2009 RUDY BRUNER AWARD FOR URBAN EXCELLENCE
## PROJECT DATA

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

### Project Name
- **The Americana at Brand**

### Owner
- **Caruso Affiliated**

### Project Use(s)
- Mixed Use - Retail Shops, Cinema, Restaurants, Two Acre Park, Apartments, and Condominiums

### Project Size
- 900,000 square feet (not including structured parking)

### Total Development Cost
- $400,000,000.00

### Annual Operating Budget (if appropriate)
- Withheld at Owner's Request

### Date Initiated
- May 2, 2008

### Percent Completed by December 1, 2008
- 100%

### Project Completion Date (if appropriate)
- May 1, 2008

### Application submitted by:
- **Name**: Anna Jeter
- **Title**: Project Coordinator, Architecture

### Organization
- **Caruso Affiliated**

### Address
- 101 The Grove Dr.

### City/State/Zip
- Los Angeles, CA 90036

### Telephone
- (323) 900-8177 or 323-900-8100

### Fax
- (323) 900-8101

### E-mail
- ajeter@carusoaffiliated.com

### Weekend Contact Number (for notification): 310-999-8969

### Key Participants

<table>
<thead>
<tr>
<th>Organization</th>
<th>Key Participant</th>
<th>Telephone/e-mail</th>
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</thead>
<tbody>
<tr>
<td>Glendale Redevelopment Agency</td>
<td>Phil Lanzafame</td>
<td>818-548-2005 / <a href="mailto:planzafame@ci.glendale.ca.us">planzafame@ci.glendale.ca.us</a></td>
</tr>
<tr>
<td>Arcitector/Designer</td>
<td>Elkus / Manfredi Architects - David Manfredi</td>
<td>617-368-3309 / <a href="mailto:dmanfredi@elkus-manfredi.com">dmanfredi@elkus-manfredi.com</a></td>
</tr>
<tr>
<td>Developer</td>
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<tr>
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<td>805-548-3140 / <a href="mailto:radams@ci.glendale.ca.us">radams@ci.glendale.ca.us</a></td>
</tr>
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### Please indicate how you learned of the Rudy Bruner Award for Urban Excellence.

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ABSTRACT

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name: The Americana at Brand

Address: 889 Americana Way, Ste. 330  City/State/ZIP  Glendale, CA 91210

1. Give a brief overview of the project, including major project goals.

The city of Glendale, California is home to almost 200,000 residents. At the core of the Central Business District is The Americana at Brand. Previously eight blighted and boarded up city blocks amidst a mature downtown, this traditionally styled mixed-use development is a gathering place for Glendale residents and visitors throughout Southern California. A Sumner Concert with Grammy Award winning musicians, a fashion show or a holiday festival featuring a 105 foot tall Christmas tree, guests enjoy numerous special events throughout the year. The Americana has become the symbolic heart of Glendale – where people go to celebrate, to relax, to meet. The place changes over the course of each day.

Designed in the tradition of great public piazzas, the design team drew inspiration from the Lake Como region, Capri, Newbury Street in Boston, Charleston, and Savannah among others. The idea isn’t just to shop or eat or go to a movie. It has more to do with recovering that which is lost in Southern California’s car culture – the sense of community that comes from street life and fulfilling the desire to connect with the community. We don’t usually get that in Los Angeles. The size and scale, the surrounding uses and activities, share in the traditions of other great marketplaces which act as the gathering place and the celebration space for a city. And, there is a hierarchy of spaces that connects The Americana to the surrounding city. It is a culmination of these design principles that are expressed in contemporary terms and a Southern California Vernacular. The open spaces are lined by shops and restaurants, animated water and light and by residents who live on the park, who step out onto terraces and balconies to enjoy it. It is interwoven into the existing context of the city, yet separate from its traffic and noise.

2. Why does the project merit the Rudy Bruner Award for Urban Excellence? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality)

The Americana at Brand is the end result of a long-time collaboration between Caruso Affiliated and the Glendale Redevelopment Agency (GRA), which has been characterized in the real estate industry as a model example of a successful public/private partnership. The GRA's vision for the city, coupled with Caruso's uncompromising dedication to creating town centers with the highest level of design, service and sense of place has resulted in a project that serves economic, cultural and social needs of the diverse community of Glendale. Where there was once 15 acres of blighted and boarded up shops, there now stands the newest jewel in the "Jewel City".

The project met a number of complex goals with innovative thinking and a relentless pursuit of quality, including:
- Revitalizing a blighted and boarded up 8-block section of Downtown Glendale by creating a mixed-use project that generated synergy among the uses to augment and support each other
- High quality open space elements
- Connection with the existing urban fabric and designing and a destination that is active, interesting and highly utilized by people who live and work in the community and beyond
- Reestablishing Glendale as a regional shopping destination
- Building a residential component that would create a 24-hour downtown and establish downtown Glendale as a viable residential option in the urban core
- Glendale and specifically, Brand Boulevard had been divided by the construction of the Glendale Galleria in 1975 into North Brand and South Brand. This brick walled fortress cut off South Brand from pedestrians which then fell into a distressed state. The Americana at Brand was intended to and has spurred redevelopment of South Brand Boulevard as well as the entire area.

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THE AMERICANA AT BRAND - RELEVANT PROJECT DATES

- **Spring 1994** – The City of Glendale and the Glendale Partners initiate the preparation of the Greater Downtown Strategic Plan (GDSP). Its intent is to ensure the quality of life in Glendale for the next 25 years.

- **September 5, 2000** – The Glendale Redevelopment Agency issues a nationwide Request for Qualifications for the Town Center Development Project.

- **March 13, 2001** – Caruso Affiliated is selected from a group of 24 developers as developer of record.

- **September 24, 2001** – The Glendale City Council, unanimously approves the Stage I Development Plan.

- **Late 2001 – 2004** – Approximately 120 community meetings and coffees of 2-100 attendees are held to solicit community input.

- **November 27, 2002** – General Growth Properties purchases Glendale Galleria from Donahue Schreiber and begins a 2-year, over $7 million, campaign to oppose the Town Center Project.

- **March 4-23, 2004** – Stage II Design Submitted to and Approved by the Glendale Redevelopment Agency and the City Council.

- **April 21, 2004**
  - Caruso Affiliated announces that the project will be named “The Americana at Brand”. The winning entry was submitted by Stephen Soule-Maggio as part of a citywide contest. An English teacher at Wilson Middle School, Soule-Maggio donated the $1,000 award he won to his school.
  - Despite General Growth’s efforts, The Americana at Brand is unanimously approved by City Council and The Glendale Redevelopment Agency.

- **September 14, 2004** – The Americana at Brand is approved by Glendale resident votes in a city-wide referendum intended to kill the project sponsored by General Growth Properties.

- **2004 – 2008** – 100 additional coffees, community meetings and construction site tours are held to update and inform the public.

- **January 13 – February 15, 2005** – Stage III Design Submitted to and Approved by the Glendale Redevelopment Agency.

- **November 18, 2005** – Courts rule in favor of Caruso Affiliated in suit filed by General Growth Properties challenging The Americana at Brand’s environmental approvals.

- **2006** – The Glendale Chamber of Commerce invites Caruso Affiliated Vice President of Community Relations to join its Board of Directors Two Years prior to opening.

- **June 8, 2006** – Caruso Affiliated breaks ground and begins earthwork and grading.

- **November 14, 2007** – Caruso Affiliated wins 12-0 unanimous jury verdict in a Business Interference and Anti-trust action against General Growth Properties.

- **February 5, 2008** – The Glendale City Council offers to name a street into the complex Caruso Avenue.

- **March 20, 2008** – The Spirit of American Youth is set in position.

- **April 1, 2008** – The installation of the 13,921 trees and shrubs is completed.

- **April 20, 2009** – The trolley is delivered.

- **May 1, 2008** – The first resident moves in.

- **May 2, 2008** – The Americana at Brand opens, welcoming the citizens of Glendale to enjoy their new home.
**PROJECT DESCRIPTION**

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

   At Caruso Affiliated we approach each project with a simple set of core values, a combination of high-quality design, local market knowledge, mature in-fill locations, creditworthy tenants, and conservative financing. We have a commitment to creating “town centers” that respect a community’s unique character and reflect the spirit of its residents. It is important that each center fit in the community it serves—providing residents with a high-quality environment where they can shop, dine, or simply spend time with friends and family. Built on a 15.5 acre site, The Americana at Brand is a 900,000 square foot mixed-use retail, dining, entertainment and residential project with 5 acres of pedestrian open space. There are 338 residential units built on podium above the retail (238 apartments and 100 condominiums). It opened on May 2, 2008.

   Several changes or trade-offs were made to the project as a result of external forces or input from city staff and community members. After the initial list of tenants was released, the public raised concerns about having a large department store or having middle market brands similar to those already represented in nearby shopping centers. Instead, they felt their community needed “aspirational” and luxury retail. They were also concerned about duplication or cannibalization of tenants from other centers. At the same time, it was important that the project be accessible and appealing to a diverse demographic and not be exclusionary in any way. To that end, the final tenant mix includes a variety of retail and dining options with a wide price range. In addition to on-site valet there is validated parking and abundant free parking on the project perimeter. Also very important to the community were free events and appealing to a wide variety of tastes. Now guests enjoy concerts, fashion shows, car shows, holiday festivals, “Girls Night Out” for free and coming soon is a weekly Farmer’s Market.

   A significant development challenge was rising construction costs. After the budget and the financial return of the project were set, the cost of several key construction components skyrocketed. Overall labor and material prices specifically concrete and rebar, rose as much as 30%; equating to approximately $60,000,000 in additional, unanticipated hard costs. Because Caruso Affiliated is a long-term owner and operator of their properties, rather than compromise, the development team chose to proceed to meet the high quality design and operational standards that were originally promised. This decision was based on the rock solid belief that “doing the right thing” will be rewarded in the end.

2. How has the project impacted the local community?

   Since opening, The Americana at Brand has met or exceeded all of the goals set forth in 1994 by The Glendale Redevelopment Agency. As of November, it was on track to exceed projections in terms of sales tax returns and property valuation, while at the same time continuing to draw outside investment. Second-quarter sales at the adjacent Glendale Galleria increased overall by 10.7 percent. And while second-quarter retail sales fell for the state and county (4 percent and 2.6 percent respectively) since last year, Glendale saw a 0.1 percent decrease during the same period according to the City of Glendale Redevelopment Agency financial impact report.

   On any given day, you will find Glendale citizens meeting and enjoying their new center of town. The Americana has become the symbolic heart of the City of Glendale — where people go to celebrate, to relax, to meet. With its unique mix of stores and restaurants, many of which are being offered for the first time in Southern California, The Americana is bringing Southern California residents and visitors to Glendale, where there was no regional draw before.

   There are a number of changes occurring in the area adjacent to The Americana. Surrounding parcels have changed hands, some several times, and plans for redevelopment are pending. A hotel and three condominium projects are being contemplated. The City of Glendale is implementing a 50-foot wide paseo that will lead through what is currently a dilapidated building across Brand Boulevard. The new paseo will be an extension of Caruso Avenue and lead directly to a park with a renovated library and a new adult recreation center. The alley in-between will be cleaned up and turned into a street with angled parking and landscaping. The historic Masonic temple adjacent to this paseo is renovating its theatre and turning a portion of the building into leasable office space.
3. Describe the key elements of the development process, including community participation where appropriate.

In 1994, The City of Glendale adopted its Greater Downtown Strategic Plan with the goal of creating a "Town Center". In 2000, The Glendale Redevelopment Agency (GRA) issued an RFQ for the project on a 15.5 acre site, 8 blighted and boarded up city blocks. 24 Developers responded and Caruso Affiliated was awarded the project to:

- Establish a regional draw in the Central Business District and create a central public gathering open space
- Project to be mixed-use including: ground floor retail with upper level high-density residential and other complementing commercial uses resulting in a unique 24-hour urban village
- The new mix of diverse uses are to integrate with surrounding, existing uses to spur other development in the district
- Project to include a central space for public events including iconic urban design elements and art
- Project to include a series of pedestrian open air plazas and corridors to link into existing or planned City open space network into a defined urban fabric
- Provide park activities including programmed events and casual uses among fountains and landscaped areas
- Provide small kiosks, shaded areas for dining, sitting and community activities; family entertainment, including multi-screen theaters; restaurants to appeal to all tastes and budgets
- Combined private and public security forces to ensure safety
- Provide abundant and high quality parking separated for commercial and residential uses
- Close existing streets to enhance project design and project market feasibility.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

As the Developer and Owner, Caruso Affiliated is contributing a significant amount of equity in The Americana at Brand. Traditional construction loan financing was provided by PNC Bank.

Total project costs are approximately $400 million.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

The Americana at Brand has spurred a tremendous revitalization of Glendale’s downtown. It provides a large percentage of pedestrian open space as a ratio of site area. The open space was privately developed and is privately programmed and maintained but is a public space. The project however could never have been built with out the political will and authority of the City. Eminent Domain rights were exercised to assemble the land and it was the vision of the City to see the town center built.

Also unique was the perseverance of the Glendale Redevelopment Agency and the developer in the face of the tremendous opposition posed by a larger REIT, General Growth Properties that was determined to stop the project.

Next, through leasing to a distinctive group of tenants not previously found in Glendale and providing a destination residents throughout the region are drawn to, The Americana supports neighboring businesses that once saw the project as a threat. Its presence is drawing consumers further South on Brand Boulevard, connecting them to businesses that, in the past, have received little foot traffic.

The concept of a 24-hour urban in-fill village is not new and the archetypes studied in the creation of this project are organic but the incarnation realized in The Americana @ Brand is unique and a model for future development. With easy access to concentrated job centers and transportation corridors and as the environment and natural resources continue to be stressed, the lifestyle option provided by this project is highly-desirable to the end-user, the community and may be the antidote to urban sprawl.
PERSPECTIVES

Architect or Designer

- David Manfredi, Elkus / Manfredi Architects
- Don Brinkerhoff, Lifescapes International

Community Representative

- Amiee Klem
- Gerri Cragnotti, Glendale Association of Realtors
- Jeff Kurtti
- Judith Kendall, Glendale Chamber of Commerce

Professional Consultant

- Ron Bernards, Bernards
- Paul Jamiolkowski, PNC Bank

Public Agency

- Randy Adams, Glendale Police Department
- Phil Lanzafame, Glendale Redevelopment Agency
2009 Rudy Bruner Award for Urban Excellence

American cities embody our nation's greatest triumphs and most daunting challenges. At their best they showcase the rich diversity, cultural achievement, and democratic values that characterize the American spirit. At their worst they reflect our country's most persistent social ills—economic disparity, hopelessness, neglect and abandonment. Yet there are those places that are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation—the renewal of something old, or the creation of something new that resonates in the history of community life.

These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

Notice:
Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future award cycles.

Prizes and Presentation
The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners
Gold Medal:
Children's Museum of Pittsburgh, Pittsburgh, PA

Silver Medals:
Artists for Humanity Epicenter, Boston, MA
Columbus Circle Public Plaza, New York, NY
Crossroads Project and Marsupial Bridge, Milwaukee, WI
High Point Redevelopment Project, Seattle, WA
LA Design Center, Los Angeles, CA

2009 Selection Committee
David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shove Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets
You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in writable pdf format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No e-mail submissions will be accepted.

Key Dates:
- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.
ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name: David P Manfredi AIA LEED AP
Organization: Elkus Manfredi Architects Ltd
Telephone: (617) 426.1300
Address: 300 A Street
City/State/ZIP: Boston, Massachusetts 02210
Fax: (617) 426.7502
E-mail: dmanfredi@elkus-manfredi.com

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Signature: ____________________________

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

Americana is planned around a great urban space — a public park which becomes the common gathering place for downtown Glendale. Located at one end of the commercial corridor which is Brand Boulevard and connected to the civic icons of library and city hall, this green park is a common ground for residents, retail guests and the business community. It is surrounded by shops and restaurants that activate all edges, and it is connected to the surrounding patterns of land use by vehicular street — Caruso Way — and pedestrian corridor — Harvard Street. Both Brand Boulevard and Central Avenue are lined with active streetscape of shops to engage pedestrians and to stimulate future retail emergence on the opposite sides — reinvigorating the Glendale Galleria and extending the vibrancy of Brand. The scale of buildings is determined by the spaces which they define — three, four and five stories surrounding the park, four stories on Brand Boulevard and lower scale along the narrower Caruso Way.

2. Describe the most important social and programmatic functions of the design.

Americana is defined by its public realm spaces — wide, active sidewalks lined with shops and restaurants, and continuous, diverse and transparent storefronts, and the park which too is fed by pedestrian paths from four directions and is lined with activity. The park is a multi-layered venue: designed for community events including celebrations and concerts; accommodating passive, quiet recreation, and including a children's playground, as well as small food vendor kiosks. Residences are layered above shops; all have balconies to both enlarge the residence and to animate the streetscape. All parking is compactly planned and out of sight: residential parking is below grade, and commercial parking fully buffered by single loaded residences. Americana functions as the "living room" for Glendale. Early in the day streets are populated with residents off to work and later young mothers with strollers and young children. At noon, the park is full of business people at lunch, and later in the afternoon there are school children meeting and shopping. At dinner time, Americana is full of families and couples out together strolling, going to the movies and dining. And, late at night are the couples strolling along the fountain's edge under the twinkling lights of the city.
3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

With a project of this complexity, there are always major challenges:

a. Relationship of Vehicular Streets and Pedestrian Ways – The park space at the center of Americana is a completely pedestrian environment, free of vehicles, but its configuration is, in fact, defined by the surrounding pattern of city streets. This relationship provides a safe, separate environment that is visually accessible and inviting from the surrounding city.

b. Vertical Integration of Retail, Residential and Parking – All residential parking is below grade; all ground floor space is shops, activating the park as well as the perimeter; and upper levels are residences. Vertical integration requires penetration of vertical circulation, vertical access for HVAC supply and exhaust, plumbing integration, and visual organization of building elevations. The building façades allow significant retail scale and identity for shops, diversity of storefronts, and transparency into the activity within the shops. Residences above are often set back, visually separated but integrated by proportion, underlying rhythm of elements and material palette.

c. Control of “One-Sided Streets” at the Project Perimeter – While Americana creates the symbolic heart for the City of Glendale, it also meets the surrounding pattern of land uses. On Brand Boulevard, there is continuous retail frontage which extends the existing commercial corridor, but it is now one-sided awaiting development of the east side of the street. At Central Avenue, again, there are shops and residential entrance, but these uses face a blank mall façade, awaiting reinvention of the existing mall perimeter.

4. Describe the ways in which the design relates to its urban context.

The urban design relates to its urban context in the immediate patterns of infrastructure:

a. the surrounding grid of streets is extended through the site for vehicular access and visual access;

b. the land use pattern of retail frontage along Brand Boulevard is extended, creating opportunity for future development to the east and to the south;

c. the scale of buildings along Brand Boulevard and Central Avenue are appropriate to the scale of each street and to the historic context north of the site.

In addition, Americana is made up of multiple buildings, and each building has diversity in its pattern of fenestration, the vertical organization of urban street wall, the palette of materials and details. And yet, all of this diversity is inspired by historic precedents in Glendale. The result is a group of buildings and places that fit comfortably in the urban context with a sense of appropriateness, authenticity and timelessness.
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ARCHITECT
OR DESIGNER
PERSPECTIVE
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- High Point Redevelopment Project, Seattle, WA
- LA Design Center, Los Angeles, CA

2009 Selection Committee
David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, CA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, La Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

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You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the applicant project. Emphasis should be placed on answering the questions in the space provided in a clear manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project as it is reviewed by the Selection Committee. We thank you for your willingness to submit a perspective sheet, and for participating in the Rudy Bruner Award process.

NB: Perspective sheets can be filled out in a writable pdf format online at: www.brunerfoundation.org. However, they must be submitted to the Foundation (together with other materials provided by the applicant) as hard copy, with your signature. No email submissions will be accepted.

Key Dates:
- Submissions must be received at the Foundation no later than Monday, December 15, 2008.
- Applications received after December 15 will not be considered.
- Five finalists will be notified by January 26, 2009.
- Site visits to finalists will take place in February, March, and April 2009.
- The Gold and Silver Medal Winners will be selected and notified in May, 2009.
- Presentations of the Rudy Bruner Award for Urban Excellence will be made in May and June of 2009.

Notice:
Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future award cycles.
ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name: Don Brinkerhoff Title: CEO, Landscape Architect
Organization: Lifescapes, International Telephone: (949) 476-8888
Address: 4930 Campus Drive City/State/ZIP: Newport Beach, CA 92660 Fax: (949) 476-8854 E-mail: don@lifescapesintl.com

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Signature: ____________________________

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

The concept was to create a vibrant urban center seamlessly woven into the historic fabric of the city of Glendale. This is a mixed-use community, inclusive of retail, restaurant and residential components all situated around a central park core. A wide variety of indoor and outdoor experiences needed to be part of the project. To this point, a trolley ride through the interior street is provided and the same pedestrian-friendly "strolling" street connects the exterior experience from one end of the 15-acre project to the other. In the central park core, a spectacular choreographed fountain "show" erupts regularly for visitor enjoyment. Within this fountain, an 18 foot high gilded bronze sculpture, designed by Donald DeLue, celebrates American Youth, and is part of the ownership's inspiration for the project's name. An active play area, complete with slides also features comfortable lounge chairs and a generous amount of benches, which provide a safe environment for the children while attending to the comfort of the adults nearby. Food pavilions and kiosks are featured bordering the central park and along the side street for convenient shopping and dining throughout the property.

