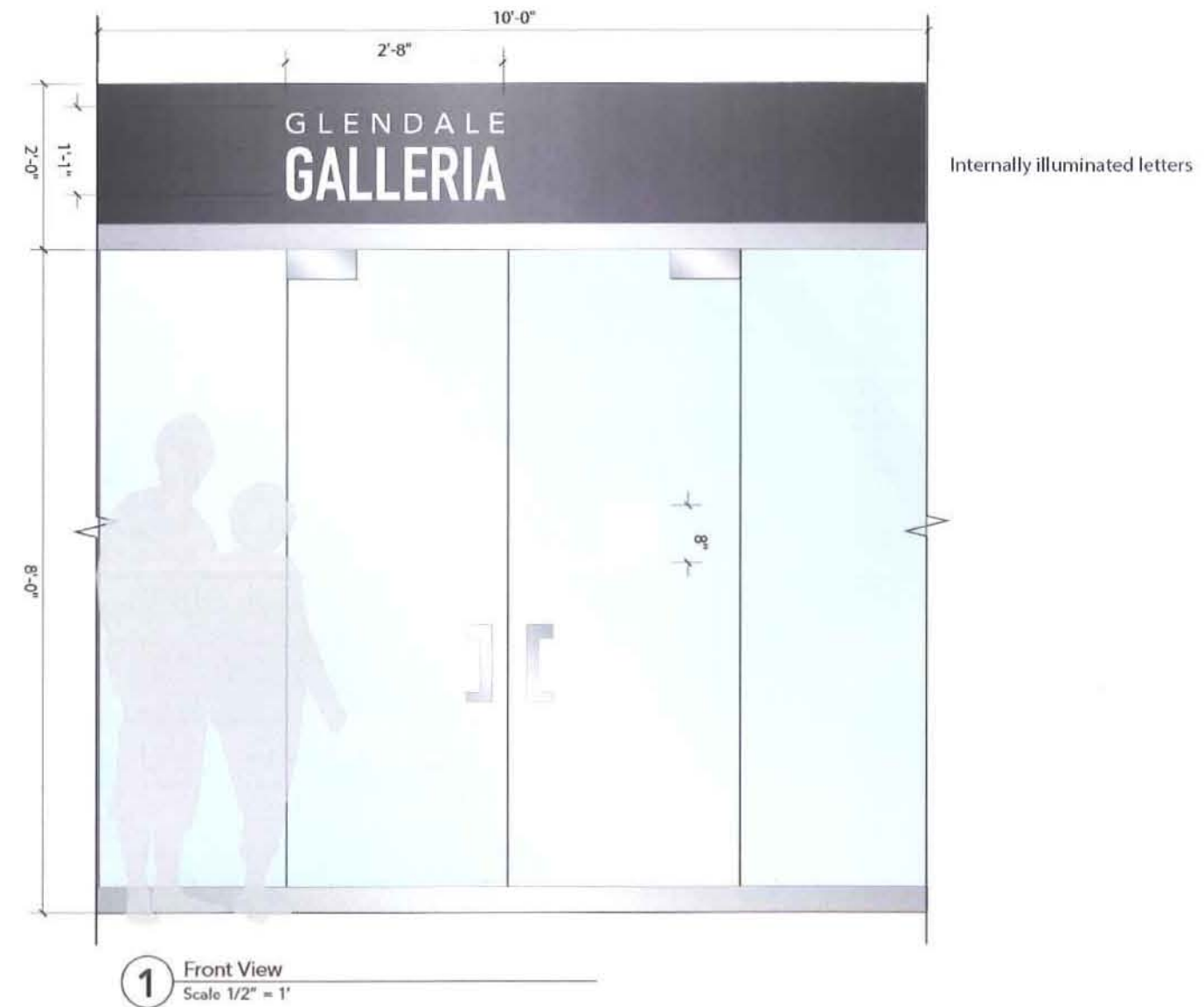
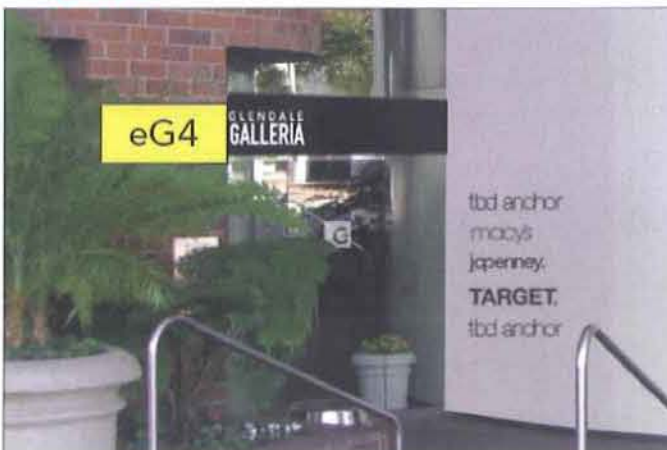
Location: Broadway and Orange



Location: Broadway

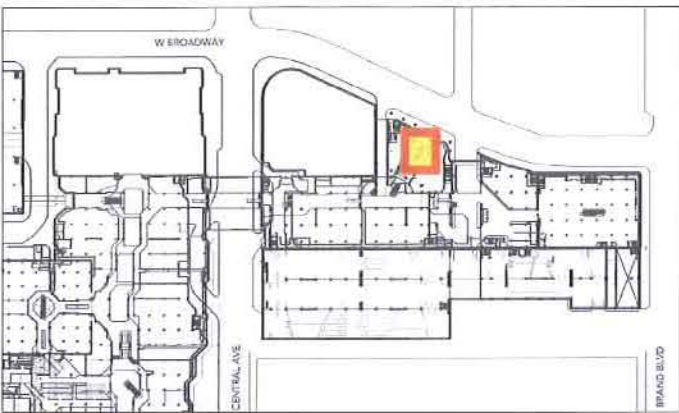


Proposed

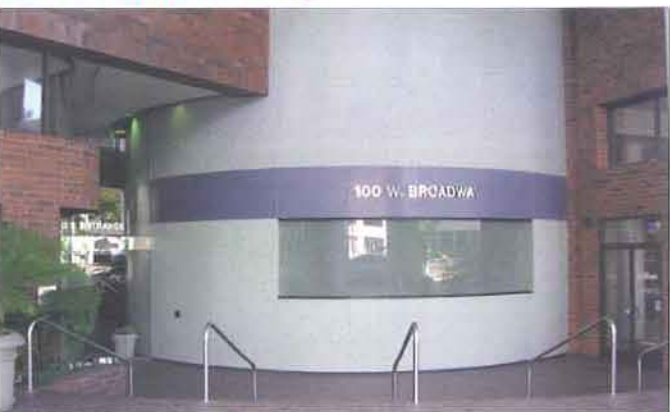


BROADWAY OFFICE IDENTITY AND ENTRY

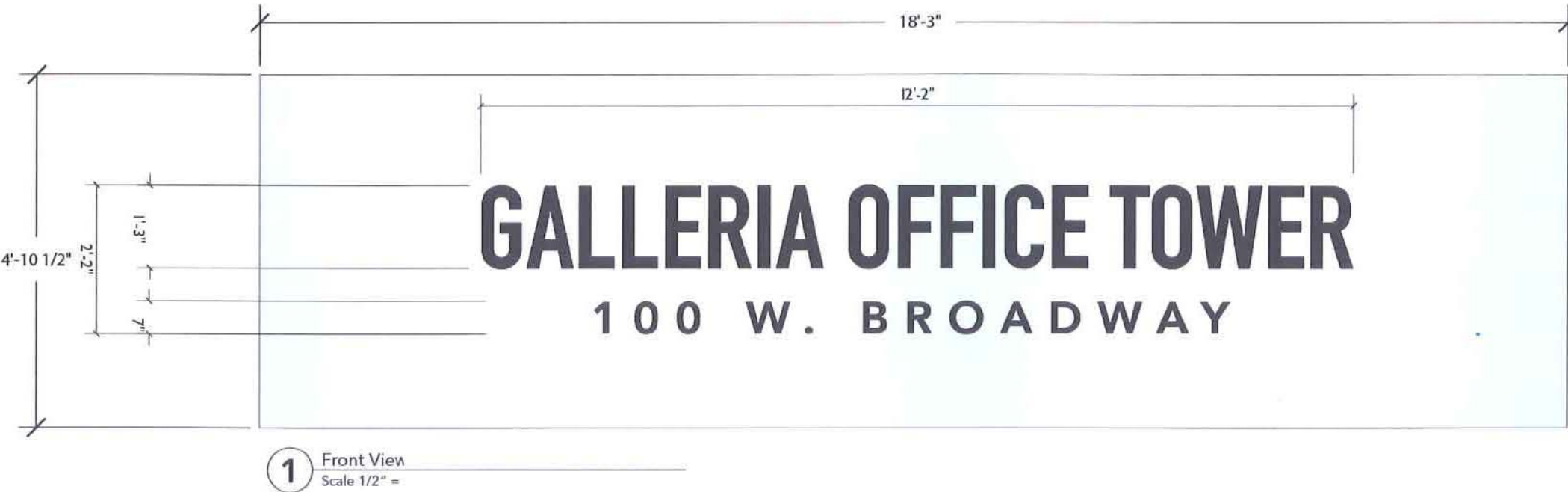
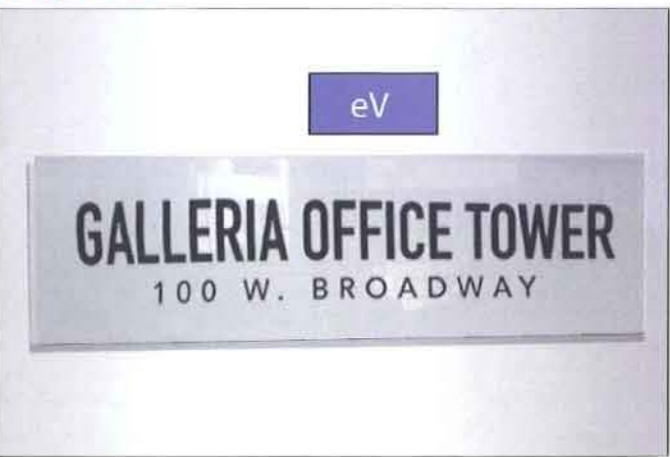
Location: Broadway and Orange



