



Architectural Review Board

Staff Report (ID # 12122)

Report Type: AdHoc Items **Meeting Date:** 4/15/2021

Summary Title: 180 El Camino Real: AdHoc Review of Sign Locations

Title: 180 El Camino Real [20PLN-00172]: AdHoc Committee Review of a Previously Approved Project That was Conditioned to Return With Additional Details for the Location and Placement of Three (3) Signs for the Macy's Building within the Stanford Shopping Center. Environmental Assessment: Exempt per Guideline Section 15301. Zoning District: CC (Community Commercial District). For More Information Contact the Project Planner Samuel Gutierrez at Samuel.Gutierrez@cityofpaloalto.org.

From: Jonathan Lait

Recommendation

Staff recommends the Architectural Review Board (ARB) Ad Hoc committee take the following action(s):

1. Discuss and provide direction or approve project revisions.

Background

On March 16, 2021, the Director of Planning and Development Services approved the subject project. At the Board's recommendation, a condition was imposed that required certain project elements return to the ARB Ad Hoc committee. Below are the requested items for review and the applicant's response to the ARB's comments:

Architecture Review Condition:

- A. Adjust the height of the CL3 & CL4 signage to be the same height.
- B. Adjust the location of the CL5 signage, recommendations are to shift the signage to the left panel or to locate the sign within the entry archway.

Applicant's Response:

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

The applicant has adjusted the CL3 and CL4 signage to be the same height and provided additional photo mockups for reference. Similarly, CL5 sign was adjusted to be fully in the left or right façade panel. The applicant provided additional photos for reference.

A video recording of the Board's last meeting on this project is available online: <http://bit.ly/MACYSSIGN> The Board is encouraged to provide direction to staff and the applicant as to whether the proposed changes are sufficient or require further refinement.

Report Author & Contact Information

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ARB¹ Liaison & Contact Information

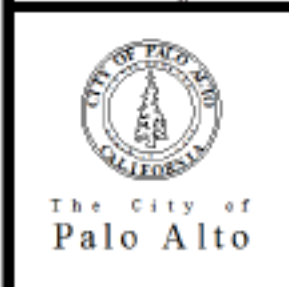
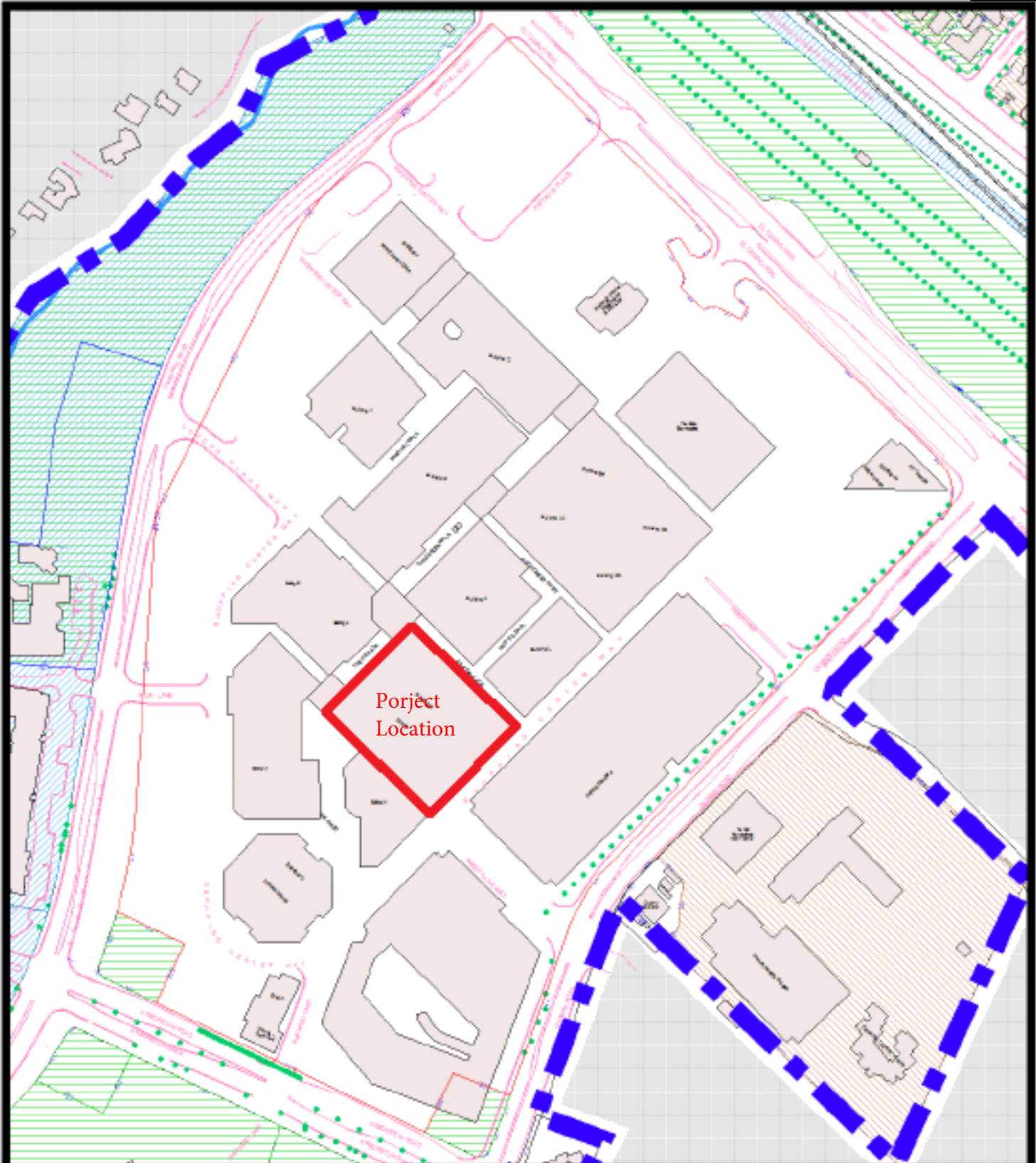
Jodie Gerhardt, Planning Manager
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Attachments:

- Attachment A: Location Map (PDF)
- Attachment B: Project Plans (DOCX)

¹ Emails may be sent directly to the ARB using the following address: arb@cityofpaloalto.org



180 EL Camino Real

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

A north arrow pointing upwards and a scale bar below it, marked with "0'" and "20'" to indicate distance.

ATTACHMENT B

Project Plans

Hardcopies of project plans are provided to Board members. These plans are available to the public online.

Directions to review Project plans online:

1. Go to: bit.ly/PApendingprojects
2. Scroll to find “180 El Camino Real – Macy’s Sign Exception” 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/180-El-Camino-Stanford-Shopping-Center-Macys-Signage-Exemption>