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PUBLIC ART COMMISSION

Thursday, July 17, 2014

Palo Alto Civic Center
Council Conference Room
250 Hamilton Avenue

7:00 p.m.

AGENDA

ROLL CALL

AGENDA CHANGES, REQUESTS, DELETIONS

ORAL COMMUNICATIONS

(Members of the public are invited to address the commission on any subject not on the agenda. A reasonable time restriction may be imposed at the discretion of the Chair.)

Materials related to an item on this agenda submitted to the Public Art Commission after distribution of the agenda packet are available for public inspection in the front office of the Lucie Stern Community Center during normal business hours

APPROVAL OF MINUTES – June 19, 2014

FINANCIAL REPORT - CIP BUDGET MAINTENANCE BUDGET

STAFF COMMENTS

ACTION

1. Municipal Art Plan – Vice Chair Miyaji recommends the approval of the Municipal Art Plan for FY2015. (15 minutes) ATTACHMENT
2. City Hall Artwork - Staff recommends the approval of an artist for the City Hall New Media Art Project and the allocation of up to \$25,000 for the remaining funds required to execute the contract. (15 minutes) ATTACHMENT
3. Confluence by Michael Szabo – Staff recommends the approval of \$12,250 for additional work required for the fountain by Michael Szabo at the intersection of California Avenue and Park. (15 minutes) ATTACHMENT

NON-ACTION

4. 429 University Avenue- Initial review of the 429 University Avenue project. Presentation by Ken Hayes of the Hayes Group and Elizabeth Wong. ATTACHMENTS (25 minutes)
5. 441 Page Mill Road – Initial review of the 441 Page Mill Road project. Presentation by Paula Kirkeby, Norm Schwab and Alena Campagna of Stoecker & Northway Architects. ATTACHMENTS (25 minutes)
6. Public Art Master Plan – Discussion of public art master plan draft call.
7. Subcommittee Reports:
 - a. Governance
 - b. Innovation
 - c. Outreach
 - d. Ad-Hoc

ANNOUNCEMENTS FOR YOUR CALENDAR

Next Meeting: Regular Meeting Thursday August 21

CITY OF PALO ALTO
MUNICIPAL ARTS PLAN

Municipal Code

The Palo Alto Public Art Commission ("The Commission") was created pursuant to Section 2.18 of the Municipal Code. The duties of the PAC are set forth in Section 2.18.070 and 2.26.030 of Municipal Code, which duties include, among other things, (i) advising the City in matters pertaining to the quality, quantity, scope and style of art in public places, and concerning the purchase, maintenance, placement, alteration, sale, transfer of art in public places, (ii) advising the City regarding amounts to be expended on art in public places, (iii) devising methods of selecting and commissioning artists with respect to the design, execution, and placement of art in public places, and (iv) advising the City on such other matters pertaining to the art in public places program as may be appropriate.

The Art in Public Places Program (*now referred to as the Public Art Program*), as defined Section 2.26.010(1) of the Municipal Code, includes all visual work displayed or performed for two weeks or more in an open city-owned area, on the exterior of any city-owned facility, within any city-owned facility in areas designated as public area, lobbies, or public assembly areas, or on non-city property if the work is installed or financed, either wholly or in part, with city funds or grants procured by the City.

Other important sections of the Municipal Code applicable to the work of the PAC include Section 2.26.060 (Decisions on artistic matters), Section 2.26.040 (Standards for Review) and Section 2.26.050 (General Rules for art in public places).

Mission

The Commission seeks to enhance the quality of life of its City's residents and visitors with daily exposure to and engagement in public art in Palo Alto.

Overview

The Municipal Arts Plan identifies the priorities of the Public Art Commission in their role advising the Public Art Program, and is designed to be updated annually. It is intended to set overall goals, from which a work plan can be created. It is the sole document/product, whereby on an annual basis, Art Commissioners can provide suggestions for new projects and priorities given the collective agreement of fellow Commissioners.

June 2014

The role of an Art Commissioner is to be an ambassador for Palo Alto's Public Art Program. With that job in mind, this year's MAP is focused on ensuring Art Commissioners' participation in key projects and events planned for the year.

For Fiscal Year 2015, the MAP focuses on a comparatively few priorities:

- launching a Public Art Master Plan process
- inspiring developers and owners involved in the Percent for Art in Private Development program
- actively participating in Events where Public Art is highlighted

Recommended budgets for each priority are addressed below as is the role of the subcommittee structure in light of new projects and priorities identified for the year.

(A) Public Art Master Plan (PAMP)

Goal: Launch the Public Art Master Plan process

- work with staff to develop an appropriate scope for the RFP to be issued by August 2014
- ensure stakeholder participation by actively engaging in the outreach process
- active, individual participation in the master plan process

Budget recommendation - \$50-65k

(B) Percent for Art in Private Development

Goal: Inspire developers and owners to create a diverse range of exciting new public art for Palo Alto

- Investigate and share innovative public art concepts for consideration by all developers who will be implementing public art in their projects in the coming years
- Utilize PAMP to identify and prioritize media, variety of art to pursue
- Collect images of innovative art ideas on a sharable web-based system

Budget recommendation – none needed

(C) Public Art Events

Goals: Participate in events where public art is showcased and actively encourage participation of all identified stakeholder groups through personal contact to ensure broad constituent participation in these events

- Mitchell Park opening event – highlight four new public art pieces
- Main Library & Art Center opening event – highlight two new public art pieces as well as celebrate gift from family of Nathan Oliveira located in Art Center courtyard
- Discenza installation – develop community walking tour to highlight this temporary installation
- Cal Ave event – celebrate refurbished Szabo fountain along with existing public art pieces

- Events for all new public art – attend all ribbon cuttings for new public art pieces
Budget recommendation – none needed

(D) Subcommittees

As established by prior members of the Art Commission, continue to use the refined Subcommittee structure to further goals and priorities throughout the year as needed.

