



Architectural Review Board

Staff Report (ID # 8715)

Report Type:	Action Items	Meeting Date: 2/1/2018
Summary Title:	2775 Embarcadero: Master Sign Program for Baylands (1st Formal)	
Title:	PUBLIC HEARING / QUASI-JUDICIAL. 2775 Embarcadero [17PLN-00319]: Recommendation on Applicant's Request for Approval of a Major Architectural Review for a Master Sign Program To Allow Installation of Interpretive Educational Signage at the Lucy Evans Nature Interpretive Center and Along the Bay Trail Connecting to the Cooley Landing Educational Center in East Palo Alto. Environmental Assessment: Exempt From the Provisions of the California Environmental Quality Act (CEQA) in Accordance with Guideline Section 15311 (Accessory Structures). Zoning District: PF (D). For More Information Contact the Project Planner Claire Hodgkins at claire.hodgkins@cityofpaloalto.org	
From:	Hillary Gitelman	

Recommendation

It is recommended that the Architectural Review Board (ARB) take the following action(s):

1. Recommend approval of the proposed project to the Director of Planning and Community Environment based on the findings and subject to conditions of approval included in Attachments B and C.

Report Summary

The proposed Master Sign Program would allow installation of signage along the deck railing at the Lucy Evans Nature Interpretive Center and the Baylands Boardwalk, in addition to freestanding signage located along two and a half miles of multi-use trails within the Baylands. The project requires a sign exception to allow for more freestanding signs than are allowed on a single site pursuant to Palo Alto Municipal Code (PAMC) Section 16.20.120. The Master Sign

Program outlines the proposed number of signs and other design parameters (e.g. size, materials, and colors) for the signs.

The signs would provide a connection along the trails between the Lucy Evans Nature Interpretive Center within the City of Palo Alto and the Cooley Landing Park and Education Center within the City of East Palo Alto. The purpose of the project is to engage and educate community members in the care of the marshlands and special status species within the Baylands Nature Preserve.

Background

Project Information

Owner:	City of Palo Alto
Architect:	S2 Associates, Inc. (Sign Designer)
Representative:	John Aikin, City of Palo Alto Community Services Division
Legal Counsel:	City Attorney

Property Information

Address:	2775 Embarcadero Road and Bay Trail
Neighborhood:	Baylands
Lot Dimensions & Area:	25,007,094 square feet (sf)
Housing Inventory Site:	Not Applicable
Located w/in a Plume:	Not Applicable
Protected/Heritage Trees:	Not Applicable
Historic Resource(s):	Not Applicable

Existing Improvement(s):	Lucy Evans Nature Interpretive Center (3,101 sf building area; one story; 12'3" high; built 1969) and boardwalk (850 feet long; built 1969; rehabilitated 1980)
Existing Land Use(s):	Open Space/Recreation Trail/Public
Adjacent Land Uses & Zoning:	All adjacent uses are Open Space/Recreation Trail/Public with zoning of PF(D).
Aerial View of Property:	



Source: Google Maps

Land Use Designation & Applicable Plans

Zoning Designation:	Public Facilities/Site and Design Combining District (PF[D])
Comp. Plan Designation:	Major Institution Special Facilities (MISP), Conservation Land (CL); and Public (P)
Context-Based Design Criteria:	Not Applicable
Downtown Urban Design Guide:	Not Applicable
South of Forest Avenue Coordinated Area Plan:	Not Applicable
Baylands Master Plan:	Applicable, see discussion below
El Camino Real Design Guidelines (1976 / 2002):	Not Applicable

Proximity to Residential Uses or Districts (150'):	Not Applicable
Located w/in the Airport Influence Area:	Applicable, see discussion below

Prior City Reviews & Action

City Council:	None
PTC:	None
HRB:	None
ARB:	None

Project Description

The Master Sign Program includes up to 97 signs to be located along a 2.75 mile stretch of boardwalk and trails within the Baylands Nature Preserve. The applicant's project description is included in Attachment D and a map of the project location is included in Attachment A.

Up to 40 of the signs would be located in 26 identified locations (one to two signs per station) along a 2.5 mile stretch of trail. Eighteen of the proposed stations, including up to 36¹ freestanding signs, are proposed within the City of Palo Alto's jurisdiction. The other eight stations are located on property owned by the City of Palo Alto but within the City of East Palo Alto's jurisdiction. All signs within the City of East Palo Alto's jurisdiction (northeast of San Francisquito Creek) are subject to the City of East Palo Alto's regulations and approval.

Between 28 and 57 signs would be located at 14 identified stations along the deck railings at the Lucy Evans Nature Interpretive Center and along the railings of the connected one-quarter mile long boardwalk.

The proposed project includes a request for a sign exception to allow more freestanding signs than are allowed on a single parcel. PAMC Section 16.20.120(b) allows for no more than one sign per frontage. The project proposes up to 97 signs on a single parcel in the City of Palo Alto.

