

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

AMENDMENTS TO ORIGINAL MSP

- Add (2) OT.2 in place of (2) SD.2. Updating signs in this location to be office tenant signage rather than directional. Refer to site plan on page 0.2 and spec sheets on pages e3.1 (OT.2) and e16.0-0 (SD). Also see elevations and sign matrix for changes.
- Update to ST sign size. While working through finalizing accurate copy for these in the specific locations, the size had to be increased to fit all necessary copy. Refer to spec sheet e18.0-0. Also see sign matrix for changes.



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MIDDLE PLAZA

200-500 El Camino Real
Menlo Park, California

Office/Retail/Residential
Master Sign Program
AMENDMENT

September 6, 2022

01/25/2023 updated per COA item 6a

January 10, 2024 (MSP Amendment)



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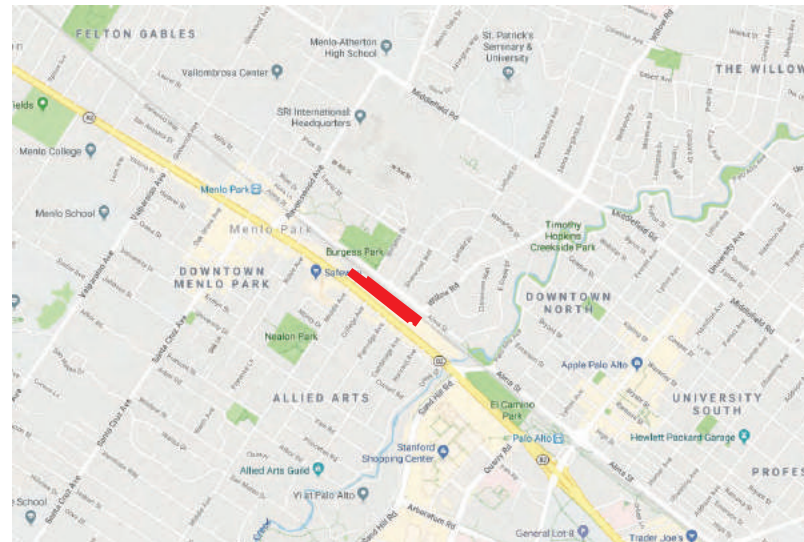
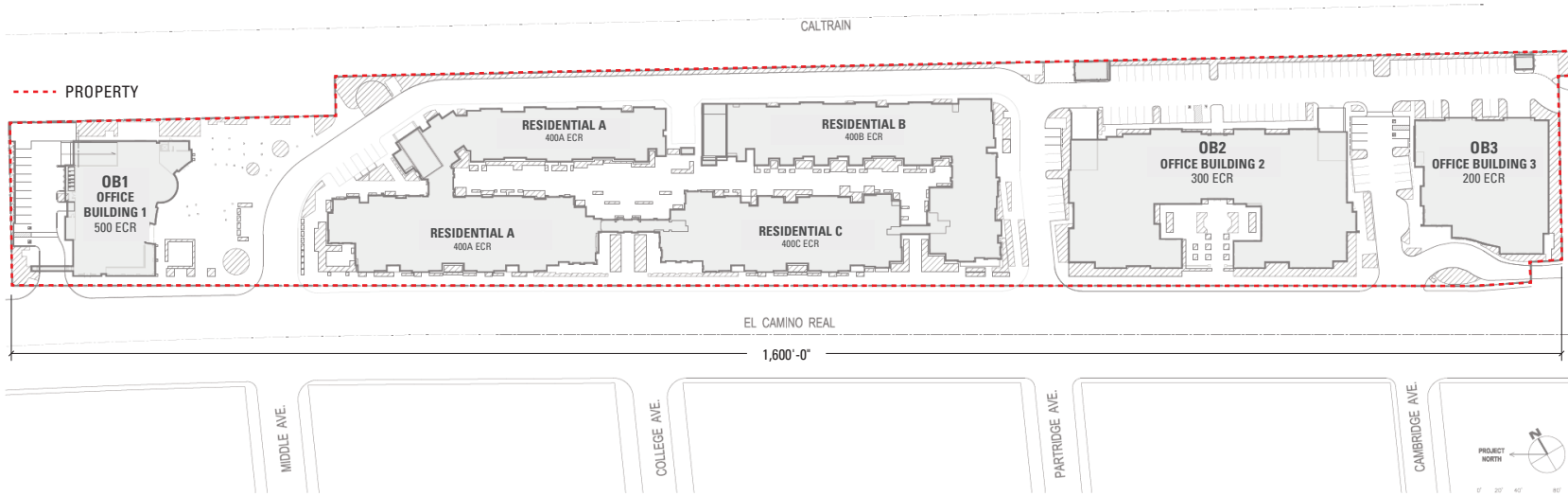
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■ SITE

