



REGULAR MEETING AGENDA

Date: 9/19/2022
Time: 7:00 p.m.
Location: Zoom.us/join – ID# 871 4022 8110

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE

Consistent with Government Code section 54953(e), and in light of the declared state of emergency, and maximize public safety while still maintaining transparency and public access, members of the public can listen to the meeting and participate using the following methods.

How to participate in the meeting

- Submit a written comment online up to 1-hour before the meeting start time:
PlanningDept@menlopark.org *
Please include the agenda item number you are commenting on.
- Access the meeting real-time online at:
zoom.us/join – Meeting ID# 871 4022 8110
- Access the meeting real-time via telephone (listen only mode) at:
(669) 900-6833
Regular Meeting ID # 871 4022 8110
Press *9 to raise hand to speak

*Written comments are accepted up to 1 hour before the meeting start time. Written messages are provided to the Planning Commission at the appropriate time in their meeting.

Subject to Change: Given the current public health emergency and the rapidly evolving federal, state, county and local orders, the format of this meeting may be altered or the meeting may be canceled. You may check on the status of the meeting by visiting the City's website www.menlopark.org. The instructions for logging on to the webinar and/or the access code is subject to change. If you have difficulty accessing the webinar, please check the latest online edition of the posted agenda for updated information (menlopark.org/agenda).

Regular Meeting

A. Call To Order

B. Roll Call

C. Reports and Announcements

D. Public Comment

Under “Public Comment,” the public may address the Commission on any subject not listed on the agenda, and items listed under Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information.

E. Consent Calendar

E1. Approval of minutes from the April 25, 2022, Planning Commission meeting. ([Attachment](#))

E1. Approval of minutes from the May 23, 2022, Planning Commission meeting. ([Attachment](#))

F. Public Hearing

F1. Adopt a resolution to approve a Master Sign Program for a mixed-use development (Middle Plaza at 500 El Camino Real) in the ECR/D-SP (El Camino Real/Downtown Specific Plan) zoning district. ([Staff Report #22-051-PC](#))

G. Informational Items

G1. Future Planning Commission Meeting Schedule – The upcoming Planning Commission meetings are listed here, for reference. No action will be taken on the meeting schedule, although individual Commissioners may notify staff of planned absences.

- Regular Meeting: October 3, 2022
- Regular Meeting: October 24, 2022

H. Adjournment

At every regular meeting of the Planning Commission, in addition to the public comment period where the public shall have the right to address the Planning Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Planning Commission on any item listed on the agenda at a time designated by the chair, either before or during the Planning Commission’s consideration of the item.

At every special meeting of the Planning Commission, members of the public have the right to directly address the Planning Commission on any item listed on the agenda at a time designated by the chair, either before or during consideration of the item. For appeal hearings, appellant and applicant shall each have 10 minutes for presentations.

If you challenge any of the items listed on this agenda in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of

Menlo Park at, or prior to, the public hearing.

Any writing that is distributed to a majority of the Planning Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available by request by emailing the city clerk at jaherren@menlopark.org. Persons with disabilities, who require auxiliary aids or services in attending or participating in Planning Commission meetings, may call the City Clerk's Office at 650-330-6620.

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City website at menlopark.org/agenda and can receive email notification of agenda and staff report postings by subscribing to the "Notify Me" service at menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting City Clerk at 650-330-6620. (Posted: 9/14/2022)



REGULAR MEETING DRAFT MINUTES

Date: 4/25/2022
Time: 7:00 p.m.
Location: Zoom

A. Call To Order

Chair Michael Doran called the meeting to order at 7:01 p.m.

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

B. Roll Call

Present: Chris DeCardy (Vice Chair), Michael Doran (Chair), Camille Gonzalez Kennedy, Cynthia Harris, Henry Riggs, Michele Tate, Andrew Barnes

Staff: Kyle Perata, Acting Planning Manager; Matt Pruter, Associate Planner

C. Reports and Announcements

Acting Planning Manager Kyle Perata said the City Council at its April 26, 2022 meeting would be reviewing applications and appointing new members to the Planning Commission, which had two members' terms ending at the end of April. He noted that this would be Chair Doran's last meeting and thanked him for his service.

Chair Doran said he had enjoyed his time on the Planning Commission and had learned a lot from both his fellow commissioners and the city's planning staff. He said he was much busier now than he had been as he had co-founded a startup company

D. Public Comment

None

E. Consent Calendar

E1. Approval of minutes from the February 14, 2022, Planning Commission meeting. (Attachment)

E2. Approval of minutes from the February 28, 2022, Planning Commission meeting. (Attachment)

ACTION: M/S (Camille Gonzalez Kennedy/Chris DeCardy) to approve the consent calendar as submitted; passes 7-0.

F. Public Hearing

F1 and G1 are associated items with a single staff report

F1. Draft Environmental Impact Report (Draft EIR) Public Hearing/Signature Development Group and Peninsula Innovation Partners, LLC on behalf of Meta Platforms, Inc. (formerly Facebook,

Inc.)/1350-1390 Willow Road, 925-1098 Hamilton Avenue, and 1005-1275 Hamilton Court (referred to as the Willow Village Master Plan):

Public hearing to receive comments on the Draft EIR to comprehensively redevelop an approximately 59-acre existing industrial, research and development (R&D), and warehousing campus (referred to as the main project site) with up to 1,730 housing units, up to 200,000 square feet of retail uses, an approximately 1,600,000 square feet office campus for Meta, formerly Facebook, (up to 1.25 million square feet of office space, with the balance [e.g., space for accessory uses, including meeting and collaboration space totaling 350,000 square feet if the office square footage is maximized] in multiple buildings), a 193 room hotel, and publicly accessible open space including an approximately 3.5-acre publicly accessible park, a dog park, a town square, and a 2-acre elevated park. A minimum of 15 percent (260 units), and up to 17.8 percent (308 units) if the commercial linkage units are constructed on-site, of the 1,730 units would be BMR units per the City's BMR Ordinance, including approximately 120 age-restricted senior units. The proposed project also includes a potential project variant that would increase the total number of housing units by up to 200 units for a total of 1,930 units, for consideration by decision makers as part of the requested land use entitlements. The proposed project includes a below grade publicly accessible tunnel that would connect the main project site with the West Campus for use by bicyclists, pedestrians, and Meta trams. The proposal includes a request for an increase in height, floor area ratio (FAR), and density under the bonus level development allowance in exchange for community amenities. The proposed project also includes the realignment of Hamilton Avenue and an elevated park to connect the main project site with the Belle Haven Neighborhood Shopping Center. The master plan requires a General Plan Circulation Element and Zoning Map amendment to modify the locations of internal site circulation (public rights-of-ways and paseos). The proposed project includes adjustment requests from the City's design standards for specific buildings, modifications to the City's BMR guidelines, and an adjustment to the City's application of its transportation demand management (TDM) requirements. As a separate future project, the environmental analysis has considered reconstruction of an existing service station at 1399 Willow Road and an approximately 6,700 square foot expansion at the Belle Haven neighborhood shopping center (1401 Willow Road and 871-883 Hamilton Avenue) as a future separate phase that would require separate use permits and architectural control permits. These parcels across Willow Road are referred to as the Hamilton Avenue Parcels. The main project site encompasses multiple parcels zoned O-B (Office) and R-MU-B (Residential Mixed Use). The Hamilton Avenue Parcels are zoned C-2-S (Neighborhood Shopping, Restrictive). The proposed project includes a request to remove 266 heritage trees on the main project site and three heritage trees on the Hamilton Avenue Parcels. The proposed project also includes a request for the use and storage of hazardous materials (diesel fuel) for back up emergency generators on the main project site and the Hamilton Avenue Parcels. The Draft EIR was prepared to address potential physical environmental effects of the proposed project in the following areas: aesthetics, air quality, biological resources, cultural resources, energy, geology and soils, greenhouse gas emissions, hazards and hazardous materials, land use, noise, population and housing, public services, transportation, utilities and service systems, hydrology and water quality. In accordance with CEQA, the certified program-level ConnectMenlo EIR served as the first-tier environmental analysis. Further, this Draft EIR was prepared in compliance with the terms of the Settlement Agreement between the City of East Palo Alto and the City of Menlo Park. The Draft EIR identifies significant and unavoidable impacts in the following topic areas: air quality and noise. The City is requesting comments on the content of this Draft EIR. The project site does not contain a toxic release site, per Section 6596.2 of the California Government Code. Written comments on the Draft EIR may be also submitted to the Community Development Department (701 Laurel Street, Menlo Park) no later than 5:00 p.m. on May 23, 2022. (Staff Report #22-022-PC)

Item F1 transcribed by a court reporter.

G. Study Session

G1. Study Session/Signature Development Group and Peninsula Innovation Partners, LLC on behalf of Meta Platforms, Inc. (formerly Facebook, Inc.)/1350-1390 Willow Road, 925-1098 Hamilton Avenue, and 1005-1275 Hamilton Court (referred to as the Willow Village Master Plan):

Request for a study session for a master plan to comprehensively redevelop an approximately 59-acre existing industrial, research and development (R&D), and warehousing campus (referred to as the main project site) with up to 1,730 housing units, up to 200,000 square feet of retail uses, an approximately 1,600,000 square feet office campus for Meta, formerly Facebook, (up to 1.25 million square feet of office space, with the balance [e.g., space for accessory uses, including meeting and collaboration space totaling 350,000 square feet if the office square footage is maximized] in multiple buildings), a 193 room hotel, and publicly accessible open space including an approximately 3.5-acre publicly accessible park, a dog park, a town square, and a 2-acre elevated park. A minimum of 15 percent (260 units), and up to 17.8 percent (308 units) if the commercial linkage units are constructed on-site, of the 1,730 units would be BMR units per the City's BMR Ordinance, including approximately 120 age-restricted senior units. The proposed project also includes a potential project variant that would increase the total number of housing units by up to 200 units for a total of 1,930 units, for consideration by decision makers as part of the requested land use entitlements. The proposed project includes a below grade publicly accessible tunnel that would connect the main project site with the West Campus for use by bicyclists, pedestrians, and Meta trams. The proposal includes a request for an increase in height, floor area ratio (FAR), and density under the bonus level development allowance in exchange for community amenities. The proposed project also includes the realignment of Hamilton Avenue and an elevated park to connect the main project site with the Belle Haven Neighborhood Shopping Center. The masterplan requires a General Plan Circulation Element and Zoning Map amendment to modify the locations of internal site circulation (public rights-of-ways and paseos). The proposed project includes adjustment requests from the City's design standards for specific buildings, modifications to the City's BMR guidelines, and an adjustment to the City's application of its transportation demand management (TDM) requirements. As a separate future project, the environmental analysis has considered reconstruction of an existing service station at 1399 Willow Road and an approximately 6,700 square foot expansion at the Belle Haven neighborhood shopping center (1401 Willow Road and 871-883 Hamilton Avenue) as a future separate phase that would require separate use permits and architectural control permits. These parcels across Willow Road are referred to as the Hamilton Avenue Parcels. The main project site encompasses multiple parcels zoned O-B (Office) and R-MU-B (Residential Mixed Use). The Hamilton Avenue Parcels are zoned C-2-S (Neighborhood Shopping, Restrictive). The proposed project includes a request to remove 266 heritage trees on the main project site and three heritage trees on the Hamilton Avenue Parcels. The proposed project also includes a request for the use and storage of hazardous materials (diesel fuel) for back up emergency generators on the main project site and the Hamilton Avenue Parcels. (Staff Report #22-022-PC)

Staff Comment: Mr. Perata said the applicant would present on some of the more detailed architectural plans for Phase 1 of their project.

Applicant Presentation: Eron Ashley, architect with Hart Howerton in San Francisco, said his firm was the project planner and the architects for Parcel 3, one of the parcels in the middle of the project, as well as a landscape architect in the public realm so they had had a chance to see every angle of the proposal. He provided an overview of their planning and designing process and

introduced Tony Markese to present on the office campus and that planning and designing process. He said Jaron Lubin would present on the hotel, the MCS, and the Town Square, and he would lastly speak more on the mixed-use residential buildings.

Tony Markese, Design Principal with Pickard Chilton, said their responsibility was to design the office campus. He said they began their process immersing themselves in the city's General Plan to understand its vision for the city in general and for this site, and ideas about creating equity within the community, creating good place making, emphasizing density between Highway 101 and the Bay, and encouraging businesses that could survive various cycles. He said the guiding principles also talked more specifically about access to public and open space and creating a healthy living environment, creating convenient transportation options, addressing climate change and promoting green buildings, and a vibrant commercial core. He referred to the city's Municipal Code and said they very much looked at the framework the city had created for building massing and scale. He said the plan they developed had some adjustments built into it and those were done to create variety and diversity and enhance the architecture.

Mr. Markese presented visual plan diagrams for orientation. He said the campus was six buildings with two parking garages arranged around a central green space with a circulation east loop road to anchor the eastern side. He said the two garages contained transportation centers and were part of the overall vision for how the campus was tied to the village and to the general transportation network as well. He said starting to develop the master plan they first looked at building orientation. He said if they could limit the extent of the east and west facades that they could dramatically reduce the energy consumption in the buildings. He said that started to create a condition where the shorter ends of the building would front Main Street presenting a kind of lower, more residential scale. He said on the ends it allowed for openings or gaps within the street front to create green spaces and to allow views into the campus from the village itself. He referred to access noting there were multiple entry points in the campus distributed throughout.

Mr. Markese showed an overlay of the transportation plan. He said the transit hubs allowed the integration of bicycle parking, bicycle paths, shuttles and trams to reduce traffic. He said the transportation plan and the team had one of the most successful plans in the tech industry. He showed a view of Main Street. He said the campus buildings were all built out of heavy timber. He noted the series of sheltered overhangs and terraces distributed throughout the buildings. He said they had a higher floor on the first floor that was transparent, open and welcoming. He provided a visual of a view from one of the small green spaces that connected Main Street to the small plaza. He noted green courtyards within the campus to provide transparency, openness and visibly full landscape. He provided a visual of the circulation area at the center of the campus where a significant number of trees would be added.

Mr. Markese said regarding sustainability that the heavy timber allowed for a pretty significant reduction in carbon dioxide as compared to a normal building. He said they were looking at 100% electric, which aligned with the Peninsula's Clean Energy Reach Code recommendations. He said they were planting 320 trees and their goal was LEED gold. He said they were offsetting 20% of their energy demand through photovoltaic panels located on the rooftops of the office building and parking garages.

Mr. Markese provided visuals of the proposed retail spaces on Main Street. He said the building massing and roofline would be varied along Main Street with multiple places to have views of the

street and multiple places to have activity at different levels. He said on the east loop road they were modulating the façade of the ends of the office buildings and the park garage facades. He showed a view of the east corner of the south parking garage and noted that the attention to detail and materiality was the same as that of the office buildings. He said they were looking for ways to activate the street at the base of those structures through some color and perhaps artwork.

Mr. Markese provided a visual of the Town Square with the office buildings and retail spaces facing it. He said the building was kind of cascading and stepping down towards the Town Square allowing for activities at multiple levels, creating an open, transparent visually active façade there that then worked in concert with the other buildings on the Town Square as well as the elements that provided the vertical circulation to the park.

Jaron Lubin said he would focus on the north side of the master plan. He said the anchor of Main Street was the Town Square which surrounded on four sides with activity generating uses. He said on the north was the public elevated park and the meeting collaborative space (MCS) that was connected to the office facilities. He said the elevated park was a two-acre public park. He said the space would have plantings, playgrounds, paths for bicyclists and runners, and was a quarter mile from end to end, east to west. He said it would play an important role from their perspective in creating a safe and friendly way to cross Willow Road. He said the park was 30 feet in the air. He said there were stairs and a series of large elevators in which to take bicycles up and down to connect to the park. He said the park would provide views to the north to the bay lands and wetlands and to the south over the Town Square and amenities.

Mr. Lubin presented a visual on the west side of Willow Road of the connection that would allow people to safely and securely get to the elevated park, crossing Willow Road over the traffic. He said they thought the elevator positions were opportunities for public art pieces. He said they imagined the park with indigenous plantings, sculptures and public art pieces, seating, walking trails and shady spaces. He said potential programming might be art classes in the garden, seasonal events, small festivals, weekend parties, and they also tried to imagine some kind of festive events like a Halloween party for the community, or small spots to play chess, or to meet friends.

Mr. Lubin said as mentioned the south side of the Town Square was a retail pavilion. He said they worked hard to enhance the spaces around the Town Square with plantings making it lush, comfortable and human scaled. He said looking at the retail pavilion from the Town Square side it was designed to open up as an interior / exterior space and activities in the retail and dining spilling out to the Plaza. He said the Plaza was a blank canvas and they had imagined movies in the square, farmers markets, art shows and performance, music and fun kinds of things. He showed a slide of the west side of the square and the hotel, which was unique in how it was massed, kind of stepping down toward the square. He said this was a garden hotel and at its center was a large courtyard with trees flanking it. He said the hotel and its amenities also served the community.

Mr. Lubin said the meeting and collaboration space, referred to as MCS, was an expansion of the Willow Village campus. He said the axis of the office spaces were anchored on the north by the MCS building, which was an all-season space for Meta's use. He said visiting the site they noted the prevailing winds from the north and designed an enclosure over the meeting collaboration space that had operable panels on the north to allow the winds in and that then literally flushed the warm air up and out of the enclosure so that it moderated the heat gain. He said it had the highest performance

characteristics in terms of sustainability and building design. He showed a slide of the public entry into the building.

Mr. Ashley referred to the mixed-use buildings and that those had been numbered one through seven, with the hotel being one. He said the others were the residential mixed-use buildings. He said parcel two had a single building split into two that preserved visual connection of Center Street through. He said on parcel three and Main Street that the buildings as the road bent out and around stepped back to create pedestrian scale plazas and parklets. He said the residential buildings that related to the community park in the southwest corner had courtyards that opened up to the park. He said they saw some fascinating public spaces that he thought would reveal itself through the architecture.

Mr. Ashley said each of the mixed-use buildings had a base, middle and top yet each building was done a bit differently to create variety. He said folding the U-shaped courtyard back gave short ends of the block on Willow Road that started to break down the mass. He noted that parcels two, four and six sort of paid deference to the park in the way they opened up with massing stepping back creating visual and physical connections. He said in employing all of the approaches to human scale and connectivity they had a few adjustments to the code they would like and those had been highlighted in the staff report. He said balconies were thematic in a human scale project. He said projected and recessed balconies offered variety modulation that was key to being able to step back big massing elements. He said they thought that was a benefit but not always acknowledged in the code.

Chair Doran opened for public comment.