The following parameters, which clarify details such as the size and materials of the different signs, are proposed for the Master Sign Program.

Trail Interpretive and Educational Signage

These trailside content signs include both interpretive signage and educational signage. Interpretive signs will measure approximately 3 feet by 1 foot (total 3 square feet per sign) and educational signage would be 3 inches by 8 inches (24 square inches per sign). The small educational signage includes only a number or letter which corresponds to a curriculum guide. All freestanding trail signs would be mounted on posts and would include backing constructed of either corrosion resistant metal (galvanized steel or stainless steel) or rot resistant wood (e.g.

¹ It is not yet known which locations would have one sign versus two signs. Therefore, 36 is the maximum number that could be within the City of Palo Alto's jurisdiction.

redwood, cedar or pressure treated). Of the two options, only one would be selected for all proposed signage. Any wood would be painted Benjamin Moore Sandy Hook Gray. Signs would be mounted at a maximum height of three feet.

Railing Interpretive Signage

These would be installed along the railings of the Lucy Evans Nature Interpretive Center and Baylands boardwalk. Each sign would be approximately six inches tall and two feet wide (total 1 sf per sign) and mounted to the top of the railing at an approximate height of four feet. The sign would be fastened to the wood railing using stainless steel security hardware mounted through the sign and into threaded inserts.

Similar to existing signage in the preserve, these new signs will be constructed of digital printed-paper imbedded in a high-pressure laminate resin. The images on the signs will consist of black text with a muted earth-tone color background and full color illustrations, examples of which are provided in the project plans included in Attachment E.

Requested Entitlements, Findings and Purview:

The following discretionary approvals are being requested:

- Architectural Review – Major (AR): The process for evaluating this type of application is set forth in PAMC 18.77.070. AR applications are reviewed by the ARB and recommendations are forwarded to the Planning & Community Environment Director for action within five business days of the Board's recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. AR projects are evaluated against specific findings. All findings must be made in the affirmative to approve the project. Failure to make any one finding requires project redesign or denial. The findings to approve an AR application are provided in Attachment B.
- Sign Exception: An application for exception from any of the regulations in PAMC Section 16.20, Signs, may be made in conjunction with an application for architectural review approval under 18.76. Because the exception would be process in conjunction with the architectural review application; the same process as outlined above would apply. To approve the sign exception the findings outlined in PAMC Section 16.20.040 must be made in the affirmative. Failure to make any one finding required project redesign or denial.

Analysis²

Neighborhood Setting and Character

² The information provided in this section is based on analysis prepared by the report author prior to the public hearing. The Architectural Review Board in its review of the administrative record and based on public testimony may reach a different conclusion from that presented in this report and may choose to make alternative findings. A change to the findings may result in a final action that is different from the staff recommended action in this report.

The project is located within the Palo Alto Baylands Nature Preserve at the existing Lucy Evans Nature Interpretive Center and along existing recreational trails on an approximately 25,000 sf portion of the site. The Palo Alto Baylands includes the largest undisturbed tract of salt marsh in the San Francisco Bay Area. A wide variety of birds, plants, and other animals are located within the Baylands, some of which are endangered.

Compliance with the Sign Ordinance

This proposed railing signage does not neatly conform to any specific classification of signage outlined in the PAMC. In accordance with PAMC Section 16.20.180, Classification of Signs, “any sign which does not clearly fall within one of the classifications provided herein shall be placed by the PCE Director in the classification within the sign, in view of its design, location and purpose, most nearly approximates.” The Planning and Community Environment Director has determined that the proposed railing signage most nearly approximates freestanding signs of less than five feet in height. The proposed trail signage also falls under this classification.

Freestanding signs of five feet or less in height are permitted in all zoning districts. The standards for these types of signs, as specified in the Palo Alto Municipal Code Section 16.20.120, include the following:

1. Every such sign shall be wholly on the owner's property.
2. There may be no more than one such sign for each frontage.
3. Freestanding signs constructed back-to-back, with faces in approximately parallel planes (such as both sides of a single panel) shall count as only one sign both as to number and area (i.e. only one side need be counted).
4. No freestanding sign shall be constructed in such a way that any light bulb or filament is visible from the front of the sign or from beyond the property line.

All of the proposed signs are located wholly within property owned by the City of Palo Alto and none of the signs are double-sided. A sign exception is requested to allow for up to 97 signs on the site where the code allows for only one freestanding sign per frontage. PAMC Section 16.20.120 also limits the allowed area of the sign based on the size of the site's street frontage. Given the irregular shape of the lot; the specific street frontage at this site is unclear. However, because these signs are low profile and would not be visible from the frontage; this is not discussed further.

