



Architectural Review Board

Staff Report (ID # 11705)

Report Type:	Action Items	Meeting Date: 11/19/2020
Summary Title:	744 - 750 San Antonio Road: Master Sign Program (1st Formal)	
Title:	PUBLIC HEARING / QUASI-JUDICIAL. 744-748 San Antonio Road [20PLN-00164]: Recommendation on a Master Sign Program to Allow Two Freestanding Signs, Eight Wall Signs and Ancillary Window Signs and a Sign Exception to Exceed the Number of Freestanding Signs, and the Size of Freestanding Signs and Certain Wall Signs on a Building Face. Environmental Assessment: Exempt per CEQA Section 15311 (Accessory Structures). Zoning District CS. For More Information Contact the Project Planner Sheldon S. Ah Sing at sahsing@m-group.us.	
From:	Jonathan Lait	

Recommendation

Staff recommends that the Architectural Review Board (ARB) take the following action(s):

1. Recommend approval of the proposed project to the Director of Planning and Development Services based on findings and subject to conditions of approval.

Report Summary

The proposed project is a request for a master sign program and exceptions to exceed the sign regulations contained in the Palo Alto Municipal Code (PAMC) for two recently constructed hotels on the same property. Specifically, the applicant requests to exceed the allowed number of freestanding signs and to exceed the allowed sign area for freestanding signs as prescribed by the PAMC Section 16.20.120. In addition, the applicant requests an exception to exceed the allowed sign area for wall signs allowed by PAMC Section 16.20.130. A Sign Exception allows for certain development standards pertaining to signs to be exceeded. The Director of Planning and Development Services may grant sign exception approvals following a recommendation from the Architectural Review Board (ARB) pursuant to PAMC Section 18.76.020.

Background

Owner: M10 DEV LLC/T2 Hospitality LLC (Rupesh Madhav, representative)

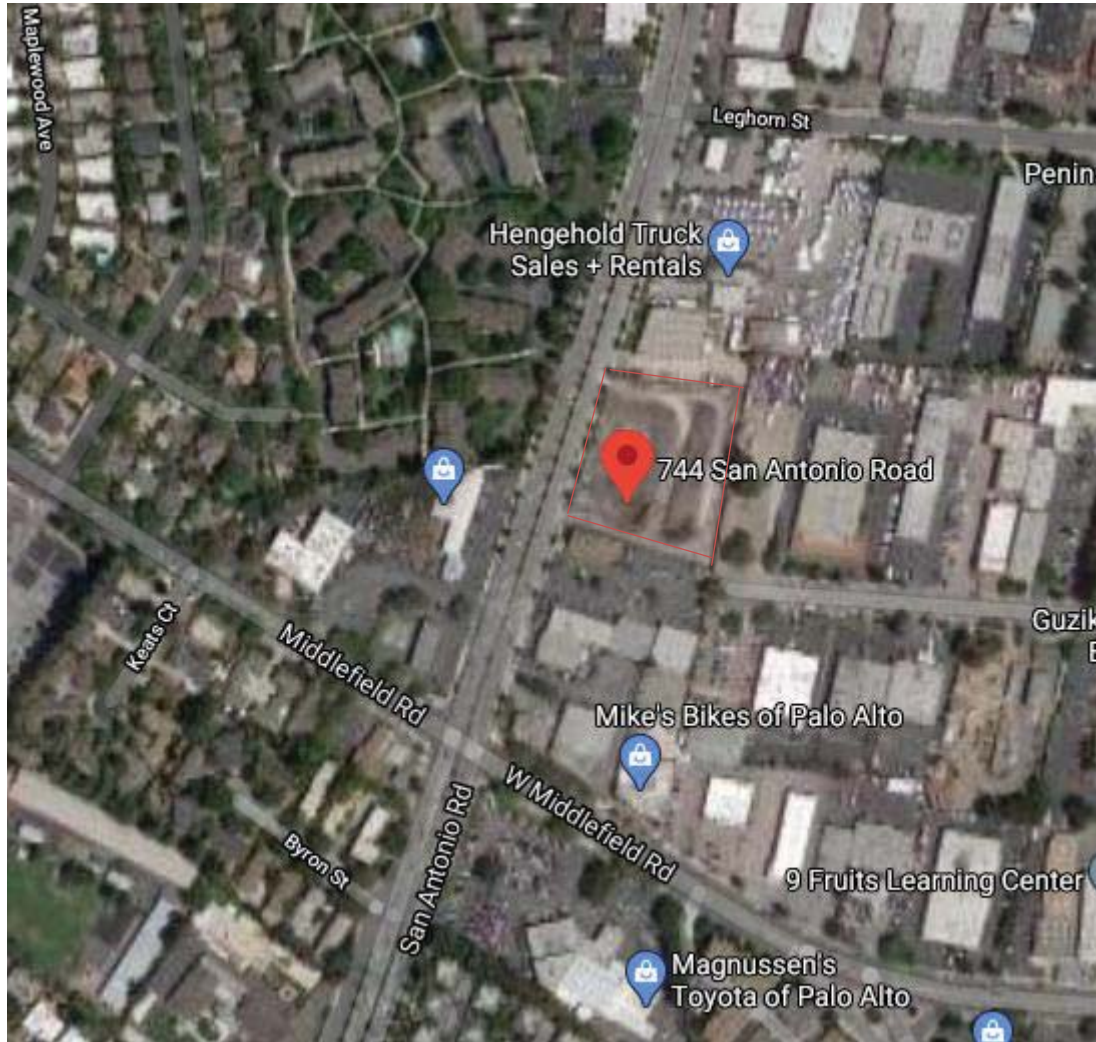
City of Palo Alto
 Planning & Development Services
 250 Hamilton Avenue
 Palo Alto, CA 94301
 (650) 329-2442