2. Describe the most important social and programmatic functions of the design.

The City of Glendale was particularly desirous of having a venue within the city center where a large number of citizens could conveniently gather and enjoy special public events. Most recently, an estimated 50,000 people came to the park to witness the Christmas Tree Lighting Ceremony, complete with Santa Claus arriving via balloon! A musical concert was also underway, celebrating the holidays. There are many concerts and events which the ownership has planned for the future, ongoing enjoyment by Americana visitors. This project has become the "must-see, go to" destination within the city limits. The enchanting environment with softly lit trees, a dancing fountain, terrific restaurants kiosks and shops, along with the movie theater, provides a variety of opportunities, daytime and nighttime, for all to enjoy.
3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

There are several challenges that are naturally inherent in mixed-use communities, which require careful planning and composition within the project. One challenge was to successfully combine emergency vehicle access and pedestrian circulation taking into consideration that, within the street itself, a trolley runs throughout the project. This was accomplished, in part, by designing a standard circulation road and also a specific landscape zone along Brand Boulevard where the tram's tracks run parallel to the street within a lawn parkway. It also allows for a visual and physical separation between sidewalk and the trolley zone.

The parking structure is underneath or behind the six story retail and residential facade, yet easily accessible by conveniently located elevators and escalators which join, arriving in a splendid space. The lobby environment is complete with beautiful plants and original artwork. As visitors leave it, they are immediately greeted by the central park, first witnessing the spectacular fountain show, and then the gardens, restaurants and shops and terraces beyond.

4. Describe the ways in which the design relates to its urban context.

As landscape architects for the project, we designed a variety of contextual street scenes, including the Brand Boulevard experience, Glendale's main thoroughfare. As such, we echoed a similar type of treescaping and supplemented it with colorful flowers, shrubs and other elements which define the property as an urban garden environment. The other two frontage roads also echo the landscape style expressed along Colorado and Central Boulevards. The urban context is best appreciated along Brand, in that the six story building was designed and is a continuation of the existing urban fabric of Glendale which gives the sense that The Americana belongs.
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Amiee Klem
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Signature: Amiee E. Klem

1. How did you, or the organization you represent, become involved in this project? What role did you play?

After hearing Rick Caruso had been chosen to develop Glendale's proposed "Town Center", I sent an email asking if he would create a place where mothers could comfortably nurse and care for their children. Rather than a form letter response, I received an email the same day from Rick Caruso. He seemed genuinely interested in my request and had two people on his team contact me directly by phone to discuss details. I was blown away by the response and the idea of a developer who took a genuine interest in the needs of the community.

The more I learned about Caruso and his team, the more I liked them. I became an active and vocal proponent of the project often writing letters to the local paper, speaking at city council meetings as well as working on Caruso's campaign when General Growth, owners of the Glendale Galleria, sponsored and financed a referendum vote in an attempt to quash the project.

2. From the community's point of view, what were the major issues concerning this project?

There were several issues. Some didn't want the land to be given to the developer. Some were worried about an influx of traffic or were worried the police department would be overtaxed. Others wanted a park in its place. The types of stores and restaurants that would be a part of the Americana at Brand were also of major consequence to the community.

Most agreed, however, that the properties and land in question were blighted, a waste of prime real estate, did not bring any tax revenue to the city and that in their place, we didn't want another "big box" filled with stores. We wanted a place that felt good to be in and that would enhance our sense of community. In addition, we knew it was important that this new space include residences, so that downtown Glendale would be revitalized with people who lived there.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

There were so many trade-offs and compromises made, that I couldn't possibly remember them all. However, the park area and the fountain in the center of the Americana are both larger than the original plan called for and no billboards are allowed on the exterior walls. There are more trees, parking spaces and residential units as well. Even the exterior facade of the movie theater was redesigned. All these issues were addressed because of requests from the community and the Redevelopment Agency. Also, there is not a Target in the Americana because many critics, especially the owners of the Glendale Galleria, rallied against a Target store being an "anchor" of the Americana and Rick Caruso took that request to heart. Interestingly, a Target went into the Glendale Galleria as an anchor store shortly before the Americana opened. Apparently, some mall owners don't even listen to themselves, let alone the community.

I participated by speaking at City Council meetings, attending community meetings set up by the city and Caruso Affiliated and by really being involved in the process in general. There is an absolutely gorgeous child care area, equipped with private nursing rooms, that I'm particularly proud to be associated with.
4. Has this project made the community a better place to live or work? If so, how?

The Americana at Brand absolutely made Glendale a better place to live and work.

I have lived in Glendale for 12 years, and until the Americana, there was no place in Glendale I wanted to entertain out of town guests. The Galleria is a good place to shop, but it lacks any sense of "place". It only has fast food and a Red Robin to dine in and doesn't even have a book store or movie theater. It is completely enclosed, devoid of character and you could easily forget what city you were in once inside. Yet, it was considered Glendale's "trademark" establishment. Those of us who live here, though, grimaced at the thought.

Rick Caruso and everyone at Caruso Affiliated took extreme measures to make sure that all the needs, concerns and desires of Glendale residents were taken seriously. Organized events, like the Summer Concert Series and Kids Club, held weekly at the Americana in the summer, were all free, and all a major draw for hundreds of families. Special events, like the recent Tree Lighting Celebration are the likes of which this city has never seen before (there were even fireworks!). We can go out for a nice dinner, catch a movie in an incredible movie theater and then have coffee and browse for books, all within the Americana. And better yet, rather than being walled in, we can easily continue strolling and shop at neighboring establishments on Brand or Central Blvd. And I have yet to experience the horrendous traffic jams predicted by some ardent critics. The traffic calming measures work!

Rick Caruso also has a no smoking policy at the Americana. The only place smoking was permitted was on the outdoor dining patios of two restaurants, and within the park area, since, the park is technically city property. Because of this park "loophole" and the desire to keep the Americana as smoke free as possible, a grass roots effort to limit smoking in outdoor public spaces in Glendale was started. Recently, Glendale passed a city wide Smoking Ordinance, restricting smoking on all city owned property (including all parks), parking lots, outdoor dining patios and within 20' of outdoor eating areas. For the majority of Glendale residents, and even many smokers who wish to quit, this had a huge, positive impact on our quality of life.

More recently, we learned that the consumer draw of The Americana has resulted in increased sales to surrounding businesses at a time when most of the country is experiencing a major decline in consumer spending. The Americana has exceeded expectations at every turn. We not only have a place we are proud to take out of town guests, but a place that out of town guests keep coming back to experience.

5. Would you change anything about this project or the development process you went through?

If I changed anything, it would be how a competing business, in this case General Growth, can use petition circulators, who are paid by signature, to force a referendum vote. The petition circulators said anything and everything to get people to sign. I was told the Glendale Galleria would be torn down to make way for the Americana. This created divisiveness and wasted millions of dollars that could have gone to much better use.

However, despite multiple changes, compromises, and setbacks when the Glendale Galleria owners tried to take over, then eliminate the project altogether, it was a very positive experience for me. If anything, having to fight so hard for this project made it that much more of a jewel in my eyes and the eyes of many others. As the saying goes, anything worth having is worth fighting for.

Through a very public and sometimes contentious process, we have an amazing mixed use "Town Center" that we can all be proud of. We all had a part in making it the success it is today, even the critics. It is as much ours as it is Rick Caruso's, and that is really the true measure of a successful urban development.
2009
RUDY BRUNER AWARD
COMMUNITY REPRESENTATIVE PERSPECTIVE

RUDY BRUNER AWARD
FOR URBAN EXCELLENCE
COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name Gerri Cragnotti Title Residential Real Estate Broker

Organization Real Estate Broker, Glendale Assoc of Realtors Telephone (818) 244-54--

Address 1480 Melwood Drive City/State/ZIP Glendale, CA 91207 Fax (818) 244-6290 E-mail gerrigcre@aol.com

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Signature Gerri Cragnotti

1. How did you, or the organization you represent, become involved in this project? What role did you play?

I first became involved when my Glendale Realtor Association appointed me to monitor downtown Glendale developments. I had never heard of Rick Caruso nor had I been to any of his centers. After attending many city meetings, review boards and commission regarding this new Town Center, I became very interested in the project itself. I saw this new Town Center project as the catalyst to stimulate our very dismal downtown businesses. I became very actively involved once I saw that Mr. Caruso and this important project faced community opposition, Glendale Galleria opposition and city council opposition. I organized residents through an intensive nearly daily email campaign urging their participation in all the community meetings, council meetings, and in letter writing to city council and local newspapers. Finally, the city council passed the project, stating they had no idea that so many in the community wanted this project. But after that success, the Glendale Galleria brought the issue to referendum. Our active campaign went on for over a year in fighting city council and then in supporting the issue to the voting public.

2. From the community's point of view, what were the major issues concerning this project?

General Growth, owners of the Glendale Galleria, opposed the new Town Center for reasons that appeared to be that they wanted to protect their tenants from competition. Actually, they controlled 61% of the retail rental rates in Glendale and did not want to lose that position and have to face competitive rents. The handful of residents that opposed brought up 1) more traffic in our downtown, 2) a city land give away to Mr. Caruso that they claimed was valued at $77M, 3) the noise factor, 4) the "we need a big city park instead" people, 5) that it would bring crime and gangs, 6) that it would take away customers from the small retail businesses around, 7) that it would be faux architecture and Disneyland-esque, and all the typical opposition heard from mainly old time residents who do not like change. The positive issues were a drastic need to revitalize our downtown and have a place to dine and socialize within our city. There was large community support for the project, mainly by residents who rarely did anything in our downtown but rather entertained and socialized in neighboring cities that had revitalized and reinvented themselves.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

See Attached, #3 Mr. Caruso and CAH worked diligently with residents and businesses to create the best possible project. The end result was that the project was not compromised but rather it was built including everything and more than was promised.
4. Has this project made the community a better place to live or work? If so, how?

Our residents entertained and socialized in the neighboring cities as there was nothing in Glendale to do once they frequented the couple of good restaurants that were available. Our movie theatres were tattered, our retail consisted of the dated 1977 built Glendale Galleria with well-known stores that they themselves admitted were B and C in merchandise compared to their other stores. Our main jewel of Brand Blvd had many empty retail stores and more keep cropping up. Businesses could not stay open: small businesses did not have the clout or finances to hold on and large franchises did not want to be the first to "save" our downtown, knowing they had little chance to make it. Our largest of anchor stores on a prominent corner on Brand Blvd, was The Family Store, a Salvation Army second hand store, with used clothing hanging crooked in the windows. Other downtown streets consisted of off-brand furniture stores mixed with other retail that moved in and out due to failure to thrive. The Americana has become a gathering place for families and friends. Brand Blvd which runs on the east side of the project has new businesses opening and others being cleaned up. Retail merchandise in downtown stores is being upgraded. The Americana has been a wonderful draw for handicapped, the physically impaired and wheelchair bound. They can travel easily without fear or hesitation of car traffic and they have a beautiful and safe environment, which includes magical dancing waters every 30 min and music throughout the center, where they can enjoy time there for hours on end. I often see groups of wheelchair bound young adults sitting in the early morning around the fountain eagerly anticipating the next song of the dancing waters and they sing along. Moms with strollers are safe from traffic, and young families have a wonderful private center to retreat to feed a baby or settle down a tired cranky toddler. Yoga and pilates classes on the Green, mommy and me entertainment scheduled weekly, book signings by authors we really want to meet (think Martha Stewart, Michael Connelly), bands on the Green every Fri and Sat summer nights, and dozens of other events to draw the community in... and it certainly succeeds in that. And more events are scheduled all the time. We have snow on Caruso Way for the holidays, a 106 ft Christmas Tree with a Tree lighting ceremony and entertainment that drew nearly 30,000 people...to Glendale!! It is really amazing and really a miracle to think this is our downtown now. What a transformation. Our residents finally have a place to go in their own city. Whether on a date, or strolling alone, 10 yrs old or 100, on a lunch break or a day off, there is something for everyone to enjoy. The residential component and restaurants and services within The Americana make this a 24 hour downtown when the streets used to close up at 6:00. Now The Americana and for blocks around it, boast streets and businesses that are active gathering places.

5. Would you change anything about this project or the development process you went through?

The development process was challenged on every angle and many times over and was held up for years. Had all been passed and approved as scheduled, The Americana could have opened at least two years ago and not opened in this dismal economic environment. It would have had a following and reputation established rather than be a new center opening in these times. On the other hand, the fight drew the community together for a common cause and we met our neighbors and, from young moms with babies to senior citizens to professionals young and old showing up at every hearing, many til the wee hours of the morning, we were heard. It brought the community closer together as we fought for this extremely important and worthwhile project in the heart of our city.
COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

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Signature: 

1. How did you, or the organization you represent, become involved in this project? What role did you play?

I moved to Glendale in 2003 from the West Hollywood area, where I had been a patron of The Grove, and had come to know the work of Caruso Affiliated and the persona of Rick Caruso. I was delighted to find that Caruso Affiliated planned an ambitious new development for downtown Glendale, and very surprised that there was opposition to it.

I did a lot of research and reading, and began to attend City Council meetings to speak in favor of Caruso's proposed designs, solely based on my personal experience with the success and excellence that I saw at The Grove--both in design and function as well as the ancillary neighborhood benefit derived from the project for miles around it. Much as The Grove became a "town square" for the West Hollywood neighborhood where it was built, I knew that a similar or more ambitious project in Glendale had the potential to bring an exciting and much-needed revitalization to the Downtown core, as well as a sense of a "town center" that the city truly lacked.

The lessons learned at The Grove could be applied to Glendale, with all the many benefits, civic, fiscal, and cultural.

2. From the community's point of view, what were the major issues concerning this project?

There was an opposition to several aspects, based (in my opinion) on misinformation by some community members, and intentional disinformation supplied by General Growth, owners of the Glendale Galleria adjacent to the Glendale project site.

These oppositions fell into two categories: A rallying cry tended about a "77 million dollar giveaway" of public land, ignoring the facts that such collaborative relationship had been established in Glendale with the Galleria nearly three decades earlier, and fear of gridlock from the project to the freeway through the downtown area. Unfortunately, the machinations of General Growth led to an unprecedented referendum on the project (although it had already been through a public vetting process), which led to the need for even more action from community supporters.

This action also led to the inclusion of unrelated or already-addressed issues such as environmental impact and historic preservation.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

The project, like any other well-led civic/private enterprise, relied on a series of compromises, and a fluidity in the dialogue regarding project components, from location of parking entries to availability of public conveniences. Caruso was often caught in a narrow bind between the real necessities of a private developer and a population that considered that they had a voice in every decision made on the project—from landscaping and design components to leaseholder mix.

At every turn, Caruso not only graciously heard even the most ridiculous opinions, he and his associates actually listened to and incorporated good ideas. I, along with many neighbors—many of whom became good friends—regularly attended City Council, and provided information to neighbors and colleagues unfamiliar with project detail.

In addition, I personally volunteered in the Caruso-led campaign office on the referendum on a daily basis for a period of months, where I supervised grassroots communication efforts, wrote and edited presentation materials, wrote Editorial material in a variety of voices, advised on content, voice and tone of Campaign Website, replied to or elevated all web site correspondence, and served as Public Liaison in that Campaign Field Office. I also vacuumed and took out trash.
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

4. Has this project made the community a better place to live or work? If so, how?

An unqualified affirmative. The project itself is a marvel of intelligent and sophisticated design and aesthetic. I believe that excellence elevates everyone, and when a project uses visual communication, experiences, materials, and details in a manner such as The Americana has, it ennobles the human spirit. I am often chided by "intellectuals" who dismiss The Americana, and wonder why I put so much effort and spleen juice into "a shopping mall."

I feel that, as Rick Caruso obviously does, that commerce is a key component of the current human experience, and has made itself a gathering point for human interaction. However, commerce in and of itself need not be the core value represented at a development such as The Americana. It is not only possible, but I believe in the eyes and minds of Caruso and his associates, that it is imperative that the human experience be a component of a commercial venture, not just as set dressing or gesture, but as an integrated component of the thought and decisions that go into the creation of a project, especially one with such a high-profile civic duty as The Americana.

The process itself brought a number of like-minded neighbors together who not only gained an understanding of and appreciation for the machinations of city government, it has created long-lasting friendships and civic collaborations, as well as a sense of community pride in the final project, and a protective and proprietary sentiment about The Americana that will both protect it and hold its management to its high standards for decades to come.

Despite the best efforts of General Growth and a few community cranks who would like Glendale to remain in an imaginary 1950s, the project not only proceeded, but has succeeded. As of November, The Americana was on track to exceed projections in terms of sales tax returns and property valuation, while at the same time continuing to draw outside investment. Second-quarter sales at the adjacent Glendale Galleria increased overall by 10.7 percent. And while second-quarter retail sales fell for the state and county 4 percent and 2.6 percent, respectively, since last year, Glendale saw just a 0.1 percent decrease during the same period, according to a City of Glendale redevelopment Agency financial impact report.

According to the local newspaper The Glendale News-Press, a solid detractor of Caruso and the project throughout the process (in a baffling lack of civic pride or balanced journalism), "The rapidly slowing economy may have sucker-punched the local business community, but preliminary findings in a new Redevelopment Agency report suggest that the Americana at Brand has lessened the blow."

5. Would you change anything about this project or the development process you went through?

Certainly there was nothing to be done to stop the idiotic but well-funded opposition to the project, but I believe that in the end, the process actually resulted in a level on nuance in design and commitment to excellence that benefitted the project greatly.

I believe it became a matter of personal pride for Rick Caruso and his associates not only to shut down criticism and silence complaint, but in every area to exceed expectations and go beyond the standard in the product he delivered, and has continued to deliver, as The Americana continues to roll out new tenants, special events, and ongoing amenities. In many cases, the interloper has become more of a civic booster that the citizens themselves, continually going above the bar to present to Glendale citizens every reason to be proud of our downtown and our civic identity--even when the most stalwart citizens (and even our own hometown newspaper) seem to have completely forgotten the value of civic pride and boosterism.

Like almost every project that sees success, The Americana had challenges to overcome, problems to solve, and obstacles that simply had to be built around. In the end, a great artist trusts that the process is a part of the final product, and that without the elemental solution-oriented nature of that project process, the final product will be mediocre.

The Americana was a textbook example of taking every lemon that came its way and making lemonade, and lemon meringue pie, and planting a lot of lemon trees, too.

Through all these challenges, Caruso and The Americana were able not only to back up their convictions and promises with commitment and results, in the process, maybe they taught a lot of us here in Glendale the nature of civic responsibility, and the value of community effort.
COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Judith Kendall
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Signature: Judith Kendall

1. How did you, or the organization you represent, become involved in this project? What role did you play?

As the city's major organization advocating on behalf of business, we became involved when the project went through the environmental impact review process. During this process, we provided a forum for business owners and representatives and spoke before the City Council on behalf of the project requesting that the City Council grant approval.

2. From the community's point of view, what were the major issues concerning this project?

Major issues included fear of added traffic congestion resulting from the close proximity to the existing Glendale Galleria, perceived cost to the City in both dollars and services, fear of loss of revenue for smaller businesses near the project, lack of adequate parking, competition with the Glendale Galleria, and infrastructure overload. The most challenging issue was the desire of the ownership of the existing shopping mall to stop any and all competition that would come from the project.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

There were numerous trade-offs and compromises between the developer of The Americana at Brand and the City—most having to do with dollars and land provided by the City, space configuration, number of housing units and public space. Our organization provided a forum for discussion of these elements of the project by the business community and give input to the City Council.
COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

4. Has this project made the community a better place to live or work? If so, how?

The project has brought a vibrant, upscale, family-oriented shopping, living and entertainment center to what was a blighted, crime infested area of our City. It provides many new options for dining, shopping and living for individuals who work in the area and has increased the safety of the area. Americana provides a gathering place for thousands of people to come together for well planned, exciting community events. From the perspective of the Glendale Chamber of Commerce, this project is the best thing to happen in our city for many years. It has made the city far more vibrant and is bringing many more people to enjoy not just The Americana, but other business, entertainment and recreation. It has put us on the map. The developer of the project, Rick Caruso, has also become an important part of our city and is known for giving back to the community by providing resources for many service and charitable organizations in the area. Glendale is a definitely better place because of Caruso and The Americana at Brand.

5. Would you change anything about this project or the development process you went through?

There is nothing I would change about this project. The Glendale Chamber is very proud to have it as part of our City. The development process went as well as it could considering the challenges from an opposing shopping center. The developer always went the extra mile to seek input from the public and the City and to meet their needs and concerns.
2009
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE
Prizes and Presentation

The Rudy Bruner Award for Urban Excellence is given to five winning projects in each biennial award cycle.

- One Gold Medal Winner is awarded $50,000.
- Four Silver Medal Winners are each awarded $10,000.
- The winning project teams may use prize money in any way they choose to benefit the project.
- All winners are promoted by the Bruner Foundation and are included in books that are published by the Foundation.
- All finalists will be featured in award ceremonies, and a media outreach effort.

2007 Rudy Bruner Award Winners

**Gold Medal:**
- Children’s Museum of Pittsburgh, Pittsburgh, PA
- Columbus Circle Public Plaza, New York, NY
- Crossroads Project and Marsupial Bridge, Milwaukee, WI
- High Point Redevelopment Project, Seattle, WA
- LA Design Center, Los Angeles, CA

**Silver Medal:**
- Artists for Humanity Epicenter, Boston, MA
- Winter Street Station, Burlington, VT
- American University, Washington, DC
- Knoll Park, Madison, WI
- City of Miami Beach, Miami Beach, FL

2009 Selection Committee

David N. Cicilline, Mayor, Providence, RI
Michael Dobbins, Professor of Practice, Department of Architecture, City and Regional Planning, Georgia Tech, Atlanta, GA
Mary Houghton, President and Co-founder, Shore Bank, Chicago, IL
Grace La, Principal, LA Dallman Architects, Associate Professor of Architecture, University of Wisconsin-Milwaukee, Milwaukee, WI
Jair Lynch, President, CEO, JAIR LYNCH Development Partners, Washington, DC
Martha Welborne, Managing Director, Grand Avenue Committee, Los Angeles, CA

Perspective Sheets

You have been asked by the applicant to fill in a perspective sheet. Perspective sheets are designed to elicit individual or institutional perspectives on the project. Emphasis should be placed on answering the questions in the space provided in as clear a manner as possible.

Although the application contains many other components, individual perspectives provide critical information about the project. They are developed with such vision and imagination that they transform urban problems into creative solutions. The Rudy Bruner Award for Urban Excellence (RBA) seeks to discover those special places and to celebrate and publicize their achievements.

