



Architectural Review Board

Staff Report (ID # 9929)

Report Type: Action Items **Meeting Date:** 2/7/2019

Summary Title: 180 El Camino Real: Macy's Mens Redevelopment (Prelim)

Title: QUASI-JUDICIAL. 180 El Camino Real [18PLN-00324]: Request for Preliminary Architectural Review to Allow the Demolition of the Existing 94,337 Square Foot (sf) Macy's Men's located the Stanford Shopping Center and Construction of a new three-story stand alone retail building, approximately 43,581 sf, two retail buildings, approximately 3,506 sf each and construction of a new stand alone retail building, approximate 28,000 sf. (Total of 78,593 sf) Environmental Assessment: Not a Project. The Formal Application Will be Subject to California Environmental Quality Act (CEQA) Review. Zoning District: CC (Community Commercial). For More Information Contact the Project Planner Samuel Gutierrez at Samuel.Gutierrez@cityofpaloalto.org

From: Jonathan Lait

Recommendation

Staff recommends the Architectural Review Board (ARB):

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

Report Summary

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

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

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

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

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

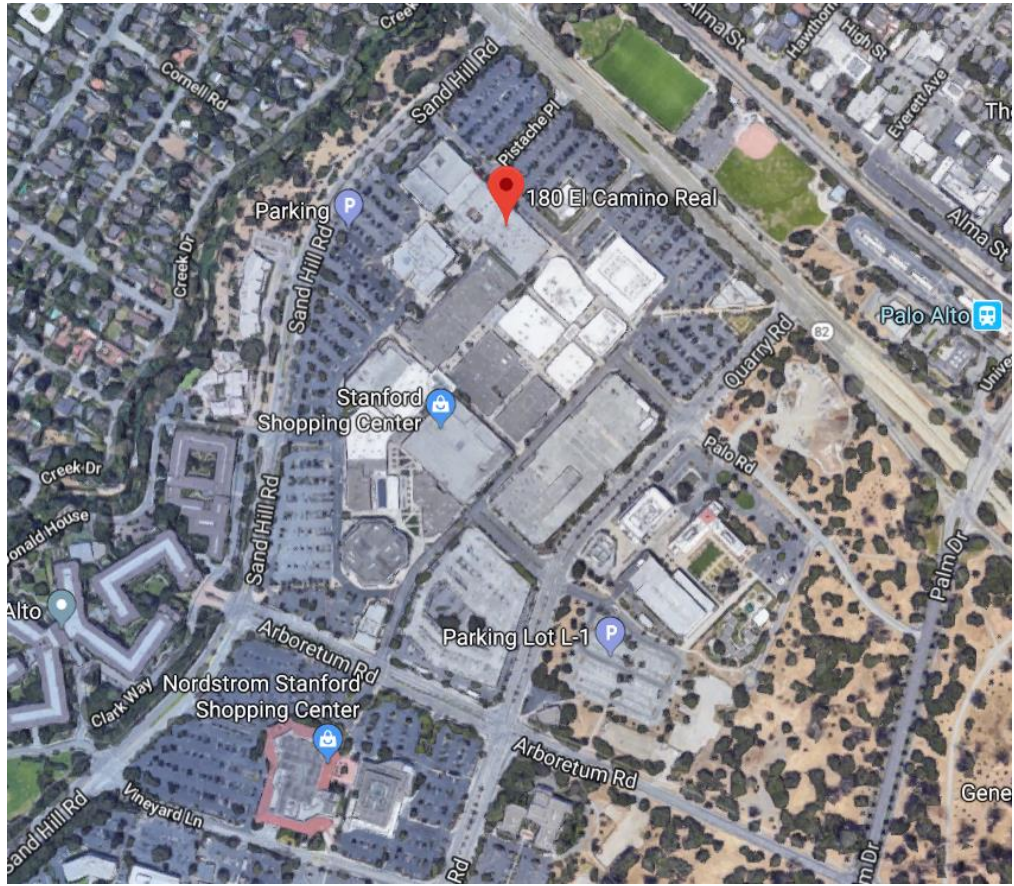
The project is located within the Stanford Shopping Center, at the interaction of Sand Hill Road and El Camino Real. The proposed changes to this area of the Shopping Center includes the demolition of the existing Macy's Men's building to construct two new 3,500 sf tenant spaces directly adjacent to building J, along with two new standalone buildings, and reconfiguration of the parking lot in the project area. These changes require Board Level Architectural Review due to size of the project and visible from the public right of way.

Owner:	The Board of Trustees of Leland Stanford
Architect:	Kimley Horn
Representative:	Curt Tappendorf – Simon Property Group
Legal Counsel:	N/A

Property Information

Address:	180 El Camino Real
Neighborhood:	Stanford Shopping Center
Lot Dimensions & Area:	Various & 2,300,402 square feet
Housing Inventory Site:	N/A
Located w/in a Plume:	N/A
Protected/Heritage Trees:	Various throughout the site
Historic Resource(s):	N/A
Existing Improvement(s):	1,361,751 sf; 1 to 3 stories; 37' height max.
Existing Land Use(s):	Retail, Personal Service, Commercial Recreation
Adjacent Land Uses & Zoning:	North: (Caltrain and parkland) <u>PF</u> West: (Multi-Family Housing) <u>CC(L)/PF(D)</u> East: (Medical Offices and Supportive Services) <u>HD</u> South: (Retail) <u>CC</u>

Aerial View of Property:



Source: Google Maps

Land Use Designation & Applicable Plans

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

Prior City Reviews & Action

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

Project Description

The overall proposed project would demolish the existing 94,337 Square Foot (sf) Macy's Men's building and surrounding parking lots located in the Stanford Shopping Center, to construct three new buildings totaling 78,593 square feet. This would result in a net loss of floor area for the Shopping Center overall and includes parking lot design changes to accommodate the new buildings. These changes require Board Level Architectural Review due to the scope of work and visible changes from the public right of way.

The first portion of this project involves a large standalone building that is proposed to be three stories with a rooftop glass surrounded restaurant, open roof top garden, second floor terraces, and new ground level landscaping. The building is designed by the future tenant, Restoration Hardware.

The second portion of the proposal involves another standalone single-story retail building with a mezzanine level, located within the southern portion of the parking lot between Sand Hill Road and Pistache Place, with frontage on El Camino Real. This building is proposed to be the new location for Wilkes Bashford (retail store).

The third portion of this project involves two 3,500 sf single story tenant spaces directly adjacent to building J (LaBelle Day Spas, Jeffrey, and Blue Bottle Coffee). These new tenant spaces will be located directly across from the new Restoration Hardware building and a new elevated parking area with two-way drive aisles.

Anticipated Entitlements:

The following discretionary applications are anticipated:

- Architectural Review – Major (AR): This project would be subject to the criteria found within PAMC 18.77.070. Architectural Review applications are reviewed by the Architectural Review Board whose recommendations are then forwarded to the Planning & Community Environment Director for action within five business days of the Board's recommendation. Actions by the Director are appealable to the City Council if filed within 14 days of the decision. Architectural Review projects are evaluated against specific findings which must be made in the affirmative to approve the project. Failure to make any one finding requires a project to be redesigned or to be denied.
- Conditional Use Permit (CUP): – A CUP is needed for alcoholic beverage service in association with eating & drinking uses. The process for evaluating this type of application is set forth in PAMC 18.76.010 and 18.77.060. CUP applications are reviewed by Planning staff and forwarded to the Planning & Community Environment Director for action. This aspect of the project is outside the purview of the ARB.

