

LOCATIONS & ALLOWANCES

- 0.1 Overall Site Plan & Office Building 1 Sign Location Plan
- 0.1a Office Building 1 Tenant Demising Plan
- 0.2 Office Buildings 2 & 3 Sign Location Plan
- 0.3 Residential Buildings A, B, C Sign Location Plan

- 1.0 Proposed Sign Allowance Matrix
- 2.0 Building Elevations
- 3.0 Office Building Rendered Elevations

SIGN DRAWINGS

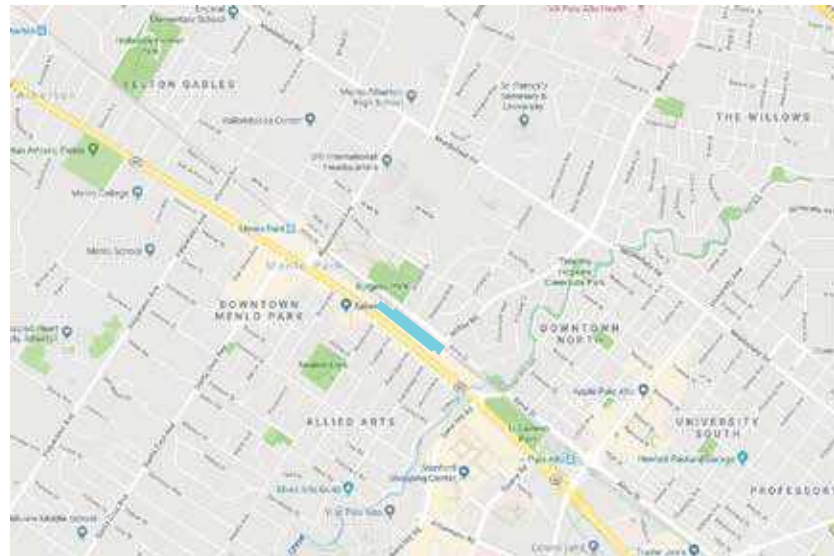
RETAIL/OFFICE/RESIDENTIAL SIGNAGE

- 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



SITE LOCATION



Stanford | Faculty Staff Housing

MIDDLE PLAZA

200-500 El Camino Real
Menlo Park, California

Office/Retail/Residential
Master Sign Program

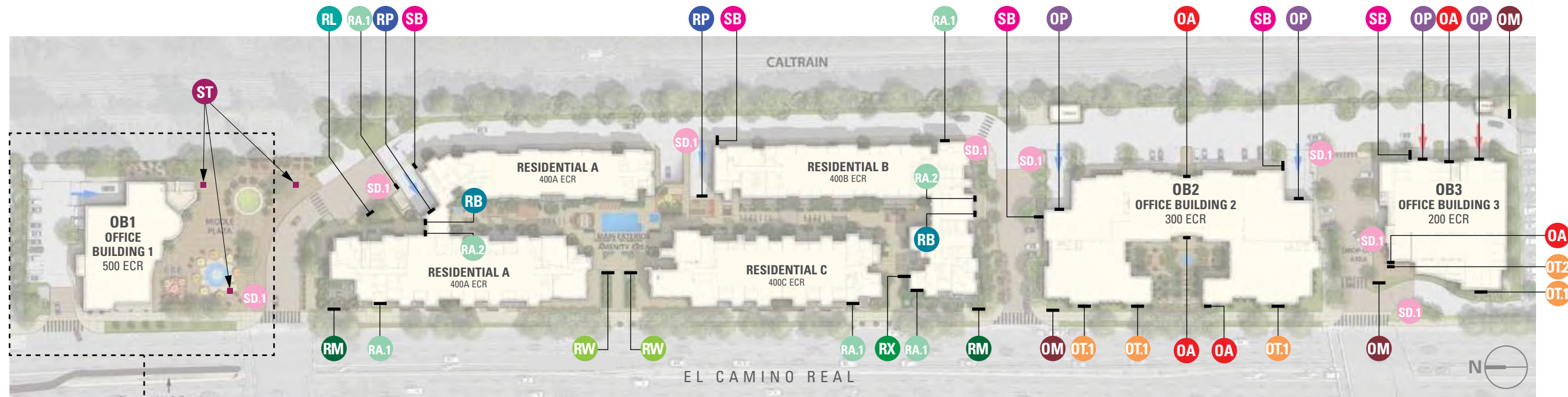
July 11, 2022



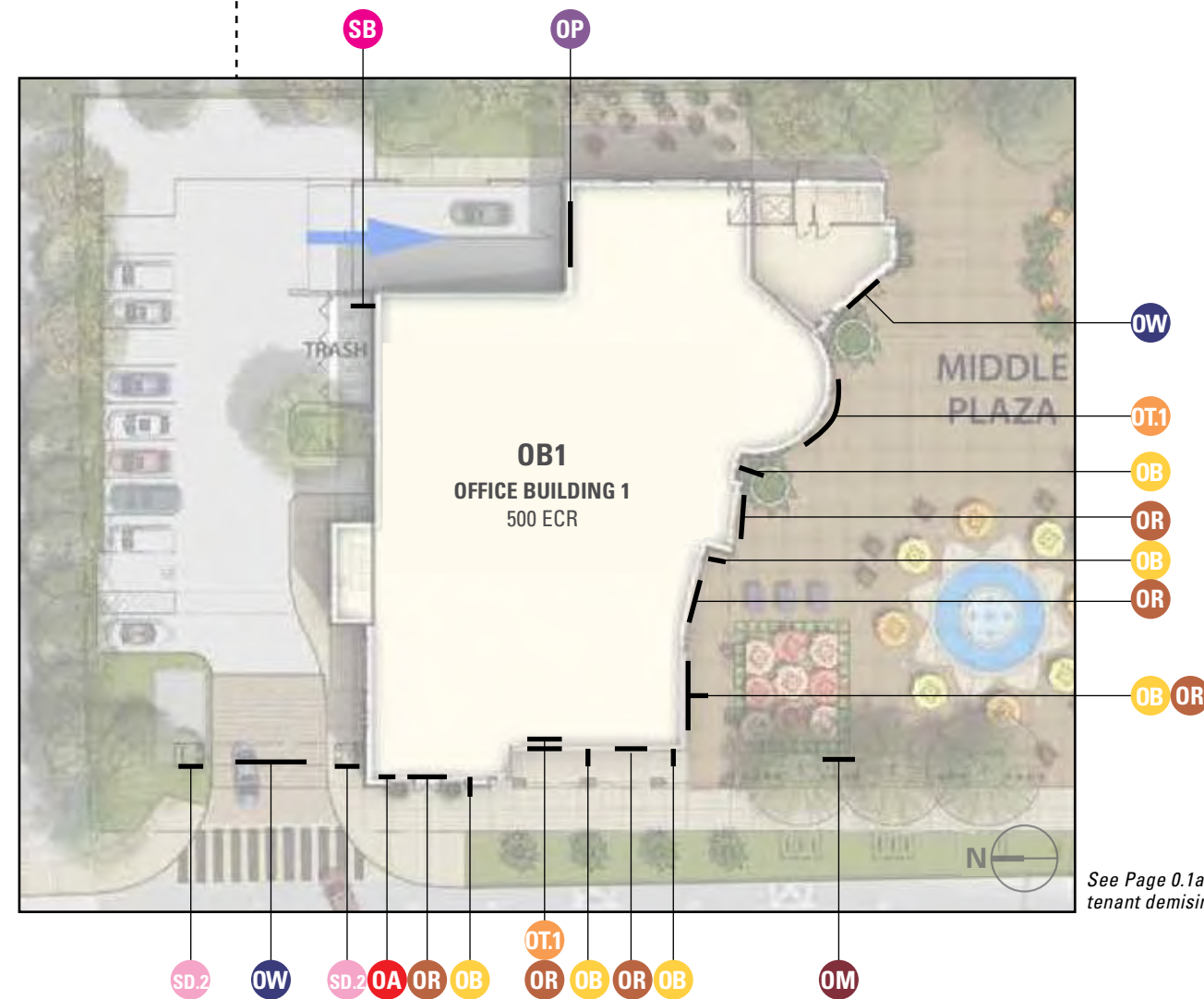
MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



PROJECT SITE PLAN
Scale: 1" = 120'



OFFICE BUILDING 1 [OB1] / DETAIL PLAN
Scale: 1" = 40'

See Page 0.1a for projected tenant demising plan

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
- 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

ISSUE/REVISION

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

PHASE

Planning Submittal

SIGN TYPE

Overall Site & Office Bldg 1 Sign Locations

SHEET

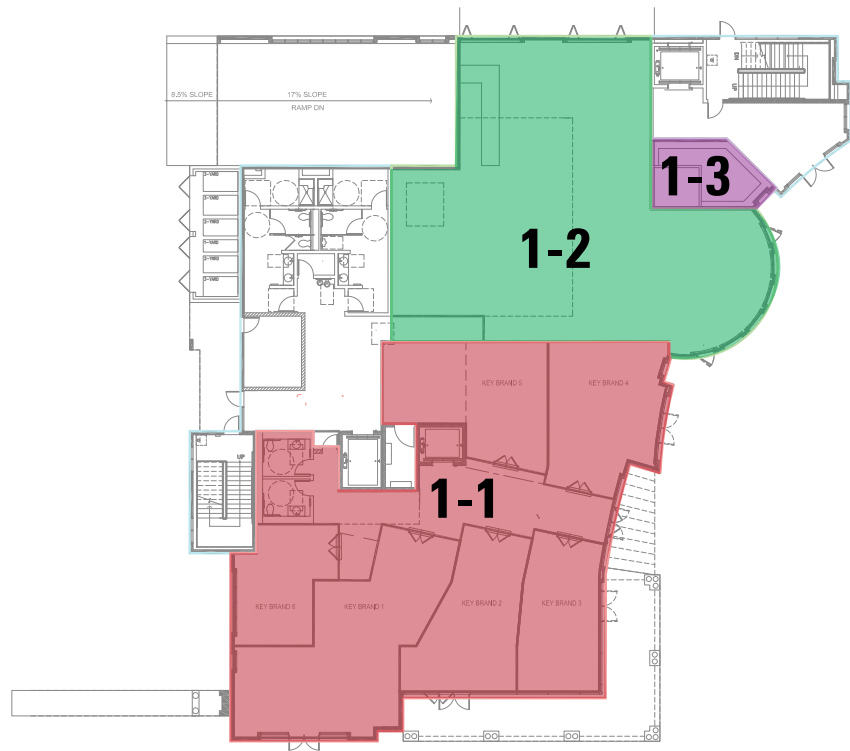
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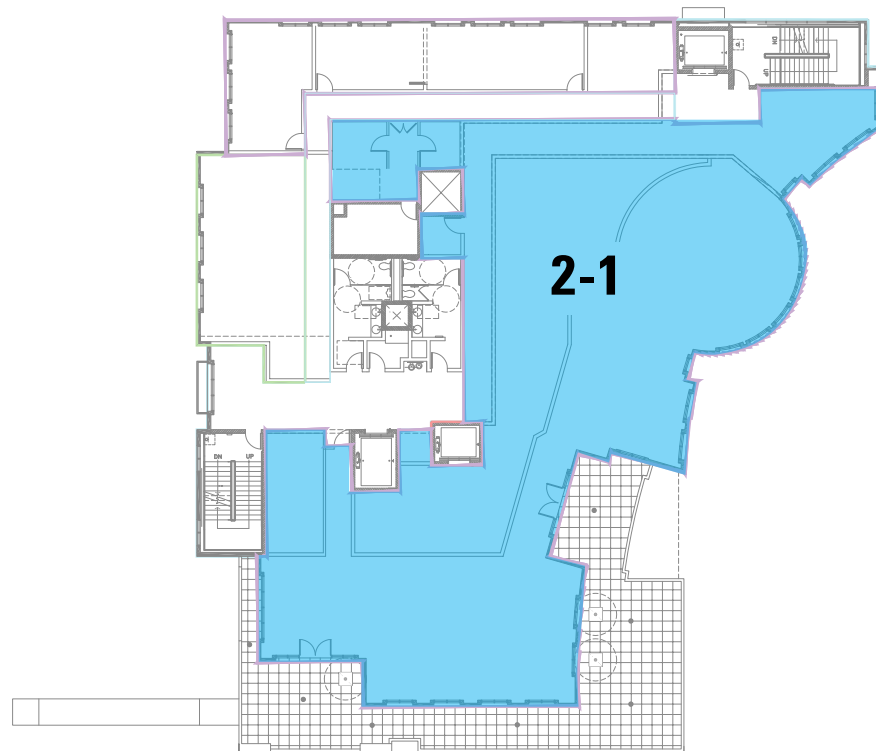
MIDDLE PLAZA

MASTER SIGN PROGRAM

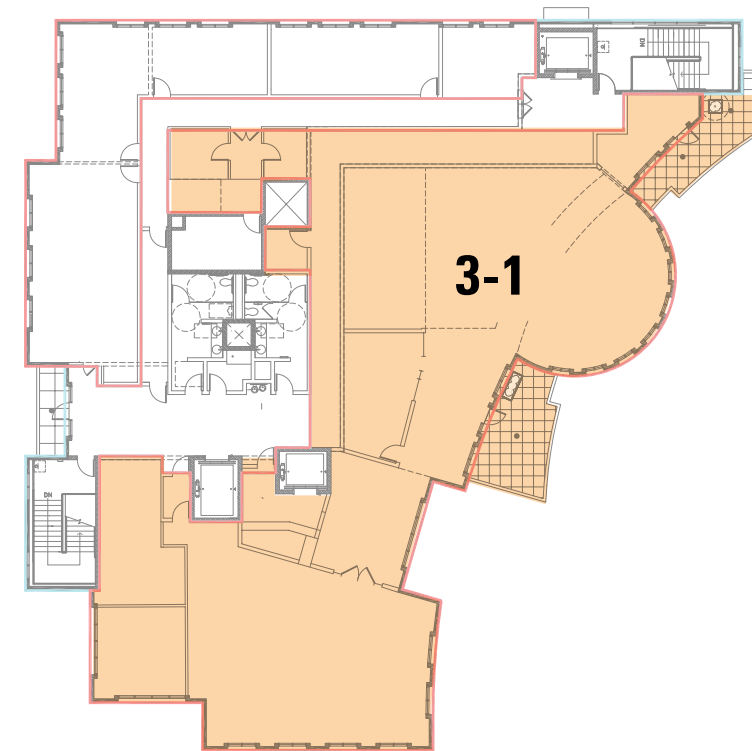
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



OB 1 / LEVEL 1



OB 1 / LEVEL 2



OB 1 / LEVEL 3

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Planning Submittal

SIGN TYPE

Office Bldg 1

Tenant Demising Plan

SHEET

0.1a



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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

