

**PLANNING COMMISSION RESOLUTION NO. 2023-23****A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MENLO PARK APPROVING A SIGN REVIEW PERMIT FOR THREE ILLUMINATED SIGNS AT THE CITIZENM HOTEL AT 2 META WAY AND DETERMINING THAT THE PROJECT IS CONSISTENT WITH THE CERTIFIED EIR, FIRST ADDENDUM, AND SECOND ADDENDUM TO THE CERTIFIED EIR FOR THE FACEBOOK CAMPUS EXPANSION PROJECT.**

**WHEREAS**, the City of Menlo Park (“City”) received an application requesting sign review for three illuminated signs, which would feature bright colors (red) that would comprise more than 25 percent of the signage area, of which two of the signs would be new wall-mounted signs featuring lettering greater than 24 inches in size, and one sign would be a freestanding monument sign for a hotel currently under construction and regulated by a conditional development permit (collectively, the “Project”) from Amrita Meher (“Applicant”), on behalf of Ben McGhee (“Owner”), located at 2 Meta Way (APN 055-260-300) (“Property”). The Project sign review request is depicted in and subject to the development plans and project description letter, which are attached hereto as Exhibit A and Exhibit B, respectively, and incorporated herein by this reference; and

**WHEREAS**, the Property is located in the O-H (Office, Hotel) zoning district. The O zoning district allows a mixture of land uses with the purposes of attracting professional office uses, allowing administrative and professional office uses and other services that support light industrial and research and development sites nearby, providing opportunities for quality employment and development of emerging technology, entrepreneurship, and innovation, and facilitating the creation of a thriving business environment with goods and services that support adjacent neighborhoods as well as the employment base; and

**WHEREAS**, the proposed Project complies with all applicable objective standards of the City’s Zoning Ordinance, is generally consistent with the design standards for signs with approval of the sign review permit application requesting certain modifications for the lettering size, internal illumination, and the use of the color red, is consistent with the City’s General Plan goals, policies, and programs, and is consistent with the Third Amended and Restated Conditional Development Permit; and

**WHEREAS**, the proposed Project would incorporate lettering that would be more than 24 inches in height that would be setback from property lines and would not be generally visible from nearby residential uses; and

**WHEREAS**, the proposed Project would incorporate signs that would be internally illuminated, but no background would be illuminated for either the wall-mounted signs or the monument sign; and

**WHEREAS**, the Project would contain signage using the color red that would comprise more than 25 percent of the total sign area, but would be similar in color to other

components of the hotel and would be located away from property lines and would not be generally visible from residential uses; and

**WHEREAS**, the Project, requires discretionary actions by the City as summarized above, and therefore the California Environmental Quality Act ("CEQA," Public Resources Code Section §21000 et seq.) and CEQA Guidelines (Cal. Code of Regulations, Title 14, §15000 et seq.) require a determination regarding the Project's compliance with CEQA; and

**WHEREAS**, the City is the lead agency, as defined by CEQA and the CEQA Guidelines, and is therefore responsible for the preparation, consideration, certification, and approval of environmental documents for the Project; and

**WHEREAS**, the Project is categorically exempt from environmental review pursuant to CEQA Guidelines §15301 (Existing Facilities); and

**WHEREAS**, the Project is also consistent with the Certified EIR, First and Second Addenda to the Certified EIR for the Facebook Campus Expansion Project; and

**WHEREAS**, all required public notices and public hearings were duly given and held according to law; and

**WHEREAS**, at a duly and properly noticed public hearing held on May 15, 2023, the Planning Commission fully reviewed, considered, and evaluated the whole of the record including all public and written comments, pertinent information, documents and plans, prior to taking action regarding the Project.

**NOW, THEREFORE, THE MENLO PARK PLANNING COMMISSION HEREBY RESOLVES AS FOLLOWS:**

**Section 1. Recitals.** The Planning Commission has considered the full record before it, which may include but is not limited to such things as the staff report, public testimony, and other materials and evidence submitted or provided, and the Planning Commission finds the foregoing recitals are true and correct, and they are hereby incorporated by reference into this Resolution.

**Section 2. Sign Review Permit Findings.** The Planning Commission of the City of Menlo Park does hereby make the following Findings:

The approval of a sign review permit to install three signs, for a hotel currently under construction, is granted based on the following findings, which are made pursuant to the City of Menlo Park Design Guidelines for Signs:

1. Sign lettering larger than 24 inches may be considered for buildings with large setbacks from the street, as the project's signage is setback from the public right-of-way and aesthetically harmonious with the overall building design.

2. Internally illuminated signs may be used, with illumination of letters and graphics preferred over the illumination of the background, which is the illumination format proposed. The proposed design would illuminate individual letters and logos.
3. The three proposed signs all use Pantone 199C, which may be allowed through Planning Commission review and approval. The proposed amount of red is harmonious and compatible with the overall building design and scale, which is also consistent with the applicant's branding and corporate identity.

**Section 3. Sign Review Permit.** The Planning Commission approves Sign Review Permit No. PLN2023-00006, which is depicted in and subject to the development plans and project description letter, which are attached hereto and incorporated herein by this reference as Exhibit A and Exhibit B, respectively. The Sign Review Permit is conditioned in conformance with the conditions attached hereto and incorporated herein by this reference as Exhibit C.

