



# Architectural Review Board

## Staff Report (ID # 14255)

**Report Type:** Action Items **Meeting Date:** 5/5/2022

**Summary Title:** 180 El Camino Real: Brilliant Earth Retail (1st Formal)

**Title:** PUBLIC HEARING / QUASI-JUDICIAL. 180 El Camino Real [22PLN-00028]: Recommendation on Applicant's Request for Approval of a Board Level Architectural Review application to allow for a new storefront façade and signage for Brilliant Earth retail tenant (formerly Marimekko – Space #71, Bldg. D). Environmental Assessment: Exempt From CEQA per Section 15303 (New Construction). Zoning District: CC (Community Commercial). For More Information Contact the Project Planner Tamara Harrison at Tamara.Harrison@mbakerintl.com

**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 to the Director of Planning and Community Development based on findings and subject to conditions of approval.

### Background

#### Project Information

Owner:	The Board of Trustees of Leland Stanford Junior University
Architect:	MG2 Corporation
Representative:	Jason Smith – Land Shark Development Services Group
Legal Counsel:	N/A

#### Property Information

Address:	180 El Camino Real
Neighborhood:	Stanford Shopping Center
Lot Dimensions & Area:	Various & 52.8 Acres
Housing Inventory Site:	Not Applicable
Located w/in a Plume:	Not Applicable

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

Protected/Heritage Trees:	Various throughout the site
Historic Resource(s):	Not Applicable
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:	Yes, applicable
Downtown Urban	Not Applicable

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Design Guide:

South of Forest Avenue Not Applicable

Coordinated Area Plan:

Baylands Master Plan: Not Applicable

El Camino Real Design

Guidelines (1976 / 2002): Yes, 1976 Guidelines

Proximity to Residential

Uses or Districts (150'): Not Applicable

Located w/in the Airport

Influence Area: Not Applicable

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Prior City Reviews & Action

City Council: None

PTC: None

HRB: None

ARB: None

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## Project Description

The proposed project is a Board Level Architectural Review application to allow for an exterior tenant improvement, which includes a new storefront façade, storefront glazing and new signage for *Brilliant Earth* (formerly *Marimekko* – Space #71, Bldg. D), a new retail tenant at the Stanford Shopping Center. Interior Improvements will include a complete interior remodel as well.

The project is subject to 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 application 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.

## **Analysis<sup>1</sup>**

### **Neighborhood Setting and Character**

The project is located within the Stanford Shopping Center on the northern portion of the site, between buildings E and H and C. The 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 project is located within an exterior facing tenant space within Building D of the Stanford Shopping Center. The proposed project involves a façade over 35 ft in length and faces Sand Hill Road, therefore, requiring Board Level Architectural Review.

### **Consistency with the Comprehensive Plan, Area Plans and Guidelines<sup>2</sup>**

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 used by City staff to regulate building and development and make recommendations on 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 of Community Commercial. On balance, the project is consistent with the policies in the Comprehensive Plan and therefore fulfills the goals of the Plan. Attachment B provides a detailed review of the project's consistency with the Comprehensive Plan.

### **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 that will strengthen the Stanford Shopping Center position as a premier regional shopping center with distinctive businesses and an open, appealing pedestrian environment. The improvements contribute to the exclusive retail, dining, and personal service experience of the Stanford Shopping Center.

## **Façade Changes**

<sup>1</sup> 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.

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

The subject tenant space is located towards the western portion of Building D and will replace one (1) existing retail tenant space (*Marimekko*). The facade will face Sand Hill Road, *Flexa*, *American Girl* and *Pottery Barn*. This tenant space is recessed from the adjacent *California Pizza Kitchen* tenant and has a standard rectangular one-story façade. The existing façade for the Marimekko tenant space, has a stone finish design in white with brown metal trim around doors and windows with a recessed doorway. This existing tenant space includes one (1) existing sign reading *Marimekko*, located over the entrance into the space. The existing façade design extends the full height of the building, consistent with the MTFSP design standards.



The new storefront design maintains the recessed entryway and rectangular shape of the space. The façade will include a white painted thin brick tile with warm metal accents and storefront mullions will have a champagne-colored finish and will frame the windows and door. Signage for the tenant space will be a dark bronze metal. Staff believes the projects design and materials are cohesive and consistent with those found within the Shopping Center,

while updating a street facing tenant in the Shopping Center.

