



# Architectural Review Board

## Staff Report (ID # 9670)

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**Report Type:** Action Items **Meeting Date:** 10/18/2018

**Summary Title:** 1841 Page Mill Road: Master Sign Program with Exceptions

**Title:** PUBLIC HEARING / QUASI-JUDICIAL. 1841 Page Mill Road [18PLN-00213]: Recommendation on Applicant's Request for Approval of a Master Sign Program With Sign Exceptions to Allow for new Monument Signs, Directory Signs, and Directional Signs. Environmental Assessment: Exempt From the Provisions of the California Environmental Quality Act (CEQA) in Accordance With Guideline Section 15311 (Accessory Structures). Zone District: RP (Research Park). For More Information Contact Project Planner Garrett Sauls at [Garrett.Sauls@cityofpaloalto.org](mailto:Garrett.Sauls@cityofpaloalto.org)

**From:** Jonathan Lait

### Recommendation

It is recommended that the Architectural Review Board (ARB) take the following action(s):

1. Recommend approval of the proposed project to the Director of Planning and Community Environment based on findings and subject to conditions of approval.

### Report Summary

The proposed project is an amendment to an existing Master Sign program from 2003 and a request for an exception to the size and number limitations for freestanding and directional signs allowed by Municipal Code Section 16.20. The Master Sign program provides design provisions for existing and future tenants of the building to follow, which describe the number, occupant, location, materials, and lighting of future tenant signs. Individual signs are typically considered minor projects requiring staff review only, however, pursuant to Section 18.76.020 of the Municipal Code, Master Sign programs and sign exceptions are considered major projects and are subject to review by the ARB. With the approval of a Master Sign program, subsequent individual signs that conform to the program do not require additional architectural review.

### Background

City of Palo Alto  
Planning & Community Environment  
250 Hamilton Avenue  
Palo Alto, CA 94301  
(650) 329-2442

Project Information

Owner: The Board of Trustees of the Leland Stanford Junior University  
Architect: Not applicable  
Representative: Bryan Panian/Cody Le Beau – Corporate Signs  
Legal Counsel: Not applicable

Property Information

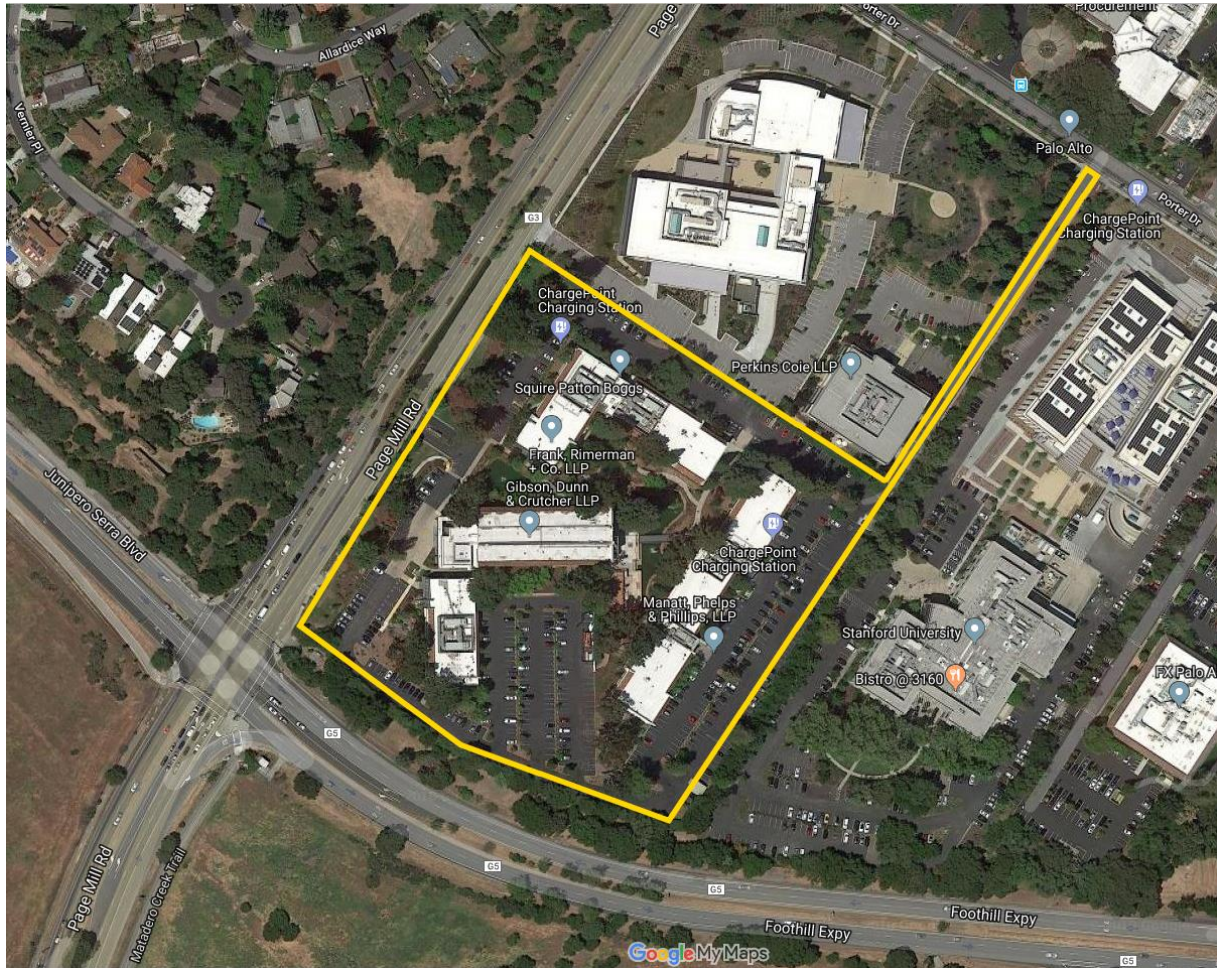
Address: 1801-1899 Page Mill Road  
Neighborhood: Stanford Research Park  
Lot Dimensions & Area: 10.4 acres  
Housing Inventory Site: Not applicable  
Located w/in a Plume: Yes; Hillview-Porter Regional Plume  
Protected/Heritage Trees: Yes; there are numerous protected and regulated trees on this site  
Historic Resource(s): Not applicable

Existing Improvement(s): Four buildings between two to three stories tall comprising of roughly 185,000 square feet of office use, built circa 1975

Existing Land Use(s): Research & Development, General Business Offices, Professional Business Offices

Adjacent Land Uses & Zoning: North: Stanford University Housing (County - R1S)  
West: Stanford University Open Space (County - OSF)  
East: Research and Development (RP)  
South: Research and Development (RP)

Aerial View of Property:



Source: Google Maps

**Land Use Designation & Applicable Plans**

Zoning Designation:	RP (Research Park)
Comp. Plan Designation:	Research/Office Park
Context-Based Design Criteria:	Not Applicable
Downtown Urban Design Guide:	Not Applicable
South of Forest Avenue Coordinated Area Plan:	Not Applicable
Baylands Master Plan:	Not Applicable
El Camino Real Design Guidelines (1976 / 2002):	Not Applicable
Proximity to Residential Uses or Districts (150'):	Not Applicable
Located w/in the Airport Influence Area:	Not Applicable

### Prior City Reviews & Action

City Council:	None
PTC:	None
HRB:	None
ARB:	<p>The ARB reviewed two applications for Master Sign programs (94PLN-00076 &amp; 03PLN-00025) and one application for a sign exception (85PLN-00263) for the site between 1985 and present.</p> <ol style="list-style-type: none"><li>1. File No. 85PLN-00263 was the initial exception application that allowed for the secondary tenant monument along Page Mill Road. It was subsequently updated in conjunction with the Master Sign programs mentioned below.</li><li>2. File No. 94PLN-00076 established the initial Master Sign program for the site which was subsequently updated by 03PLN-00025.</li><li>3. File No. 03PLN-00025 established the existing signage reflected in the Attachment F. The staff report for this application is provided as Attachment D.</li></ol>

### **Project Description**

The applicant proposes a Master Sign program with sign exceptions for the existing Research and Development complex located at 1801-1899 Page Mill Road. The program consists of a site plan, sign elevations, material boards, tenant identification, wayfinding signage. The purpose of the Master Sign program is to update the existing sign program to provide a consistent design concept between the buildings on the site and tenant signage.

The following signs are requested with the Master Sign Program including Sign Exceptions:

- Two (2) freestanding monument signs at the vehicle entrances to the site along Porter Drive and Page Mill Road. Signs are proposed to be constructed of concrete with an aluminum cabinet and black vinyl lettering for the tenant names. Sign A1 would be a maximum height of 48 inches while sign A2 would vary in height between 49 inches and 63 ½ inches based on the slope of the ground as it travels across the sign area. The signs would be 60 and 97 square feet respectively with sign A2 having existing lights that will provide illumination by upward-facing site lighting.
- One (1) freestanding tenant monument sign (sign B) located along the main entrance to the property on Page Mill Road nearby sign A2. This sign is proposed to be constructed of concrete with an aluminum cabinet and black vinyl lettering for the tenant names. Sign B would vary in height between 65 inches and 60 inches based on the slope of the ground as it travels across the sign area. There are existing lights that will provide illumination to the sign by upward-facing lighting.
- Six (6) directional signs (signs E1 – E6) located throughout the property to help direct individuals towards the different buildings on site. Signs are proposed to be constructed

of a stainless steel pole with an aluminum panel that has the address numbers for the buildings made of white reflective vinyl. Each wayfinding sign is proposed to be seven feet tall with an area that ranges from 10 to 15 square feet depending on how many address panels are attached to the pole. These signs will not feature illumination.

- Seven (7) freestanding directory signs (signs C1 – C7) located in front of the respective tenant locations on the site. Signs are proposed to be constructed of concrete with an aluminum cabinet and black vinyl lettering for the tenant names. Each sign will be 48 inches in height and 20.71 square feet in size. These signs will not feature any illumination.
- Seven (7) new address numbers (D1 – D7) facing Page Mill Road and towards adjacent properties. Address letters and numbers are not considered signs for the purposes of compliance with the Sign Code. The address numbers would have no illumination and would either be 18 inches or 24 inches in height.

Requested Entitlements, Findings and Purview:

The following discretionary applications are being requested:

- Architectural Review – Master Sign Program: In accordance with PAMC Section 16.20.030 "Master sign program" means a program allowing the occupants of a building or project including a number of buildings to combine the total lawful sign coverage into one or more lawful signs in an integrated design concept. The master sign program shall designate the sign locations and areas of all signs in the program, as well as typical sign designs, colors and faces. Pursuant to the approval of the master sign program, subsequent individual signs may be erected without further design review.