Location: Broadway

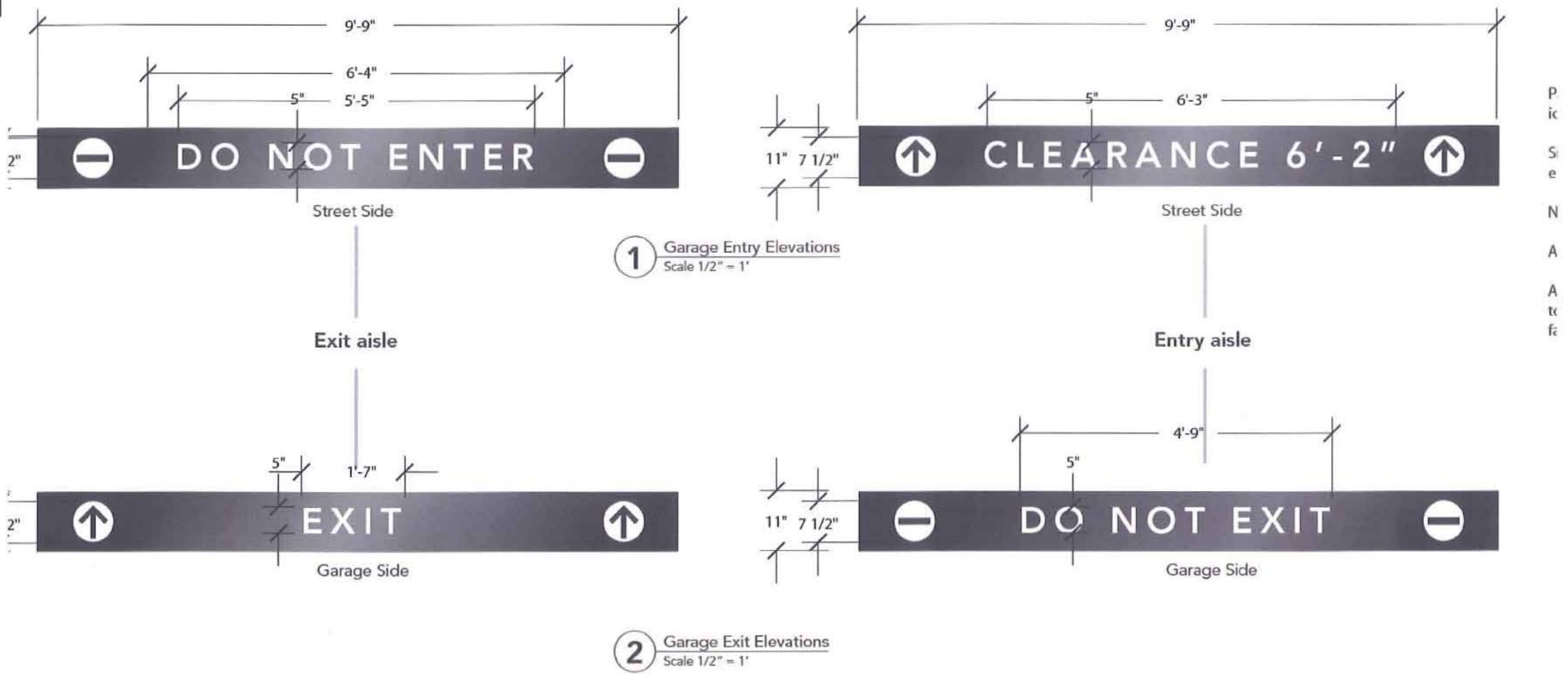


Proposed



PARKING ENTRANCE CLEARANCE BARS

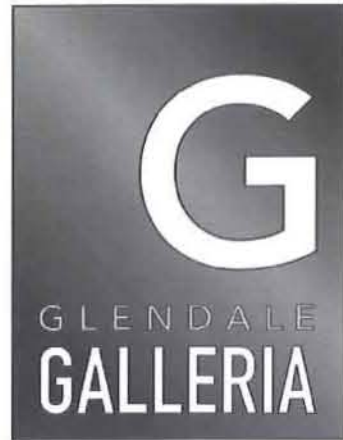
Location: Columbus



SIGN FAMILY - SUMMARY



SIGN FAMILY - SUMMARY



11 eAA Project Identity
Not to Scale



12 eFS Primary Office Entry Identity
Not to Scale



13 eH Tertiary Mall Entry Identity
Not to Scale



14 eG Secondary Mall West Entry
Not to Scale



16 eK1 Parking Entry / Exit Identity
Not to Scale



20 eZ Tenant Listing
Not to Scale



15 eT Primary Office Address
Not to Scale



18 eX Parking Clearance Bars
Not to Scale

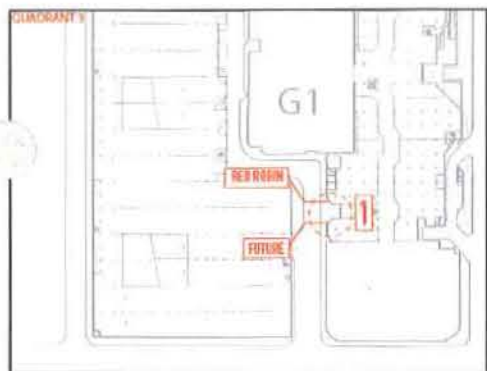


22 eV Secondary Office Address
Not to Scale

NOVEBMER 2, 2011

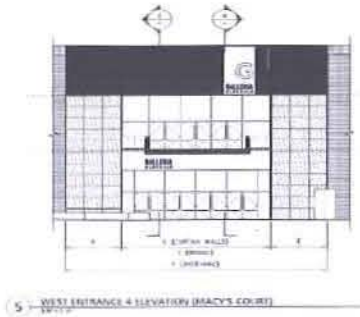
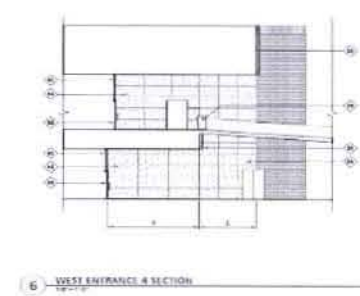
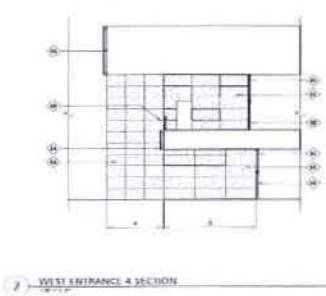
Tenant Signage

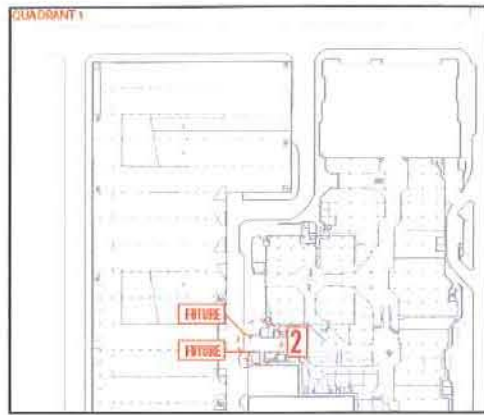
GLENDAL
GALLERIA



NOTES

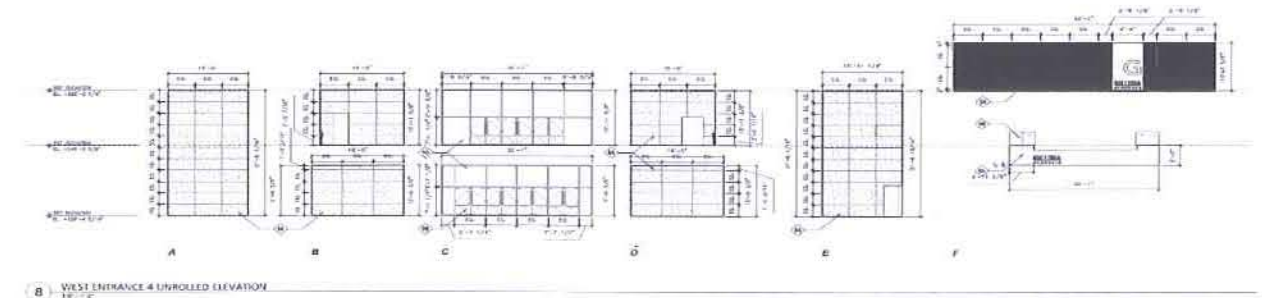
1. All Tenants with direct outside storefront are permitted exterior sign(s) totaling 75 sq. ft. per sign location.
2. All current signs may remain or be replaced with similar sized sign up to 75 sq. ft.
3. Minor deviations may be permitted with Director's approval.

