

Memorandum: Bistro Vida @ Loretta Bar

PPA Project No: 2232

To: Kyle Perata
Asst. Community Development Director

Date: 09/19/2024

From: Charles Belser

Description: Architectural Control and Specialty Signage Narrative

Bistro Vida continues to provide a large part of the downtown Santa Cruz Avenue dining experience which has lasted for over twenty years. Enduring the lean years of Covid, their investment in the new Loretta Bar expansion hopes to bring needed excitement and draw to the Santa Cruz Ave downtown area which has struggled with many restaurant closures.

The Façade Colors:

The new Façade Color at Loretta Bar and the Header above Bistro Vida updates their signature French charm and ties the new establishment into the existing restaurant. The understated black of Loretta Bar sets off the existing bold red of Bisto Vida. The new rear façade color of sage green, on the other hand, has a soft tone to bring presence to a façade covered by electrical conduit and appurtenances, tying the utilitarian façade together into a pleasing whole.

Architectural Embellishments:

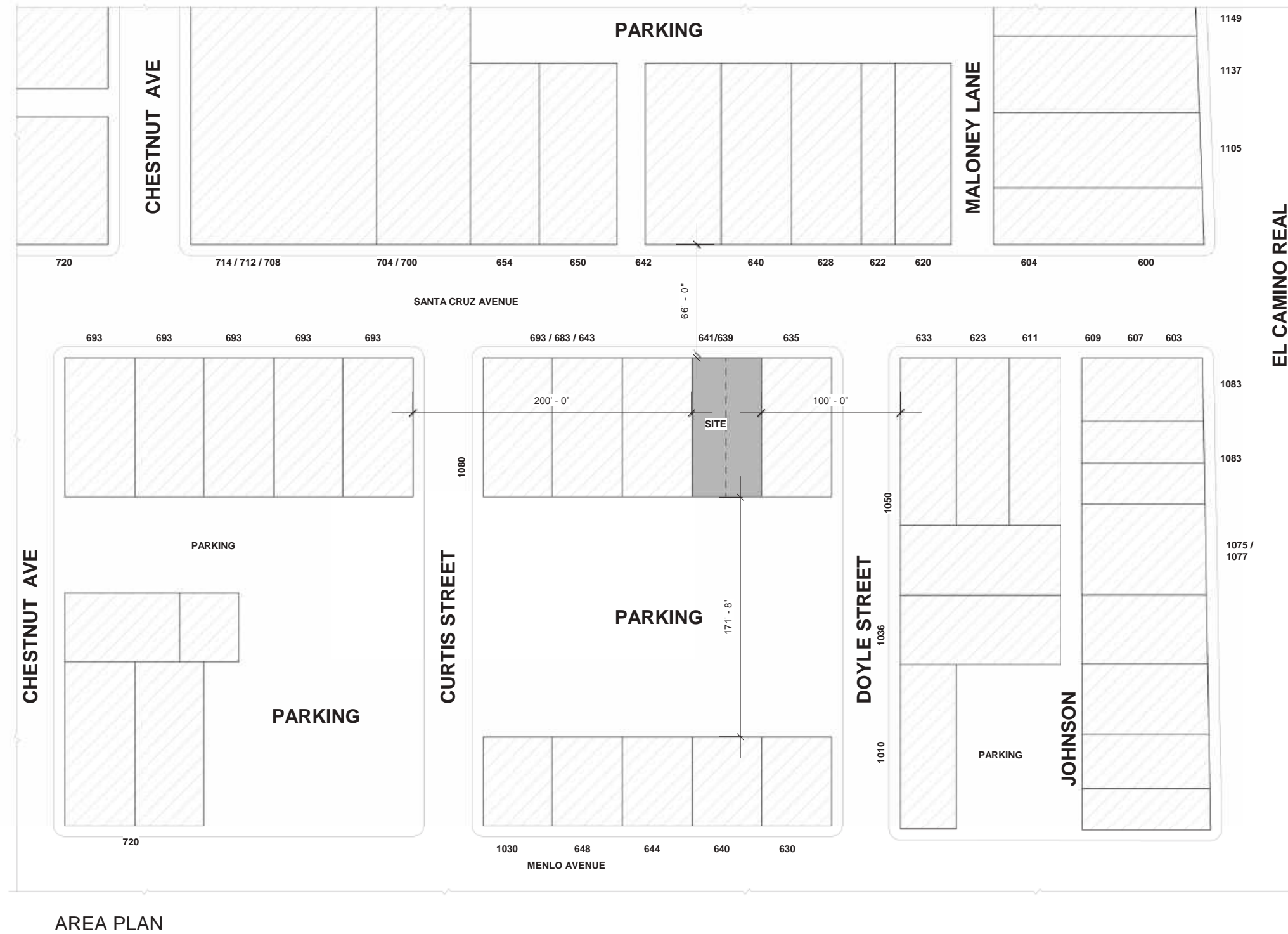
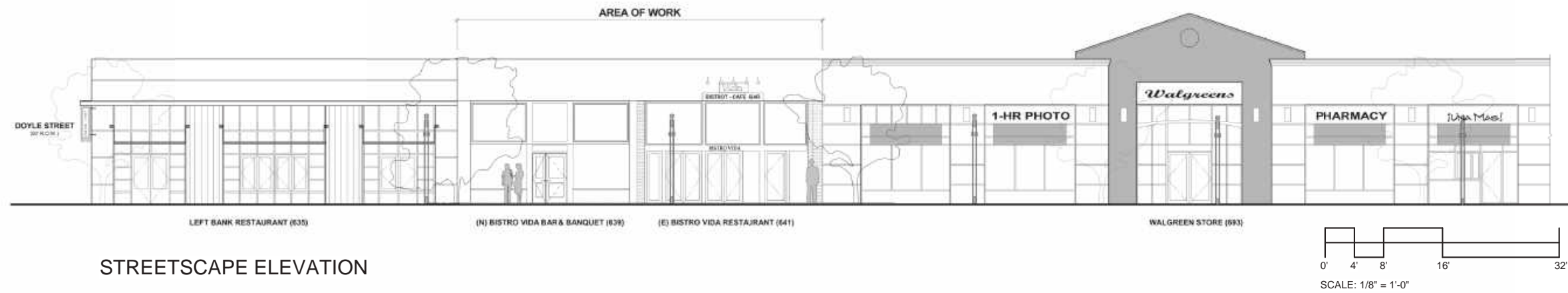
The existing small descriptive words lettered onto the windows, the enlarged window like chalkboard and decorative metal placards are central to the French style of Bistro Vida known throughout the area. These minor embellishments are seen on other restaurants in the downtown district and provide an atmosphere evoking a bistro in Paris.

