



ARCHITECTURAL REVIEW BOARD DRAFT MINUTES

Thursday, November 5, 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; Margaret Netto, Contract Planner

Oral Communications: None.

Agenda Changes, Additions and Deletions: None.

Minutes Approval: October 15, 2015

MOTION: Board Member Furth moved, seconded by Board Member Kim, to approve the minutes of October 15, 2015 as presented.

MOTION PASSED: 4-0-0-1

PUBLIC HEARINGS

New Business:

Major Reviews

1. **180 El Camino Real [15PLN-00410]**: Request by Eric Allen, on behalf of the Board of Trustees of the Leland Stanford Junior University, for Major Architectural Review of site furnishings and sign exceptions for new directional and directory freestanding signage 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 and Section 15304.

Rebecca Atkinson reported the project focused on signage at the perimeter of the property and at the main buildings as well as site furnishings around primary buildings. The applicant reduced the number of signs at the perimeter of the property and would describe other design changes. Key issues were signage design and size relative to findings for sign exceptions; signage design and consistency relative to the El Camino Real Design Guidelines and Architectural Review findings; and site furnishings, types and locations relative to Architectural Review findings and the Context Based Design findings. Staff

recommended approval with conditions, subject to findings in Attachment A and conditions of approval in Attachment B.

Vice Chair Lew questioned references in the staff report to the El Camino Design Guidelines.

Gaylon Melton, Simon Property Group, reviewed proposed modifications to signage.

Cody Clark, RTKL, provided rationales for modifications and requested exceptions.

Mr. Melton shared examples of proposed furnishings and explained proposed changes for seating.

Board Members generally approved proposed changes and requested exceptions. However, Board Member Baltay did not believe exceptions for the A120 and B500 signs were justified. Board Member Furth and Vice Chair Lew discussed the height of hedges.

Board Member Baltay proposed the ARB approve the project as submitted with additional conditions that (a) A120 signs be reduced to 50 square feet maximum and (b) B500 signs at the extreme perimeter of the property be eliminated.

Mr. Melton explained that the proposed B500 signs were slightly taller than signs currently in those locations. If the Architectural Review Board did not approve an exception for the proposed signs, then the current signs would have to remain because of contractual obligations.

MOTION: Board Member Baltay moved, seconded by Vice Chair Lew, to approve the project as submitted with an additional condition of A120 signs be reduced to 50 square feet maximum.

Staff clarified that 50 square feet was allowed for signs above 5 feet in height. A new exception could be required for a larger size at a reduced height.

Mr. Melton agreed to reduce the square footage to 50 square feet. Board Members discussed the need for the sign to be 5 feet 1 inch in height in order for 50 square feet to be allowed for the size of the sign.

SUBSTITUTE MOTION: Board Member Kim moved, seconded by Vice Chair Lew, to approve the signs and site furnishings as proposed by the applicant.

SUBSTITUTE MOTION PASSED: 4-1-0-0

2. **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. Zoning District: Community Commercial (CC). Environmental Assessment: Categorically Exempt from the provisions of the California Environmental Quality Act (CEQA) per CEQA Guideline Section 15301.

Rebecca Atkinson reviewed details of the project and advised that key issues were tenant facades and signage. She noted points for discussion. The project plans were incorrect in that the simulated brick was actually half a brick, and the proposed plastic panel would be located behind glass. With those clarifications, deviations were not needed for those two issues. Staff recommended the ARB continue the project to a date certain.

Board Member Furth inquired about the light boxes not being interpreted as signs and visibility of light boxes from external streets.

Sarah Petereit, Victoria's Secret/PINK, related design goals for the project.

Erica Nelles, McCall Design Group, provided a design analysis of the site. The façade design was unique to the location.

Board Members inquired about the possibility of display windows being windows into the structure; removal of text from signage along the west elevation; the object behind the upper portion of the entry façade; and illumination of light boxes.

Board Members commented regarding the striking design; deviations for the south façade facing the parking garage; the number of signs; the need for an additional element on the south façade; extending the façade on the west elevation; the lack of night views; the lack of design on all three sides; and windows at the corner of Lady Ellen Place and Electioneer Court.

Staff anticipated the treatment of the south elevation would return to the ARB. Staff could not approve the west and north elevations as proposed. Deviations prevented staff from recommending approval for a building permit. Staff questioned the need for signage on the south elevation. The item could be continued to November 19 or December 3; the applicant preferred to continue the item to November 19.

The Board, staff and applicant discussed treatment of the west elevation. Board Members suggested a window at the corner of Lady Ellen Place and Electioneer Court.

Staff summarized the Board's comments regarding windows, vitrines, additional façade elements, and signage.

MOTION: Board Member Kim moved, seconded by Board Member Baltay, to continue the item to November 19, 2015.

MOTION PASSED: 5-0-0-0

3. **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.

Rebecca Atkinson advised that key issues were façade and sign design and number of signs. Staff expressed concern regarding the supergraphic. She reviewed the various sign exceptions. Staff recommended the ARB continue the item to a date certain.

Jason Smith clarified various design elements and signs of concern to Staff.

