



CITY OF
**PALO
ALTO**

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Architectural Review Board

Staff Report

Agenda Date: August 1, 2013

To: Architectural Review Board

From: Jason Nortz, Sr. Planner **Department: Planning and
Community Environment**

Subject: 250 Hamilton Avenue: Palo Alto City Hall: Request by Phil Ciralsky of the City of Palo Alto Public Works Engineering for study session review for new exterior signage for City Hall located at 250 Hamilton Avenue.
Zone District: PF

RECOMMENDATION

Staff requests that the Architectural Review Board (ARB) conduct a study session review of the new signage for Palo Alto City Hall and provide comments to the applicant prior to the formal ARB submittal.

BACKGROUND

Site Information

The project site is the City of Palo Alto City Hall building located at 250 Hamilton Avenue. City Hall is located on two acre site between Ramona Street to the west, Bryant Street to the east and Forest Avenue to the south. The Downtown Library is located directly across the street from City Hall along Forest Avenue. The City's Development Center is located across the street on the northern side of Hamilton Avenue. The site is in the Public Facilities (PF) zone district and has a Comprehensive Land Use designation of Major Institutional/Special Facilities.

Project Description

Square Peg Design has prepared a schematic design for the purposes of improving way finding in and around City Hall. The components of the design include:

- Improve signage on the exterior of City Hall to help direct members of the public to the Police Department offices on Forest Avenue;
- Coordinate the new signage with the signage on the Downtown Library directly across the street on Forest Avenue;

- Provide an easy means of identifying parking locations in the City Hall parking garage which will help assist visitors in locating their vehicle; and
- Incorporate signage to direct visitors from the City Hall parking garage to the location of an information kiosk on the first floor of City Hall.

The goal is to provide clear way finding while maintaining the City of Palo Alto logos, colors, and general design guidelines.

Staff requests that the ARB review the schematic plans and provide the applicant and staff with direction for the formal ARB submittal.

ENVIRONMENTAL REVIEW

No environmental review is required for a Study Session as it is not considered a project under the California Environmental Quality Act (CEQA).

ATTACHMENTS

Attachment A: Project Location Map

Attachment B: Development Plans (Board Members Only)*

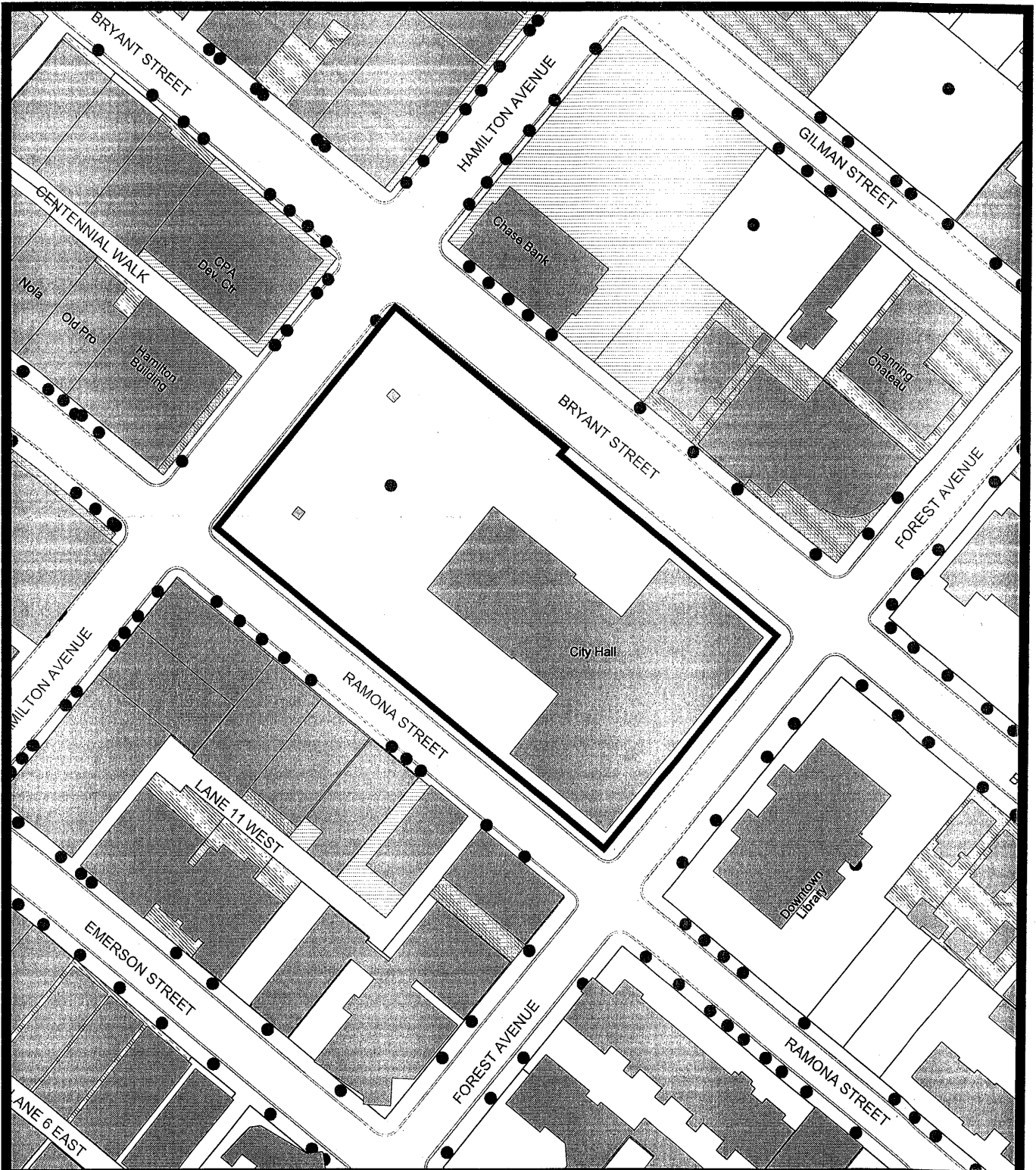
* Prepared by Applicant; all other attachments prepared by Staff

COURTESY COPIES

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Prepared By: Jason Nortz, Senior Planner

Manager Review: Amy French, Chief Planning Official 



The City of
Palo Alto



City Hall
250 Hamilton Avenue

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

