



City of Palo Alto

(ID # 5183)

Architectural Review Board ARB Staff Report

Report Type: New Business

Meeting Date: 10/16/2014

Summary Title: Stanford Shopping Center Phase III

Title: 180 El Camino Real [14PLN-00247]: Request by Simon Property Group, Inc. on behalf of the Board of Trustees to the Leland Stanford Junior University for Architectural Review of Phase III of the Stanford Shopping Center redevelopment, including four new retail buildings in the location of the former Bloomingdales. The four new retail buildings have gross floor area of 131,105 square feet and net floor area of 119,799 square feet. The project includes associated site improvements and a redesign of the shopping center's entrance drive from El Camino Real. Zone: Community Commercial (CC). Environmental Assessment: Exempt from the provisions of the California Environmental Quality Act (CEQA) per CEQA Sections 15302 and 15304.

From: Amy French

Lead Department: Architectural Review Board

RECOMMENDATION

Staff recommends the Architectural Review Board (ARB) review the proposed project, receive any public testimony, and continue the project review to a date certain.

EXECUTIVE SUMMARY

The proposed project is Phase III of a larger redevelopment initiative at Stanford Shopping Center. Key considerations for architectural review at this first formal review include:

- Successful integration of old and new architectural gestures,
- Cohesive urban design elements across the shopping center, such as paving patterns and materials, landscaping, site lighting and pedestrian amenities,
- A parking adjustment to place some of the required bicycle parking spaces within a "landscaped reserve" areas.

Continuance Recommendation

Staff is seeking the ARB's input on the site design, project architecture, and streetscape elements, such as overall paving patterns, landscaping, lighting, public art, and pedestrian

amenities. Staff received modifications to the project plans subsequent to the release of the public hearing notice and the uploading of the September 25, 2014 project plans to the City's website. The proposed modifications include a less extensive paving pattern, updated paving materials, and the tenant signage criteria. Staff has reviewed the project's compliance with the floor area standards, parking requirements, and other requirements of the Palo Alto Municipal Code. A continuance would allow the applicant to provide updated bicycle and auto parking plans and resolve key plan set inconsistencies between the landscape plan, site plan, perspective drawings, and elevations.

BACKGROUND

Site Information

Stanford Shopping Center is centrally located between Stanford University Medical Center and University Avenue/Downtown Palo Alto and is adjacent to Caltrain/Palo Alto Transit Center and El Camino Park. Stanford Shopping Center is bounded by Sand Hill Road to the north, El Camino Real to the east, Quarry Road to the south and Vineyard Lane to the west. Arboretum Road bisects the shopping center, which is currently developed with both single and multi-level retail buildings, landscaped courtyards, structured parking facilities, and landscaped surface parking lots. The proposed project would be located on the eastern side of the shopping center and visible from portions of Sand Hill Road, El Camino Real, and Quarry Road (Sheet G.5 and Sheet 2.0).

Stanford Shopping Center has a Comprehensive Plan land use designation of Regional/Community Commercial and is located within the Community Commercial (CC) zoning district. The Community Commercial land use designation allows larger shopping centers and districts that have wider variety goods and services than the neighborhood shopping areas. The CC zoning district allows major commercial centers accommodating a broad range of office, retail sales and other commercial activities.

Previous Architectural Review

Remodeling at Stanford Shopping Center is subject to the existing overall master façade and sign programs. These documents clarify what façade and other site improvements proposed at the interior of the shopping center are subject to the discretionary architectural review process, and which require only building permits. Façade and other site improvements that face the public right of way, such as El Camino Real and Sand Hill Road, are subject to the discretionary architectural review process. The size of the frontage determines whether the architectural review process takes place at a staff level or if the project is reviewed by the ARB. Architectural review for signs is required for facades that face the public right of way and for signs that are inconsistent with the Master Sign Program.

Individual buildings and multiple tenant spaces at Stanford Shopping Center have undergone substantial remodeling over the past three years. The architectural review process has included Apple (in Building M), the Container Store, and American Girl (in Building V).

On March 1, 2012, the ARB held a first preliminary review for a proposed large redevelopment initiative at Stanford Shopping Center that would utilize three construction phases. At that time, the applicant proposed:

- demolition of the existing two-story Bloomingdales and smaller shops,
- changes to the surrounding landscaped surfaced parking lots, and
- a new building for Flemings Restaurant,
- a new Bloomingdales building, and
- four new retail buildings.

On June 7, 2012, the ARB recommended approval of the Phase I freestanding one-story Flemings Restaurant building, which the Director of Planning and Community Environment (Director) approved. Flemings is now in operation in the new building. The ARB held a preliminary review for the Phase II three-story Bloomingdales building on September 6, 2012, and the Director approved the building on November 15, 2012; the grand opening is scheduled for Fall 2014.

On October 3, 2013, the ARB conducted a preliminary review of the Phase III four lifestyle-oriented retail buildings, additional tenant façade improvements, and a redesign of the shopping center's entrance drive from El Camino Real. A video of this meeting can be found at the following weblink: <http://tiny.cc/vzkhnx>

Prior ARB Reviews' Relevancy to Phase III Project

The proposed project described in this application represents the applicant's formal response to the direction provided by the ARB for the Phase III components.

