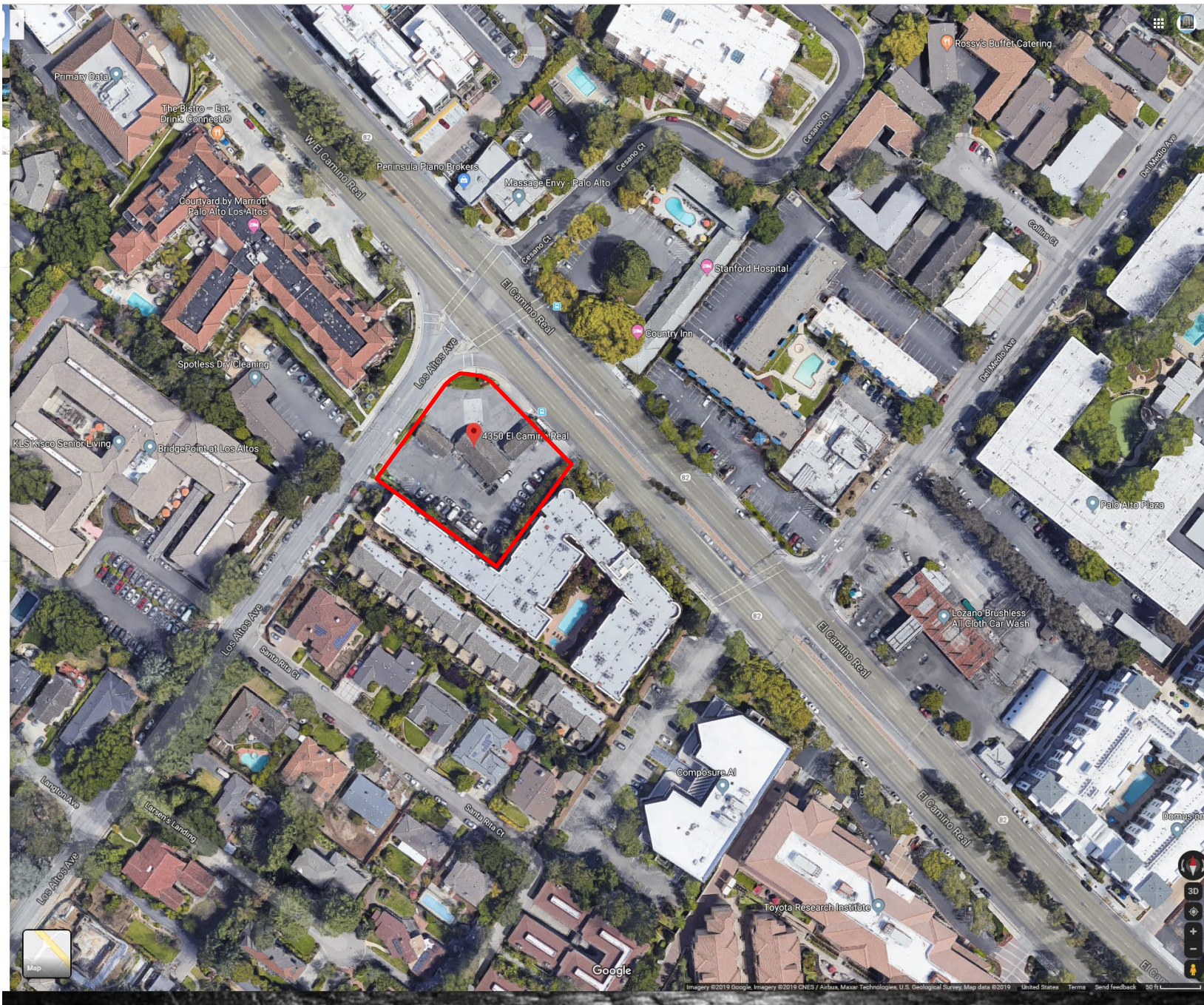


4350 El Camino Real Story Pole Exception Request

**Tuesday, April 14, 2020
City Council**





Primary Data

The Bistro - Eat, Drink, Connect

Courtyard by Marriott Palo Alto Los Altos

Spotless Dry Cleaning

KLS Kisco Senior Living

BridgePoint at Los Altos

4350 El Camino Real

Peninsula Plano Brokers

Massage Envy - Palo Alto

Stanford Hospital

Country Inn

Rossy's Buffet Catering

Palo Alto Plaza

Lozano Brushless All Cloth Car Wash

Composure AI

Toyota Research Institute

Google

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Proposed Project

- The new five-story multiple-family building would contain 47 residential units, including 10 one-bedroom, 32 two-bedroom, and five three-bedroom units.
- The proposed height of the building is 56 feet, with an additional six feet, four inches to the tops of the mechanical equipment screens and stair tower.
- Parking is provided in a two-level, below-ground garage that contains 39 vehicle spaces on the upper level, and 45 vehicle spaces on the lower level for a total of 84 spaces.



LODGING

RETAIL

LODGING

LODGING

EL CAMINO REAL

EXISTING
LODGING
3 STORY

GARAGE
ENTRY

EXISTING
DRIVEWAY

BUS STOP

+/- 104'-0"

LOS ALTOS AVE

LOBBY

STAIR

RESIDENTIAL
5 STORY

EXISTING
RETAIL
1 STORY

EXISTING
MULTIFAMILY
3 STORY (40')

BUFFER ZONE

EXISTING
MULTIFAMILY
2 STORY

SENIOR HOUSING

EXISTING
SINGLE FAMILY
1 STORY

City Council Direction - November 12, 2019

- The Story Pole plan shall be revised to show the corners of the buildings and the bulk and mass of the structure to allow the community to view the project;
- The billboards shall provide photorealistic perspectives of the building form and give the community an opportunity to view the project from neighboring properties;
- A 3D animation model shall be provided that shows the building massing from both a pedestrian level and from an aerial fly around. The animations should be posted online and a link to the animation shall be provided on each of the billboards placed on the site; and
- The applicant shall complete community outreach independent of the public outreach conducted by the City.

