Architectural Review Board

Staff Report

Agenda Date: January 7, 2010

To: Architectural Review Board

From: Steven Turner, Senior Planner — **Department: Planning and Community Environment**

Subject: **340 University Avenue [09PLN-00226]:** Request by Bohlin Cywinski Jackson on behalf of Elizabeth Wong for Minor Architectural Review of exterior building improvements including a new front facade, roof, and minor changes to the rear facade of an existing retail building.

RECOMMENDATION

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

BACKGROUND

Site Information

The project is located at the intersection of University Avenue and Florence Street with a public alley and parking lot (Lot D) to the rear. The site is approximately 9,100 square feet and is occupied by a single story retail building of approximately 14,480 square feet including a basement and mezzanine of 3,780 square feet and 1,600 square feet, respectively. The building most recently contained the "Z Gallerie" furniture and house wares retail store, but is now unoccupied. The site is zoned Downtown Commercial District with Ground Floor and Pedestrian Shopping District overlays (CD-C(GF)(P)).

Project Description

The applicant has proposed to construct a new front façade, a new roof, improvements to the interior space and minor rear façade changes for a future retail tenant (the Project). The existing front façade and roof would be demolished. The interior walls and rear façade would remain. The project includes removal of a portion of the existing mezzanine (approximately 2,140 square feet to be removed) and minor changes to the existing basement. The ground floor would consist of retail space, storage and office areas, restrooms, trash/recycling facilities, stairways and an elevator. The basement and mezzanine areas would be used as storage and ancillary office space. There would be an overall decrease in gross floor area due to partial demolition of the mezzanine. The project is considered a building remodel in that only the front façade and roof would be entirely demolished.

The new front façade represents a significant change from the existing façade. The new façade would be constructed of clear-glass panels, set back from the sidewalk approximately four feet, framed by stainless steel vertical columns and canopy. The 10-foot tall entry/exit doors would be positioned on either side of the building centerline. The stainless steel canopy, elevated 20 feet above the public sidewalk, would extend to the glass façade panels. Stainless steel ceiling panels within the store would extend approximately 9.5 feet from the glass store front, at the same height of the canopy. The heights of the façade elements, measured from grade, would be as follows:

- Canopy: 20 feet
- Façade parapet: 25 feet
- Column parapet: 30 feet

The existing façade extends to 23 feet above the sidewalk and consists of display windows at the front property line and a recessed entry/exit door. A fabric awning extends along the front façade. The height of the awning above grade is approximately 9.5 feet. The façade above the awning consists of divided light windows (both at the building face and recessed) and cornice. This existing facade would be removed to construct the project.

The roof would be demolished and replaced with a new flat roof that would contain two skylights. The first skylight at the front of the roof would be approximately 12 feet by 77 feet; the second, near the back of the roof, would be approximately 27 feet by 39 feet. The roof would be approximately 25 feet above grade. Mechanical equipment would be located on the roof in two locations beyond the rear half of the building.

The minor changes to the rear façade include an increase in the wall and parapet height from 20 feet to 25 feet. The parapet pattern would be retained. The two recessed doors would be modified to be flush with the building face. The left door, facing the rear façade, would provide access to the storage and office areas. Deliveries would take place at this location. The second door would provide access to the trash and recycling area within the building. The two divided light windows above these doors would not be changed. The rear façade would be repainted.

At the interior of the building, the existing walls would remain in place, but would be faced with stainless steel panels attached to a new interior frame system. The new ceiling, extending approximately 20 to 24 feet above the floor, would contain the skylights described above and recessed lighting. At the rear of the store, three new trees would be planted below the rear skylight in raised planter beds. A photometric plan of the interior lighting is provided in the plan set.

DISCUSSION

Context-Based Design Considerations and Findings

In addition Architectural Review approval findings, Context-Based Design Considerations and Findings would be applicable to projects in the CD district and sub-districts pursuant to PAMC 18.18.110(b). For ARB discussion, context-based design considerations for the project are provided as Attachment B.

Historic Review

A historic resources review was conducted by Architectural Resource Group (ARG) to determine whether the building could be considered a historic resource for the purposes of the California Environmental Quality Act (CEQA). The subject building appears to have been constructed in late 1923 or early 1924, which would make it eligible for consideration as a historic resource for the purposes of CEQA. The structure does not appear on the City of Palo Alto's historic property inventory. Prior to the most recent tenant (Z Gallerie), the building was the location of a multi-vendor specialty retail food court and prior to that, until 1977, the building contained Liddicoat's Market, which was the original building tenant. The building's façade has been updated "multiple times" according to ARG's report, most recently in 1995 to accommodate the Z Gallerie tenant.

ARG determined that the building lacks sufficient integrity to have the potential to be identified as a historic resource. No further review is required. A copy of ARG's report is contained in Attachment G.

Downtown Urban Design Guide

The Downtown Urban Design Guide is meant to advise the applicant, staff and the ARB regarding development and design in the downtown area. The Downtown Urban Design Guide divides the downtown area into districts, each having a unique identity and design characteristics. The project site is in the University Avenue District, which is the identifiable center of the downtown area. Within this area, the Downtown Urban Design Guide recommends reinforcing the retail core by maintaining a strong concentration of ground floor retail and developing and enhancing the qualities which make an exciting outdoor and pedestrian environment, including vibrant and eclectic architecture. Furthermore, the project site is located in the Florence Street secondary district. This secondary district, along with the Kipling Street secondary district, is identified as a "unique opportunity to establish interesting links between University Avenue retail and Lytton Avenue commercial area." As described in the Downtown Urban Design Guide, "Efforts should be made to unify and complement each of the secondary districts through the use of appropriate building design, landscaping and public amenities." The Downtown Urban Design Guide is not a regulatory document, but to be used as a tool to guide development in the area.

The project would bring a distinctive building design to the Florence Street secondary district, replacing the existing traditional storefront with a modern design having a much larger scale. The height dimensions of the various façade elements will be greater than what currently exists in many downtown storefronts. It could be argued that the proposed design is out of context with the wider University Avenue environment. However, the proposed building will be lower in height than that adjacent CVS Pharmacy building to the east and only slightly taller than the retail/eating and drinking use building to the west. The expansive glass storefront could also be seen as out of scale with adjacent storefronts, which contain a mix of solid and transparent materials. However, the intent of the glass material is to create a more open look and feel to the façade, maximizing the transparent nature that would not otherwise be possible through the use of solid materials and finishes.

The Downtown Urban Design Guide recommends that the Florence Street secondary district be maintained with visible retail with connections to the sidewalk and street. The intent of the applicant is to "blur" the line between the outdoor public areas (sidewalk, street) and the private interior retail use. The continuation of the stainless steel panels from the interior to the interior

spaces, the installation of skylights and interior trees (discussed below) would seem to be consistent with the overall intent of the Downtown Urban Design Guide.

Pedestrian Shopping Combining District

The project is required to comply with Section 18.30(B).040 of the Palo Alto Municipal Code, which designates the ARB to determine whether the building is harmonious and includes three design features – (1) display windows, (2) a minimum covered recessed area, and (3) landscaping or architectural features intended to preclude blank walls or building faces. The project would provide approximately 157 square feet of recessed storefront area, where 75 square feet would be required. Though there is no landscaping proposed in the recessed area adjacent to the storefront, the project includes display windows and does not contain expansive blank walls or building faces. The recessed area could contain a narrow landscape strip that would not encroach into the public right of way. Staff recommends that the ARB consider whether landscaping in this area would be appropriate.