**Section 4. ENVIRONMENTAL REVIEW.** The Planning Commission makes the following findings, based on its independent judgment after considering the Project, and having reviewed and taken into consideration all written and oral information submitted in this matter:

- A. The Project is categorically exempt from environmental review pursuant to Cal. Code of Regulations, Title 14, §15301 et seq. (Existing Facilities).
- B. The Project is consistent with the Certified EIR, First and Second Addenda to the Certified EIR for the Facebook Campus Expansion Project.

### **Section 5. SEVERABILITY**

If any term, provision, or portion of these findings or the application of these findings to a particular situation is held by a court to be invalid, void or unenforceable, the remaining provisions of these findings, or their application to other actions related to the Project, shall continue in full force and effect unless amended or modified by the City.

I, Corinna Sandmeier, Principal Planner and Planning Commission Liaison of the City of Menlo Park, do hereby certify that the above and foregoing Planning Commission Resolution was duly and regularly passed and adopted at a meeting by said Planning Commission on May 15, 2023, by the following votes:

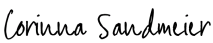
AYES: Harris, Barnes, Ehrich, Ferrick, Do, Riggs, Schindler

NOES: None

ABSENT: None

ABSTAIN: None

IN WITNESS THEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this 15<sup>th</sup> day of May, 2023.

DocuSigned by:  
  
36680C0214F747E...

Corinna Sandmeier  
Principal Planner and Planning Commission Liaison  
City of Menlo Park

#### Exhibits

- A. Project Plans
- B. Project Description Letter
- C. Conditions of Approval

# EXHIBIT A



BASKERVILL, P.O. BOX 400, RICHMOND, VA 23218-0400

NOT FOR  
CONSTRUCTION

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PROJECT NUMBER  
2.200104.0

**citizenM Menlo Park**  
2 Meta Way, Menlo Park, CA 94025

ISSUE  
03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION



ARCHITECTURAL AREA PLAN  
**PAGE 1**





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PROJECT NUMBER  
2.200104.0

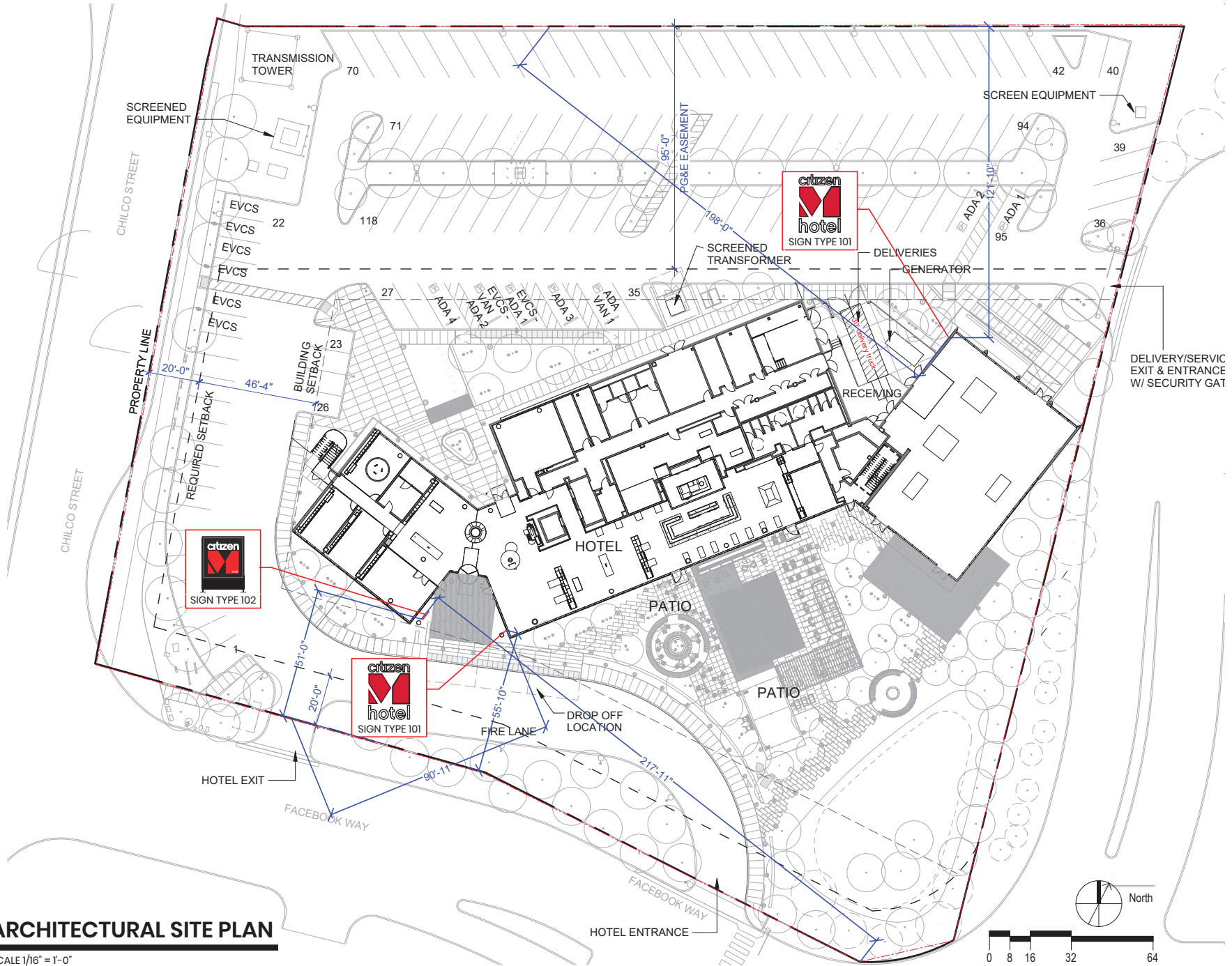
**citizenM Menlo Park**  
2 Meta Way, Menlo Park, CA 94025