### **Planter Boxes/Landscaping**

The project does not propose to disturb any existing landscaping, nor does it propose to add any new landscaping.

### **Zoning Compliance<sup>3</sup>**

The Palo Alto Municipal Code Section 18.16.060(e)(3) states the maximum floor area for the Stanford Shopping Center is limited to 1,412,362 square feet. Staff performed a review of the proposed project's consistency with applicable zoning standards. The proposed project includes no changes to the floor area or site plan of the Shopping Center. This results in no changes to FAR, access, circulation, and parking. The proposed project complies with all applicable codes within the Zoning Ordinance. Attachment D provides a summary table of the zoning compliance information for this project.

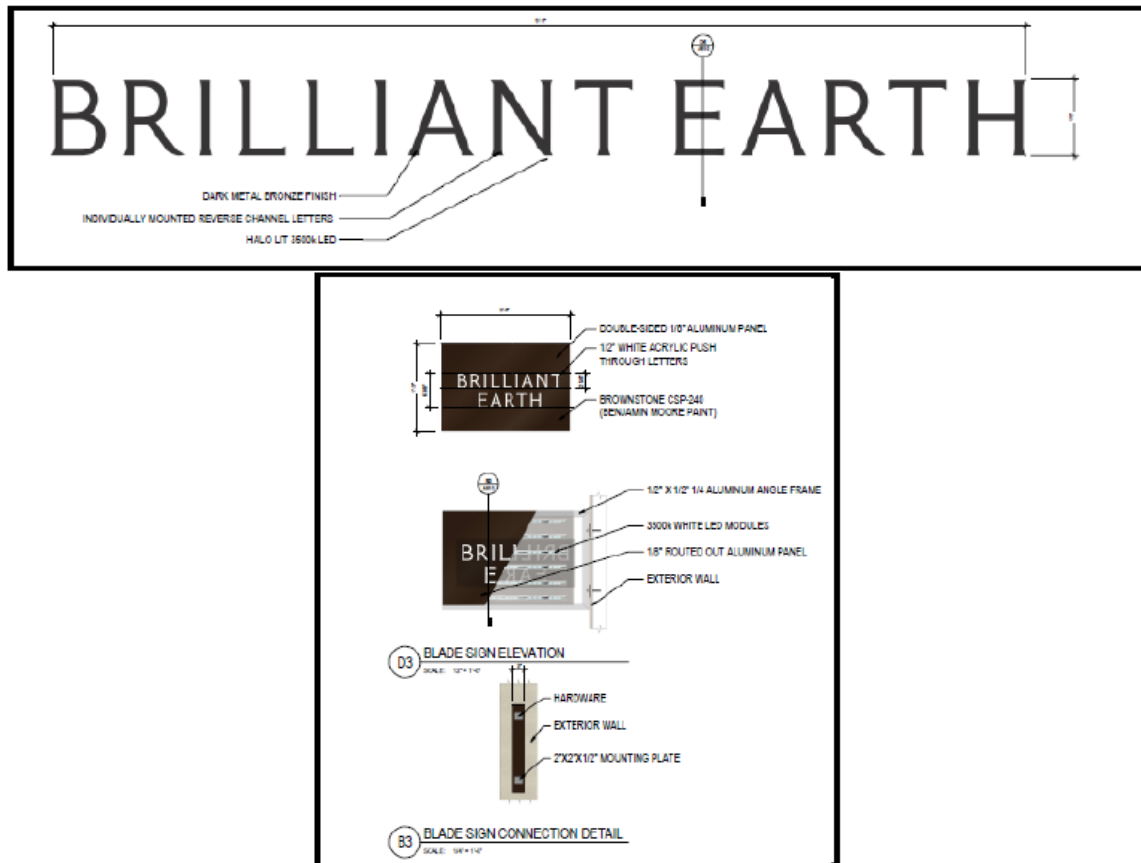
### **Signage**

<sup>3</sup> The Palo Alto Zoning Code is available online: [http://www.amlegal.com/codes/client/palo-alto\\_ca](http://www.amlegal.com/codes/client/palo-alto_ca)



The proposed signage includes a new wall sign and a new blade sign, both types reading “Brilliant Earth.” The wall sign consists of halo lit individual metal channel letters with a dark bronze finish, with the blade signs being double-faced with an aluminum panel and acrylic push-thru letters.

