Stanford Shopping Center
Design Guidelines for Expansion
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I. INTRODUCTION
PURPOSE OF DESIGN GUIDELINES

These design guidelines provide a framework for expanding the shopping center in a strategic and coherent manner, incorporating the project’s retail objectives with the city’s urban growth plans where possible. These guidelines represent an overview of the proposed development, and demonstrates how the guidelines are to be used for future approval of the project’s various components when they come forward for design review approval. While the project scope and program elements are represented on a site plan, the precise size, design and location of each building is meant to be flexible, allowing the tenants and landlord to respond to market conditions.
BACKGROUND AND CONTEXT

The Stanford Shopping Center is an outdoor retail environment surrounded by surface and structured parking. The 1997 expansion delivered the first phase of "urbanizing" the center by expanding outwards, reaching towards the property limits with pedestrian-dedicated circulation to and from the center. Critical "linkages" to the Stanford campus, the Stanford University Medical Center, the surrounding residential community including Menlo Park, and downtown Palo Alto, were identified as possible areas for development. It’s along these linkages that the expansion of the shopping center will focus increased retail density and parking to create energized public gathering spaces supported by outdoor uses and enhanced pedestrian activity.

The hallmark of the Stanford Shopping Center is its outdoor, village-like shopping experience within a rich garden setting. This popular community gathering place features outdoor dining, seasonal festivals and concerts, all set amongst beautiful plazas, fountains and gardens. One of the goals of the expansion is to extend this environment outward towards the perimeter of the shopping center and enhance the linkages and nodes. On the shopping center’s perimeter, the architectural treatment becomes increasingly important, as these new developed areas will create a new "face" to the public and become the new, urbanized identity of the shopping center.

The Stanford University Medical Center (SUMC) is planning an expansion and renovation also. Coordination between SUMC and the Simon Property Group include a cohesive approach to the Quarry Road corridor improvements and enhancing the linkages between the two projects.

The Stanford Shopping Center’s expansion will support the city’s desire for creating an "urban village" in this area by providing the walkable retail, restaurant and community gathering components for this vision.
PROJECT OBJECTIVES

Maintain the Stanford Shopping Center as a distinctive, competitive, high quality shopping center relative to other, comparable retail facilities throughout the San Francisco Bay Area.

Provide goods and services demanded and desired by residents of Palo Alto and surrounding environs.

Respond to consumer demand for goods and services with infill development on existing developed lands.

Expand the existing Stanford Shopping Center to provide new commercial (retail, restaurant and some office) opportunities, a hotel and additional parking.

Maintain and expand the existing customer base of the Stanford Shopping Center.

Provide a hotel on the Stanford Shopping Center site to help satisfy local and regional unmet demand for hotel services.

Include within the Stanford Shopping Center a hotel with attributes and amenities complementary to and synergistic with other uses on the site and in the vicinity, including the SUMC and Stanford University.

Use pedestrian-friendly urban design features to promote a sense of safety, security and attractiveness.

Enhance the existing tax base of Palo Alto, including property taxes, sales taxes, and transient occupancy taxes.

Generate employment opportunities within the community.

Encourage transit use by employees and customers by integrating and reinforcing multi-modal transportation connections, with special attention to pedestrian, bicycle and shuttle connections.

Capitalize on existing access to local and regional transit links by locating the bulk of new development near El Camino Real and the corner of Quarry Road and Arboretum Road and otherwise clustering new uses in a way that minimizes transportation impacts.

Incorporate principles of sustainability into the design, construction and operation of an expanded Stanford Shopping Center by using a whole-building approach specifically in the areas of energy efficiency, water efficiency and materials selection.
II. GUIDING PRINCIPLES FOR EXPANSION

The expansion plan is 240,000 sf of net floor area of commercial and retail development and a 120-room hotel supported by restaurant and meeting amenities. The expansion includes parking in new parking structures. The site plan (opposite page) represents the type of density and parking required for this scope of development, and subscribes to the following principles of expansion planning:

Planning and Urban Design principles identify elements of “placemaking” that support the goals set forth for the expansion. Plazas, enhanced linkages, urban edge-definition, pedestrian-active streets, all contribute to a desirable public realm.

Parking Structures and Surface Parking requirements provide for ease of circulation, way-finding, safety and convenience while reducing the visual impact of parking decks and expanses of surface parking lots.