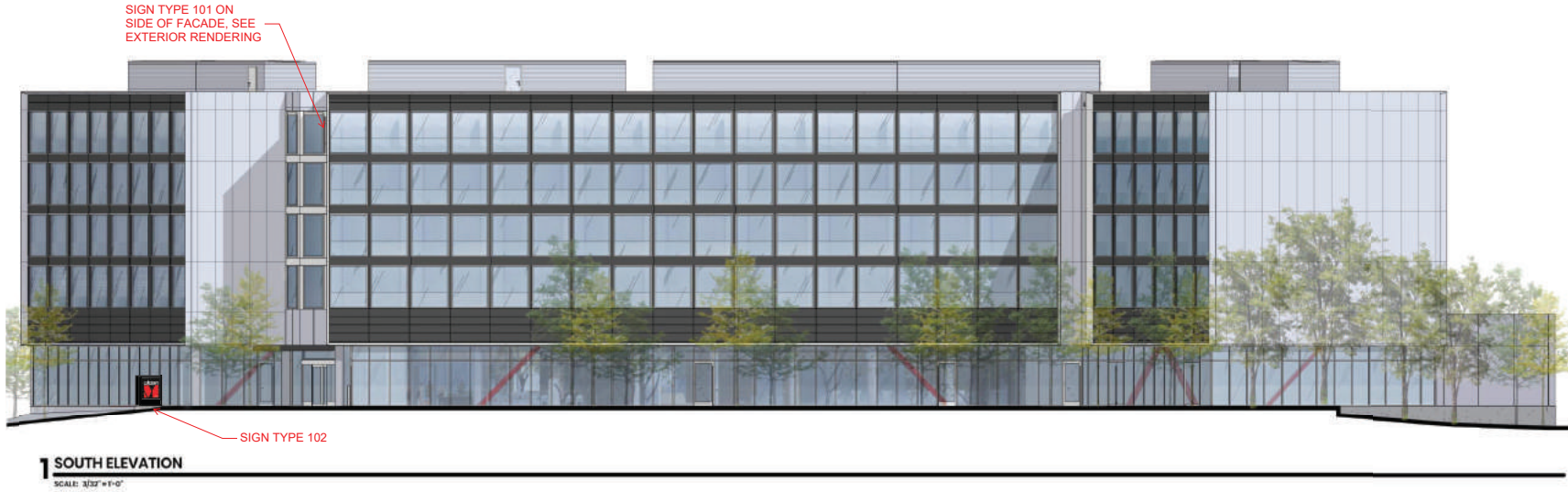
ISSUE  
03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION

ARCHITECTURAL SITE PLAN  
PAGE 2

# 1 ARCHITECTURAL SITE PLAN

SCALE 1/16" = 1'-0"





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CONSTRUCTION

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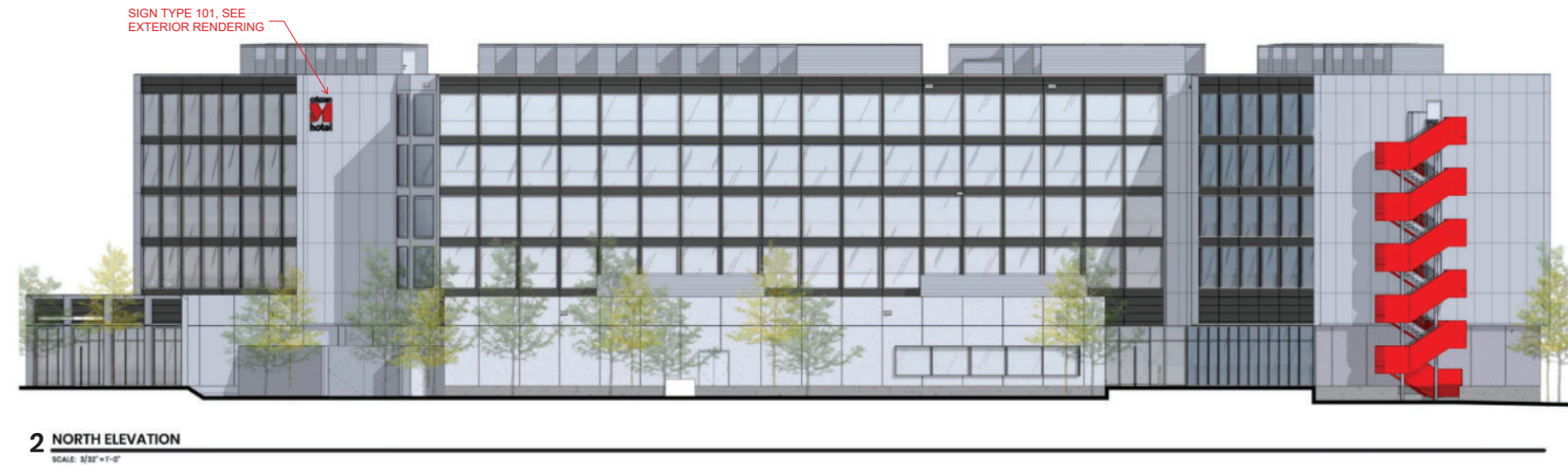
PROJECT NUMBER  
2.200104.0

**citizenM Menlo Park**  
2 Meta Way, Menlo Park, CA 94025

NOTE:  
DRAWING IS FOR  
REFERENCE ONLY AND ONLY  
THE PROPOSED SIGNAGE IS  
UNDER REVIEW.

