



City of Palo Alto

(ID # 6003)

Architectural Review Board ARB Staff Report

Report Type: New Business

Meeting Date: 7/30/2015

Summary Title: 180 El Camino Real - Muji

Title: 180 El Camino Real [15PLN-00130]: Request by Nori Sato, on behalf of the Board of Trustees of Stanford University, for Major Architectural Review of Muji façade improvements and signage at Stanford Shopping Center, located in the Community Commercial zoning district (CC). Environmental Assessment: Exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15301.

From: Jonathan Lait

Lead Department: Architectural Review Board

RECOMMENDATION

Staff recommends the Architectural Review Board (ARB) recommend the Director of Planning and Community Environment approve the proposed project, based upon the Architectural Review and Context-Based findings (Attachment A) and subject to the conditions of approval (Attachment B).

BACKGROUND

Architectural Review Processing Procedure

In 2015, the ARB recommended and the Director approved the Master Tenant Façade and Sign Program for Stanford Shopping Center (MTFSP) under File 15PLN-00040. The Director's approval letter is included as Attachment C and may be viewed on the City's website at <https://www.cityofpaloalto.org/civicax/filebank/documents/46652>. For easy reference, Condition of Approval 22, which outlines the architectural review processing procedure for Stanford Shopping Center tenants, is included below:

COA 22. Architectural Review Processing Procedure. The architectural review processing procedure for Stanford Shopping Center tenants shall be as follows:

- a. The Master Tenant Sign and Tenant Facade program does not pertain to certain portions of Stanford Shopping Center. Specifically, signs and facades for the following buildings are not included: Nordstrom, the Container Store,

- Crate & Barrel, Wilkes-Bashford (Building P), Neiman Marcus, Macy's, Macy's Mens, Bloomingdales, and PF Changs.
- b. The Master Tenant Sign and Tenant Façade program does not pertain to overall Stanford Shopping Center architecture and site improvements, such as the Pavilions, parking garages, ground mounted equipment, landscaping, parking, and site lighting.
 - c. Signage provided by the Landlord for the benefit of the overall shopping center, such as freestanding monument signs, as well as directory and directional signage, are not included.
 - d. The Landlord and Stanford University conduct architectural review of non-anchor tenant signs and facades for those locations within the shopping center interior to ensure that they conform to the Master Tenant Sign and Tenant Façade program.
 - e. Planning staff and/or the ARB shall conduct architectural review of tenant signs and facade applications for locations at the shopping center exterior.
 - i. Any façades or architectural components that extend beyond the height of the existing parapet wall or increase gross or net floor area shall be reviewed by the Architectural Review Board (ARB).
 - ii. Two-story tenant facades intended for single tenant occupancy shall have a façade that is continuous between the first and second stories. If separate tenants occupy the first and second stories, the design of each façade shall be reviewed by the ARB.
 - iii. Tenant facades that are 35-feet in width or greater are reviewed by the ARB. Architectural review for tenant facades that are less than 35-feet in width may be conducted by Planning staff.
 - iv. If there are no tenant façade changes and the proposed tenant signs are consistent with the Master Tenant Sign Program, Planning review at the staff-level occurs as part of building permit applications. Any signs that require an exception to the Master Tenant Sign Program shall be reviewed by Planning staff or the ARB.

Site Information

Location

Stanford Shopping Center is a regional shopping destination on the northern side of Palo Alto (Attachment D). Muji proposes to occupy the northeast ground floor corner tenant space in the existing two-story Building V. Building V is in the Sand Hill Precinct discussed in the MTFSP, which is the precinct that is identified for facades that are “young and chic, hip and trendy.” The Muji primary tenant façade is over 35-feet in width and faces Sand Hill Road to the north, which qualifies the project for review by the ARB. The Muji secondary tenant façade fronts to the east onto an interior pedestrian walkway and is across from the existing Macy's Mens store and the La Belle Spa. Significant upgrades to the aforementioned pedestrian walkway and nearby Sand

Hill Walk to the south mean that Muji customers would be equally likely to arrive in the store via the pedestrian walkway or the parking lot to the north.

Existing Canopies and Windows

The existing tenant space was most recently occupied by the Dugout and Coldwater Creek. It has two existing large wood and glass entrances with metal and glass arched canopies that were utilized by these past tenants. The existing storefront windows have flat metal and glass canopies that match tenant storefront windows elsewhere on Building V.

Existing Signage

Coldwater Creek utilized two blade signs, one on the north and one on the east elevation. The other existing blade signs remained blank and matte grey. Stanford Hospital & Clinic utilizes the second story office space and does not utilize any of the existing blade signs on the north and east elevations. The adjacent Abercrombie & Fitch tenant utilizes one blade sign on the east elevation.

Project Description

The proposed project retains the major façade elements of the existing Building V and primarily focuses on new signage and renovation of the two existing storefront entrances. The project description is included as the first page of the project plans (Attachment E). Project components include:

- Retention of the existing building façade surfaces and colors.
- Retention of the existing storefront windows (Sheet A-201) and window canopies.
- Retention of the existing mechanical equipment screening.
- Retention of the existing landscaping.
- Removal of the two existing large wood and glass entrances with metal and glass arched canopies. They would be replaced by metal and glass entrances that would match the existing adjacent greyish bronze frames and window tints (GL1 on Sheet A-001). The entrances would also have two new dark red powder-coated metal canopies that have downlights and extend 4 feet from the face of the building (AM1 & PC2 on Sheet A-001).
- Removal of the existing stone base below the storefront windows. This would be replaced by a new satin stainless steel (MT3 on Sheet A-001, Sheet A-201).
- Removal of four existing blade sign faces on the north and east elevations and replacement with the same size Muji blade sign faces. These would be externally illuminated by existing light fixtures.
- Two new 24 inch high halo illuminated white powder-coated channel letter wall signs on the north and east elevations.
- Two new 9 inch high white translucent acrylic internally illuminated signs mounted to the face of the two new dark red 16 inch high canopies.