In Phase I, the ARB emphasized many topics that are relevant for Phase III components, including:

- Creating a greater street presence on El Camino Real,
- Screening of service areas from public view,
- Enhancing the existing pedestrian linkage between the Stanford Shopping Center and Caltrain, and
- Enhancing the main driveway and entrance to become a grand boulevard for pedestrians and vehicles.

In Phase II, the ARB emphasized:

- Providing a balanced landscape approach and pedestrian experience at the terminus of Shopping Center Way,
- Providing details of an art experience at the new Bloomingdales end of the allee that connects the shopping center to the Caltrain station across University Avenue,
- Providing an inventory and locations of existing bicycle parking and providing additional bicycle parking to conform to the Municipal Code for all three phases,

- Providing revisions to the Stanford Shopping Center Master Sign Program, and
- Providing evidence that the existing landscaping within the surface parking area has resulted in 50 percent shading of the parking lot surface as required by the Municipal Code or proposed alternatives to accomplish this requirement which may include larger landscaped islands.

During the preliminary review of Phase III, the ARB emphasized many points, including:

- Avoiding blank walls and considering the design of all building elevations,
- Having architectural elements that are of equal design strength across the shopping center,
- Utilizing paving, lighting, and landscape elements to integrate the old and new elements in the shopping center,
- Paying attention to the point of arrival at Building DD and Bloomingdales from along the pedestrian axis from El Camino Real/Quarry Road,
- Maintaining the vibrancy of the outdoor spaces and an exciting dynamic pedestrian-friendly streetscape that helps people transition through the spaces,
- Improving all the thoroughfares with eye-catching elements, and
- Designing Building BB to have a retail character, instead of an office character.

Renovation within Shopping Center Interior (Separate Building Permit)

As part of the effort to modernize and create a more unified look and urban design, large renovations are proposed for the plazas, landscaping, site lighting, and paving locations that are interior to the shopping center. These site improvements were shown on a building permit application and plan set submitted in early July 2014. Since that time, the project team continued to refine and adjust the design of the renovations and this building permit has not yet been approved by the City, including the Planning Department. The Arboretum entry area, near Neiman Marcus, would be designed for a variety of uses and events, such as concerts, passive recreation, and enhanced seating and gathering opportunities. An allee of trees and a garden setting would provide shade. The redesigned area would also include a new water feature with a pedestrian bridge.

DISCUSSION

Project Description

The project includes the demolition of the existing Bloomingdales building, construction of four new buildings and associated site improvements, as well as a redesign of the shopping center's entrance drive from El Camino Real (referred to as Shopping Center Way). The four buildings include two one-story retail buildings (Building AA and CC), one two-story retail building (Building DD), and one two-story retail and office building (Building BB).

Since the October 3, 2013 preliminary review, the following major changes have been made to the project plans:

- Removal of monument and way-finding signage,
- Removal of enhanced paving at the loop road pedestrian crossings from the garage to Building CC and Building DD,
- Removal of tenant façade improvements visible from Sand Hill Road,
- Removal of the floating canopy on the roof of the existing buildings (Building C) located behind the new Flemings and west of the new Phase II buildings,
- Redesign of the new Building BB to better integrate the proposed building canopy with the building façade,
- Redesign of Shopping Center Way,
- Inclusion of public art locations,
- Inclusion of bicycle parking, and
- Updates to the proposed paving pattern, landscaping, lighting, and pedestrian amenities.

New Phase III Buildings and New Pavilions

The general locations and the approximate floor area of the four new retail buildings were approved as part of Phase I. The design of the owner facades and tenant facades has not yet been approved.

Building AA

Building AA would be a one-story building with 29,260 square feet of gross floor area, with a height of 26 feet measured to the height of the parapet. This building would not be visible from any public right of way. It would be attached to the existing Pavilion 2, which would be modified to incorporate architectural elements similar to the proposed new Pavilion 5.

Building CC

Building CC would be a one-story building with 16,510 square feet of gross floor area. It would be located in front of Building AA and partially behind an existing parking structure that has access off of loop road and Quarry Road. Building CC would also have a height of 26 feet. The existing acrobat sculptures would be mounted on the service area side of Building CC, which would be visible from Quarry Road and Pear Lane (Sheet 3.5).

Building DD

Alongside the new Bloomingdales building, the two-story 33,520 square foot Building DD would occupy an important area at the end of the pedestrian path and allee leading from Caltrain/ Palo Alto Transit Center. The building was designed to anchor that path with a curved glass building façade to be provided by two retail tenants when the tenants have been identified (Sheet 3.5 and perspective on Sheet 2.4). Building DD would also have a height of 42 feet and it appears that one tenant would occupy a portion of the ground floor and a second tenant would occupy space on both the ground floor and second floor (Sheet 1.1 and 3.5). The service area side of Building DD would also be visible from Quarry Road and Pear Lane (Sheet 3.5). The new Pavilion 5 would be visible between Building CC and DD.

Building BB

Building BB, with 51,815 square feet of gross floor area, would have retail use at the ground level and office use above. Building BB would have a dramatic painted metal canopy system at its curved northwest corner that featured painted architectural steel brackets, wood textured soffit, painted aluminum vertical fins, and painted aluminum horizontal banding. Building BB would measure 42 feet in height to the top of the parapet and the canopy would be illuminated at night (Sheet EL 4.26).

