



4350 El Camino Real

Story Pole Exception

We took another look...

- Evaluated Council's suggestion for alternative story pole locations—and the story pole policy in general—with the consultant team
- Met with staff to determine enhanced outreach potential including providing additional perspective views and additional billboard locations to benefit the adjacent property
- Continued planning our impending outreach meeting with nearby property owners, business owners and residents

What we added...

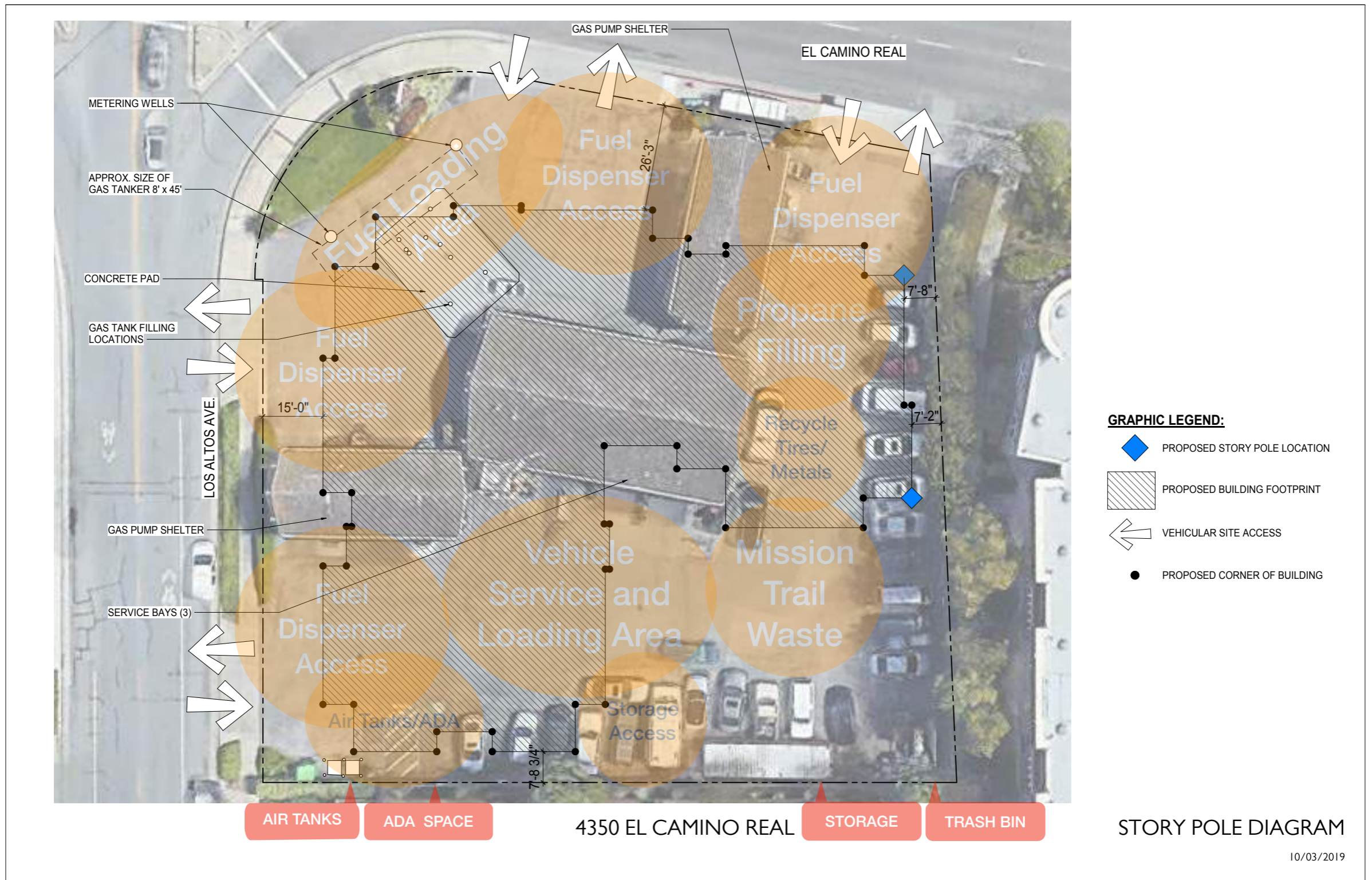
- In addition to the photorealistic 3D imagery showing the project along the street frontages, we
 - Created three supplemental realistic perspectives of the building from the east and south vantage points enhancing an understanding of the project from the adjacent property
 - Provided our 3D computer model to the City for public access
 - Identified three extra locations for a total of four notification billboards, two of which will use the special perspectives of the project from the east and south