DISCUSSION

Tenant Facade

The proposed project retains the major characteristics of Building V that contribute to its cohesive design, such as the original building finishes and colors, the original canopies over storefront windows, the size of window and door openings, and the landscaping. Muji has emphasized their unique branding and colors at the two tenant entrances and through material changes at the base storefront windows. This is similar to what was implemented at Abercrombie & Fitch.

If utilized only at the base of storefront windows, the satin stainless steel would not appear to integrate well with the Building V paint colors and existing greyish bronze window frames. Staff recommends continuation of the greyish bronze color at the base of storefront windows, but is open to other recommendations from the ARB.

Staff has also added draft conditions of approval to:

- ensure that any tints on new windows match existing,
- confirm the reuse of existing colors on Building V, and
- require the entrance door frames to be symmetrically placed relative to the transom windows above.

Signage

The Stanford Shopping Center MTFSP allows for a wall, blade/banner, and a canopy sign on a primary tenant façade and one wall or emblem sign on a secondary façade for a maximum of 4 signs for each tenant, as outlined in Table 1.

Table 1: Stanford Shopping Center Master Sign Program Sign Types, Number, and Locations

Sign	Requirement	Number	Maximum Size	Location
Primary sign (Wall Sign)*	Required	1	Maximum height 24" and otherwise proportional to logo characteristics; Stacked signs not to exceed 36" in height; no sign closer to 24" from a demising wall or building corner	Primary façade
Banner or Blade sign (Projecting Sign)	Required	1	Banner: 24" projection x60" height Blade: 24" projection x15" height	Primary façade
Canopy or Awning sign*	(optional)	1	Maximum height is 9" and otherwise proportional to logo characteristics	Primary façade
Super-graphic	(optional)	Not limited	None	Flexible
Secondary	(optional)	1	Secondary sign: Maximum height	Secondary

sign or Emblem		(where applicable)	18" and otherwise proportional to logo characteristics Emblem: Maximum height is 24" in any direction	façade where applicable
Advertising graphics and signs	(optional)	Not limited	None	Only on the inside plane of storefront window(s)
Digital images and digital signage	(optional)	Not limited	42" measured diagonally	Only in storefront window(s)
<p>* Maximum Allowable Sign Area for Wall Signs. Wall signs and sign area are defined in PAMC 16.20.010. Canopy and awning signs erected parallel to a building face are also considered wall signs. The maximum total allowable sign area of a single wall sign or the combined total maximum allowable area of multiple wall signs per building face shall be consistent with the sign area limits outlined in PAMC 16.20 Table 3. Staff level architectural review is required for any sign at the shopping center exterior that requires approval of an exception to these sign area limits. Logos are considered wall signs and can be utilized as a primary wall sign or can be a component of a primary wall sign. Logos shall not exceed the maximum height of a stacked sign, which is 36-inches. Logos shall be included in calculations of maximum wall sign area limits.</p>				

While the signage as proposed is compatible with the existing characteristics of Building V, the proposed signage is not consistent with the approved MTFSP.

Muji North Primary Elevation

- 1 Wall Sign (ID3) – 24-inches high, logo proportionate – Consistent with MTFSP
- 1 Canopy Sign (ID1) – 9-inches high, logo proportionate – Consistent with MTFSP
- 1 Blade Sign (ID2) – 24-inch projection, approximately 4 feet higher than allowed 5 feet – MTFSP Deviation for height (although 9 feet is the height of the existing Building V blade sign faces)

Muji East Secondary Elevation

- 1 Wall Sign (ID3) – 6-inches higher than allowed 18-inches, logo proportionate – MTFSP Deviation for size
- 1 Canopy Sign (ID1) – 9-inches high, logo proportionate – MTFSP Deviation for number of signs on a secondary facade
- 4 Blade Signs (ID2) – 24-inch projection, approximately 4 feet higher than allowed 5 feet – MTFSP Deviation for height, as well as number of signs on a secondary facade

Staff recommends approval of signage with the incorporation of the following adjustments to bring the proposed signage more in conformance with the MTFSP:

- Reduction of the Wall Signs (ID3) to 18-inches in height on each elevation.

- Retention of the blank double-sided matte grey blade signs above the tenant space and, if desired by the applicant, the use of one of the double-sided signs on each elevation could be painted a powder-coated dark red to match the two new entrance canopies.

Implementation of these recommended adjustments would result in only one minor deviation from the MTFSP. This deviation would be in regard to having two signs on a secondary elevation, whereas only one is allowed according to the MTFSP. In contrast, two wall signs per building elevation would typically be allowed under PAMC Chapter 16.20. Consequently, staff determined that it was not necessary to prepare Sign Exception findings as part of **Attachment A**.

Municipal Code Compliance

The relevant Community Commercial (CC) zoning district development standards are contained in PAMC Section 18.16.060. The proposed project does not conflict with building floor area, lot coverage, parking, employee showers, and other development standards in the CC zoning district.

Due to its location within the CC zoning district, the project is subject to any relevant performance criteria contained in PAMC Chapter 18.23. The project, as conditioned, will comply with the requirements for lighting and landscaping.