ISSUE/REVISION

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

PHASE

Planning Submittal

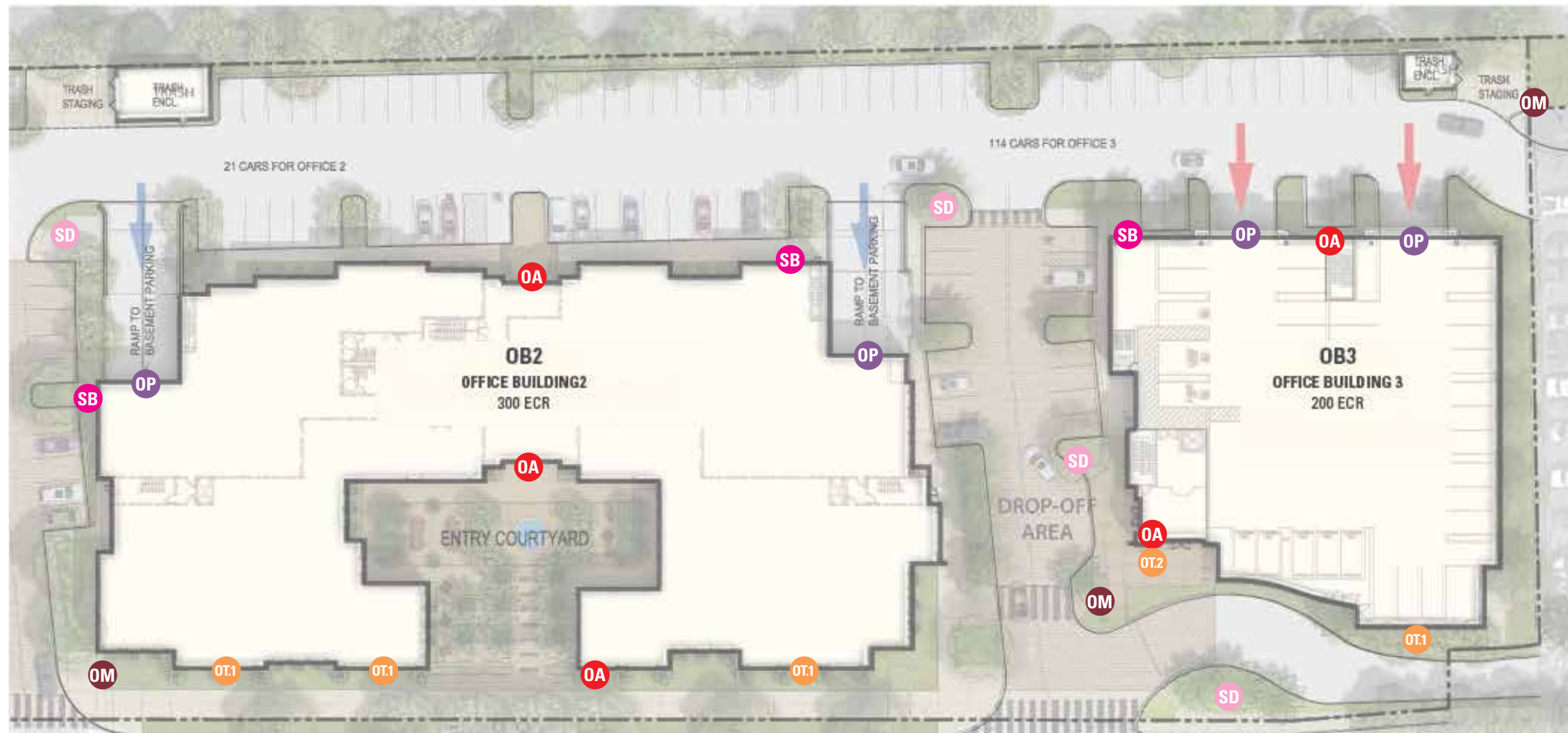
SIGN TYPE

Office Bldgs 2 & 3

Sign Locations

SHEET

0.2



EL CAMINO REAL



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
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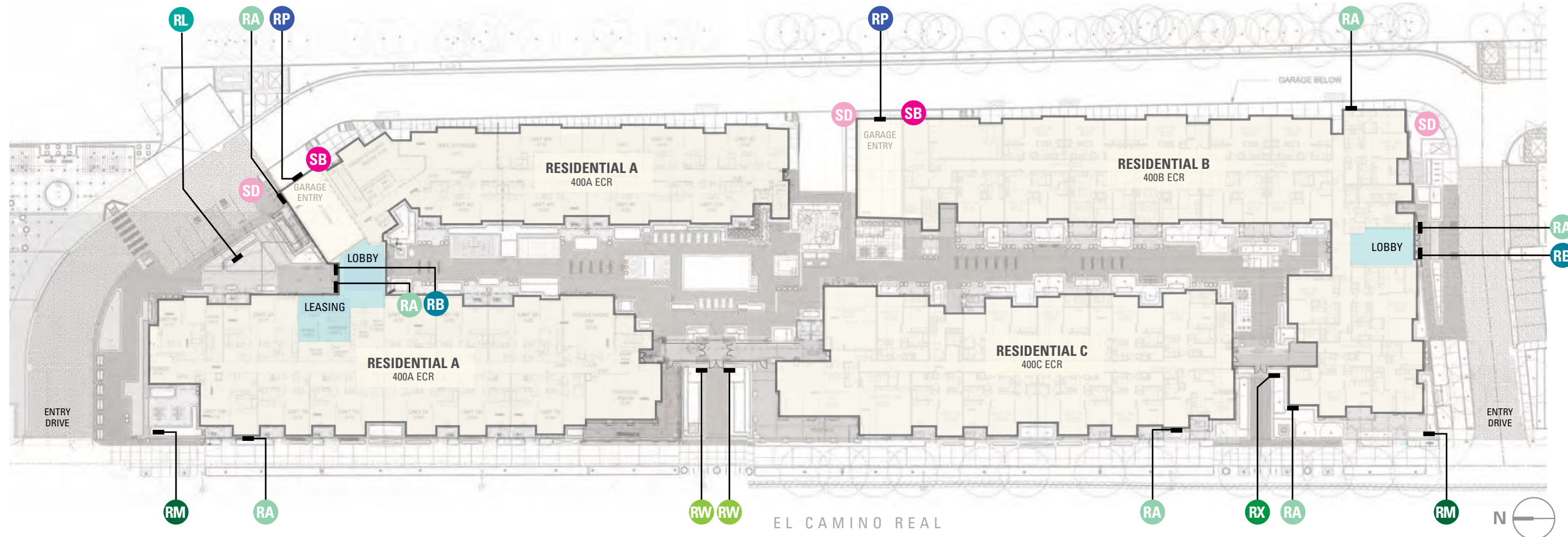
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- RB** BUILDING ENTRY DIRECTIONAL WALL SIGN @ RESIDENTIAL
- RP** GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL
- OA** HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS
- OP** PARKING ENTRY SIGN @ OFFICE BUILDINGS
- OW** ID WALL SIGN @ OFFICE/RETAIL BUILDINGS
- 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



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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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04/21/2022 KDW
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Planning Submittal

SIGN TYPE

Residential Bldgs A, B, C Sign Locations

SHEET

0.3



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

ISSUE/REVISION

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

PHASE

Planning Submittal

SIGN TYPE

Sign Matrix

SHEET

1.0

RETAIL/OFFICE/COMMERCIAL SIGNAGE

SIGN TYPE	QUANTITY	SIZE	SQUARE FOOTAGE	TOTAL
OB RETAIL TENANT BLADE SIGN @ OFFICE BUILDINGS	6	3'-0" x 3'-0"	9 FT ²	54 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	6	15'-0" x 3'-4"	50 FT ²	300 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
PROPOSED				931 FT²

TOTAL SIGNAGE ALLOWANCE

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

1,600 Linear Foot Frontage = 1842.6 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

**DIRECTIONAL/ADDRESSING SIGNAGE
(EXEMPT)**

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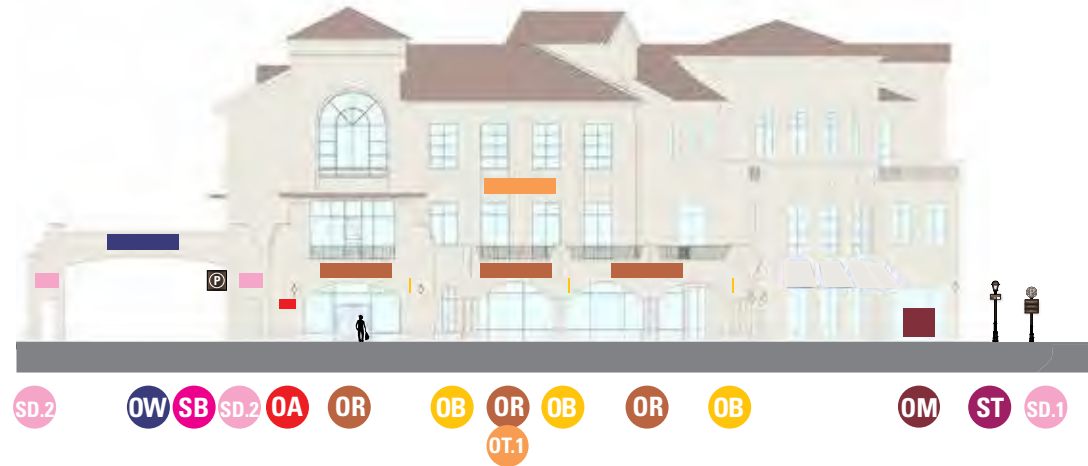
SIGN TYPE	QUANTITY	SIZE	SQUARE FOOTAGE	TOTAL
OA HALO-LIT BUILDING ADDRESS @ OFFICE BUILDINGS	6	3'-6" x 2'-0"	7 FT ²	42 FT ²
OP PARKING ENTRY SIGN @ OFFICE BUILDINGS	5	8'-0" x 1'-3"	10 FT ²	50 FT ²
OW ID WALL SIGN @ OFFICE/RETAIL BUILDINGS	2	15'-0" x 3'-4"	50 FT ²	100 FT ²
RA.1 ADDRESS WALL SIGN, <i>Size 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
PROPOSED (EXEMPT)				521 FT²



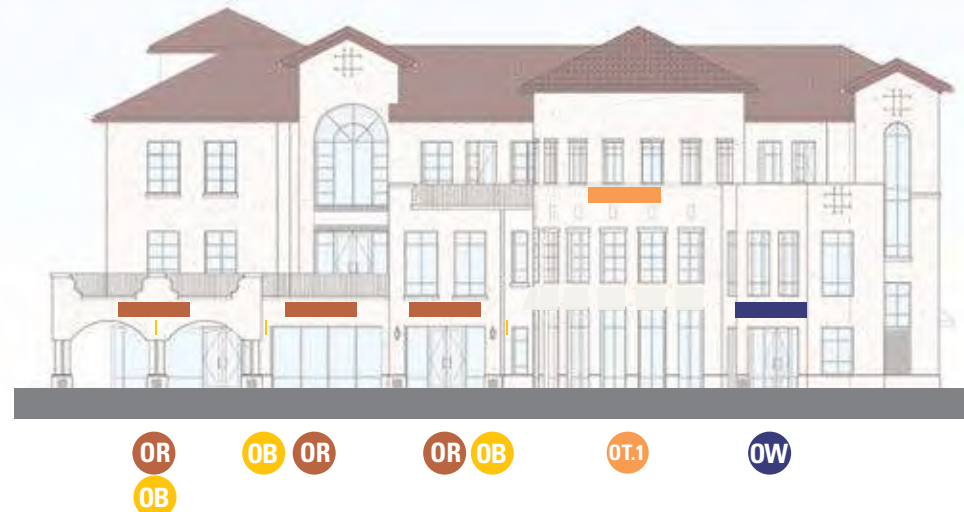
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MASTER SIGN PROGRAM

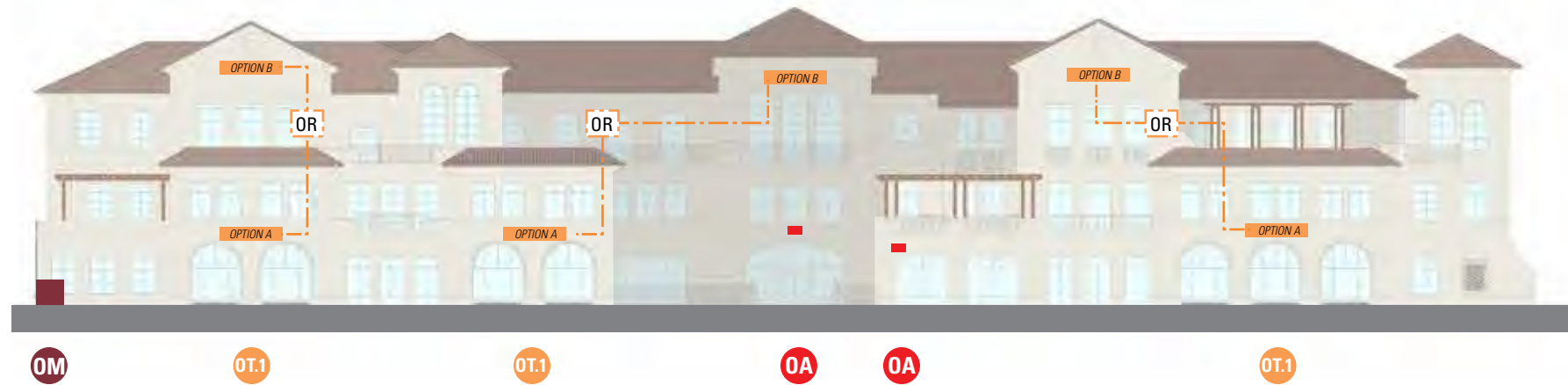
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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

KEY PLAN



ISSUE/REVISION

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

PHASE

Planning Submittal

SIGN TYPE

Office Bldgs

Elevations

SHEET

2.0



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



1 **OB1**
SOUTH / CONTEXT RENDERING



2 **OB1**
NORTHWEST / 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



3 **OB1**
SOUTHWEST / ELEVATION RENDERING



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SIGN TYPE

Office Bldg 1 Building Rendering

SHEET

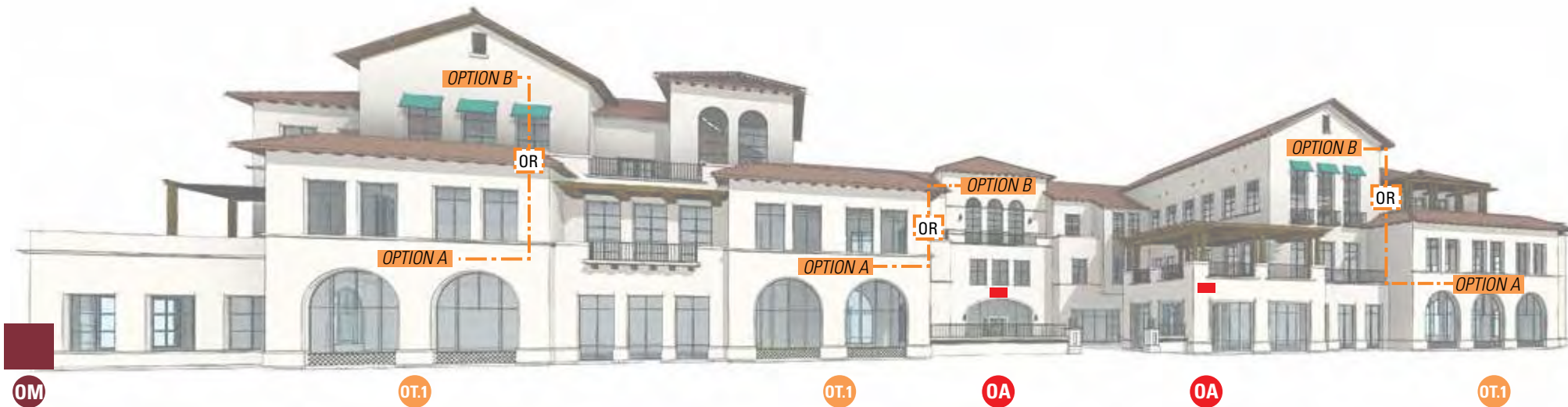
2.1



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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



2 **OB2**
WEST / CONTEXT RENDERING



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SIGN TYPE

Office Bldg 2

Building Rendering

SHEET

2.2



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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



1 **OB3**
NORTHWEST / ELEVATION RENDERING

OA
OT2

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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Planning Submittal

SIGN TYPE

Office Bldg 3

Building Rendering

SHEET

2.3



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200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