Sheet A810



	Dimensions	Location
Wall Signs (1)	181" x 14"; 17.6 sf	Façade Wall
Blade Sign (1)	15" x 24"; 2.5 sf	Façade Wall

The proposed wall sign square footage is within the maximum allowed by the Sign Ordinance, which would allow a maximum size of 70 sf. 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 design meets. Additionally, the proposed blade sign meets the maximum dimension for blades at 15" x 24", resulting in the signage being consistent with Shopping Center signage.

### 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 site is located within walking distance of the University Avenue CalTrain station and several bus stops. For this reason, the Center should provide amenities that encourage biking and walking to this location. While the existing facility is legal non-complying, in order to bring the project into greater compliance with current bike parking requirements, this project will be conditioned to add one (1) new short-term bike parking space. The installation of this bike rack will likely be done by the master leaseholder, Simon. Therefore, staff will coordinate permits for several such installations at once.

## 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, including signage.

## 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 April 22, 2022, which is 13 days in advance of the meeting. Postcard mailing occurred on April 20, 2022, which is 15 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

### ARB<sup>4</sup> Liaison & Contact Information

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<sup>4</sup> Emails may be sent directly to the ARB using the following address: [arb@cityofpaloalto.org](mailto:arb@cityofpaloalto.org)

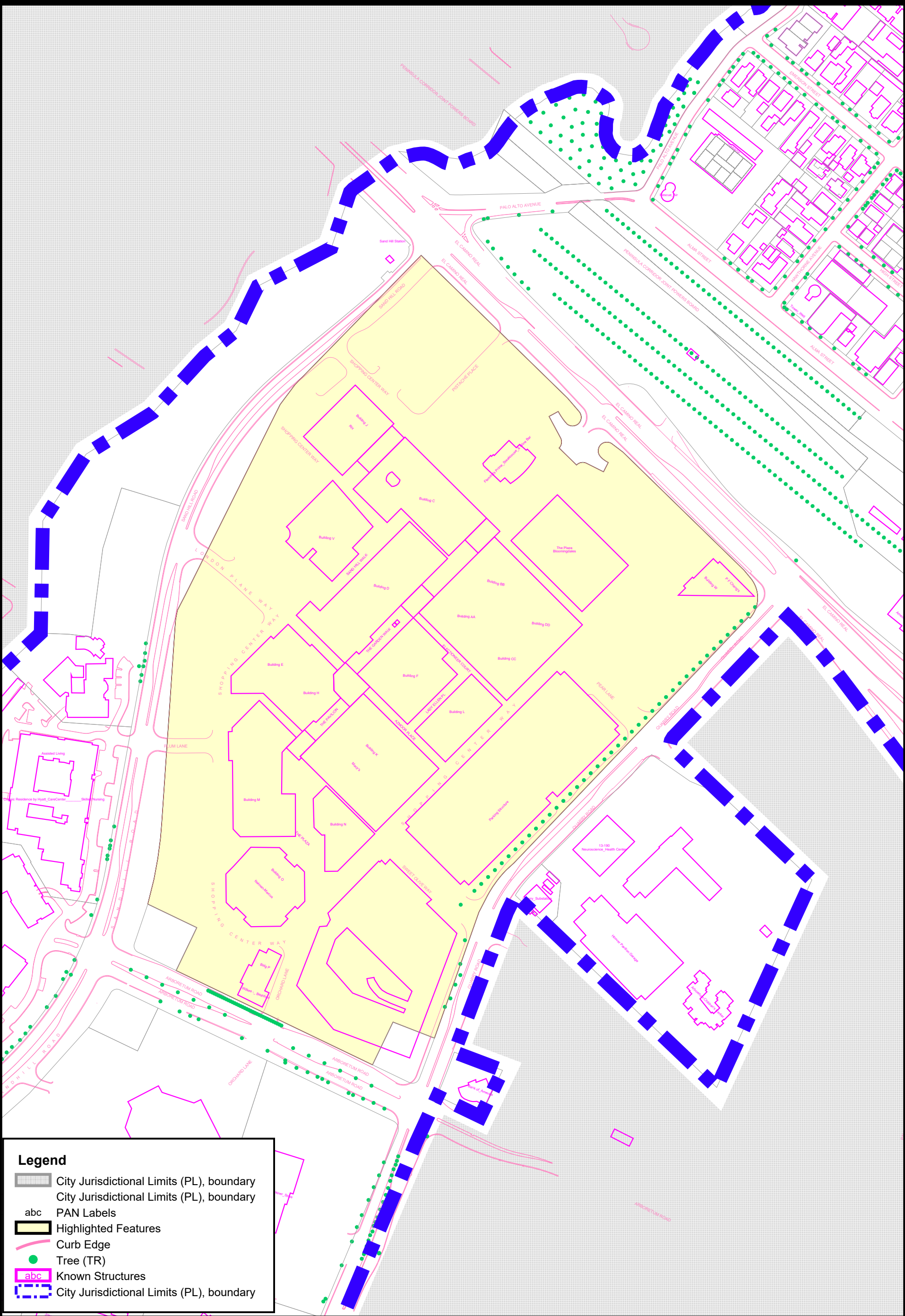
Tamara Harrison, Contract Planner  
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**Attachments:**