Discussion

Preliminary review applications receive a cursory review for compliance with zoning regulations and consistency with the comprehensive plan or other applicable policy documents. This

information was previously transmitted to the applicant. A more comprehensive review will occur upon formal submittal, which may reveal other code or policy concerns.

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

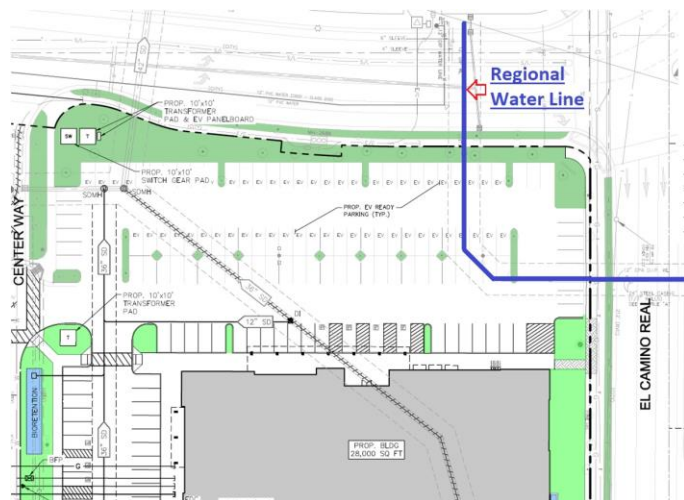
- Scale and mass
- Transitions in scale to adjacent properties
- Relationship to the neighborhood setting and context
- Pedestrian-orientation and design
- Access to the site
- Consideration to any applicable policy documents (Background Section)
- Architectural design, theme, cohesiveness, and quality of materials
- Preservation of existing native or mature landscaping or features, if any

Neighborhood Setting and Character

The project is located within the Stanford Shopping Center on the northwestern portion of the site facing El Camino Real. The overall site is 52.8 acres with proposed development on a ~4.5 acres (196,300 sf) portion of the property. The Stanford Shopping Center is defined within the Municipal Code as all properties zoned CC and bounded by El Camino Real, Sand Hill Road, Quarry Road, and Vineyard Lane. The site is surrounded by hospital, retail, and multi-family uses.

Site Constraints

The project location has significant utilities that run under the existing parking lot. The proposed buildings are configured in a manner to avoid conflicts or minimize relocation of these underground utilities, in particular, the regional water line that runs perpendicular to Sand Hill Road and El Camino Real (see image). This water line greatly limits development at the corner of the site, as its relocation would be prohibitive and create significant construction impacts, and primary structures are not allowed to be constructed over it. Additionally, new supportive utilities will need to be installed for this project. This includes new transformers, switch gears, and backflow preventers. All of which would be required to be designed/located in a manner to minimize their visual impact to the site. This would be achieved by locating new utility equipment away from the public right of ways, Shopping Center open spaces and pedestrian paths, and the use of screening treatments.



Restoration Hardware (Proposed New Three-Story Building)



The proposed Restoration Hardware building is an open design with large windows around all facades and includes new planting throughout the building. The massing is tiered with the front and rear façades (perpendicular to Sand Hill Road) having reduced massing on the upper floors. The third floor will include a new glass surrounded restaurant with access to a roof top garden. The second floor is proposed to have two outdoor terraces with overhead trellises, continuing the open outdoor theme of the third floor. The building is proposed to have black painted awnings above the ground floor window openings with a smooth stucco façade and colored cast stone accents. Also, the proposed design includes large lantern style lights placed along each corner of the building and large outdoor sales areas that are walled and gated, a feature that is not indicative to the Shopping Center (sheet RH 8). These monumental elements along with the large pillars at the main entrance, may not be fully in scale with the pedestrian environment of the Shopping Center. ARB's feedback regarding the exterior lighting options, façade materials, perimeter wall, and colors are welcomed.

While this is a preliminary design and little detail is provided as to the planting palette, the ARB's comments on the compatibility of landscaping with the proposed design are sought. The roof top garden area design is minimal with only fruitless olive trees and bluestone paver walkways surround by decomposed granite. The roof top landscaping design concepts are shown on sheets RH9 and RH10. Correspondingly, the second level terraces have planters with medium size shrubs under covered trellises that are visible from the ground level. Lastly, there are small ground level planters that surround the buildings perimeter between window openings (sheet RH4).

Existing Surface Parking Lot (Corner of El Camino Real and Pistache Place)



Wilkes Bashford (Proposed New One-Story Building with Mezzanine)



A second standalone building is set within the existing parking lot at the corner of El Camino Real and Pistache Place. This building is proposed to be 28,000 sf and includes a mezzanine level. While this proposed building has fewer windows than the Restoration Hardware proposal, the size and number of windows are similar to existing standalone buildings in this area of the Shopping Center, such as the Flemings building and Building W (Shake Shack & P.F. Chang's). The design along the El Camino frontage includes the required setback to accommodate a 12-foot wide sidewalk per the requirements of the El Camino Design Guidelines. The entire sidewalk on this portion of the site along El Camino Real will be upgraded to meet the El Camino Design Guidelines with the exception of the area near the existing heritage oak tree, which will require sidewalk improvements that are sensitive to the health and preservation of the oak.



New tenant spaces (Addition to Building J)

The third portion of this proposal involves two new tenant spaces that are single story, directly adjacent to building J, and located directly across from the new Restoration Hardware Store. The tenants for these spaces are not yet known, but will be occupied by permitted land uses within the CC zone district. These spaces are proposed to be 3,500 sf each and are proposed to have large windows with metal awnings that extend over the pedestrian walkways along the corners of the buildings. Their design includes stucco and cast stone facades, along with a green wall located at the center where the tenant spaces meet (sheet J2). These tenant spaces will have new pedestrian walkways that are edged by new landscape areas, parking, and a new two-way drive aisle.

The parking and drive aisle area is proposed to be elevated above the existing drive aisles in the area to make a flush walking pedestrian path between these buildings and the Restoration Hardware building. Additionally, the raised area would be a colored stone, rather than asphalt, to better frame this outdoor room. The applicant has suggested that this area would function as a pop-up retail space/ special event space. Special events would be reviewed by Planning Staff and could be approved through a Temporary Use Permit process.

The massing and preliminary designs for these buildings are consistent with what is found within the Shopping Center, though these buildings would function as a transition point from the greater Shopping Center building mass to the new three-story Restoration Hardware Building. The ARB's thoughts and feedback on the transition from these buildings which are proposed to be a maximum height of 30 feet at the parapet, to the 50 foot tall Restoration Hardware Building are desired.

Shopping Center Façade and Signage Design Standards

The project involves the redevelopment of a sizeable portion of the Shopping Center and would change the character of this location. Though the design is not finalized, the exterior facades and any new proposed signage will need to be compatible with the requirements of the Stanford Shopping Centers “Master Tenant Sign and Façade Program” (MTSFP; 15PLN-00040) to maintain the Shopping Centers character. The MTSFP can be viewed in Attachment E for reference.

Protected Trees and Shade Requirement

The project area is bordered by protect Oaks along El Camino Real and Sand Hill Road. Changes to the site must consider the tree protection zone of the Oaks (sheets T1 and T2), in addition to placement of required C3 stormwater treatment areas that are required for a proposed project of this size. The proposed project would involve changes to the parking lot areas around the proposed development that would result in the loss of some of the on-site parking lot trees. These trees will be required to be replaced with tree species that better fit the site, to ensure conformance with the ARB findings and the Urban Forestry’s Master Plan Policy for no net loss of trees.