ISSUE  
03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION

COLOR ELEVATIONS  
**PAGE 3**

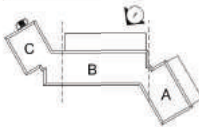






NORTH ELEVATION - PEDESTRIAN PERSPECTIVE

KEY PLAN



BASKERVILL, P.O. BOX 400, RICHMOND, VA 23218-0400

NOT FOR  
CONSTRUCTION

DISCLAIMER: BASKERVILL, LLC AND ITS AFFILIATES SHALL BE IN NO PART RESPONSIBLE FOR ANY ERRORS OR OMISSIONS IN THIS DOCUMENT.

PROJECT NUMBER  
2.200104.0

**citizenM Menlo Park**  
2 Meta Way, Menlo Park, CA 94025

NOTE:  
DRAWING IS FOR  
REFERENCE ONLY AND ONLY  
THE PROPOSED SIGNAGE IS  
UNDER REVIEW.

ISSUE  
03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION

EXTERIOR RENDERING  
**PAGE 4**





SOUTH ELEVATION RENDERING - PEDESTRIAN PERSPECTIVE

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NOT FOR  
CONSTRUCTION

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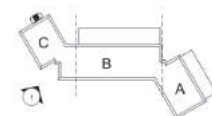
PROJECT NUMBER  
2.200104.0

**citizenM Menlo Park**  
2 Meta Way, Menlo Park, CA 94025

NOTE:  
DRAWING IS FOR  
REFERENCE ONLY AND ONLY  
THE PROPOSED SIGNAGE IS  
UNDER REVIEW.

ISSUE  
03/10/2023-  
SIGNAGE USE PERMIT  
MODIFICATION

KEY PLAN



EXTERIOR RENDERING  
**PAGE 5**

# Color Board Sheet



## color

### white



CMYK 0 / 0 / 0 / 0  
Pantone White  
RAL 9003

### citizenM red



CMYK 0 / 100 / 68 / 0  
Pantone 199 C / 199 U  
RAL 3020

### black



CMYK 20 / 20 / 20 / 100  
Pantone Process Black C / Process Black U  
RAL 9005

## typefaces

Chalet - New York 1960

A B C D E F G H I J K L M N O P Q R S T V W X Y Z

a b c d e f g h i j k l m n o p q r s t v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? @ £ € \$ & %

## finish

### matte white



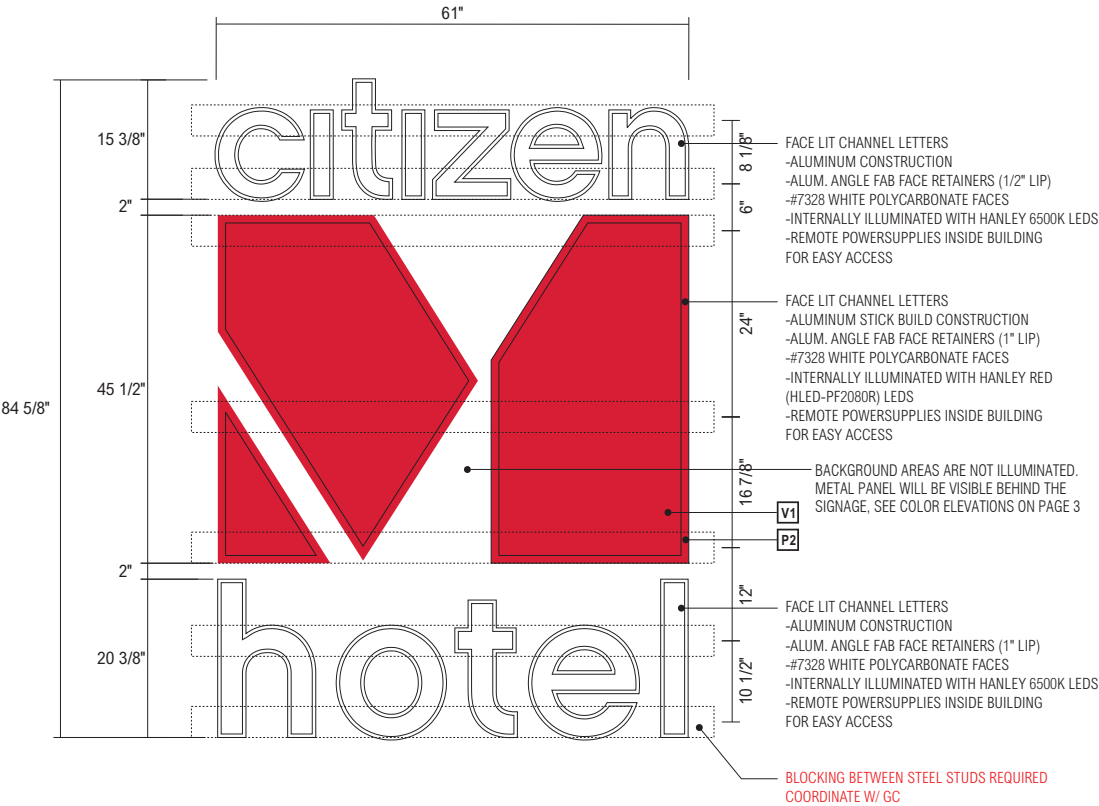
### matte red



### matte black



SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX  
FACE LIT CHANNEL LETTERS | FLUSH MOUNTED  
QTY: 2



1 FRONT VIEW  
2.0 Scale: 3/4" = 1'-0" 36 SF.



- P1 AKZO NOBEL - BLACK TO MATCH RAL 9005 (MATTE)
- P2 AKZO NOBEL - TO MATCH PANTONE 199
- P3 AKZO NOBEL - WHITE
- V1 TRANSLUCENT DIGITAL PRINT TO MATCH PANTONE 199

