

**citizenM Hotel – Menlo Park**  
**Sign Review**  
**Project Description**

The citizenM Hotel project located on the Facebook West Campus is an approximately 79,000 square foot, 240-room hotel, with a 4,300 square foot restaurant. The hotel was originally approved by the City Council in connection with the Facebook Campus Expansion Project in November 2016. In February 2020, the City Council approved a revised project that, among other things, increased the number of rooms to 240. The Planning Commission subsequently approved major modifications to the CDP in April 2022 for, among other things, interior and exterior changes to the landscaping and on-site circulation. The hotel is currently under construction and anticipating a substantial completion date in September 2023.

The purpose of this application is to seek Sign Review of the two 36 square foot wall signs exhibiting citizenM’s corporate logo on the façade of the hotel, as well as an approximately 23 square foot freestanding monument sign located at the entrance to the hotel. The wall signs are comprised of face lit channel letters and constructed of aluminum with white polycarbonate faces. The signs are internally illuminated with hanley red LEDs and powered by a remote system inside the building for ease of access. The monument sign is over 5 feet tall and constructed of aluminum with a translucent vinyl surface and illuminated letters.

Section 4 of the Third Amended and Restated Conditional Development Permit limits the maximum sign area for the entire Facebook Campus Expansion Project to 600 square feet (which may be exceeded through a use permit) and requires the City’s approval of the square footage, location, and materials through the Sign Permit process. The signs are to be reviewed by the Planning Division for conformance with the City’s Sign Design Guidelines and Chapter 16.92 of the Zoning Ordinance. The Design Guidelines specify that signs with bright colors, including shades of yellow, orange, and red, require the Planning Commission’s review and approval, unless the colors comprise 25% or less of the sign area. The existing signage on the site is approximately 180 square feet and the proposed signage totals approximately 95 square feet for a total of 275 square feet, which is 325 square feet less than the maximum allowed under the CDP. In addition, citizenM’s corporate logo contains a prominent red “M” that takes up approximately 35% of the total sign area and is in a shade of red that is identified in the Design Guidelines as requiring “review and approval” by the Planning Commission.

With respect to outreach, citizenM’s corporate logo was shown on various iterations of the plans throughout the entitlement process, and the location and colors of the proposed wall signs (i.e., citizenM’s red and white corporate logo which is prominently featured on all of citizenM’s hotels) were depicted on the plans that were reviewed and approved by Planning Commission on April 11, 2022. Further, the logo was included in all marketing materials that were made available to stakeholders. citizenM conducted extensive outreach at the time of the original entitlement in 2020 and the subsequent modifications that were approved in 2022, which were processed without major objections to the hotel use or design. The City and community are familiar with the logo and since no changes have been made since the project was entitled, no further outreach related to this application is contemplated at this time.

## Sign Sharing Calculations

### Site:

Constitution Drive Building Frontage (Primary Road) = 314.6 feet

Bayfront Expressway Building Frontage (Secondary Road) = 398.8 feet

### Constitution Drive

Frontage = 314.6 feet

263 ft. (citizenM Space) / 314.6 ft. (building frontage) = 84% (% of building frontage)

83% (% of Building Frontage) x 314.6 ft. = 261.12 sf. (maximum allowable sign area)

Maximum allowable sign area of building frontage per zoning is 100 sf

citizenM Hotel signage maximum allowable signage area: 84% (% of building frontage) x 100 sf = 84 sf

51.56 ft. (Restaurant Fit Out Space) / 314.6 ft. (building frontage) = 16% (% of building frontage)

Restaurant Fit Out Space maximum allowable signage area: 16% (% of building frontage) x 100 sf = 16 sf

### Bayfront Expressway:

Frontage = 398.8 feet

293.2 ft. (citizenM Space) / 398.8 ft. (building frontage) = 74% (% of building frontage)

74% (% of Building Frontage) x 398.8 ft. = 293.27 sf. (maximum allowable sign area)

Maximum allowable sign area of building frontage per zoning is 100 sf.

citizenM Hotel signage maximum allowable signage area: 74% (% of building frontage) x 100 sf = 74 sf

105.53 ft. (Restaurant Fit Out Space) / 398.8 ft. (building frontage) = 26% (% of building frontage)

Restaurant Fit Out Space maximum allowable signage area: 26% (% of building frontage) x 100 sf = 26 sf



