
ATTACHMENT B
ARB FINDINGS FOR APPROVAL
180 El Camino Real

23PLN-00323

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/Community Commercial.	The project continues the Regional/CommunityCommercial 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.	The proposed project would modify the exterior storefront of one (1) existing restaurant tenant space. The current tenant will remain. The proposed modifications to the exterior of the storefront are cohesive and consistent with designs found throughout the center and would further enhance a Sand Hill Road entry into the shopping center, helping to maintain the center’s regional significance.
Policy L-1.11: Hold new development to the highest development standards in order to maintain Palo Alto’s livability and achieve the highest quality development with the least impacts.	The proposal has been reviewed against the Palo Alto General Plan, the PAMC, the Stanford Shopping Center Master Tenant Façade and Sign Program as well as applicable design guidelines to determine consistency with all regulations and standards. Proposed materials and colors have also been reviewed for consistency

	<p>with Palo Alto's design quality standards. The proposal has been found to be consistent with standards and will result in a high-quality development. As previously mentioned, the proposal will remodel an existing restaurant tenant, proposing to modify the exterior façade and interior of the tenant space and no new areas of the overall site would be disturbed; thereby, lessening potential impacts from the project.</p>
<p>Program L-2.4.2: Allow housing at Stanford Shopping Center, provided that adequate parking and vibrant retail is maintained and no reduction of retail square footage results from the new housing.</p>	<p>Not applicable as housing is not a part of this proposal.</p>
<p>Policy L-2.9: Facilitate reuse of existing buildings.</p>	<p>The proposed project would modify the interior areas, exterior facade and outdoor patio area of an existing restaurant tenant space. The existing tenant would remain. Existing buildings would be used, and no new buildings are proposed.</p>
<p>Policy L-2.11: Encourage new development and redevelopment to incorporate greenery and natural features such as green rooftops, pocket parks, plazas and rain gardens.</p>	<p>The proposal does not include any natural features such as green rooftops, pocket parks, plazas, or rain gardens. However, landscaping at the tenant space will be refreshed with a planter box featuring moderately drought tolerant boxwood hedge. The new landscaping will be primarily placed along the perimeter of the tenant space dining area that faces the existing parking field, with one planter box place perpendicularly. In addition, the Stanford Shopping Center includes multiple landscaped areas throughout the site.</p>
<p>Policy L-4.1: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods, without loss of retail and existing small, local businesses.</p>	<p>The proposed project would upgrade the existing tenant space within the Stanford Shopping Center and is cohesive and compatible with existing designs found throughout the center. The proposed project is a remodel of an existing tenant space; therefore, no loss of retail would</p>

	occur.
Policy L-4.4: Ensure all Regional Centers and Multi-Neighborhood Centers provide centrally located gathering spaces that create a sense of identity and encourage economic revitalization. Encourage public amenities such as benches, street trees, kiosks, restrooms and public art.	The project itself does not propose any gathering spaces nor public amenities such as benches, street trees, kiosks, or public art. However, the modified outdoor patio space creates a gathering space where customers can also access outdoor dining as desired. In addition, the Stanford Shopping Center provides multiple gathering spaces and public amenities located throughout the center that are available for use.
Program L-4.2.3: Explore and potentially support new, creative and innovative retail in Palo Alto.	The proposed project would remodel an existing restaurant tenant and will therefore continue to provide a variety to patrons of the Stanford Shopping Center.
<p>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.</p> <p>Goal L-6: Well-designed Buildings that Create Coherent Development Patterns and Enhance City Streets and Public Spaces.</p>	<p>The proposed project has also been reviewed by Stanford University and Simon Mall Management in order to ensure consistency with the Master Tenant Façade and Sign Program as well as ensure consistency with the existing Shopping Center. The project design has been found to be consistent with the Master Program standards and cohesive with the overall Shopping Center.</p> <p>The design of the proposed façade is cohesive with existing facades within the Stanford Shopping Center. Improvements have not been proposed to any City Streets or public spaces within the Shopping Center as a result of this project; however, the improved façade will be more aesthetically pleasing to those entering the Shopping Center from Sand Hill Road via London Plane Way and for those patrons using the public spaces located near the tenant space.</p>
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 proposal is located within the Stanford Shopping Center which has previously been found to maintain the scale and character of the City. The proposed use is a restaurant

	tenant that will remodel an existing restaurant tenant; therefore, the proposed land use will not be overwhelming and unacceptable due to the size and scale of the operation.
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The project would be required to be consistent with the zoning requirements 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