- Outreach
 - Develop a short (1-min) overview of the role and priorities of the Public Art Program and Commission for Fiscal Year 2015
 - Identify and reach out to a broad group of stakeholders to participate in the master plan process
- Innovation
 - Pursue Fieldtripper.com app for public access of public art collection
 - Collect images of innovative art projects on web-based system
- Governance
 - Continue work on process documents
- Ad Hoc
 - Create as needed for projects the art commission undertakes
 - University Ave tunnels funding plan and implementation

(E) Budget / Financial

- Commit funds for projects that further the priorities of the Municipal Arts Plan for Fiscal Year 2015
- Pursue pooling municipal and private funding to further goals established in PAMP



CITY OF
**PALO
ALTO**

City of Palo Alto Staff Report to Public Art Commission

DATE: July 15, 2014

RE: Item 2, City Hall New Media Artwork

RECOMMENDATION: Staff recommends that the Public Art Commission approve artist Susan Narduli as the artist for the City Hall new media artwork and allocate up to \$25,000 for the implementation of the project

BACKGROUND: The first floor of City Hall has not been updated to suit the current needs of the community and what it expects of our civic space. The deferred maintenance and upgrades to the building as well as the amenities within have been overdue. Council is making an effort to invest in our infrastructure. While the backlog of infrastructure needs is much larger, this is an important initial step toward preserving an important capital asset. With the upgrades currently being made to the City Hall lobby, it is the opportune time to leverage the construction budget to support and integrate an engaging new media artwork.

Palo Alto enjoys a high level of civic participation in local government. Arts and culture engage the community in a way that represents its collective voice, as well as bringing attention to those segments of the population that may not be as well represented. By creating and installing an interactive public artwork into the lobby of our City Hall, we are asking the community to treat the space as its larger 'home'. Inviting the citizens of Palo Alto to interact with a significant work of art will result in a strong collective voice that inspires the open, transparent and creative government we strive to be.

New media allows for access to content anytime, anywhere, on any digital device, as well as promotes interactive feedback, participation, and community creation around the media content. A truly interactive new media artwork can take many forms – from streaming information about trending Twitter feeds in the area, allowing residents to contribute information digitally to the artwork, or reflecting back visual information gathered from the Community.

A strong interactive artwork will help:

- Reinforce creative identity
- Offer another way for the City to engage the public in dialogue

- Give the public a sense of ownership of the Public Space
- Shape a collective history and identify absent narratives
- Enforce connection and empathy between citizens

While there have been multiple City Hall upgrades over the past 14 years, there has been no art allocation. It is unclear as to why some of these projects did not include the percent for art requirement. The renovation of the lobby space is an ideal opportunity to ensure that we offer a more engaging and stimulating environment for the public in this civic space.

DISCUSSION:

Staff began discussions with the project team, the City Manager's Office and Information Technology during the spring of 2013 to explore the possibility of incorporating a new media artwork into the plans for the new lobby. The Public Art Program staff and the Public Art Commission had been discussing the possibility of commissioning a new media artwork within the City, but the opportunities for protected indoor spaces, as well as impactful budgets, have been very limited. The vision for the renovated lobby space with IT features aligned nicely with the interactivity that new media artwork can offer.

Staff coordinated with the design team, City Manager's Office and IT to leverage line items planned for the lobby space, such as computer monitors and running data and electrical supplies to the wall site to help offset the overall cost of the new media artwork. Staff put out a request for qualifications to artists interested in consideration for the commission of a new media piece in City Hall – underlining the fact that the funds had not yet been secured. 107 artists applied, staff brought the number down by half, and then a pre-panel brought the number down to 29 artists. A selection panel made up of the Project Architect Tom Lowe, Director of the City's IT Department Jonathan Reichenthal, Public Art Commission Vice-Chair Ben Miyaji, new media Artist Camille Utterback, and San Jose Senior Public Art Project Manager Mary Rubin selected 21 of those artists to review in depth. The panel met in March and selected five artists to create site specific conceptual proposals for the City Hall site. The panel re-convened in April to review the five proposals. Of the five proposals, there were three that emerged as the favorites, scoring very closely. Staff gathered input from the panelists and asked those three artists (or teams) to please submit an addendum to their proposal addressing some of the concerns and feedback from the panel. Those three applicants were: Susan Narduli, artist team Chris Doyle and Marina Zurkow, and artist team Wesley Heiss and Marek Walczak.

The panel participated in a phone conference in May to discuss the artists' responses to the panel feedback and rank the proposals. The rankings proved inconclusive. While one of the proposals technically had the most rankings in first place, it was also the most divisive proposal with the most rankings in last place. As a project that will require the full support of the departments involved with the overall implementation, support and use of the renovated lobby space, staff reached out to the City Manager's office, IT and the project team to gather input as to which of the proposals would best integrate into the space and goals for the renovated City Hall space.