The painted aluminum vertical fins would continue down to the ground at the east elevation service door, but are otherwise shown to stop at the start of the tenant façade (Sheet 3.4 and 3.7). For a view of a design that would show the fins continuing to the ground at tenant spaces, please refer to the perspective drawing on Sheet 2.2.

Some of the façade and canopy elements of Building BB would be similar to the architectural gestures proposed for the new Pavilion 5 and the modified Pavilion 2, although the horizontal banding of Building BB contrasts with the more vertical and open look of the Pavilion design (Sheet 3.4 and 3.10) shown on the elevations. For a view of a design that represents more similar horizontal banding on Building BB and Pavilion 5, please refer to the perspective drawing on Sheet 2.3. The proposed Pavilion 5 illumination is shown on Sheet EL4.26.

Greenbuilding

All commercial projects are subject to the new California Green Building Code (CALGreen Tier 2) regulations. In accordance with the City's Green Building Ordinance, the project will be required to comply with CALGreen Tier 2 requirements. A copy of the CALGreen checklist is provided on Sheet CG.1.

Zoning Compliance

The CC zoning district has no requirement for front, rear, or side yard setbacks or lot coverage. The district has a height limit of 50 feet. Palo Alto Municipal Code (PAMC) Section 18.16.060(e)(3) establishes a maximum of 1,412,362 square feet for Stanford Shopping Center as a whole, which the City interprets as referring to a maximum net floor area or leasable floor area, rather than gross floor area. Accordingly, the proposed buildings would comply with the aforementioned development standards.

Existing Tenant Facades

The project no longer includes tenant façade improvements that would be visible from Sand Hill Road. It is anticipated that these improvements would return to the ARB under a future application. It appears that the existing louvered trellises would remain at Building C and Building D, but the project does propose minor tenant façade improvements that would be visible from El Camino Real at the corner of Building C, as shown on Sheet 3.12.

Parking and Circulation

The proposed project is not anticipated to generate any additional peak hour vehicle trips or generate any potentially significant traffic impacts, because the project would result in a reduction in net floor area and net leasable square footage at Stanford Shopping Center.

Enhanced Pedestrian Crossings

The project no longer shows enhanced and painted asphalt at the loop road pedestrian crossings from the garage to Building CC and Building DD (Sheet G.8, 1.0, and 1.1).

Redesign of Shopping Center Way

The project calls for a redesign of the existing Shopping Center Way entrance off of El Camino Real. The existing allee of trees and the light bollards at Flemings would be removed. The landscape strips would be replanted with low plantings and new light poles. The Italian Cypress trees called for during preliminary review are now proposed as multi-stem olive trees that would be illuminated at night. The landscape plans and perspective call for the removal of four required parking lot shade trees, but the architectural drawings show them as remaining (Sheet 1.2). Enhanced stamped asphalt and pedestrian crosswalks would be added to Shopping Center Way. The grey color and more regular stamping pattern appear to differ from the red more irregular stamping pattern used in front of Bloomingdales. The Transportation Division would require the installation of stop signs at the T-intersection and the Engineering Division would require installation of ADA accessible ramps at El Camino Real.

Streetscape Elements

Paving Pattern

The project proposes new streetscapes between the four new retail buildings. Sheets G.8, 1.0, 1.1 and 1.2 call for a more regularized pattern of new pavers to extend throughout the project area and beyond into the entirety of the shopping center's interior walkways and nodes. The proposed localized new paver and accent tile placement pattern is shown most clearly on Sheets 1.1 and 1.2 and is different than what was shown during preliminary review. At that time, the project proposed a hierarchy of the center's streets and pedestrian paths with a more complicated paving pattern of different paver sizes and orientations that extended beyond building faces to curblines. The latest paving proposal was not submitted in time to be uploaded to the City's website or reviewed in detail by Planning staff, but is included for ARB reference as Attachment F. This proposal no longer includes extensive use of new pavers. Instead, the walkways would utilize new concrete paving with the installation of new accent tile paving at specific locations, such as out front of the new Bloomingdale's and at Lady Ellen Place. The scoring pattern for the new concrete has not been identified. The new public plaza at the end of Shopping Center Way would no longer utilize new pavers.

Landscaping

The project proposes tree removal as shown on Sheet L-4.1, including the removal of three 45+foot tall tulip trees at the corner of Bloomingdales. Replacement trees are shown on Sheet L-2.1 and L-2.2, including the new allee of multi-stem olive trees along Shopping Center Way

and new southern live oaks and crepe myrtles at Building CC and Building DD. As mentioned above, the landscape plans and perspective call for the removal of four required parking lot shade trees, but the architectural drawings show them as remaining (Sheet 1.2). The existing trees within Portico Way are proposed to remain, although the planter areas and plantings below are proposed to change under a building permit application, as reflected by the limit of work line is shown on Sheet L-4.1. Note that the proposed plantings along Palatine Court reflect that these planter areas also serve as stormwater bio-retention areas, as shown on Sheet C2.01, C3.01, and C4.01.

Lighting

The project proposes removal of all existing lighting within the scope of work, and proposes new light poles, sconces, landscape lights, floodlights, and illuminated bollards. The new light poles do not match the existing white light poles used throughout the shopping center. New light poles are proposed throughout the interior of the shopping center as part of a separate building permit.