Exception Request Criteria

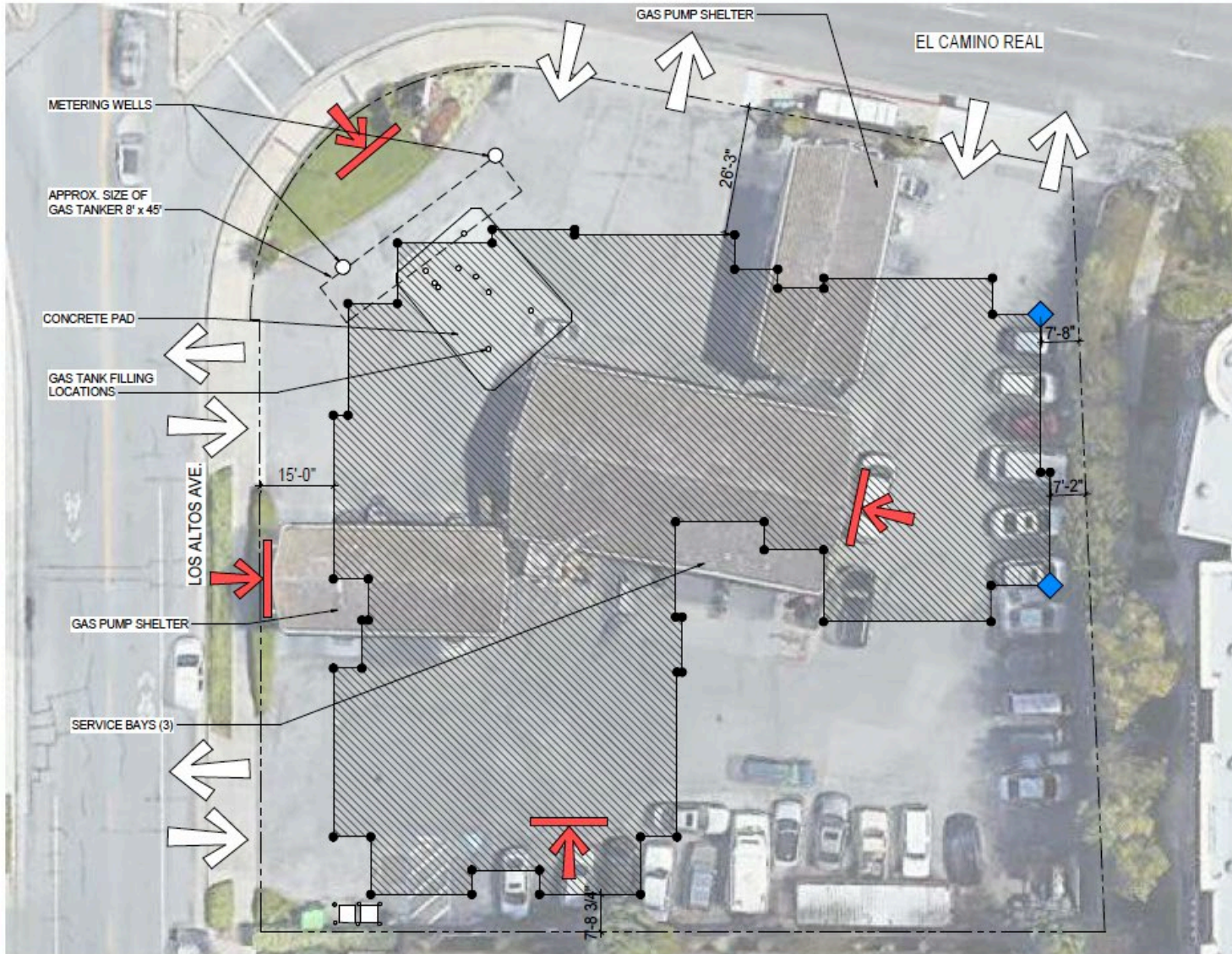
The City Council may grant exceptions to the Story Pole Policy due to:

- a) a public health and/or safety concern; or
- b) that such an installation would impair the use of existing structure(s) or the site to the extent it would not be able to be occupied and the existing business and/or residential use would be infeasible.







Applicant Submittal

- A story pole placement plan showing the installation of two, 57-foot 4-1/4-inch tall story poles representing the eastern wall of the building with netting or string and flags connecting the poles to define the height. The associated guy wires would displace several parking spaces along the eastern property line.
- The installation of four billboards showing 3D images and building elevations, with one billboard at the corner of the property facing the intersection, one billboard facing Los Altos Avenue, one billboard facing toward the south, and one billboard facing toward the west.
- A 3D animation model that shows the building massing from an aerial fly around. The animations will be posted online and a link to the animation would be provided on each of the billboards placed on the site.