Urban shopping districts enhance the pedestrian realm while providing a variety of distinct urban experiences.

Architectural Character for the project will take cues from the existing retail environment, and define a new vocabulary for today’s development. The vision for this new direction will offer tenants individual identity within urban-scaled, contemporary buildings, fronting intimate village-scaled outdoor spaces.

Landscape and Hardscape will carry on the tradition of a regional gardenscape, rich with seasonal flowers and displays. Each new area will have unique defining personalities.

Sustainable Design measures will conserve both energy and water usage, as well as promote the idea of a walkable city. The approach will be to integrate the measures into a coherent project design, maximizing long-term benefits, both economically and environmentally.
PLANNING AND URBAN DESIGN

Create urban shopping districts by incorporating a variety of public activation strategies. Shopping streets that mix cars and pedestrians create a traditional main street environment which compliments the existing pedestrian-only mall. Village Greens become a community gathering place, one which informally become the heart of the center for activities such as summertime concerts, holiday gatherings, park-like activities that blur the line between an urban commercial development and natural setting. This area will be rich with outdoor dining amenities to support the shopping experience. Children will be able to play in the park while parents supervise over a latte or glass of wine from one of the restaurants.

Expand the shopping center towards its edges, extending the development density to El Camino Real, the Transit Center and downtown Palo Alto. This is where the linkages are to be emphasized, along pedestrian routes, with public events along the way.

Promote walkable development by linking public gathering nodes with landscaped walkways and allees. The key to creating walkable developments is to offer a variety of experiences, set along special events or pedestrian nodes. These nodes can take the form of streets, plazas, gardens, courtyards, intersecting malls, and identifiable retail districts. These districts exist at the center today with notable gardens, special paving, public art in the form of sculptures and murals, and an appropriate merchant mix. Gardens and fountains will be features in these streetscape nodes, denoting special gathering and lingering areas, particularly for families with children.

New plazas and greens are key elements to public gathering and where feasible, are to be visible from the project’s perimeter.
PLANNING AND URBAN DESIGN

Gateways:
Mark shopping center corners with elements of “gateways” in the form of plazas and buildings. The shopping center site acts as a gateway into the city of Palo Alto from Menlo Park and should acknowledge this proximity with an amenity of public gathering.
A “ceremonial” gateway to Stanford Shopping Centers is celebrated where the Village Green meets El Camino Real. This area may be highlighted with trees, plantings, water features and monument signage.
Create a rich, urban retail environment, unique in identity, supported by high quality architectural design and landscaping.

Linkages:
Enhance linkages to the Transit Center, downtown Palo Alto, Menlo Park and SUMC. These on-site enhancements will include special paving treatment, landscape planting that highlights pedestrian connectivity, pedestrian-scaled lighting elements, way-finding and or graphic signage.
Section 1

Section 2
PLANNING AND URBAN DESIGN

El Camino Real:

Although the shopping center is fronted by major roadways on all sides, El Camino Real is viewed as the most public of the frontages. Here, the shopping center has the opportunity to present a new image to the public, different from the expanse of surface parking that exists today. By expanding with active retail use and publicly visible greens and plazas towards El Camino Real, the shopping center has the opportunity to urbanize this edge.

Massing of buildings along El Camino Real shall step back in height and bulk from the street. Single story retail is to be placed in front of multi-story parking structures where possible.

Parking structure entrances along El Camino Real are to be set back from the retail building frontages.

The parking structures are to be intermittently fronted by commercial, retail and restaurant uses along the El Camino frontage.

The El Camino Real frontage will be highlighted with widened sidewalks, in front of buildings, to allow for retail and restaurant activity to spill-out.

Landscaping in front of parking structures will be scaled to soften the effect of the height of the decks.
PLANNING AND URBAN DESIGN

Quarry Road:
This area forms a key linkage between the shopping center and the Transit Center and downtown Palo Alto. PF Chang's anchors this intersection with a building and plaza to form the other El Camino Real gateway. The addition of new buildings will provide an urban plaza with edges.

A grid of trees set in decomposed granite along with park bench seating create an atmosphere of an urban park. The addition of more commercial, retail or restaurant tenants will help define this corner with a critical mass of activity, assisting in a more pedestrian-friendly crossing of El Camino Real.