The Palo Alto Municipal Code section 18.54.040 “Landscaping of Parking Areas” requires that perimeter landscaping for unenclosed parking facilities shall be at least a five-foot wide strip between the exterior boundary of the parking area and the nearest adjacent property line not separated by a building. This would be area between the parking lot and the public sidewalk along El Camino Real and Sand Hill Road. The plans specify (sheet LS100) that there will be new landscaping along a portion of El Camino Real, with the Sand Hill Road portion being lined with existing oak trees. Additionally, this Code section requires interior landscaping of unenclosed parking facilities to be at least 10% of the total area. This is achieved by providing landscaping islands for every ten spaces in a single row, planting trees for per every six parking stalls, with only 50% of the perimeter trees around the parking lot area counting for this requirement. Finally, the Code requires tree planting designs to result in 50% shading of parking lot surface area within 15 years. The formal submittal will require a landscape plan that provides greater detail and additional information indicating compliance with the landscaping requirements for exposed parking facilities.

Multi-Modal Access & Parking

The project site has extensive multi-modal access and parking. The site can be accessed by pedestrians, bicyclists, private automobiles, and public transit (VTA, Caltrain, and SAMTRANS). The existing buildings within the site are surrounded by surface parking lots and two multi-level parking structures located at the southern portion of the site along Quarry Road. Throughout the site, there are pedestrian amenities such as outdoor seating areas, planters, fountains, interactive maps, pedestrian level lighting, and public art. The proposed project would reduce the overall floor area of the site (a reduction in parking demand per FAR), however, the site planning of the proposal would also reduce the total number of physical parking space on site. The site is projected to have 62 additional spaces after development, however, this may not account for other pending projects and will need to be reviewed again with the formal application.

Additionally, a project of this scale would trigger Building Code requirements for electric vehicle charging stations (EVSE). The EVSE equipment would need to be installed on site while meeting all Municipal Code required parking facility design standards (PAMC 18.54), as shown on Sheet P-1. Furthermore, required bicycle and loading areas for the project would need to be reviewed for compliance with Code requirements.

As the applicant prepares and submits a formal application, Planning Staff will continue to work with the applicant and review revised plans to ensure that vehicle parking, bicycle parking and loading facilities meet code requirements or come as close as possible for this existing facility. Staff will also ensure the forthcoming formal Major ARB application maintains and/or improves multi-modal access to the site.

Next Steps

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

Environmental Review

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

Forthcoming Shopping Center Board Level Projects

The Shopping Center has one Board level review application (18PLN-00265) that will be coming before the ARB soon. This application involves a new restaurant tenant “Pacific Catch” moving into the space formerly occupied by “Max’s Opera Café”, located by the Plum Lane entrance to the Shopping Center. The project involves a new façade design, signage, landscaping, and two new covered outside dining patios.

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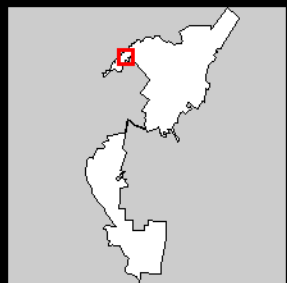
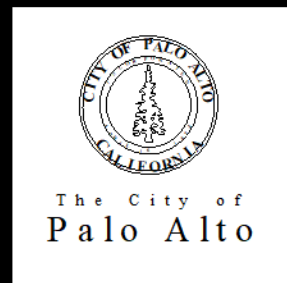
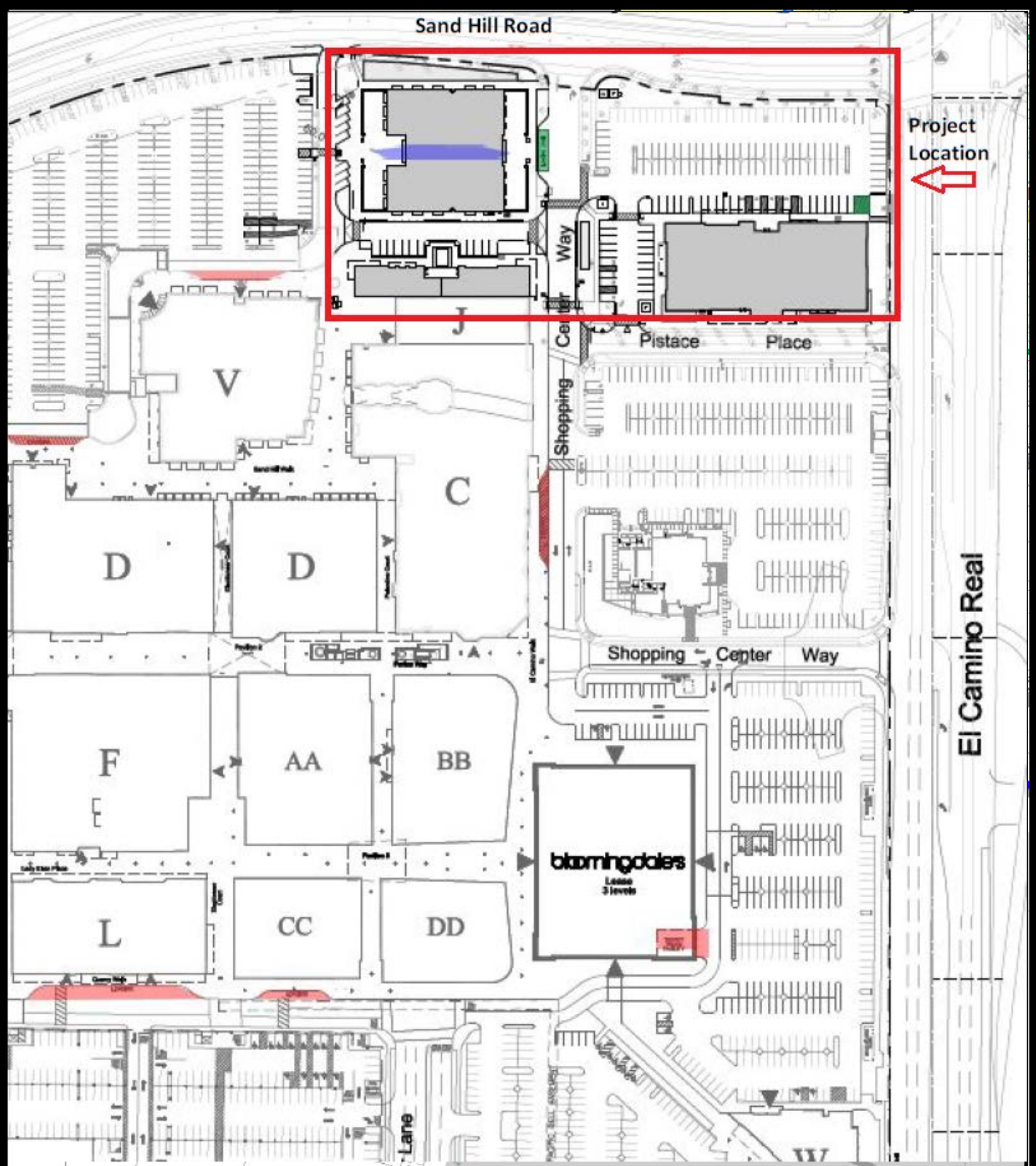
jodie.gerhardt@cityofpaloalto.org

Attachments:

- Attachment A: Location Map (PDF)
- Attachment B: ARB Findings (DOCX)
- Attachment C: Zoning Comparison Table (DOCX)
- Attachment D: Performance Criteria (DOCX)
- Attachment E: Master Tenant Facade & Sign Program (PDF)

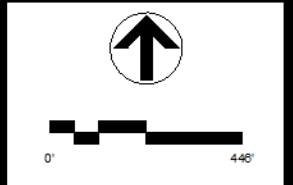
¹ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org

- Attachment F: Applicant Project Description Letter (DOCX)
- Attachment G: Project Plans (DOCX)



180 El Camino Real
Stanford Shopping Center

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



ATTACHMENT B
ARB FINDINGS FOR APPROVAL
 180 El Camino Real
 18PLN-00324

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

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

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

<i>Comp Plan Goals and Policies</i>	<i>How project adheres or does not adhere to Comp Plan</i>
The Comprehensive Plan land use designation for the site is Regional Commercial.	The project continues the Regional Commercial land use.
<i>Land Use and Community Design Element</i>	
POLICY L-4.9: Maintain Stanford Shopping Center as one of the Bay Area's premiere regional shopping centers. Promote bicycle and pedestrian use and encourage any new development at the Center to occur through infill.	<i>Consistency will be finalized when a formal application is submitted.</i>
Policy B-6.3: Work with appropriate stakeholders, leaseholders, and Stanford University to ensure that the Stanford Shopping Center is sustained as a distinctive, economically competitive and high quality regional shopping center. GOAL L-6: Well-designed Buildings that Create Coherent Development Patterns and Enhance City Streets and Public Spaces.	
Policy L-5: Maintain the scale and character of the City. Avoid land uses that are overwhelming and unacceptable due their size and scale.	

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

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

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

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

1. Pedestrian and Bicycle Environment

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

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

3. Massing and Setbacks

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

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

5. Project Open Space

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

6. Parking Design

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

7. Large Multi-Acre Sites

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

8. Sustainability and Green Building Design

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

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

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

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

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

ATTACHMENT C
ZONING COMPARISON TABLE
 180 El Camino Real, 18PLN-00324

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

Regulation	Required	Existing	Proposed
Minimum Site Area, width and depth	No Requirement	2,300,402 square feet (52.81 acres)	<i>Consistency will be finalized when a formal application is submitted.</i>
Minimum Front Yard	0-10 feet to create an 8-12 foot effective sidewalk width ^{(1), (2), (8)}	Varied	
Rear Yard	No Requirement	N/A	
Interior Side Yard	No Requirement	N/A	
Street Side Yard	No Requirement	Varied	
Special Setback (PAMC 20.08)	24 feet along Sand Hill and Arboretum Roads	Varied	
Max. Site Coverage	No Requirement	N/A	
Max. Building Height	50 feet or 37 feet maximum ⁽⁴⁾ Within 150 ft. of a residential district (other than an RM-40 or PC zone) abutting or located within 50 feet of the site	Varied, Max 37 feet	Varied, Max 50 feet
Max. Floor Area per 18.16.060 (e) for Stanford Shopping Center	1,412,362 sf	1,361,751 net sf	1,346,007 net sf (Proposed loss of 15,744 net sf)

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

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

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

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

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

Topic	Requirement	Proposed
Hours of Operation (18.16.040 (b))	Businesses with activities any time between the hours of 10:00 p.m. and 6:00 a.m. shall be required to obtain a conditional use permit. The director may apply conditions of approval as are deemed necessary to assure compatibility with the nearby residentially zoned property	<i>Consistency will be finalized when a formal application is submitted.</i>
Outdoor Sales and Storage (18.16.040 (h))	(2) In the CC district and in the CC(2) district, the following regulations shall apply to outdoor sales and storage: (A) Except in shopping centers... (B) Any permitted outdoor activity in excess of 2,000 sf shall be subject to a conditional use permit. (C) Exterior storage shall be prohibited, except as provided under subparagraph (A)(iv) ...	
Recycling Storage (18.16.040 (i))	All new development, including approved modifications that add thirty percent or more floor area to existing uses, shall provide adequate and accessible interior areas or exterior enclosures for the storage of recyclable materials in appropriate containers. The design, construction and accessibility of recycling areas and enclosures shall be subject to approval by the architectural review board, in accordance with design guidelines adopted by that board and approved by the city council pursuant to Section 18.76.020.	
Employee Showers (18.16.040 (j))	Employee shower facilities shall be provided for any new building constructed or for any addition to or enlargement of any existing building ... 4 showers are required for 100,000 sf and above	
Office Use Restrictions (18.16.050)	Total floor area of permitted office uses on a lot shall not exceed 25% of the lot area, provided a lot is permitted between 2,500 and 5,000 sf of office use. The maximum size may be increased with a CUP issued by the Director.	

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

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

**Table 2: CONFORMANCE WITH CHAPTER 18.52 (Off-Street Parking and Loading)
for Retail Services***

Type	Required	Existing	Proposed
Vehicle Parking	1/275 sf of gross floor area (1,437,603 gross sf) for a total of 5,228 on-site parking spaces	5,448 spaces	~5,292 spaces Further analysis will be done with a formal application
Bicycle Parking	1/2,750 sf 40% long term and 60% short term) equals 523 spaces for the site overall.	265 spaces (93 long term, 172 short term)	~261 spaces will remain (2 lockers with 4 spaces to be removed by the project)
Loading Space	3/70,000 -120,000 sf with 1 additional space per 50,000 sf over 120,000 sf. Total of 29 loading spaces required. 2 loading space would be required for this portion of the site.	~15 loading spaces	At least 1 new loading space is proposed on this portion of the site. Further analysis will be done with a formal application

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

Table 1: Stanford Shopping Center Master Sign Program Sign Types, Number, and Locations

Sign	Requirement	Number	Maximum Size	Location
Primary sign (wall sign)	Required	1	Maximum height 24" and otherwise proportional to logo characteristics; Stacked signs not to exceed 36" in height; no sign closer to 24" from demising wall or building corner.	Primary facade
Banner or blade sign (Projecting sign)	Required	1	Banner: 24" projection x 60" height	Primary facade
Canopy or Awning Sign	(optional)	1	Maximum height is 9" and otherwise proportional to logo characteristics	Primary facade
Super-graphic	(optional)	Not limited	None	Flexible
Secondary sign or Emblem	(optional)	1 where applicable	Secondary sign: Maximum height 18" and otherwise proportional to logo characteristics Emblem: Maximum height is 24" in any direction.	Secondary façade where applicable
Advertising graphics and signs	(optional)	Not limited	None	Only on the inside plane of storefront window (s)
Digital	(optional)	Not limited	42" measured diagonally	Only in storefront

images and digital signage				window
<p>*Maximum Allowable Sign Area for Wall Signs. Wall signs and sign area are defined in PAMC 16.20.010. Canopy and awning signs erected parallel to a building face are also considered wall signs. The maximum total allowable sign area of a single wall sign or the combined total maximum allowable area of multiple wall signs per building face shall be consistent with the sign area limits outlined in PAMC 16.20 Table 3. Staff level architectural review is required for any sign at the shopping center exterior that requires approval of an exception to these sign area limits. Logos are considered wall signs and can be utilized as a primary wall sign or can be a component of a primary wall sign. Logos shall not exceed the maximum height of a stacked sign, which is 36-inches. Logos shall be included in calculations of maximum wall sign area limits.</p>				

ATTACHMENT E PERFORMANCE
CRITERIA 18.23 180 El Camino Real,
18PLN-00324

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

18.23.020 Trash Disposal and Recycling

Assure that development provides adequate and accessible interior areas or exterior enclosures for the storage of trash and recyclable materials in appropriate containers, and that trash disposal and recycling areas are located as far from abutting residences as is reasonably possible.

