



Architectural Review Board

Regular Meeting Agenda: March 7, 2019

Council Chambers
250 Hamilton Avenue
8:30 AM

Call to Order / Roll Call

Oral Communications

The public may speak to any item not on the agenda. Three (3) minutes per speaker.^{1,2}

Agenda Changes, Additions, and Deletions

The Chair or Board majority may modify the agenda order to improve meeting management.

City Official Reports

1. Transmittal of 1) the ARB Meeting Schedule and Attendance Record, 2) Tentative Future Agenda items and 3) Recent Project Decisions

Action Items

Public Comment is Permitted. Applicants/Appellant Teams: Ten (10) minutes, plus ten (10) minutes rebuttal. All others: Three (3) minutes per speaker.^{1,3}

2. PUBLIC HEARING / QUASI-JUDICIAL. 233 University [18PLN-00344]: Consideration of a Major Architectural Review to Allow for Seismic Rehabilitation of an Existing Single-story Structure, the Addition of a Second-story for Office Use, and Rooftop Terrace. Additional Floor Area Would be Added Using a Seismic Floor Area Bonus and Transferred Development Rights (TDRs). The Project Includes Alterations at the Ground Floor to Provide Pedestrian Amenities. Environmental Assessment: Exempt from the provisions of the California Environmental Quality Act (CEQA) in Accordance with CEQA Guidelines Section 15332 (In-fill Development). Zoning District: CD-C(GP) (Commercial Downtown Pedestrian and Ground Flood Combining District Overlay). For More Information Contact the Project Planner Claire Hodgkins at Claire.Hodgkins@cityofpaloalto.org
3. PUBLIC HEARING / QUASI-JUDICIAL. 180 El Camino Real [18PLN-00265]: Request for Architectural Review and for Pacific Catch Restaurant to Allow for Exterior Facade Improvements to an Existing Tenant Space in Building E at the Stanford Shopping Center. Environmental Assessment: Categorically Exempt from the Provisions of the

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1. Spokespersons that are representing a group of five or more people who are identified as present at the meeting at the time of the spokesperson's presentation will be allowed up to fifteen (15) minutes at the discretion of the Chair, provided that the non-speaking members agree not to speak individually.
 2. The Chair may limit Oral Communications to 30 minutes for all combined speakers.
 3. The Chair may reduce the allowed time to speak to two minutes or less to accommodate a larger number of speakers.

California Environmental Quality Act (CEQA) per CEQA Guideline Section 15301. Zoning District: CC (Community Commercial District). For More Information Contact the Project Planner Samuel Gutierrez at Samuel.Gutierrez@cityofpaloalto.org.

4. 375 University Avenue [18PLN-00408]. Request for Preliminary Architectural Review of Facade Improvements and Associated Modifications to the Former Cheesecake Factory Building. Proposed Improvements Include Renovation of the University Avenue Facade, as well as Minor Renovations to the Side and Rear (Alley) Elevations to Remove and Replace Decorative Wall Elements. Environmental Assessment: Not a Project. The Formal Application Will be Subject to California Environmental Quality Act (CEQA) Review. Zoning District: Downtown Commercial District (CD-C(GF)(P). For More Information Contact the Project Planner Graham Owen at Graham.Owen@CityofPaloAlto.org.

Study Session

Public Comment is Permitted. Three (3) minutes per speaker.^{1,3}

Approval of Minutes

Public Comment is Permitted. Three (3) minutes per speaker.^{1,3}

5. Draft Architectural Review Board Meeting Minutes for February 7, 2019.

Board Member Questions, Comments or Announcements and Discussion items.

1. North Ventura Coordinated Area Plan (NVCAP) Update- Board member Lew
2. Discussion of City response/decision related to recent ARB recommendations
3. Other questions, comments, or announcements.

Subcommittee Items

Adjournment

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Palo Alto Architectural Review Board

Boardmember Biographies, Present and Archived Agendas and Reports are available online: <http://bit.ly/paloaltoARB>.

The ARB Boardmembers are:

Chair Wynne Furth
Vice Chair Peter Baltay
Boardmember David Hirsch
Boardmember Alex Lew
Boardmember Osma Thompson

Get Informed and Be Engaged!

View online: <http://bit.ly/midpenmediacenter> or on Channel 26.

Show up and speak. Public comment is encouraged. Please complete a speaker request card located on the table at the entrance to the Council Chambers and deliver it to the Board Secretary prior to discussion of the item.

Write to us. Email the ARB at: arb@cityofpaloalto.org. Letters can be delivered to the Planning & Community Environment Department, 5th floor, City Hall, 250 Hamilton Avenue, Palo Alto, CA 94301. Comments received by Noon two Wednesdays preceding the meeting date will be included in the agenda packet. Comments received afterward through 3:00 PM the day before the meeting will be presented to the Board at the dais.

Material related to an item on this agenda submitted to the ARB after distribution of the agenda packet is available for public inspection at the address above.

Americans with Disability Act (ADA)

It is the policy of the City of Palo Alto to offer its public programs, services and meetings in a manner that is readily accessible to all. Persons with disabilities who require materials in an appropriate alternative format or who require auxiliary aids to access City meetings, programs, or services may contact the City's ADA Coordinator at (650) 329-2550 (voice) or by emailing ada@cityofpaloalto.org. Requests for assistance or accommodations must be submitted at least 24 hours in advance of the meeting, program, or service.

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Architectural Review Board

Staff Report (ID # 10156)

Report Type: City Official Reports **Meeting Date:** 3/7/2019

Summary Title: City Official Report

Title: Transmittal of 1) the ARB Meeting Schedule and Attendance Record, 2) Tentative Future Agenda items and 3) Recent Project Decisions

From: Jonathan Lait

Recommendation

Staff recommends the Architectural Review Board (ARB) review and comment as appropriate.

Background

The attached documents are provided for informational purposes. The Board may review and comment as it deems appropriate. If individual Boardmembers anticipate being absent from a future meeting, it is requested that be brought to staff's attention when considering this item.

The first attachment provides a meeting and attendance schedule for the current calendar year. Also included are the subcommittee assignments, which are assigned by the ARB Chair.

The second attachment is a Tentative Future Agenda that provides a summary of upcoming projects or discussion items. The hearing dates for these items are subject to change.

Board level Architectural Review approvals can be found on the City's webpage at <http://bit.ly/PAapprovedprojects>.

Administrative staff-level Architectural Review approvals can be found on the City's webpage at <http://bit.ly/PAstaffapprovals>. Any party, including the applicant, may request a hearing by the ARB on the proposed director's decision(s) by filing a written request with the planning division. There shall be no fee required for requesting such a hearing.

However, pursuant to 18.77.070(b)(5) any project relating to the installation of cabinets containing communications service equipment or facilities, pursuant to any service subject to Palo Alto Municipal Code Chapter 2.11, Chapter 12.04, Chapter 12.08, Chapter 12.09, Chapter

12.10, or Chapter 12.13 is not eligible for a request for hearing by any party, including the applicant.

No action is required by the ARB for this item.

Attachments:

- Attachment A: ARB Meeting Schedule Assignments (DOCX)
- Attachment B: Tentative Future Agendas (DOCX)



Architectural Review Board Meeting Schedule & Assignments

2019 Schedule

Meeting Dates	Time	Location	Status	Planned Absences
1/10/2019	8:30 AM	Council Chambers	Special	
1/17/2019	8:30 AM	Council Chambers	Regular	
2/7/2019	8:30 AM	Council Chambers	Regular	
2/21/2019	8:30 AM	Council Chambers	Regular	
3/7/2019	8:30 AM	Council Chambers	Regular	
3/21/2019	8:30 AM	Council Chambers	Regular	
4/4/2019	8:30 AM	Council Chambers	Regular	
4/18/2019	8:30 AM	Council Chambers	Regular	
5/2/2019	8:30 AM	Council Chambers	Regular	
5/16/2019	8:30 AM	Council Chambers	Regular	
6/6/2019	8:30 AM	Council Chambers	Regular	
6/20/2019	8:30 AM	Council Chambers	Regular	
7/4/2019	8:30 AM	Council Chambers	Regular	
7/18/2019	8:30 AM	Council Chambers	Regular	
8/1/2019	8:30 AM	Council Chambers	Regular	
8/15/2019	8:30 AM	Council Chambers	Regular	
9/5/2019	8:30 AM	Council Chambers	Regular	
9/19/2019	8:30 AM	Council Chambers	Regular	
10/3/2019	8:30 AM	Council Chambers	Regular	
10/17/2019	8:30 AM	Council Chambers	Regular	
11/7/2019	8:30 AM	Council Chambers	Regular	
11/21/2019	8:30 AM	Council Chambers	Regular	
12/5/2019	8:30 AM	Council Chambers	Regular	
12/19/2019	8:30 AM	Council Chambers	Regular	

2019 Subcommittee Assignments

Assignments will be made by the ARB Chair on the day of the hearing

January

February

March

April

May

June

July

August

September

October

November

December



Architectural Review Board 2019 Tentative Future Agenda

The Following Items are Tentative and Subject to Change:

Meeting Dates	Topics
March 21	<ul style="list-style-type: none">• Master Sign Program: Stanford Medical Center• Wireless Administrative Standards• 3200 El Camino Real (Sub-Committee item)



Architectural Review Board

Staff Report (ID # 9879)

Report Type: Action Items **Meeting Date:** 3/7/2019

Summary Title: 233 University Avenue: Seismic Rehabilitation and Office Addition (1st Formal)

Title: PUBLIC HEARING / QUASI-JUDICIAL. 233 University [18PLN-00344]: Consideration of a Major Architectural Review to Allow for Seismic Rehabilitation of an Existing Single-story Structure, the Addition of a Second-story for Office Use, and Rooftop Terrace. Additional Floor Area Would be Added Using a Seismic Floor Area Bonus and Transferred Development Rights (TDRs). The Project Includes Alterations at the Ground Floor to Provide Pedestrian Amenities. Environmental Assessment: Exempt from the provisions of the California Environmental Quality Act (CEQA) in Accordance with CEQA Guidelines Section 15332 (In-fill Development). Zoning District: CD-C(GP) (Commercial Downtown Pedestrian and Ground Flood Combining District Overlay). For More Information Contact the Project Planner Claire Hodgkins at Claire.Hodgkins@cityofpaloalto.org

From: Jonathan Lait

Recommendation

Staff recommends the Architectural Review Board (ARB):

1. Consider the proposed project, provide substantive comments, and continue the hearing to a date certain.

Report Summary

The applicant is proposing to seismically rehabilitate an existing, unreinforced masonry building that is currently used for retail and restaurant uses. The project will utilize square footage removed from an existing mezzanine level and add square footage in accordance with the seismic retrofit program as well as transferred development rights (TDRs) purchased from an

City of Palo Alto
 Planning & Community Environment
 250 Hamilton Avenue
 Palo Alto, CA 94301
 (650) 329-2442

eligible sender site, in order to construct a second-story for an office use as well as a rooftop terrace above the second level to be used by office employees. The ground floor would continue to be utilized for retail, in conformance with the Retail Preservation Ordinance. As designed, the project meets the applicable zoning requirements. Draft findings are included with this report in Attachments B. The applicant's project description is included in Attachment E and the project plans are included in Attachment F.

Background

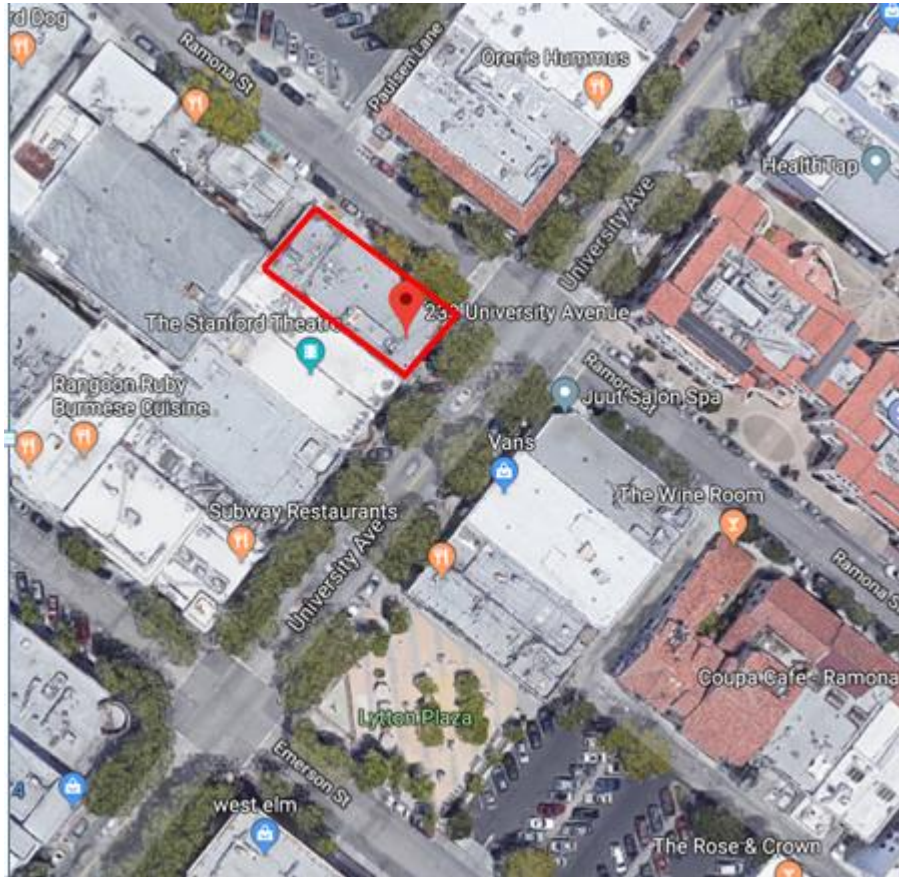
Project Information

Owner:	Mills Family, LLC
Architect:	Ken Hayes, Hayes Group Architects
Representative:	Ken Hayes, Hayes Group Architects
Legal Counsel:	Not Applicable

Property Information

Address:	233 and 235 University
Neighborhood:	Downtown North (University Avenue Parking Assessment District)
Lot Dimensions & Area:	45 feet x 100 feet (Area of 4,500 sf)
Housing Inventory Site:	No
Located w/in a Plume:	No
Protected/Heritage Trees:	One street tree on University Avenue and two street trees on Ramona Street
Historic Resource(s):	The subject property is listed as potentially eligible for the California Register. A Historic Resource Evaluation was prepared for the site and concludes the building is not eligible for the California Register because it lacks integrity, as discussed further below.
Existing Improvement(s):	Single story flat roofed brick commercial corner building; approximately 9,481 sf of gross floor area (approximately 3,420 sf basement and 4,461 sf of ground floor, and 1,600 sf interior mezzanine); 19 feet 3 inches in height at top of parapet. Originally built circa 1905
Existing Land Use(s):	Three existing retail tenant uses: The Tap Room (Restaurant; 233 University Avenue), Mills Florist (235 University Avenue); and Hookah Nights Lounge (235 University Avenue).
Adjacent Land Uses & Zoning:	North: (Regional/Community Commercial) PC-4063 Zoning West: (Regional/Community Commercial) CD-C (GF)(P) Zoning East: (Regional/Community Commercial) CD-C (GF)(P) Zoning South: (Regional/Community Commercial) PC 3872, CD-C (GF)(P) Zoning

Aerial View of Property:



Source: Google Maps

Land Use Designation & Applicable Plans

Zoning Designation:	Commercial Downtown-Community with a Ground Floor and Pedestrian Combining District overlay CD-C(GF)(P)
Comp. Plan Designation:	Regional/Community Commercial (CC)
Context-Based Design Criteria:	Not Applicable
Downtown Urban Design Guide:	Applicable, see discussion below
South of Forest Avenue Coordinated Area Plan:	Not Applicable
Baylands Master Plan:	Not Applicable
El Camino Real Design Guidelines (1976 / 2002):	Not Applicable
Proximity to Residential Uses or Districts (150'):	Not Applicable
Located w/in the Airport Influence Area:	Not Applicable

Prior City Reviews & Action

City Council:	None
PTC:	None
HRB:	None
ARB:	The ARB held a preliminary hearing on the proposed project on December 15, 2016. Staff Report: https://tinyurl.com/233-University-Prelim-SR Minutes: https://tinyurl.com/233-University-Prelim-Minutes Video: https://tinyurl.com/233-University-Prelim-Video

Project Description

The project includes seismic rehabilitation of an existing structure and the addition of a second-story to the building along with a rooftop terrace. Floor area would be added to the building using a seismic floor area bonus and transferred development rights (TDRs). The project would also include alterations at the ground floor to provide pedestrian amenities and a new elevator that would provide access from the basement to all floors, including the rooftop terrace. The ground floor is currently utilized as retail and eating/drinking services and would continue to be a retail use. The second story and rooftop terrace would be part of the proposed office use.

Pedestrian access to the retail space would continue to be provided from University Avenue. Pedestrian access to the proposed office would be provided along Ramona Street. The proposed building would be approximately 45 feet tall, below the allowable height limit of 50 feet. The ground floor façade would be renovated to include large windows along Ramona to increase pedestrian visibility into the retail area. Access for the second story office use would be provided at the rear of the building along Ramona Street and is the minimum necessary to provide appropriate lobby access to the office use above.

Requested Entitlements, Findings and Purview:

The following discretionary applications are being requested:

- Architectural Review – Major (AR): The process for evaluating this type of application is set forth in PAMC 18.77.070. AR applications are reviewed by the ARB and recommendations are forwarded to the Planning & Community Environment Director for action within five business days of the Board’s recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. AR projects are evaluated against specific findings. All findings must be made in the affirmative to approve the project. Failure to make any one finding requires project redesign or denial. The findings to approve an AR application are provided in Attachment B.

Analysis¹

¹ The information provided in this section is based on analysis prepared by the report author prior to the public hearing. The Architectural Review Board in its review of the administrative record and based on public testimony may reach a different conclusion from that presented in this report and may choose to make alternative findings. A

As discussed further below, staff finds the project to be consistent with the Comprehensive Plan and zoning requirements.

Neighborhood Setting and Character

The proposed project is located within the City's core downtown area on University Avenue. Existing buildings within the vicinity include a one-story building immediately adjacent to the site along University, which serves as an extension to the Stanford Theater; adjacent to this is the two-story Stanford Theater, which is identified as a Category 3 historic building under the City's historic inventory. Across Ramona is a larger two-story building (Fidelity Bank), which is also identified as a Category 3 historic building. Across University is primarily single-story retail (Nest bedding, and Juut) as well as a five-story tower and attached four-story building at 250 University, opposite the proposed project. The rooflines along University between Ramona and Emerson are generally flat-roofed designs with the exception of the historic Stanford Theater. Many of the buildings across Ramona and leading toward Hamilton Avenue have a Spanish influenced design with stucco facades and clay-tiled roofing.

The proposed project would be a two-story building with a rooftop terrace. The flat-roofed design varies from the Spanish influenced designs along Ramona but is consistent with many of the other flat-roofed commercial developments along University Avenue, including the building abutting the site and those across the street. The project would be taller than the immediately adjacent building and those across the street. Although it would be taller than the Stanford Theater, the tallest portion of the façade is set to the rear of the building and away from the Stanford Theater.

Most of the development within the vicinity is zero lot line development, consistent with the existing building at the site and the proposed project.

Consistency with the Comprehensive Plan, Area Plans and Guidelines²

The Comprehensive Plan includes Goals, Policies, and Programs that guide the physical form of the City. ARB Finding #1 requires that the design be consistent and compatible with applicable elements of the Palo Alto Comprehensive Plan. The Comprehensive Plan land use designation for the project site is Regional/Community Commercial. The Regional/Community Commercial land use designation is intended to provide a wider variety of goods and services than the neighborhood shopping areas and include such uses as department stores, bookstores, furniture stores, toy stores, apparel shops, restaurants, theatres and non-retail services such as offices and banks.

change to the findings may result in a final action that is different from the staff recommended action in this report.

² The Palo Alto Comprehensive Plan is available online:
<http://www.cityofpaloalto.org/gov/topics/projects/landuse/compplan.asp>

A detailed review of the project's consistency with the Comprehensive Plan is provided in Attachment B. The project is consistent with the policies in the Comprehensive Plan and therefore fulfills the goals of the Plan.

Zoning Compliance³

The site is zoned Downtown Commercial-Community with Ground Floor and Pedestrian Combining Districts (CD-C[GF][P]). The Downtown Commercial-Community District is intended to "be a comprehensive zoning district for the downtown business area, accommodating a wide range of commercial uses serving city-wide and regional business and service needs, as well as providing for residential uses and neighborhood service needs." The Ground Floor Combining District is intended to provide design guidelines and modify the uses allowed in the commercial districts and subdistricts to promote active, pedestrian-oriented uses, with a high level of transparency and visual interest at the ground level. The pedestrian shopping combining district is intended to modify the regulations of the commercial downtown district in locations where it is deemed essential to foster the continuity of retail stores and display windows and to avoid a monotonous pedestrian environment in order to establish and maintain an economically healthy retail district.

The project would include the addition of more windows, particularly on the Ramona Street frontage that are slightly recessed from the brick façade, and recessed entries along both Ramona and University, as encouraged in the pedestrian combining district. The project is consistent with all other zoning requirements. A detailed review of the proposed project's consistency with applicable zoning standards is provided in Attachment C.

Transferred Development Rights

On October 20, 2008, the City Council approved a resolution designating the former Sea Scout building at 2560 Embarcadero Road as an eligible sender site in the TDR program. The site was deemed eligible to transfer 2,500 square feet of development rights to an eligible receiver site. As documented in an informational report to Council on June 6, 2016, Mills Family, LLC purchased 1,600 square feet of these TDRs. The applicant proposes to utilize these 1,600 square feet of TDRs for the proposed development.

The site meets the eligibility requirements outlined in PAMC Section 18.18.080(e) as it is located within the Downtown Commercial Zone District, there are no historic resources existing on site, and the site is not located within 150 feet of a residentially zoned district. In addition, the TDRs would be used on a site that is within the boundaries of the downtown parking assessment district. The use of these TDRs at this site would not cause the project to exceed a maximum floor area ratio addition of 1.0 to 1 above what exists (proposed addition of 0.524:1), would not result in additional floor area of 10,000 square feet or more (total addition of 2,358 sf), would not cause the development limitation project size limitation set forth in 18.18.040 to be exceeded, and would not cause the site to exceed 3.0 to 1 FAR in the CD-C subdistrict. The

³ The Palo Alto Zoning Code is available online: http://www.amlegal.com/codes/client/palo-alto_ca

1,600 square feet of TDRs would count toward gross floor area as well as the parking assessment requirements.

Seismic Rehabilitation

The existing building is an unreinforced masonry building constructed circa 1905 and has been deemed a Seismic Category I building. In accordance with PAMC Section 18.18.070(a)(2), “a building that is in Seismic Category I, II, or III, and is undergoing seismic rehabilitation, but is not in Historic Category 1 or 2, shall be allowed to increase its floor area by 2,500 square feet or 25% of the existing building, whichever is greater.” In accordance with this Code section, the project proposes to seismically rehabilitate the existing building and use the 2,500 square foot bonus to construct a new second-story addition and access to a rooftop terrace. This bonus square footage would be combined with additional floor area obtained through TDRs, as discussed above. The total floor area ratio of the project with the use of both these allowances would be 2.63:1, and therefore would not cause the site to exceed a FAR of 3.0:1 as required in accordance with the PAMC Section 18.18.070. The project proposes to park this additional square footage by paying in-lieu fees in accordance with PAMC Section 18.18.090.