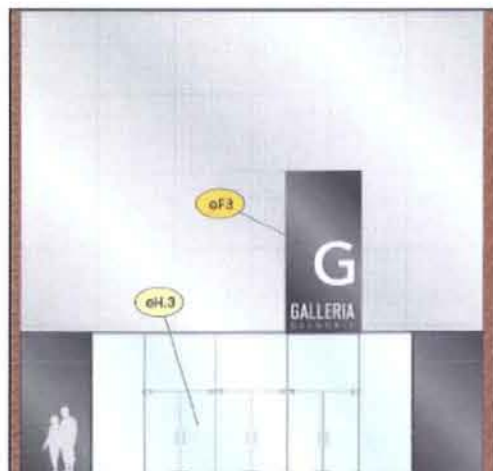
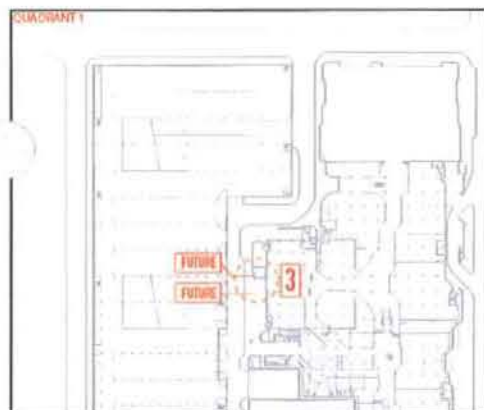




NOTES

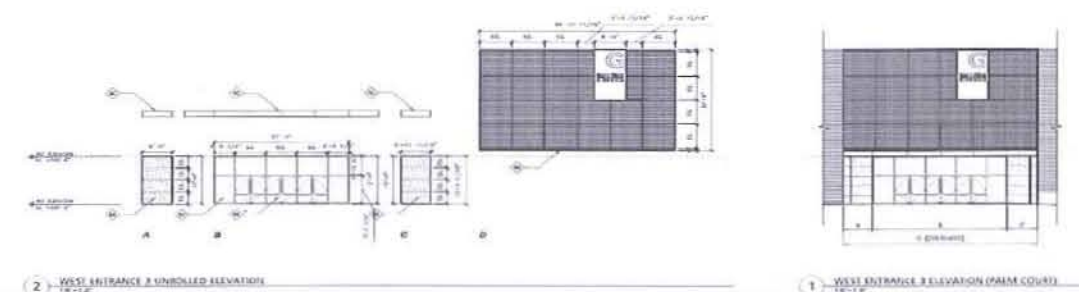
1. All Tenants with direct outside storefront entrance are permitted exterior sign(s) totaling 75 sq. ft. per sign location.
2. All current signs may remain or be replaced with similar sized sign up to 75 sq. ft.
3. Minor deviations may be permitted with Director's approval.



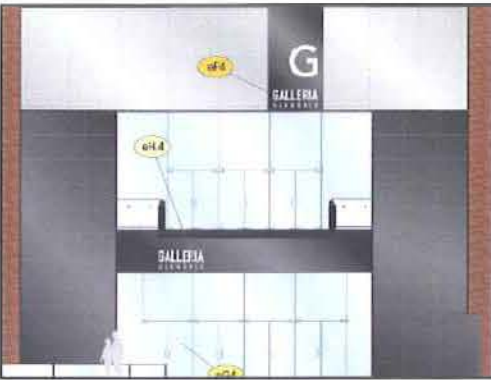
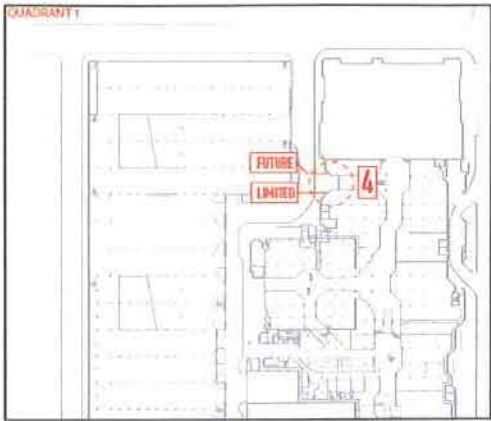


NOTES

1. All Tenants with direct outside storefront are permitted exterior sign(s) totaling 75 sq. ft. per sign location.
2. All current signs may remain or be replaced with similar sized sign up to 75 sq. ft.
3. Minor deviations may be permitted with Director's approval.

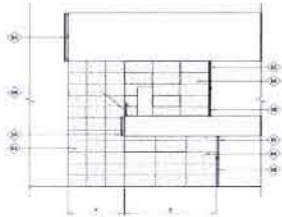


Glendale Galleria
November 8, 2011

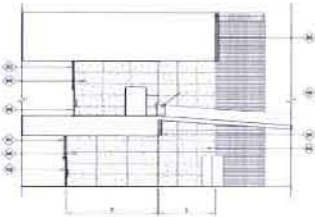


NOTES

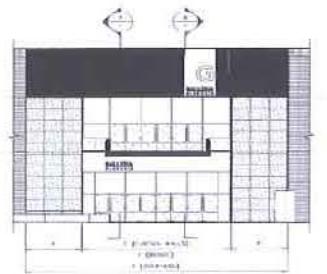
1. All Tenants with direct outside storefront are permitted exterior sign(s) totaling 75 sq. ft. per sign location.
2. All current signs may remain or be replaced with similar sized sign up to 75 sq. ft.
3. Minor deviations may be permitted with Director's approval.