Public Improvements

The applicant has requested to relocate existing public amenities including bicycle racks, newspaper racks, and a trash receptacle near the front facade. Other than the relocation of the trash receptacle, these modifications would not be consistent with the downtown improvements project plan, adopted in 1998. However, the relocations may be acceptable if it is determined that they improve pedestrian circulation and access to these amenities. In addition to the requested relocations, the project includes installation of a new sidewalk and bollards. These public improvements are currently under discussion with the Public Works department, but a recommendation had not yet been made as of the writing of this report. Currently, staff recommends that the public improvements not be included in the ARB recommendation, but return to either the ARB (on the consent calendar or ARB subcommittee) or staff for further review. The ARB may comment on the applicant's proposed improvements.

Interior Trees

Although interior improvements are generally not included in the purview of the ARB, it should be noted that the applicant proposes to install three trees at the rear of the building under a proposed skylight. The trees would be located in raised planter beds, which would be constructed to be consistent with the materials and finishes within the retail space. The size and species of tree has not yet been determined. As a condition of approval, the applicant would be required to review the tree plan, with the plan for the raised planter beds, with the Planning Arborist prior to issuance of the building permit.

Signage

The applicant has shown the approximate location of building signage on the elevation drawings, located in the Project plan set. Building signs will be submitted as a separate architectural review application and is not part of this review; however the potential location for signage is appropriate ARB discussion.

Green Building

The applicant has provided a Leadership in Energy and Environmental Design (LEED) checklist to demonstrate the level of green building they hope to achieve. It is included as Attachment H. The checklist indicates that the project would achieve 27 points.

ENVIRONMENTAL REVIEW

Pursuant to the requirements of the California Environmental Quality Act (CEQA), the Project is categorically exempt from CEQA, per Section 15301, Existing Structures.

ATTACHMENTS

A. ARB Findings
B. Context-Based Design Findings
C. Conditions of Approval
D. Location Map
E. Zoning Compliance Table
F. Conformance with Comprehensive Plan Policies
G. ARG Historic Resources Review Report
H. LEED checklist
I. Applicant's Project Description letter
J. Plan Set received June 25, 2008 (Board Members only)

COURTESY COPIES

Tina Lindinger, BCJ, applicant
Elizabeth Wong, owner
Dan Garber, Heather Young, Simon Orchover

Prepared By: Steven Turner, Senior Planner ST

Manager Review: Amy French, Manager of Current Planning

ATTACHMENT A
FINDINGS FOR APPROVAL
ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW
340 University Avenue / File No. 09PLN-00262

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

(1) *The design is consistent and compatible with applicable elements of the Palo Alto Comprehensive Plan.* This finding can be made in the affirmative in that the project incorporates quality design that recognizes the regional importance of the area as described in the Comprehensive Plan and reinforces its pedestrian character.

(2) *The design is compatible with the immediate environment of the site.* This finding can be made in the affirmative in that the project is located at a prominent intersection of the commercial downtown in an environment with other large retail/office buildings. The building has been designed to encourage pedestrian and retail vitality.

(3) *The design is appropriate to the function of the project.* This finding can be made in the affirmative in that the design would accommodate the proposed retail use. The proposed building would have ample storefront glass, setbacks, and entry canopy to create an inviting retail and pedestrian environment.

(4) *In areas considered by the board as having a unified design character or historical character, the design is compatible with such character.* This finding is not applicable to this project in that this area does not have a unified design or historic character.

(5) *The design promotes harmonious transitions in scale and character in areas between different designated land uses.* This finding is not applicable in that this project is not situated in a transition area between different designated land uses.

(6) *The design is compatible with approved improvements both on and off the site.* This finding can be made in the affirmative in that the new building is compatible with the existing context of the retail/commercial downtown environment.

(7) *The planning and siting of the various functions and buildings on the site create an internal sense of order and provide a desirable environment for occupants, visitors and the general community.* This finding can be made in the affirmative in that the building setback is generally consistent with the other buildings along University Avenue and would allow for ample pedestrian circulation at the Florence Street crossings.

(8) *The amount and arrangement of open space are appropriate to the design and the function of the structures.* This finding can be made in the affirmative in that the building has provided an adequate amount of recesses as required in the zoning requirements of the "P" overlay with the intent to add interest at the ground floor for pedestrians.

(9) *Sufficient ancillary functions are provided to support the main functions of the project and the same are compatible with the project's design concept.* This finding can be made in the affirmative in that features such as trash enclosures, electrical meters, and HVAC equipment have been designed to keep them out of public view.

(10) *Access to the property and circulation thereon are safe and convenient for pedestrians, cyclists and vehicles.* This finding can be made in the affirmative in that the project has been designed to encourage pedestrian activity and retail vitality at the University Avenue/Florence Street intersection.

(11) *Natural features are appropriately preserved and integrated with the project.* This finding can be made in the affirmative in that the existing city street trees adjacent to the proposed building will be preserved.

(12) *The materials, textures, colors and details of construction and plant material are appropriate expression to the design and function.* This finding can be made in the affirmative in that the proposed colors and materials will add interest and are generally compatible with the commercial retail environment.

(13) *The landscape design concept for the site, as shown by the relationship of plant masses, open space, scale, plant forms and foliage textures and colors create a desirable and functional environment.* This finding is not applicable in that there is no proposed landscaping.

(14) *Plant material is suitable and adaptable to the site, capable of being properly maintained on the site, and is of a variety which would tend to be drought-resistant to reduce consumption of water in its installation and maintenance.* This finding is not applicable in that there is no landscaping proposed.

(15) *The project exhibits green building and sustainable design that is energy efficient, water conserving, durable and nontoxic, with high-quality spaces and high recycled content materials. The following considerations should be included in site and building design:*

- *Optimize building orientation for heat gain, shading, daylighting, and natural ventilation;*
- *Design landscaping to create comfortable micro-climates and reduce heat island effects;*
- *Design for easy pedestrian, bicycle and transit access;*
- *Maximize on site stormwater management through landscaping and permeable paving;*
- *Use sustainable building materials;*
- *Design lighting, plumbing and equipment for efficient energy and water use;*
- *Create healthy indoor environments; and*
- *Use creativity and innovation to build more sustainable environments.*

This finding can be made in the affirmative in that the project incorporates several mandatory and voluntary features included in the LEED project checklist. With the

adoption of the new mandatory Green Building Ordinance the project will be required to reach at least 27 points on the LEED checklist and get certified through the USGBC.

(16) *The design is consistent and compatible with the purpose of architectural review as set forth in subsection 18.76.020(a).* This finding can be made in the affirmative in that the project design promotes visual environments that are of high aesthetic quality and variety.

ATTACHMENT B
FINDINGS FOR APPROVAL
CONTEXT-BASED DESIGN CONSIDERATIONS AND FINDINGS
340 University Avenue / File No. 0PPLN-00262

Pursuant to PAMC 18.18.110(b), in addition to the findings for Architectural Review contained in PAMC 18.76.020(d), the following additional findings have been made in the affirmative:

(1) **Pedestrian and Bicycle Environment.** *The design of new projects shall promote pedestrian walkability, a bicycle friendly environment, and connectivity through design elements.* This finding can be made in the affirmative in that the proposed building would have ample storefront glass, setbacks, and an entry canopy to create an inviting 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.* This finding can be made in the affirmative in that the overall design intent is to blur the division between the public urban streetscape and the private interior retail space. The building has been designed to encourage pedestrian activity by providing ample storefront glass, stainless steel panels that frame the storefront glass and extend to the interior of the space, and interior trees at the rear of the retail space.