Project Consistency

Consistency will be finalized when a formal application is submitted.

18.23.030 Lighting

To minimize the visual impacts of lighting on abutting or nearby residential sites and from adjacent roadways.

18.23.040 Late Night Uses and Activities

The purpose is to restrict retail or service commercial businesses abutting (either directly or across the street) or within 50 feet of residentially zoned properties or properties with existing residential uses located within nonresidential zones, with operations or activities between the hours of 10:00 p.m. and 6:00 a.m. Operations subject to this code may include, but are not limited to, deliveries, parking lot and sidewalk cleaning, and/or clean up or set up operations, but does not include garbage pick up.

18.23.050 Visual, Screening and Landscaping

Privacy of abutting residential properties or properties with existing residential uses located within nonresidential zones (residential properties) should be protected by screening from public view all mechanical equipment and service areas. Landscaping should be used to integrate a project design into the surrounding neighborhood, and to provide privacy screening between properties where appropriate.

18.23.060 Noise and Vibration**Project Consistency**

The requirements and guidelines regarding noise and vibration impacts are intended to protect residentially zoned properties or properties with existing residential uses located within nonresidential zones (residential properties) from excessive and unnecessary noises and/or vibrations from any sources in abutting industrial or commercially zoned properties. Design of new projects should reduce noise from parking, loading, and refuse storage areas and from heating, ventilation, air conditioning apparatus, and other machinery on nearby residential properties. New equipment, whether mounted on the exterior of the building or located interior to a building, which requires only a building permit, shall also be subject to these requirements.

18.23.070 Parking

The visual impact of parking shall be minimized on adjacent residentially zoned properties or properties with existing residential uses located within nonresidential zones.

18.23.080 Vehicular, Pedestrian and Bicycle Site Access

The guidelines regarding site access impacts are intended to minimize conflicts between residential vehicular, pedestrian, and bicycle uses and more intensive traffic associated with commercial and industrial districts, and to facilitate pedestrian and bicycle connections through and adjacent to the project site.

18.23.090 Air Quality

The requirements for air quality are intended to buffer residential uses from potential sources of odor and/or toxic air contaminants.

18.23.100 Hazardous Materials

In accordance with Titles 15 and 17 of the Palo Alto Municipal Code, minimize the potential hazards of any use on a development site that will entail the storage, use or handling of hazardous materials (including hazardous wastes) on-site in excess of the exempt quantities prescribed in Health and Safety Code Division 20, Chapter 6.95, and Title 15 of this code.



MASTER TENANT FAÇADE & SIGN PROGRAM

Effective Date: April 23, 2015

Program Approval 15PLN-00040

Edited PCE 7/10/2018

STANFORD SHOPPING CENTER A SIMON MALL

ARCHITECTURAL REVIEW

Facades facing the right of way shall incorporate architectural design features in order to reduce apparent mass and bulk. Rooftop equipment, equipment enclosures, roof vents, flues and other protrusions through the roof of any building or structure shall be obscured from public view by a roof screen or through placement.

Green Lines indicate tenant spaces which require City review

- Storefront > 35ft in length require Architectural Board Review (Public Hearing)
- Storefront ≤ 35ft in length require Staff Level Review

Major tenants and free standing buildings (shaded) require City Review

- The type of review (Board level or Staff level) will be determined based on the scope of work.





For the Tenants whose elevation is located on facades other than those listed above, review by the Architectural Review Board might be required depending on if the storefront is visible from the public right of way.

Tenants are required to receive Landlord's approval prior to filing for ARB approval. However, approval by the Landlord does not guarantee ARB approval. Furthermore, all comments provided by the ARB must be addressed and Tenant shall file promptly for resubmittal.

Any deviation from Master Tenant Façade and Sign Program must receive Landlord's prior written approval prior to submitting drawings to the ARB or for Planning Approval.

Architectural Review Processing Procedure. The architectural review processing procedure for Stanford Shopping Center tenants shall be as follows:

1. The Landlord and Stanford University conduct architectural review of non-anchor tenant signs and facades for those locations within the shopping center interior to ensure that they conform to the Tenant Design Manual.
2. Planning staff and/or the ARB shall conduct architectural review of tenant signs and facade applications for locations at the shopping center exterior.
 - a. Any façades or architectural components that extend beyond the height of the existing parapet wall or increase gross or net floor area shall be reviewed by the Architectural Review Board (ARB).
 - b. Two-story tenant facades intended for single tenant occupancy shall have a façade that is continuous between the first and second stories. If separate tenants occupy the first and second stories, the design of each façade shall be reviewed by the ARB.
 - c. Tenant facades that are 35-feet in width or greater are reviewed by the ARB. Architectural review for tenant facades that are less than 35-feet in width may be conducted by Planning Staff.
 - d. If there are no tenant façade changes and the proposed tenant signs are consistent with the Master Tenant Sign Program, Planning review at the staff-level occurs as part of building permit applications. Any signs that require an exception to the Master Tenant Sign Program shall be reviewed by Planning staff or the ARB.

Examples of tenants that have continuous façade vs those that do not have continuous facades





STOREFRONT ELEVATIONS

GLOSSARY OF TERMS

GENERAL:

- *Base Building*: Base Building Shell construction, common and service areas, including all work that is the responsibility of the Landlord.
- *Design Control Zone*: The area of the store extending from the storefront lease line into the store, at a minimum of five feet (5'-0"), in which the Landlord controls design components. The Design Control Zone shall extend across the entire width of the store.
- *Neutral Pier*: An architectural element separating two adjacent Tenant storefronts or a Tenant storefront from a finish controlled by the Landlord.
- *Vitrine*: Shallow wall mounted display cases on the exterior of the façade and can house vignette displays, merchandise or seasonal graphics. The illumination of any vitrine shall be similar in color and intensity to the remainder of the Tenant storefront displays. All vitrines must be incorporated into the design aesthetic of the storefront vocabulary.

Stanford Shopping Center is an upscale Lifestyle Center and requires Tenants to create a unique and contemporary storefront design. Tenants shall take advantage of the garden setting by creating storefront designs that bring a sense of the outdoors into their space.

Tenants are required to present their businesses with distinctive architectural designs using the highest quality of materials and workmanship, and with creative lighting and signage designs. Typical Tenant storefronts extend between adjacent storefront finishes and shall extend to the height of the roof parapet.

STOREFRONT DESIGN CRITERIA

General Design Criteria

Storefront

The Tenant's entire storefront, as per Zone, shall be designed, fabricated, constructed, installed and maintained by the Tenant at the Tenant's expense. The storefront design shall work in concert with, and be respectful of, the Landlord's building façade, thematic architectural expression, and landscaping. Tenant storefronts shall meet the base building parapet height and shall not exceed the parapet in overall height. Storefronts shall maintain a consistent height on each building. Tenants are required to extend their storefront design along all building facades.

Approved architectural finishes, façade details, and additional components such as lighting and graphics, will visually activate all side of each Building. At a minimum, Tenants shall extend their exterior color palette across the solid portions of the exterior wall. A combination of super-graphics, showcase windows and/or vitrines are required and shall be the foundation of the Tenant's aesthetic interpretation of the exterior walls.