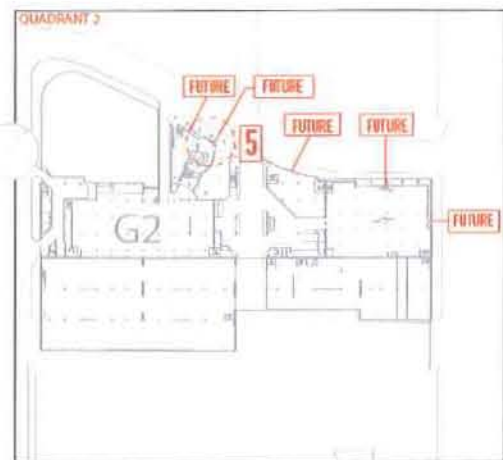
7 WEST ENTRANCE 4 SECTION



6 WEST ENTRANCE 4 SECTION

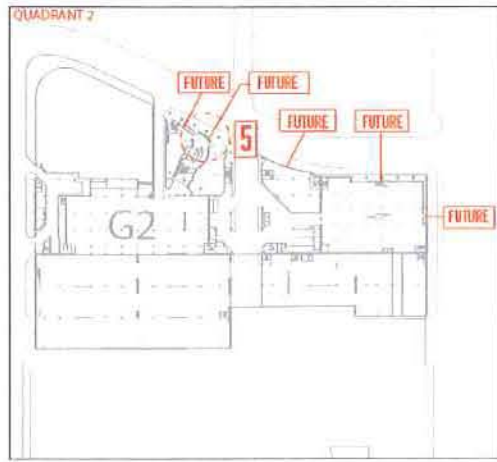


5 WEST ENTRANCE 4 ELEVATION (MACY'S COURT)



NOTES

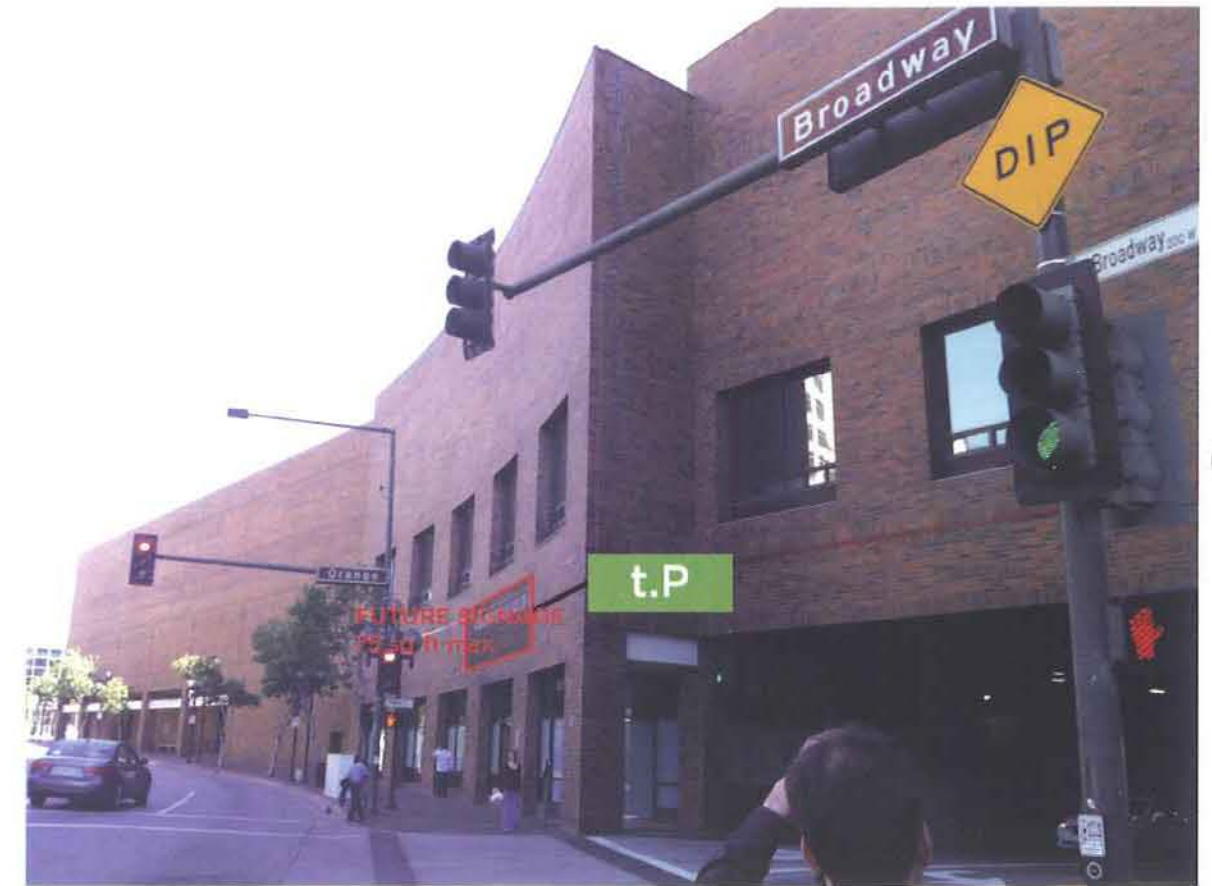
1. All Tenants with direct outside storefront are permitted exterior sign(s) totaling 75 sq. ft. per sign location.
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FUTURE SIGNAGE