The rear French graphic covering the existing electrical service enclosure has been done to address a long standing explicitly vulgar graffiti problem. The graphic has been very well received, including as a photo backdrop for a former mayor and other city officials when showcasing downtown. The graphic represents a creative solution that brings character to what in many cases is a neglected backside of the building that faces a parking lot.

Specialty Sign:

There are several examples of similar, yet much larger blade signs in the immediate vicinity of Bistro Vida. The relatively small *Vida* blade sign has a classic appearance that would make one believe it was part of the original building and has been in place for over twenty years without issue. Vida is Life and represents the Owner's passion in serving the local community.

The charm and character of Bistro Vida has made it a popular attraction for over two decades downtown. The minor embellishments and modest blade sign provide the necessary elements that in total are the signature French style of Bistro Vida dining and should be allowed to remain in place.

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**TENANT IMPROVEMENT
BISTRO VIDA BAR & BANQUET**
639 / 641 SANTA CRUZ AVENUE
MENLO PARK, CALIFORNIA

Date	02/23/2023
Scale	As Indicated
Drawn by	CEB
Job	2232

7.TI

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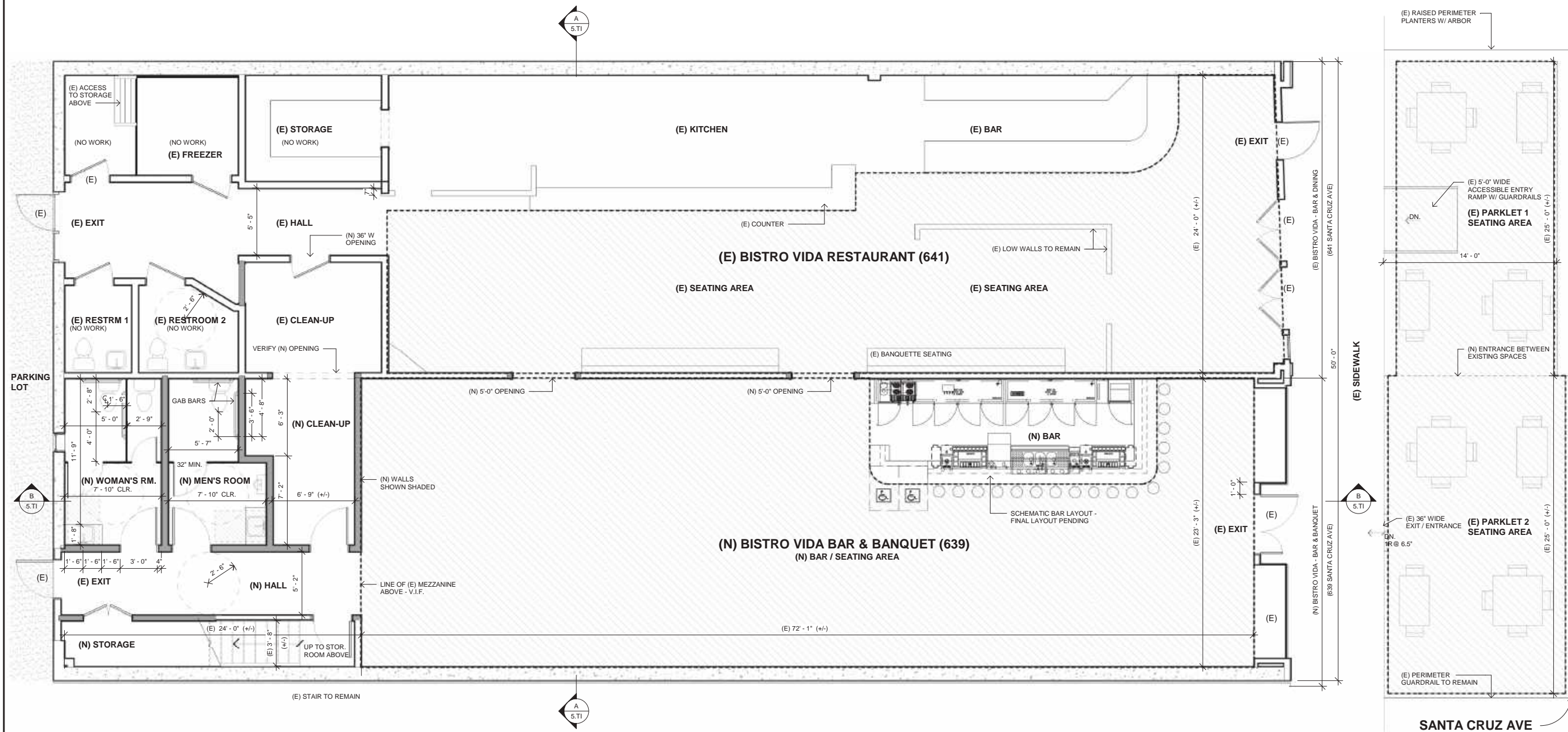
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Drawn by	CEB
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3.TI