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





**Legend**

City Jurisdictional Limits (PL), boundary

City Jurisdictional Limits (PL), boundary

PAN Labels

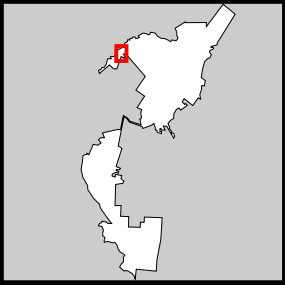
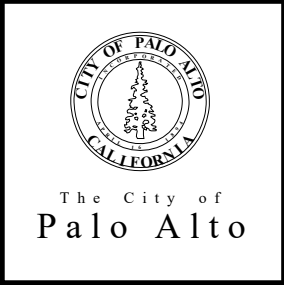
Highlighted Features

Curb Edge

Tree (TR)

Known Structures

City Jurisdictional Limits (PL), boundary



# 180 El Camino Real - 22PLN-00028

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

**ATTACHMENT B  
ARB FINDINGS FOR APPROVAL**

180 El Camino Real  
22PLN-00028

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.**

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

<i><b>Comp Plan Goals and Policies</b></i>	<i><b>How project adheres or does not adhere to Comp Plan</b></i>
The Comprehensive Plan land use designation for the site is Regional Commercial.	The project continues the Regional Commercial land use.
<i><b>Land Use and Community Design Element</b></i>	
<b>Policy L-4.9:</b> 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.	The proposed project would modify the exterior storefront of one (1) existing retail tenant space and replace it with a new retail tenant. The proposed modifications to the exterior of the storefront are cohesive and consistent with designs found throughout the center and would update a corner entry to the interior of the shopping center, helping to maintain the center's regional significance.
<b>Policy L-1.11:</b> 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.	The proposal has been reviewed against the Palo Alto General Plan, the PAMC, the Stanford Shopping Center Master Tenant Façade and Sign Program as well as applicable design guidelines to determine consistency with all regulations and standards. Proposed materials and colors have also been reviewed for consistency with Palo Alto's design quality standards.

	The proposal has been found to be consistent with standards and will result in a high-quality development. As previously mentioned, the proposal will replace and existing retail tenant with a new retail tenant and no new areas of the overall site would be disturbed; thereby, lessening potential impacts from the project.
<b>Program L-2.4.2:</b> Allow housing at Stanford Shopping Center, provided that adequate parking and vibrant retail is maintained and no reduction of retail square footage results from the new housing.	Not applicable as housing is not a part of this proposal.
<b>Policy L-2.9:</b> Facilitate reuse of existing buildings.	The proposed project would modify the exterior storefront of an existing retail tenant space and replace it with a new retail tenant. Existing buildings would be used, and no new buildings are proposed.
<b>Policy L-2.11:</b> Encourage new development and redevelopment to incorporate greenery and natural features such as green rooftops, pocket parks, plazas and rain gardens.	The proposal does not include any natural features such as green rooftops, pocket parks, plazas, or rain gardens; however, a large landscape planter which contains a seat wall is located directly in front of the storefront and provides greenery as well as a gathering space location for the center. In addition, the Stanford Shopping Center includes multiple landscaped areas throughout the site.
<b>Policy L-4.1:</b> Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods, without loss of retail and existing small, local businesses.	The proposed project would upgrade existing tenant space within the Stanford Shopping Center and is cohesive and compatible with existing designs found throughout the center. Retail uses would continue in this location.
<b>Policy L-4.4:</b> 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.	The project itself does not propose any gathering spaces nor public amenities such as benches, street trees, kiosks, or public art; however, a large landscape planter which contains a seat wall is located directly in front of the storefront and provides a gathering space opportunity for the center. In addition, the Stanford Shopping Center provides multiple gathering spaces and