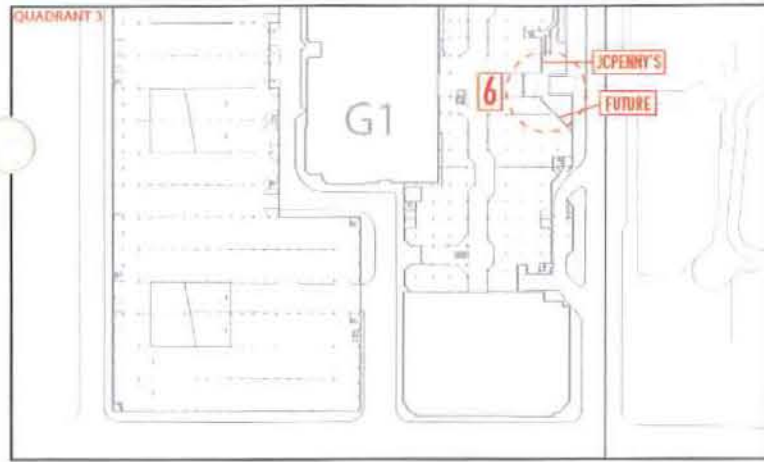


FUTURE SIGNAGE



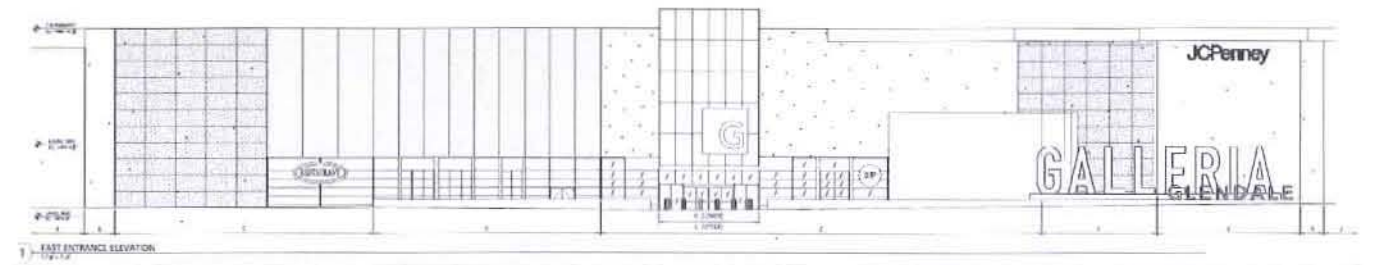
NOTES

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NOTES

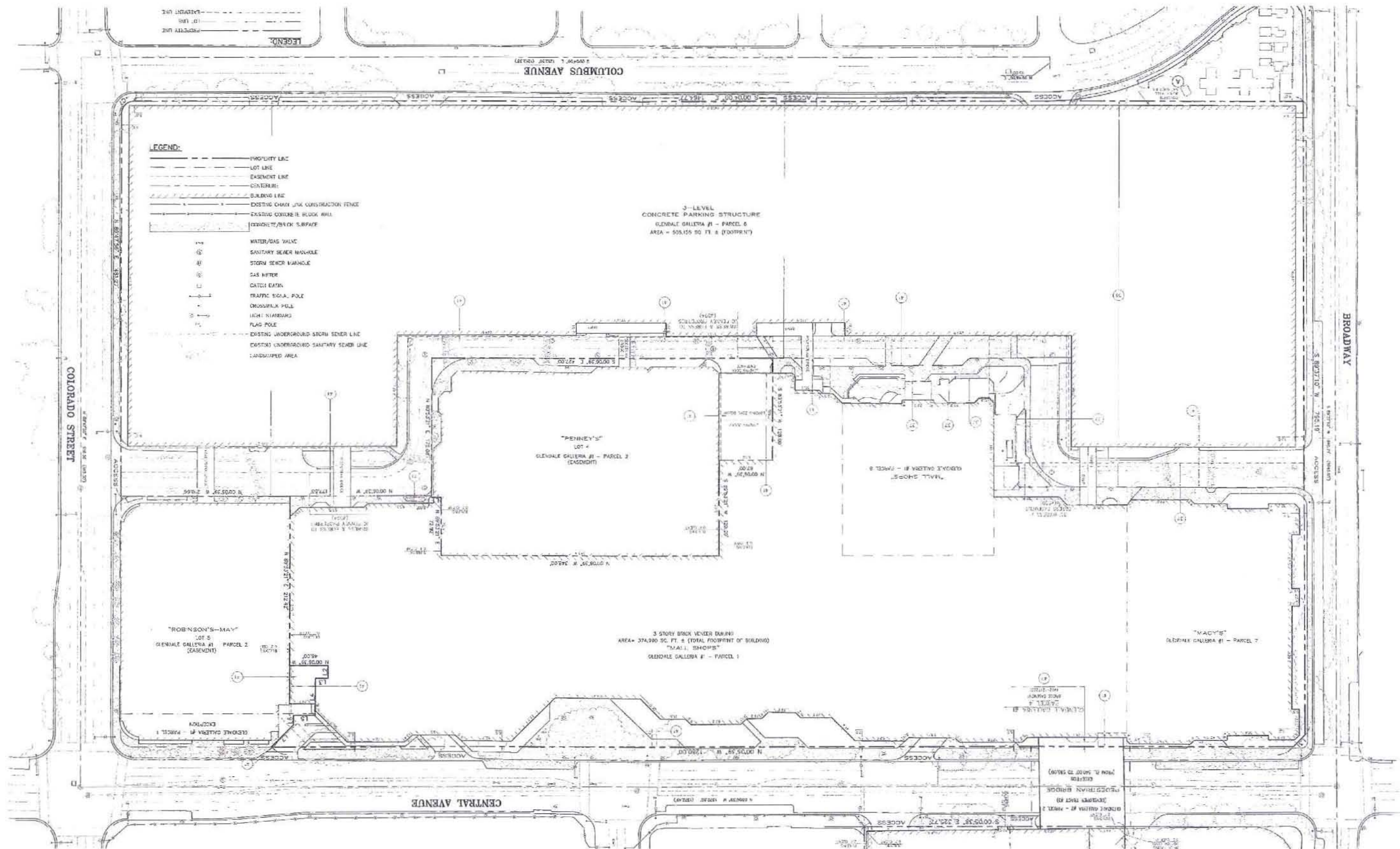
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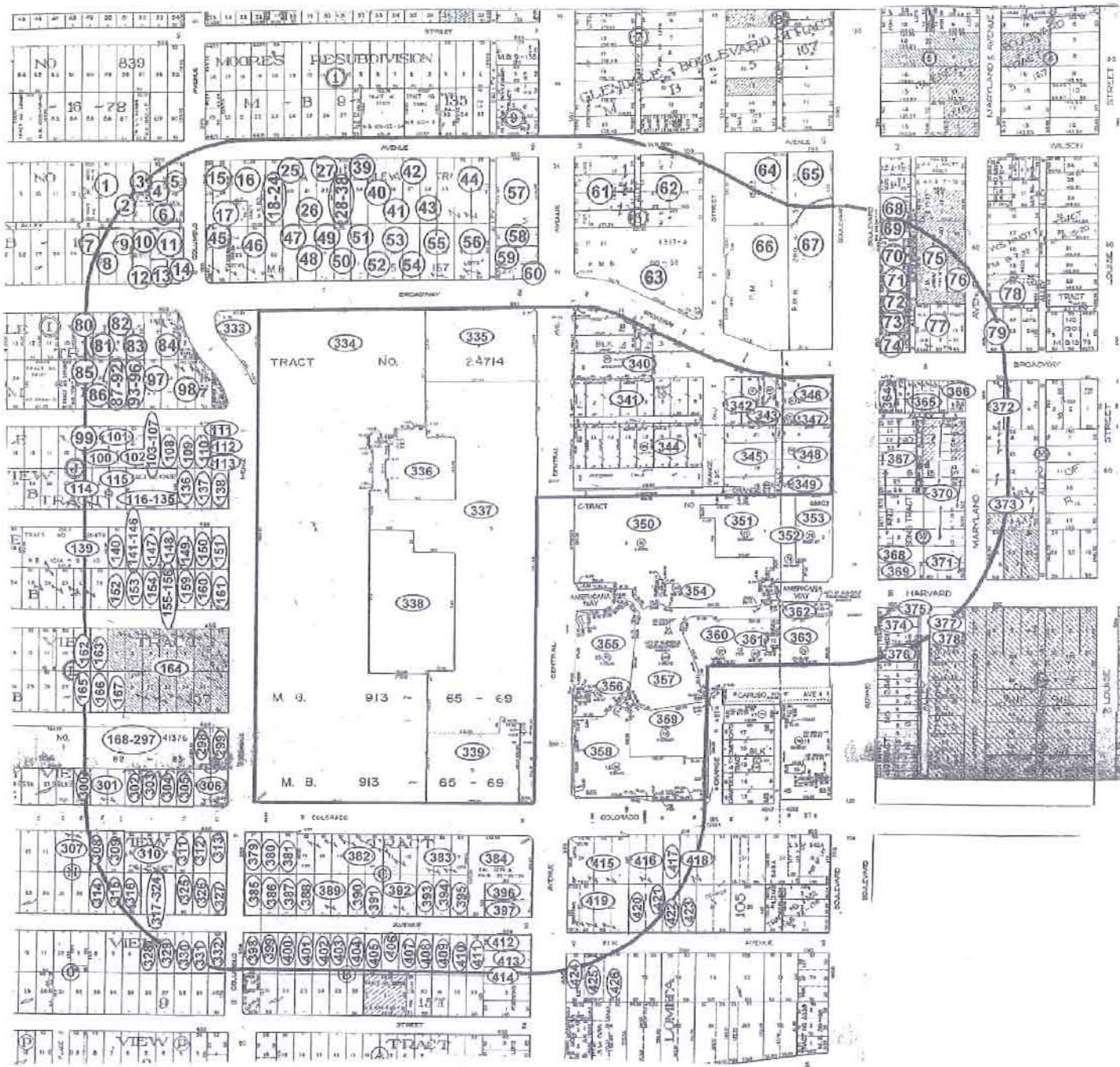
REFERENCE

Section 4

Alta Survey	4-1
Location Map	4-3
Transit Routes	4-4



G1 Ground Floor Plan - Alta Survey



ADDRESS RANGES: 145 S. Central Ave. APN 5695-005-046 , 100 S. Columbus APN 5695-005-935,
 326 W. Broadway APN 5695-005-041, 150 W. Broadway APN 5642-001-072 ,100 W. Broadway APN 5642-001-072
 110 S. Central Ave. APN 5642-001-925 ,50 W. Broadway APN 5642-001-072

PROPERTY OWNERS & OCCUPANTS

GLENDALE GALLERIA

*SEE ADDRESS RANGES ABOVE ☺

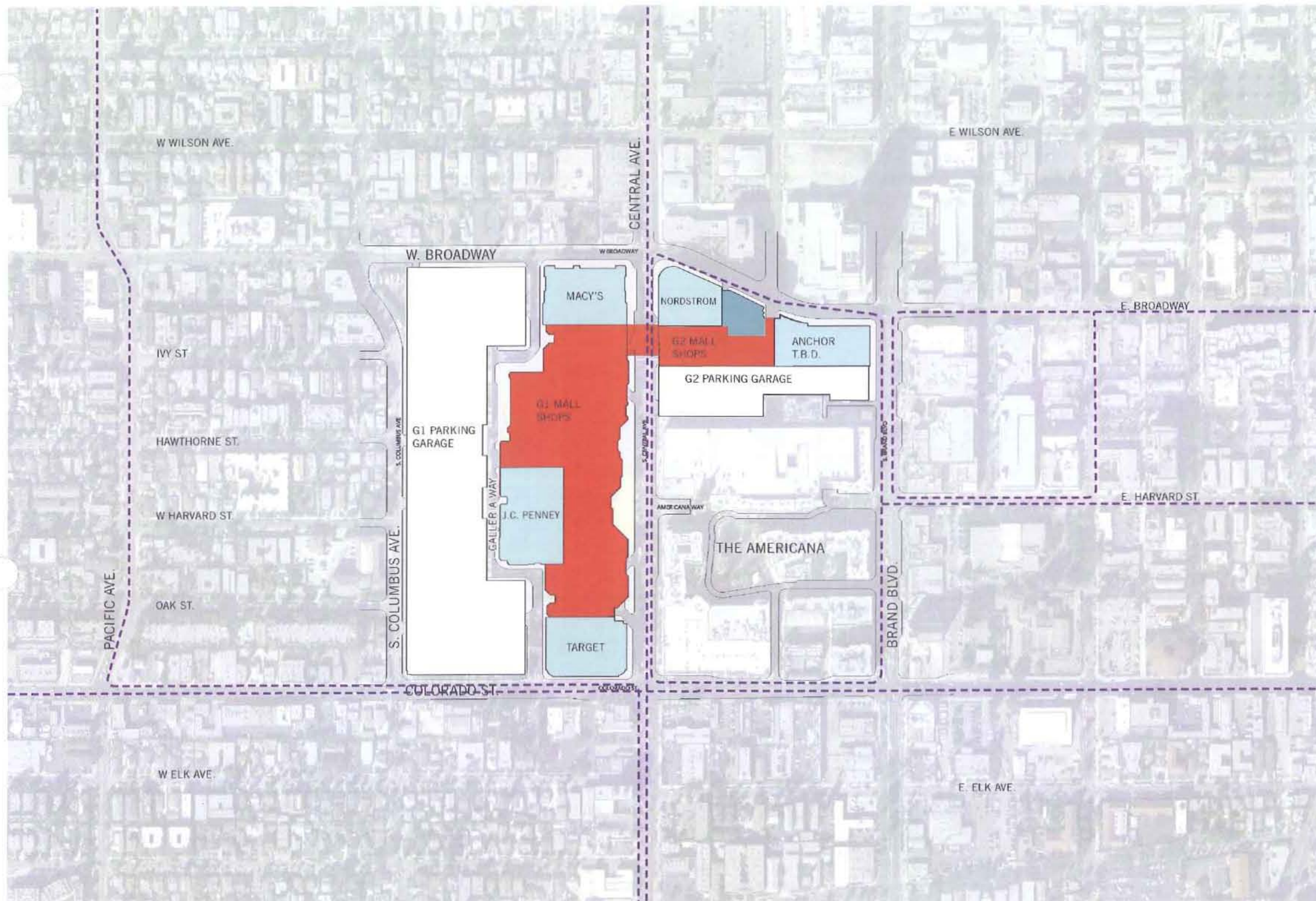
Property Owners: Glendale Mall Associates, LLC
 c/o ELS Architecture and Urban Design .510.549.2929

~ Prepared by Williams Land Use Services ~ phone 818-542-4109, fax 818-542-3172 ~

500' Radius

1"=400'

This map is for reference only: please see supplemental submission from Williams Land Use Services



LEGEND

--- EXISTING TRANSIT LINES



SCALE: 1" = 200'

CITY OF GLENDALE CALIFORNIA
INTERDEPARTMENTAL COMMUNICATION

To: Roger Kiesel, Senior Planner, Planning Division
Mark Berry, Senior Project Manager, Redevelopment Division

From: Alan Loomis, Principal Urban Designer, Planning Division

Date: November 15, 2011

Re: Agency Combined Stage I & II Design Review for Glendale Galleria

The following is an evaluation of the above project against the design standards, guidelines, policies and intentions of the Downtown Specific Plan based on drawings dated November 2, 2011 and prepared for GGP by Kevin Kennon Architects, Redmond Schwartz Mark Design, ELS Architecture and Urban Design, and Horton Lees Brogden Lighting Design. Summary comments are provided on the final page of this memo.