Zoning Compliance³

The existing site is consistent with the zoning requirements for the underlying Public Facilities (PF) Zone District. The project site has a site and design overlay; and is therefore subject to the code provisions outlined in Chapter 18.30(G) of the zoning code. However, because the project does not include a new building or propose a new land use, the project is not subject to site and design review, as outlined in PAMC Section 18.30(G).040. As described below, the project is

³ The Palo Alto Zoning Code is available online: http://www.amlegal.com/codes/client/palo-alto_ca

consistent with the Baylands Master Plan and Site Assessment and Design Guidelines for the Palo Alto Baylands Nature Preserve.

Consistency with the Comprehensive Plan, Area Plans and Guidelines⁴

The Comprehensive Plan includes Goals, Policies, and Programs that guide the physical form of the City. The Comprehensive Plan provides the basis for the City's development regulations and is used by City staff to regulate building and development and make recommendations on projects. Further, ARB Finding #1 requires that the design be consistent and compatible with applicable elements of the Palo Alto Comprehensive Plan.

The Comprehensive Plan land use designations for the project site include Major Institution Special Facilities and Public Space/Publicly Owned Conservation Land. The Comprehensive Plan identifies appropriate uses within these designations, which include governmental and community service uses and recreational and educational activities compatible with resource conservation.

The project is consistent with the uses identified in these Comprehensive Plan designations for the site with and with the policies in the Comprehensive Plan as detailed in the Findings included in Attachment B.

Airport Land Use Plan

The project site is located within several safety zones, as identified in the Santa Clara County Airport Land Use Plan. These include the inner safety zone, outer safety zone, and traffic safety zones. The proposed project would be consistent with allowed uses and structures within these zones. There is no proposed lighting, and signs would be located on existing railings or otherwise be 4 feet in height or less along existing trails. Because the signs are low profile, located on an existing trail that is open to the public, and because there would be no lighting proposed, the project would have no effect on air traffic patterns or safety.

Baylands Master Plan and Site Assessment and Design Guidelines for the Palo Alto Baylands Nature Preserve

The proposed signage complies with the Baylands Master Plan and Site Assessment and Design Guidelines for the Palo Alto Baylands Nature Preserve in that the proposed signage is low profile and uses muted colors. Signs would be sensitive to the area in that they are designed to highlight habitat, species, and views pertinent to that location. This Master Sign Program would ensure consistency in the materials, fonts, and colors for signs of the same type and use. Compliance with this Master Sign Program and these design guidelines is discussed further in the Architectural Review Findings in Attachment B.

Consistency with Application Findings

⁴ The Palo Alto Comprehensive Plan is available online:
<http://www.cityofpaloalto.org/gov/topics/projects/landuse/compplan.asp>

The proposed project is consistent with the findings for Architectural Review as outline in Attachment B. In addition, the findings for approval of the sign exception can be made in the affirmative. These findings are also outlined in Attachment B.

Environmental Review

The subject project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. Specifically, the project is exempt from CEQA in accordance with CEQA Guidelines Section 15311, Accessory Structures. A Class 11 categorical exemption allows for construction of signs on the site that are accessory to an existing institutional use, in this case the Lucy Evans Nature Interpretive Center.

Public Notification, Outreach & Comments

The Palo Alto Municipal Code requires notice of this public hearing be published in a local paper and mailed to owners and occupants of property within 600 feet of the subject property at least ten days in advance. Notice of a public hearing for this project was published in the *Palo Alto Weekly* on January 19, 2017, which is 13 days in advance of the meeting. Postcard mailing occurred on January 19, 2017, which is 13 days in advance of the meeting.

Public Comments

As of the writing of this report, no project-related, public comments were received.

Alternative Actions

In addition to the recommended action, the Architectural Review Board may:

1. Approve the project with modified findings or conditions;
2. Continue the project to a date (un)certain; or
3. Recommend project denial based on revised findings.