Public Art

Public art is a required element for the project and the applicant has chosen to commission art on site rather than pay the in-lieu fee. All designs for public art must be reviewed by the Public Art Commission prior to fabrication and the project team must work closely with the City staff to ensure that initial and final reviews by the Public Art Commission are completed in a timely fashion. Public art locations and dimensions are required as part of ARB project plans, but the approval of the actual artwork falls within the jurisdiction of the Public Art Commission. Public art is proposed for Pavilion 3, as shown on Sheet G.8. Proposed street facing public art locations and dimensions are shown on Sheet G.8, 1.1 and 1.2. Staff recommends reviewing the proposed art placement, height, and the potential for illumination in concert with the proposed sidewalk width, light poles, tenant façade patterns, and potentially forthcoming signage. Bollards are not proposed at this time as a barrier at the public plaza near Building BB, but illuminated bollards exist at the pedestrian crossing south of Bloomingdales.

Pedestrian Amenities

Pedestrian amenities are important to ensuring that visitors can linger in the outdoor spaces. Proposed amenities are shown on Sheet 1.1, although the plans do not yet include manufacturer specifications for owner provided tables, chairs, and benches. Some amenities would be provided by tenants and the design is assumed to be tenant specific. Note the locations of tenant owned-furniture on Sheet 1.0, 1.1 and 1.2. It is unclear at this time if the tenant seating would extend so far into the exterior sidewalk that it would cause pedestrian congestion, given the proximity of Bloomingdales, light poles, bicycle racks and other streetscape elements.

Signage

Shopping center monument signs and wayfinding signs were mentioned as part of the Preliminary ARB review for Phase III, but are not included as part of the current ARB application. Monument and wayfinding signs will return for ARB review in the near future alongside additional work along the perimeter of the shopping center. Placeholder locations are included on the project plans as a reminder that this streetscape element is forthcoming.

While not submitted in time to be uploaded to the City's website, referenced in the public hearing notice for this meeting, or reviewed in detail by Planning staff for completeness/accuracy, the applicant requested the dissemination of draft tenant signage criteria, in case it is useful to ARB members during their review of the proposed building architecture. This is included as Attachment G. Tenant signage criteria would need to come back before the ARB as part of a separate ARB application, or as part of Phase III if it is included within a future Phase III public hearing notice.

Ground-mounted Equipment and Utilities

New transformers are shown on Sheet 1.1 and additional utilities are anticipated, such as backflow preventers and fire hydrants. Proposed paint colors for these items are unknown. Staff recommends consideration of these items when the ARB reviews the proposed landscaping and streetscape design.

ENVIRONMENTAL REVIEW

Exempt from the provisions of the California Environmental Quality Act (CEQA) per CEQA Sections 15302 and 15304. On June 30, 1997, the Council certified an EIR for the Stanford Shopping Center and this project is within the development cap studied in the EIR.

Prepared by: Rebecca Atkinson, Planner

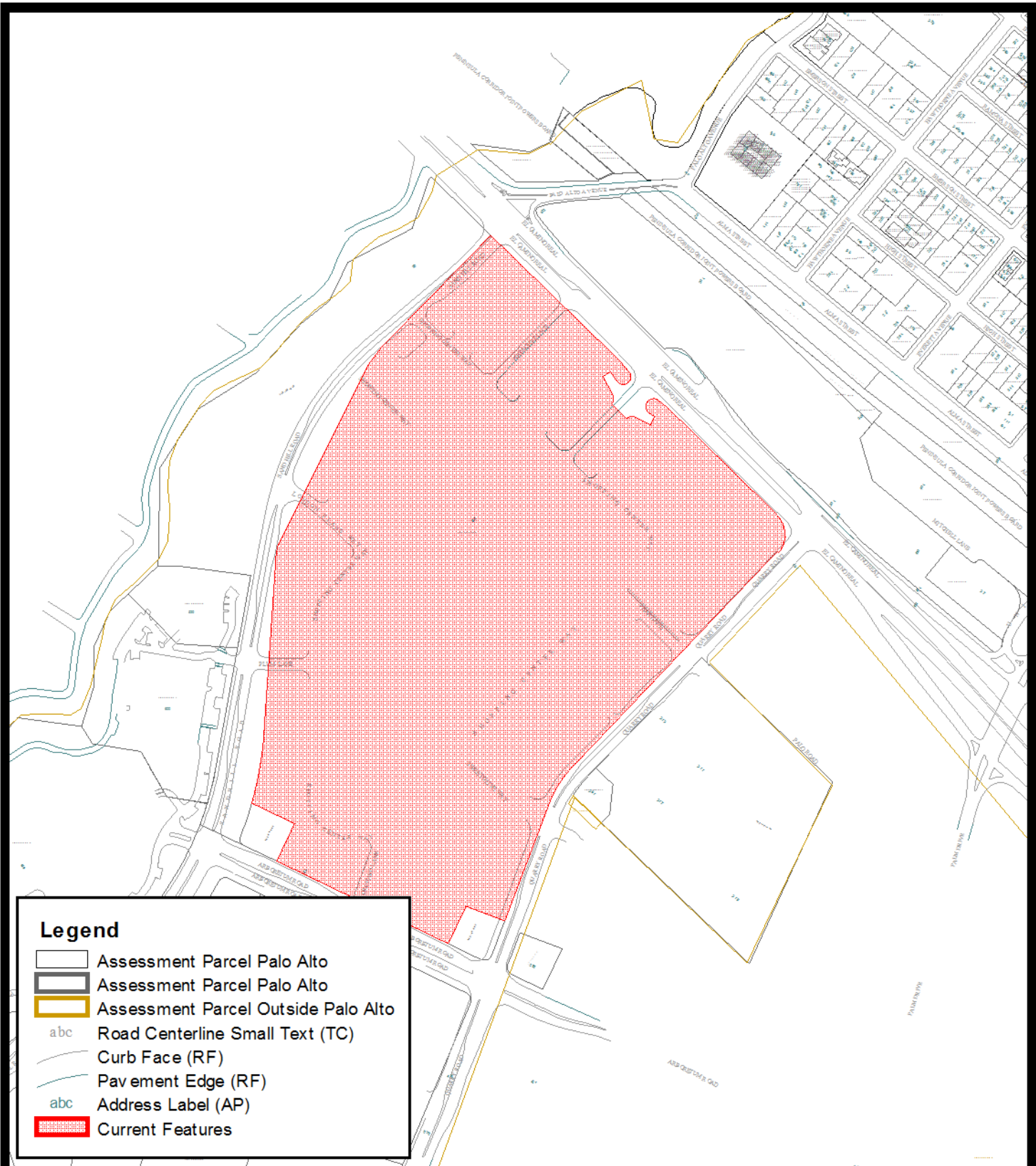
Reviewed by: Amy French, Chief Planning Official