Architect:	Coast Sign, Inc.
Representative:	Randy Popp
Legal Counsel:	Not Applicable

Property Information

Address:	744 - 748 San Antonio Road
Neighborhood:	Charleston Gardens
Lot Dimensions & Area:	284'-4" along San Antonio, Rear: 345'-5" and north side is 250'-2" and south side is 287'-1"
Housing Inventory Site:	Yes
Located w/in a Plume:	Yes
Protected/Heritage Trees:	None
Historic Resource(s):	No
Existing Improvement(s):	165,450 sf; five-stories; 50 ft; 2020
Existing Land Use(s):	Two, Five-Story hotels
Adjacent Land Uses & Zoning:	North: CS (Educational supply store—BACH Company) West: PC-2711 & CN (Multi-family residential and nursery) East: Industrial (City of Mountain View) South: CS (Commercial—Crossroads Foods)

Aerial View of Property:



Source: CNES, Airbus, Maxar Technologies, Planet.com, US Geological Survey, USDA Farm Survey & Google 2020

Land Use Designation & Applicable Plans

Zoning Designation:	CS (Service Commercial)
Comp. Plan Designation:	CS (Service Commercial)
Context-Based Design Criteria:	Yes
Downtown Urban Design Guide:	Not Applicable
South of Forest Avenue Coordinated Area Plan:	Not Applicable
Baylands Master Plan:	Not Applicable
El Camino Real Design Guidelines (1976 / 2002):	Not Applicable
Proximity to Residential	Yes

Uses or Districts (150'):

Located w/in the Airport

Influence Area: Not Applicable

Prior City Reviews & Action

City Council: June 12, 2017: Staff Report for new hotel buildings
<https://tinyurl.com/744SanAntonio6-12-17Report>

PTC: None

HRB: None

ARB: June 1, 2017: Staff Report for new hotel buildings
<https://tinyurl.com/744SanAntonioARB6-1-17>

Project Description

The applicant proposes a master sign program with sign exceptions for the two recently constructed hotels on the same property located at 744 – 748 San Antonio Road. The hotels are scheduled to open by the end of the year. The sign program consists of two freestanding signs under five feet in height; four wall signs for the AC Hotels brand; four wall signs for Hotel Citrine; and ancillary window signs for each building. The purpose of the master sign program is to provide a cohesive and consistent design concept for the site and to allow for the flexibility to include a combination of sign types that work for the proposed uses.

The following signs are requested with the Master Sign Program including Sign Exceptions (summarized in *Attachment F – Zoning Comparison* in table form):

AC Hotel

- One (1) freestanding monument sign (Sign E) in front of the AC Hotel parallel between the building and the sidewalk. This sign will have two rows of stacked copy with the “AC Hotel” being halo-lit channel letters and “Palo Alto” being non-illuminated dimensional letters. The sign will include aluminum letters painted white. In accordance with PAMC 16.20.010 (15)(A), sign area for sign includes the structure that it is placed upon. In this case, the entire 42-inch tall wall from the driveway to the sidewalk opening is counted. The total sign area is 175 square feet.
- Four (4) wall signs (Signs A, B, C and K).
 - Sign A is located on the west elevation building wall and will be framed, stacked halo-lit channel letters with “AC Hotels / Marriott” copy. The 40.81 sf sign includes aluminum with brushed aluminum finish.
 - Sign B is located on the northwest elevation building wall and will be framed stacked halo-lit channel letters with “AC Hotels / Marriott” copy. The 40.81 sf sign includes aluminum with brushed aluminum finish.
 - One (1) wall sign (Sign C) located on the north elevation building wall. This sign is a non-illuminated placard with “AC Hotels / Marriott” copy and is 3.87 square feet.

- One (1) wall sign (Sign K) is located on the west wing elevation located on the entry canopy to the hotel. This sign will be face-lit channel letters with “AC Hotel” copy with a sign area of 6.225 square feet.
- Four (4) window signs (Sign D) located on north elevation entry doors of the building. This sign type is a film decal with “AC Hotels” copy. All four window signs would have a sign area of 15 square feet. This represents two percent of the window area on the elevation wall at the ground floor.