REVISIONS: 1. 03/10/2023 - SIGNAGE USE PERMIT MODIFICATION

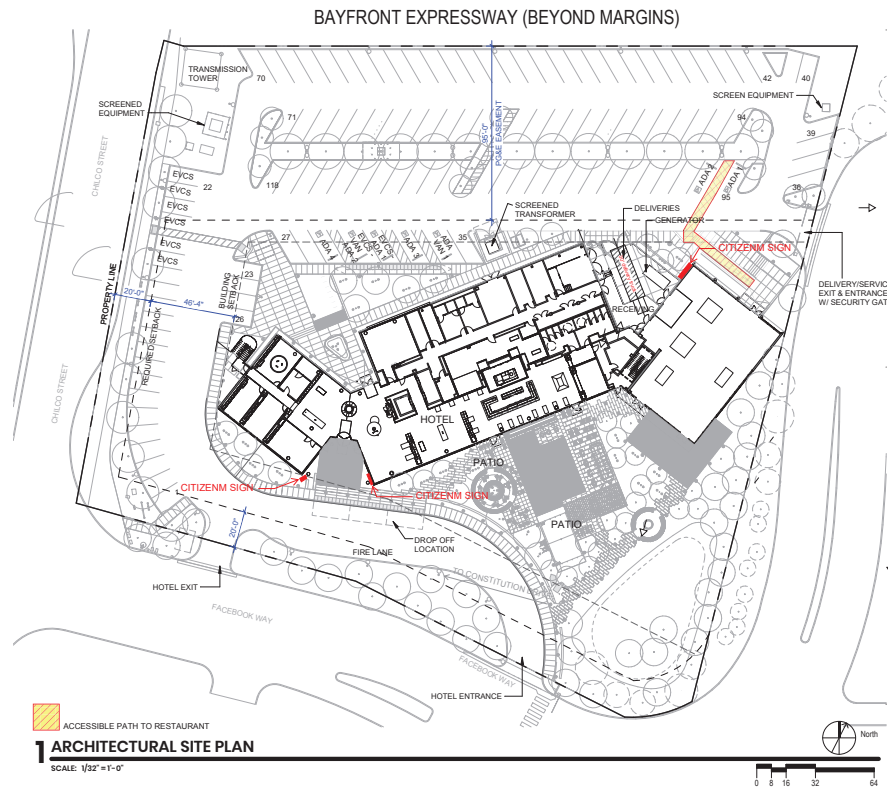
NOT FOR CONSTRUCTION

PROJECT NUMBER: 1.200104.0

**citizenM Menlo Park**  
2 Meta Way, Menlo Park, CA 94025

03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION

AREA PLAN  
**CDP-02**



BASKERVILL, P.O. BOX 400, RICHMOND, VA 23218-0400

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CONSTRUCTION

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PROJECT NUMBER  
**2.200104.0**

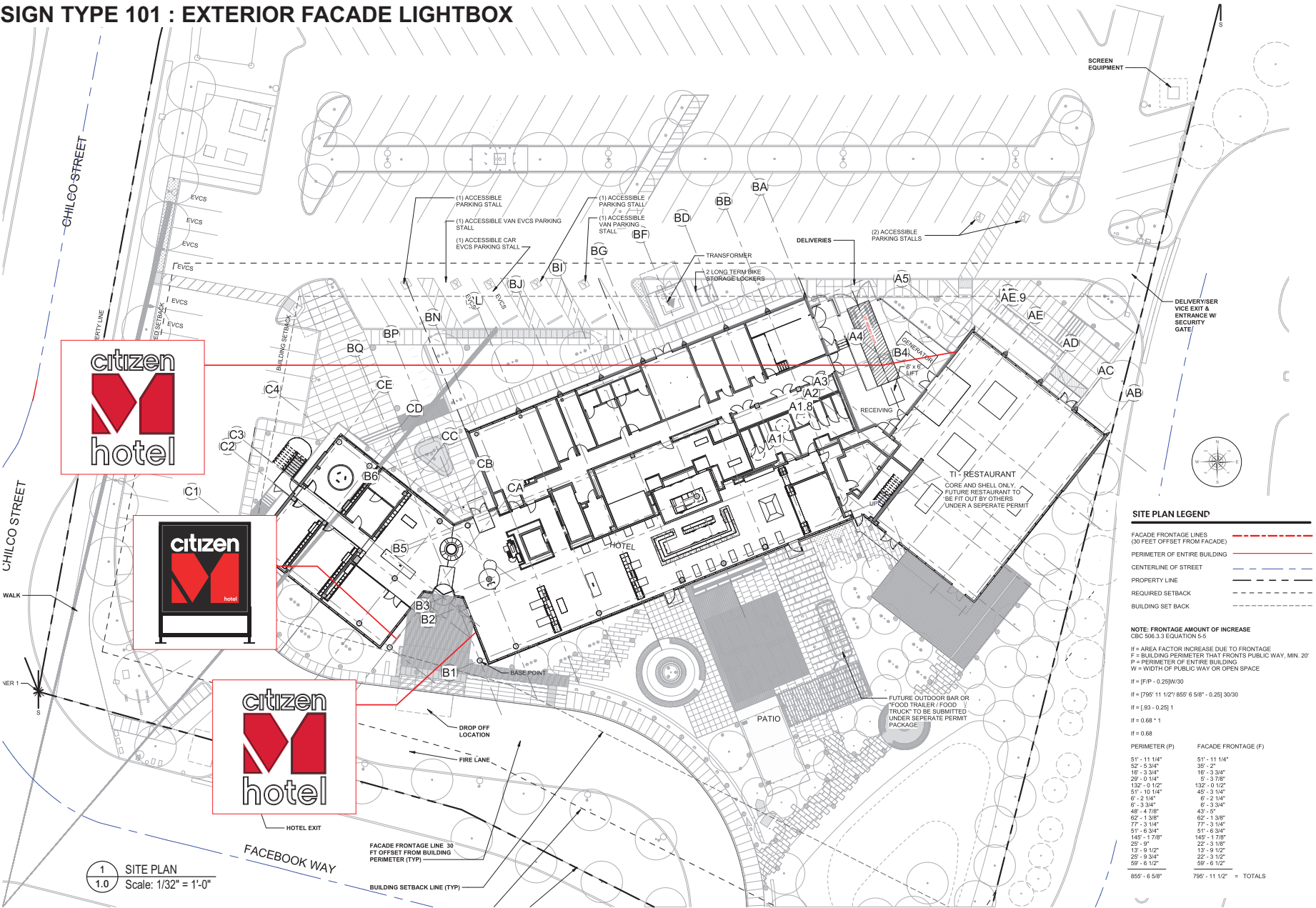
**citizenM Menlo Park**  
2 FACEBOOK WAY MENLO PARK, CA 94025