1 RESIDENTIAL BUILDING A
WEST ELEVATION / ECR



2 RESIDENTIAL BUILDINGS C & B
WEST ELEVATION / ECR



3 RESIDENTIAL BUILDING B
SOUTH ELEVATION

RESIDENTIAL SIGNAGE

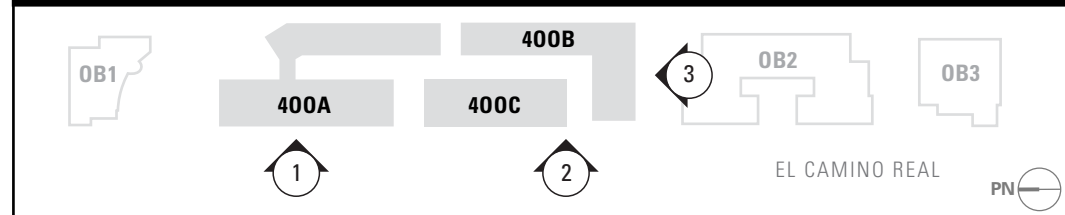
- RW** ID WALL SIGN @ RESIDENTIAL PROJECT
- RX** ID LETTERS @ RESIDENTIAL PROJECT
- RM** ID MONUMENT @ RESIDENTIAL PROJECT

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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

KEY PLAN



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Planning Submittal

SIGN TYPE

Residential Bldgs Elevations

SHEET

3.0



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MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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)

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- RP** GARAGE ENTRY PARKING LETTERS @ RESIDENTIAL

KEY PLAN



ISSUE/REVISION

04/21/2022 KDW
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Planning Submittal

SIGN TYPE

Residential Bldgs Elevations

SHEET

3.1

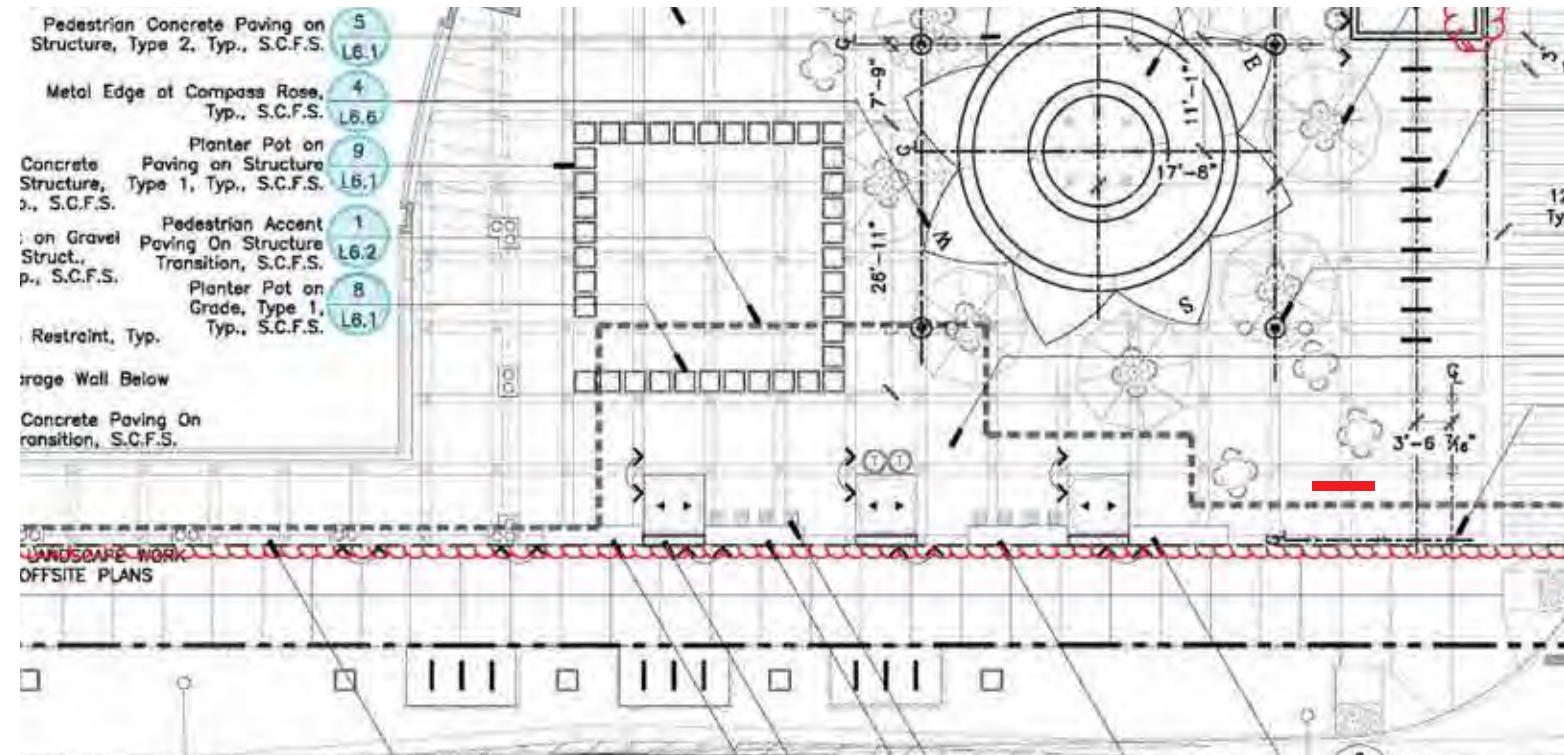
RETAIL/OFFICE/RESIDENTIAL SIGNAGE



MIDDLE PLAZA

MASTER SIGN PROGRAM

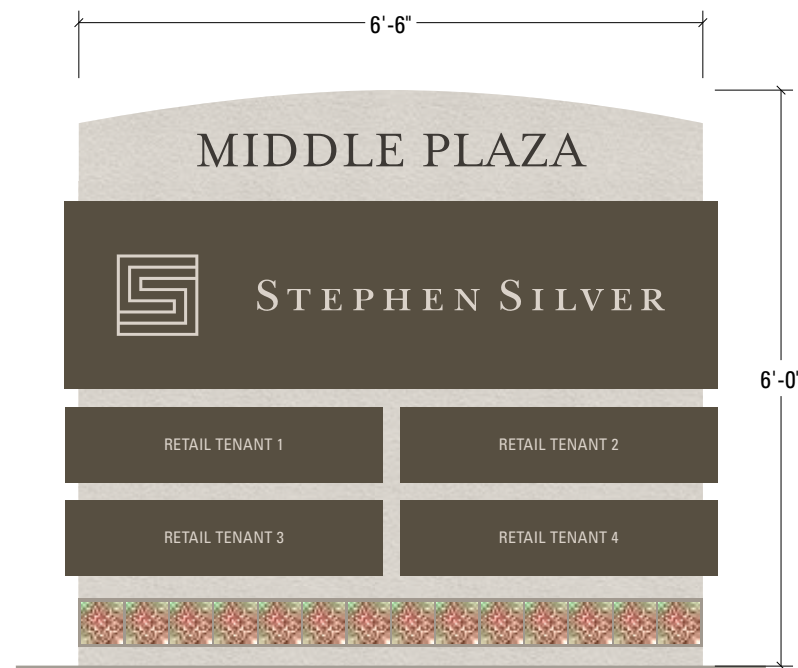
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MENLO PARK, CALIFORNIA



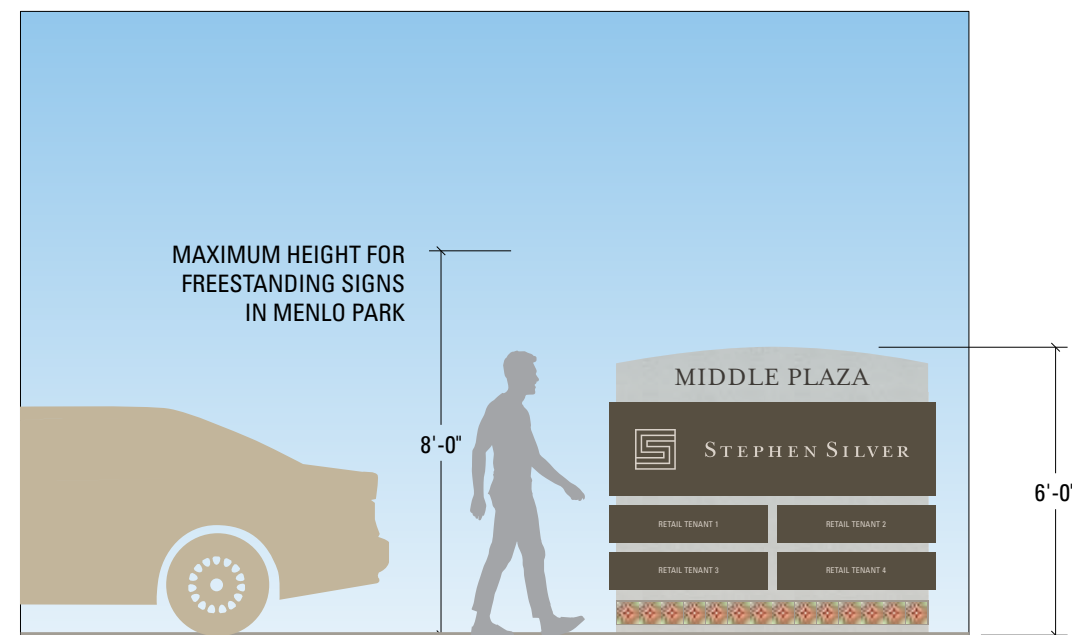
PLAN VIEW
Scale: 1" = 20'-0"

stucco cabinet construction
with arch to match office building architecture
dimensional logo letters

office/retail tenant cabinet panels
painted enduring brinze to match property color



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



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

ISSUE/REVISION

04/21/2022 KDW

PHASE

Planning Submittal

SIGN TYPE

OM
Monument Sign
@ Office Buildings

SHEET

e1.0



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Dimensions

15'-0" x 3'-0" maximum letters

3'-0" x 3'-0" maximum logo

Strongly encourage dimensional logotype signage, subject to design review by City of Mountain View

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. Mechanical fasteners must be as unobtrusive as possible, and painted to match the canopy color.

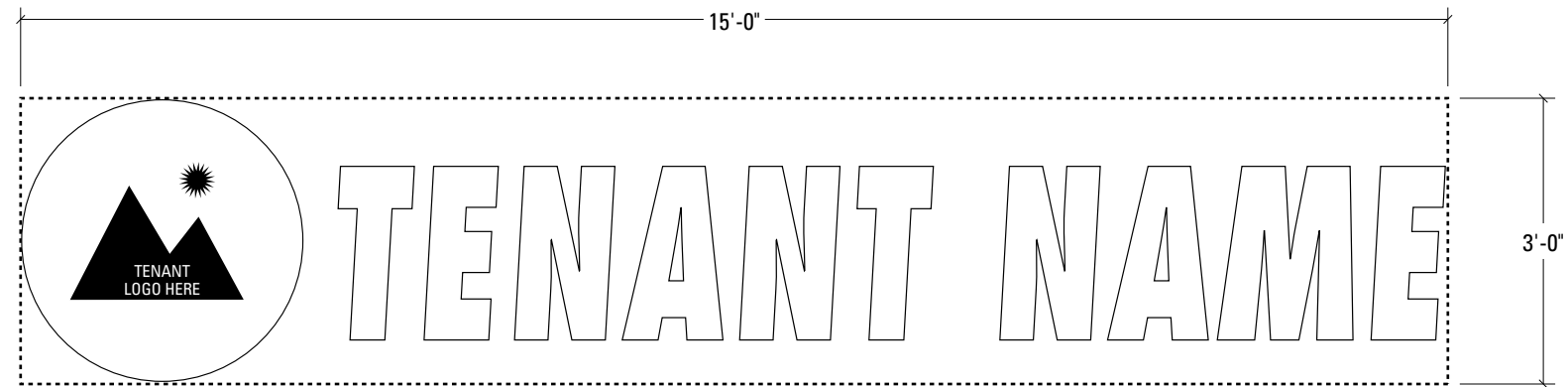
Illumination

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'



ISSUE/REVISION

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

PHASE

Planning Submittal

SIGN TYPE

OR
Retail Tenant ID Sign
@ Office Buildings

SHEET

e2.0



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Dimensions

SIZE A: 15'-0" x 3'-4" maximum letters
3'-4" x 3'-4" maximum logo

SIZE B: 5'-0" X 3'-0"

Strongly encourage dimensional logotype signage, subject to design review by City of Mountain View

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. Mechanical fasteners must be as unobtrusive as possible, and painted to match the canopy color.

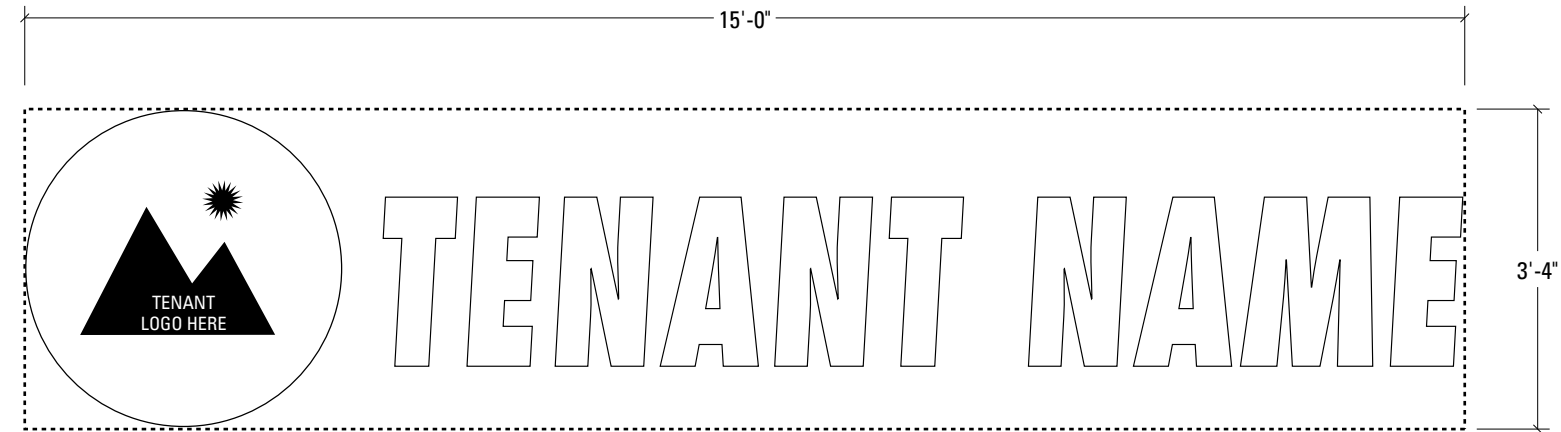
Illumination

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.

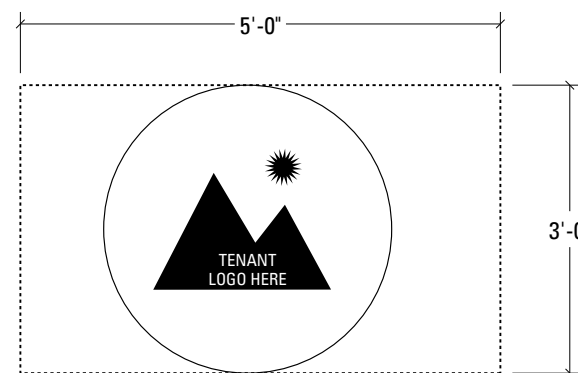
Location

As shown in context elevations

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



FRONT VIEW / SIZE A
Scale: 1/2" = 1'



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

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PHASE

Planning Submittal

SIGN TYPE

OT
Tenant ID Sign
@ Office Buildings

SHEET

e3.0



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

3'-0" x 3'-0" as illustrated to fit within the provided armature frame.

Tenant ID shall fit within this boundary.

