



REGULAR MEETING AGENDA MINUTES

Date: 12/13/2021

Time: 7:00 p.m.

Meeting Location: Zoom.us/join – ID# 831 6644 9012

A. Call To Order

Chair Michael Doran called the meeting to order at 7:02 p.m.

Associate Planner Matt Pruter at Chair Doran's request explained how applicants and the public would be able to participate in the virtual meeting.

B. Roll Call

Present: Andrew Barnes (arrived at 8:17 p.m.), Chris DeCardy (Vice Chair), Michael Doran (Chair), Cynthia Harris, Camille Gonzalez Kennedy, Henry Riggs, Michele Tate

Staff: Ori Paz, Associate Planner; Matt Pruter, Associate Planner; Corinna Sandmeier, Acting Principal Planner; Chris Turner, Assistant Planner

C. Reports and Announcements

Acting Principal Planner Corinna Sandmeier said the City Council at its December 14 meeting would consider interim regulations for the implementation of SB 9 that would become effective January 1, 2022.

D. Public Comment

Chair Doran closed public comment as there were no speakers.

E. Consent Calendar

E1. Approval of minutes from the October 18, 2021, Planning Commission meeting. (Attachment)

ACTION: M/S (Doran/Henry Riggs) to approve the Consent Calendar consisting of the minutes from the October 18, 2021 Planning Commission meeting as submitted; passed 5-0-1-1 with Commissioner Michele Tate abstaining and Commissioner Andrew Barnes absent.

F. Public Hearing

F1. Use Permit/Marjorie Andino/730 Ivy Drive:

Request for a use permit to partially demolish, remodel, and construct first-floor additions to an existing nonconforming one-story, single-family residence in the R-1-U (Single Family Urban Residential) zoning district. The proposed work would exceed 75 percent of the replacement value of the existing nonconforming structure in a 12-month period and requires use permit approval by

the Planning Commission. (Staff Report #21-062-PC)

Commissioner Michele Tate was recused from this item.

Staff Comment: Assistant Planner Chris Turner said staff received a question from a commissioner regarding natural gas appliances. He said the project included a gas fireplace proposal and the use of gas appliances was covered by the Building Code. He noted development of the REACH code that said new single-family residences needed to use electricity for space heating and water heating including clothes dryers but could still use gas fireplaces and stoves. He said the kitchen however needed to be prewired for the use of electric stoves in the future.

Applicant Presentation: Marjorie Andino-Rivera, property owner, said she and her husband were hoping to upgrade their home to correct faults and provide for her mother and grandmother to live with them as well as expand living space for her immediate family.

Chair Doran opened the public hearing and closed it as there were no speakers.

Commission Comment: Commissioner Camille Gonzalez Kennedy expressed support for the project and its purposes.

Commissioner Henry Riggs moved to approve as recommended in the staff report. Commissioner Chris DeCardy seconded the motion.

Commissioner Cynthia Harris said she liked that they moved the entry door to the front.

ACTION: M/S (Riggs/DeCardy) to approve the item as presented in the staff report; passed 5-0-1-1 with Commissioner Tate recused and Commissioner Barnes not yet in attendance.

1. Make a finding that the project is categorically exempt under Class 1 (Section 15301, "Existing Facilities") of the current California Environmental Quality Act (CEQA) Guidelines.
2. Make findings, as per Section 16.82.030 of the Zoning Ordinance pertaining to the granting of use permits, that the proposed use will not be detrimental to the health, safety, morals, comfort and general welfare of the persons residing or working in the neighborhood of such proposed use, and will not be detrimental to property and improvements in the neighborhood or the general welfare of the City.
3. Approve the use permit subject to the following **standard** conditions:
 - a. The applicant shall be required to apply for a building permit within one year from the date of approval (December 13, 2022) for the use permit to remain in effect.
 - b. Development of the project shall be substantially in conformance with the plans prepared by Los Reyes Architecture, consisting of six plan sheets, dated received October 27, 2021 and approved by the Planning Commission on December 13, 2021, except as modified by the conditions contained herein, subject to review and approval of the Planning Division.
 - c. Prior to building permit issuance, the applicants shall comply with all Sanitary District, Menlo Park Fire Protection District, and utility companies' regulations that are directly applicable to the project.

- d. Prior to building permit issuance, the applicants shall comply with all requirements of the Building Division, Engineering Division, and Transportation Division that are directly applicable to the project.
 - e. Prior to building permit issuance, the applicant shall submit a plan for any new utility installations or upgrades for review and approval by the Planning, Engineering and Building Divisions. All utility equipment that is installed outside of a building and that cannot be placed underground shall be properly screened by landscaping. The plan shall show exact locations of all meters, back flow prevention devices, transformers, junction boxes, relay boxes, and other equipment boxes.
 - f. Simultaneous with the submittal of a complete building permit application, the applicant shall submit plans indicating that the applicant shall remove and replace any damaged and significantly worn sections of frontage improvements. The plans shall be submitted for review and approval of the Engineering Division.
 - g. Simultaneous with the submittal of a complete building permit application, the applicant shall submit a Grading and Drainage Plan for review and approval of the Engineering Division. The Grading and Drainage Plan shall be approved prior to the issuance of grading, demolition or building permits.
 - h. Simultaneous with the submittal of a complete building permit application, the applicant shall provide documentation indicating the amount of irrigated landscaping. If the project proposes more than 500 square feet of irrigated landscaping, it is subject to the City's Water Efficient Landscaping Ordinance (Municipal Code Chapter 12.44). Submittal of a detailed landscape plan would be required concurrently with the submittal of a complete building permit application.
 - i. Simultaneous with the submittal of a complete building permit application, the applicant shall submit an Erosion Control Plan and construction detail sheet that documents all erosion control measure implemented during the course of construction including, but not limited to, straw waddles, silt fence, temporary construction entrances, inlet protection, check dams, tree protection fencing, etc.
 - j. Required frontage improvements include but not limited to: Construct a new concrete curb and gutter along entire project frontage conforming to the adjacent properties.
4. Approve the use permit subject to the following **project-specific** conditions:
- a. Simultaneous with the submittal of a complete building permit application, the applicant shall revise the site plan and elevation drawings to correctly show the existing nonconformity on the left side of the residence. Additionally, the applicant shall demonstrate that the proposed eaves will comply with the maximum allowed eave encroachments on the left side. The applicant shall note that that existing nonconforming portions of the wall may not be removed, and if they are removed, that they cannot be rebuilt in their existing location.
- F2. Use Permit and Variance/Rasoul Oskouy/671 Live Oak Avenue:
Request for a use permit to demolish an existing one-story, single-family residence and detached accessory buildings, and construct a new two-story, single-family residence with an attached garage on a substandard lot with regard to minimum lot width and area in the R-3 (Apartment) zoning

district. The proposal includes a request for a variance for the new residence to encroach into the required 20-foot separation distance between main buildings located on adjacent lots. The project also includes a new accessory dwelling unit (ADU) above the attached garage, which is a permitted use, and not subject to discretionary review. (Staff Report #21-063-PC)

Staff Comment: Planner Turner said staff had no additions to the staff report.