Hotel Citrine

- One (1) freestanding monument sign (Sign H) in front of the Citrine Hotel parallel between the building and the sidewalk. This sign will have two rows of stacked copy with the “Hotel Citrine” being halo-lit channel letters and “A Tribute Collection Hotel” being non-illuminated dimensional letters. In accordance with PAMC 16.20.010 (15)(A), sign area for sign includes the structure that it is placed upon. In this case, the entire 42-inch tall wall from the driveway to the sidewalk opening is counted. The total sign area is 280 square feet.
- Four (4) wall signs (Signs F, G, I, L) located on the west elevation building wall and southwest elevation building wall.
 - Sign F includes two elements: an internally illuminated cabinet logo and halo-lit channel letters with “Hotel Citrine” copy. The total area of the logo and channel letters is 136.49 square feet.
 - Sign G includes two elements: an internally illuminated cabinet logo and halo-lit channel letters with “Hotel Citrine” copy. The total area of the logo and channel letters is 136.49 square feet.
 - One (1) wall sign (Sign I) located on the southwest wing elevation building wall. This sign is a non-illuminated placard with “Hotel Citrine / A Tribute Collection Hotel” copy. The sign area is 3.83 square feet.
 - One (1) wall sign (Sign L) on the southwest wing elevation located on the entry canopy to the hotel. This sign will be face-lit channel letters with “Hotel Citrine” copy. The sign area is 10.65 square feet.
 -
- Four (4) window signs (Sign J) located on south elevation entry doors of the building. This sign type is a film decal with “Hotel Citrine Logo” copy. All four window signs would have a sign area of 15 square feet. This represents four percent of the window area of the elevation on the ground floor.

Based on the proposed sign program:

Freestanding Signs

- The project exceeds the number of freestanding signs for the property (two signs proposed versus one sign allowed, Signs E & H).
- The total area of both signs exceeds the maximum square footage allowed for freestanding signs on the property (455 square feet proposed versus 27 square feet allowed).

Wall Signs

- Exceeds the maximum square footage allowed for wall sign west elevation building wall (Sign F, 136.49 square feet proposed versus 115 square feet allowed).
- Exceeds the maximum square footage allowed for wall signs on the southwest wing elevation (Signs G, I & L, 150.97 square feet proposed versus 109 square feet allowed).

Requested Entitlements, Findings and Purview:

The following discretionary applications are being requested:

- Architectural Review – Master Sign Program: In accordance with Palo Alto Municipal Code (PAMC) Section 16.20.030 "Master sign program" means a program allowing the occupants of a building or project including a number of buildings to combine the total lawful sign coverage into one or more lawful signs in an integrated design concept. The master sign program shall designate the sign locations and areas of all signs in the program, as well as typical sign designs, colors and faces. Pursuant to the approval of the master sign program, subsequent individual signs may be erected without further design review.

The process for evaluating this type of application is set forth in PAMC 18.77.070. Applications are reviewed by the ARB and recommendations are forwarded to the Director of Planning & Development Services for action within five business days of the ARB's recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. Projects are evaluated against specific findings. All findings must be made in the affirmative to approve the project. Failure to make any single finding requires project redesign or denial. The findings to approve this application are provided in *Attachment B*.

- Architectural Review – Sign Exception: In accordance with PAMC section 16.20.040 "Sign Exception" means an application made in conjunction with an architectural review which requests a deviation from what is allowed in the Sign Code. The process for evaluating this type of application is set forth in PAMC 18.77.070. Applications are reviewed by the ARB and recommendations are forwarded to the Director of Planning & Development Services for action within five business days of the ARB's recommendation. Action by the Director is appealable to the City Council if filed within 14 days of the decision. Projects are evaluated against specific findings. All findings must be made in the affirmative to approve the project. Failure to make any single finding requires project redesign or denial. The findings to approve this application are provided in *Attachment B*.

Analysis¹

¹ 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

Neighborhood Setting and Character

Adjacent Areas

The project vicinity is characterized by primarily low-intensity, single-story buildings and associated surface parking lots (See Attachment A – Location Map). These structures have primarily stucco facades with varying setbacks from San Antonio Road, a major travelled road that also serves as an official truck route. These low-rise structures and parking lots dominate the view corridor. The most similar development in mass and height as the proposed project is at the intersection of San Antonio Road and East Charleston Road (Taube Koret Campus), about a quarter of a mile away. Existing signage within the vicinity includes freestanding signs (monument and pole styles) and wall signs. Some are illuminated, and others are not.

Residential uses in the vicinity are located approximately 150 feet west of the project site (across San Antonio Road). The three-story multi-family residential complex is separated from the site by four traffic lanes and a landscaped median planted with trees, perennial plants and groundcover. The buildings within the complex are setback from the road by approximately 75 feet. Mature landscaping and trees, a six-foot wall, and a private internal roadway separate the units from San Antonio Road. The exteriors of the residential structures are composed of tan stucco with dark brown trim elements.

Project Site

The 1.91-acre site includes two hotels with shared amenity spaces and parking on a podium structure as well as underground. Both hotels are served by a single driveway down the center of the property with access from San Antonio Road. An oval driveway provides circulation to the hotel lobbies for valet parking. This site plan makes the two hotels seem as if they are located on separate parcels.

The site includes a 143-room Hotel Citrine (Formerly Courtyard) on the north portion of the site and a 151-room AC by Marriott hotel (AC Hotel) on the south portion of the site, for a total of 294 new hotel rooms. Both buildings are five-stories and 50 feet in height. The hotels are larger in mass than other buildings within the vicinity because within the CS zoning district hotels are allowed a maximum of 2.0:1 Floor Area Ratio (FAR) instead of 0.4:1 FAR for other types of buildings. The site includes approximately 284 feet of frontage. In front of both hotels, two 42-inch tall walls that are parallel with San Antonio Road have been constructed with the hotels.