The Quarry Road corridor is a major access point for the Stanford Shopping Center and SUMC area. The proposed improvements are intended to elevate the character of the street to a “tree-lined Boulevard” while recognizing its primary vehicle-carrying function.

The shopping center improvements include enhancing Quarry Road’s tree-lined character with supplemented tree plantings and landscaping in front of the existing and new parking structures.
Arboretum Road:
The shopping center is divided by Arboretum Road, separating Nordstrom, Crate & Barrel and Andronico's from the rest of the shopping districts. The construction of Wilkes Bashford helped to shrink the physical distance between the two sides of the shopping center and create a better pedestrian linkage. Create more critical mass of activated storefronts by adding more retail uses here, across the entrance road from Wilkes Bashford.

The new shopping center improvements will bring new buildings to the edge of Arboretum Road to create a sense of an urban street edge.

The improvements will also reinforce the realm of the shopping center, divided by Arboretum Road, by extending development to the sidewalk and bring the two halves of the shopping center closer together.

Create pedestrian plazas at corner crossings between the two sides of the shopping center.
PLANNING AND URBAN DESIGN

Quarry / Arboretum Gateway:

Create a gateway feature for the development at the Quarry/Arboretum intersection.

Create a pedestrian-oriented landscape environment along Quarry Road, from El Camino Real to Arboretum Road.

Enhance the existing transit stop along Quarry Road with planting, signage and improved seating.

Provide active uses in the ground floor of new buildings along Quarry that can be visible and accessed from the street.

Provide a landscape plan that has been coordinated with SUMC for the Quarry corridor.

Enhance pedestrian opportunities to access the shopping center with landscaped walkways at multiple points along Quarry Road.

The Quarry Road Corridor will remain predominantly a vehicular street and a 20’ open space setback will be maintained on the shopping center side.
Sand Hill Road:
Sand Hill Road is described as a "scenic by-way", and benefits from the setback that currently exists. Although the current illustrative site plan for the expansion does not include this area of the shopping center, future expansion may include development along the linkage connection to the intersection of Arboretum and Sand Hill Road. Design elements described in these design guidelines will serve as a framework for future expansion proposals.
PARKING STRUCTURES AND SURFACE PARKING

Stanford Shopping Center’s origin as a suburban mall surrounded by surface parking lots will transform into an outward-looking center, locating expansion on existing surface parking lots. New parking structures will be proximate to the new expansion areas.

Parking structures are to be designed for security and safety with clarity of entrances and circulation. They will also be well lit from day-lighting and artificial sources.

Parking structures along El Camino Real are to be partially fronted with active ground floor uses, and will have facades designed with architectural detailing.

Freestanding parking structures are to be designed with architectural fenestrations, colors and materials which create interest and scale appropriate for their use and function.

Landscaping at freestanding parking structures shall create a screenwall barrier at the ground floor, hiding the fronts of parked cars.
URBAN SHOPPING DISTRICT

Urban Plaza:

The crossroads between the existing pedestrian mall, new shopping street and the village green is well suited to create an urban town center plaza. This will be an active place for shoppers and diners to co-exist.

This new urban plaza will feature a fountain or sculpture. A clock tower is proposed as a central focal point, reinforcing the public gathering aspect of the plaza.

Landscape elements will include trees in raised planters, seasonal flowering plants in pots and seating amenities throughout.
URBAN SHOPPING DISTRICT

Village Green:

A highly visible public gathering spot, such as a “village green”, can extend the current core of the shopping center by the introduction of an urban park-like setting, bounded by shopping and dining. This area can provide a new central focus for the shopping center’s activities, such as holiday tree lighting ceremonies, doll house displays, jazz concert series, etc.

The permanent amenities list could include sculptural landscape elements, children’s play area, oversized chess board, and bocce ball courts. An atmosphere for outdoor dining would fill the area surrounding the green with people and activity.
URBAN SHOPPING DISTRICT
Sand Hill Road / El Camino Real Gateway:

The northern corner of the shopping center site is a natural location for a gateway, and could be marked with a public amenity, such as an open plaza, fronted by retail or restaurant uses that form an attractive destination.