Public Comment:

- Brittani Baxter, District 3, said the project looked beautiful and the project team had worked well with the immediate neighbors and Belle Haven community. She said earlier she had asked about ways to reduce car traffic and was glad that was talked about again as well as ideas for connecting areas of the city to each other. She said earlier she had asked about the alternative option within the environmental impact review to add 200 additional housing units. She said she supported making those 200 units as affordable as they could be.
- Karen Grove, Housing Commission, said she was speaking for herself. She referred to the BMR aspects of the proposal and said she felt strongly that the inclusionary homes and the market rate units should be a range of affordability to reach as low as feasible, which she thought was very low income with low, and moderate as well. She said it would be wonderful if Meta would increase their investment in the community to achieve equal numbers of very low-, low- and moderate-income units. She said she wanted to be sure the Housing Commission saw this item too as a study session. She said she was glad to see staff was open to exploring changing the 75% cap on moderate income rents but that was a very useful provision in the BMR guidelines so they should be very careful about lifting that. She said regarding the 100% affordable units she supported the proposal to partner with a nonprofit housing developer to build and operate those homes. She said she saw the minimum level of income was 25% of the area median income, which she thought was too high for a person on a social security income. She said that needed to be lowered if they really wanted to meet the needs of their most vulnerable seniors.

- Adina Levin, Menlo Park resident, referred to the functions of the place and commended Meta and the project team for bringing forward the grocery store, services and housing to the earlier phases of the project, which were things nearby residents and the community were looking forward to as part of the benefit to the community within the ConnectMenlo plan. She said the mass timber construction looked cool in addition to having environmental benefits. She said she supported the various different environmental features, the solar panels, recycled water and the focus on environmental sustainability as well as the thought given to the places for people to gather and spend time.
- James Rodriguez said he was a journeyman carpenter with Local Union 17 and lived and worked in Santa Clara County. He said he supported the proposed project. He noted developers who built in their communities without a commitment to upholding standards of providing livable wages, healthcare and apprenticeship training opportunities to their workers. He said without those standards it became almost impossible for workers to continue to live in the community they themselves were building. He said with this developer's commitment to using a union signatory general contractor came a guarantee that those labor standards will be adhered to, leading to all workers being treated fairly and paid what they deserved for the work and the outcome of quality projects being built safely and timely.
- Harry Bims, District 1 resident and former two term Planning Commissioner, said District 1 residents could walk to Willow Village and the park was designed to prevent its use as a sports field and to maximize its use by District 1 residents. He said regarding VMT that work policies to allow work from home was having a bigger impact on that than adding more housing units or updating the roadway. He said also they should take into account how internet connectivity to the project site supported flexible work patterns as a way to reduce VMT. He said District 1 had absorbed hundreds of affordable housing units already that should have been built in other districts in Menlo Park as required by law. He said they really needed the other districts to refocus their demands for more affordable housing to other neighborhoods and not to this project. He said what was needed were suggestions to upgrade Belle Haven. He said for example District 1 had significant roadway needs, to underground power lines, plant trees and so on. He said they should start there if they wanted to look for infrastructure benefits for the project. He said the Redevelopment Agency plan for Hamilton Avenue was a perfect blueprint to consider. He said in fact comparing Newbridge to Hamilton Avenue only gave a partial idea of the kind of impact an infrastructure plan for the neighborhood could have for removing blight. He said this project as it was far exceeded any project in Menlo Park by a wide margin and should be approved.
- Pamela Jones, Belle Haven Menlo Park resident, said in 2017 when this project was first introduced to the City Council, that she specifically had said she supported a future city and was fascinated by the concept. She said she had watched the project since and seen it morph from one thing to another attempting to satisfy Belle Haven neighborhood concerns. She said she appreciated that Signature had really tried to negotiate with Meta as she understood it was Meta not Signature making the final decisions. She said to be consistent the project should have at least 20% BMR affordable housing based on living in Menlo Park as Menlo Park was very expensive. She said also it should have a formula which allowed displaced people in the area to have first access to the apartments. She said a percentage of the BMR affordable and market rate apartments should be for home ownership as that would strengthen the community there and ensure sufficient people for the retail and grocery for the future.

Chair Doran closed the public comment.

Staff Comment: Chair Doran said there had been a great deal of focus on traffic and circulation within the development and connections to Belle Haven that were commendable. He said people from the East Bay would not be walking or riding bicycles and he would like to hear more about the TDM plan for longer distance transport and how they would mitigate the effects on the Dumbarton Bridge, Highway 101 and the Bayfront Expressway.

Eric Morley, Signature Development, said that they had looked carefully at the site and surroundings. He referred to an earlier question about TDM and parking and said Meta had one of the most aggressive TDM programs of any tech company in the country. He said more than 50% of its workers used alternative modes of transportation so right away they were able to be very aggressive in terms of parking reductions, TDM and traffic management, and that would continue. He said the transportation impact analysis (TIA) and EIR also looked at other roadways and intersections and the project would fund significant traffic impact fees that would go to specified improvements throughout Menlo Park and the area. He said they were continuing to evaluate the EIR in those mitigation measures related to the project. He said currently the site only had one access and with the project it would have four entrances that would naturally disperse traffic. He said they were committed to Meta's TDM program continuing to grow and they would have a trip cap. He said they also reduced the employee capacity for the project by 30%. He said that with the recommendations within the EIR and TIA they would be looking at not just how the site was affected but also the surroundings and noted the significant improvements to Willow Road.

Chair Doran asked about the TDM plan for the apartment residents noting not all of them would be working at Meta. Eric Harrison, Signature Development, said briefly they were proposing a TDM Association for the residential component, the retail and hotel. He said they would have a professional organization managing the TDM so it provided the maximum benefit without having to involve the property owners directly. He said they had a mitigation measure on the residential site to decrease the VMT so that they had no more than slightly over 6,000 average trips.

Commissioner Harris said it was a beautiful project. She said cars were contributing the most to the environmental concerns and that she supported TDM programs. She said she was concerned about the parking that was scheduled at the maximum allowable in Menlo Park. She said she was concerned they were moving in the wrong direction with that. She said Meta had been a leader with TDM and would like to see what they could do here perhaps opening up the Meta shuttles to outside workers if they worked in Willow Village or even for some of the residents. She noted the importance of the 1730 much needed residential units and acknowledged the reduction of office space since the last time they saw the proposal. She said this still showed a net decrease in housing availability within the region of 815 units. She said she realized Menlo Park was not going to absorb and never had absorbed all of the housing. She said she guessed they were at about 5.9% for those who worked in the city but they needed to help out local residents and not further displace them. She said if they were looking for 20% additional over the 5.94% which was Facebook then they were still at a net loss for the low and very low-income levels of about 140 units, which was what she would like to see. She said there was an interest of eliminating a 75% cap on moderate income rents, but that could result in units renting at market rate so she did not feel comfortable with that. She asked about the manager allowing first rights for the units to current residents as well as recently displaced residents from Belle Haven and how that might work.

Mr. Perata said the City's BMR Guidelines or the BMR ordinance included language regarding preferences for recently displaced starting he believed in 2007 or 2009 and that economic recession. He said he would have to follow up separately with more details. Commissioner Harris said it would be great if they could take another look and make sure they were doing all they could to support the groups that had taken most of the brunt of the housing and displacement in Belle Haven.

Commissioner Harris said the full-size grocery store in the project was great, a basic amenity that the Belle Haven community had lacked for a long time. She said also it was great it would be part of Phase 1 of the project. She said she had researched viability of a full-sized grocery store in terms of population and asked if the applicants had done research on that and whether they had a particular grocer in mind and what other retailers there might be.

Mr. Morley said they spent much time with grocers on this and there was significant interest. He said the space was 37,000 square feet. He said with Belle Haven's population, Willow Village workers and resident population, and surrounding neighborhoods there was more than ample people to support a grocery store. He said also they had been in very good discussions with local retailers about coming to Willow Village.

Commissioner Harris said she liked the look of the timber but wondered about the maintenance and what it would look like in 20 to 30 years and had the same question about the elevated park walkway. Mr. Morley said the elevated park and the office would all be privately maintained. Mr. Markese said they would cover the top of the timber exposed beams with flashing, use a species that weathered well and did well outside. He said also they would be treated with a sealer on the outside to prevent excessive weathering. He said it would have to be maintained but that was part of the façade maintenance plan.

Commissioner Riggs said topics that needed continued discussion were elements of transportation, elements of architecture, and the viability of retail components in the Village. He said if the historic Facebook services to their employees continued that the retail proposed would not have the success that was enjoyed for instance by San Jose's Santana Row. He said regarding TDM and trip caps as monitoring devices that history showed that the Bayfront Expressway had been at capacity in every parking lot to his knowledge since occupied by high tech. He said the idea of reducing employee count was sort of management by paperwork. He said the test would be how many employees were needed and how many would come into the buildings. He said it would not be controlled by good intentions but by effective alternatives and those did not really exist right now. He said Facebook had done a more than commendable job with 50% diversion but the alternatives were limited as there was no meaningful, useful, dependable and speedy public transportation to where the housing was. He said it could be addressed over the Dumbarton Rail Corridor and he gave credit to Facebook's efforts to make that viable. He said he wanted to encourage the team to effectively screen outside seating areas from wind and sun. He said it was a wonderful idea to plan events both in the elevated park and plaza spaces. He said the sustainability behind the design was impressive. He referred to Attachment S, page S2 and asked if that was part of the design still as it did not seem at the same quality level as other buildings proposed.

Chair Doran said they needed to move to extend and he would like to extend to 11:20 pm.

ACTION: M/S (Riggs/DeCardy) to extend the meeting to 11:20 p.m.; passes 6-0 with Commissioner Kennedy no longer in attendance.

Mr. Morley said that S2 was part of the current architectural package and said he had noted Commissioner Riggs' comment.

Commissioner Riggs said two issues that challenged this project and any large project in Menlo Park and the Bay area were water and traffic. He said regarding the latter that for Menlo Park and the Redwood City environments to continue to function a train was needed across the Dumbarton Corridor.

Commissioner Barnes said he was struck with the extraordinary use of materials in the design of each aspect of the buildings. He said regarding architectural control that the project was off to a wonderful start. He noted a comment on the height of the market and whether grading was being done to raise it in places.

Mr. Harrison said they were elevating the site by bringing it to grade out of the flood hazard zone and currently where the market was to be located the grade was eight and a half feet. He said they would raise the site to a minimum elevation so that all the buildings would have a minimum finished floor of 13 feet. He said where the grocery store was located on parcel 2 on the front edge of what they were calling Main Street there was a grade differential from existing Willow Road at the new intersection of Hamilton Avenue and Willow Road.

Replying to Commissioner Barnes, Mr. Morley said originally, they had included an above grade parking structure to serve the retail and Town Square but in response to community feedback to add open space and grow the Town Square they would locate the parking below Town Square to serve it and some of the retail.

Commissioner Barnes asked how that would work due to the water table. Mr. Harrison said the Meta construction team had significant experience with dewatering when they were building a portion of the bayfront expansion campus. He said they had a very experienced team of construction managers and geotechnical engineers that had studied that already and they were certain there were not issues given their team and Meta's experience.

Commissioner Barnes asked if there would be a leasing preference of the non-BMR apartments for Meta employees. Mr. Morley said those were planned to be available to the public.

Chair Doran said he had to leave and he was handing the meeting to Vice Chair DeCardy to run.

ACTION: M/S (Harris/Riggs) to continue to 11:30 p.m.; passes 5-0 with Commissioners Doran and Kennedy no longer in attendance.

Commissioner Tate said overall it was a good-looking project and she appreciated the thought that went into it. She said she was concerned with the housing especially with the mix of BMR and the sustainability of the retail especially the restaurants. She asked if something could be in place like in Mountain View where Meta had agreements not to serve food on campus so surrounding businesses were supported. She said she would like that considered. She said she would like to see ultra-local businesses. She said she was very concerned about the burden this project would put on Willow Road. She said being a Belle Haven resident she experienced the congestion firsthand. She said it would be great to study putting in a road directly to Bayfront Expressway.

Vice Chair DeCardy said regarding architectural control that the materials, the layout, design, the care and the passion the team presented tonight was fabulous. He said to the extent there were sort of variances from the parameters they had explained well why they wanted to use them and how they would work. He said regarding BMR that they had gotten feedback all over on that. He said the applicants had been great and the project was large enough to have some significant affordable housing, and especially for seniors would be great. He referred to the Housing Element and what was going to be required of the city. He said the applicants could continue to lead and do more and that they had parameters to make that happen. He said regarding parking he agreed with Commissioner Harris and thought the parking could be reduced to 5900. He said there were other radical ways to reduce parking. He said reducing the parking was a ticket to solving a lot of problems. He said parking cost them a lot and that could be put into lower cost housing. He said ultimately the only way to get cars not traveling to this site was to not let them park and that put the incentive structure in the right way to ramp up TDM and ways to further incentivize people to car share and find alternatives. He said the project was fantastic in how mostly it looked into itself but he thought there was much to think about how it connected to the rest of the community. He said the east side of the project was a massive barrier, a wall that no person in the public could get through and that was predominantly because of parking in the project. He said this project and the traffic from it was only a part of everything that was going to happen in this community, noting projects in the Life Sciences, redevelopment around Middlefield Road and USGS, SRI, and what they had to do downtown. He said Willow Road was going to get crushed. He said Meta had shuttles, buses, scooters, bikes and other modalities onsite; Tarlton had a private bus service and SRI was talking about putting in a private bus service. He asked how many private bus services not connected to each other did they need. He said there were resources here to solve the issue but they were completely disconnected in a way that did not function. He urged them to press their leaders and solve the connectivity between downtown and the bayfront, the community center, past the high school and then down to the junior high so that people would get out of their cars. He said that was the only way to break the cycle of congestion and misery that would be immediately outside the fabulous community they were building.

H. Informational Items

H1. Future Planning Commission Meeting Schedule

- Special Meeting: May 2, 2022

Mr. Perata said 1350 Adams Court project draft EIR public hearing and study session was on the May 2 special meeting agenda.

- Regular Meeting: May 9, 2022

I. Adjournment

Vice Chair DeCardy adjourned the meeting at 11:28 p.m.

Staff Liaison: Kyle Perata, Acting Planning Manager

Recording Secretary: Brenda Bennett



REGULAR MEETING DRAFT MINUTES

Date: 5/23/2022
Time: 7:00 p.m.
Location: Zoom

A. Call To Order

Chair DeCardy called the meeting to order at 7:00 p.m.

B. Roll Call

Present: Chris DeCardy (Chair), Linh Dan Do, David Thomas, Henry Riggs

Absent: Andrew Barnes, Cynthia Harris (Vice-Chair), Michele Tate

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

C. Reports and Announcements

Acting Principal Planner Corinna Sandmeier reported the City Council at its May 24, 2022 meeting would conduct a study session on the Willow Village project and in particular on its community amenity proposal.

D. Public Comment

None

E. Consent Calendar

- E1. Approval of court reporter transcript of April 25, 2022, Planning Commission Public Hearing on Draft Environmental Impact Report (Draft EIR) for Willow Village Master Plan. (Attachment)

ACTION: Motion and second (Riggs/Thomas) to approve as submitted; passes 4-0-3 (Commissioners Barnes, Harris and Tate absent).

F. Public Hearing

- F1. Use Permit/Ami Ferreira/380 Cotton Street:
Request for a use permit to demolish an existing two-story, single-family residence with an attached garage, and construct a new two-story, single-family residence with an attached garage on a substandard lot with regard to minimum lot width in the R-1-S (Single Family Suburban Residential) zoning district. (Staff Report #22-026-PC)

Assistant Planner Chris Turner updated the Planning Commission on additional correspondence received after publication of the staff report.

Architect Steve Simpson and owners Steve Harrick and Jennifer Min spoke on behalf of the project.

Chair DeCardy opened the public comment period.

Chair DeCardy closed the public comment period seeing no comments.

The Planning Commission discussed the proposed residence and commented on the style and attractiveness of the project.

ACTION: Motion and second (Riggs/Thomas) to approve as recommended in the staff report; passes 4-0-3 (Commissioners Barnes, Harris and Tate absent).

1. Make a finding that the project is categorically exempt under Class 3 (Section 15303, "New Construction or Conversions 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. 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 (by May 23, 2023) for the use permit to remain in effect.
 - b. Development of the project shall be substantially in conformance with the plans prepared by young and SDG Architecture consisting of 20 plan sheets, dated received March 30, 2022 and approved by the Planning Commission on May 23, 2022, 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. Heritage trees in the vicinity of the construction project shall be protected pursuant to the Heritage Tree Ordinance and the arborist report prepared by Urban Tree Management, Inc., dated February 23, 2022.

F2. Use Permit/Thomas James Homes/704 Arnold Way:

Request for a use permit to demolish an existing one-story, single-family residence and attached garage, and construct a new two-story, single-family residence with an attached garage on a substandard lot with regard to minimum lot width in the R-1-U (Single Family Urban Residential) zoning district. (Staff Report #22-027-PC)

Assistant Planner Turner stated that there were no updates to the staff report.

Owners Aleks and Erika Movsesyan and project representative Anna Felver spoke on behalf of the project.

Chair DeCardy opened the public comment period.

Chair DeCardy closed the public comment period seeing no comments.

The Planning Commission discussed the proposed residence and commended the applicant on their efforts to address concerns prior to the meeting.

ACTION: Motion and second (Thomas/Do) to approve as recommended in the staff report; passes 4-0-3 (Commissioners Barnes, Harris and Tate absent).

1. Make a finding that the project is categorically exempt under Class 3 (Section 15303, "New Construction or Conversions 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. 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 (by May 23, 2023) for the use permit to remain in effect.

- b. Development of the project shall be substantially in conformance with the plans prepared by Dahlin Group consisting of 23 plan sheets, dated received April 19, 2022 and approved by the Planning Commission on May 23, 2022, 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. Heritage trees in the vicinity of the construction project shall be protected pursuant to the Heritage Tree Ordinance and the arborist report prepared by CalTLC, Inc., dated March 23, 2022.

F3. Use Permit/Aju Scaria/810 Harvard Avenue:

Request for a use permit to demolish an existing one-story, single-family residence, and construct a new two-story, single-family residence with a basement on a substandard lot with regard to minimum lot width in the R-1-U (Single Family Urban Residential) zoning district. The proposal includes an attached accessory dwelling unit (ADU), which is not subject to discretionary review. The applicant is also requesting to maintain a fence greater than seven feet in height along a portion of the right property line. (Staff Report #22-028-PC)

Acting Principal Planner Sandmeier said staff had no updates.

Owners Aju Scaria and Rose Marie Philip and project representative Bob Boles spoke on behalf of the project. Jeff Held, landscape architect, was also present for questions.

Chair DeCardy opened the public comment period.

Chair DeCardy closed the public comment period seeing no comments.

The Planning Commission discussed the proposed residence and commended the project for attractiveness, thoughtful design and fence agreement with neighbors.

ACTION: Motion and second (Thomas/Do) to approve as recommended in the staff report; passes 4-0-3 (Commissioners Barnes, Harris and Tate absent).