Context

The Glendale Galleria needs little introduction, as it is one of Southern California's largest shopping malls, as well as the most visited and prominent structure in Glendale (28 million visitors annually). Together with The Americana at Brand, the Galleria occupies the two "super blocks" bounded by Broadway, Columbus Avenue, Colorado Street, Brand Boulevard, and bisected north-south by Central Avenue, where together they create downtown's undisputed southern anchor and primary retail engine. However, whereas the Americana is representative of the open-air style mixed-use malls popular in the 1990s, the Galleria typifies the indoor, suburban-style shopping mall built in the 1960s and 1970s. Like many malls of this era, the Galleria is notable for its fortress-like architecture and lack of openings to the various streets that surround the mall. While such a design may have been appropriate when the mall first opened in the 1975, since completion of the Americana and the emergence of a mixed-use, residential base in downtown, the Galleria's Central Avenue face has taken on a new importance. Today, the pedestrian crosswalk at Americana Way is by far the busiest in the city, making the Central Avenue pedestrian plaza the Galleria's new "front door." Accordingly, the proposed renovation includes a substantive overhaul of the Galleria's street presence, as well as its overall brand identity.

Project Description

- *Land Use* (see DSP Chapter 3) – As befits its regional and local importance in the downtown, the Galleria property is its own district within the Downtown Specific Plan (DSP). The Galleria District permits the various retail and restaurant uses located within the Galleria, which are not expected to change as a result of the proposed renovation.

Project Design / Design Review Analysis

Existing Buildings, Adaptive Reuse, and/or Historic Preservation

- *Existing Buildings* (see DSP Section 4.2.2) – The proposal is a sign program and facade renovation of the existing Galleria structure and its associated parking structures. Exterior renovations are generally focused on the existing pedestrian entries and the “bridge” that crosses Central Avenue. The renovation will “re-skin” the Central Avenue bridge and remove the ‘80s era arch structures over the west entries facing Galleria Way, neither of which is considered historically significant. The proposal does not include any renovations to the former Mervyn’s building, which presumably (and hopefully) will be addressed in a future submittal by Bloomingdale’s.

Overall Site Plan

- *Site Plan* – As a facade renovation, the proposal does not alter the footprint or vehicular traffic patterns of the existing Galleria structure. However, the renovations will substantially overhaul the Central Avenue plaza opposite the Americana at Brand, and introduce a new street-level entrance on the east side of Central Avenue, directly south of the Central “bridge.”
- *Setbacks* (see DSP Section 4.2.7) – All projects in the DSP are required to maintain an average 12 foot setback from the curb to the ground floor building face. The existing Galleria structure provides this minimum setback, which will not be reduced by any of the proposed facade renovations.
- *Open Space* (see DSP Chapter 5.3) – Insofar as the proposal does not add new square footage to the mall, it is considered a legally-non-conforming structure, and is not subject to the DSP’s requirement that 10% of the gross site area be dedicated open space. However, the proposal will not reduce the size of any existing open spaces surrounding the Galleria. In fact, a primary feature of the proposal is a dramatic enhancement to the Central Avenue plaza and entrances.
- *Landscape* (see DSP Chapter 5.4) – Currently the Central Avenue plaza is a barren sea of broken brick pavers that ungraciously and uncomfortably slopes from the sidewalk down to the Galleria entrance. Except for a random grid of palm trees, and some foundation planting, the plaza is devoid of any landscape or other pedestrian-friendly and human-scaled features or storefronts. The mall, in fact, is not even named at the front door, except for the temporary vinyl billboards hung from the facade. The proposed design transforms this empty space into three distinct zones, distinguished by different landscape elements. The sidewalk will be clearly defined as a public space, albeit considerably wider, at 20-30 feet, than the average sidewalk. A ceremonial row of palm trees will serve as street trees along the sidewalk. Entry to the mall from the sidewalk will be via a gently sloping black stone tile “runway”, directly aligned with the doors and extending into the mall interior, where the black tiles will pixelate into the white tile of floors (see page 1-11). This black “runway will be flanked by a pedestrian light fixtures and two fountain features. The remaining areas of the plaza will be made level with the first floor so they can be used for outdoor dining and retail

display by new storefront tenants. These areas, in turn, are framed by low planter walls and backdropped by a "green wall."

Mass and Scale

- *Height and Massing* (see DSP Sections 4.2.3, 4.2.4 and 4.2.5) – As a facade renovation and sign program, the proposal does not modify the height, density or massing of the existing Galleria structure.
- *Landmark Architectural Features* (see DSP Section 4.2.6) – The DSP identifies a number of locations around the Galleria as an appropriate sites for "landmark architectural features", such as unique towers, prominent building entries, creative signs, public art or public open spaces to mark gateways into the downtown or terminate prominent view corridors through the downtown. These areas include the Central Avenue entrance opposite the Americana and the faces of the Central Avenue bridge.

Both of these locations are highlighted with prominent signs. At the Central Avenue plaza, (where the new landscape design will also create a prominent public open space) a creative sign composed of a series of large, monolithic letters that spell "GALLERIA" is placed on axis with the pedestrian crosswalk that crosses the street to the Americana. The bridge over Central, meanwhile, will be re-surfaced with a new metal skin and the large format signs permitted by the Accessory Sign Overlay Zone (ASOZ). As required by the ASOZ, the signs will be integrated with the architectural detailing of the new metal skin, inset into the joint pattern and consistent with other signs on the mall in terms of graphics, fabrication and illumination.

- *Frontage and Façade Design* (see DSP Section 4.2.8) – The facade renovations are generally limited to the mall's various pedestrian entrances. Each entry is treated with a similar pattern of metal mesh skins, black granite, with white-on-black aluminum graphics and signs. This pattern becomes significantly more elaborated along Central Avenue, where the east elevation facing the plaza includes large wall surfaces of metal mesh, black granite and – to distinguish this as the primary entrance – the only use of white marble. Ground level tenants will be given new storefront windows and direct entrances from the plaza. Peppering this facade will be a pixelated pattern of pinpoint lights, creating a twinkling starlight effect at night. To the north, the Central Avenue bridge will be re-skinned in perforated aluminum panels. These panels "turn" the corner to wrap portions of the G2 (or east) garage, where a new pedestrian entry will be cut into the parking structure. Like other entries, this new eastside Central Avenue entrance will be finished in black granite and metal meshes. This entry, however, also creates a dramatically tall and narrow glazed escalator lobby that establishes a direct pedestrian link from the mall's second floor to the Central Avenue sidewalk, as envisioned by the DSP (see Section 2.1.9 and specifically the illustration on page 30). In general, the renovations enhance the sidewalk appeal of the mall, consistent with the pedestrian-orientated policies of the DSP.

Building Design and Detailing

- *Materials and Colors* (see DSP Section 4.2.8) – The existing Galleria structure is almost entirely covered in an homogenous brick finish, modulated by various 45-degree shifts in plan. Only the Central Avenue bridge, sheathed in a now-stained metal panel finish, and the concrete parking structures deviate from this monolithic brickwork. As a consequence, any architectural interventions or additions need to be harmonious with this severe aesthetic, lest they appear tacky and cartoonish. The proposed facade renovations accomplish this task admirably, creating a fresh new look for the Galleria, while at the same time harmonizing with the existing brick architecture as if the building was designed at one time. Partially accomplished by the use of large, bold proportions, the proposed design also brings a new palette of homogenous finishes and textures to the Galleria facades. Comprised of white marble, black granite, and various metal panels, meshes and perforated skins, this mix of materials echoes the black, white, silver aesthetic of the new Galleria brand identity, and effectively merges graphic design with architecture.
- *Lighting* – Exterior lighting suggested by the plans (pages 2-13, 2-14 and 2-15) includes of various minimalist fixtures consistent with the aesthetic of the architecture. Within the Central Avenue plaza thin columnular light fixtures will flank the black tile runway leading to the front door, the palm trees will be illuminated, and indirect lighting will be hidden within planter walls and the fountain under the "GALLERIA" creative sign. The plan also calls for a series of pinpoint fixtures to pepper this facade, to create a twinkling starlight effect. A notable and welcomed feature of the lighting plan is a staggered series of linear light fixtures recessed into the ceiling of the Central Avenue bridge, which will create a somewhat artistic pattern of light, substantially alleviating the gloominess created by this overpass.
- *Signs* – Despite its large size, the Galleria presently has few signs, which convey two if not three inconsistent and dated brand identities and logos (for example, the existing parking garage signs are an entirely different color, font and design from the mall's logo lower-case "glendale galleria" identity signs). The proposed sign program implements a complete overhaul and remaking of the Galleria's brand identity. Eschewing an artificially invented iconography or logo, the new Galleria identity is instead based on a san-serif capital letter "G", rendered monochromatically in black, white, silver and wine colors, and frequently placed within a black square or rectangle. Intensely direct and modern, the new identity asserts the desirability of the Galleria brand in the same text-based visual language associated with premiere fashion houses and consumer goods, such as Louis Vuitton (page 1-3) and the Apple iPhone (page 3-8). Applied not only to exterior signs, but also interior directory kiosks, collateral goods (shopping bags, gift cards), online identity, and even the exterior and interior architectural finishes (white marble, black granite, stainless steel), the new Galleria brand establishes the sophisticated and integrated identity that the modern consumer expects from first-class shopping centers. As such, the proposed sign program and creative sign represent only the top layer of a comprehensive design and brand strategy.