The process for evaluating this type of application is set forth in PAMC 18.77.070. Applications are reviewed by the ARB and recommendations are forwarded to the Director of Planning & Community Environment for action within five business days of the Board's recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. Projects are evaluated against specific findings. All findings must be made in the affirmative to approve the project. Failure to make any one finding requires project redesign or denial. The findings to approve this application are provided in Attachment C.

- Architectural Review – Sign Exception for area and height: In accordance with PAMC section 16.20.040 "Sign Exception" means an application made in conjunction with an architectural review which requests a deviation from what is allowed in the Sign Code. The process for evaluating this type of application is set forth in PAMC 18.77.070. Applications are reviewed by the ARB and recommendations are forwarded to the Director of Planning & Community Environment for action within five business days of the Board's recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. Projects are evaluated against specific findings. All

findings must be made in the affirmative to approve the project. Failure to make any one finding requires project redesign or denial. The findings to approve this application are provided in Attachment C.

## **Analysis<sup>1</sup>**

### **Neighborhood Setting and Character**

The site is located on the southeast side of Page Mill Road and Foothill Expressway along the western border of the City and the Stanford Research Park. The neighborhood is characterized by medium sized research/office buildings along Porter Drive, Page Mill Road, and Foothills Expressway with single family residential uses, in the County, on the northern side of Page Mill Road.

Existing signage in the area includes large freestanding monument signs located in landscape berms along Porter Drive and Page Mill Road. The scale of the existing signage in the area is appropriate given the larger parcels with multiple tenants located in and around the Research Park. Page Mill Road and Porter Drive are heavily trafficked roads which explain the need for larger signs to showcase multiple tenants for vehicles passing by and looking for their destination. The proposed signage design would maintain that consistent style of monument signs seen within the Stanford Research Park.

Given that many of the surrounding parcels are large in size compared to other commercial sites within the City, it is more difficult to apply the strict allowances of the Sign Code, as the regulations do not translate as well onto larger properties with multiple tenants. Doing so would significantly limit this property's ability to identify the tenants that work on the site which would make it challenging for anyone trying to locate the offices of one of the tenants.

The entry signs along Page Mill Road and Porter Drive are vehicle oriented and will be large enough to be seen by visitors looking for either a specific tenant or the address ranges associated with the site from the street. The updated design will connect with the site's overall design concept to produce a coherent aesthetic that will be easily recognizable to anyone coming to the site. While the area of the proposed sign exceeds the maximum allowed by the Sign Code, it would be very challenging to identify all the separate tenants on the site and still be in compliance with the 27 square foot allowance. The proposed design will update the existing freestanding sign to provide a more consistent design with the site without creating new visibility issues for vehicles.

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<sup>1</sup> The information provided in this section is based on analysis prepared by the report author prior to the public hearing. The Architectural Review Board in its review of the administrative record and based on public testimony may reach a different conclusion from that presented in this report and may choose to make alternative findings. A change to the findings may result in a final action that is different from the staff recommended action in this report.

The secondary monument sign located along Page Mill Road heading east into the City is partially obscured by a tree, vegetation, a light pole, and a utility stairwell. It is also located at such an angle that it will not obscure the main entry sign along Page Mill Road as a vehicle approaches the main entryway and only provides a minimal overlap along the edges of the two signs that do not contain tenant information. The proposed increase in height will serve to provide more visibility to an existing tenant sign as vehicles approach the property along Page Mill Road without creating a sign that is obtrusive or unappealing.

The existing tenant directory signs and directional wayfinding signs located within the complex are a mix of small and large structures that do not currently create a sense of internal order as you travel from building to building and are difficult to notice when traveling in a vehicle. As proposed, the new design for both sign types would better serve to create a sense of consistent size, scaling, and aesthetic design as you travel through the site. The new design of the signs would better direct people coming to the site to their destination as they would be more visible from a moving vehicle.

### Zoning Compliance<sup>2</sup>

A detailed review of the proposed project's consistency with applicable zoning standards has been performed. The proposed project complies with all applicable codes, or is seeking through the requested permits permission to deviate from certain code standards, in a manner that is consistent with the Zoning Ordinance.

The standards for freestanding signs, as specified in Palo Alto Municipal Code Section 16.20.120, are listed below:

- *Area and Height.* Freestanding signs five feet or less in height shall be permitted in all Zoning Districts except for the GM zones, the Hospital District, and for El Camino frontages of CN and CS zoned properties. The maximum area of such signs is set forth in Table 1. **Would not comply outside of an approved Sign Exception. Both A1 and A2 freestanding signs along Page Mill Road and Porter Drive would exceed the maximum 27 square feet but not the five foot height limitation. Sign B would exceed the 27 square foot size allowance but not the five foot height limitation.**
- *Location.* Every such sign shall be wholly on the owner's property. **Complies; all signs are located on the subject property.**
- *Number.* Subject to the provisions of Section 16.20.170, there may be no more than one such sign for each frontage. In the case of shopping centers and other multiple occupancies having a common frontage, the frontage shall be deemed to be that of the shopping center or commonly used parcel and not the frontages of the individual businesses or occupancies. **Would not comply outside of an approved Sign Exception. Sign B was previously approved through an exception in 1985 and changes to what**

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<sup>2</sup> The Palo Alto Zoning Code is available online: [http://www.amlegal.com/codes/client/palo-alto\\_ca](http://www.amlegal.com/codes/client/palo-alto_ca)

*was previously approved would require another exception. The consistency of the design in conjunction with all the other proposed signs would be more appropriately processed under a Master Sign program instead of a typical sign application which usually addresses signs per tenant space.*

- *Construction.* In addition to the requirements of Section 16.20.190, every such sign shall be constructed wholly of metal, incombustible plastic or other approved fire-resistant material. ***Complies; signs will be made from concrete and aluminum.***
- *Lighting of Freestanding signs.* No freestanding sign shall be constructed in such a way that any light bulb or filament is visible from the front of the sign or from beyond the property line. Nothing herein shall be construed to prohibit signs of neon tubing or similar self-illuminating material of equivalent or less intensity. ***Complies; external illumination will be minimal and focused on sign A2 and sign B.***

The standards for directional signs, as specified in Palo Alto Municipal Code section 16.20.120, are listed below:

- *Area and Height.* Directional signs shall not exceed an area of six square feet or a height of three feet. ***Would not comply outside of an approved Sign Exception. The directional signs have a minimum of three to five directional placards measured with an area that will range from 10 to 15 square feet which will exceed the allowable six square feet. Additionally, the proposed seven foot height of the directional signs would exceed the three foot allowance.***
- *Location.* Every such sign shall be located on the property to which they pertain and shall be located at least twenty feet within the nearest property line, except that directional signs of not more than three square feet in area may be located not less than ten feet within any front property line. ***Complies; all signs are located on the subject property.***
- *Number.* Currently there are no limitations indicated in the Sign code to the number of directional signs allowed on a property. ***Complies with sign code given that there is no limitation indicated. The consistency of the design and number of signs in conjunction with all the other proposed signs would be more appropriately processed under a Master Sign program.***
- *Construction.* In addition to the requirements of Section 16.20.190, every such sign shall be constructed wholly of metal, incombustible plastic or other approved fire-resistant material. ***Complies; signs will be made from stainless steel and aluminum.***

The standards for directory signs, as specified in Palo Alto Municipal Code section 16.20.160, are listed below:



- *Area and Height.* Such signs may have an area of four square feet, plus one and one-half square feet per name, in no event to exceed seventy-five square feet and shall not exceed eight feet in height. **Would not comply outside of an approved Sign Exception. As proposed, all of the 21 square feet tenant directory signs would exceed the maximum floor area allowance.**
- *Location.* Every such sign shall be situated at least two feet inside the property line. **Complies; signs will be located more than two feet into the property.**
- *Number.* Currently there are no limitations indicated in the Sign code to the number of directional signs allowed on a property. **Complies with sign code given that there is no limitation indicated. The consistency of the design and number of signs in conjunction with all the other proposed signs would be more appropriately processed under a Master Sign program.**
- *Construction.* In addition to the requirements of Section 16.20.190, every such sign shall be constructed wholly of metal, incombustible plastic or other approved fire-resistant material. **Complies; signs will be made from concrete and aluminum.**

### Consistency with the Comprehensive Plan, Area Plans and Guidelines<sup>3</sup>

Policy L-50 of the Comprehensive Plan encourages “...high quality signage that is attractive, appropriate for the location and balances visibility needs with aesthetic needs”. The main vehicle entry signs have been designed to provide an updated look to connect with the existing building’s own mix of traditional and modern design. The location of these two signs is consistent with existing signage in the area, and would be uncluttered while still providing visibility from several angles. The materials are proposed to consist of painted concrete with an aluminum tenant cabinet, and the chosen color palette of silver-aluminum and white is understated and would easily blend into the surroundings given the surrounding office park environment. With the exception of the directional wayfinding signs, the remainder of the freestanding signs will follow the same design and color scheme which will serve to establish a consistent design, size, and scale throughout the site. The height of the proposed wayfinding signs are taller than similar signs in the area, however, the design will be more visible at vehicle level than the existing wayfinding signs used to guide visitors and tenants to their destination while not obscuring visibility when traveling through the site. While most of the signage exceeds the allowable areas for freestanding, directional, and directory signs, staff believes that much of the new signage will be appropriate in scale in relation to the existing buildings and size of the site. Additionally, staff believes that it will facilitate easier identification of separate tenants as well as pedestrian and vehicle traffic through the site.

### Consistency with Application Findings

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<sup>3</sup> The Palo Alto Comprehensive Plan is available online: <http://www.cityofpaloalto.org/gov/topics/projects/landuse/compplan.asp>

Draft findings for approval are contained in Attachment C of this report.

## Environmental Review

The subject project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. Specifically, the project is exempt from CEQA per Section 15311 (Accessory Structures), item (a) "On-Premise Signs" of the CEQA Guidelines.

## Public Notification, Outreach & Comments

The Palo Alto Municipal Code requires notice of this public hearing be published in a local paper and mailed to owners and occupants of property within 600 feet of the subject property at least ten days in advance. Notice of a public hearing for this project was published in the *Daily Post* on October 5, 2018, which is 13 days in advance of the meeting. Postcard mailing occurred on October 5, 2018, which is 13 days in advance of the meeting.

### Public Comments

As of the writing of this report, no project-related, public comments were received.

## Alternative Actions

In addition to the recommended action, the Architectural Review Board may:

1. Approve the project with modified findings or conditions;
2. Continue the project to a date (un)certain; or
3. Recommend project denial based on revised findings.