OAKHURST  
SIGNS & GRAPHICS

12445 62ND ST N, SUITE 305  
LARGO, FL 33773  
PHONE: 727.532.8255  
FAX: 727.532.4354

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CLIENT:  
MORTENSON  
CONSTRUCTION

PROPERTY:  
2 FACEBOOK WAY  
MENLO PARK CA  
94025

PROJECT:  
SIGN PACKAGE

ACCOUNT MANAGER:  
JOHN POWERS

PROJECT MANAGER:  
JOHN BERNARD

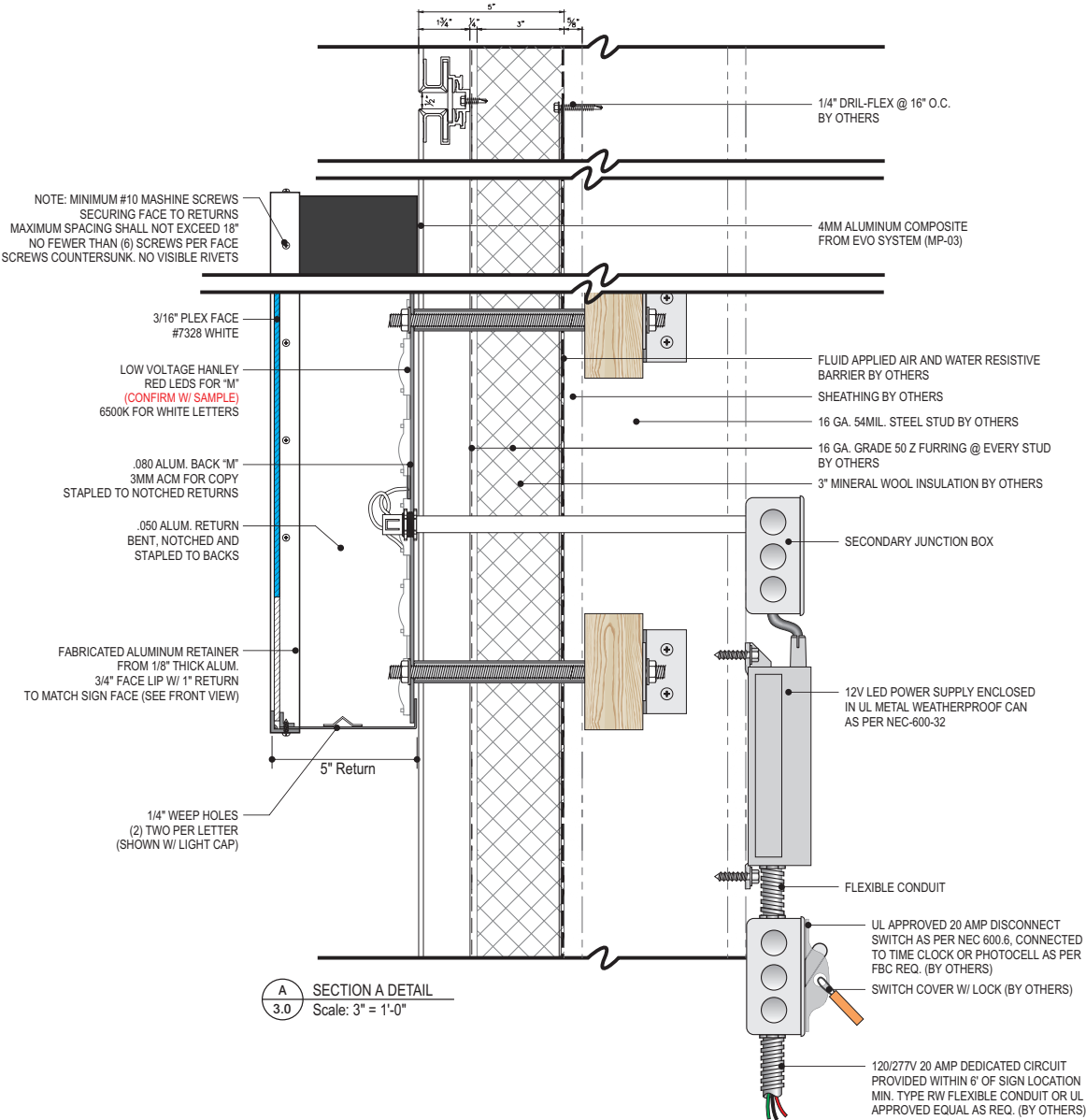
DATE:  
06/21/22

VERSION:  
PERM 03

HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS



SIGN TYPE 101 : EXTERIOR FACADE LIGHTBOX  
TYP. CONSTRUCTION DETAILS | FACE LIT CHANNEL LETTERS | FLUSH MOUNTED  
QTY: 2



  
**OAKHURST**  
SIGNS & GRAPHICS

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LARGO, FL 33773  
PHONE: 727.532.8255  
FAX: 727.532.4354

