

# MEMORANDUM



Community Development Department  
Planning Division

**To:** Site and Architectural Review Committee

**Date:** June 26, 2018

**From:** Daniel Fama, Senior Planner

DF

**Via:** Paul Kermoyan, Community Development Director

PK

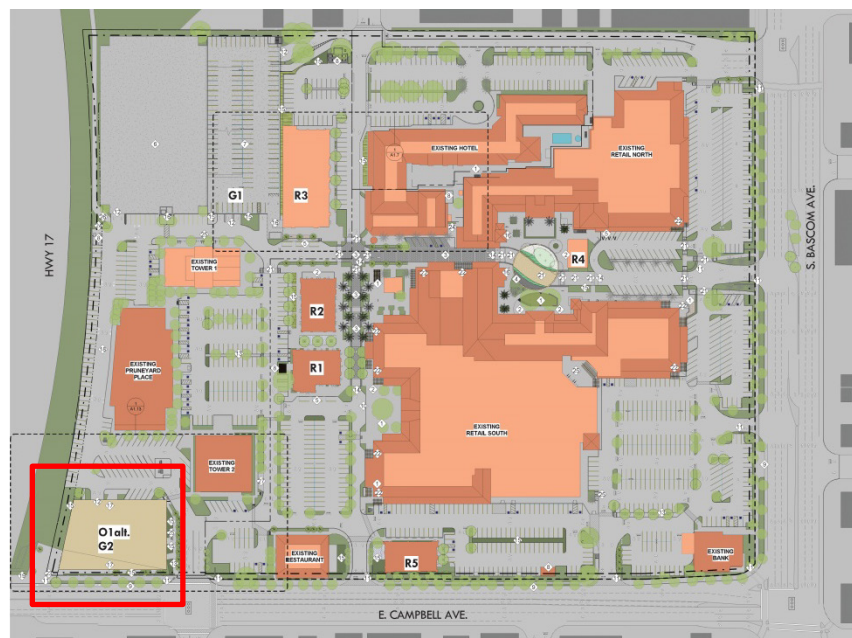
**Subject:** Architectural Modification

**File No.:** PLN2017-276 ~ 777 W. Campbell Avenue

## SITE/BACKGROUND

The project site is The Pruneyard Shopping Center and Office. Development and operation of the center is governed by the [Pruneyard Master Use Permit](#), as approved by the City Council on October 18, 2016. In approving the Master Use Permit, the City Council also approved a long-term development plan for The Pruneyard which calls for construction of five new commercial buildings ('R1' through 'R5') and a 5-story 100,000 square-foot office building. To date, the 'R4' building has been constructed and occupied by Peet's Coffee. Construction of the 5,000 square-foot 'R5' retail/restaurant building is underway.

The approved office building is to be located at the southwest corner of the site, as identified by the red box, below. Although the Council was accepting of the size, height, and placement of the office building, the applicant was required to revise the design, as discussed further below. As conditioned, the applicant is required to submit revised plans for consideration by the Site and Architectural Review Committee and approval by the Planning Commission prior to building permit issuance (reference **Attachment 1** – Project Plans).



## PROJECT DATA

<b>Overall Site:</b>	27 ± acres
<b>Office Parcel:</b>	8 ½ ± acres
<b>Zoning District:</b>	C-2-0 (General Commercial / Overlay)
<b>General Plan Designation:</b>	<i>General Commercial</i>
<b>Building Height:</b>	
Rooftop:	75 Feet
Mechanical/Stair Shaft:	88 Feet

## Building Areas:

1 <sup>st</sup> floor:	17,203 sq. ft.
2 <sup>nd</sup> floor:	19,314 sq. ft.
3 <sup>rd</sup> floor:	22,459 sq. ft.
4 <sup>th</sup> floor:	22,459 sq. ft.
5 <sup>th</sup> floor:	<u>18,565 sq. ft.</u>
	100,000 sq. ft.
Basement L1:	29,650 (52 parking stalls)
Basement L2:	29,650 (72 parking stalls)

## DISCUSSION

The Pruneyard expansion plans included two design alternatives for the office building, 'Option 1' and 'Option 2', as depicted below. Option 1 was intended to resemble The Pruneyard Offices' mid-twentieth century "international style" architecture with a rectangular building form and glass walls, while Option 2 presented a more contemporary approach with angular forms and glass fiber reinforced concrete (GFRC) cladding in a warm red tone.

Concurring with the Planning Commission's recommendation, the Council preferred the architectural style of the Option 1, believing that it would be a better fit for The Pruneyard. However, the massing of Option 2, particularly the recess of the upper floor, was seen as a more desirable building form that would minimize the perceived height and bulk of the building. As such, the Council expressed an opinion that the two designs should be blended and required a "revised building design based on Option 1, with a more articulated façade and stepped massing [of Option 2]".



**Option 1**



**Option 2**

Based on the Council's direction, the applicant submitted plans for a revised architectural design, as shown below. The revised design maintains the two-level colonnade and glass curtain wall of Option 1, with a stepped upper floor similar to Option 2, which would also result in a fourth floor terrace. This design was forwarded to the City's Architectural Advisor, Marvin Bamberg for review (reference **Attachment 2** – Architectural Plan Review). Mr. Bamberg opined that the revised design improved the building's articulation and reduced its perceived massing. However, this design was weighed-down by the large columns and heavy horizontal banding as well as the large vertical segment of cladding that conveyed the appearance of a sixth-story. Mr. Bamberg also noted the vertical cladding clashed with the metal of the rooftop mechanical penthouse.



In response to Mr. Bamberg's review and staff's direction, the applicant refined the design to remove the horizontal banding and reducing the bulk of the columns. The vertical cladding feature, which had been concealing the restrooms, was also removed by relocating the restrooms to the interior of the building. In addition to significantly reducing the massing of the building, removal of this feature also allows the stairway shaft to better integrate with the metal of the rooftop mechanical penthouse.



## **OPTIONS**

Recognizing the applicant has entitlement to a five-story 75-foot tall, 100,000 square-foot office building, the key consideration for the SARC is whether the submitted design revision sufficiently reduces the massing of the office building and enhances its exterior articulation. If the SARC believes that the applicant has adequately addressed these issues, it may recommend approval to the Planning Commission as proposed. If the SARC believes that additional refinement is necessary, areas of specific revision should be identified so that the applicant may consider the requisite revisions.

### Attachments:

1. Project Plan
2. Architectural Plan Review