ISSUE  
**12/14/2021 -**  
**< MAJOR MODIFICATION**

REV 1 01/18/2022  
REV 2 02/07/2022  
REV 3 02/16/2022  
REV 4 02/22/2022

ARCHITECTURAL SITE PLAN  
**CDP-05**

SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX



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CLIENT:  
MORTENSON  
CONSTRUCTION

PROPERTY:  
2 FACEBOOK WAY  
MENLO PARK CA  
94025

PROJECT:  
SIGN PACKAGE

ACCOUNT MANAGER:  
JOHN POWERS

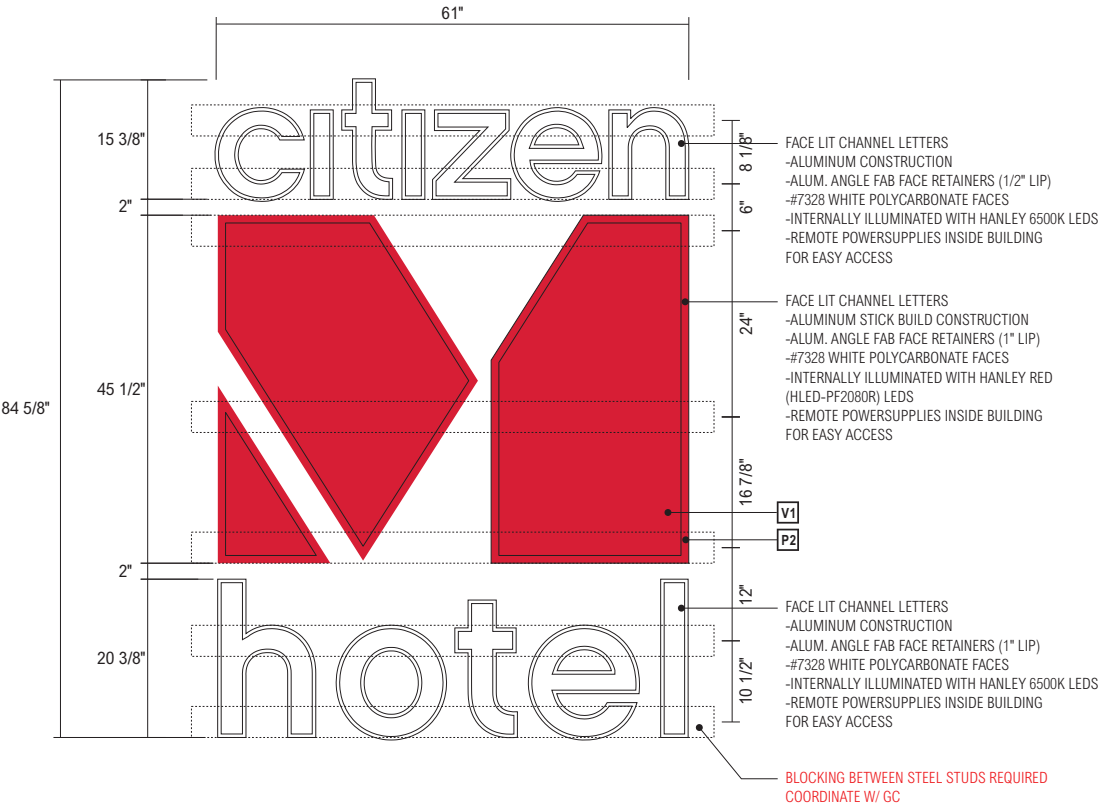
PROJECT MANAGER:  
JOHN BERNARD

DATE:  
06/21/22

VERSION:  
PERM 03

HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS

SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX  
FACE LIT CHANNEL LETTERS | FLUSH MOUNTED  
QTY: 2



1 FRONT VIEW  
2.0 Scale: 3/4" = 1'-0" 36 SF.



2 SIDE VIEW  
2.0 Scale: 3/4" = 1'-0"

ANCHOR MOUNTING POINTS  
SUBJECT TO CHANGE BASED UPON:  
1. ENGINEER REVIEW

- P1 AKZO NOBEL - BLACK TO MATCH RAL 9005 (MATTE)
- P2 AKZO NOBEL - TO MATCH PANTONE 199
- P3 AKZO NOBEL - WHITE
- V1 TRANSLUCENT DIGITAL PRINT TO MATCH PANTONE 199