The AC Hotel brand originated in Europe and caters to both business and leisure travelers and offers an upscale aesthetic experience. Hotel Citrine is a part of the Tribute Portfolio. The Tribute Portfolio is a collection of independent upscale hotels within the Marriott brand. The AC Hotel includes gray hues, while the Hotel Citrine uses earth tone colors. The proposed sign program brings both hotels together with a consistent number of signs and in similar locations on each hotel's portion of the property in a way that mirrors each other.

The project site is unique from the surrounding properties in that it includes two hotels on the same site. Other multi-tenant sites would include a single freestanding identification sign identifying multiple tenants. That concept would not work well for visitors trying to identify the

hotels and the hotels need different signs because they represent different brands. San Antonio Road is a divided roadway and the second freestanding sign would help in identifying the property, especially since the patrons to the hotels are likely to be unfamiliar with the area but should have familiarity with the hotel branding. In this case it would be difficult to apply the strict allowances of the Sign Code, as the regulations do not translate well onto larger properties with multiple tenants. Doing so would limit this property's ability to identify the hotels.

Zoning Compliance²

A detailed review of the proposed project's consistency with applicable zoning standards has been performed (See Attachment F – Zoning Comparison). The proposed project complies with all applicable codes or is seeking through the requested permits permission to deviate from certain code standards, in a manner that is consistent with the Zoning Ordinance.

The standards for freestanding signs, as specified in PAMC Section 16.20.120, are listed below:

- *Area and Height.* Freestanding signs less than five feet in height shall be permitted in all districts. The maximum area and height of such signs is set forth in Table 1. **Would not comply outside of an approved Sign Exception. The combined total area of Signs E & H exceeds the allowable sign area of 27 square feet.**
- *Location.* Every such sign shall be wholly on the owner's property. **Complies; all signs are located on the subject property.**
- *Number.* Subject to the provisions of PAMC Section 16.20.170, there may be one such sign for each frontage. In the case of shopping centers and other multiple occupancies having a common frontage, the frontage shall be deemed to be that of the shopping center or commonly used parcel and not the frontages of the individual businesses or occupancies. **Does not comply since the project proposes two freestanding signs on the same property. Provisions of PAMC Section 16.20.170 are not applicable to a Master Sign Program.**
- *Construction.* In addition to the requirements of PAMC Section 16.20.190, every such sign shall be constructed wholly of metal, incombustible plastic or other approved fire-resistant material. **Complies; all exposed sign components are made from aluminum.**
- *Lighting of Freestanding signs.* 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. Nothing herein shall be construed to prohibit signs of neon tubing or similar self-illuminating material of equivalent or less intensity. **Complies; the signs are halo lit.**

The standards for wall signs, as specified in PAMC Section 16.20.130, are listed below:

- *Area and Height.* Wall signs shall for each building face shall not exceed an area of indicated on Table 3. No part of any wall sign shall extend above the top level of the wall upon or in front of which it is situated. **Would not comply outside of an approved Sign Exception. Sign**

² The Palo Alto Zoning Code is available online: <https://codelibrary.amlegal.com/codes/paloalto/latest/overview>

F exceeds the maximum square footage allowed for wall sign on the west elevation (136.49 square feet proposed versus 115 square feet allowed) and Signs G, I & L on the south elevation of Hotel Citrine exceed the maximum square footage allowed for wall signs (150.97 square feet versus 109 square feet allowed). The signs comply with the height regulation. When applying the Master Sign Program and transferring unused allocated sign area, the overall sign area for the site is not exceeded.

- ***Thickness or Projection.*** No such sign, including any light box or other structural part, shall exceed a thickness of ten inches. In any sign consisting of cutout or raised characters, said characters shall project no more than six inches from the mounting surface, except that when the average area of the individual characters exceeds six square feet, the projection may be increased by one-half inch for each additional square foot of average area over six feet, in no case to exceed fifteen inches. ***Complies; no sign projects greater than three inches.***
- ***Number.*** Subject to the provisions of PAMC Section 16.20.170, there may be any number of such signs for each building face, but in no case shall the total wall sign area for each face exceed that shown in Table 3. No building shall be deemed to have more than four building faces. ***Consistency of the design and number of signs in conjunction with all the other proposed signs would be more appropriately processed under a Master Sign program. Provisions of PAMC Section 16.20.170 are not applicable to a Master Sign Program.***

Signs F & G of Hotel Citrine include an internally illuminated cabinet with an acrylic face and push through logo allowing for the logo to be a silhouette. There is concern that there may be excessive light emitting from the cabinet. Homewood Suites by Hilton (4329 El Camino Real) includes a similar type of wall sign with a cabinet logo for comparison. Staff seeks comment on this type of sign and recommends that a diffuser film such as one produced by 3M be applied to the cabinet to reduce light emission.