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CLIENT:  
**MORTENSON  
CONSTRUCTION**

PROPERTY:  
**2 FACEBOOK WAY  
MENLO PARK CA  
94025**

PROJECT:  
**SIGN PACKAGE**

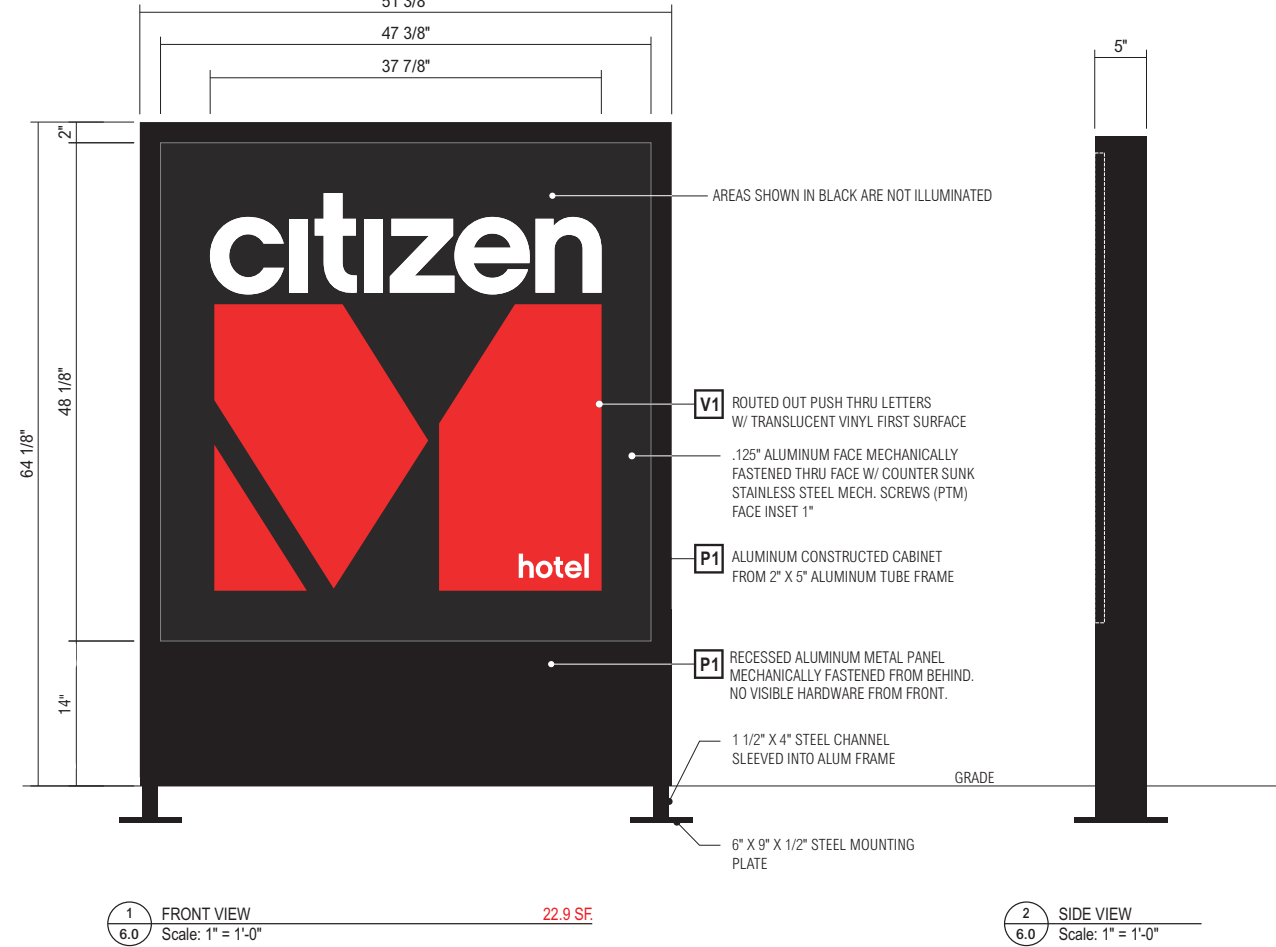
ACCOUNT MANAGER:  
**JOHN POWERS**

PROJECT MANAGER:  
**JOHN BERNARD**

DATE:  
**06/21/22**


VERSION:		
PERM 03		
HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS

**SIGN TYPE 102 : EXTERIOR ENTRANCE MONUMENT**  
**FREESTANDING DOUBLE SIDED MONUMENT WITH ILLUMINATED LETTERS**  
**QTY: 1**



- P1 AKZO NOBEL - BLACK TO MATCH RAL 9005 (MATTE)
- V1 TRANSLUCENT DIGITAL PRINT TO MATCH PANTONE 199C





**OAKHURST**  
SIGNS & GRAPHICS

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LARGO, FL 33773  
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CLIENT:  
**MORTENSON  
CONSTRUCTION**