(3) **Massing and Setbacks.** *Buildings shall be designed to minimize massing and conform to proper setbacks.* This finding can be made in the affirmative in that the building façade, which brings a much larger presence to the area, is generally consist with nearby building and facades and setbacks. The proposed building will be lower in height than that adjacent CVS Pharmacy building to the east and only slightly taller than the retail/eating and drinking use building to the west. The intent of the glass material is to create a more open look and feel to the façade, maximizing the transparent and lightweight nature that would not otherwise be possible through the use of solid materials and finishes.

(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 can be made in the affirmative in that the building is not adjacent to residential development.

(5) **Project Open Space.** *Private and public open space shall be provided so that it is usable for residents, visitors, and/or employees of the site.* This finding can be made in the affirmative in that the project includes required storefront setbacks that provides ample sidewalk space for pedestrians at the University Avenue/Florence Street intersection.

(6) **Parking Design.** *Parking needs shall be accommodated but shall not be allowed to overwhelm the character of the project or detract from the pedestrian environment.* This finding can be made in the affirmative in that project is not required to provide any additional parking as no new floor area would be added to the existing building.

ATTACHMENT C
CONDITIONS OF APPROVAL
340 University Avenue / File No. 09PLN-00262

PLANNING DIVISION

1. The project shall be implemented as shown on the revised plans submitted December 29, 2009 on file with the City of Palo Alto Planning Division except as modified by these conditions of approval. Approval constitutes remodeling to the exterior of the existing building and relocation of the public trash receptacle currently near the front entry to the location as shown on the downtown improvements project plan available in the Public Works department. No other public improvements, including relocation of the bicycle and newspaper racks, installation of a new city sidewalk or installation of bollards, as shown on the project plans, are approved with this decision. The preceding public improvements shall be reviewed and approved by Public Works prior to architectural review at the discretion of the ARB.

2. A copy of the ARB approval letter shall be printed on the plans submitted for building permit.

3. The project is required to acquire certification through the United States Green Building Council.

4. Construction activities shall comply with Chapter 9.10 (Noise) of the PAMC (limiting construction between the hours of eight a.m. and six p.m. Monday – Friday, nine a.m. and six p.m. on Saturday, and construction activities prohibited on Sunday and Holidays) to reduce construction-related noise impacts to less than significant levels.

5. During construction, the site shall be kept clear of debris on a daily basis.

UTILITIES ELECTRIC

6. A completed Electric Load Sheet and a full set of plans shall be included with all building permit applications involving electrical work. The load sheet shall be included with the preliminary submittal.

7. Applicant shall meet with the City's Electric Engineering staff to determine the electric utility design requirements for equipment and associated substructure work. The City recommends customers/developers to contact Utilities Engineering (650-566-4533/4516) and obtain Utilities Standards and Requirements prior to finalizing plans.

8. Location of the electric panel/switchboard shall be shown on the site plan and approved by the Architectural Review Board and Utilities Department.

9. All aboveground equipment shall be screened in a manner that is consistent with the building design and setback requirements.

10. The customer is responsible for sizing the service conductors and other required equipment according to the City of Palo Alto Electric Service Requirements.

11. Any additional facilities and services requested by the Applicant that are beyond what the utility deems standard facilities will be subject to Special Facilities charges. The Special Facilities charges include the cost of installing the additional facilities as well as the cost of ownership.

After construction and prior to final

12. The customer shall provide as-built drawings showing the location of all switchboards, conduits (number and size), conductors (number and size), splice boxes, vaults and switch/transformer pads.

Prior to final

13. The applicant shall secure a Public Utilities Easement for facilities installed on private property for City use.

14. All required inspections have been completed and approved by both the Building Inspection Division and the Electrical Underground Inspector.

15. All fees must be paid.

16. All Special Facilities contracts or other agreements need to be signed by the City and applicant.

UTILITIES WATER GAS WASTEWATER

17. 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.).

18. The applicant shall submit the existing water/wastewater fixture unit loads (and building as-built plans to verify the existing loads) to determine the capacity fee credit for the existing load. If the applicant does not submit loads and plans they may not receive credit for the existing water/wastewater fixtures.

19. 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.

20. The applicant shall be responsible for installing and upgrading the existing utility services and/or mains as necessary to handle anticipated peak loads. This responsibility includes all costs associated with the design and construction for the installation/upgrade of the utility services and/or mains.

21. Sewer drainage piping serving fixtures located below the next upstream sewer main manhole cover shall be protected by an approved backwater valve per California

Plumbing Code 710.0. The upstream sewer main manhole rim elevation shall be shown on the plans.

22. Flushing of the fire system to sanitary sewer shall not exceed 30 GPM. Higher flushing rates shall be diverted to a detention tank to achieve the 30 GPM flow to sewer.

23. Sewage ejector pumps shall meet the following conditions:

    a. The pump(s) be limited to a total 100 GPM capacity or less.
    b. The sewage line changes to a 4" gravity flow line at least 20' upstream of the City clean out.
    c. The tank and float is set up such that the pump run time does not exceed 20 seconds each cycle.

Prior to issuance of building permit

22. Existing wastewater laterals that are not plastic (ABS, PVC, or PE) shall be replaced at the applicant's expense.

23. The applicant shall pay the capacity fees and connection fees associated with the installation of the new utility service/s to be installed by the City of Palo Alto Utilities. The approved relocation of services, meters, hydrants, or other facilities will be performed at the cost of the person/entity requesting the relocation.

24. Each unit, or place of business shall have its own water and gas meter shown on the plans.

25. An approved reduce pressure principle assembly (RPPA backflow preventer device) shall be installed 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. **Show the location of the RPPA on the plans**. Inspection by the utilities cross connection inspector is required for the supply pipe between the meter and the assembly.

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. 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. Inspection by the utilities cross connection inspector is required for the supply pipe between the City connection and the assembly.

27. All utility installations shall be in accordance with the City of Palo Alto utility standards for water, gas & wastewater.

PUBLIC WORKS ENGINEERING DEPARTMENT

28. SIDEWALK: The sidewalk along the frontage of the property is in good condition, but if the applicant will be cutting into it for new utility services, then Public Works will require that it be replaced. Also, the wheelchair ramps on either side of the property's frontage are not ADA-compliant, so they must be replaced by the applicant with ADA-compliant ramps. The site plan submitted with the building permit plan set must show the new wheelchair ramps and any sidewalk replacement and note that the work must be done per Public Works' standards by a licensed contractor who must first obtain a *Street Work Permit* from Public Works at the Development Center.

29. NEWSRACKS, BIKE RACKS, TRASH RECEPTACLES & BOLLARDS: The plans propose to have 2 city news rack fixtures and 3 bike racks removed from the sidewalk along the frontage of the site so that 9 bollards may be installed. The trash receptacle may be moved to the location shown on the downtown improvements project plan available at the Public Works Department. Public Works does not currently approve the removal of the news racks, bike racks or the installation of the bollards. The applicant shall continue to work with Public Works to determine if relocation of these features is possible, as well as the details of construction of the bollards. Design review, if required, is at the discretion of the Architectural Review Board, or Planning Division staff, as directed.