Staff determined that based on the input from key stakeholders, the panel, and staff, Susan Narduli's proposal for *Conversation* will activate the renovated City Hall lobby space, invite visitors to interact with the artwork, and offer a new and exciting art experience for visitors each time they visit City Hall lobby. The piece is anticipated to be a destination artwork for visitors and residents alike.

BUDGET IMPLICATIONS AND TIMELINE: A modest budget for a new media artwork of this scale and level of interactivity is \$250,000. The Narduli proposal will be able to offset some costs for the artwork from the existing budget allocation for monitors in the renovation budget – bringing the cost of the art project down to approximately \$221,000. The remodeling budget will allocate \$25,000 from the percent for art allocation for the project. The PAC approved \$25,000 from the Public Art CIP budget in FY14 toward the project. An additional amount for artwork was approved by Council in June for \$150,000. With the final approval from the PAC for \$25,000 in FY15, then the staff can enter into a contract with Susan Narduli and have contingency funds set aside. Unused contingency funds will be returned to the CIP.

Renovation of Council Chambers has already begun with the refurbishment of the benches and carpet replacement. It is anticipated that the rest of the construction on the first floor will begin in August or September with the lobby construction phased after the renovation of the council conference room, construction of the new meeting space adjacent to the lobby, and renovation of the existing revenue collections space.

Upon final approval from the PAC, a contract will be drawn up with Susan Narduli. Once a contract is signed, Susan Narduli is ready to get started with gathering input and community meetings as part of her concept development. She anticipates it will be approximately 6-8 months before the artwork is ready for installation. Depending on how the construction timeline at City Hall progresses, the artwork will be ready for installation shortly after the lobby renovation is complete.



DATE: July 10, 2014

RE: Item 3, *Confluence*, by artist Michael Szabo

Recommendation

Staff Recommends that the Public Art Commission approve an addition of \$12,258 to the contract NO. C11140883 with Michael Szabo for the additional work required for *Confluence* at the new California Avenue fountain site.

Background

On November 10, 2008, when the Public Art Commission sought funding approval for a replacement water fountain designed by artist Bruce Beasley in the amount of \$190,000 for the public plaza located at the corner of California Avenue and Park Boulevard (CMR:428:08), the Council rejected the staff's recommendation for the funding of the elaborate project and asked the Commission to evaluate the placing of a Beasley sculpture in lieu at the soon-to-be-designed Mitchell Park Library and Community Center. The Council further directed the Commission to create a Request for Proposal with the input of the community for a lower cost artistic fountain and allow for further community input in the selection process.

The Public Art Commission held a well-attended community meeting in May 2009, at which time the public informed the Commission of the desirable characteristics of the new fountain. In that discussion, the requirements that the fountain make a, "splashy water sound," not further impede bike and pedestrian traffic, and not create a large visual barrier came forward as community priorities. Those requirements were set forth in the Request for Proposal. Of the 25 proposals submitted in response to the RFP, the subcommittee selected five finalists. Then a selection panel made up of key stakeholders and community members selected the final three proposals that would be subject to public input via the on-line Open City Hall web site.

The Public Art Program utilized Open City Hall as a means to collect public input on the final three designs proposed for the S. California Avenue & Park Boulevard fountain, much in the same way that the Council utilizes Open City Hall commentary for other issues of community interest. The results of the public input period of January 5 - 18, 2011 revealed that the community by far preferred two of the three proposals: the Mike Szabo contemporary fountain and the more traditional Reed/Madden proposal.

The Commissioners carefully reviewed the 64 pages of public comments before the

meeting Thursday, January 20, 2011. Each Commissioner spoke during the meeting, addressing many of the comments made by the public. The Commissioners requested additional information and clarifications from staff. They voted 5-1 in favor of the Szabo proposal.

At the time the original 2010 RFP went out for an artist designed fountain, there was not any planned construction for the California Avenue Park Boulevard Plaza. The community made it abundantly clear that not having a fountain was not an option. Therefore, the fountain proposals for up to \$50,000 (from Public Art CIP funds) were intended to be sited within the existing footprint of the birdbath fountain. Additionally, public works had set aside some funds to help with the cost of the pump and plumbing issues associated with the fountain. Mike Szabo's \$50,000 contract with Public Art covered everything above ground, and public works transferred the funds to cover the plumbing requirements below the existing fountain.

In January 2011, Transportation reported that they were planning to redo the Plaza as part of the California Avenue Streetscape project and that it made sense to move the footprint of the fountain into the center of the Plaza in order to accommodate ADA requirements and to improve pedestrian traffic circulation reasons. Public art staff also agreed that, despite the obvious cost implications, it made sense to better integrate the fountain into the new plaza design rather than build the fountain in the current location. Shortly thereafter, the plans for the reconstruction of the plaza were delayed.

During the summer 2011 and into 2012, community outreach meetings began to discuss/receive input on the design elements for the streetscape and the plaza. During this time, stricter regulations regarding filtration systems, pooling fountains and health regulations went into effect, which necessitated the redesign from a traditional basin to a non-ponding base. Rather than have a basin with several inches of water in it, the new design allows for the water to splash onto the rocks below and disappear. The landscape architect began working with Szabo directly to redesign the additional drainage and plumbing needs required at the fountain site. Having Szabo on the design team ensured that those designs were integrated in to the construction drawings and documents for the bid package and would function with Szabo's sculptural design.