### **Report Author & Contact Information**

Garrett Sauls, Building/Planning Technician  
(650) 329-2471  
[garrett.sauls@cityofpaloalto.org](mailto:garrett.sauls@cityofpaloalto.org)

### **ARB<sup>4</sup> Liaison & Contact Information**

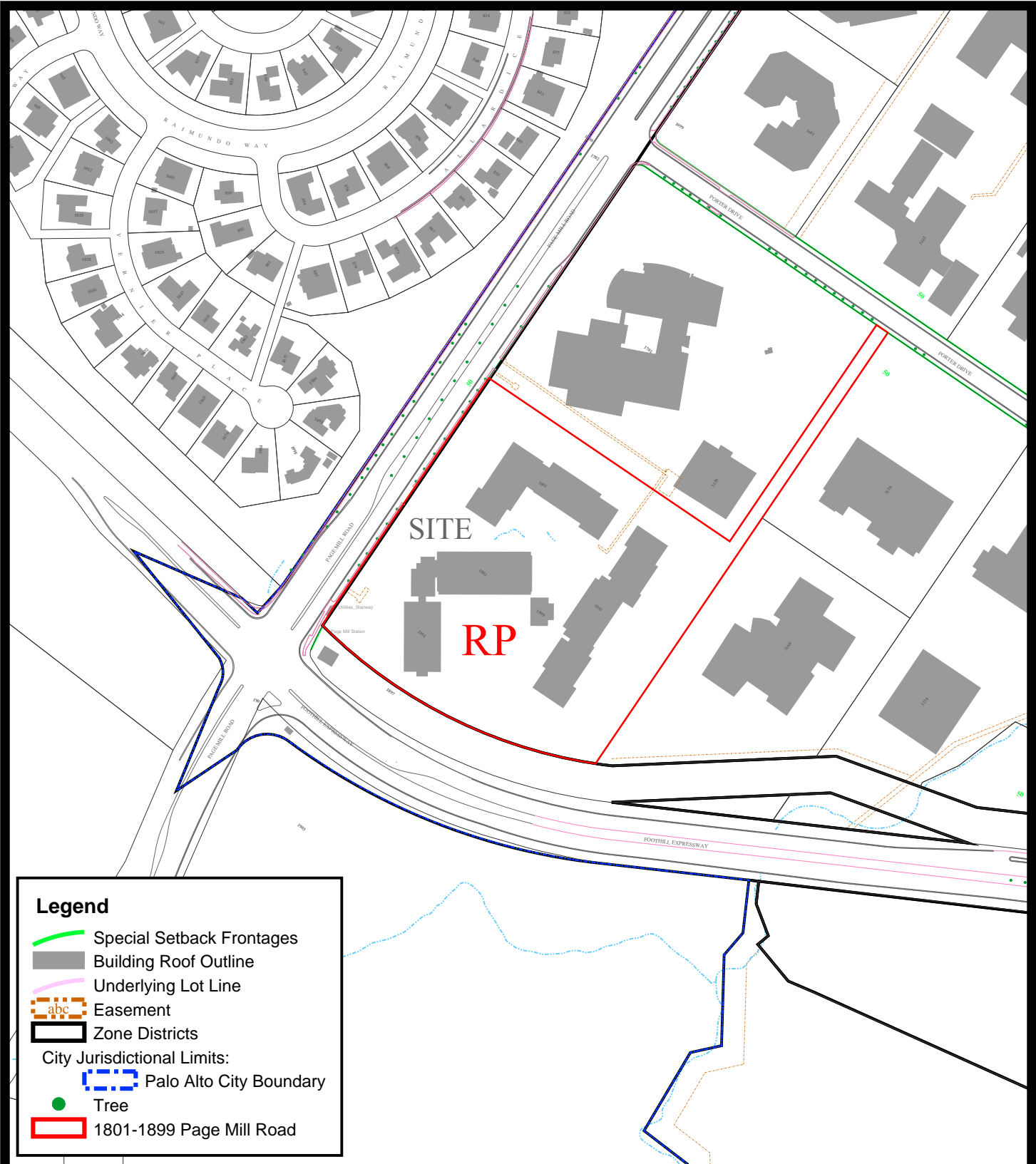
Jodie Gerhardt, AICP, Planning Manager  
(650) 329-2575  
[jodie.gerhardt@cityofpaloalto.org](mailto:jodie.gerhardt@cityofpaloalto.org)

### **Attachments:**

- Attachment A: Location Map (PDF)
- Attachment B: Draft Conditions of Approval (DOCX)
- Attachment C: Draft ARB and Sign Exception Findings (DOCX)
- Attachment D: 2003 Master Sign Program Staff Report (PDF)
- Attachment E: Applicant's Project Description (PDF)
- Attachment F: Project Plans (DOCX)

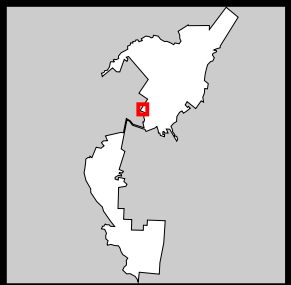
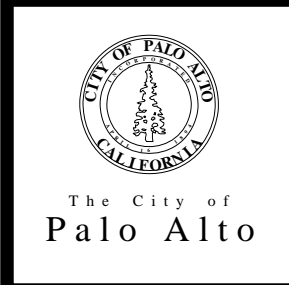
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<sup>4</sup> Emails may be sent directly to the ARB using the following address: [arb@cityofpaloalto.org](mailto:arb@cityofpaloalto.org)



**Legend**

- Special Setback Frontages
- Building Roof Outline
- Underlying Lot Line
- Easement
- Zone Districts
- City Jurisdictional Limits:
  - Palo Alto City Boundary
  - Tree
  - 1801-1899 Page Mill Road



## Page Mill Road MSP and Exception

This map is a product of the City of Palo Alto GIS

A north arrow pointing upwards and a scale bar showing 0' to 301'.

**ATTACHMENT B**  
**CONDITIONS OF APPROVAL**

1841 Page Mill Road  
18PLN-00213

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**PLANNING DIVISION**

1. **CONFORMANCE WITH PLANS.** Construction and development shall conform to the approved plans entitled, "2747 Park Blvd Exterior Wayfinding Signage," stamped as received by the City on July 25, 2017 on file with the Planning Department, 250 Hamilton Avenue, Palo Alto, California except as modified by these conditions of approval.
2. **BUILDING PERMIT.** Apply for a building permit and meet any and all conditions of the Planning, Fire, Public Works, and Building Departments.
3. **BUILDING PERMIT PLAN SET.** The ARB approval letter including all Department conditions of approval for the project shall be printed on the plans submitted for building permit.
4. **PROJECT MODIFICATIONS:** All modifications to the approved project shall be submitted for review and approval prior to construction. If during the Building Permit review and construction phase, the project is modified by the applicant, it is the responsibility of the applicant to contact the Planning Division/project planner directly to obtain approval of the project modification. It is the applicant's responsibility to highlight any proposed changes to the project and to bring it to the project planner's attention.
5. **PROJECT EXPIRATION.** The project approval shall automatically expire after two years from the original date of approval, if within such two year period, the proposed use of the site or the construction of the signs has not commenced pursuant to and in accordance with the provisions of the permit or approval. Application for a one year extension of this entitlement may be made prior to the expiration. (PAMC 18.77.090(a))
6. **INDEMNITY:** To the extent permitted by law, the Applicant shall indemnify and hold harmless the City, its City Council, its officers, employees and agents (the "indemnified parties") from and against any claim, action, or proceeding brought by a third party against the indemnified parties and the applicant to attack, set aside or void, any permit or approval authorized hereby for the Project, including (without limitation) reimbursing the City for its actual attorneys' fees and costs incurred in defense of the litigation. The City may, in its sole discretion, elect to defend any such action with attorneys of its own choice.
7. **FINAL INSPECTION:** A Planning Division Final inspection will be required to determine substantial compliance with the approved plans prior to the scheduling of a Building Division final. Any revisions during the building process must be approved by Planning, including but not limited to; materials, landscaping and hard surface locations. Contact your Project Planner, Garrett Sauls at [Garrett.Sauls@cityofpaloalto.org](mailto:Garrett.Sauls@cityofpaloalto.org) to schedule this inspection.

## **BUILDING DIVISION**

1. Resurfacing of existing monument signs without altering any of the physical dimensions does not require a building permit.
2. A building permit is required for any existing monument sign that is being replaced with another sign of different or similar configuration using the current applicable codes.
3. A building permit is required for the construction of any new monument or wayfinding signs using the current applicable codes.

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**ATTACHMENT C**  
**ARB FINDINGS FOR APPROVAL**  
1841 Page Mill Road/18PLN-00213

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The design and architecture of the proposed improvements, as conditioned, complies with the Findings for Architectural Review as required in Chapter 18.76 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 is consistent with Finding #1 because:*

As discussed in the staff report, the project as conditioned is in conformance with the Comprehensive Plan. In particular, the project conforms to Policy L-50: "...high quality signage that is attractive, appropriate for the location and balances visibility needs with aesthetic needs".

**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.**

*The project is consistent with Finding #2 because:*

The master sign program presents a framework for future tenant signage for the purposes of wayfinding and site visibility. The proposed signage uses compatible materials and colors that are unified and coherent, and will assist in creating a sense of order on the site. As proposed, the site signage is appropriately scaled for the site and reflects the character of the surrounding Research and Development Park context.

**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 project is consistent with Finding #3 because:*

The master sign program makes use of aluminum and concrete materials that are durable while also being simple, clean, and aesthetically pleasing. The color palette silver-aluminum and white for the sign material complements the traditional and modern tones used on the buildings that currently exist on the site.

**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 project is consistent with Finding #4 because:*

Signage has been placed to assist in wayfinding for pedestrians, cyclists, and motorists entering the building(s) and site from a number of locations. The signage conforms to the City's requirements regarding visibility triangles at intersections, and would not impair the function and safety of the drive aisles serving the site. As proposed, the area of each type of sign exceeds the maximum permitted for each sign type, however, the proposed design would still be appropriately scaled for a large Research and Development Park complex, such as this one.

**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 project is consistent with Finding #5 because:*

Finding #5 is not applicable for this project. A landscaping plan was prepared and approved previously on this site and will continue to be implemented outside this scope of work.

**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 project is consistent with Finding #6 because:*

The proposed signs include LED lighting which is energy efficient and long lasting.

