



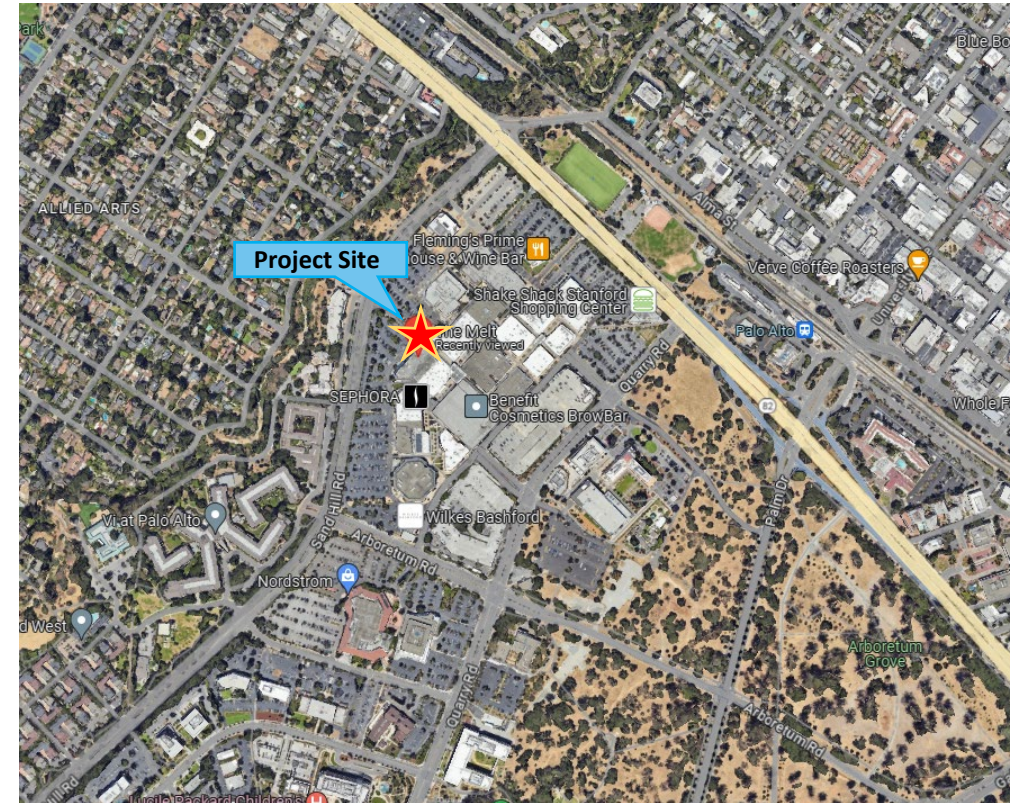
**180 El Camino Real**  
Stanford Shopping Center  
The Melt

September 5, 2024

[www.cityofpaloalto.org](http://www.cityofpaloalto.org)

