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## Architectural Review Board

### Staff Report

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**Agenda Date:** February 21, 2013

**To:** Architectural Review Board

**From:** Elena Lee  
Senior Planner

**Department:** Planning and  
Community Environment

**Subject:** **180 El Camino Real [12PLN-00397]:** Request by Golden Gate Sign Co., Inc., on behalf of the Board of Trustees of the Leland Stanford Junior University, for Architectural Review of new signage for Marimekko at the Stanford Shopping Center. Zone District: CC (Community Commercial). Environmental Assessment: Exempt from the provisions of CEQA, 15301 (Existing Facilities).

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#### **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 one new wall/window sign and one new blade or projecting sign for a new tenant. Neither sign is proposed to be illuminated. The store, formerly occupied by The Territory Ahead, faces Sand Hill Road. The subject store is located between California Pizza Kitchen to the right and Tommy Bahama to the left. The store's façade consist of glass storefront windows and transom windows along the top. This project has been brought before the ARB because the storefront has a frontage of 40 feet and 5 inches and faces Sand Hill Road, a public street.

The Stanford Shopping Center is subject to both the City's Sign Ordinance and a master sign program. While the signs conform to the City's Sign Ordinance in terms of maximum size, the wall sign would not conform to the Stanford Shopping Center's master sign program. The program stipulates only one sign per storefront and limits the letter height to 10 inches. The shopping center management has approved of the proposed signage. There have now been several signs, approved through the ARB process, that do not meet the master sign program. Signage that is compliant with the City's Sign Ordinance but not the master sign program can be approved if recommended by the Architectural Review Board. Recent shopping center sign approvals recommended by the ARB include letter heights of greater than 10 inches and more than one sign per storefront.

**DISCUSSION**

Window/Wall Sign

The applicant proposes the installation of one channel letter wall sign, consisting of matte black acrylic letters, on the transom glass located directly above the entry. The sign would have a maximum height of nearly 2 feet and a width of 17 feet and 7", for a total of 35.16 square feet. The channel letters would measure 1 inch deep and would be adhered directly to the glass with an adhesive. The proposed wall sign square footage is within the maximum allowed by the Sign Ordinance, which would allow a maximum size of 40 sq. ft. for a store frontage of 640 sq. ft. However, the Center Master Sign Program prohibits window signs and limits letter heights to 10 inches. Although the sign is proposed to be placed on glass, it functions like a typical wall sign to identify the business. Staff believes that the proposed sign is appropriate in design, scale and size for the subject building.

Blade/Projecting Sign

The project also includes a blade sign that would be located on the left side of the storefront, under the transom glass. The proposed blade sign is a double faced aluminum sign, painted matte white with ½ inch acrylic letters spelling the store's name on both sides. The sign would measure 1 foot 6 inches in height and 2 feet wide, for a total of 3 square feet. The projecting sign meets the requirements of both the Sign Ordinance (maximum size of 3 sq. ft.) and the Master Sign Program (maximum size of 4 sq. ft.).

**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**

Butler Sign Company  
Simon Property Group

**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**

180 El Camino Real, Marimekko  
File No. 12PLN-00397

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 policies L-18: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods; Policy L-26: Maintain Stanford Shopping Center as one of the Bay Area's premiere regional shopping centers. Encourage any new development at the center to occur through infill, including development on existing surface parking lots. Policy B-22: Work with Stanford University to ensure that the Stanford Shopping Center is sustained as a distinctive, competitive, high quality regional shopping center.
- 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 mall.
- 3) The design is appropriate to the function of the project in that it accommodates a retail use while encouraging the pedestrian attributes of the mall.
- 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 mall.
- 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 the mall.
- 12) The materials, textures, colors and details of construction and plant materials 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.

ARB standards #5, 8-11 and 12-15 are not applicable to the project.

**ATTACHMENT B**  
**CONDITIONS OF APPROVAL**  
180 El Camino Real (Marimekko)/File No. 12PLN-00397

**PLANNING DIVISION**

1. The project shall be implemented and shown on the plans dated received February 12, 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. All noncompliant window signage shall be removed.
4. Construction activities and all noise producing equipment shall comply with Chapter 9.10 (Noise) of the Palo Alto Municipal Code.
5. During construction, the site shall be kept clear of debris on a daily basis.
6. All landscaping located around the building shall be protected and maintained.