The required findings for both a master sign program and sign exceptions are included in *Attachment B (ARB Findings)*. In summary, the findings for approval can be made because the sign designs are consistent with the Palo Alto Comprehensive Plan and Zoning Ordinance requirements (except where exceptions are requested); the signs are a coherent and unified design; and the design of the signs are of high aesthetic quality. The sign exception findings can be made because the site includes hotel uses which cater to visitors that are unfamiliar with the area, however, are familiar with the brand. Furthermore, the hotels are larger buildings than compared to others in the surrounding area and as proposed the sign program provides adequate site visibility and proportionately sized signage in relation to the buildings. There are walls on each building that do not have any signs, such as the north and east elevations of the Hotel Citrine and the south and east elevations of the AC Hotel. While proposed signs exceed the allowed sign area for individual wall elevations for Hotel Citrine, the overall sign area allowed is not exceeded taking into account sign area that is transferred from unused wall sign area allocations. The total amount allowed on four sides is 716 square feet compared to 287.46 square feet proposed.

Consistency with the Comprehensive Plan, Area Plans and Guidelines³

Policy L-6.10 of the Comprehensive Plan encourages “... *high quality signage that is attractive, energy-efficient, and appropriate for the location, and balances visibility needs with aesthetic needs.*”

All signs are designed to be consistent with the building it is identifying. The proposed signs use aluminum or bronze for the exposed materials. Internal illumination is proposed using halo lit techniques that will limit off-site glare. While some of the signage exceeds the allowable regulations, staff believes that much of the new signage will be appropriate in scale in relation to the existing buildings and size of the site. Additionally, staff believes that it will facilitate easier identification of the site as well as pedestrian and vehicle traffic through the site.

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 per Section 15311 (Accessory Structures), item (a) “On-Premise Signs”.

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 *Daily Post* on November 6, 2020, which is 12 days in advance of the meeting. Postcard mailing occurred on November 6, 2020, which is 12 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

Sheldon S. Ah Sing, AICP, Consultant
 (408) 340-5462 x 109
sahsing@m-group.us

ARB⁴ Liaison & Contact Information

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

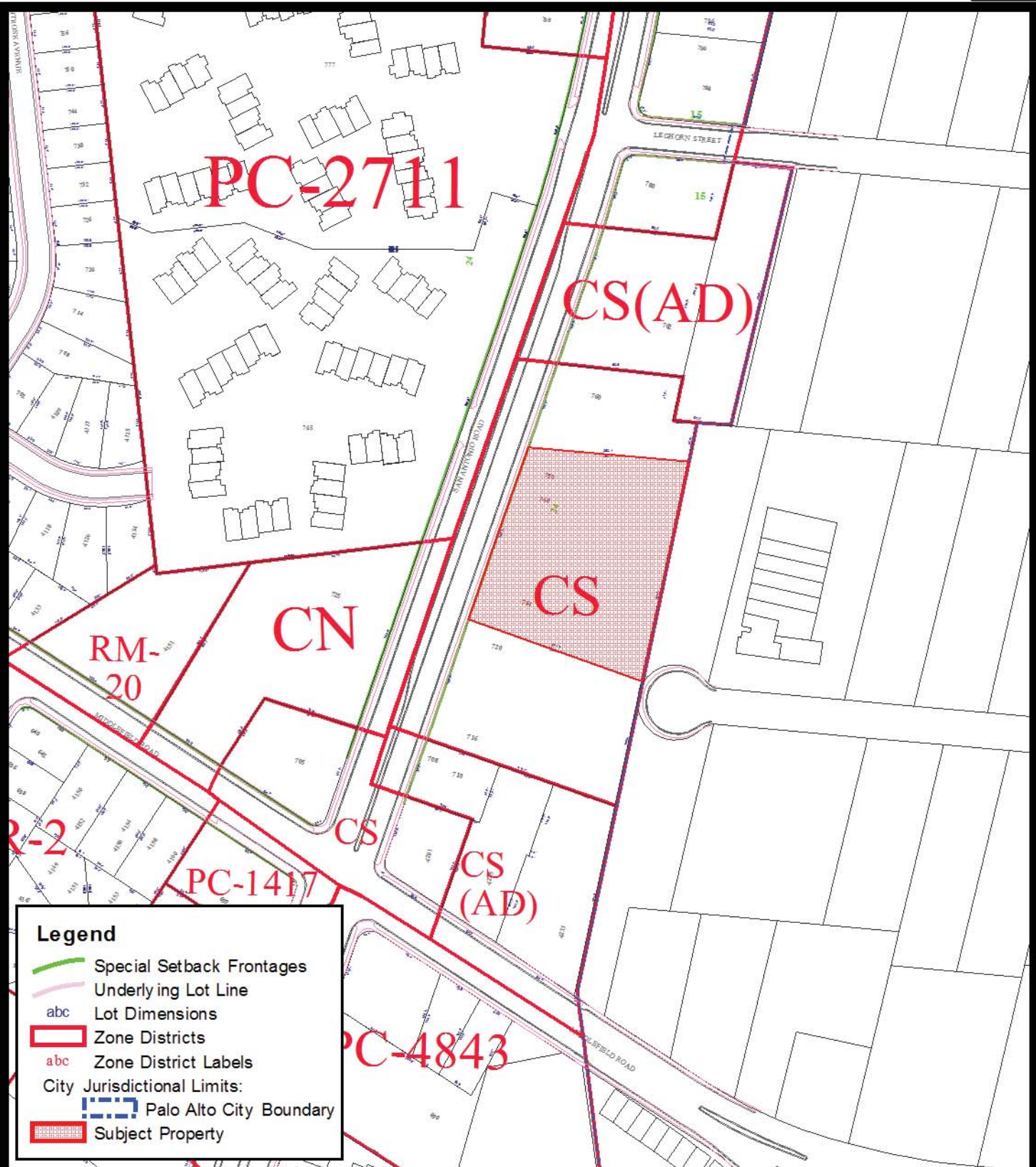
³ The Palo Alto Comprehensive Plan is available online:

<http://www.cityofpaloalto.org/gov/topics/projects/landuse/compplan.asp>

⁴ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org

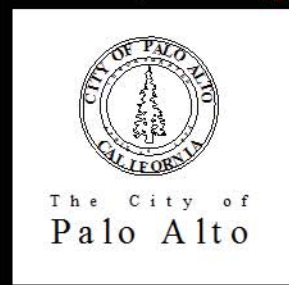
Attachments:

- Attachment A: Location Map (PDF)
- Attachment B: ARB Findings (DOCX)
- Attachment C: Conditions of Approval (DOCX)
- Attachment D: Sign Comparison Table (DOCX)
- Attachment E: Applicant's Request Letter (PDF)
- Attachment F: Project Plans (DOCX)



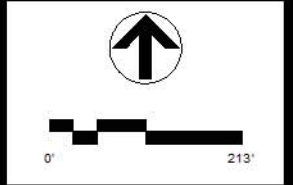
Legend

- Special Setback Frontages
- Underlying Lot Line
- Lot Dimensions
- Zone Districts
- Zone District Labels
- City Jurisdictional Limits:
 - Palo Alto City Boundary
 - Subject Property



Location Map
 744 - 748 San Antonio Road
 20PLN-00164

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



ATTACHMENT B
ARB FINDINGS FOR APPROVAL
744 -748 San Antonio Road
20PLN-00164

Master Sign Program

The following findings have been made to support the application for a Master Sign Program, as modified by the Architectural Review Board (ARB) approval conditions. The specific Master Sign Program that has been requested is for the following standard:

AC Hotel:

- One (1) freestanding monument sign (Sign E) located on a freestanding wall in front of the AC Hotel parallel between the building and the sidewalk.
- Two (2) wall signs (Signs A & B) located on the west elevation building wall and northwest elevation building wall.
- One (1) wall sign (Sign K) on the west wing elevation located on the entry canopy to the hotel.
- One (1) wall sign (Sign C) located on the north elevation building wall.
- Four (4) window signs (Sign D) located on north elevation entry doors of the building.

Hotel Citrine:

- One (1) freestanding monument sign (Sign H) located on a freestanding wall in front of the Citrine Hotel parallel between the building and the sidewalk.
- Two (2) wall signs (Signs F & G) located on the west elevation building wall and southwest elevation building wall.
- One (1) wall sign (Sign L) on the southwest wing elevation located on the entry canopy to the hotel.
- One (1) wall sign (Sign I) located on the southwest wing elevation building wall.
- Four (4) window signs (Sign J) located on south elevation entry doors of the building.

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 design is consistent and compatible with the applicable elements of the city's Comprehensive Plan in that the proposed project is consistent with policy L-6.10: Encourage high quality signage that is attractive, energy-efficient, and appropriate for the location, and balances visibility needs with aesthetic needs. The design of the signs, materials, and colors are attractive and appropriate for the buildings and the surrounding area. The proposed signage was designed to be compatible with the large scale structures on the site.

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 master sign program presents a framework for purposes of wayfinding and site visibility. The proposed signage uses consistent materials and colors that is unified with the brand they represent, is coherent and will assist in creating a sense of order on the site. The design is compatible with the immediate environment of the site and is appropriately scaled to compliment large scale buildings.

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 master sign program makes use of aluminum, bronze, acrylic, and vinyl materials that are durable while also being simple, clean, and aesthetically pleasing. The primary color palette of brushed aluminum, white, and bronze proposed for the sign materials that create a modern appearance.

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 signage has been placed to assist in wayfinding for patrons of the hotels and providing adequate site identification. While the hotels have different branding, the sign locations are identical on both buildings providing a cohesive sign program. The lighting for the signs are a combination of internal illumination and halo lit illumination, which are sufficient to provide adequate identification at night, while not causing excessive glare.

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:

Finding #5 is not applicable for this project. The existing landscaping will not be impacted by the proposed signage.

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:

The proposed signs will meet Cal-Green requirements, are made of durable long-lasting materials and use light emitting diodes for illumination, which are energy efficient.

Sign Exception

The following findings have been made to support the sign exception request to exceed the maximum signage, as modified by the ARB approval conditions. The specific exception that has been requested is for the following standard:

Freestanding Signs

- The project exceeds the number of freestanding signs for the property (two signs proposed versus one sign allowed)(Signs E & H).
- Exceeds the maximum square footage allowed for freestanding signs on the property (750 square feet proposed versus 27 square feet allowed).

Wall Signs

- Exceeds the maximum square footage allowed for wall sign (Sign F) (136.49 square feet proposed versus 115 square feet allowed).
- Exceeds the maximum square footage allowed for wall signs (Signs G, I & L) (150.97 square feet versus 109 square feet allowed).