Applicant Presentation: Daryl Fazekas, project architect, said their request was a variance to allow construction of a garage at a 10-foot setback, which did not meet the 20-foot building separation distance requirement between main buildings on adjacent lots.

Rasoul Oskouy, property owner, said the project would bring added housing density to the downtown including an ADU at the front of the house.

Chair Doran opened the public hearing and closed it as there were no speakers.

Commission Comment: Commissioner Riggs said the property was an R-3 zone and asked why they had not proposed a multi-unit building. Mr. Fazekas said they had done sketches to do that and found parking requirements were prohibitive and would have needed an extra-large front driveway for which there was insufficient space. He said there was also a large oak tree in the back to preserve.

ACTION: M/S (DeCardy/Kennedy) to approve the item as recommended in the staff report; passed 6-0-1 with Commissioner Barnes not yet in attendance.

1. Make a finding that the project is categorically exempt under Class 3 (Section 15303, "New Construction or Conversion of Small Structures") of the current California Environmental Quality Act Guidelines.
2. Make findings, as per Section 16.82.030 of the Zoning Ordinance pertaining to the granting of use permits, that the proposed use will not be detrimental to the health, safety, morals, comfort and general welfare of the persons residing or working in the neighborhood of such proposed use, and will not be detrimental to property and improvements in the neighborhood or the general welfare of the City.
3. Make the following findings as per Section 16.82.340 of the Zoning Ordinance pertaining to the approval of the variance:
 - a. The combination of lot shape and the nonconformity of the adjacent building are unique hardships to this lot. The adjacent building is excessively nonconforming, which affects the placement of the proposed residence. The location of the adjacent building and shape of the subject property are circumstances not created by the owner of the property and create a hardship for creating a livable residence.
 - b. The outcomes that would be gained by the variances are property rights possessed by other conforming property in the same vicinity as other conforming properties in the R-3 district would have the right to build to a standard 10-foot side setback. The setback regulations of the adjacent property and existing building effectively create a 15-foot side setback on the subject property, which is 50 percent greater than requirements on other R-3 lots.

- c. The encroachments into the 20-foot separation requirement between main buildings on adjacent lots would comply with the standard 10-foot side setback in the R-3 district. A 15-foot separation distance would remain between the two structures and would not be detrimental to the public health, safety, or welfare, and would not impair an adequate supply of light and air to adjacent property.
 - d. Similar to the discussion on findings a and b, staff believes there are unique aspects of the parcel's shape and orientation that create a unique situation that would not be generally applicable to other single-family homes in the same zoning district. A variance would allow the residence to fit within the development pattern of adjacent residences and other properties in the R-3 zoning district.
 - e. The property is not within any Specific Plan area. Hence, a finding regarding an unusual factor does not apply.
4. Approve the use permit and variance subject to the following **standard** conditions:
- a. Development of the project shall be substantially in conformance with the plans prepared by Daryl Fazekas, consisting of 10 plan sheets, dated received November 15, 2021, and approved by the Planning Commission on December 13, 2021, except as modified by the conditions contained herein, subject to review and approval by the Planning Division.
 - b. Prior to building permit issuance, the applicants shall comply with all Sanitary District, Menlo Park Fire Protection District, and utility companies' regulations that are directly applicable to the project.
 - c. Prior to building permit issuance; the applicants shall comply with all requirements of the Building Division, Engineering Division, and Transportation Division that are directly applicable to the project.
 - d. Prior to building permit issuance, the applicant shall submit a plan for any new utility installations or upgrades for review and approval by the Planning, Engineering and Building Divisions. All utility equipment that is installed outside of a building and that cannot be placed underground shall be properly screened by landscaping. The plan shall show exact locations of all meters, back flow prevention devices, transformers, junction boxes, relay boxes, and other equipment boxes.
 - e. Simultaneous with the submittal of a complete building permit application, the applicant shall submit plans indicating that the applicant shall remove and replace any damaged and significantly worn sections of frontage improvements. The plans shall be submitted for review and approval of the Engineering Division.
 - f. Simultaneous with the submittal of a complete building permit application, the applicant shall submit a Grading and Drainage Plan for review and approval of the Engineering Division. The Grading and Drainage Plan shall be approved prior to the issuance of grading, demolition or building permits.

- g. Heritage trees in the vicinity of the construction project shall be protected pursuant to the Heritage Tree Ordinance, the arborist report prepared by Colony Landscape and Maintenance, dated July 15, 2021, and the addendum to the arborist report prepared by Colony Landscape and Management, dated July 16, 2021.

F3. Use Permit and Architectural Control/Matthew Pearson/66 Willow Place:
Request for a use permit and architectural control to construct a 1,440-square-foot temporary modular office in the C-1 (Administrative and Professional District, Restrictive) district. The applicant requests that the office module be placed on the property for a period of three years to accommodate additional temporary staff associated with the completion of the Stanford Hospital expansion. The office module would occupy nine parking spaces, decreasing the number of parking spaces from 91 to 82 spaces where 77 spaces is required. (Staff Report #21-064-PC)

Staff Comment: Associate Planner Ori Paz said staff had no additions to the staff report.

Questions of Staff: Commissioner Riggs asked if the modular would be visible from the Palo Alto side of the Creek. Planner Paz said the applicants would be better able to answer that.

Commissioner Riggs asked if residents within 300 feet of the parcel in Santa Clara County were also notified. Planner Sandmeier confirmed that noticing was done within 300-foot radius of the subject property and that included properties outside of Menlo Park in this instance. Commissioner Riggs referred to air conditioning units that were attached to modular units and if those met the City's noise ordinance.

Applicant Presentation: Molly Swenson, Senior Program Manager in Stanford Medicine's Planning, Design and Construction Department, said their primary office had been located at 66 Willow Place for approximately 10 years. She said their proposal was to locate a temporary modular office in the rear parking lot and behind their existing office building for a period of three years. She said the proposal would take nine parking spaces, but the total number of parking spaces would still exceed the required minimum parking. She said the site was bordered on two sides by the San Francisquito Creek and on the other two sides by office buildings. She said residential properties were on the other side of the Creek, but their site was heavily wooded, and the proposed trailer would not be visible. She said tree protection was a key consideration in developing the plans and their proposal was expected to have very limited impact on existing site trees. She said operating hours for the temporary office would be the same as their existing facility, which was roughly 8 a.m. to 5 p.m., Monday through Friday. She said they reached out to neighbors within the 300-foot radius including the Palo Alto neighbors and included a contact email. She said no comments or concerns were received.

Tran Le, Project Manager, said she reached out to the supplier of the modular building regarding the HVAC specifications, and was sent a list that was not specific to a particular model. She said she took the highest value of noise measured at 10 feet from the module, which would be 67.1 decibels. She said the nearest residential property was approximately 170 feet away from the module. She said the noise level at 160 feet would be attenuated to about 51 decibels well below the 60-decibel daytime allowance. She said the night time decibel limit was not applicable as the building would not be operated at night.

Commissioner Riggs said the City's noise ordinance was applicable at the property line and suggested the applicants inform the modular building provider that the AC units would need to meet the City's noise ordinance.