Jonathan Lait, Assistant Planning Director








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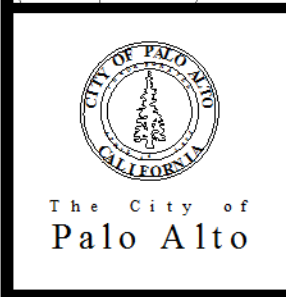
- Attachment A: Site Location Map (PDF)

- Attachment B: Zoning Compliance Table (DOC)
- Attachment C: Comprehensive Plan Conformance Table (DOC)
- Attachment D: Project Description 092514 (PDF)
- Attachment E: Project Plans (dated October 3, 2014 and September 25, 2014) (Board Members Only) (TXT)
- Attachment F: Supplement to Project Plans – Paving Pattern (dated October 3, 2014) (Board Members Only) (TXT)
- Attachment G: Supplement to Project Plans – Draft Tenant Signage Criteria (Board Members Only) (TXT)



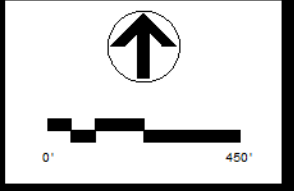
Legend

-  Assessment Parcel Palo Alto
-  Assessment Parcel Outside Palo Alto
-  abc Road Centerline Small Text (TC)
-  Curb Face (RF)
-  Pavement Edge (RF)
-  abc Address Label (AP)
-  Current Features



**Location Map for
180 El Camino Real**

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



ATTACHMENT B
ZONING COMPLIANCE TABLE
180 El Camino Real / File No. 14PLN-00247

DEVELOPMENT STANDARDS FOR CC ZONING DISTRICT	ZONE DISTRICT STANDARD	PROPOSED PROJECT	CONFORMANCE
Land Uses	Shopping centers permitted use; Professional and general business offices permitted use; Medical offices conditionally permitted use; Administrative office services not permitted.	Retail and restaurant uses; Office use on second floor.	Retail and restaurant uses conform; Office use to confirm land use conformance when tenant is identified.
Minimum site specifications, Minimum setbacks, Maximum site coverage, and Daylight planes	None required	N/A	N/A
Maximum height	50 feet	42 feet or less in height	Conforms
CC District Shopping Center Floor Area Ratio Regulations	18.16.060(e) Stanford Shopping Center total square footage not to exceed 1,412,362 square feet	1,360,778 net floor area	Conforms
Auto Parking	Stanford Shopping Center has a blended parking requirement rate of a minimum of one space per 275 gross square feet. With 1,468,068 square feet of gross square footage proposed, the total number of required parking spaces would be 5,338 spaces.	5,514 spaces	Conforms

Bicycle Parking	City's code requires 1 space per 2,750 square feet of gross floor area with 60% for short-term and 40% for long-term spaces. Additional design, location, and other parameters apply.	Under PAMC Section 18.52.50(b), the applicant is requesting the ARB to support and recommend that the Director of Planning allow the applicant to defer installation of up to 25% of the required number of long term and short term bicycle parking spaces and utilize hardscape in the "landscape reserve" areas where future bicycle parking would be feasible, if needed.	To be determined upon approval by the Director.
Employee Shower Facilities	Office uses, retail services, eating and drinking services, etc. all have an employee shower facility requirement depending on tenant size.	Floorplans do not yet show employee showers; floorplans will be checked for conformance at building permit submittal.	Will be required as part of building permit submittal.
Recycling Storage	Requirement to provide adequate and accessible interior areas or exterior enclosures for the storage of recyclable materials in appropriate containers. Location to be approved by the Architectural Review Board.	Project shows trash and recyclable storage areas at the new retail buildings.	Conforms