Excellence exists in every city. It can be found in downtowns, neighborhoods, and parks. The Rudy Bruner Award searches for urban places that embody excellence, and celebrates their contribution to the richness and diversity of the urban experience.

These places often transcend the boundaries between architecture, urban design, and planning. They are born through processes of transformation – the renewal of something old, or the creation of something new that resonates in the history of community life. These extraordinary places enrich the quality of the urban experience, and serve as models for placemaking in cities across the country.

Notice:
Projects from the City of Providence, RI are not eligible for the 2009 Award due to the participation of Mayor David N. Cicilline on the 2009 Selection Committee. We look forward to receiving applications from Providence in future award cycles.
PROFESSIONAL CONSULTANT PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Name: Ron Bernards
Title: Vice President, Operations
Organization: Bernards
Telephone: (818) 898.1521
Address: 618 San Fernando Road
City/State/ZIP: San Fernando, CA 91340
Fax: (818) 838.7956
E-mail: rbernards@bernards.com

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Signature

1. What role did you or your organization play in the development of this project?

Bernards served as the daily on-site Construction Manager for the Americana at Brand mixed use facility project. From contracting and construction through completion of work, Bernards employed two Project Executives, seven Project Managers, thirteen Superintendents, nine project Engineers, eight full-time laborers, and ample administrative staff in order to manage the day-to-day construction activities.

2. Describe the project's impact on its community. Please be as specific as possible.

Prior to the development of the Americana at Brand, the 15.5 acre site was based in the heart of Glendale and consisted primarily of dilapidated shops and businesses. With the completion of this one-of-a-kind community gathering place, the project now offers an all-in-one urban living experience by combining a dramatic mix of luxury residential, shopping, dining, and entertainment. At its heart, the project features an open-air, a two-acre community park with spectacular landscapes, fountains, and meandering walkways for local and visiting families to enjoy. It has revitalized the neighborhood adding new revenue streams for the city, and could be considered the new "hub" for the community of Glendale.
PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession?

They said it couldn’t be accomplished — any time we invited guests to visit the site during construction, the same words were uttered... "impossible." Once considered to be un-thinkable in terms of scale and schedule, Bernards implemented many successful strategies and creative solutions in order to meet the project schedule. To give an idea of the magnitude of the project, during the last months of construction 28 trash bins were dumped daily, a $5.3 million lobby was completed with five star finishes in sixty days, and over 2,800 workers were fed lunch and dinner in order to complete the project within the seemingly impossible deadline.

In essence, what we could teach others in our line of business is to be relentless, creative and determined. When one solution does not work, implement another until you have the desired result. But it cannot be done alone. It requires a heavily orchestrated team effort. These words are often overused in our line of business; but in the case of the Americana at Brand, they were, in fact, a reality.

4. What do you consider to be the most and least successful aspects of this project?

MOST SUCCESSFUL

With 475,000 square feet of luxury retail & commercial space, 425,000 square feet of residential space, 1.6 million square feet of parking, an elaborate water fountain, and a full-size trolley car all contained within four city blocks, we were faced with seemingly insurmountable odds to successfully complete a project of this magnitude within a grueling 18-month schedule. For Bernards, the most successful aspects of the project were the timely completion of what we consider to be a landmark project for the City of Glendale; and within those time constraints, how well we were able to execute the high-end finishes reflected in the preliminary design.

LEAST SUCCESSFUL

In order to complete the project on time, Bernards had to implement an exhausting three-shift, seven day a week work schedule during the last months of construction:

- 1st shift 6:00 AM to 6:00PM
- Mid shift 10:00 AM to 8:00 PM
- Night shift 8:00 PM to 5:00 AM

Our employees, subcontractors and vendors worked tirelessly with the owners and the design team in order to make the demanding deadline. This pace, however, took its toll on many of our employees with fatigue and exhaustion. But in the end, each participant on the project gained a new sense of pride; a new-found sense of camaraderie and accomplishment that could only be developed on such a unique project.
December 11, 2008

Bruner Foundation

RE: Rudy Bruner Award for Urban Excellence

1. What role did you play in the development of this project?

PNC Bank was the Lead Arranger and Syndication Agent for the construction loan for The Americana at Brand. PNC Bank led a group of banks including Bank of America, Wells Fargo, EuroHypo and several other institutions to provide debt financing for the project. As Agent, we structured and funded a complex transaction based on the mixed-use components of retail and multifamily. After months of due diligence and loan structuring, PNC and Caruso Affiliated closed a $300MM in November 2006. Post-closing, PNC has worked side-by-side with Caruso to provide construction administration and monthly disbursements to contractors and subcontractors. This close relationship between PNC and Caruso kept the project on track for its May 2008 grand opening.

2. Describe the impact that this project has had on the community. Please be as specific as possible.

I believe The Americana at Brand has significantly transformed and revitalized the downtown Glendale area. PNC has been part of the project since 2001. During our initial site visits and due diligence, I can remember the vacant buildings and empty parking lots that were originally there right in the center of the central business district. It took tremendous vision and skill to create The Americana. Without a doubt, there is not another real estate developer who could have built such a successful and popular retail center with the Los Angeles community.

Upon opening, The Americana has truly become the “center of town”. Limited pedestrian activity has been transformed into large masses of customers and residents throughout the downtown Glendale area. Empty storefronts on Brand Boulevard have been leased to new retail stores and restaurants. The Caruso project has made the entire CBD a more desirable community.
3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

In reviewing The Americana, I think the most significant trade-off revolved around providing flexibility to Caruso. In most development projects, the complete plans and specs are finalized prior to construction. In the case of The Americana, Caruso and Bernard Brothers (general contractor) had the basic plans and specs completed, but were able to make numerous changes based on the on-site conditions. In the end, Caruso’s strong construction and development experience enabled the banks to get comfortable with this approach. This structure provided a tremendous benefit by allowing Caruso’s field development and construction areas to make necessary changes and improvements without the typically long delays and negotiations between developer, general contractor, and lender. Caruso was able to get the best and most creative design from Bernard Brothers (whose notable work includes Disneyland).

4. What do you consider to be the most and least successful aspects of this project?

I think the most successful aspect of this project is the integration between the multifamily and retail components. Many other developers have built mixed-use projects, but Caruso Affiliated has created a new community which has exceptional synergies. Residents who live at The Americana have many unique concierge services not offered at other mixed use projects. Caruso Affiliated manages The Residences at Americana like a five-star resort which provides daily customers for restaurants, theater, bookstore, drugstore, and clothing stores.

The condos are probably the aspect which hasn’t met expectations. Given the current housing market in the Los Angeles market, it is not surprising that the sales pace is slower than projected. The high quality of the units and amenities will attract customers as the economy starts to rebound.

Paul Janisikowski
Senior Vice President
PNC Bank, National Association
**PUBLIC AGENCY PERSPECTIVE**

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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tr>
<td>Randy G. Adams</td>
<td>Chief of Police</td>
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<tr>
<th>Organization</th>
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<tr>
<td>Glendale Police Department</td>
<td>(805) 548-3140</td>
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<tr>
<th>Address</th>
<th>City/State/ZIP</th>
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<tr>
<td>131 N. Isabel St.</td>
<td>Glendale, CA 91206</td>
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<th>Fax</th>
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<tr>
<td>(805) 409-7123</td>
<td><a href="mailto:radams@ci.glendale.ca.us">radams@ci.glendale.ca.us</a></td>
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**Signature**

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1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

   Reviewed project for public safety concerns and traffic impacts. Worked with developer to insure appropriate levels of security were built into the project. This shopping center also involved residential housing units which most shopping centers do not. As such, our agency worked with all City Departments as a management team (including Zoning, Planning, and Re-Development) to analyze the environmental and economic impact as well as to develop appropriate public safety protocols. Our agency also worked closely with the City Attorney's office and the Caruso Affiliated legal staff regarding the declaration of covenants involving conditions, restrictions, and easements.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

   The overall benefit to the City has been the volume of new visitors to the City and the increase it is bringing to our property and sales tax base. This project has become the cornerstone for the revitalization of the entire downtown area. It has brought excitement and vitality to the area. It helps to increase the successfulness of other businesses in the surrounding area. The project has created a literal “Town Center” surrounded by supporting shopping areas (Galleria, Market Place, and the Exchange). The Americana at Brand shopping center has also brought a certain degree of art, entertainment, and culture to a blighted neighborhood by the numerous performers and galleries which are often showcased at the shopping center. In terms of public safety, the Police Department did increase staffing to the Downtown Policing Unit by several officers to insure a more comprehensive police presence.
3. Describe the project's impact on your city. Please be as specific as possible.

This project has attracted many visitors to the City of Glendale and turned a blighted area into a premier attraction. It has been the best economic boom to the downtown area that the City has probably ever experienced. At a time when the overall economy is in a downturn, the project continues to bring vibrance to our downtown area. The Americana has been a good neighbor and community partner, continuing to network along side its private sector competitors to make Glendale, not just the Americana, successful. The Americana also attracted a level of business sophistication to the downtown Glendale area that otherwise would not have considered doing business in Glendale (Tiffany and Katsuya are two examples).

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

This is a classic example of a public/private partnership from beginning to end. The project became a reality because of the economics embraced by this partnership, which should prove to be financially beneficial to all concerned. Regarding the public/private partnership model, the mutual goal between private sector business, security staff, and public safety elements has never been more visible. We have combined our efforts to provide a safe environment for everyone to enjoy this shopping experience, whether they live, work, or visit the Americana. Few if any other shopping centers can boast of this same goal/vision. The Americana is not only a cornerstone for economic development but has been the biggest force multiplier for involving other property owners from the downtown central business district to join in the overall public safety process and business partnership. Just yesterday, the Americana hosted the police-security partnership working group which includes representatives from property owners on Brand Blvd, Nestle, DreamWorks, the Downtown Glendale Merchants, the Galleria, and the Red Cross.

5. What do you consider to be the most and least successful aspects of this project?

Regarding the most successful aspects, in addition to the increase tax revenues and business vitality, this residential and shopping center has enhanced our traffic flow in the downtown area (widening streets), allowed technology to advance (traffic management center), becoming a destination point, not merely a pass through economic venue.

Regarding the least successful aspects, if you choose to mention one, perhaps the most frustrating challenge is to fill all the residential housing units, at a time of nationwide economic downturn and the difficult housing market conditions of the past year. We are confident this challenge will be met and overcome, but it has to some extent been a point of concern for Americana management and the City, even though it is clearly a sign of the economic times.
PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name: Philip S. Lanzafame
Title: Director of Development Services
Organization: City of Glendale
Telephone: (818) 548-2005
Fax: (818) 409-7239
Address: 633 E. Broadway, #201
City/State/ZIP: Glendale, CA 91206
E-mail: planzafame@ci.glendale.ca.us

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Signature

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

   The Americana at Brand is the culmination of a community based strategic planning process (headed by the Agency) starting in 1992 and concluding with the adoption of the Glendale Downtown Specific Plan (GDSP) in 1996. The Agency was critical in implementing the vision set forth in the GDSP and headed 2 nationwide RFQ processes. We selected Caruso Affiliated in March 2001 to partner with the Agency to redevelop the project site. We then negotiated a disposition and development agreement with Caruso. Agency responsibilities included completing all property acquisition activities, relocation, demolition, hazardous material abatement and rough grading. We also provided financial assistance towards property acquisition activities, relocation, demolition, hazardous material abatement and rough grading. We also provided financial assistance towards public improvements including streetscape, landscaping, and street widening. The Agency was the lead department in coordinating and processing the project's entitlements, including preparation of the EIR, development agreement, specific plan, zoning changes, and general plan amendment.

   Agency staff was also critical in the design review process working with the developer to resolve site plan, scale and massing, and other design issues and served as liaison between Caruso and other city departments to expedite permitting, processing the tract map, utility services, and tenant improvements. Our design requirements included: a mixed-use, pedestrian-oriented, open air commercial and residential center emphasizing open space and landscaped promenades to create a central gathering place for the community. Design goals were balanced by the Agency's fiscal objective of integrating at least three mutually supporting revenue generating uses while also achieving our primary function of blight elimination. We also required the developer to provide a community outreach plan detailing the manner in which the developer was going to seek community input in the project's planning process.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

   The project was intended to fulfill a number of goals and objectives developed prior to the RFP process. Specifically, the project site was characterized by a number of blighted or underutilized properties. The fundamental benefit to the community was the elimination of the physical and economic blighting conditions present on the project site. Beyond this the project represented an opportunity to implement the "town center" vision formed in the GDSP process. The project also represented an opportunity to provide additional downtown housing opportunities, diversify and expand the city's economic base with new property and sales tax revenues, and create a new regional retail destination to compliment the city's existing retail anchors.

   Some trade-offs and compromises involved the selection of the site. Some adjacent properties were left out of the final site by the Agency due to cost considerations. Other trade-offs involved capping the amount of retail square footage and number of residential units; requiring a portion of the residential units to be ownership; the size, location, and types of activities permitted in the open space; the disposition of the site (ground lease vs. purchase); and site layout. The Agency was directly involved in developing the project design in a collaborative effort with the developer and negotiated the legal agreement (DDA) conveying the property to Caruso Affiliated and binding them to build the project as approved by the Agency.
Redevelopment of the project site has removed blighted properties from the downtown, generated new public revenue, diversified the community's retail base, provided new housing opportunities and much needed open space, and created approximately 2,500 construction jobs and 1,500 permanent jobs. The project has quickly become the focal point of the community (where one did not exist), complimenting adjacent commercial uses, and reinforcing Glendale's position as a regional retail destination. The preliminary success of the Americana has inspired existing retail centers to begin their rejuvenation efforts and has raised the profile of Glendale with national retailers. These tangible results that are a catalyst for further investment. BJ's Restaurant, and Outback Steakhouse are opening untested urban concepts next to the project; an adjacent retail center securing new tenants to fill long-standing vacancies, a nationally recognized developer started construction of a spec office building in part citing the project's presence, and the hospitality industry is actively seeking sites in Glendale. The 3-acres of public open space along with the other uses has achieved the goal of creating a vibrant pedestrian oriented district.

The project is fulfilling fiscal objectives and is on pace to generate $1.52 M in sales tax in its first year exceeding projections by 11%. The project has also had a beneficial impact on the adjacent Glendale Galleria with their sales increasing 10.7% compared to a year ago. This has helped Glendale avoid the downturn of sales tax revenue, which has plagued the rest of Los Angeles County and California. Year-to-year revenues fell just 0.1% in the City compared to 2.6% and 4.0% in the County and State respectively. The project is also slated to bring $2.05 M in property tax, helping Glendale mitigate the downturn in property taxes being experienced in the State.

The Americana at Brand project is a unique project in that it is one of the few where a large, publicly-owned park is a physically integrated and interwoven part of a privately owned, mixed-used development. The project is further unique in that this public space is maintained and operated by the developer on behalf of the city.

The manner in which Caruso Affiliated and the city elected to address this unique relationship could be a model for other public/private partnerships that involve the mixing of public and private areas. Both parties agreed to a Declaration of Reciprocal Covenants, Conditions and Restrictions and Easements (Declaration) that addresses the management, operation, rules of conduct, security, access rights and easements with respect to the entire project site, including the open space. The Declaration balances the general public's use of the open space areas with its role in supporting the commercial and residential use components of the project.

The Americana at Brand was envisioned as a mixed-use center that successfully integrated commercial, residential, and public uses while being cognizant of the opportunities and constraints offered by its setting in the larger downtown area.

The project has successfully achieved the numerous public goals set during the RFP process. Focusing on design, the project reflects the objective to successfully integrate the project into the larger downtown framework. This success represents one of the more successful aspects of the project. On the ground level, the Americana establishes a new cross-downtown pedestrian pattern linking the Galleria, the open space and pedestrian promenade, and Brand Boulevard (the community's main thoroughfare).

At over 15 acres, a particular problem was the difficulty in activating the entire street frontage of the project, particularly the "backside" of the cinema. While successfully integrating with the larger downtown area, limited public access is available to the project's west and south. While these areas are occupied by a regional enclosed mall and a hodgepodge of strip commercial uses, the opportunity to interconnect with these uses in the future if they were to redevelop was foreclosed by the approved design.
Americana at Brand Guests Relax in Family Restroom
----- Original Message ----- 
From: Rick J. Caruso
To: David Liston; Daniel J. Burgner; Paul Kurzawa; Michael McManus; 
David Silva; Dave Williams; Bill Witte
Sent: Wed Dec 31 00:05:08 2008
Subject: Fw: Rick Caruso

Below is a very generous discussion of me by Jim Starbird. I forward it
to you because it represents what we are about as a company. A company
that I'm so very proud of.

Happy New Year.

----- Original Message ----- 
From: Rick J. Caruso
To: 'starbird@ci.glendale.ca.us' <starbird@ci.glendale.ca.us>
Sent: Wed Dec 31 00:02:10 2008
Subject: Re: Rick Caruso

Jim:
Your comments are very generous to say the least, and very much
appreciated. No one has ever been so kind describing me or my company.
It means a great deal to me especially coming from someone whom I
greatly respect.

Jim, thank you.

----- Original Message ----- 
From: Starbird, Jim <Starbird@ci.glendale.ca.us>
To: Jason.Wells@latimes.com <Jason.Wells@latimes.com>; Lanzafame,
Philip <PLanzafame@ci.glendale.ca.us>; Lanzafame, Philip - Blackberry
<planzafame@tmo.blackberry.net>
Sent: Mon Dec 29 11:10:22 2008
Subject: Re: Rick Caruso

Jason,
I'll get to your question in a bit, but want to editorialize for a
moment.

When the city council chose Rick Caruso as the developer for the
Americana the Grove was not complete and Rick was not as yet the
acclaimed celebrity developer he is today. What the council and staff
saw in Rick was his vision for the site that was consistent with the
council's desire to create a "place" in Glendale that could begin to
better define and energize Glendale's downtown.

I'm sure the effort to open the Americana was far more challenging, and
in the end costly than Mr. Caruso anticipated, but he delivered on
everything he promised -- and more. I've worked with many fine
developers in my career and I believe there are few if any developers
who would have endured the costs, frustrations and risks that Rick has
in delivering on his commitments to the glendale community.
At the same time he is one of the most principled and quality
developers I've worked with. On many occasions in discussions over
business and operating terms Rick would say that in the end the most
important thing is his relationship with the City and community. Time
after time his decisions have been consistent with that value.
I believe that it is Rick's consistent adherence to his principles among them quality development, patron focused, and delivering on his commitments that has made him successful.

Now to your question, the Americana opening when it did couldn't have been at a worst time from a business perspective, but I glendale if fortunate that it did. it has, more than any development since the development of the Galleria made Glendale a destination for many people who otherwise wouldn't have a desire to visit Glendale. As the numbers reflect that has helped boost the economics of the downtown. Not reflected in the numbers is the benefit of the Americana as a place of enjoyment for residents and visitors alike. I've visited the Americana many timed during the holiday season. The decorations, amenities, and the special attractions like the snow on Caruso way every evening have been a source of enjoyment for thousands of people -- I've watched people young and old with smiles of joy on their faces as they experience the "snow", groups of people -- many seemingly foreign tourists taking group pictures by the Christmas tree or the fountain, and the lines of adults and kids waiting to ride the trolley. The Americana has really become more than a shopping mall -- it has become the "place" that the City Council and community wanted and what Rick promised he'd deliver.

--------------------------
James E. Starbird
City Manager
City of Glendale, California

From: Wells, Jason
To: Lanzafame, Philip; Lanzafame, Philip - Blackberry; Starbird, Jim
Sent: Mon Dec 29 10:08:24 2008
Subject: Rick Caruso

He's been chosen as 'Newsmaker of the Year' for a variety of reasons, not the least of which is the Americana at Brand.

In interviewing many of the original proponents and opponents, one thing that continues to come up is the fact that now that it's here, hope for success is high, especially given the recession.

To that end, (end I know we have those prelim financial reports), how would you characterize the impact of the Americana opening when it did?

And feel free to offer any personal reflections on Caruso himself On deadline today.
Jason Wells
Reporter
Glendale News-Press
Times Community News Division
(818) 637-3235
Mall vs. Lifestyle: A Battle Royale

By Kristin Young

GLENDALE, Calif. — General Growth Properties, the second-biggest U.S. mall operator, is in a political and legal battle in this Los Angeles suburb to stop the construction of a proposed $300 million open-air lifestyle center mixing retail, residential and entertainment, which is scheduled to be built next to the company's Glendale Galleria by fall 2006.

The fight, which might be decided in a Sept. 14 voter referendum on zoning changes unanimously approved in April by the city council, pits a traditional mall owner against Rick Caruso, a former president of the Los Angeles Police Commission who is a leading developer of smaller shopping centers that aren't anchored by department stores and that often include side-walks, parking at the curb and restaurants along with specialty chain stores.

General Growth, which is based in Chicago and operates 177 enclosed malls — 113 in the U.S. in the Simon Property Group — says it doesn't fear competition from The Americana at Brand project planned by Caruso, but objects to a design that isn't compatible with the 30-year-old Glendale Galleria because of the closing of Harvard Street leading to the mall.

The mall-development company, which bought the 1.5 million-square-foot Glendale Galleria for $415 million in November 2002, has collected 14,000 signatures on petitions to force the referendum.

Superior Court Judge Laura Matz here is set to rule today on the acceptability of language in sample ballots that Caruso is challenging.

In addition, Caruso filed a lawsuit against General Growth in February, alleging pressure to get Galleria tenants to remain in the mall. General Growth denies the charge.

The conflict is occurring as traditional U.S. mall construction has slowed because of saturation, the difficulty of securing large parcels of land suitable for construction and the trend toward open-air centers.

Fifty-nine lifestyle centers are planned or are under construction in the U.S., representing 30 million square feet of space — 28 of them will bow in 2004, 22 in 2005 and 13 in 2006, according to RREEF Funds/DB Real Estate. Only four regional malls are scheduled to open this year, and seven each in 2005 and 2006. Mall developers at this spring's annual International Council of Shopping Centers convention said lifestyle centers would not supplant the mall, but would have an impact, particularly on weaker malls located near them.