# PROJECT LOCATION

180 El Camino Real,  
BLDG E, Suite #705A



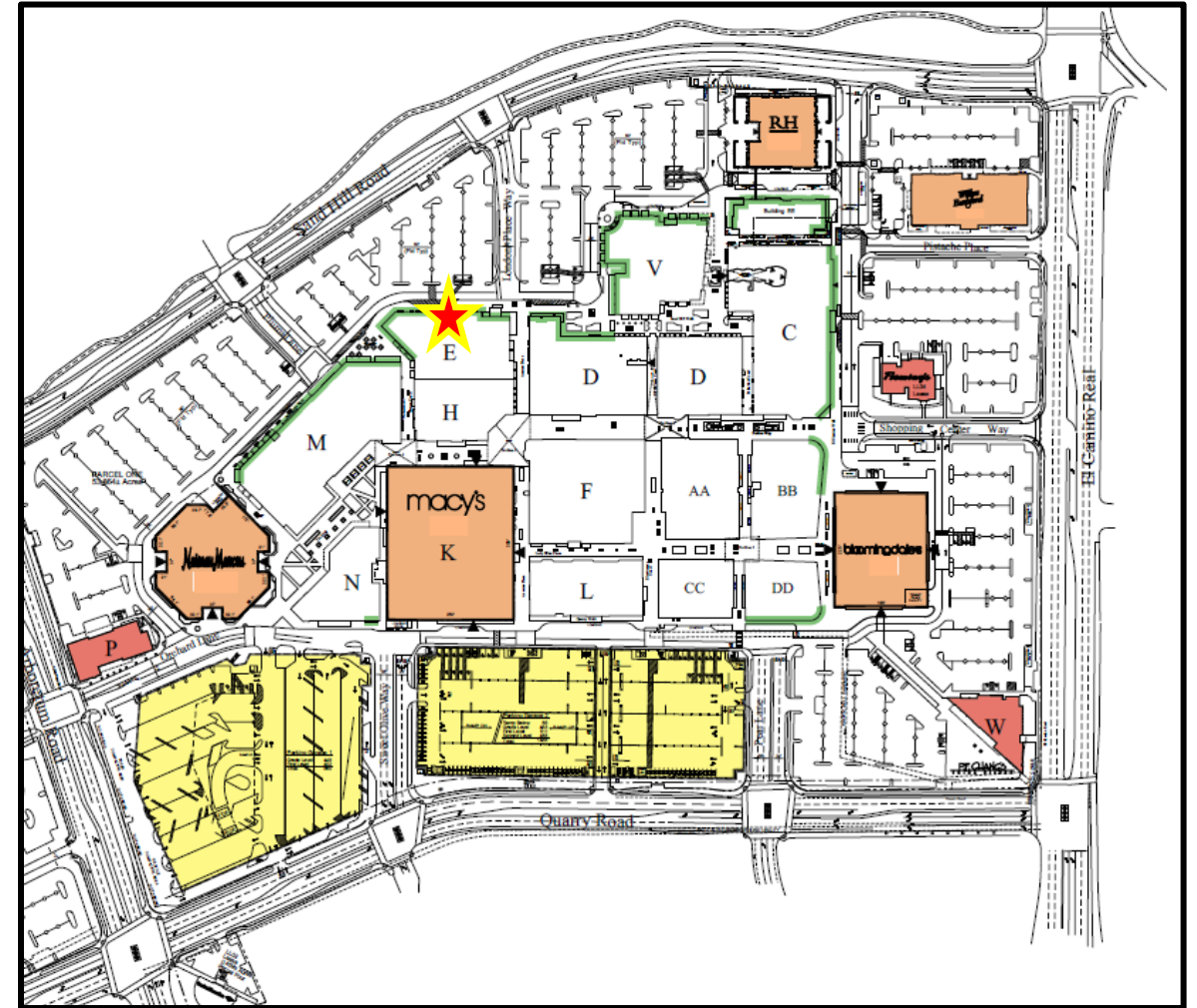


# BACKGROUND

## Master Tenant Façade & Sign Program (MTFS Program)

Green lines indicate tenant spaces which require City review

- Storefronts > 35ft in length require ARB (Public Hearing)
- Storefronts  $\leq$  35ft in length require Staff Level Review



# PROJECT OVERVIEW

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The project is located within the Stanford Shopping Center near the Sand Hill and London Plane entrance.

- Seeks to change the existing façade to accommodate improvements for The Melt, an existing tenant
- Redesigned outdoor patio
- New signage
- Updated lighting



*Proposed façade updates*



## PROJECT OVERVIEW

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The project does not increase the FAR or lot coverage of the site nor does it propose to change the use of the tenant space. Proposed exterior façade improvements include:

- Thin Brick Flat panels
- Matte Black Window Film and new glazing at arches
- Painted Mullions on existing glazing
- Black Mapes Panels at arches
- New Motorized Garage Door
- New Wooden Plank Exterior Fence at patio
- New Trellis and Umbrellas at patio
- New Planter Boxes with boxwood hedges at patio
- New Lighting



## PROJECT OVERVIEW

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The façade design is consistent with the MTFS program for the Shopping Center & is consistent with the Shopping Center's character