Board Members remarked on the illuminated signs; number of signs; windows on the corner of the alleyway; font of the "Palo Alto" letters; execution of details; digital photo displays on the east elevation; cohesion of design elements; and the faux clerestory windows.

Staff would need to make findings for sign exceptions. Vice Chair Lew felt it would be difficult to approve an exception for the large digital sign without a finding. Staff could not find the photo displays on the east elevation to be compliant with the sign program. Board Members preferred the displays be three dimensional.

MOTION: Vice Chair Lew moved, seconded by Board Member Baltay, to continue the item to November 19, 2015.

MOTION PASSED: 5-0-0-0

4. **3170 Porter Drive (Mayfield) [15PLN-00109]**: Request by Jim Inglis, on behalf of the Board of Trustees of the Leland Stanford Junior University, for Major Architectural Review for demolition of an existing 67,580 square foot structure and construction of 96,626 square foot office building. The site is a Mayfield designated property and includes the creation of a new commercial lease line. Environmental Assessment: City of Palo Alto/Stanford Development Agreement and Lease Project Environmental Impact Report (State Clearinghouse No. 2003082103) and Exemption 15302 (Replacement and Reconstruction). Zoning District: Research Park (RP). This item was continued from the meeting of September 17, 2015.

Jodie Gerhardt reported the applicant proposed a new lease line that would divide the lease parcel in half. In past practice, the City had utilized lease lines in determining conformance to zoning regulations. She reviewed details of the project. Staff recommended approval of the project based upon findings and conditions of approval.

Tiffany Griego, Stanford Research Park, advised the building was pre-leased to a pharmaceutical company.

Ron Malouf, Jazz Pharmaceuticals, related the mission of Jazz Pharmaceuticals.

Michel St. Pierre, EHDD, explained design strategies and principles.

Tea Sharpe, SWA Group, reviewed landscape design goals of the project.

Board Members questioned the landscape reserve for parking; lease of the rear building; and exemption from CEQA standards.

Board Members commented regarding shading of the plaza; number of bike parking spaces; curb cuts; sidewalks and trees; pathways on both sides of the property; location of bike lockers; use of GFRC; fencing and gates; the mechanical screen; glazing; parking; landscaping within the courtyard; and rounded edges of the rooftop screens.

MOTION: Vice Chair Lew moved, seconded by Board Member Kim, to recommend approval subject to conditions of approval and findings with the following items to return to subcommittee: (a) detail of curb cuts; (b) a landscape plan for the bicycle lockers; (c) details for the fence and gates at the connector bridge; (d) revised detail of the mechanical screen; and (e) consider additional planting in the courtyard.

Jacob Nguyen, BKF Engineers, indicated water runoff from the proposed project would be less than the existing site.

MOTION PASSED: 5-0-0-0

Board Item:

5. Election of Chair and Vice Chair for 2016

Vice Chair Lew nominated Board Member Gooyer for Chair.

Chair Gooyer nominated Board Member Lew for Vice Chair.

Board Member Baltay seconded both nominations.

NOMINATIONS PASSED: 5-0-0-0

Board/Staff Announcements, Updates, Reports, and Comments:

Board Member Kim inquired about the date of Council review of the 429 University Avenue project and ARB representation at the Council meeting.

Board Member Furth attended an environmental law conference where she learned about a metric for evaluation of heat islands.

Chair Gooyer inquired about subcommittee assignments.

Adjournment

Subcommittee Members: Robert Gooyer and Wynne Furth

SUBCOMMITTEE ITEMS

6. **437 Webster Street [15PLN-00256]**: Request by Barker Wagoner Architects, on behalf of Episcopal Senior Communities, for Minor Architectural Review of facade changes and new signage on two parcels in the Planned Community (PC-3437) and Multi-Family Residential (RM-40) zoning districts. ARB subcommittee to review the color and materials board.

Subcommittee Motion: The subcommittee approved the project as presented.

7. **180 El Camino Real [15PLN- 00269]**: Request by Jason Smith, Land Shark Development, on behalf of the Board of Trustees to the Leland Stanford Junior University, for Minor Architectural Review of the True Food Kitchen exterior storefront façade, outdoor patio dining and signage and Conditional Use Permit to allow for the on-site sale and consumption of alcoholic beverages including beer and wine for the restaurant. The project site is a 7,000 square foot tenant space with 865 square feet of patio area of Building BB at Stanford Shopping Center. Environmental Assessment: Exempt from the provisions of the California Environmental Quality Act (CEQA) per CEQA Section 15301. Zone District: CC. 1.

Items to return for ARB subcommittee review:

- a. Consideration of additional façade design element.
- b. Detail of roof canopy indicating drainage.
- c. Provide outdoor seating plan, outdoor furniture and possible patio configuration change due to providing a minimum of 10 feet for path of travel.

Subcommittee Motion: The subcommittee approved the project as presented.

STAFF ARCHITECTURAL REVIEW:

Project Description: One new backlit well sign for an Eating and Drinking Use

Applicant: Brendan Canning

Address: 420 Ramona Street [15PLN-00372]

Approval Date: 10/22/15

Request for hearing deadline: 11/4/15