	public amenities located throughout the center that are available for use.
<b>Program L-4.2.3:</b> Explore and potentially support new, creative and innovative retail in Palo Alto.	The proposed project would bring a new retail tenant to the Stanford Shopping Center and will provide additional variety to patrons of the center.
<b>Policy B-6.3:</b> 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 proposed project has also been reviewed by Stanford University and Simon Mall Management in order to ensure consistency with the Master Tenant Façade and Sign Program as well as ensure consistency with the existing Shopping Center. The project design has been found to be consistent with the Master Program standards and cohesive with the overall Shopping Center.
<b>Goal L-6:</b> Well-designed Buildings that Create Coherent Development Patterns and Enhance City Streets and Public Spaces.	The design of the proposed façade is cohesive with existing facades within the Stanford Shopping Center. Improvements have not been proposed to any City Streets or public spaces within the Shopping Center as a result of this project; however, the improved façade will be more aesthetically pleasing to those entering the Shopping Center from Sand Hill Road and for those patrons using the public spaces located nearby the tenant space.
<b>Policy L-5:</b> Maintain the scale and character of the City. Avoid land uses that are overwhelming and unacceptable due their size and scale.	The proposal is located within the Stanford Shopping Center which has previously be found to maintain the scale and character of the City. The proposed use is a retail tenant that will replace an existing retail unit; therefore, the proposed land use will not be overwhelming and unacceptable due to the size and scale of the operation.

The project would be required to be consistent with the zoning requirements, El Camino Real Design Guidelines, and the Master Façade and Sign program for 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.

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.

<b>1. Pedestrian and Bicycle Environment</b>	<b>Project Consistency</b>
<i>The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity through design elements</i>	This finding does not apply.
<b>2. Street Building Facades</b>	
<i>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</i>	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 doorways, windows and signage 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 (retail) with pedestrians and patrons on the outside through the use of large windows.
<b>3. Massing and Setbacks</b>	
<i>Buildings shall be designed to minimize massing and conform to proper setbacks</i>	The proposed project will not change the existing buildings setbacks or massing.
<b>4. Low Density Residential Transitions</b>	
<i>Where new projects are built abutting</i>	This finding does not apply.

*existing lower scale residential development, care shall be taken to respect the scale and privacy of neighboring properties*

#### **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*

This finding does not apply.

#### **7. Large Multi-Acre Sites**

*Large sites (over one acre) shall be designed so that street, block, and building patterns are consistent with those of the surrounding neighborhood*

This finding 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. 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 proposed façade design is utilizing high-quality exterior materials and finishes that are balanced in the design, the proposed brick veneer façade in white with champagne aluminum trim at doors and windows blends well with the existing earth tones with metal accents used on adjacent tenant spaces and helps to create uniform and look. The color palette primarily consists of a white brick veneer, champagne aluminum trim and dark bronze metal signage, providing a high-end appearance. The design uses two (2) large storefront display windows and a door with glazing and aluminum trim as the primary focal point of the tenant space which provide uninterrupted views into the tenant space, providing a simple, clean, and aesthetically pleasing storefront design typical of the 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 subject building is existing, and the project does not propose any modifications to the



Shopping Center's roadways or sidewalks; therefore, the existing circulation improvements will remain in place. The signage as conditioned is well placed and consistent with the MTFS program signage regulations providing signage that is in scale with both pedestrians and automobiles entering the Shopping Center from Sand Hill Road. The dark bronze aluminum channel lettering with halo lighting located on the white facade provides excellent contrast and are easily visible to visitors of the Shopping Center. In addition, the brown aluminum cabinet of the proposed blade sign with white acrylic push through lettering also provides great contrast and visibility for patrons approaching the tenant space from the interior of the mall.