Architectural Review and Context-Based Findings

Consistent with the architectural review findings set forth in PAMC Section 18.76.020 (d) and the context –based findings in PAMC Section 18.16.090 (b), draft findings are included in **Attachment A**. The project is also required to be consistent with Comprehensive Plan policies to ensure that these findings are met.

Comprehensive Plan Consistency

The proposed project is consistent with the elements of the Comprehensive Plan, including Goal B-5: Attractive, Vibrant Business Centers, Each with a Mix of Uses and a Distinctive Character 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.

PUBLIC NOTICE

Notice of this ARB review of this project was provided by publication of the agenda in a local newspaper of general circulation. Additionally, property owners and utility customers within 600 feet of the project site were mailed a notice card.

ENVIRONMENTAL ASSESSMENT

This application is exempt from environmental review under provisions of the California Environmental Quality Act (CEQA), per CEQA Section 15301.

COURTESY COPIES

Nori Sato, TranSystems

John Merriman, TranSystems

Tom Dowling, Simon Property Group, LLC

Michael Bordon, Stanford

Prepared by: Rebecca Atkinson, Planner

Reviewed by: Jodie Gerhardt, Interim Current Planning Manager

Attachments:

- Attachment A: Draft Findings for Approval (DOC)
- Attachment B: Draft Conditions of Approval (DOCX)
- Attachment C: Director Approval Letter 15PLN-00040 (PDF)
- Attachment D: Location Map (PDF)
- Attachment E: Project Plans (ARB Members Only) (DOCX)

ATTACHMENT A
DRAFT FINDINGS FOR APPROVAL
180 El Camino Real / File No. 15PLN-00130

ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW

The design and architecture of the proposed improvements, as conditioned, complies with the Findings for Architectural Review findings as required in Chapter 18.76.020 of the PAMC.

Comprehensive Plan and Purpose of ARB:

Finding #1: The design is consistent and compatible with applicable elements of the Palo Alto Comprehensive Plan.

Finding #16: The design is consistent and compatible with the purpose of architectural review, which is to:

- Promote orderly and harmonious development in the city;
- Enhance the desirability of residence or investment in the city;
- Encourage the attainment of the most desirable use of land and improvements;
- Enhance the desirability of living conditions upon the immediate site or in adjacent areas; and
- Promote visual environments which are of high aesthetic quality and variety and which, at the same time, are considerate of each other.

The project is consistent with Findings #1 and #16 because:

The project is consistent with Goal B-5: Attractive, Vibrant Business Centers, Each with a Mix of Uses and a Distinctive Character 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. The project updates the existing Building V tenant space in a manner that respects the overall base building design, while still incorporating brand elements to make the tenant space distinctive. Maintaining the two entrances helps to promote easy pedestrian access and helps pedestrians move through the Shopping Center.

Compatibility and Character:

Finding #2: The design is compatible with the immediate environment of the site.

Finding #4: This finding of compatibility with unified or historic character is not applicable to the project.

Finding #5: The design promotes harmonious transitions in scale and character in areas between different designated land uses.

Finding #6: The design is compatible with approved improvements both on and off the site.

The project is consistent with Findings #2, #4, #5 and #6 because:

The project respects the overall design of the existing Building V, creates an attractive street presence, and a welcoming pedestrian access point to the Shopping Center. The design of the tenant

façade and signage is integrated on both elevations and helps to promote easy pedestrian access by incorporating two entrances. The project is located within the Community Commercial zoning district and is surrounded by existing commercial buildings, hospital buildings, parking garages, a public park, and residential neighborhoods. The project is a retail use that is compatible with the Community Commercial land use designation.

Functionality and Open Space:

Finding #3: The design is appropriate to the function of the project.

Finding #7: The planning and siting of the building on the site creates an internal sense of order and provides a desirable environment for occupants, visitors and the general community.

Finding #8: The amount and arrangement of open space are appropriate to the design and the function of the structures.

The project is consistent with Findings #3 and #7 because:

The tenant façade and signage uniquely identifies the tenant brand, incorporates design elements that identify the two separate entrances, and promotes an urban design environment that is consistent with modern commercial retail centers. The project updates the existing Building V tenant space in a manner that respects the overall base building.

Finding #8 is not applicable to the project.

Circulation and Traffic:

Finding #9: Sufficient ancillary functions are provided to support the main functions of the project and the same are compatible with the project's design concept.

Finding #10: Access to the property and circulation thereon are safe and convenient for pedestrians, cyclists and vehicles.

Findings #9 and #10 are not applicable to the project.

Landscaping and Plant Materials:

Finding #11: Natural features are appropriately preserved and integrated with the project.

Finding #12: The materials, textures and colors and details of construction and plant material are an appropriate expression to the design and function and compatible with the adjacent and neighboring structures, landscape elements and functions.

Finding #13: The landscape design concept for the site, as shown by the relationship of plant masses, open space, scale, plant forms and foliage textures and colors create a desirable and functional environment on the site and the landscape concept depicts an appropriate unit with the various buildings on the site.

Finding #14: Plant material is suitable and adaptable to the site, capable of being properly maintained on the site, and is of a variety that would tend to be drought-resistant and to reduce consumption of water in its installation and maintenance.

Findings #11, #12, #13, and #14 are not applicable to the project.

Sustainability:

Finding #15: The design is energy efficient and incorporates renewable energy design elements including, but not limited to:

- a. Careful building orientation to optimize daylight to interiors
- b. High performance, low-emissivity glazing
- c. Cool roof and roof insulation beyond Code minimum
- d. Solar ready roof
- e. Use of energy efficient LED lighting
- f. Low-flow plumbing and shower fixtures
- g. Below grade parking to allow for increased landscape and stormwater treatment areas

The project is consistent with Finding #15 because:

The project retains the majority of the existing storefront windows and new elements would be energy efficient and of durable materials.