Project Consistency

The project includes only interior, exterior façade and patio improvements. The existing tenant space includes access to pedestrian paseos and walkways surrounding the tenant space including Azmoor Place and along the primary façade of the building. The project has been reviewed for adequate walkway widths and conforms to Palo Alto and Stanford Shopping Center requirements; thereby, maintaining connectivity throughout the area of the tenant space and the center overall. Approximately 20 existing short term bike racks provided by the landlord for the shopping center are provided to the south of the tenant space just in front of the Pacific Catch restaurant. In addition, the project would cause the installation of 1 additional bike

parking space to the center. Additionally, the center provides a number of seating opportunities including seating at large planter boxes. There is an existing large planter with seating opportunities located along the Azmoor Place pedestrian paseo adjacent to the subject tenant space.

2. Street Building Facades

Street facades shall be designed to provide a strong relationship with the sidewalk and the street (s), to create an environment that supports and encourages pedestrian activity through design elements

The project proposes a new façade with a well designed mixture of colors and materials that would enliven the pedestrian entry for this portion of the Shopping Center. This project also includes doorways, windows and signage that are well designed and in scale with the pedestrian environment of the Shopping Center and would help encourage pedestrian activity at this location of the Stanford Shopping Center while supporting a connection between the tenant space boundaries with pedestrians and patrons on the outside throughout the use of the modified outdoor patio spaces.

3. Massing and Setbacks

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

The proposed project will not change the existing building setbacks or massing.

4. Low Density Residential Transitions

Where new projects are built abutting existing lower scale residential development, care shall be taken to respect the scale and privacy of neighboring properties

This finding does not apply.

5. Project Open Space

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

This finding does not apply.

6. Parking Design

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

This finding does not apply.

7. Large Multi-Acre Sites

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

This finding does not apply

8. Sustainability and Green Building

Design

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

The project will utilize energy efficient LED lighting. The project will also conform to Green Building Energy codes for commercial businesses.

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

The proposed façade design utilizes high-quality exterior materials and finishes that are balanced in the design, including the proposed Wooden finish plank voyager series in Spanish walnut, matte black accents, and decorative “Peppermill” thin brick flats. These improvements complement the existing adjacent tenant spaces in this area of the center. The color palette consists of warm neutral tones including grays and blacks. Signage will include new primary/secondary signs, a new blade sign, and a circle logo vinyl sign. The primary and blade signs will read “Melt”, the secondary sign will read “World’s Meltiest Burger”, and the circle logo vinyl sign will read “the Melt”.

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

The subject building is existing, and the project does not propose any modifications to the Shopping Center’s roadways or sidewalks; therefore, the existing circulation improvements will remain in place. The signage is well placed and consistent with the MTFS program signage regulations providing signage that is in scale with both pedestrians and automobiles entering the Shopping Center from Sand Hill Road. The orange and white mounted lettering with LED lighting located on the façade of the building provides excellent contrast and is easily visible to visitors of the Shopping Center.

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

The front façade of the subject tenant space includes refreshed drought tolerant landscaping inclusive of boxwood hedge in planters. Sidewalks along the primary façade and Azmoor Place will maintain a minimum width of 8 feet free and clear with the addition of the new landscaped pots and planters. In addition, existing mall planters located along the adjacent parking fields will remain and will add to the overall landscaped area of the tenant space.

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

The proposed project includes materials that consist of wood and metals, many of which are readily recyclable. The project is also subject to the local energy and recycling codes. The proposed signs are illuminated and made of durable long-lasting materials and are subject to the green building energy regulations. Furthermore, updated landscaping complies with State and City of Palo Alto Landscape water efficiency requirements. Per the City's "Model Water Efficient Landscape Ordinance Compliance Instructions," the proposed project would not trigger the applicability of the landscape ordinance as it is a rehabilitated project that includes less than 2500 square feet of landscaped area. Plants specified are rated as moderate water requirements and a fully automatic water efficient drip irrigation system will be installed.