As noted in PAMC Section 18.18.070(b), the use of this floor area bonus is subject to restrictions. Table 1 below summarizes why the project would comply with these restrictions.

Table 1: Consistency with Restrictions for Use of Floor Area Bonus for Seismic Rehabilitation

1. All bonus square footage shall be counted as square footage for the purposes of the 350,000 square foot limit on development specified in Section 18.18.040.	Bonus square footage is included in the total assumed calculation of floor area for compliance with the Downtown restrictions on non-residential development, see further discussion below.
2. All bonus square footage shall be counted as square footage for the purposes of the project size limit specified in Section 18.18.060 (a).	Taking into account all bonus square footage proposed for the project, the project would not exceed any project size limits specified in Section 18.18.060(a), which limits construction of new non-residential floor area to 25,000 square feet of gross floor area or 15,00 square feet above the existing floor area, whichever is greater. The project includes 4,400 sf of new office area and 2,358 sf of total new non-residential floor area.
3. In no event shall a building expand beyond a FAR of 3.0:1 in the CD-C subdistrict or a FAR of 2.0:1 in the CD-S or CD-N subdistrict.	The total FAR of the proposed project would be 2.63:1, which would be less than 3.0:1.
4. The bonus shall be allowed on a site only once.	The bonus will be applied only once to this site. Use of the bonus will be documented in the conditions of approval of the project.

<p>5. For sites in Seismic Category I, II, or III, seismic rehabilitation shall conform to the analysis standards referenced in Chapter 16.42 of this code.</p>	<p>The site will comply with the analysis standards for seismic rehabilitation as referenced in Chapter 16.42.</p>
<p>6. For sites in Historic Category 1 or 2, historic rehabilitation shall conform to the Secretary of the Interior's <i>Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings</i> (36 CFR §67,7).</p>	<p>The existing building on the site is not a historic structure. Therefore, these requirements are not applicable.</p>
<p>7. For sites in both Seismic Category I, II, or III and Historic Category 1 or 2, no bonus shall be granted unless the project includes both seismic and historic rehabilitation conforming to the standards in subsections (5) and (6).</p>	
<p>8. For sites in both Seismic Category I, II, or III and Historic Category 1 or 2, a bonus granted under this section that will be used on-site is subject to the following requirements:</p> <p>(A) The city council must approve on-site use of such a FAR bonus. Such approval is discretionary, and may be granted only upon making both of the following findings:</p> <p>(i) The exterior modifications for the entire project comply with the U.S. Secretary of the Interior's <i>Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings</i> (36 CFR §67,7); and</p> <p>(ii) The on-site use of the FAR bonus would not otherwise be inconsistent with the historic character of the interior and exterior of the building and site.</p> <p>(B) The applicant for on-site use of a cumulative floor area bonus shall have the burden of demonstrating the facts necessary to support the findings required for council approval.</p>	

Ground Floor Retail Preservation

The existing building includes retail and retail-like uses on the ground floor, including Mills Florist, a hookah lounge, and the Tap Room. In accordance with the Ground Floor Retail

Preservation Ordinance, as codified in PAMC Section 18.40.180, the proposed project would be required to preserve ground floor retail and retail-like uses on the site. The project proposes to retain the ground floor use(s), as required in accordance with the code.

Staff notes that a small area of the ground floor that is currently used for retail would now be utilized to provide access to the office area. Consistent with the Ground Floor Combining District requirements, this entrance area and access is allowed in order to serve non-ground floor uses to the extent reasonably necessary, provided they do not interfere with the ground floor uses. The proposed entrance is at the rear of the building and is the minimum necessary to provide access to the office above.

Annual Office Limit and Downtown CAP

The proposed project includes 4,400 sf of new office space, which includes access to the stairs and elevator on the ground floor, the second floor space, and covered areas for access to the rooftop terrace. Some of this office space would replace retail space provided on a mezzanine level; therefore the total new non-residential square footage being added totals 2,358 sf. Pursuant to PAMC Section 18.40.210, "no more than 50,000 net new square feet of office annual limit land uses per fiscal year (July 1 to June 30) shall be approved by the city in the office annual limit area." Currently there are 23,650 sf of office proposed or approved for fiscal year 2019. Therefore, the proposed 4,400 sf would not cause the City to exceed its annual limit of 50,000 sf of new office space.

Currently under PAMC Section 18.18.040, there is a 350,000 square foot limit on non-residential development within the downtown area. At the time that this staff report was prepared, there was approximately 18,000 sf of non-residential area that could still be added within the downtown area without exceeding the downtown non-residential development cap. On February 11, 2019, City Council approved eliminating the limit provided under 18.18.040, which corresponded to policies set forth in the previous Comprehensive Plan but that were not included in the currently adopted Comprehensive Plan. Council approved a second reading of the ordinance on February 25, 2019. The code amendment will take effect 30 days from the date of the second reading. Regardless, the 2,358 sf of new non-residential development proposed as part of this project would not cause the downtown non-residential limit to be exceeded. Therefore, the project would not conflict with this requirement.

Multi-Modal Access & Parking

The proposed project does not include any vehicle access or on-site parking. The existing building is being retained and the site has paid into the downtown in-lieu parking for the existing gross floor area. Gross floor area added through both the seismic rehabilitation bonus and the TDR bonus is required to be parked but may be parked through in-lieu fees, in accordance with PAMC Section 18.52. Because floor area on the mezzanine level is being removed, the total floor area being added is 2,358 square feet. At a ratio of one space per 250 square feet, a total of nine additional parking spaces are required to be paid in-lieu. No loading space is required for the proposed project.

Because parking may only be provided in-lieu if providing parking on-site is infeasible, the applicant prepared an analysis as shown on sheet A2.6 showing that a ramp meeting the code requirements could not feasibly be provided from Ramona Street to the basement level. Specifically, the ramp does not extend low enough for an accessible route below the first floor structure at the allowed slope under the PAMC. In addition, the ramp would affect the ability to provide the required access from the basement level. The City would not support a two-way ramp leading from University Avenue, as it would significantly impact the pedestrian environment along this main downtown frontage. The existing building would be rehabilitated and has a zero lot line construction, making at grade parking infeasible. Therefore, because on-site parking is infeasible, additional parking would be provided via in-lieu fees.

The proposed project is consistent with the Pedestrian and Bicycle Master Plan. Specifically, it maintains the sidewalk as well as landscaping and bicycle parking along the project frontage. It would not affect any future plans, if proposed, to provide a bicycle lane along University or Ramona as there would be no changes to the curb location or width of the sidewalk as part of the proposed project.

Access to the ground floor retail space continues to be provided from University Avenue but is no longer provided from Ramona Street. Access to the office space is provided along Ramona Street. Based on comments received from board members during the preliminary hearing, it would be more desirable to also have access from Ramona Street; possibly even a through access as is currently provided at the corner of University and Ramona.

The project would include repaving the sidewalk along the Ramona frontage and, consistent with comments from at least one board member during the preliminary hearing, would include tree grates for the three tree wells to improve the area for pedestrians.

Consistency with Application Findings

As detailed in Attachment B, staff finds that the project, on balance, is consistent with the findings for Architectural Review, including the Comprehensive Plan, Zoning requirements for the CD-C Zone District as well as the Pedestrian (P) and Ground Floor (GF) combining districts and the Downtown Guidelines though staff notes that the project could be more consistent with the Architectural Review landscape requirements by providing more native and/or habitat supporting species on the terrace. The project includes high quality materials, including the existing brick, which will be salvaged in order to maintain the existing look and feel of the ground floor of this building. It retains the mature, existing street trees on University and at the corner of University and Ramona. Two other trees along Ramona would be replaced with native Oaks. The project also improves the pedestrian environment along the Ramona Street frontage by adding large windows to provide views in, and provides for all three waste streams on site where trash was previously brought off-site to containers in a nearby alley. It also makes the building safer (both from seismic shaking and for fire) and improves American's with Disabilities (ADA) compliance for the building as a whole.

Environmental Review

The subject project is being assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. Specifically, the project is anticipated to be exempt from the provisions of CEQA in accordance with CEQA Guidelines Section 15332, exemptions for in-fill projects. Minor additional information about project construction and anticipated construction equipment is still being obtained and evaluated, in particular, to assess whether vibrations from construction equipment would have the potential to impact nearby historic resources to ensure that the findings for a Class 32 exemption can be made. Staff will return to the ARB once the CEQA evaluation is complete.

Historic Review

The subject property is not listed on the National Register, California Register, or City's Historic Inventory. The City's Dames & Moore survey identified the property as potentially eligible for the California Register. The existing building, constructed circa 1905, was the subject of a historic resource evaluation prepared by Joshua Samuels, an archaeologist and historical anthropologist, and Johanna Street, a qualified consultant for architectural history. The HRE is included in Attachment D of this staff report. This analysis was peer reviewed by the City's consulting architect, Page & Turnbull. The HRE concluded that the project was not eligible for the California Register of Historic Resources. The HRE concluded that the findings possibly could have been made under Criterion 3 (Architecture) due to the fact that the rarity of brick buildings within Palo Alto conform to its beginnings as a small town, with small town ambitions up to 1920s and because Birge M. Clarke, who is considered a Master architect of local and regional importance, designed the remodel of half of the front façade of the property in 1928. However, nothing of Birge M. Clarke's design remains and despite its age, the building lacks integrity. Therefore, the findings under criterion 3 could not be made for this project. This initial HRE was peer reviewed by the City's consulting historic architectural firm, Page & Turnbull. The peer review concurred with the conclusions of the HRE but noted that the HRE should include a summary of the project's consistency with the adjacent historic buildings, particularly the historic Stanford Theater. The revised report included in Attachment D reflects this recommendation. Because the original height and rectangular plan on the ground floor is maintained, the new vertical addition is set back sufficiently from the front façade, and there is sufficient air space between the two buildings, which include different materials, the new building would not compete with the Stanford Theaters character defining exterior features.

Public Notification, Outreach & Comments

The Palo Alto Municipal Code requires notice of this public hearing be published in a local paper and mailed to owners and occupants of property within 600 feet of the subject property at least ten days in advance. Notice of a public hearing for this project was published in the *Daily Post* on February 22, which is 13 days in advance of the meeting. Postcard mailing occurred on February 25, which is 10 days in advance of the meeting.

Public Comments

One verbal public comment was received from a resident who expressed that they did not like the style of the proposed project and felt that this style in general was inconsistent with the character of the City.

Alternative Actions

In addition to the recommended action, the Architectural Review Board may:

1. Approve the project with modified findings or conditions;
2. Continue the project to a date (un)certain; or
3. Recommend project denial based on revised findings.

Report Author & Contact Information

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ARB⁴ Liaison & Contact Information

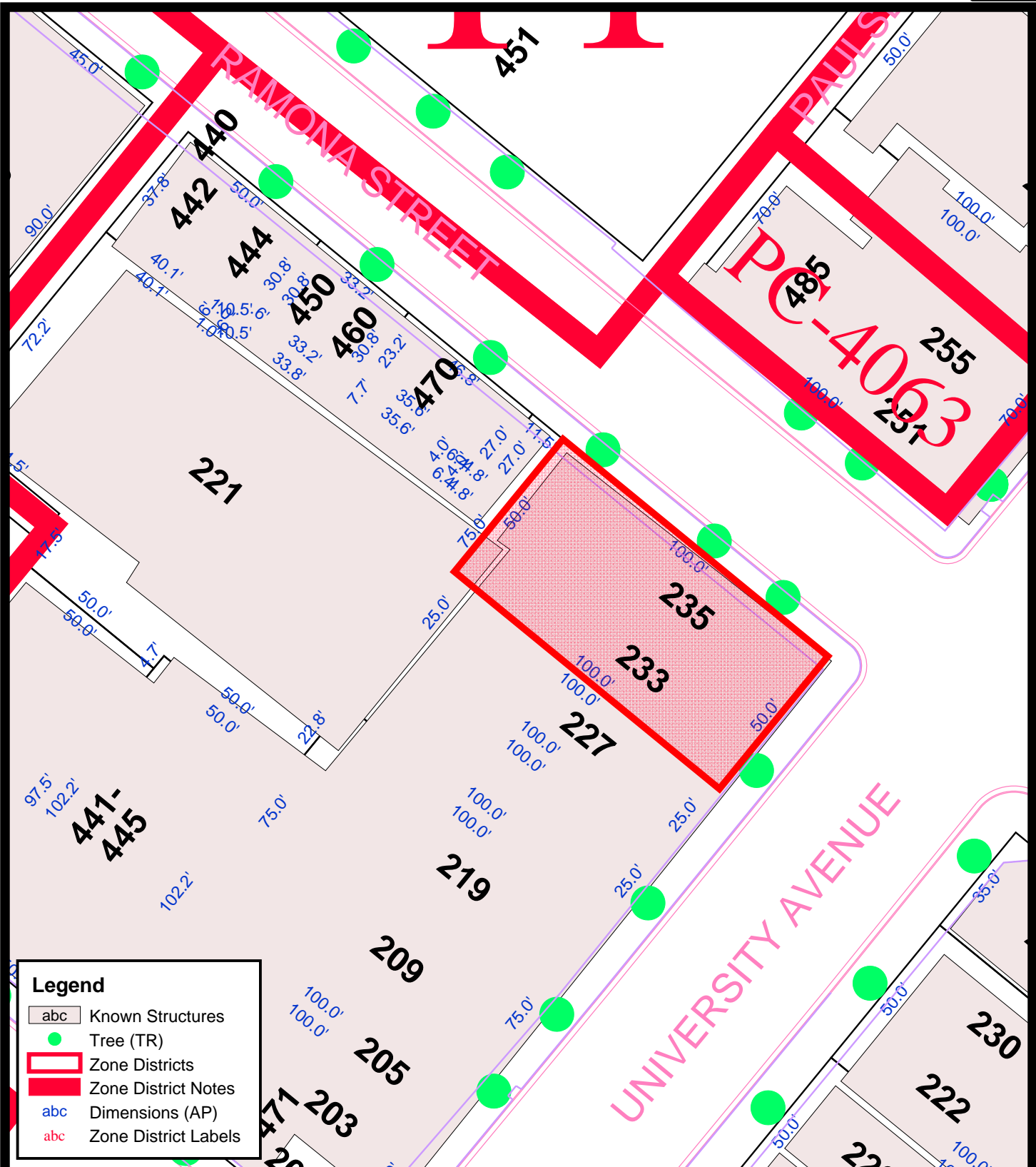
Jodie Gerhardt, AICP, Planning Manager
 (650) 329-2575

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Attachments:

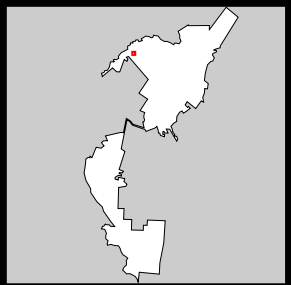
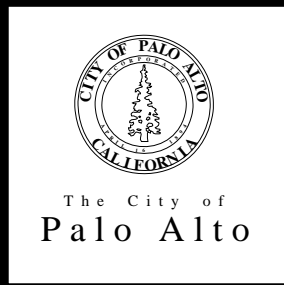
- Attachment A: Location Map (PDF)
- Attachment B: Draft Architectural Review Findings (DOCX)
- Attachment Z: NEED TO DELETE-MT WONT LET ME DELETE (DOCX)
- Attachment C: Zoning Comparison Table (DOCX)
- Attachment D: Historic Resource Evaluation (PDF)
- Attachment F: NEED TO DELETE-MT WONT LET ME DELETE (DOCX)
- Attachment E: Applicant's Project Description (PDF)
- Attachment F: Project Plans (DOCX)

⁴ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org



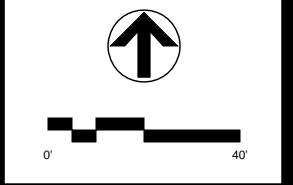
Legend

- abc Known Structures
- Tree (TR)
- Zone Districts
- Zone District Notes
- abc Dimensions (AP)
- abc Zone District Labels



233 and 235 University
Avenue

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



ATTACHMENT C
ARB FINDINGS FOR APPROVAL
 233 University Avenue
 18PLN-00344

The design and architecture of the proposed improvements, as conditioned, complies with the Findings for Architectural Review as required in Chapter 18.76 of the PAMC.

Finding #1: The design is consistent with applicable provisions of the Palo Alto Comprehensive Plan, Zoning Code, coordinated area plans (including compatibility requirements), and any relevant design guides.

The project is consistent with Finding #1 because:

The proposed project complies with the zoning code and requires no exceptions to the development standards. The project is subject to the Downtown Design Guidelines. The proposed project is generally consistent with the following Comprehensive Plan, below is an analysis of the applicable goals and policies:

<i>Comp Plan Goals and Policies</i>	<i>How project adheres or does not adhere to Comp Plan</i>
The Comprehensive Plan land use designation for the site is Community Commercial (CC).	The Community Commercial land use designation includes uses such as department stores, bookstores, furniture stores, apparel shops, restaurants, theaters and non-retail services such as offices and banks. The proposed project includes a ground floor retail use with office above, which is consistent with uses defined in the Community Commercial land use designation.
<i>Land Use and Community Design</i>	
Goal L-1 A compact and resilient city providing residents and visitors with attractive neighborhoods, work places, shopping districts, public facilities and open spaces.	The proposed project includes seismic rehabilitation of an existing structure within the City's downtown area and a second floor office addition to the ground floor retail uses.
Policy L-1.2. Limit future urban development to currently developed lands within the urban service area. The boundary of the urban service area is otherwise known as the urban growth boundary. Retain undeveloped land west of Foothill Expressway and Junipero Serra as open space, with allowances made for	This type of infill development is consistent with Goal L-1 and relevant policies to achieve that goal. Although the project adds office area within the City, the project stays within the downtown and annual office cap requirements.

<p>very low-intensity development consistent with the open space character of the area. Retain undeveloped land northeast of Highway 101 as open space.</p>	<p>The project uses quality materials, including salvaging the brick façade along Ramona and University and reusing those bricks for the new development in order to retain the look and feel of the existing building.</p>
<p>Policy L-1.3: Infill development in the urban service area should be compatible with its surroundings and the overall scale and character of the city to ensure a compact, efficient development pattern.</p>	
<p>Policy L-1.10. Maintain a citywide cap of 1.7 million new square feet of office/R&D development, exempting medical office uses in the Stanford University Medical Center (SUMC) vicinity. Use January 1, 2015 as the baseline and monitor development towards the cap on an annual basis. Require annual monitoring to assess the effectiveness of development requirements and determine whether the cap and the development requirements should be adjusted. Continue to exempt medical, governmental and institutional uses from the cap on office/R&D development.</p>	
<p>Policy L-1.11. Hold new development to the highest development standards in order to maintain Palo Alto’s livability and achieve the highest quality development with the least impacts.</p>	<p>The proposed project helps to meet citywide goals to improve safety of buildings by seismically retrofitting the building. The building would be required to meet green building standards both for the retrofitted space and the newly added space. The project includes a pedestrian friendly design, increasing visibility into the development by adding full length windows along the frontages. The project also includes a new rooftop open space area, consistent with Policy L-2.11 and retains existing trees within the public right-of-way.</p>
<p>Goal L-2 An enhanced sense of “community” with development designed to foster public life, meet citywide needs and embrace the principles of sustainability.</p>	
<p>Policy L-2.2 Enhance connections between commercial and mixed use centers and the surrounding residential neighborhoods by promoting walkable and bikeable connections and a diverse range of retail and services that caters to the daily needs of residents.</p>	
<p>Policy L-2.11. Encourage new development and redevelopment to incorporate greenery and natural features such as green rooftops, pocket parks, plazas and rain gardens.</p>	

<p>Policy L-4.2. Preserve ground-floor retail, limit the displacement of existing retail from neighborhood centers and explore opportunities to expand retail.</p>	
<p>Policy L-4.3. Encourage street frontages that contribute to retail vitality in all Centers. Reinforce street corners in a way that enhances the pedestrian realm or that form corner plazas. Include trees and landscaping.</p>	
<p>Policy L-4.7. Maintain and enhance the University Avenue/Downtown area as a major commercial center of the City, with a mix of commercial, civic, cultural, recreational and residential uses. Promote quality design that recognizes the regional and historical importance of the area and reinforces its pedestrian character.</p>	
<p>Policy L-4.8. Ensure that University Avenue/Downtown is pedestrian-friendly and supports bicycle use. Use public art, trees, bicycle racks and other amenities to create an environment that is inviting to pedestrians and bicyclists.</p>	
<p>Policy L-5.1. Foster compact Employment Districts developed in a way that facilitates transit, pedestrian and bicycle travel. Provide mixed uses to reduce the number of auto trips.</p>	<p>The project includes additional office area in a transit-oriented employment district area and improves the pedestrian experience, especially along Ramona by adding more visibility into the space.</p>
<p>Policy L-5.3. Design paths and sidewalks to be attractive and comfortable and consistent with the character of the area where they are located.</p>	
<p>Goal L-6: Well-designed buildings that create coherent development patterns and enhance city streets.</p>	
<p>Policy L-6.2: Use the Zoning Ordinance, design review process, design guidelines and Coordinated Area Plans to ensure high quality residential and commercial design and architectural compatibility.</p>	<p>The project is consistent with the development pattern of the area, which generally consists of one and two story buildings. The project would include two stories above grade with a roof top deck on top of the second floor. The project is consistent with the City's Zoning Ordinance, including all development standards such as height. Further, the project is subject to the City's design review process, which ensures a high-quality appearance.</p>

<p>Policy L-9.3. Treat residential streets as both public ways and neighborhood amenities. Provide and maintain continuous sidewalks, healthy street trees, benches and other amenities that promote walking and “active” transportation.</p>	<p>The project maintains a continuous sidewalk</p>
<p><i>Business and Economics Element</i></p>	
<p>Goal B-6: Attractive, vibrant retail centers, each with a mix of uses and a distinctive character.</p>	<p>The project provides a mix of uses on El Camino Real.</p>
<p>Policy B-6.5 Strengthen the commercial viability of businesses along the El Camino Real corridor by, for example, encouraging the development of well-designed retail, professional services and housing</p>	

The project is also consistent with the Downtown Design Guidelines because it includes greater visibility into the retail area, consistent with the guidelines’ goal to create ground floor architectural interest with windows and displays. It is also consistent with the goal of encouraging the 25-50 foot storefront building rhythm and the goal for corner buildings within the University district to generate interest on side streets as well as the main street to foster linkage with the rest of the commercial core.

The project has also been reviewed for conformance with the development standards in the zoning code and found to be in compliance with the intent and regulations contained therein. A comprehensive review of the project to applicable development standards is included in the administrative record as Attachment C to the March 7, 2019 staff report.

Finding #2: The project has a unified and coherent design, that:

- a. creates an internal sense of order and desirable environment for occupants, visitors, and the general community,
- b. preserves, respects and integrates existing natural features that contribute positively to the site and the historic character including historic resources of the area when relevant,
- c. is consistent with the context-based design criteria of the applicable zone district,
- d. provides harmonious transitions in scale, mass and character to adjacent land uses and land use designations,
- e. enhances living conditions on the site (if it includes residential uses) and in adjacent residential areas.