Report Author & Contact Information

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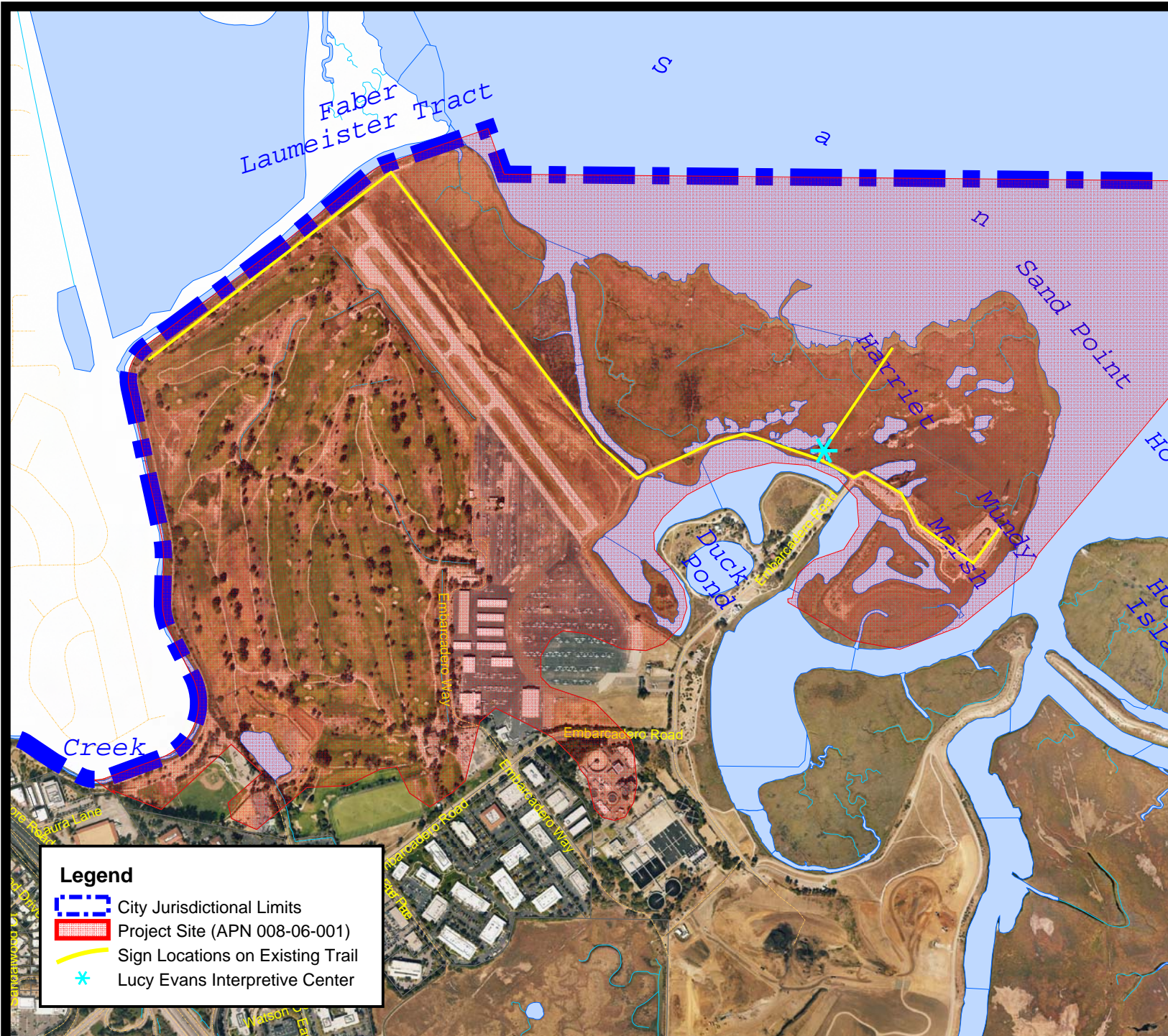
ARB⁵ Liaison & Contact Information

Jodie Gerhardt, AICP, Planning Manager
(650) 329-2575
jodie.gerhardt@cityofpaloalto.org

Attachments:

- Attachment A: Location Map (PDF)
- Attachment B: Findings for Approval (DOCX)
- Attachment C: Conditions of Approval (DOCX)
- Attachment D: Applicant's Project Description (DOCX)
- Attachment E: Project Plans (DOCX)

⁵ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org

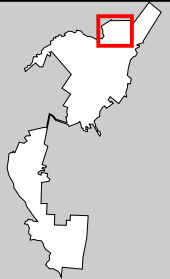


Legend

- City Jurisdictional Limits
- Project Site (APN 008-06-001)
- Sign Locations on Existing Trail
- Lucy Evans Interpretive Center

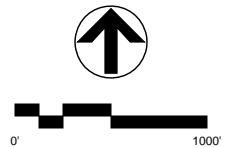


The City of
Palo Alto



Baylands Interpretive Signage

This map is a product of the
City of Palo Alto GIS



**ATTACHMENT B
FINDINGS FOR APPROVAL**

2775 Embarcadero Road
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The design and architecture of the proposed improvements, as conditioned, complies with the Findings for Architectural Review as required in Chapter 18.76 of the PAMC and the Findings for Approval of a Sign Exception outlined in Chapter 16.20.040 of the PAMC.

Architectural Review Findings

Finding #1: The design is consistent with applicable provisions of the Palo Alto Comprehensive Plan, Zoning Code, coordinated area plans (including compatibility requirements), and any relevant design guides.

The project is consistent with Finding #1 because:

The proposed project is a Master Sign Program that would allow for educational signage that furthers the existing use of the site, which is primarily publicly owned Conservation Land (CL) with a small portion of the site identified as Major Institution/Special Facilities (MISP). The CL land use designation allows for recreational and education activities compatible with resource conservation and the MISP land use designation allows for academic and community service uses. The proposed project enhances the educational and recreational use of the existing site in a manner that is compatible with resource conservation and that encourages and educates visitors about resource conservation.

The project is consistent with the following specific programs and policies in the Comprehensive Plan.