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. 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 (by May 23, 2023) for the use permit to remain in effect.
 - b. Development of the project shall be substantially in conformance with the plans prepared by Beausoleil Architects, consisting of 18 plan sheets, dated received May 17, 2022, and approved by the Planning Commission on May 23, 2022, except as modified by the conditions contained herein, subject to review and approval of the Planning Division.
 - c. Prior to building permit issuance, the applicant 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 applicant 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. 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.
- h. 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.
- i. 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.
- j. 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.
- k. Heritage trees in the vicinity of the construction project shall be protected pursuant to the Heritage Tree Ordinance and the arborist report prepared by Bo Firestone Consulting and Design, dated received April 12, 2022.
- l. 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.
- m. Prior to building permit issuance, the applicant shall pay all applicable City fees. Refer to City of Menlo Park Master Fee Schedule.

G. Informational Items

G1. Future Planning Commission Meeting Schedule

- Regular Meeting: June 13, 2022
- Regular Meeting: June 27, 2022

H. Adjournment

Chair DeCardy adjourned the meeting at 7:58 p.m.

Staff Liaison: Corinna Sandmeier, Acting Principal Planner

Recording Secretary: Brenda Bennett



STAFF REPORT

Planning Commission

Meeting Date: 9/19/2022

Staff Report Number: 22-051-PC

Public Hearing: **Adopt a resolution to approve a Master Sign Program for a mixed-use development (Middle Plaza at 500 El Camino Real) in the ECR/D-SP (El Camino Real/Downtown Specific Plan) zoning district**

Recommendation

Staff recommends that the Planning Commission approve a master sign program for a mixed-use development (Middle Plaza at 500 El Camino Real) in the SP-ECR/D (El Camino Real/Downtown Specific Plan) zoning district. A draft resolution, including the recommended conditions of approval, is included as Attachment A.

Policy Issues

Each master sign program request should be considered individually. The Planning Commission should consider whether the required findings, included with the draft resolution (Attachment A), can be made for the proposed master sign program.

Background

The City Council approved the 500 El Camino Real project (also known as “Middle Plaza at 500 El Camino Real”) in 2017. The project is a mixed-use development consisting of office, retail, and residential uses on an 8.4-acre site, with a total of approximately 10,286 square feet of retail/restaurant, 142,840 square feet of non-medical office, and 215 residential units.

In early 2022, the City Council approved a Zoning Ordinance text amendment to modify Municipal Code Chapter 16.92 (Signs-Outdoor Advertising) to allow larger projects within the SP-ECR/D (El Camino Real/Downtown Specific Plan) zoning district and with primary frontage along El Camino Real, larger total display areas, subject to Planning Commission approval of a master sign program. The subject application is the second application under the text amendment.

Analysis

Project description

The applicant is proposing a master sign program for the Middle Plaza at 500 El Camino Real mixed-use development. The development has one only one frontage (along El Camino Real). The permitted sign area for the project is calculated per a formula in the Zoning Ordinance ($30' + ((\text{Frontage Length} - 10') \times (8/7))$), not including signage designated for project identification or safety/directional signage, but with a maximum of 1,000 square feet per frontage. The project’s frontage along El Camino Real is 1,600 feet and the applicant is requesting 999 square feet of signage, where 1,000 square feet is the maximum permitted.

The mixed-use development has a total of seven buildings on the property of which three are office and four are residential buildings. The proposed 999 square feet of signage would be distributed amongst the seven buildings. The applicant is proposing seven monument signs, three for residential and four for office identification, for a total of 273 square feet. There are also a total of 14 tenant identification signs proposed, of which six would be for retail and eight would be for office identification. All six retail identification signs are proposed to be located on Office Building #1, on the far left side of the property. Office Buildings #2 and #3 would have a total of three tenant identification signs each. The total signage for tenant identification signs, which include both lower and upper floor signs, would be 635 square feet. In addition, there would be six retail blade signs for a total of 72 square feet, and three project identification signs along El Camino Real, for a total of 19 square feet.

The applicant has submitted project plans (Attachment C) and a project description letter (Attachment D) with a series of elevation sheets that illustrate the various signs that would be permitted, visible from Middle Plaza's frontage. It should be noted, the elevations also show possible alternative signage locations.

Safety and directional signage

For applicable projects with the ECR/D-SP zoning district, safety and directional signage is exempt from the limits on signage display area, provided that the safety and directional signage is approved pursuant to a master signage program. For purposes of signage, "safety and directional signage" means signage providing information on directions, ingress and egress, parking access and location, accessibility, and other similar identifying information. The applicant is proposing a total of 43 directional signs, which include parking and garage signage, parking blade signs, pedestrian transit, and building addressing signs for a total of 521 square feet.

Letter size

The applicant is seeking additional flexibility, compared to the current regulations set forth in the Sign Design Guidelines, with regards to signage letter size, which the Planning Commission may approve as part of a master sign program if such changes are compatible and harmonious with the overall project and appropriate in terms of size and location within the project. In general, letter sizes between 8 inches and 18 inches is considered acceptable. Letter sizes larger than 24 inches are typically considered for buildings with large setbacks from the street in the Sign Design Guideline. The applicant is proposing tenant identification signs to be between 36 to 40 inches in letter size for the retail level (ground floor), for no more than 45 square feet display area each; and an upper floor tenant identification sign letter size of 40 inches for no more than 50 square feet display area each.

In comparison, 1300 El Camino Real's (Springline) master sign program was approved by the Planning Commission with 40-inch lettering for buildings setback ten feet from the property line, which is the same distance as the Middle Plaza buildings closest to El Camino Real. Staff believes the larger letter sizes are appropriate given the scale of the buildings.

Design and materials

The applicant proposes various materials based on the type of sign. The four main materials proposed are stucco, aluminum, metal framing and acrylic numerals and letters.

The office buildings feature Mission Revival architecture, with off-white smooth stucco, red tile roofing, brightly colored awnings, decorative ceramic tile with floral and geometric patterns and black-brown metal framed windows. Office identification monument signs would be made of an aluminum cabinet with a stucco finish, painted to match the existing buildings, with decorative tile paneling at the bottom, and would feature an arched top design to match the existing office building architecture. These signs would stand six feet tall

and feature project and tenant identification signs. The project identification lettering on each monument sign would be made of acrylic and painted to match the typical building accent color and would be LED illuminated. Tenant identification panels would be fabricated aluminum panels, painted to match typical building accent color with flush acrylic lettering that would be internally illuminated.

The residential buildings feature craftsmen style architecture, with varying materials such as stucco and brick on the lower floors and vertical siding panels for upper floors. Wood textured painted cement board is the primary cladding material with brick and stucco as accent materials. The three residential monument identification signs are proposed to have painted metal framing holding a metal sign panel fastened at the center with channel letters and numerals made of acrylic to be internally illuminated (halo illuminated) by LED. The project identification wall signs would feature the same materials as the monument sign, except that they would be mounted to the wall, and both types of signs would feature colors to match the residential buildings.

Tenant blade signs would be either aluminum or painted wood with a tenant logo, mounted ten feet, four inches off the ground and nine square feet per side. It should be noted the tenant logo colors would need to adhere to the color regulations provided in the Sign Design Guidelines.

Directional and address signs would be aluminum lettering. There would be some address signs that would have painted metal framing with acrylic numerals with halo illumination. Parking signs would be fabricated aluminum channel letters which would be non-illuminated. Blade signs would be non-illuminated aluminum with the tenant logo in vinyl. The tenant logo may have colors based on the brand color scheme. Proposed tenant and parapet tenant signs would be illuminated with white LED and the lettering would be a white translucent acrylic. Pedestrian wayfinding signs would be acrylic lettering and numerals on aluminum backing.

Staff believes the signage specified by the master sign program would be compatible and harmonious with the buildings on the property as the design would be proportionate in size to the overall scale of the buildings and the proposed colors and signage designs would complement the design of the buildings.

Correspondence

Staff has not received any correspondence on this project.

Conclusion

Staff believes the proposed signage in the master sign program would be proportionate, compatible and harmonious with the buildings on the property given the scale of the Middle Plaza development. The proposed colors and signage designs would complement the design of the existing buildings. Staff recommends that the Planning Commission approve the master sign program.

Impact on City Resources

The project sponsor is required to pay Planning, Building and Public Works permit fees, based on the City's Master Fee Schedule, to fully cover the cost of staff time spent on the review of the project.

Environmental Review

The proposed master sign program is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines.

Public Notice

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting. Public notification also consisted of publishing a notice in the local newspaper and notification by mail of owners and occupants within a 300-foot radius of the project.

Attachments

A. Draft Planning Commission Resolution Approving project Master Sign Program, including project Conditions of Approval

Exhibits to Attachment A:

- A. Project Plans (See Attachment C to this (September 19, 2022) Planning Commission staff report)
- B. Condition of Approval

B. Location Map

C. Project Plans

D. Project Description Letter

Disclaimer

Attached are reduced versions of maps and diagrams submitted by the applicants. The accuracy of the information in these drawings is the responsibility of the applicants, and verification of the accuracy by City Staff is not always possible. The original full-scale maps, drawings and exhibits are available for public viewing at the Community Development Department.

Report prepared by:

Fahteen Khan, Associate Planner

Report review by:

Corinna Sandmeier, Acting Principal Planner

PLANNING COMMISSION RESOLUTION NO. 2022-XX**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MENLO PARK APPROVING A MASTER SIGN PROGRAM FOR A MIXED-USE DEVELOPMENT (MIDDLE PLAZA) IN THE SP-ECR/D (EL CAMINO REAL/DOWNTOWN SPECIFIC PLAN) ZONING DISTRICT**

WHEREAS, the City of Menlo Park (“City”) received an application requesting approval of a master sign program for a mixed-use development (Middle Plaza) in the SP-ECR-D (El Camino Real/Downtown Specific Plan) zoning district (“Project”) from JJ Potasiewicz, (“Applicant”), on behalf of the property owner Stanford University (“Owner”) located at 500 El Camino Real (APN 071-440-170) (“Property”). The Project master sign program is depicted in and subject to the development plans attached hereto as Exhibit A and incorporated herein by this reference; and

WHEREAS, the SP-ECR/D (El Camino Real/Downtown Specific Plan) zoning district encompasses El Camino Real, the Caltrain station area and downtown Menlo Park, and supports a variety of uses, including, retail, personal services, restaurants, business and professional offices, residential uses, public and semi-public uses, and transit uses; and

WHEREAS, the proposed Project complies with all objective standards of the SP-ECR/D district; and

WHEREAS, the Project, requires discretionary actions by the City as summarized above, and therefore the California Environmental Quality Act (“CEQA,” Public Resources Code Section §21000 et seq.) and CEQA Guidelines (Cal. Code of Regulations, Title 14, §15000 et seq.) require analysis and a determination regarding the Project’s environmental impacts; and

WHEREAS, the City is the lead agency, as defined by CEQA and the CEQA Guidelines, and is therefore responsible for the preparation, consideration, certification, and approval of environmental documents for the Project; and

WHEREAS, the Project is categorically exempt from environmental review pursuant to Section 15061(b)(3) of the CEQA guidelines; and

WHEREAS, all required public notices and public hearings were duly given and held according to law; and

WHEREAS, at a duly and properly noticed public hearing held on September 19, 2022, the Planning Commission fully reviewed, considered, and evaluated the whole of the record including all public and written comments, pertinent information, documents and plans, prior to taking action regarding the Project.

NOW, THEREFORE, THE MENLO PARK PLANNING COMMISSION HEREBY RESOLVES AS FOLLOWS:

Section 1. Recitals. The Planning Commission has considered the full record before it, which may include but is not limited to such things as the staff report, public testimony, and other materials and evidence submitted or provided, and the Planning Commission finds the foregoing recitals are true and correct, and they are hereby incorporated by reference into this Resolution.

Section 2. Master Sign Program. The Planning Commission approves Master Sign Program No. PLN2022-00038, which master sign program is depicted in and subject to the development plans which are attached hereto and incorporated herein by this reference as Exhibit A. The Master Sign Program is conditioned in conformance with the conditions attached hereto and incorporated herein by this reference as Exhibit B. The Planning Commission makes the following findings, based on its independent judgment after considering the Project, and having reviewed and taken into consideration all written and oral information submitted in this matter:

- A. The signage specified by the Master Sign Program is compatible and harmonious with the buildings on the property in that it is proportionate in size to the overall scale of the buildings and the colors and signage designs complement the Mission Revival style of the office buildings and the craftsman style of the residential buildings.
- B. Requested exceptions from the City's Design Guidelines for Signs are compatible and harmonious with the overall project in that the signs and lettering are proportionate in size with the existing development.
- C. The design of the project's identification signage is compatible with the project's overall architecture and is appropriate in terms of its size and location within the project.

Section 3. ENVIRONMENTAL REVIEW. The Planning Commission makes the following findings, based on its independent judgment after considering the Project, and having reviewed and taken into consideration all written and oral information submitted in this matter:

- A. The Project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA guidelines.

Section 4. SEVERABILITY

If any term, provision, or portion of these findings or the application of these findings to a particular situation is held by a court to be invalid, void or unenforceable, the remaining provisions of these findings, or their application to other actions related to the Project Revisions, shall continue in full force and effect unless amended or modified by the City.

I, Corinna Sandmeier, Acting Principal Planner and Planning Commission Liaison of the City of Menlo Park, do hereby certify that the above and foregoing Commission Resolution

was duly and regularly passed and adopted at a meeting by said Commission on September 19, 2022, by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS THEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this 19th day of September, 2022.

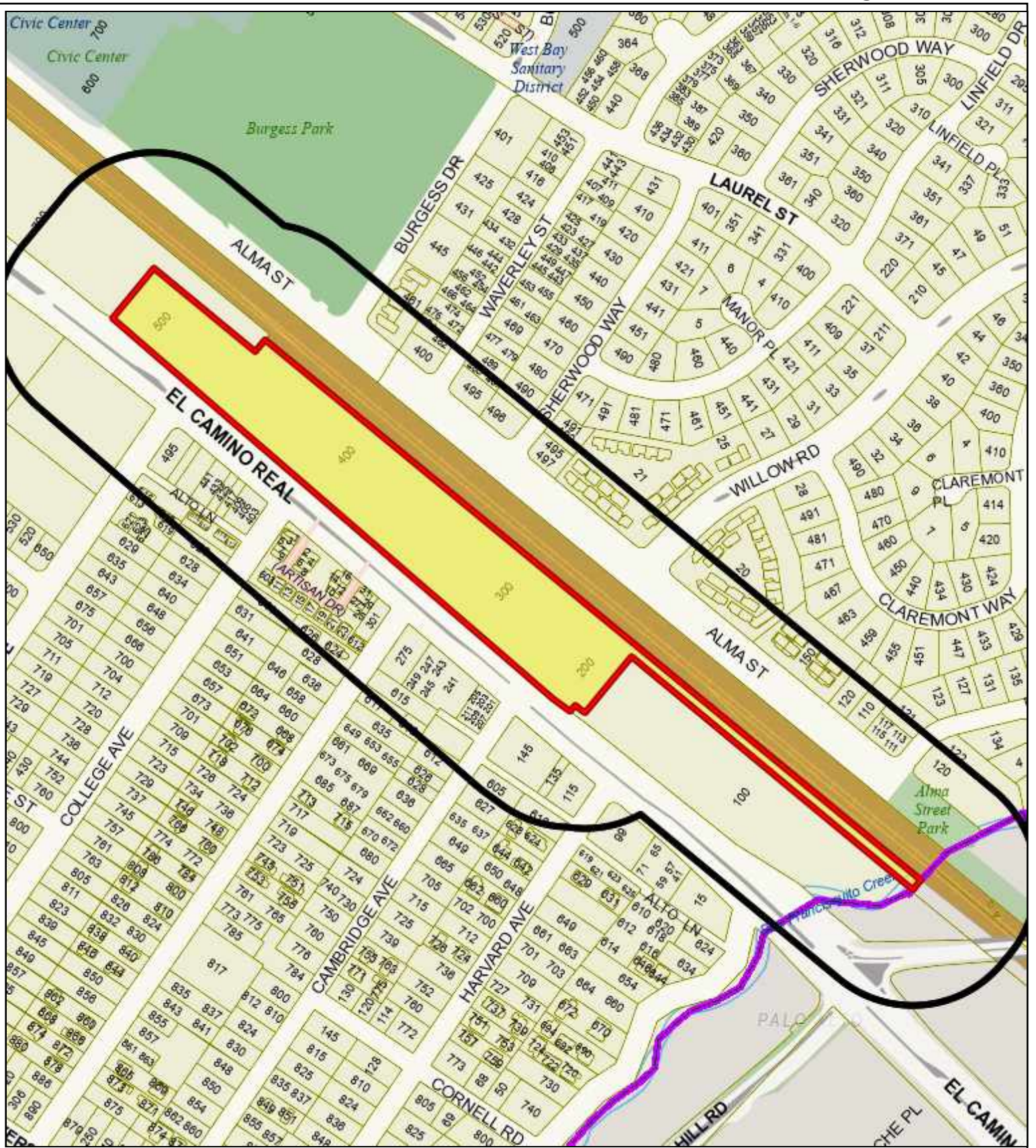
Corinna Sandmeier
Acting Principal Planner
City of Menlo Park

Exhibits

- A. Project Plans
- B. Conditions of Approval

500 El Camino Real – Exhibit B: Conditions of Approval

LOCATION: 500 El Camino Real	PROJECT NUMBER: PLN2022-00038	APPLICANT: JJ Potasiewicz	OWNER: Stanford University
CONDITIONS OF APPROVAL: <ol style="list-style-type: none">1. Development of the project shall be substantially in conformance with the plans prepared by Scott AG consisting of 39 plan sheets, dated received September 11, 2022 and approved by the Planning Commission on September 19, 2022, except as modified by the conditions contained herein, subject to review and approval of the Planning Division.2. Applicant shall comply with all requirements of the Planning Division, Building Division, Engineering Division, and Transportation Division that are directly applicable to the project.3. Applicant shall pay all fees incurred through staff time spent reviewing the application.4. The Project shall adhere to all ordinances, plans, regulations, and specifications of the City of Menlo Park and all applicable local, State, and Federal laws and regulations.5. The applicant or permittee shall defend, indemnify, and hold harmless the City of Menlo Park or its agents, officers, and employees from any claim, action, or proceeding against the City of Menlo Park or its agents, officers, or employees to attack, set aside, void, or annul an approval of the Planning Commission, City Council, Community Development Director, or any other department, committee, or agency of the City concerning a development, variance, permit, or land use approval which action is brought within the time period provided for in any applicable statute; provided, however, that the applicant's or permittee's duty to so defend, indemnify, and hold harmless shall be subject to the City's promptly notifying the applicant or permittee of any said claim, action, or proceeding and the City's full cooperation in the applicant's or permittee's defense of said claims, actions, or proceedings.			