Not to exceed 9 square feet per side

Materials

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

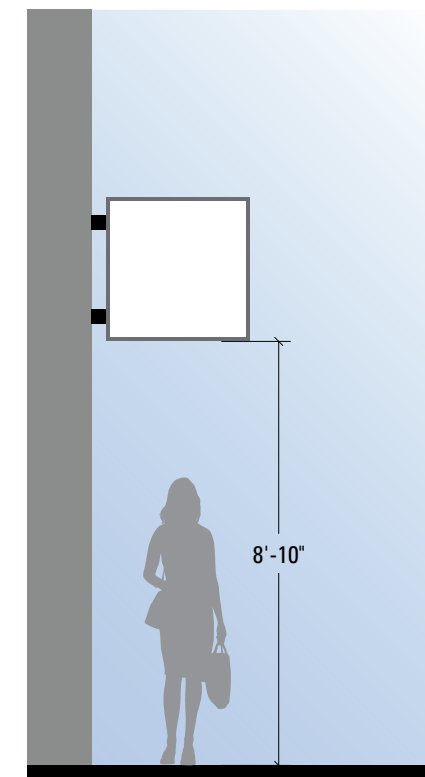
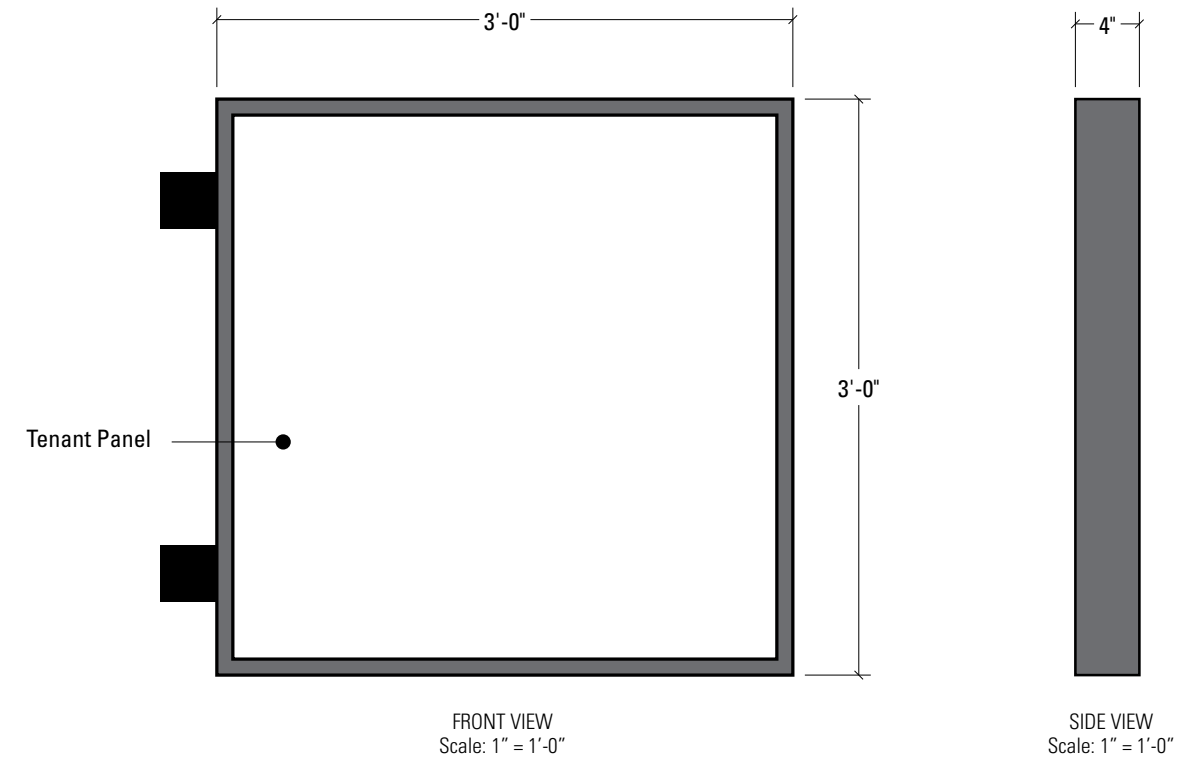
Illumination

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



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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

ISSUE/REVISION

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PHASE

Planning Submittal

SIGN TYPE

RW
ID Wall Sign @ Residential

SHEET

e5.0-0



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MIDDLE PLAZA

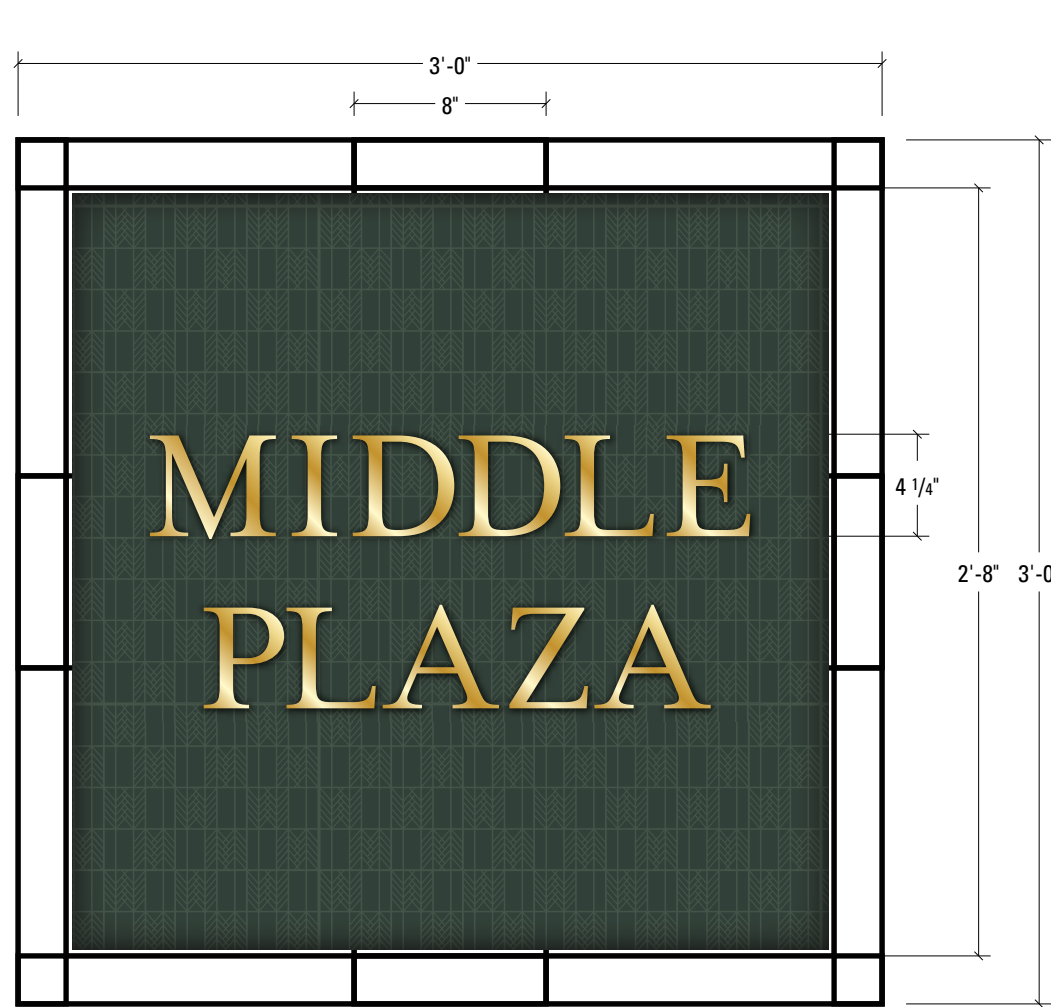
MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

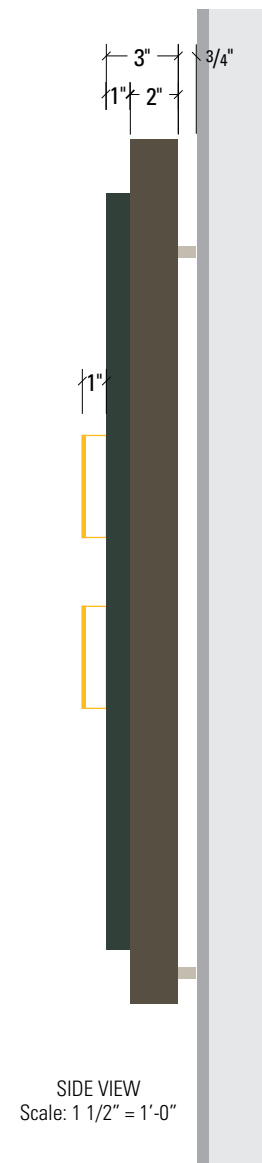
2" x 2" x 1/4" fabricated aluminum frame, painted;
3/4" stand-off from wall

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

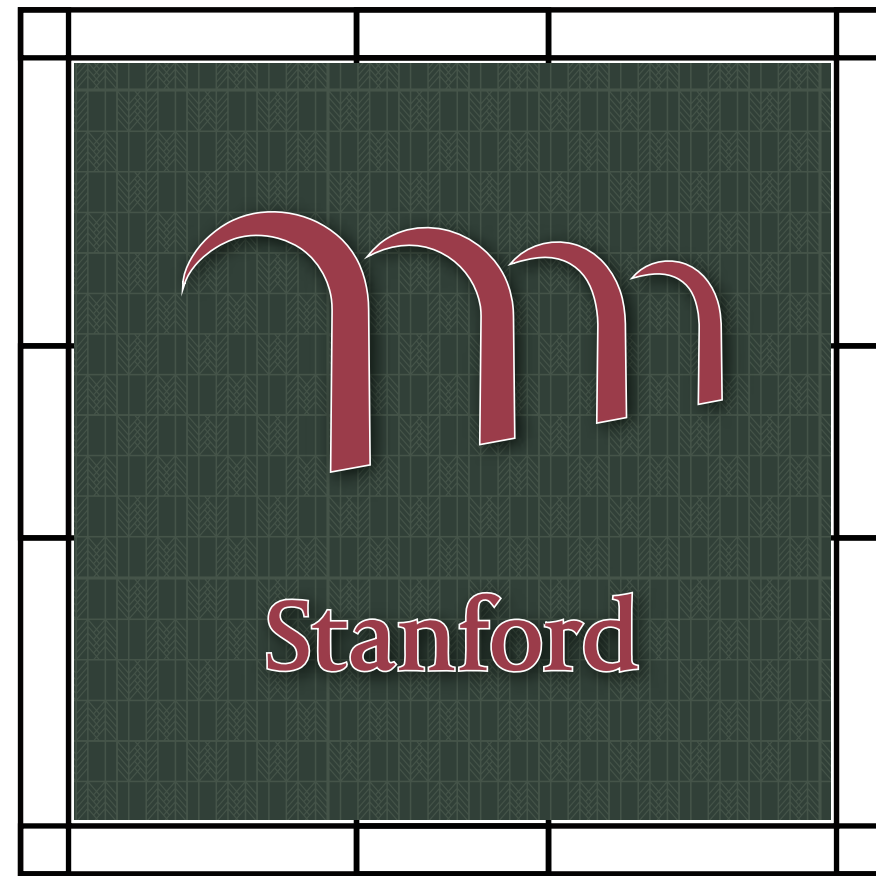
1" thick applied graphics. Sign type is non-illuminated.



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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PHASE

Planning Submittal

SIGN TYPE

RW
ID Wall Sign @ Residential

SHEET

e5.0-1



MIDDLE PLAZA

MASTER SIGN PROGRAM

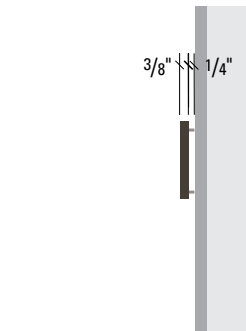
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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

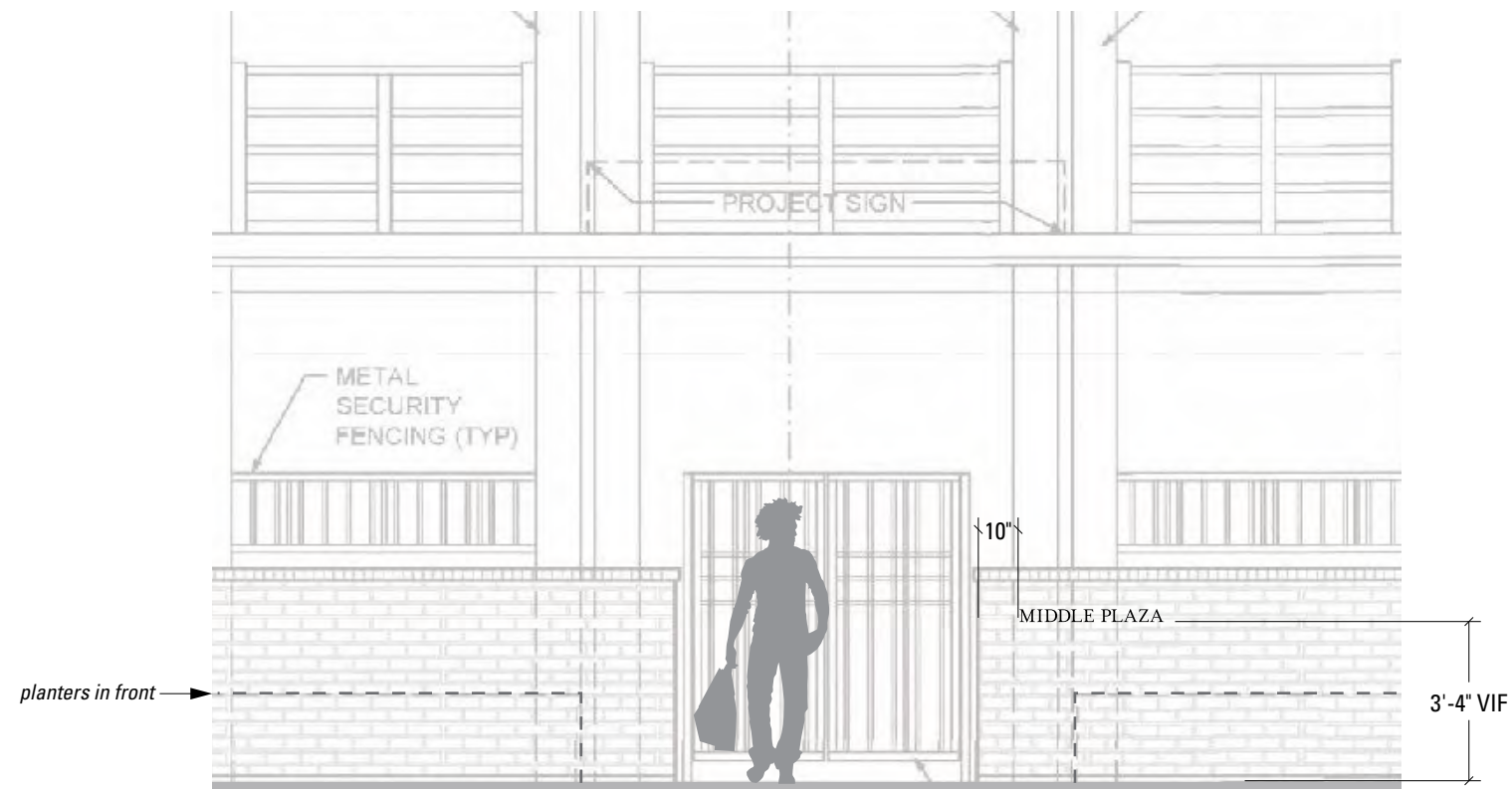
BRK-1: General Shale, Peppermill



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"

ISSUE/REVISION

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PHASE

Planning Submittal

SIGN TYPE

RX
ID Letters @ Residential

SHEET

e6.0-0



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

MAXIMUM HEIGHT FOR
FREESTANDING SIGNS
IN MENLO PARK

8'-0"



RESIDENTIAL BUILDING A

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

ISSUE/REVISION

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PHASE

Planning Submittal

SIGN TYPE

RM
ID Monument @ Residential

SHEET

e7.0-0



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

P

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04/21/2022 KDW
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PHASE