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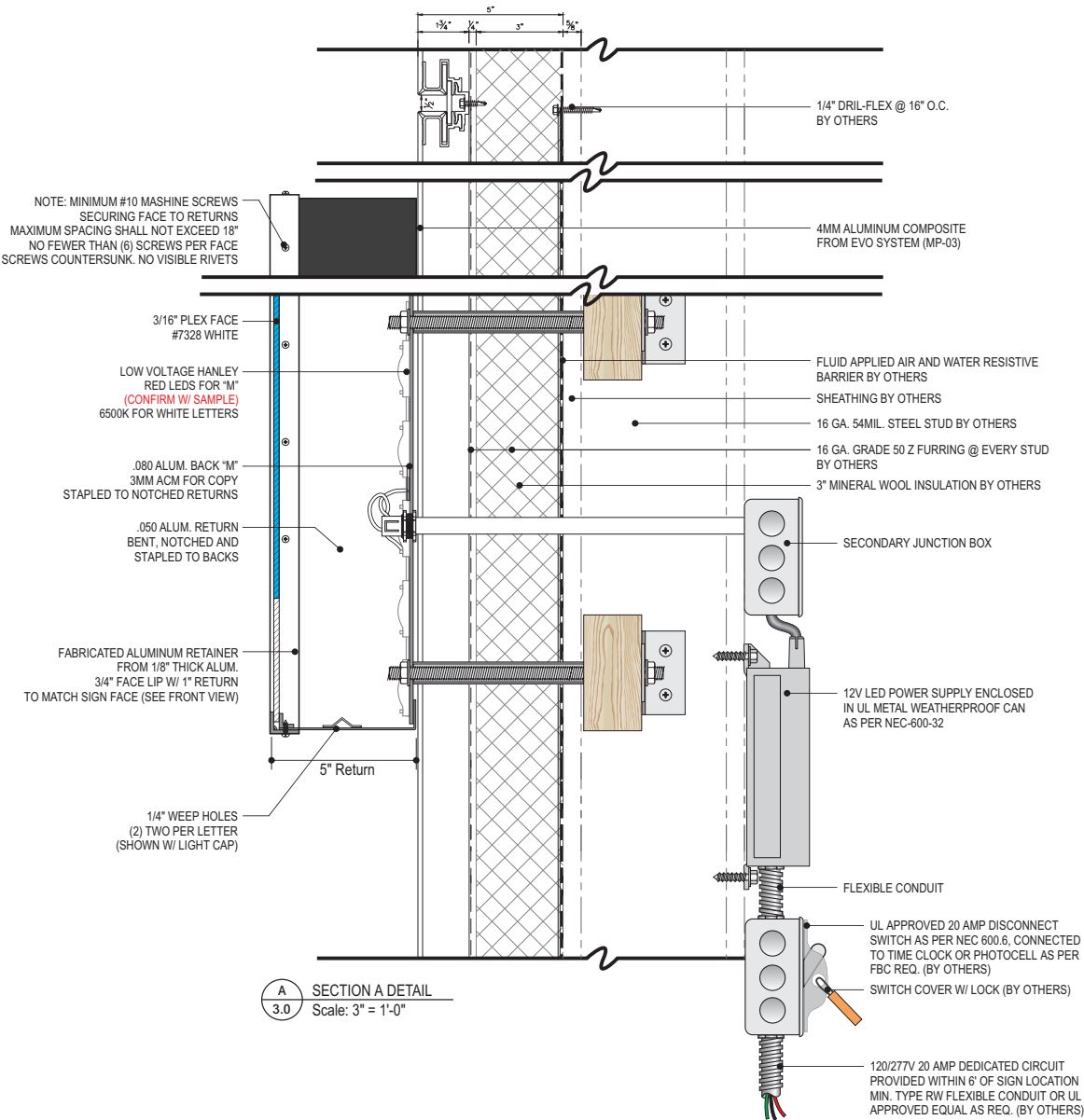
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JOHN BERNARD

DATE:  
06/21/22

VERSION:  
PERM 03

HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS

SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX  
TYP. CONSTRUCTION DETAILS | FACE LIT CHANNEL LETTERS | FLUSH MOUNTED  
QTY: 2



ACCESS TO STEEL STUDS REQUIRED  
FOR WALL PACKING WITH WOOD OR  
STEEL OR GC TO COORDINATE WALL  
PACKING BY OTHERS.