"My view is that General Growth is intimidated and threatened by lifestyle malls that are becoming the rage in the United States," said Dave Weavers, a member of the Glendale City Council, noting that people in this city of about 60,000 have shown support for the project. "Traditionally, they've only handled inside malls. They're spending millions of dollars to try to stop this.

"The city of Glendale projected that it would get about $3.9 million in sales tax and incremental property taxes from Caruso's project. The land is now occupied by a few buildings and a parking lot.

General Growth has estimated that the Galleria might lose as much as $4 million annually because of restricted access and tenants jumping ship if The Americana at Brand is built. Caruso said he is negotiating deals with Club Monaco, Sigrid Olsen, Cole Haan and Urban Outfitters, and the center also is in talks with Banana Republic, Max Azria, J. Crew, Ellen Fisher and Kenneth Cole.

Still, the Galleria is among the top malls in Southern California, notching $500 a square foot in annual sales. Most regional malls pull in about $240 a square foot, according to the ICSC. The Galleria casts a wide net to 25 million visitors a year who come from the San Fernando Valley, north of Los Angeles, to Pasadena to the east.

Caruso, who developed the Grove, a $175 million open-air shopping center north of Los Angeles, in West Hollywood, is building $1 billion worth of projects in this city. We went to the Association of Retailers in Los Angeles and talked about Glendale Galleria.

"If you can get people to be on your property for no other reason than to gather and meet friends and enjoy the day, then you give them a sense of ownership and then that's where they go back and shop, go back and dine and go back and be entertained," said Caruso, adding that the project could surpass The Grove's sales figures of almost $760 a square foot.

Arthur Schillian, a spokesman for General Growth, said the company was aware of Caruso's project before it acquired the Galleria but wasn't concerned until recent design features emerged, including street closures and an "unfriendedliness of design" toward the Galleria and other businesses or Brand Boulevard.

"It's not about competition, it's about compatibility," Schillian said. "It's clear by the numbers that the Galleria remains a major force in Southern California. To suggest that the Galleria is against competition is absurd. By closing down streets and putting up walls, you're making a project focus inward rather than outward toward its neighbors and existing businesses."

The Galleria will soon release plans for a revamp that would expand the mall to street level and add some restaurants to the mix, he said.
Police, firefighter unions endorse 'yes' measure

GLENDALE — Two public safety unions endorsed "yes" votes on measures A, B and C in the Sept. 14 special election to determine the fate of a $264.2-million outdoor mall.

The Glendale Firefighters Assn. and the Glendale Police Officers Assn. approved the endorsement, becoming the third and fourth organizations to throw their support behind the Americana at Brand. The Glendale Chamber of Commerce and the Glendale Real Estate Assn. also endorsed the project.

If the three measures are approved, they will set the zoning for the 15.5-acre project.

"We work closely with the Firefighters Assn. on a lot of things," said Sgt. Mario Marchman, president of the Police Officers Assn. "We all thought, right now, that area is really run down. To have a really world-class project in there, that would be a good thing."

The endorsements come as Police Chief Randy Adams is embroiled in controversy over his own endorsement. Adams sent a letter to registered voters urging the "yes" vote on Sept. 14, drawing criticism from the project's opponents.

Josh Kleinbaum
Judge issues reprieve for 2 buildings

General Growth wins temporary injunction against razing of old Fire Station 21 and Pac Bell facility until lawsuit is resolved.

By Josh Kleinbaum
News-Press

LOS ANGELES — Two buildings on the property of a proposed outdoor mall cannot be demolished until a Superior Court judge decides whether or not the buildings are historic.

Judge Dzintra Janavs told the city that old Fire Station 21 and the Pacific Bell Building must be standing late this year, when she hears a lawsuit over the environmental approvals for the Americana at Brand. She also said the city could not transfer any property to developer Rick Caruso until the lawsuit is resolved.

"I want it very clearly understood, until the court reaches its rulings, those buildings ought to be there," Janavs said. "There's always a risk that these buildings will be gone."

If the Americana is built, the entire 15.5-acre site will be leveled, making way for a retail and residential project that includes a 1.85-acre park.

But city officials said that Janavs' decision is insignificant because they were not planning to demolish the buildings until after the court rules on the environmental lawsuit.

"We weren't going to touch the buildings, we weren't going to transfer property," Director of Development Services Jeanne Armstrong said. "It's no different than what we would've done voluntarily."

Two companies — General Growth Properties and Better Foods Land Investment Company — sued the city over the environmental approvals for the Americana. General Growth, which owns the Glendale Galleria, claims that both buildings are historic and requested the temporary injunction.

"I'm sure some will spin it as a loss or a win, but it formalizes with the court what we promised from the very beginning," City Manager Jim Starbird said.

Attorneys for General Growth prepared a 42-page PowerPoint presentation on why Fire Station 21 is historic, but Janavs issued her ruling with little discussion.

"The fact of the matter is, we believe we have overwhelming evidence that these buildings are historic," said Jeffrey Dintzer, an attorney representing General Growth. "It's a good day for General Growth and the citizens of Glendale."

The city asked Janavs to postpone the injunction hearing until after Sept. 14, when residents will vote on zoning approvals for the Americana project in a special election. City officials are concerned that the campaign against the Americana will use Janavs' decision in campaign literature, even though the decision is not a determination that the building is historic.

"We will continue to bring items of significance regarding the Town Center site to the voters' attention," General Growth spokesman Arthur Sohikian said.
Up Against the Mall
An L.A. developer fights the Glendale Galleria to get his shopping center built. The clash between old and new retail carries national implications.
By Julie Tamaki
Times Staff Writer

A mall brawl of epic proportions is nearing a climax in Glendale.

Voters in Los Angeles County's third-most-populous city will decide next month whether developer Rick Caruso can build one of his open-air shopping centers smack-dab next to the enclosed Glendale Galleria, whose owners are leading the opposition.

The battle between Caruso and the Galleria has all the features of a heated political campaign, including a flood of dueling newspaper ads, direct-mail appeals, cable television commercials and signs on lawns and in storefront windows. The police chief weighed in and unleashed a mini-squall of outrage for publicly supporting Caruso's shopping center concept.

The clash between old and new retail in Glendale carries national implications as so-called lifestyle centers, the development style favored by Caruso, appear poised to eclipse their covered counterparts.

Only two of the three large shopping centers scheduled to open this year around the country are enclosed, according to the International Council of Shopping Centers. But plans are underway for about two dozen lifestyle centers, which typically combine dining, entertainment, specialty stores — and sometimes housing — in relatively small, outdoor settings.

Events unfolding in Glendale could help dictate whether open-air is the future of retail development.

"It's one of the key battles in determining how U.S. shopping centers" evolve, said Burt P. Flickinger III, who runs Strategic Resource Group, a New York retail consulting firm.

Glendale voters will consider Caruso's proposed $264-million retail and residential development in a special election Sept. 14. They will cast ballots on three ordinances — known as A-B-C — that concern the project's
planning and zoning and the development agreement between Caruso and the city. Both sides say they expect the vote to be close.

The project bears the name Americana at Brand but is more casually referred to by friends and foes as the Town Center.

The Town Center plan was approved by City Hall; the referendum was forced by opponents led by the Galleria's owners, General Growth Properties Inc., the second-largest U.S. shopping mall proprietor.

General Growth, a publicly traded company based in Chicago, has spent more than $1 million trying to block the Town Center, portraying it as a multimillion-dollar public giveaway and conjuring images of traffic nightmares.

For his part, Caruso, president of privately held Caruso Affiliated of Los Angeles, has written checks for more than $940,000 to defend his proposal as an opportunity to create nearly 4,300 permanent and temporary jobs and transform a blighted section of downtown Glendale into a community gathering spot.

To promote his message, Caruso tapped Don Sipple, a political advisor to Gov. Arnold Schwarzenegger, and Joe Zago, who managed the successful 2000 campaign of Assemblyman Daria Frommer, a Los Angeles Democrat whose district includes Glendale.

General Growth signed up Paul Arney, who this year resigned as a field representative from Frommer's office, and longtime Los Angeles political strategist Harvey Englander.

"This is not about competition, it's about compatibility," Englander said during an interview at his office in the downtown financial district of Los Angeles. General Growth's concerns about the Town Center, he said, include parking for special events, the complex's layout and the closure of portions of two nearby streets.

Caruso brushed aside Englander's contentions, suggesting that what General Growth executives really feared was that Galleria rents may drop if tenants have a competing landlord with whom to negotiate. He insisted that adequate parking existed in nearby lots to handle special events at the Town Center and that the street closures were necessary to avoid a catastrophe similar to the fatal July 2003 crash at the Santa Monica Farmers' Market.

"You don't go to the great piazzas of the world and fight traffic," Caruso said in an interview at his offices at the Grove, the outdoor shopping center he developed in Los Angeles' Fairfax District. "They're all about
For General Growth, the prospect of a new shopping center rising next door is all about business, said Aubie Joldenberg, a retail analyst at Ernst & Young in Los Angeles.

"They have very little to gain by having a new development that's going to take traffic out of their mall and place it elsewhere," he said.

The 1.5-million-square-foot Galleria, according to its representatives, is one of the top five malls in Southern California, based on gross sales of more than $500 million annually, and generates about $6.3 million a year in sales and property tax revenue for Glendale.

As envisioned by Caruso, the 15.5-acre Town Center would consist of 100 condominiums, 238 rental units, a 16-screen movie theater and 407,000 square feet of retail and restaurant space surrounding a 2-acre park flanked by water fountains.

Negotiations are underway, Caruso said, with P.F. Chang's China Bistro, Pottery Barn, Williams-Sonoma and Wood Ranch BBQ & Grill. He said deals had been inked with Anthropologie, Cheesecake Factory, Chico's, Fox Sports Grill, Pacific Theatres and Urban Outfitters.

Caruso sued General Growth this year, alleging that the company threatened the Cheesecake Factory with exclusion from other malls managed by General Growth if the restaurant chain leased space in the Town Center — a charge Englander denied. A Cheesecake Factory spokesman did not return phone calls.

General Growth in turn challenged the Town Center's environmental review in a lawsuit against the city, taking issue with the document's assumptions about traffic and parking in addition to its treatment of an existing fire station on the proposed site.

The public remains divided over the project.

In a letter to residents, Police Chief Randy Adams said it was his personal opinion that the project would not cause traffic or parking problems, was well designed from a public safety perspective and could help lower crime by creating jobs. Adams immediately came under fire for taking sides and penning his endorsement on stationery designed to look like his official letterhead.
Some people in Glendale believe that the Town Center would revitalize the city by attracting new visitors and keeping local dollars from being spent in Pasadena, Burbank and other neighboring communities. Others contend that the project would merely squeeze existing shops, particularly those that line the downtown Brand Boulevard business district.

"I think the Town Center is the best thing to invigorate our city in forever," said Gerri Cragnotti, a 33-year resident of Glendale who has been active in a campaign to get the Town Center built. "The people will spill out onto Brand Boulevard. This is a regional attraction."

Said Douglas Johnson, a two-year resident of Glendale who has been working with a competing group to oppose the Town Center: "We want something that will add to the city and enrich the city, not that takes our money for one guy's benefit."

A key issue for critics of the Town Center is the $77.1 million in public money earmarked to acquire the land and pay for sidewalks, traffic lights, a portion of the park and other improvements.

An analysis of the project by Keyser Marston Associates, a real estate advisory firm, and the Glendale redevelopment Agency said the city would be $6.7 million ahead on its investment after 30 years, based in part on anticipated sales and property tax revenue and the value of the city's share of the land and improvements.

Not surprisingly, Caruso and General Growth have offered widely divergent calculations. Caruso says the project would generate $109 million in gross tax revenue for the city over 30 years, not adjusting for inflation. General Growth says the city will end up at least $30 million in the hole, adjusting for inflation and not counting the improvements or the value of the city-retained land, which it says is exaggerated.

City officials estimate that when the Galleria was developed it received more than $22 million in public money, or $63 million in today's dollars.

Both sides have conducted opinion polls leading up to next month's election, though neither will disclose the results.

"We're in a very strong position," Caruso said. "With that said, we face a formidable opponent."

Englander says the more the public learns about the Town Center's environmental review and Caruso's financial arrangement with the city, the more concerns it has.
"The more we're able to point out the record, the more chances are people are going to vote no," Englander said.

At a recent debate between Caruso and Arthur Sohikian, a colleague of Englander's, it was Caruso — aided by a video that touched on Glendale's history and the Town Center's role in its future — who wound up swaying a previously undecided Clara Tronowsky, a resident of Glendale for 83 of her 85 years.

Glendale residents, she said, "need some place besides Pasadena, Burbank and the Grove to go to."
HEATED DEBATE: Voters in Glendale will consider the proposed $324-million retail and residential development in a special election Sept. 14.

DEVELOPER: "We're in a very strong position," Rick Caruso says of his project. "With that said, we face a formidable opponent."
Los Angeles Times
Sunday, August 29, 2004

MINDING THE STORE: The Glendale Galleria's owners have spent more than $4 million trying to block Nick Caruso's planned development.

CROSS-STREET RIVAL: An artist's rendering of the Town Center, which Caruso plans to open near the Glendale Galleria.
Cld and New Malls Square Off

Round 1 goes to a new 'lifestyle center' planned in Glendale. The next round could be coming to a shopping plaza near you.

By JULIE TAMAKI
and ROGER VINCENT
Times Staff Writers

Glendale's mall brawl may be over Round 1 in the clash between old and new retail.

A closeness of Tuesday's election, in which voters narrowly affirmed city approval for an outdoor shopping center proposed by Los Angeles developer Rick Caruso next to the Glendale Galleria, illustrates the ability of an established mall owner to raise obstacles for competitors.

Round 2 could begin unfolding in Arcadia, where Caruso wants to develop an outdoor shopping and residential complex at Santa Anita Park, not far from an enclosed mall owned by Westfield Group.

Caruso, who developed the Grove next to the Los Angeles Farmers Market, spoke combatively Wednesday.

"In Arcadia they had a wake-up call this morning," Caruso said. "If they fight us, they'll wind up losing, and all they'll do is burn a lot of bridges."

Westfield spokeswoman Katy Dickey declined to comment.

Caruso, whose Glendale project bears the name Americana as famed but is referred to by friends and foes as the Town Center, said he spent more than $2 million during the last three months to sway Glendale's voters.

Arthur Schikian, a spokesman for the Glendale Galleria's owners, General Growth Properties Inc., said the company does not plan to ask for a recount.

--The 'no' campaign has heard from half of Glendale that this is not the 'right Town Center project,' Schikian said. "We believe traffic will be gridlocked and parking will be a nightmare."

--Of the more than 20,000 votes cast by 99.7% of Glendale's registered voters on three ordinances that dealt with the project's planning, zoning and development agreement, Caruso squeaked by with 51% of the vote on Measure A, 51.3% on Measure B and 50.9% on Measure C.

Disputes related to the Town Center proposal will continue in court. General Growth has challenged the project's environmentalreview in a lawsuit against the city, taking issue with the document's parking and traffic assumptions, among other things.

"Land-use battles are nothing new, but in Glendale, Caruso not only faced growth-averse neighbors but a deep-pocketed competitor who funded the opposition," Schikian said.

General Growth, a Chicago-based, publicly traded company, spent more than $1.4 million trying to block Caruso's shopping center proposal.

"There have always been neighbors' interest developments," said Los Angeles retail developer Jerry Snyder. "This time they joined with a developer, and, all of a sudden, you have a pile of money to run a campaign."

General Growth's willingness to duke it out in public was also unusual, according to one observer.

"The difference in this one is that they did it openly instead of through a proxy citizens committee," said Los Angeles developer Doug Bing. "But there were anyway dramatically impacted other than Glendale Galleria."

More such battles could erupt as traditional, enclosed malls face new competition from projects such as Caruso's who favor so-called lifestyle centers, which typically combine dining, entertainment and housing in an outdoor setting.

"There's always the potential for opposition when a large, new project is going up against an older property," said Anshe Goldemberg, a retail analyst at Ernst & Young in Los Angeles.

"There's a lot of shopping centers and commercial properties out there that are aging," Goldemberg said.

"A number of mall owners, meantime, are trying to revalorize their properties."

Westfield Group, owner of Westfield Shoppingtown Santa Anita, is renovating and expanding that 30-year-old mall with the addition of an outdoor restaurant plaza, a hotel and retail wing. When work is completed next month, there are expected to be 20 more stores, five more restaurants, a new theater complex and a new food court.

General Growth plans to refurbish the Glendale Galleria by remodeling the food court and offering open-air dining along Central Avenue.

In Huntington Beach, Snyder's company tore apart a closed mall to create an outdoor shopping center called Bella Terra that should be finished next month.

"That's how Southern California malls ought to be," Snyder said.
Voters Support a New Mall in California

By Bloomberg News

General Growth Properties Inc., a shopping mall owner, lost a bid to stop construction of a retail center on a site next to its Glendale Galleria in Glendale, Calif.

The approval of measures in a city election on Tuesday will permit a developer, Rick J. Caruso, to build a $264 million open-air mall on city-owned land adjacent to the Glendale Galleria, the largest retail center in Glendale, a Los Angeles suburb.

General Growth, based in Chicago, spent more than $1 million on mailings, telephone calls and meetings to oppose construction of the 475,000-square-foot mall by Caruso Affiliated Holdings, a closely held company based in Los Angeles. Mr. Caruso, the company's chief executive, spent more than $1.5 million to persuade voters to approve the project, known as the Americana at Brand and referred to locally as the Glendale Town Center.

David Keating, General Growth's senior manager of media relations, said the company objected to the traffic gridlock and parking problems that it said would result if the Glendale Town Center were built according to the Caruso plans.
Analyst: Advantage to General Growth

Despite election results, investment banking firm believes Caruso will modify Americana design or drop out of project.

By Josh Kleinbaum
News-Press

September 28, 2004

GLENDALE — Despite developer Rick Caruso's Sept. 14 victory in a citywide election when voters narrowly approved a controversial shopping mall proposal, some financial analysts believe that Glendale Galleria owner General Growth Properties has the advantage in the battle over the Americana at Brand project.

In a market research report that advises investors how the election will affect General Growth's stock, Smith Barney financial analysts predict that Caruso, facing significant legal challenges, will build the Americana only if he reduces the amount of retail space in the project to appease General Growth.

Rebuffed the Smith Barney assessment, saying that his company and his proposal will be built in Glendale.

"Their projected outcome is wrong," Caruso said. "That just isn't going to happen. I hope they aren't banking on that one, because they'll be betting wrong. We're in this for the duration. We're not going anywhere."

On Sept. 14, Glendale voters approved the Americana — the closest of three measures passed, 50.7% to 48.9% — in an election forced by referendum petitions circulated by General Growth. The Chicago-based company spent $1.7 million to circulate the petitions and campaign against the project.

The election was the first of a two-front war. General Growth, along with a property owner on the Americana site, also filed a lawsuit challenging the project's environmental approvals. Smith Barney estimates that General Growth and its partners have spent about $5 million on legal costs, bringing its total expenses to about $7 million.

General Growth officials refused to reveal the company's expenses or comment on Smith Barney's estimate.

The Glendale City Council approved up to $1 million to defend against the lawsuit, meaning General Growth has a significant financial advantage.

"Having a lot more attorneys doesn't necessarily mean you win," City Manager Jim Starbird said. "Spending money and hiring more attorneys doesn't always secure victory, but you do want to make sure that you have good people."
Jonathan Litt, Michael Bilerman and David Carlisle, the analysts who prepared the report, predicted that General Growth would continue spending money to fight the project, forcing Caruso to modify the Americana's design or drop out altogether.

A close margin and record turnout for the Sept. 14 election will encourage General Growth to continue its battles. They believe that General Growth's primary concern is reducing the 475,000 square feet of retail space in the project.

The analysts would not comment, citing company policy.

General Growth denies that its motivation to fight the Americana is retail competition.

"Our primary issue continues to be how the project's impact on traffic and parking will have with existing businesses, like the Galleria," General Growth spokesman Arthur Sohikian said.

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Agency approves Americana motions

October 20, 2004

GLENDALE CITY HALL — The Glendale Redevelopment Agency approved four motions Tuesday afternoon that will initiate the process of clearing the 15.5-acres for the Americana at Brand, a proposed outdoor shopping center.

The council unanimously approved motions that will allow the city to hire private contractors to draw up bid specifications for removing hazardous materials from and demolishing buildings on the property.

The council also agreed to pay Caruso Affiliated Holdings, the project developer, $70,000 to serve as construction manager during the demolition phase. After the land is cleared, the city must give the property to Caruso Affiliated. City officials said having Caruso Affiliated serve as construction manager will ensure that the land is in acceptable condition.

The council also initiated eminent domain proceedings to acquire the interest in Just Tires, 243 S. Brand Blvd. Officials from Just Tires said that they would rather be incorporated in the Americana than be relocated within Glendale. Eminent domain gives officials the authority to acquire property at fair market value when it's deemed in the city's best interests.

Josh Kleinbaum

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3rd Strike for General Growth Properties in Trying to Stop Competitive Entertainment/Retail Destination

LOS ANGELES -- Judge Upholds Glendale City Council Approval of Caruso Affiliated Town Center; Rules EIR Meets All State Requirements

Superior Court Judge Robert O'Brien today upheld the City of Glendale's approval of a town center to be developed by Caruso Affiliated and ruled that the Environmental Impact Report on which the city's decision was based fully meets all requirements of the California Environmental Quality Act (CEQA).

Specifically the judge denied all six causes of action brought by General Growth Properties (NYSE:GGP) to challenge the city approval and the EIR. "The purpose of CEQA is only to compel government to make decisions after taking into consideration environmental consequences," noted O'Brien. In upholding the EIR, he said that, "An EIR does not have to be perfect or exhaustive. CEQA requires only a good faith effort to make full disclosure."

