



ARCHITECTURAL REVIEW BOARD DRAFT MINUTES

Thursday, November 19, 2015, Meeting
8:30 AM, Council Chambers

Call to Order

Roll Call

Present: Chair Robert Gooyer; Vice Chair Alexander Lew, Board Members Kyu Kim, Wynne Furth, Peter Baltay

Absent: None.

Staff Present: Jodie Gerhardt, Current Planning Manager; Diana Tamale, Administrative Associate III; Rebecca Atkinson, Planner; Clare Campbell, Senior Planner; Sheldon Ah Sing, Contract Planner

Oral Communications: None.

Agenda Changes, Additions and Deletions: None.

Minutes Approval: November 5, 2015

MOTION: Board Member Furth moved, seconded by Board Member Kim, to approve the minutes of November 5, 2015 as presented.

MOTION PASSED: 5-0-0-0

PUBLIC HEARINGS

Continued Business:

1. **180 El Camino Real [15PLN-00350]**: Request by Sarah Petereit, on behalf of the Board of Trustees of the Leland Stanford Junior University, for Major Architectural Review of façades and signage for Victoria's Secret/PINK in Building CC at Stanford Shopping Center. Environmental Assessment: Categorically Exempt from the provisions of the California Environmental Quality Act per Section 15301. Zoning District: Community Commercial (CC). This item was continued from the meeting of November 5, 2015.

Rebecca Atkinson reviewed the key issues and proposed deviations for the project. Staff recommended approval subject to findings and conditions of approval.

Erica Nelles, McCall Design Group, shared changes made to the project in response to Board Member comments.

Board Members inquired about the new bump-out in relation to the lease line; letter size for the sign on the eyebrow and deviation therefor; and compliance with City Code.

Board Members commented regarding a detail of the eyebrow over the door on Quarry Walk; Finding 15(a); the condition of approval to add a window on Lady Ellen Place; line of sight from Lady Ellen Place to Electioneer Court; and the polka dot material sample.

MOTION: Board Member Baltay moved, seconded by Board Member Kim, to recommend approval subject to Subcommittee review of the eyebrow sign and deletion of Finding 15(a).

Board Member discussed Condition of Approval No. 5 and Finding 15(a).

AMENDED MOTION: Board Member Baltay moved, seconded by Board Member Kim, to recommend approval subject to Subcommittee review of the eyebrow sign and deletion of Condition 5.

AMENDED MOTION PASSED: 5-0-0-0

2. **180 El Camino Real [15PLN-00355]**: Request by Jason Smith, on behalf of the Board of Trustees of the Leland Stanford Junior University, for Major Architectural Review of façades and signage, including a sign exception, for The North Face in Building CC at Stanford Shopping Center. Zoning District: Community Commercial (CC). Environmental Assessment: Categorically Exempt from the provisions of the California Environmental Quality Act (CEQA) per CEQA Guideline Section 15301. This item was continued from the meeting of November 5, 2015.

Rebecca Atkinson noted proposed signage required approval of sign exceptions. Staff provided other North Face building facades that were more successful than the proposed project. Staff recommended continuing the project to a date certain to allow the applicant to revise the project further. Draft Findings did not include approval of sign exceptions.

Jason Smith, applicant, noted changes eliminated the need for exceptions to the Sign Code.

Eli Petricka, North Face, explained that the North Face wanted to debut a new store design at this location. He went on to review changes to the proposed design.

Vice Chair Lew questioned screening of mechanical equipment.

Board Members commented on stone on the façade; updated design on the blade sign; illuminated cabinet signs; placement of video displays; the south façade; size and placement of the logo; the living wall; and placing a vitrine on the Quarry Walk side.

MOTION: Vice Chair Lew moved, seconded by Board Member Furth, to continue the item to December 17, 2015.

MOTION PASSED: 5-0-0-0

New Business:

Major Reviews

3. **1700 Embarcadero Road [15PLN-00394]**: Request by Deeg Snyder, on behalf of Jones Palo Alto Real Property, LLC. for a Major Architectural Review to demolish the existing approximately 18,000 square feet building and to construct a new approximately 62,000 square feet building for an automobile dealership in the CS (D) Service Commercial and Site Design Review Combining District. The application includes a Design Enhancement Exception request to allow deviation from the 10 feet build-to-line from Embarcadero Road and a request to allow zoning change for the Automobile Dealership (AD) overlay.

Sheldon Ah Sing reported Staff review had not been completed and requested the ARB provide feedback rather than a formal recommendation. Staff recommended the item be continued.

Deeg Snyder provided details of landscaping, public art, and the building.

Board Members remarked regarding drawings submitted; the bike station; the Baylands monument sign; plant selection; height limit including elevator overrun; color of the building; lighting of the public art; height and mass of the building; the car wash building; font of signage; and integration of the project with the Baylands.

4. **2747 & 3045 Park Boulevard [14PLN-00388/14PLN-00389]**: Scoping meeting for the preparation of an Environmental Impact Report (EIR) for the redevelopment of two parcels on Park Boulevard with a new three-story 33,323 square foot office building at 2747 Park and a two story 29,120 square foot office building at 3045 Park. Zone District: GM and GM(AD).

[Heard after Item 6.]

Karly Kaufman, Rincon Consultants, advised that the purpose of the scoping meeting was to inform the community and interested parties about the project and the Environmental Impact Report and to receive input. The two sites would be analyzed as one project. The comment period was open until December 4, 2015.

Board Members provided remarks regarding underground parking and underground contamination; neighbors' concerns about contamination during construction; on-street parking; proximity to high speed rail; broadening the project description; and impacts to pedestrian and bicycle traffic.