CONFIRM ACCESS/LOCATION FOR  
REMOTE POWER SUPPLIES.

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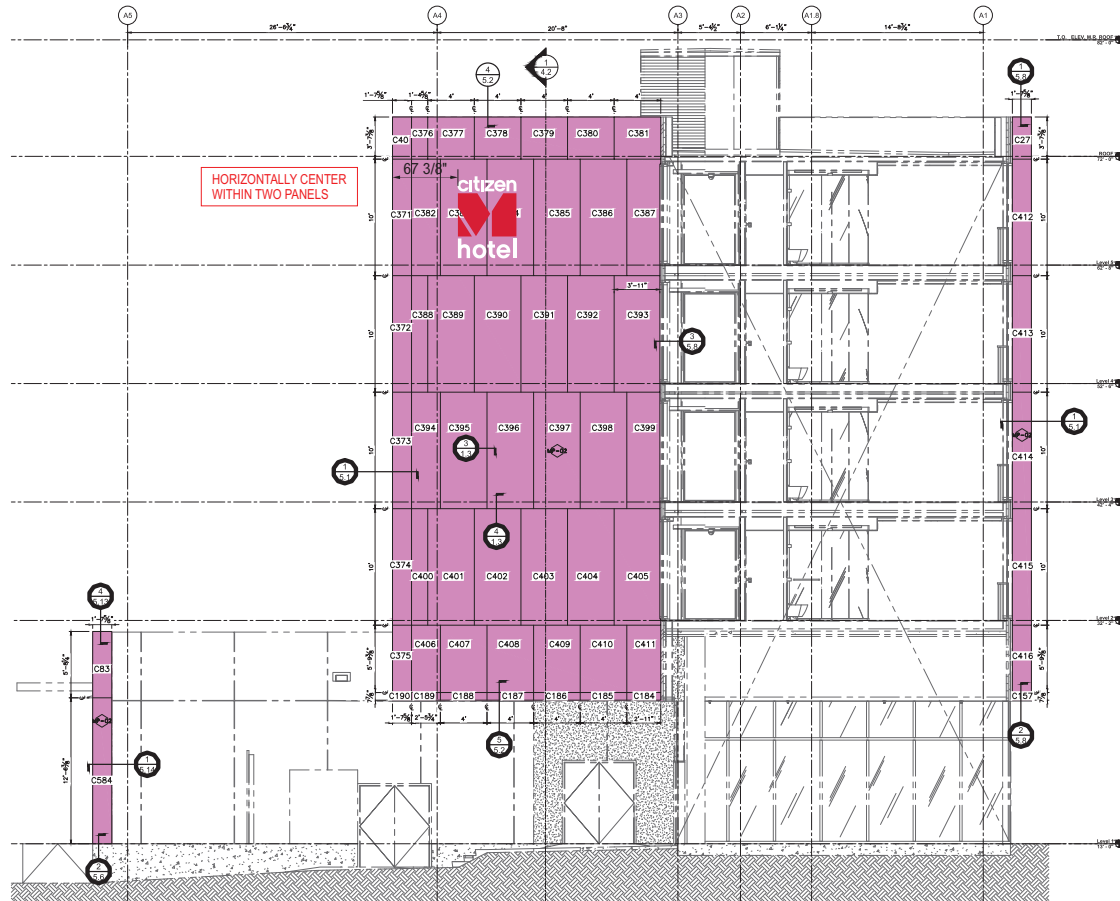
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06/21/22

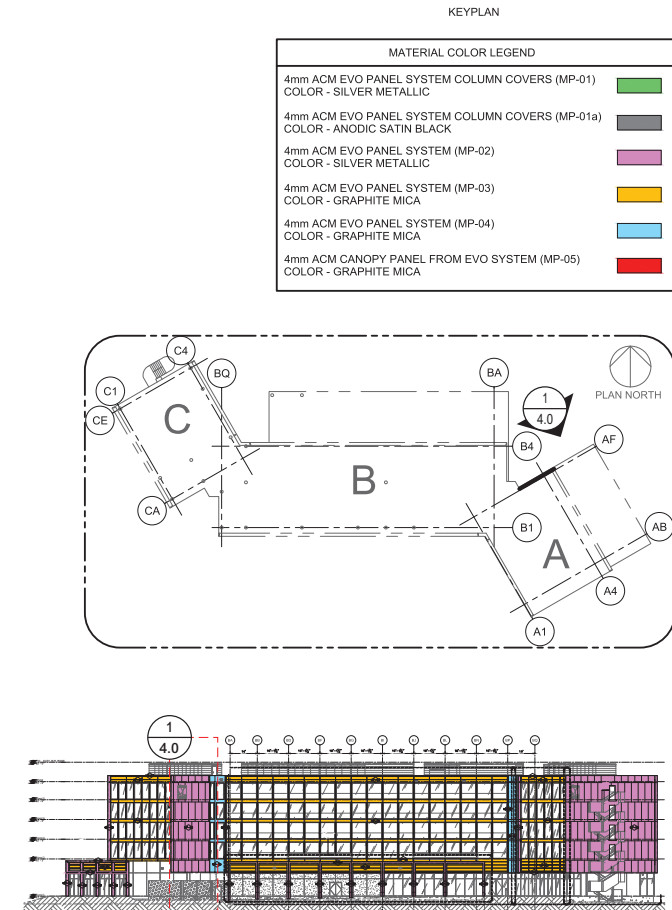
VERSION:		
PERM 03		
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## SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX

### NORTHWEST ELEVATION



1 NORTHWEST ELEVATION - SECTION 1  
4.0 Scale: 3/32" = 1'-0"



2 NORTH ELEVATION  
4.0 Scale: 1/64" = 1'-0"



**OAKHURST**  
SIGNS & GRAPHICS

12445 62ND ST N, SUITE 305  
LARGO, FL 33773  
PHONE: 727.532.8255  
FAX: 727.532.4334

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2 FACEBOOK WAY  
MENLO PARK CA  
94025

PROJECT:  
**SIGN PACKAGE**

ACCOUNT MANAGER:  
**JOHN POWERS**

PROJECT MANAGER:  
JOHN BERNARD

DATE:  
06/21/22

VERSION:  
**PERM 03**

HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS

PAGE **4 OF 8**

PROJ 38231

SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX  
WEST ELEVATION



12445 62ND ST N, SUITE 305  
LARGO, FL 33773  
PHONE: 727.532.8255  
FAX: 727.532.4354

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94025

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SIGN PACKAGE

ACCOUNT MANAGER:  
JOHN POWERS

PROJECT MANAGER:  
JOHN BERNARD

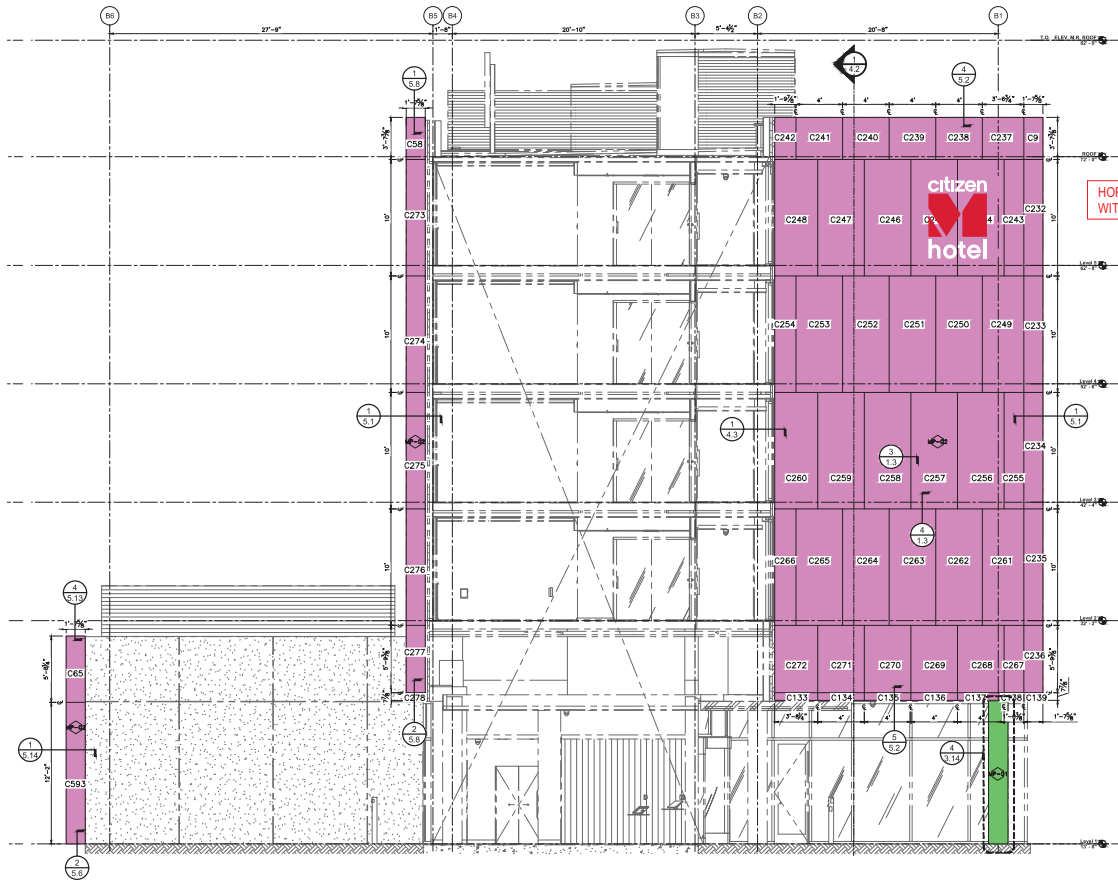
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PERM 03