Closed Doors

Tenant spaces shall be designed for closed-door operation as this is an open-air center. Tenant storefront doors shall remain closed during normal mall hours.

Landlord piers or columns in the Tenant's storefront that are clad or otherwise designed as part of the Landlord building architecture shall be preserved without alteration by the Tenant. Unclad piers or columns in the Tenant's storefront shall be incorporated into the Tenant's storefront design. The Tenants storefront windows and other large glazed areas shall include provisions for mullion articulation beyond a basic extruded aluminum profile. This may be achieved through applying cap and pan elements to the basic window assembly to add relief and dimension.


**STANFORD
SHOPPING CENTER**
A SIMON MALL



- Doors within the storefront assembly may be articulated in a similar manner or may include further customized elements to enhance the overall design and building identity.
- No alterations, additions, changes, or modifications to the Base Building finishes or construction shall be permitted without obtaining Landlord's prior written approval (such approval must be requested by Tenant under separate cover from Tenant's drawings). If permitted, all work shall be performed by Landlord at Tenant's expense.
- All Tenant construction, including storefronts, must be of non-combustible materials. Treated fire-resistive materials are permitted only with approval by local jurisdictional authorities.
- All Tenant storefronts and floors shall be watertight and must properly slope to drain and to meet flush with Landlord's finishes and/or pavements at the storefront. All exterior Tenant storefront materials must be suitable to outdoor weather, use, and wear.
- Pedestrian and security lighting shall be of the lowest intensity and energy use adequate for its purpose and shall be designed to focus illumination downward to avoid excessive illumination above the light fixture. Architectural lighting that project upward shall be directed so as not to affect abutting land uses. Floodlights on tenant facades are discouraged.

Storefront Finishes

Tenants shall maximize the use of glazing with the storefront area having a minimum of 70% transparency, measured across the width of the Premises. Full height opaque areas of the storefront shall be minimal. Where possible, a constant height opaque sign band, extending across the entire storefront width, is not acceptable. Varied glazed show window heights and/or projections should be incorporated.


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All storefront materials shall be high quality, durable, exterior grade finishes with minimal maintenance requirements.

Acceptable Finishes:

- Stainless Steel, Solid Brass and Copper
- Wrought Iron, Cast Iron and Steel
- Marble, Granite, Limestone, Brick, Textured Masonry
- Finished/protected premium grade hardwoods
- Precast Concrete, Cast Stone, GFRC, GFRG
- Homogenous porcelain tile
- Sandblasted, frosted, etched, textured, leaded glass, spandrel glass (in limited quantities)
- Glazing (tempered)

*Additional finishes not listed are subject to Planning Department review and approval



Discouraged Finishes:

- Simulated Brick, Wood, Stone
- Plastic Laminates, Metal Laminates, Plastic Panels
- Mill finish
- EIFS
- Plexiglas or plastics
- Field painted metals
- Ceramic, glass or quarry tile, used as a field or background.

Note: Storefront canopies and marquees must conform to project location specifications and will be reviewed for conformance with material and color selection, location, projection and overall design effect. Fabric awnings are not generally permitted.



Each Tenant shall provide a solid canopy above their entry. Canopies are to be a minimum of 3'-0" deep and must at least cover the width of the entry alcove. The finish of the canopy is to compliment the Tenant's overall storefront design aesthetic. Storefront and glazing graphics, film, animation techniques and projection techniques must be clearly shown on Tenant's Drawings and are subject to Landlord's approval.

Entrance Alcoves & Closures

Store closure is limited to hinged or pivoting doors only. Out-swinging or pivoting doors cannot extend beyond the storefront Lease Line.

Coiling grilles and shutters are prohibited. Doors glazed with true divided slites are encouraged, as are doors or clear tempered glass and doors with decorative leaded or patterned glazing. Tall entrance doors of 8'-0" height or higher are encouraged; standard height doors with overhead transoms are also permitted.

The following requirements shall apply without exception:

- Tenant is responsible for exterior floor finish within the entry recess and must provide a minimum transition of less than ½ inches from the sidewalk elevation to Tenant floor finish.
- Tenant is solely responsible for the design and construction of the slope in the recessed entry area, as well as compliance with any applicable code requirements for same. Exterior floor shall have positive drainage to the sidewalk at a minimum 1% and maximum 5% slope.
- Tenant's recessed entrance shall meet or exceed the finish specifications in the Design Criteria and Design Control Zone. The finish must be Tenant's own material - matching Landlord's sidewalk finish will not be permitted.
- Recessed entrance location, presentation and temperature control are subject to Landlord approval. Tenant's drawings shall include details for drainage, foundations, interior /exterior slab conditions, weatherproofing and finishes. Landlord shall not be responsible for ponding water in the recessed entry.

All storefront doors must be framed. Frameless glass doors will not be allowed due to outdoor environment.

Each Tenant shall display the space number posted in accordance per the local Fire Code and per City of Palo Alto Building Department Standards and shall install the mall standard ADA address plaque, provided by the Landlord's designated vendor. Tenant shall ensure the signage complies with current codes and regulations.

Storefront Bases

The storefront base shall be a minimum of six inches (6") in height. The base shall be constructed from highly durable non-porous material appropriate for exterior use, such as stone, tile, substantial gauge metal with a powder-coated finish, stainless steel, or other material as approved by Landlord. Storefront base material must be specified to withstand contact with cleaning equipment and solutions as well as exposure to the elements.

Entry Floor

Floor finishes at the entry shall be hard, high-quality, durable materials. At the entry, the floor finish shall be a non-slip material. Vinyl and/or rubber-resilient flooring or sealed/stained concrete systems are not allowed in the design control zone. If carpeting is proposed, 32 oz. nylon fiber minimum specification is required.

The finished elevations at the store entrance must align with Landlord's finished and/or pavement elevation of the exterior walkway, with a weather-proofed threshold of minimal thickness (not to exceed ½") provided at the doors. The use of vinyl or metal reducer strips is prohibited. Tenant should provide a metal-embedded transition strip flush with the hard surface flooring at all transitions to other flooring types. No trip hazards such as reducer strips, thresholds or other noticeable transition devices shall be permitted between different flooring materials.

**Storefront Lighting**

Tenant Interior Lighting – Tenant interior lighting shall be designed to minimize nighttime glow visible from and/or intruding into nearby properties

Tenant Exterior Lighting – Pedestrian and security lighting shall be of the lowest intensity and energy use adequate for its purpose and shall be designed to focus illumination downward to avoid excessive illumination above the light fixture. Architectural lighting that project upward shall be directed so as not to affect abutting land uses. Floodlights on tenant facades are discouraged.

Bird-Friendly Facades

Tenant facades with glazing covering a large area shall utilize a bird-safe glazing treatment. The bird-friendly treatment can be invisible to the human eye. Typical treatments include fritting, netting, permanent stencils, frosted glass, exterior screens, and physical grids placed on the exterior of glazing or UV patterns visible to birds. Vertical elements of the window patterns are generally at least 1/4 inch wide at a minimum spacing of 4 inches, or have horizontal elements at least 1/8 inch wide at a maximum spacing of 2 inches.

Noise Producing Equipment

Any noise producing equipment should be screened from public view and must comply with noise limits.

Storefront Design Control Zone

The Tenant Storefront Design Control Zone is the area of the store extending from the storefront lease line into the store at a minimum of five feet (5'-0") across the entire width of the store. Since the appearance of this zone is critical to the overall store appearance, design solutions, and materials are expected to be of the highest quality and will be closely reviewed by Landlord.