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PHASE

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SIGN TYPE

Overall Site Context

SHEET

0.01



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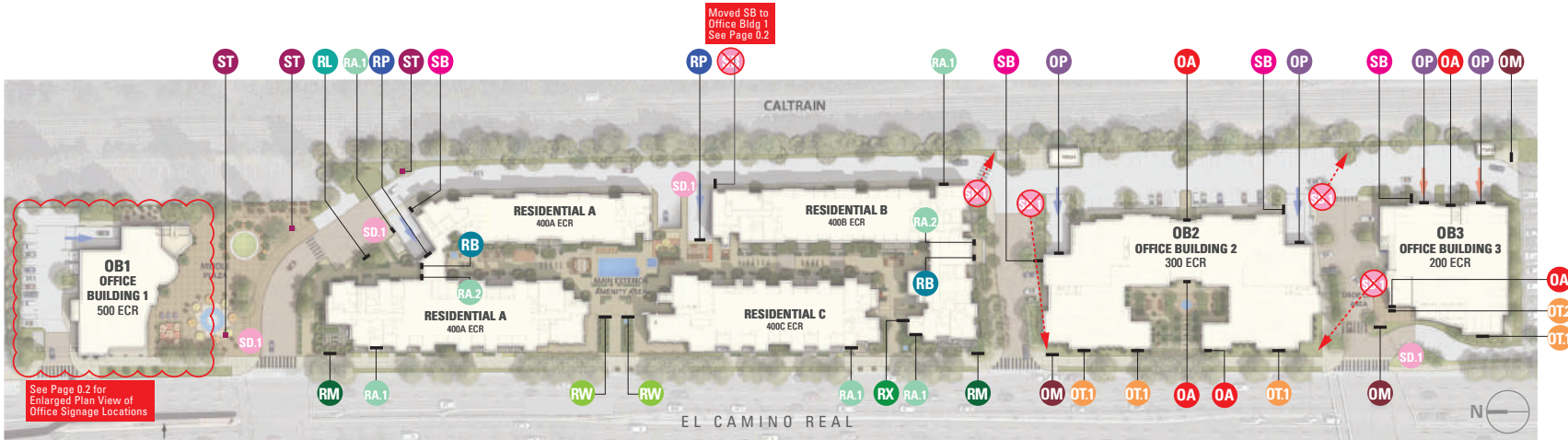
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See Page 0.2 for Enlarged Plan View of Office Signage Locations

Moved SB to Office Bldg 1 See Page 0.2

Various SD Locations moved Refer to Sheet 0.3, 0.4

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

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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