CONTEXT-BASED DESIGN CONSIDERATIONS AND FINDINGS

In addition to the Architectural Review approval findings, the project is subject to the Context Based Design Criteria found in the PAMC Section 18.16.090, the following additional findings have been made in the affirmative:

- (1) **Pedestrian and Bicycle Environment.** *The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity through design elements.* This finding can be made in the affirmative because the project maintains two entrances in a manner that helps to promote easy pedestrian access and helps pedestrians move through the Shopping Center. The tenant space will have a visually open ground floor façade design and signage that will be noticeable to both pedestrians and cyclists.
- (2) **Street Building Facades.** *Street facades shall be designed to provide a strong relationship with the sidewalk and the street(s), to create an environment that supports and encourages pedestrian activity through design elements.* This finding can be made in the affirmative because the tenant façade and signage creates an attractive street presence, a visually open ground floor façade design, and promotes easy pedestrian access by maintaining two entrances.
- (3) **Massing and Setbacks.** *Buildings shall be designed to minimize massing and conform to proper setbacks.* This finding can be made in the affirmative in that the project does not increase the massing of the shopping center and respects the overall design of the existing Building V.
- (4) **Low-Density Residential Transitions.** *Where new projects are built abutting existing lower scale residential development, care shall be taken to respect the scale and privacy of neighboring properties.* This finding does not apply.

- (5) **Project Open Space.** *Private and public open space shall be provided so that it is usable for residents, visitors, and/or employees of the site.* This finding does not apply.
- (6) **Parking Design.** *Parking needs shall be accommodated but shall not be allowed to overwhelm the character of the project or detract from the pedestrian environment.* This finding does not apply.
- (7) **Large (Multi-Acre) Sites.** *Large sites (over one acre) shall be designed so that street, block, and building patterns are consistent with those of the surrounding neighborhood.* This finding can be made in the affirmative in that the tenant façade and signage fit within the overall design of Building V and contribute positively toward creating a welcoming pedestrian access point to the Shopping Center.
- (8) **Sustainability and Green Building Design.** *Project design and materials to achieve sustainability and green building design should be incorporated into the project.* The project retains the majority of the existing storefront windows and new elements would be of durable materials.

ATTACHMENT B
CONDITIONS OF APPROVAL
180 El Camino Real / File No. 15PLN-00130

PLANNING DIVISION

1. Project Plans. The project shall be implemented as shown on the plans on file with the City of Palo Alto Planning Division dated July 13, 2015 and received on July 20, 2015, except as modified by these conditions of approval.
2. Project Approval. The project approval shall be valid for a period of one year from the original date of approval. In the event a building permit(s), if applicable, is not secured for the project within the time limit specified above, the ARB approval shall expire and be of no further force or effect. Application for extension of this entitlement may be made prior to the one year expiration.
3. Indemnify and Hold Harmless. To the extent permitted by law, the Applicant shall indemnify and hold harmless the City, its City Council, its officers, employees and agents (the "indemnified parties") from and against any claim, action, or proceeding brought by a third party against the indemnified parties and the applicant to attack, set aside or void, any permit or approval authorized hereby for the Project, including (without limitation) reimbursing the City for its actual attorneys' fees and costs incurred in defense of the litigation. The City may, in its sole discretion, elect to defend any such action with attorneys of its own choice.
4. Tenant Signs. Canopy signs (ID1) are approved for use as proposed on each elevation. The project sign designs shall otherwise be adjusted as follows:
 - a. Wall signs (ID3) shall be reduced in size to 18-inches in height on each elevation.
 - b. Blank double-sided matte grey blade signs above the tenant space shall remain as such on each elevation, except that it is permissible for one of the double-sided signs on each elevation to be painted a powder-coated dark red to match the new entrance canopies.
5. Tenant Interior Lighting. Tenant interior lighting shall be designed to minimize nighttime glow visible from and/or intruding into nearby properties.
6. Tenant Exterior Lighting. Pedestrian and security lighting shall be of the lowest intensity and energy use adequate for its purpose and shall be designed to focus illumination downward to avoid excessive illumination above the light fixture.
7. Landscaping. Existing landscaping shall remain and will be replaced in kind and size if damaged during construction.
8. Facade Color/Materials. Use of the stainless steel finish is not approved. Use of the greyish bronze color from the existing window frames or a material of similar color underneath storefront windows is required. Refinishing of the building shall not damage the Building V materials. Existing colors shall be retained on Building V.
9. Entrances and Windows. Entrance door frames shall be symmetrically placed relative to transom windows above. Tints on new windows shall match the existing storefront windows.

BUILDING

10. The changes/modifications to the existing façade(s) and structure shall be provided including an analysis by the engineer to include verification that the proposed work will not be detrimental to the existing structure for all loads. The engineer shall also provide design calculations for structural elements of the proposed work.
11. Building permits are required for all illuminated signs. Building permit construction documents shall show sign location, wiring sizes and type, disconnect size and location of panel, conduit type and size, structural elements, etc.
12. Interior and Exterior illuminated signs are required to comply with Title 24 Energy requirements as stated in sections 110.9, 130.0, 130.3 for mandatory measures. Submit, at a minimum, Title 24 Energy Form NRCC-LTS-01-E to show compliance.



