



Architectural Review Board

Staff Report (ID # 14305)

Report Type:	Action Items	Meeting Date: 5/19/2022
Summary Title:	488 University: Sign Exception for Projecting Sign and Window Sign	
Title:	PUBLIC HEARING / QUASI-JUDICIAL. 488 University Avenue [22PLN-00040]: Recommendation on Applicant's Request for Approval of a Major Architectural Review to Allow For a Sign Exception for a Projecting Sign and a Window Sign. The Project Also Includes Code Compliant Wall Signs. Environmental Assessment: Project is Exempt from CEQA in Accordance with Guidelines Section 15301 (Existing Structures) and 15311 (Accessory Structures-On Premise Signs). For More Information Contact the Project Planner Claire Raybould at claire.raybould@cityofpaloalto.org	
From:	Jonathan Lait	

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 Development Services based on findings and subject to conditions of approval, including a condition that the Ad Hoc Committee review the proposed materials for the projecting sign.

Report Summary

The applicant requests approval of a sign exception for a projecting (aka blade) sign that exceeds the maximum allowable size of five feet and that would be located higher than 12 feet from grade. The proposed location and size of the projecting sign is consistent with the historic location of a similar sign on this Category 2 Historic Building. The project also includes a sign exception for a window sign that exceeds 20% of the window area. The project includes other walls signs that are code compliant as detailed in Attachment D.

Background

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

Project Information

Owner:	GPCA Owner LLC
Architect:	ELS Architecture & Urban Design
Representative:	Geno Yun
Legal Counsel:	Not Applicable

Property Information

Address:	488 University Avenue
Neighborhood:	University South
Lot Dimensions & Area:	130x72.5 (9,425 sf)
Housing Inventory Site:	Not Applicable
Located w/in a Plume:	Not Applicable
Protected/Heritage Trees:	Not Applicable
Historic Resource(s):	Yes (Category 2-Major Building of Regional Importance)

Existing Improvement(s):	50,540 sf; Six stories plus rooftop; 90 feet, 3 inches; Constructed 1929-1930
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Existing Land Use(s):	Hotel and Retail
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Adjacent Land Uses & Zoning:	<p>North: Regional/Community Commercial land Use (retail/office uses); CD-C(GF)(P) and PC-4296 Zoning</p> <p>West: Regional/Community Commercial land Use (retail uses); CD-C (GF)(P) Zoning</p> <p>East: Regional/Community Commercial land Use (retail/office uses) CD-C (GF)(P) Zoning</p> <p>South: Regional/Community Commercial land Use (hotel uses); CD-C (GF)(P) Zoning</p>
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Aerial View of Property:



Land Use Designation & Applicable Plans

Zoning Designation:	Downtown Commercial-Community with Ground Floor and Pedestrian Shopping Combining Districts (CD-C [GF][P])
Comp. Plan Designation:	Regional/Community Commercial
Context-Based Design Criteria:	Applicable
Downtown Urban Design Guide:	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 Uses or Districts (150'):	Applicable
Located w/in the Airport Influence Area:	Not Applicable

Prior City Reviews & Action

City Council:	There have not been any prior reviews of the proposed sign project. However, Council approved the hotel use on June 22, 2020 ¹
PTC:	None
HRB:	There have not been any prior reviews of the proposed sign project.

¹ June 22, 2020 Council Report: <https://www.cityofpaloalto.org/files/assets/public/agendas-minutes-reports/reports/city-manager-reports-cmrs/year-archive/2020/id-11421.pdf?t=72284.59>

However, the historic resources board reviewed, and recommended approval of, façade modifications associated with the hotel use and seismic retrofit of the building on May 14, 2020²

ARB:

None

Project Description

The applicant requests Architectural Review approval of a sign exception for a projecting sign and a window sign on a Category 2 Historic Building. The proposed projecting sign would exceed the allowed size for projecting signs (20 sf where 5 sf is allowed) and would be placed higher on the building than is allowed per code (34.5 feet in height [to top of sign] where 12 feet is the maximum allowable height).