Cautions

- Extremely active gas station use with approximately 1,000 vehicle trips per day (*Hexagon Traffic Engineers*)
- Land use attorney indicates that there is a “greatly increased risk of personal injury from falling story poles” given the use of the property (*Matteoni O’Laughlin & Hetchman*)
- Civil engineer outlines conflicts with the story poles and their radiating guy wires blocking frontages, access to on-site uses, blocking necessary ADA and air station facilities, and recent story pole failures of lesser installations (*BKF Engineers*)
- Story pole contractor/engineer cites “unnecessary life and safety risk to the general public” from story poles near the street (*Coastline Engineering & Development Group*)

Site Use Constraints

- **Extremely active existing use**—the existing use is an extremely active gas station/vehicle repair and convenience store with approximately 1,000 trips per day per traffic engineer's report. The uses require access to all four driveways, both entrances to each pump island and to the service bays.
- **Vehicle repair and drop-off**—25 to 30 cars per day are on-site for for auto repair. Some vehicles are worked on inside the bays and most are worked on outside the shop. Tow trucks need clear areas to maneuver and deliver vehicles. Access to the parking along the south property line is needed for tow trucks, customers and parts storage.
- **Fuel deliveries and vendors**—Every other day a two-trailer semi-truck loaded with 9,000 gallons of gasoline must have clear access in and out of the site and around the storage tanks. Every day multiple vendors driving semi-trucks need access to the property and key areas around the service building. The propane truck needs access to the north-east area near the service building.
- **Waste and recycling pick up**—Mission Trail Waste needs clear access to service the trash dumpster in the southeast corner and a propane truck needs safe access to northeastern corner. The waste oil truck needs access to the oil tank adjacent to the service bays. The tire and metals recycling trucks need access to the east side of the service building.
- **ADA parking and air service**—By law customers need clear access to the ADA parking area and air station located near the southern driveway and along the south property line.



Minimizes conflicts with business operations and displaces fewest parking spots. Other poles and guy wires otherwise will block driveway access, fuel truck loading, customer circulation to fuel dispensers, propane tank filling, air tank use, ADA parking, storage building use, deliveries, service bays, and trash and recycling service.

Proposal

- Build two, approximately 57-foot-tall metal story poles to define the east building mass with flags or netting spanning the poles showing the parapet height
- Provide four photorealistic 3D images showing the project from opposite vantage points on both frontages
- Provide three realistic perspectives from the east and south vantage points benefiting the adjacent property
- Provide four standard size billboards: at the corner facing the intersection, facing the adjacent building to the east, facing the adjacent building to the south and facing Los Altos Avenue
- Limit the story pole installation to 30 days to minimize safety and liability concerns related to similar installations, to allow neighbors and public enough time to consider and to allow documentation



GRAPHIC LEGEND:

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



STORY POLE LOS ALTOS AVE ELEVATION

APPROX. BILLBOARD LOCATION



STORY POLE EL CAMINO REAL ELEVATION

APPROX. BILLBOARD LOCATION

AVERAGE LOT ELEVATION = ± 66.15

LOS ALTOS AVE.



STORY POLE EAST ELEVATION

APPROX. BILLBOARD LOCATION



STORY POLE SOUTH ELEVATION

APPROX. BILLBOARD LOCATION



El Camino Real - Looking Southwest



El Camino Real - Looking Southeast



Los Altos Avenue - Looking Northeast



Los Altos Avenue - Looking Southeast







Story Pole Policy

- Purpose to help show the height, mass and bulk of project in context, and to help provide a visual notice of a project
- ***Exceptions allowed*** for public health/safety concerns, or if story poles impair the use of existing structures or business
- All reasonable alternatives explored, required findings met and support granting exception

If Not Here — Where?

Granting the story pole exception is appropriate on this site because it meets **both** of either required findings:

- **Comprehensive story poles** would create a public health and/or safety concern by **generating hazardous and dangerous conditions related to handling highly flammable products;** and
- **Comprehensive story poles would impair the use** of the fuel delivery, dispensers, service bays and area, required ADA parking and air service, waste and recycling pick up to the extent the structures cannot be reasonably occupied or used for necessary business activities **and thus make the existing business infeasible.**

(Source: Story Pole Policy, April 2019)



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