Monument signage will reinforce the gateway nature of this corner, landscaped with existing mature trees and possible public amenities, like water features and fixed seating.
URBAN SHOPPING DISTRICT

Shopping Streets:

Real streets with cars, wide sidewalks and urban landscaping, would add a new dimension to the current shopping experience. Cars bring customers directly to the storefronts, in hopes of being one of a lucky few who will get to park in front. More importantly, car traffic is slowed on a shopping street with narrow lanes, storefront activity and the presence of shopping pedestrians.

The creation of a "mainstreet-like" environment attracts a variety of tenants and businesses who prefer a nearby activated street rather than a pedestrian-only shopping mall.

Street trees will provide canopy cover and shade retail frontages.

Architectural identity for the shopping street can be provided by enhancing the area that serves to anchor the linkage to the transit center and terminates the shopping street.
ARCHITECTURAL CHARACTER

Storefronts, entrances and display windows are to be constructed of high quality, durable materials, such as clear glass set in pre-finished aluminum, metal or natural material frames.

Signage design shall encourage tenant identity within a prescribed criteria of consistency and quality.

Architectural lighting will enhance the building character and interest at night.

Awnings and canopies are to convey individual tenant identity, while defining pedestrian scale for the building.
ARCHITECTURAL CHARACTER

The building massing will provide for a variety of heights and plane changes. Building character is to be derived from the existing shopping center’s vocabulary of modern forms influenced by the Mediterranean-like climate. Exterior colors and materials shall be similar to the existing shopping center: colored cement plaster, stone tiles, GFRC, terra cotta tiles, accented with metal and wood features. Building facades shall be articulated with fenestrations and shading devices to provide pedestrian scale and weather protection.
ARCHITECTURAL CHARACTER

Building heights for one-story buildings will range from 24-28 feet to the tops of the parapets.

Building heights for two-story buildings will range from 35-38 feet to the tops of the parapets.

Building height for the hotel will not exceed the 50 foot height limit.

Parking structures will be as shown on the site plan, and not exceed the 50 foot height limit.
ARCHITECTURAL CHARACTER

Rooftop mechanical screens shall be made of the same materials found on the body of a building’s façade.

Covered trash and recycle areas are to be provided with screened walls or yards. Access doors and gates will be screened from public view.
LANDSCAPE CHARACTER

Site Design:

Public gathering areas such as plazas are to be linked together with pedestrian walkways lined with retail storefronts or tree-lined allees. The scale of these plazas shall create intimate enclosures of public activity.

Plaza spaces will be designed to encourage seasonal displays, outdoor dining, informal gatherings and special events programmed by the Shopping Center. Connections to transit, Stanford Medical Center, Menlo Park and the University will be integrated into the designs. Amenities will include site furnishings that are complementary to the architecture, decorative pedestrian scale lighting, and bicycle parking.
LANDSCAPE CHARACTER

Site Design:

Formal and informal outdoor dining areas will be provided to activate the urban atmosphere.
LANDSCAPE CHARACTER

Site Design:

Kiosks and seasonal merchandise displays that spill into the landscape will be encouraged. Displays similar to Smith and Hawken and the produce market are ideal. Seasonal displays of merchandise in areas that are under utilized will also be encouraged. These features will help to activate and urbanize the spaces.
LANDSCAPE CHARACTER

Site Design:

Pedestrian linkages to bus stops and Cal Train will be provided and enhanced. Bicycle usage will be encouraged by providing conveniently placed racks and lockers.
LANDSCAPE CHARACTER

Site Design:

Water features of varying scale may be incorporated into plazas and landscape areas.
LANDSCAPE CHARACTER

Site Design:

Architectural arcades and canopies will allow year round use and provide spaces for protected seating areas and floral and merchandise displays.

Curbside loading will be continued as the primary means of servicing the expanded center.
LANDSCAPE DESIGN

Planting:
The perimeter landscape design will continue to be an aesthetically pleasing informal mix of drought tolerant and native plant materials. Existing trees, especially oaks, will remain when development allows. If necessary, smaller coast live oaks that are not classified as protected trees along El Camino Real will be transplanted elsewhere on the shopping center site.