The proposed window sign would cover 43.75% of the window on which it is located where 20% coverage of a window is allowed. The project also includes wall signs above each tenant space on University and Cowper identifying the type of use within (e.g. Tobacconist, Restaurant, Retail). On the east side of the building a small wall sign identifying the hotel tenant is also proposed. The project plans are included in Attachment F. A project location map is included in Attachment A.

The proposed material for all of the signs, except the window sign, is painted aluminum. The proposed paint colors are consistent with those reviewed by the HRB and approved by Council in June 2020. The window sign would be created from a gold foil. The projecting sign would have neon red tube lighting with white and black painted aluminum for the lettering. A photographic example of the tube lighting is included in Attachment E.

Requested Entitlements, Findings and Purview:

The following discretionary applications 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 & Development Services 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.
- 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. In order for the application to gain approval it must meet the following criteria: 1) there are exceptional or extraordinary

² May 14, 2020 Staff Report to the Historic Resources Board:

<https://www.cityofpaloalto.org/files/assets/public/agendas-minutes-reports/agendas-minutes/historic-resources-board/2020/hrb-5.14-488-university-avenue.pdf>

circumstances or conditions applicable to the property involved that do not apply generally to property in the same district; 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; 3) the granting of the application will not be detrimental to the public health, safety, general welfare or convenience. The process for evaluating this type of application is set forth in PAMC 18.77.070 referenced above. The findings to approve the sign exception are provided in Attachment B.

Analysis³

The proposed project is located along University Avenue within the downtown commercial area. Surrounding uses included retail and office uses. The proposed project has been analyzed for consistency with the comprehensive plan, zoning ordinance, and the Secretary of the Interior's Standards for Rehabilitation, as discussed further below.

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. 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 designation for the project site is Regional/Community Commercial. This land use designation is "intended to provide a wider variety of goods and services that the neighborhood shopping areas and include such uses as department stores, bookstores furniture stores, apparel shops, restaurants and non-retail services such as offices and banks." The proposed project would provide high quality signage, consistent with historic signage at the property and consistent with Comprehensive Plan goals and policies related to high quality design. Specifically, the project is consistent with Policy L-6.10, which encourages high quality signage that is attractive, appropriate for the location, and balances visibility needs with aesthetic needs. A summary of the project's consistency with the Comprehensive Plan is provided in the findings under ARB Finding #1 in Attachment B.

Zoning Compliance⁵

³ 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.

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

⁵ The Palo Alto Zoning Code is available online: http://www.amlegal.com/codes/client/palo-alto_ca

Staff has completed a review of the proposed project's consistency with applicable zoning standards; a summary table is provided in Attachment D. The proposed project complies with all applicable sign codes of PAMC 16.20 or is seeking through the requested permits permission to deviate from certain code standards, in a manner that is consistent with the Zoning Ordinance and Sign Code. Specifically, the applicant is requesting a sign exception, as outlined in PAMC Section 16.20.040, for the proposed projecting sign, which exceeds the height allowance of 12 feet for projecting signs and exceeds the allowable area of a projecting sign. The applicant also requests an exception for the size of the proposed window sign for the hotel tenant. Draft findings for approval of these exceptions are provided in Attachment B. A projecting sign of this size appears to be appropriate based on the size of the building and façade on which it is located and the tenant space that it advertises (which includes the five levels above ground floor for the hotel tenant). The window sign would also be for the hotel tenant. Given the historic nature of the building and the ground floor retail use, the options for wall signage are limited and window signage for the hotel tenant seems an appropriate alternative. Although the signage exceeds the allowable size for a window sign, it does not do so in a manner that limits visibility through the window.

The applicant is also proposing six additional complying wall signs (two along the Cowper façade and four along the University Avenue façade). The wall signs along the Cowper façade total 18.8 sf where 67 sf is allowed. The wall signs along the University Avenue façade total 10.4 sf where 97 sf is allowed, as detailed in Attachment D. Note that these measurements assume only the wall area of the first floor on the building since the signage proposed is for the ground floor tenant. When calculating the potential sign area for the hotel tenant (if proposed in-lieu of the projecting and window sign), the calculation would be based on the upper five floors and width of the full width of the building (130 sf). Since no sign can exceed 203 sf this would be the maximum area of a wall sign for the hotel tenant. The applicant is proposing a 43 sf window sign (measured edge to edge of the lettering) and a 20 sf projecting sign.