"We are thrilled with the decision but not surprised," said Rick Caruso, founder and CEO of Caruso Affiliated. "The city staff was most rigorous and diligent in compiling the administrative record and in following the letter of CEQA and other pertinent laws. This is great news for Glendale and for our company.

"This entire lawsuit was just another failed attempt by General Growth Properties, owner of the Glendale Galleria across the street from our town center, to stop competition," Caruso continued. He pointed out that Caruso won a unanimous City Council vote opposed by General Growth and then a citywide referendum financed by General Growth.

"The City Council and citizens of Glendale have been incredible in standing behind us," said Rick Moses, senior vice president of development for Caruso Affiliated. "We're eager to get going because we are all anxious to create the exciting town center Glendale has waited so long for."

The $265 million town center by Caruso Affiliated will encompass 475,000 square feet of retail, dining and movie theatres with a centerpiece two-acre park surrounded by a pedestrian promenade, fountains and seating areas.

The Glendale town center will be similar to The Grove, Caruso Affiliated's wildly successful lifestyle and entertainment destination in the heart of Los Angeles adjacent to the historic Farmers Market that attracts 12 million visitors annually. The Grove ranks third in Southern California in highest annual average sales per square foot, ahead of General Growth's Glendale Galleria. Shoppers at The Grove spend double the industry average.

For over 10 years, Caruso Affiliated has created a unique mix of culture, community and connection with destinations drawing millions of visitors each year to its quality places that focus on parks, promenades, fountains and plazas integrated with upscale retail and entertainment. Reading the mood of today's savvy consumer, the company creates meticulously detailed environments that feel inviting, safe and comfortable for families and people of all ages. Its style has become a recognized brand within the retail industry.

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Court Upholds Caruso Project
By Bob Howard
Last updated: January 24, 2005 06:32am

GLENDALE, CA-A Los Angeles Superior Court judge has ruled that the City of Glendale's approval of a 475,000-sf, $265 million town center to be developed by Rick Caruso was proper and that the EIR for the proposed development meets the requirements of the California Environmental Quality Act (CEQA). The decision marks the latest round in a battle over Los Angeles-based Caruso Affiliated's plan to develop the center and Chicago-based General Growth Properties' efforts to block it. Judge Robert O'Brien's ruling stated that "The purpose of CEQA is only to compel government to make decisions after taking into consideration environmental consequences" and that "An EIR does not have to be perfect or exhaustive. CEQA requires only a good faith effort to make full disclosure."

The proposed Caruso development, which would include retail space, restaurants, movie theatres and a two-acre park with a pedestrian promenade, was approved by the Glendale City Council last year. The project has long been opposed by General Growth, owner of the 1.5-million-sf Glendale Galleria, which is across the street from the site of the proposed Caruso development. Following the council's approval of the project in April, General Growth supported a referendum aimed at blocking the development. The referendum, consisting of three separate ballot measures, asked city residents to either confirm or reject the council's approval of the Caruso project. Caruso and General Growth each spent in the neighborhood of $1 million, and possibly more, in campaigns supporting their positions on the ballot measures. In balloting in September, Glendale citizens voted in favor of the Caruso project on all three of the ballot measures.

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Caruso describes the project as similar to the Grove, Caruso Affiliated's lifestyle and entertainment center adjacent to the Farmers Market in Los Angeles. Officials at General Growth could not be reached for comment regarding the recent court decision.
Mall owner's injunction try is denied

General Growth might request another to stop demolition of two buildings.

By Josh Kleinbaum, News-Press and Leader

GLENDALE -- A request by General Growth Properties to extend an injunction by three months was denied Wednesday, which could force the Glendale Galleria owner to seek a new injunction from an appellate court if it continues to fight a controversial $264.2-million shopping center.

The injunction, issued by the Superior Court in August, prevents the city from demolishing two buildings on the 15.5-acre site slated to become the Americana at Brand.

In a lawsuit challenging the project's environmental approvals, General Growth claims that old Fire Station 21 and the Pacific Bell building are historic resources.

Superior Court Judge Robert O'Brien said Wednesday that if his final ruling in the lawsuit supports the city, as his preliminary ruling in January did, he would extend the injunction for only 10 business days, not 90.

If the final ruling supports General Growth, the injunction would remain in effect until ordered otherwise, O'Brien said.

General Growth also asked O'Brien to postpone his final ruling until mid-March. O'Brien denied that request, too.

General Growth officials were not upset with Wednesday's decision, saying the 10-day window is enough to protect the buildings.

"If we choose to appeal, this will give us time to have the appellate court uphold the
injunction to not demolish the historic resources on the site," General Growth spokesman Arthur Sohikian said.

Both of General Growth's requests were indicative of the company's continued efforts to delay the project, Assistant City Atty. Gillian Van Muyden said.

"They were trying to get a lot more time and delay this a lot longer, but that was denied," Van Muyden said. "The court's going to do it on its schedule."

The Americana is a mixed-use project with 475,000 square feet of retail and entertainment, 338 residential units and a 1.85-acre public park. Construction crews have already begun asbestos removal and site demolition.

The city's Redevelopment Agency is expected to give final design approval Tuesday, and developer Rick Caruso expects the project to open in late 2006 or early 2007.

* JOSH KLEINBAUM covers City Hall. He may be reached at (818) 637-3235 or by e-mail at josh.kleinbaum@latimes.com.
City OKs Americana design

* Redevelopment Agency's consent was the last city approval needed for the project.

By Josh Kleinbaum, News-Press and Leader

GLENDALE CITY HALL -- The Glendale Redevelopment Agency has approved the final design for the Americana at Brand, clearing the last major hurdle for the controversial $264.2-million outdoor shopping center.

"This has evolved, everybody's given input, and as far as I can tell, [developer Rick] Caruso's people have listened to that input," Councilman Dave Weaver said. "I don't know how anybody can do any more than they have done. I visualize it, and I think that this is a place I'd like to live, too."

The Americana is a mixed-use development designed to revitalize downtown Glendale. It includes 475,000 square feet of retail space, 338 residential units and an 18-screen movie theater anchored by a 1.85-acre public park. The City Council approved the project in April 2004, and the city's residents upheld that decision in a September referendum election.

"Is it really over?" Mayor Bob Yousefian said. "I think from the [City Council's] end of it, it is."

David Williams, senior vice president in charge of architecture for developer Caruso Affiliated Holdings, outlined the design changes made in the nine months since the agency last looked at the project's design. The changes include relocated underground parking so that the parking structure is not beneath a public park, adding retail stores facing Central Avenue and shifting the movie theater marquee to the corner of the park.

Williams gave a similar presentation to the city's two Design Review boards on Feb. 10. The
boards unanimously recommended that the agency approve the design.

Agency members asked questions of Williams and Caruso but had little criticism of the project.

"This project is going to make that section of town a destination," Yousefian said. "People are going to come from all over Southern California, even Northern California, to see this place. It'll act as a model."

Caruso expects to have a formal groundbreaking ceremony sometime in March and hopes the project is completed in late 2006 or early 2007.

Owners of two businesses next to the Americana site, the Best Western Golden Key motel and Backroom Entertainment, a recording studio, said construction from the project will devastate their businesses. Both said they will struggle to survive a construction period that could last 24 months.

"We'll lose our client base," said Brad Schmidt, owner of Backroom Entertainment. "It'll completely erode. We won't survive that timeframe."

Caruso said the recording studio's property owner planned to convert the studio into a restaurant, and city officials said the city granted the property owner a parking variance to allow that use. The property owner did not attend Tuesday's meeting.

The city expects to begin demolition of existing buildings in early March, although the city cannot demolish two buildings, old Fire Station 21 and the Pacific Bell building, until a Superior Court judge lifts an injunction. Glendale Galleria owner General Growth Properties claims in a lawsuit that the buildings are historic resources and should be preserved. Judge Robert O'Brien ruled against General Growth in a preliminary decision, and he is expected to lift the injunction soon. General Growth is considering appealing O'Brien's decision.

"Other than legal challenges from our buddies, we're done here and ready to roll," Caruso said. "Everything is progressing forward as quickly as we can do it."
Los Angeles Daily News

Judge approves EIR for Glendale mall project

By Naush Boghossian
Staff Writer

Saturday, February 26, 2005 - GLENDALE-- A judge has affirmed the environmental report for developer Rick Caruso's Americana at Brand project, rejecting a legal challenge by rival General Growth Properties, officials said Friday.

Caruso, city officials and General Growth were informed that Los Angeles Superior Court Judge Robert O'Brien had finalized the tentative ruling he issued Jan. 21, nullifying the legal challenges mounted by the owners of the Glendale Galleria.

Barring any appeals, Caruso on March 10 will be able to raze two buildings the judge had ordered not to be demolished until the case was resolved.

"We were expecting this to come down shortly, so we're obviously very excited by the fact that the court has confirmed our CEQA (California Environmental Quality Act) actions and gives us the opportunity after a 10-day waiting period to commence demolition," Caruso said.

"Demolition of other buildings has already begun. "Now we have the green light to move on with the rest of the project."

The judge's ruling comes three days after the city's redevelopment agency gave unanimous approval for the $264 million downtown project's final plans.

General Growth officials would not say whether they planned to appeal the decision.

"We're disappointed in the judge's ruling and will continue to explore all our options to ensure that the town center is a good neighbor to the Galleria and existing businesses," General Growth spokesman Arthur Sohikian said.

General Growth filed suit in May, saying the EIR did not thoroughly address the project's environmental impacts and that the city's approval of the report violated provisions of the California Environmental Quality Act.

The judge's decision validates the thorough work of the city staff on the environmental document, said Phil Lanzafame, interim director of development services.

"It's a validation of the thorough and exhaustive environmental review and public process," he said. "This was another obstacle that was put in front of the project that we've overcome and we believe that we're past those obstacles and that we'll be able to now develop the site in an efficient manner." The city and General Growth have spent more than $1 million each on the case.

Mayor Bob Yousefian believes General Growth will likely file an appeal, but he hopes it will put its
money to better use.

"I wish they would start focusing on what they need to do to improve the Galleria," he said. "I don't think the results will change after an appeal so let's not throw good money after bad and let's move in the direction of renovating the Galleria and improving the mall."

Naush Boghossian, (818) 546-3306 naush.boghossian@dailynews.com
General Growth appeals

Galleria owner seeks to reverse Superior Court ruling.

Three-judge panel extends injunction on two buildings while it decides.

By Josh Kleinbaum, News-Press and Leader

GLENDALE -- An appellate court extended an injunction Tuesday protecting two buildings in downtown Glendale while it considers an appeal of a lower court's ruling upholding city approvals for the Americana at Brand.

Glendale Galleria owner General Growth Properties filed a notice of appeal Monday with the state's 2nd Appellate District Court. A three-judge panel Tuesday reversed a ruling by Superior Court Judge Robert O'Brien that would allow the city to demolish old Fire Station 21 and the Pacific Bell building after March 9, until it has reviewed the case.

"We just can't talk about the appeal," said Amy Forbes, an attorney representing General Growth. "I don't feel comfortable talking about a current pending court proceeding. We're looking forward to seeing what the Court of Appeals has to say."

In its lawsuit, General Growth claims that the environmental approvals for the Americana were insufficient and that the City Council did not have enough information to approve the project. O'Brien denied those claims last week.

Forbes did not say why General Growth expects an appellate court to overturn O'Brien's ruling. City officials are confident that O'Brien's decision will hold up on appeal.

"The law and the facts are on our side," Assistant City Atty. Gillian Van Muyden said. "The trial court confirmed that the level of review that we did was supported by ample evidence."
Old Fire Station 21 and the Pacific Bell building are at issue because General Growth claims in its lawsuit that they are historic buildings. The city wants to tear them down to make way for the Americana, a $264.2-million project that will include 475,000 square feet of retail space, 338 residential units and a 1.85-acre public park. The appellate court ordered both sides to submit briefs on the injunction by March 21. After that, the court can either lift the injunction or keep it in place until it rules on the appeal, Van Muyden said.

"[The appeal] is in line with the actions we've seen over the past couple of years," Americana developer Rick Caruso said. "It's going to come to a resolution very quickly. Based on who the trial court judge was and the extensiveness of the ruling, I'm very confident that the appellate court will not intervene in the trial court's action.

"We're going to move ahead. It's not going to slow us down at all."

* JOSH KLEINBAUM covers City Hall. He may be reached at (818) 637-3235 or by e-mail at josh.kleinbaum@latimes.com.

QUESTION

Should an appellate court overturn a decision that upholds approvals for the Americana at Brand?

E-mail gnp@latimes.com or write to News-Press and Leader Community Forum, 111 W. Wilson Ave. Suite 200, Glendale, CA 91203. Please include your name and tell us your hometown and phone number for verification purposes only.
Judge knocks Americana off course

Court upholds verdict to suspend destruction of old Fire Station 21 and Pacific Bell building, delaying work until at least 2008.

GLENDALE — Construction of the Americana at Brand will be delayed at least until early 2006 after the State Court of Appeals upheld a decision Wednesday to suspend destruction of two buildings on the site of the proposed development.

The old Fire Station 21 and the former Pacific Bell building will remain standing, until the court of appeals decides whether they should be preserved as historical resources.

General Growth Properties, owners of the Americana at Brand mall, went to court last year to remove the two buildings, which are scheduled for demolition next year under the mall’s construction plan.

A three-judge panel from the Appellate Court, after a hearing, ruled the owners could not proceed.

On Tuesday, trial court Judge Robert O. O’Brien rejected those claims, saying the buildings must be protected while the case is reviewed. The appellate court decided Wednesday that the case must be heard on its merits.

The decision by O’Brien addresses the construction of the mall, which is scheduled for completion by the end of 2007, according to David Bayro, the city’s chief development officer.

For questions regarding the Americana at Brand mall, call 818-240-6666.

O’Brien ruled the trial court judge had erred in dismissing the case. He held the case must continue and that the owners could not proceed.

The decision by O’Brien addresses the construction of the mall, which is scheduled for completion by the end of 2007, according to David Bayro, the city’s chief development officer.

For questions regarding the Americana at Brand mall, call 818-240-6666.

General Growth Properties is the developer of the Americana at Brand mall. The Americana at Brand mall is scheduled to open in 2007.

O’Brien ruled the trial court judge had erred in dismissing the case. He held the case must continue and that the owners could not proceed.

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For questions regarding the Americana at Brand mall, call 818-240-6666.
Court backs city, mall developer

General Growth challenge rejected by appeals court

By Alex Dobuzynski

GLENDALE — The state Court of Appeal on Thursday ruled in favor of the city and developer Rick Caruso, allowing an outdoor mall project to move forward despite a challenge by the owner of its established competitor, the Glendale Galleria.

Caruso's $264 million Americana at Brand project would be located near the Glendale Galleria, which is owned by General Growth. The company sued Glendale last year, arguing that the city failed to consider the historical significance of a fire station and a telephone company building on the project site.

But the three-judge panel on the state Court of Appeal disagreed.

"I don't think (General Growth's) concern has been about (the project's) design and I don't think their concern has been about the history of some of these buildings," said City Manager Jim Starbird.

"I think it's been one of delay and they've been pretty effective at that."

General Growth could appeal to the California Supreme Court, and the city will need to wait a month to allow the company that option, officials said.

If no appeal happens, the two solitary buildings on the mostly graded 15.5-acre project site can be demolished and construction of the project can go forward.

General Growth declined to comment.

"We have not seen the ... ruling and cannot comment until we have had a chance to fully read the ruling," said company spokesman Arthur Sohikian.

The city looks forward to receiving tax revenue from the Americana at Brand and it has invested more than $77 million in the project, which would be located at Colorado Street and Brand Boulevard.

The fire station that General Growth's suit contends should have been deemed historically significant was built in 1929 and the building at 1388 S. former Pacific Bell building at the site was built in the 1940s but was not considered architecturally unique, city officials said.

The lawsuit also challenged other aspects of the city's approval of the project, including its reporting on financial arrangements. But the Court of Appeal ruled in favor of the city on those matters as well.

Caruso hopes the project can open in fall 2007. Meanwhile, construction costs have risen since work stopped on the project, and officials said that fighting the lawsuit cost the city more than $1 million.

Caruso, whose other properties include The Grove at the Farmer's Market, said General Growth was wrong to try to block the Americana at Brand project.

"I've never tried to stop a competitor from building near us," Caruso said. "I think it's just bad business. It's unethical and I know it sounds corny, but it's un-American. This country grew because of competition."

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HOW TO HELP

Police are looking for the driver of a light-ten younger, who hit and killed Valerio Capilitan on Aug. 6.

Anyone with information is asked to call the LAPD's Valley Traffic Division at (818) 713-8381, or (818) 713-8391 after business hours.

"Anybody who knows that street knows at 3 a.m. on a Saturday, it's not an empty street," said Councilman Alex Padilla, who secured the funds for the reward from the City Council. "We believe in our hearts that somebody knows something."

Valerio Capilitan, born in the Philippines, joined the Philippine Scouts, a division of U.S. military, from 1946 to 1949. He then moved to the United States after leaving the military.

Josh Kleinbaum, (818) 713-3689
josh.kleinbaum@dailynews.com
Judge dismisses General Growth appeal

An appeals court's decision to deny paves way for Caruso Affiliated Holdings' lawsuit.

By Ryan Carter, News-Press and Leader

An appeals court decision Thursday clears the way for Americana at Brand developer Rick Caruso to move forward with an anti-trust suit against Glendale Galleria owner General Growth.

The Second Appellate District Court of Appeal dismissed General Growth's motion that claimed a lawsuit filed by Caruso was a strategic move to silence the project.

"We won all the counts," said Rick Moses, Caruso Affiliated Holdings' senior vice president and chief development officer. "It means we can proceed with our lawsuit against General Growth and its anti-competitive activities."

"Caruso filed a lawsuit with Los Angeles Superior Court in February 2004 claiming that General Growth, owner of the Galleria, used illegal intimidation tactics to try to derail the residential and commercial campus in downtown Glendale."

"A Superior Court judge ruled in July that Caruso's $40-million lawsuit could proceed to trial, with General Growth officials ultimately arguing to the appeal's court that Caruso's suit was an attempt to preclude the mall owner's say in the public process."

But on Thursday, the court disagreed, saying that Caruso's complaint was not "that General Growth opposed the proposed plan at public hearings, but that it made private solicitations and threats designed to limit competition for tenants and disrupt potential lease..."
General Growth officials brushed off the ruling while continuing to argue that Caruso's lawsuit was a strategic attempt to silence opposition.

"This is a preliminary ruling on procedural issues that does not reach the merit of any claims," General Growth officials said in a statement. "We respectfully disagree with the court's opinion that the lawsuit that Mr. Caruso filed was merely a 'business dispute.' We continue to believe that Mr. Caruso's lawsuit against General Growth Properties was a way to silence their voice in the governmental approval process for the Town Center project in Glendale."

The Americana at Brand is a 15.5-acre, mixed-use project that includes 475,000 square feet of retail shopping, 338 residential units, a 1.85-acre public park and a stadium-seating movie theater. The city is investing $77.1 million into the $264.2-million project, which is scheduled to be built between Colorado Street and Broadway, and Central Avenue and Brand Boulevard.

QUESTION

What do you think of an appeals court's decision to allow developer Rick Caruso to move forward with an anti-trust suit against General Growth? E-mail gnp@latimes.com or write to News-Press and Leader Community Forum, 111 W. Wilson Ave. Suite 200, Glendale, CA 91203. Please include your name and tell us your hometown and phone number for verification purposes only.
Caruso Prevails: Appellate Court Reinstates Antitrust Claim and Upholds Anticompetitive Complaint against General Growth

LOS ANGELES -- The California Court of Appeals has ruled that real estate owner and developer Rick Caruso's $40 million antitrust and anticompetitive lawsuit against General Growth Properties (NYSE:GGP) should proceed to trial. The court rejected General Growth's appeal and, in a further setback for the company, reinstated the antitrust component of the lawsuit that was set aside in a July 2004 ruling in Los Angeles Superior Court.

"We won on all counts and we are anxious for this case to move forward. General Growth has been using intimidation and unfair business tactics to limit competition. It's time to shine a spotlight on these disturbing practices," said Caruso. "This lawsuit has national attention as it has the potential to be a landmark, precedent setting case for the retail industry."

General Growth has been systematically attempting to sidetrack Caruso's Americana at Brand retail, housing and entertainment development in Glendale, Calif. that is set to be built across the street from its Glendale Galleria regional mall. General Growth launched its opposition to Caruso's project after it acquired the Galleria in late 2002. With strong community support, the city approved the Caruso project in April 2004. General Growth immediately financed a referendum forcing a city-wide election on the project. Voters approved the project in the September 14, 2004 election.

The Caruso lawsuit claims that during this period General Growth intimidated tenants that were exploring leasing at the Americana at Brand, interfered with Caruso's business and employed unfair business practices by attempting to force a partnership to divide prospective tenants.

"General Growth appears to believe that it doesn't have to play by the rules. I believe we should respect each other's businesses, adhere to basic principals of fairness and embrace healthy competition," added Caruso. "There is room in the market for everyone. Great new retail projects are good for neighboring businesses and for the community. In the case of my company, Caruso Affiliated, market studies prove that our centers bring new customers not just to our property but to the entire district."

The ruling came in the California Court of Appeals, second appellate district in Los Angeles. The panel included Justice Valeno Spencer and Justice Miriam Vogel with Justice Frances Rothschild writing the opinion.

"With this ruling the Caruso lawsuit returns to Los Angeles Superior Court where a trial date will be set," said Irell & Manchell's Henry Shields, Caruso's attorney in the matter.

The Americana at Brand is a $264.2 million mixed-use project set on 15.5 acres that includes a two-acre park surrounded by a pedestrian promenade, fountains and outdoor seating and gathering places. It will feature 475,000 square feet for retail, dining and entertainment uses with 338 residential units.

Caruso is known for creating open-air community and regional centers that serve as local gathering places. Its style has become a recognized brand within the retail industry, which has become dominated by lifestyle shopping formats. A recognized leader in this trend, Caruso Affiliated's growth is approximately two times that of the largest publicly traded REITs and sales per square foot at Caruso properties are 40 percent higher than the industry average.