Sign type changed to OT.2 Retail Tenant Wall Sign

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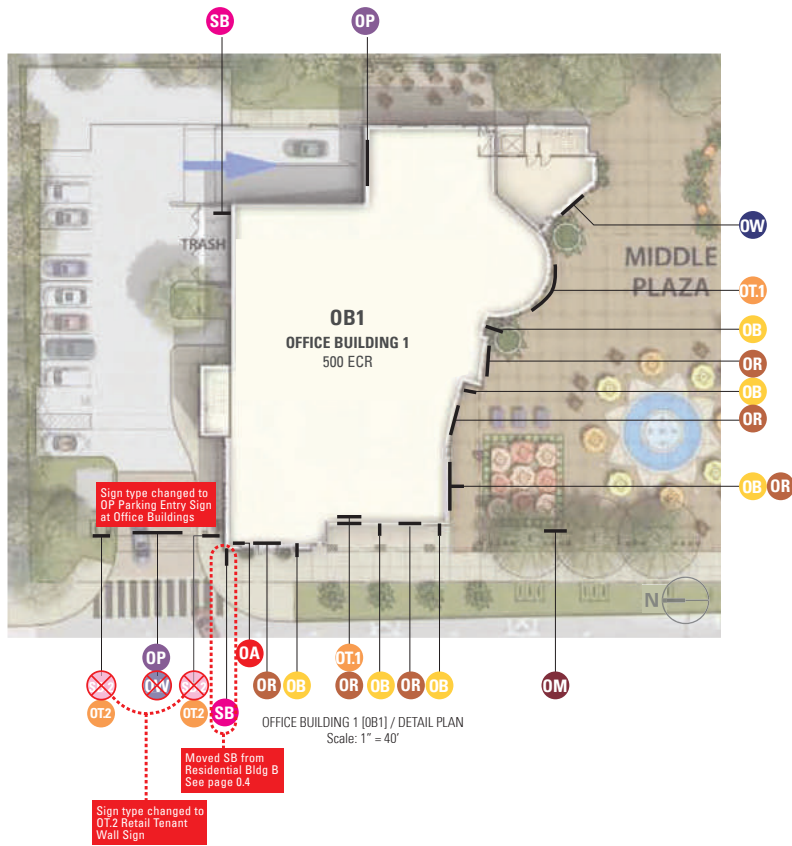
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SIGN TYPE

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
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- ST** TRANSIT PEDESTRIAN DIRECTIONAL - PROPERTY WIDE

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SIGN TYPE

Office Bldg 1
Sign Locations

SHEET

0.2



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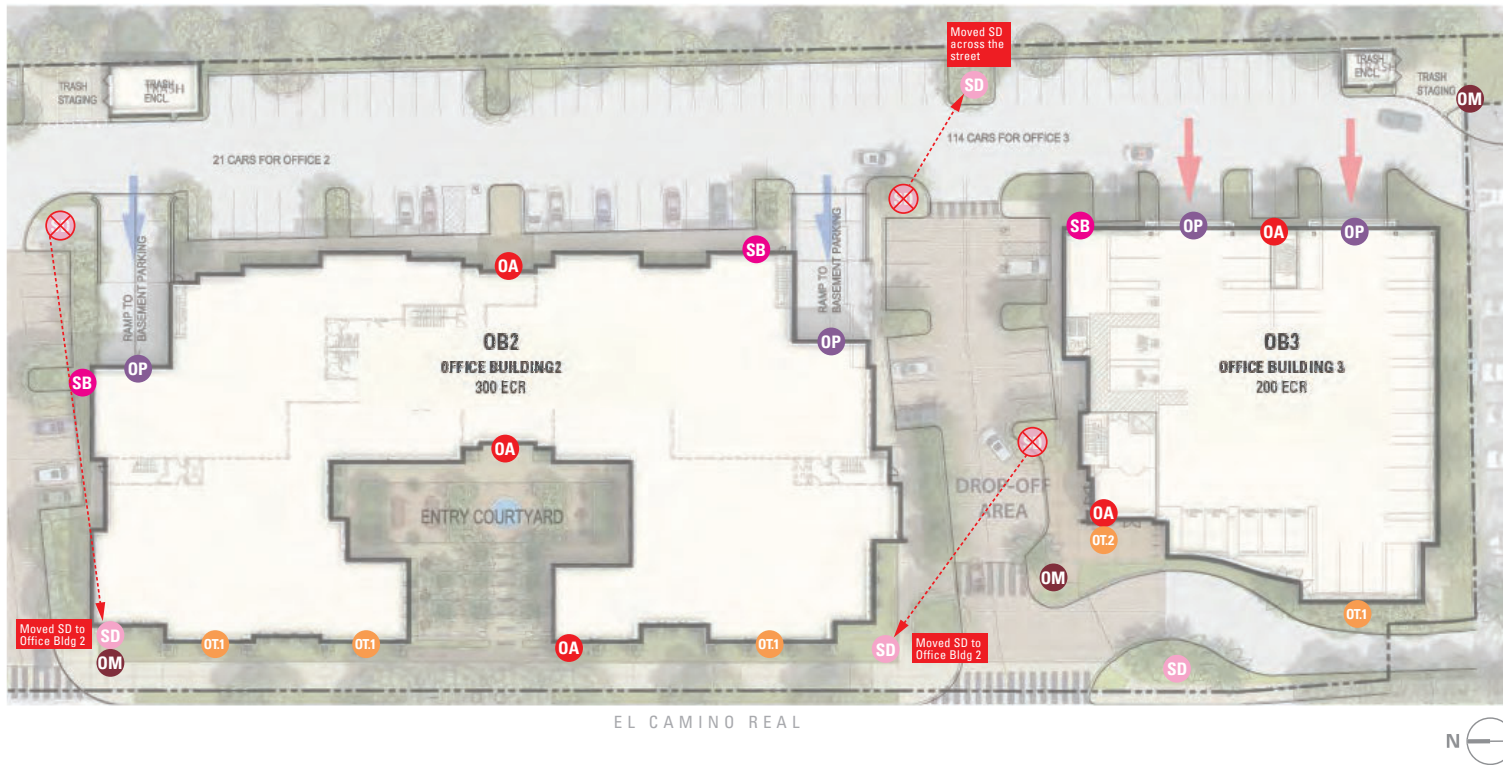
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RETAIL/OFFICE/RESIDENTIAL SIGNAGE