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 subject property includes two hotels, which under the Palo Alto Municipal Code (PAMC) are allowed to develop up to a maximum of 2.0:1 Floor Area Ratio (FAR). That floor area allowance is greater than the base FAR for other properties in the same district, which is 0.4:1. The property includes larger buildings that are allowed pursuant to the PAMC, which makes the properties unique from those within the vicinity. Hotels are hospitality and visitor-oriented businesses that need adequate signage for visibility, especially for patrons that are not familiar with the area but are familiar with the brand. Since there are two hotels on site, allowing two freestanding signs would be appropriate. Signs for the site are appropriate in size to the building it serves, is uniform in location use similar types of quality materials and illumination.

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;

In that the visibility of signage is important for any site to be easily identifiable and promote a sense of place in the community. The proposed signs, while larger than allowed, have been carefully designed to advertise the use and still be in scale with the five story hotel buildings. The signs were also reviewed and found consistent with the Architectural Review findings as required by the PAMC.

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 signs were designed to be aesthetically pleasing and would not detract from the visual environment. The placement and appearance of the signs do not pose safety hazards, nor do they detract from the subject building or surrounding properties.

ATTACHMENT C
CONDITIONS OF APPROVAL
744 San Antonio Road
20PLN-00164

PLANNING DIVISION

1. **CONFORMANCE WITH PLANS:** Construction and development shall conform to the approved plans entitled, "AC by Marriott with Citrine, 744-748 San Antonio Road," stamped as received by the City on October 12, 2020 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:** A copy of this cover letter and conditions of approval shall be printed on the second page of 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. **ENTITLEMENT EXPIRATION:** The project approval shall be valid for a period of two years from the date of issuance of the entitlement. If within such two year period, the proposed use of the site or the construction of buildings has not commenced, the Planning entitlement shall expire. Application for a one year extension of this entitlement may be made prior to 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, Sheldon Ah Sing at sahsing@m-group.us to schedule this inspection.
7. **INDEMNITY:** To the extent permitted by law, the Applicant shall indemnify and hold harmless the City, its City Council, its officers, employees and agents (the "indemnified parties") from and against any claim, action, or proceeding brought by a third party against the indemnified parties and the applicant to attack, set aside or void, any permit or approval authorized hereby for the Project, including (without limitation) reimbursing the City for its actual attorneys' fees and costs incurred in defense of the litigation. The City may, in its sole discretion, elect to defend any such action with attorneys of its own choice.

BUILDING

8. At time of building permit submittal provide the following information:
 - a. Weight of each sign to be shown as part of plans.
 - b. Sign attachment to building must include the building elements (i.e., concrete wall, metal studs, wood studs, etc.) with the correct mechanical anchorage type (i.e., Hilti TZ bolt for concrete, sheet metal screw #12 for sheet metal stud, lag screw for woods, etc.) with length and embedment length and listing (i.e, ICC ESR report), & quantities for each sign as minimum. If the sign is heavy enough (typically over 100 lbs or more), structural calculation may be required.
 - c. If the sign is illuminated, include complete T24 sign form and electrical disconnect and panel information/schedule.
 - d. Accessibility - please make sure the sign does not protrude into the required walkway and sidewalk (width and head height) meeting the current accessible code.

9. At time of building permit submittal provide the following information:
 - a. Site plan and location of the monument sign.
 - b. Size of sign.
 - c. Sign framing and connections to the existing concrete foundation with the correct mechanical anchorage type (i.e., Hilti TZ bolt for concrete, etc.) with total length and embedment length and listing (i.e, ICC ESR report), & quantities for each sign as minimum.
 - d. If the sign is illuminated, include complete T24 sign form and electrical disconnect and panel information/schedule. Show location of the electrical panel supply power to the sign.

ATTACHMENT D
ZONING COMPARISON TABLE
744-748 San Antonio Road, 20PLN-00164

Table 3: PROPOSED MASTER SIGN PROGRAM

Sign	Type	Number	Maximum Size Proposed*	Illumination	Location
AC Hotel – Sign E	Freestanding under 5'	1	1 st Line of Copy: 10" high x 5'-9" width 2 nd Line of Copy: 4" high x 2'-5 ¾" width 175 SQ FT	1 st line: Halo-lit 2 nd line: None	On 42" wall in front
AC Hotel – Sign A	Wall	1	6'-6 ¾" high 6'-2 ¾" wide 40.81 SQ FT	Halo-lit	West Elevation
AC Hotel – Sign B	Wall	1	6'-6 ¾" high 6'-2 ¾" wide 40.81 SQ FT	Halo-lit	Northwest Elevation
AC Hotel – Sign K	Roof/Canopy/Wall	1	10" high 7'-6" wide 6.225 SQ FT	Face-lit	West Wing Elevation on entry Canopy
AC Hotel – Sign C	Wall	1	1'-11 ½" high 1'-11 ½" wide 3.87 SQ FT	None	North Elevation
AC Hotel – Sign D	Window	4	8" high 3'-9" wide 15 SQ FT total	None	North Elevation Doorways
Citrine – Sign H	Freestanding under 5'	1	1 st Line of Copy: 10" high x 13' width 2 nd Line of Copy: 4" x 9' in width 280 SQ FT	1 st line: Halo-lit 2 nd line: None	On 42" wall in front
Citrine – Sign F	Wall	1	Cabinet: 46" high 27" wide Line of Copy: 1' high 15'-9 1/8" wide 136.49 SQ FT	Cabinet: Internal Copy: Halo-lit	West Elevation
Citrine – Sign G	Wall	1	Cabinet: 46" high 27" wide Line of Copy: 1' high 15'-9 1/8" wide 136.49 SQ FT	Cabinet: Internal Copy: Halo-lit	Southwest Elevation
Citrine – Sign L	Roof/Canopy/Wall	1	10" high 12'-10" wide 10.65 SQ FT	Face-lit	Southwest wing elevation on entry canopy
Citrine – Sign I	Wall	1	1'-11 ½" high 1'-11 ½" wide	None	Southwest wing elevation

