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## Architectural Review Board

### Staff Report

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**Agenda Date:** May 16, 2013

**To:** Architectural Review Board

**From:** Elena Lee  
Senior Planner

**Department:** Planning and  
Community Environment

**Subject:** **180 El Camino Real [12PLN-00064]:** Request by Fergus, Garber, Young Architects, on behalf of the Leland Stanford Junior University, for a Minor Architectural Review of façade improvements and signage for a commercial recreation use for Soulcycle at the Stanford Shopping Center. Zone District: CC (Community Commercial). Environmental Assessment: Exempt from the provisions of CEQA, 15301 (Existing Facilities).

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#### RECOMMENDATION

Staff recommends that the Architectural Review Board (ARB) recommend the Director of Planning and Community Environment approve the proposed project based upon the Architectural Review Findings (Attachment A) and conditions of approval (Attachment B) attached to the staff report.

#### PROJECT DESCRIPTION

The project is a façade remodel of an existing one story tenant space (plus a partial mezzanine) and the installation of signage to establish “SoulCycle” at the eastern portion of the Stanford Shopping Center. The storefront is approximately 24 feet 1 ½ inches in length and faces El Camino Real across a surface parking lot. Adjacent stores are the “Pink Berry” store to the right and “The Body Shop” to the left. Associated with this Architectural Review application is a request for a Conditional Use Permit to allow commercial recreation use. The proposed use is compatible with the shopping center and adequate parking is provided.

#### DISCUSSION

##### Previous ARB Hearing

The project was initially reviewed as a formal application at the May 2, 2013 Architectural Review Board hearing. The ARB was generally supportive of the remodel, but had concerns about the proposed height increase for the parapet and the location of the wall sign. The ARB voted to continue its review to the consent calendar agenda (by a vote of 4-0-0-1) to allow the applicant to revise the submittal. ARB comments and the applicant’s responses are described below:

1. Modify the height of the new façade so it does not increase the effective height of the building and is consistent with the adjacent tenant spaces.

A revised façade is shown on plan sheet A240. The façade measures 25 feet 3 inches to the top of

the parapet so that it does not exceed the existing building height. Accordingly, the proportions of the façade were modified to fit the new dimensions. The plaster finished plywood box façade measures 12 feet 9 ½ inches tall by 20 feet 8 inches wide. The building design remains the same. The color and material sample board will be displayed in the Council Chambers at the ARB hearing.

2. Explore relocating the wall sign to the bottom of the façade.

The revised plan sheet A240 shows the location of the wall sign at the top left corner of the façade, similar to the original proposal. At 1 foot - 6 inches in height and 12 feet - ¼ inch in length, the sign would have a total area of 18.03 square feet; this would be the same size as the original submittal. The cutout letters would be 1 foot - 3/8 inch deep and would be a cool gray color (Pantone #11C).

Photos of the façade from the parking lot illustrating alternate perspectives are provided, as are two renderings showing the proposed project within the context of the adjacent storefronts. The first rendering on plan sheet A240 shows the applicant's preferred sign location at the top left side of the elevation. The second rendering on plan sheet A241 shows an alternate wall sign location above the storefront on the right side of the elevation per the Board's request. Although the rendering is not drawn to scale, it would appear that the sign's measurement would be the same as the sign that would be placed at the top left corner. Given the placement of the more recently storefront projects, such as Chipotle, Urban Outfitters and Bath and Body Works, staff recommends that the ARB recommend the Director approve the version with the sign above the storefront. Staff believes this placement is also preferable, because this alternate placement is more pedestrian-oriented. Condition of approval number 6, in Attachment B, reflect staff's recommendation. Condition of approval number 7 requires on site review of the intensity and color of the proposed LED lights.

### **ENVIRONMENTAL REVIEW**

The project would be an alteration to an existing facility and new construction not exceeding 10,000 square feet qualifying for a Class 3 Categorical Exemption per section 15301 of the California Environmental Quality Act.

### **ATTACHMENTS**

- A. Architectural Review Findings
- B. Draft Conditions of Approval
- C. Project Plans (Board members only)

### **COURTESY COPIES**

Fergus, Garber, Young  
Simon Property Group

**Prepared by:** Elena Lee, Senior Planner

**Reviewed by:** Amy French, AICP, Chief Planning Official



**ATTACHMENT A**  
**FINDINGS FOR APPROVAL**  
**ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW**  
180 El Camino Real, Soulcycle  
File No. 13PLN-00064

The design and architecture of the proposed improvements, as conditioned, furthers the goals and purposes of the ARB ordinances as it complies with the Architectural Review findings, as required in Chapter 18.76.020 of the PAMC.