PROPERTY:  
**2 FACEBOOK WAY  
MENLO PARK CA  
94025**

PROJECT:  
**SIGN PACKAGE**

ACCOUNT MANAGER:  
**JOHN POWERS**

PROJECT MANAGER:  
**JOHN BERNARD**

DATE:  
**06/21/22**

VERSION:  
**PERM 03**

HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS

**PAGE 9**

PROJ **38231**

**SIGN TYPE 102 : EXTERIOR ENTRANCE MONUMENT**  
**FREESTANDING DOUBLE SIDED MONUMENT WITH ILLUMINATED LETTERS**  
**QTY: 1**



**OAKHURST**  
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LARGO, FL 33773  
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CLIENT:  
**MORTENSON  
CONSTRUCTION**

PROPERTY:  
**2 FACEBOOK WAY  
MENLO PARK CA  
94025**

PROJECT:  
**SIGN PACKAGE**

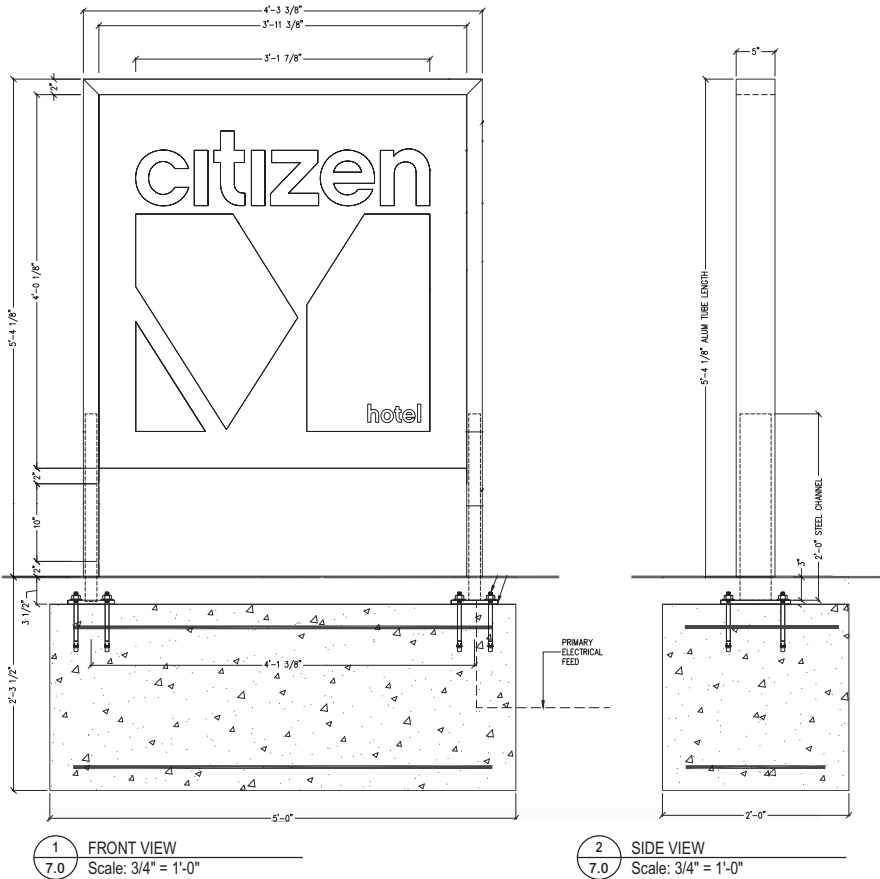
ACCOUNT MANAGER:  
**JOHN POWERS**

PROJECT MANAGER:  
**JOHN BERNARD**

DATE:  
**06/21/22**

VERSION:  
**PERM 03**

HISTORY	DATE	DESIGNER
PERM 02	01/17/23	DS
PERM 03	03/08/23	DS



- P1

AKZO NOBEL - BLACK TO MATCH RAL 9005 (MATTE)
- V1

TRANSLUCENT DIGITAL PRINT TO MATCH PANTONE 199C



**citizenM Hotel – Menlo Park****Sign Review****Project Description****Revised April 20, 2023**

The citizenM Hotel project located on the Facebook West Campus is an approximately 79,000 square foot, 240-room hotel, with a 4,300 square foot restaurant. The hotel was originally approved by the City Council in connection with the Facebook Campus Expansion Project in November 2016. In February 2020, the City Council approved a revised project that, among other things, increased the number of rooms to 240. The Planning Commission subsequently approved major modifications to the Third Amended and Restated Conditional Development Permit (the “CDP,” which covers Buildings 20, 21, 22 and 23, in addition to the hotel) in April 2022 for, among other things, interior and exterior changes to the landscaping and on-site circulation. The hotel is currently under construction and anticipating a substantial completion date in September 2023.

The purpose of this application is to seek Sign Review of the two 36 square foot wall signs exhibiting citizenM’s corporate logo on the façade of the hotel, as well as an approximately 23 square foot freestanding pole sign located at the entrance to the hotel. The wall signs are comprised of face lit channel letters and constructed of aluminum with white polycarbonate faces. The signs are internally illuminated with hanley red LEDs and powered by a remote system inside the building for ease of access. The pole sign is over 5 feet tall and constructed of aluminum with a translucent vinyl surface and illuminated letters.

Each of the signs for which approval is being sought (including their location, color and size) were depicted in the renderings and elevation plans included in the approved plan set dated “received” March 16, 2022, which were presented to and approved by the Planning Commission in April 2022. However, because the Planning Commission did not formally consider a request for approval under the City’s Sign Design Guidelines for the color red, Planning Commission approval of the color red is now being sought.