The success of Caruso's stylish and elegant outdoor environments where people can gather, shop and be entertained has challenged the traditional "mall" concept and set a new standard in the industry. The average length of stay of a guest on a Caruso property runs as much as three times that of a conventional shopping center, and the conversion rate to sale consistently averages 90 percent or higher. These key factors evidence an enhanced shopping experience that explains how tenants at Caruso properties consistently demonstrate dramatic same store sales increases, which in some cases reflect nearly double their performance in other local centers.
Caruso Prevails: General Growth Loses Latest Appeal in Ongoing Efforts to Stop Americana at Brand in Glendale; Caruso Affiliated Will Begin Construction in 30 Days on Highly-Anticipated Mixed-Use Project

LOS ANGELES -- The California Court of Appeals has ruled against General Growth Properties (GGP:NYSE) in its latest attempt to halt real estate owner and developer Rick Caruso’s Americana at Brand mixed-use project in Glendale. After defeat in Los Angeles Superior Court, General Growth appealed the decision and challenged the project’s financial agreements. The court of appeals affirmed the trial court’s decision in all respects and awarded costs to the City of Glendale, Glendale Redevelopment Agency and Caruso Affiliated. Earlier this year the same court reinstated Caruso’s $40 million antitrust and anticompetitive lawsuit against General Growth Properties.

"The industry has been very interested in the outcome of our fight against General Growth as its tactics to attempt to thwart competition are being employed around the country by the large retail REITs. General Growth’s succession of losses in this fight should be a wake-up call to other companies considering taking a page from the General Growth playbook on attempting to stop competition," said Rick J. Caruso, founder and CEO, Caruso Affiliated. "We had both the financial wherewithal and the moral determination to fight. Someone has to carry the mantle and stand up to these huge REITs, and we will continue to do so."

General Growth has been systematically attempting to sidetrack Caruso’s Americana at Brand retail, housing and entertainment development in Glendale, Calif., that is set to be built across the street from its Glendale Galleria regional mall. General Growth launched its opposition to Caruso’s project after it acquired the Galleria in late 2002. With strong community support, the city approved the Caruso project in April 2004. General Growth immediately financed a referendum forcing a city-wide election on the project. Voters approved the project in the September 14, 2004, election. Following its loss at the polls, General Growth immediately filed a legal challenge to aspects of the project’s EIR. Today’s ruling ends this challenge and sets the stage for start of construction in 30 days.

"General Growth has spent a great deal of time and shareholder and investor money to try and stop our development. Westfield is attempting to follow the same path in its opposition to a project we propose in Arcadia. This decision, coupled with the series of losses by General Growth in its challenges to our project, should send a clear and resounding message to Westfield and the other large retail REITs that you cannot stop fair competition," noted Caruso.

The Court of Appeals ruled that the financial reports and agreements met all legal standards. Further, all challenges to the EIR were struck down. The ruling came in the California Court of Appeals, second appellate district in Los Angeles.

Depositions are currently being taken in Caruso’s antitrust suit against General Growth, which is expected to go to trial early next year. The Caruso lawsuit claims that during this period General Growth intimidated tenants that were exploring leasing at the Americana at Brand, interfered with Caruso’s business and employed unfair business practices by attempting to force a partnership to divide prospective tenants.

The Americana at Brand is a $264.2 million mixed-use project set on 15.5 acres that includes a two-acre park surrounded by a pedestrian promenade, fountains and outdoor seating and gathering places. It will feature 475,000 square feet for retail, dining and entertainment uses with 338 residential units.

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LOS ANGELES -- Caruso Affiliated is preparing for the demolition of the last remaining structures on the site of its Americana at Brand mixed-use development in Glendale as General Growth Properties (NYSE:GGP) has conceded and dropped its suit against the project.

"General Growth lost at trial and lost at appeal and now has dismissed its suit. It was clear to us from the beginning that this suit had no merit and would not stand," said Rick J. Caruso, founder and CEO, Caruso Affiliated. "We have been steadfast and determined in our fight against General Growth as it has attempted to stop fair competition."

In November, the California Court of Appeals ruled against General Growth Properties in its latest attempt to

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  150 Shovels to Turn Dirt as Caruso Affiliated Kicks off Construction for...

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halt real estate owner and developer Rick Caruso’s Americana at Brand mixed-use project in Glendale. After defeat in Los Angeles Superior Court General Growth appealed the decision and challenged the project’s financial agreements. The court of appeals affirmed the trial court’s decision in all respects and awarded costs to the City of Glendale, Glendale Redevelopment Agency and Caruso Affiliated. Earlier this year the same court reinstated Caruso’s $40 million antitrust and anticompetitive lawsuit against General Growth Properties.

"With the dismissal of the suit, we will move quickly forward with the demolition of the remaining structures and site grading in order to set the stage for full project construction early next year," added Rick Moses, senior vice president, Caruso Affiliated.

General Growth has been systematically attempting to sidetrack Caruso’s Americana at Brand retail, housing and entertainment development in Glendale, Calif. that will be built across the street from its Glendale Galleria regional mall. General Growth launched its opposition to Caruso’s project after it acquired the Galleria in late 2002. With strong community support, the city approved the Caruso project in April 2004. General Growth immediately financed a referendum forcing a city-wide election on the project. Voters approved the project in the September 14, 2004 election. Following its loss at the polls, General Growth immediately filed a legal challenge to aspects of the project’s EIR.

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Judges reject General Growth appeal

* Court decision could mean the old Fire Station 21 and Pacific Bell buildings will be demolished.

By Tania Chatila, News-Press and Leader

GLENDALE — A state appeals court ruled Thursday that the city's environmental review of the Americana at Brand was valid and that buildings in the heart of the project's site are not historical, paving the way for their demolition and the start of construction of the town center as early as spring.

A three-judge panel of the Second Appellate District unanimously upheld a Los Angeles Superior Court judge's decision rejecting Glendale Galleria owner General Growth Properties' claims that the city's environmental reviews were inadequate.

General Growth's claims have stood in the way of developer Rick Caruso's plans to build a 15.5-acre, $264.2-million residential and commercial campus across the street from the Glendale Galleria.

Demolition of those two buildings had been placed on hold while the state appeals court reviewed the challenge brought by General Growth, which had originally filed a lawsuit challenging the city's environmental review in Los Angeles Superior Court in May 2004.

"The bottom line is that the [environmental impact report] and the process adequately disclosed the considerations regarding these buildings and the determination that they were not of historical significance, despite contentions made that they were," the 29-page ruling stated.

While General Growth contested that the buildings were candidates for the historical registry, the court ruling stated that neither Fire Station 21 nor the Pacific Bell building were ever designated as historic in any city survey, were not on the local registry and were not determined historic by the city's Historic Preservation Commission.

General Growth Properties, which did not return calls for comment, has 30 days to appeal the decision to the California Supreme Court or request a review, City Manager Jim Starbird said. But a review is highly unlikely.

If no further reviews or appeals are filed in the next 30 days, demolition of Fire Station 21 and the Pacific Bell building will likely happen in January, and construction could begin as early as next spring, he said.

"People know this was a delay tactic on the part of General Growth and the Galleria," City Mayor Rafi Manoukian said. "But it will be a great project for the city and I think the courts made the right decision."

Caruso, chief executive officer of Caruso Affiliated Holdings, said he was optimistic that judges would rule in favor
Court Clears Way for Glendale Development

Jurists reject charges that environmental report on Americana on Brand was inadequate.

By Sam Quinones
Times Staff Writer

November 19, 2005

Developer Rick Caruso has won the latest round, and perhaps the fight, over the future of a chunk of Glendale's downtown.

The 2nd District Court of Appeal ruled Thursday against General Growth Properties, which owns the Glendale Galleria shopping mall, in its attempt to halt Caruso's proposed mixed-used project scheduled to go up across the street.

The court ruled that the project's financial reports and agreements met legal standards, and that its environmental impact report was sufficient. The court also ordered General Growth to pay legal costs to Caruso and Glendale.

General Growth has 30 days to appeal to the state Supreme Court. Officials from the company could not be reached for comment late Friday.

For his part, Caruso said he expects to begin construction in January after what he called "a huge decision."

"They've tried to use the environmental review process to stop competition, and the courts have clearly told them no," he said.
Caruso's proposed Americana on Brand is a $262-million mixed-used project on 15.5 acres. It would have 338 residential units; 475,000 square feet of retail, dining and entertainment space; and a two-acre park.

The city approved Americana on Brand in April 2004. A month later, General Growth sued to stop the project, alleging, among other things, that the environmental impact report was insufficient.

The company also financed a city referendum on Caruso's project in a September 2004 election. Voters approved the project.

Caruso is also the developer of the Grove shopping mall in Los Angeles at Fairfax Avenue and 3rd Street.
Ground Broken on $324M Shopping Center

Ground was broken Thursday on a $324 million shopping center in Glendale, scheduled to open in March 2008.

The Americana at Brand in Glendale is a 900,000-square-foot development with 475,000 square feet of retail, restaurants and movie theater. It is the only major new retail project underway in Los Angeles County, according to developer Caruso Affiliated.

The mall site is across the street from the Galleria, whose Chicago-based owner unsuccessfully fought the project in court.

"We are bringing our newest concepts to create the new hot spot for all of Los Angeles," said Caruso Affiliated Chief Executive Officer Rick Caruso. "The trends will start here. And, for the first time people can live in a Caruso environment."

In addition to stores, The Americana at Brand will offer 238 apartments and 100 condominiums, which the developer described as "luxury."

Leasing is continuing at a brisk pace, including a 16-screen Pacific Theatres cinema, 75 shops and boutiques and various restaurants, Caruso said.

Today's groundbreaking included special effects to implode a small building, meant to emphasize the center's role as a catalyst for a re-energized downtown Glendale.

Recognizing the support of the public to bring the development to Glendale, including voter approval in a special election, Caruso Affiliated invited 150 Glendale residents to turn the first dirt along with Mayor Dave Weaver and City Council members.

"It is because of this community's spirit and vision for the future that we are here today," Caruso said. "And we wanted to celebrate with our friends who have been with us for five years, including Mayor Weaver who has been among our staunchest supporters from the beginning."

Weaver said the new mall will attract tourists and residents. "The benefits that we realize from this project far exceed the tax revenue it will generate," Weaver said. "We will prosper through a downtown renaissance made possible by those who are now viewing Glendale as an exceptional city in which to invest their dollars."

The 15.5-acre site is bounded by Brand Boulevard, Central Avenue and Colorado Street.

It is Caruso's largest new development since The Grove shopping center next to the Farmers Market in the Fairfax district.

Demolition has been completed at the site with grading work to commence following groundbreaking.

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Caruso Victory: Judge Orders Anticompetitive Suit against General Growth to Proceed to Trial

LOS ANGELES -- Headline of release should read: Caruso Victory: Judge Orders Anticompetitive Suit against General Growth to Proceed to Trial (sted Caruso Victory: Judge Orders Anticompetitive Suit against General Growth to Proceed to Trial)

The corrected release reads:

CARUSO VICTORY: JUDGE ORDERS ANTI-DOMPETITIVE SUIT AGAINST GENERAL GROWTH TO PROCEED TO TRIAL

In an important victory for real estate developer and owner Rick Caruso, Superior Court Judge Laura Matz denied General Growth Partners' (NYSE:GGP) SLAPP suit and ruled that Caruso can proceed with his lawsuit. The ruling finds that Caruso has a "probability of prevailing at trial" on two of the three critical issues.

"This is a victory for all small developers around the country. The ruling sustains our findings that General Growth employs unfair business practices that include intimidating their tenants that want to lease space in the proposed Americana at Brand project in Glendale," stated Caruso. "General Growth fears competition to its Glendale Galleria, and while it may have gotten away with these kinds of practices elsewhere in the country, we are determined to stop them in Glendale."

SLAPP suits (Strategic Lawsuits Against Public Participation) are designed to intimidate opponents.

The suit challenging General Growth's anticompetitive conduct was filed in February and is now expected to go to trial by the end of the year. In addition to tenant intimidation, Caruso's suit claims General Growth interfered and employed unfair business practices attempting to force a partnership to divide prospective tenants.

While the judge did not find that General Growth violated the Cartwright Act which required the formation and operation of a conspiracy, this finding is not expected to impact the Caruso case.

"The ruling simply means that General Growth and its partners will be the sole responsible parties for damages," said Caruso's attorney in this matter, Irell & Manella's Henry Shields.

Caruso Affiliated will invest $167 million in The Americana at Brand that will combine retail, residential and civic spaces. The project will include 238 apartments and 100 condominiums, 475,000 square feet of retail and a 2-acre park. Caruso has said that this will be the latest generation in the company's lifestyle centers, surpassing even the wildly successful The Grove.

Nationally acclaimed for open-air retail/entertainment destinations that draw millions of visitors each year, Caruso Affiliated designs all of its properties as community gathering spaces.

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and the two-tower elements will increase the number of corner units, a definite amenity, he added.

"We want, when this project opens up, for it to feel like it belongs here — like it feels comfortable," Caruso said.

Other "design changes" include using a more natural, color palette rather than a festive one, additional two-story retail stores and the use of higher-quality materials such as stone, copper, metal and granite.

"I want to commend Caruso and his team," Manolakos said.

"This is why we selected you. We knew you had an excellent vision. We do expect the best, and I believe that's what you're providing.

It's been a long road for the Americana project," Caruso said, adding that things are really moving along now.

The project faced opposition from a large group of residents and the owners of the adjacent Glendale Galleria, but was approved by voters in September 2004 referendum.

Galleria owners, General Growth Properties filed suit against the project in 2004, challenging its environmental approvals and arguing that two buildings to be demolished on the site were historic.

But a Los Angeles Superior Court judge's rejection of the case in January 2005, and a state appellate court's subsequent ruling against General Growth in November 2005, cleared the way for the Americana construction.

"The 15-acre Americana site, which is estimated to be four times larger than the Grove, will feature 238 apartments, 100 luxury condominiums, an 18-screen Pacific Theatres movie cinema, 75 upscale shops and 'boutiques, casual and fine-dining establishments and a nearly two-acre park at the center of it all," Caruso said.

Caruso Affiliated officials also released a list Tuesday of the first 20 retailers to jump on board the project.

That list included Lacoste, Juicy Couture, H&M, Armani Exchange, Anthropologie, BCBG MaxAzria, Planet Funk, Fuma and Urban Outfitters.

"This project is coming along better than expected," Caruso said. "I think people are going to be really excited. These are exceptional retailers."
The Americana at Brand on Track for Spring 2008 Opening with Completion of Land Transaction with...

Publication: Business Wire
Date: Tuesday, December 12 2006

Development Creates Premier Residential, Retail and Entertainment Destination

GLENDALE, Calif. -- Caruso Affiliated has announced the completion of the complex land transaction with the Glendale Redevelopment Agency, a major milestone in the progress of The Americana at Brand, its $429 million retail and residential destination in the heart of the city. Caruso has also secured a $300 million construction loan for the 15.5-acre project bounded by Brand Blvd., Central Avenue and Colorado Street, slated for opening in spring, 2008.

The project represents the culmination of a long-time collaboration between Caruso Affiliated and Glendale Redevelopment Agency, and has been characterized in the real estate industry as a model example of successful public/private partnership.

"Working closely with the Redevelopment Agency over the past three years has been a true partnership," says Rick Moses, Senior Vice President and Chief Development Officer of Caruso Affiliated. "We shared a common vision and goal, and the result of this effort will be a hugely successful project both Glendale and Caruso can be proud of."

Philip Lanzafame, Director of the Glendale Redevelopment Agency, concurs, "Although this process was lengthy and complex, we were all pointed in the same direction. Working together we were able to achieve a major milestone for Glendale."

In addition, make sure to read these articles:

The Grove Park Inn Resort & Spa. (Western).
ASHEVILLE -- The Grove Park Inn Resort & Spa wants to build a mixed-use development and condominiums on city-owned property downtown. The resort has asked ..... Unalaska construction work helps take sting out of...
A flurry of construction projects and an upsurge in tourism and economic development bolstered business activity in Unalaska this year, though curtailed commercial fishing activity ..... Construction Disruption.
FARMERS MARKET MERCHANTS SAY WORK ON THE GROVE HURTS BUSINESS AT 25 acres, The Grove at Farmers Market is one of the biggest retail centers ..... ADVISORY/Helicopter Airlifts in the Heart of...
News Editors ADVISORY...for Saturday (Dec. 1) LOS ANGELES--(BUSINESS WIRE)--Nov. 30, 2001 On Saturday afternoon helicopter airlifts will take place in the heart of our city....
Montecito's Miramar Hotel Purchased and Again...
Caruso Affiliated is buying the long-shuttered Miramar Hotel, situated on 20 acres along the ocean in Montecito, Calif. The Los Angeles-based development company has signed ..... Caruso Victory: Judge Orders Anticompetitive...
LOS ANGELES -- Headline of release should read: Caruso Victory: Judge Orders Anticompetitive Suit
The Americana at Brand on Track for Spring 2008 Opening with Completion of Land Transaction with...

Publication: Business Wire
Date: Tuesday, December 12, 2006

The Americana at Brand, the next generation of "lifestyle center" development from the owner/creator of The Grove in Los Angeles, will offer a dynamic retail mix for guests and an unparalleled urban living experience for residents of its luxury apartments and condominiums.

Caruso, known for creating retail destinations that resemble resorts rather than malls, will offer Americana residents a host of personal services and conveniences typical of a five-star luxury hotel, together with a diverse array of shops and boutiques and enticing dining venues interwoven amongst large, beautifully appointed and landscaped public spaces.

"This is a major step to fulfill the vision set forth by the city to develop this land in a way that will reinvigorate our downtown, provide an attractive amenity for our residents and generate revenue for the city," said Mayor Dave Weaver. He noted that the land transaction fulfilled the Disposition and Development Agreement approved by the City Council and Redevelopment Agency in 2004.

With 475,000 square feet of retail, restaurants and cinema, The Americana at Brand is the only major new retail project underway in Los Angeles County.

"The Americana at Brand is a catalyst for Glendale's economic growth and improved quality of life for our community. It is important for the future of our city to provide new housing, retail, services and attractive public spaces," said Councillor Bob Yousefian, Chairman of the Glendale Redevelopment Agency.

In addition, make sure to read these articles:

- The Grove Park Inn Resort & Spa. (Western).
- ASHEVILLE -- The Grove Park Inn Resort & Spa wants to build a mixed-use development and condominiums on city-owned property downtown. The resort has asked......
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- A flurry of construction projects and an upsurge in tourism and economic development bolstered business activity in Unalaska this year, though curtailed commercial fishing activity......

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Publication: Business Wire
Date: Tuesday, December 12, 2006

You are viewing page 3

The Americana at Brand will offer Caruso's first residences, including 100 luxury condominiums and 238 upscale apartments. Designed with classic Caruso flair and meticulous attention to detail, the residences will offer a distinctive urban living environment unlike anything currently found in Southern California. "We intend to bring a unique and exciting interpretation of luxury to the market," said Caruso Affiliated CEO Rick J. Caruso. "Our experience with The Grove has taught us so much about how people value quality, personal service, and a strong sense of community. We intend to take this to an entirely new level at The Americana at Brand."

In 2002, Caruso Affiliated received a coveted honor when The Wall Street Journal voted The Grove Concierge #1 in the nation above The Four Seasons, Ritz Carlton, and other likely contenders in the category. Raising the bar even further at The Americana residences, a 24-hour concierge will be available to handle a range of tasks from dry cleaning and grocery deliveries to travel and party planning. On-site personal shoppers will assist with gift ideas and last minute shopping needs. Dining-in will be redefined from cardboard take-out cartons to meals delivered to your door from The Americana restaurants providing "room service." Residents no longer have to be concerned with who will pick up the mail or care for the pet when traveling because these services and more will be available to busy, time-starved residents.

The eclectic selection of shops and boutiques at The Americana will include some of the most highly sought-after retailers today, including H&M, Juicy Couture, lululemon athletica, Martin + Osa, Kiehl's, Art of Shaving, A/X Armani Exchange, Lacoste and BCBG Max Azria. Pacific Theatres will operate the 18-plex cinema.

"Construction is on schedule for our planned grand opening in spring 2008," noted Caruso. He reported that demolition and grading were finished and much of the foundation work is completed or in final stages.

Other Caruso Affiliated projects currently in development include The Shops at Santa Anita (Arcadia) and The Village at Playa Vista (Marina del Rey). The company's portfolio of top performing centers includes The Grove in the West Los Angeles area; The Waterside Marina del Rey; The Promenade at Westlake, The Lakes and The Village at Moorpark in Thousand Oaks; The Commons at Calabasas and Encino Marketplace.
Rival malls still battle in courts
Glendale's Galleria, Americana at odds
BY EUGENE TONG, Staff Writer

GLENDALE - Construction is under way at the $324 million Americana at Brand center, but its developer Caruso Affiliated and Chicago-based General Growth Properties, which owns the adjacent Glendale Galleria, continue to clash in court.

A Los Angeles Superior Court judge recently ordered Caruso to return confidential leasing documents to General Growth. Meanwhile, a lawsuit filed by Caruso in 2004 alleging its neighbor and competitor violated antitrust laws and engaged in unfair business practices is slated to go to court this summer.

It's part of the ongoing legal tussle since Caruso proposed the 15.5-acre shopping and resident project in downtown. Americana is scheduled to open next year right next to the Galleria shopping center.

In December, General Growth filed an injunction against Caruso Affiliated and developer Rick Caruso, who allegedly had obtained information including rent rolls, lease and sales data for Glendale Galleria tenants from a third party.

The plaintiffs wanted to prevent Caruso from using the information, which they deemed highly confidential, and sought to get it back. Superior Court Judge Ann Kough ordered Caruso to return the documents on Jan. 23.

Officials

—

with Caruso Affiliated could not be reached for comment

Wednesday, but the court order stated the Los Angeles-based developer has not admitted they had confidential information or had obtained it through "improper means."