Signs are regulated by the Zoning Code (G.M.C. 30.33), not the DSP. However, the proposed sign program and creative sign fall under the Agency's design review purview.

Sign Program: Section 30.47.040.F of the Zoning Code outlines the following design review criteria for sign programs:

1. *Signs shall be compatible with the intended location, the project architecture, and the surroundings including significant landscape features.* As discussed above, the proposed sign program is one layer of a comprehensive brand identity that also informs design decisions regarding architectural aesthetics, materials, finishes and landscape. As such, the proposed signs are compatible in design with the project site and its various features.
2. *Signs shall not unduly compete with or obstruct other business signs, traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.* It does not appear from the submitted drawings that the proposed signs will obstruct signs, traffic signals or other features in the surrounding neighborhood. Nor will the signs contribute to visual clutter, as the proposed sign program establishes a hierarchy of sign types and locations, preventing the confusing pattern of messages that leads to the perception of sign clutter.
3. *The sign program shall exhibit a harmonious design theme for the entire lot or site and shall include the use of internally consistent materials, colors and textures.* As illustrated on pages 3-66 and 3-67 of the November 2, 2011 submission, the primary purpose of the proposed sign program is to create a unified "sign family" based on common colors, fonts, text placement and fabrication techniques. The proposed sign family also establishes a hierarchy of sign types and distinguishes between primary, secondary and service entries, as well as wayfinding signs. Given the scale of the Galleria structure, with its multiple entry points and driveways, this hierarchy is critically necessary to prevent visual clutter, as mentioned above.
4. *The sign program shall be consistent with any applicable plans or guidelines related to a redevelopment project area.* The Downtown Specific Plan establishes design parameters for the Central Redevelopment Project Area. As itemized through this memo, the proposed sign program is integral to a overall renovation of the Glendale Galleria that is not only consistent with the DSP, but desired by that Plan.

Creative Sign: Section 30.47.040.H of the Zoning Code outlines the following design review criteria for creative signs:

1. *Design Quality. The sign shall:*
 - a. *Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area.* To visually anchor the terminus of the Americana Way / Harvard Avenue corridor where it ends on the east face of the Galleria, the Downtown Specific Plan identifies the mall's Central Avenue entrance as an appropriate location for a "landmark architectural feature", such as a unique tower, prominent building entry, creative sign, public art or public open space (see DSP Section 4.2.6). In addition to the renovation of the Central Avenue plaza as a vibrant, programmed public open space, the proposed monolithic metal letters that read "GALLERIA" appropriately fulfills this objective.

- b. *Be placed in a logical and proportional location in relation to the overall composition of the building's façade and not cover any key architectural features and details.* The large brick walls of the Galleria offer no architectural features or details to obscure with signs. Instead, the design challenge at the Galleria is to decorate these walls. The proposed creative sign effectively does this, not by being attached to the facade, but by using the blank walls as a backdrop against which to read the large "GALLERIA" letters. As noted above, the sign also sits at the direct terminus of the Americana Way pedestrian crossing, where it is to the right of the existing mall entrance. As such, the sign does not block the mall's front door, but helps close the view corridor from the Americana and frame the new outdoor dining plaza.
- *Public Art* (see DSP Section 5.5) – Development in the DSP is required to include on-site public art, equal to 2% of project value, subject to review by the Arts & Culture Commission and approval by the City Council. Alternatively, this requirement may be met by paying an amount equivalent to 1% of project value to the City's Urban Art Fund. The applicant intends to pay the in-lieu fee.

Mobility

- *Mobility* (see DSP Chapter 6) – The DSP designates Central Avenue as a Vehicular Priority Street, with primary emphasis on moving automobile traffic to regional freeway networks and other communities. The proposal does not modify the existing cross-section, configuration or width of the Central Avenue roadway or sidewalk, which already complies with the design standards called for by the DSP and Downtown Mobility Study.

Central Avenue south of Broadway is also one of the most heavily used transit corridors in the city, with regular stops for Metro's popular Pasadena-Hollywood 180, 181 and Rapid 780 lines, as well as Beeline routes. The bus stop just south of the Galleria's Central Avenue plaza is one of the busiest in the city, frequently used by customers of both the Galleria and Americana. While the proposed plans for the Central Avenue plaza accommodate the city's standard sized bus shelter, this is unlikely to be adequate for the number of passengers waiting at this stop, many of whom are also carrying shopping bags. Redesigning the planter walls adjacent to the bus stop to include a long, linear bench would be an appropriate means of accommodating bus-riding customers and employees.

The plans also provide for a row of bike racks north of the Central Avenue entry plaza. While such a highly visible location should encourage cyclists, it is unlikely that Galleria employees and clerks will be inclined to leave their bikes locked to unattended, outdoor racks through their 4 or 8 hour work shift. In order to promote cycling by employees, the Galleria is strongly urged to incorporate a secured, indoor bike locker facility on the property.

Incentives

- *Incentives for Additional Height and Density* (see DSP Chapter 7) – As with other sites in the downtown, projects in the Galleria district may utilize any combination of incentives defined by the DSP to increase permitted height and density. However, the proposal is not requesting any such bonuses.

Summary Comments, Recommendations and Draft Record of Decision

The Glendale Galleria's windowless, fortress-like and unadorned brick exterior typifies the shopping malls built across the country in the late 1960s and 1970s. However, since the re-emergence of downtown Glendale as a mixed-use, pedestrian-oriented destination, the architectural stance and posture of the Galleria increasingly feels out-of-step and dated. Similarly, the signs, graphics, and overall brand identity of the mall, last updated in the 1980s, is also showing its age, and lacks the sophisticated and integrated experience expected in today's competitive retail marketplace.

The proposed renovation, based on a complete overhaul and remaking of the Galleria's brand identity, fortunately addresses these issues. Eschewing artificially invented iconography or logo, the new Galleria brand is instead based on a sans-serif capital letter "G", rendered monochromatically in black, white, silver and wine colors, and frequently placed within a black square or rectangle. Intensely direct and modern, the new identity asserts the desirability of the Galleria brand in the same text-based visual language associated with premiere fashion houses and consumer goods, such as Louis Vuitton and the Apple iPhone. Applied not only to exterior signs, but also interior directory kiosks, collateral goods (shopping bags, gift cards), online identity, and also the exterior and interior architectural finishes (white marble, black granite, stainless steel), the new Galleria brand has the style, elan, and comprehensive identity that the modern consumer expects from first-class shopping centers.

As applied architecturally to the Galleria's primary pedestrian entrances, the new brand's use of white marble, black granite, and metal finishes harmonizes with the mall's extensive brick walls so well that the renovation will appear seamless – as if the building was designed at one time. Furthermore, this enhancement of the mall's sidewalk entrances better integrates the Galleria into the pedestrian experience of the downtown, fulfilling one of the primary goals of the DSP. Nowhere is this more evident than in the dramatic transformation of the mall's Central Avenue face. Treated as the backside when the mall opened in 1975, the Central Avenue entrance has become the Galleria's front door since the Americana's opening, and now faces a heavily used bus stop and the busiest pedestrian crosswalk in the city. Appropriately then, the existing barren and unadorned brick plaza will undergo a ground-up remodel, with new landscaping, outdoor dining areas, storefronts, dramatic lighting, and a prominent creative sign that will reflect passing pedestrians. Across the street, a new lobby to the mall on the east side of Central will be cut into the parking structure, creating a direct pedestrian link from the sidewalks to the Galleria's second floor envisioned by the DSP: "As downtown matures into a pedestrian-rich environment with new residents, the Glendale Galleria should transform from a traditional indoor-oriented shopping mall to one with increased visibility and access at the sidewalks."

The proposed renovation of the Glendale Galleria is consistent with the Downtown Specific Plan policies, standards and guidelines, and approval of the Combined Stage I & II design, the sign program, and creative sign is recommended with two conditions and one consideration:

- 1) Incorporate bench seating into the landscape design of the Central Avenue plaza facing and adjacent to the south-bound bus stop to accommodate transit users.