**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.**

This finding is not applicable to this project. The subject tenant space has an existing large, landscaped planter box with seat wall located directly in front of the subject tenant space. New planter boxes are not recommended as they would further narrow the sidewalk and potentially reduce the area below required standards.

**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 proposed project includes materials that consist of a thin brick veneer, aluminum trim and glass which are readily recyclable and is subject to the local energy and recycling codes. The proposed signs are illuminated and made of durable long-lasting materials and are subject to the green building energy regulations.

**ATTACHMENT D**  
**ZONING COMPARISON TABLE**

180 El Camino Real (Building D - Space #71), 22PLN-00028

<b>Table 1: COMPARISON WITH CHAPTER 18.16 (CC DISTRICT) Exclusively Non-residential Development Standards</b>			
<b>Regulation</b>	<b>Required</b>	<b>Existing</b>	<b>Proposed</b>
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 <sup>(1), (2), (8)</sup>	Varied	No Change
Rear Yard	No Requirement	N/A	No Change
Interior Side Yard	No Requirement	N/A	No Change
Street Side Yard	No Requirement	Varied	No Change
Min. yard for lot lines abutting or opposite residential districts or residential PC districts	10 feet <sup>(2)</sup>	N/A	Not Applicable
Build-to-lines	50% of frontage built to setback; 33% of side street built to setback <sup>(7)</sup>	N/A	No Change
Special Setback	24 feet – see Chapter 20.08 & zoning maps	Varied	No Change
Max. Site Coverage	No Requirement	N/A	Not Applicable
Max. Building Height	50 feet <sup>(4)</sup>	Varied	No Change
Max. Floor Area Ratio (FAR)	N/A <sup>(9)</sup>	~1,361,751 net sf	No Change
Daylight Plane for lot lines abutting one or more residential zone districts other than an RM-40 or PC Zone	None <sup>(6)</sup>		

(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.

(6) The initial height and slope shall be identical to those of the most restrictive residential zone abutting the site line in question.

(7) 25 foot driveway access permitted regardless of frontage, build-to requirement does not apply to CC district.

(8) A 12 foot sidewalk width is required along El Camino Real frontage

(9) Stanford Shopping Center shall not be permitted to 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. Any hotel or mixed use development for the Stanford Shopping Center shall only be included if approved as part of a Development Agreement for the site.

**Table 1: 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 surrounding uses.	Not Applicable. Project does <u>not</u> include late night hours.
Outdoor Sales and Storage (18.16.040 (h))	Except in shopping centers, all permitted office and commercial activities shall be conducted within a building, except for: <ul style="list-style-type: none"> <li>(i) Incidental sales and display of plant materials and garden supplies occupying no more than 2,000 square feet of exterior sales and display area,</li> <li>(ii) Outdoor eating areas operated incidental to permitted eating and drinking services or intensive retail uses,</li> <li>(iii) Farmers' markets that have obtained a conditional use permit, and</li> <li>(iv) Recycling centers that have obtained a conditional use permit.</li> </ul>	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 project is not adding square footage and adequate recycling storage is provided within the larger shopping center.
Employee Showers (18.16.040 (j))	Employee shower facilities shall be provided for any new building constructed or for any addition to or enlargement of any existing building as specified in Table 6 of 18.16.040(j))	Not Applicable. Proposed project is renovation of an existing building.
Office Use Restrictions (18.16.050)	Total floor area of permitted office uses on a lot shall not exceed 25% of the lot area, provided a lot is permitted between 2,500 and 5,000 sf of office use. The maximum size may be increased with a CUP issued by the Director.	Not Applicable. Proposed project is retail

**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 2: 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 5,216 parking spaces	5,265 spaces	No change
Bicycle Parking	1/2,750 sf (40% long term and 60% short term) equals 522 spaces for the site overall.	351 spaces (97 long term, 254 short term)	1 space per conditions of approval
Loading Space	29 spaces required for the entire center	~24 loading spaces	No change

\* On-site employee amenity space is exempted from the parking requirements

**Table 3: Stanford Shopping Center Master Sign Program Sign Types, Number, and Locations**

Sign	Requirement	Number	Maximum Size	Location
Primary sign (wall sign)	Required	1	Maximum height 24" and otherwise proportional to logo characteristics; Stacked signs not to exceed 36" in height; no sign closer to 24" from 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.