General Growth attorney David Battaglia said the decision shows Caruso, which filed a $40 million antitrust claim in 2004 against his client, also engaged in unfair business practices.

"Caruso secretly has been harboring General Growth's confidential tenant information related to the Galleria for years, and the court order affirms Caruso's
The new 3.0 liter six-cylinder engine with Valvetronic.

at other malls if they lease at the Americana.

Battaglia said the allegations were unfounded.

"Caruso originally alleged that General Growth was competing unfairly by threatening the Cheesecake Factory and other alleged unnamed tenants not to do business with him," he said. "But the Cheesecake Factory was deposed, and confirmed what it has been saying publicly since 2004, that no such business ever occurred."

General Growth had attempted to block construction of the Americana by challenging in court the city of Glendale's study of the project site. The lawsuit was dropped in 2005 after losing at the state Court of Appeal.

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(818) 546-3304
Complex condo vote scheduled

Redevelopment Agency will consider housing project slated to be built at Americana at Brand.

By Robert S. Hong
News-Press

CITY HALL — The Redevelopment Agency will set the ball rolling today on the next stage of the controversial Americana at Brand.

The agency is slated to vote whether to allow Americana Housing L.P., which is a partnership between developer Caruso Affiliated Holdings and real estate investment firm Barrow Street, to construct a 100-unit condominium project as part of the shopping complex.

Voters approved the condo piece as part of the project in a September 2004 referendum, but the agency's approval is required.

The agency must verify that Americana Housing's plans meet the requirements set forth in the original agreement that the council approved, said Dave Ahern, deputy director of the city's Redevelopment Agency.

"We had to make sure the entity is up to par with requirements of the development agreement, the financial wherewithal, and assuming all responsibilities of developing what council previously approved," he said.

The Americana at Brand is a mixed-use project with about 475,000 square feet of retail space and 338 housing units on a 15.5-acre lot adjacent to the Glendale Galleria.

The condo units will sit on the corner of Colorado Street and Brand Boulevard.

Approval of the project was met by both heavy support and heavy opposition from the community before it was ultimately approved in 2004.

Galleria owners General Growth Properties filed suit against the project in 2004, challenging its environmental approvals and arguing that two buildings to be demolished on the site were historic.


City Councilman Dave Weaver said he is excited about the condos and feels they will add to the ambience and future of the downtown.

"It's a big area, and there are going to be a lot more people living in downtown because of the Americana," he said. "It's going to be fabulous, everything Caruso does is first class."

Caruso was the developer on the successful Grove complex in Los Angeles.

But some community members remain opposed to the idea of the project.

Glendale activist Margaret Hammond, who has spoken several times against the project, said she will likely attend the meeting to voice her opinion.

"I'm against anything to do with Caruso getting anything more," she said. "He has already gotten enough out of [the city]."

The Americana at Brand is slated to be complete by 2008.

See CONDO, Page A4

Continued from A1

• ROBERT S. HONG covers City Hall. He may be reached at (818) 637-3235 or by e-mail at robert.hong@latimes.com.
Retail: The Unstopable Consumer

Caruso: Developer Takes Different Approach

Caruso, developer of Glendale's Americana mall, is taking a different approach to retail. The company is known for its focus on high-end, fashionable brands, but in Glendale, the mall is attracting a more diverse mix of tenants.

In Glendale, Caruso has added five new tenants to the mix, including Michael Kors, Forever 21, and Free People. The addition of these brands has helped the mall appeal to a wider range of shoppers.

Caruso's approach to retail is to focus on creating a unique and engaging shopping experience for each tenant. This includes thoughtful merchandising and marketing strategies that are tailored to the specific needs of each brand.

Caruso has also been successful in attracting new tenants to its other properties. For example, the company's flagship stores, Barney's New York and Saks Fifth Avenue, have been well-received by shoppers.

Caruso's success in Glendale is part of a broader trend in the retail industry, where developers are focusing on creating mixed-use properties that offer more than just shopping. This approach is helping to attract more tenants and shoppers to Caruso's properties.

By SHELLY GARCIA, Senior Reporter

Caruso Tenant Mix in Glendale
Not the Usual

Retail: The Unstopable Consumer

Caruso's Americana at Brand in Glendale.

Construction: Caruso's Americana at Brand in Glendale.

SAN FERNANDO VALLEY BUSINESS JOURNAL

July 9, 2007
The Americana at Brand project is making progress and growing larger every day. At 120 feet from a crane, this view shows a small piece of the approximately 15-acre project being built on Brand Boulevard.

**Americana taking shape**

1582

gaplex being built on Brand is so big, its developer wants the project to go within a city.

Ryan Vaillancourt

of Press

Continuing down the street, construction site developer, the American at Brand, is excited about the future, watching the project take shape.

BElOW: Framing is a big part of construction during this phase of the Americana at Brand.

They are among the thousands that Caruso says will bring shoppers to the Americana and other downtown shops, propelling the entire downtown economy.

Even Galleries owner General Growth Properties, which has plans for the Americana and has since been stymied with an antitrust lawsuit filed by Caruso Affiliated — will get a slice of the pie. Caruso said:

"We're happy to be the first thing that's ever happened to them," he said.

General Growth representatives could not be reached for comment.

Caruso, president and chief executive officer of Caruso Affiliated, said:

"Look, it's a whole new city. We're new to the city, and it's a whole new city in terms of the quality of life," he said. "Whoever would have thought Barneys could come to Glendale?" Barneys New York CO-OP—
casual offspring of the upscale department store — is one of the retail tenants.

Along with American at Brand, Glendale is also getting a new mall, and a new office building.

Continued from A1

and lumber blankets two miles — surrounded by 2,000 construction workers.

The cost of the project was $350 million, with about $100 million going to the construction cost of the overall project, said Caruso.

The mall is scheduled to open by fall of 2007.

For more information, call the developer at 818-485-9494.

Stand alone in the downtown area is the American at Brand, which developer said it's the first of its kind in the city.

"We have seen interest in the downtown area because of the development," he said. "With redevelopment, that's what we want to see. It's a combination of retail and retail-oriented development. We think the downtown is doing what we want to see."
The Americana Impact

By Kimberly Gomez
Ledger Contributing Writer

Local residents this side of the I-5 who have long enjoyed the convenience of the Glendale business district should have noticed the changing landscape. It’s hard to miss—bounded by Brand Boulevard, Central Avenue and Colorado Street, is a monstrous 15.5 acre construction site with cranes and girders and all.

The Americana at Brand, which broke ground in June 2006, is a $369 million mixed use project that, when completed, will feature 75 shops and boutiques, casual and fine dining, an 18-plex cinema, and will offer 238 apartments and 100 condominiums—all luxury residences.

Set to open in spring of 2008, it’s the latest project of developer, Rick Caruso, best known in Los Angeles for The Grove and other outdoor shopping environments that challenge the traditional mall concept.

General Growth Properties, which owns the nearby Glendale Galleria Mall and lost a bitter battle with Caruso to block the project, now seems to have accepted that challenge and is readying for the changes in store.

"With the opening of new retail offerings in the immediate vicinity of [the] Glendale Galleria, customers get more choices and more reasons to check out our property," said James Graham of General Growth Properties. But what about the smaller storefronts—the mom and mop shops along Brand Boulevard?

Directly opposite the Americana’s construction barriers are empty sidewalks reminiscent of a ghost town—an image made complete with dust blowing from the construction site on a recent warm afternoon.

Some small businesses remain, but, according to owners, their customers have dwindled. The area has already taken a hit with the recent closings of Tower Records and Comp USA.

"I make half the money I used to make three or four years ago," said Isabelle Davotian, owner of Brand Beauty Salon. Davotian said she only stays afloat, however, with a loyal client base. And she’s not optimistic this trend will change once The Americana opens.

"I don’t think people coming for that area are going to look at this side or will be interested that much," she said. And from another merchant who preferred to not give his name: “What I care about is if there’s a tobacco shop in [The Americana], then they have to deal with me,” said the manager of the Brand Cigar Club located across the street from the Americana site. Caruso’s team sees it differently.

“I think we have spent much time addressing potential concerns—to avoid any duplication of businesses in the immediate vicinity," said Todd M. Russell, Sr. Vice President of Leasing and Marketing for Caruso Affiliated. “We’ve introduced many new names to the marketplace to
enhance the experience for the consumers walking or driving to the property.”

Caruso’s staff have also been in touch with other Glendale business organizations to ensure the Americana’s impact is positive throughout the area.

“We’re working pretty closely with the downtown Glendale Merchant’s Association and being proactive about looking to develop a niche marketing plan to drive some of The Americana visitors to their businesses,” said Judy Kendall of the Glendale Chamber of Commerce.

Other than traffic, Kendall, and others, said they believe any initial changes in customer flow will smooth out over time.

“Glendale is a little behind Burbank or Pasadena but this is the same management for The Grove so they know what to do. I think it’s good for the economy of Glendale,” said Kai Kim, manager and partner of Sushi Kai on nearby Maryland Avenue.

Rather than detract from existing business, The Americana is looking to double the 26 million people that the Glendale Galleria annually attracts to its property and will target the residents of Los Feliz, Silver Lake and Downtown Los Angeles.

“We’re a totally different mix with a more affluent consumer,” said Russell of Caruso Affiliated. “And because of the accessibility to the major freeways, the potential boost in numbers is substantial.”
RETAIL: Condos Hits of Season at L.A. Malls

By DANIEL MILLER Staff Reporter

Traffic, traffic, traffic. No three words better encompass the reasons for an emerging trend in local mall development.

Several Los Angeles mall projects—from brand new properties such as Caruso Affiliated Holdings LLC’s American at Brand to the repositioning of Westfield Group’s Century City mall—aim to include significant residential components.

As congestion grows worse and developers and communities call for higher-density development that would lessen car usage, these large mixed-use projects are striking a chord amid the wider explosion of mixed-use retail and housing projects.

“With transportation issues as significant as they are in Los Angeles, proximity to retail experiences has become a great advantage for residential developers,” said Lew Feldman, a real estate attorney who represents Westfield with Goodwin Procter LLP. “It is very consistent with smart growth and sustainable development.”

Over the past several years mall developers have largely sat on the sidelines and watched the mixed-use explosion take place in Los Angeles. From the myriad downtown developments that feature residential units atop ground-floor retail to projects in Hollywood, dining, shopping and living all rolled into one, mixed-use development has become a cliche of the local retail scene.

Caruso Affiliated, the largest mall owner and developer in the United States, has moved slowly with mixed-use, but now seems to be making up for lost time. It plans to add residential components to three of its Southern California properties, including two in the Los Angeles area.

The firm is in the planning stages for a residential addition to the Century City mall, which it has owned since 2002. The plan calls for the development of 360 luxury condos at two nearby parcels on Avenue of the Stars and Century Park West. And in Woodland Hills, the mall developer is planning a huge project called the Village at Westfield Topanga.

This $750 million development would look two of the firm’s properties—Topanga and Promenade—to create a large mixed-use development featuring 1,500 condos and apartments.

It is expected to break ground in 2009.

“Our focus has always been and continues to be retail. However, when it makes sense to incorporate residential, we look at that, and we do it,” said Katy Dickey, spokesperson for Westfield, which also has plans to add a residential component to its UTC mall in San Diego.

Economic sense

Industry experts say that adding residential components to malls makes sense economically. By essentially building housing units on-site, mall developers are creating captive audiences for retailers. Residential development will also turn the malls into 24/7 projects, another boon for business.

“The economics are compelling, the job-creating benefits are compelling, as is the ability for somebody to walk instead of drive,” Feldman said.

The residential mall concept has been tried and it exists in and around Los Angeles. Places such as Tennesse and Valley, it has never been attempted in the middle of Los Angeles on such a large and sophisticated scale.

Developer Rick Caruso, founder and chief executive of Caruso Affiliated, said that while the concept cannot be applied everywhere, in Los Angeles it now makes sense because “Finally we don’t have the excuse limit to be sprawling out.”

““It has made sense on the East Coast and in other urban environments for decades,” Caruso said.

However, the addition of housing to retail projects has not been universally accepted by communities. A recent votes for rezoning prohibited Caruso from integrating housing into his Shops at Santa Anita.

Still, Caruso said it became clear that there was demand for the residential mall concept when customer began telling his offices to ask about units at his company’s Grove shopping center shortly after its opening in 2002—but there were no units.

Instead, Caruso watched as real estate mogul Alain Cadrin opened a large and ultimately successful residential development across the Grove.

“We still get calls to this day, asking if there is a place to live at the Grove,” said Caruso, who added that there are no plans to add residential stop or near the existing project.

“CEMETARY

A postcard view of Westfield Century City.{}\"It has made sense on the East Coast and in other urban environments for decades," said Caruso.

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“CEMETARY

A postcard view of Westfield Century City.
Multiple hotel proposals for the downtown area have Glendale city officials contemplating a designated hospitality corridor that would in turn create a more vibrant commercial district.

Concentrating new hotels near each other and adjacent to the new condominiums and apartments at the Americana at Brand would drive pedestrian traffic to the area along Brand Boulevard between Broadway and Milford Street.

"That gives another boost to those merchants that are already there," said Phil Lanzafame, director of the Development Services Department.

The hotel projects are in the construction and planning stages.

A 272-room Embassy Suites is scheduled to open this spring at Central Avenue and Burrett Street.

The City Center II development at Wilson Avenue and Brand Boulevard will include a 172-room hotel as well as condominiums. The developer has not settled on an operator for the hotel although a decision is expected this spring.

Glendale: Hilton getting competition.

A hotel has been proposed for Colorado Street between Brand Boulevard and Central Avenue but that project remains in the early stages and city officials have not seen an application yet.

And an Orange County developer seeks city approval for a 150- to 180-room hotel on a city-owned parcel at Wilson and Central avenues.

Komar Investments has joined with the Intercontinental Hotel Group to open an Indigo Hotel, a branded boutique inn appealing to younger, professional travelers.

The city and Komar are negotiating a long-term lease for the property now used as a parking lot. During the talks, the city will not market the land.

In addition, the redevelopment agency owns property at Maryland and Wilson that has received proposals for a hotel; and the Exchange, also on Maryland and which recently changed owners could be another opportunity, Lanzafame said.

While small independent motels do business along Colorado in downtown, until the Embassy Suites is completed the only business-class hotel in the city is the Hilton at Brand and Glendale boulevards.

Market studies from developers and anecdotal evidence heard by the city does show a need for more hotel rooms in the tri-cities area of Glendale, Burbank and Pasadena, Lanzafame said.

While families do use the Hilton and will at times extend their stays, people traveling on business make up about half the guests coming to the city.

Bringing more hotels to downtown benefits the corporate traveler as it is centrally located for business to business, Lanzafame said.

Large corporations do call Glendale home. Nestle USA and IHOP are headquartered in downtown. Public Storage Inc., a major film studio in DreamWorks Animation and several divisions of The Walt Disney Co. are nearby.

That developers look to Glendale as a site for additional hotels is an outgrowth of the city's economic revitalization, said Michael Pfeiffer, executive director of the Hotel Association of Los Angeles.

"Hotels would be a natural next step," Pfeiffer said.

The high-end guesthouses add to a good business mix and round out what the city has to offer for both the leisure and business traveler, Lanzafame added.

The impacts from a hotel tend to be different from what an office building or residential building would bring to the same area. Plus the 10 percent transient tax for guests generates money for the city's general fund.

The city, however, needs to be careful and not overbuild with hotels having too many empty rooms, Lanzafame cautioned.
Americana taking shape

Developer Rick Caruso will unveil the Americana at Brand retail-residential project next month.

By Cara Mia Dimassa
April 01, 2008 in print edition B-1

The giant retro neon sign proclaiming “Americana at Brand” has been installed. A gold-plated sculpture now graces the public square, still wrapped in thick, clear plastic. The tracks for the trolley have been laid, and piping for the dancing fountains is in place and being tested.

For better or worse, builder Rick Caruso’s mega retail and residential development in the heart of Glendale is nearing completion and is scheduled to open in a month.

Four years ago, there was a bitter debate over the project, with some merchants fearing the Grove-style “lifestyle center” would hurt businesses for stores along Brand Boulevard and in the Glendale Galleria. Some residents worried about overdevelopment and traffic.

Those concerns still exist. But with the shaky economy, many in Glendale are counting on the Americana to give the city a needed boost. It's been a tough few years on Brand Boulevard, and it shows in the vacant storefronts, including big-box stores like Tower Records and the Good Guys, which closed down and were never replaced.

City officials hope that the Americana – with high-end shopping, dining and hundreds of new residential units, both condo and rental – can boost sales along the boulevard and bring a touch of urban elegance to a town long known as a little suburban and perhaps a little bland.

"I think it will change Glendale’s reputation from being a sleepy bedroom community to one of the premiere cities in Southern California," Mayor Ara Najarian said.

In a sign of the embrace Glendale is now extending to Americana, the City Council last month offered to name a street into the complex for Caruso.

The mayor said he expects the $400-million Americana to become a regional draw for Glendale, luring people from all over Southern California. And along with the Glendale Galleria – already one of the region’s biggest shopping malls – Americana could give a significant boost to the city’s sales tax revenue.

Some of the retailers at the Americana are definitely high end – and perhaps not the type normally associated with Glendale. They include A/X Armani Exchange, Barneys New York CO-OP, Calvin Klein, Kate Spade and Tiffany & Co.

But with those customers come traffic and parking woes, which the city of 190,000 is still trying to resolve.

http://articles.latimes.com/2008/apr/01/local/me-americana1
Najarian said that officials had been working to streamline ingress and egress to the structure, especially from the nearby 5 and 134 freeways. He said that the city will be bringing in traffic control officers and setting up a command center at City Hall for Americana’s first week to monitor the flow of cars in and out of the center.

The Americana is rising at the center of Glendale’s already dense downtown. Unlike other major developments, LA Live in downtown Los Angeles and the proposed development at Universal City, Americana is far from subway or rail lines that could help reduce car trips.

Some critics are quick to point out that traffic from the Galleria and other shops can already bring Brand Boulevard to a crawl. But backers argue that the residential portion of Americana might prompt those residents to walk to shops in the area rather than drive.

Glendale resident Christine Farajian said that she was worried about traffic around the project. But she said her optimism about the development outweighed those concerns.

Farajian and her fiancé bought Sliders, a bar across the street from Americana, four months ago, and were building their business on the promise of what was to come.

"I feel like it will be good for the local businesses, including us," she said. "And it will be good for the city. It will bring in money."

Glendale is looking longingly to the Grove, an earlier Caruso development near 3rd Street and Fairfax Avenue in L.A. that is one of the more admired outdoor shopping plazas in the region.

Caruso, in an interview Monday, said the Americana could have an even bigger effect on Glendale, because the 15.5-acre project is much larger and includes housing.

"As great as the Grove is," he said, "this is a pretty remarkable project."

Both Americana and the Grove are meant to conjure up the idea of a city center — with a mix of architectural styles, building heights and materials used, as well as vast open spaces at the projects’ center. Caruso often tries to set his buildings in place and time, and Americana is steeped in that tradition.

The Grove is based on Charleston, S.C., circa the 1940s in terms of the scale and relationships between buildings. The Americana starts earlier in time: a massive elevator shaft, with exposed steel beams, is supposed to hearken back to the industrial era, said Executive Vice President Dave Williams of Caruso Affiliated. A trolley that loops around the project and onto Brand is from "a little bit earlier era" than the Grove's trolley, which travels back and forth along a linear track.

The developer learned some important lessons at the Grove, Williams said.

The Americana’s central courtyard is nine times the size of the Grove’s — in part because large-scale events at the Grove have created a “body press” and people have had to be turned away.

Even more than at the Grove, tenants have been able to customize their spaces — cladding their stores in materials that match up with their identity — in part to create a more organic, village feel to the development, Williams said.

The wooden front of the Anthropologie store, for example, looks more like the company’s free-standing stores in Pasadena and Santa Monica than a mall outlet.

On Monday, the approximately 2,500 workers on site at the Americana made the entire development look like a well-functioning anthill. Awnings were lifted into place, brick was laid, concrete poured and soil tilled. Many of the project’s trees — ginkgo, date palm and laurel, among others — had already been planted, but buckets of boxwood, lavender and other plants sat awaiting placement. The project’s residential spaces, which are all placed above retail stores,
though with separate entrances and parking, were also still under construction.

The Americana includes 100 condominiums and 238 apartments, which are clustered, Williams said, in batches of 25 or so, in order to create mini-neighborhoods within the development. Some are linked by interior courtyards, others by corridors. All units, he said, have some sort of balcony — ranging from a four-foot-wide space off a bedroom that overlooked Brand to a lush patio that can hold 600 people.

While many high-profile mixed-use projects have touted themselves through presale events and sent out press releases as units were reserved, Caruso has taken a different approach. The Americana is doing no presales for its condos, hoping that word of mouth once the shopping center is open will foster sales. Leasing for the rentals, which range from $2,060 to $5,500 a month, has already begun. Both renters and condo owners will have access to the Americana's concierge.

Najarian and other city leaders believe that the Americana's design, which faces onto Brand Boulevard, will encourage shoppers to leave the complex and explore other parts of downtown. "Shoppers will find themselves flowing out into Brand," he said.

As Glendale resident William Malcomson pushed son Angus in a stroller up Brand Boulevard on Monday, he said he was eagerly awaiting the Americana's opening. The city, he said, has long been "boring from the outside."

Malcomson glanced over at the stuccoed towers, the large glass windows and intricate wrought iron work. "I've waited for Glendale to turn the corner," he said. "It finally has."

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Wise to the ways of the street
By Matthew Garrahan
Published · April 15 2008 19:24 | Last updated: April 15 2008 19:24

Rick Caruso walks at a fast pace as he shows the Financial Times around his latest retail development in Glendale, California.

The grand opening is only weeks away but the 15.5 acre complex in the heart of the city looks as though it needs a lot more work. The floor has yet to be laid, the frontages of many of the shops are not yet in place and the tram tracks that run through the site are being laid as we walk by.