- 1) The design is consistent and compatible with the applicable elements of the city's Comprehensive Plan, particularly: Policy L-18: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods; Policy L-26: Maintain Stanford Shopping Center as one of the Bay Area's premiere regional shopping centers. Encourage any new development at the center to occur through infill, including development on existing surface parking lots; and Policy B-22: Work with Stanford University to ensure that the Stanford Shopping Center is sustained as a distinctive, competitive, high quality regional shopping center.
- 2) The design is compatible with the immediate environment of the site, namely, with the architecture of other storefronts within the Stanford Shopping Center.
- 3) The design is appropriate to the function of the project in that it accommodates a retail use while encouraging the pedestrian attributes of the mall.
- 4) In areas considered by the Board as having a unified design character, the design is compatible with such character, in that the remodeled storefront will be consistent with other recently remodeled storefronts within the mall.
- 6) The design is compatible with approved improvements both on and off the site; both with the newly designed storefronts and original storefronts still in place in the mall.
- 12) The materials, textures, colors and details of construction and plant materials are an appropriate expression to the design and function and whether the same are compatible with the adjacent and neighboring structures, landscape elements and functions in that the materials are of high quality and appropriately express the use of the space. The space incorporates similar details and colors of the surrounding spaces while still maintaining a unique design.

ARB standards #5, 7-11 and 13-15 are not applicable to the project.

**ATTACHMENT B**  
**CONDITIONS OF APPROVAL**

180 El Camino Real (Soucycle)/File No. 13PLN-00064

**PLANNING DIVISION**

1. The project shall be implemented and shown on the plans dated received April 24, 2013 on file with the City of Palo Alto Planning Division except as modified by these approval conditions.
2. A copy of the ARB approval letter shall be printed on the plans submitted for building permits.
3. Construction activities and all noise producing equipment shall comply with Chapter 9.10 (Noise) of the Palo Alto Municipal Code.
4. During construction, the site shall be kept clear of debris on a daily basis.
5. All landscaping located around the building shall be protected and maintained.
6. The wall sign shall be located on the right side above the storefront as shown on plan sheet A241. Prior to the submittal of a building permit, the applicant shall provide revised elevations with this sign location.
7. Prior to the issuance of a Building Permit final (for occupancy), the intensity and color of the proposed LED lights shall be reviewed by Planning staff for compatibility with the shopping center.
8. C&D DIVERSION PROGRAM APPLICATION: The City's Construction & Demolition Diversion Program application must be completed prior to the issuance of a demolition or building permit. Copies are available at the Development Center or online at the City Planning Department Green Building webpage.

As part of the C&D Ordinance (PAMC 16.14 and 5.24) the applicant is required to make salvageable materials available for reuse for all demolition permits. In the event that salvage of all or some of the materials is impossible or impracticable, the applicant is required to submit a written justification stating the reasons why salvage cannot be completed. No demolition permit will be issued until this has been completed.

9. The project is required to comply with PAMC 16.14 for green building. The requirements include energy, water and materials efficiency, as well as improved indoor air quality. Based on whether the project is nonresidential, residential, or mixed use, the project must include the appropriate standard plan sheets and requirements under CALGreen, LEED and/or Build It Green found here: [www.cityofpaloalto.org/gbapplications](http://www.cityofpaloalto.org/gbapplications)

## **FIRE DEPARTMENT**

10. Cycle layout appears to leave inadequate aisle space between the two exits. Applicant should verify that Building Inspection Services does not view this as an accessibility or egress violation.

## **UTILITIES ELECTRICAL ENGINEERING**

11. The applicant shall comply with all the Electric Utility Engineering Department service requirements noted during plan review.
12. Applicant/Developer must notify Utilities Engineering (Electric) if the proposed renovation/change of use has any impact on the existing electrical service size, voltage, or location. If there are any changes, the Utilities will provide comments and/or conditions along with any applicable fees and cost estimate.

## **UTILITIES WATER, GAS, WASTEWATER**

13. This space does not currently have separate water and gas meters. Separate metering of this space will require the applicant to submit improvement plans for utility construction and a completed water-gas-wastewater service connection application - load sheet for City of Palo Alto Utilities. The plans must show the location of all the new meters and underground mains connected to the meters including backflow preventers.
14. The applicant shall be responsible for installing and upgrading the existing utility mains and/or services as necessary to handle anticipated peak loads. This responsibility includes all costs associated with the design and construction for the installation/upgrade of the utility mains and/or services.
15. An approved reduced pressure principle assembly (RPPA backflow preventer device) is required for all existing and new water connections from Palo Alto Utilities to comply with requirements of California administrative code, title 17, sections 7583 through 7605 inclusive. The RPPA shall be installed on the owner's property and directly behind the water meter within 5 feet of the property line. RPPA's for domestic service shall be lead free. Show the location of the RPPA on the plans.
16. Utility vaults, transformers, utility cabinets, concrete bases, or other structures can not be placed over existing water, gas or wastewater mains/services. Trees may not be planted within 10 feet of existing water, gas or wastewater mains/services or meters. New water, gas or wastewater services/meters may not be installed within 10' of existing trees. Maintain 10' between new trees and new water, gas and wastewater services/mains/meters.