**The Proposed Signage is Within the Allocation Allowed under the CDP**

Section 4 of the CDP limits the maximum sign area for the entire Facebook Campus Expansion Project to 600 square feet (which may be exceeded through a use permit) and requires the City’s approval of the square footage, location, and materials through the Sign Permit process. The existing signage on the site totals approximately 180 square feet, calculated as follows:

- MPK 20: Two 7’ x 4’ signs = 60 sq. ft. (located along the Bayfront Expressway)
  - MPK 21: One double-sided 7’ x 4’ sign = 60 sq. ft. (located along the Bayfront Expressway)
  - MPK 22/23: One 15’ x 4’ sign = 60 sq. ft. (located at the intersection of Chilco and Constitution)
- 

Total = 180 sq. ft.

The proposed signage totals approximately 95 square feet, for a cumulative total of 275 square feet within the Facebook Campus Expansion Project, which is 325 square feet less than the maximum allowed under the CDP.

### **The Proposed Signage Lettering Exceeds 24” and is Adequately Setback from Right-Of-Way**

In addition, citizenM’s corporate logo contains a prominent red “M” that takes up approximately 35% of the total sign area and is approximately 45” tall for the wall signs and 28” for the pole sign. Under General Criteria B4 of City’s Sign Design Guidelines, lettering larger than 24 inches may be considered for buildings with large setbacks for the street.

The wall sign facing the Bayfront Expressway is located approximately 180’ away from the right-of-way, and the second wall sign is located approximately 150’ away from the right-of-way at Chilco Street. The “M” on the pole sign is also appropriately sized to identify the hotel for visitors and guests who arrive at the drop off location and is also set back significantly from the public right-of-way. The location and height of the lettering in these signs is consistent with the renderings and elevations previously included in the plan set approved by the Planning Commission in April 2022, and is appropriately sized given the building setbacks described above.

### **Request for Approval of Red Signs**

Finally, the “M” is in a shade of red that is identified in the Sign Design Guidelines as requiring “review and approval” by the Planning Commission. citizenM’s corporate logo was shown on various iterations of the plans throughout the entitlement process, and the location and colors of the proposed wall signs (i.e., citizenM’s red and white corporate logo which is prominently featured on all of citizenM’s hotels) were depicted on the plans that were reviewed and approved by Planning Commission on April 11, 2022. citizenM’s red logo was included in all marketing materials that were made available to stakeholders. Given the location of the hotel site and the previous reviews that have occurred which depicted the prominent color of the hotel’s signage and citizenM’s logo, we believe the proposed signage is compatible and harmonious with the surrounding area and consistent with the plans that were previously reviewed and approved by the Planning Commission.

With respect to community outreach, citizenM conducted extensive outreach at the time of the original entitlement in 2020 and the subsequent modifications that were approved in 2022, which were processed without major objections to the hotel use or design. Because the City and community are familiar with the logo and since no changes have been made since the project was entitled, no further outreach related to this application is contemplated at this time.

## 2 Meta Way – Attachment A, Exhibit C

## EXHIBIT C

<b>LOCATION:</b> 2 Meta Way	<b>PROJECT NUMBER:</b> PLN2023-00006	<b>APPLICANT:</b> Amrita Meher	<b>OWNER:</b> Ben McGhee
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**PROJECT CONDITIONS:**

1. The sign review shall be subject to the following standard conditions:
  - a. Development of the project shall be substantially in conformance with the plans prepared by Baskervill, consisting of 10 plan sheets, dated received April 20, 2023 and approved by the Planning Commission on May 15, 2023, except as modified by the conditions contained herein, subject to review and approval of the Planning Division.
  - b. The project shall adhere to all ordinances, plans, regulations, and specifications of the City of Menlo Park and all applicable local, State, and Federal laws and regulations.
  - c. Prior to building permit issuance, the applicant shall comply with all West Bay Sanitary District, Menlo Park Fire Protection District, and utility companies' regulations that are directly applicable to the project.
  - d. Prior to building permit issuance, the applicant shall comply with all requirements of the Building Division, Engineering Division, and Transportation Division that are directly applicable to the project.
  - e. Prior to building permit issuance, the applicant shall pay all fees incurred through staff time spent reviewing the application.
  - f. The applicant or permittee shall defend, indemnify, and hold harmless the City of Menlo Park or its agents, officers, and employees from any claim, action, or proceeding against the City of Menlo Park or its agents, officers, or employees to attack, set aside, void, or annul an approval of the Planning Commission, City Council, Community Development Director, or any other department, committee, or agency of the City concerning a development, variance, permit, or land use approval; provided, however, that the applicant's or permittee's duty to so defend, indemnify, and hold harmless shall be subject to the City's promptly notifying the applicant or permittee of any said claim, action, or proceeding and the City's full cooperation in the applicant's or permittee's defense of said claims, actions, or proceedings.
  - g. Notice of Fees Protest – The applicant may protest any fees, dedications, reservations, or other exactions imposed by the City as part of the approval or as a condition of approval of this development. Per California Government Code 66020, this 90-day protest period has begun as of the date of the approval of this application.
2. The sign review shall be subject to the following **project-specific** condition:
  - a. Prior to building permit issuance, the applicant shall demonstrate compliance with all applicable project-specific conditions of approval outlined in Sections 9 and 15 of the Third Amended and Restated CDP and Mitigation, Monitoring, and Reporting Program (MMRP) mitigation measures, subject to review and approval by the Planning, Building, Engineering and Transportation Divisions.