## Sign Exception Findings

1. *There are exceptional or extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district;*

The project parcel is exceptionally large in comparison to other RP zoned parcels surrounding the site. The site is a total of approximately 10.4 acres and holds a significantly more tenants (6) whereas most RP zoned properties are closer to one acre and usually hold two to three tenants. Strict application of the Municipal Code allows for only one freestanding sign per frontage, the intent being to limit signage seen by the general public from the public right-of-way. However, given the size of the project site and past approval for the existing signage along Page Mill Road and Porter Drive, the signs would not be visible from any project frontage if they were reduced to meet the Sign Code allowances and would not be in keeping with past ARB approvals. Likewise, the proposed directory and directional signs would be difficult to see as one travels through the site looking for one of the tenants and would provide stark shifts in scale when compared in relation to the existing buildings. Therefore, given the exceptional size and the configuration of the lot, the property is unique and these sign exceptions would be appropriate.

2. *The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships;*

Approval of this exception to maintain more than one freestanding sign per frontage is necessary to ensure that strict application of the Municipal Code does not deprive the property owner of the ability to improve the site for the substantial enjoyment of their tenants. It is the substantial property right of the property owner to use this land and improve it for the benefit of their tenants. Strict application of the Code to minimize the freestanding, directional, and directory signage, which is intended to promote tenant identification and facilitate ease of movement throughout the site, would be an unnecessary hardship.

3. *The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare or convenience.*

The granting of this application will not be detrimental or injurious to property or improvements in the vicinity. Rather, it would be located wholly on the subject site and would enhance movement throughout the site as the signage proposed would be more visible for vehicles entering the site looking for their destination. As proposed, the site signage is appropriately scaled for the site and reflects the character of the surrounding Research and Development Park context in an aesthetically pleasing and coherent manner, therefore, the project meets this finding.





# Architectural Review Board

## Staff Report

**AGENDA DATE:** September 18, 2003

**FROM:** Chris Magnusson  
Planner

**DEPARTMENT:** Planning and Community  
Environment

**SUBJECT:** 1801-1899 Page Mill Road [03-ARB-25]: Request by Interval Research Group (Vulcan, Inc.) on behalf of the Stanford Management Company for Architectural Review and recommendation to the Director of Planning and Community Environment for a new master sign program for the Page Mill Hill Business Park located at 1801-1899 Page Mill Road. The new sign program would include the upgrade to various monument, wall, and directory signs and building addresses, as well as an exception to the sign ordinance for an additional monument sign along the Page Mill Road frontage. The sign ordinance allows only one freestanding sign of five feet in height or less per each street frontage (Palo Alto Municipal Code Section 16.20.120[b][3]). Environmental Assessment: Categorically exempt from the California Environmental Quality Act per sections 15301 and 15311. Zone District: LM.

### RECOMMENDATION

Staff recommends that the Architectural Review Board (ARB) recommend the Director of Planning and Community Environment (Director) approve the proposed project, including the request for exception to the sign ordinance, with the findings and conditions attached to the staff report (Attachments A and B).

### BACKGROUND

#### Site Information

The project site is an 11-acre office development located on the northeast corner of Page Mill Road and Foothill Expressway. The site is bounded by similar commercial uses to the east and northeast property sides and unincorporated land within the County of Santa Clara to the southwest and west, across both roadways. The main entrance to the development is from Page Mill Road, with a secondary entrance via a driveway accessed from Porter Drive. The existing business park (i.e., Page Mill Hill Business Park) contains eight buildings, constructed in the 1970's, along with extensive landscaping, a major water feature, and surface parking. These existing buildings had remained in their original configuration until earlier this year, when approvals by the Director, with recommendation from the ARB, allowed remodeling to the façades of four buildings (i.e., Buildings A/J, B, C, and D). In keeping with the approved

modifications and general site improvements, the applicant proposes a new master sign program to a) complement those façade changes, b) upgrade all existing signage for uniformity in colors and materials, and c) enhance and promote the identity of this existing business park for existing and future tenants.

Project Description

The Master Sign Program includes six components, all of which are non-internally illuminated signs types: (1) refacing of the existing campus monument sign; (2) a new tenant monument sign along the Page Mill Road frontage and a replacement monument sign at Porter Drive; (3) a new wall sign on Building 1881 (i.e., Building A/J); (4) three new campus directory signs to replace the five existing campus/site map directory signs; (5) eight new tenant directory signs; and (6) eight new building address signs replacing the current building identification system (letters A/J-H). The applicant’s project description letter provides further written detail on each sign type (see Attachment C). All new and existing signage, including details of their types, dimensions, materials, and locations, can be found within the attached plan set (see Attachment D). In addition, the proposed colors and materials are consistent with those previously approved by the Director (with recommendation from the ARB) for modifications to Buildings A/J, B, C, and D (i.e., application Nos. 02-ARB-122 and 03-ARB-07).

The applicant intends to phase the implementation of the master sign program. The following table represents their timeline:

PHASES	SIGN TYPES	TIME PERIODS
Phase I	<ul style="list-style-type: none"> <li>* All Three Monument Signs</li> <li>* Wall Sign</li> <li>* Two Campus Directory Signs</li> <li>* Two Directional Tenant Signs</li> <li>* All Building Addresses</li> </ul>	To be completed by Fall 2003
Phase II	One Campus Directory Sign	To be completed by Dec. 2005
Phase III	Six Directional Tenant Signs	To Be Determined

DISCUSSION

Pursuant to PAMC 16.20.040, the applicant has requested an exception to the sign ordinance for an additional monument sign along the site’s Page Mill Road frontage. This sign would be placed approximately 75 feet from the existing campus monument sign, approximately 55 feet from the edge of the driveway entrance, and maintain a setback of three feet from the property line (see Plans NS 0.1 and NM 1.2, Attachment D). The sign would serve to identify the existing anchor tenant (i.e., Gibson, Dunn, & Crutcher, LLP). Under current ordinance regulations, only one monument sign, less than five feet in height, is allowed per street frontage (PAMC 16.20.120[b][3]). An exception to this regulation may be approved by the Director, following ARB review for consistency with Architectural Review procedures and standards set forth in PAMC 16.48.

The following statements represent Staff’s justification of how each finding can be made for approval of this request:

1. *There are exceptional of extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district.*

The only practical location for an additional monument sign to be installed along the site's street frontage is Page Mill Road. The configuration of the property is unique to all others within the vicinity and corner lots in particular: it is bounded on the south-southwest side by an approximately 80-foot wide strip of land owned by the City and County of San Francisco for designation as Hetch Hetchy right-of-way; and along the east-northeast sides by adjacent properties. Therefore, the only accessible street frontage is Page Mill Road. This condition does not apply to other corner lots within the immediate vicinity, particularly to those that are as large in area.

2. *The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships.*

The applicant has committed to improving the overall appearance of the business park by obtaining prior Planning approvals and poses the additional monument sign as a consistent upgrade to the overall site to maintain its property value.

3. *The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare, or convenience.*

The proposed sign would be placed and constructed at dimensions that comply with all applicable sign ordinance regulations and would not pose a detriment or be injurious to persons or property within the vicinity or impact safety, general welfare, or convenience.

### **POLICY IMPLICATIONS**

This recommendation does not represent any change to existing City policies.

### **ENVIRONMENTAL REVIEW**

The proposed project is categorically exempt from environmental review per California Environmental Quality Act Section 15301—Minor alteration of existing private structures and Section 15311—Construction of minor structures accessory to existing commercial facilities.

### **TIMELINE**

The Director of Planning and Community Environment's decision will be posted at the Downtown Library and on the City's Website at [www.cityofpaloalto.org/arb](http://www.cityofpaloalto.org/arb).

### **ATTACHMENTS**

- Attachment A: ARB and Sign Ordinance Exception Findings
- Attachment B: Draft Conditions of Approval
- Attachment C: Project Description Letter
- Attachment D: Project Plan Set (ARB Members Only)

**COURTESY COPIES**

Interval Research Group (Vulcan, Inc.), Project Applicant  
Stanford Management Company, Property Owner  
Daniel Baroni, Studios Architecture

**Prepared By:** Chris Magnusson, Planner

**Manager Review:** Amy French, AICP, Manager of Current Planning

ATTACHMENT A  
FINDINGS FOR APPROVAL  
ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW  
Master Sign Program  
1801-1899 Page Mill Road / File No. 03-ARB-25

The design and architecture of the proposed improvements, as conditioned, furthers the goals and purposes of the ARB Ordinance as it complies with the Standards for Architectural Review as required in Chapter 16.48 of the PAMC.

- (1) The design is consistent and compatible with applicable elements of the City's Comprehensive Plan in that all proposed signs are high in quality and design and balance visibility needs with aesthetic purposes. The property is designated for Research/Office Park use, which is consistent with the current use on site. The new sign program compliments the existing office park setting and enhances the aesthetics of the use and property on the whole;
- (2) The design is compatible with the immediate environment of the site in that all proposed sign types within the master sign program would compliment all newly approved exterior building modifications and site improvements, in terms of material and color choices;
- (3) The design is appropriate to the function of the project in that it completely upgrades all existing signage types, providing new consistency, uniformity, and legibility for all site users and visitors; and
- (4) The design is compatible with the character of existing buildings in that all materials and colors would be consistent with the newly approved colors and materials palette for the exterior modifications to Buildings A/J, B, C, and D.

ARB standards 5 - 15 are *not* applicable to this project.

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**SIGN ORDINANCE EXCEPTION FINDINGS FOR APPROVAL**

1. *There are exceptional of extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district.*

The only practical location for an additional monument sign to be installed along the site's street frontage is Page Mill Road. The configuration of the property is unique to all others within the vicinity and corner lots in particular: it is bounded on the south-southwest side by an approximately 80-foot wide strip of land owned by the City and County of San Francisco for designation as Hetch Hetchy right-of-way; and along the east-northeast sides by adjacent properties. Therefore, the only accessible street frontage is Page Mill Road. This condition does not apply to other corner lots within the immediate vicinity, particularly to those that are as large in area.

2. *The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships.*

The applicant has committed to improving the overall appearance of the business park by obtaining prior Planning approvals and poses the additional monument sign as a consistent upgrade to the overall site to maintain its property value.

3. *The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare, or convenience.*

The proposed sign would be placed and constructed at dimensions that comply with all applicable sign ordinance regulations and would not pose a detriment or be injurious to persons or property within the vicinity or impact safety, general welfare, or convenience.

**ATTACHMENT B**  
**RECOMMENDED CONDITIONS OF APPROVAL**  
Master Sign Program  
1801-1899 Page Mill Road / File No. 03-ARB-25

Conditions of Approval as recommended by the Architectural Review Board on August 21, 2003.