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- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
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- 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

Sign type changed to
OT2 Retail Tenant
Wall Sign

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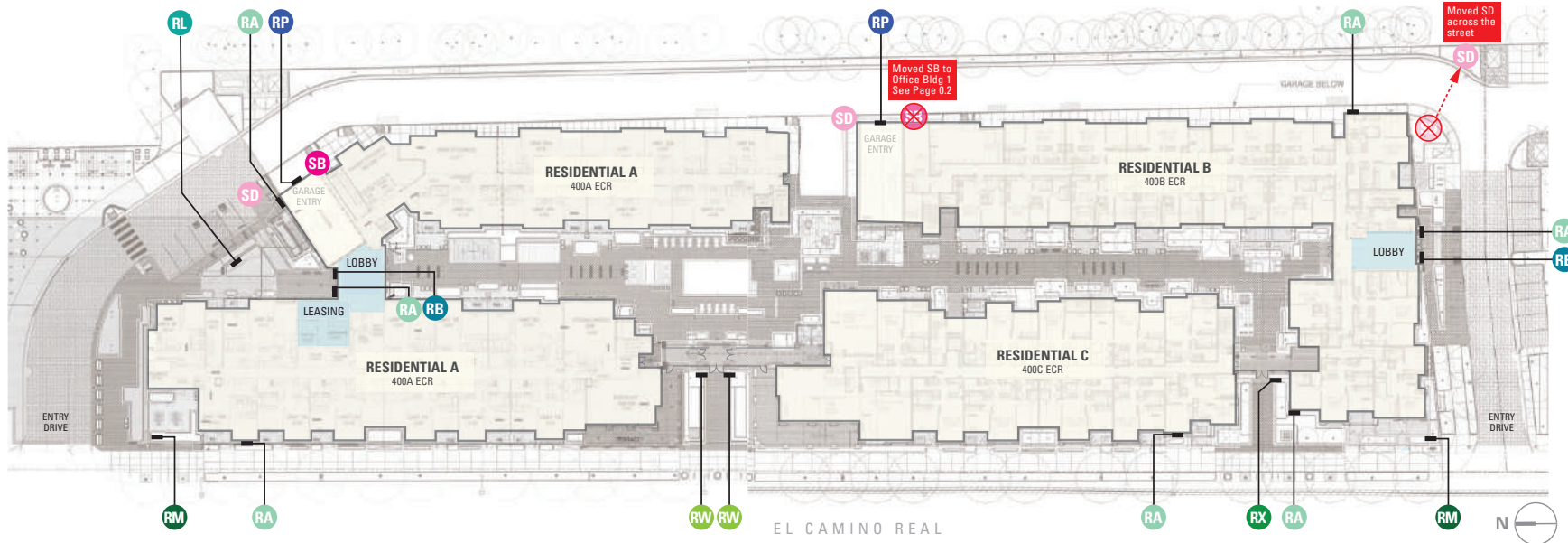
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SIGN TYPE

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
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- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
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DIRECTIONAL/ADDRESSING SIGNAGE (EXEMPT)