Historic

Hotel President was designed by noted architect Birge Clark in the Spanish Colonial Revival style and constructed in 1929-1930. It was identified as a "Category 2" (Major Building) on Palo Alto's Historic Inventory in 1979. It has also been deemed eligible for listing in the California Register of Historic Resources. It operated as a commercial hotel from 1930 to 1968. Subsequently the upper five floors of the property were used for residential occupancy in small one or two room units until late 2018.

Page & Turnbull reviewed the proposed sign project for consistency with the Secretary of the Interior's Standards (SOIS) for rehabilitation. The project was determined to be consistent with the Secretary of the Interior's standards. The plans were modified based on initial comments from Page & Turnbull, which recommended removing the decorative brackets holding the projecting sign, which were originally designed to mimic the historic blade sign, in order to differentiate between original historic features and the new addition. This is consistent with criterion 9 of the SOIS for rehabilitation, which states: "New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The

new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.” Page & Turnbull also recommended that the sign be placed slightly higher (by about a foot) to provide more space between the historic balcony and the sign. The applicant revised the plans consistent with these recommendations. It should also be noted that the historic “Hotel President” cast iron marquee sign is proposed to remain.



Photo of historic projecting sign at Hotel President; view looking southwest on University, ca. 1930.

Consistency with Application Findings

Staff believes the sign exception findings can be made to support the projecting sign and window sign due to the historic nature of the building and to provide signage proportional to the building size. The window sign, although large, does not inhibit the views into the building, maintaining the pedestrian visibility consistent with the pedestrian overlay district. The projecting sign is placed in a manner that is both consistent with the historic character of the site and does not detract from the ground floor tenant spaces, which will have a separate tenant from the floors above. Attachment B provides draft sign exception findings as well as the architectural review finding, which may be modified by the ARB.

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. The project is exempt from CEQA in accordance with

CEQA Guidelines Section 15301 and 15311. Specifically, CEQA Guidelines Section 15301 considers minor alterations to existing buildings to be categorically exempt from CEQA. CEQA Guidelines Section 15311 considers on-premise signs for commercial developments to be exempt from CEQA. None of the exceptions to the exemptions under 15300.1 would apply. The project was found to be consistent with the Secretary of the Interior's Standards for Rehabilitation and therefore would not have a significant impact on a historic resource.

Public Notification, Outreach & Comments

The Palo Alto Municipal Code requires notice of this public hearing to be published in a local newspaper 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 May 6, which is 13 days in advance of the meeting. Postcard mailing occurred on May 4, which is 15 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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ARB⁶ Liaison & Contact Information