The following comments are provided to assist the applicant at the building permit phase. You can obtain various plan set details, forms and guidelines from Public Works at the City's Development Center (285 Hamilton Avenue) or on Public Works' website: www.cityofpaloalto.org/depts/pwd/forms_permits.

Include in plans submitted for a building permit:

30. STORM WATER POLLUTION PREVENTION: The City's full-sized "Pollution Prevention - It's Part of the Plan" sheet must be included in the plan set. Copies are available from Public Works at the Development Center or on our website.

31. WORK IN THE RIGHT-OF-WAY: The plans must clearly indicate any work that is proposed in the public right-of-way such as sidewalk replacement or utility laterals. The plans must include notes that the work must be done per City standards and that the contractor performing this work must first obtain a *Street Work Permit* from Public Works at the Development Center.

32. SIDEWALK ENCROACHMENT: Add a note to the site plan that says, "The contractor using the city sidewalk to work on an adjacent private building must do so in a manner that is safe for pedestrians using the sidewalk. Pedestrian protection must be provided per the 2007 California Building Code Chapter 33 requirements. If the height of construction is 8 feet or less, the contractor must place construction railings sufficient to direct pedestrians around construction areas. If the height of construction is more than 8

feet, the contractor must obtain an encroachment permit from Public Works at the Development Center in order to provide a barrier and covered walkway."

33. LOGISTICS PLAN: The contractor must submit a logistics plan to the Public Works Department prior to commencing work that addresses all impacts to the City's right-of-way (front sidewalk, University Avenue, public alley at rear of building), including, but not limited to: pedestrian control, traffic control, truck routes, material deliveries, contractor's parking, concrete pours, crane lifts, work hours, noise control, dust control, storm water pollution prevention, contractor's contact, noticing of nearby businesses, and schedule of work. The plan will be attached to a *Street Work Permit.*

PUBLIC WORKS OPERATIONS RECYCLING

34. Final design of the trash and recycling facility shall be reviewed bu Public Works Recycling Staff prior to submittal of the building permit plan.

PUBLIC WORKS WATER QUALITY

35. PAMC 16.09.032(b)(8) Condensate from HVAC
Condensate lines shall not be connected or allowed to drain to the storm drain system.

Undesignated Retail Space:

36. PAMC 16.09 Newly constructed or improved buildings with all or a portion of the space with undesignated tenants or future use will need to meet all requirements that would have been applicable during design and construction. If such undesignated retail space becomes a food service facility the following requirements must be met:

PAMC Section 16.09.103(a) Grease Control Devices for Food Service Facilities
A grease control device (GCD) shall be installed with a minimum capacity of 750 gallons. The GCD must be sized in accordance with the 2007 California Plumbing Code. The sizing calculation must be submitted with the plans. All grease generating drainage fixtures shall be connected to the GCD. The connection of any dishwashers or pasta cookers to a GCD is prohibited. All large, in-ground interceptors shall have a minimum of three manholes to allow visibility of each inlet piping, baffle (divider) piping and outlet piping to ensure accessibility for inspection, cleaning and removal of all contents. The plans shall clearly indicate the number of manholes on the GCD and a list of all drainage fixtures connecting to the GCD.

37. PAMC 16.09.032b(16) Covered Dumpsters for Food Service Facilities
New buildings constructed to house food service facilities shall include a covered area for a dumpster. The area shall be designed to prevent water run-on to the area and runoff from the area. Drains that are installed within the enclosure for recycle and waste bins, dumpsters and tallow bins (used oil containers) serving food service facilities are optional. Any such drain installed shall be connected to a GCD and the sanitary sewer. If tallow is to be stored outside then an adequately sized, segregated space for a tallow bin shall be included in the covered area.

38. PAMC 16.09.103(e) Prohibition Against Garbage Disposals: The installation of a garbage grinder at any food service facility is prohibited after January 1, 2003. The kitchen cannot utilize a garbage grinder for food waste disposal to the sanitary sewer.

39. PAMC 16.09.032b(16) Large Item Cleaning Sink for Food Service Facilities
Food service facilities shall have a sink or other area for cleaning floor mats, containers, and equipment, which is connected to a grease interceptor and the sanitary sewer.

FIRE DEPARTMENT

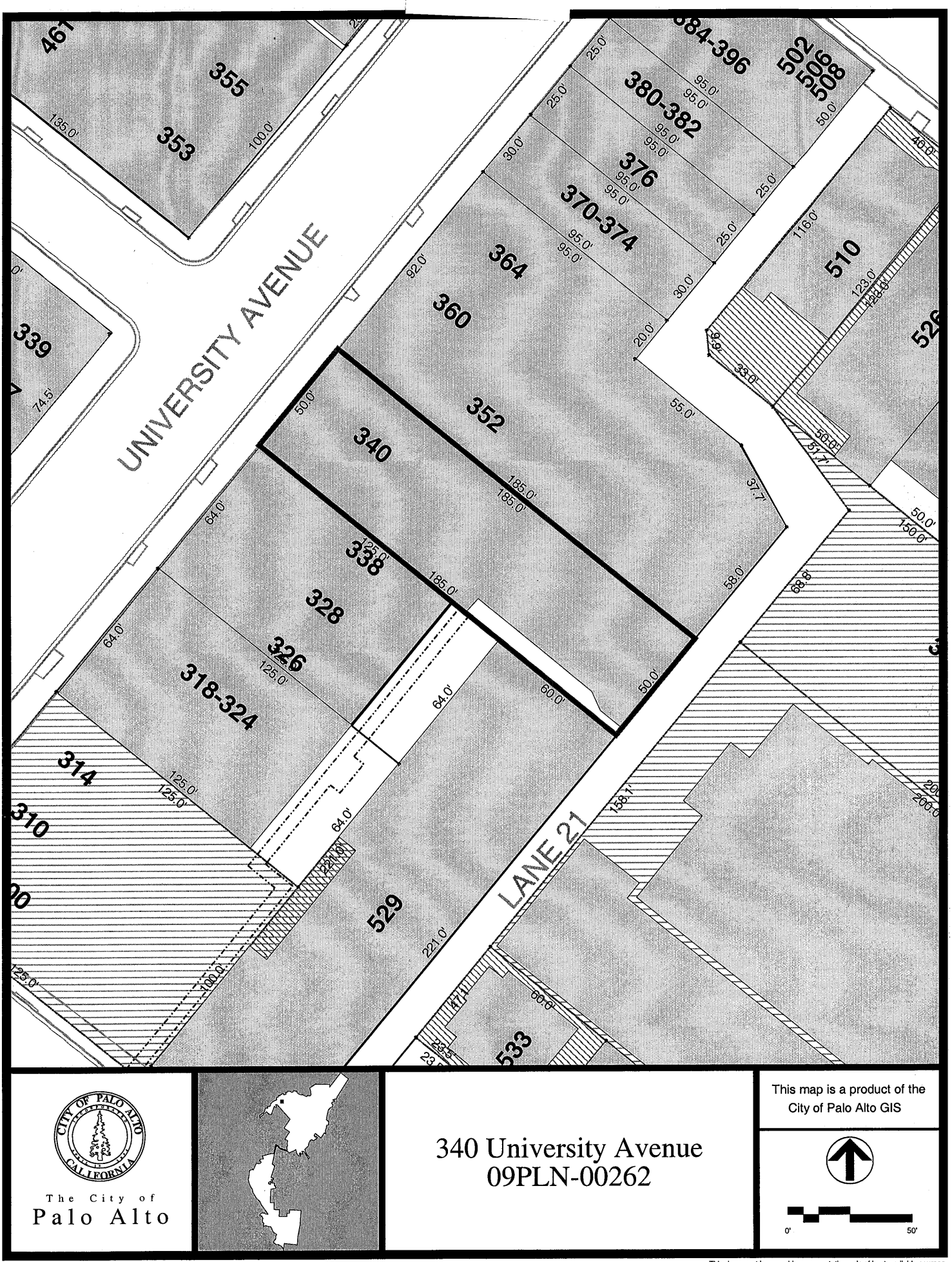
40. A monitored fire sprinkler system shall be provided which meets the requirements of NFPA Standard No. 13, 2002 Edition. Water discharged from the fire sprinkler test/drain shall be directed to an approved landscape location or to the sanitary sewer system.