ATTACHMENT C
COMPREHENSIVE PLAN TABLE
180 El Camino Real / File No. 14PLN-00247

<i>Land Use and Community Design Element</i>	
The Comprehensive Plan land use designation for the site is Regional Commercial.	The project continues the Regional Commercial land use.
Goal L-1: A well-designed, compact city, providing residents and visitors with attractive neighborhoods, work places, shopping district, public facilities and open spaces.	The project redevelops and modernizes a portion of an existing shopping center and represents a significant investment in maintaining the longevity of the center. The project maintains the existing land use, creates new and interesting streetscapes and plaza areas open to the public. The proposed buildings conform to the size and scale and other development standards required of the zoning district. The shopping center provides tenant spaces for both local and regional retail.
Policy L-5: Maintain the scale and character of the City. Avoid land uses that are overwhelming and unacceptable due their size and scale.	
Policy L-7: Evaluate changes in land use in the context of regional needs, overall City welfare and objectives, as well as the desires of surrounding neighborhoods.	
Goal L-4: Inviting, pedestrian-scale centers that offer a variety of retail and commercial services and provide focal points and community gathering places for the City’s residential neighborhoods and Employment Districts.	The project redevelops and modernizes a shopping center of citywide and regional significance. It creates aesthetic focal points, supports employment and shopping near transit, and creates plaza areas open to the public with pedestrian amenities. The project proposes public art and corner buildings with strong architectural gestures that anchor corner plaza areas. The project supports full height tenant facades to help create a streetscape. The project would include new plaza areas that would also serve as gateway elements between the center and the neighborhood. The project invests in a new entrance off of El Camino Real. The project would be required to improve any damaged sidewalks and replace unhealthy or missing street trees. The project creates an opportunity for a greater
Policy L-18: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods.	
Policy L-20: Encourage street frontages that contribute to retail vitality in all Centers. Reinforce street corners with buildings that come up to the sidewalk or that form corner plazas.	
Policy L-21: Provide all Centers with centrally located gathering spaces that create a sense of identity and encourage economic revitalization. Encourage public amenities such as benches, street trees, kiosks, restrooms and public art.	

<p>Policy L-22: Enhance the appearance of streets and sidewalks within all Center through an aggressive maintenance, repair and cleaning program; street improvements; and the use of a variety of paving materials and landscaping.</p>	<p>number of tenants to occupy space at the shopping center; the new Bloomingdale's is smaller than the current building, which in turn creates more floor area available across the center for smaller tenants.</p>
<p>Policy L-26: Maintain Stanford Shopping Center as one of the Bay Area's premier regional shopping centers. Encourage any new development at the center to occur through infill, including development on existing surface parking lots.</p>	<p>The project represents infill development.</p>
<p>Goal L-6: Well-designed buildings that create coherent development patterns and enhance city streets and public spaces.</p>	<p>The project reduces the perceived massing and bulk of the shopping center by creating new walkways and strong architectural gestures where buildings are visible to the public right of way.</p>
<p>Policy L-48: Promote high quality, creative design and site planning that is compatible with surrounding development and public spaces.</p>	<p>The retail tenants are within walking distance to nearby residential neighborhoods, the forthcoming El Camino Park, and downtown. The proposed project has been designed to creatively make use of the existing site and existing buildings.</p>
<p>Goal L-9: Attractive, inviting public spaces and streets that enhance the image and character of the City.</p>	<p>The project provides plazas that are open to the public.</p>
<p>Policy L-72: Promote and maintain public art and cultural facilities throughout Palo Alto. Ensure that such projects are compatible with the character and identity of the surrounding neighborhood.</p>	<p>The project supports full height tenant facades to help create a streetscape. The project incorporates public art on site and will be reviewed and approved before installation by the Public Art Commission.</p>
<p><i>Transportation Element</i></p>	
<p>Goal T-1: Less Reliance on Single-Occupant Vehicles.</p>	<p>The project provides for all of its auto parking needs, is located next to transit, supports walking due to having a mix of local and regional serving retail tenants near residential neighborhoods and a forthcoming public park, and provides/repairs bicycle parking facilities.</p>
<p>Policy T-1: Make land use decisions that encourage walking, bicycling, and public transit use.</p>	<p>The project provides for all of its auto parking needs, is located next to transit, supports walking due to having a mix of local and regional serving retail tenants near residential neighborhoods and a forthcoming public park, and provides/repairs bicycle parking facilities.</p>
<p>Goal T-3: Facilities, services and programs that encourage and promote walking and bicycling.</p>	<p>Local serving retail immediately adjacent to residential neighborhoods and a forthcoming public park can increase walking and bicycling</p>