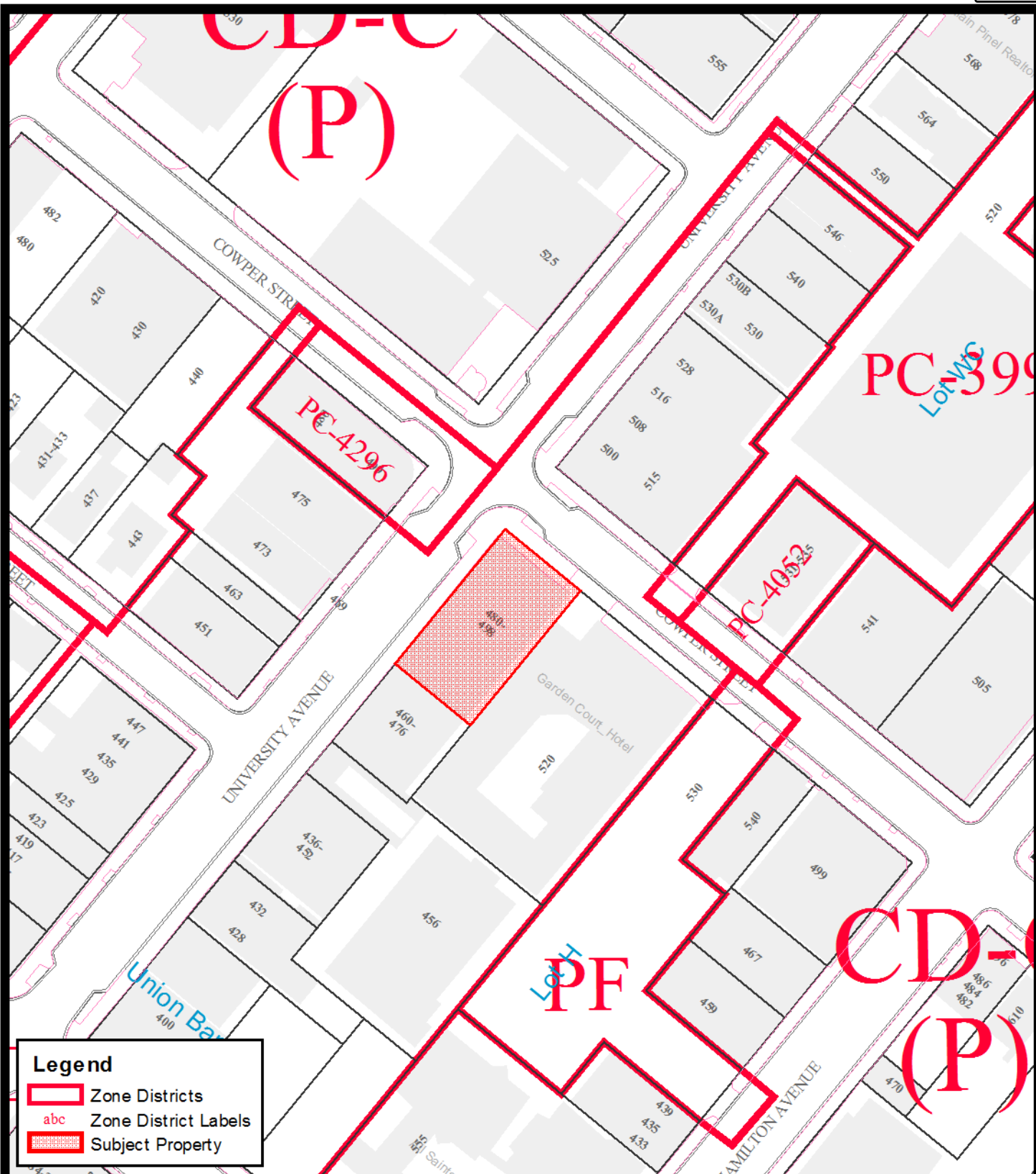
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jodie.gerhardt@cityofpaloalto.org

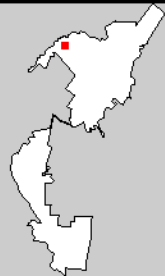
Attachments:

- Attachment A: Location Map (PDF)
- Attachment B: ARB and Sign Exception Findings (DOCX)
- Attachment C: Draft Conditions of Approval (DOCX)
- Attachment D: Zoning Comparison Table and Sign Code Sections (DOCX)
- Attachment E: Photo Example of Materials for Projecting Sign (DOCX)
- Attachment F: Project Plans (DOCX)

⁶ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org



The City of
Palo Alto



488 University Avenue
19PLN-00038

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



ATTACHMENT B
ARB FINDINGS FOR APPROVAL & SIGN EXCEPTION
 488 University Avenue/22PLN-00040

The design and architecture of the proposed project, as conditioned, complies with the Findings for Architectural Review as required in PAMC Chapter 18.76.

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 building and the surrounding area.

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:

This finding can be made in the affirmative in that the proposed design of the signage is appropriate for the downtown retail/commercial setting. The proposed signage uses consistent materials and colors that is unified and coherent with the site. The colors are consistent with those previously reviewed by the Historic Resources Board and approved by Council.