CITY OF
**PALO
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PLANNING & COMMUNITY ENVIRONMENT

250 Hamilton Avenue, 5th Floor
Palo Alto, CA 94301
650.329.2441

ATTACHMENT C

April 8, 2015

Ronald Zeytoonian, Director
SPG Center, LLC.
225 West Washington Street
Indianapolis, IN 46204

**Subject: 180 El Camino Real [15PLN-00040]
Master Tenant Sign Program and Tenant Façade Design Criteria**

Dear Ronald Zeytoonian:

On **April 2, 2015**, the Architectural Review Board recommended approval of the application referenced above and as described below. The Director of Planning and Community Environment (Director) approved the project on **April 8, 2015**. The approval will become effective 14 days from the postmark date of this letter, unless an appeal is filed in accordance with Title 18 of the Palo Alto Municipal Code.

The approval was based on the findings in Attachment A, and is subject to the conditions of approval in Attachment B for the project. The project is described as follows:

180 El Camino Real [15PLN-00040]: Request by Ronald Zeytoonian of SPG Center, LLC, on behalf of the Board of Trustees to the Leland Stanford Junior University, for Major Architectural Review of a Master Tenant Sign Program and Tenant Facade Design Criteria for the Stanford Shopping Center, located in the Community Commercial (CC) zoning district. Environmental Assessment: Exempt from the provisions of the California Environmental Quality Act (CEQA) per CEQA Section 15301. Zone District: CC.

Unless an appeal is filed, this project approval shall become effective **April 23, 2015**



Should you have any questions regarding this ARB action, please do not hesitate to contact the Project Planner, Rebecca Atkinson, by email at rebecca.atkinson@cityofpaloalto.org or by phone at (650) 329-2596.

Sincerely,

Hillary Gitelman
Director of Planning and Community Environment

Attachments:

- A: Findings for Architectural Review Approval
- B: Conditions of Approval

cc: Michael Bordoni, Stanford, 3160 Porter Drive, Suite 200, Palo Alto, CA 94304
Mark Kelly, BAR Architects, 901 Battery Street, Suite 300, San Francisco, CA 94111

ATTACHMENT A
FINDINGS FOR ARCHITECTURAL REVIEW APPROVAL

180 El Camino Real

15PLN-00040

ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW

The design and architecture of the proposed improvements, as conditioned, furthers the goals and purposes of the ARB Ordinance 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 applicable elements of the City's Comprehensive Plan as discussed in detail in the Comprehensive Plan Table of the April 2, 2015 staff report. For example, the updated Master Tenant Sign Program and the Tenant Façade Design Criteria for the Phase III retail buildings are consistent with Goal B-5: Attractive, Vibrant Business Centers, Each with a Mix of Uses and a Distinctive Character 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. The project provides an updated urban design direction through improving the integration of tenant signage with tenant facades and outlining a consistent program and process for modernizing the tenant/customer interface at the shopping center. The project maintains the existing land use, but helps to create new and interesting streetscapes and plaza areas that are open to the public.
- (2) The design is compatible with the immediate environment of the site in that the project is located within a Community Commercial zone district where other buildings of similar size and scale are common the updated Master Tenant Sign Program and the Tenant Façade Design Criteria for the Phase III retail buildings, as conditioned, promote an urban design environment that is consistent with modern commercial retail centers and creates an attractive street presence.
- (3) The design is appropriate to the function of the project in that the updated Master Tenant Sign Program and the Tenant Façade Design Criteria for the Phase III retail buildings, as conditioned, promote an urban design environment that is consistent with modern commercial retail centers and creates an attractive street presence.
- (4) In areas considered by the board as having a unified design character, the design is compatible with such character in that the updated Master Tenant Sign Program and the Tenant Façade Design Criteria for the Phase III retail buildings, as conditioned, outlines a consistent architectural review process by which tenants in the interior and exterior of the shopping center can update their facades and signs. It is anticipated that the character of the different subareas within the shopping center would remain while still furthering the trend of having full-height tenant facades and new and refurbished streetscape elements.

- (5) The design promotes harmonious transitions in scale and character in areas between different designated land uses. Stanford Shopping Center is surrounded by existing commercial buildings, hospital buildings, parking garages, a public park, and residential neighborhoods. The updated Master Tenant Sign Program and the Tenant Façade Design Criteria for the Phase III retail buildings, as conditioned, will update the urban design for the shopping center in a manner that improves the pedestrian environment and transitions between land uses by promoting the fabric of individual full height storefronts with high quality materials, greater texture and diversity, and more integrated signage.
- (6) The design is compatible with approved improvements both on and off the site in that the project is compatible with the surrounding retail, office, and medical uses, as well as nearby neighborhoods, transit center, and forthcoming El Camino Park.
- (7) The planning and siting of the various functions and buildings on the site create an internal sense of order and provided a desirable environment for occupants, visitors and the general community in that the updated Master Tenant Sign Program and the Tenant Façade Design Criteria for the Phase III retail buildings provide quality control and a consistent methodology for the design and architectural review for signs and tenant facades.
- (15) The project exhibits green building and sustainable design that is energy efficient, water conserving, durable and nontoxic, with high-quality spaces and high recycled content materials. This finding can be made in the affirmative in that the tenant facades will comply with the City's Green Building ordinance.
- (16) The design is consistent and compatible with the purpose of architectural review, which is to:
- a) Promote orderly and harmonious development in the city;
 - b) Enhance the desirability of residence or investment in the city;
 - c) Encourage the attainment of the most desirable use of land and improvements;
 - d) Enhance the desirability of living conditions upon the immediate site or in adjacent areas; and
 - e) Promote visual environments which are of high aesthetic quality and variety and which, at the same time, are considerate of each other.

The project is consistent for all of the reasons and findings enumerated above.

ARB standards #8, #9, #10, #11, #12, #13, and #14 are not applicable to the project.