41. Approved Class I standpipe system shall be provided at each floor level landing in every stairwell.

42. Elevator car shall be sized for Fire Department gurney access requirements based on gurney dimensions of 24 in. x 84 in. plus a minimum of two emergency response personnel.

43. If there are more than 10,000 sq. ft. of office space above the first floor, then an approved automatic and manual fire alarm system is required. (2007CFC907.2.2)

Attachment D



CITY OF PALO ALTO CALIFORNIA

The City of Palo Alto

340 University Avenue
09PLN-00262

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ATTACHMENT E
ZONING COMPLIANCE TABLE
340 University Avenue / File No. 09PLN-00262

DEVELOPMENT STANDARDS FOR CD-C(GF)(P) ZONE DISTRICT	**ZONE DISTRICT STANDARD**	**PROPOSED PROJECT**	**CONFORMANCE**
Site coverage (building footprint)	None required	9,100 Sq ft (98%)	conforms
Floor area (gross floor area)	1.0:1 3:1 w/ allowed floor area bonuses= 37,500 sq. ft.	14,480 including the basement and reconfigured mezzanine	Existing conditions; gross floor area reduced by ±2,400 square feet; conforms
Building setback			
Front (University Ave.)	0'	0'	conforms
Rear (Alley side)	0'	0'	conforms
Interior Side	0'	0'	conforms
Building height	50'	30'	conforms
Pedestrian recessed entry/arcades	Area equivalent to 1.5 x frontage length = 75 SF	157 square feet	conforms
Parking Spaces (In Parking Assessment District)	1 space for each 250 square feet of gross floor area.	None required – additional floor area from TDR and seismic bonus are exempt from parking requirements	conforms

ATTACHMENT F
COMPREHENSIVE PLAN TABLE
340 University Avenue / File No. 09PLN-00000-00262

Policy L-23: Maintain and enhance the University Avenue/Downtown area as the central business district 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.	The project incorporates several design considerations contained in the Downtown Urban Design Guide. The design would bring a highly visible architectural statement to the Florence Street secondary district and would promote pedestrian activity in the vicinity of the space. The building is tall such that it is able to transition between the existing adjacent buildings.
Policy L-48: Promote high quality, creative design and site planning that is compatible with surrounding development and public spaces.	The design of the new building fits well with the retail pedestrian environment of the downtown commercial district. While the building is of a modern architectural design that some may not see as being compatible with Palo Alto's downtown, the downtown is quite eclectic with a multitude of architectural styles that coexist well together. The intent of the design is to blur the line between the exterior public urban environment and the interior private retail space. The renovation will include high quality materials throughout the project.
Policy L-49: Design buildings to revitalize streets and public spaces and to enhance a sense of community and personal safety. Provide an ordered variety of entries, porches, windows, bays and balconies along public ways where it is consistent with neighborhood character; avoid blank or solid walls at street level; and include human-scale details and massing.	The project is consistent with this policy in that the building renovations would promote additional retail vitality to the area. Although the front façade is unbroken and large, it would exist in a similar scale to the Florence Street secondary district. The proposed building will be lower in height than that adjacent CVS Pharmacy building to the east and only slightly taller than the retail/eating and drinking use building to the west. The interior fixtures, intended to promote customer interactions, would also be experienced by passers-by due to the openness and transparency of the façade.

Attachment G

ARCHITECTURAL RESOURCES GROUP, INC.
Architects, Planners & Conservators

November 5, 2009

Daniel Garber AIA
Fergus Garber Group
81 Encina Avenue
Palo Alto, CA 94301

RE: Historical Review, 340 University Avenue, Palo Alto

Dear Mr. Garber:

At your request, Architectural Resources Group (ARG) has initiated a historical resource review of the commercial property at 340 University Avenue in Palo Alto. Specifically, on Thursday, October 29, we examined and photographed the property and reviewed historical information related to the building, including Sanborn Fire Insurance Maps and newspaper clippings available at the history desk of the Palo Alto's Main Library. In addition, we reviewed the materials documenting past alterations made to the building that were provided to you by Dennis Backlund, Historic Preservation Planner for the City of Palo Alto. Based on our review, we conclude the building at 340 University Avenue is not eligible for consideration as a historical resource under the terms of the California Environmental Quality Act (CEQA), and no further historical review is necessary.

Background
The open-plan commercial building at 340 University Avenue is not currently listed in the City of Palo Alto's Historic Inventory. The building appears to have been constructed in late 1923 or early 1924. Beginning in February 1924, and continuing for well over 50 years, the building was occupied by a family-run grocery store, Liddicoat's Market. In 1977, the market was converted from a grocery store to a multi-vendor format with vendors selling a variety of specialty food items. Vendors included the first Mrs. Fields cookie stand.

While certain sources (for example, http://www.pastheritage.org/Birge.html) attribute 340 University Avenue to noted Palo Alto architect Birge M. Clark, this attribution appears to be in error. Based on our initial review of articles in the *Palo Alto Times*, Clark was instead involved in the design of the two buildings immediately north of the Liddicoat's building, namely 352-368 University and 370 University. (These buildings may have since been altered or replaced.) None of the newspaper articles at the Main Library pertaining to Liddicoat's Market makes any mention of Birge Clark. This lack of attribution is particularly telling given Clark's (and Liddicoat's) long-standing prominence in Palo Alto. Moreover, neither 352-368 University nor 370 University appears on purportedly complete lists of Clark's projects. It thus appears likely that the addresses were confused and that 340 University was mistakenly identified as a Birge Clark building.

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Historical Significance and Integrity – Regulatory Background
For the purposes of CEQA (Guidelines Section 15064.5), the term "historical resource" includes, among other classifications:

Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California, may be considered to be an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing in the CRHR (Public Resources Code Section 5024.1, Title 14 CCR, Section 4852) as follows:

A. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;

B. Is associated with the lives of persons important in our past;

C. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or

D. Has yielded, or may be likely to yield, information important in prehistory or history. (Guidelines Section 15064.5)

For a property to be considered a historical resource, it must possess both significance and integrity. Integrity, which is the ability of a property to convey its historic significance, is typically evaluated with respect to seven aspects: location, setting, design, materials, workmanship, feeling and association.

Location is the place where the historic property was constructed or the place where the historic event occurred.