Chair Doran opened the public hearing and closed it as there were no speakers.

Commission Comment: Commissioner Riggs said in his experience that temporary modulars often did not leave and he wanted to see this one removed in three years.

ACTION: M/S (Riggs/Kennedy) moved to approve the item as recommended in the staff report; passed 6-0-1 with Commissioner Barnes not yet in attendance.

1. Make a finding that the project is categorically exempt under Class 3 (Section 15303, “New Construction or Conversion of Small Structures”) of the current California Environmental Quality Act (CEQA) Guidelines.
2. Make findings, as per Section 16.82.030 of the Zoning Ordinance pertaining to the granting of use permits, that the proposed use will not be detrimental to the health, safety, morals, comfort and general welfare of the persons residing or working in the neighborhood of such proposed use, and will not be detrimental to property and improvements in the neighborhood or the general welfare of the City.
3. Adopt the following findings, as per Section 16.68.020 of the Zoning Ordinance, pertaining to architectural control approval:
 - a. The general appearance of the structure is in keeping with the character of the neighborhood.
 - b. The development will not be detrimental to the harmonious and orderly growth of the city.
 - c. The development will not impair the desirability of investment or occupation in the neighborhood.
 - d. The development would not modify the previously approved adequate parking as required in all applicable city ordinances and has made adequate provisions for access to such parking.
 - e. The property is not within any Specific Plan area, and as such no finding regarding consistency is required to be made.
4. Approve the use permit and architectural control subject to the following **standard** conditions:
 - a. The applicant shall be required to apply for a building permit within one year from the date of approval (by December 13, 2022) for the use permit to remain in effect.
 - b. Development of the project shall be substantially in conformance with the plans prepared by PHd Architects, Inc. consisting of 14 plan sheets, received December 3, 2021 and approved by the Planning Commission on December 13, 2021, subject to review and approval by the Planning Division.
 - c. Prior to building permit issuance, the applicants shall comply with all Sanitary District, Menlo Park Fire Protection District, and utility companies’ regulations that are directly applicable to the project.

- d. Prior to building permit issuance, the applicants shall comply with all requirements of the Building Division, Engineering Division, and Transportation Division that are directly applicable to the project.
 - e. Prior to building permit issuance, the applicant shall submit a plan for any new utility installations or upgrades for review and approval by the Planning, Engineering and Building Divisions. All utility equipment that is installed outside of a building and that cannot be placed underground shall be properly screened by landscaping. The plan shall show exact locations of all meters, back flow prevention devices, transformers, junction boxes, relay boxes, and other equipment boxes.
 - f. All applicable public right-of-way improvements, including frontage improvements and the dedication of easements and public right-of-way, shall be completed to the satisfaction of the Engineering Division prior to building permit final inspection.
 - g. Post-construction runoff into the storm drain shall not exceed pre- construction runoff levels. The applicant's design professional shall evaluate the Project's impact to the City's storm drainage system and shall substantiate their conclusions with drainage calculations to the satisfaction of the City Engineer prior to building permit issuance.
 - h. Simultaneous with the submittal of a complete building permit application, the applicant shall provide documentation indicating the amount of irrigated landscaping. If the project proposes more than 500 square feet of irrigated landscaping, it is subject to the City's Water Efficient Landscaping Ordinance (Municipal Code Chapter 12.44). Submittal of a detailed landscape plan would be required concurrently with the submittal of a complete building permit application.
 - i. Heritage and street trees in the vicinity of the construction project shall be protected pursuant to the Heritage Tree Ordinance and the arborist report updated by Aesculus Arboricultural Consulting dated December 8, 2021.
 - j. If construction is not complete by the start of the wet season (October 1 through April 30), the Applicant shall implement a winterization program to minimize the potential for erosion and sedimentation.
 - k. Prior to building permit issuance, Applicant shall pay all applicable City fees. Refer to City of Menlo Park Master Fee Schedule.
1. Approve the use permit subject to the following **project-specific** conditions:
 - a. The use permit shall expire and the applicant shall remove the modular office and all temporary site improvements three years after the date of the final inspection or issuance of temporary occupancy for the modular office, subject to review and approval by the Planning and Building Divisions.
 - b. Simultaneous with the submittal of a complete building permit application, the applicant shall submit an updated arborist report correcting missing values in the appraised value column subject to review and approval by the Planning Division and City Arborist.

F4. Architectural Control and Use Permit/Paul Turek/2400 Sand Hill Road:
Request for architectural control review and a use permit to construct a new entrance along with other modifications to an existing commercial building in the C-1-C (Administrative, Professional, and Research, Restrictive) zoning district, at 2400 Sand Hill Road. The project also includes landscape modifications. (Staff Report #21-065-PC)

Staff Comment: Planner Pruter said staff had no additions to the staff report.

Applicant Presentation: Kelly Simcox, principal architect for Studio G Architects, said she had worked closely with their client, the design team and planning staff on the project. She provided a general visual summary of the project.

Chair Doran opened the public hearing and closed it as there were no speakers.

Commission Comment: Chair Doran said the project was attractive and the ADA improvements were welcome. He moved to approve. Commissioner Riggs seconded the motion and commented on excellent integrative architectural work that Studio G had done in Menlo Park.

ACTION: M/S (Doran/Riggs) to approve the item as recommended in the staff report; passed 6-0-1 with Commissioner Barnes not yet in attendance.

1. Make a finding that the project is categorically exempt under Class 3 (Section 15303, "New Construction or Conversion of Small Structures") of the current California Environmental Quality Act (CEQA) Guidelines.
2. Make findings, as per Section 16.82.030 of the Zoning Ordinance pertaining to the granting of use permits, that the proposed use will not be detrimental to the health, safety, morals, comfort and general welfare of the persons residing or working in the neighborhood of such proposed use, and will not be detrimental to property and improvements in the neighborhood or the general welfare of the City.
3. Adopt the following findings, as per Section 16.68.020 of the Zoning Ordinance, pertaining to architectural control approval:
 - a. The general appearance of the structure is in keeping with the character of the neighborhood.
 - b. The development will not be detrimental to the harmonious and orderly growth of the City.
 - c. The development will not impair the desirability of investment or occupation in the neighborhood.
 - d. The development provides adequate parking as required in all applicable City Ordinances and has made adequate provisions for access to such parking.
 - e. The property is not within any Specific Plan area, and as such no finding regarding consistency is required to be made.
4. Approve the use permit and architectural control subject to the following **standard** conditions:

- a. The applicant shall be required to apply for a building permit within one year from the date of approval (by December 13, 2022) for the use permit to remain in effect.
 - b. Development of the project shall be substantially in conformance with the plans prepared by Studio G Architects, consisting of 92 plan sheets, dated received December 8, 2021, and approved by the Planning Commission on December 13, 2021, except as modified by the conditions contained herein, subject to review and approval of the Planning Division.
 - c. Prior to building permit issuance, the applicants shall comply with all Sanitary District, Menlo Park Fire Protection District, and utility companies' regulations that are directly applicable to the project.
 - d. Prior to building permit issuance, the applicants shall comply with all requirements of the Building Division, Engineering Division, and Transportation Division that are directly applicable to the project.
 - e. Prior to building permit issuance, the applicant shall submit a plan for any new utility installations or upgrades for review and approval by the Planning, Engineering, and Building Divisions. All utility equipment that is installed outside of a building and that cannot be placed underground shall be properly screened by landscaping. The plan shall show exact locations of all meters, back flow prevention devices, transformers, junction boxes, relay boxes, and other equipment boxes.
 - f. Simultaneous with the submittal of a complete building permit application, the applicant shall submit a hydrology report for review and approval of the Engineering Division. The hydrology report shall be approved prior to the issuance of grading, demolition, or building permits.
 - g. Post-construction runoff into the storm drain shall not exceed pre-construction runoff levels. The applicant's design professional shall evaluate the Project's impact to the City's storm drainage system and shall substantiate their conclusions with drainage calculations to the satisfaction of the City Engineer prior to building permit issuance.
 - h. Heritage trees in the vicinity of the construction project shall be protected pursuant to the Heritage Tree Ordinance and the arborist report prepared by Tree Management Experts, dated received September 20, 2021.
 - i. Prior to building permit issuance, the applicant shall pay all applicable City fees. Refer to City of Menlo Park Master Fee Schedule.
5. Approve the use permit and architectural control subject to the following **project-specific** condition:
- a. Prior to final inspection, the applicant shall record both the emergency vehicle access easement and stormwater operations and maintenance agreement, subject review and approval by the Engineering Division.

G. Study Session

- G1. Study Session/Cyrus Sanandaji/1300 El Camino Real:
Study session on a request for a zoning text amendment to modify Municipal Code Chapter 16.92 (Signs-Outdoor Advertising) with regard to a previously approved architectural control, below market

rate housing agreement, environmental review, and use permit for a new mixed-use office, residential, and retail development on a 6.4-acre site in the SP-ECR/D (El Camino Real/Downtown Specific Plan) zoning district. The proposed zoning text amendment includes eliminating the square footage cap on the total sign area for larger projects within the SP-ECR/D zoning district and establishing new regulations to calculate permitted signage for certain projects in the SP-ECR/D zoning district. (Staff Report #21-066-PC)

Staff Comment: Planner Sandmeier said she had no updates to the written report.

Chair Doran confirmed with Ms. Sandmeier that the question of recusal applied previously had been resolved.

Applicant Presentation: Cyrus Sanandaji, project representative, said at the prior study session in November 2021, he had outlined the need to amend the signage ordinance as it did not consider buildings developed under the Downtown Specific Plan. He said when the Specific Plan was approved the City Council had directed Planning to do a signage study. He said it had not been completed and with their 1300 El Camino Real and Stanford's Middle Plaza projects nearing completion, his group was requested to spearhead the effort to determine what was needed to amend the signage ordinance appropriately. He said at the prior study session on this with the Planning Commission they outlined the challenges the current ordinance posed to development under the Specific Plan and the specific modifications being sought. He said feedback from that session leading to this study session was to summarize the existing sign regulations that would not change. He said they were asking for a very specific modification to allow larger frontage projects to have an equitable share of signage from an overall square footage standpoint. He said to support that and justify the request they were asked to study the precedent signage standards and provide examples within Menlo Park and in adjacent jurisdictions of Palo Alto and Redwood City; also, to refine the proposed signage standards to address various comments by Planning Commission members around the potential of creating a Times Square / Las Vegas style environment. He said they were urged to formally conduct community outreach.

Mr. Sanandaji said the current signage ordinance had a 100 square foot cap for the primary frontage regardless of the size and 50 square foot cap on secondary frontage. He said this cap hurt projects like Springline or Middle Plaza disproportionately as those had significant frontages. He said with that Springline could have only 200 square feet of signage for the entire project. He said that would not even cover the Springline project identity on the arch between the two buildings on El Camino Real. He said the amendment they were proposing to the signage ordinance would apply specifically to the Downtown Specific Plan area only. He said tonight's study session purpose was to get Planning Commission feedback on their proposal for amendment to allow for the community serving and retail uses and other commercial users to receive proportionate signage rights relative to the rest of Menlo Park. He said that would then allow them to move forward with their marketing efforts and hopefully successful leasing and activation of the project. He said if the ordinance was amended projects would still need to bring a master sign plan for multi-tenant projects to the Planning Commission for approval.

Mr. Sanandaji said they looked at signage regulations for the City of Palo Alto. He said similarly they required a master sign plan but like their proposed amendment they had no limitations resembling what Menlo Park currently had. He said the allowances in terms of freestanding signs and wall signs, and their combination, in the City of Palo Alto exceeded what they were proposing in their formulation. He said the City of Redwood City similarly had a sign area formula that calculated one and a half square feet of sign area to one linear foot of frontage and that was significantly greater

than the proposed formula that they would like for the downtown area. He said the City of Redwood City allowed that each ground floor establishment might display one sign and each legally recognized tenant be allowed at least 50 square feet of sign area. He said they use a master sign program and discretionary review to ensure conformance with the overall signage ordinances.

Mr. Sanandaji presented their proposed signage standard modifications that included revisions made in response to various Planning Commissioners' feedback during the first study session. He said they were seeking to eliminate the 100 and 50 square foot caps on signage for projects that had much longer street facades. He said Chair Doran he believed had raised a concern that if the current caps were removed there was a potential of the allowable 1,000 square feet being turned into one massive billboard for a single tenant. He said to address that they were proposing a single sign cap of 50 square feet, regardless of what the total allocation was.

Mr. Sanandaji commented on the public outreach they had done with both residential and business neighbors, a variety of business groups and the Chamber of Commerce leading up to the first study session. He said most recently that they had a stand at several Farmer's Markets to try to engage with the community and solicit feedback. He said they received very positive support for the proposed ordinance amendment.

Chair Doran opened public comment.

Public Comment:

- Michael Burch, Scott AG, said they were the signage designer and consultant for the Middle Plaza project. He said they had been working with City staff for the past two and a half years toward a good solution to the signage issue of not being able to accomplish an appropriate level of signage for the mixed use project that was Middle Plaza with the residential project, retail at the Plaza space, and three office buildings. He said he provided a letter of support for the Springline text amendment and included a basic massing study for the Middle Plaza project elevations of the El Camino Real frontage. He said their project had about three times the frontage along El Camino Real that the Springline project had. He said they could accomplish good signage under the proposed 1,000 square feet even on 1,600 feet of linear frontage.

Chair Doran closed public comment. He noted for the record that Commissioner Barnes had arrived. He told Commissioner Barnes that the Commission was on the study session item and had just heard from the applicant and received public comment.

Commission Comment: Commissioner DeCardy referred to Attachment A and said the parcel closest to Santa Cruz Avenue going up El Camino Real from the Middle Plaza project was the shopping area with Big 5 and other stores. He said that was one parcel and multiple tenants. He asked why the proposed project and the Middle Plaza project were different from that one.

Planner Sandmeier said she could research the parcel during the meeting as she was not familiar with its specifics regarding signage for that parcel.