In June 2013 the scope of the California Avenue Streetscape project expanded as Council allocated additional funds for street lighting and other amenities along California Avenue. The water main replacement was also added as part of this California Avenue streetscape project as well. The bids for the California Avenue Corridor came in early 2014 and the bids received came in much higher than estimated due to the changing economic climate which drove up the construction prices. Community Services and

Transportation worked jointly to secure the additional funds necessary for the bid contract, but that did not address the additional funds necessary for the artist Mike Szabo's contract for the artwork and the additional work required of him.

Additional Items beyond SzaboWorks 2011 contract:

- Design, materials & labor to fountain structure due to switching to dry system - \$5,235
- Engineering for above - \$1,178
- Design, coordination, CAD work, for integration into Cal Ave Project - \$11,600
- Bronze Inlay (material & labor provided by SzaboWorks) - \$4,500

Total - **\$22,513**

Unimplemented items from original SzaboWorks contract budget (new fountain concrete work covered by plaza bid):

- Pool construction & concrete work - \$10,255

Total additional compensation requested - **\$12,258**

Timeline:

California Avenue is currently under construction with the streetscape project and the fountain elements are largely fabricated. The fountain will be assembled this fall for studio testing before installation in the California Avenue Plaza this December.

**PUBLIC ART FOR PRIVATE DEVELOPMENT
PROJECT AT: 429 UNIVERSITY, PALO ALTO**

Applicant: Kipling Post LP
Elizabeth Wong, Manager
Email: elizabethwong2009@gmail.com
Phone: 650 323 5295

Project Architect: Ken Hayes
Hayes Group Architects
Email: khayes@thehayesgroup.com
Phone: 650 365 0600

Project Description:

Applicant proposes a new four-story building at the northwest corner of University Avenue and Kipling Street. The site is 11,000 square feet and the proposed building is 33,000 square feet. The new building will have two levels of underground parking. It is a mixed use building with retail use on the first floor, commercial use (possibly office use) on the second floor, three residential units on the third floor and one additional residential unit and a commercial space (possibly restaurant use) on the fourth floor.

Location of Art:

The building's underground floors, ground floor and upper floors are accessible through an elevator lobby accessible through Kipling Street. The elevator lobby is accessible to the public and will remain open during normal business hours and longer in the event a restaurant occupies the fourth floor.

In compliance with the City of Palo Alto's requirement to provide public art for any new commercial development, we propose placement of an art piece on the elevator lobby wall of the new construction. This elevator lobby is the main access point to any of the three floors above, and should remain open to the public during normal business hours, at a minimum 45 hours per week and longer if the fourth floor commercial area is occupied by a restaurant.

The preferred placement is on the 9' tall wall opposite the elevator doors, reserving the adjacent wall for tenant signage. The art piece would also be visible from the sidewalk even when the lobby is closed to the public.

Art Vision and Statement:

Some of the ideas we would like to see is art that reflects some aspect of Palo Alto and its culture of innovation, represented in vivid colors of blue, gold and green; a culture of creation, new approach, technology, and a sense of flow, using images of flowing water. Perhaps, the art will depict the morning light, evocative of a "first" movement. It could have a glossy, shiny finish and/or a bright color palette.

Art Selection:

The art piece is yet to be selected. We have been actively seeking a suitable piece that is pleasing to the owner/developer and that meets the requirements of the City. Some examples include:

- A large painting or mural
- Metal art in a single piece or a multi-piece assemblage
- Ceramic tile art in a single installation or triptych
- A tall sculpture to be placed in a corner of the lobby
- A combination of the above

We seek comments from the Art Commission on the above types of art as well as other art not listed above.

Art Considered:

At the present time, we have considered, viewed or interviewed the following:

- Ceramic tile artwork from Guillermo Wagner Granizo
- Sculptural pieces from Matt Devine Sculpture (mattdevineart.com)
- Ceramic tile art pieces from Geoffrey Pagen (geoffreypagen.com)
- Painted mural
- Sculptural or wall piece from Archie Held Studio (archieheld.com)
- Sculpture or panel from Guy Dill (guydill.com/bio.html)

We welcome suggestions from the Art Commission of other sources of art.

Art Budget:

Our project budget is \$7,500,000 and our art budget is \$75,000, 1% of the project budget. It will be used as follows:

ART BUDGET		
City of Palo Alto	\$3,750.00	(5%)
Art Consultant Fees	\$3,750.00	(5%)
Art Procurement & Management	\$7,500.00	(10%)
Art Commission and Purchase	\$50,000.00	(67%)
Art Installation	\$10,000.00	(13%)
Total	\$75,000.00	(100%)

Timelines:

Our art timeline and project timeline are estimates only and are as follows:

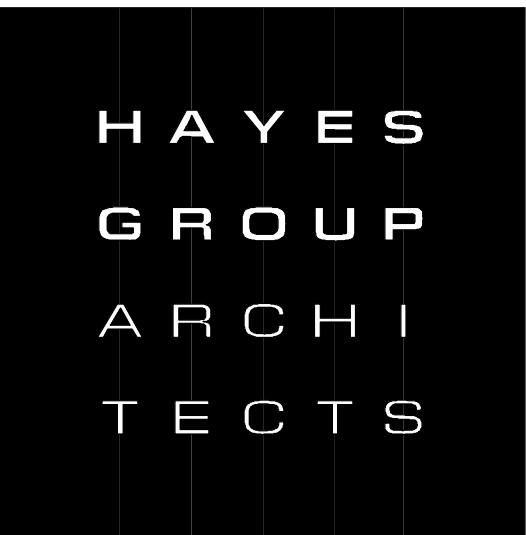
ART TIMELINE	
May 6, 2014	Application
July 17, 2014	Presentation to Art Commission
October 2014	Presentation of Art Selection
December 2014	Approval of Art Selection