Planning Submittal

SIGN TYPE

RM
ID Monument @ Residential

SHEET

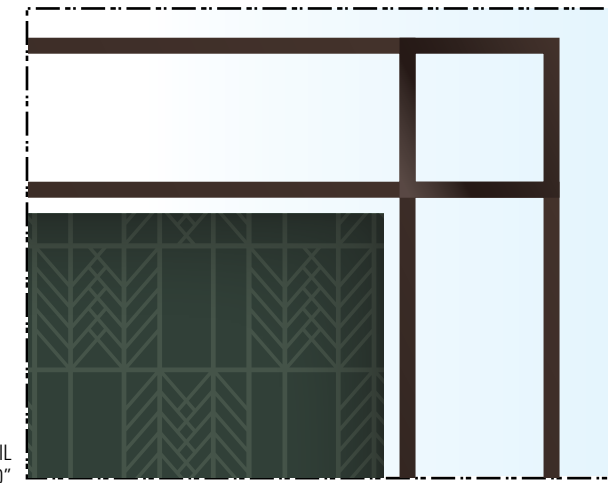
e7.0-1



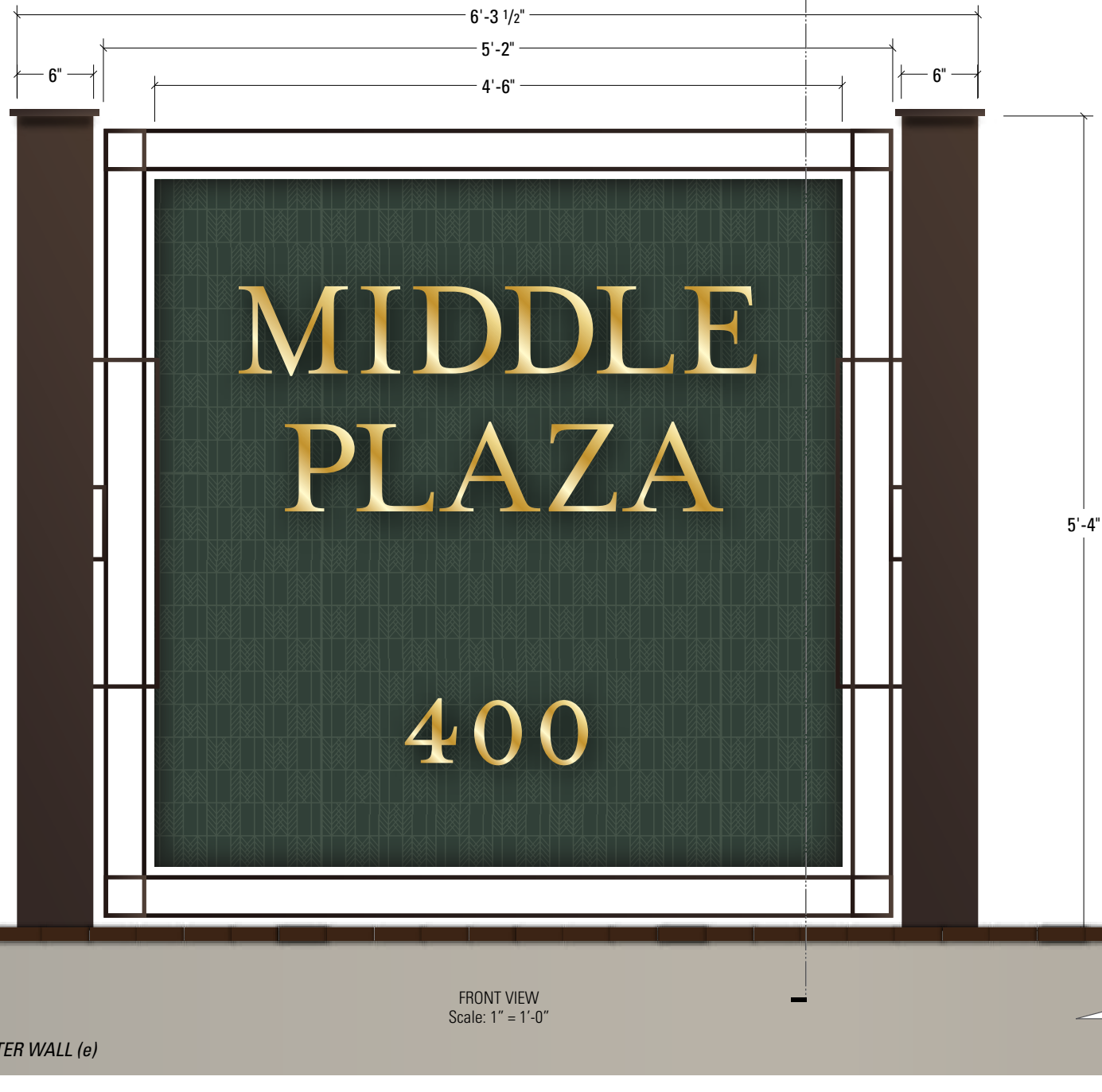
PLAN VIEW
Scale: 1" = 1'-0"



DETAIL
Scale: 3" = 1'-0"

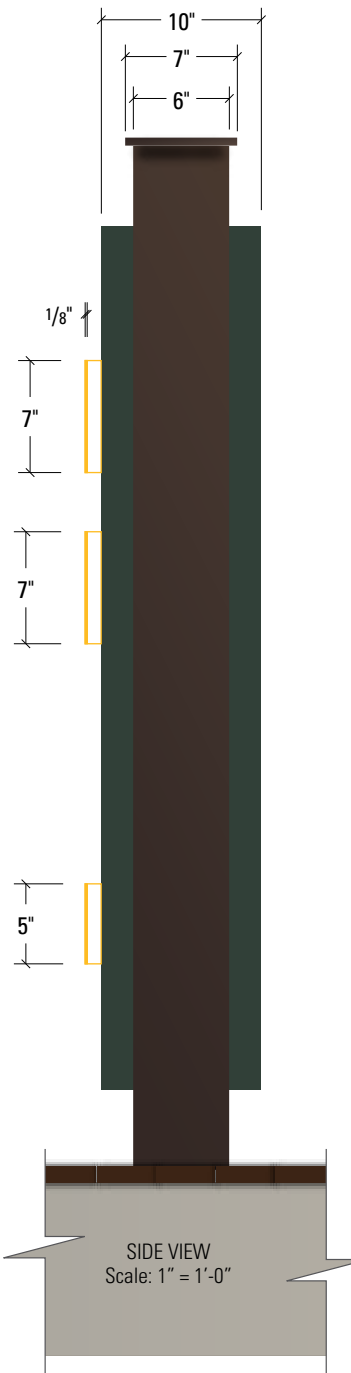


- 2" x 2" x 1/4" metal frame, painted blackened steel
- 2" stand-off from building exterior
- 3" sign panel fastened to center of frame
- color to match building A color
- screenprinted pattern
- 1" push through acrylic numerals
- LED side-halo illumination
- 1/8" aluminum faces, painted

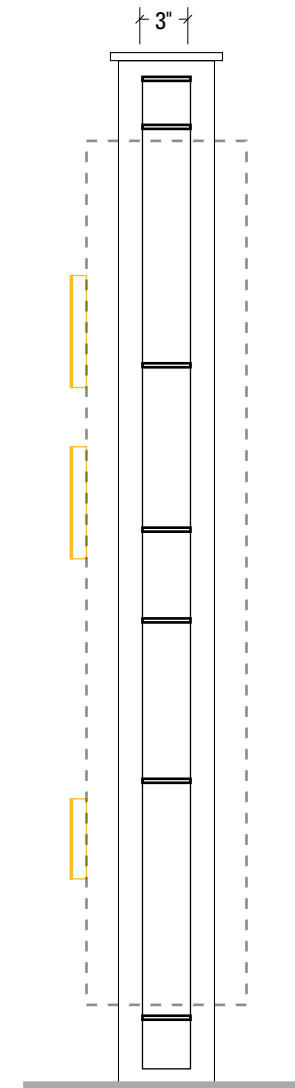


FRONT VIEW
Scale: 1" = 1'-0"

PLANTER WALL (e)



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



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



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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

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PHASE

Planning Submittal

SIGN TYPE

RL
ID Monument @ Leasing,
Residential Project

SHEET

e8.0-0

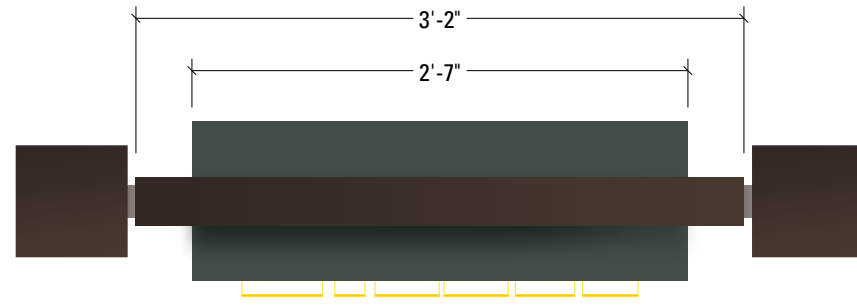


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MIDDLE PLAZA

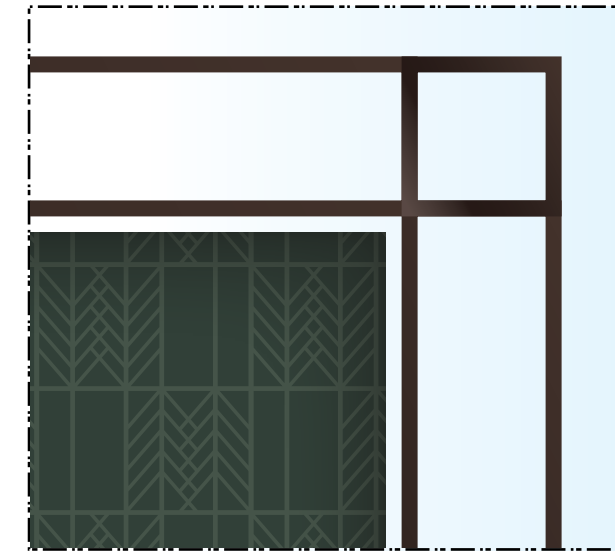
MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

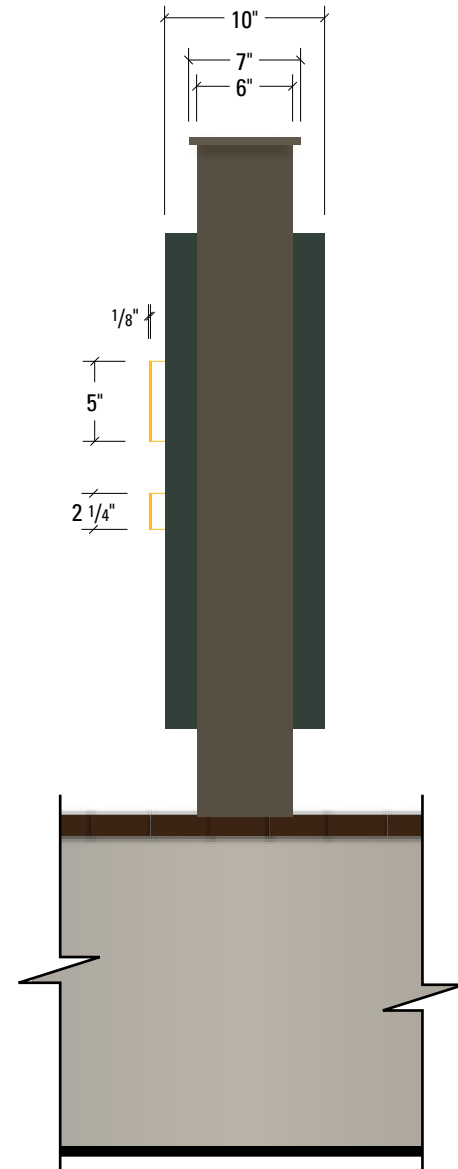


PLAN VIEW
Scale: 1" = 1'-0"

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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PHASE

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)



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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

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PHASE

Planning Submittal

SIGN TYPE

RA.1
Address Wall Sign, Size A
@ Residential

SHEET

e9.0-0



MIDDLE PLAZA

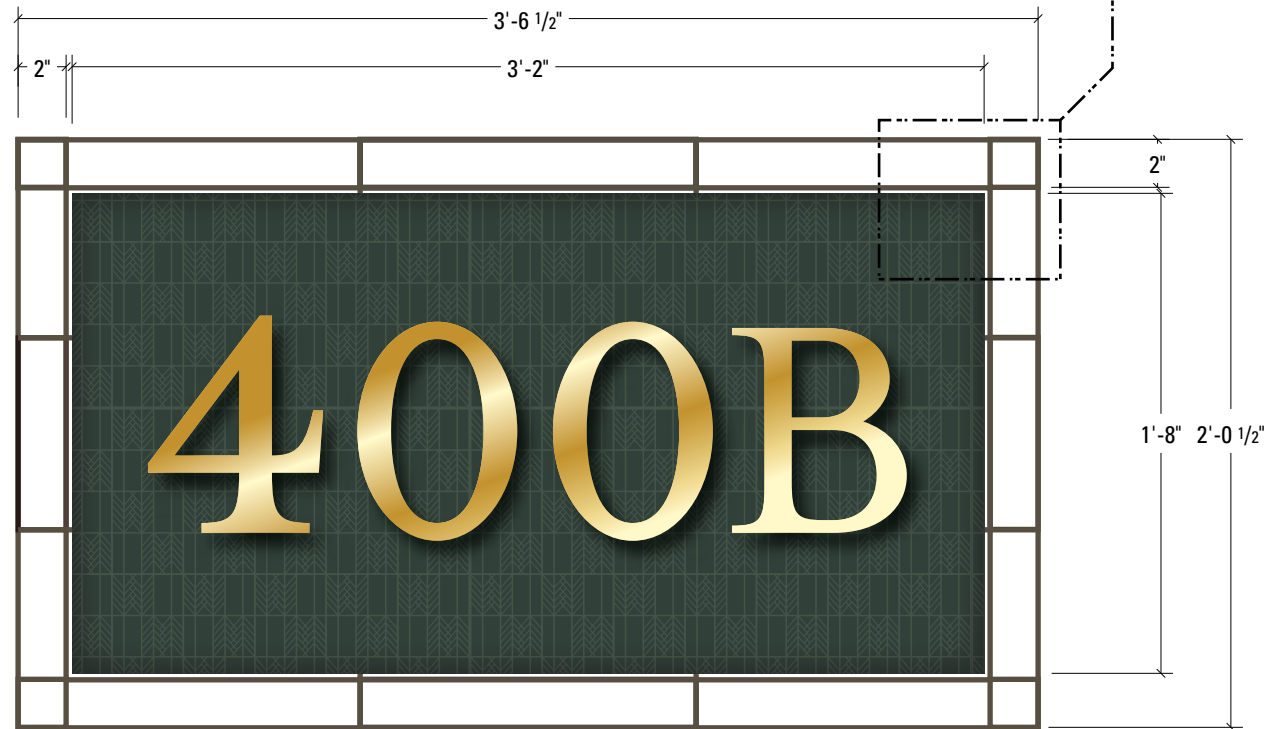
MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

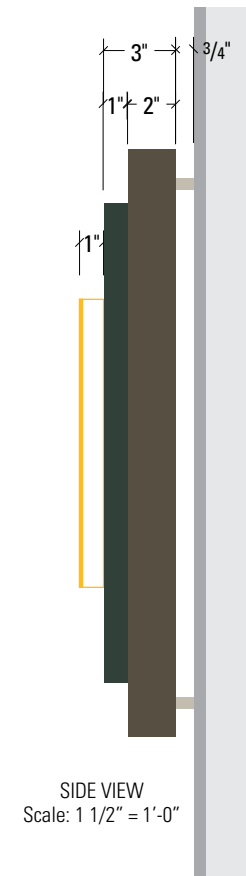
2" x 2" x 1/4" metal frame, painted blackened steel
2" stand-off from building exterior