Setting is the physical environment of a historic property.

Design is the combination of elements that create the form, plan, space, structure, and style of a property.

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.

Association is the direct link between an important historic event or person and a historic property.

ARCHITECTURAL RESOURCES GROUP, INC.
Architects, Planners & Conservators

Findings
Despite the building's age, its long-time occupation by a single prominent tenant, and its location along one of Palo Alto's major historic commercial corridors, the building at 340 University lacks sufficient integrity to have the potential to be identified as a historical resource. The building's front façade has been altered multiple times, and while the building retains integrity of location, the other aspects of integrity have each been compromised.

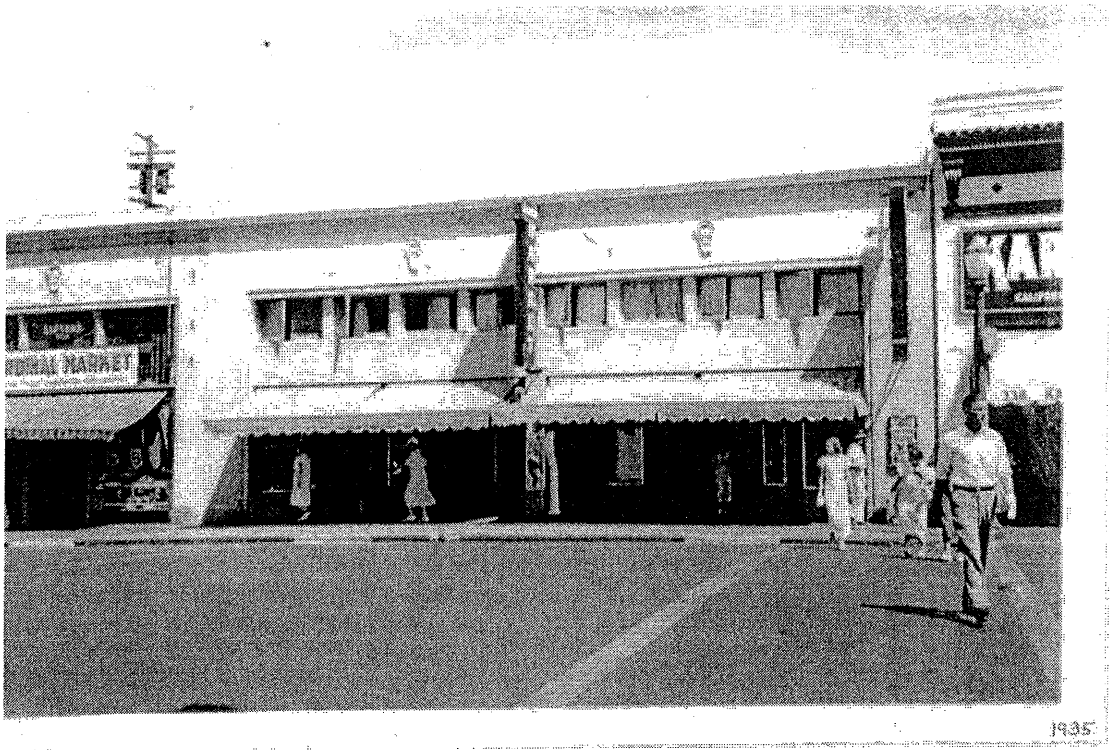
Nothing remains of the building's original storefront entry. The existing windows and doors at the ground-floor entrance, along with the existing floor tile, were installed in 1995. While the 1995 alterations included refurbishment of the second-floor windows, these windows were themselves replacements and do not match the windows shown in the attached 1935 photo of the building. The only remaining original features of the front façade are the cornice line and two simple cartouches between the cornice line and the second-story windows.

Because it lacks integrity, we conclude that the building at 340 University Avenue is not eligible for consideration as a historical resource under the terms of the California Environmental Quality Act (CEQA), and that no further historical review is necessary.

Sincerely,

Matthew M. Davis
Preservation Planner

Jody R. Stock
Architectural Historian and Preservation Planner



340 University Avenue, 1935 (*photo courtesy Dennis Backlund, City of Palo Alto*).

340 University Avenue, today (*Architectural Resources Group, October 29, 2009*).

Attachment H

LEED for New Construction v 2.2
Registered Project Checklist

Project Name: _____

Project Address: 340 University Avenue, Palo Alto, CA

Yes	?	No		
27	9	24	Project Totals (Pre-Certification Estimates)	69 Points
CERTIFIED			**Certified:** 26-32 points **Silver:** 33-38 points **Gold:** 39-51 points **Platinum:** 52-69 points	

Yes	?	No			
5	3	6	Sustainable Sites		14 Points
Yes			Prereq 1	**Construction Activity Pollution Prevention**	Required
1			Credit 1	**Site Selection**	1
1			Credit 2	**Development Density & Community Connectivity**	1
		1	Credit 3	**Brownfield Redevelopment**	1
1			Credit 4.1	**Alternative Transportation**, Public Transportation	1
	1		Credit 4.2	**Alternative Transportation**, Bicycle Storage & Changing Rooms	1
		1	Credit 4.3	**Alternative Transportation**, Low-Emitting & Fuel Efficient Vehicles	1
1			Credit 4.4	**Alternative Transportation**, Parking Capacity	1
		1	Credit 5.1	**Site Development**, Protect or Restore Habitat	1
		1	Credit 5.2	**Site Development**, Maximize Open Space	1
	1		Credit 6.1	**Stormwater Design**, Quantity Control	1
	1		Credit 6.2	**Stormwater Design**, Quality Control	1
		1	Credit 7.1	**Heat Island Effect**, Non-Roof	1
			Credit 7.2	**Heat Island Effect**, Roof	1
1		1	Credit 8	**Light Pollution Reduction**	1

Yes	?	No			
2	2		Water Efficiency		5 Points
1			Credit 1.1	**Water Efficient Landscaping**, Reduce by 50%	1
	1		Credit 1.2	**Water Efficient Landscaping**, No Potable Use or No Irrigation	1
	1		Credit 2	**Innovative Wastewater Technologies**	1
1			Credit 3.1	**Water Use Reduction**, 20% Reduction	1
	0		Credit 3.2	**Water Use Reduction**, 30% Reduction	1

LEED for New Construction v 2.2
Registered Project Checklist

Yes	?	No			
6			Energy & Atmosphere		17 Points
Yes			Prereq 1	**Fundamental Commissioning of the Building Energy Systems**	Required
Yes			Prereq 1	**Minimum Energy Performance**	Required
Yes			Prereq 1	**Fundamental Refrigerant Management**	Required

***Note for EAc1:** All LEED for New Construction projects registered after June 26, 2007 are required to achieve at least two (2) points.