<i>Comp Plan Goals and Policies</i>	<i>How project adheres or does not adhere to Comp Plan</i>
<i>Land Use and Community Design Element</i>	
Policy L-6.1: Promote high-quality design and site planning that is compatible with surrounding development and public spaces.	The project would enhance open space areas within the Baylands and within walking and biking distance of residential neighborhoods for residents and visitors. The proposed signage along existing trails in this public open space would be of high quality, integrated with natural features, and encourage the protection of the area as a valuable resource.
Policy L-9.4: Maintain and enhance existing public gathering places and open spaces	
Policy L-9.6: Create, preserve and enhance parks and publicly accessible, shared outdoor gathering spaces within walking and biking distance of residential neighborhoods.	

Natural Environment Element	
Policy N-1.4: Protect special-status species and plant communities, including those listed by state and federal agencies and recognized organizations from the impacts of development and incompatible activities.	The project is designed to avoid impacts to previously undisturbed areas adjacent the existing trails. The signage would educate users on the protection of special-status species/plants and their habitats.
Policy N-1.5: Preserve and protect the Bay, marshlands, salt ponds, sloughs, creeks, and other natural water or wetland areas as open space, functioning habitats, and elements of a larger, interconnected wildlife corridor consistent with the Baylands Master Plan.	
Community Services element	
Program C1.1.1: Based on identified needs, continue to provide and expand the provisions of multilingual literature, program information and educational displays at public community facilities and parks.	Many of the signs in this public area would be multi-lingual (consistent with existing signage) in order to cater to a wide number of residents and visitors. This project would enhance existing bay trails with educational signage that encourages protection of valuable resources, as further described below.
Policy C-3.3: Maintain and enhance existing park and recreation facilities consistent with the adopted Parks, Trails, Open Space and Recreation Master Plan, as amended.	

The PF zone district is designed to accommodate governmental, educational, and community service uses. The proposed project is consistent with this intended use of the site. The project does not include any new buildings/equipment that would affect FAR, impervious coverage, daylight plane compliance or other development standards. The project would include small freestanding signs that are low profile (approximately three to four feet tall), are located in previously disturbed areas (existing trails or existing railings at the education center), and that educate the community about the surrounding area. These signs are therefore consistent with the Zoning Code.

The proposed project is located within the Baylands Master Plan Area, in an area identified as the Natural Unit. The project would not conflict with any policies outlined in the Baylands Master Plan. It would be consistent with overall environmental quality policies, which encourage “recreational activities that are compatible with the ecological and physical constraints and opportunities of the natural Baylands systems.” The project would also be consistent with policies 13 and 14, which encourage new improvements to follow guidelines established in the Site Assessment and Design Guidelines as described below, and complies with the Airport Comprehensive Land Use Plan. The Airport Comprehensive Plan only restricts structures in the airport runway protection zone. No signs would be located within this zone. Although other uses (e.g. residences) are restricted in the outer safety zone, and traffic safety zones, none of the restricted uses are proposed as part of this project. The proposed signs would enhance the existing trails but would not change the use or location of those trails.

The project is consistent with the Site Assessment and Design Guidelines for the Palo Alto Baylands Nature Preserve in that this master sign program would ensure consistency in the materials, fonts, and colors for signs of the same type and use. Specifically, the signs would include muted, natural colors for the signage and signage mounts. All signage would be mounted low to the ground on slanted panels, consistent with the guidelines for interpretive signs. Signs would pertain to the Baylands and be sensitive to the location because they are designed to highlight habitat, species, and viewpoints pertinent to that location. All signage would be designed as low profile and ADA accessible. The Park, Trails, Open Space and Recreation Master Plan is also applicable to the proposed site. The project is consistent with the following goal, policy, and program in the Park, Trails, Open Space and Recreation Master Plan

- Goal 2: Enhance the capacity, quality, and variety of uses of the existing system of parks, recreation and open space facilities and services.
- Policy 4.B: Connect people to nature and the outdoors through education and recreation programming.
- Program 4.B.1: Expand access to nature through elements and interpretive features that explore ecological processes, historical context, adjacent waterways and specific plant/ animal species that can be encountered onsite and have elements tailored to be of interest to youth as well as multiple ages, cultures, and abilities.

Finding #2: The project has a unified and coherent design, that:

- a. creates an internal sense of order and desirable environment for occupants, visitors, and the general community,
- b. preserves, respects and integrates existing natural features that contribute positively to the site and the historic character including historic resources of the area when relevant,
- c. is consistent with the context-based design criteria of the applicable zone district,
- d. provides harmonious transitions in scale, mass and character to adjacent land uses and land use designations,
- e. enhances living conditions on the site (if it includes residential uses) and in adjacent residential areas.