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

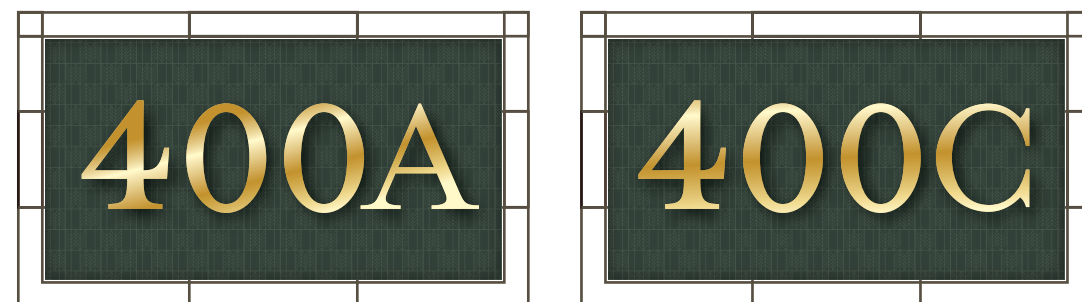
1" push through acrylic numerals
LED illumination
1/8" aluminum faces, painted



FRONT VIEW
Scale: 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

RA.1
Address Wall Sign, Size A
@ Residential

SHEET

e9.0-1

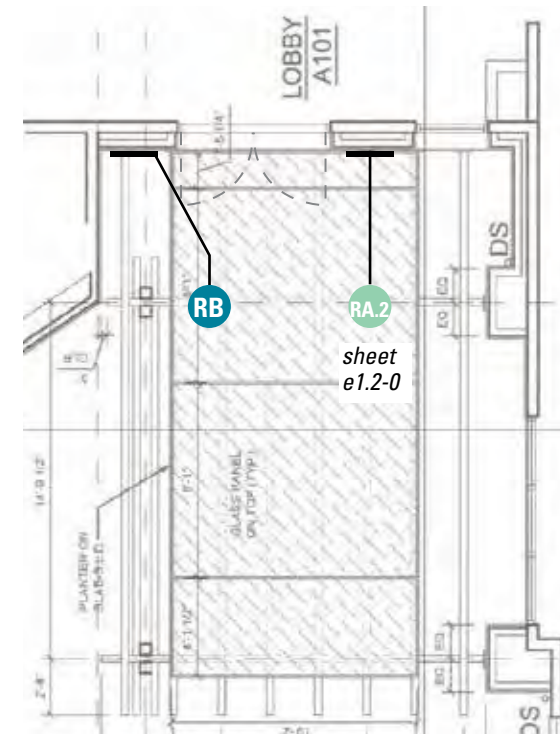


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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



BUILDING A LEASING LOBBY ENTRY

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



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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PHASE

Planning Submittal

SIGN TYPE

RA.2

Address Wall Sign, Size B
@ Residential

SHEET

e10.0-0



MIDDLE PLAZA

MASTER SIGN PROGRAM

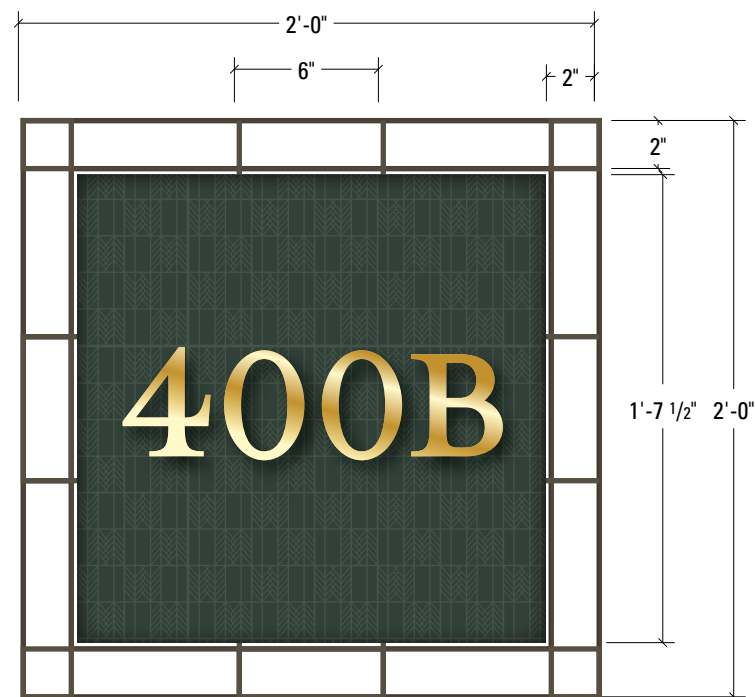
200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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

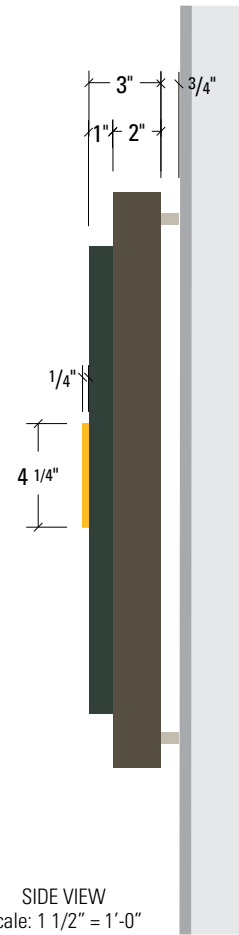
3" deep sign panel fastened to center of frame
color to match building A color screenprinted pattern

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

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



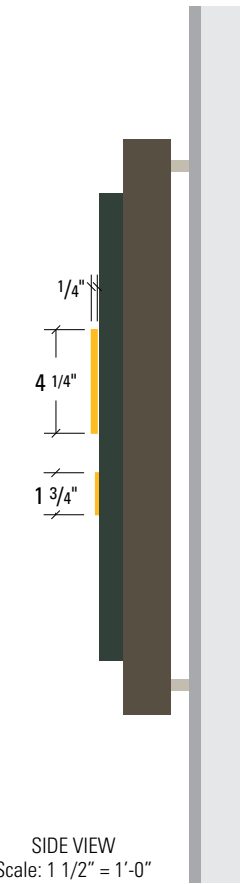
FRONT VIEW
Scale: 1 1/2" = 1'-0"



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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PHASE

Planning Submittal

SIGN TYPE

RA.2
Address Wall Sign, Size B
@ Residential

SHEET

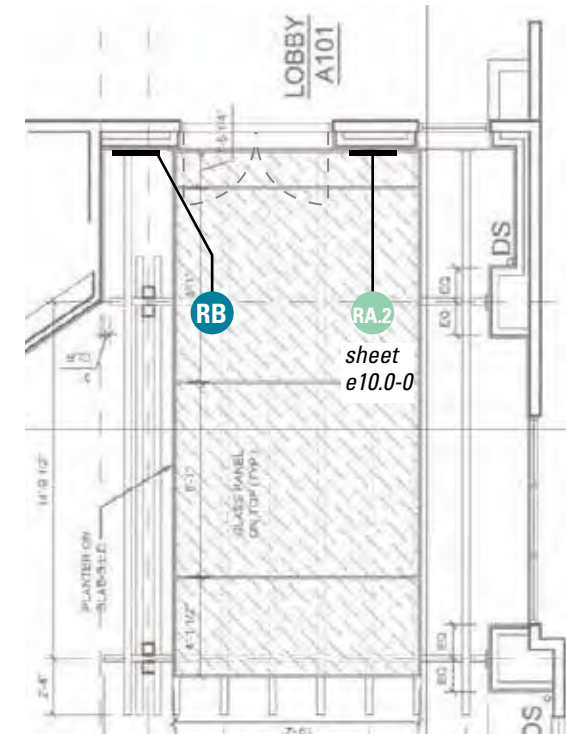
e10.0-1



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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Planning Submittal

SIGN TYPE

RB
Building Entry Directional
Wall Sign @ Residential

SHEET

e11.0-0



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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Planning Submittal

SIGN TYPE

RB
Building Entry Directional
Wall Sign @ Residential

SHEET

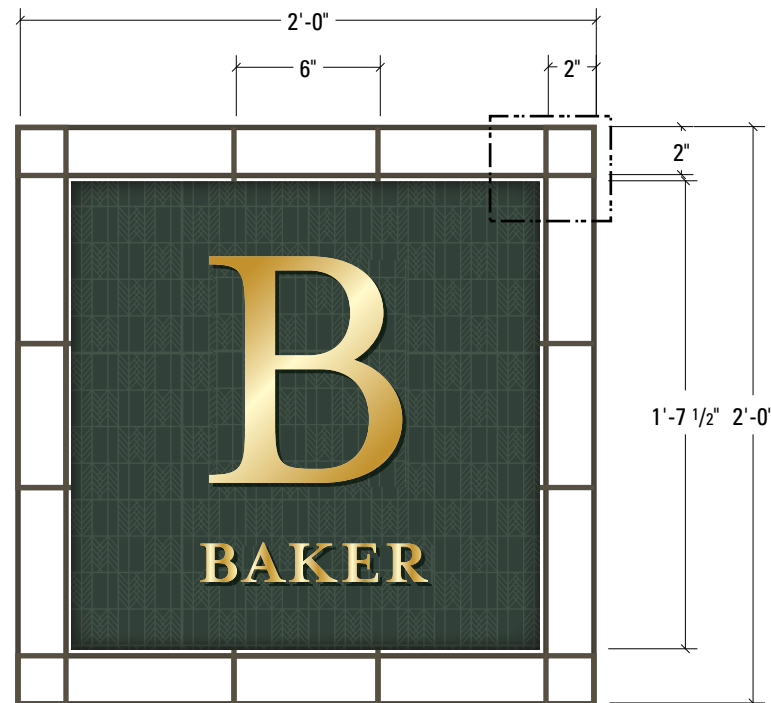
e11.0-1

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

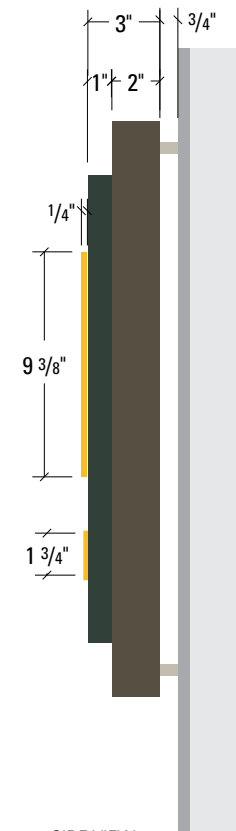
3" deep sign panel fastened to center of frame
color to match building A color screenprinted pattern

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

Sign is non-illuminated. ScottAG install sign
and waterproof as necessary.
Building names for placement only.



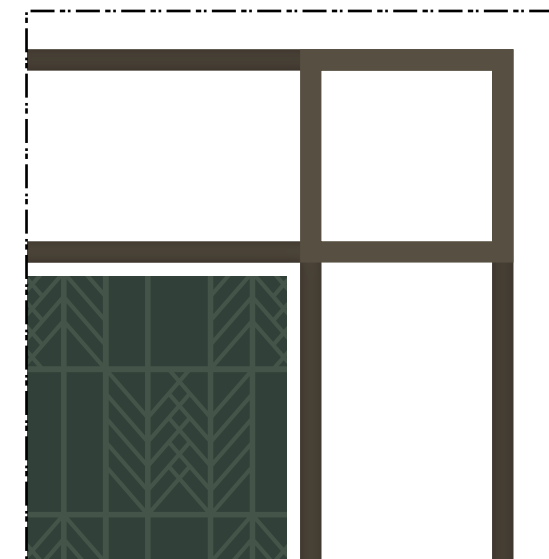
FRONT VIEW
Scale: 1 1/2" = 1'-0"



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



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



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



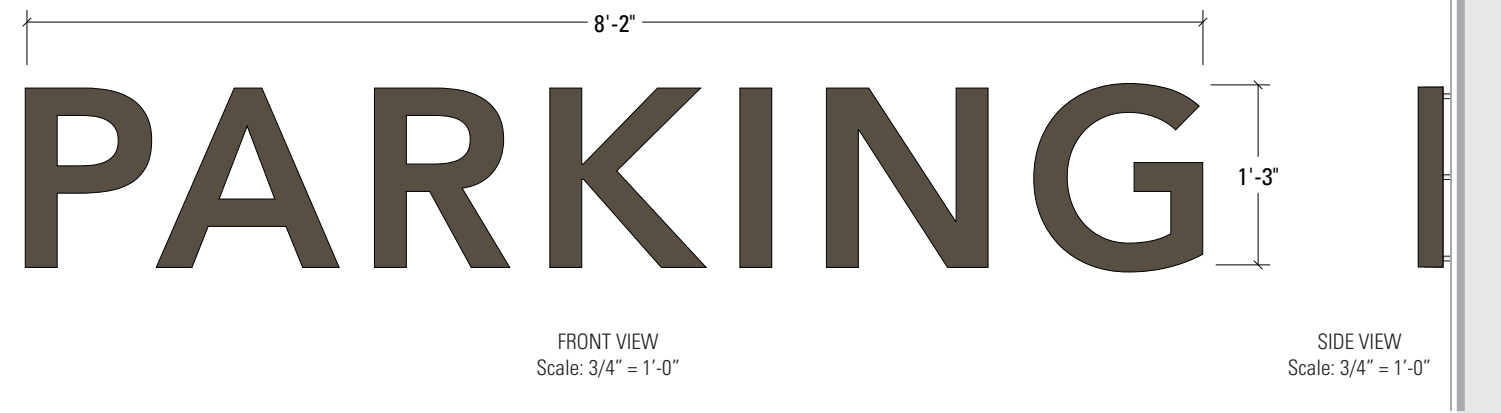
Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Fabricated aluminum channel letter, non-illuminated. Mount with standoffs.



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

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PHASE

Planning Submittal

SIGN TYPE

RP

Garage Entry Parking Letters
@ Residential - BLDG A

SHEET

e12.0-0



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MIDDLE PLAZA

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200-500 EL CAMINO REAL
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Planning Submittal

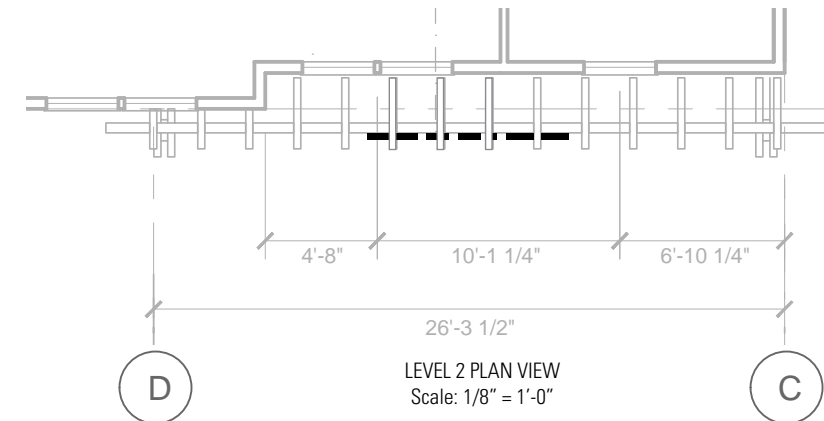
SIGN TYPE

RP

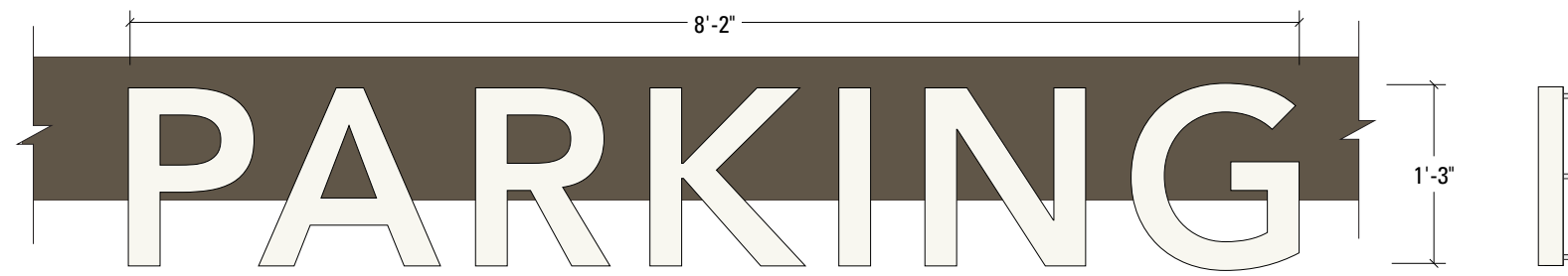
Garage Entry Parking Letters
@ Residential - BLDG B

SHEET

e12.0-1



Fabricated aluminum channel letter, non-illuminated; mounted with standoffs to aluminum backer plate assembly.