But the developer, who has changed US retailing by building vibrant open-air retailing centres instead of bland indoor shopping malls, is in a relaxed mood. "We'll be ready," he says, pausing to exchange pleasantries with one of his workers. "We have to be."

The $400m Americana at Brand is the latest open-air project developed by Caruso Affiliated, Mr Caruso's privately held group. It is also his most ambitious development. The site has plenty of upmarket retailers, such as Tiffany and Barney's, but unlike his other projects there is also a residential component: 100 condominiums will go on sale when the complex opens on May 2, while another 283 apartments will be available to rent.

The California real estate market is in a slump, battered by the subprime mortgage collapse. But Mr Caruso, who agrees the property market is "going to stay challenged", expresses confidence that the condominiums will sell. "We have 100 unique units and we have 2,000 people on a waiting list," he says. Residents will get a concierge service that can make restaurant reservations or book a massage. "I'm convinced that we will buck the trend in the market and, if I'm wrong, then we will convert the condos to [rental] apartments. We have flexibility."

Mr Caruso is banking on the Americana replicating the success of his other projects, such as his flagship The Grove, a 575,000 sq ft open-air urban shopping and entertainment district in the heart of Los Angeles. The development redefined US retailing when it opened in 2002, partly because it overturned the notion that popular new shopping destinations had to be built out of town. It has also had a profound influence on the design of other US malls: from this year, every new US mall development will be open to the elements.

A snappy dresser - his construction hard hat has his name on it - and a friend of California governor Arnold Schwarzenegger, Mr Caruso says there is no grand secret to what makes his sites work. "We build what we like and hope everyone else likes it too." But he has clearly hit on a winning formula. Sales per square foot at The Grove are 40 per cent higher than the industry average, while more than 90 per cent of all visitors buy something. "For the average mall that figure is something like 52 per cent."

Success depends on flexibility

With a growing portfolio of retailing centres and a proven business model, Rick Caruso's privately held company looks like an obvious candidate for the public markets.

But he has no plans to go public. This is partly because he feels a large part of his success comes from his ability to make quick decisions that might otherwise prove unpopular with institutional shareholders.

The décor at the Americana is typically lavish and in keeping with the other Caruso projects across southern California. The imposing dome that will sit on top of the main residential building is sealed in gold leaf at a cost of $100,000, while the floor of the grand lobby is made of marble. Exotic foliage and trees have been planted throughout the site, which has a park and a "dancing" fountain programmed to spray water into the air in time with music.

This kind of attention to detail and the subsequent success of his projects has helped Mr Caruso become one of California's most celebrated entrepreneurs. After a career as a lawyer, he made the switch to real estate when the firm he was working for went "belly up".

http://www.ft.com/cms/s/70e1abc0-0b07-11dd-8ccf-0000779fd2ac,dwp_uuid=f38b85e4-5... 4/16/2008
"If we were public we would get into problems...where we would have to start churning out units," he says. "Our growth exceeds public companies on a year-to-year basis but we do it our own way."

He points to his experience with the Americana at Brand, which took seven years to build. A rival mall tried to block the development, lawsuits were filed and the case ended up in the Supreme Court. "It caused us two and a half years of delay," he says. "I was into this project for $20m before we put a spade in the ground. If I was a public company my shareholders would have said: 'What the hell are you doing?' If I had a pension fund as a partner there's no way they would have funded the lawsuit. But what I have now is a project that is irreplaceable."

Starting in 1992 with a 51,000 sq ft indoor mall in Los Angeles, his developments have steadily grown in size. Two years ago his company announced a $1bn development slate for the construction of several properties.

His projects differ sharply from the typical US shopping mall. The malls of the 1970s and 1980s were faceless emporiums that offered convenient shopping under one roof. But at a Caruso property, there is much more going on. The Grove and the Americana both have trams, parks, street theatre and open-air concerts. "I have always been more influenced by the organic nature of how a street and town develop," he says. "We do a lot of work to make it feel more organic. If anything, I've been influenced by the fact that I don't like malls." He also draws influence from the great European outdoor piazzas. People "engage with the street."

At 900,000 sq ft, the Americana is much larger than The Grove. In a nod to the more halcyon days of US retailing in the 1950s, uniformed lift operators will greet visitors. "It's my first contact with the customer so the elevator operator will ask if there's anything he can do to help. It sets the tone."

Like The Grove, the Americana is a mixture of architectural styles but there is a definite nod to the US street of yesteryear. "The idea is to put people in a place that transports them to a better time and reminds them of a village square or [an] old American town. They may have never been to that place but they will wish they had. It is a simple strategy: the more comfortable visitors feel, the more they are likely to spend.

He has always stuck to a conservative financing strategy, he says: "Debt is under 50 per cent of asset value - at The Grove it's about 20 per cent of the asset value - so it's very conservative. With some of the big real estate investment trusts, it's more like 70 per cent."

The popularity of his developments has also pushed up their value. A typical return from a retail tenant might be 12 per cent, he says. "Then, depending on the amount and cost of debt, the return on equity becomes 20, 30, 40 per cent." This may explain why he has never sold one of his projects. "We haven't sold one and I don't intend to."

He has had plenty of opportunities to expand beyond California but says he is happy concentrating on the west coast. "I've got four kids between seven and 18 and at this time in my life I don't want to be on a plane all the time," he says. "At the right time, sure. But we're not short of business and if we can build our property locally, then why not?"

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Malltown, U.S.A.

FOR THOSE WHO LIVE TO SHOP, A SHOPPING COMPLEX WHERE YOU CAN, WELL, LIVE. BENJAMIN ANASTAS REPORTS.

The Americana at Brand rises from its 15.5-acre lot in downtown Glendale, Calif., like the setting for a short story by F. Scott Fitzgerald. From my seat aboard the vintage-style trolley that makes a circuit around this $400 million outdoor shopping mall and residential community, I glide down what reminds me of Rodeo Drive to Rush Street in Chicago, skirt the dancing fountain in Vegas, turn onto Newbury Street in Boston and end up in New Orleans, each stop announced by the cheerful ringing of the conductor's bell. The Americana, where I'm spending a weekend, is the newly minted brainchild of the California megadeveloper Rick Caruso, the force behind the Grove in Los Angeles and a family of other open-air retail developments that turn up the design volume on the dreary shopping mall experience, past them-park kitsch, all the way to something sublime, say, a Diamond as Big as the Ritz.

At the Grove, at Third and Fairfax, Caruso and his in-house team perfected their formula of marrying retail with entertainment, dining, a gently curving promenade for strolling and a world of other trademark touches like valet parking, piped-in music from the Rat Pack era and a concierge desk where shoppers can make dinner reservations or borrow an umbrella in the rare event of rain. More than just a builder with a dramatic flair and a nostalgia for small-town America, Caruso is a producer ofersive realities — where Sinatra is still young, service employees all wear crisply tailored uniforms and the clock stops every 30 minutes, right in sync with a mesmerizing water-jet show at the fountain. And this fantasy strikes a chord with the public: more than 18 million visitors flock to the Grove every year, while sales per square foot, according to Caruso Affiliated, are 75 percent higher than the industry average.

"The whole idea isn't just to shop or eat or go to a movie," Caruso explains. The appeal of his developments, he insists, has more to do, with recovering that which is lost in Southern California's car culture — the sense of community that comes from street life. "There's a desperate desire to actually see people. We don't get that in L.A. When I'm in New York walking down Fifth Avenue or Madison Avenue, there's an energy to it. You feel like you're alive. On Rodeo Drive you could shoot off cannons at 6 o'clock and you wouldn't hurt anybody. The place just rolls up."

With the Americana, Caruso has upped the ante by rolling out a two-acre green as the project's centerpiece, attracting higher-end stores, including Barneys New York Co-op and Tiffany & Company, and building 238 rental apartments as well as 100 luxury condos that come with all the amenities of a five-star resort. If shopping is America's favorite pastime, then why not just move to the mall and call it home?

The trick, of course, is to make a developer's dream dropped into the middle of an existing landscape (downtown Glendale, once a boomtown, has lately grown shabby) feel appealing enough for shoppers to put down their credit cards and even more important, for residents to put down roots. To that end, Caruso and his vice president for architecture, Dave Williams, traveled widely across the America and abroad to study how retail and residential communities interact when they've evolved together organically over time. One model that appealed to them was Newbury Street in Boston, which they used to create one of the Americana's "neighborhoods" along Americana Way, anchored by Barneys Co-op. The residential units, housed in a four-story building...
called the Lido, are set back from the shops to create a sense of openness on the street below; they feature curved balconies to please the eye, stone veneer recesses to capture shadows and a range of colors that create the illusion of separate town houses. The storefronts below are extra-tall — 22 feet — for curb appeal, while across the way in the neighborhood anchored by a Cheesecake Factory, they are only 18 feet high. On the stretch of Caruso Avenue that snakes of Rodeo Drive, home to tenants like Lucky Kid and Kate Spade, the storefronts are even smaller in scale.

"Having varying heights and not creating one consistent horizontal line is necessary to give the project a more organic feel," Williams says, strolling through the development on a busy Friday afternoon. "So it looks like it was built over a period of time, much like a city street." Similar thought went into the Americana's elaborate, ready-made landscaping; more than 560 fully grown trees, including a 45-foot-tall California sycamore on the green, provide shade from the scorching sun, in addition to 230 mature palm trees, from Mexican fan to pygmy date. Each rental complex, as well as the condo building, Excelsior, has a distinctively designed lobby that opens directly onto either the green or of the Americanas major thoroughfares. That way, a pineapple mojito at Katsuya or a free Sunday morning yoga class on the green is a short walk for everyone. Within the buildings themselves, shared elevators and central courtyards create the familiarity that comes from everyday contact.

"The hope," Williams says, "is that residents will start to feel like they're part of the neighborhood by getting to know their neighbors — that way they'll stay longer. The residences are driven by this whole idea of 'arriving home,' I'm not just going back to my apartment; I'm going home. There's a subtle difference." It's one thing to arrive at home and quite another to come home every day to the Caruso lifestyle. My home at the Americana for the weekend is a two-bedroom model apartment in a rental building called the Marc, outfitted with a coffee maker, a refrigerator stocked with small-batch soft drinks and, best of all, three balconies overlooking the green where I start my mornings sipping coffee, and watching the sprinklers come alive and the workers filtering in from the outside world. With the first song of the day bursting from the outdoor P.A. system (appropriately, "Can't Get Enough Love"), I head down to Caffe Primo for breakfast, guessing that the dearth of enervated shoppers eating sundaes and slices of the chain's most famous menu item.

In the evening, with those balcony views, it's easy to appreciate the extravagant dream behind the Americana at Brand. The avenues are full of young, old and everyone in between. The gas lanterns flicker in the dark. The air is full of murmuring and laughter as people filter out of the Pacific Theaters multiplex and into the night. And when the fountain comes to life for Louis Armstrong's "What a Wonderful World," I think of Fitzgerald's observation that America is "a willingness of the heart." The Americana at Brand is not for everyone, and it may take an economic miracle to sustain its current level of surface polish. But there is no denying the power of Caruso's lavishly constructed fantasy of home, even if it never feels true to life.
Mall enjoys strong start

The Americana's revenue may be a cushion beneath falling economy, report suggests.

By Jason Wells
Published: Last Updated Sunday, November 9, 2008 10:07 PM PST

GLENDALE — The rapidly slowing economy may have sucker-punched the local business community, but preliminary findings in a new Redevelopment Agency report suggest that the Americana at Brand has lessened the blow.

For the first time since the 900,000-square-foot mixed-use retail behemoth opened in May, the city released a financial impact report detailing how the Americana is faring in what is generally considered an economic slump for the decades.

Early assessments in the report indicate that the Americana is on track to exceed projections in terms of sales tax returns and property valuation, while at the same time continuing to draw outside investment — findings that only bolstered the long-held position of the property's developer, Rick Caruso.

"Those are all the things that we predicted," Caruso said. "So all the naysayers who said we were going to have a negative impact were just flat wrong."

Second-quarter sales at the Glendale Galleria, which engaged in a bitter fight with Caruso Affiliated over the Americana before it was built, increased overall by 10.7% since last fiscal year, according to the report.

And while second-quarter retail sales fell for the state and county 4% and 2.6%, respectively, since last year, Glendale saw just a 0.1% decrease during the same period, according to the report.

City officials cautioned that the data used to compile the findings were drawn only from the
second fiscal quarter — between April and June — and even then, the retail center opened May 3, so just two months of records were available. Third-quarter data wouldn’t be ready until next year, and at least two years of tracking would be needed until any trends could be identified, city officials said.

But preliminary estimates put the value of the Americana at $271 million, far above the projected asset value of $193.7 million. The increased value of the land would translate into a $2.05-million annual tax infusion to the city’s coffers — 42% more than expected, according to the report.

As tenants complete improvements, and more residential units are sold, city officials expected the total assessed value to improve. And since the city gets the full property tax increment through 2025, its take could eventually be more than $35 million on assessed value alone.

"We’re pleased where the project is today, compared to what our projections were, even in light of this impending economic gloom," Development Services Director Philip Lanzafame said. "We’re cautiously enthusiastic."

Overall, the total assessed value for the Central Glendale Redevelopment Project Area was $2.81 billion for this fiscal year, a 15.7% increase from the year before. The report attributed a “substantial portion” of the increase to the newly completed Americana.

The sales tax report was less dependable, with the partial fiscal quarter only tracking a list of retailers that gradually expanded as time wore on.

But even for the May-June period, the Americana generated $252,667 in sales tax. A "straight projection" over 12 months would put total tax revenue at $1.52 million, beating a 2004 forecast by $150,000, according to the report.

Caruso endorsed the preliminary findings, saying strong sales at H&M, Forever 21, Barneys CO-OP and the Cheesecake Factory had surpassed corporate expectations.

Even beyond the direct financial impact to the city, the report indicated positive indirect benefits that were likely attributable to the Americana.

Retail vacancy rates within a one-mile radius of the Americana dropped by almost half in the third quarter. The same trend was seen downtown. Outback Steakhouse and BJ’s restaurants have cited the Americana as an inspiration to try new service models, while American Apparel is seeking to secure a site adjacent to the retail hub.

Marshalls recently filled one of the most visible Marketplace storefronts across from the Americana, and developers of a planned 11-story Hyatt Place Hotel at the corner of Wilson and North Central avenues cited the mixed-use center in July as a reason for pursuing a Glendale location.

"If we didn’t have [the Americana] there, I believe we wouldn’t be as attractive a destination for a lot of those investors, and potential investors, as well as visitors," Lanzafame said.

Of those shoppers who use tenant reward points while at the Americana, 66% are from out of town — a key driver for potential “spinoffs” to other retail outlets downtown, city officials said.

“I think it is living up to that destination environment for folks,” said Harry Hull, president of the Glendale Chamber of Commerce.

The drawing power of the Americana was considered a bright spot among other survey results that showed business at some industries had dropped by as much as 23% since last year.

New car sales took the biggest hit, reporting a 23.1% drop in revenue since the same quarter
last year. Business at jewelry stores was down 21.7% in the same period, with lumber, light industrial, building and specialty stores all reporting double-digit drops.

Despite the glum landscape, Caruso contended the city should seize on the moment to fulfill plans to open up and expand Central Park to Brand Boulevard and redevelop adjacent properties.

"I'm very frustrated that that hasn't occurred," he said. "People should be building on the momentum."
Wise to the ways of the street

Entrepreneurship

Rick Caruso's winning idea was to take the American shopping experience into the open air, writes Matthew Garrahan

Rick Caruso walks at a fast pace as he shows the Financial Times around his latest retail development in Glendale, California.

The grand opening is only weeks away but the 1.5-acre complex in the heart of the city looks as though it needs a lot more work. The floor has yet to be laid, the frontages of many of the shops are not yet in place and the teams that run through the site are being led as we walk by.

But the developer, who has changed US retailing by building what is opening retail centres instead of bland indoor shopping malls, is in a robust mood. "We'll be ready," he says, passing to exchange pleasantries with one of his workers: "We have to be."

The 800,000 sq ft Americana at Brand is the latest open-air project developed by Caruso Affiliated. Mr Caruso's privately held group is also his most ambitious development. The site has plenty of upmarket retailers, such as Tiffany and Barneys, but unlike his other projects there is also a residential component: 100 condominiums will go on sale when the complex opens on May 2, while another 200 apartments will be available to rent.

The California real estate market is in a slump, battered by the sub-prime implosion. But Mr Caruso, who agrees the property market is "going to stay challenged", expresses confidence that the condominiums will sell. "We have 100 units under contract and we have 2,000 people on a waiting list," he says. Residents will get a concierge service that can make restaurant reservations or book a massage. "The idea is that we will build the trend in the market and, if we're wrong, then we will convert the condos to rental apartments. We have flexibility."

Mr Caruso is backing the American's replicating the success of his other projects, such as his flagship The Grove, a 550,000 sq ft open-air urban shopping and entertainment district in the heart of Los Angeles. The development refurbished US retailing when it opened in 2002, partly because it overcame the notion that popular new shopping destinations had to be built out of town. It has also had a profound influence on the design of other US malls: from this year, every new US mall development will be open to the elements.

A snappy dresser: his construction hard hat has his name on it and a friend of California governor Arnold Schwarzenegger, Mr Caruso says there is no great secret to what makes his sites work. "We build what we like and hope everyone else likes it too." But he has clearly hit on a winning formula. Sales per square foot at The Grove are 45 per cent higher than the industry average, while more than 60 per cent of all visitors buy something. For the average mall that figure is something like 8-10 per cent.

The decor at the American is typically lavish and its keeping with the other Caruso projects across southern California. The imposing dome that will sit on top of the main residential building is stained in gold leaf at a cost of $15m.

"The idea is to put people in a place that transports them to a better time and reminds them of an old American town."

$100,000, while the floor of the grand lobby is made of marble. Gothic foliage and trees have been planted throughout the site, which has a park and a "tasting" from tain programmed to spray water into the air in time with music.

This kind of attention to detail and the subsequent success of his projects has helped Mr Caruso become one of California's most prominent entrepreneurs. After working as a lawyer, he made the switch to real estate when the firm he was working for went "lately bust."

Starting in 1984 with a $10,000 sq ft ladies' salon in Los Angeles, his developments have steadily grown in size. Two years ago his company announced a $1bn development slate for the construction of several properties.

The projects differ sharply from the typical US shopping mall. The malls of the 1970s and 1980s were faceless emporiums that offered conventional shopping under one roof. But at a Caruso project, there is much more going on. The Grove and the American both have trans, park, street theatre and open-air concerts. "I have always been influenced by the organic nature of how a street and town develop," he says. "We do a lot of work to make it feel more organic. If anything, I've been influenced by the fact that I don't like malls."

He also draws influence from the great European outdoor plazas: People "engage with the street."

At 900,000 sq ft, the Americana is much larger than The Grove, a nod to the more halcyon days of US retailing in the 1960s. Uniformed lift operators will greet visitors: "If my first contact with the customer on the elevator operator will ask if there's anything he can do to make their visit a better one."

Like The Grove, the Americana is a mixture of architectural styles but there's a definite nod to the 1950s streetscape. "The idea is to put people in a place that transports them to a better time and reminds them of a village square or an old American town. They may have never been to that place but they will wish they had."

It is a simple strategy: the more comfortable the visitors feel, the more likely they are to spend.

He has always stuck to a conservative financing strategy, he says: "We are always under 40 per cent of assets value - it's very conservative. With some of the big real estate investments, it's more like 70-80 per cent."

But the popularity of his developments has also pushed up their value. A typical return from a retail tenant might be 12 per cent, he says. "Then, depending on the amount and cost of debt, the return on equity becomes 30, 40, 50 per cent."

This may explain why he has never sold one of his projects. "We haven't sold one and I don't intend to.

He has had plenty of opportunities to expand beyond California but says he is happy concentrating on the west coast. "I've got four kids between seven and 13 and at this time in my life I don't want to be on a plane all the time," he says. "At the right time, sure. But we're not short of business and if we can build our property locally, then why not?"
I'm going to the games at the park in the center of the Americana mall, and I smell. Bad. I've been wearing the same clothes for at least two days, and I haven't showered in even longer. My face is caked with dirt that stepped on moments before I arrived. My unwashed hair is wild and unkempt, and it's on the verge of getting very dirty. I'm not really sure how much dirt it is. It's 100 degrees outside and I've deposited myself on the hot, sweaty ground. Anybody, anywhere, who does not need to be there, needs to leave.

I'm sitting in my little black plastic bag of bottles and cans I've never seen before, why brings back some of the can't smell it, which is starting to leak out over my dirty pants. It has just been an hour, but I'm beginning to wonder if I should call for help. It's not that I can't help myself, but sometimes it's just too much.

I'm not sure if I'm going to meet a small group of people or just a man I've never seen before, who brings back some of the can't smell it, which is starting to leak out over my dirty pants. It has just been an hour, but I'm beginning to wonder if I should call for help. It's not that I can't help myself, but sometimes it's just too much.

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that Garuso isn’t exactly hard, Parks
Though Bratton’s to Villaraigosa
also said that, for business reasons, he
make it work.” like solar panels
from 2005 in 2006.
That means that come November, Villaraigosa could find himself
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This mayor would seem to be in a good position, but
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against Caruso. “I read an interview with Michael
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To keep his share of the beat, “Just
in 2006, especially the Valley, but also to pick up a nontrivial
of people that are going to need to improve
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in the LATINO community, says Gilliam.
"I read an interview with Michael Bloomberg where he was asked, ‘What’s
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By all accounts, his new mayor
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to redeem himself, campaigning
to see crime go down in their
He doesn’t have to get any easy for Caruso.
and to see crime go down in their
And he isn’t partnered with Magic Johnson, which
Caruso may have made the calculation
that they might not vote for him anyway, so he
make him black that vote much more important. But, says Caruso’s
the black community.
and the LATINO community, says Gilliam.
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"Just
in 2006, especially the Valley, but also to pick up a nontrivial
Among the
There’s also speculation that if Caruso
to fill the black vote that much more important. But, says Gilliam, "Caruso hasn’t been part of the
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