The project is consistent with Finding #2 because:

The area is comprised of various commercial and residential buildings one to three stories mostly one to two stories in height. The project proposes to construct a building that is taller

than many of the immediately adjacent buildings. However, across university and Ramona at the opposite corner is a 5 story tower reinforcing the corner. The building directly across Ramona is also a taller two story building that is similar in height to the proposed building. The proposed building also steps the second story back, reducing the perceived height of the building from the pedestrian perspective along University.

The proposed project is consistent with the findings to provide high quality materials and finishes in a neutral color palette, including reuse of the salvaged brick from the existing building. Despite the fact that the building was not determined to be historic, the brick façade of the existing building is unique and reflects the history of the original building. The building will have retail on the first floor, which is accessible to residents within walking distance of the project site. The project also proposes a smaller-scale office space, which is also desired in this area.

Adjacent historic buildings include the Stanford Theater two buildings down from the project along University and the Fidelity Bank building, both of which are included as Category 3 buildings in the City's historic inventory. Although both of these buildings are within the immediate vicinity; neither is immediately adjacent the building. Each of these buildings, including the existing building at the project site, has a different style of architecture. Therefore, the proposed project does not attempt to mimic the architecture of either of these two buildings; rather it retains the historic look of the brick first floor from the existing building at the project site. However, it steps the tallest portions of the façade back, away from these buildings, and preserves mature existing trees on the site.

Pursuant to PAMC 18.16.090(b), the following context-based design considerations and findings are applicable to this project. These context-based design criteria are intended to provide additional standards to be used in the design and evaluation of development in a commercial district. The purpose is to encourage development in a commercial district to be responsible to its context and compatibility with adjacent development as well as to promote the establishment of pedestrian oriented design.

1. Pedestrian and Bicycle Environment

The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity through design elements

The finding can be made in the affirmative in that the proposed project offers short term bike racks for commercial visitors and well as long-term bike lockers for employees. There is no vehicular access to the property. The project increases visibility into the retail area and includes slightly recessed entries to further activate the pedestrian environment.

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

The finding can be made in the affirmative in that the project has its entries directly off the sidewalk to encourage pedestrians and allow for sidewalk uses such as storefront windows. There are existing mature street trees along both frontages, which would be maintained. The office decks also increase activity and view to the street.

3. Massing and Setbacks

Buildings shall be designed to minimize massing and conform to proper setbacks

The finding can be made in the affirmative in that the project conforms to the required setbacks for the CD-C zone. Massing has been minimized by stepping back the second story from the frontage along University and utilizing clear glass railings to provide a lighter feel to the second story. The use of balconies and landscaping on the balconies helps break up the visual mass of the building.

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

The project does not directly abut a lower scale residential development. Therefore, this context-based criteria is not applicable.

5. Project Open Space

Private and public open space shall be provided so that it is usable for the residents and visitors of the site

Although there are no open space requirements for the proposed project, the project provides both a deck at the second floor and a rooftop terrace to provide private open space for office employees.

6. Parking Design

Parking shall be accommodated but shall not be allowed to overwhelm the character of the project or detract from the pedestrian environment

All parking is provided in-lieu as parking on site is infeasible.

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 site is less than an acre. Therefore, this context-based criteria is not applicable.

8. Sustainability and Green Building Design

Project design and materials to achieve sustainability and green building design should be incorporated into the project

The finding can be made in the affirmative in that the building will satisfy the requirements for CALGreen Mandatory + Tier 2 in accordance with the City's Green Building Regulations. This is

demonstrated on the GB sheets in the plan set.

Additionally, in accordance with PAMC Section 18.18.100, the project complies with the following performance criteria outlined in PAMC Section 18.23. The following performance criteria are intended to provide additional standards to be used in the design and evaluation of developments in the multi-family, commercial, and industrial zones. The purpose is to balance the needs of the uses within these zones with the need to minimize impacts to surrounding neighborhoods and businesses. The criteria are intended to make new developments and major architectural review projects compatible with nearby residential and business areas, and to enhance the desirability of the proposed developments for the site residents and users, and for abutting neighbors and businesses.

Performance Criteria	Project Consistency
18.23.020 Trash Disposal and Recycling	
<i>Assure that development provides adequate and accessible interior areas or exterior enclosures for the storage of trash and recyclable materials in appropriate containers, and that trash disposal and recycling areas are located as far from abutting residences as is reasonably possible.</i>	The project provides an enclosed trash facility, replacing the existing trash disposal area in a nearby ally. The trash facility is fully enclosed and out of clear sight from any public right-of-way or neighboring lots. There are no abutting residences.
18.23.030 Lighting	
<i>To minimize the visual impacts of lighting on abutting or nearby residential sites and from adjacent roadways.</i>	The photometric study provided in the project plans shows that the project will minimize the visual impacts of lighting from adjacent roadways. All lights proposed are wall downlights. There are no nearby residential uses.
18.23.040 Late Night Uses and Activities	
<i>The purpose is to restrict retail or service commercial businesses abutting (either directly or across the street) or within 50 feet of residentially zoned properties or properties with existing residential uses located within nonresidential zones, with operations or activities between the hours of 10:00 p.m. and 6:00 a.m. Operations subject to this code may include, but are not limited to, deliveries, parking lot and sidewalk cleaning, and/or clean up or set up operations, but does not include garbage pick- up.</i>	The current project proposal does not include late night uses or activities. Future commercial tenants that would like this will need to file for a Conditional Use Permit, as required per the Zoning Code.
18.23.050 Visual, Screening and Landscaping	
<i>Privacy of abutting residential properties or properties with existing residential uses located within nonresidential zones (residential properties) should be protected by</i>	While the project does not abut any residential properties or properties with existing residential uses located

Performance Criteria	Project Consistency
<i>screening from public view all mechanical equipment and service areas. Landscaping should be used to integrate a project design into the surrounding neighborhood, and to provide privacy screening between properties where appropriate.</i>	within non-residential zones, the project is consistent with the stated performance criteria in that there is no mechanical equipment above grade existing or proposed along the project frontage.
18.23.060 Noise and Vibration	
<i>The requirements and guidelines regarding noise and vibration impacts are intended to protect residentially zoned properties or properties with existing residential uses located within nonresidential zones (residential properties) from excessive and unnecessary noises and/or vibrations from any sources in abutting industrial or commercially zoned properties. Design of new projects should reduce noise from parking, loading, and refuse storage areas and from heating, ventilation, air conditioning apparatus, and other machinery on nearby residential properties. New equipment, whether mounted on the exterior of the building or located interior to a building, which requires only a building permit, shall also be subject to these requirements.</i>	There are no residential uses or zones within the vicinity of the project area.
18.23.070 Parking	
<i>The visual impact of parking shall be minimized on adjacent residentially zoned properties or properties with existing residential uses located within nonresidential zones.</i>	There is no parking proposed on site. Parking would be provided via in-lieu fees.
18.23.080 Vehicular, Pedestrian and Bicycle Site Access	
<i>The guidelines regarding site access impacts are intended to minimize conflicts between residential vehicular, pedestrian, and bicycle uses and more intensive traffic associated with commercial and industrial districts, and to facilitate pedestrian and bicycle connections through and adjacent to the project site.</i>	There are no curb cuts for the proposed project. No parking is provided on site and there would be no conflicts with pedestrian and bicycle uses of the site.
18.23.090 Air Quality	
<i>The requirements for air quality are intended to buffer residential uses from potential sources of odor and/or toxic air contaminants.</i>	No proposed uses on the project site would produce odor or toxic air. Future uses are required to comply with these performance standards.
18.23.100 Hazardous Materials	
<i>In accordance with Titles 15 and 17 of the Palo Alto Municipal Code, minimize the potential hazards of any use</i>	This is not applicable to the proposed uses associated with the project.

Performance Criteria	Project Consistency
<p><i>on a development site that will entail the storage, use or handling of hazardous materials (including hazardous wastes) on-site in excess of the exempt quantities prescribed in Health and Safety Code Division 20, Chapter 6.95, and Title 15 of this code.</i></p>	

Finding #3: The design is of high aesthetic quality, using high quality, integrated materials and appropriate construction techniques, and incorporating textures, colors, and other details that are compatible with and enhance the surrounding area.

The project is consistent with Finding #3 because:

The project proposes to retain the brick façade of the ground floor of the building, including salvaging the original brick to the extent feasible for reuse on the façade. Above the project has a more contemporary, using balconies to step the second story back, glass railings to convey a lighter upper level, and landscaping to further break up the massing of the second level. The proposed colors are neutral and are compatible with surrounding color schemes.

Finding #4: The design is functional, allowing for ease and safety of pedestrian and bicycle traffic and providing for elements that support the building's necessary operations (e.g. convenient vehicle access to property and utilities, appropriate arrangement and amount of open space and integrated signage, if applicable, etc.).

The project is consistent with Finding #4 because:

The building provides access both along University and along Ramona Street and does not include any curb cuts on either frontage that could impact the safety of pedestrians or bicyclists. There are bicycle racks provided along the frontage and bicycle lockers provided in the garage. Although not required, ample open space is provided for the office employees and creates visual interest along the frontage.

Finding #5: The landscape design complements and enhances the building design and its surroundings, is appropriate to the site's functions, and utilizes to the extent practical, regional indigenous drought resistant plant material capable of providing desirable habitat that can be appropriately maintained.

The project is consistent with Finding #5 because:

The project will provide a variety of drought-tolerant planting on the rooftop deck and terrace. Some of the plantings were selected from a California native palette while others were selected

to provide desirable habitat and seasonal variety. The existing mature street trees would be maintained.

Finding #6: The project incorporates design principles that achieve sustainability in areas related to energy efficiency, water conservation, building materials, landscaping, and site planning.

The project is consistent with Finding #6 because:

In accordance with the City's Green Building Regulations, the project will satisfy the requirements for CALGreen Mandatory + Tier 2. This is demonstrated on the GB sheets in the plan set.

ATTACHMENT C
ZONING COMPARISON TABLE
233 and 235 University Avenue, 18PLN-00034

Table 1: COMPARISON WITH CHAPTER 18.18 (CD-C DISTRICT)
Exclusively Non-Residential Development Standards

Regulation	Required	Existing	Proposed
Minimum Setbacks			
Front Yard	None Required	0 ft	0 ft
Rear Yard	None Required	0 ft-6 in	0 ft-6 in
Interior Side Yard	None Required	0 ft	0 ft
Street Side Yard	None Required	0 ft	0 ft
Special Setback	Pursuant to Code Section 20.08	N/A	N/A
Minimum street setback for sites sharing a common block face with any abutting residential zone district	Note 4	N/A	N/A
Minimum yard (ft) for lot lines abutting or opposite residential zone districts	10 feet (Note 1)	N/A	N/A
Maximum Site Coverage	None Required	100%	100%
Maximum Height	50 feet	19 ft-3 in	45 ft-6 in
Maximum Floor Area Ratio (FAR)	1.0:1 (4,500 sf) With TDR Bonus: 3.0:1 (Note 5); max increase of 1.0:1 (per PAMC Section 18.18.070 and 18.18.080)	2.107:1 (9,481 sf)	2.631:1 (11,839 sf, increase of 0.524)
Maximum Size of New Non-Residential Construction or Expansion Projects	25,000 sf of gross floor area or 15,000 sf above the existing floor area, whichever is greater, provided the floor area limits set forth elsewhere in this chapter are not exceeded	N/A	2,358 sf of new non-residential area; project conforms
Daylight Plane for lot lines abutting one or more residential zone districts			
Initial Height at side or rear lot line	(Note 2)	N/A	N/A
Slope	(Note 2)	N/A	N/A

Notes

- 1) The yard shall be planted and maintained as a landscaped screen, excluding area required for site access.
- 2) The initial height and slope shall be identical to those of the residential zone abutting the site line in question.
- 3) The maximum height within 150 feet of any abutting residential zone district shall not exceed the height limit of the abutting residential district.
- 4) The minimum street setback shall be equal to the residentially zoned setback for 150 feet from the abutting single-family or multiple family development.
- 5) FAR may be increased with transfers of development and/or bonuses for seismic and historic rehabilitation upgrades, not to exceed a total site FAR of 3.0:1 in the CD-C subdistrict or 2.0:1 in the CD-S or CD-N subdistricts.

18.18.100 Performance Standards. In addition to the standards for development prescribed above, all development shall comply with the performance criteria outlined in Chapter 18.23 of the Zoning Ordinance. All mixed-use development shall also comply with the provisions of Chapter 18.23 of the Zoning Ordinance.

18.18.110 Context-Based Design Criteria. As further described in a separate attachment, development in a commercial district shall be responsible to its context and compatible with adjacent development, and shall promote the establishment of pedestrian oriented design.

**Table 2: CONFORMANCE WITH CHAPTER 18.52.040 (Off-Street Parking and Loading)
for Downtown University Avenue Parking Assessment District**

Type	Required		Existing	Proposed	Conforms?
Vehicle Parking (within the Downtown Parking Assessment District) PAMC 18.52.040 Table 2	All uses except residential: 1 space per 250 sf	47 spaces	38 spaces (in-lieu)	47 spaces (include 9 additional in- lieu parking spaces)	Yes
Bicycle Parking (within the Downtown Parking Assessment District) PAMC 18.52.040 Table 2	All uses except residential: 1 space per 2,500 sf 40% Long Term (LT) 60% Short Term (ST)	5 spaces 2 LT 3 ST	None	2 Long Term 3 Short Term	Yes
Loading Space	The project is not required to provide a loading space because it is less than 9,999 sf. Office projects greater than 10,000 sf are required to provide loading spaces.				

**Historical Resource Evaluation Report
233-235 University Avenue, Palo Alto, CA**



December 10, 2018

Prepared for Leslie Mills

Prepared by Johanna Street, Architect
17 Upper Lake Road, Woodside, CA 94062

PART 1: SIGNIFICANCE EVALUATION

1. Introduction

The following report has been prepared to formally evaluate the property at 233-235 University Avenue, in Palo Alto, for eligibility for listing on the California Register of Historical Resources (CRHR). It has been prepared by Joshua Samuels, an archaeologist and historical anthropologist, and Johanna Street, a qualified consultant for architectural history, for the building owner, Leslie Mills. Research was conducted at the Palo Alto Historical Association and Stanford University Special Collections. Digital resources on the internet were also consulted. A site visit was performed on November 11, 2014 that included photographing the building and surrounding vicinity.

The subject property (APN 120-26-018) is located at 233-235 University Avenue, on the southwest corner of University Avenue's intersection with Ramona Street in the heart of downtown Palo Alto (Figure 1). It occupies a flat 4,500 square foot lot in the CD-C (GF)(P) zoning district (Commercial Downtown Community Ground Floor Combining Pedestrian Shopping). The subject property was built c. 1905.



Figure 1: Google Maps overview of the subject property; the subject property is outlined in red

A proposed project at the property may cause a substantially impact, the California Environmental Quality Act requires that the building be assessed for its potential historic significance. The project description on the drawings prepared by Hayes Group dated reads; “Proposed renovation and addition to an existing approximately 9,481 square foot commercial building. The proposed 11,848 square foot mixed use project includes use of seismic rehabilitation floor area bonus and transfer of development rights floor area. Creates a new second story office space and a new third story rooftop balcony. A new elevator shall provide an accessible path between the existing basement, existing ground

floor, and new second story and roof terrace. The ground floor façade shall have new entries set back from the sidewalk. Sidewalk and curb improvements at University and Ramona.”

The subject property is not listed on the National Register however, on the opposite side of University Avenue is the Ramona Street Architectural District, a Registered Historic District placed on the National Register of Historic Places (#86000592) in 1985 under Criterion C in recognition of architectural value.¹ The subject property has not been previously formally evaluated for, and is not currently listed on, the CRHR. In the Palo Alto Historic Survey Update by Dames & Moore in 2000 the property was identified as potentially eligible for the CRHR under Criterion 3. While the subject property is not listed in the Palo Alto Historic Buildings Inventory several nearby properties are on the list, including the Stanford Theater, two doors down at 223 University, and the Bank of America Building, across Ramona Street at 251 University.² Both are rated a Category 3; A “Contributing Building” which is a good local example of an architectural style and relates to the character of a neighborhood grouping in scale, materials, proportion or other factors.³ The subject property is not within the boundaries of an identified historic district.

Building and Property Description and Site History

Exterior Architectural Description

The subject property is a single-story, flat-roofed commercial building constructed c. 1905. The property’s three units are split between two addresses: 233 University corresponds to the southwestern front unit, and 235 University is shared by the southeastern front unit and the rear unit (Figure 2).

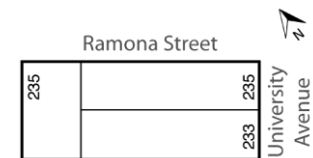


Figure 2: Plan of units

The lower two-thirds of the front elevation has a brick façade that incorporates broad brick arches over the entrances to the two front units. Below each arch is a wide wooden board to accommodate a business sign. Three curving lights project from the top of each arch to illuminate the signs. A profiled brick edge marks the transition of the top of the more contemporary brick facade to the original building exposed above it. A wood board that appears to be in the location of what may have been a cornice, runs the length of the front elevation with eight projecting wood blocks.

Two sets of four-pane windows flank the entrance to 233 University. Angled four-pane windows on either side lead to the unit’s entrance, set back from the front of the building. The wood entry door has a two-pane top lite and a narrow two-pane side lites on either side. An angled brick sill follows the contours of the front windows. The entrance to 235 University

¹ <http://www.nps.gov/nr/travel/santaclara/ram.htm>

² <http://www.pastheritage.org/inventory.html>

³ <http://www.cityofpaloalto.org/gov/depts/pln/preservation.asp>

consists of a wide, wood-framed garage door inset with three sets of six small two-paned windows. Above the garage door is a narrow awning clad in a single course of “Spanish” barrel roof tile.

The new brick of the front elevation’s façade wraps around the northeastern corner to the building’s side elevation. The side facing Ramona Street incorporates a narrower brick arch with a wood sign board below. Beneath the arch is an entrance consisting of a board and bolt, upper panel glazed, door surmounted by a narrow barrel tile awning. The building’s original wall is exposed west of the entryway. The brick has deep gouges from the removal of plaster in the 1970s. The profiled edge at the top of the newer façade aligns and matches that in the original. Three wood-framed arched windows with black iron bars are set high on the wall and feature black metal lanterns that are hung from a chain affixed to the top of each window frame. (Figure 4a). Closed wood shutters are located within each frame.



Figure 2: Front elevation, view facing northwest



Figure 3: Lateral elevation, view facing west

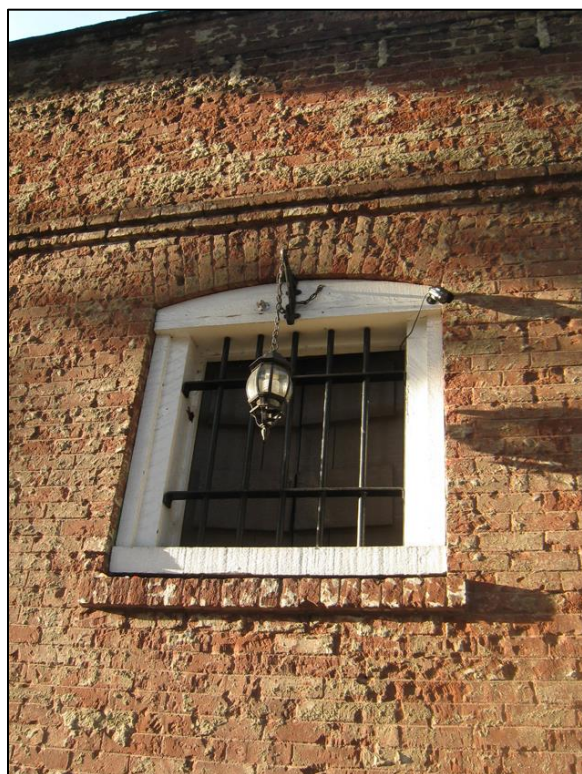


Figure 4a: Lateral elevation window



Figure 4b: Rear unit entrance

Beyond the windows, another entrance provides access to 235 University's rear unit (Figure 4b). The entryway includes a board and bolt, upper panel glazed, door with a barred horizontal window above. The door and window are set in an arched wood frame; a black metal lantern hanging from a chain projects from the top of the frame. There is one more entrance to the rear unit at the northwestern end of the side elevation (Figure 4). It consists of an upper panel glazed board and bolt double door with a narrow barrel-tile awning above. To the left of the door is a large plate glass window, and two more identical windows sit to the right. Above the door and each plate glass window is a barred horizontal window. Two lights project from either side of the barred window above the double-doors, illuminating the business sign above the awning. The doors, plate glass windows, and barred windows are all set in a white wooden frame. Two utility pipes extend from the ground to the roofline at the building's northwestern corner.

A curb cut on Ramona Street provides access to the wide alley behind the rear elevation, which is comprised of painted hollow clay tile blocks. A single security door opens out from the center of the wall, with a large floodlight several feet above it.



Figure 5: Lateral and rear elevation, view facing south

Site History

The City of Palo Alto discarded many building permits that were dated prior to the mid-1900s. An original permit for the subject property could not be located in a search of City of Palo Alto files. The Palo Alto Historical Association has annotated index cards with permit history information taken from the Palo Alto Times. According to the index cards the subject property was completed just a few months before the 1906 earthquake, when it was recorded in the Palo Alto Times as a brick building owned by Jennie R. Murphy.⁴ In 1928, one half of the property was remodeled by Architect Birge M. Clark and Builder W. P. Goodenough for Norwood B. Smith of the University Realty Company (Figure 9);⁵ the remodel was completed the following year.⁶ The façade was altered again in 1940 and 1946. According to the Sanborn maps, the back of 235 University Avenue was extended sometime between 1924 and 1949 to create the rear unit. In the early 1970s, Frank H. Mills removed the stucco to expose the brick, and added a new brick façade to the front elevation and part of the side elevation. (Figure 11).⁷ A visual inspection suggests that he also installed at the same time matching wood framed doorway and door, shutters and storefront along the side elevation. These are all framed with the same rough finished painted wood. The brick openings in which they were installed, size, shape and location, however are original. City of Palo Alto permit records begin with a skylight removal for F. H. Mills in 1967. A sign permit for Mills the Florist and Bennington's Cafeteria follows in 1970. The building was re-roofed in 1974.