4			Credit 1	**Optimize Energy Performance**	1 to 10
			Credit 1.1	10.5% New Buildings / 3.5% Existing Building Renovations	1
			Credit 1.2	14% New Buildings / 7% Existing Building Renovations	2
			Credit 1.3	17.5% New Buildings / 10.5% Existing Building Renovations	3
			--> Credit 1.4	21% New Buildings / 14% Existing Building Renovations	4
			Credit 1.5	24.5% New Buildings / 17.5% Existing Building Renovations	5
			Credit 1.6	28% New Buildings / 21% Existing Building Renovations	6
			Credit 1.7	31.5% New Buildings / 24.5% Existing Building Renovations	7
			Credit 1.8	35% New Buildings / 28% Existing Building Renovations	8
			Credit 1.9	38.5% New Buildings / 31.5% Existing Building Renovations	9
			Credit 1.10	42% New Buildings / 35% Existing Building Renovations	10
	1		Credit 2	**On-Site Renewable Energy**	1 to 3
			Credit 2.1	2.5% Renewable Energy	1
			Credit 2.2	7.5% Renewable Energy	2
			Credit 2.3	12.5% Renewable Energy	3
	1		Credit 3	**Enhanced Commissioning**	1
1			Credit 4	**Enhanced Refrigerant Management**	1
1			Credit 5	**Measurement & Verification**	1
	1		Credit 6	**Green Power**	1

LEED for New Construction v 2.2
Registered Project Checklist

Yes	?	No	
3		10	Materials & Resources — 13 Points

Yes					
		1	Prereq 1	**Storage & Collection of Recyclables**	Required
		1	Credit 1.1	**Building Reuse,** Maintain 75% of Existing Walls, Floors & Roof	1
		1	Credit 1.2	**Building Reuse,** Maintain 95% of Existing Walls, Floors & Roof	1
		1	Credit 1.3	**Building Reuse,** Maintain 50% of Interior Non-Structural Elements	1
1			Credit 2.1	**Construction Waste Management,** Divert 50% from Disposal	1
1			Credit 2.2	**Construction Waste Management,** Divert 75% from Disposal	1
		1	Credit 3.1	**Materials Reuse,** 5%	1
		1	Credit 3.2	**Materials Reuse,** 10%	1
1			Credit 4.1	**Recycled Content,** 10% (post-consumer + 1/2 pre-consumer)	1
		1	Credit 4.2	**Recycled Content,** 20% (post-consumer + 1/2 pre-consumer)	1
		1	Credit 5.1	**Regional Materials,** 10% Extracted, Processed & Manufactured	1
		1	Credit 5.2	**Regional Materials,** 20% Extracted, Processed & Manufactured	1
		1	Credit 6	**Rapidly Renewable Materials**	1
		1	Credit 7	**Certified Wood**	1

Yes	?	No	
10		4	Indoor Environmental Quality — 15 Points

Yes					
Yes			Prereq 1	**Minimum IAQ Performance**	Required
Yes			Prereq 2	**Environmental Tobacco Smoke (ETS) Control**	Required
1			Credit 1	**Outdoor Air Delivery Monitoring**	1
1			Credit 2	**Increased Ventilation**	1
1			Credit 3.1	**Construction IAQ Management Plan,** During Construction	1
1			Credit 3.2	**Construction IAQ Management Plan,** Before Occupancy	1
1			Credit 4.1	**Low-Emitting Materials,** Adhesives & Sealants	1
1			Credit 4.2	**Low-Emitting Materials,** Paints & Coatings	1
		1	Credit 4.3	**Low-Emitting Materials,** Carpet Systems	1
1			Credit 4.4	**Low-Emitting Materials,** Composite Wood & Agrifiber Products	1
		1	Credit 5	**Indoor Chemical & Pollutant Source Control**	1
			Credit 6.1	**Controllability of Systems,** Lighting	1
		1	Credit 6.2	**Controllability of Systems,** Thermal Comfort	1
1			Credit 7.1	**Thermal Comfort,** Design	1
1			Credit 7.2	**Thermal Comfort,** Verification	1
1			Credit 8.1	**Daylight & Views,** Daylight 75% of Spaces	1
		1	Credit 8.2	**Daylight & Views,** Views for 90% of Spaces	1

LEED for New Construction v 2.2
Registered Project Checklist

Yes	?	No			
1		4	**Innovation & Design Process**		5 Points
		1	Credit 1.1	**Innovation in Design:** Provide Specific Title	1
		1	Credit 1.2	**Innovation in Design:** Provide Specific Title	1
		1	Credit 1.3	**Innovation in Design:** Provide Specific Title	1
		1	Credit 1.4	**Innovation in Design:** Provide Specific Title	1
1			Credit 2	**LEED® Accredited Professional**	1

Building Description

The proposed improvement is a major remodel of the existing retail space at 340 University Avenue. The immediate neighborhood is predominantly retail establishments that create a busy pedestrian environment. The remodeled building will replace the front façade and retail space completely and presents a tall, single-story volume to the street through a fully glazed storefront. The existing rear façade will remain, along with the basement and a portion of the mezzanine at the rear of the building. These spaces will contain offices, storage, and other back-of-house program to support the retail function.

The new glass façade is designed to dissolve the boundary between exterior and interior to connect the activity on the street and within the store. Further, it visually continues the axis of Florence Street that is perpendicular to University Avenue and that terminates at the storefront of 340 University Avenue, along which the street trees are interrupted. An interior courtyard with trees, illuminated by natural light through a skylight above, extends the street experience into the retail environment.

The glass is chosen and detailed to further achieve this connectivity. The elimination of visible fittings and use of low-iron, laminated glass with silicone joints in the glass facade, along with the co-planar exterior and interior stainless steel wall panels at either side of the entry storefront, reinforce the flow between inside and out. The thin, full-width canopy floats lightly between the substantial side party walls to avoid interrupting the openness of the entry.

The interior design of the store features a palette of elegant materials with clean, refined detailing. It is simple and modern: walls are clad in specially finished bead-blasted stainless steel panels, floors are covered with cool, light-hued limestone tiles, and the ceiling is composed of smooth white stretched fabric amidst bands of stainless steel that continue the plane of the exterior canopy. The open floor space is inhabited with custom maple furniture that provides complementary warmth to the otherwise cool palette of materials.

Evidence of building systems is kept to a minimum. Functional aspects of the store such as heating/cooling, lighting, security, and acoustics are integrated into the design of the ceiling system. Supply and return vents are disguised behind a consistent pattern of perforated holes in the stainless steel panels. Sprinkler heads, light boxes, and cameras are aligned in the stainless steel troughs of the custom ceiling system.

The goal is to create a total experience where distracting elements have been edited out of the visual field. In this serene yet stimulating environment, the retail products gracefully assume center stage as an integral part of the streetscape of the lively pedestrian experience of Palo Alto's University Avenue commercial corridor.

Comprehensive Plan Policy

Comprehensive Plan, Policy L-48: *Promote high quality, creative design and site planning that is compatible with surrounding development and public spaces.*

1. The 340 University Avenue site sits at the terminus of Florence Street; an area of special significance as defined in the Palo Alto University Urban Design Plan document dated October 1993 (revised), page 29. The store visually continues the axis of Florence Street into the store and terminates at the project's interior courtyard with trees that are illuminated by natural light through a skylight above.
2. The proposed store is a new prototype for the applicant. Fully half the function of the store serves to provide education and service to business as well as customer patrons in addition to product sales. The store is a commons for the applicant's community to gather.
3. The design of the facade dissolves the boundary that traditional store façades create. By not breaking the horizontal ground plane of the side walk with opaque wall or landscape element, for example, the street is made part of the stores interior; the pedestrian is in the store before

entering it. The interior perimeter walls visually become the edge of the street. The energy of the store is shared directly with the street and the larger community.