PROJECT TIMELINE	
June 2014	ARB Submission
August 2014	ARB Approval
November 2014	Construction Documents
March 2015	Demolition and Construction
June 2016	Completion of Project

Presenters:

Ken Hayes: Power point and project overview
Elizabeth Wong: Art Management and Selection

Respectfully submitted: June 16, 2014



HAYES GROUP ARCHITECTS, INC.
 2657 SPRING STREET
 REDWOOD CITY, CA 94063
 P: 650.365.0600
 F: 650.365.0670
 www.thehayesgroup.com

PROJECT DESCRIPTION:

**429 UNIVERSITY AVE
 PALO ALTO
 CALIFORNIA, CA 94301**

DESCRIPTION

ARB MAJOR SUBMISSION
 06.19.14

SHEET REVISIONS

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DRAWING CONTENT

EXISTING SITE SURVEY

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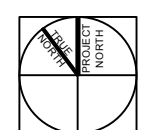
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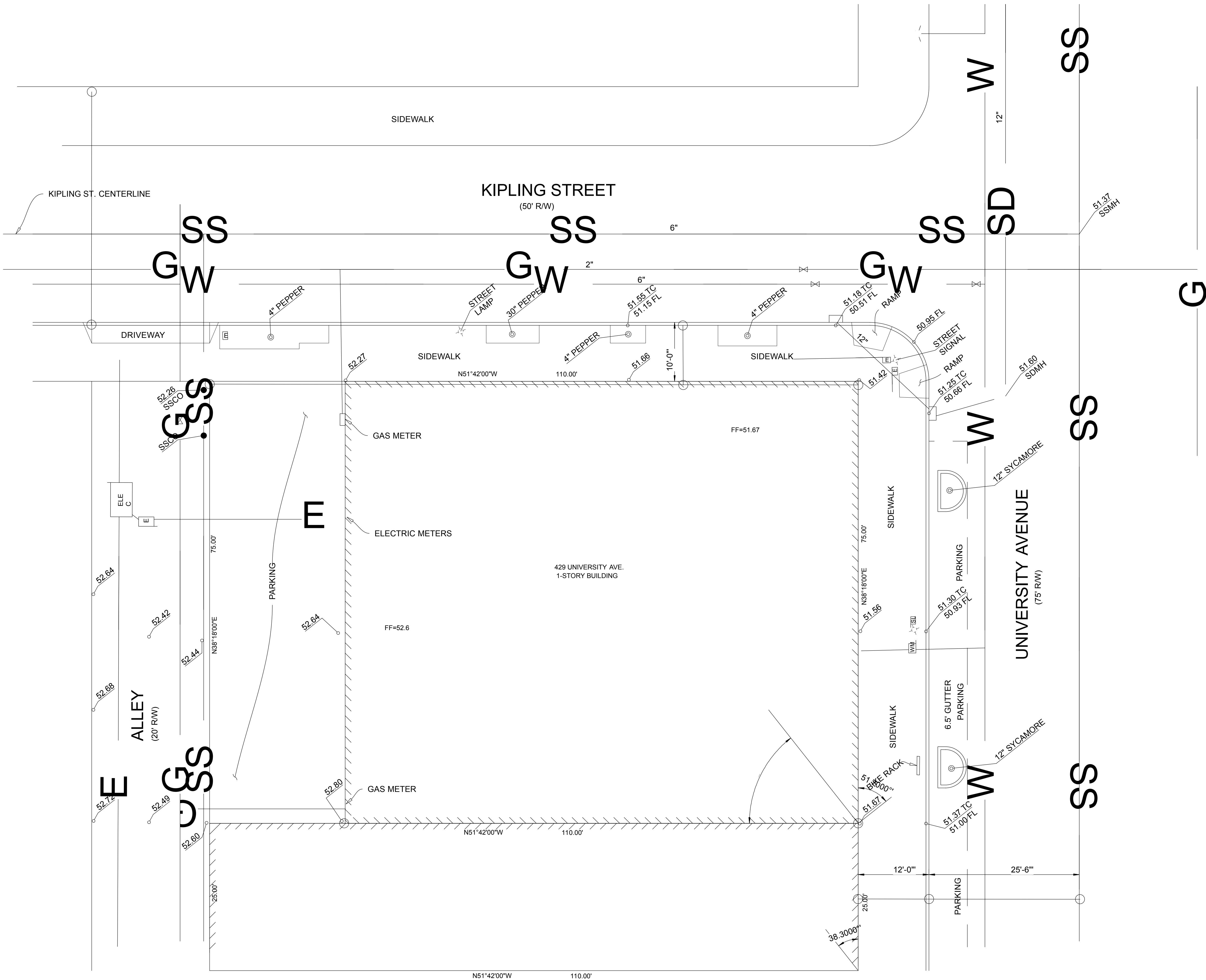
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DRAWING NUMBER



(E) SITE SURVEY **1**
 SCALE 1/8" = 1'-0"

A0.3



Date: 6/12/14
 File name: 1311.00.A0.3.061114.ywx

PROJECT DESCRIPTION:

**429 UNIVERSITY AVE
PALO ALTO
CALIFORNIA, CA 94301**

DESCRIPTION

ARB MAJOR SUBMISSION
06.19.14

SHEET REVISIONS

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DRAWING CONTENT

**PROPOSED FIRST
FLOOR PLAN**

STAMP

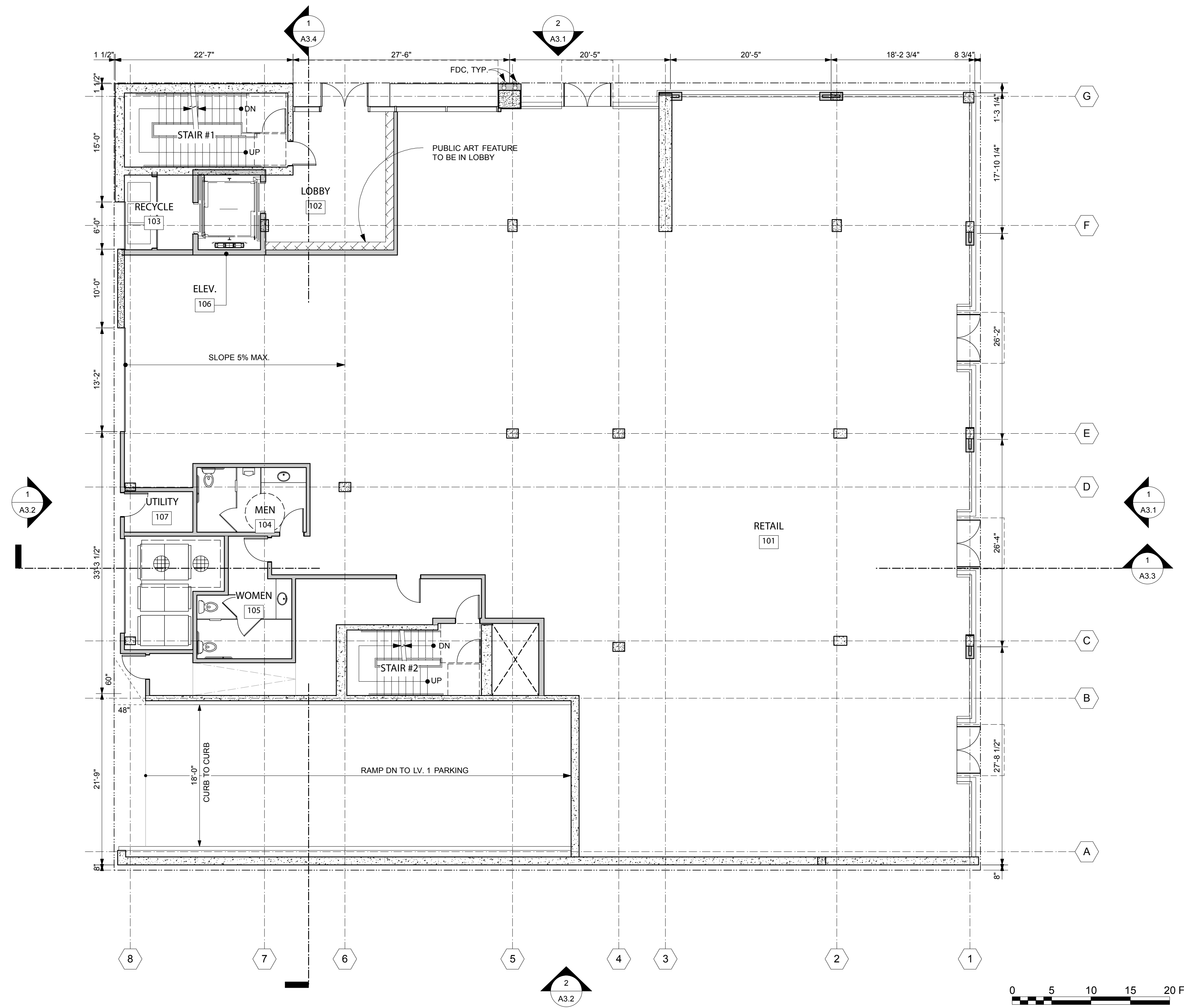
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AS SHOWN

DRAWN BY:
KC

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FIRST FLOOR PLAN 1
SCALE 1/8" = 1'-0"

A2.3

PROJECT DESCRIPTION:

429 UNIVERSITY AVE
PALO ALTO
CALIFORNIA, CA 94301

DESCRIPTION

ARB MAJOR SUBMISSION
06.19.14

SHEET REVISIONS

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SITE PLAN

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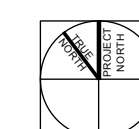
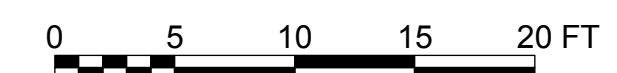
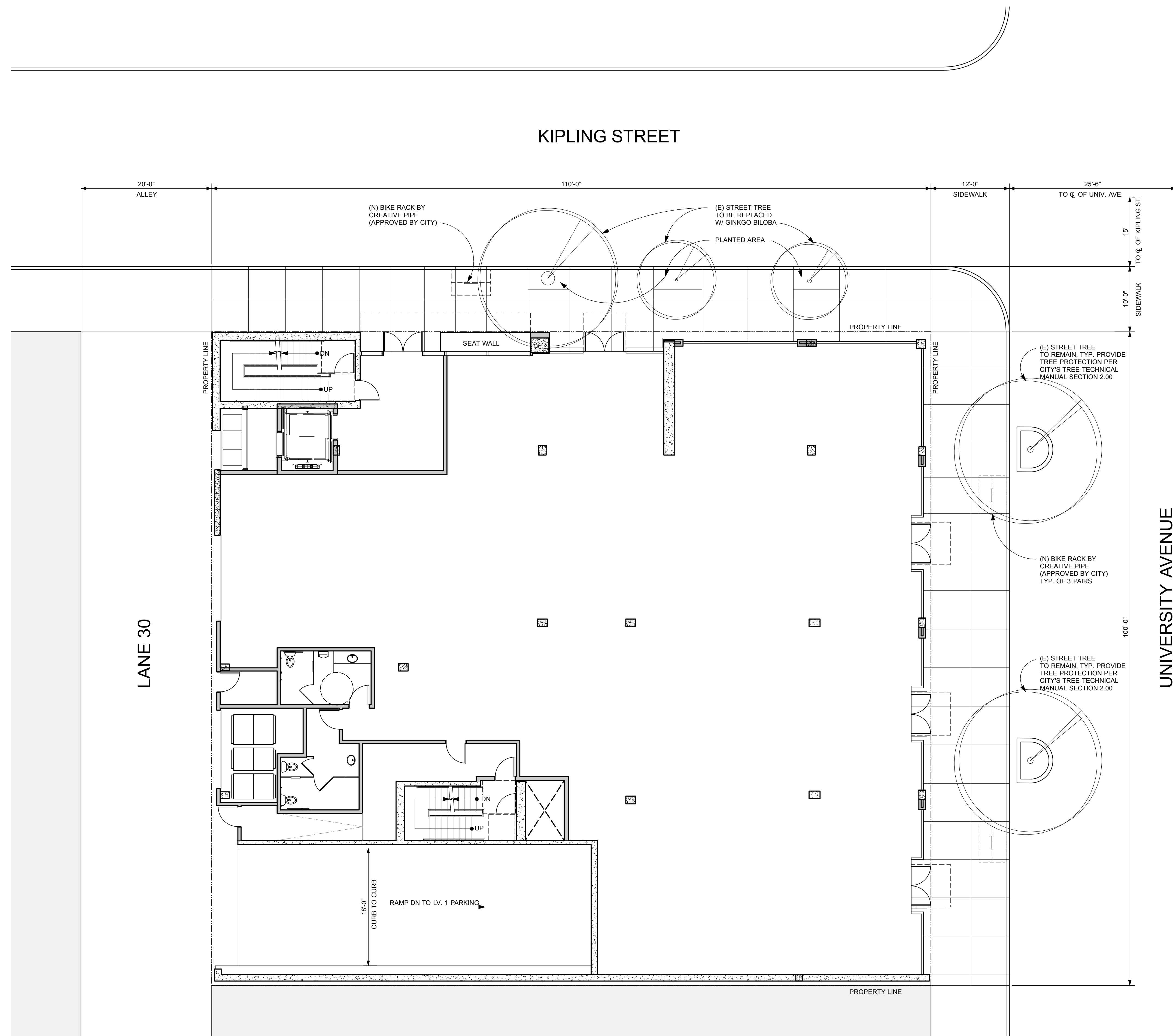
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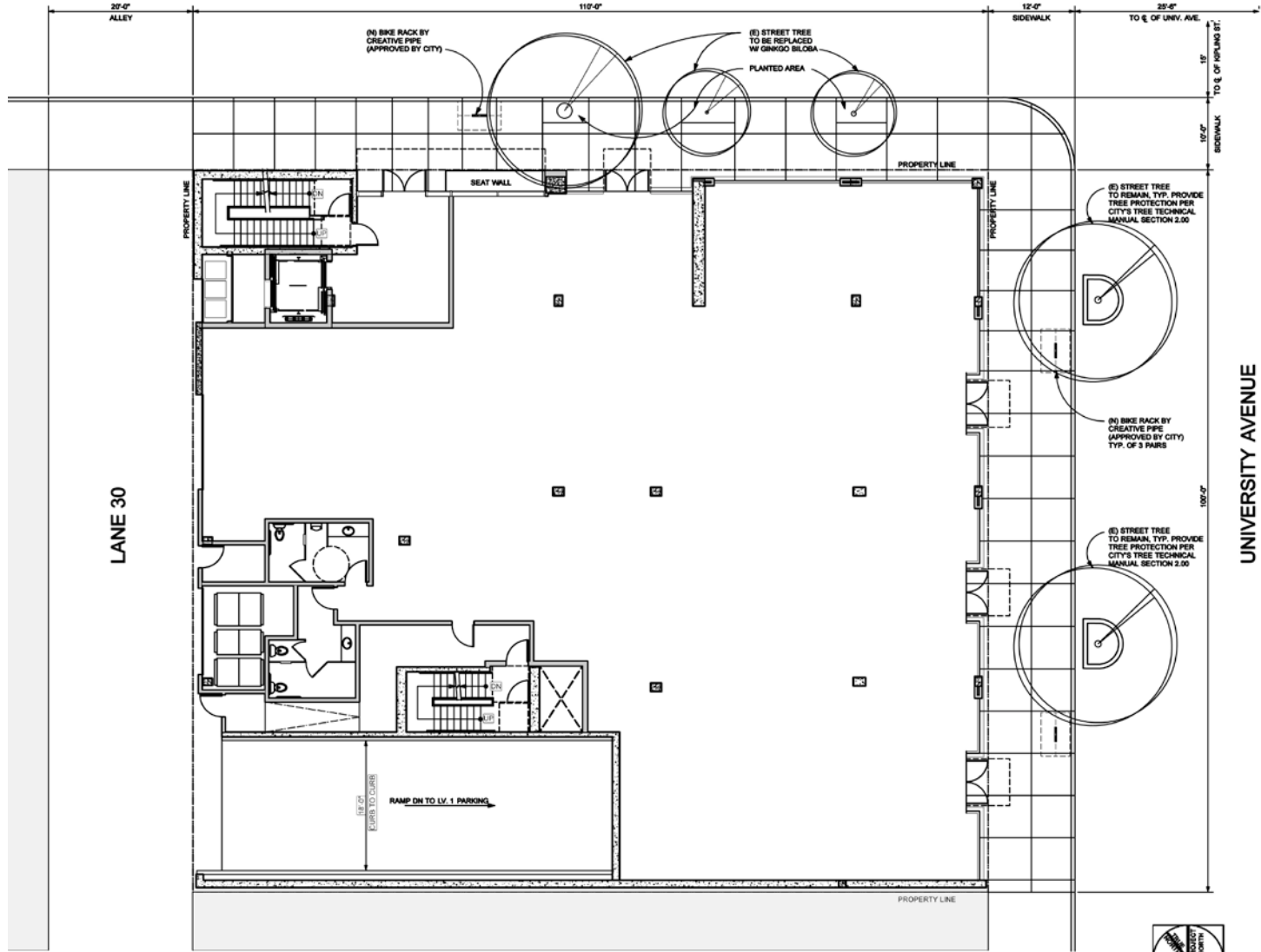
HAYES