# Existing vs. Proposed Facade



Existing

Proposed



# Existing vs. Proposed Facade



Existing

Proposed





# Existing vs. Proposed Facade

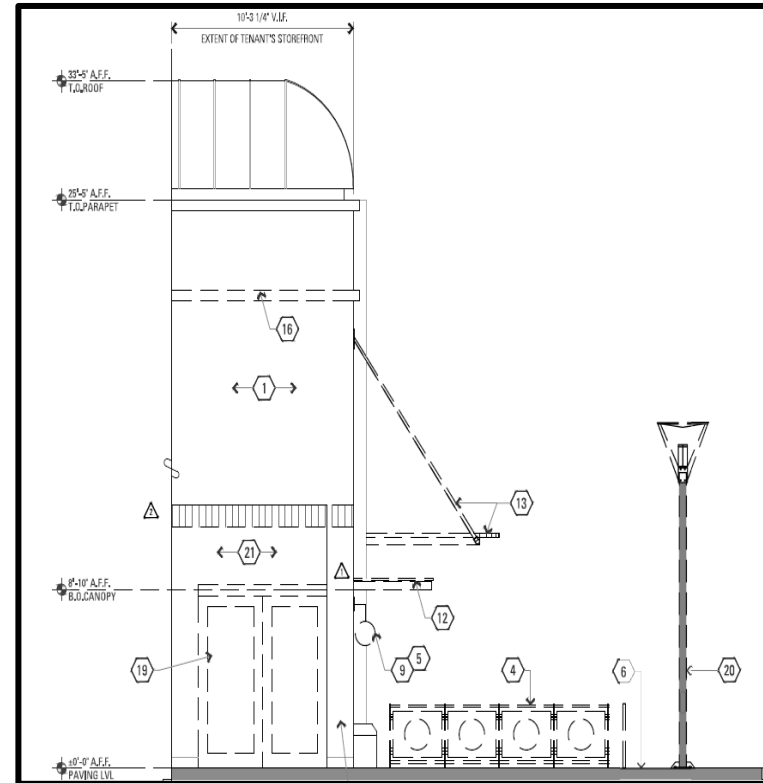


Existing

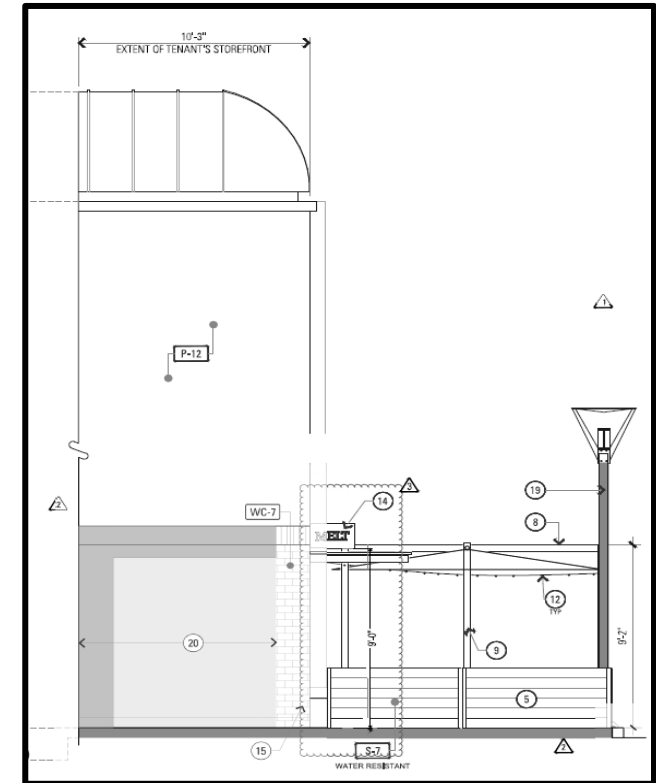
Proposed



# Existing vs. Proposed Facade



Existing



Proposed

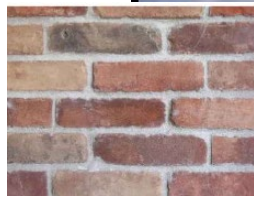


# COLORS AND MATERIALS BOARD



OPAQUE ALL SEASON WINDOW

MAPES PANEL



THIN BRICK FLATS



WOODEN FINISH PLANK



UMBRELLA  
FABRIC -  
CANVAS



Box Hedges

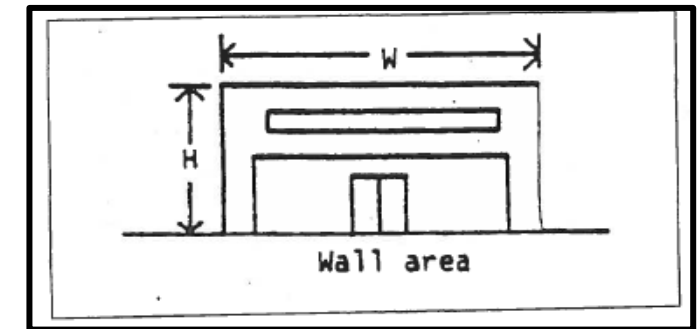
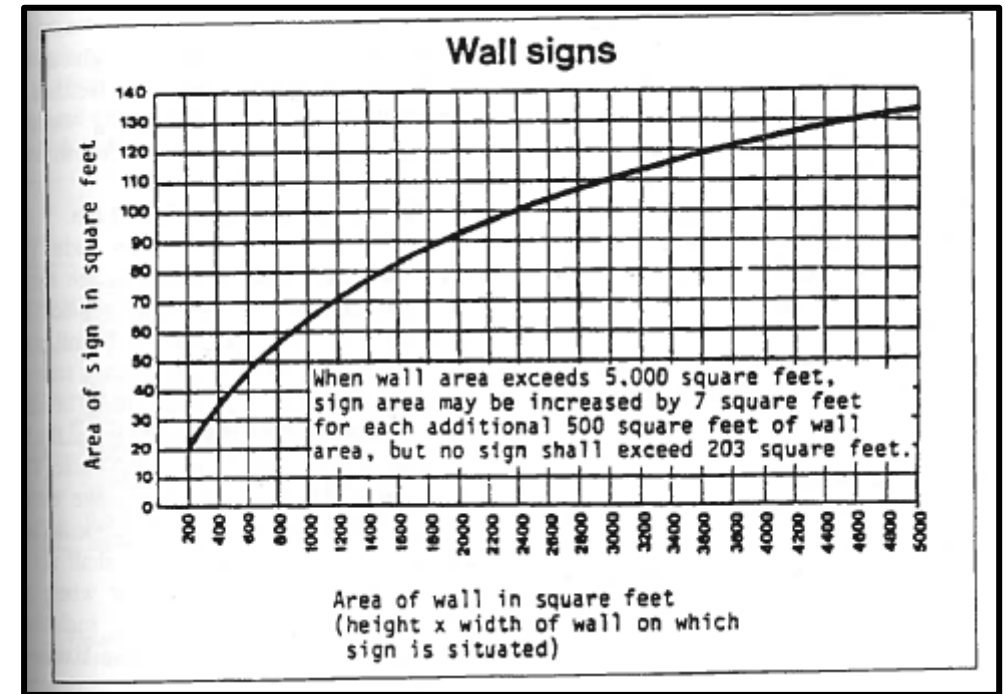




# SIGNAGE CONSIDERATIONS

## Municipal Code sign regulations

- Allows for several wall signs within the allowable sign area regulations
- The subject façade is
  - Primary: 25'5 by 57'4 = 1,463.7 sf allowing a maximum of 79 sf of sign area for wall signs
- Allows for blade signs up to 3 sf in area



# SIGNAGE CONSIDERATIONS

MTFS signage regulations allows for one primary wall sign, one secondary sign, and one blade sign.

Sign	Requirement	Number	Max Size	Location
Primary Sign (Wall Sign)	Required	1	Max Height 24" and otherwise proportional to logo characteristics; Stacked signs not to exceed 36" in height. Signs discouraged closer than 24" to demising wall or building corner	Primary Facade
Banner or Blade Sign (Projecting Sign)	Required	1	Banner: 24" projection x 60" in height Blade: 24" projection x 15" in height	Primary Façade (Blade signs to be located either under an awning or a façade wall not directly adjacent to an existing sign)