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- 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

Sign type changed to OT.2 Retail Tenant Wall Sign

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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" ^{0"}	45 FT ²	350 FT² 315 FT ² *
OT.2 TENANT ID SIGN, <i>Size B</i> @ OFFICE BUILDINGS	4 3	5'-0" x 3'-0"	15 FT ²	15 FT² 45 FT ²
RL ID MONUMENT SIGN @ LEASING, RESIDENTIAL PROJECT	1	6'-6" x 6'-0"	39 FT ²	39 FT ²
RLM 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 32		PROPOSED	999 FT² 994 FT ²

Quantity increase

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)

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 6	8'-0" x 1'-3"	10 FT ²	50 FT² 60 FT ²
OV ID WALL SIGN @ OFFICE/RETAIL BUILDINGS	2 1	15'-0" x 3'-4"	50 FT ²	100 FT² 50 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 FT²	30 FT²
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" 3'-3" x 2'-0"	2 FT² 7 FT ²	6 FT² 21 FT ²
SIGN COUNT	43 41		PROPOSED (EXEMPT)	521 FT² 466 FT ²

Sign type changed to OT.2 Retail Tenant Wall Sign

Size increase

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

* **OT.1** On specified elevations, this sign type may be placed on the first floor (Option A) or parapet (Option B), as selected by Tenant and approved by Owner.

Option A letter height not to exceed 2'-0"

Option B letter height not to exceed 3'-4" - 3'-0"

Square footage allowance will remain based on the maximum 3'-4" letter height, as indicated in the matrix this sheet.



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SIGN TYPE

Sign Matrix
Proposed Square Footage
& Sign Counts

SHEET

1.0



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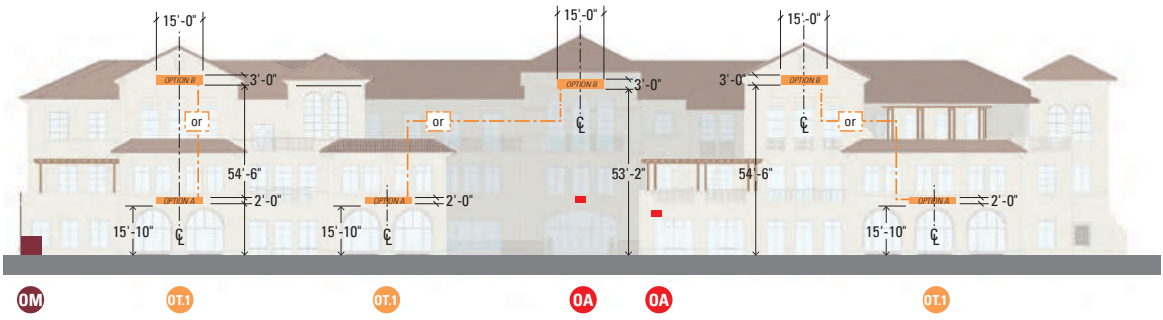
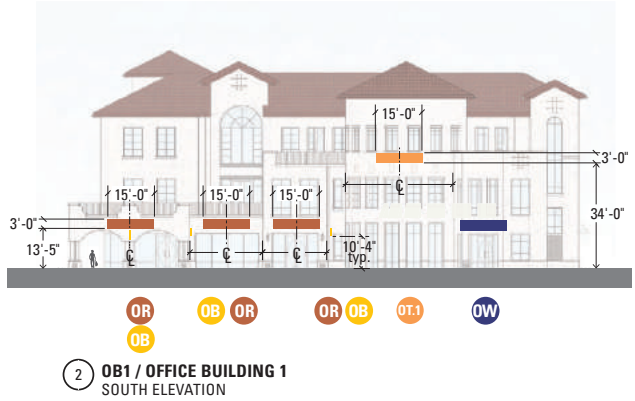
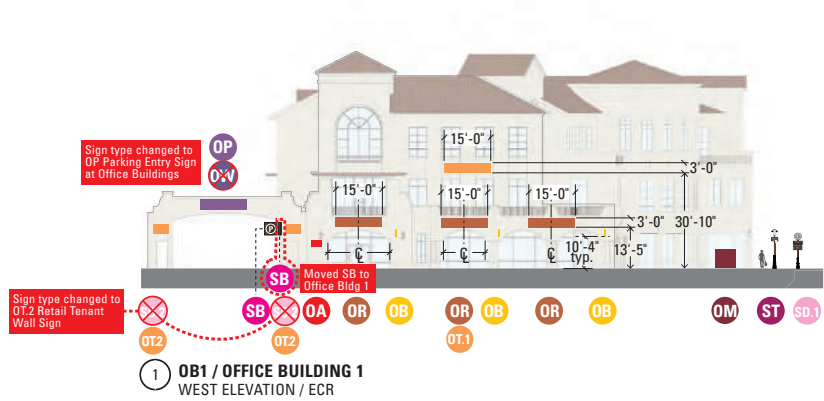
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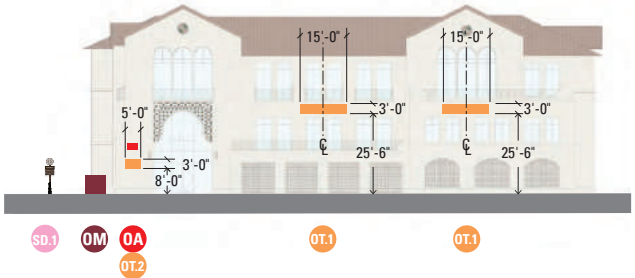
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*(3) total **OT.1** signs allowed for OB2; tenant may choose location Option A or Option B
Option A first floor tenant sign maximum letter height: 2'-0"



