



CITY OF  
**PALO  
ALTO**

2

## Architectural Review Board

### Staff Report

---

**Agenda Date:** August 1, 2013

**To:** Architectural Review Board

**From:** Elena Lee  
Senior Planner

**Department:** Planning and  
Community Environment

**Subject:** 215 Quarry Road [13PLN-00202]: Request by Rachel de Guzman, on behalf of the Trustees of the Leland Stanford Jr. University, for Architectural Review and Sign Exception for two projecting wall signs for a parking garage at the Stanford Medical Center. Zone District: Hospital District (HD).  
Environmental Assessment: Exempt from the provisions of CEQA, 15301 (Existing Facilities).

---

#### 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 is for the installation of two projecting illuminated wall signs for the new parking garage for the Hoover campus as part of the Stanford Medical Center project. The subject garage is currently under construction and includes six levels above grade and three levels below grade. The project site, the Hoover Campus, is an approximately 10 acre portion of the larger Stanford Medical Center project. The garage is located south of the recently renovated Hoover Pavilion. The applicant has recently completed a remodel of the historic Hoover Pavilion following extensive reviews by the Historic Resources Board, the ARB, Planning and Transportation Commission and City Council. As a new structure, the garage is not considered historic, but the signage has been designed to be compatible with the overall campus. The applicant is proposing two identical projecting canopy wall signs on the west half of the north elevation and one on the west half of the south elevation.

#### DISCUSSION

The applicant is proposing to install two identical projecting signs above the two primary vehicular entrances into the garage. The signs would be installed above a precast concrete sloped soffit. The top of the soffit would measure 11 feet 4 inches from the driveway. The proposed signs each consist of 22 feet 11 5/8 inch wide, 21 feet and 1/2 inch tall, and 3 inch deep reverse aluminum channel letters to be drilled directly into the concrete. The name of the garage "Hoover Garage" would have an anodized bronze finish, while the identification number "PS9" would be painted a rust color (PMS 1525). The two signs would be illuminated from the rear by concealed up-lights. The colors are

muted and would be compatible with the parking garage. The north and south elevations each have a wall square footage of over 11,000 square feet. The proposed signs are a small percentage of the total square footage and appear to be appropriate in scale. A Sign Exception is required for projecting signs that extend above the top level of the wall upon or in front of which it is situated. Because the signs are appropriate in design and in scale compared with the overall building, staff supports the sign exception. The Sign Exception findings are included in Attachment A of this staff report.

### **ENVIRONMENTAL REVIEW**

The project would be an alteration to an existing facility and new construction not exceeding 10,000 square feet qualifying for a Class 3 Categorical Exemption per section 15301 of the California Environmental Quality Act.

### **ATTACHMENTS**

- A. Architectural Review Findings
- B. Draft Conditions of Approval
- C. Project Plans (Board members only)

### **COURTESY COPIES**

William Phillips

**Prepared by:** Elena Lee, Senior Planner

**Reviewed by:** Amy French, AICP, Chief Planning Official



**ATTACHMENT A**  
**FINDINGS FOR APPROVAL**  
**ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW**  
215 Quarry Road (Hoover Pavilion Garage)  
File No. 13PLN-00202

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**  
**ARCHITECTURAL REVIEW BOARD STANDARDS FOR REVIEW**  
215 Quarry Road (Hoover Pavilion Garage)  
File No. 13PLN-00202

- (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 an individual building located within a larger campus and allow customers to easily identify the entry.*
  
- (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 signs are logically placed for and most effectively identify the entry into the garage given the siting of the campus and various buildings.*
  
- (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**  
215 Quarry Road (Hoover Pavilion Garage)  
File No. 13PLN-00202

**PLANNING DIVISION**

1. The project shall be implemented and shown on the plans dated received July 25, 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. Construction activities and all noise producing equipment shall comply with Chapter 9.10 (Noise) of the Palo Alto Municipal Code.
4. During construction, the site shall be kept clear of debris on a daily basis.
5. The two projecting signs shall be halo-illuminated.