Canopy Sign	Optional	1	Maximum height is 9" and otherwise proportional to logo characteristics	Primary Facade
Super Graphic	Optional	Not Limited	None	Flexible
Secondary Sign or Emblem	Optional	1 (where applicable)	Secondary Sign: Max. height 18" and otherwise proportional to logo characteristics Emblem: max. height is 24" in any direction	Secondary Façade (where applicable)
Advertising Graphics and Signs	Optional	Not Limited	None	Only on inside plane of storefront windows,
Digital Images and Digital Signage	Optional	Not Limited	42" measured diagonally	Only in storefront windows

# SIGNAGE CONSIDERATIONS

Proposed Sign	Dimensions /Size	Location	Consistent with PAMC	Consistent with MTFSP?
Primary Wall Sign	86.76" x 24" <b>14.46 sf</b>	Primary facade	Yes	Yes
Secondary Wall Sign	128" x 18" <b>16 sf</b>	Secondary Facade	Yes	Yes
Blade Sign	24" x 15" <b>2.5 sf</b>	Primary Facade	Yes	Yes





# KEY CONSIDERATIONS AND CONDITIONS

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Ensure the project is in conformance with:

1. The ARB Findings
2. The MTFS program (façade and signage)
3. PAMC 16.20 - City's Sign Code

# RECOMMENDED MOTION

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Staff recommends the Architectural Review Board (ARB) take the following action:

1. Recommend approval of the proposed project façade changes and signage to the Director of Planning & Development Services based on findings and subject to staff's conditions of approval.