The project is consistent with Finding #2 because:

The project is an educational signage program along existing trails. It enhances the environment for visitors and the general community by providing information about their surroundings to educate users about the natural environment around them. This is intended to further encourage user's appreciation for, and protection of, that environment. It respects and integrates natural features by focusing on providing information specific to the area, such as information about habitat or a specific species that may be viewed from that point. The signage is low (approximately 3 feet higher than the trail) to ensure that the signage would not impact horizontal views across the Baylands.

This project would help to better connect land uses in East Palo Alto and the City of Palo Alto by providing educational signage between the two cities and their respective Baylands educational

centers. The project is not subject to context-based design criteria for residential or commercial structures but, as noted above, is consistent with design concepts discussed in the Site Assessment and Design Guidelines for the Palo Alto Baylands Nature Preserve. There are no residential uses on or immediately adjacent to the project site.

Finding #3: The design is of high aesthetic quality, using high quality, integrated materials and appropriate construction techniques, and incorporating textures, colors, and other details that are compatible with and enhance the surrounding area.

The project is consistent with Finding #3 because:

The project is of high aesthetic quality that is compatible and similar to other signage within the Baylands. The signage would be consistent with the materials and colors for signs in the Site Assessment and Design Guidelines for the Palo Alto Baylands Nature Preserve, utilizing a simplified palette of natural, muted colors. The selected materials (wood or self-weathering steel, and weather resistant sign surfaces) are designed to resist wear in the saltmarsh environment. Signs would be installed by hand or with minimally invasive handheld equipment so as to not disturb the surrounding environment. The signs are designed to display relevant information about their surroundings in order to enhance visitor's education about this protected environment.

Finding #4: The design is functional, allowing for ease and safety of pedestrian and bicycle traffic and providing for elements that support the building's necessary operations (e.g. convenient vehicle access to property and utilities, appropriate arrangement and amount of open space and integrated signage, if applicable, etc.).

The project is consistent with Finding #4 because:

The project includes signage along the perimeter of existing trails that would not affect pedestrian or bicycle circulation in these areas. The project would enhance these existing trails by providing educational information to users about the natural environment surrounding them.

Finding #5: The landscape design complements and enhances the building design and its surroundings, is appropriate to the site's functions, and utilizes to the extent practical, regional indigenous drought resistant plant material capable of providing desirable habitat that can be appropriately maintained.

The project is consistent with Finding #5 because:

This finding is not applicable to the proposed project as the project does not include removal or replacement of any landscaping and would have no effect on any existing landscaping, including any trees. The project area generally consists of wetlands and grass habitat adjacent to trails. The project would avoid impacts to these habitats by placing signage only along the perimeter of existing trails and not within these protected areas.

Finding #6: The project incorporates design principles that achieve sustainability in areas related to energy efficiency, water conservation, building materials, landscaping, and site planning.

The project is consistent with Finding #6 because:

This finding is not applicable in that the proposed project does not include any lighting, nor does it include any operational impacts to existing water use.

Sign Exception Findings

1. *There are exceptional or extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district;*

The project parcel is exceptionally large in comparison to other PF zoned parcels. The site is a total of approximately 574 acres whereas most PF zoned properties are less than one acre. In addition, the project parcel is irregularly shaped, without a clearly defined “frontage”. Strict application of the municipal code allows for only one freestanding sign per frontage, the intent being to limit signage seen by the general public from the public right-of-way. However, given the size of the project site and nature of the proposed project, the signs would not be visible from any project frontage. Therefore, given the exceptional size and the configuration of the lot, the property is unique and this sign exception would be appropriate.

2. *The granting of the application is necessary for the preservation and enjoyment of a substantial property right of the applicant and to prevent unreasonable property loss or unnecessary hardships;*

Approval of this exception to allow for more than one freestanding sign per frontage is necessary to ensure that strict application of the municipal code does not deprive the City of the ability to improve the site for the substantial enjoyment of the general public. It is the substantial property right of the City to use this land and improve it (in an environmentally friendly way) for the benefit of the general public. Strict application of the Code to minimize the educational signage, which is intended to promote conservation, would be an unnecessary hardship.

3. *The granting of the application will not be detrimental or injurious to property or improvements in the vicinity and will not be detrimental to the public health, safety, general welfare or convenience.*

The granting of this application will not be detrimental or injurious to property or improvements in the vicinity. Rather, it would enhance connectivity between the Cooley Landing Educational Center in East Palo Alto and the Lucy Evans Nature Interpretive Center in Palo Alto and improve the trail network within the Palo Alto Baylands Nature Preserve. By educating users on conservation, the project is intended to improve awareness, in order to improve the health and welfare of the preserve and the many inhabiting species. It also provides connectivity for safety and overall enhances the user experience. Therefore, the project meets this finding.