⁴ Palo Alto Times, 1/5/1906

⁵ Palo Alto Times, 12/4/1928

⁶ Palo Alto Times, 1/5/1929

⁷ Personal communication, Leslie Mills, 10/6/2014

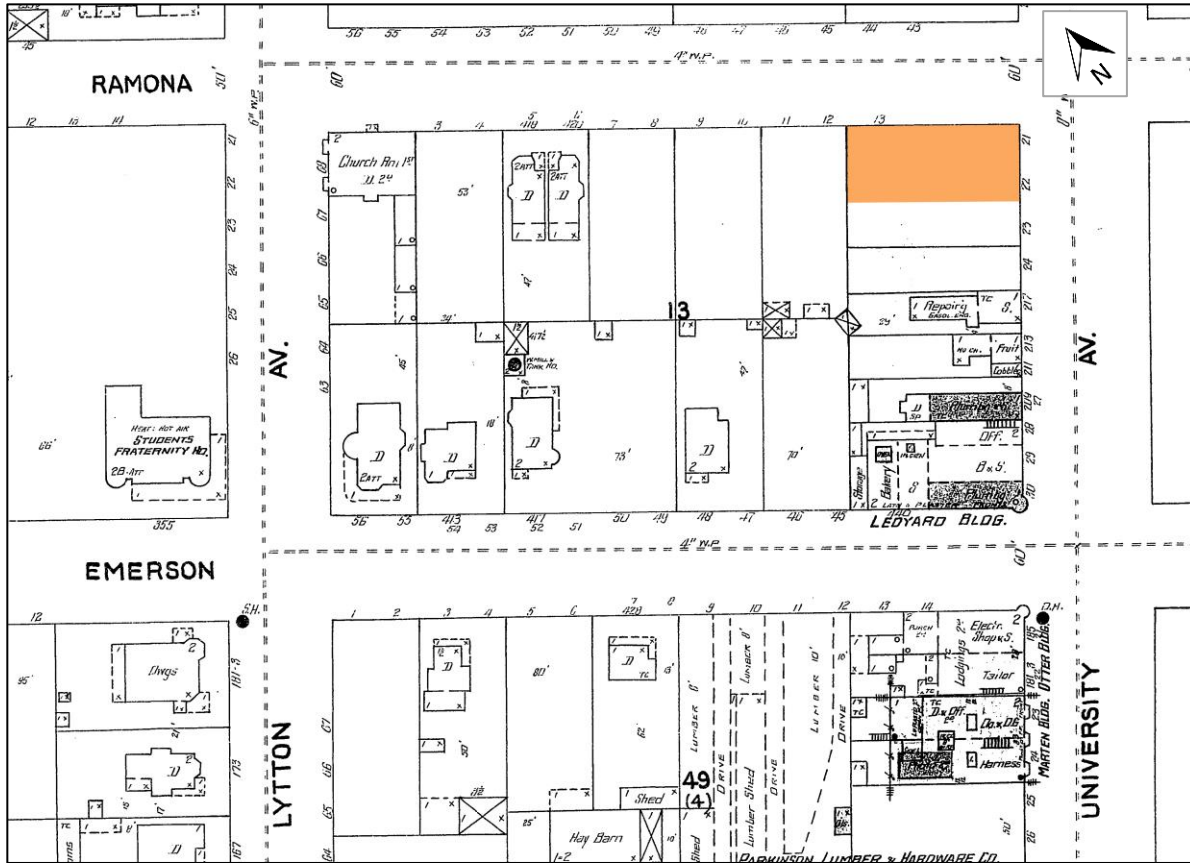


Figure 6: Sanborn map from 1901; the subject building's future lot is in orange

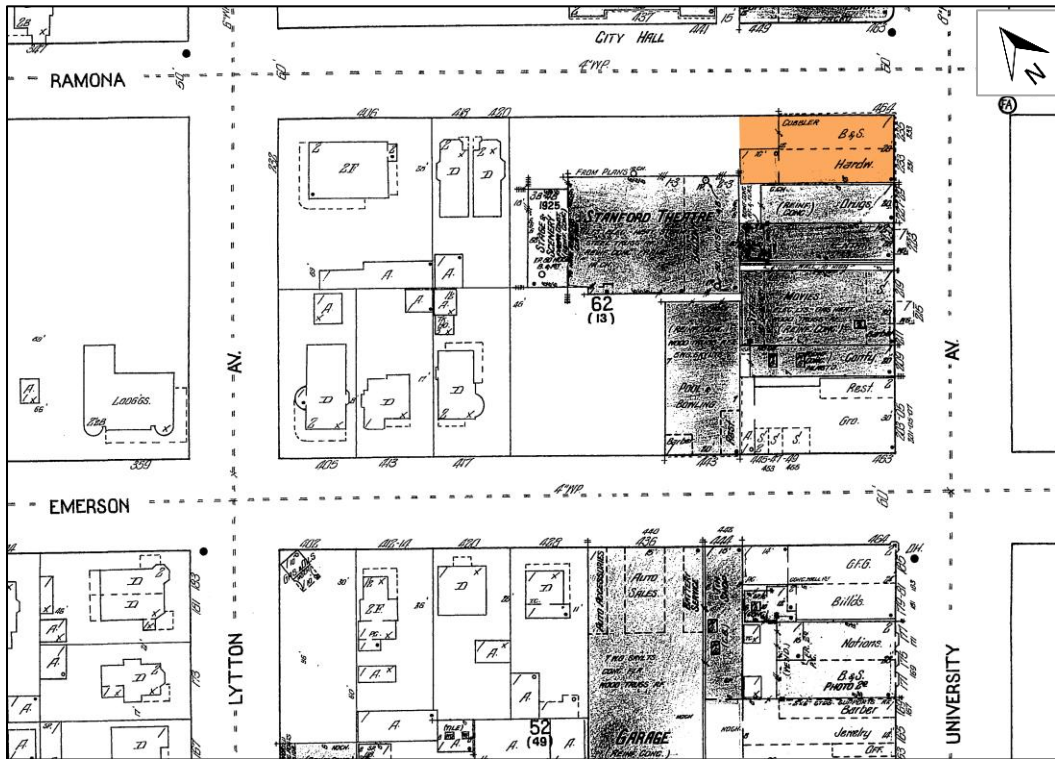


Figure 7: Sanborn map from 1924; the subject building's lot is in orange



Figure 8: Sanborn map from the 1949; the subject building's lot is in orange



Figure 9: Subject property in 1918 (Heath Hardware) during a parade down University Avenue to celebrate the end of World War I; view looking northeast⁸



Figure 10: Architectural drawing by Birge Clark for 233 University Avenue, dated 11/22/1928⁹

⁸ Palo Alto Historical Association Photograph Collection, #074-031 and #074-033

⁹ Stanford University Special Collections, Birge M. Clark Architectural Drawings, Box Sc9



Figure 11: Subject property in 1949 (Congdon & Crome), at right between the Stanford Theater and the Bank of America Building; view looking southwest. Note the stucco exterior.



Figure 12: New brick façade added to original brick structure, visible at northeast corner (left) and front elevation (top right); original brickwork visible on the lateral elevation (bottom right).

Focused Neighborhood Context

In the late 1700s, approximately 10,000 Muwekma-Ohlone were living throughout the Bay Area. The Puichon group, based in the area between present-day Menlo Park, Palo Alto, East Palo Alto, and Los Altos, had several permanent villages, including two on what is today the Stanford University campus. Spain had laid claim to Alta California back in 1542, but did not begin to explore the territory in earnest until the 1760s.¹⁰ In 1769 one of their most famous explorers, Gaspar de Portolá, camped at the foot of the tall tree which became Palo Alto's namesake. Six years later the Spanish consolidated their foothold in Alta California by establishing a mission, a fort, and a pueblo in the area that became San Francisco.¹¹

Mexico gained its independence from Spain in 1821, and in 1836 Alta California was declared one of Mexico's states. The Mexican government encouraged people to settle in Alta California through land grants. Among these was Rancho Rinconada del Arroyo de San Francisquito, located in present-day Menlo Park and downtown Palo Alto, and awarded to María Antonia Mesa in 1841. The United States seized Alta California from Mexico through the 1848 Treaty of Guadalupe-Hidalgo; although the Mesa family's claim to their rancho was eventually honored, their holdings were significantly reduced in the process.

In 1855 the town of Mayfield was established at the site of present-day California Avenue. It quickly developed a reputation as a rough and insalubrious locale, with a large number of saloons serving people traveling between San Francisco and San Jose. Leland Stanford considered making Mayfield a key part of the plans he was developing in the late 1880s for Stanford University, but on the condition that the town ban alcohol. When they balked, Stanford and his colleague, Timothy Hopkins, bought 740 acres of the former Rancho Rinconada del Arroyo de San Francisquito. Hopkins founded a new, dry town called University Park, centered along University Avenue and forming a common axis with Stanford University's Main Quad. The town's name was changed to Palo Alto in 1892, and it was officially incorporated in 1894.¹²

Palo Alto quickly grew on the heels of Stanford University's development. The *Historical and Architectural Resources of the City of Palo Alto Inventory and Report* written in 1979 notes that there are

“remnants of turn-of-the century commercial buildings scattered irregularly throughout the downtown area, vestiges of the original city business district. Together with the remaining clusters of late Victorian and early twentieth century cottages to be found primarily northwest of University, these buildings convey some image and understanding of the architectural fabric of the early city.”¹³

¹⁰ Cole, T. 2014. *A Short History of San Francisco*. Berkeley: Heyday Press, p. 8.

¹¹ Linenthal, P. and Johnston, A. 2005. *San Francisco's Potrero Hill*. San Francisco: Arcadia, p. 13.

¹² City of Palo Alto. 2014. Comprehensive Plan Update Cultural Resources, p. 4-11.

¹³ Historic Environment Consultants, *Historical and Architectural Resources of the City of Palo Alto Inventory and Report*, City of Palo Alto, 1979, p. 24.

The *Final Survey Report, Palo Alto Historical Survey* written in 1997-2000 goes on to explain that

“As Palo Alto and Mayfield first developed, they were generally typical California small towns. As late as 1910, neither had many brick buildings on its main street. The presence of brick buildings at that time represented the ambitions of the community and also reflected the existence of a designated downtown district for “fire proof” buildings.”¹⁴

The subject property’s construction date places it at the end of the original town era and/or at the beginning of Palo Alto’s post-Earthquake period. The 1906 Earthquake did a great deal of damage to the downtown area, particularly brick buildings like the subject property, but also heralded a construction boom: damaged structures were rebuilt, and new buildings and residences were added to accommodate an influx of new residents displaced from San Francisco, Oakland, and San Mateo.¹⁵ The city continued to expand until the 1930s, when the Great Depression compelled planners and architects to economize. Development picked up again after World War II, but despite the city’s outward expansion, downtown Palo Alto has retained much of its early 20th century ambiance and architectural charm.

The *Historical and Architectural Resources of the City of Palo Alto Inventory and Report* notes that

“The consistent style and detail of the Spanish Colonial Revival buildings of the downtown and particularly the 200-400 block of University, the 200-300 blocks of Hamilton, and the 500-600 blocks of Ramona, create a memorable quality of place so strong as to override the presence of the many intrusions...These buildings are a vital visual and architectural resource for the city of Palo Alto.”¹⁶

The subject property is located within this architecturally important part of Palo Alto. The *Inventory and Report* goes on to define the Spanish Colonial Revival style as,

“characterized by red-tiled roofs of low pitch, flat roofs surrounded by tiled parapets, occasionally by arched forms, and stucco or plaster walls. There may be carved or cast ornament of considerable elaboration, usually concentrated around the openings. Doorways may be flanked by columns or pilasters. Balconies, with railings of wrought iron or wood, are common features. So are window grilles, rejas, of wood with turned spindles or of iron. Windows often vary much in size in a single, elevation, when they are asymmetrically disposed with broad expanses of wall between. Structures are oriented inwardly to garden patios with pergolas, arcades, ect., rather than toward the street.”¹⁷

¹⁴ Corbett, Michael and Denise Bradley, *Final Survey Report, Palo Alto Historical Survey*, Dames & Moore, 1997-2000, p.1-1.

¹⁵ City of Palo Alto. 2014. Comprehensive Plan Update Cultural Resources, p. 4-11.

¹⁶ Historic Environment Consultants, *Historical and Architectural Resources of the City of Palo Alto Inventory and Report*, City of Palo Alto, 1979, p. 23

¹⁷ *Ibid*, p. 43.



Figure 13: The Weingartner Pharmacy (at right) around 1920, next door to the subject property¹⁸



Figure 14: The Stanford Theater soon after it opened in 1925, two doors down from the subject property¹⁹

¹⁸ Palo Alto Historical Association Photograph Collection, #107-033

¹⁹ Palo Alto Historical Association Photograph Collection, #053-030

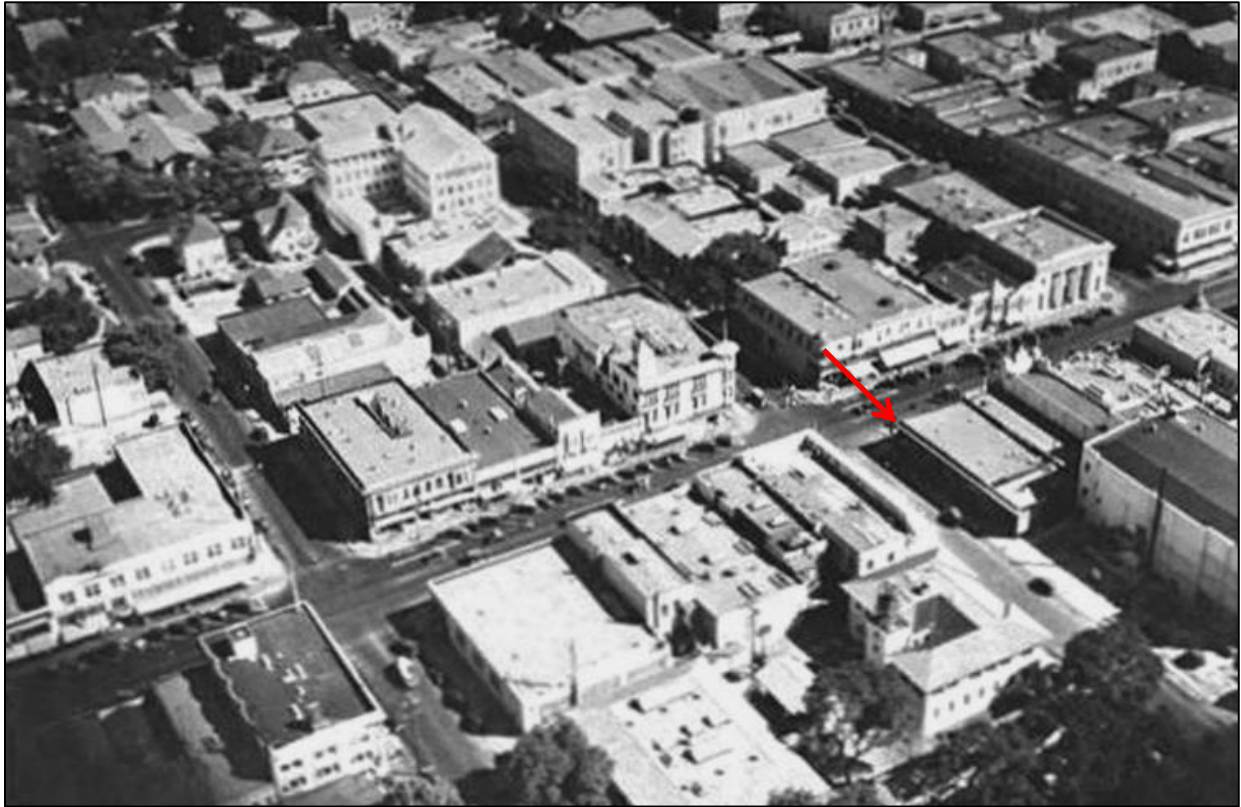


Figure 15: Late 1920s aerial photograph, view looking southeast;²⁰ subject property indicated by arrow

Chronology of Ownership

Table 1 lists the subject property's ownership history, based on records from the Palo Alto Archives and the current owners personal records. Historic telephone directories, census records, and internet databases make it possible to further identify tenants who occupied the building, as outlined in Tables 2 and 3.

The January 5, 1906 issue of the Palo Alto Times lists Jennie R. Murphy as the subject property's owner. Jennie and her sister Bessie appear to have owned the property through the 1940s, up to Bessie's death in 1951; Jennie died a year earlier in 1950. The "spinster sisters" were the daughters of Adam Murphy, a San Francisco coffee merchant. The property on University appears to have been an income investment for the sisters. Both were members of the Women's City Club of San Francisco. After Bessie's death a joint will was found that left their \$300,000 estate to "sick and suffering humanity". A housekeeper and several family members contested the will and local newspapers followed the legal battle until 1955.²¹

²⁰ Palo Alto Historical Association Photograph Collection, #077-079

²¹ "Bessie Murphy Estate to go to Seven Cousins." San Jose Mercury News. 3/16/55

Herbert F. Mills bought the subject property in 1961 for his florist shop. Mills the Florist was established in 1903 by Frank R. Mills (Herbert's father). Frank R. was born in 1865 in England. He came to California originally with his brother, went back to England 10 years later, married, and returned with his bride, Alice. He worked for several years as a gardener on the Hopkins estate. Frank established his nursery in 1903 on the 500 block of Palo Alto Avenue. There he also raised his family and had two sons, Fred A. and Herbert F. As his business grew he opened a shop in downtown Palo Alto. The store was at several different locations until the family bought the subject property where it has remained until the present day. Frank R. also built commercial greenhouses in Menlo Park and Palo Alto. In his obituary Frank R. was "recognized as a specialist in the culture of carnations, and had received many first awards for those exhibitions in flower shows."²² Herbert F. took over the business after his father died and continued to live at the site of the original nursery on Palo Alto Avenue until he died in 2002. Herbert's son Frank Mills took over the family business and the shop is currently run by his daughter, Susie Mills Diggle.²³

Year	Name	Business	Source
c.1905 – c.1951	Jennie R. Murphy Bessie Murphy		Palo Alto Times, 1/5/1906 Palo Alto Times, 6/22/1940 Palo Alto Times, 7/10/1946
1961	Herbert F. Mills	Mills the Florist	pers. com

Table 1: Subject property's owners

Year	Name	Business	Source
1906	Chris Christensen John Darling	Christensen-Darling Co	Palo Alto Times, 8/25/1906 Telephone Directory, 1907-8
1918	Roy T. Heath	Heath Hardware	Telephone Directory
1927	Wilson Ellis	Ellis Hardware	Telephone Directory
1927	S.M. Walton	Accountant	Telephone Directory
1928-1936	Norwood B. Smith	University Realty	Palo Alto Times, 12/4/1928
1931	F.M. Shaw	Notary	Telephone Directory
1938	O. Rhodes	Men's Clothing	Telephone Directory

Table 2: Tenants at 233 University Avenue

Year	Name	Business	Source
1907		Palo Alto Electrical Works	The Daily Palo Alto, 10/25/1907
1916	J.F. Farrell	Stanford Bootery	Telephone Directory
1932	A. Davis	Davis, A br. Shoes	Telephone Directory
1934	Clark H. Congdon	Congdon & Crome	Telephone Directory
1960	Herbert F. Mills	Mills the Florist	pers. comm, Leslie Mills

Table 3: Tenants at 235 University Avenue

Many tenants have rented space in the building over the decades. Back in 1906, Chris Christensen and John Darling leased 233 University for their plumbing company, "Christensen-

²² "Frank Mills, Well Known Florist, Dies." Palo Alto Historical Association Obituary files.

²³ Personal communication, Leslie Mills, 10/31/2014

Darling Co.”²⁴ Christensen was on the board of directors for Palo Alto’s First Presbyterian Church.²⁵ The company ran ads in *The Stanford Daily* in 1907. The company was incorporated in 1908; according to a trade magazine, they specialized in hardware, tinware, and plumbing materials.²⁶ However, later that year Darling had to file for bankruptcy.²⁷ At the same time, 235 University was being leased by the Palo Alto Electrical Works, evident in ads that ran in *The Daily Palo Alto* in 1907.

Through the 1910s, 233 University was occupied by Heath Hardware, run by Roy T. Heath. The shop’s signage is visible in the 1918 photograph of a parade celebrating the end of WWI in Figure 9, above. From at least 1916, 235 University was occupied by the J.F. Farrell Shoe Store, which changed its name in 1919 to the Stanford Bootery. Farrell advertised extensively in *The Stanford Daily*. Farrell made an effort to sell his business in 1924, placing ads in papers as far away as the *San Bernadino County Sun* (4/18/1924): “Shoe store for sale in Palo Alto, the home of Stanford University, located on the best corner in town, \$250,000 hotel going up one block from store, \$75,000 theater about to start adjoining store. This is the best offering presented to the ambitious shoe men of our State in a long time; this established shoe business is well worthy of your consideration.”

In the 1920s, 233 University was Wilson Ellis Hardware. Ellis shared the space with an accountant named S. M. Walton. By 1928, Ellis and Walton had left 233 University to make way for the University Realty Company, the client listed on Birge M. Clark’s remodel plans. University Realty was run by Norwood Browning Smith and William MacGregor Cranston, both Stanford graduates. According to the *Palo Alto Times*, the company was very successful, “known for the big red block letter “U” painted on board signs along the highways and byways where lots and farms are offered for sale, all the way from San Francisco to Santa Cruz.”²⁸ Their office moved several times before settling at 233 University Avenue. According to the telephone directories, they shared the space for a few years with a notary named F. M. Shaw.

In the late-1930s University Realty had moved on, and a clothing store run by O. Rhodes took its place. The Stanford Bootery at 235 University Avenue had left in 1931, briefly taken over by A. Davis, but by 1934 had become the Congdon & Crome, stationary and bookstore. Herbert F. Congdon and George Crome established the store in 1904. George gave his ownership to Herbert’s brother Clark in 1919 and Clark took over running the store as Herbert wished to return to his previous banking occupation. The store moved several times before occupying the 235 University address and continued to move around during its 100-year history.²⁹

²⁴ *Palo Alto Times*, 8/25/1906; Polk’s San Jose City and Santa Clara County Directory of 1907-1908

²⁵ *San Francisco Call*, 4/3/1906

²⁶ *Hardware*, 5/10/1908: 35.

²⁷ *San Francisco Call*, 6/11/1908

²⁸ <http://www.losaltoshillshistory.org/Resources/WilliamCranston/index.html>

²⁹ “Congdon and Crome to close after 109 years,” *Palo Alto Online*, 5/23/2013

Architect/Builder/Landscape Architect History

No record pertaining to the subject property's construction were found to determine the original architect or builder. However, half of the front façade of the property was remodeled in 1928 by Architect Birge M. Clark and Builder W. P. Goodenough. Birge Clark is often referred to as "Palo Alto's best-loved architect". Clark was the son of Stanford Art and Architecture Professor Arthur B. Clark. Clark got his BA from Stanford in 1914, and an MA in architecture from Columbia in 1917. After two years as an Army Captain in World War I, he returned to Palo Alto and went to work with his father.³⁰ He opened his own architectural office in 1922. Over the course of his career, Clark designed 450 buildings in Palo Alto, both residential and commercial, and including several in the Ramona Street Architectural District (Figure 12). He was vital in defining the area's Spanish Eclectic/Early California style, but also branched into several other styles.³¹ Clark taught at Stanford from 1950-1972, and died in 1989 at the age of 96. No vestiges of his design can be found at the subject property.

California Register Significance Evaluation

Individual Significance Analysis

For a property to be eligible for the California Register it must be significant under one or more of the following four criteria:

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States
2. It is associated with the lives of persons important to local, California, or national history
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

Downtown Palo Alto was laid out in the late 1880s by Leland Stanford and Timothy Hopkins to serve the nascent university; the area's development was brisk, spiking in the 1920s. Constructed in c.1905, the commercial building at 233-235 University Avenue is among the earliest surviving buildings in the vicinity and remarkable for having possibly withstood the 1906 earthquake. Due to its age and constant occupation with Palo Alto businesses, it has played a role in the neighborhood's growth and development but it does not appear to be a significant contribution. Age alone does not warrant inclusion on the California Register of Historic Properties as such the property does not appear eligible under Criterion 1.