Four season interest will be provided. Seasonal color in the spring will be provided by flowering ornamental trees, in the summer shade and flowering shrubs, in the fall changing leaf colors, and winter the textural branching patterns of the deciduous trees and dry grasses.
LANDSCAPE DESIGN

Planting:

The parking lots will be shaded by new and existing canopy trees. Tree varieties and colorful themed plantings will vary to create distinct areas to assist in wayfinding. This also creates biodiversity of species for healthier trees. Existing trees will be saved when possible. Small healthy oak trees that are in areas that are to be redeveloped will likely be suitable for transplanting to other areas.

Street trees, such as, Tulip Trees will be planted along the new Main Street to provide continuity with the existing street tree planting along the ring road.
LANDSCAPE DESIGN

Planting:

Building utilities will be integrated into the architecture and landscape to be visually screened.
LANDSCAPE DESIGN

Planting:
The planting and material palette will be derived from the existing shopping center’s successful “gardenscape” theme. Seasonal color and textural interest will provide a rich and vibrant design aesthetic. Drought tolerant plant material will be used in areas of less prominence, while aesthetically-pleasing planting tolerant of seasonal inundation will be used in bio-filtration areas.

High profile plazas and gateways will have colorful, accent plantings. These may be planted in decorative pots, built-in raised planters or in-ground planters.
LANDSCAPE DESIGN

Parking Structures:
The parking structures will have areas screened with vines and a mix of drought tolerant and native plantings.
PAVING DESIGN

Enhanced Pedestrian Paving:

Enriched paving materials will be used in areas of visual importance and will be compatible with the existing paving designs.

Integral color concrete with finishes to match existing pedestrian plazas will be used in a decorative manner.
PAVING DESIGN

Vehicular:

Enhanced Vehicular Paving will be used at areas of significance or areas that identify paths of travel. These may include unit paving, permeable pavements or integral color concrete with an enhanced finish. Colors and finishes will complement existing materials.
LIGHTING DESIGN

Accent lighting that complements the buildings and existing site lighting will be provided. Festive seasonal lighting will be encouraged. Parking lot lights are to provide safe light levels, and will visually disappear through the use of cut-off type features. Energy efficient and dark sky friendly fixtures will be used.
SITE DESIGN

Signage:

Signage will continue to be integrated into the overall site design for clear way finding.
SUSTAINABLE DESIGN FEATURES

Bio-swales will be incorporated as part of the stormwater management program. Water-efficient landscaping strategies are to be employed ensuring a natural, regional aesthetic.

Demolition materials will be recycled.
Site grading will be balanced.
High quality existing trees will be preserved.
SUSTAINABLE DESIGN FEATURES AND MEASURES

The shopping center is committed to a sustainable approach to design, construction and operations. The following features and measures are proposed to be implemented as part of the expansion strategy. Either all or some part of these will be integrated as project goals:

Promote public transit linkages through the use of convenient transit stops and pedestrian accessible gateways.

Provide bike storage and easy access to bike routes throughout shopping center site.

Reduce heat island effect by increasing structured parking.

Minimize impervious surface area by increasing structured parking.

Mitigate stormwater surcharge to city stormwater system by treating water on-site through permeable paving and landscape bio-treatment.

Reduce reliance on potable water for irrigation by utilizing low water-use landscape design.

Reduce water use for wastewater functions by encouraging the use of low water consumption fixtures for new tenants.

Eliminate light pollution through high efficiency, cut-off site light fixtures.

Encourage use of high-performance, energy efficient equipment to meet the tenant’s cooling requirements.

Encourage reduction of tenant’s lighting loads through the use of natural day-lighting features such as skylights and clerestory windows.

Explore use of photovoltaic panels on new rooftops and canopies.

Encourage recycling of tenant’s waste through conveniently located recycling stations.

Provide a construction waste management plan for each expansion development phase for the landlord’s and tenant’s contractors.

Require use of durable quality materials for maximized life.

Specify recycled content building materials for new construction as appropriate.

Encourage retail tenants to incorporate sustainable design and/or LEED certification.

Recycling Trash Receptacles will be provided.

Connections to Bus, Train and Shuttles will be provided.

City approved bicycle lockers will be provided.

Permeable paving may be provided in some vehicular areas.

Parking lots will be shaded.

New irrigation will be designed to allow for future connection to reclaimed water service.

High efficiency irrigation controllers w/ weather sensing capabilities will be used.

Drought tolerant plantings will predominately be used.