City of Menlo Park
 Location Map
 500 El Camino Real



LOCATIONS & ALLOWANCES

- 0.01 Overall Property / Context Plan
- 0.1 Overall Property / Sign Location Plan
- 0.2 Office Building 1 / Sign Location Plan
- 0.3 Office Buildings 2 & 3 / Sign Location Plan
- 0.4 Residential Buildings A, B, C / Sign Location Plan
- 1.0 Sign Matrix / Proposed Square Footage & Counts
- 2.0 - 2.3 Office Buildings 1, 2, 3 / Elevations & Renderings
- 3.0 - 3.1 Residential Buildings A, B, C / Elevations

SIGN DRAWINGS

RETAIL/OFFICE/RESIDENTIAL SIGNAGE

- e1.0 OM - Monument Sign @ Office Buildings
- e2.0 OR - Retail Tenant ID Sign @ Office Buildings
- e3.0 OT - Tenant ID Sign @ Office Buildings
- e4.0 OB - Retail Tenant Blade Sign @ Office Buildings
- e5.0 RW - ID Wall Sign @ Residential Project
- e6.0 RX - ID Letters @ Residential Project
- e7.0 RM - ID Monument @ Residential Project
- e8.0 RL - ID Monument Sign at Leasing, Residential Project

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

Directional & addressing sign area shall not be counted toward allowable project sign area per City of Menlo Park Municipal Code Chapter 16.92 (Signs-Outdoor Advertising) for projects within the SP-ERC/D (El Camino Real/Downtown Specific Plan)

- e9.0 RA.1 - Address Wall Sign, Size A @ Residential
- e10.0 RA.2 - Address Wall Sign, Size B @ Residential
- e11.0 RB - Building Entry Directional Wall Sign @ Residential
- e12.0 RP - Garage Entry Parking Letters @ Residential
- e13.0 OA - Halo-lit Building Address @ Office Buildings
- e14.0 OP - Parking Entry Sign @ Office Buildings
- e15.0 OW - ID Wall Sign @ Office/Retail Buildings
- e16.0 SD - Parking Directional - Property Wide
- e17.0 SB - Parking Directional Blade - Property Wide
- e18.0 ST - Transit Pedestrian Directional- Property Wide



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MIDDLE PLAZA

200-500 El Camino Real
Menlo Park, California

Office/Retail/Residential
Master Sign Program

September 6, 2022



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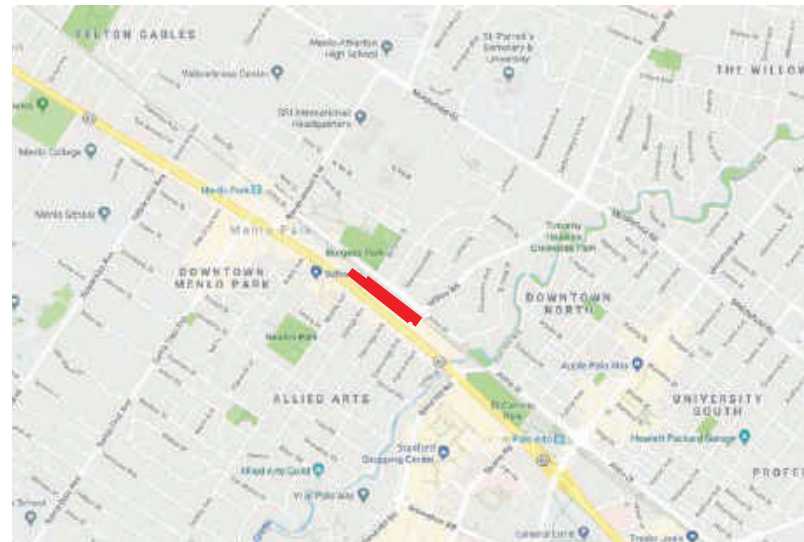
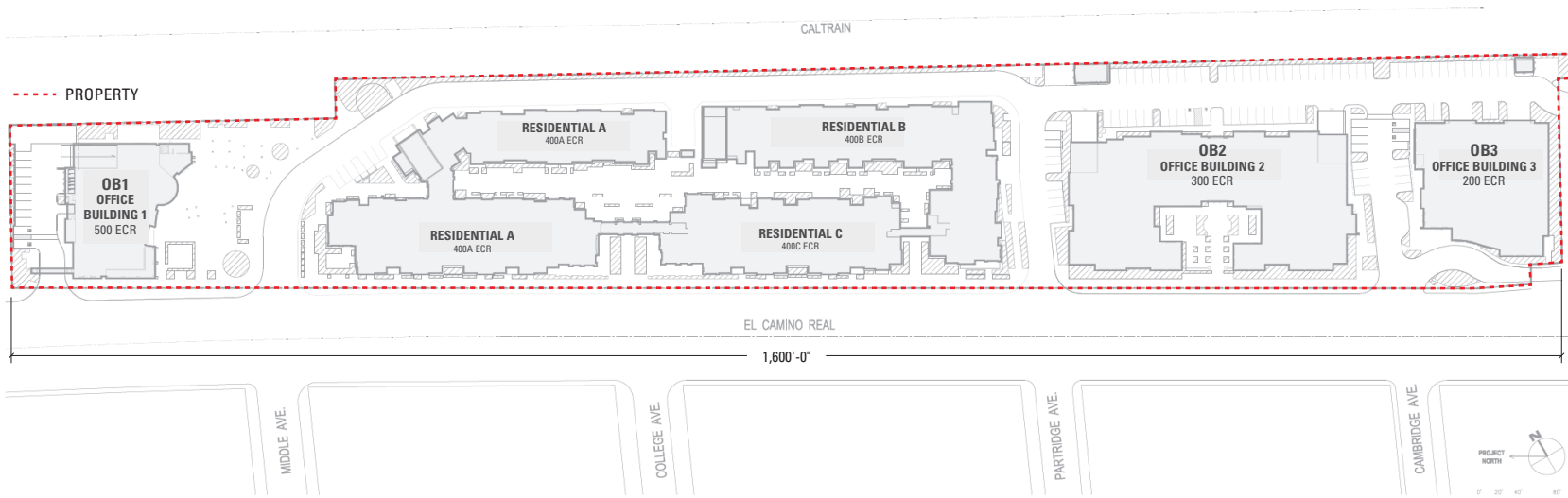
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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

SCOTT | AG

SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
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■ SITE

ISSUE/REVISION

09/06/2022 SK

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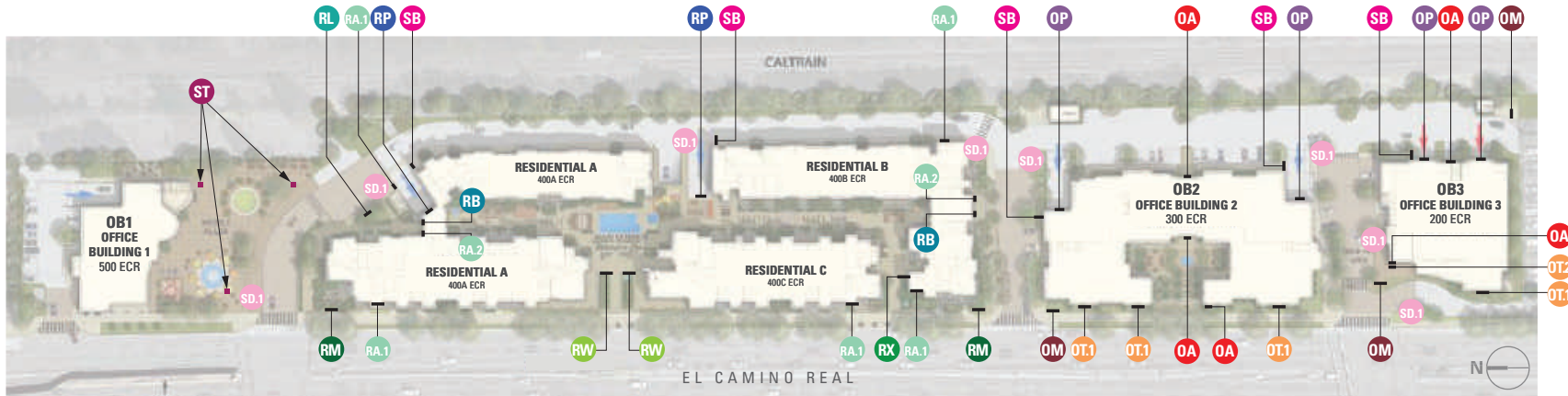
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SIGN TYPE

**Overall Site
Context**

SHEET

0.01



RETAIL/OFFICE/RESIDENTIAL SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT1** TENANT ID SIGN, *Size A* @ OFFICE BUILDINGS
- OT2** TENANT ID SIGN, *Size B* @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS
- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT
- RL** ID MONUMENT SIGN @ LEASING, RESIDENTIAL PROJECT

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

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- RA.1** ADDRESS WALL SIGN, *Size A* @ RESIDENTIAL
- RA.2** ADDRESS WALL SIGN, *Size B* @ RESIDENTIAL
- RB** BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL
- RP** GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL
- OA** HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS
- OP** PARKING ENTRY SIGN @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- SD.1** PARKING DIRECTIONAL, *Size A* - PROPERTY WIDE
- SD.2** PARKING DIRECTIONAL, *Size B* - PROPERTY WIDE
- SB** PARKING DIRECTIONAL BLADE - PROPERTY WIDE
- ST** TRANSIT PEDESTRIAN DIRECTIONAL- PROPERTY WIDE



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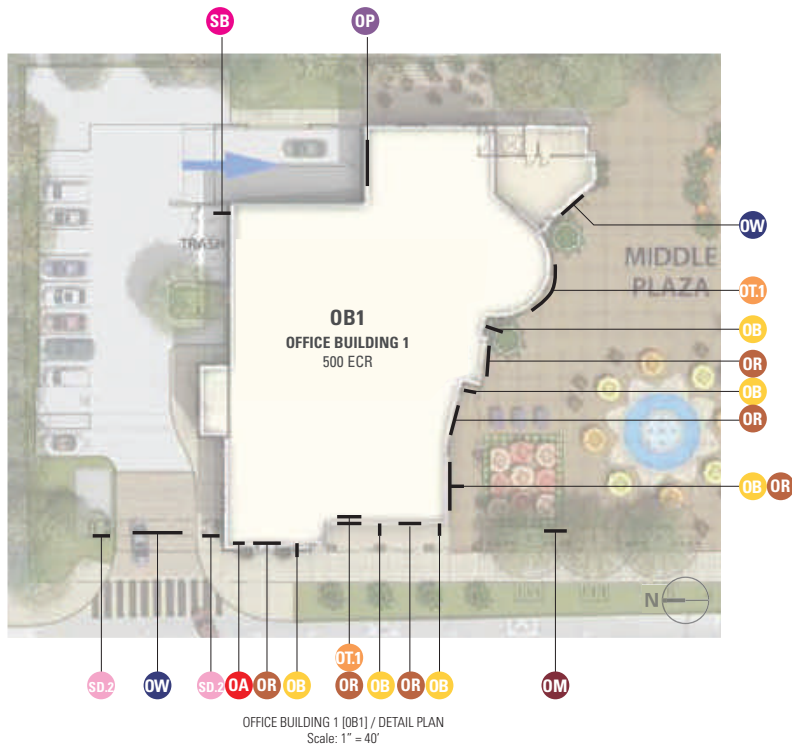
Planning Submittal

SIGN TYPE

Overall Site Sign Locations

SHEET

0.1



RETAIL/OFFICE/RESIDENTIAL SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT.1** TENANT ID SIGN, *Size A* @ OFFICE BUILDINGS
- OT.2** TENANT ID SIGN, *Size B* @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS
- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT
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DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

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- OP** PARKING ENTRY SIGN @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- SD.1** PARKING DIRECTIONAL, *Size A* - PROPERTY WIDE
- SD.2** PARKING DIRECTIONAL, *Size B* - PROPERTY WIDE
- SB** PARKING DIRECTIONAL BLADE - PROPERTY WIDE
- ST** TRANSIT PEDESTRIAN DIRECTIONAL - PROPERTY WIDE



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SIGN TYPE

Office Bldg 1
Sign Locations

SHEET

0.2



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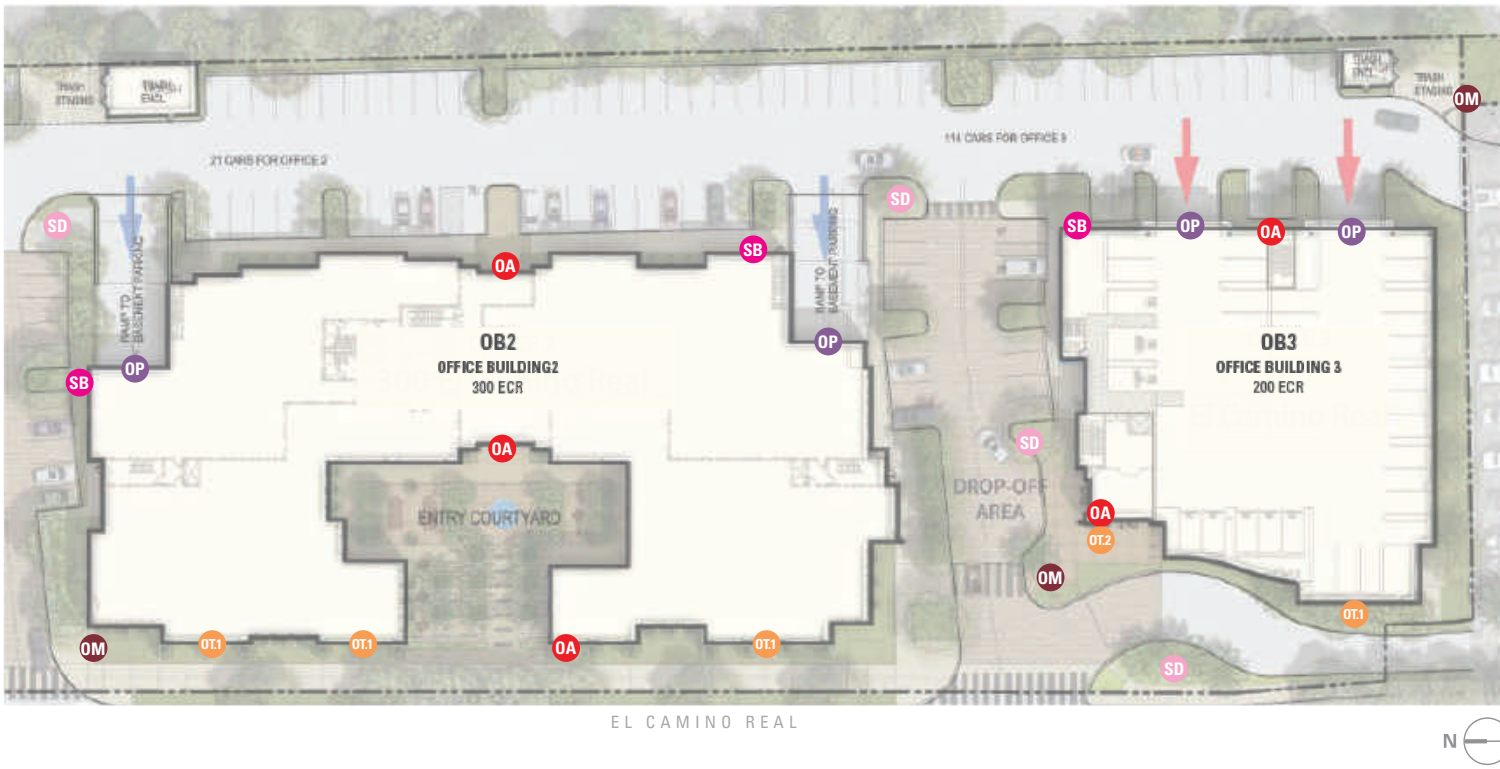
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RETAIL/OFFICE/RESIDENTIAL SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT1** TENANT ID SIGN, *Size A* @ OFFICE BUILDINGS
- OT2** TENANT ID SIGN, *Size B* @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS
- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT
- RL** ID MONUMENT SIGN @ LEASING, RESIDENTIAL PROJECT

**DIRECTIONAL/ADDRESSING SIGNAGE
(EXEMPT)**

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- RA.2** ADDRESS WALL SIGN, *Size B* @ RESIDENTIAL
- RB** BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL
- RP** GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL
- OA** HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS
- OP** PARKING ENTRY SIGN @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- SD.1** PARKING DIRECTIONAL, *Size A* - PROPERTY WIDE
- SD.2** PARKING DIRECTIONAL, *Size B* - PROPERTY WIDE
- SB** PARKING DIRECTIONAL BLADE - PROPERTY WIDE
- ST** TRANSIT PEDESTRIAN DIRECTIONAL - PROPERTY WIDE

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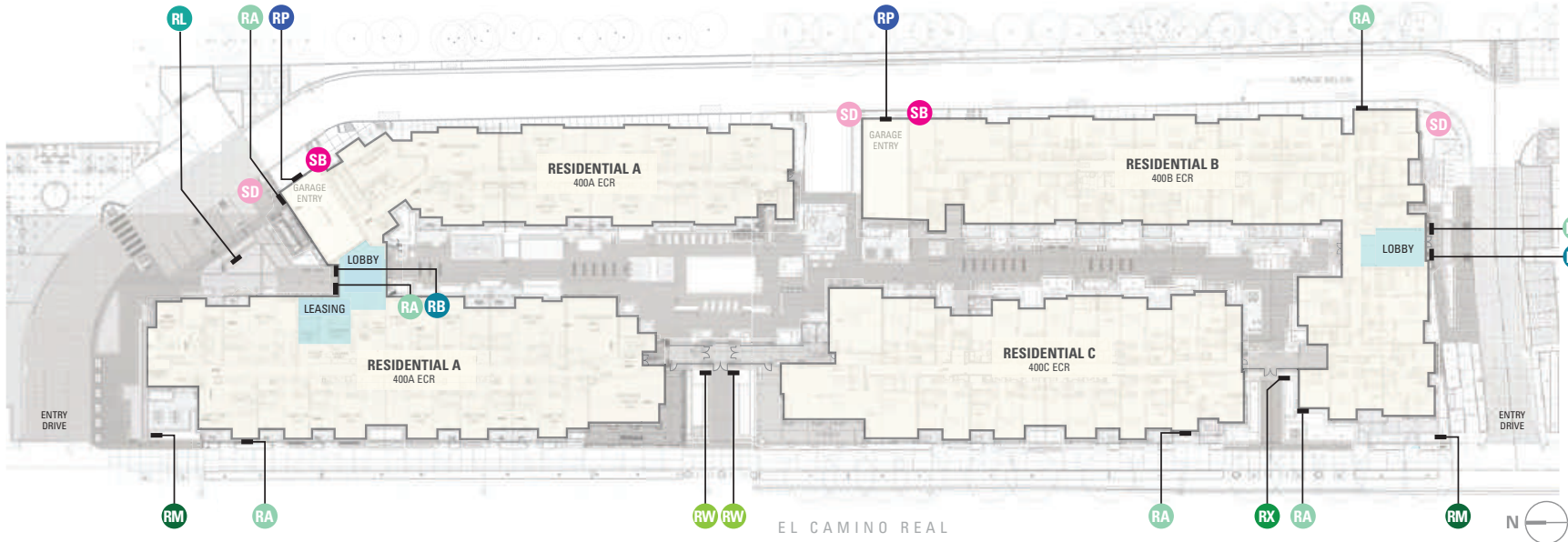
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SIGN TYPE