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PERM 02	01/17/23	DS
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PAGE  
5 OF 8

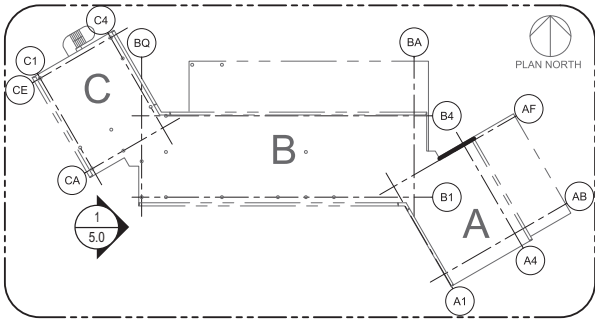
PROJ  
38231



1 WEST ELEVATION  
5.0 Scale: 3/32" = 1'-0"

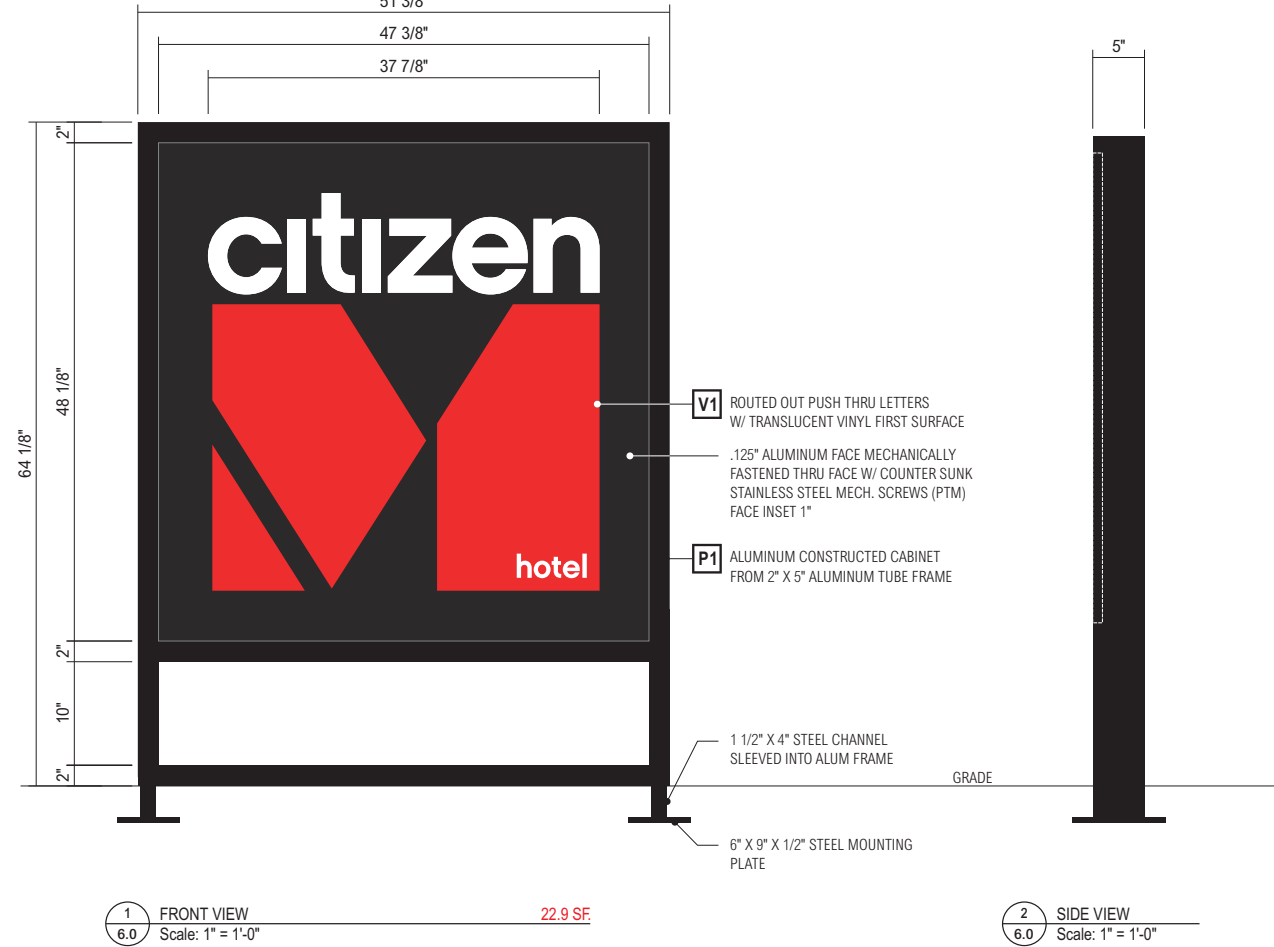
KEYPLAN

MATERIAL COLOR LEGEND	
4mm ACM EVO PANEL SYSTEM COLUMN COVERS (MP-01) COLOR - SILVER METALLIC	
4mm ACM EVO PANEL SYSTEM COLUMN COVERS (MP-01a) COLOR - ANODIC SATIN BLACK	
4mm ACM EVO PANEL SYSTEM (MP-02) COLOR - SILVER METALLIC	
4mm ACM EVO PANEL SYSTEM (MP-03) COLOR - GRAPHITE MICA	
4mm ACM EVO PANEL SYSTEM (MP-04) COLOR - GRAPHITE MICA	
4mm ACM CANOPY PANEL FROM EVO SYSTEM (MP-05) COLOR - GRAPHITE MICA	