Commissioner Riggs said he had made a specific comment at the October study session, noting it was not listed in this staff report about limiting top of building signage differently than overall building signage as it was undesirable to clutter and overemphasize what would be visible from a distance, which also was when the building was seen for the longest period of time. He said although Mr. Sanandaji had expressed similar concern the amendment would codify signage for other persons

who might not share that concern. He said what was presented tonight as a perspective for Springline was attractive particularly in part because the colors were all pulled from the existing building palette. He said that was not something they could regulate necessarily. He used corporate signage and colors as an example. He suggested codifying the color palette in some way. He asked if there were existing regulations about flashing lights or moving images on signage, noting Mountain Mike's signage. Planner Sandmeier said that flashing and moving lights on signage were not permitted. She said she was alerted to the particular building on El Camino Real. Commissioner Riggs mentioned and would follow up with code enforcement.

Commissioner Riggs said related to fine tuning the proposed modifications that a suggestion was to budget every 100 feet of frontage but that it would be rounded up 150 feet. He said it seemed that a building with 150-foot frontage or a portion of a building would be allowed to have double the signage than was anticipated on a 100-foot frontage. He said he was not sure that was how to do that. He said perhaps saying at a 150-foot of frontage you could have 50% more but he would be more comfortable if the allowance did not jump to double. He said he was particularly open to staff's response to that. He said he thought he understood what was intended for the parking and way finding signage and what was written in the narrative of Attachment B that was authored by the applicant. He said that would benefit from being codified. He said for example that the parking signage would not state "Data House Parking Here" with the Data House logo and colors. He said in the applicant's submittal, sheet 5 in Attachment C (not titled that but located between Attachments B and D) frontage was indicated with a green line but the courtyard frontages were not part of the formula. He said he was fairly sure those were intended not to be included but he wanted that clarified. He referred to page 7 of the staff report and prompts for the Planning Commission to consider and noted the three bullet points.

- Are the proposed formulas for calculating signage generally supported?
- Should a Master Sign Plan be required for projects that fall under the proposed Zoning Ordinance text amendment?
- Should office tenant signage limitations be based on Springline's proposal to allow one sign per 100 feet of the applicable frontage and one ground-mounted monument sign per office building (with the provision that frontage over 150 feet would be rounded up to allow two signs)?

Commissioner Riggs asked whether full time, qualified staff assigned to this project might provide their considered and informed opinion on the issues listed.

Chair Doran said he would recognize Steve Atkinson to speak first.

Steve Atkinson, Arent Fox, Springline project, said he would like to address some of Commissioner Riggs' comments and questions. He said 100 foot and 150 feet referred to the proposal piece regarding limitations on office signage. He said the letter from the Middle Plaza project proposed a slightly different calculation for that limitation. He said it basically took the frontage, multiplied it by one percent, and then multiplied that by 50. He said doing that for the Springline project the result was a very similar number to the one doing Springline's proposed formula. He said for the Middle Plaza project that method worked a bit better due to the project's unique configuration. He said Springline was prepared to go with that alternative formula, and for that project would result in approximately four 50-square-foot signs on the El Camino Real frontage.

Requested by the Chair, Planner Sandmeier said in response to Commissioner Riggs that generally staff was supportive of the applicant's proposal based on the massing studies provided by the

applicants for Springline and Middle Plaza projects as well as with comparing neighboring or nearby jurisdictions having similar downtowns on the El Camino Real corridor.

Chair Doran referred to the points for Commission consideration and mentioned that hearing from each Commissioner on those helped staff's work. He said he supported the proposed formulas for calculating signage and was in favor of a Master Sign Plan as stated. He said regarding the third bullet point it seemed the Middle Plaza consultant solution addressed Commissioner Riggs' concern and was supported by the Springline project applicant. He said he would favor that rather than the Springline proposal that seemed to jump to 150 feet. He said he supported the proposed ordinance amendment.

Commissioner Kennedy said she was generally supportive of the proposed ordinance amendment. She noted challenges around signage and brand alignment. She said she thought it was important to have cohesive signage elements within the bigger scope and then where a company's brand and logo were intertwined to have that at a smaller level. She said that larger corporate entities as tenants might pushback if not allowed their branding signage so they could allow that just not at a gigantic scale.

Commissioner DeCardy noted the public outreach at the Farmers' Market and asked how many people the applicants spoke with and if tracked how many provided feedback, and if they could characterize the feedback.

Mr. Sanandaji said they had about 10 conversations at each Farmers' Market that for the most part was at a casual level. He said a few people engaged with his colleagues representing the project and those people appreciated the need for retailers to be noticed. He said they had great interest in what retailers would be there toward the goal of enlivening the downtown and making it fun.

Commissioner DeCardy said he appreciated their presentation summary about the history of signage and guidance already in place. He said one of those said in general that signage should be eight to 18 inches in height and to 24 inches only were there were large setbacks. He asked for their thoughts on that. He said in the unlabeled attachment (assumed Attachment C) that at the upper floors for an example it appeared signs were 30 inches in height and 20 feet wide. He asked how that aligned with the historical one regarding height. He said the last slide they showed, sort of a street view looking at the project, looked fantastic, but it was not a view anyone would have so that was misleading. He said that large signs at a distance would work but here there was no distance.

Mr. Sanandaji asked that the slide referred to be shown. He said the green indicated where signage would be placed and not the size of it. He said one of their proposals was to limit any one individual sign to 50 square feet so signs 30 inches by 20 feet long were not possible. He showed slides that better demonstrated the pedestrian's view of the frontage.

Commissioner DeCardy said he expected the City's downtown would become denser noting multiple reasons for that. He said opposing that would be people's concern about missing the look and feel of a smaller community. He said that signage played a big part in that, and he thought the signage in the community currently was a mess and a hodgepodge of distraction. He wanted his bias on that to be clear. He said in general they were headed in the right direction but signage that would be allowed up high was too big. He said he supported individual storefronts having their own signs. He said in general it was headed in the right direction, there should be a Sign Master Plan, and while they had reduced the proposed amount of signage from where they were before, he still thought it was too much. He referred to Commissioner Riggs' points about staff perspective and expertise and

suggested that it would be great to hear from them in detail about the history of the Big Five property. He said he appreciated the information from nearby jurisdictions, but the comparisons were not straight forward for the Commissioners, or at least to him. He said it would be helpful if staff as this moved forward to the City Council for consideration presented those comparisons “apples to apples.”

Commissioner Barnes apologized that he was late due to a work meeting and asked about the Master Sign Plan and whether its review was discretionary or not. Planner Sandmeier said it was anticipated as discretionary. She said input from the Commission on what particular specifics were desired for that would be helpful for staff to know. She said the Big Five property on El Camino Real had a Conditional Development Permit, but that did not seem to have any special signage allowances. She said signage along El Camino Real frontage was the only signage that would be limited to the 100 square feet commercial signage. She said any signage adjacent to the driveway facing private property would not be limited. She said they would need to do an inventory to ensure all the signs had been permitted.