Tenant music systems, speakers and sound systems are not permitted to be installed within the Design Control Zone. Speakers/ sound systems located behind the first 5'-0" of the entry shall have a separate volume control that can be set to the Mall Managers' specified level.

The backs of Emergency Exit signage/lights (over the entry doors) shall not be visible from the exterior.

Storefront security systems, if used, shall be unobtrusively incorporated into the Tenant's Design Control Zone. Storefront security system design and installation details shall be included in the Tenant storefront design and drawings submitted to the Landlord for approval prior to installation. Security grilles or gates behind storefront show windows or entrance doors are strictly prohibited.

All walls within the Design Control Zone shall be provided with high quality finish material – plain painted surfaces are not permitted. Materials such as stone, tile, wood panels, the use of trim and other decorated treatments shall be utilized. Slat wall and grid wall are not permitted. All plants shall be shown on Tenants drawings, and identified by species as well as whether living or artificial. Plants on storefronts shall have photographs submitted as part of Tenant's drawing submission to Landlord for approval. Depressed or slab-level plantings are prohibited. All plants installed by Tenant shall be properly maintained by Tenant at Tenant's expense. (Self-watering pots with a bladder system shall be used to ensure no leakage onto the hardscape). Gross Floor Area. Permanently covered tenant patio spaces count toward gross floor area, but uncovered tenant spaces do not.



Store Display and Merchandising

Within the Design Control Zone, the side walls and show windows shall be dedicated for use as a high-quality show window display. A creative display is required – standard merchandise racks, and wall finishing materials such as slat wall and prepackaged wall-mounted grid systems are prohibited.

Distinctive, high-quality and appropriate display techniques which best showcase the Tenant’s merchandise must be used. At the storefront entry, display fixtures and merchandise must be placed at least 3’-0” behind the Tenant’s entry door/ closure line. Merchandise rack and display features must not block customer traffic flow in and out of the store.

Television monitors proposed to be installed at the storefront or within the Design Control Zone require specific approval by the Landlord, and will be reviewed on a case by case basis. If approved, monitors shall be incorporated into the overall storefront design and are to be encased within attractive display fixtures to conceal all surfaces except for the screen surface. They must be mounted a minimum of 3’-0” behind the storefront glass and must incorporate slow fade type graphics with no sound, animation is not permitted. Maximum screen size is 42” measured diagonally. All cables and wiring must be concealed from view.

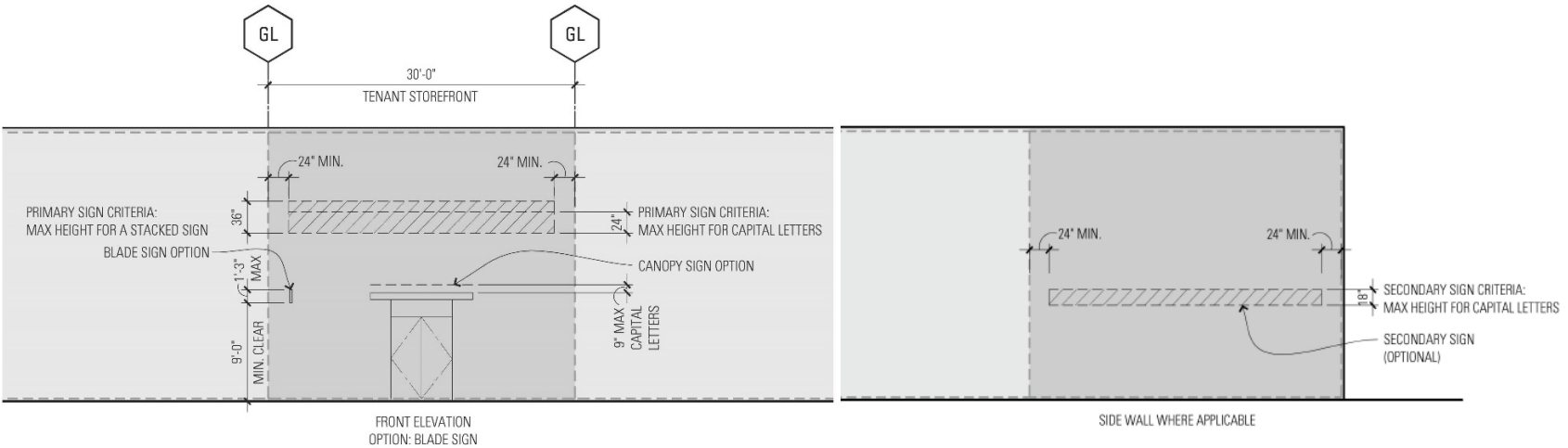
Show Window Safety Logos

Repetitive safety symbols (graphically designed) or lettering may be applied to the inside face of storefront glazing as approved by Landlord for identifying transparent surfaces for customer safety purposes. Emblems, logos, and lettering must not exceed 3” in height and the font shall be Circular Pro, black vinyl, maximum letter is not to exceed 3” in height. Tenant shall ensure the signage complies with current codes and regulations.

Tenant shall provide signage at the exterior side of the service entrance. Font shall be Circular Pro, black vinyl, maximum letter is not to exceed 2” in height. The length of the sign shall be proportionate to the sign height limit. Tenant shall ensure the signage complies with current codes and regulations.

General Sign Criteria

Building permits are required for all illuminated signs and the Tenant shall be responsible to obtain any and all permits as may be required by the local jurisdiction.





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Sign	Requirement	Number	Max Size	Location
Primary Sign (Wall Sign)	Required	1	Max Height 24" and otherwise proportional to logo characteristics; Stacked signs not to exceed 36" in height. Signs discouraged closer than 24" to demising wall or building corner	Primary Façade
Banner or Blade Sign (Projecting Sign)	Required	1	Banner: 24" projection x 60" in height Blade: 24" projection x 15" in height	Primary Façade (Blade signs to be located either under an awning or a façade wall not directly adjacent to an existing sign)
Canopy Sign	Optional	1	Maximum height is 9" and otherwise proportional to logo characteristics	Primary Façade
Super Graphic	Optional	Not Limited	None	Flexible
Secondary Sign or Emblem	Optional	1 (where applicable)	Secondary Sign: Max. height 18" and otherwise proportional to logo characteristics Emblem: max. height is 24" in any direction	Secondary Façade (where applicable)
Advertising Graphics and Signs	Optional	Not Limited	None	Only on inside plane of storefront windows,
Digital Images and Digital Signage	Optional	Not Limited	42" measured diagonally	Only in storefront windows



In addition to the criteria herein, Tenant signage shall comply with the current version of the City of Palo Alto's Municipal Code and the City of Palo Alto's Design Guidelines. All signage shall be of the highest quality design and construction. Tenant signage shall be designed to be proportionate in scale to the elevation to which it is affixed. Sign design and placement shall be well integrated with the tenant façade and shall be designed to complement the storefront design and general building design.

Wall signs and sign area are defined in Palo Alto Municipal Code (PAMC) 16.20.010. Canopy and awning signs erected parallel to a building face are also considered wall signs. The maximum total allowable sign area of a single wall sign or the combined total maximum allowable area of multiple wall signs per building face shall be consistent with the sign area limits outlined in PAMC 16.20 Table 3. Staff level architectural review is required for any sign at the shopping center exterior that requires approval of an exception to these sign area limits.