AF1

BLADE SIGN

AF2

PLACARD

AF3

WINDOW
SIGNIFIER

AF4

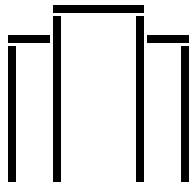
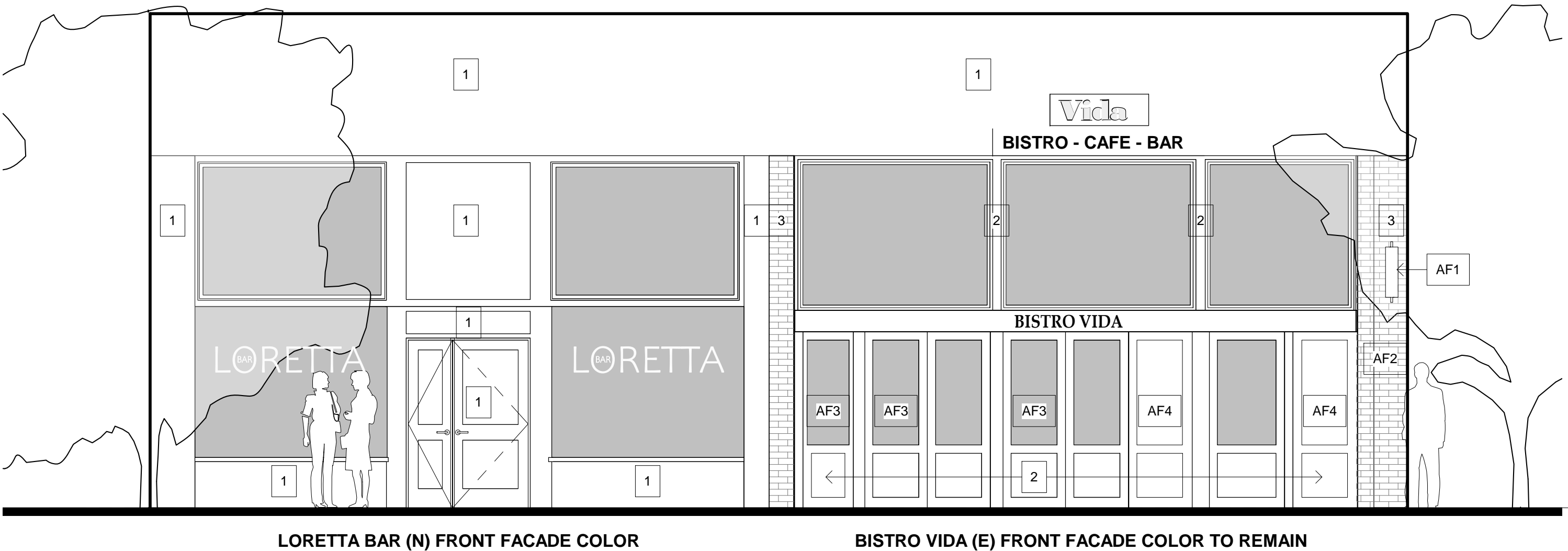
CHALKBOARD
SIGNIFIER

