



CITY OF
**PALO
ALTO**

Architectural Review Board

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Staff Report

Agenda Date: August 1, 2013

To: Architectural Review Board

From: Elena Lee
Senior Planner

Department: Planning and
Community Environment

Subject: 211 Quarry Road [12PLN-00350]: Request by Rachel de Guzman, on behalf of the Trustees of the Leland Stanford Jr. University, for Architectural Review and Sign Exceptions for two directional signs, one monument sign and one projecting wall sign for the Hoover Pavilion medical building at the Stanford Medical Center. Zone District: Hospital District (HD). Environmental Assessment: Exempt from the provisions of CEQA, 15301 (Existing Facilities) upon the determination that the project complies with the Secretary's Standards for Rehabilitation.

RECOMMENDATION

Staff recommends that the Architectural Review Board (ARB) recommend the Director of Planning and Community Environment approve the proposed project based upon the Architectural Review Findings (Attachment A) and conditions of approval (Attachment B) attached to the staff report.

PROJECT DESCRIPTION

The project site, the Hoover Campus, is an approximately 10 acre portion of the larger Stanford Medical Center project. The property is located at the corner of Palo and Quarry Road between El Camino Real and Arboretum Road. The project proposes signs for the recently renovated approximately 84,000 square foot Hoover Pavilion. The building was originally constructed as the Palo Alto Hospital from 1930 to 1939. The T-shaped building consists of a five-story central block, six-story tower, and four-story wings. It is Art Deco in style, with strong vertical emphasis of window bays, and stylized floral and geometric terra cotta panels and fixtures. It has recently completed a remodel following extensive reviews by the Historic Resources Board, the ARB, Planning and Transportation Commission and City Council.

As part of the overall Hoover Pavilion renovation project, the applicant is proposing to install monument and building signage. The applicant proposes three internally illuminated monument signs, two of which are considered directional signs as defined by the Palo Alto Municipal Code, and one non-illuminated projecting canopy sign for the primary entrance at the north elevation of the building. The signs have been reviewed by staff involved in the Stanford Medical Center project and the historic preservation planner for consistency with City requirements and compatibility with the medical center project.

DISCUSSION

Monument Signs

The applicant is proposing a total of three monument signs. The largest monument sign (Sign SA.1), measures 4 feet tall, 15 feet long and 5.5 inches deep. This sign consists of internally illuminated push-through acrylic letters and surface applied painted pin-mounted aluminum letters/symbols. The purpose of this sign is to provide the primary identification for the Hoover Campus. The Palo Alto Sign Code states that the maximum size for freestanding or monument sign is 50 sq. ft., no matter the frontage size. The applicant is proposing a 60 sq. ft. sign and the lot has a frontage of 585 feet along Palo Road and 638 feet along Quarry Road. Accordingly, a Sign Exception is required to allow this sign. Given the size of the frontage, staff would support a Sign Exception for this sign. Findings for the Sign Exception are provided in Attachment A.

The applicant is also proposing two smaller monument signs that serve as directional and directory signs. The Palo Alto Sign Ordinance allows directional signs in addition to monument and wall signs, as long as they provide a service and meet the size restrictions. As part of establishing the Hospital Zoning District as the new zoning designation for the Stanford Medical Center, provisions were incorporated to allow greater flexibility regarding directional signs. Palo Alto Municipal Code Chapter 18.36.080 specifically states that directional and directory signs are allowed to be up to 12 feet in height, 30 sq. ft. in area and located no less than 2 feet from the nearest right-of-way unless an alternative location is approved by the planning director. These two monument signs substantially meet the definition and parameters of directional/directory signs, as described below.

The second monument sign, (Sign SB), located at Palo Road at the Hoover Pavilion driveway, measures 4 feet tall, 15 feet long and 5.5 inches deep. It is an aluminum sign with internally illuminated push-through acrylic letters and surface applied painted pin-mounted aluminum letters and symbols. This 25 sq. ft. double sided sign provides direction to the parking and drop-off areas and complies with the requirement for directory signs. The third and smallest monument sign (Sign SC) serves as the Hoover Pavilion directory. It is located to the left of the main entrance. It measures 12 feet 6 inches tall, 2 feet 3 inches long and 5.5 inches in depth. The 28.125 sq. ft. sign is 6 inches taller than what the Municipal Code allows for a directory sign. Therefore a Sign Exception is required for this directory sign. Staff can support a Sign Exception because it is a very minor height increase of 6 inches and is compatible with the building.