<p>Policy T-14: Improve pedestrian and bicycle access to and between local destinations, including public facilities, schools, parks, open space, employment districts, shopping centers, and multi-modal transit stations.</p>	<p>by its proximity and easy access. Bicycle parking is required as part of the project.</p>
<p>Policy T-19: Improve and create additional, attractive, secure bicycle parking at both public and private facilities, including multi-modal transit stations, on transit vehicles, in City parks, at public facilities, in new private developments, and other community destinations.</p>	<p>The project also includes repair of existing bicycle parking facilities.</p>
<p>Policy T-20: Improve maintenance of bicycle and pedestrian infrastructure.</p>	<p>Provision of bicycle parking spaces supports increasing bicycle trip mode share.</p>
<p>Policy T-23: Encourage pedestrian-friendly design features such as sidewalks, street trees, on-site parking, public spaces, gardens, outdoor furniture, art, and interesting architectural details.</p>	<p>The proposed project would include improvements to sidewalks, street trees, and public spaces and would also provide public art and pedestrian amenities. Site lighting would also be updated, which in turn would promote an improved pedestrian environment.</p>
<p><i>Natural Environment Element</i></p>	
<p>Goal N-4: Water Resources that are Prudently Managed to Sustain Plant and Animal Life, Support Urban Activities, and Protect Public Health and Safety.</p>	<p>The project is required to comply with the NPDES Stormwater Permit and includes bio-retention areas for stormwater management.</p>
<p>Policy N-21: Reduce non-point source pollution in urban runoff from residential, commercial, industrial, municipal, and transportation land uses and activities.</p>	
<p><i>Business and Economics Element</i></p>	
<p>Goal B-5: Attractive, Vibrant Business Centers, Each with a Mix of Uses and a Distinctive Character.</p>	<p>The project will redevelop and modernize a portion of an existing shopping center and represents a significant investment in maintaining the longevity of the center.</p>
<p>Policy B-22: Work with Stanford University to ensure that the Stanford Shopping Center is sustained as a distinctive, competitive, high quality regional shopping center.</p>	

September 25, 2014

Stanford Shopping Center Redevelopment Project (Phase III) Palo Alto, CA
ARB SUBMITTAL – PROJECT DESCRIPTION

Design Statement: *Modernizing the Stanford Shopping Center to reflect today's simple yet elegant lifestyle is our primary goal for the project. To achieve this, we are carefully refining the distinctive understated character of this unique urban garden village and complimenting its qualities with modern conveniences and enhanced comfort and safety in the Redevelopment area.*

The Stanford Shopping Center - a beloved regional shopping center - has grown, changed, and expanded over its 60+ year history, reflecting shifting cultures and changing market demands. The Simon Property Group has undertaken the task of modernizing this Center while remaining true to its unique character.

Lushly planted walkways and common spaces epitomize the indoor-outdoor California lifestyle and make the Center a special place. Defining features include large specimen trees, seasonal floral displays, water features, and shaded walkways. The Center's Northern California Modern style -- friendly, casual, eclectic, and elegant -- will be the design basis for the New Development project - four new shop buildings in the footprint of the old Bloomingdale's Store. Our design seeks to fully realize the potential of the Stanford Shopping Center as a unique destination and valuable amenity for the community.

The Approach from El Camino Real, The Caltrain Station, and the City of Palo Alto

The current gateway to the Center from El Camino Real is understated, but will become one of the most recognizable architectural and landscaped features of the redevelopment. We strengthen the connection to the City of Palo Alto as we improve the overall entry sequence with the following design features:

- With the new Bloomindales Store and construction of the four new retail buildings, a special focus of attention and activity is created at the east entry to the Center strengthening connection to the nearby Caltrain Station and the City of Palo Alto beyond. New dining venues with outdoor seating and lighting will keep this area active and lively into the evening hours.
- The entry drive leading from El Camino Real on axis to Portico Way will be flanked by mature Olive trees. These trees are visible from a distance by day and up-lit by night, providing a unique identifiable natural feature. This new allee' of Olive trees leads the visitor to a pedestrian-friendly plaza where lush landscaping, public art and outdoor dining together create a gathering place for visitors and residents.
 - The new development as seen from El Camino Real and Building BB with its dramatic overhanging roof canopy and warm façade materials will serve as a flagship for the overall Development and will set new standards for future upgrades.
- This vital public art plaza becomes the convergence of the new and the refurbished, the garden and the village, the vehicular and pedestrian experience.
- The removal of existing Pavilion One will open views into the planted areas and activities of Portico Way.



Architecture

Planning

Interiors

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Landscaping Design

The landscape design for the new Shops area will continue the garden design concept of the current shopping center design in to the new plaza and walkway spaces, creating a vibrant and engaging shopping experience. New trees, festive lighting, striking and colorful plantings, and comfortable seating areas will provide a welcoming new experience for the community. We are providing this summary of the new landscape design features of the project for your consideration:

Entry Drive

A new Alee of Olive trees, rose shrubs and perennial shrub planting focus's the view that leads to the new Art Plaza. Clipped evergreen hedges screen the cars from view. Decorative pedestrian scale pole lights and accent tree lighting create a festive entrance to the renovated center. Enhanced paving in the roadway helps define the new Art Plaza arrival court.

Art Plaza

Upon arrival at the new Bloomingdales entrance drive, a new Art Plaza is created, with enhanced paving and new sculpture at the new Portico entry promenade. Views to the Flemings vineyard are opened up, and the new restaurant dining plaza at the Plaza Shops invigorate the Art Plaza arrival experience.

Bloomingdales Promenade

New benches, paving, enhanced lighting and columnar trees and flowers in planter pots, and in grade planting create a comfortable walking experience between these stores and outdoor dining areas.

Lady Ellen Place

New planters, Ginkgo trees and seating areas create a pleasant space to shop, stroll and relax. Plantings include colorful textural foliage arrangements which also serve as storm water treatment, and floral planting accents at key locations.