Table 3: PROPOSED MASTER SIGN PROGRAM

Sign	Type	Number	Maximum Size Proposed*	Illumination	Location
			3.83 SQ FT		
Citrine – Sign J	Window	4	8" high 3'-9" wide 15 SQ FT total	None	South Elevation doorways

Maximum Allowable Sign Area for Wall Signs. Wall signs and sign area are defined in PAMC 16.20.010. Roof signs erected parallel to a building face are also considered wall signs. The maximum total allowable sign area of a single wall sign or the combined total maximum allowable area of multiple wall signs per building face shall be consistent with the sign area limits outlined in PAMC 16.20 Table 3.

Table 4: COMPLIANCE WITH CHAPTER 16.20 (SIGNS)

Sign	Type	Size	Compliance with PAMC
AC Hotel – Sign E	Freestanding under 5'	1 st Line of Copy: 10" high x 5'-9" width 2 nd Line of Copy: 4" high x 2'-5 ¾" width Wall is 3'-6" high by 50' in length 175 SQ FT	No. Sign Exception Required. Since the project includes two (2) freestanding signs and the total combined square feet exceed the maximum allowed.
AC Hotel – Sign A	Wall	6'-6 ¾" high 6'-2 ¾" wide 40.81 SQ FT	Complies
AC Hotel – Sign B	Wall	6'-6 ¾" high 6'-2 ¾" wide 40.81 SQ FT	Complies
AC Hotel – Sign K	Roof/Canopy/Wall	10" high 7'-6" wide 6.225 SQ FT	Complies
AC Hotel – Sign C	Wall	1'-11 ½" high 1'-11 ½" wide 3.87 SQ FT	Complies
AC Hotel – Sign D	Window	8" high 3'-9" wide 15 SQ FT total	Complies
Citrine – Sign H	Freestanding under 5'	1 st Line of Copy: 10" high x 13' width 2 nd Line of Copy: 4" x 9' in width Wall is 3'-6" high by 80' in length 280 SQ FT	No. Sign Exception Required. Since the project includes two (2) freestanding signs and the total combined square feet exceed the maximum allowed.
Citrine – Sign F	Wall	Cabinet: 46" high 27" wide	No. Sign Exception

Table 4: COMPLIANCE WITH CHAPTER 16.20 (SIGNS)

Sign	Type	Size	Compliance with PAMC
		Line of Copy: 1' high 15'-9 1/8" wide 136.49 SQ FT	Required. Exceeds the maximum size on building face.
Citrine – Sign G	Wall	Cabinet: 46" high 27" wide Line of Copy: 1' high 15'-9 1/8" wide 136.49 SQ FT	No. Sign Exception Required. Exceeds the maximum size on building face.
Citrine – Sign L	Roof/Canopy/Wall	10" high 12'-10" wide 10.65 SQ FT	No. Sign Exception Required. Exceeds the maximum size on building face.
Citrine – Sign I	Wall	1'-11 1/2" high 1'-11 1/2" wide 3.83 SQ FT	Complies
Citrine – Sign J	Window	8" high 3'-9" wide 15 SQ FT total	Complies
*PAMC 16.20.170 Combination of signs. The project does not comply with the prescriptive combination of signs and therefore requires a Master Sign Program with exceptions.			

12 June 2020

Mr. Sheldon Ah Sing
Planning Division
City of Palo Alto
285 Hamilton Avenue
Palo Alto, CA 94301

Re: Marriott AC/Courtyard - 744-748 San Antonio Road, Palo Alto, CA
Master Sign Program Application

Mr. Ah Sing:

With our project nearing construction completion, we have turned our focus to the branding and associated signage. Based on our correspondence and discussions we understand the signage we have proposed for the 'dual-brand' multi-structure property must be submitted in the format of a Master Sign Application, as we are otherwise incapable of conforming to the standard City of Palo Alto Signage Regulations. Please refer to the attached application form and documents for our proposal. We believe this is a reasonable request which is consistent with the general standards for signage included in the City of Palo Alto Municipal Code Section 16.20.

We would very much appreciate your efficient consideration of this request.

Best regards,



Randy Popp

Attachment F

Project Plans and Environmental Impact Report

These documents are only available on-line.

Directions to review Project plans online:

1. Go to: bit.ly/PApendingprojects
2. Scroll to find "744 San Antonio Road Signs" and click the address link
3. On this project specific webpage you will find a link to the Project Plans, Initial Study and other important information

Direct Link to Project Webpage:

<https://www.cityofpaloalto.org/news/displaynews.asp?NewsID=5024&TargetID=319>