**Department of Planning and Community Environment**

***Planning Division***

1. The plans submitted for Building and/or Electrical Permit shall be in substantial conformance with plans dated July 3, 2003 and received on July 8, 2003, except as modified to incorporate these conditions of approval. These conditions of approval shall be printed on the cover sheet of the plan set submitted with the Building and/or Electrical Permit application.
2. The placement of all new building addresses shall be performed in consultation with the Fire Department and meet any applicable standards concerning visibility for emergency vehicles.

***Building Inspections Division***

3. The applicant shall submit a revised addressing plan per recent discussions with the Assistant Building Official. Each independent building shall be assigned only one address.

***Transportation Division***

4. A Caltrans standard stop sign shall be placed at the right side of the Page Mill Road exit driveway. In addition, a 12-inch wide *Stop* bar shall be painted at the back of the sidewalk, across the entire exit lane. These requirements shall be met to the satisfaction of the Chief Transportation Official.

**Department of Public Works**

***Public Works Engineering Division***

5. All signage shall be installed within the bounds of private property and not within any portion of the public right-of-way.

# RECEIVED STUDIOS

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PROJECT DESCRIPTION  
 MASTER SIGNAGE PROGRAM:  
 PAGE MILL HILL BUSINESS PARK  
 1801-1899 PAGE MILL ROAD  
 PALO ALTO, CALIFORNIA

DEPARTMENT OF PLANNING AND  
 COMMUNITY ENVIRONMENT

July 3, 2003

## INTRODUCTION:

The Page Mill Hill Business Park is an existing eleven-acre office development located at 1801-1899 Page Mill Road, at the corner of Foothill Boulevard. The campus is an existing eight-building complex, which stands at the southern entry to the Page Mill Road Commercial Corridor. The existing office buildings were generally constructed in the early 1970's and are all two-story structures with concrete and glass exteriors and partial clay-tile mansard roofs. The site also contains extensive and mature landscaping, a major water feature, and surface parking. The existing topography is generally flat with some low rolling hills, which are a natural part of this area in Palo Alto. Adjacent to this development are other office parks of similar scale and quality. The main entrance to the park is located on Page Mill Road with a secondary entrance via a driveway accessed from Porter Drive.

Building J fronts along Page Mill Road and Building A is attached to Building J on the east side. These two buildings work together as one larger building. These two buildings are currently unoccupied, as are some of the other buildings in the existing office park. On February 20, 2003 the Palo Alto Architectural Review Board approved the proposed exterior modifications to Buildings A and J and related site work improvements.

Buildings C & B also front along Page Mill Road and flank Building A. These two buildings are currently unoccupied. On May 1, 2003 the Palo Alto Architectural Review Board approved the proposed exterior modifications to Buildings C and B and related site work improvements.

This application is for the Master Signage Program for the campus, which includes the following: Upgrades to the Existing Campus Monument, New Anchor Tenant Monument, New Porter Drive Monument, New Campus Directory Signage, New Tenant/Building Entry Signs, New Address Designation Signs and a New Anchor Tenant Wall sign. Please find the following proposal.

## APPLICATION FOR EXCEPTION:

The applicant is applying for an exception to install a second, freestanding monument sign along Page Mill Road on behalf of the Campus Anchor Tenant, Gibson Dunn & Crutcher. The existing property is a corner parcel and has a frontage along Page Mill Road of approximately 658 lineal feet and a frontage along Foothill Boulevard of approximately 673 lineal feet. Currently, there is one existing freestanding monument sign at the main driveway entrance to the office park at Page Mill Road; this sign is the main campus identification for the entire office park. There are no freestanding signs along Foothill Boulevard. There is an existing Hetch-Hetchy right-of-way along the southwest side of the property, between the property line and Foothill Boulevard. The Palo Alto Municipal Code (Section 16.20.120, (b), (3) permits one freestanding sign (up to five feet in height) on each property frontage. In this case it is not feasible to locate a sign along Foothill Boulevard due to the Hetch-Hetchy right-of-way. The applicant is applying for an exception (Palo Alto Municipal Code, Section 16.20.040) for the following reasons:

1. The existing site conditions and circumstances as described above are extraordinary and are generally not conditions that exist with other comparable properties in this immediate area.
2. The granting of this exception is necessary for the applicant's preservation and enjoyment and use of the property. In addition, the applicant has committed to substantial improvements to the property and desires to maintain the value of the property and not endure unreasonable hardship.
2. The main freestanding monument sign and the new anchor tenant sign are designed to be consistent with the new campus identity, as exemplified in the renovations of Buildings A, J, B & C. The materials and finishes are consistent with the ongoing campus renovations as previously approved by this board. These renovations are intended to improve the Page Mill Hill business park identity and the Anchor Tenant Sign will be the only request for additional monument signage by this owner.
4. The granting of this exception will not be detrimental or injurious to the property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare, or convenience. The Anchor



# STUDIOS

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Tenant Monument Sign will be located seventy-five feet from the renovated existing campus monument sign at a setback three feet behind the property line. This Anchor Tenant Monument will be smaller in scale, half the length & width, than the renovated campus monument, which creates an emphasis on the Renovated Existing Campus Monument sign. The property frontage along Page Mill Road is large and another proportionately smaller monument sign will not be visually intrusive.

The applicant desires to install a freestanding sign for the Campus Anchor Tenant to identify their presence in Buildings A and J (1881 Page Mill Road). The applicant will not apply for another exception for additional freestanding signs along Page Mill Road in the future.

The proposed scope of exterior signs is described below.

## SCOPE OF PROPOSED WORK:

The design intent with the exterior signage program for Page Mill Hill Business Park is to develop signage solutions that work within the established architectural vocabulary of the complex through use of materials, color, proportion and scale appropriate to the complex as well as neighboring developments. The scope of the work includes the following signs: (Reference Site Plan Sheet ES 0.1)

### A. Upgrade to Existing Campus Monument

- (1) The significant architectural upgrades have been designed and approved by the City of Palo Alto's Architectural Review Board for the three campus buildings with frontage along Page Mill Road. These selected campus renovations distinguish themselves from the existing campus signage. In an effort to re-establish the relationship between the Campus Monument and the adjacent renovated buildings we propose the following revisions.
- (2) The existing monument will receive a cement plaster facelift and have an aluminum placard, painted to match composite metal panel on the adjacent exterior renovations and complementary silver colored lettering. The "Page Mill Hill" Campus name will be located on this placard with the campus address to be designated on the new plaster surface below. (Reference Sheet NM 1.1)

### B. Anchor Tenant Monument Sign

- (1) One monument sign is to be located along Page Mill Road, 55'-0" south of the primary entrance driveway to the complex and approximately 3'-0" from the west property line. The proposed location was selected after careful, on-site observations. There are a number of visual obstructions adjacent the southern half of the property along Page Mill Road. These obstructions include: an existing stairway to an underground electrical vault, a number of freestanding electrical boxes, electrical transformers, trees, and landscaping at the north side of the Hetch-Hetchy right-of-way. The proposed sign location was selected after consideration of these existing obstructions.

The design of the freestanding monument sign utilizes a concrete base with cement plaster finish system similar to the upgrade to the existing campus monument, an aluminum placard, painted to match composite metal panel on the exterior of Building A/J(1881) and complementary silver colored lettering. The proportion and shape of the monument sign are compatible with the upgraded campus monument while the smaller scale of the proposed monument sign reinforces the appropriate hierarchy between the two. In addition, the scale of the proposed monument sign conforms to the general scale of existing monument signs at neighboring developments along Page Mill Road. The height of the monument sign is the standard for all other freestanding directional signs proposed for the project. Lighting for the sign complies with all regulations for signage lighting per Palo Alto Municipal Code 16.20.120 (d). (Reference Sheet NM 1.2)

### C. Porter Drive Monument Sign

- (1) The design of the freestanding monument sign utilizes a concrete base with cement plaster finish system similar to the upgrade to the existing campus monument, an aluminum placard, painted to match composite metal panel on the exterior renovations and complementary silver colored lettering. The

# STUDIOS

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proportion and shape of the monument sign are compatible with the upgraded campus monument while the reduced scale of this proposed monument sign is consistent with others along Porter Drive. In addition, the scale of the proposed monument sign conforms to the general scale of existing monument signs at neighboring developments along Page Mill Road. The height of the monument sign is the standard for all other freestanding directional signs proposed for the project. Lighting for the sign complies with all regulations for signage lighting per Palo Alto Municipal Code 16.20.120 (d). (Reference Sheet NM 1.3)

## D. Wall Sign

- (1) One proposed wall sign is located on the lower right hand of the Western building face of Building A/J(1881). The wall sign utilizes the identical typeface and color of the lettering as used in the anchor tenant monument sign, establishing visual continuity between different elements of the signage program. The area of the wall sign is well below established maximum square footage per the Palo Alto Municipal Code. Lighting for the sign complies with all regulations for signage lighting established in the Palo Alto Municipal Code, as well. (Reference Sheet NW 5.1)

## E. Campus Directory Signs

- (1) The existing campus directory signs are in need of update consistent with the new campus aesthetic with clearer site navigation directions. These signs will direct vehicular and pedestrian traffic towards their destination via address designation. The campus directory signs will utilize aluminum placards, painted to match the two related composite metal panel colors on the adjacent exterior renovations and complementary contrasting colored lettering. The height of the monument sign is the standard for all other freestanding directional signs proposed for the project. Lighting for the sign complies with all regulations for signage lighting per Palo Alto Municipal Code 16.20.120 (d).
- (2) There are three new directory sign locations. Two single sided directory signs will be located at the primary campus entry from Page Mill Road and at the campus entry off of the driveway from Porter drive. A third double sided directory sign is located at the southern edge of the campus parking drive, adjacent to Building B(1891). (Reference Sheet ND 2.1 & 2.2)

## F. Campus Address Designation

- (1) The existing campus addressing, utilizing the letters A through H, is problematic for first time tenants and their guests. Navigation along the campus perimeter drive aisle does not yield sequential lettering nor does it lend itself to clearly understood directional signage. In an effort to upgrade the campus and increase the ease of understanding to all visitors, including the Fire and Police departments we propose utilizing Street numbers consistent with the range available to the campus 1801 through 1899.
- (2) The following building address designations are reflected in the Master Signage Program: Building A/J-1881, Building B-1891, Building C-1801, Building D-1811, Building E-1821, Building F-1841, Building G-1861, and Building H-1899.
- (3) The new addresses will be reflected in nine-inch tall vinyl letters mounted above primary entry doors in contrasting color to their relative background. This has been reviewed with the Palo Alto Fire Department for consistency with their regulations. (Reference Sheet NW 5.1)

## G. Directional Tenant Signs

- (1) A directional sign indicating the main entrance/ reception area of each campus building will be located amid the low landscaping adjacent to the associated entry lobby. This proposed directional sign, as with all of the proposed directional signs, complies with the Palo Alto Municipal Codes square footage limitations for directional signs and is designed using the same materials and finishes as proposed on the monument sign (see above). Lighting for the sign complies with all regulations for signage lighting established in the Palo Alto Municipal Code 16.20.120 (d). (Reference Sheet NT 4.1)
- (2) A directional sign will be located at the base of the center stair leading from the parking lot, south of Building A(1881). This sign identifies the tenant and directs service and deliveries. As part of the modifications to Building A(1881), the existing wall sign will be removed as indicated on the photographs.
- (3) Note: All of the proposed directional signs will be located more than twenty feet from any property line per PAMC 16.20.160 (a), (3).