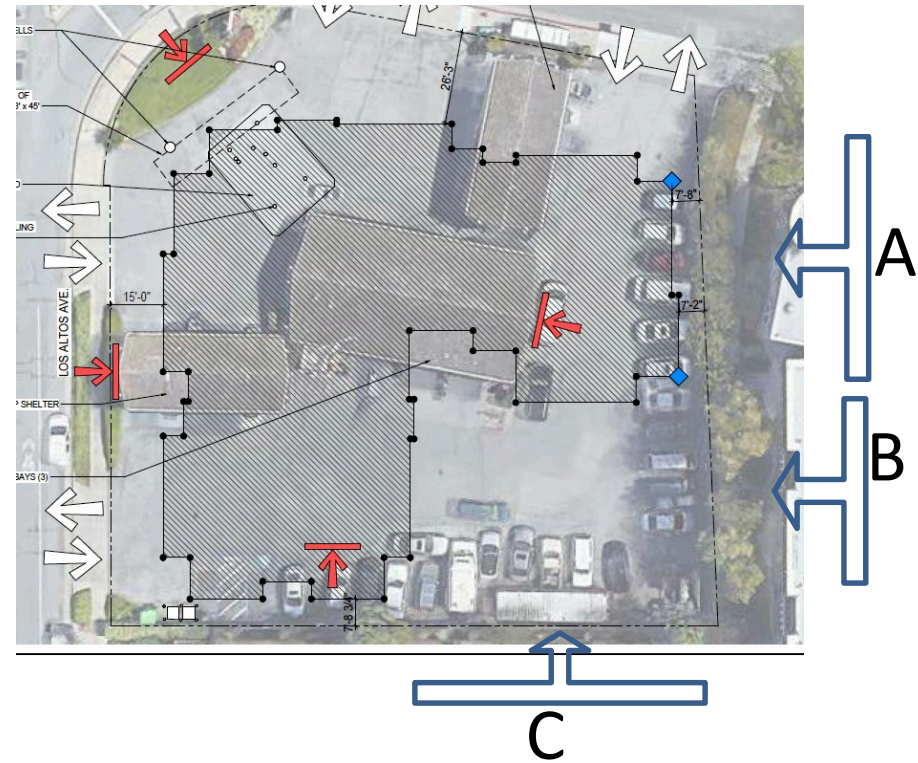
Story Pole and Billboard Diagram



GRAPHIC LEGEND:

-  PROPOSED STORY POLE LOCATION
-  PROPOSED BILLBOARD
-  VIEWABLE SIDE OF PROPOSED BILLBOARD
-  PROPOSED BUILDING FOOTPRINT
-  VEHICULAR SITE ACCESS
-  PROPOSED CORNER OF BUILDING

Billboards

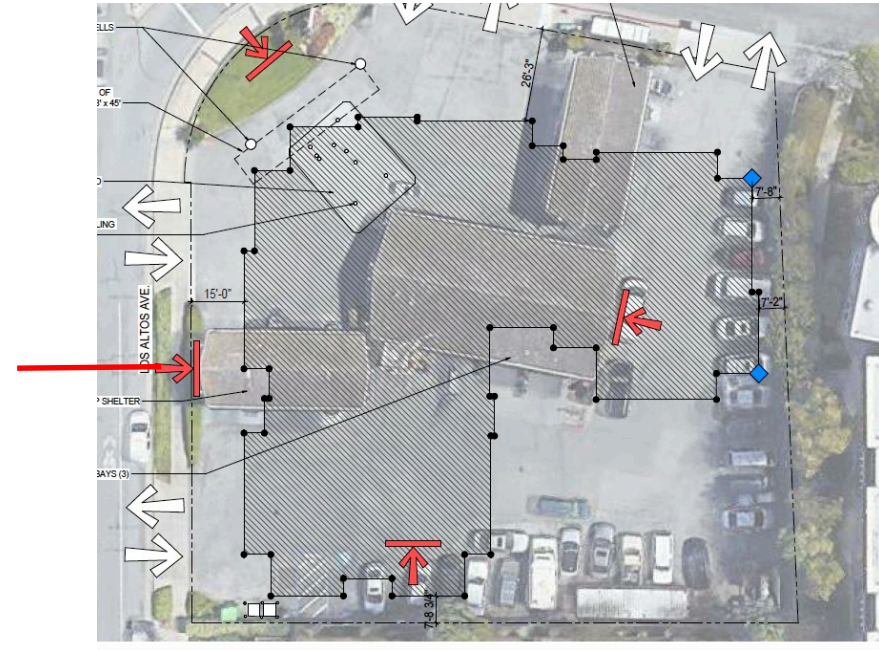


C

A

B

Billboards



Perspective Views



Recommendation

- Request the City Council review and take appropriate action based on the City Council's Review and deliberation of the evidence in the record.