Office Bldgs
2 & 3
Sign Locations

SHEET

0.3



RETAIL/OFFICE/RESIDENTIAL SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT1** TENANT ID SIGN, *Size A* @ OFFICE BUILDINGS
- OT2** TENANT ID SIGN, *Size B* @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS
- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT
- RL** ID MONUMENT SIGN @ LEASING, RESIDENTIAL PROJECT

**DIRECTIONAL/ADDRESSING SIGNAGE
(EXEMPT)**

Directional & addressing sign area shall not be counted toward allowable project sign area per City of Menlo Park Municipal Code Chapter 16.92 (Signs-Outdoor Advertising) for projects within the SP-ERC/D (El Camino Real/Downtown Specific Plan)

- RA.1** ADDRESS WALL SIGN, *Size A* @ RESIDENTIAL
- RA.2** ADDRESS WALL SIGN, *Size B* @ RESIDENTIAL
- RB** BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL
- RP** GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL
- OA** HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS
- OP** PARKING ENTRY SIGN @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- SD.1** PARKING DIRECTIONAL, *Size A* - PROPERTY WIDE
- SD.2** PARKING DIRECTIONAL, *Size B* - PROPERTY WIDE
- SB** PARKING DIRECTIONAL BLADE - PROPERTY WIDE
- ST** TRANSIT PEDESTRIAN DIRECTIONAL - PROPERTY WIDE



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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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SIGN TYPE

**Residential
Bldgs A, B, C
Sign Locations**

SHEET

0.4

RETAIL/OFFICE/COMMERCIAL SIGNAGE

SIGN TYPE	QUANTITY	SIZE	SQUARE FOOTAGE (EA)	TOTAL
OB RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS	6	2'-5" x 2'-5"	12 FT ²	72 FT ²
OM MONUMENT SIGN @ OFFICE BUILDINGS	4	6'-6" x 6'-0"	39 FT ²	156 FT ²
OR RETAIL TENANT ID SIGN @ OFFICE BUILDINGS	6	15'-0" x 3'-0"	45 FT ²	270 FT ²
OT.1 TENANT ID SIGN, <i>Size A</i> @ OFFICE BUILDINGS	7	15'-0" x 3'-4"	50 FT ²	350 FT ²
OT.2 TENANT ID SIGN, <i>Size B</i> @ OFFICE BUILDINGS	1	5'-0" x 3'-0"	15 FT ²	15 FT ²
RL ID MONUMENT SIGN @ LEASING, RESIDENTIAL PROJECT	1	6'-6" x 6'-0"	39 FT ²	39 FT ²
RM ID MONUMENT @ RESIDENTIAL PROJECT	2	6'-6" x 6'-0"	39 FT ²	78 FT ²
RW ID WALL SIGN @ RESIDENTIAL PROJECT	2	3'-0" x 3'-0"	9 FT ²	18 FT ²
RX ID LETTERS @ RESIDENTIAL PROJECT	1	3'-2" x 3.25"	1 FT ²	1 FT ²
SIGN COUNT	30		PROPOSED	999 FT²

**DIRECTIONAL/ADDRESSING SIGNAGE
(EXEMPT)**

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SIGN TYPE	QUANTITY	SIZE	SQUARE FOOTAGE	TOTAL
OA HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS	6	3'-6" x 2'-0"	7 FT ²	42 FT ²
OP PARKING ENTRY SIGN @ OFFICE BUILDINGS	5	8'-0" x 1'-3"	10 FT ²	50 FT ²
OW ID WALL SIGN @ OFFICE/RETAIL BUILDINGS	2	15'-0" x 3'-4"	50 FT ²	100 FT ²
RA.1 ADDRESS WALL SIGN, <i>Size A</i> @ RESIDENTIAL	5	3'-6" x 2'-0"	7 FT ²	35 FT ²
RA.1 ADDRESS WALL SIGN, <i>Size B</i> @ RESIDENTIAL	2	2'-0" x 2'-0"	4 FT ²	8 FT ²
RB BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL	2	2'-0" x 2'-0"	4 FT ²	8 FT ²
RP GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL	2	8'-0" x 1'-3"	10 FT ²	20 FT ²
SD.1 PARKING DIRECTIONAL, <i>Size A</i> - PROPERTY WIDE	8	3'-3" x 6'-6"	21 FT ²	168 FT ²
SD.2 PARKING DIRECTIONAL, <i>Size B</i> - PROPERTY WIDE	2	5'-0" x 3'-0"	15 FT ²	30 FT ²
SB PARKING DIRECTIONAL BLADE - PROPERTY WIDE	6	3'-0" x 3'-0"	9 FT ²	54 FT ²
ST TRANSIT PEDESTRIAN DIRECTIONAL - PROPERTY WIDE	3	2'-0" x 1'-0"	2 FT ²	6 FT ²
SIGN COUNT	43		PROPOSED (EXEMPT)	521 FT²

TOTAL SIGNAGE ALLOWANCE

ECR/D-SP

(30' + ((Frontage Length - 10') x (8/7)))

1,600 Linear Foot Frontage = 1847 Sq. Ft. allowed

Max Allowable Signage for any Parcel is 1000 Sq. Ft.

BUILDING TOP PARAPET SIGNAGE

Tenant may distribute building top parapet signage locations between El Camino Real entry drives & East Elevations (Caltrain)

BLDG	LINEAR FEET	CALCULATION	ALLOWABLE SIGNAGE	PROPOSED SIGNAGE
OB 1	206 FT	x 1/2	103 FT ²	100 FT ²
OB 2	300 FT	x 1/2	150 FT ²	150 FT ²
OB 3	133 FT	x 1/2	66.5 FT ²	65 FT ²



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

SCOTT | AG

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ENVIRONMENTAL GRAPHICS
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SANTA ROSA, CALIFORNIA 95401
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PHASE

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SIGN TYPE

Sign Matrix
Proposed Square Footage
& Sign Counts

SHEET

1.0



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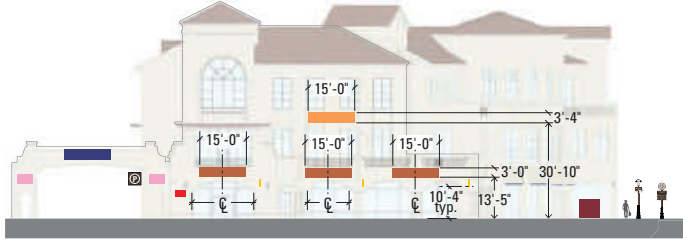
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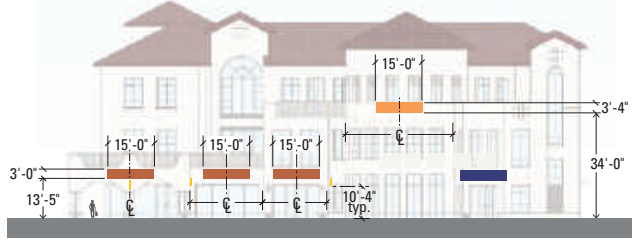
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MENLO PARK, CALIFORNIA

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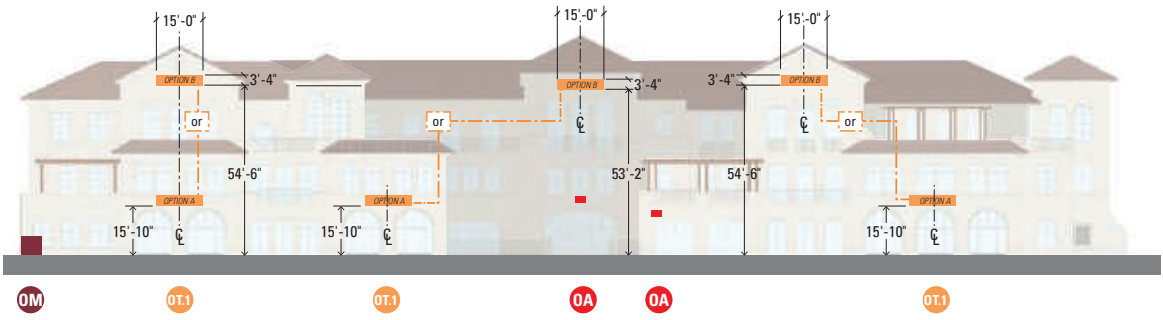
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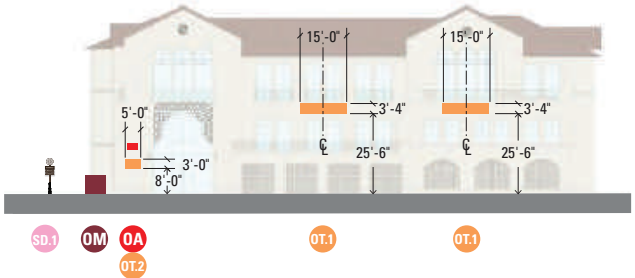
1 OB1 / OFFICE BUILDING 1
WEST ELEVATION / ECR



2 OB1 / OFFICE BUILDING 1
SOUTH ELEVATION



3 OB2 / OFFICE BUILDING 2
WEST ELEVATION / ECR
**(3) total OT.1 signs allowed for OB2; tenant may choose location Option A or Option B*



4 OB3 / OFFICE BUILDING 3
WEST ELEVATION / ECR

RETAIL/OFFICE SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT.1** TENANT ID SIGN, Size A @ OFFICE BUILDINGS
- OT.2** TENANT ID SIGN, Size B @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

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- OA** HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- SD.1** PARKING DIRECTIONAL, Size A - PROPERTY WIDE
- SD.2** PARKING DIRECTIONAL, Size B - PROPERTY WIDE
- SB** PARKING DIRECTIONAL BLADE - PROPERTY WIDE
- ST** TRANSIT PEDESTRIAN DIRECTIONAL - PROPERTY WIDE



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SIGN TYPE

Office Bldgs Elevations

TYP. SCALE: 1' = 40'

SHEET

2.0



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SIGN TYPE

Office Bldg 1 Building Rendering

SHEET

2.1



OR OB OR OB OR OB OT.1 OW

1 OB1 SOUTH / CONTEXT RENDERING



SB SD.2 OW SD.2 OA OR OB OT.1 OR OB OR OB

2 OB1 NORTHWEST / ELEVATION RENDERING



SD.2 OW OA OR OB OR OB OT.1 OR OB OR OB OR OB OR OB OT.1 OW

3 OB1 SOUTHWEST / ELEVATION RENDERING



RETAIL/OFFICE SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT.1** TENANT ID SIGN, *Size A* @ OFFICE BUILDINGS
- OT.2** TENANT ID SIGN, *Size B* @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

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- OA** HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- SD.2** PARKING DIRECTIONAL, *Size B* - PROPERTY WIDE
- SB** PARKING DIRECTIONAL BLADE - PROPERTY WIDE



1 **OB2**
WEST / ELEVATION RENDERING

*(3) total **OT.1** signs allowed for OB2; tenant may choose location Option A or Option B



2 **OB2**
WEST / CONTEXT RENDERING

RETAIL/OFFICE SIGNAGE

- OM** MONUMENT SIGN @ OFFICE BUILDINGS
- OR** RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT.1** TENANT ID SIGN, *Size A* @ OFFICE BUILDINGS
- OT.2** TENANT ID SIGN, *Size B* @ OFFICE BUILDINGS
- OB** RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS



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SIGN TYPE

Office Bldg 2
Building Rendering

SHEET

2.2



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1 OB3
NORTHWEST / ELEVATION RENDERING

OA
OT.2

OT.1



SD.1

OA OM
OT.2

OT.1

2 OB3
WEST / CONTEXT RENDERING

RETAIL/OFFICE SIGNAGE

- OM MONUMENT SIGN @ OFFICE BUILDINGS
- OR RETAIL TENANT ID SIGN @ OFFICE BUILDINGS
- OT.1 TENANT ID SIGN, Size A @ OFFICE BUILDINGS
- OT.2 TENANT ID SIGN, Size B @ OFFICE BUILDINGS
- OB RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

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- SD.2 PARKING DIRECTIONAL, Size B - PROPERTY WIDE

KEY PLAN



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PHASE

Planning Submittal

SIGN TYPE

Office Bldg 3
Building Rendering

SHEET

2.3



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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
1275 NORTH DUTTON AVENUE
SANTA ROSA, CALIFORNIA 95401
SCOTTAG.COM 707.545.4519



1 RESIDENTIAL BUILDING A
WEST ELEVATION / ECR



2 RESIDENTIAL BUILDINGS C & B
WEST ELEVATION / ECR



3 RESIDENTIAL BUILDING B
SOUTH ELEVATION

RESIDENTIAL SIGNAGE

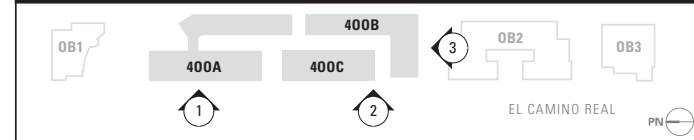
- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

Directional & addressing sign area shall not be counted toward allowable project sign area per City of Menlo Park Municipal Code Chapter 16.92 (Signs-Outdoor Advertising) for projects within the SP-ERC/D (El Camino Real/Downtown Specific Plan)

- RA.1** ADDRESS WALL SIGN, *Size A* @ RESIDENTIAL
- RA.2** ADDRESS WALL SIGN, *Size B* @ RESIDENTIAL
- RB** BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL

KEY PLAN



ISSUE/REVISION

04/21/2022	KDW
07/11/2022	SK
09/06/2022	SK

PHASE

Planning Submittal

SIGN TYPE

Residential Bldgs Elevations

SHEET

3.0



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
1275 NORTH DUTTON AVENUE
SANTA ROSA, CALIFORNIA 95401
SCOTTAG.COM 707.545.4519



4 RESIDENTIAL BUILDING B
EAST ELEVATION

RA.1

RP



5 RESIDENTIAL BUILDING A
EAST ELEVATION

RP

RM



6 RESIDENTIAL BUILDING A
NORTH ELEVATION

RA.1

RA.2

RB

RESIDENTIAL SIGNAGE

- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT

DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

Directional & addressing sign area shall not be counted toward allowable project sign area per City of Menlo Park Municipal Code Chapter 16.92 (Signs-Outdoor Advertising) for projects within the SP-ERC/D (El Camino Real/Downtown Specific Plan)

- RA.1** ADDRESS WALL SIGN, *Size A* @ RESIDENTIAL
- RA.2** ADDRESS WALL SIGN, *Size B* @ RESIDENTIAL
- RB** BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL
- RP** GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL

KEY PLAN



ISSUE/REVISION

04/21/2022	KDW
07/11/2022	SK
09/06/2022	SK

PHASE

Planning Submittal

SIGN TYPE

Residential Bldgs Elevations

Elevations

SHEET

3.1

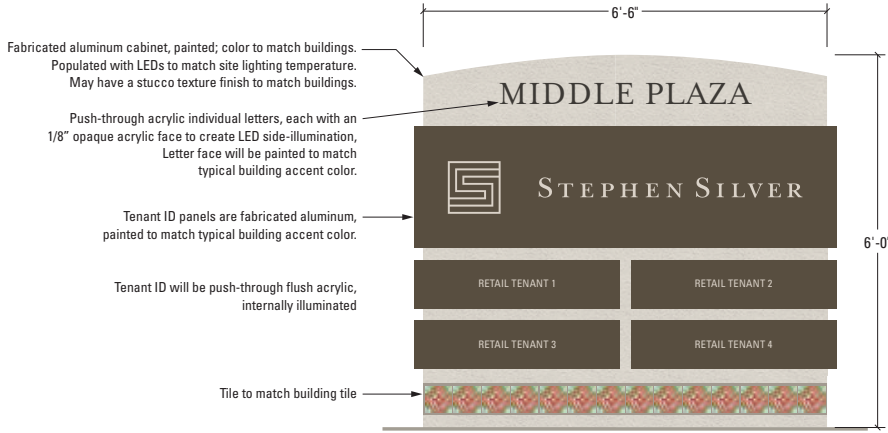
RETAIL/OFFICE/RESIDENTIAL SIGNAGE



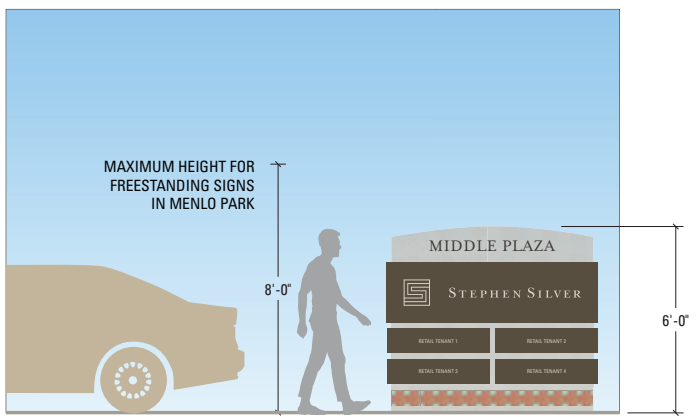
MIDDLE PLAZA

MASTER SIGN PROGRAM

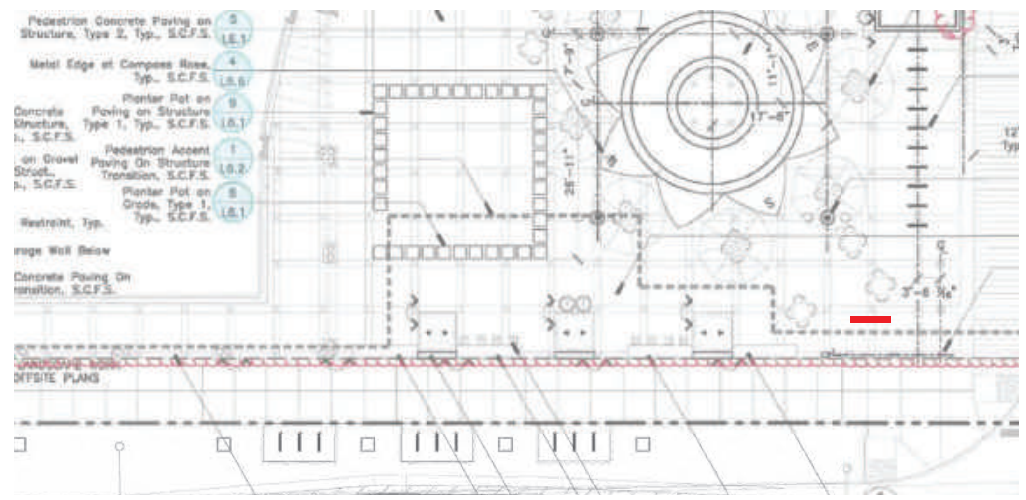
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



FRONT VIEW
Scale: 1/2" = 1'-0"



CONTEXT ELEVATION
Scale: 1/4" = 1'-0"



PLAN VIEW
Scale: 1" = 20'-0"

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04/21/2022 KDW
09/06/2022 SK

PHASE
Planning Submittal

SIGN TYPE

OM
Monument Sign
@ Office Buildings

SHEET

e1.0

Dimensions

15'-0" x 3'-0" maximum size
3'-0" x 3'-0" maximum logo, within 15'-0" x 3'-0" sign boundary
Strongly encourage dimensional logotype signage, subject to design review by City of Menlo Park

Not to exceed 45 square feet total

Design Intent

Tenant may incorporate a trademarked brand logo and/or logotype. Creative use of color, pattern, dimensionality, typography and materials is encouraged in order to create a lively pedestrian experience.