Commissioner Barnes said regarding a Master Sign Plan that he would prefer to see some consistency and transparency in the process. He said his concern was about the level of discretion or the lack of consistency and transparency. He said he wanted it to be clear what was acceptable in Menlo Park for signage, and what was not. He asked what level of discretion was being contemplated.

Planner Sandmeier said as mentioned in the applicant’s presentation the current design guidelines were fairly strict. She said the draft ordinance as written now said that any signage that went beyond the 100-foot cap currently allowed would require a Master Sign Program and that needed Planning Commission discretionary review. She said none of the signs under the new proposed language would be approved at staff level. She said if the Commission liked it could advise adding specific parameters to future review of Master Plan Programs, for example, more restrictive colors or such things than what’s in the current design guidelines as that would be helpful for staff to know. She said how it was now contemplated a Master Sign Program might allow something that the current design guidelines said was not recommended. She said the Planning Commission could provide advice that a Master Plan Program should be limited to the design guidelines and then reviewed in conformance to make sure everything had a cohesive look.

Commissioner Barnes said his preference was that the Commission would be queried when the proposal did not conform to the Master Sign Program and was seeking allowance similar to use permit process.

Commissioner Tate said she agreed with Commissioner Barnes’ comments on a Master Plan Program and discretionary review. She said regarding company logos and branding she agreed with Commissioner Kennedy those should be scaled back and suggested similar to what was seen in planned communities.

Commissioner Riggs said he agreed with Commissioner Barnes’ call to make the regulations as specific as possible and limiting how much discretion the Planning Commission would have. He said there were risks as it was difficult to anticipate a mistake that might slip through the intent of the regulation. He said maybe the main variable to be concerned with was color. He said previously they had been concerned about bright red and bright yellow. He said perhaps it could be written that it was nondiscretionary if the colors come from the base colors of the building and not some small

amount of trim color. He said if more color or a particular lighting of the signage was desired that would come for discretionary review. He said that was a sample idea.

Commissioner Harris said she would like the rules to be consistent, clear and simple enough, so it was easier for developers to execute them and for staff to check without the need of much oversight by the Planning Commission. She said she would also like it to be reasonable and supportive of success for Menlo Park businesses. She said they were looking at adding retail in an area where retail was already difficult so she would not want the rules to be so onerous it created issues for new retail. She said she would not want brands to be restricted or requiring changing the colors of logos.

Chair Doran said he thought the Master Sign Plan was a good idea and did not see it as a way out of restrictions proposed in the ordinance. He said he did not think the Master Sign Plan should allow larger signs and more signs. He said his concept of what a Master Sign Plan would do was to ensure a cohesive look for development so you would not have a riot of different types of signs and flashing colors close together. He said the rules themselves should be prescriptive to make it easier for applicants to plan and make things more consistent and fairer. He said regarding colors that he was concerned about the size of signs much more than about the colors. He said if retailers had a color scheme that was part of their branding, he would not want to require them to use a different color.

Commissioner Kennedy said a company's brand was not their sign and their brand was typically their logo, so the logo and sign were two different things. She said as this was a sign ordinance then they were talking about the name of the company and not its designed logo. She said if they were placing rules around size then they might also have to consider the variety of colors that signs typically come in as signs do double duty as a logo for a company. She said for example Lululemon's sign stated Lululemon, but their brand was the weird little thing that was their logo. She said Bank of America signs often had their logo embedded in it. She said it would be challenging to have an enormous sign with part of a logo embedded in it. She said what the applicant had talked about tonight was just words and no logos. She said what signage was presented on screen tonight had no logos.

Recognized by Chair Doran, Mr. Sanandaji clarified that they did not have a specific tenant or set of tenants and what they presented was not a Master Sign Plan proposal for their project but was generic. He said Phil's Coffee right around the corner by the train station was the perfect example of a retail sign with their logo and name. He said that was what they were proposing for these signs.

Commissioner Kennedy said that was different from signs high above El Camino Real. She used an example of Allstate and their logo, gigantic size, and said that would be gaudy.

Mr. Sanandaji said he agreed with that. He said the clarification he was trying to make was those projects like Springline and Middle Plaza would be self-governing and judicious about the use of their sign allocation as they had to maintain flexibility. He said for instance what if one of their large restaurant tenant's business failed to work out for some reason and they had to demise that space into three uses. He said they could not suddenly strip signage off other tenants or shrink their signage down. He said what they would propose later as their final plan would demonstrate that there was ample flexibility for future demising of the retail suites. He said they would at the most have two signs at the upper levels and those were capped at 50 square feet and the majority of signage would be on the ground floor to identify retailers.

Commissioner Tate said she believed the applicant had answered her question by his comments about Phil's Coffee sign with their name and logo. She said companies would want signs that provided brand recognition and would want to advertise or have on the building whatever it was they used as their marketing tool.

Commissioner Harris commented that for some their mark would be their name such as FedEx and for others a symbol. She said she did not think they could say whether a company could have a logo or not. She said for her it was having the appropriate size for signs.

Commissioner Barnes said the sizing and placement of signage did not seem out of context for the building or the El Camino Real corridor. He said it was appropriate for businesses located in Menlo Park to have the equity needed in terms of signage to thrive.

Replying to Chair Doran, Planner Sandmeier said most of staff's questions had been answered. She said Commissioner DeCardy asked earlier about more specific comparisons. She said she did some very rough estimates for the Springline project along the El Camino Real frontage. She said just looking at the City of Palo Alto's requirements for wall signage limits and freestanding signs that with that Springline could have along that frontage 500 or 550 square feet if it was in Palo Alto and along El Camino Real. She said that was similar to the proposed ordinance that would allow 540 square feet. She said in the City of Redwood City if Springline had the same frontage along El Camino Real but was outside their Downtown Precise Plan it would be allowed about 685 square feet of signage very roughly. She said that was more than the 540 square feet permitted through the proposed amendment and if within the Redwood City Downtown Precise Plan quite a bit more signage would be permitted with different types of signage as outlined in the staff report.

Commissioner DeCardy said he thought that information would be helpful as the proposed ordinance moved to City Council.

Commissioner Harris said that they all seemed to want the rules to be consistent and easy to follow so they did not have to make a lot of judgments later. She said one comment by Commissioner Riggs she did not think they discussed was whether the building signage should be different at the top of the building versus the side of the building.

Commissioner Tate said in her opinion the signage on the sides of the building should be smaller.

Commissioner Riggs asked if Commissioner Tate's comment was in response to his suggestion that signage at the top of the building typically used by a major tenant to identify that building as them would not have as many square feet as the dozen tenants on the ground floor that got their own individual signs.

Commissioner Tate said it was. She said if they were looking at putting together guidelines to go forward that the side of the building might very well face a residential street and there, she did not think signage needed to be huge for the major tenant.

Replying to Commissioner Barnes, Planner Sandmeier said the way the draft ordinance was written El Camino Real was the front. She said she thought the idea of allowing less or smaller signage on upper floors sounded reasonable. She said some cities had those types of regulations especially since retail tenants were usually on the first floor. She said that way the building could become a little more pedestrian in scale. She said it was helpful to hear that was important to some Commissioners to be included in the ordinance.