EXISTING SIGNAGE:

An existing signage program is currently in place within the complex. Existing signage includes a campus monument sign between the drive aisles of the primary entrance/ exit to the complex, a Porter Drive monument, a campus tenant directory at the head of the primary entrance to the complex and at the driveway from Porter Drive, and a series of site map directories and wall signs located at individual buildings. (Reference Sheet NS 0.1)

A. Campus Monument Sign

- (1) The existing campus monument sign is situated between the drive aisles of the primary entrance/ exit to the complex. The monument sign is also a concrete planter, approximately 2'-8" high by 20'-8" wide by 2'-5" deep and serves as a bed for low landscaping. 1'-0" high painted lettering on the monument sign reads, "Page Mill Hill - 1801". (Reference Sheet EM 1.1)

B. Porter Drive Monument Sign

- (1) A campus Monument sign/directory is located at the head of the secondary entrance to the complex, the drive aisle onto Porter Drive. The sign consists of a black aluminum panel background with four silver aluminum panel placards for displaying tenant logos. White lettering along the top of the sign and reads, "1801 Page Mill Road." The overall size of the sign is approximately 4'-6" high by 5'-0" wide by 6" deep. (Reference Sheet EM 1.2)

C. Campus Directory Signs

- (1) A campus tenant directory is located at the head of the primary entrance to the complex and the campus entry off of the driveway from Porter Drive. These signs consist of a black aluminum panel background with eight silver aluminum panel placards for displaying tenant logos. A site plan with building designations and a location marker is displayed to the left of the tenant placards. A dark green wooden element runs along the left hand of the sign. White lettering along the top of the sign and reads, "1801 Page Mill Road." The overall size of the sign is approximately 4'-11" high by 9'-6" wide by 6" deep. (Reference Sheets ED 2.1&2.2)

C. Site map directories

- (1) Site map directory signs are located throughout the complex adjacent to the main entrances of certain buildings. A black aluminum panel background displays a site plan with building designations and a location marker. A dark green wooden element runs along the left hand of the sign. White lettering along the top of the sign and reads, "1801 Page Mill Road." Dimensions of the signs are approximately 4'-11" high by 5'-0" wide by 6" deep. (Reference Sheets ED(S) 3.1, 3.2 & 3.3)

D. Wall Signs & Building Address

- (1) Wall signs are generally located on an upper corner of the main entrance building face of most buildings in the complex. Wall signs are approximately 2'-0" high by 2'-0" wide black and silver painted aluminum panels with a single black painted aluminum letter identifying the building. The building address is located over the entry door in contrasting vinyl letters. (Reference Sheet ET 4.0) The wall signs on all buildings are scheduled to be removed Master Signage Program. (Reference Sheets ET 4.1 A-H)

MATERIALS, COLORS, AND CONSTRUCTION METHODS:

The proposed exterior signage materials and colors for the master signage program were selected to work within the context of the existing materials and colors on the campus and also to work with the exterior renovation materials and finishes as previously approved by the City of Palo Alto Architectural Review Board. The following materials are proposed. Please refer to the attached material and finish board for proposed samples:

- A. Champagne Cement Plaster to match control sample.
- B. Painted aluminum panel to match the metal panel (Color A - Champagne Gold II)

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- C. Painted aluminum panel to match the metal panel (Color B - Gun Metal)
- D. Painted aluminum letters to match control sample.
- E. Painted PVC letters to match control sample.

The following approaches will be utilized, subject to confirmation by the General Contractor:

- (1) The construction site will be fenced and secured.
- (2) The construction process will seek to minimize disruption to exterior landscaping.  
Existing trees adjacent to the construction activity will be protected with acceptable (to City of Palo Alto) methods.

## SCHEDULE & DELIVERY:

The proposed master signage program will be completed in three phases as the tenants begin to occupy the campus. The following references the new signs as referenced in the Master Signage Program above.

Phase I: To be completed Fall 2003.

- A. Upgrade to Existing Campus Monument
- B. Anchor Tenant Monument Sign
- C. Porter Drive Monument Sign
- D. Wall Sign for Anchor Tenant
- E. Campus Directory Signs (qty. 2, ND2.1 & ND2.2)
- F. Directional Tenant Signs (1801, 1881)
- G. Campus Address Designation (all buildings)

Phase II: To be completed December 2005

- A. Campus Directory Signs (qty. 1, ND2.3)

Phase III: To be determined (As tenants occupy buildings)

- A. Directional Tenant Signs (1811, 1821, 1841, 1861, 1891, 1899)



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# Architectural Review Board

## Staff Report

**AGENDA DATE:** August 21, 2003

**FROM:** Chris Magnusson **DEPARTMENT:** Planning and Community  
Planner **Environment**

**SUBJECT:** 1801-1899 Page Mill Road [03-ARB-25]: Request by Interval Research Group (Vulcan, Inc.) on behalf of the Stanford Management Company for Architectural Review and recommendation to the Director of Planning and Community Environment for a new master sign program for the Page Mill Hill Business Park located at 1801-1899 Page Mill Road. The new sign program would include the upgrade to various monument, wall, and directory signs and building addresses, as well as an exception to the sign ordinance for an additional monument sign along the Page Mill Road frontage. The sign ordinance allows only one freestanding sign of five feet in height or less per each street frontage (Palo Alto Municipal Code Section 16.20.120[b][3]). Environmental Assessment: Categorically exempt from the California Environmental Quality Act per sections 15301 and 15311. Zone District: LM.

### RECOMMENDATION

Staff recommends that the Architectural Review Board (ARB) recommend the Director of Planning and Community Environment (Director) approve the proposed project, including the request for exception to the sign ordinance, with the findings and conditions attached to the staff report (Attachments A and B).

### BACKGROUND

#### Site Information

The project site is an 11-acre office development located on the northeast corner of Page Mill Road and Foothill Expressway. The site is bounded by similar commercial uses to the east and northeast property sides and unincorporated land within the County of Santa Clara to the southwest and west, across both roadways. The main entrance to the development is from Page Mill Road, with a secondary entrance via a driveway accessed from Porter Drive. The existing business park (i.e., Page Mill Hill Business Park) contains eight buildings, constructed in the 1970's, along with extensive landscaping, a major water feature, and surface parking. These existing buildings had remained in their original configuration until earlier this year, when approvals by the Director, with recommendation from the ARB, allowed remodeling to the façades of four buildings (i.e., Buildings A/J, B, C, and D). In keeping with the approved

modifications and general site improvements, the applicant proposes a new master sign program to a) complement those façade changes, b) upgrade all existing signage for uniformity in colors and materials, and c) enhance and promote the identity of this existing business park for existing and future tenants.

Project Description

The Master Sign Program includes six components, all of which are non-internally illuminated signs types: (1) refacing of the existing campus monument sign; (2) a new tenant monument sign along the Page Mill Road frontage and a replacement monument sign at Porter Drive; (3) a new wall sign on Building 1881 (i.e., Building A/J); (4) three new campus directory signs to replace the five existing campus/site map directory signs; (5) eight new tenant directory signs; and (6) eight new building address signs replacing the current building identification system (letters A/J-H). The applicant’s project description letter provides further written detail on each sign type (see Attachment C). All new and existing signage, including details of their types, dimensions, materials, and locations, can be found within the attached plan set (see Attachment D). In addition, the proposed colors and materials are consistent with those previously approved by the Director (with recommendation from the ARB) for modifications to Buildings A/J, B, C, and D (i.e., application Nos. 02-ARB-122 and 03-ARB-07).

The applicant intends to phase the implementation of the master sign program. The following table represents their timeline:

PHASES	SIGN TYPES	TIME PERIODS
Phase I	<ul style="list-style-type: none"> <li>* All Three Monument Signs</li> <li>* Wall Sign</li> <li>* Two Campus Directory Signs</li> <li>* Two Directional Tenant Signs</li> <li>* All Building Addresses</li> </ul>	To be completed by Fall 2003
Phase II	One Campus Directory Sign	To be completed by Dec. 2005
Phase III	Six Directional Tenant Signs	To Be Determined

DISCUSSION

Pursuant to PAMC 16.20.040, the applicant has requested an exception to the sign ordinance for an additional monument sign along the site’s Page Mill Road frontage. This sign would be placed approximately 75 feet from the existing campus monument sign, approximately 55 feet from the edge of the driveway entrance, and maintain a setback of three feet from the property line (see Plans NS 0.1 and NM 1.2, Attachment D). The sign would serve to identify the existing anchor tenant (i.e., Gibson, Dunn, & Crutcher, LLP). Under current ordinance regulations, only one monument sign, less than five feet in height, is allowed per street frontage (PAMC 16.20.120[b][3]). An exception to this regulation may be approved by the Director, following ARB review for consistency with Architectural Review procedures and standards set forth in PAMC 16.48.

The following statements represent Staff’s justification of how each finding can be made for approval of this request:

1. *There are exceptional of extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district.*

The only practical location for an additional monument sign to be installed along the site's street frontage is Page Mill Road. The configuration of the property is unique to all others within the vicinity and corner lots in particular: it is bounded on the south-southwest side by an approximately 80-foot wide strip of land owned by the City and County of San Francisco for designation as Hetch Hetchy right-of-way; and along the east-northeast sides by adjacent properties. Therefore, the only accessible street frontage is Page Mill Road. This condition does not apply to other corner lots within the immediate vicinity, particularly to those that are as large in area.

2. *The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships.*

The applicant has committed to improving the overall appearance of the business park by obtaining prior Planning approvals and poses the additional monument sign as a consistent upgrade to the overall site to maintain its property value.

3. *The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare, or convenience.*

The proposed sign would be placed and constructed at dimensions that comply with all applicable sign ordinance regulations and would not pose a detriment or be injurious to persons or property within the vicinity or impact safety, general welfare, or convenience.

### **POLICY IMPLICATIONS**

This recommendation does not represent any change to existing City policies.