SEE SHEET SK3

1 FRONT FACADE COLOR:
BENJAMIN MOORE "SPACE BLACK" 2119-10

2 BISTRO VIDA (E) LOWER FACADE COLOR:
REMBRANDT RED 1002

3 BISTRO VIDA (E) FACADE COLOR:
WHITE SUBWAY TILES



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PD1	

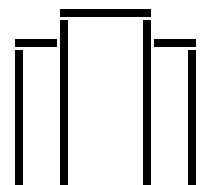
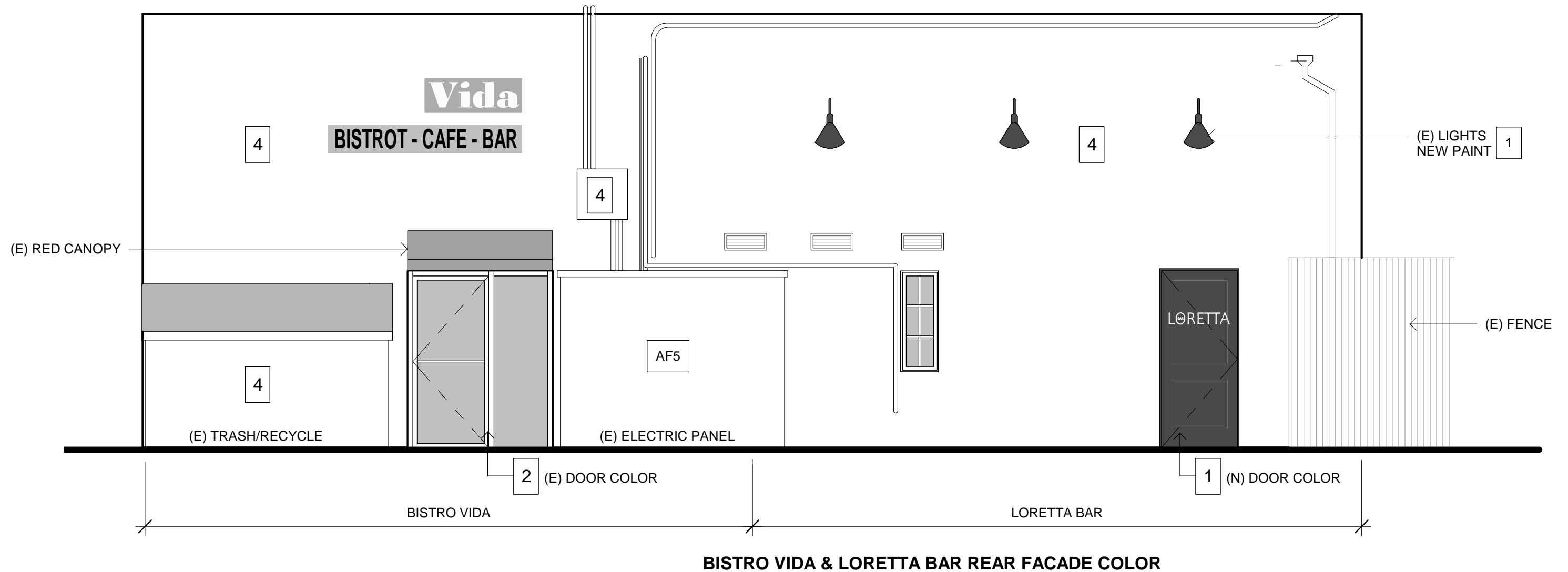


1 **SOLID DOOR COLOR:**
BEN. MOORE "SPACE BLACK" 2119-10

2 **BISTRO VIDA (E) LOWER FACADE COLOR:**
REMBRANDT RED 1002

4 **REAR FACADE COLOR:**
BEN. MOORE "SPRINGFIELD GREEN" 510

AF5 **SEE SHEET SK4**
ELECTRICAL PANEL
GRAPHIC



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BISTRO VIDA BAR & BANQUET

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PD2	



FULL FRONT FACADE



LOWER FRONT FACADE

LORETTA BAR FRONT FACADE COLOR



AF3 WINDOW SIGNIFIER



AF3 WINDOW SIGNIFIER



AF3 WINDOW SIGNIFIER



AF1 BLADE SIGN



AF2 PLACARD

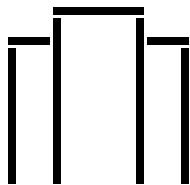


AF2 PLACARD



AF4 CHALKBOARD MENU ARCH. DOOR PANEL

BISTRO VIDA FRONT FACADE COLOR & SPECIAL FEATURES



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PD3	

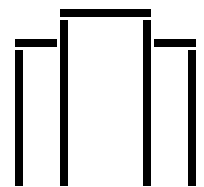


AF5 ELECTRICAL PANEL GRAPHIC

ENLARGED EBELLISHMENT



BISTRO VIDA & LORETTA BAR REAR FACADE COLOR



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