Study Sessions:

5. **2747 Park Blvd. [15PLN-00388]**: Request by DES Architects and Engineers, on behalf of the Jay Paul Company, for Study Session review of a proposed 33,323 square-foot, three-story R&D/office building with surface/deck parking for 140 vehicles, and other site improvements. The existing 4,800 square-foot commercial building would be demolished. Zone District: GM General Manufacturing.

Clare Campbell reported both Items 5 and 6 were subject to the recently adopted cap on office development, and all entitlement steps had to be completed by March 31, 2016 in order for the projects to be eligible for approval in 2016.

Tom Gilman, DES Architects, shared the concepts for and details of the project.

Board Members inquired about zoning for the site and height requirements; parking; and the street connecting to the Caltrain station.

Board Members commented on outdoor spaces; bicycle accommodations; pedestrian pathway between the building and the parking structure; height of the stair tower; amount of glazing; the mechanical screen; use of the main entrance versus the plaza entrance; location of the garage; and relocating the oak tree.

6. **3045 Park Blvd. [15PLN-00389]**: Request by DES Architects and Engineers, on behalf of the Jay Paul Company, for Study Session review of a proposed 29,120 square-foot, two-story R&D/office building with 121 surface/deck parking, and other site improvements. The existing 17,756 square-foot two-story commercial building would be demolished. Zone District: GM(AD) General Manufacturing with Automobile Dealership overlay.

Tom Gilman, DES Architects, related details of the proposed project. Based on comments in the previous item, he would consider methods to limit the mechanical equipment areas.

Board Members remarked regarding the building addressing Olive Avenue; landscape screening for the adjacent residences; sunscreens; number of entrances; lights on the parking deck; landscape buffer for adjoining property; and interior stairway.

Board/Staff Announcements, Updates, Reports, and Comments: None.

Adjournment

Subcommittee Members: Robert Gooyer and Wynne Furth

SUBCOMMITTEE ITEM

7. **180 El Camino Real [15PLN-00123]**: Review responses to Condition of Approval #13 regarding bird-friendly glazing, refinements to facades, and refinements for the outdoor seating area and environs for Anthropologie at Stanford Shopping Center.

Subcommittee Action: ARB Subcommittee reviewed the responses to Condition of Approval #16 regarding bird-friendly glazing, refinements to facades, and refinements for the outdoor seating area and environs for Anthropologie at Stanford Shopping Center, dated received November 17, 2015. The ARB Subcommittee approved the responses, with the following requirements for building permit plans: a) to incorporate a method of screening within the railing design that is not solid, such as use of a hanging planter box or a decorative perforated panel, b) to provide a minimum of 8 feet of sidewalk clearance with safe footing between the open entrance doors and the adjacent planting strip, c) to resubmit tables and chairs that do not contain ornate decorative metal, and d) to review bird-friendly specifications with the City's Green Building Coordinator.

Subcommittee Motion:

STAFF ARCHITECTURAL REVIEW:

Project Description: One new wall sign and re-facing of two existing monument signs

Applicant: Bruce Brenton

Address: 3000 Hanover [15PLN-00376]

Approval Date: 11/4/15

Request for hearing deadline: 11/17/15

Project Description: Six new signs, including one monument sign, one wall sign, and four window signs

Applicant: Craig Yeszin

Address: 816 San Antonio Road [15PLN-00252]

Approval Date: 11/5/15

Request for hearing deadline: 11/18/15

Project Description: To replace one existing externally illuminated freestanding sign

Applicant: Bruce Brenton

Address: 1501 Page Mill Road [15PLN-00380]

Approval Date: 11/5/15

Request for hearing deadline: 11/18/15

Project Description: Exterior building signage including two free-standing and three wall mounted nonilluminated

signs

Applicant: Marco Aguirre

*Address: 853 Middlefield Road [15PLN-00274]
Approval Date: 11/5/15
Request for hearing deadline: 11/18/15*

Project Description: Removal of an existing freestanding and directional sign, and installation of a new freestanding sign

*Applicant: DeAnn Jurach
Address: 770 Welch Road [15PLN-00415]
Approval Date: 11/6/15
Request for hearing deadline: 11/19/15*

Project Description: Improvements to an existing parking lot and landscaping

*Applicant: Ryan Marlin
Address: 3412 Louis Road [15PLN-00169]
Approval Date: 11/9/15
Request for hearing deadline: 11/23/15*

Project Description: Two halo-illuminated wall signs and new exterior paint color

*Applicant: Christy Ortins
Address: 180 El Camino Real [15PLN-00402]
Approval Date: 11/10/15
Request for hearing deadline: 11/23/15*

Project Description: Relocate a storm drain catch basin and to alter landscaping and a drive aisle

*Applicant: Jacob Nguyen
Address: 3431 Hillview Avenue [15PLN-00329]
Approval Date: 11/10/15
Request for hearing deadline: 11/23/15*

Project Description: To allow façade improvement to an existing multiple-family residential building

*Applicant: Tommy Derrick
Address: 3101 Middlefield Road [15PLN-00430]
Approval Date: 11/10/15
Request for hearing deadline: 11/23/15*

Project Description: Site improvements that include landscape and parking lot changes

*Applicant: Alfonso Socias
Address: 4139 El Camino Real Way [15PLN-00358]
Approval Date: 11/10/15
Request for hearing deadline: 11/23/15*

Project Description: Site signage for six new signs, including one illuminated free-standing sign and one illuminated wall sign

*Applicant: Ruth Bennett
Address: 1730 Embarcadero Road [15PLN-00296]
Approval Date: 11/13/15
Request for hearing deadline: 11/30/15*