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 projecting sign is fabricated of aluminum with reverse channel aluminum letter outline painted white and neon red LED tubing. The materials are durable to the outside elements and the painted

cabinet and white is consistent with the colors previously reviewed by the HRB and approved by Council for the site. The window sign uses gold foil and is compatible with the other colors on the building. Code compliant signs are a thick aluminum with raised, painted letters and, similar to the projecting sign, are consistent with the colors previously reviewed by the HRB and approved by Council. The signs all have a unified material and color for the site. The projecting sign location and design have been reviewed by Page & Turnbull and designed and located to provide deference to historic features on the site (historic balcony) as well as to avoid mimicking the historic marquee (redesigned brackets to clearly distinguish between old and new, consistent with criteria 9 of the Secretary of the Interior's Standards for Rehabilitation).

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 window and projecting sign advertise the hotel tenant, which occupies a small portion of the ground floor as well as the six floors above (five floors of rooms and roof deck). Both signs are located in a manner that does not detract from the ground floor tenant uses, but also clearly indicates the uses within the above floors and main entrance for the hotel use. The code compliant signs are also appropriately located and designed in a manner that integrates well on the building and provides consistency on the façade.

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. There is no landscaping ~~will not to~~ 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 sign is LED illuminated and made of durable long-lasting materials.

Sign Exception

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

- Projecting “Graduate” Sign (projecting sign) – exceeds allowed sign area and height of a projecting sign
- Window “Graduate” Sign (window sign) - exceeds allowed sign area for a window sign

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 existing building is a historic Category 2 building on the City’s Inventory within the City’s commercial downtown area. It is considered a building of regional importance. The historic building is over 90 feet tall and is 130 feet in length along University Avenue; therefore, the façade is significantly larger than most other buildings within the downtown area. Because the site has ground floor retail uses and because the building is historic, the options for placement of signage on the façade in a manner that does not detract from the ground floor uses and/or effect the historic façade are more limited. The projecting sign is located higher on the façade to avoid conflict with ground floor tenant signage and to respect the historic balcony (the City’s historic architect recommended that the sign be placed slightly higher to avoid detracting from the historic balcony). The size of the projecting sign is appropriate based on the sheer size of the façade and is similar in size to the historic blade sign located at this site back in the 1930s. The hotel tenant also opted for a window sign to avoid additional signage on the façade that may detract from the historic character. Although the sign exceeds the allowable area for a window sign, the size of signage for the hotel tenant is appropriate; any similar wall sign placed on the façade could have been much larger. The signage is designed in a manner that easily allows views through rather than a solid color across; maintaining visibility into the windows for passing pedestrians.

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;

Due to the aforementioned limitations on this site, the granting of this application is necessary for the preservation and enjoyment of a substantial property right of the future hotel tenant to have signage advertising their hotel tenancy that is appropriate based on the size of the building and that does not detract from the ground floor retail or historic nature of the property.

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 project will be constructed in accordance with all building code requirements of the City of Palo Alto and will be neither detrimental nor injurious to surrounding properties, public health, safety, general welfare, or convenience.

**ATTACHMENT C
CONDITIONS OF APPROVAL**

488 University Avenue
22PLN-00040

PLANNING DIVISION

1. CONFORMANCE WITH PLANS. Construction and development shall conform to the approved plans entitled, "Hotel President 488 University Avenue, Palo Alto, CA 94301," stamped as received by the City on April 29, 2022 on file with the Planning and Development Services 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. ARB AD HOC COMMITTEE: Prior to the issuance of building permits, the applicant shall return to the ARB Ad Hoc committee for approval of the following items, to the satisfaction of the Director of Planning and Development Services:
 - a. Provide material samples of the acrylic and swatches of paint colors for the proposed signs.
6. 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.

7. 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 Raybould at claire.raybould@cityofpaloalto.org to schedule this inspection.

BUILDING DIVISION

At time of building permit submittal provide the following information:

8. Wall Mounted Signs:
 - 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 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.