Materials

High-quality materials appropriate for exterior use. Main components fabricated from aluminum, stainless steel, acrylic.

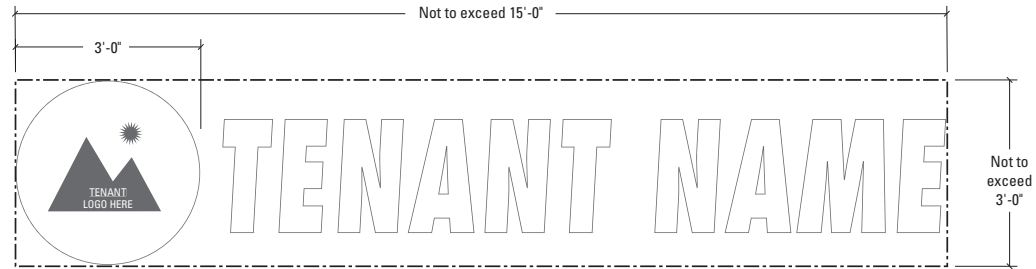
Illumination

Halo-illuminated individual letters. External light fixtures are not allowed. Electrical connections should not be visible or, if visible, unobtrusive. Illumination shall not flash, blink, or fluctuate.

Location

As shown in context elevations

Graphic design, scale, shape, material, colors, and illumination technique subject to Landlord approval.



FRONT VIEW
Scale: 1/2" = 1'-0"



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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PHASE

Planning Submittal

SIGN TYPE

OR
Retail Tenant ID Sign
@ Office Buildings

SHEET

e2.0



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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PHASE

Planning Submittal

SIGN TYPE

OT
Tenant ID Sign
@ Office Buildings

SHEET

e3.0

Dimensions

OT.1 SIZE A: 15'-0" x 3'-4" maximum sign
3'-4" x 3'-4" maximum logo, within 15'-0" x 3'-4" sign boundary

OT.2 SIZE B: 5'-0" X 3'-0"

Strongly encourage dimensional logotype signage, subject to design review by City of Menlo Park

Not to exceed 50 square feet total

Design Intent

Tenant may incorporate a trademarked brand logo and/or logotype. Creative use of color, pattern, dimensionality, typography and materials is encouraged in order to create a lively pedestrian experience.

Materials

High-quality materials appropriate for exterior use. Main components fabricated with aluminum, stainless steel, acrylic.

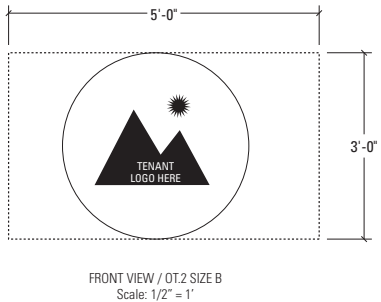
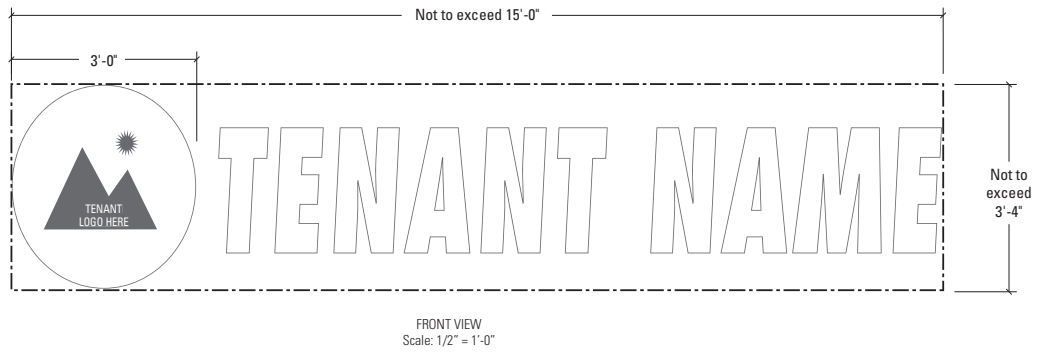
Illumination

Halo-illuminated individual letters. External light fixtures are not allowed. Electrical connections should not be visible or, if visible, unobtrusive. Illumination shall not flash, blink, or fluctuate.

Location

As shown in context elevations

Graphic design, scale, shape, material, colors, and illumination technique subject to Landlord approval.





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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Design Intent

Tenant may incorporate a trademarked brand logo or logotype. Creative use of brand-related color, pattern, dimensionality, typography is encouraged in order to create a lively pedestrian experience. Sign face to have push-through letters and dimensional elements

Attachment Details

A project specific armature/cabinet is installed to which tenants will insert (2) pan-shaped sign panels, one to each side of the sign.

Dimensions

2'-5" x 2'-5" as illustrated to fit within the provided armature frame. Tenant ID shall fit within this boundary.

Not to exceed 6 square feet per side

Materials

Tenant panel to be constructed from .090 Aluminum, painted or high quality wood. Graphics should be of high quality material suitable for exterior use.

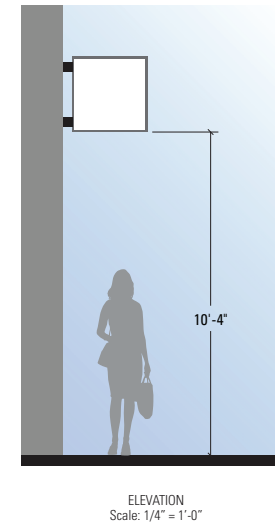
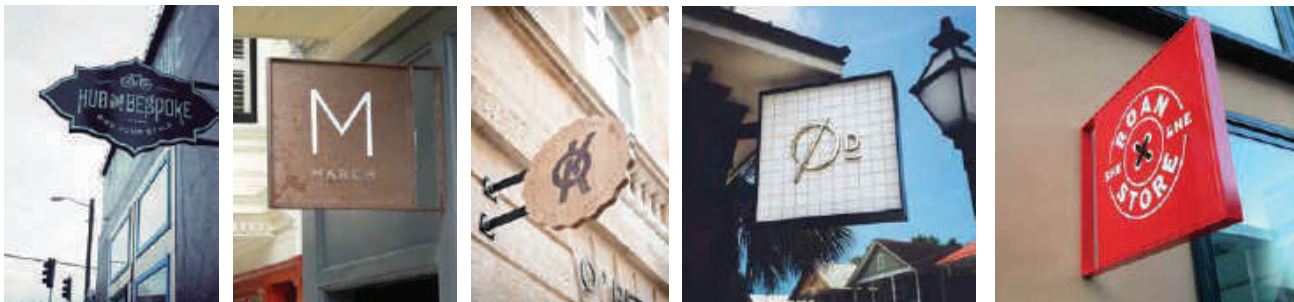
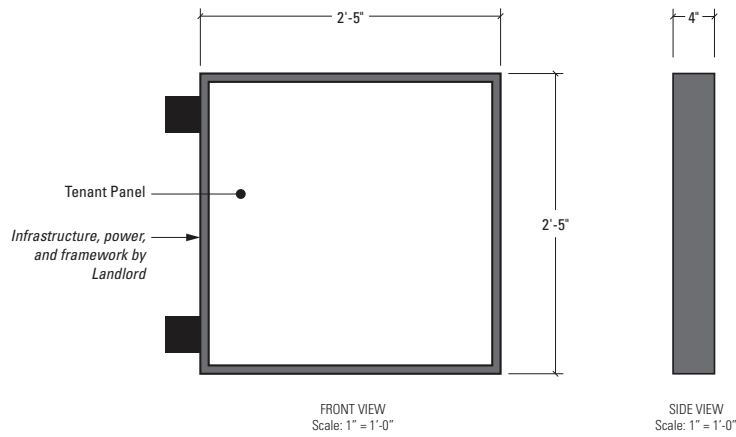
Illumination

Backlit panels are not allowed.

Location

As shown in context elevations

Graphic design, scale, material, colors, and illumination technique subject to Landlord approval.



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PHASE

Planning Submittal

SIGN TYPE

OB
Retail Tenant Blade
@ Office Buildings

SHEET

e4.0



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



CONTEXT ELEVATION
3/16" = 1'-0"

ISSUE/REVISION

04/21/2022 KDW
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PHASE

Planning Submittal

SIGN TYPE

RW
ID Wall Sign @ Residential

SHEET

e5.0-0



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MIDDLE PLAZA

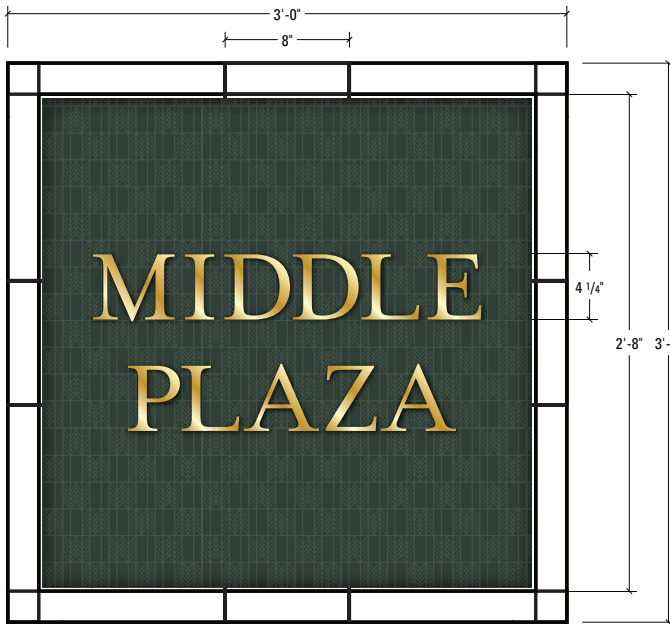
MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

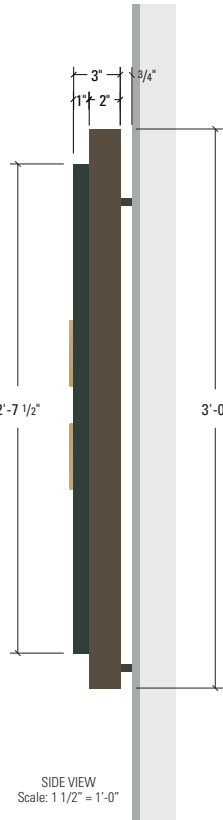
2" x 2" x 1/4" fabricated aluminum frame, painted;
3/4" stand-off from wall

3" sign panel fastened to center of frame;
color to match building A color
screenprinted pattern

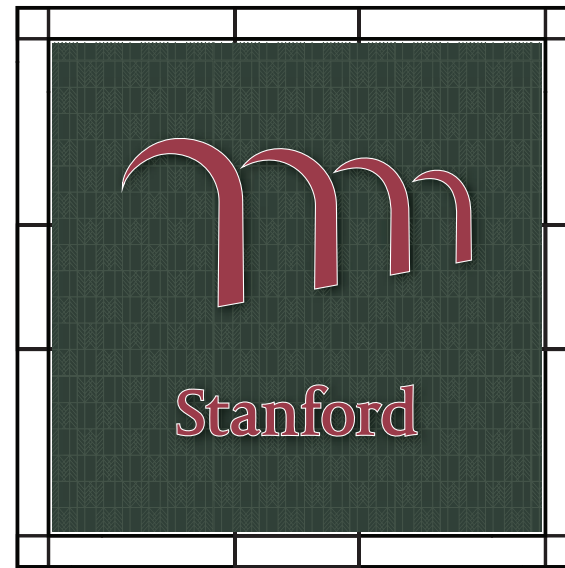
Graphics/letters are laser-cut 1/4" acrylic with painted face & returns.
Surface-mount to Cabinet.



FRONT VIEW
Scale: 1 1/2" = 1'-0"



SIDE VIEW
Scale: 1 1/2" = 1'-0"



FRONT VIEW
Scale: 3/4" = 1'-0"

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Planning Submittal

SIGN TYPE

RW
ID Wall Sign @ Residential

SHEET

e5.0-1



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MENLO PARK, CALIFORNIA

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Planning Submittal

SIGN TYPE

RX
ID Letters @ Residential

SHEET

e6.0-0

3/8" Aluminum individual letters, painted.
Mount to brick with 3/8" painted standoffs.
Sign is non-illuminated.

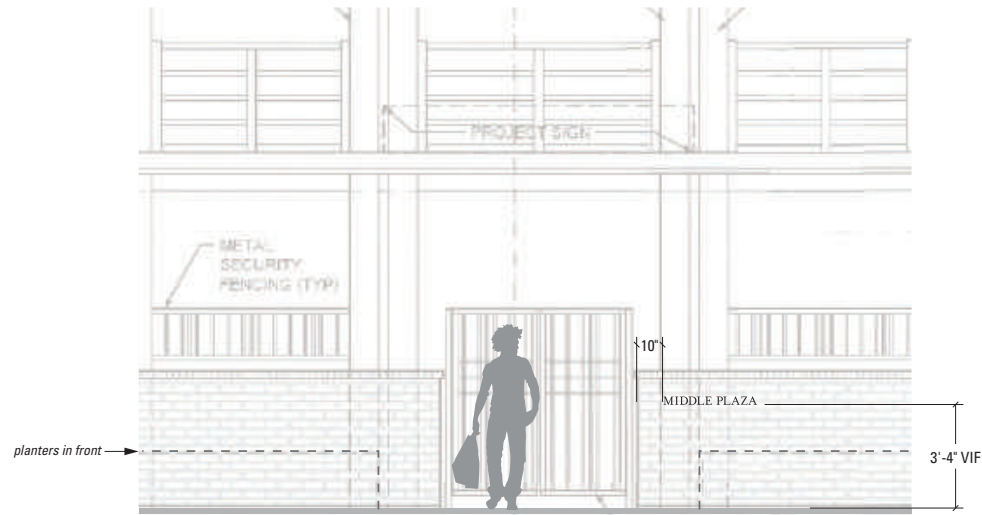
BRK-1: General Shale, Peppermill



FRONT VIEW
Scale: 1 1/2" = 1'-0"



SIDE VIEW
Scale: 1 1/2" = 1'-0"



BRIDGE C - B / ELEVATION
Scale: 1/4" = 1'-0"



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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Planning Submittal

SIGN TYPE

RM
ID Monument @ Residential

SHEET

e7.0-0



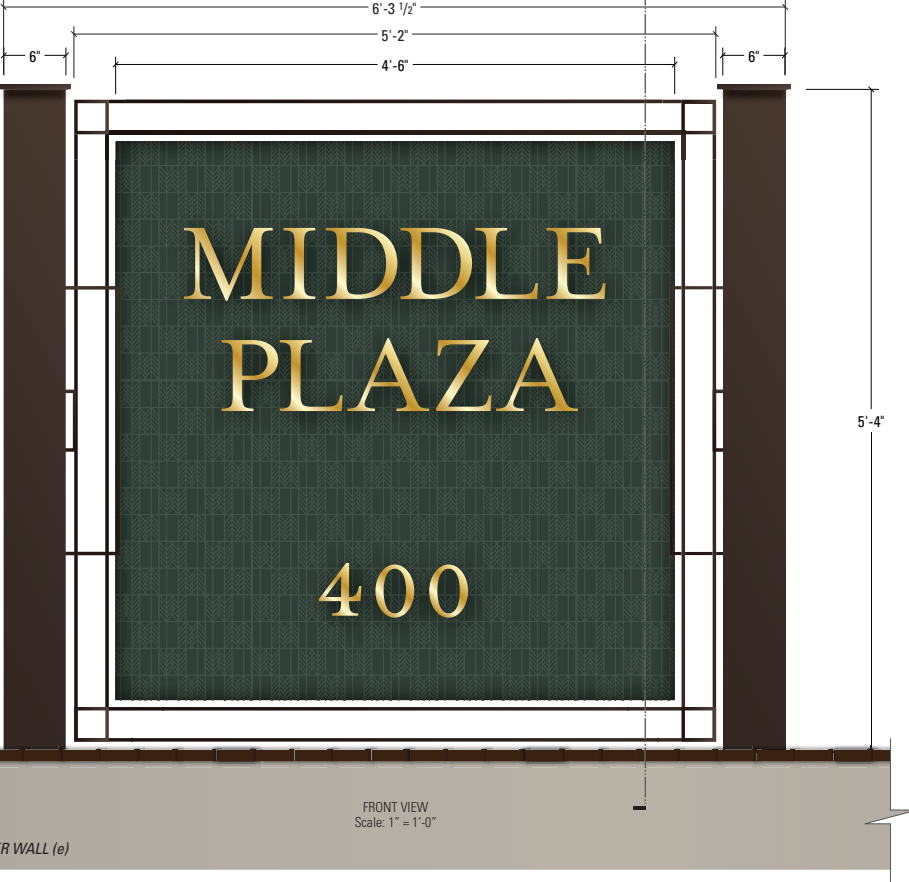
MAXIMUM HEIGHT FOR
FREESTANDING SIGNS
IN MENLO PARK
8'-0"

RESIDENTIAL BUILDING A

WEST ELEVATION / ECR
Scale: 1/8" = 1'-0"

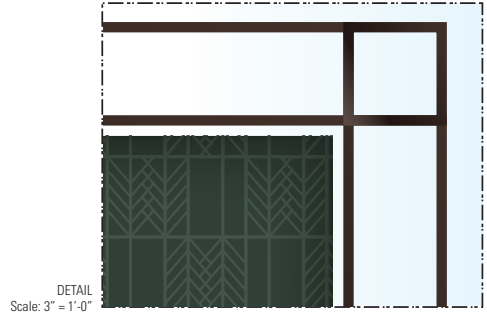


PLAN VIEW
Scale: 1" = 1'-0"