### **ENVIRONMENTAL REVIEW**

The proposed project is categorically exempt from environmental review per California Environmental Quality Act Section 15301—Minor alteration of existing private structures and Section 15311—Construction of minor structures accessory to existing commercial facilities.

### **TIMELINE**

The Director of Planning and Community Environment's decision will be posted at the Downtown Library and on the City's Website at [www.cityofpaloalto.org/arb](http://www.cityofpaloalto.org/arb).

### **ATTACHMENTS**

- Attachment A: ARB and Sign Ordinance Exception Findings
- Attachment B: Draft Conditions of Approval
- Attachment C: Project Description Letter
- Attachment D: Project Plan Set (ARB Members Only)

**COURTESY COPIES**

Interval Research Group (Vulcan, Inc.), Project Applicant  
Stanford Management Company, Property Owner  
Daniel Baroni, Studios Architecture

**Prepared By:** Chris Magnusson, Planner *CM*

**Manager Review:** Amy French, AICP, Manager of Current Planning *AJ*



**ATTACHMENT A  
FINDINGS FOR APPROVAL  
ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW**

Master Sign Program  
1801-1899 Page Mill Road / File No. 03-ARB-25

The design and architecture of the proposed improvements, as conditioned, furthers the goals and purposes of the ARB Ordinance as it complies with the Standards for Architectural Review as required in Chapter 16.48 of the PAMC.

- (1) The design is consistent and compatible with applicable elements of the City's Comprehensive Plan in that all proposed signs are high in quality and design and balance visibility needs with aesthetic purposes. The property is designated for Research/Office Park use, which is consistent with the current use on site. The new sign program compliments the existing office park setting and enhances the aesthetics of the use and property on the whole;
- (2) The design is compatible with the immediate environment of the site in that all proposed sign types within the master sign program would compliment all newly approved exterior building modifications and site improvements, in terms of material and color choices;
- (3) The design is appropriate to the function of the project in that it completely upgrades all existing signage types, providing new consistency, uniformity, and legibility for all site users and visitors; and
- (4) The design is compatible with the character of existing buildings in that all materials and colors would be consistent with the newly approved colors and materials palette for the exterior modifications to Buildings A/J, B, C, and D.

ARB standards 5 - 15 are *not* applicable to this project.

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**SIGN ORDINANCE EXCEPTION FINDINGS FOR APPROVAL**

1. *There are exceptional of extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district.*

The only practical location for an additional monument sign to be installed along the site's street frontage is Page Mill Road. The configuration of the property is unique to all others within the vicinity and corner lots in particular: it is bounded on the south-southwest side by an approximately 80-foot wide strip of land owned by the City and County of San Francisco for designation as Hetch Hetchy right-of-way; and along the east-northeast sides by adjacent properties. Therefore, the only accessible street frontage is Page Mill Road. This condition does not apply to other corner lots within the immediate vicinity, particularly to those that are as large in area.

- 2. The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships.***

The applicant has committed to improving the overall appearance of the business park by obtaining prior Planning approvals and poses the additional monument sign as a consistent upgrade to the overall site to maintain its property value.

- 3. The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare, or convenience.***

The proposed sign would be placed and constructed at dimensions that comply with all applicable sign ordinance regulations and would not pose a detriment or be injurious to persons or property within the vicinity or impact safety, general welfare, or convenience.

**ATTACHMENT B**  
**RECOMMENDED CONDITIONS OF APPROVAL**  
Master Sign Program  
1801-1899 Page Mill Road / File No. 03-ARB-25

Conditions of Approval as recommended by the Architectural Review Board on August 21, 2003.

**Department of Planning and Community Environment**

***Planning Division***

1. The plans submitted for Building and/or Electrical Permit shall be in substantial conformance with plans dated July 3, 2003 and received on July 8, 2003, except as modified to incorporate these conditions of approval. These conditions of approval shall be printed on the cover sheet of the plan set submitted with the Building and/or Electrical Permit application.
2. The placement of all new building addresses shall be performed in consultation with the Fire Department and meet any applicable standards concerning visibility for emergency vehicles.

***Building Inspections Division***

3. The applicant shall submit a revised addressing plan per recent discussions with the Assistant Building Official. Each independent building shall be assigned only one address.

***Transportation Division***

4. A Caltrans standard stop sign shall be placed at the right side of the Page Mill Road exit driveway. In addition, a 12-inch wide *Stop* bar shall be painted at the back of the sidewalk, across the entire exit lane. These requirements shall be met to the satisfaction of the Chief Transportation Official.

**Department of Public Works**

***Public Works Engineering Division***

5. All signage shall be installed within the bounds of private property and not within any portion of the public right-of-way.


**RECEIVED** **STUDIOS**  
*architecture*

JUL 25 2003

**PROJECT DESCRIPTION**  
**MASTER SIGNAGE PROGRAM:**  
**PAGE MILL HILL BUSINESS PARK**  
**1801-1899 PAGE MILL ROAD**  
**PALO ALTO, CALIFORNIA**

DEPARTMENT OF PLANNING AND  
 COMMUNITY ENVIRONMENT

July 3, 2003



**INTRODUCTION:**

The Page Mill Hill Business Park is an existing eleven-acre office development located at 1801-1899 Page Mill Road, at the corner of Foothill Boulevard. The campus is an existing eight-building complex, which stands at the southern entry to the Page Mill Road Commercial Corridor. The existing office buildings were generally constructed in the early 1970's and are all two-story structures with concrete and glass exteriors and partial clay-tile mansard roofs. The site also contains extensive and mature landscaping, a major water feature, and surface parking. The existing topography is generally flat with some low rolling hills, which are a natural part of this area in Palo Alto. Adjacent to this development are other office parks of similar scale and quality. The main entrance to the park is located on Page Mill Road with a secondary entrance via a driveway accessed from Porter Drive.

Building J fronts along Page Mill Road and Building A is attached to Building J on the east side. These two buildings work together as one larger building. These two buildings are currently unoccupied, as are some of the other buildings in the existing office park. On February 20, 2003 the Palo Alto Architectural Review Board approved the proposed exterior modifications to Buildings A and J and related site work improvements.

Buildings C & B also front along Page Mill Road and flank Building A. These two buildings are currently unoccupied. On May 1, 2003 the Palo Alto Architectural Review Board approved the proposed exterior modifications to Buildings C and J and related site work improvements.

This application is for the Master Signage Program for the campus, which includes the following: Upgrades to the Existing Campus Monument, New Anchor Tenant Monument, New Porter Drive Monument, New Campus Directory Signage, New Tenant/Building Entry Signs, New Address Designation Signs and a New Anchor Tenant Wall sign. Please find the following proposal.

**APPLICATION FOR EXCEPTION:**

The applicant is applying for an exception to install a second, freestanding monument sign along Page Mill Road on behalf of the Campus Anchor Tenant, Gibson Dunn & Crutcher. The existing property is a corner parcel and has a frontage along Page Mill Road of approximately 658 lineal feet and a frontage along Foothill Boulevard of approximately 673 lineal feet. Currently, there is one existing freestanding monument sign at the main driveway entrance to the office park at Page Mill Road; this sign is the main campus identification for the entire office park. There are no freestanding signs along Foothill Boulevard. There is an existing Hetch-Hetchy right-of-way along the southwest side of the property, between the property line and Foothill Boulevard. The Palo Alto Municipal Code (Section 16.20.120, (b), (3) permits one freestanding sign (up to five feet in height) on each property frontage. In this case it is not feasible to locate a sign along Foothill Boulevard due to the Hetch-Hetchy right-of-way. The applicant is applying for an exception (Palo Alto Municipal Code, Section 16.20.040) for the following reasons:

1. The existing site conditions and circumstances as described above are extraordinary and are generally not conditions that exist with other comparable properties in this immediate area.
2. The granting of this exception is necessary for the applicant's preservation and enjoyment and use of the property. In addition, the applicant has committed to substantial improvements to the property and desires to maintain the value of the property and not endure unreasonable hardship.
2. The main freestanding monument sign and the new anchor tenant sign are designed to be consistent with the new campus identity, as exemplified in the renovations of Buildings A, J, B & C. The materials and finishes are consistent with the ongoing campus renovations as previously approved by this board. These renovations are intended to improve the Page Mill Hill business park identity and the Anchor Tenant Sign will be the only request for additional monument signage by this owner.
4. The granting of this exception will not be detrimental or injurious to the property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare, or convenience. The Anchor

Tenant Monument Sign will be located seventy-five feet from the renovated existing campus monument sign at setback three feet behind the property line. This Anchor Tenant Monument will be smaller in scale, half the length & width, than the renovated campus monument, which creates an emphasis on the Renovated Existing Campus Monument sign. The property frontage along Page Mill Road is large and another proportionately smaller monument sign will not be visually intrusive.

The applicant desires to install a freestanding sign for the Campus Anchor Tenant to identify their presence in Buildings A and J (1881 Page Mill Road). The applicant will not apply for another exception for additional freestanding signs along Page Mill Road in the future.

The proposed scope of exterior signs is described below.

### SCOPE OF PROPOSED WORK:

The design intent with the exterior signage program for Page Mill Hill Business Park is to develop signage solutions that work within the established architectural vocabulary of the complex through use of materials, color, proportion and scale appropriate to the complex as well as neighboring developments. The scope of the work includes the following signs: (Reference Site Plan Sheet ES 0.1)

#### A. Upgrade to Existing Campus Monument

- (1) The significant architectural upgrades have been designed and approved by the City of Palo Alto's Architectural Review Board for the three campus buildings with frontage along Page Mill Road. These selected campus renovations distinguish themselves from the existing campus signage. In an effort to re-establish the relationship between the Campus Monument and the adjacent renovated buildings we propose the following revisions.
- (2) The existing monument will receive a cement plaster facelift and have an aluminum placard, painted to match composite metal panel on the adjacent exterior renovations and complementary silver colored lettering. The "Page Mill Hill" Campus name will be located on this placard with the campus address to be designated on the new plaster surface below. (Reference Sheet NM 1.1)

#### B. Anchor Tenant Monument Sign

- (1) One monument sign is to be located along Page Mill Road, 55'-0" south of the primary entrance driveway to the complex and approximately 3'-0" from the west property line. The proposed location was selected after careful, on-site observations. There are a number of visual obstructions adjacent the southern half of the property along Page Mill Road. These obstructions include: an existing stairway to an underground electrical vault, a number of freestanding electrical boxes, electrical transformers, trees, and landscaping at the north side of the Hetch-Hetchy right-of-way. The proposed sign location was selected after consideration of these existing obstructions.