ATTACHMENT C
CONDITIONS OF APPROVAL
 2775 Embarcadero Road
 17PLN-00319

PLANNING DIVISION

1. CONFORMANCE WITH PLANS. Construction and development shall conform to the approved plans entitled, "Baylands Nature Center Interpretive Master Sign Program Submittal," stamped as received by the City on January 23, 2017 on file with the Planning Department, 250 Hamilton Avenue, Palo Alto, California except as modified by these conditions of approval.
2. BUILDING PERMIT. Apply for a building permit and meet any and all conditions of the Planning, Fire, Public Works, and Building Departments.
3. BUILDING PERMIT PLAN SET. The ARB approval letter including all Department conditions of approval for the project shall be printed on the plans submitted for building permit.
4. PROJECT MODIFICATIONS: All modifications to the approved project shall be submitted for review and approval prior to construction. If during the Building Permit review and construction phase, the project is modified by the applicant, it is the responsibility of the applicant to contact the Planning Division/project planner directly to obtain approval of the project modification. It is the applicant's responsibility to highlight any proposed changes to the project and to bring it to the project planner's attention.
5. PROJECT EXPIRATION. The project approval shall be valid for a period of two years from the original date of approval. In the event a building permit(s), if applicable, is not secured for the project within the time limit specified below, the ARB approval shall expire and be of no further force or effect. Application for extension of this entitlement may be made prior to the one year expiration.
6. FINAL INSPECTION: A Planning Division Final inspection will be required to determine substantial compliance with the approved plans prior to the scheduling of a Building Division final. Any revisions during the building process must be approved by Planning, including but not limited to; materials, landscaping and hard surface locations. Contact your Project Planner, Claire Hodgkins at Claire.Hodgkins@cityofpaloalto.org to schedule this inspection.

BUILDING DIVISION

The following comments are required to be addressed prior to any future related permit application such as a Building Permit, Excavation and Grading Permit, Certificate of Compliance, Street Work Permit, Encroachment Permit, etc.:

1. Nature trails and similar educational and informational areas shall be accessible to individuals with vision impairments by the provisions of raised Arabic numerals and symbols, or other similar guide and assistance devices. The new signage for the nature exhibits should include provisions for those with vision impairments. (CBC 11B-246.8)
2. The interactive exhibits shall have accessible reach ranges that comply with CBC 11B-308.
3. The review and approval of this project does not include any other items of construction other than those written in the ARB project review application included with the project plans and documents under this review. If the plans include items or elements of construction that are not included in the written description, it or they may not have been known to have been a part of the intended review and have not, unless otherwise specifically called out in the approval, been reviewed.

The Palo Alto Baylands Interpretive Project

Project Goals

This project proposes to interpret and engage communities in the care of the marshlands of the Palo Alto Baylands Nature Preserve (Baylands) through the installation of new interpretive panels and interactive exhibits along two and a half miles of multi-use trails of the Baylands, and on the deck and adjoining ¼ mile-long boardwalk of the Lucy Evans Baylands Nature Center (LENC). Existing signs will not be removed.

The educational goals of the project are to help the more than 650,000 annual visitors develop an appreciation for the Baylands and inspire them to take action to conserve this very rare special place. The Palo Alto Baylands represents the largest undisturbed tract of salt marsh in the San Francisco Bay Area and is serves a full or part-time home to millions of birds, plants and animals—some of which are endangered. In addition to these educational goals, the Baylands Interpretive Project seeks to connect the communities of East Palo Alto and Palo Alto and encourage its residents to get outside and enjoy physical activity along this two-mile stretch of footpath through the Preserve. The proposed multi-sensorial and bilingual interpretive panels will include interactive and highly tactile exhibit elements. These exhibits will be accessible to the diverse population trail users—the passionate naturalist who comes to learn about the ecology and management of this salt marsh environment, as well as those just passing through. The Baylands Interpretive Project has been designed to connect users of this Palo Alto trail with the two nature centers that sit at opposite points of the trail. At the north end of it, users will find East Palo Alto's Cooley Landing Park and Education Center, while at the south end they will come upon Palo Alto's LENC with its outdoor deck and boardwalk exhibits. Trail signage will point users to both resources and encourage visitation.

The Baylands Interpretive Project fulfills the 2017 Palo Alto Parks, Trails, Natural Open Space & Recreation MASTER PLAN to link the nature centers with an interpretive signage program that engages a wide range of audiences. East Palo Alto's 28,000 residents are a particular target service area for this project. Ninety percent of those

who live here are Latino, African-American, Pacific Islander, or recent immigrants, and the median household income here is less than half the median household income of Silicon Valley.

Scope of Work

Sign Types: Four types of signs are proposed for the project: Railing Signs; Program Signs; Trail Signs; and Wayfinding Signs.

Railing Interpretive Signs: The railing-mounted content signs consist of text and imagery explaining specific information about that exact spot with the visitor is standing. They will be installed on the railing caps on the LENC deck and boardwalk only. Text is less than 50 words. Each sign measures approximately 6" x 24" and will be mounted to existing 7 1/2 inch high railing caps that were designed for mounting interpretive graphics and exhibits. Each sign will be fastened to the railing with stainless steel security hardware mounted through the sign and into threaded inserts mounted within the painted redwood sign caps.