When wall area exceeds 5,000 square feet, sign area may be increased by seven (7) square feet for each additional 500 square feet of wall area, but no sign shall exceed 203 square feet.

All attachment hardware which supports and or powers the signage must be concealed from view and be weather resistant.

Sign illumination must be connected to a 7-day / 24 hour time clock to be set to the hours specified by Mall Management

Acceptable Primary Storefront Sign Types (required):

- Dimensional wood, metal, glass, or other material with a permanent appearance, internally illuminate only. Flood lights are prohibited.
- Reverse channel letter with halo illumination, opaque letter-sides and faces and non-reflective background.
- Internally illuminated individual channel letters with acrylic faces.
- Signs that are incised, cast into or carved out of an opaque material, indirectly illuminated.
- Sculptural iconographic elements contextual to the storefront design, internally illuminated.

***Additional finishes not listed are subject to Planning Department review and approval**

Discouraged Primary Storefront Sign Types:

- Box or cabinet type signs.
- Signs employing audible equipment, and/or moving, flashing, or blinking lights
- Signs employing exposed raceways, ballast boxes, or transformers
- Luminous vacuum-formed type plastic letter signs
- Exposed neon
- Cloth, paper, cardboard signs or signs of other temporary or non-durable materials
- Signs using highly reflective finish materials (i.e. polished brass, chrome, etc.)



Blade Signs

Tenants can elect to use a variety of media for their signs; however, blade signs are required to meet the following criteria:

- Sign panels can be a maximum of 3" thick and constructed of wood, metal, glass or other solid surface material. Plastics are not permitted.
- Sign panel shall be supported by a bracket attached to the Tenant's storefront or under an awning with a complimentary design, color and finish. At no time may the blade sign panel be attached to the Landlord's neutral pier or building facade.
- Perimeter of the sign should fall within a 24" (h) x 15" (w) envelope, including the support bracket. Tenant shall determine a creative sign shape.
- Minimum clearance height to sidewalk is 9'-0" above the sidewalk plane.
- Wording of the blade sign is limited to the Tenant's trade name (DBA) and logo.
- Tenant's customary signature or logo, hallmark, insignia, or other trade identification will be respected and reviewed on a case by case basis for use as the blade sign design.
- The graphic element of the sign may be paint, enamel, appliqué, dimensional graphic/lettering or may be pushed out of the panel material for a three-dimensional appearance (routed or incised is also approved).
- Blade signs may be illuminated by concealed methods only.

Building Mounted Banners and Projected Signs (optional – in lieu of Blade Sign)

This type of sign is vertically oriented and is mounted high and perpendicular to the building and may or may not be illuminated. Maximum width or projection shall be 24" from the face of the Tenant storefront and the height cannot exceed 60". Bottom of banner must be 9'-0" clear ground plane. Signage of this type, if permitted, is usually restricted in number and location. Projecting banner signs shall not be placed in a manner that will allow the banner sign to exceed the adjacent parapet height.

Canopy Signs (optional)

Canopies are defined as heavy-framed protective and/or decorative structures over entrances. Tenant may elect to use the canopy sign as their primary storefront sign. The sign shall conform to the "Acceptable Primary Sign Types" as indicated above. The canopy sign may be illuminated internally only. The maximum height of any capital letter of a canopy sign shall not exceed 9" in height. Traditional fabric awnings are not permitted, however, taught contemporary awnings shall be allowed only with prior Landlord approval.

Show Window Graphics (optional)

Vinyl lettering and/or logos may be applied to the face of storefront glazing, provided that the sign communicates the Tenant Trade Name only. Advertising panels, banners or signs with opaque backdrops are prohibited.

Signage Approval Process

Landlord's approval of Tenant's storefront signage shall be based on the size and style of the sign and lettering, the location of the sign within the storefront, and the cohesive integration of the sign into the overall storefront design.

Approval of the Tenant's preliminary design or Working Drawings by the Landlord shall not constitute review and approval of the Tenant's signage. Tenant shall submit one (1) set of the Tenant's sign shop drawings for review and approval by Landlord. Fabrication or installation of the Tenant's signage shall not commence before the Landlord's approval of the sign shop drawings.

SPG Center, LLC proposes the redevelopment of the existing Macy's Men's department store located at the Stanford Shopping Center in Palo Alto, California. The project is located on the southwest corner of the intersection of El Camino Real and Sand Hill Road. The project calls for the demolition of the existing Macy's Men's building (94,337 SF), relocation of utilities in the proposed project area, and removal of some surface parking. The new occupied spaces proposed for the redevelopment include the construction of a Restoration Hardware (RH), Wilkes Bashford (W-B), and two (2) small shops buildings. The vehicle, pedestrian, and bicycle circulation will be updated with the project to include a new elevated internal connecting roadway, a new right-out only driveway onto Sandhill Road, and redesigned parking areas to serve the proposed project. Following is a summary of the proposed buildings. Preliminary floor plans, elevations, and perspectives are included in this package.

The proposed RH building is shown north of the existing Macy's Men's building to be constructed at 43,581 SF. The building is proposed as a 3-story building and will feature décor and distinctive home furnishings seamlessly integrated within a curated food and beverage program. The ground floor and second floor of the building will primarily be the display of furniture and décor in a series of rooms - complete living, bed and bathrooms. There will also be an interactive RH Design Atelier, an integrated interior design workspace that allows RH design consultants and customers to conceptualize one room or an entire home. The third floor will feature a roof-top café with approximately 120 seats. The main entries to the building are located on the west and east elevations, with adjacent outdoor patio areas to these entrances. The north elevation is facing Sand Hill Road where a required bioswale treatment area and planting will be provided for roof leaders from the RH building. The south elevation is facing a new elevated internal connecting roadway with the proposed utility connections at the southeast corner of the building.

The existing Building J of the Shopping Center is immediately adjacent to the south of the Macy's Men's building. With the demolition of the Macy's Men's building, it is proposed that two new small shop spaces be constructed as a new northern edge to Building J. The two new spaces are proposed to measure 3,120 SF each. The entrances to these spaces will be located on the north elevation, facing the new elevated internal connecting roadway. The proposed utility connections for these spaces are proposed to be in a combined utility area on the east side of the new eastern space. In addition to the new interior spaces, a new exterior area is proposed centered between the two spaces adjacent to the north elevation. This area is proposed as flexible space for shorter-term retail or "pop-up" uses, as well as small event space accompanying a closure of the connecting roadway for safer pedestrian usage.

The proposed Wilkes Bashford building is shown east/north-east of the Macy's Men's building. The Wilkes Bashford building is proposed to include 20,000 SF of ground floor sales area and 8,000 SF of mezzanine offices and sales support area. The removal of some existing surface parking immediately north of Pistache Place is required to construct the W-B building. The main entry to the building is located on the north elevation. A new parking area is proposed immediately west of the W-B building, and the utility connections are also proposed to enter the building at the west elevation. The east elevation faces El Camino Real (ECR), and a new widened 12' sidewalk along ECR is proposed between Sand Hill Road and Pistache Place. The south elevation includes a courtyard area and raised planters to be utilized for the required bioswale treatment of the roof leaders from the W-B building.

Attachment G

Project Plans

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

Directions to review Project plans online:

1. Go to: bit.ly/PApendingprojects
2. Scroll down to find “180 El Camino Real – Macy’s Men’s” and click the address link
3. On this project specific webpage you will find a link to the project plans and other important information

Direct Link to Project Webpage:

<https://www.cityofpaloalto.org/news/displaynews.asp?NewsID=4479&TargetID=319>