The design of the freestanding monument sign utilizes a concrete base with cement plaster finish system similar to the upgrade to the existing campus monument, an aluminum placard, painted to match composite metal panel on the exterior of Building A/J(1881) and complementary silver colored lettering. The proportion and shape of the monument sign are compatible with the upgraded campus monument while the smaller scale of the proposed monument sign reinforces the appropriate hierarchy between the two. In addition, the scale of the proposed monument sign conforms to the general scale of existing monument signs at neighboring developments along Page Mill Road. The height of the monument sign is the standard for all other freestanding directional signs proposed for the project. Lighting for the sign complies with all regulations for signage lighting per Palo Alto Municipal Code 16.20.120 (d). (Reference Sheet NM 1.2)

#### C. Porter Drive Monument Sign

- (1) The design of the freestanding monument sign utilizes a concrete base with cement plaster finish system similar to the upgrade to the existing campus monument, an aluminum placard, painted to match composite metal panel on the exterior renovations and complementary silver colored lettering. The

proportion and shape of the monument sign are compatible with the upgraded campus monument while the reduced scale of this proposed monument sign is consistent with others along Porter Drive. In addition, the scale of the proposed monument sign conforms to the general scale of existing monument signs at neighboring developments along Page Mill Road. The height of the monument sign is the standard for all other freestanding directional signs proposed for the project. Lighting for the sign complies with all regulations for signage lighting per Palo Alto Municipal Code 16.20.120 (d). (Reference Sheet NM 1.3)

#### D. Wall Sign

- (1) One proposed wall sign is located on the lower right hand of the Western building face of Building A/J(1881). The wall sign utilizes the identical typeface and color of the lettering as used in the anchor tenant monument sign, establishing visual continuity between different elements of the signage program. The area of the wall sign is well below established maximum square footage per the Palo Alto Municipal Code. Lighting for the sign complies with all regulations for signage lighting established in the Palo Alto Municipal Code, as well. (Reference Sheet NW 5.1)

#### E. Campus Directory Signs

- (1) The existing campus directory signs are in need of update consistent with the new campus aesthetic with clearer site navigation directions. These signs will direct vehicular and pedestrian traffic towards their destination via address designation. The campus directory signs will utilize aluminum placards, painted to match the two related composite metal panel colors on the adjacent exterior renovations and complementary contrasting colored lettering. The height of the monument sign is the standard for all other freestanding directional signs proposed for the project. Lighting for the sign complies with all regulations for signage lighting per Palo Alto Municipal Code 16.20.120 (d).
- (2) There are three new directory sign locations. Two single sided directory signs will be located at the primary campus entry from Page Mill Road and at the campus entry off of the driveway from Porter drive. A third double sided directory sign is located at the southern edge of the campus parking drive, adjacent to Building B(1891). (Reference Sheet ND 2.1 & 2.2)

#### F. Campus Address Designation

- (1) The existing campus addressing, utilizing the letters A through H, is problematic for first time tenants and their guests. Navigation along the campus perimeter drive aisle does not yield sequential lettering nor does it lend itself to clearly understood directional signage. In an effort to upgrade the campus and increase the ease of understanding to all visitors, including the Fire and Police departments we propose utilizing Street numbers consistent with the range available to the campus 1801 through 1899.
- (2) The following building address designations are reflected in the Master Signage Program: Building A/J-1881, Building B-1891, Building C-1801, Building D-1811, Building E-1821, Building F-1841, Building G-1861, and Building H-1899.
- (3) The new addresses will be reflected in nine-inch tall vinyl letters mounted above primary entry doors in contrasting color to their relative background. This has been reviewed with the Palo Alto Fire Department for consistency with their regulations. (Reference Sheet NW 5.1)

#### G. Directional Tenant Signs

- (1) A directional sign indicating the main entrance/ reception area of each campus building will be located amid the low landscaping adjacent to the associated entry lobby. This proposed directional sign, as with all of the proposed directional signs, complies with the Palo Alto Municipal Codes square footage limitations for directional signs and is designed using the same materials and finishes as proposed on the monument sign (see above). Lighting for the sign complies with all regulations for signage lighting established in the Palo Alto Municipal Code 16.20.120 (d). (Reference Sheet NT 4.1)
- (2) A directional sign will be located at the base of the center stair leading from the parking lot, south of Building A(1881). This sign identifies the tenant and directs service and deliveries. As part of the modifications to Building A(1881), the existing wall sign will be removed as indicated on the photographs.
- (3) Note: All of the proposed directional signs will be located more than twenty feet from any property line per PAMC 16.20.160 (a), (3).

**EXISTING SIGNAGE:**

An existing signage program is currently in place within the complex. Existing signage includes a campus monument sign between the drive aisles of the primary entrance/ exit to the complex, a Porter Drive monument, a campus tenant directory at the head of the primary entrance to the complex and at the driveway from Porter Drive, and a series of site map directories and wall signs located at individual buildings. (Reference Sheet NS 0.1)

**A. Campus Monument Sign**

- (1) The existing campus monument sign is situated between the drive aisles of the primary entrance/ exit to the complex. The monument sign is also a concrete planter, approximately 2'-8" high by 20'-8" wide by 2'-5" deep and serves as a bed for low landscaping. 1'-0" high painted lettering on the monument sign reads, "Page Mill Hill - 1801". (Reference Sheet EM 1.1)

**B. Porter Drive Monument Sign**

- (1) A campus Monument sign/directory is located at the head of the secondary entrance to the complex, the drive aisle onto Porter Drive. The sign is consists of a black aluminum panel background with four silver aluminum panel placards for displaying tenant logos. White lettering along the top of the sign and reads, "1801 Page Mill Road." The over all size of the sign is approximately 4'-6" high by 5'-0" wide by 6" deep. (Reference Sheet EM 1.2)

**C. Campus Directory Signs**

- (1) A campus tenant directory is located at the head of the primary entrance to the complex and the campus entry off of the driveway from Porter drive. These signs consist of a black aluminum panel background with eight silver aluminum panel placards for displaying tenant logos. A site plan with building designations and a location marker is displayed to the left of the tenant placards. A dark green wooden element runs along the left hand of the sign. White lettering along the top of the sign and reads, "1801 Page Mill Road." The over all size of the sign is approximately 4'-11" high by 9'-6" wide by 6" deep. (Reference Sheets ED 2.1&2.2)

**C. Site map directories**

- (1) Site map directory signs are located throughout the complex adjacent to the main entrances of certain buildings. A black aluminum panel background displays a site plan with building designations and a location marker. A dark green wooden element runs along the left hand of the sign. White lettering along the top of the sign and reads, "1801 Page Mill Road." Dimensions of the signs are approximately 4'-11" high by 5'-0" wide by 6" deep. (Reference Sheets ED(S) 3.1, 3.2 &3.3)

**D. Wall Signs & Building Address**

- (1) Wall signs are generally located on an upper corner of the main entrance building face of most buildings in the complex. Wall signs are approximately 2'-0" high by 2'-0" wide black and silver painted aluminum panels with a single black painted aluminum letter identifying the building. The building address is located over the entry door in contrasting vinyl letters. (Reference Sheet ET 4.0) The wall signs on all Buildings are scheduled to be removed Master Signage Program. (Reference Sheets ET 4.1 A-H)

**MATERIALS, COLORS, AND CONSTRUCTION METHODS:**

The proposed exterior signage materials and colors for the master signage program were selected to work within the context of the existing materials and colors on the campus and also to work with the exterior renovation materials and finishes as previously approved by the City of Palo Alto Architectural Review Board. The following materials are proposed. Please refer to the attached material and finish board for proposed samples:

- A. Champagne Cement Plaster to match control sample.
- B. Painted aluminum panel to match the metal panel (Color A – Champagne Gold II)

- C. Painted aluminum panel to match the metal panel (Color B - Gun Metal)
- D. Painted aluminum letters to match control sample.
- E. Painted PVC letters to match control sample.

The following approaches will be utilized, subject to confirmation by the General Contractor:

- (1) The construction site will be fenced and secured.
- (2) The construction process will seek to minimize disruption to exterior landscaping.  
Existing trees adjacent to the construction activity will be protected with acceptable (to City of Palo Alto) methods.

**SCHEDULE & DELIVERY:**

The proposed master signage program will be completed in three phases as the tenants begin to occupy the campus. The following references the new signs as referenced in the Master Signage Program above.

Phase I: To be completed Fall 2003.

- A. Upgrade to Existing Campus Monument
- B. Anchor Tenant Monument Sign
- C. Porter Drive Monument Sign
- D. Wall Sign for Anchor Tenant
- E. Campus Directory Signs (qty. 2, ND2.1 & ND2.2)
- F. Directional Tenant Signs (1801, 1881)
- G. Campus Address Designation (all buildings)

Phase II: To be completed December 2005

- A. Campus Directory Signs (qty. 1, ND2.3)

Phase III: To be determined (As tenants occupy buildings)

- A. Directional Tenant Signs (1811, 1821, 1841, 1861, 1891, 1899)



**ADDRESS: 1801 – 1899 Page Mill Road, Palo Alto, CA 94304**

**SCOPE OF WORK:** Update and refresh old, existing signage with new. Installing new parking regulatory, wayfinding, and building ID numbers. Re-facing (2) primary monument sign face with new painted aluminum cabinet. Re-facing (1) tenant monument with new painted aluminum cabinet. Building (7) new concrete foundation for secondary tenant monuments and installing aluminum cabinet over the top. Installing (7) new building address numbers with stainless steel lettering. Removing the existing vehicular wayfinding signs and installing (6) new ones that are taller and made out of aluminum panels and stainless steel pole. Adding new accessible parking signs to existing poles.

New fabrication will be welded aluminum construction with Matthew's polyurethane satin LOW VOC paint, high performance exterior vinyl and flat cut out stainless steel lettering.

No trees or landscape will be removed, damaged or affected.

Material board and colors have been provided for further reference.

Kind regards,

Cody Le Beau, Project Coordinator



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Received

JUN 28 2018

Department of Planning  
& Community Environment

## Attachment F

### **Project Plans**

Hardcopies of project plans are provided to Board members. These plans are available to the public online and/or by visiting the Planning and Community Environmental Department on the 5<sup>th</sup> floor of City Hall at 250 Hamilton Avenue.

#### **Directions to review Project plans online:**

1. Go to: [bit.ly/PAPendingprojects](http://bit.ly/PAPendingprojects)
2. Scroll down to find "1841 Page Mill Road" and click the address link
3. On this project specific webpage you will find a link to the project plans and other important information

#### **Direct Link to Project Webpage:**

<https://www.cityofpaloalto.org/news/displaynews.asp?NewsID=4388&TargetID=319>