CONTEXT-BASED DESIGN CONSIDERATIONS AND FINDINGS

In addition to the Architectural Review approval findings, the project is subject to the Context Based Design Criteria found in the PAMC Section 18.16.090, the following additional findings have been made in the affirmative:

- (1) **Pedestrian and Bicycle Environment.** *The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity through design elements.* This finding can be made in the affirmative in that greater flexibility in signage along with the use of full height tenant storefronts would serve to create a more diverse and visually interesting ground floor and second floor (where applicable) urban design pattern. The more fine-grained architectural pattern would also help with wayfinding by helping facades be more individually recognizable. Many of the tenant facades will incorporate covered waiting areas, building projections, and awnings.
- (2) **Street Building Facades.** *Street facades shall be designed to provide a strong relationship with the sidewalk and the street(s), to create an environment that supports and encourages pedestrian activity through design elements.* This finding can be made in the affirmative in that the shopping center entrances would remain clearly defined and greater flexibility in signage along with the use of full height tenant storefronts would serve to create a more diverse and visually interesting ground floor and second floor (where applicable) urban design pattern. There is a movement away from more opaque tenant facades in favor of increasingly open tenant facades that have a higher percentage of doorways, windows, projecting eaves, and canopies. The project outlines a consistent program and process for modernizing the tenant/customer interface at the shopping center on all sides of shopping center buildings.
- (3) **Massing and Setbacks.** *Buildings shall be designed to minimize massing and conform to proper setbacks.* This finding can be made in the affirmative in that the full height tenant storefront urban design pattern will create finer-grained architectural variation and visual interest when compared with the current Master Tenant Façade and Sign Program. The project does not extend the footprint of shopping center buildings into any setback or extend their footprint closer to existing residential neighborhoods.
- (4) **Low-Density Residential Transitions.** *Where new projects are built abutting existing lower scale residential development, care shall be taken to respect the scale and privacy of neighboring properties.* This finding does not apply.
- (5) **Project Open Space.** *Private and public open space shall be provided so that it is usable for residents, visitors, and/or employees of the site.* This finding does not apply.
- (6) **Parking Design.** *Parking needs shall be accommodated but shall not be allowed to overwhelm the character of the project or detract from the pedestrian environment.* This finding does not apply.
- (7) **Large (Multi-Acre) Sites.** *Large sites (over one acre) shall be designed so that street, block, and building patterns are consistent with those of the surrounding neighborhood.* This

finding can be made in the affirmative in that the full height tenant storefront urban design pattern will create finer-grained architectural variation and visual interest when compared with the current Master Tenant Façade and Sign Program.

- (8) **Sustainability and Green Building Design.** *Project design and materials to achieve sustainability and green building design should be incorporated into the project.* The project will comply with the City's Green Building ordinance.

ATTACHMENT B
CONDITIONS OF APPROVAL

180 El Camino Real

15PLN-00040

PLANNING DIVISION

1. Project Plans. The project shall be implemented as shown on the plans on file with the City of Palo Alto Planning Division dated April 2015 and received on March 26, 2015, except as modified by these conditions of approval.
2. Project Approval. The project approval shall be valid for a period of one year from the original date of approval. In the event a building permit(s), if applicable, is not secured for the project within the time limit specified above, the ARB approval shall expire and be of no further force or effect. Application for extension of this entitlement may be made prior to the one year expiration.
3. Indemnify and Hold Harmless. To the extent permitted by law, the Applicant shall indemnify and hold harmless the City, its City Council, its officers, employees and agents (the "indemnified parties") from and against any claim, action, or proceeding brought by a third party against the indemnified parties and the applicant to attack, set aside or void, any permit or approval authorized hereby for the Project, including (without limitation) reimbursing the City for its actual attorneys' fees and costs incurred in defense of the litigation. The City may, in its sole discretion, elect to defend any such action with attorneys of its own choice.
4. Gross Floor Area. Permanently covered tenant patio spaces count toward gross floor area, but uncovered tenant spaces do not.
5. Employee Showers. Employee showers shall be included on the building permit project plans, if required as per PAMC 18.16.060(j).
6. Demolition. All demolition shall be done in conformance with Federal, State and Local laws and regulations, to avoid any possible exposure of construction workers and/or the public to asbestos and lead-based paint.
7. Sign Design and Placement. Sign design and placement shall be well integrated with the tenant façade.

8. Maximum Allowable Sign Area for Wall Signs. Wall signs and sign area are defined in PAMC 16.20.010. Canopy and awning signs erected parallel to a building face are also considered wall signs. The maximum total allowable sign area of a single wall sign or the combined total maximum allowable area of multiple wall signs per building face shall be consistent with the sign area limits outlined in PAMC 16.20 Table 3. Staff level architectural review is required for any sign at the shopping center exterior that requires approval of an exception to these sign area limits. Logos are considered wall signs and can be utilized as a primary wall sign or can be a component of a primary wall sign. Logos shall not exceed the maximum height of a stacked sign, which is 36-inches. Logos shall be included in calculations of maximum wall sign area limits.
9. Projecting Banner Signs. Projecting banner signs shall not be placed in a manner that will allow the banner sign to exceed the adjacent parapet height.
10. Advertising Graphics. Advertising graphics shall be set back from windows by at least 12-inches.
11. Sign Types. Signs with internally illuminated channel letters are permissible, but discouraged.
12. Sign Illumination. External illumination of signs is encouraged.
13. Stacked Wall Signs. The maximum height of stacked wall signs shall be 36-inches.
14. Super-graphics. Super-graphics shall be an image blended into the Tenant's façade and shall have dimensional relief from the wall plane. Two-dimensional painted super graphics are prohibited.
15. Wall Sign Depth. If wall mounted, wall signs shall not project beyond 10-inches from a wall face.
16. Door Signage. Equipment and trash room access door signage and similar signage shall meet code requirements and shall be compatible with the adjacent tenant façade design, to the extent possible.
17. Visual Screening. Facades facing the right of way shall incorporate architectural design features in order to reduce apparent mass and bulk. Rooftop equipment, equipment enclosures, roof vents, flues and other protrusions through the roof of any building or structure shall be obscured from public view by a roof screen or through placement.