All of the monument signs incorporate the same colors, a dark grey (Pantone 425) base, a red (Pantone 201) above, with white letters and numbers and a white and red insignia. These colors are compatible with the rehabilitated Hoover Pavilion. The color and materials board will be available at the ARB hearing.

Projecting Canopy Sign

The applicant is also proposing a non-illuminated projecting sign to be installed above the main pedestrian entrance into the Hoover Pavilion. The projecting sign would be installed above a metal canopy secured to a continuous painted steel bar. The painted aluminum channel letter sign measures 10.5 inches tall, 18 feet 9 inches wide and 1 inch deep. The actual letters would be mounted above a

ATTACHMENT A
FINDINGS FOR APPROVAL
ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW
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The design and architecture of the proposed improvements, as conditioned, furthers the goals and purposes of the ARB ordinances as it complies with the Architectural Review findings, as required in Chapter 18.76.020 of the PAMC.

- 1) 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-18: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods. The proposed signage was designed to be compatible with the scale of the Hoover Campus while respecting the rest of the Stanford Medical Center campus.
- 2) The design is compatible with the immediate environment of the site in that the design is compatible with the architecture of other areas within the Hoover Campus.
- 3) The design is appropriate to the function of the project in that it accommodates a medical use and is compatible with the Hoover Campus.
- 4) In areas considered by the Board as having a unified design character, the design is compatible with such character in that the space will be designed in a consistent manner with other remodeled areas of the Hoover Campus.
- 6) The design is compatible with approved improvements both on and off the site in that the space is compatible with the newly designed and original spaces in Hoover Campus.
- 12) The materials, textures, colors and details of construction are an appropriate expression to the design and function and whether the same are compatible with the adjacent and neighboring structures, landscape elements and functions in that the materials are of high quality and appropriately express the use of the space. The space incorporates similar details and colors of the surrounding spaces while still maintaining a unique design.
- 16) The design is consistent and compatible with the purpose of architectural review in that the design is of high aesthetic quality and variety and which at the same time, are considerate of the surroundings.

ARB standards #5, 7-11 and 13-15 are not applicable to the project.

ATTACHMENT A
SIGN EXCEPTION FINDINGS
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- (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 in that the project site is part of a large existing medical campus center and is a large existing building with the public facing frontage set significantly back from the street. The projecting signs provide additional appropriately scaled and designed signage for a large campus, individual building and allow customers to easily identify the entry. While the projecting wall sign provides identification for the building, the monument signs provide clear identification and direction for visitors and patients.*

- (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 directing patients and visitors to the hospital and parking. The proposed projecting sign and monument sign are logically placed for and most effectively identify the Hoover Campus to both drivers and pedestrians given the siting of the Hoover Pavilion and overall and campus.*

- (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 in that the placement and appearance of the projecting and monument signs do not pose safety hazards nor do they detract from the subject building or surrounding properties. The signs will not be detrimental to public health, safety, general welfare or convenience.*

ATTACHMENT B
CONDITIONS OF APPROVAL
211 Quarry Road (Hoover Pavilion)
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PLANNING DIVISION

1. The project shall be implemented and shown on the plans dated received April 11, 2013 on file with the City of Palo Alto Planning Division except as modified by these conditions of approval.
2. A copy of the ARB approval letter shall be printed on the plans submitted for building permits (if required).
3. The projecting canopy sign shall not be illuminated.
4. Only the letter and symbol portions of the monument signs shall be illuminated.
5. Construction activities and all noise producing equipment shall comply with Chapter 9.10 (Noise) of the Palo Alto Municipal Code.
6. During construction, the site shall be kept clear of debris on a daily basis.
7. All landscaping located around the building shall be protected and maintained.