Commissioner Barnes said upper floors and sides of buildings seemed to be used interchangeably.

Planner Sandmeier asked for clarification whether the concern about signage and size was more that it was along a secondary frontage or even a third frontage as with Springline or if along the El Camino Real frontage the preference was not to have large signs or to have smaller signs for upper floors.

Chair Doran said in this zoning district, a commercial district, he was less concerned about the sides of the building and signage. He said all sides of this project would be commercial and he thought that was generally true of the Downtown Specific Plan area. He said the proposed size limitations on the upper floors made sense to him. He said having the primary tenant or anchor tenant's sign on the upper floors did not offend his view either walking or driving in its vicinity.

Commissioner DeCardy said he questioned the need for signage at all on upper floors. He said he questioned the total amount of space for signage. He said he was fine with colors, but he would not want flashing lights. He said businesses could do great with attractive and well-placed signage.

H. Regular Business

H1. Review of Draft 2022 Planning Commission Meeting Dates. (Staff Report #21-067-PC)

Planner Sandmeier said staff had no additions to the staff report.

Chair Doran opened the public comment period and closed it as there were no speakers.

Both Commissioners Harris and Tate indicated they would not be available May 23.

Chair Doran commented that with five Commission members available that was a quorum and if closer to that date a quorum was not possible another meeting date could be identified.

ACTION: M/S (Barnes/DeCardy) moved to approve the calendar as submitted; passed 7-0.

I. Informational Items

I1. Future Planning Commission Meeting Schedule.

- Regular Meeting: December 20, 2021 – Cancelled

J. Adjournment

Chair Doran adjourned the meeting at 9:35 p.m.

Staff Liaison: Corinna Sandmeier, Acting Principal Planner

Recording Secretary: Brenda Bennett

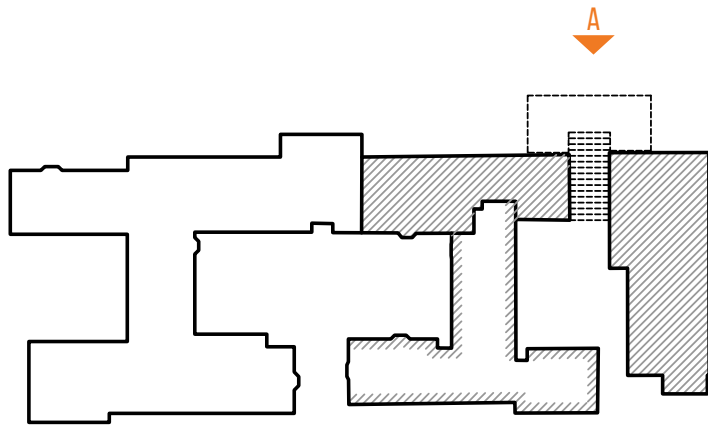
Approved by the Planning Commission on February 14, 2022

2400 - 2450 SAND HILL ROAD | QUADRUS RENOVATION

BEFORE

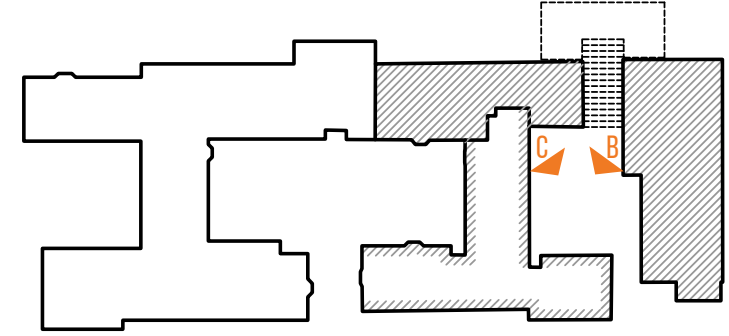


AFTER



2400 - 2450 SAND HILL ROAD | QUADRUS RENOVATION

BEFORE



AFTER





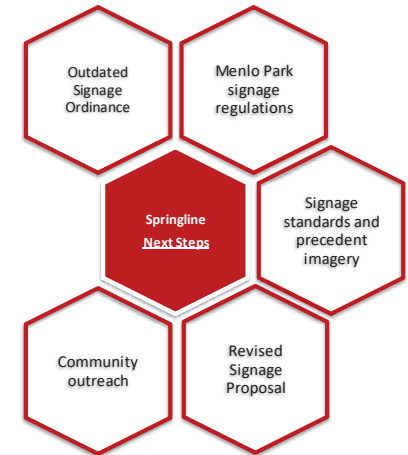
SPRINGLINE MENLO PARK

MP PLANNING COMMISSION
SIGNAGE STUDY SESSION
DECEMBER 13TH, 2021

1160 BATTERY ST, SUITE 100
SAN FRANCISCO, CA 94111

STUDY SESSION #1 FOLLOW-UP ITEMS

- Outdated Signage Ordinance in Menlo Park Downtown ECR Specific Plan
- Summary of existing Menlo Park signage regulations
- Menlo Park, Palo Alto, and Redwood City signage standards and precedent imagery
- Present revised proposal to address Planning Commission comments
- Community outreach



**Planning Commission Study Session #1 on October 18th 2021*

RECAP OF SIGNAGE ISSUES

- **History:** The current Menlo Park Signage Ordinance was originally designed for small lots or small business in the Downtown Core. A 100 sf cap on primary frontage and 50 sf cap on secondary frontages disproportionately hurt longer frontage/larger developments. City Council has previously recognized that current signage area limits are not adequate for larger projects (like Springline) in Specific Plan area.
- **Location:** Signage Amendment is being proposed for the Downtown Specific Plan (ECR/D-SP) zoning district only.
- **Goal of this study session:** Obtain final feedback on proposal for amendment to allow for Community Serving Uses and other commercial users to have the proportional signage rights as a single tenant structure Downtown that does not hit the lot linear footage cap in order to support project viability.
- **Master Signage Plan:** All existing signage controls, guidelines, and design standards remain in place. This amendment will provide for adjustments to zoning to enable Springline and Middle Plaza to continue on with the Menlo Park signage protocol process of design, review, and permitting.

MENLO PARK SIGNAGE REGULATIONS SUMMARY

SIGNAGE CODE

- Code 16.92.110 - (7) No sign should be animated by means of flashing or traveling lights, moving or rotating parts or any other methods causing a non stationary condition

SIGNAGE GUIDELINES

- Be integrated to the façade of the building design, consistent with architecture in terms of style, materials, colors, proportions
- Should be proportionate to the size of buildings and size of site; size compatible with other signs in surrounding area.
- In general, letters between 8-18 inches is acceptable; lettering larger than 24 inches may be considered for buildings with large setbacks from the street.
- Signs lit with external source are recommended over internally lit signs; "halo" illumination is also acceptable.
- Colors, materials, design should be compatible and harmonies with color, materials, design of building and surrounding area.
- Signs using "bright colors" (specified shades of yellow,

orange, red shall require PC review/approval (unless less than 25% of area).