- 2) The letters composing the creative sign shall be crafted without visible seams, joints or fasteners to appear cast from a single block of metal. Staff shall inspect fabrication samples to ensure this is accomplished.
- 3) Consider providing an indoor, secured bike locker facility on the property for use by employees (in addition to exterior bike racks already indicated on plans).

EXHIBIT A TO CITY OF GLENDALE DISCLOSURE – CAMPAIGN FINANCE ORDINANCE**I. Name of Applicant and Name of Owner/Lessor on whose behalf application is filed:**

Full Name	Business Address	City	State	Zip
Glendale I Mall Associates, LLC	110 North Wacker Drive	Chicago	IL	60606
Glendale II Mall Associates, LLC	Same as above			
Glendale Anchor Acquisition, LLC				
Glendale Ohrbach's Associates, LLC				

II. Officers or owners/investors of Applicant EntityFor Glendale I Mall Associates, LLC:

Full Name	Title	Business Address	City	State	Zip
Sandeep Mathrani	CEO	110 North Wacker Drive	Chicago	IL	60606
Steven J. Douglas	EVP, CFO & Director	Same as above			
Shobi Khan	COO & Director				
James A. Thurston	Director				

For Glendale II Mall Associates, LLC:

Full Name	Title	Business Address	City	State	Zip
Sandeep Mathrani	CEO	110 North Wacker Drive	Chicago	IL	60606
Steven J. Douglas	EVP, CFO & Director	Same as above			
Shobi Khan	COO & Director				
James A. Thurston	Director				

For Glendale Anchor Acquisition, LLC:

Full Name	Title	Business Address	City	State	Zip
Sandeep Mathrani	CEO	110 North Wacker Drive	Chicago	IL	60606
Steven J. Douglas	EVP, CFO & Director	Same as above			
Shobi Khan	COO & Director				
James A. Thurston	Director				

For Glendale Ohrbach's Associates, LLC:

Full Name	Title	Business Address	City	State	Zip
Sandeep Mathrani	CEO	110 North Wacker Drive	Chicago	IL	60606
Steven J. Douglas	EVP, CFO & Director	Same as above			
Shobi Khan	COO & Director				
James A. Thurston	Director				

III. Contractor of Applicant Seeking Entitlement

For Redmond Schwartz Design Inc. DBA Redmond Schwartz Mark Design:

Full Name	Title	Business Address	City	State	Zip
Redmond Schwartz Design Inc. DBA Redmond Schwartz Mark Design	Signage & Graphics Design	160 Avenida Cabrillo	San Clemente	CA	92672
Martin E Schwartz	Vice President	Same as above			
Suzanne Redmond Schwartz	President				
Harry Mark	Partner & Board Member				

For S Y Lee Associates, Inc.:

Full Name	Title	Business Address	City	State	Zip
S Y Lee Associates, Inc.	Consulting Engineers	216 South Jackson Street, Suite 101	Glendale	CA	91205
San Young Lee	CEO, President & CFO	Same as above			

For Kevin Kennon Architect, P.C.:

Full Name	Title	Business Address	City	State	Zip
Kevin Kennon Architect, P.C.	Architect	180 Varick Street, Suite 410	New York	NY	10014
Kevin Kennon	President & Design Principal	Same as above			

For ELS Architecture and Urban Design:

Full Name	Title	Business Address	City	State	Zip
ELS Architecture and Urban Design	Architect & Design	2040 Addison Street	Berkeley	CA	94704
David Fawcett	Principals	Same as above			
Bruce Bullman					
Clarence Mamuyac, Jr.					
David Petta					
D. Jamie Rusin					

For Horton Lees Brogden Lighting Design, Inc.:

Full Name	Title	Business Address	City	State	Zip
Horton Lees Brogden Lighting Design, Inc.	Lighting Design	200 Park Avenue South, Suite 1401	New York	NY	10003
Barbara Cianci Horton	President & Board Member	Same as above			
Stephen W. Lees	CFO & Board Member				
E. Teal Brogden	Board Member	8580 Washington Blvd.	Culver City	CA	90232
Brian Raji	Board Member	2800 N. Central Avenue, Suite 1010	Phoenix	AZ	85004

For Pacific Parking Design:

Full Name	Title	Business Address	City	State	Zip
Pacific Parking Design	Parking Consultant	6 Venture, Suite 275	Irvine	CA	92618
Scott B. Herman, AIA	Owner & Principal-in-Charge	Same as above			
Dennis Bashaw	Principal				

For KPFF Consulting Engineers / KPFF, Inc.:

Full Name	Title	Business Address	City	State	Zip
KPFF Consulting Engineers / KPFF, Inc.	Structural & Civil Engineer	1601 Fifth Avenue, Suite 1600 (General & Administrative Office)	Seattle	WA	98101
Steve M. Dill	CFO & Board Member	Same as above			
Dave Seaman	Board Member				
Craig Olson	Board Member				
John R. Gavan	President, CEO & Board Member	23975 Park Sorrento, Suite 350	Calabasas	CA	91302
Jeff Asher	Chairman	Same as above			
Rick Davis	Board Member	6080 Center Drive, Suite 750	Los Angeles	CA	90045
Tricia Johns	Principal-in-Charge	Same as above			
Marc A. Press	Principal-in-Charge	221 Main Street, Suite 800	San Francisco	CA	94105
Arthur W. Johnson	Board Member	111 SW Fifth Avenue, Suite 2500	Seattle	WA	97204
Don Oates	Board Member	101 Stewart Street, Suite 400	Seattle	WA	98101

For SWA Group:

Full Name	Title	Business Address	City	State	Zip
SWA Group	Landscape Architect	811 West 7 th Street, Suite 430	Los Angeles	CA	90017
Gerdo Aquino	President & Board Member	Same as above			
Kevin Shanley, ASLA	CEO & Board Member	2200 Bridgeway Blvd.	Sausalito	CA	94966
Scott Cooper	CFO	Same as above			
Kalvin Platt	Chairperson				
John Wong	Board Member				
William Callaway	Board Member				
Sol Rabin	Board Member				
Mary Breuer	Board Member				

For Code Consultants, Inc.:

Full Name	Title	Business Address	City	State	Zip
Code Consultants, Inc.	Architects & Engineers - Code Compliance	2043 Woodland Pkwy., Suite 300	St. Louis	MO	63146
Gregory R. Miller	President, CEO & Chairperson	Same as above			
Michael D. Kim	Board Member				
Victor L. Dubrowski	Board Member				
David J. Burkhart	Board Member				
David A. Lewis	Board Member				
Terry E. Schulz	Board Member				
Vicki V. Schafale	CFO				

For VCC Construction Corp:

Full Name	Title	Business Address	City	State	Zip
VCC Construction Corp.	General Contractor	18201 Von Karman, Suite 100	Irvine	CA	92612
Betty Issa	Director	1912 SW 108th Street	Gainesville	FL	32607
Sam Alley	Chairman & CEO	216 Louisiana Street	Little Rock	AR	72201
Essa Alley	President	Same as above			
Bill McPherson	COO				
Brad Davis	CFO				

For Ceramic Tile Institute of America, Inc.:

Full Name	Title	Business Address	City	State	Zip
Ceramic Tile Institute of America, Inc.	Tile Consultant	12061 W. Jefferson Blvd.	Culver City	CA	90230
David G. LaFortune	Executive Director	Same as above			
Thomas Brady (Cal Tile Center)	Director	5108 W. 190th Street	Torrance	CA	90503
Michael J. Nisenbaum (Exquisite Tile Corp.)	Director	23822 Velencia Blvd #303	Valencia	CA	91355
Thomas Domenici (H.B. Fuller Construction Products)	Director	16421 Phoebe Ave	La Mirada	CA	90638
Lindell Lummer (Malibu Art Tile & Stone)	Director	23852 Pacific Coast Hwy, #116	Malibu	CA	90265
Bill Klaser (Klaser Tile Co.)	Director	2639 Highland Avenue	National City	CA	91950
John D. Wirtz (Wirtz Tile & Stone Inc.)	Director	7932 Armour St.	San Diego	CA	92111

For AMEC E&I, Inc.:

Full Name	Title	Business Address	City	State	Zip
AMEC E&I, Inc.	Geotechnical	1105 Lakewood Parkway, Suite 300	Alpharetta	GA	30009
Ann E. Massey	Director	Same as above			
J. Allen Kibler, Jr.	President & Director				
John J. Clarke	Director				
Thomas J. Logan	Director				
Bradley J. Knight	Director				

IV. Subcontractor of Applicant Seeking Entitlement

For I.S.C. Group, Inc. (subcontractor to SWA Group):

Full Name	Title	Business Address	City	State	Zip
I.S.C. Group, Inc.	Irrigation Consultant	340 Church Street	Livermore	CA	94550
Ivy Munion	CEO & CFO	Same as above			
Ray Arthur	VP & Principal				
Dave Langendorff	Secretary				

V. Disclosure. The Applicant Seeking Entitlement has made campaign or officerholder contributions in the preceding 12 months to City of Glendale Elected officials as follows:

Elected Official	Name of Individual or Entity	Date of Contribution
N/A	N/A	N/A