**ATTACHMENT D**  
**CONDITIONS OF APPROVAL**

180 El Camino Real  
22PLN-00028

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**PLANNING DIVISION**

1. **CONFORMANCE WITH PLANS.** Construction and development shall conform to the approved plans entitled, "Brilliant Earth ARB Set," stamped as received by the City on April 27, 2022 on file with the Planning & Development Services Department, 250 Hamilton Avenue, Palo Alto, California except as modified by these conditions of approval.
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.** The ARB approval letter including all Department conditions of approval for the project shall be printed on the plans submitted for building permit.
4. **ELECTRICAL PERMIT FOR ILLUMINATED SIGNS.** Illuminated signs require Building Department review and permits. Plans shall include sign location, wiring sizes and type, disconnect size and location of panel, conduit type and size, structural elements, etc.
5. **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.
6. **PROJECT EXPIRATION.** The project approval shall be valid for a period of twelve months from the original date of approval. Application for a one-year extension of this entitlement may be made prior to expiration.
7. **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.

8. 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, Tamara Harrison at [Tamara.Harrison@mbakerintl.com](mailto:Tamara.Harrison@mbakerintl.com) to schedule this inspection.

### **PUBLIC WORKS ZERO WASTE**

#### **PRIOR TO ISSUANCE OF BUILDING PERMIT:**

9. RETAIL WASTE: Please indicate the area in which staff will store the retail waste that will be serviced by the Mall. The size of the storage area shall fit 1 – 32gal recycle, 1 - 32gal landfill, and 1 – 32gal compost. Please indicate and provide cut sheets, signage, and dimensions of the bins that will be used and the dimensions of the storage area.
10. REFUSE CONTAINERS: The following comments below are part of the Palo Alto Municipality Code and cut-sheets for the internal and external containers, related color-coded millwork, and colored-coded pictorial signage must be included in the building plans prior to receiving approval from the Zero Waste Department. As per Palo Alto Municipal Code 5.20.108 the site is required to have color-coded refuse containers, related color-coded millwork, and colored-coded pictorial signage at each refuse disposal area. A refuse disposal area must include a recycle (blue container), compost (green container), and garbage (black container), three containers total. Applicant shall present on the plan the locations and quantity of all internal and external refuse containers and any millwork containing refuse containers. Signage to be placed on the containers shall be included as well. This requirement applies to any external or internal refuse containers located in common areas such as the show room, staff lounge, and reception area etc. except for restrooms. Millwork to store the color-coded refuse containers must have a minimum of four inches in height, wrapping around the full width of the millwork. Signage must be color coded with photos or illustrations of commonly discarded items. Restrooms and all handwashing stations must have a green compost container for paper towels and an optional black landfill container if applicable. Please refer to PAMC 5.20.108 and the Internal Container Guide. Examples of appropriate signage can be found in the Managing Zero Waste at Your Business Guide. Electronic copies of the signage can be found on the Zero Waste Palo Alto's website, <https://www.cityofpaloalto.org/Departments/Public-Works/Zero-Waste/WhatGoes-Where/Toolkit#section-2> and hard copies can be requested from the waste hauler, GreenWaste of Palo Alto, (650) 493-4894. Please contact Stephanie Lau, Zero Waste Coordinator, [Stephanie.Lau@cityofpaloalto.org](mailto:Stephanie.Lau@cityofpaloalto.org) with any questions regarding to the comments.



## Attachment E

### **Project Plans**

In order to reduce paper consumption, a limited number of hard copy project plans are provided to Board members for their review. The same plans are available to the public, at all hours of the day, via the following online resources.

#### **Directions to review Project plans online:**

1. Go to: [bit.ly/PApendingprojects](http://bit.ly/PApendingprojects)
2. Scroll down to find “180 El Camino Real” 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-Articles/Planning-and-Development-Services/180-El-Camino-Real-Brilliant-Earth?transfer=32b4733f-0f52-4af2-97f7-035d2fc5d169>

#### **Materials Boards:**

Color and material boards will be available to view in the display case outside of City Hall, on the exterior elevator near the corner of Hamilton Ave. and Bryant St. For closer examination, this same board will be brought to Chambers during the ARB hearing.