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

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



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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
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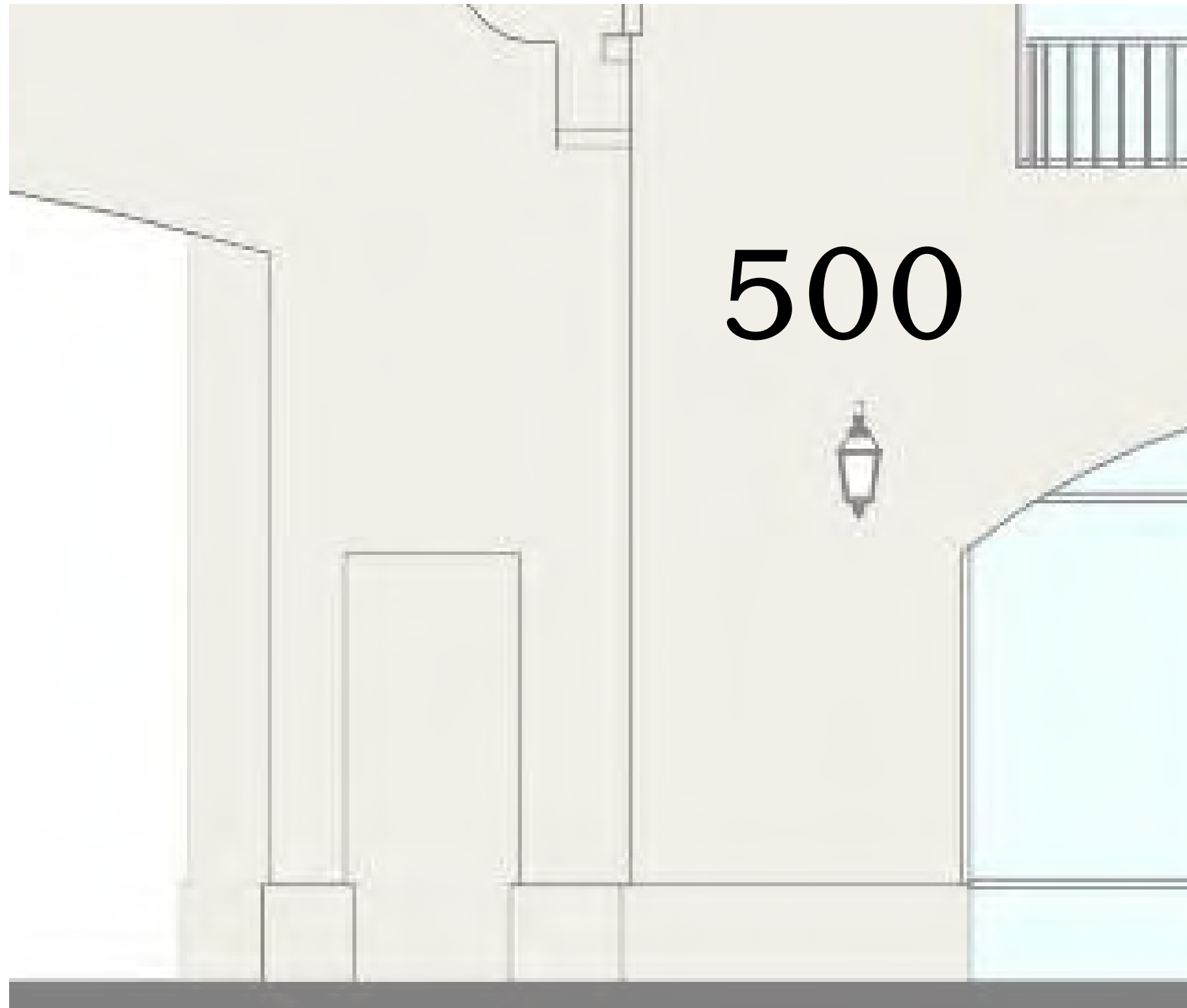
Planning Submittal

SIGN TYPE

0A
Halo-lit Building Address @
Office Buildings

SHEET

e13.0-0



Halo-lit dimensional numerals
painted to match building colors

500

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



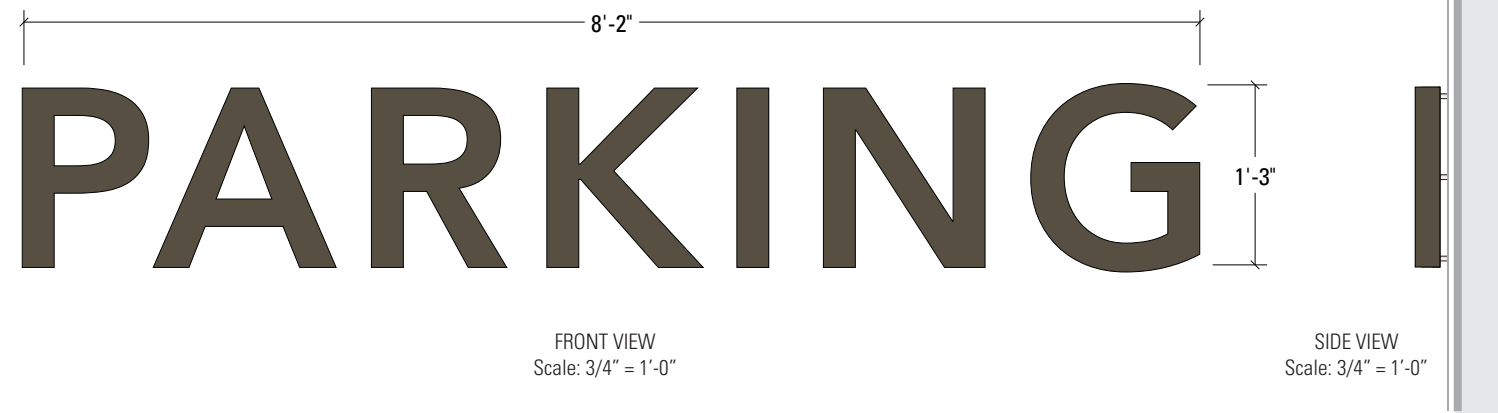
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MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

Fabricated aluminum channel letter, non-illuminated. Mount with standoffs.



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

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PHASE

Planning Submittal

SIGN TYPE

OP
Parking Entry Letters @
Office Buildings

SHEET

e14.0-0



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



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PHASE

Planning Submittal

SIGN TYPE

OW
Middle Plaza ID Wall Sign
@ Office Buildings

SHEET

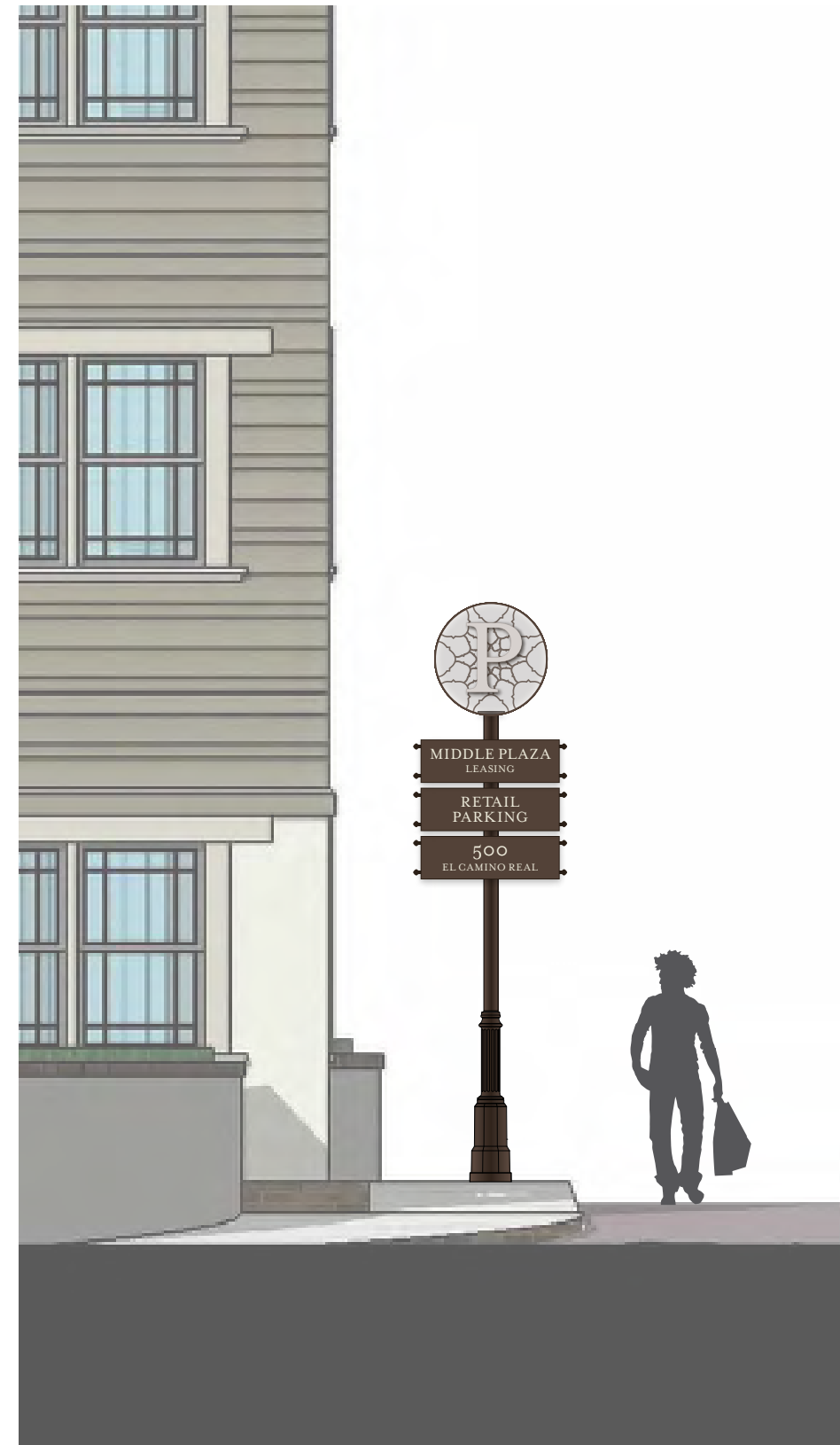
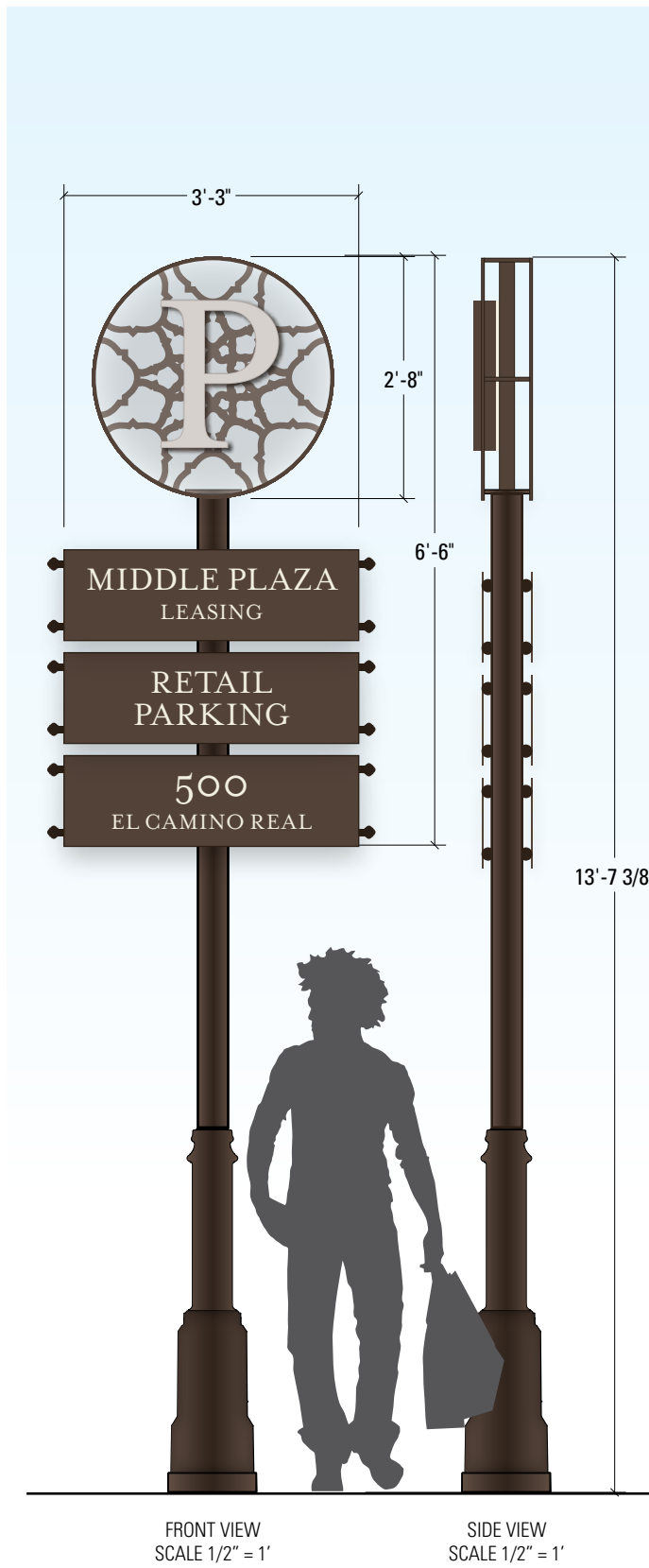
e15.0



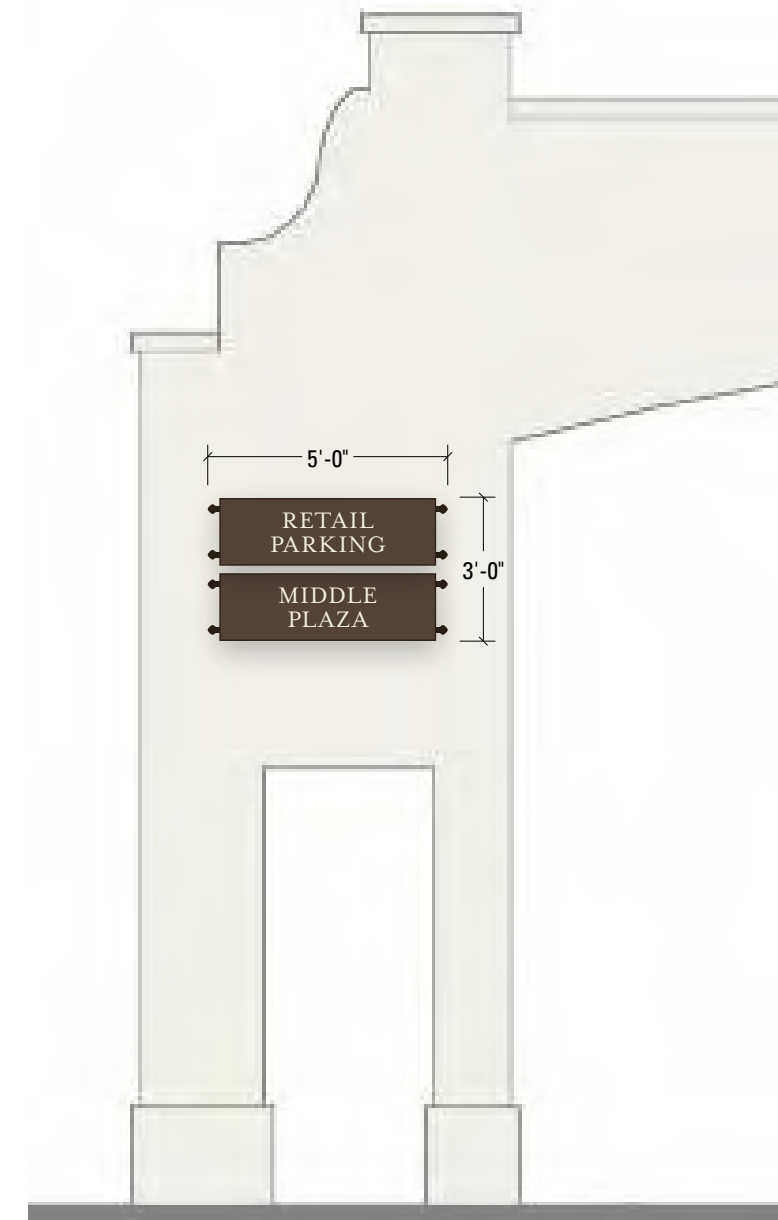
MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA



CONTEXT ELEVATION
SCALE 1/4" = 1'



CONTEXT ELEVATION
SCALE 1/4" = 1'

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PHASE

Planning Submittal

SIGN TYPE

SD
Parking Directional

SHEET

e16.0-0



MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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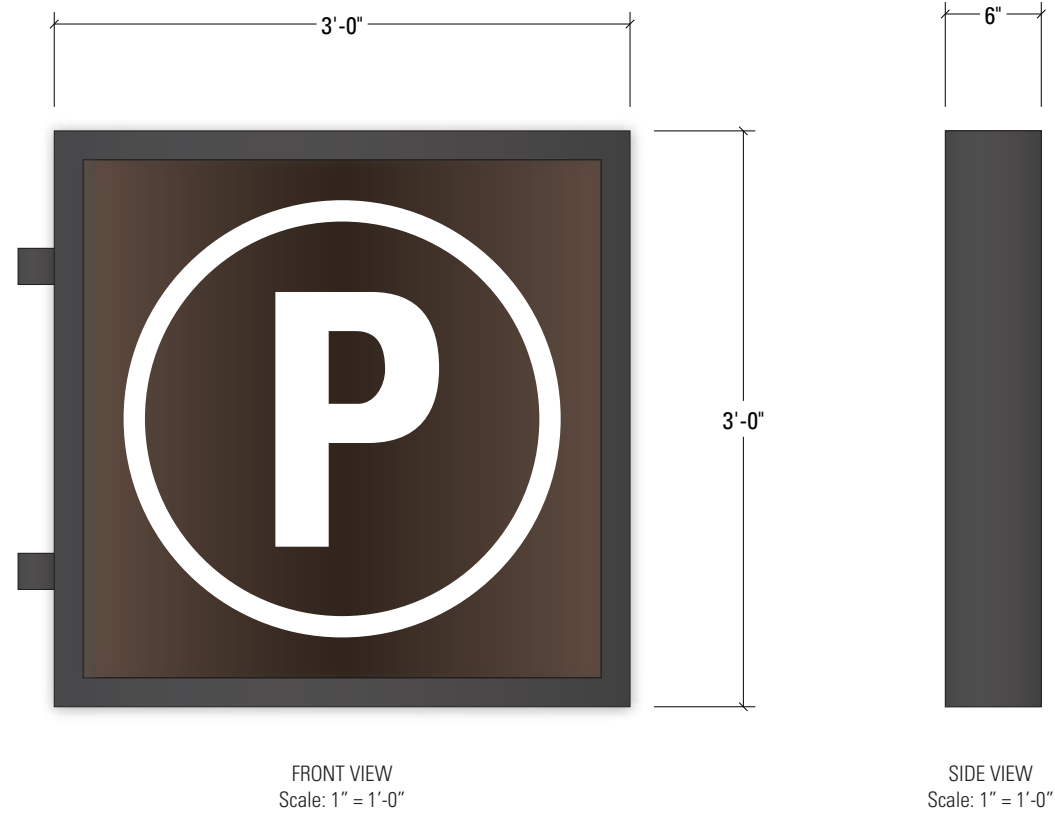
Planning Submittal

SIGN TYPE

SB
Parking Directional Blade

SHEET

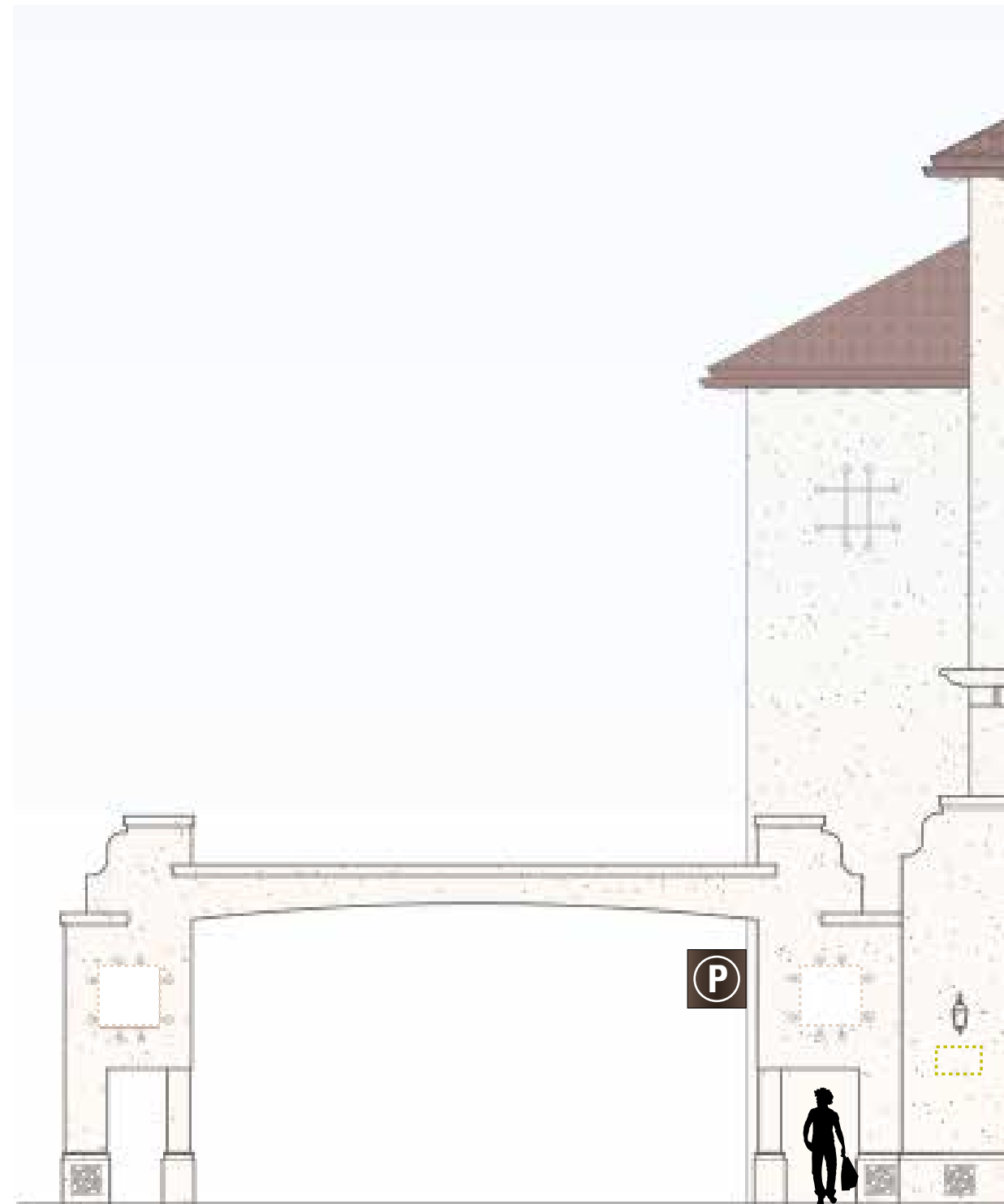
e17.0-0



PARKING BLADE:

Fabricated aluminum frame
with inset sign face, painted

Push-through acrylic letter/circle



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



Stanford | Faculty Staff Housing

MIDDLE PLAZA

MASTER SIGN PROGRAM

200-500 EL CAMINO REAL
MENLO PARK, CALIFORNIA

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Planning Submittal

SIGN TYPE

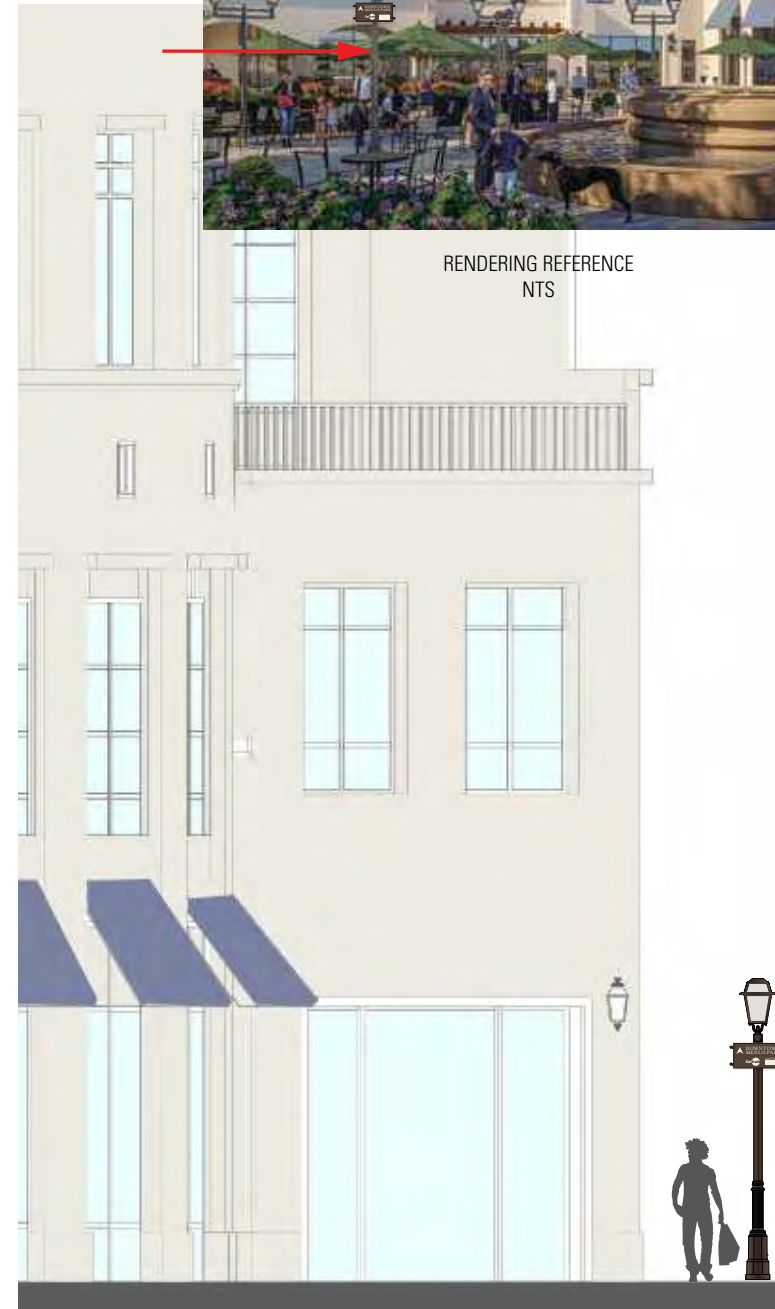
ST
Transit Pedestrian Directional

SHEET

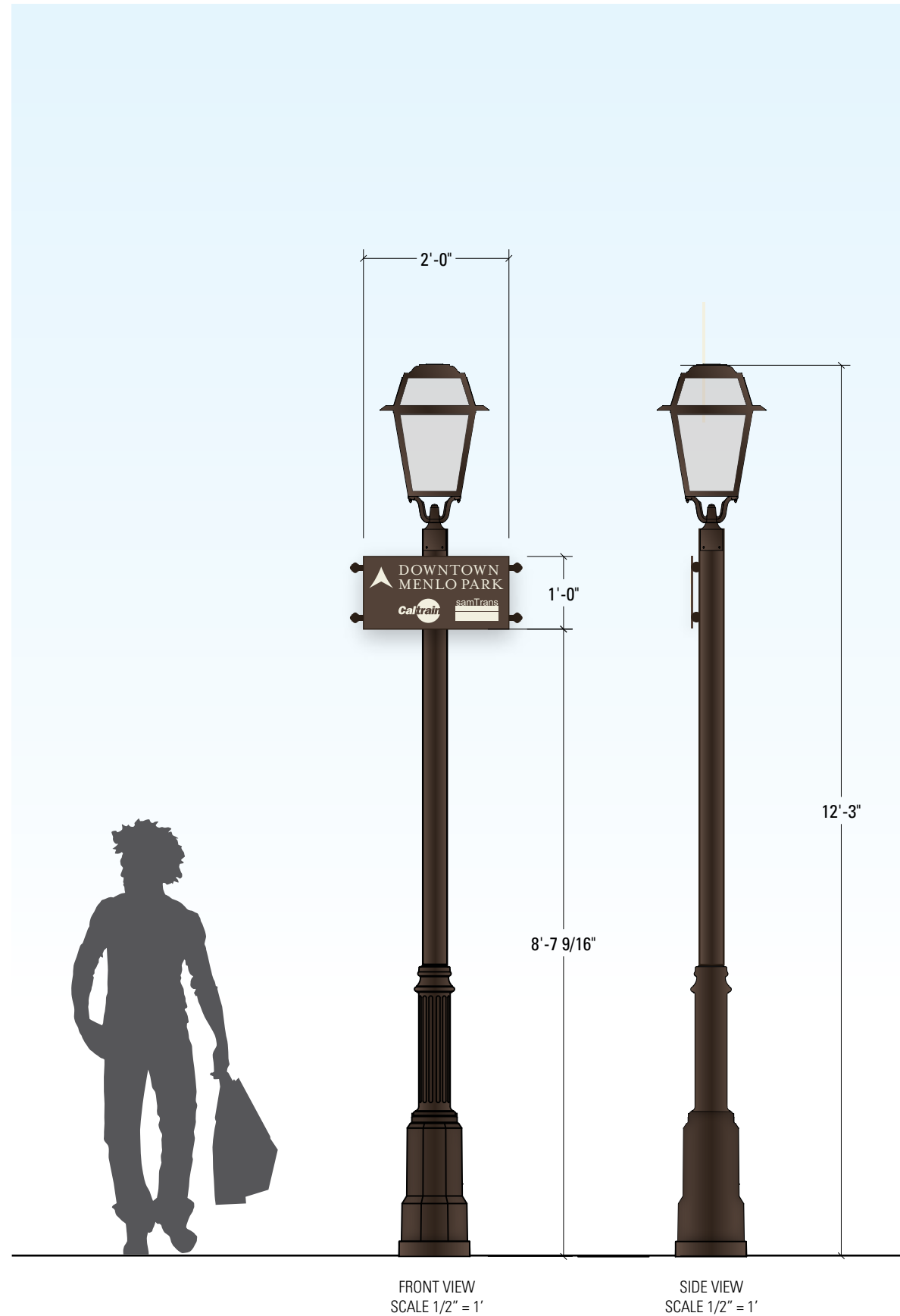
e18.0-0



RENDERING REFERENCE
NTS



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



FRONT VIEW
SCALE 1/2" = 1'

SIDE VIEW
SCALE 1/2" = 1'