The original owners of the building, Jennie and Bessie Murphy, kept the property as an income investment and their association with the building does not appear to be important. They do not appear to be historically significant. A few of the building's tenants played a role in the

³⁰ Palo Alto Centennial, 4/13/1994

³¹ Weinstein, D. 2003. "Palo Alto's Favorite Architect Mixed Romance with Realism." The Chronicle, 7/5/2003.

development of Palo Alto and its environs, notably Norwood Browning Smith and the University Realty Company he co-founded. However the building was not built for Browning and his offices were housed there for only a few years and no elements remain from his occupancy. Mills the Florist has been the longest tenant and owner of the building. Frank R. Mills created a family business that has operated for over 100 years in Palo Alto. He was a notable florist. However, he ran his business from numerous locations and the subject property was not part of the original nursery. Frank R. had passed away by the time the shop moved to 235 University. The building does not retain any strong connection to significant owners or tenants to warrant including the property on the California Register under Criterion 2.

The subject property was designed as a brick commercial building in the center of Downtown Palo Alto on the main thoroughfare, University Avenue. It is noteworthy for its age and for possibly having survived the 1906 and subsequently the 1989 Earthquakes. Brick buildings are often damaged by earthquakes and the construction technique has been all but eliminated in the area. The rarity of brick buildings within Palo Alto conform to its beginnings as a small town, with small town ambitions up until the 1920s. At which point the important buildings would have been constructed with concrete.

In c. 1905 when the subject property was built, high style brick buildings were clad with stucco and unclad brick indicated an economical everyday building. But despite its age it lacks integrity due to the many changes made over time but particularly in the 1970s. The building has been in its current state for about forty years. While the remodel reflects a sort of brash modern aesthetic, with the harsh removal of the stucco that left the wall heavily textured, it was not performed by a master architect. These changes would have to have gained a significant amount of importance on their own to be considered historic. Changes like these that are less than 50 years old are reserved for truly exceptional designs, which the subject property is not.

Birge M. Clark's relationship to the property would be noteworthy as he is a master architect of local and regional historical significance. However, nothing of his design remains. And while the subject property might arguably have been eligible for the California Register under Criterion 3 due to its age and type its lack of integrity precludes it. See below for discussion.

The building does not appear to have the potential to yield important historic or prehistoric information, and is therefore not eligible for the California Register under Criterion 4.

Integrity

Integrity of a property is defined in the National Park Service Bulletin entitled "How to Apply the National Register Criteria for Evaluation." The Bulletin identifies seven aspects of integrity; location, design, setting, materials, workmanship, feeling and association. The subject property has been well maintained and is in good condition. It has not been moved so it has integrity of location. The building has undergone many alterations, with the stucco removal in the 1970s being the most substantial. Nothing remains of original detailing; as such the property does not have integrity of design. The building has remained as a corner building on commercial thoroughway since its construction as such it retains integrity of setting.

As noted above, the building has had numerous alterations. This has affected both the original elements themselves and their ability to convey construction techniques and aesthetics. The building does not have integrity of materials, workmanship or feeling. The building does retain its association with the development of downtown Palo Alto. All told the subject property only retains three of the seven aspects of integrity.

This report concludes that the subject property is not eligible for the CRHR individually or as part of a district. However, it is in the vicinity of several identified historic buildings. The project should avoid impacting near by historic resources. See Appendix B for Compatibility Analysis.

Appendix A

Additional Historic photographs from Page & Turnbull Memorandum dated February 14, 2017

APPENDIX A: ADDITIONAL HISTORIC PHOTOGRAPHS



Figure 1. Rhodes' façade of 233 University Avenue in 1930s after redesign in 1928. Photograph shows original projecting cornice, transom windows, and windows and doors within arched openings at 235 University Avenue. Source: Hayes Group Architects, Preliminary Submittal: 233 University Ave, Sheet A0.3 (original source not referenced).

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Figure 2. A portion of the primary façade and Ramona Street façade of 235 University Avenue at far left, stuccoed and without projecting cornice, 1940s. Source: Palo Alto Historical Association Photograph Collection, #066-052 (cropped by author).



Figure 3. 233- 235 University Avenue at far right with plain stuccoed facades, ca. 1954. Source: Palo Alto Historical Association Photograph Collection, #114-033 (cropped by author).

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Figure 4. 233- 235 University Avenue (indicated with arrows) with plain stuccoed facades, 1960. Source: Palo Alto Historical Association Photograph Collection, #018-032 (cropped by author).



Figure 5. 233- 235 University Avenue following major façade alteration, ca. 1974. Source: Palo Alto Historical Association Photograph Collection, #047-018 (cropped by author).

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Figure 5. Storefront of 235 University Avenue following major façade alteration, 1980s. Source: Palo Alto Historical Association Photograph Collection, #092-088.



Figure 5. 233- 235 University Avenue following major façade alteration, 1985. Source: Palo Alto Historical Association Photograph Collection, #087-004 (cropped by author).

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Appendix B

Compatibility Analysis

The following will assess the compatibility of the proposed project at 233-235 University Avenue with nearby historic resources.

Significance Summary



221-227 University Avenue (120-26-107), is a combined parcel adjacent to the subject property. It is made up of what was once two buildings. The building directly adjacent to the subject property is 227 University Avenue. It was built c. 1910 as a single-story commercial building. It does not appear to have been previously evaluated for its potential to be an historic resource and was not identified in earlier surveys. It is unlikely that it is individually eligible for the CRHR. 227 University was combined with 221 University Avenue to house some of the film collection of David Woodley Packard.

221 University Avenue, also known as the Stanford Theater, was built in 1925 and is listed on Palo Alto inventory as Category 3³². It does not appear to have been formally evaluated for historic significance, or eligibility for the CRHR. As an iconic building, located in the center of Palo Alto, it is surprising that it has not been given a higher local rating. It is the authors opinion that research would show that the building is likely individually eligible for the CRHR. The Stanford Theater website describes it as;

The Stanford Theatre first opened in 1925, and it served for decades as Palo Alto's premier movie house. In 1987, after a blockbuster Fred Astaire Film Festival, the David and Lucile Packard Foundation bought the theatre and restored it to its original splendor. It is now owned and operated by the non-profit Stanford Theatre Foundation, presenting classic Hollywood films. The renovated Stanford Theatre quickly became America's most popular place to watch classic Hollywood movies. More people saw Casablanca here on its 50th anniversary in 1992 than anywhere else in America. Most classic films played here on their initial Palo Alto engagement.³³

Below is a list of character defining features of 227 University Avenue visible from the street for the purposes of this analysis. It is not meant to be an exhaustive list and does not include interior features which are probably just as important as the exterior features.

- Irregular plan.
- One-story entryway with extra high decorative parapet including Greek and Moorish architectural details.
- Double height massing at main theater space at rear with unarticulated concrete exterior.
- Stucco-clad front façade with decorative oversized fluted pilasters, grillwork, scrollwork, crenellation and medallion.
- Free standing box office.
- Deeply recessed entry with red tile flooring and smooth stucco walls.
- Illuminated marquee.

The Stanford Theater appears to be in excellent condition.

The Bank of America Building, across Ramona Street at 251 University, rated a Category 3 and on the opposite side of University Avenue, the Ramona Street Architectural District, a Registered Historic District placed on the National Register of Historic Places are both outside the area of potential impact of the proposed project.

Project Description

The analysis is based on a set of drawings by the Hayes Group dated 10.10.2018. The project description reads:

“Proposed renovation and addition to an existing approximately 9,481 square foot commercial building. The proposed 11,848 square foot mixed use project includes use of seismic rehabilitation floor area bonus and transfer of development rights floor area.

³² The building is listed under the address 223 University Avenue.

³³ <https://stanfordtheatre.org/aboutHistory.html>

Creates a new second story office space and a new third story rooftop balcony. A new elevator shall provide an accessible path between the existing basement, existing ground floor, and new second story and roof terrace. The ground floor façade shall have new entries set back from the sidewalk. Sidewalk and curb improvements at University and Ramona.”



Compatibility Analysis

Overall form and Continuity

The proposed project retains its original height and rectangular plan at the sidewalk edge. A passerby on University Avenue will have a similar visual experience as before. The new vertical addition which alters the single-story rectangular building is setback sufficiently from the front façade that it does not compete with the Stanford Theaters character defining exterior features.

Scale and Proportion

The proposed project is somewhat taller than the front façade of the Stanford Theater however, the tallest portion of the building is recessed from University Avenue and as such will not appear taller. Similar to the Stanford Theater the proposed project is markedly larger in scale at the rear. The scale and proportion of the new building is compatible with the Stanford Theater.

Fenestration

There will be more glazing at the street level at both University and Ramona in the proposed project, creating a welcoming presence with a visual link to the interior. These are not meant to reference historic openings but will be of similar size, shape, and proportion as typical University Avenue storefronts. This will not impact the character defining features of the Stanford Theater. The Stanford Theater itself has no pattern of fenestration to disrupt.

Materials

The proposed project retains some of the original brick facade. Keeping the brick material retains a memory of the past. New metal panel cladding at the setback vertical addition is not the same as, nor does it try to mimic, the materials of the Stanford Theater but neither does the metal paneling affect the integrity of the character defining features of the Theater.

There may be some construction related vibration. It is possible that the vibration might exacerbate deterioration of areas of material that are already weakened such as stucco and mortar. It can also cause cracking in brittle materials such as glass. This is a concern for both the subject property and the Stanford Theater; the proposed project may cause damage to the existing materials during construction.

Color

The Stanford Theater is painted white. Construction activities sometimes cause dust to become air-borne. Should significant amounts of construction related dust land on and be trapped in the rough stucco surface of the front façade, the dirt would be evident.

Texture

The proposed project includes the retention of the outer brick wall of the building. The brick has an unusual gouged texture. This will be juxtaposed with the smoothness of metal paneling above. The closeness of these materials will highlight their difference within the proposed project. The brick will remain the same distance from the character defining features of the Stanford Theater so the relationship will not change. The introduction of smooth metal panel will be of a sufficient distance from the Stanford Theater to make little comparison.

Architectural Detail

The proposed project is contemporary in style, including rectilinear shapes with crisp changes in material. This is quite different from the Greco/Moorish revival style details found at the Stanford Theater. These differing details are not directly adjacent and separated by at least twenty feet of air space as such they do not compete with one another. In general, the simplicity of contemporary design often highlights, and defers to, the decorative aspects of revival styles.

Conclusion and Recommendation

The design of the proposed project is, for the most part, compatible with the adjacent historic resource, the Stanford Theater. The design itself has responded to its vicinity with material retention and setbacks. However, construction related activities have the potential to inflict damage on the subject property and the adjacent property. It is recommended that the project submittal include a:

- Brick protection and repair specification.
- Vibration monitoring plan developed with the neighbor.
- Construction dust minimization plan.



February 27th, 2019

City of Palo Alto
 Department of Planning & Community Environment
 250 Hamilton Avenue, 5th floor
 Palo Alto, CA 94303

Re: 233 University Ave. Major ARB Review Project Description

To Planning Staff and ARB Members:

Attached is Hayes Group Architect's submittal package for 233 University Avenue for Major ARB review. The project applicant is Hayes Group Architects on behalf of our client, Mills Family LLC. This package includes eight sets of half size drawings and eight full size drawings, including the site survey, contextual photos, the proposed site plan, floor plans, elevations, sections, and perspectives. Also included are records of the Transfer of Development Rights, the Seismic Listing, and a Historic Resource Evaluation.

1. EXISTING CONDITIONS

The site is located at the southwest corner of University Avenue and Ramona Street. The surrounding vicinity is a mix of downtown retail and office uses. To the south of the property, at 227 University, is the Stanford Theater. To the west of the property, at 470 Ramona, is an exit court for the theater and a one-story office building on the adjacent site. This site is more than 150 feet from any residentially zoned properties.

The zone district is CD-C(P)(GF): Downtown Commercial, Pedestrian Shopping and Ground Floor Combining Districts. This district has no setbacks or maximum site coverage requirements. Per review of the title report, no easements are recorded on this property.

The site area is 4,500 SF. The existing building is retail use, with a basement, ground floor and partial mezzanine. Existing building height is approximately 19'-3". The building is assessed in the downtown parking district at 9,481 square feet, requiring 38 spaces. There are no parking spaces on site. There is no waste storage on site as the alley down the street is presently used for waste and recycling bins.

2. PROPOSED PROJECT

We propose a seismic rehabilitation of the existing building, paired with alterations to the ground floor and, using exempt FAR, a second floor and roof terrace addition. The proposed gross floor area is 11,839 square feet.

Retail uses shall occupy the majority of the basement (3,606 square feet) and the majority of the ground floor (4,133 square feet).

Professional Office occupies the second floor (3,645 square feet), third floor stair & elevator (455 square feet) and ground floor stairs & lobby. The area of the office lobby is minimized, in accordance with Pedestrian and Ground Floor Combining District requirements.



At the ground floor, the existing brick wall at University Ave shall remain. The unreinforced brick wall along Ramona Street shall be replaced with a new wall which meets current code requirements. Original brick salvaged from the demolished wall shall be re-used as non-structural veneer on the new wall. This new construction allows for larger window setbacks, meeting the goals of the Pedestrian Overlay District. The office lobby is located at the northwest corner of the site, at Ramona Street.

This rehabilitation approach was agreed to in a meeting with George Hoyt and Planning Staff on May 11, 2017.

The new second floor shall be held back from University Avenue and Ramona Street. This creates a balcony overlooking the sidewalk along University, while reducing the perceived height of the building. The second floor uses a simple composition of clear glazing and dark metal panel posts and beams.

The third floor is a mechanical screen, roof balcony, and stair enclosures. Structures are held away from the street to diminish their visual impact. The roof balcony guardrail shall be clear glass.

The two inner walls are clad in dark standing seam metal panels. The height of the second floor balcony guardrail, at University Ave., is 19'-3". This retains the existing height of the brick parapet. The height of the third floor terrace at University and Ramona is 30'-8-1/2", close to the height of the adjacent Stanford Theater facade. The third floor stair, elevator and mechanical enclosures are held back from street to diminish their visual impact; the top of the elevator shaft is 45'-6", lower than the roof of the Stanford Theater.

Two London Plane trees at University and one Camphor tree at Ramona shall remain. Per Urban Forestry request, two new street trees shall be added at Ramona in existing tree wells.

3. FLOOR AREA INCREASES

This project qualifies for the Seismic Rehabilitation Bonus. It is in Seismic Category I and will undergo Seismic Rehabilitation. This bonus allows a floor area increase of 2,500 square feet.

This project is an eligible receiver site for Transfer of Development Rights. It is located in the CD commercial downtown district. The site is located at least 150 feet front any property zoned for residential use. The owner has purchased 1,600 square feet of TDRs to be applied to this site. Documentation is included herein.

The combined seismic rehabilitation bonus and transfer of development rights are 4,100 square feet. This added floor area increases the FAR by less than 1.0:1. The overall floor area remains less than 3.0:1.

4. PARKING & BICYCLE SPACES

This project is in the downtown parking assessment district, and was previous assessed at 9,481 square feet, or 38 spaces. The proposed work adds 2,358 square feet, which requires nine parking spaces. As it is not physically feasible to place these on the site, the owners shall participate in the in-lieu parking program.

HAYES
GROUP
ARCHI
TECTS

Short-term bicycle parking will be provided at University and Ramona sidewalks. Long-term bicycle parking shall be provided in a bike room inside the building.

5. TRASH/RECYCLING

There is no existing on-site trash or recycling enclosure. The building occupants have historically used bins within an alley linking Ramona Street to city parking lot 'A', at 431 Emerson.

We propose storing trash & recycling in the basement of the building. An alternate possibility, discussed with Zero Waste Palo Alto, is to create a joint trash enclosure, used by several properties, at a shared site. This is subject to further discussion.

6. GREEN BUILDING STANDARD

This project shall satisfy requirements for the Palo Alto Energy Reach Code, Addition Projects of 1,000SF or greater: CalGreen Mandatory + Tier 2

This project shall meet the Palo Alto Energy Reach code, Option 1: State Energy Code + 10%

7. PUBLIC ART

Public art application requirements do apply to additions that have a floor area of 10,000 square feet or less, or to seismic retrofit projects. As the added floor area of this project, separate from the existing area to be seismically rehabilitated, is under 10,000 sq ft, the public art requirements do not apply to this project.

We look forward to a staff review and scheduling of an ARB hearing so that we can proceed with the development of this work.

Please call me at (650) 365-0600x15 if you have any questions.

Sincerely,



Ken Hayes, AIA
Principal

cc: Leslie Mills, Mills Family LLC

enclosed: Transfer of Development Right Documentation, June 2016
Seismic Listing Documentation and Report from Sierra Engineering, May 2017
Page from Parking Assessment Report, March 2001
Historic Report, November 2016, with Page & Turnbull Review, February 2017
Response to September 2016 DRC comments with emails from City Departments
Acoustic Report from Charles M. Salter Associates
Palo Alto Environmental Assessment Worksheet

Attachment F

Project Plans

Hardcopies of project plans are provided to Board members. These plans are available to the public online and/or by visiting the Planning and Community Environmental Department on the 5th floor of City Hall at 250 Hamilton Avenue.

Directions to review Project plans online:

1. Go to: bit.ly/PAPendingprojects
2. Scroll down to find "233 Unviersity" and click the address link
3. On this project specific webpage you will find a link to the project plans and other important information

Direct Link to Project Webpage:

<https://www.cityofpaloalto.org/news/displaynews.asp?NewsID=4517>



Architectural Review Board

Staff Report (ID # 10013)

Report Type: Action Items **Meeting Date:** 3/7/2019

Summary Title: 180 El Camino Real: Pacific Catch (1st Formal)

Title: PUBLIC HEARING / QUASI-JUDICIAL. 180 El Camino Real [18PLN-00265]: Request for Architectural Review and for Pacific Catch Restaurant to Allow for Exterior Facade Improvements to an Existing Tenant Space in Building E at the Stanford Shopping Center. Environmental Assessment: Categorically Exempt from the Provisions of the California Environmental Quality Act (CEQA) per CEQA Guideline Section 15301. Zoning District: CC (Community Commercial District). For More Information Contact the Project Planner Samuel Gutierrez at Samuel.Gutierrez@cityofpaloalto.org.

From: Jonathan Lait

Recommendation

It is recommended that the Architectural Review Board (ARB) take the following action(s):

1. Recommend approval of the proposed project, with staff's suggested landscaping changes and a requirement to return to Sub-committee with reduced signage, to the Director of Planning and Community Environment based on findings and subject to conditions of approval.

Report Summary

The proposed project includes removal of the existing façade at the subject tenant space within Building E of the Stanford Shopping Center and construction of a new façade design, two new covered outdoor seating areas, and signage for a restaurant tenant, "Pacific Catch".

Project Information

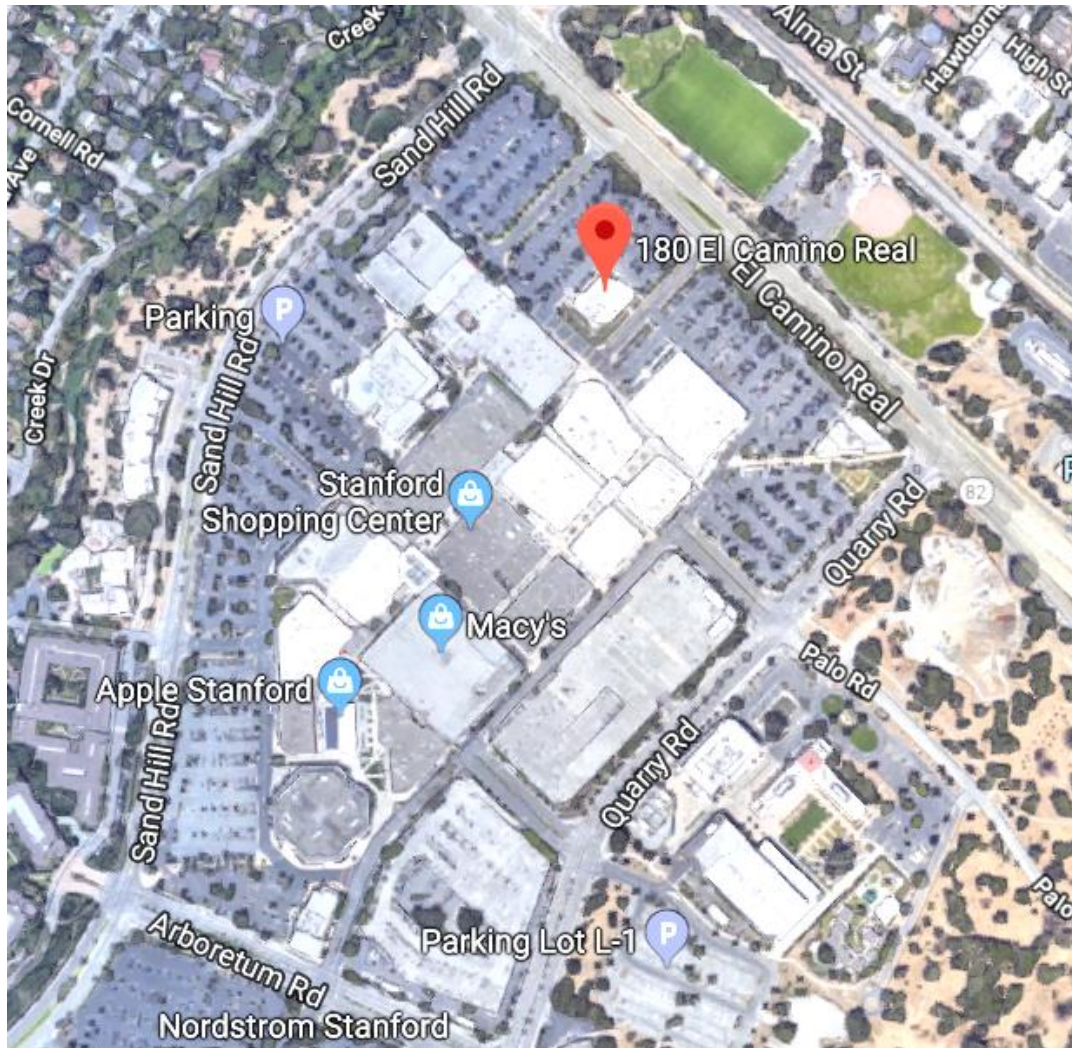
Owner:	The Board of Trustees of Leland Stanford Junior University
Architect:	Darren Machulsky Architects
Representative:	Jason Smith – Land Shark Development
Legal Counsel:	N/A

City of Palo Alto
 Planning & Community Environment
 250 Hamilton Avenue
 Palo Alto, CA 94301
 (650) 329-2442

Property Information

Address:	180 El Camino Real
Neighborhood:	Stanford Shopping Center
Lot Dimensions & Area:	Various & 52.8 Acres
Housing Inventory Site:	N/A
Located w/in a Plume:	N/A
Protected/Heritage Trees:	Various throughout the site, none will be removed with this project
Historic Resource(s):	N/A
Existing Improvement(s):	1,361,751 sf; 1 to 3 stories; 37' height max.
Existing Land Use(s):	Retail, Personal Service, General/Professional Offices, and Commercial Recreation
Adjacent Land Uses & Zoning:	North: (Caltrain and parkland) PF West: (Multi-Family Housing) CC(L)/PF(D) East: (Medical Offices and Supportive Services) HD South: (Retail) CC

Aerial View of Property:



Source: Google Maps

Land Use Designation & Applicable Plans

Zoning Designation:	Community Commercial (CC)
Comp. Plan Designation:	Regional/Community Commercial
Context-Based Design Criteria:	Not Applicable
Downtown Urban Design Guide:	Not Applicable
South of Forest Avenue Coordinated Area Plan:	Not Applicable
Baylands Master Plan:	Not Applicable
El Camino Real Design Guidelines (1976 / 2002):	1976 El Camino Real Design Guidelines

Prior City Reviews & Action

City Council: None

PTC: None

HRB: None

ARB: None

Project Description

The proposed project is a Board level Architectural Review application to allow for an exterior tenant improvement which includes a new exterior façade incorporating new horizontal wood slat board siding, two new covered patio areas, and space for future signage. The proposed patio would include custom seating, tables, planter boxes, and an exterior fireplace. The proposed facade includes six signs consisting of the tenants' name and an associated fish logo mounted directly to the facade and over the new covered patio areas.