Attachment D Zoning Table

Proposed Sign / Type	PAMC 16.24 Compliance	Allowed Dimensions/Height	Proposed Dimensions
Window Sign	Sign Exception Requested	20% of window (21.4 sf)	40 % (43.75 sf)
Wall signs (east wall [Cowper])	Complies	East wall area at first floor=1140 (62'5" x 18'4") Allowable wall sign coverage area for wall area at 1 st floor=67 sf	5'4" x 3'=16 sf 5'2" X 6.5'=2.8 sf Total Area = 18.8 sf
Wall Sign (north wall [University])	Complies	North wall area at first floor=2253 sf Allowable wall sign coverage=97 sf	5'2" x 6.5'=2.8 sf 5'2" x 6.5=1.6 sf 5'7"x6.5=3 sf 5'7"x6.5= 3 sf Total Area = 10.4 sf
Projecting Sign	Sign Exception Requested	5 sf Max height 12'	20 sf Max height 34.5 feet (to top)

16.20.160 Special Purpose Signs

(3) **Window Signs.** A place of business which sells goods or services to consumers may install and maintain signs on the interior face of a window of the premises or in a position inside such place of business, otherwise viewable through a window of the premises, subject to the following conditions:

(A) No more than twenty percent of the total window space on a wall may be covered by window signs at any time.

(B) A sign affixed to the interior face of a window and a sign inside a place of business, any point on which is within three feet of any point on the interior face of a window, through which window said sign may be viewed from outside such place of business, shall be deemed to be a window sign for the purposes of the window coverage limitation of this section. The full area of any window sign shall be used when window coverage is calculated for purposes of this section.

(C) Merchandise on display, which does not constitute a sign (as defined in Section [16.20.010](#)), shall be exempt from the window coverage limitation of this section.

(Ord. 5123 § 3 (part), 2011; Ord. 4826 § 14, 2004; Ord. 4797 § 3, 2003; Ord. 4305 § 1 (part), 1995; Ord. 3559 § 1 (part), 1984)

16.20.130 Wall signs.

Except as otherwise provided in this chapter, every wall sign shall comply with the requirements of this section.

(a) **Area.** The maximum wall sign area for each building face shall be as indicated on Table 3*.

(b) **Height.** No part of any wall sign shall extend above the top level of the wall upon or in front of which it is situated. Any such sign which is suspended or projects over any public or private walkway or walk area shall have an overhead clearance of at least seven feet.

(c) **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.

(d) **Number.** Subject to the provisions of 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. (Ord. 3359 § 1 (part), 1984)

* Editor's Note: Table 3, referred to herein, may be found at the end of this chapter in a printed edition of this code.

16.20.140 Projecting signs.

Every projecting sign shall comply with the requirements of this section.

(a) Projecting signs in the GM zones and on El Camino Real frontage in the CS and CN zones.

(1) Area. No such sign shall exceed five square feet in area.

(2) Height. No part of any projecting sign shall exceed a height of upon or in front of which it is situated, or in the case of buildings having sloping roofs, above the roof ridge. Any such sign which projects over public property shall have a clearance of ten feet above the ground.

(3) Location. No such sign shall project more than one foot over public property.

(b) Projecting Signs in Other Zones.

(1) Area. No such sign shall exceed three square feet in area.

(2) Height. No part of any projecting sign shall exceed a height of twelve feet, nor shall any part of such sign extend above the top level of the wall upon or in front of which it is situated. Any such sign over any public or private sidewalk or walkway shall have a minimum clearance below the sign of seven feet.

(3) Location. No such sign shall be placed over or above any public sidewalk or other public place unless the sign is situated under a marquee, porch, walkway covering or similar covering structure.

(c) Number. Subject to the provisions of Section [16.20.170](#) there may be no more than one projecting sign for each place of business for each building face.

(d) Multisided Projecting Signs. Projecting signs constructed back-to-back, with faces in approximately parallel planes (such as on 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). Every other projecting sign having multiple sides or faces, including a sign constructed in the form of a cylinder or sphere or similar figure, shall be limited in total area to that set forth above.