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)

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)

- 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
NOT TO SCALE

SHEET

2.1



1 OB1 SOUTH / CONTEXT RENDERING



2 OB1 NORTHWEST / ELEVATION RENDERING



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
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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



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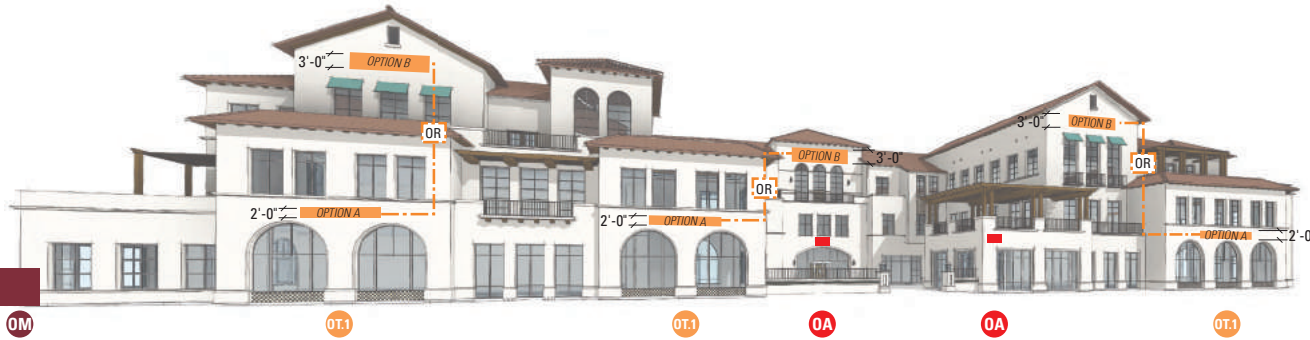
Planning Submittal

SIGN TYPE

Office Bldg 2
Building Renderings
NOT TO SCALE

SHEET

2.2



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

① **OB2**
WEST / ELEVATION RENDERING
*(3) total **OT.1** signs allowed for OB2; tenant may choose location Option A or Option B
Option A first floor tenant sign maximum letter height: 2'-0"



② **OB2**
WEST / CONTEXT RENDERING

KEY PLAN





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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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12/26/2023 KDW

PHASE

Planning Submittal

SIGN TYPE

OT.1
Tenant ID Sign
@ Office Buildings, Size A

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'-0" 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.