SIGN TYPE 102 : EXTERIOR ENTRANCE MONUMENT  
FREESTANDING DOUBLE SIDED MONUMENT WITH ILLUMINATED LETTERS

QTY: 1



P1 AKZO NOBEL - BLACK TO MATCH RAL 9005 (MATTE)  
V1 TRANSLUCENT DIGITAL PRINT TO MATCH PANTONE 199C

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QTY: 1

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94025**

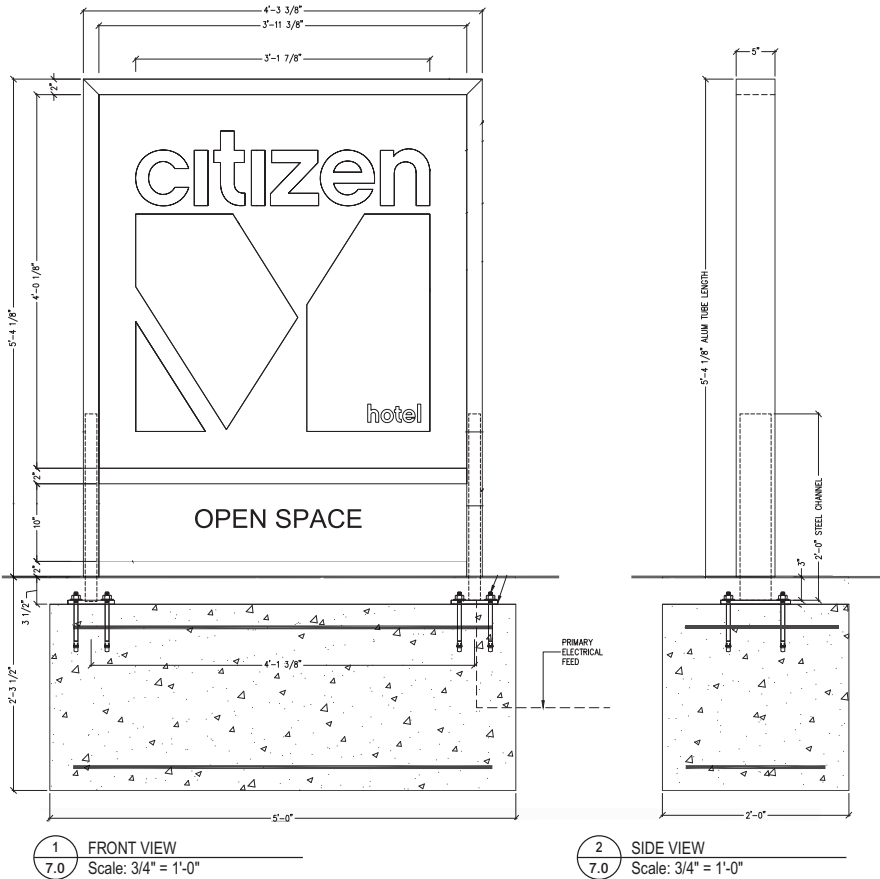
PROJECT:  
**SIGN PACKAGE**

ACCOUNT MANAGER:  
**JOHN POWERS**  
  
PROJECT MANAGER:  
**JOHN BERNARD**

DATE:  
**06/21/22**

VERSION:  
**PERM 03**

HISTORY	DATE	DESIGNER
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PERM 03	03/08/23	DS





101044 3125 40-00

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NOT FOR  
CONSTRUCTION

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**POST-GRADUATE STUDIES**

2.200104,0

citizenM Menlo Park

2 Meta Way, Menlo Park, CA 94025



1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 26

03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION

COLOR ELEVATIONS  
**CDP- 04**

# Color Board Sheet



## color

### white



CMYK 0 / 0 / 0 / 0  
Pantone White  
RAL 9003

### citizenM red



CMYK 0 / 100 / 68 / 0  
Pantone 199 C / 199 U  
RAL 3020

### black



CMYK 20 / 20 / 20 / 100  
Pantone Process Black C / Process Black U  
RAL 9005

## typefaces

Chalet - New York 1960

A B C D E F G H I J K L M N O P Q R S T V W X Y Z

a b c d e f g h i j k l m n o p q r s t v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? @ £ € \$ & %

## finish

### matte white



### matte red



### matte black