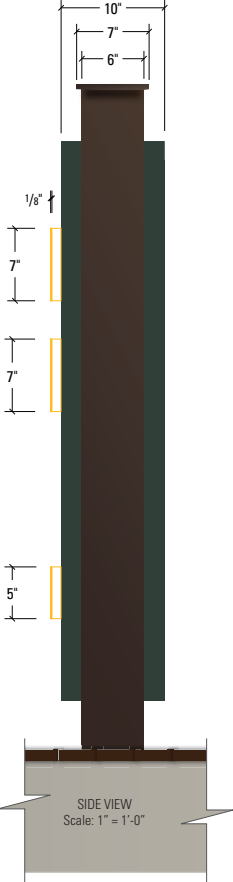


FRONT VIEW
Scale: 1" = 1'-0"

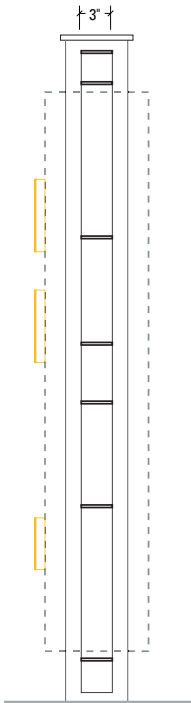
PLANTER WALL (e)



DETAIL
Scale: 3" = 1'-0"



SIDE VIEW
Scale: 1" = 1'-0"



1 SECTION VIEW
Scale: 1" = 1'-0"

- 2" x 2" x 1/4" metal frame, painted blackened steel
- 2" stand-off from building exterior
- 3" sign panel fastened to center of frame color to match building A color screenprinted pattern
- 1" push through acrylic numerals
- LED side-halo illumination
- 1/8" aluminum faces, painted



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

P

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PHASE

Planning Submittal

SIGN TYPE

RM
ID Monument @ Residential

SHEET

e7.0-1



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200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



RESIDENTIAL BUILDING / TYPICAL ELEVATION
3/16" = 1'-0"

ISSUE/REVISION

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PHASE

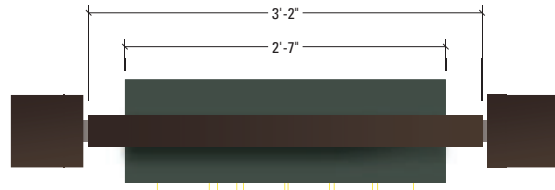
Planning Submittal

SIGN TYPE

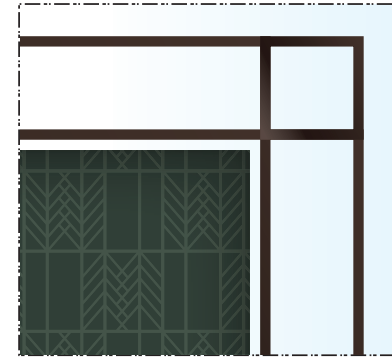
RL
ID Monument @ Leasing,
Residential Project

SHEET

e8.0-0



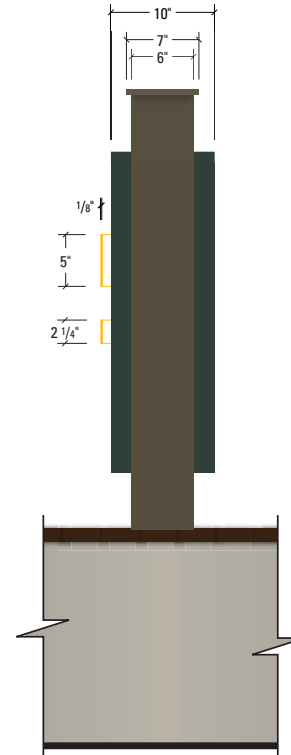
PLAN VIEW
Scale: 1" = 1'-0"



DETAIL
Scale: 3" = 1'-0"



FRONT VIEW
Scale: 1" = 1'-0"



1 SECTION VIEW
Scale: 1" = 1'-0"

- 2" x 2" x 1/4" metal frame, painted blackened steel
- 2" stand-off from building exterior
- 3" sign panel fastened to center of frame color to match building A color screenprinted pattern
- 1" push through acrylic numerals
- LED illumination
- 1/8" aluminum faces, painted



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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
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Planning Submittal

SIGN TYPE

RL
ID Monument @ Leasing,
Residential Project

SHEET

e8.0-1

D I R E C T I O N A L / A D D R E S S I N G S I G N A G E (E X E M P T)

Directional & addressing sign area shall not be counted toward allowable project sign area per City of Menlo Park Municipal Code Chapter 16.2 (Signs-Outdoor Advertising) for projects within the SP-ERC/D (El Camino Real/Downtown Specific Plan)



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200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



CONTEXT ELEVATION
Scale: 1/8" = 1'-0"

ISSUE/REVISION

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PHASE

Planning Submittal

SIGN TYPE

RA.1
Address Wall Sign, Size A
@ Residential

SHEET

e9.0-0



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200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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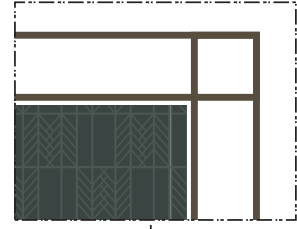
Planning Submittal

SIGN TYPE

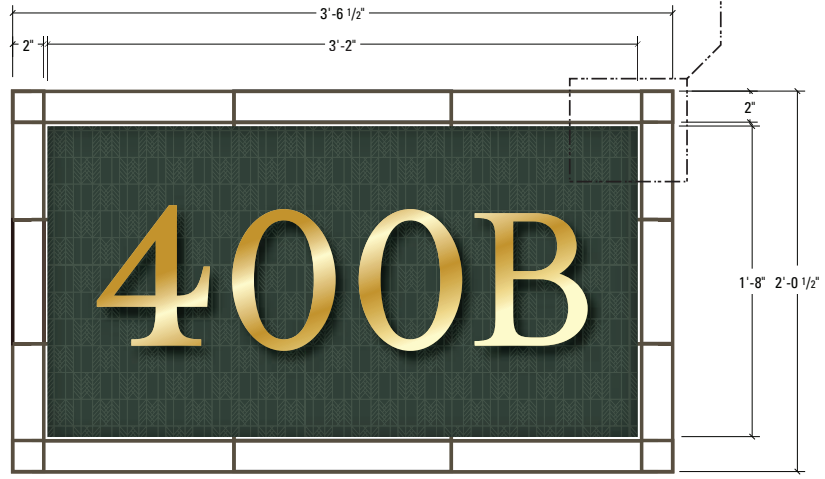
RA.1
Address Wall Sign, Size A
@ Residential

SHEET

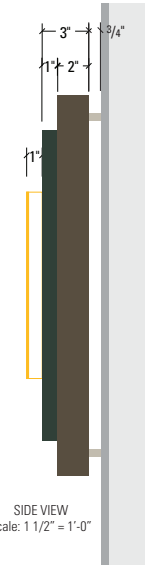
e9.0-1



DETAIL
Scale: 3" = 1'-0"

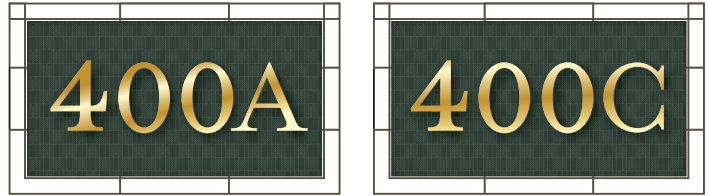


FRONT VIEW
Scale: 1 1/2" = 1'-0"



SIDE VIEW
Scale: 1 1/2" = 1'-0"

- 2" x 2" x 1/4" metal frame, painted blackened steel
- 2" stand-off from building exterior
- 3" sign panel fastened to center of frame color to match building A color screenprinted pattern
- 1" push through acrylic numerals
- LED illumination
- 1/8" aluminum faces, painted



FRONT VIEW
Scale: 3/4" = 1'-0"

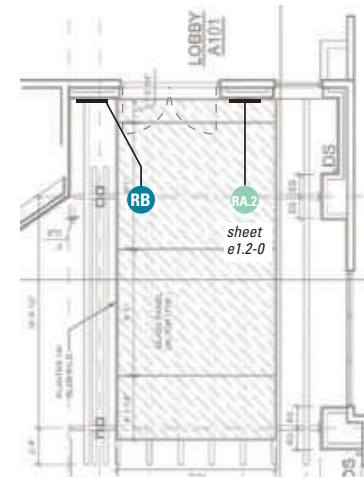


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200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



BUILDING A LEASING LOBBY ENTRY

PLAN VIEW
Scale: 1/8" = 1'-0"



RB
Building Entry
Directional Wall Sign
sheet e11.0-0

BUILDING B LOBBY ENTRY

CONTEXT ELEVATION
Scale: 3/16" = 1'-0"



BUILDING A LEASING LOBBY ENTRY

CONTEXT ELEVATION
Scale: 1/4" = 1'-0"

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SIGN TYPE

RA.2
Address Wall Sign, Size B
@ Residential

SHEET

e10.0-0



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MASTER SIGN PROGRAM

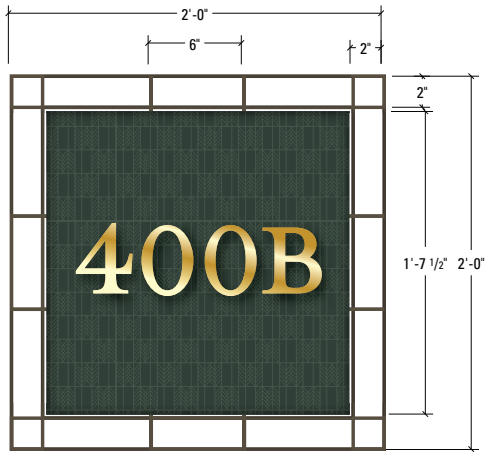
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

2" x 2" x 1/4" metal frame, painted
blackened steel; 3/4" stand-off from building exterior

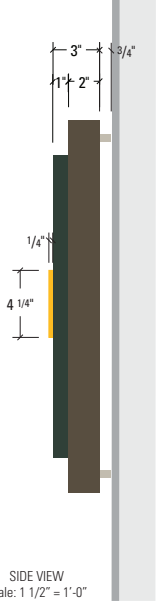
3" deep sign panel fastened to center of frame
color to match building A color screenprinted pattern

1/4" acrylic letterforms, painted; surface mount to panel.

Sign is non-illuminated. ScottAG install sign
and waterproof as necessary.



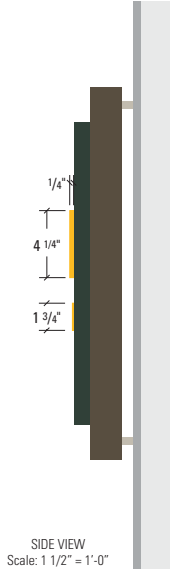
FRONT VIEW
Scale: 1 1/2" = 1'-0"



SIDE VIEW
Scale: 1 1/2" = 1'-0"



FRONT VIEW
Scale: 1 1/2" = 1'-0"



SIDE VIEW
Scale: 1 1/2" = 1'-0"

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SIGN TYPE

RA.2
Address Wall Sign, Size B
@ Residential

SHEET

e10.0-1

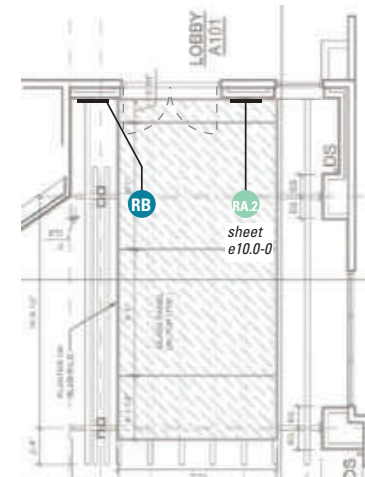


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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



BUILDING A LEASING LOBBY ENTRY

PLAN VIEW
Scale: 1/8" = 1'-0"



BUILDING B LOBBY ENTRY
CONTEXT ELEVATION
Scale: 3/16" = 1'-0"

RA.2
Address Wall Sign, Size B
@ Residential



BUILDING A LEASING LOBBY ENTRY

CONTEXT ELEVATION
Scale: 1/4" = 1'-0"

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SIGN TYPE

RB
Building Entry Directional
Wall Sign @ Residential

SHEET

e11.0-0

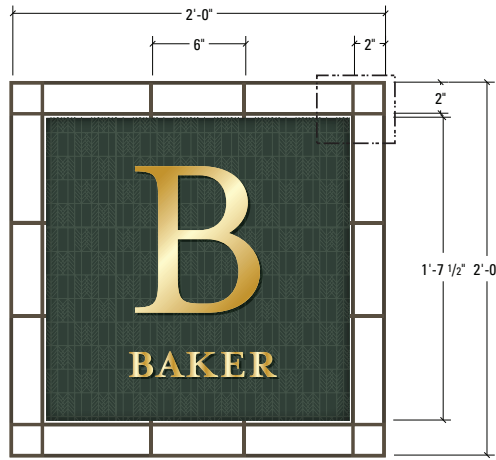
2" x 2" x 1/4" metal frame, painted blackened steel; 3/4" stand-off from building exterior

3" deep sign panel fastened to center of frame color to match building A color screenprinted pattern

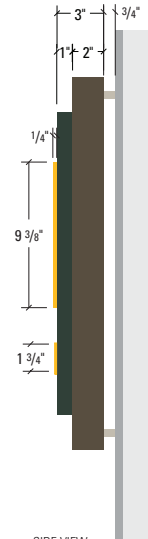
1/4" acrylic letterforms, painted; surface mount to panel.

Sign is non-illuminated. ScottAG install sign and waterproof as necessary.

Building names for placement only.



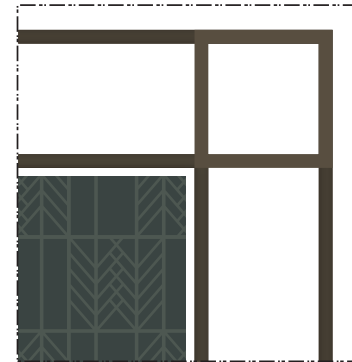
FRONT VIEW
Scale: 1 1/2" = 1'-0"



SIDE VIEW
Scale: 1 1/2" = 1'-0"



FRONT VIEW
Scale: 1 1/2" = 1'-0"



PATTERN & GRILL DETAIL
Scale: 6" = 1'-0"



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Planning Submittal

SIGN TYPE

RB
Building Entry Directional
Wall Sign @ Residential

SHEET

e11.0-1



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PHASE

Planning Submittal

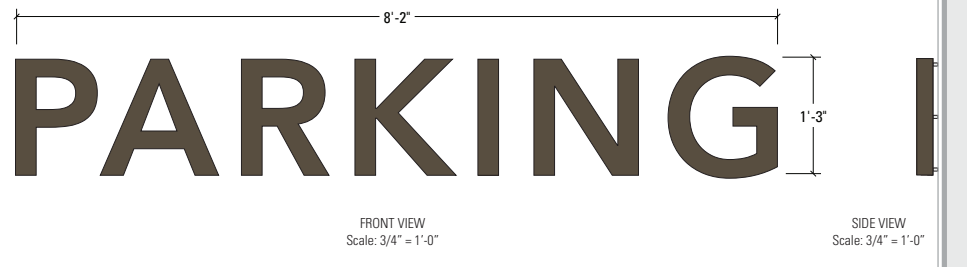
SIGN TYPE

RP
Garage Entry Parking Letters
@ Residential - BLDG A

SHEET

e12.0-0

Fabricated stainless steel closed-back channel letter, non-illuminated.
Paint to match building accent color. Mount with standoffs.



CONTEXT ELEVATION / BUILDING A EAST ELEVATION
Scale: 1/8" = 1'-0"



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

1/2" Acrylic individual letters, painted, non-illuminated.
Paint to match building accent color. Mount with standoffs to wood trellis beam.



ISSUE/REVISION

04/21/2022	KDW
07/11/2022	SK
09/06/2022	SK

PHASE

Planning Submittal

SIGN TYPE

RP
Garage Entry Parking Letters
@ Residential - BLDG B

SHEET

e12.0-1



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

ISSUE/REVISION

04/21/2022 KDW
07/11/2022 SK
09/06/2022 SK

PHASE

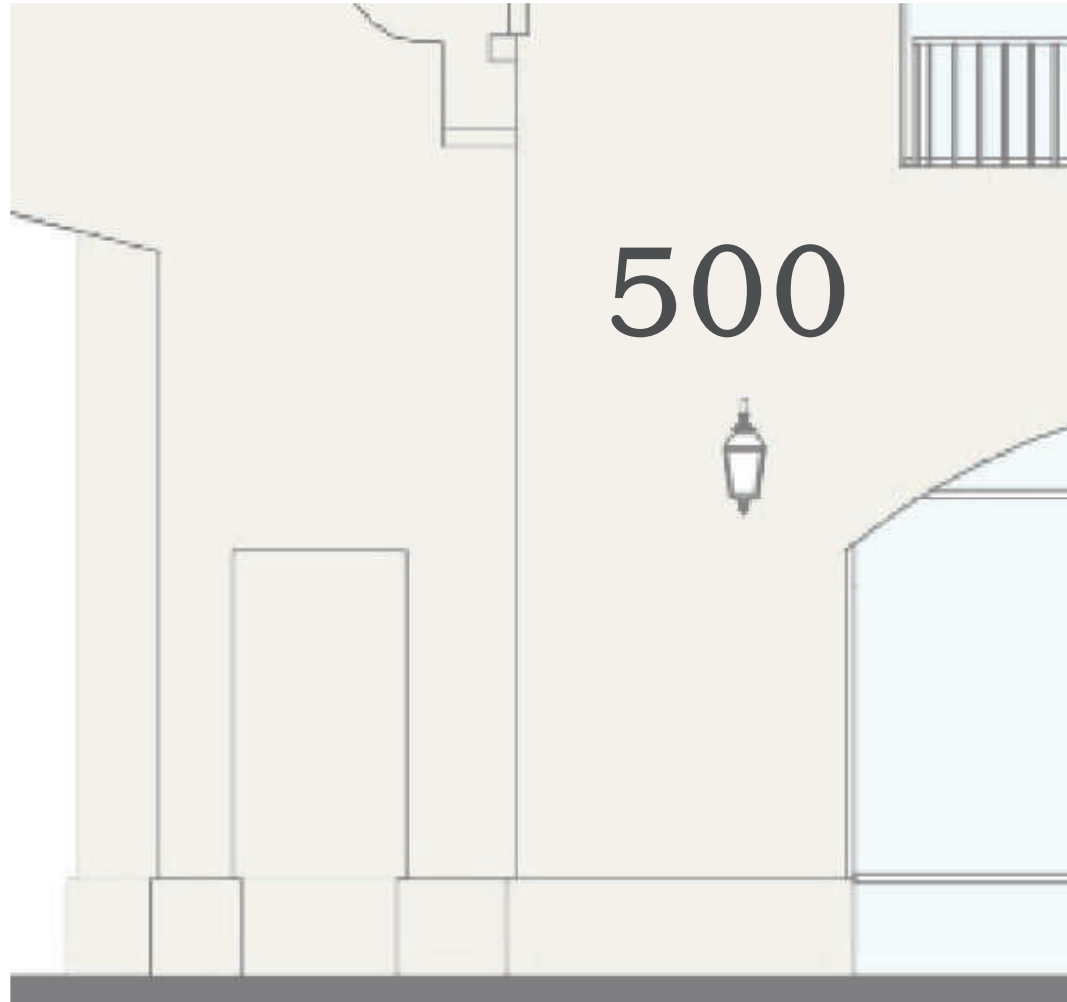
Planning Submittal

SIGN TYPE

0A
Halo-lit Building Address @
Office Buildings

SHEET

e13.0-0



1 1/2" deep fabricated stainless steel reverse-channel
individual letters, LED halo-illuminated. Paint to match building
accent color.