Lady Ellen Plaza

A new outdoor room is created along the promenades, with new tree planting, overhead lighting, plaza paving, with comfortable furniture and colorful planters.

Enhanced Pedestrian Relationship to Parking Structure

New enhancements are provided improving the pedestrian connections between link the shopping areas and the parking structure and sidewalks that connect to Quarry Road. New decorative lighting makes a welcoming arrival point to the center.

Planting and Irrigation System Design

The planting design maintains the festive floral arrangements, and creatively integrates storm water treatment planting, while meeting water use requirements for the project. Drought tolerant plantings around the overall site, including Oak and Manzanita plantings, lower the overall water use for the entire center.

Tree Planting

The existing Pistache trees on Shopping Center Way are replaced with new specimen Olive trees, which will line the entrance up to the Art Plaza, continuing the theme established at Flemings. New Oak and Crape Myrtle trees create a visual terminus at the Quarry Road entry drive, and enhance the walking experience around the new shops and restaurant dining patio spaces. New trees are added to the promenade and plaza spaces, providing shade, seasonal flowering and foliage displays, and creating an intimate shopping experience.

Architecture and Identity

Four new contemporary retail buildings will be built on the original Bloomingdale's site. This complex of retail shops and restaurants will form a new "energetic district," adding vitality to The Stanford Shopping Center. Notable features of the new buildings and streets are as follows:

- The four new retail buildings are designed with an urbane density and will incorporate the new storefront design criteria.
 - One story shop buildings (Buildings AA and CC) are located adjacent to the existing one story shop buildings of the Center to provide a seamless transition from the existing to the new development district.
 - Two story buildings (Buildings BB and DD) are located adjacent to the three story Bloomingdale's with retail at ground level and either retail or office space above. Building DD will house a major anchor on two levels and share the ground floor with a nationally-recognized restaurant.
 - Building BB's dramatic curved roof canopy serves as a gateway into the Center and directs visitors into Portico Way and the network of streets within.
- Pavilion 5, a new covered pavilion at the intersection of the four buildings, is a fresh new destination and landmark. Trellis elements serve as vertical screens that diffuse natural and artificial light from above. Key design materials and lighting components of Pavilion 5 will, in the future, be incorporated into existing pavilions 2 and 4 to visually unify the new Redevelopment area with the original center.
- The new buildings are designed to allow retail tenants to build full-height storefronts to complement the scale and diversity of the existing Center's facades.
- An extended east-west pedestrian street that connects Macy's and the new Bloomingdale's building, Lady Ellen Place will become another important shopping street on par with Portico Way. This gradually widening street is envisioned to be a tree-lined urban environment with outdoor dining and resort-style seating clusters in active outdoor plazas.

A new and exciting branding program recently implemented by the Simon Property Group will add a layer of visual appeal with refined graphics and a leafy motif. This includes a new environmental signage program to unify the entire center with clear and efficient wayfinding.

The following strategies will help to unify building facades and improve the shopping experience:

- Planter walls will be capped with durable materials and incorporate built-in seating for guest comfort and convenience.
- New site lighting will implement energy-efficient LED light posts, low-level planter lighting and tree uplighting to provide an improved evening shopping experience.

Sustainability

The most current concepts in sustainable design are incorporated into the Redevelopment phase of this project. Some measures are as follows:

- Taking full advantage of the temperate climate in Palo Alto, myriad opportunities for outdoor gathering and dining are created throughout the center extending the life and activity of the Center earlier in the mornings and later in the evenings.
- Energy-conserving technologies and building materials will be incorporated in the design and construction of the new buildings.
- All demolition refuse will be separated and recycled or disposed as per the City of Palo Alto's standards.
- The use of durable materials will minimize on-going maintenance, promoting a well-kept appearance and reducing material replacement.
- Specifying LED or other energy efficient lighting fixtures will reduce energy use and maximize bulb life.
- Storm water treatment for the Redevelopment area is provided through a combination of bioswale planters and rainwater catchment and storage to minimize additional charge to the City stormwater system
- Recycled water use for toilet flushing and low flow fixtures in the Redevelopment area public restrooms will achieve water conservation.
- Solar shading at the second floor office space will help reduce air conditioning demand for those spaces.

Project Area Calculations

The proposed gross and net square footages for Phase III of the Redevelopment have been calculated per PAMC Chapter 18.16.060(e) and the City of Palo Alto Planning Department letters dated February 27, 2014 and April 23, 2014. The February 27th letter confirms the total allowable site square footage of 1,412,362 square feet referenced in PAMC Chapter 18.16.060(e) is Net Square Footage (NFA). The April 23rd letter confirms the methodology of determining the Net Floor Area for Department Stores at 95% of the Gross Floor Area. This information is included in the detailed calculations provided on Major ARB Sheets (dated Sept. 25, 2014) G.6 + G.7.

11952.txt

Attachment E: Project Plans (dated October 3, 2014 and September 25, 2014) (Board Members Only)

11953.txt

Attachment F: Supplement to Project Plans ? Paving Pattern (dated October 3, 2014)
(Board Members Only)

11954.txt

Attachment G: Supplement to Project Plans ? Draft Tenant Signage Criteria (Board Members Only)