The project is subject to the requirements outlined the Master Tenant Façade and Sign Program (MTFSP, 15PLN-00040). The MTFSP for the Stanford Shopping requires a Planning entitlement if any standalone building or tenant space that faces a public right-of-way proposes exterior changes. The requirement for Board Level review involves tenant spaces with outward facing façades greater than 35 ft long, while tenant spaces with façades under 35 ft long are subject to staff level Architectural Review. Tenant spaces with façades not visible from the public right-of-way do not require Planning entitlements for renovation but are still required to comply with the Program for the Shopping Center and obtain any necessary Building permits.

Requested Entitlements, Findings and Purview:

The following discretionary applications are being requested:

- Architectural Review – Major (AR): The process for evaluating this type of application is set forth in PAMC 18.77.070. AR applications are reviewed by the ARB and recommendations are forwarded to the Planning & Community Environment Director for action within five business days of the Board's recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. AR projects are evaluated against specific findings. All findings must be made in the affirmative to approve the project. Failure to make any one finding requires project redesign or denial. The findings to approve an AR application are provided in Attachment B.
- Conditional Use Permit (CUP): – Alcoholic beverage service in association with eating & drinking uses. The process for evaluating this type of application is set forth in PAMC 18.76.010 and 18.77.060. CUP applications are reviewed by Planning staff and forwarded to the Planning & Community Environment Director for action. This aspect of the project is outside the purview of the ARB. (Under a separate application)

Analysis¹

Neighborhood Setting and Character

The project is located within the Stanford Shopping Center on the northwestern portion of the Shopping Center near the Sand Hill Road and Plum Lane intersection. The Stanford Shopping Center is defined within the Municipal Code as all properties zoned CC and bounded by El Camino Real, Sand Hill Road, Quarry Road, and Vineyard Lane. The site is surrounded by a hospital, retail, and multi-family uses. Stanford Shopping Center has an open-air pedestrian environment defined by a mixture of retail, dining, professional and general business offices, and personal service uses.

The proposed restaurant would be located within an exterior facing tenant space within Building E of the Stanford Shopping Center. The proposed project involves a façade over 35 ft in length (total exterior facing façade length of 173 ft 6 ½ in) and facing Sand Hill Road, therefore, Board Level Architectural Review is required.

Façade Changes

The subject space, formerly occupied by Max's Opera Café, is located on the western portion of the Shopping Center. The tenant space is three-sided, with the lengthier façade facing the Sand Hill and London Plane Way parking lot area, while the shorter façade is adjacent to the tree-filled pedestrian walkway that leads to the interior walkways of the Shopping Center. The existing tenant space has a rolled grey standing seam metal roof and series of arched windows that feature bisecting green metal awnings, with matching metal louvers on the upper portion of the arch and lower fenestration below the awnings.

Existing Conditions



¹ The information provided in this section is based on analysis prepared by the report author prior to the public hearing. The Architectural Review Board in its review of the administrative record and based on public testimony may reach a different conclusion from that presented in this report and may choose to make alternative findings. A change to the findings may result in a final action that is different from the staff recommended action in this report.

Proposed Design



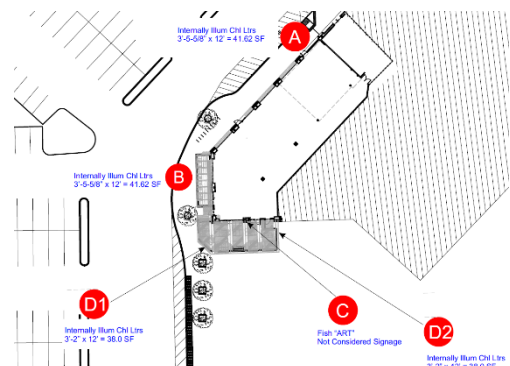
The project is proposing façade changes that include new paint, awnings, wood slats, covered outdoor dining areas, and planter boxes. The new façade design for “Pacific Catch” will maintain the same number of windows and doors, though the archways will be changed to rectangular wooden forms featuring new blue fabric awnings. The upper half of the stucco façade will be painted light grey, with the lower half being covered in a blue glazed tile. Treated wooden slats (Accoya Wood) up the side of the building will continue the angular wood theme, while matching the new covered outdoor seating area of the restaurant. The outdoor seating will be split into two sections, separated by an entry door pathway. Both patio areas have the wooden slat design framing the upper exterior portions of the patio structure. However, the smaller patio features a series of retractable fabric canopies in yellow, while the larger patio area has a hardcover roof structure with an exposed wooden slat design covering a Kingspan U-Lite white matte roof structure. The larger patio area wraps around the corner of the building and ends near the common wall with the adjacent tenant (Cocola Bakery). This patio will feature an outdoor fireplace that is tiled with decorative white and blue tile and features a detached hanging hood/flute that extends through the patio roof. The building façade and the exterior of the patio areas are lined with new planter boxes made of a wood pressed cement material.

The materials, color, and design fit together in a cohesive manner while the scale of the façade design fits the tenant space size and the pedestrian character of the shopping center. However, staff would like the ARBs feedback on the choice of planter box material and color in relation to the overall design.

Signage

The submitted plans include six new exterior signs. Three of the six proposed signs are located on the façade of the building, while the other three signs are located above the exterior edge of the new canopies.

One of the facade signs reads “Pacific Catch Westcoast Fish House” along with an associated fish logo and will be internally illuminated individual channel letters. The details for the sign are listed in the table below.

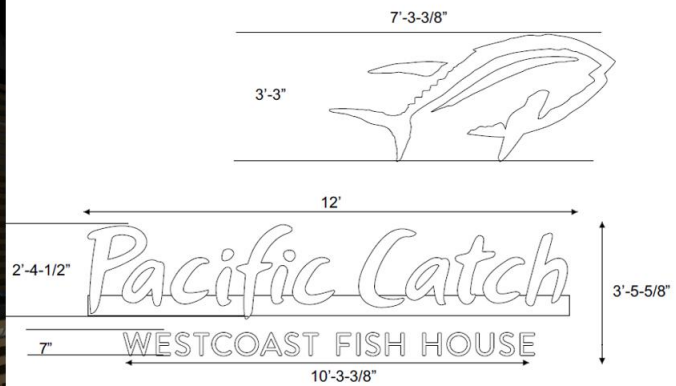
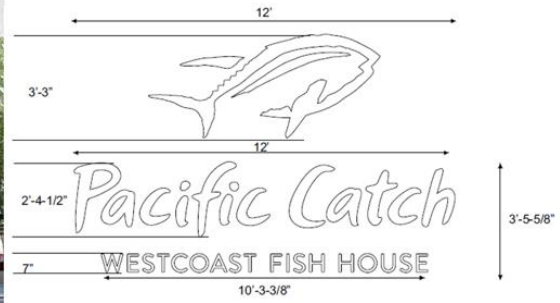


	Dimensions	Location
Sign A	7' x 12' ; 84 sf	Façade wall
Sign B	3" 5 5/8" x 12'; 41.6sf	Above covered patio
Sign C	3" 5 5/8" x 12'; 41.6sf	Façade wall
Sign D1	3" 5 5/8" x 12'; 41.6sf	Above covered patio
Sign D2	3" 5 5/8" x 12'; 41.6sf	Above covered patio
Wall Sign Above Sign B	3" 5 5/8" x 12'; 41.6sf	Façade wall

The Master Tenant Façade & Sign Program (MTFSP 15PLN-00040) details the sign limitations for the Shopping Center. The primary wall sign would be limited to 36" maximum heights which the current submittal exceeds. Additionally, the canopy signs (Signs B, D1, D2) would exceed the 9" height limit per the MTFSP limitations. To remedy this issue, the applicant could move the canopy signs to the facade wall(s), similar to sign A, and reduce the overall size to meet the 36" allowable sign heights for stacked walled signs and/or reduce the canopy signs height to meet the 9" height limitation for awning/canopy signs. Lastly, the applicant could apply for a sign exception to exceed the limitation of the MTFSP.

On balance, the design and materials of the new signs are compatible with other signage found in the Shopping Center. However, the proposed signs would be taller than the adjacent tenants to the north, including The Melt, Yucca de Lac, and CPK. Similarly, the tenants located directly across the grove of trees (Schaubs and Sigona's) have awning signs much smaller than those proposed in this project. Furthermore, the total number of signs is a point of concern for Staff as there seems to be an excessive number for this project size which results in the signs overpowering the tenant facade.

The ARB's feedback on the total number of signs, size of signs, and the relationship between the branding signage and the fish logos would be appreciated. If the tenant agrees to reduce the size of the signs to meet the requirements of the Sign Code and the MTFSP, the project could be found in conformance with the ARB Findings, and the ARB could recommend approval of the signage with a condition to bring revised plans back to the ARB Sub-Committee. If it remains the tenant's desire to retain the scale of the signs, the project could be approved with no signage and be required to submit a sign exception at a later date. This sign exception application would need to be noticed and heard at a future ARB hearing.



Planter Boxes/Landscaping

As previously mentioned, the project includes new landscaping within planter boxes along both facades and the new covered patio areas. The landscaping will be planted inside of planter boxes made of unpainted wood stamped cement material. The Applicant’s planting schedule does not include any native plant species as required for conformance with the ARB Findings. Planning Staff has worked with the City’s Urban Forestry Team to develop an alternative planting schedule that includes local native plants. Being that a large portion of the planters will be in close proximity to an outdoor dining area, the alternative planting schedule has considered plants which do not attract pollinators, to minimize conflicts with the outdoor dining area, while still providing plants that will contribute to the pedestrian environment of the Shopping Center. The existing trees adjacent to the tenant space will remain, and tree protection will be provided during construction. With incorporation of staff’s recommended plantings, the project could be found in conformance with the ARB Findings (see table below).

Staff Alternative Planting Schedule

APPLICANT PROPOSAL	NATIVE SPECIES	STAFF PROPOSAL	NATIVE SPECIES	HABITAT	WATER USAGE
Bulbine frutescens	No	Aloe ‘blue elf’	No	Yes	Low
Calandrinia spectabilis	No	Verbena lilacina 'De La Mina'	Yes	Yes	Low
Kniphofia galpinii	No	Juncus Patens	Yes	Yes	Low

Tradescantia padilla	No	Loropetalum 'purple pixie'	No	No	Low
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Consistency with Application Findings

The project is consistent with the required findings as shown in Attachment B. For example, the project will renovate an existing tenant space and provide new outdoor dining areas that will strengthen the Stanford Shopping Center position as a premier regional shopping center with distinctive businesses with an open and appealing pedestrian environment. Though the project will not increase the floor area of the site, it will increase the parking demand, as further described below.

Multi-Modal Access & Parking

The project site has multi-modal access and parking which can be accessed by pedestrians, bicyclists, private automobiles, and public transit (VTA, Caltrain, and SAMTRANS). The existing buildings within the site are surrounded by surface level parking lots with two multi-level parking structures located at the southern portion of the site along Quarry Road. Throughout the site there are pedestrian amenities such as outdoor seating areas, planters, fountains, interactive maps, pedestrian level lighting, and public art.

The proposed project includes the addition of covered outdoor seating areas (totaling 856 sf) that count towards the gross floor area in term of parking. This results in an increase in the overall parking requirement for the Shopping Center by three (3) parking spaces. The Shopping Center currently is providing 5,442 parking spaces and this project would result in a requirement of 5,348 parking spaces for a surplus of 94 parking spaces. The supply of required parking on site exceeds the required parking standard and can accommodate the minor increase in required parking generated by this project.

Zoning Compliance²

The Palo Alto Municipal Code states that the maximum floor area for the Stanford Shopping Center is limited to not add more than 80,000 square feet of floor area to the total amount of floor area of the shopping center existing as of June 14, 1996, 1,332,362 square feet, for a total square footage not to exceed 1,412,362 square feet per PAMC Section 18.16.060(e)(3). A detailed review of the proposed project's consistency with applicable zoning standards has been performed. A summary table is provided in Attachment D. The proposed project complies with all applicable codes within the Zoning Ordinance.

Consistency with the Comprehensive Plan, Area Plans and Guidelines³

The Comprehensive Plan includes Goals, Policies, and Programs that guide the physical form of the City. The Comprehensive Plan provides the basis for the City's development regulations and is used by City staff to regulate building and development and make recommendations on

² The Palo Alto Zoning Code is available online: http://www.amlegal.com/codes/client/palo-alto_ca

³ The Palo Alto Comprehensive Plan is available online: <http://www.cityofpaloalto.org/gov/topics/projects/landuse/compplan.asp>

projects. Further, ARB Finding #1 requires that the design be consistent and compatible with applicable elements of the Palo Alto Comprehensive Plan.

The Comprehensive Plan identifies the Stanford Shopping Center as a regional center with a land use designation for the project site is Community Commercial. On balance, the project is consistent with the policies in the Comprehensive Plan and therefore fulfills the goals of the Plan. A detailed review of the project's consistency with the Comprehensive Plan is provided in Attachment B.

Environmental Review

The subject project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. Specifically, the project is categorically exempt from the provision of CEQA as it falls under a Class 1 or an "Existing Facilities" exemption (Categorical Exemption 15301). This project meets this exemption due to the scope of work that is limited to exterior alterations to the façade of an existing building and minor exterior additions for new covered patio areas.

Public Notification, Outreach & Comments

The Palo Alto Municipal Code requires notice of this public hearing be published in a local paper and mailed to owners and occupants of property within 600 feet of the subject property at least ten days in advance. Notice of a public hearing for this project was published in the *Daily Post* on February 20, 2019, which is 14 days in advance of the meeting. Postcard mailing occurred on February 20, 2019, which is 14 days in advance of the meeting.

Public Comments

As of the writing of this report, no project-related, public comments were received.

Alternative Actions

In addition to the recommended action, the Architectural Review Board may:

1. Approve the project with modified findings or conditions;
2. Continue the project to a date (un)certain; or
3. Recommend project denial based on revised findings.

Report Author & Contact Information

Samuel Gutierrez, Associate Planner
 (650) 329-2225

samuel.gutierrez@cityofpaloalto.org

ARB⁴ Liaison & Contact Information

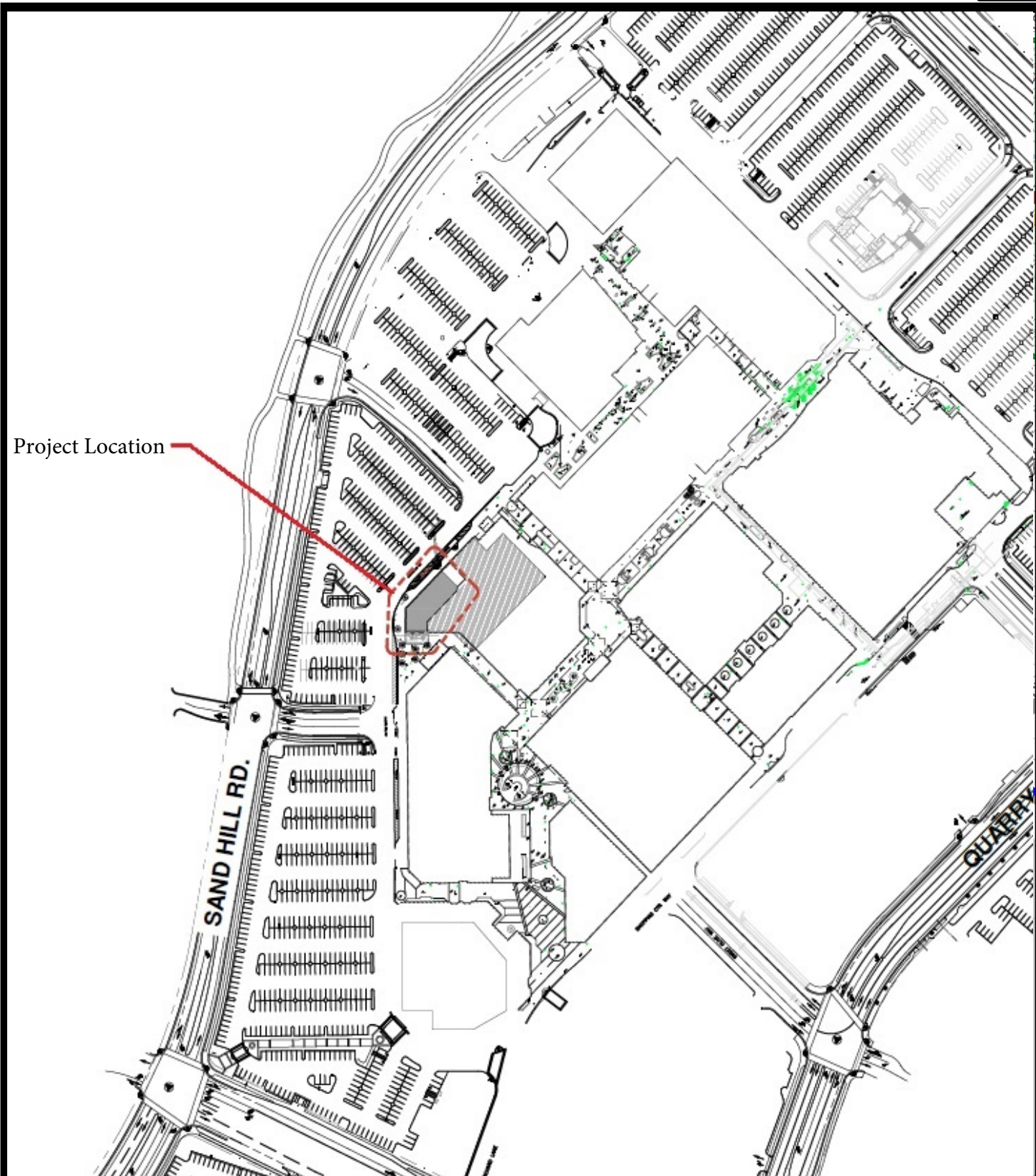
Jodie Gerhardt, AICP, Planning Manager
 (650) 329-2575

jodie.gerhardt@cityofpaloalto.org

Attachments:

⁴ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org

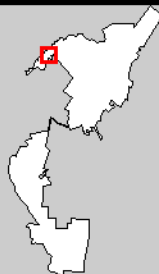
- Attachment A: Location Map (PDF)
- Attachment B: Draft ARB Findings (DOCX)
- Attachment C: Zoning Comparison Table (DOCX)
- Attachment D: Draft Conditions of Approval (DOCX)



Project Location



The City of Palo Alto



180 El Camino Real Stanford Shopping Center

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



ARB FINDINGS FOR APPROVAL

180 El Camino Real
18PLN-00265

The design and architecture of the proposed improvements, as conditioned, complies with the Findings for Architectural Review as required in Chapter 18.76 of the PAMC.

Finding #1: The design is consistent with applicable provisions of the Palo Alto Comprehensive Plan, Zoning Code, coordinated area plans (including compatibility requirements), and any relevant design guides.

The project would need to be found in conformance with the following Comprehensive Plan Goals and Policies.

<i>Comp Plan Goals and Policies</i>	<i>How project adheres or does not adhere to Comp Plan</i>
The Comprehensive Plan land use designation for the site is Regional Commercial.	The restaurant project continues the Regional Commercial land use.
<i>Land Use and Community Design Element</i>	
POLICY B-6.3: Work with appropriate stakeholders, leaseholders, and Stanford University to ensure that the Stanford Shopping Center is sustained as a distinctive, economically competitive and high quality regional shopping center.	The projects new façade will add to the mixture of tenant façade design. The façade features a high end inviting design for casual eating consistent with other restaurant within the Shopping Center. This project will add to the exclusive mixture of tenant at the Stanford Shopping Center making it a distinctive regional shopping center.
Policy L-1.11: Hold new development to the highest development standards in order to maintain Palo Alto's livability and achieve the highest quality development with the least impacts.	
Policy L-4.3: Encourage street frontages that contribute to retail vitality in all Centers. Reinforce street corners in a way that enhances the pedestrian realm or that form corner plazas. Include trees and landscaping.	The proposal seeks to renovate the existing tenant space via a new façade design, adding outdoor seating under new covered patios, and new landscaping to support a new restaurant use that is compatible with the Stanford Shopping Center pedestrian friendly environment.
Policy L-4.4: Ensure all Regional Centers and Multi-Neighborhood Centers provide centrally located gathering spaces that create a sense of identity and encourage economic revitalization. Encourage public amenities such as benches, street trees, kiosks, restrooms and public art.	

<p>POLICY L-4.9: Maintain Stanford Shopping Center as one of the Bay Area’s premiere regional shopping centers. Promote bicycle and pedestrian use and encourage any new development at the Center to occur through infill.</p>	
<p>GOAL L-6: Well-designed Buildings that Create Coherent Development Patterns and Enhance City Streets and Public Spaces.</p>	<p>The façade is well designed and enhances the Stanford Shopping Centers pedestrian friendly environment while providing additional outdoor dining opportunities.</p>
<p>Policy L-6.1: Promote high-quality design and site planning that is compatible with surrounding development and public spaces.</p>	

The project would remain consistent with the zoning requirements and Master Façade and Sign program for the Stanford Shopping Center. The project will not increase the development area of the site in regards to height, floor area ratio, setbacks, and parking as the project involves only exterior cosmetic changes to the existing tenant space and landscaping around Building W of the Stanford Shopping Center.

Finding #2: The project has a unified and coherent design, that:

- a. creates an internal sense of order and desirable environment for occupants, visitors, and the general community,
- b. preserves, respects and integrates existing natural features that contribute positively to the site and the historic character including historic resources of the area when relevant,
- c. is consistent with the context-based design criteria of the applicable zone district,
- d. provides harmonious transitions in scale, mass and character to adjacent land uses and land use designations,
- e. enhances living conditions on the site (if it includes residential uses) and in adjacent residential areas.

The project is proposing façade improvements that will enhance the pedestrian and tenant environment within the Stanford Shopping Center. The proposal will maintain the existing footprint of the building and will not increase the massing or encroach on any setbacks, preserving the pedestrian scale and character of the Stanford Shopping Center area.

Pursuant to PAMC 18.16.090(b), the following context-based design considerations and findings are applicable to this project. These context-based design criteria are intended to provide additional standards to be used in the design and evaluation of development in a commercial district. The purpose is to encourage development in a commercial district to be responsible to its context and compatibility with adjacent development as well as to promote the establishment of pedestrian oriented design.

<p>1. Pedestrian and Bicycle Environment <i>The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity through design elements</i></p>	<p>Project Consistency The project will improve the conditions along the pedestrian walkway by adding new landscaping and creating a more pleasant pedestrian environment for pedestrians who visit the Shopping Center.</p>
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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

The project proposes a new façade with a well designed mixture of colors and materials that would enliven the pedestrian entry for this portion of the Shopping Center. This project also includes exterior dining patios that are well designed and in scale with the pedestrian environment of the Shopping Center and would help encourage pedestrian activity at this location of the Stanford Shopping Center while supporting a connection between the interior of the tenant space (restaurant) with pedestrians and patrons on the outside.