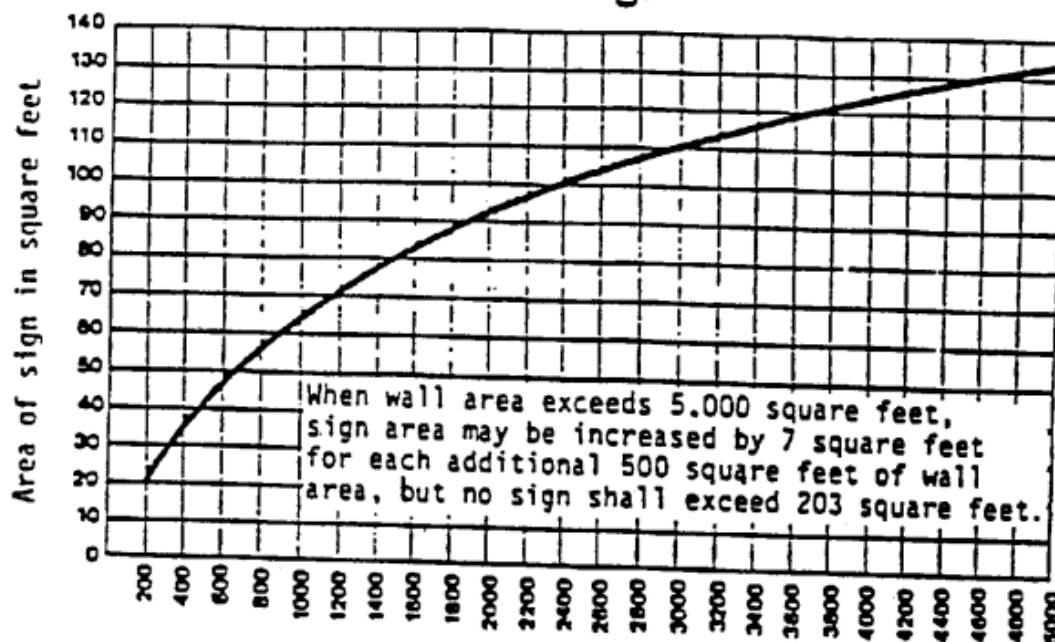
(Ord 3735 § 26, 1987; Ord. 3559 § 1 (part), 1984)

Chapter 16.20 — Table 3

Allowable Sign Area for Wall Signs

NOTE: THESE ARE MAXIMUM DESIGN DIMENSIONS, AND MAY BE REDUCED IN THE DESIGN REVIEW PROCESS PURSUANT TO CHAPTER 16.48 18.77.070

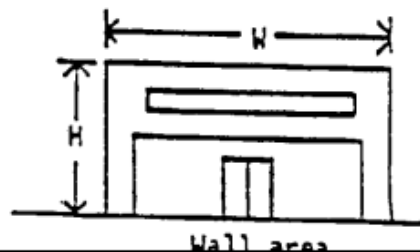
Wall signs



Area of wall in square feet
(height x width of wall on which
sign is situated)

Non-residential zones only

For wall signs in residential zones
see section 16.20.120



Attachment E: Photo Example of Tube Lighting Design for Projecting Sign



Note: Example for material purposes only (neon lighting over acrylic). Proposed sign will be over white acrylic and set on black acrylic with font to match the existing historic marquee "hotel President" sign.

Attachment F

Project Plans

During Shelter-in-Place, project plans are only available online.

Directions to review Project plans online:

1. Go to: bit.ly/PApendingprojects
2. Scroll down to find “488 University Avenue” and click the address link
3. On this project specific webpage you will find a link to the project plans and other important information

Direct Link to Project Webpage:

<https://www.cityofpaloalto.org/News-Articles/Planning-and-Development-Services/488-University-Avenue-22PLN-00040?transfer=59edeb33-4cf2-4cc0-9c91-79aeee703095>

Materials Boards:

During Shelter-in-Place, color and material boards will be available to view in the display case outside of City Hall, on the exterior elevator near the corner of Hamilton Ave. and Bryant St.