CITY OF  
**PALO  
ALTO**

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# SIGNAGE CONSIDERATIONS

Secondary sign = 16 sf, within Municipal Code regulations



# SIGNAGE CONSIDERATIONS

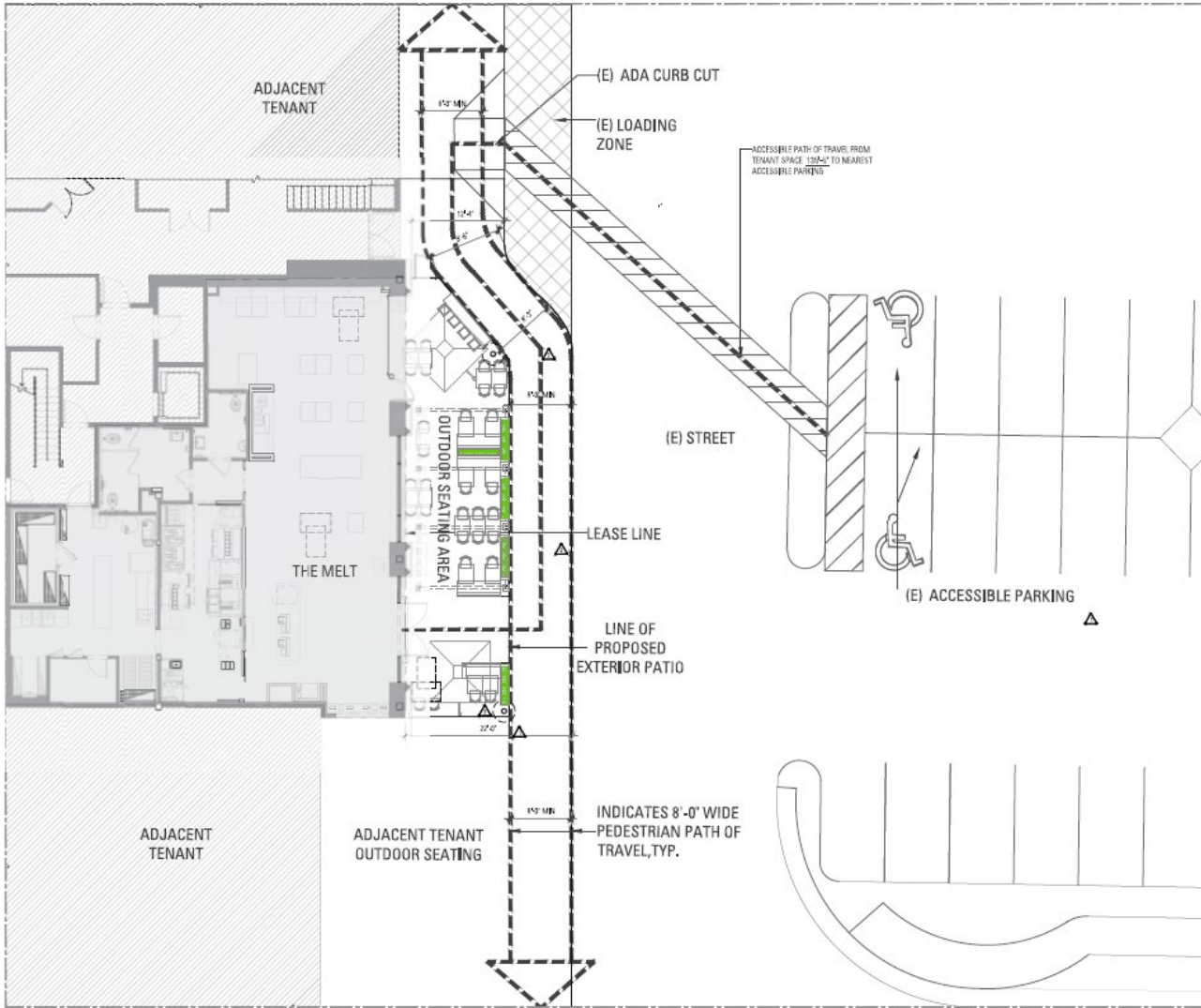
Primary Sign = 14.46 sf within Municipal Code regulations

14.46 SQ FT



1.1 *PRIMARY SIGN ELEVATION*  
Scale : 3/4" = 1'-0"

# SITE PLAN





# Garage Door Elevation