500



FRONT VIEW
Scale: 1 1/2" = 1'-0"



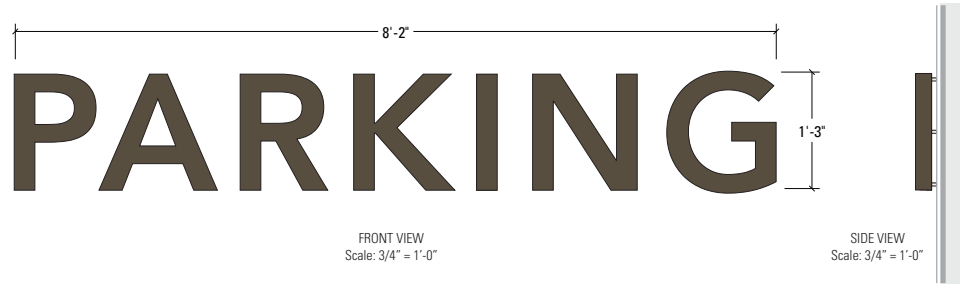
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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Fabricated stainless steel closed-back channel letter, non-illuminated.
Paint to match building accent color. Mount with standoffs.



ISSUE/REVISION

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Planning Submittal

SIGN TYPE

OP
Parking Entry Letters @
Office Buildings

SHEET

e14.0-0



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MIDDLE PLAZA

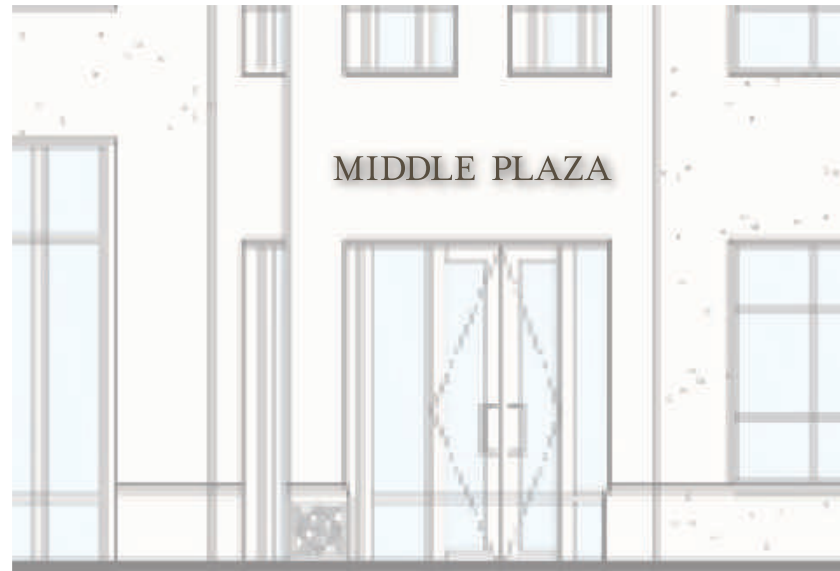
MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Water-jet cut aluminum individual letters, painted.
Paint to match building accent color. Mount with standoffs.

12'-6 3/4"
MIDDLE PLAZA 1'-1"

FRONT VIEW
Scale: 3/8" = 1'-0"



ISSUE/REVISION

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PHASE

Planning Submittal

SIGN TYPE

OW
Middle Plaza ID Wall Sign
@ Office Buildings

SHEET

e15.0

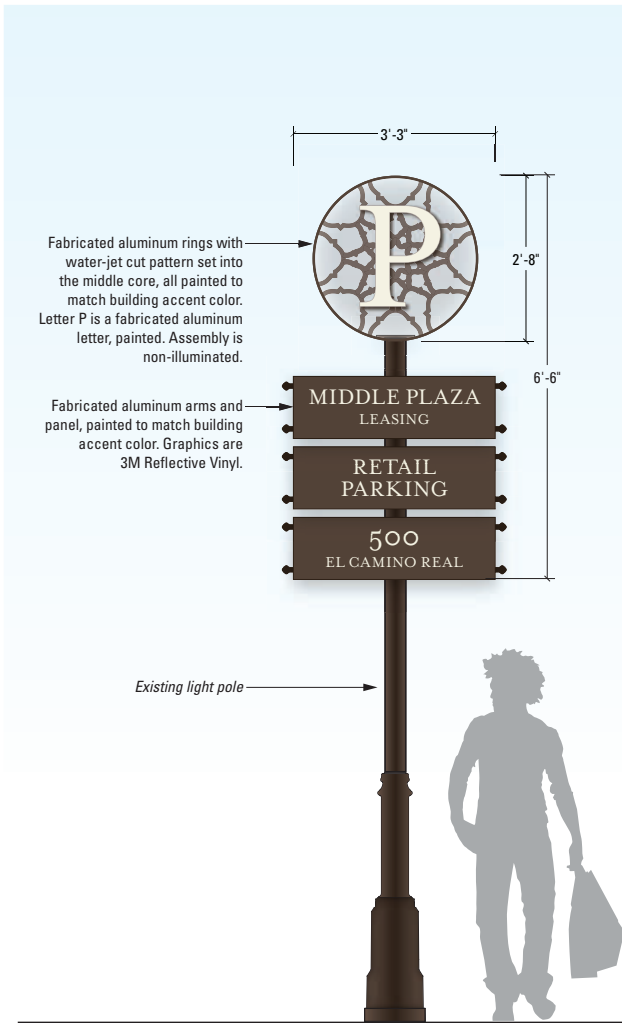


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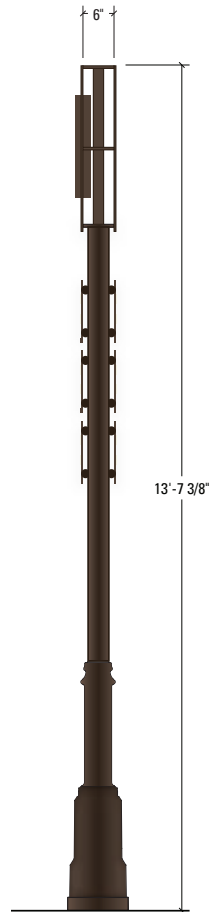
MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



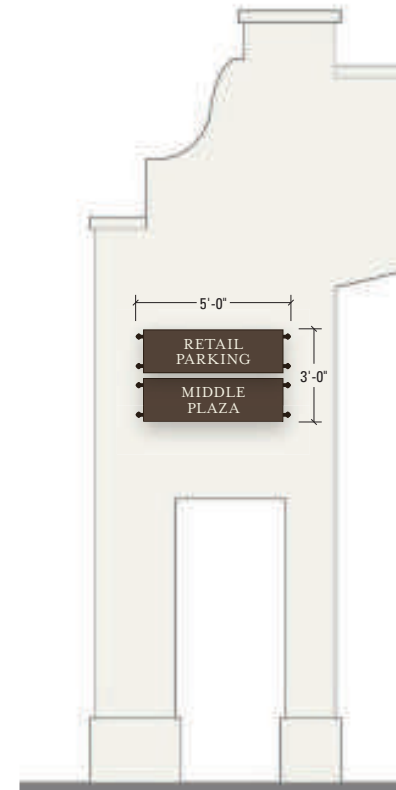
FRONT VIEW
SCALE 1/2" = 1'-0"



SIDE VIEW
SCALE 1/2" = 1'-0"



CONTEXT ELEVATION
SCALE 1/4" = 1'



CONTEXT ELEVATION
SCALE 1/4" = 1'

ISSUE/REVISION

04/21/2022	KDW\
07/11/2022	SK
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PHASE

Planning Submittal

SIGN TYPE

SD
Parking Directional

SHEET

e16.0-0



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

ISSUE/REVISION

04/21/2022 KDW
07/11/2022 SK
09/06/2022 SK

PHASE

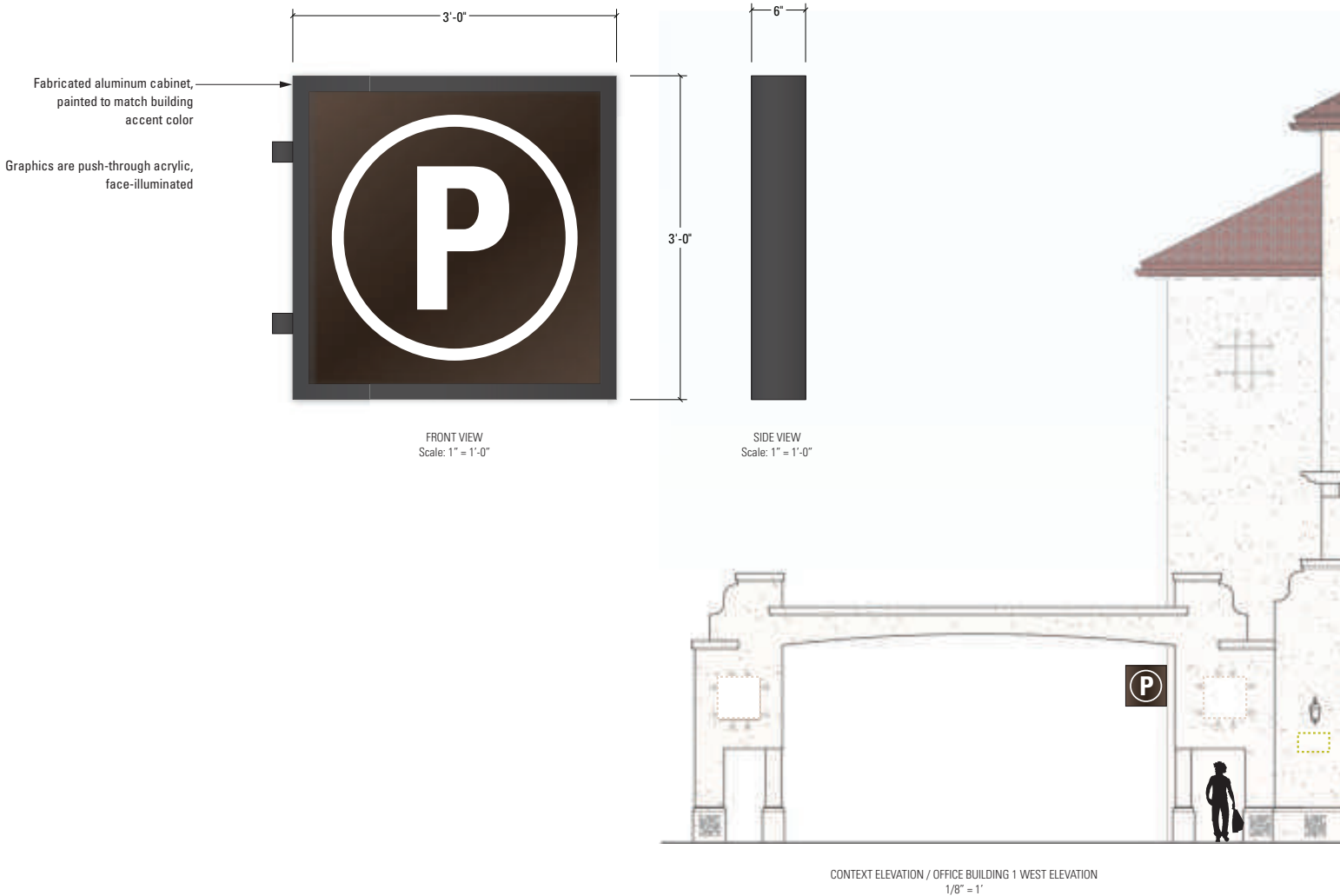
Planning Submittal

SIGN TYPE

SB
Parking Directional Blade

SHEET

e17.0-0





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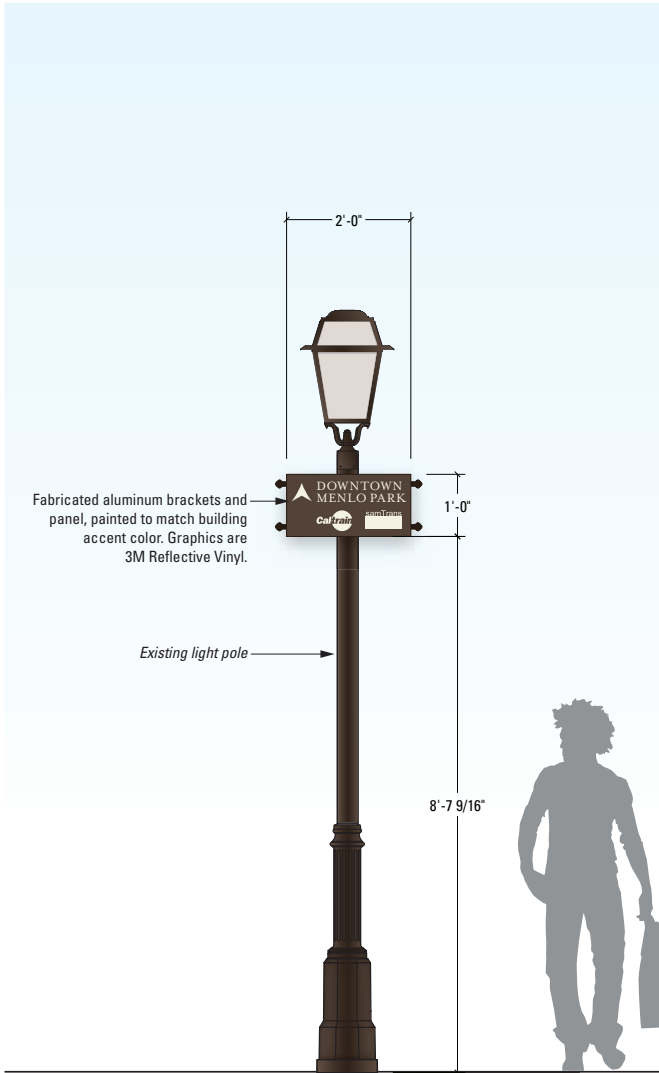
MIDDLE PLAZA

MASTER SIGN PROGRAM

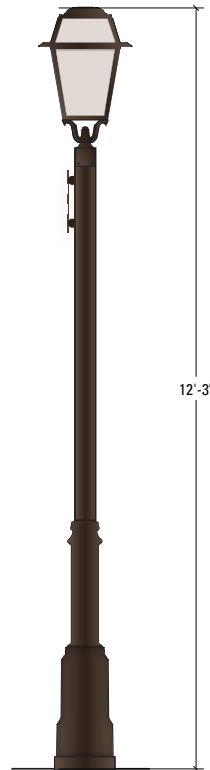
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



RENDERING REFERENCE
NTS



FRONT VIEW
SCALE 1/2" = 1'



SIDE VIEW
SCALE 1/2" = 1'



CONTEXT ELEVATION / OFFICE BUILDING 1 WEST ELEVATION
1/8" = 1'

ISSUE/REVISION

04/21/2022 KDW
07/11/2022 SK
09/06/2022 SK

PHASE

Planning Submittal

SIGN TYPE

ST
Transit Pedestrian Directional

SHEET

e18.0-0



August 1, 2022

Fahteen N. Khan
 Assistant Planner
 City Hall - 1st Floor
 701 Laurel St.
 Menlo Park CA

RE: Middle Plaza Master Sign Program submittal

Dear Fahteen-

Thank you for your guidance and assistance in preparing our Master Sign Program submittal for the Middle Plaza project. Our MSP document dated 7/11/2022 is the culmination of our work with the project developer over the course of the past 3 years. ScottAG was involved in highlighting the need for the text amendment for larger projects located in the El Camino Real specific plan. We have a very clear view of the intent of the updated code and our proposal here is guided by that understanding.

The Middle Plaza site is unique in the City of Menlo Park as it is a mixed-use, single parcel property with over 1,600 linear feet of street frontage on El Camino Real. The project is being developed with three residential buildings, 3 office buildings, a retail component, public plaza and a below grade parking facility. The need for appropriate signage to allow for effective wayfinding, project identification and identification for office & commercial users is critical to the success of the project and ultimately - fulfilling the goals of the El Camino Real/Downtown Specific Plan.

Our proposal is entirely within the updated zoning regulations for the SP-ERDC/D. I want to highlight some of the details and formatting of our MSP submittal in order to provide guidance for staff and Planning Commission review.

1. Our proposal is broken into two types of signage as defined in the updated zoning regulations:
 - a. Retail/Office & Residential signage which is subject to the restrictions for overall signage area for the project. These are signs that include commercial messages and images.
 - b. Directional and Addressing signage which are indicated as elements that are not counted toward the total project sign area allowance. These include building addresses, parking entry signage, directional signs, transit/pedestrian informational signs and two Middle Plaza feature project name signs.
2. Our matrix of allowed sign area is broken down by sign type and keyed to all drawings throughout the document. Additionally, there is a table that outlines the proposed sign area per office building for Building Top Tenant Signage (parapet mounted). The proposal is within the allowable sign area and number of signs in the updated zoning regulations.

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3. Office Building 2 has options for sign locations at upper parapet or mid-band locations. There would not be more than a total of 3 signs and all within the maximum sign area per sign and in the aggregate.
4. Page 0.1-a shows a potential demising plan for Office Building 1. The signage for OBI is intended to support up to five tenants including a sign on the ECR face and the plaza face for the ground floor tenant.

Please do not hesitate to contact me with any questions regarding our submittal. I would like to see if we can discuss timeframes for your review and a date for the public hearing with the Planning Commission to review the MSP.

Thank you,

Michael J. Burch

Principal

ScottAG

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