4. To better emphasize the importance of the Florence Street terminus and to help establish the applicants brand on the street the project does not have a traditional store front. The applicant is working with the City to relocate the existing street furniture (news and bicycle racks, trash cans) to other locations leaving the side walk clear of street objects and furniture that would otherwise clutter or confuse the reading of a vital street terminus and the applicant's brand identity.
5. The project's extremely high quality materials, their durability, meticulous detailing and the extensive organization and coordination of the building's systems are significantly above those found in a typical retail store.

Comprehensive Plan, Policy L-49*: Design buildings to revitalize streets and public spaces and to enhance a sense of community and personal safety. Provide an ordered variety of entries, porches, windows, bays and balconies along public ways where it is consistent with neighborhood character; avoid blank or solid walls at street level; and include human-scale details and massing.*

1. In other communities, the applicant's stores generate significant foot traffic, well beyond other typical retail stores. The applicant expects this store to perform in the same way; the proposed improvements to the existing building will add vitality to the already busy pedestrian environment of University Avenue, especially during the evening hours.
2. The commons concept of this prototype store provides programmed activities and services in addition to sales functions. These functions will establish the store as not just a place to purchase goods, but as a resource to the applicant's larger community. This heightened level of activity at the terminus of Florence Street and along University Avenue supports and enhances the City's Comprehensive Plan, the Palo Alto University Urban Design Plan, which are important to the City's down town retail identity.
3. The open façade of the store anchors the Florence Street terminus; it operates at the scale of the intersection. From the intersection and across the street the height of the proposed design will bridge the differences between the existing and adjacent retail buildings that are to the right (which is lower) and to the left (which is higher); the proposed project transitions these dissimilar heights to tie together the streetscape wall of University Avenue. The light that emanates from the open façade of the store adds to the ambience of the Florence Street terminus and University Avenue.
4. The commons concept of this prototype store, conceived of as an extension of the street, utilizes tables, wall displays, furniture and other hand held objects that are scaled specifically and uniquely for human interaction. Although "interior", these elements are experienced directly by the passersby on the City's sidewalk, and connect the passersby to the activity of the interior environment with an immediacy that cannot be achieved through the use of more traditional store front designs.

Palo Alto University Urban Design Plan Downtown Architectural Guidelines document dated October 1993 (revised), pages 57 to 60.

1. Preface (page 57).
    a. *"...to encourage buildings to fit into the context of, and support the visual unity of the area in which a building is located."* The height of proposed improvement bridges the differences between the existing and adjacent retail buildings that are to the right (which is lower) and to the left (which is higher); the proposed project transitions these dissimilar heights to tie together the streetscape wall of University Avenue.
    b. *"...designs consider the character of the surrounding environment."* The proposed improvement operates at the scale of the intersection. It visually anchors the intersection supporting the Florence Street Terminus; the area of special significance as defined in the Palo Alto University Urban Design Plan document dated October 1993 (revised), page 29.

c. *"...mimicking context is not always appropriate, and that in some circumstances, contract is what is needed."* This project's façade is an exception to the traditional storefront and does not mimic its neighbors. The design of the facade dissolves the boundary that traditional store façades create.

2. General Considerations (page 57).

   a. *"Provide recessed doors, ·window displays, courtyards, outdoor seating and other pedestrian amenities that visually and physically enhance the streetscape, as appropriate to the district."* The line of entry of the proposed improvement is set back from the sidewalk. The street is made part of the store's interior; the pedestrian is in the store before entering it. The interior perimeter walls visually become the edge of the street. The energy of the store is shared directly with the street and the larger community and supports the vitality of University Avenue.

   b. *"Complement the design of surrounding buildings in scale, proportion, materials and alignment".* The height of proposed improvement bridges the differences between the existing and adjacent retail buildings. The contemporary language of the proposed improvement utilizes strong architectural elements in the same way as the project's neighboring buildings do. The horizontal elements that span across the large opening recall the parapets and stylistically applied horizontal fenestrations of the adjacent buildings. And the proposed improvement uses its party walls to separates the building from its neighbors and to frame the store front the same way the adjacent buildings do.

   c. *"Attention should be paid to the back and sides of building when exposed to view to ensure that the architecture and visual quality of all visible parts of the building will be compatible with the front of the building."* The site being improved is a 'fill-in' site and has only two sides that can be seen; the front and the back. Significant attention has been paid to the street front of the proposed improvement. The rear of the proposed improvement is on an alley-way and will have improvements appropriate to the service traffic that will occur and the occasional pedestrian traffic that will access the store from this side.

   d. *"Avoid blank walls."* The proposed improvement does have a large uninterrupted window wall, however this is not a traditional wall in any sense; it is transparent not opaque ie "blank".

   e. *"Trash and recycling receptacles should be located within buildings, screened, or grouped together in out of sight locations."* Trash and recycling is housed inside the proposed improvement.

   f. *"Design buildings with attention to providing solar access to the 'adjacent public spaces."* The proposed improvement does not decrease the solar access to adjacent public spaces from its previous state.

   g. *"Improve multi-tenant buildings as a whole, with a consistent architectural style on the upper and ground floor levels as well as across the facade."* Not applicable; the proposed improvement is for a single tenant.

3. Building Massing (page 58).

   a. Height. Please see the Comp Plan L-49 item 3 and the Architectural Guidelines items 1a, 2b above for discussion of this topic.

   b. Street Frontage. The site of this proposed improvement is not one of the larger sites along University Avenue. For discussion on how this improvement supports the Florence Street terminus please see Comp Plan L-48 item 1. For discussion on how this improvement relates to human scale please see Comp Plan L-49 item 4 for discussion on how this proposed improvement relates to its immediate neighbors please see Architectural Guidelines item 1.

   c. Street Setbacks. Not directly applicable.

d. Roofs/Parapets. The proposed improvement maintains the eclectic mix of traditional building caps in the Downtown such as distinctive parapet walls or gable, hip, mansard or other distinct roof forms by adding the distinctly contemporary architectural elements of parapet and (permanent) awning at the top of the project. The project's roof is not accessible to the public. Roof top mechanical and other equipment will be positioned such that it cannot be seen from the sidewalks and street.

4. Architecture (page 58).

    a. Material. Two highly durable materials compose the street façade; low-iron, laminated glass with silicone joints, and stainless steel panels. The specially bead-blasted finish of the steel panels is a very lustrous, rich and long lasting surface. Please see the Building Description above for further description of the project's materials.

    b. Entries/Doors. A high steel paneled awning protects the recessed street door and façade. The rear entry will be replaced and improved for the occasional pedestrian access.

    c. Building Bases. The materials of the entire façade are highly durable. The proposed contemporary design uses the same material for the entire façade; the style does not lend itself to a base/shaft/top design strategy. Please see Comp Plan L-49 for discussion on how the design provides interest on the street.

    d. Fenestration/Windows. The proposed improvement directly supports the all the Fenestration/Windows Architectural Guidelines.

    e. Awning and Canopies. A high steel paneled awning protects the recessed street door and façade.

5. Landscaping and Lighting (page 59).

    a. The proposed improvement does not include any exterior landscaping. For discussion of how the proposed improvement does utilizes the proposed interior please see the Project Description above.

    b. For discussion of how the project's lighting effects the street and sidewalk please see Comp Plan L-49 item 3 above.

6. Signs (page 59).

    a. A specific sign is not being submitted for review at this time. An approximate location and size for a future sign are indicated in the project's documents. The future sign will support the Sign Architectural Guidelines, the City's Sign Ordinance and all other City requirements.