18. Storefront Height. Storefronts shall maintain a consistent height on each building.
19. Tenant Interior Lighting. Tenant interior lighting shall be designed to minimize nighttime glow visible from and/or intruding into nearby properties.
20. Tenant Exterior Lighting. Pedestrian and security lighting shall be of the lowest intensity and energy use adequate for its purpose and shall be designed to focus illumination downward to avoid excessive illumination above the light fixture. Architectural lighting that project upward shall be directed so as not to affect abutting land uses. Floodlights on tenant facades are discouraged.
21. Bird-Friendly Facades. Tenant facades with glazing covering a large area shall utilize a bird-safe glazing treatment. The bird-friendly treatment can be invisible to the human eye. Typical treatments include fritting, netting, permanent stencils, frosted glass, exterior screens, and physical grids placed on the exterior of glazing or UV patterns visible to birds. Vertical elements of the window patterns are generally at least 1/4 inch wide at a minimum spacing of 4 inches, or have horizontal elements at least 1/8 inch wide at a maximum spacing of 2 inches.
22. Architectural Review Processing Procedure. The architectural review processing procedure for Stanford Shopping Center tenants shall be as follows:
 - a. The Master Tenant Sign and Tenant Façade program does not pertain to certain portions of Stanford Shopping Center. Specifically, signs and facades for the following buildings are not included: Nordstrom, the Container Store, Crate & Barrel, Wilkes-Bashford (Building P), Neiman Marcus, Macy's, Macy's Mens, Bloomingdales, and PF Changs.
 - b. The Master Tenant Sign and Tenant Façade program does not pertain to overall Stanford Shopping Center architecture and site improvements, such as the Pavilions, parking garages, ground mounted equipment, landscaping, parking, and site lighting.
 - c. Signage provided by the Landlord for the benefit of the overall shopping center, such as freestanding monument signs, as well as directory and directional signage, are not included.
 - d. The Landlord and Stanford University conduct architectural review of non-anchor tenant signs and facades for those locations within the shopping center interior to ensure that they conform to the Master Tenant Sign and Tenant Façade program.
 - e. Planning staff and/or the ARB shall conduct architectural review of tenant signs and facade applications for locations at the shopping center exterior.
 - i. Any façades or architectural components that extend beyond the height of the existing parapet wall or increase gross or net floor area shall be reviewed by the Architectural Review Board (ARB).
 - ii. Two-story tenant facades intended for single tenant occupancy shall have a façade that is continuous between the first and second stories. If separate tenants occupy the first and second stories, the design of each façade shall be reviewed by the ARB.

- iii. Tenant facades that are 35-feet in width or greater are reviewed by the ARB. Architectural review for tenant facades that are less than 35-feet in width may be conducted by Planning staff.
 - iv. If there are no tenant façade changes and the proposed tenant signs are consistent with the Master Tenant Sign Program, Planning review at the staff-level occurs as part of building permit applications. Any signs that require an exception to the Master Tenant Sign Program shall be reviewed by Planning staff or the ARB.
- 23. Submittal of Reference Document. The applicant shall coordinate with the Planning Department to prepare and submit a user-friendly document, distinct from the Tenant Design Manual (TDM), which reflects the complete and approved Stanford Shopping Center Master Tenant Sign and Tenant Façade Program. The document shall have internally referencing page numbers and graphics. This document shall be reviewed and approved by the Director of the Planning and Community Environment Division. This document shall be utilized for the City's ongoing architectural review process for Stanford Shopping Center tenant signs and facades and shall be made publicly available.

GREEN BUILDING

- 24. Green Building Requirements for Non-Residential Projects. The City's green building and energy regulations are updated on a regular basis. Tenants shall comply with the current version of the Palo Alto Municipal Code 16.14 Green Building and 16.17 Energy regulations.

BUILDING

- 25. Building permits are required for all illuminated signs.
- 26. Construction documents for Building permits must incorporate the following components, including the ability to demonstrate compliance with all applicable code requirements.
 - a. Submit an electronic version of the approved documents and plans for the associated core and shell permit at the time of tenant improvement application.
 - b. Structural calculations to verify the existing building is adequate to support additional loads imposed by the tenant facades and/or other modifications.
 - c. Demonstrate complete Title 24 Energy Code compliance including envelope measures.
- 27. A written outline/plan needs to be provided prior to building permit issuance to demonstrate compliance with CBC Section 3302 (Construction Safeguards) and Section 3306 (Protection of Pedestrians) during construction.

FIRE

28. Each tenant space shall have the space number posted in accordance with the 2013 CA Fire Code and City of Palo Alto Building Department Standards.
29. Exterior overhangs/architectural projections shall have fire sprinkler protection installed, as required by the Fire Code.