Program Signs: These small signs, measuring approximately 8" x 3", have been designed specifically for use by Palo Alto and East Palo Alto educators and students during environmental education field trips and programs in the Preserve. These signs will each highlight a different plant or animal that lives in the salt marsh, and will include and image and brief identifying text. Each sign will be fasten to a low wooden post with stainless steel security hardware mounted through the sign and into threaded inserts mounted within the post.

Trail Interpretive Signs: These trailside content signs consist of text and imagery explaining immediately observable natural phenomena, ecological patterns, biota. The text of each sign is less than 50 words. Signs will be similar to the existing interpretive signs found throughout the Baylands but will replicate the design and message style of Railing Signs. The Trail Signs will be slightly larger versions of the Railing Signs and will measure approximately 12" x 36". Each sign will be fasten to a wooden or metal backing mounted on a low wooden post with stainless steel security hardware mounted through the sign and into threaded inserts mounted within the post.

Way Finding Signs: The purpose of this signage is to help trail users orient themselves within the Preserve, particularly as it relates to iconic resources like the Cooley Landing Education Center, the LENC and other points of interest. Meant to be ready quickly, wayfinding signage is 20 words or less. They will be smaller than Trail Signs and will not include imagery. Signage dimensions are still being determined, but plans call for mounting them to existing posts or new posts measuring 36" high or less.

Interactives: These are not signs, but are movable or touchable companion elements of Railing or Trail Signs. They will be constructed out of durable materials, primarily noncorrosive metal (bronze or stainless steel) and may include bas-relief, small sculpture, or viewing tubes.

Signage Material

Similar to existing signage in the Preserve, these new signs will be constructed of digital printed-paper imbedded in a high-pressure laminate resin. The images will consist of black text with a muted earth-tone color background and full color photographs illustrations. The use of high-pressure laminate resin will ensure a high level of durability. These installations will last for decades, and predictable graffiti will be able to be removed using solvents. Specifically, signage material will conform to the following specifications:

Graphics panels must be LEED, GREENGUARD and FSC Certified and be manufactured as Custom High Pressure Laminate (CHPL). CHPL graphic signage material is composed of several layers of phenolic resin impregnated kraft filler paper, a digitally imaged graphic, a layer of melamine resin, surfaced by a layer of translucent exterior UV/graffiti overlay protection. The entire panel, including exterior overlay, must be bonded under heat and extreme pressure to form a composite panel. The finish must be smoothly textured with reflectivity of 30 + or - 5 gloss units. The CHPL graphics must be warranted for a minimum of 10 years against fading, de-lamination and weather deterioration. There should be no warranty requirements for an annual application of water sealant, no exclusions for panels used in "extreme temperatures" and no clause allowing warranties to be denied due to "improper maintenance." Panels must be able to be cleaned with any solvent and not restrict the use of products containing lacquer thinner or acetone. All cutting and finishing is to be completed using a CNC router. Graphics must be made using 12-Color High

Definition printing technology. Vendor shall provide a sample from a supplied file to confirm quality. Panels must be entirely made in the U.S.A.

Railings and Trail posts will be constructed of corrosion resistant metal (galvanized steel or stainless steel) and /or rot resistant wood (redwood, cedar, or pressure treated) and painted Benjamin Moore “Sandy Hook Gray” Paint, the standard paint color for the Baylands Nature Preserve. This color was established as a standards for the Preserve in the “Site Assessment and Design Guidelines for the Palo Alto Nature Preserve, Catalyst, June 2005.



Benjamin Moore Sandy Hook Gray Paint Color

Sign Count

The number of signs we ultimately produce will be determined during the final design of the interpretive messages and media and through final placement with the input of the Open Space Ranger and other stakeholders. The final project budget will also inform this number. The following table provides minimum and maximum estimates of total project signage.

<u>Location</u>	<u>Note</u>	<u>Number of Signs</u>	
		<u>Minimum</u>	<u>Maximum</u>
LENC Deck	9 stations (2 to 3 signs per station)	18	27
Boardwalk (900')	5 stations (2 to 6 signs per station)	10	30
Trails (2.1 miles)	20 stations (1 or 2 signs per station)	20	40
Total Range for Number of Signs (over 2.75 miles)		48	97

Attachment E

Project Plans

Hardcopies of project plans are provided to board members. These plans are available to the public online and by visiting the Planning and Community Environmental Department on the 5th floor of City Hall at 250 Hamilton Avenue.

Directions to review Project plans online:

1. Go to: www.cityofpaloalto.org/gov/depts/pln
2. Click on “Development Proposals”
3. In the drop down window click “Pending Projects”
4. Scroll to find “2775 Embarcadero” and click the address link
5. On this project specific webpage you will find a link to the project plans and other important information

Direct Link to Project Webpage:

<http://bit.ly/2775EmbarcaderoSignage>