- Building signs shall be flush against building, may not project above eave of roof or top of parapet.
- Each business tenant shall be limited to one building mounted sign on each street frontage. (In addition, each business is allowed a suspended or blade sign.)
- Exposed tube neon signs are not encouraged.
- All signs require approval of Director of Community Development/designee
- (Fair Sharing Concept) - Allocate area of signage based on business frontage
- For Multi-tenant buildings, a coordinated sign program shall be prepared for property with more than one tenant.
- For Multi-tenant buildings, signage for the complex should be coordinated.
- For Multi-tenant building, concept of "fair sharing" shall be used

EXISTING SIGNAGE STANDARDS – MENLO PARK

- City of Menlo Park
 - Maximum 100 sf of signage capped at 80 lot linear feet at primary frontage.
 - No additional signage at primary façade beyond 100 sf after cap is hit.
 - Maximum 50 sf of signage a secondary frontages.
 - Master Sign Program for Multi-Tenant Properties.

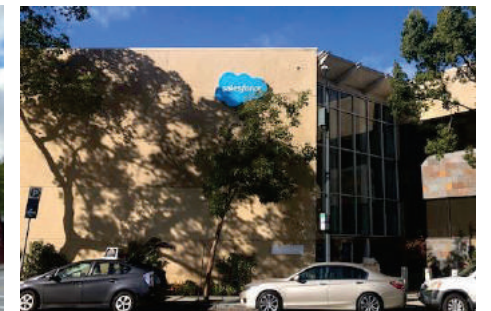
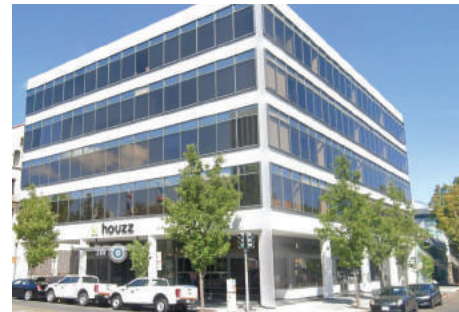
EXISTING SIGNAGE STANDARDS – MENLO PARK



SIGNAGE STANDARDS – PALO ALTO

- City of Palo Alto
 - Sign area allowance broken in freestanding signs and wall signs with a combination of signs allowed as the maximum.
 - Freestanding - 1 sign per frontage with an additional sign allowed for frontage beyond 250 lf.
 - Wall signs based on square footage of wall – 135 sf of sign for 5,000 sf of wall with 7 sf of signage are added for each additional 500 sf of wall.
 - Master Sign Program process with opening to additional signage area.

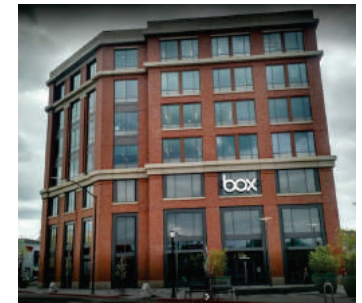
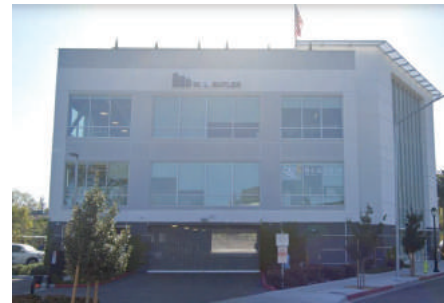
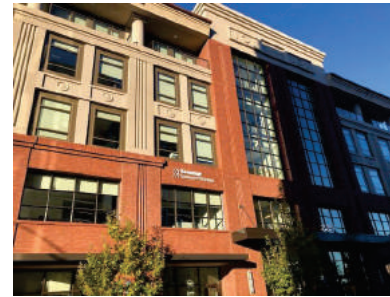
SIGNAGE STANDARDS – PALO ALTO



SIGNAGE STANDARDS – REDWOOD CITY

- City of Redwood City
 - Sign area calculated at 1.5 sf of sign area to 1 lf of frontage.
 - Each ground floor establishment may display one sign - Each legally recognized tenant is allowed at least 50 sf of sign area.
 - Master Sign Program process with opening to additional signage area.

SIGNAGE STANDARDS – REDWOOD CITY



PROPOSED SIGNAGE STANDARD MODIFICATIONS

- i. All existing City rules/guidance on sign colors, lighting etc. would apply to any signage authorized by proposed amendments.
 - ii. Retain proposal to eliminate 100 sf and 50 sf area caps, while retaining basic City signage area equation.
 - iii. Maximum sign area on any frontage shall be 1,000 sf regardless of the length of frontage.
 - iv. Drop proposed upper floor signage bonus.
 - v. Exempt project identification and directional signage from the area limit on primary facades (*note: Similar to existing code exemption for this type of signage*).
 - vi. Max of 50 sf per commercial sign.
 - vii. Limit on office tenant signage per frontage.
 - viii. Any increased signage under proposed amendment would be reviewed by Planning Commission as part of a Master Sign Plan; once master sign plan was reviewed/approved by Planning Commission individual signs that were consistent would be approved administratively. Allocation between tenants to be address as part of Master Sign Plan.
- **Planning Staff Report Note:** Proposed signage revisions result in allocations comparable to neighboring jurisdictions.

SIGNAGE ALLOWANCE CALCULATION

| Total Springline Signage Requirement | | | | | Proposed Maximum Commercial Signage Area Under Proposed Amendment | |
|--------------------------------------|-----------------------------------|--------------------------|---------------|---------------|-------------------------------------------------------------------|--|
| | Project ID (Parking/etc) Excluded | Project ID (Parking/etc) | Commercial | Total Visible | | |
| El Camino Real | 178 SF | | 477 SF | 477 SF | 540 SF | |
| Visible from Oak Grove | | 41 SF | 90 SF | 131 SF | 165 SF | |
| Visible from Ganwood Way | | 234 SF | 150 SF | 384 SF | 402 SF | |
| TOTAL | 178 SF | 275 SF | 717 SF | 992 SF | 1,107 SF | |

**Visual Representation in Massing Study*

| Maximum Signage Area Existing and Proposed Rules | | | | | | |
|--------------------------------------------------|---------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------------------------------|---------------------------|---------------|
| | Total Lot Linear Frontage (in feet) at Springline | Current Signage: Allowable Square Footage per Merito Park City Code (Primary Max 100 Secondary Max 50) | Original Proposal Signage: Two-Component Approach | Revised Signage: Primary Façade: (30+(FRONTAGE-10)*(8/7)) Secondary Façade: 0.5*(30+(FRONTAGE-10)*(8/7)) | Exempt Signage Project ID | |
| El Camino Real - Primary | 456 | 100 | 1,079 | 540 SF | | 178 SF |
| Oak Grove - Secondary | 273 | 50 | 165 | 165 SF | | |
| Ganwood Way - Secondary | 688 | 50 | 402 | 402 SF | | |
| TOTALS | 1,417 | 200 SF | 1,646 SF | 1,107 SF | | 178 SF |

EL CAMINO REAL PERSPECTIVE



PROPOSED UPPER FLOOR SIGNAGE



PROPOSED RETAIL SIGNAGE



PROPOSED EL CAMINO REAL FRONTAGE