ENVIRONMENTAL COMPLIANCE

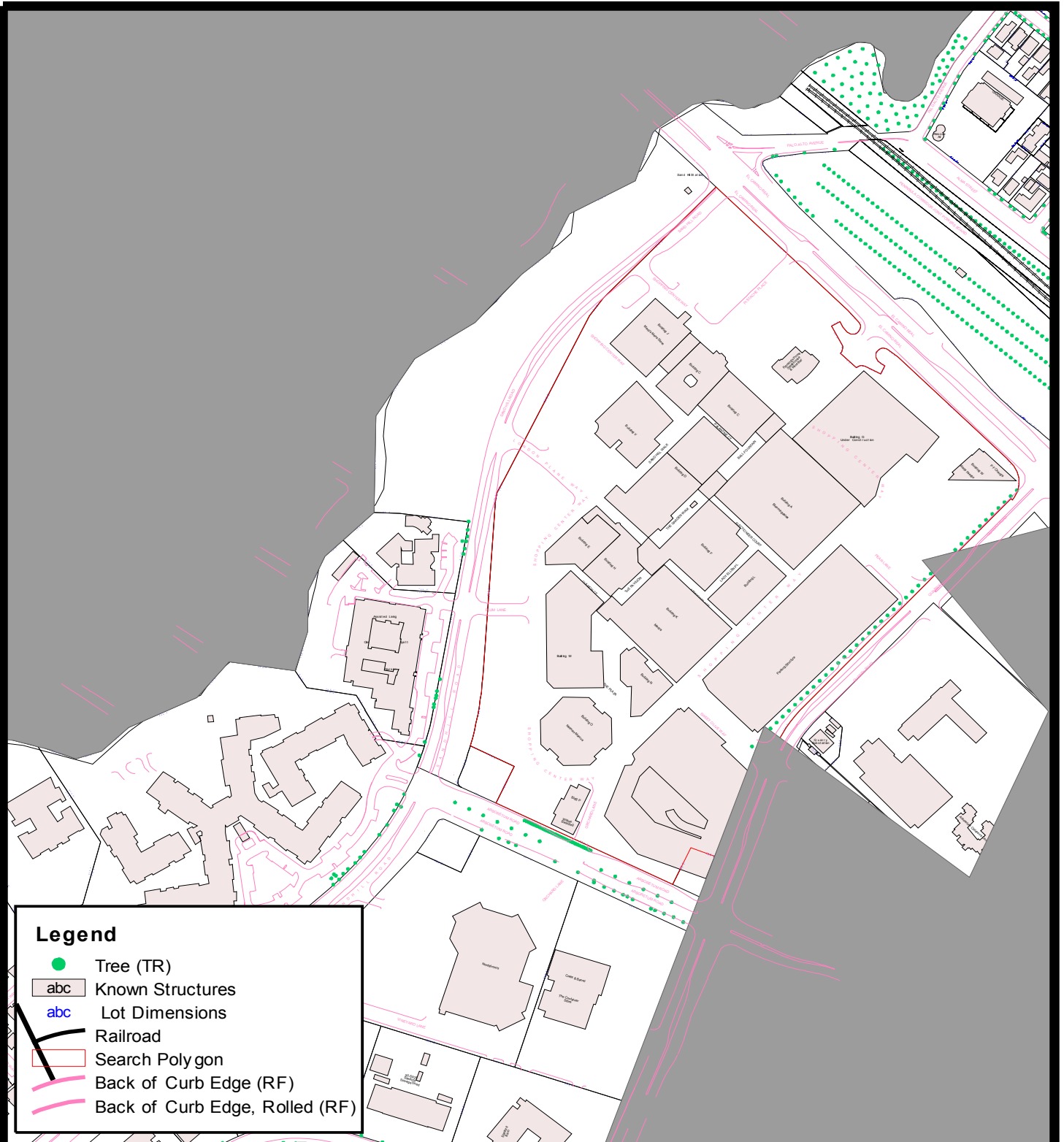
30. Undesignated Retail Space (PAMC 16.09). Newly constructed or improved buildings with all or a portion of the space with undesignated tenants or future use will need to meet all requirements that would have been applicable during design and construction. If such undesignated retail space becomes a food service facility the following requirements must be met:
 - a. Grease Control Device (GCD) Requirements, PAMC Section 16.09.075 & cited Bldg/Plumbing Codes
 - b. Drainage Fixture Requirements, PAMC Section 16.09.075 & cited Bldg/Plumbing Codes
 - c. Covered Dumpsters, Recycling and Tallow Bin Areas PAMC, 16.09.075(q)(2)

PUBLIC WORKS ENGINEERING

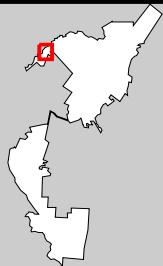
31. ENCROACHMENT: Should any work encroach onto the public right of way, generally located adjacent to the perimeter of the shopping center, the contractor must do so in a manner that is safe for pedestrians using the sidewalk. The work area must be coned or taped off while still leaving at least 4 feet of sidewalk for pedestrian use. If less than 4 feet of sidewalk is available for pedestrians, the contractor must obtain an encroachment permit from Public Works to close the sidewalk.
32. UTILITIES: Foundations for new signage shall not conflict with, overlap, or otherwise encumber access to on-site publicly owned and maintained utility facilities within the shopping center property. Details on the location and maintenance roles and responsibilities for on-site utility facilities can be found in the *Stanford Shopping Center Amended and Restated Maintenance Agreement Between the City of Palo Alto and The Board of Trustees of the Leland Stanford Junior University*.

UTILITIES ELECTRICAL

33. No changes to the existing electrical panel.



The City of
Palo Alto



180 El Camino Real Stanford Shopping Center

This map is a product of the
City of Palo Alto GIS



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Attachment E: Project Plans – delivered to ARB Board Members only

Also available online at:

http://www.cityofpaloalto.org/gov/depts/pln/new_projects/commercial_and_mixed_use_projects.asp#E