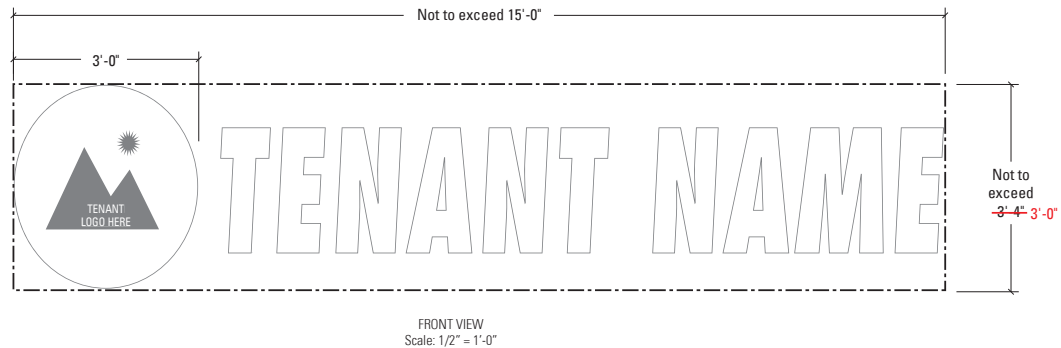
Illumination

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.

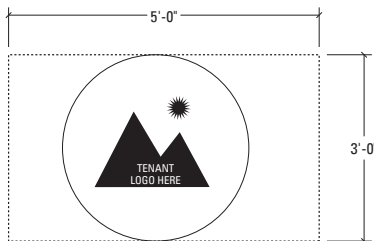
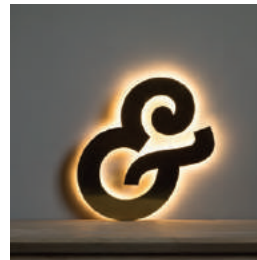
Location

As shown in context elevations

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



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



FRONT VIEW / OT.2 SIZE B
Scale: 1/2" = 1'

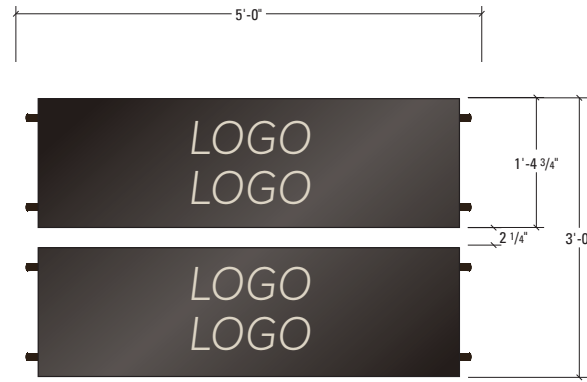


Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

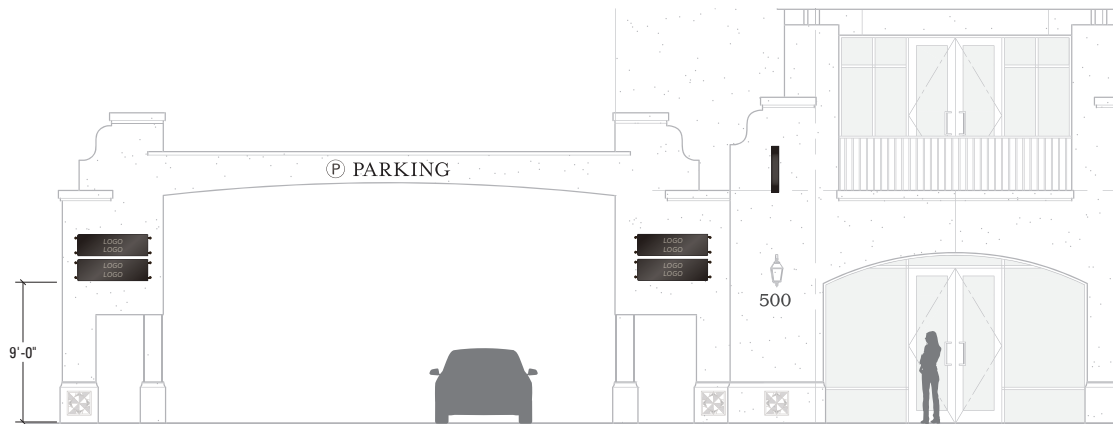
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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



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



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

ISSUE/REVISION

12/26/2023 KDW

PHASE

Planning Submittal

SIGN TYPE

OT.2
Tenant ID Sign
@ Office Buildings, Size B

SHEET

e3.1