3. Massing and Setbacks

Buildings shall be designed to minimize massing and conform to proper setbacks

The proposed project will maintain the existing building setbacks and massing.

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 the residents and visitors of the site

This finding does not apply.

6. Parking Design

Parking shall be accommodated but shall not be allowed to overwhelm the character of the project or detract from the pedestrian environment

The proposed project will change the existing parking total on site as the new outdoor dining areas increase the required parking total for the site by three parking spaces. However, the site is over parked based on the code requirements for the Shopping Center and can easily accommodate the change in parking demand generated by the project. None of these changes modify the overall size and shape of the existing parking facilities (parking lots and garages), resulting in no impacts to the character of site or the pedestrian environment.

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 does not apply

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 utilize energy efficient LED lighting and will include new plants that are low water usage. The project will also conform to Green Building Energy codes

for commercial businesses.

Finding #3: The design is of high aesthetic quality, using high quality, integrated materials and appropriate construction techniques, and incorporating textures, colors, and other details that are compatible with and enhance the surrounding area.

The new façade will consist of dark and light colors, with durable and high quality finish materials that complement one another to form a cohesive design. The lightly painted upper stucco façade blends well with the darker tiled lower façade materials, both of which work well with the contrasting wooden slat features of the façade and covered patio areas. The design will enhance the character of the Shopping Center and update the existing tenant space. The proposed design will better fit a modern eating & drinking use and features a more extensive outdoor dining amenity that fits the outdoor pedestrian environment of the Stanford Shopping Center.

Finding #4: The design is functional, allowing for ease and safety of pedestrian and bicycle traffic and providing for elements that support the building's necessary operations (e.g. convenient vehicle access to property and utilities, appropriate arrangement and amount of open space and integrated signage, if applicable, etc.).

The project will continue the existing circulation and access for many modes of transportation to the site. The modifications to the façade will expand the usable open space by providing new covered outdoor seating areas for visitors to the site. With incorporation of future signage, the proposed business will be readily located while being compatible with the Shopping Center.

Finding #5: The landscape design complements and enhances the building design and its surroundings, is appropriate to the site's functions, and utilizes to the extent practical, regional indigenous drought resistant plant material capable of providing desirable habitat that can be appropriately maintained.

The project will maintain the existing trees located around the tenant space. With incorporation of staff's alternative/substitute native plants, the landscaping plan will include plants that are either regional indigenous, drought resistant, and/or provide habitat for wildlife (pollinators). The addition of landscaping within planter boxes also enhances the pedestrian environment of the Shopping Center and complements the design of the project.

Finding #6: The project incorporates design principles that achieve sustainability in areas related to energy efficiency, water conservation, building materials, landscaping, and site planning.

The project will utilize energy efficient LED lighting, and will be in compliance with green building energy code requirements along with the local construction debris diversion rates. In addition, the project also includes new landscaping that has plants which are moderate to low water usage per staff alternative planting schedule.

ATTACHMENT C
ZONING COMPARISON TABLE
 180 El Camino Real, 18PLN-00265

Table 1: COMPARISON WITH CHAPTER 18.16 (CC DISTRICT)
Exclusively Non-residential Development Standards

Regulation	Required	Existing	Proposed
Minimum Site Area, width and depth	No Requirement	52.8 Acres	No Change
Minimum Front Yard	0-10 feet to create an 8-12 foot effective sidewalk width ^{(1), (2), (8)}	Varied	No Change
Rear Yard	No Requirement	N/A	N/A
Interior Side Yard (right)	No Requirement	N/A	N/A
Street Side Yard (left)	No Requirement	Varied	No Change
Special Setback	24 feet along Sand Hill and Arboretum Roads	Varied	No Change
Max. Building Height	50 feet or 37 feet maximum within 150 ft. of a residential district (other than an RM-40 or PC zone) abutting or located within 50 feet of the site ⁽⁴⁾	Varied, 33 ft 2 inches at the subject tenant space	No Change
Max. Floor Area per 18.16.060 (e) for Stanford Shopping Center	1,412,362 net sf	1,361,751 net sf	1,362,607 net sf (includes new covered outdoor dining area 856 net sf increase)

(1) No parking or loading space, whether required or optional, shall be located in the first 10 feet adjoining the street property line of any required yard.

(2) Any minimum front, street side, or interior yard shall be planted and maintained as a landscaped screen excluding areas required for access to the site. A solid wall or fence between 5 and 8 feet in height shall be constructed along any common interior lot line..

(4) As measured to the peak of the roof or the top of a parapet; penthouses and equipment enclosures may exceed this height limit by a maximum of five feet, but shall be limited to an area equal to no more than ten percent of the site area and shall not intrude into the daylight plane.

Table 2: COMPARISON WITH CHAPTER 18.16 (CC(2) DISTRICT) continued
Exclusively Non-residential Development Standards

Topic	Requirement	Proposed
Hours of Operation (18.16.040 (b))	Businesses with activities any time between the hours of 10:00 p.m. and 6:00 a.m. shall be required to obtain a conditional use permit. The director may apply conditions of approval as are deemed necessary to assure compatibility with the nearby residentially zoned property	The proposed eating & drinking use will operate within the hours of 6:00 am and 10:00 pm.

Outdoor Sales and Storage (18.16.040 (h))	(2) In the CC district and in the CC(2) district, the following regulations shall apply to outdoor sales and storage: (A) Except in shopping centers... (B) Any permitted outdoor activity in excess of 2,000 sf shall be subject to a conditional use permit. (C) Exterior storage shall be prohibited, except as provided under subparagraph (A)(iv) ...	Stanford Shopping Center is a “shopping center” as defined in Title 18, therefore this regulation does not apply.
Recycling Storage (18.16.040 (i))	All new development, including approved modifications that add thirty percent or more floor area to existing uses, shall provide adequate and accessible interior areas or exterior enclosures for the storage of recyclable materials in appropriate containers. The design, construction and accessibility of recycling areas and enclosures shall be subject to approval by the architectural review board, in accordance with design guidelines adopted by that board and approved by the city council pursuant to Section 18.76.020.	The proposed eating & drinking use will be served by an interior trash room that is accessed via the rear of the kitchen area to the interior corridor of Building E.

18.16.080 Performance Standards. All development in the CC district shall comply with the performance criteria outlined in [Chapter 18.23](#) of the Zoning Ordinance, including all mixed use development

18.16.090 Context-Based Design Criteria. As further described in a separate attachment, development in a commercial district shall be responsible to its context and compatible with adjacent development, and shall promote the establishment of pedestrian oriented design.

Table 3: CONFORMANCE WITH CHAPTER 18.52 (Off-Street Parking and Loading) for Retail Services*

Type	Required	Existing	Proposed
Vehicle Parking	1/275 sf of gross floor area for a total of 5,446 parking spaces on site	5,442 spaces	5,348 (accounting for the additional 3 parking spaces associated with this project covered outdoor service areas)
Bicycle Parking	1/2,750 sf 40% long term and 60% short term) equals 523 spaces for the site overall.	265 spaces (93 long term, 172 short term)	No Change
Loading Space	3/70,000 -120,000 sf with 1 additional space per 50,000 sf over 120,000 sf. Total of 29 loading spaces required. 2 loading space would be required for this portion of the site.	~15 loading spaces	No Change

Table 4: Allowed Signs per the Stanford Shopping Center Master Sign Program Sign Types, Number, and Locations table.

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 demising wall or building corner.	Primary facade
Banner or blade sign (Projecting sign)	Required	1	Banner: 24" projection x 60" height	Primary facade
Canopy or Awning Sign	(optional)	1	Maximum height is 9" and otherwise proportional to logo characteristics	Primary facade
Super-graphic	(optional)	Not limited	None	Flexible
Secondary sign or Emblem	(optional)	1 where applicable	Secondary sign: Maximum height 18" and otherwise proportional to logo characteristics Emblem: Maximum height is 24" in any direction.	Secondary 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

*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.

Table 5: PROPOSED SIGN CONFORMANCE WITH CHAPTER 16.20 (SIGNS)

Sign	Dimensions	Location
Sign A	7' tall by 12' long = 84 sf	Façade wall
Sign B	3" 5 5/8" tall by 12' long = 41.6 sf	Above covered patio
Sign C	3" 5 5/8" tall by 12' long = 41.6 sf	Façade wall
Sign D1	3" 5 5/8" tall by 12' long = 41.6 sf	Above covered patio
Sign D2	3" 5 5/8" tall by 12' long = 41.6 sf	Above covered patio
Wall Sign Above Sign B	3" 5 5/8" tall by 12' long = 41.6 sf	Façade wall

ATTACHMENT D
CONDITIONS OF APPROVAL

180 El Camino Real
18PLN-00265

PLANNING DIVISION

1. **CONFORMANCE WITH PLANS:** Except as modified by these conditions of approval, construction and development, and operation of "Pacific Catch" shall conform to the approved plans entitled, "Pacific Catch" received by the City of Palo Alto on January 10, 2019. The approved plans are on file with the Planning Department, 250 Hamilton Avenue, Palo Alto, CA, 94301.
2. **BUILDING PERMIT.** Apply for a building permit and meet any and all conditions of the Planning, Fire, Public Works, and Building Departments.
3. **BUILDING PERMIT PLAN SET.** A copy of this cover letter and conditions of approval shall be printed on the second page of the plans submitted for building permit. Project plans submitted for Building permits shall incorporate the following changes:
 - A. **LANDSCAPING.** The planting schedule shall be updated in accordance with the Staff Alternative Planting Schedule shown in the ARB's March 7, 2019 staff report to ensure the project includes native planting in conformance with ARB Finding # 5.
4. **ARB SUBCOMMITTEE:** Prior to the issuance of building permits, the applicant shall return to the ARB subcommittee for approval of the following items, to the satisfaction of the Director of Planning and Community Environment:
 - A. **SIGNAGE.** The proposed signs shall be revised to be in conformance with Tenant Master Facade & Sign Program.
5. **CODE COMPLIANCE:** The current and proposed uses shall be comply with all applicable City codes, including Titles 9 (Public Peace, Moral and Safety) and 15 (Uniform Fire Code) of the Palo Alto Municipal Code and 19 (Public Safety) of the State of California Administrative Code.
6. **EXTERIOR ALTERATIONS:** Any exterior alteration would require a separate Architectural Review application, including new lighting fixtures, changes to outdoor furniture, new seating barrier, and other outdoor improvements related to the food service area.
7. **OCCUPANCY:** The operator shall ensure the building's permitted occupancy is not exceeded at any time.
8. **RECYCLING & GARBAGE:** The Businesses on site must ensure that all service areas have access to garbage, recycling, and compost as required in Municipal Code 5.20.108.
9. **NUISANCES AND NOISE:** The business shall be operated in a manner to protect any nearby

residential properties from excessive noise, odors, lighting or other nuisances from any sources during the business hours. Noise levels emanating from the restaurant use shall not exceed the maximum level established in the PAMC Chapter 9.10.

10. REVOCATION OR MODIFICATION OF APPROVALS: The director may issue a notice of noncompliance for any failure to comply with any condition of this permit approval, or when a use conducted pursuant to a Conditional Use Permit is being conducted in a manner detrimental to the public health, safety and welfare.
11. PROJECT MODIFICATIONS: All modifications to the approved project shall be submitted for review and approval prior to construction. If during the Building Permit review and construction phase, the project is modified by the applicant, it is the responsibility of the applicant to contact the Planning Division/project planner directly to obtain approval of the project modification. It is the applicant's responsibility to highlight any proposed changes to the project and to bring it to the project planner's attention.
12. PROJECT EXPIRATION. The project approval shall automatically expire after two years from the original date of approval, if within such two year period, the proposed use of the site or the construction of buildings has not commenced pursuant to and in accordance with the provisions of the permit or approval. Application for a one year extension of this entitlement may be made prior to the expiration. (PAMC 18.77.090(a))
13. INDEMNITY: 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.
14. FINAL INSPECTION: A Planning Division Final inspection will be required to determine substantial compliance with the approved plans prior to the scheduling of a Building Division final. Any revisions during the building process must be approved by Planning, including but not limited to; materials, landscaping and hard surface locations. Contact your Project Planner, Samuel Gutierrez at samuel.gutierrez@cityofpaloalto.org to schedule this inspection.

PUBLIC WORKS ZERO WASTE

15. Public area restrooms must have color-coded labeled compost service for paper towels and garbage service for any diaper changing stations.

BUILDING DIVISION

16. The proposed restaurant will require Santa Clara County Health Department approval to be submitted to the Building Division prior to the Building Permit issuance.
17. The review and approval of this project does not include any other items of construction other than those written in the ARB project review application included with the project plans and documents under this review. If the plans include items or elements of construction that are not included in the written description, it or they may not have been known to have been a part of the intended review and have not, unless otherwise specifically called out in the approval, been reviewed.
18. All proposed exterior construction shall comply with Type III construction per CBC 602.3. Please note that this project is located in Building 5 (Building E) of the Stanford Mall and is of Type III Construction per CBC Chapter 6. Combustible exterior wall coverings, such as the proposed wood slats for this buildings shall comply with the requirements of CBC 1406.2.1, Combustible exterior wall coverings and 1405.5, Wood veneers for Type III construction and are permitted to be constructed of combustible materials, complying with the following:
- Combustible exterior wall coverings shall be limited to 40 ft in height above grade plane.
 - Combustible exterior wall coverings constructed of fire-retardant-treated wood complying with CBC section 2303.2 shall not be limited in wall surface area where the fire separation distance is 5-ft or less and shall be permitted up to 60-ft above grade plane regardless of fire separation distance.
 - Wood veneers shall comply with CBC Section 1405.5.
19. For the propose patio dining area, there is counter seating in this section. Where food or drink is served for consumption at a counter exceeding 34-in in height, a portion of the main counter 60-in minimum in length shall be provided with a surface 34-in maximum in height. Please indicate on the plans the height of the proposed counter for compliance. (CBC 11B-226.3, 11B-902.3)
20. The review and approval of this project does not include any other items of construction other than those written in the ARB project review application included with the project plans and documents under this review. If the plans include items or elements of construction that are not included in the written description, it or they may not have been known to have been a part of the intended review and have not, unless otherwise specifically called out in the approval, been reviewed.

UTILITIES WASTE GAS WATER

21. The applicant shall submit a completed water-gas-wastewater service connection application - load sheet for City of Palo Alto Utilities. The applicant must provide all the information requested for utility service demands (water in fixture units/g.p.m., gas in b.t.u.p.h, and sewer in fixture units/g.p.d.).
22. The applicant shall submit improvement plans for utility construction. The plans must show the

size and location of all underground utilities within the development and the public right of way including meters, backflow preventers, fire service requirements, sewer mains, sewer cleanouts, sewer lift stations and any other required utilities.

23. The applicant must show on the site plan the existence of any auxiliary water supply, (i.e. water well, gray water, recycled water, rain catchment, water storage tank, etc).
24. The applicant shall pay the capacity fees and connection fees associated with new utility service/s or added demand on existing services. The approved relocation of services, meters, hydrants, or other facilities will be performed at the cost of the person/entity requesting the relocation.
25. 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.**
26. An approved reduced pressure detector assembly is required for the existing or new water connection for the fire system to comply with requirements of California administrative code, title 17, sections 7583 through 7605 inclusive (a double detector assembly may be allowed for existing fire sprinkler systems upon the CPAU's approval). Reduced pressure detector assemblies shall be installed on the owner's property adjacent to the property line, within 5' of the property line. **Show the location of the reduced pressure detector assembly on the plans.**
27. All existing water and wastewater services that will not be reused shall be abandoned at the main per WGW utilities procedures.
28. Utility vaults, transformers, utility cabinets, concrete bases, or other structures can not be placed over existing water, gas or wastewater mains/services. Maintain 1' horizontal clear separation from the vault/cabinet/concrete base to existing utilities as found in the field. If there is a conflict with existing utilities, Cabinets/vaults/bases shall be relocated from the plan location as needed to meet field conditions. 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.
29. To install new gas service by directional boring, the applicant is required to have a sewer cleanout by the building where the gas meter to be installed. If applicable to this project, this cleanout is required so the sewer lateral can be videoed for verification of no damage after the gas service is installed by directional boring.
30. All utility installations shall be in accordance with the City of Palo Alto utility standards for water, gas & wastewater.



Architectural Review Board

Staff Report (ID # 9966)

Report Type: Study Session **Meeting Date:** 3/7/2019

Summary Title: 375 University Avenue: Renovation of former Cheesecake Factory (Prelim)

Title: 375 University Avenue [18PLN-00408]. Request for Preliminary Architectural Review of Facade Improvements and Associated Modifications to the Former Cheesecake Factory Building. Proposed Improvements Include Renovation of the University Avenue Facade, as well as Minor Renovations to the Side and Rear (Alley) Elevations to Remove and Replace Decorative Wall Elements. Environmental Assessment: Not a Project. The Formal Application Will be Subject to California Environmental Quality Act (CEQA) Review. Zoning District: Downtown Commercial District (CD-C(GF)(P). For More Information Contact the Project Planner Graham Owen at Graham.Owen@CityofPaloAlto.org.

From: Jonathan Lait

Recommendation

Staff recommends the Architectural Review Board (ARB):

1. Review and provide informal comments. No formal action is requested.

Report Summary

The subject application is a request for preliminary review. No formal direction is provided to the applicant and Boardmembers should refrain from forming and expressing opinions either in support or against the project.

As a preliminary review application, the Planning and Community Environment department has only performed a cursory review of the project for compliance with the zoning code. A comprehensive review of a future project to applicable codes, including context-based design criteria and other standards, would follow the submittal of a formal application. Accordingly,

City of Palo Alto
 Planning & Community Environment
 250 Hamilton Avenue
 Palo Alto, CA 94301
 (650) 329-2442

there may be aspects of this preliminary review application that do not comply with municipal regulations or require additional discretionary applications beyond architectural review.

Similarly, there has been no comprehensive review of the project to the comprehensive plan or other policy documents. Such review will occur upon the filing of a formal application.

The purpose of this meeting is to provide an applicant an opportunity to present a conceptual project to the Board and receive initial comments. Boardmembers may identify aspects of the project that are appropriate given the neighborhood context and consistent with city policies or areas of concern that the applicant may want to reconsider in a formal submittal. Community members are also encouraged to provide early input to the project.

Background

Project Information

Owner:	Roxy Rapp / Chase Rapp
Architect:	C2K Architecture
Representative:	Not applicable
Legal Counsel:	Not applicable

Property Information

Address:	375 & 379 University Avenue
Neighborhood:	Downtown
Lot Dimensions & Area:	75' x 135'; 10,125 sf
Housing Inventory Site:	No
Located w/in a Plume:	No
Protected/Heritage Trees:	Yes, in City planter strip fronting the site
Historic Resource(s):	Not a historic resource
Existing Improvement(s):	1-story building; originally built 1920, significant renovation in 2003
Existing Land Use(s):	Restaurant (vacant)
Adjacent Land Uses & Zoning:	Northwest: CD-C(P) (Office) Northeast: CD-C(P)(GF) (Paris Baguette Cafe) Southwest: CD-C(P)(GF) (Crepevine Restaurant) Southeast: CD-C(P)(GF) (Chicos, Letter Perfect shops)
Aerial View of Property:	

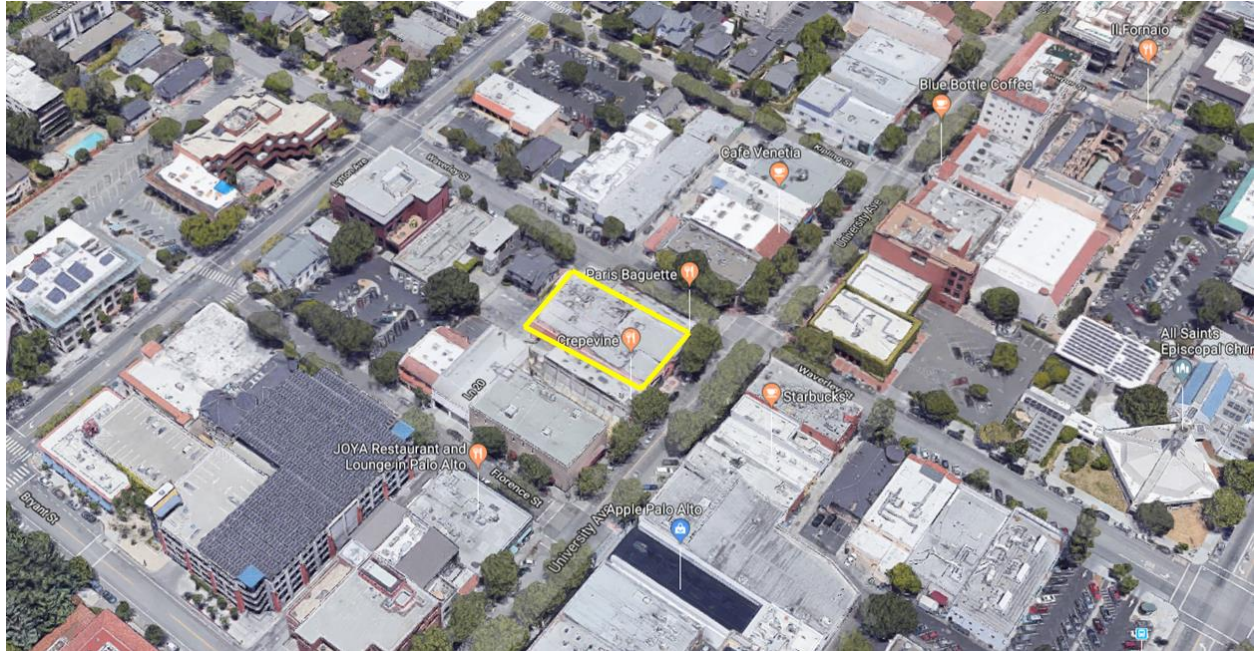


Image Source: Google Maps

Land Use Designation & Applicable Plans

Zoning Designation:	Downtown Commercial with Pedestrian and Ground Floor Combining Districts – (CD-C(P)(GF))
Comp. Plan Designation:	Regional/Community Commercial
Context-Based Design Criteria:	Yes
Downtown Urban Design Guide:	Yes
South of Forest Avenue Coordinated Area Plan:	Not applicable
Baylands Master Plan:	Not applicable
El Camino Real Design Guidelines (1976 / 2002):	Not applicable
Proximity to Residential Uses or Districts (150'):	Unknown, however, the proposed project will not change the height of the building.
Located w/in Airport Influence Area:	Not applicable

Prior City Reviews & Action

City Council:	None
PTC:	None
HRB:	None
ARB:	None

Project Description

The applicant has requested that the Architectural Review Board consider proposed architectural treatments to the front façade of the building facing University Avenue. The site contains the former Cheesecake Factory restaurant, which has recently closed. The façade improvements have been requested in advance of a new retail tenant renovating and occupying the interior. The existing building contains a 1.3:1 FAR due to a rear mezzanine, and is therefore considered a noncomplying facility (1.0:1 commercial FAR is the maximum permitted in the CD-C zone). As a result, the proposed change of use is not currently permitted per Section 18.18.120 of the Palo Alto Municipal Code. On January 30, 2019, the PTC considered and recommended approval an ordinance to remove this change-of-use restriction from noncomplying facilities in the CD district, and the Council is expected to take up the issue at a public hearing this spring.

