



CITY OF  
**PALO  
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## Architectural Review Board

### Staff Report

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**Agenda Date:** April 18, 2013

**To:** Architectural Review Board

**From:** Elena Lee  
Senior Planner

**Department: Planning and  
Community Environment**

**Subject:** **2170 W. Bayshore Rd. [12PLN-00397]:** Request by Northwest Signs, on behalf of Ho Holdings No. 1 LLC, for Architectural Review and Sign Exception for one new illuminated wall sign and two illuminated projecting signs for Fresh Market at the Edgewood Plaza Shopping Center. Zone District: PC 5150 (Planned Community). 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 Edgewood Plaza Shopping Center site was the subject of a Planned Development Rezoning approved in 2012 to update the existing grocery building, rehabilitate one smaller historic retail building, relocate and rehabilitate the second historic retail building, construct a small 9,000 sq. ft. park, and construct ten single family homes. In September 2012, a stop work order was issued because the historic building that was to be disassembled and reconstructed onsite was demolished illegally. On March 4, 2013, the City Council authorized the continued construction of the grocery store, the remaining historic Building 2, the six of the homes and other onsite and offsite improvements. The reconstruction of the demolished historic Building 1 is pending the completion of a Supplemental Environmental Report and an amendment to the Planned Development Zoning.

This project is the installation of one new halo illuminated wall sign and two illuminated blade or projecting signs for a new grocery store tenant in Building 3. The 20,000 s.f. grocery store building, although designed to be compatible with the Eichler design, is not considered historic. The store, formerly occupied by Lucky Supermarket, faces Bayshore Road and consists of a concrete masonry block base, aluminum storefront system, cement plaster walls and the wood beams indicative of the Eichler design.

#### **DISCUSSION**

##### Window/Wall Sign

The applicant proposes the installation of one 107 sq. ft. channel letter wall sign, consisting of halo

illuminated aluminum individual letters, painted green (PMS 349). The sign would have a maximum height of approximately 2 feet 6 inches and a width of 40 feet and 4 inches. The channel letters would measure 3 inches deep and would be offset 1 and ½ inches from the wall. The proposed wall sign square footage is within the maximum allowed by the Sign Ordinance. The sign has been reviewed by the historic preservation planner to confirm that the sign, although not located on a historically significant building, would be compatible with the adjacent historic buildings. Color and material sample board will be made available at the ARB hearing. Staff believes that the proposed sign is compatible in design, scale and size for the subject building.

#### Blade/Projecting Sign

The project also includes two blade signs that would be located on the southwest corner of the building. The two signs are identical. Each proposed blade sign would be a double faced aluminum sign, with the background painted the same green as the wall sign and 5 ½ inch white letters. The letters are weeded through the green vinyl and illuminated with white LED lights inside the box. Each sign would measure 3 feet 3 inches in height and 3 feet and 6 inches wide, for a total of 12.25 square feet. The Sign Ordinance allows projecting signs to have a maximum size of 3 sq. ft. Accordingly, a Sign Exception is required for the two projecting signs because they each measure 12.25 square feet. Staff believes that given the size of the building and setback from the streets, the proposed projecting signs are supportable.

#### **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**

Northwest Signs  
Ho Holdings No. 1 LLC

**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**  
2170 Bayshore Road (Fresh Market/Edgewood Plaza)  
File No. 13PLN-00132

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 in that the proposed project is consistent with policy L-18: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods. The proposed signage was designed to be compatible with the scale of the shopping center while respecting the nearby residential neighborhood.
- 2) The design is compatible with the immediate environment of the site in that the design is compatible with the architecture of other areas within Edgewood Plaza.
- 3) The design is appropriate to the function of the project in that it accommodates a retail use and is compatible with the pedestrian attributes of Edgewood Plaza.
- 4) In areas considered by the Board as having a unified design character, the design is compatible with such character in that the space will be designed in a consistent manner with other remodeled areas of Edgewood Plaza.
- 6) The design is compatible with approved improvements both on and off the site in that the space is compatible with the newly designed and original spaces in Edgewood Plaza.
- 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 12-15 are not applicable to the project.

**ATTACHMENT A**  
**SIGN EXCEPTION FINDINGS**  
**ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW**  
2170 Bayshore Road (Fresh Market/Edgewood Plaza)  
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- (1) *There are exceptional or extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district* in that the building is part of an existing shopping center and is a fairly large existing building with the public facing frontage set significantly back from the street. The projecting signs provide additional appropriately scaled signage for a large building and allow customers to easily identify the entry. While the wall sign provides identification from the street, the projecting signs provide identification within the site and for pedestrians.
  
- (2) *The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships* in that the visibility of signage is important for a retail business to be easily identifiable and to attract customers. The proposed projecting sign locations are logical locations for the signs and most effectively identify the business to both drivers and pedestrians given the setback and size of the building.
  
- (3) *The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare or convenience* in that the placement and appearance of the projecting signs do not pose safety hazards nor do they detract from the subject building or surrounding properties. The signs will not be detrimental to public health, safety, general welfare or convenience.

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

2170 Bayshore Road (Fresh Market/Edgewood Plaza)  
File No. 13PLN-00132

**PLANNING DIVISION**

1. The project shall be implemented and shown on the plans dated received April 11, 2013 on file with the City of Palo Alto Planning Division except as modified by these conditions of approval.
2. A copy of the ARB approval letter shall be printed on the plans submitted for building permits (if required).
3. The wall sign shall utilize halo illumination.
4. Only the letter portion of the projecting sign shall be illuminated.
5. Construction activities and all noise producing equipment shall comply with Chapter 9.10 (Noise) of the Palo Alto Municipal Code.
6. During construction, the site shall be kept clear of debris on a daily basis.
7. All landscaping located around the building shall be protected and maintained.