Setting aside issue of zoning compliance for the change in use, the purpose of this hearing is to provide early feedback to the applicant on the project's design. Should a change in use be permitted at a later date, the applicant would seek the Architectural Review Board's formal recommendation in a public hearing when the project is in compliance with the Municipal Code.

The applicant seeks to replace the front façade of the building on University Avenue and paint the existing side and rear (alley) facades to match the front façade. The building was renovated in 2001 for a Cheesecake Factory-branded restaurant, and consists of pink-colored plaster with dark marble-based pilasters. The proposed project would remove the front façade and replace it with a stone-clad façade separated into two physical storefronts. The overall height of the building (36'-10") would remain unchanged. Large windows would cover much of the front elevation and would be framed by steel beams and divided by steel muntins. The pedestrian realm would be reinforced by a wood-soffited canopy encroaching into the public right-of-way, which would be illuminated via pan lights. The existing, decorative sidewalk that was developed in conjunction with the Cheesecake Factory restaurant would be replaced with City standard concrete sidewalk with brick trim. The project would not increase the height or FAR of the building, and no on-site vehicle parking is provided or required. Existing bicycle parking is provided in two locations within 50 feet of the frontage in the University Avenue sidewalk.

Anticipated Entitlements:

The following discretionary applications are anticipated:

- Architectural Review – Major (AR).

Discussion

The site is located in the University Avenue District, just south of Waverley Street. The design of new and renovated buildings in Downtown is evaluated against the Downtown Urban Design Guidelines (<https://www.cityofpaloalto.org/civicax/filebank/documents/61487>). The Downtown Urban Design Guidelines have a number of goals for the district, including reinforcing University Avenue as the retail core of Downtown Palo Alto, developing and

enhancing the qualities of University Avenue which make it an exciting outdoor and pedestrian environment through vibrant and eclectic architecture. The Guidelines encourage the use of high-quality and durable materials, such as stone, as well as architecturally compatible fenestration patterns with a clear vertical hierarchy (larger spans of glazing at the pedestrian level). The Guidelines also encourage the use of awnings, canopies, and overhangs as they provide weather protection and opportunities for signage. The Guidelines also call for projects to improve rear entries in order to improve the alley frontages.

Preliminary review applications receive a cursory review for compliance with zoning regulations and consistency with the comprehensive plan or other applicable policy documents. This information was previously transmitted to the applicant. A more comprehensive review will occur upon formal submittal, which may reveal other code or policy concerns.

At this point in project development, the ARB is encouraged to provide objective feedback to the applicant on the preliminary drawings. The Board may want to consider comments that relate to:

- Scale and mass
- Transitions in scale to adjacent properties
- Relationship to the neighborhood setting and context
- Pedestrian-orientation and design
- Access to the site
- Consideration to any applicable policy documents
- Architectural design, theme, cohesiveness, and quality of materials

Next Steps

There is no further action required by the ARB after its discussion. The applicant may elect to file a formal application.

Environmental Review

The subject review involves no discretionary action and is therefore not a project and not subject to review pursuant to the California Environmental Quality Act (CEQA). If a formal application is filed, an analysis of the project to CEQA will be performed.

Report Author & Contact Information

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graham.owen@cityofpaloalto.org

ARB¹ Liaison & Contact Information

Jodie Gerhardt, AICP, Planning Manager
 (650) 329-2575

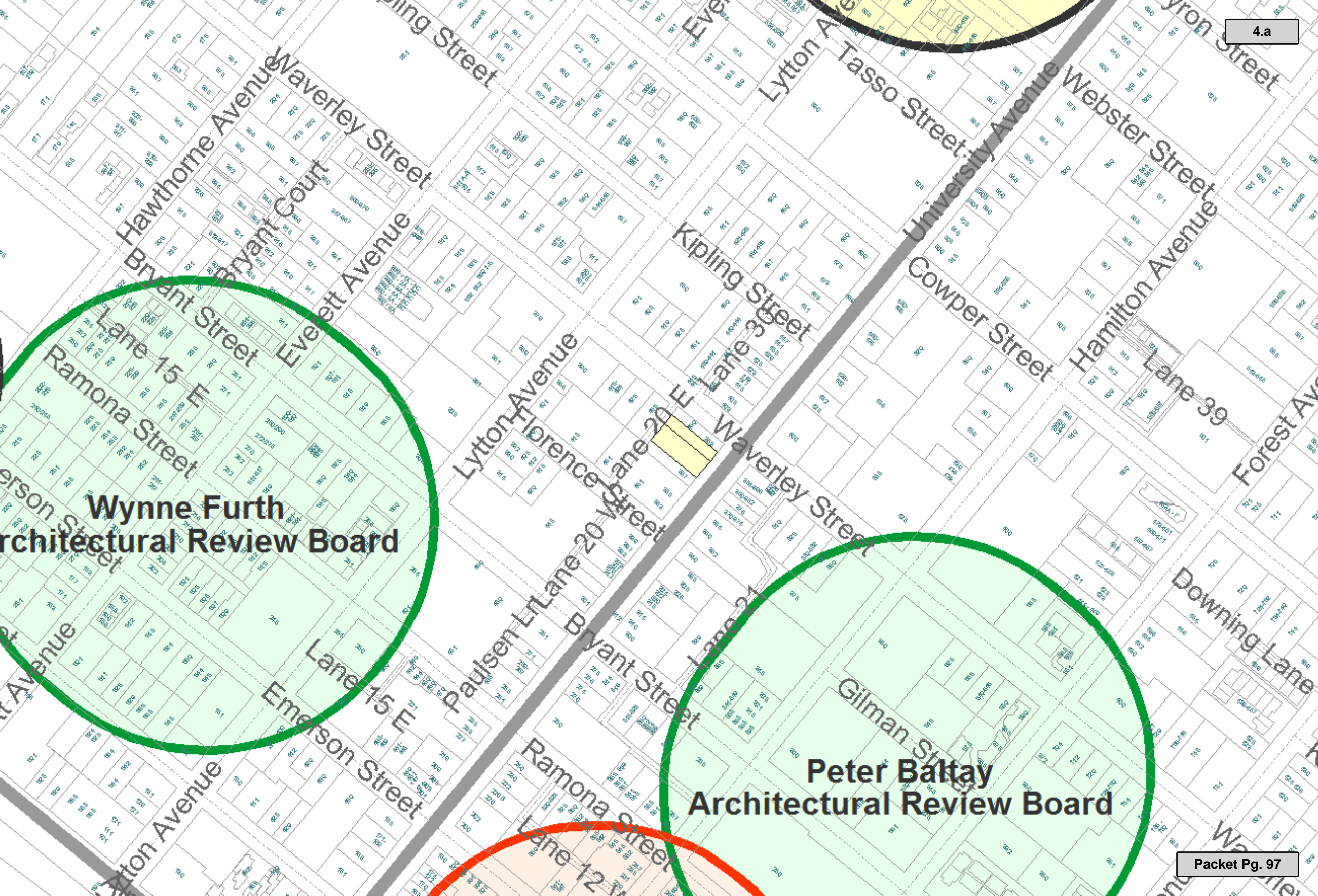
jodie.gerhardt@cityofpaloalto.org

Attachments:

- COI Map - NEEDS TO BE DELETED (PNG)

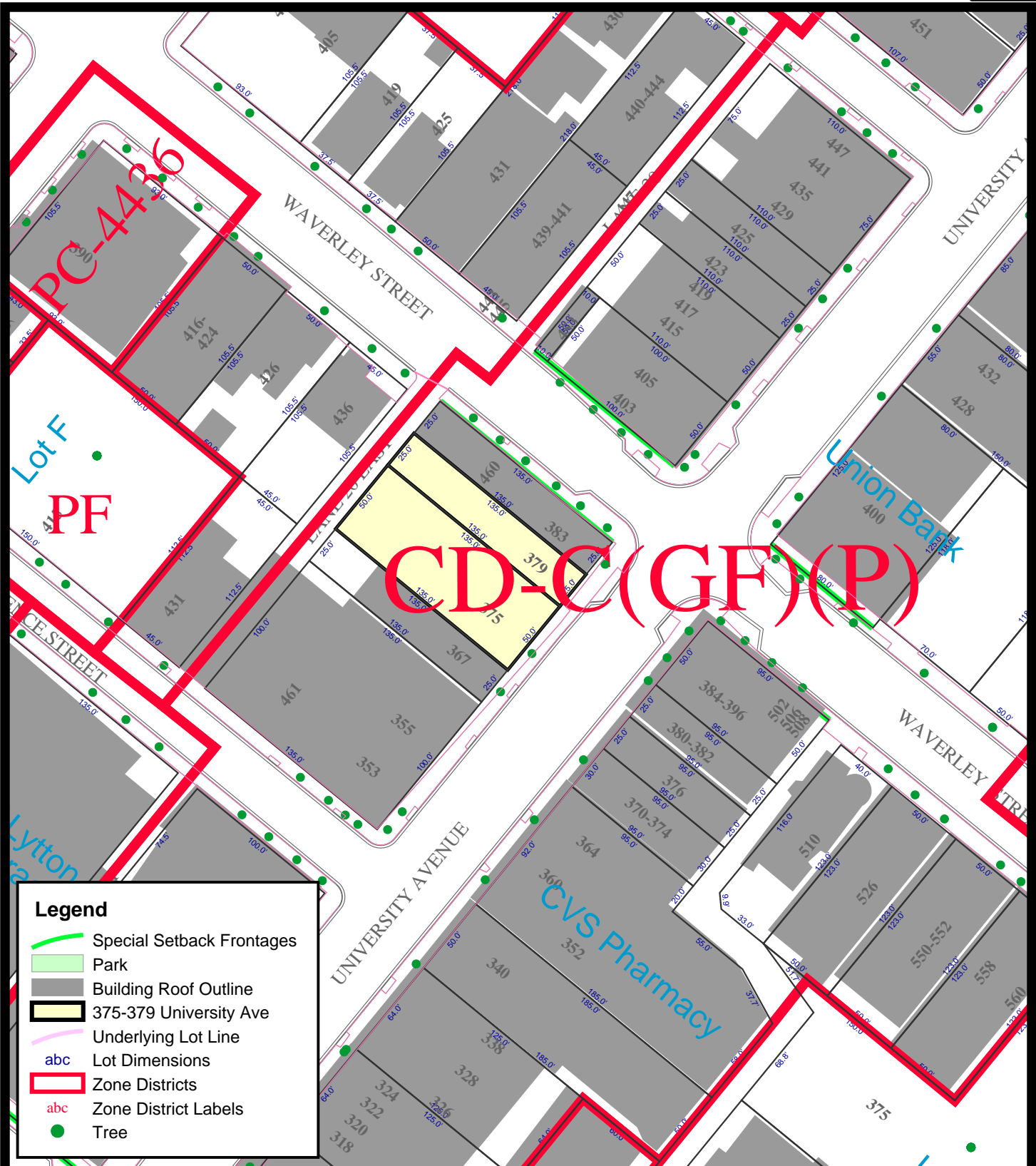
¹ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org

- Attachment A: Location Map (PDF)
- Attachment B: Applicant's Project Description (PDF)
- Attachment C: ARB Findings (DOCX)
- Attachment D: Zoning Comparison Table (DOCX)
- Attachment E: Project Plans (DOCX)



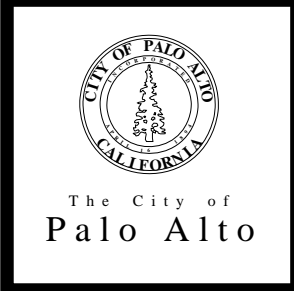
**Wynne Furth
Architectural Review Board**

**Peter Baltay
Architectural Review Board**



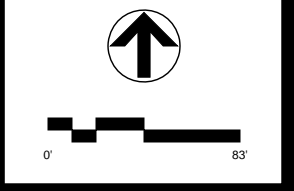
Legend

- Special Setback Frontages
- Park
- Building Roof Outline
- 375-379 University Ave
- Underlying Lot Line
- Lot Dimensions
- Zone Districts
- Zone District Labels
- Tree



375-379 University Avenue

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





February 7, 2019

Architectural Review Board
City of Palo Alto
250 Hamilton Avenue
Palo Alto, CA 94301

RE: Architectural Review Board Application for 375-379 University Avenue

Dear City of Palo Alto Architectural Review Board:

Thank you for reviewing the attached proposed exterior renovations to 375 / 379 University: The Cheesecake Factory Restaurant (now closed / vacant).

For this review we would like the Board to focus on the redevelopment of the exterior front of the building. The project goal is the exterior renovation of the Cheesecake Factory Restaurant to a facade that promotes University Avenue retail. The existing structure, floor area and overall shell is existing to remain.

The project scope consists of the following:

- Renovation of the main University Avenue elevation
- Minor renovations to the sides and rear (alley) elevations to remove old decorative Cheesecake Factory elements (lit medallions on rear sides and back by the cornice).
- New paint scheme for the balance of the building.

Design objectives are to redefine the building to:

- Be in better proportion and scale with adjacent buildings
- Remove the existing Cheesecake branded design.
- Create a design for the University Avenue elevation that supports one or two tenant opportunities
- Use upscale stone and metal materials consistent with adjacent buildings
- Create a classical but contemporary composition with large amounts of glass that brings energy, activity and excitement to the mid-block area.
- Create large glazed openings to promote window shopping and store visibility.

Site:

The building occupies a mid-block position on University Avenue. It is buffered from Waverly Street by Paris Baguette café. On the opposite side of the building is Crepevine café, Design Within Reach and Medallion Rug Gallery on the corner of Florence Street.

Building heights on the block (note: all heights are approximations):

Medallion Rug Gallery:	38'-0"
Design Within Reach:	37'-0"
Crepevine:	22'-10"
Cheesecake Factory:	36'-10" proposed
Paris Baguette:	24'-0"

Design Concept:

The inspiration for the design refers to the look and feel of the building, prior to the Cheesecake Factory remodel (circa 2003). The building had simple rectangular massing, vertical pilasters and warehouse style windows. Starting with this vocabulary, the design is a study in proportion to make the building light and transparent, create open and inviting retail spaces and bring a human scale proportion to the streetscape that is lacking in the current Cheesecake Factory design.

The proposed University Avenue elevation is a layering of grids that breaks down the overall mass of the building. The stone frame divides the building in half creating two retail spaces. The steel structure divides the storefronts further and sets the framing for large expanses of windows that blur the barrier between the street and the store. This allows large amounts of natural light into the building. The warehouse windows, awnings and scale of the stone provide the final divisions that bring the building to a human scale.

The awning / storefront datum along the block elevation is between 9'-9" and 11'-5". The bottom of the proposed awning is 11'-4". This unites the pedestrian experience along the block and adjusts scale of the building to the sidewalk realm. The storefront is maximized for glazing and window shopping. The windows are set back 2'-6" from the face of building to provide an area for people to pause and shop and allow foot traffic to circulate by.

The palette of the materials focuses on a simple and upscale selection of materials. The stone body is a travertine with a flamed basalt base. This material is compatible and sympathetic to the neighboring buildings on the block that use stone / brick. The metal windows and framing are a complementary hue of black. The building is capped with a painted metal parapet cap to match the metal color. The sides and rear are a plaster finish painted to match the stone. The doorways and recesses in the rear are painted to match the metal paint color. The paint scheme wraps the building and the darker black paint is used as a base on the rear of the building and to highlight existing openings. The building lighting is simple sconces casting light on the stone surface and highlighting the natural material. There is dimmable linear lighting in the awning to provide illumination at the sidewalk to encourage window shopping. The building address placards will be internally lit per code.

Signage:

Building address signage is proposed as simple plaques on the vertical pilasters of the building by the doorway entrances.

Tenant signage will be submitted under a separate permit.

Survey of Material Palates of buildings on the block:

Medallion Rug Gallery:	Plaster base (dark gray); horizontal, rough faced brick (tan), plaster accent band (tan)
Design Within Reach:	metal (silver) and glass
Crepevine:	wood base; horizontal, rough faced stone veneer (pinkish tan); wood frame windows;
Cheesecake Factory:	(existing) stone marble; pink stucco with gray moldings / trim; gold tile accents
Paris Baguette:	plaster with brick accents (gray), black metal frame windows

Survey of Sidewalk Experience:

Medallion Rug Gallery:	Minimal retail windows
Design Within Reach:	Large retail windows
Crepevine:	Street café sitting area, windows
Cheesecake Factory:	Minimal windows (existing)
Paris Baguette:	Street café sitting area, windows, blue accent glass

Public Seating:

The public corner benches on Waverly and University partially overlap the Cheesecake Factory frontage and the adjacent Paris Baguette café.

Short / Long Term Bicycle Parking:

Two "U" shaped bike parking stands (matching existing stands on the block) can be placed along the curb line for the building needs. Long Term bicycle parking will be in the building and part of the tenant improvements.

Best regards,

Steven Ohlhaber AIA
C2K Architecture

ATTACHMENT A
ARB FINDINGS FOR APPROVAL
375 University Avenue
18PLN-00408

In order for the ARB to make a future recommendation of approval, the project must comply with the following Findings for Architectural Review as required in Chapter 18.76.020 of the PAMC.

Finding #1: The design is consistent with applicable provisions of the Palo Alto Comprehensive Plan, Zoning Code, coordinated area plans (including compatibility requirements), and any relevant design guides.

Finding #2: The project has a unified and coherent design, that:

- a. creates an internal sense of order and desirable environment for occupants, visitors, and the general community,
- b. preserves, respects and integrates existing natural features that contribute positively to the site and the historic character including historic resources of the area when relevant,
- c. is consistent with the context-based design criteria of the applicable zone district,
- d. provides harmonious transitions in scale, mass and character to adjacent land uses and land use designations,
- e. enhances living conditions on the site (if it includes residential uses) and in adjacent residential areas.

Finding #3: The design is of high aesthetic quality, using high quality, integrated materials and appropriate construction techniques, and incorporating textures, colors, and other details that are compatible with and enhance the surrounding area.

Finding #4: The design is functional, allowing for ease and safety of pedestrian and bicycle traffic and providing for elements that support the building's necessary operations (e.g. convenient vehicle access to property and utilities, appropriate arrangement and amount of open space and integrated signage, if applicable, etc.).

Finding #5: The landscape design complements and enhances the building design and its surroundings, is appropriate to the site's functions, and utilizes to the extent practical, regional indigenous drought resistant plant material capable of providing desirable habitat that can be appropriately maintained.

Finding #6: The project incorporates design principles that achieve sustainability in areas related to energy efficiency, water conservation, building materials, landscaping, and site planning.

ATTACHMENT D
ZONING COMPARISON TABLE
375 University Avenue, 18PLN-00408

Table 1: COMPARISON WITH CHAPTER 18.18 (CD-C DISTRICT) Exclusively Non-Residential Development Standards			
Regulation	Required	Existing	Proposed
Minimum Setbacks			
Front Yard	None Required	0 ft	0 ft
Rear Yard	None Required	0 ft	0 ft
Interior Side Yard	None Required	0 ft	0 ft
Street Side Yard	None Required	N/A	N/A
Minimum street setback for sites abutting a residential zone district	Note 4	N/A	N/A
Minimum yard (ft) for lot lines abutting or opposite residential zone districts	10 feet (Note 1)	N/A	N/A
Maximum Site Coverage	None Required	10,125 sf	10,125 sf
Maximum Height	50 feet (Note 3)	36'10"	36'10"
Maximum Floor Area Ratio (FAR)	1.0:1 (10,125 sf) (Note 5)	13,353 sf	13,353 sf
Maximum Size of New Non-Residential Construction or Expansion Projects	25,000 sf of gross floor area or 15,000 sf above the existing floor area, whichever is greater, provided the floor area limits set forth elsewhere in this chapter are not exceeded	13,353 sf	No increase, project conforms
Daylight Plane for lot lines abutting one or more residential zone districts			
Initial Height at side or rear lot line and Slope	(Note 2)	N/A	N/A

Notes

- 1) The yard shall be planted and maintained as a landscaped screen, excluding area required for site access.
- 2) The initial height and slope shall be identical to those of the residential zone abutting the site line in question.
- 3) The maximum height within 150 feet of any abutting residential zone district shall not exceed the height limit of the abutting residential district.
- 4) The minimum street setback shall be equal to the residentially zoned setback for 150 feet from the abutting single-family or multiple family development.
- 5) FAR may be increased with transfers of development and/or bonuses for seismic and historic rehabilitation upgrades, not to exceed a total site FAR of 3.0:1 in the CD-C subdistrict or 2.0:1 in the CD-S or CD-N subdistricts.

18.18.100 Performance Standards. In addition to the standards for development prescribed above, all development shall comply with the performance criteria outlined in Chapter 18.23 of the Zoning Ordinance. All mixed-use development shall also comply with the provisions of Chapter 18.23 of the Zoning Ordinance.

18.18.110 Context-Based Design Criteria. As further described in a separate attachment, development in a commercial district shall be responsible to its context and compatible with adjacent development, and shall promote the establishment of pedestrian oriented design.

**Table 2: CONFORMANCE WITH CHAPTER 18.52.040 (Off-Street Parking and Loading)
for Downtown University Avenue Parking Assessment District**

Type	Required		Existing	Proposed	Conforms?
Vehicle Parking (within the Downtown Parking Assessment District) PAMC 18.52.040 Table 2	All uses except residential: 1 space per 250 sf	53 spaces	49 spaces in assessment district	49 spaces in assessment district	Legal Non-Conforming*
Bicycle Parking (within the Downtown Parking Assessment District) PAMC 18.52.040 Table 2	All uses except residential: 1 space per 2,500 sf 40% Long Term (LT) 60% Short Term (ST)	5 spaces 3 LT 2 ST	Unknown	4 Short Term	No, as part of a formal application staff will require 3 long term spaces within the building. Short-term spaces will be required to the degree they fit within the public right-of-way.
Loading Space	Retail Uses (5,000-29,999 sf) require 1 loading space. The space is proposed to be located in the rear alley.				

* The proposed parking is a nonconforming condition, consisting of 49 parking spaces paid into the University Avenue Parking Assessment District when 53 are required. The site is not required to be brought into conformance because this project is a remodel and does not increase the square footage of the building and therefore the non-conformity of the parking. Additional research will be performed with a formal application.

Attachment E

Project Plans

Hardcopies of project plans are provided to Board members. These plans are available to the public online and/or by visiting the Planning and Community Environmental Department on the 5th floor of City Hall at 250 Hamilton Avenue.

Directions to review Project plans online:

1. Go to: bit.ly/PAPendingprojects
2. Scroll down to find "375 University Avenue" and click the address link
3. On this project specific webpage you will find a link to the project plans and other important information

Direct Link to Project Webpage:

<https://www.cityofpaloalto.org/news/displaynews.asp?NewsID=4520>



Architectural Review Board

Staff Report (ID # 10159)

Report Type: Approval of Minutes **Meeting Date:** 3/7/2019

Summary Title: Minutes of February 7, 2019

Title: Draft Architectural Review Board Meeting Minutes for February 7, 2019.

From: Jonathan Lait

Recommendation

Staff recommends the Architectural Review Board (ARB) adopt the attached meeting minutes.

Background

Draft minutes from the February 7, 2019 Architectural Review Board (ARB) meeting were made available to Board members prior to this hearing.

A hard copy of the minutes of the above referenced meeting(s) will be made available at the ARB hearing in the Council Chambers at 8:30 am.

Approved Minutes will be made available on the ARB webpage at <http://www.cityofpaloalto.org/gov/boards/architectural/default.asp>