GROUP

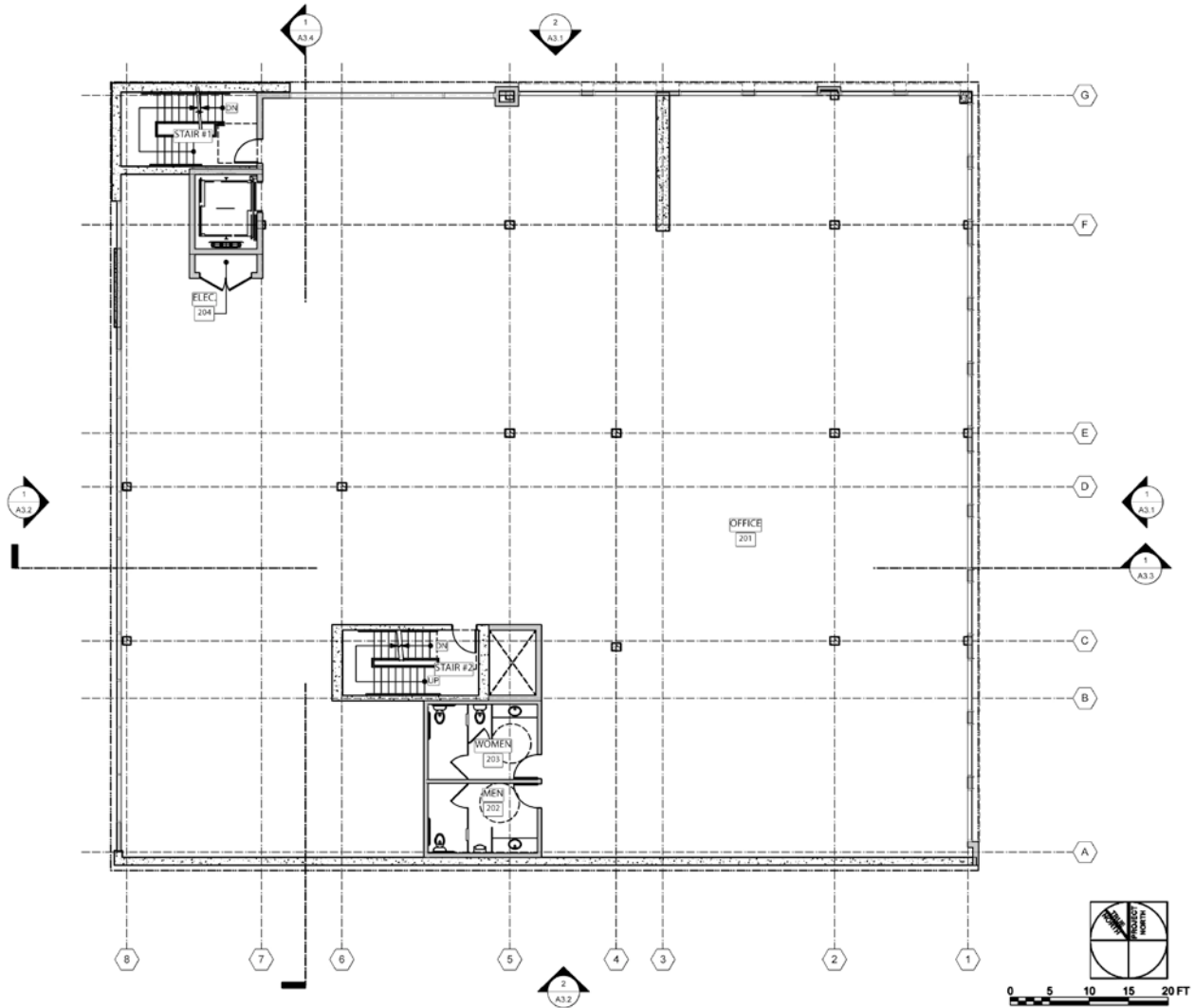
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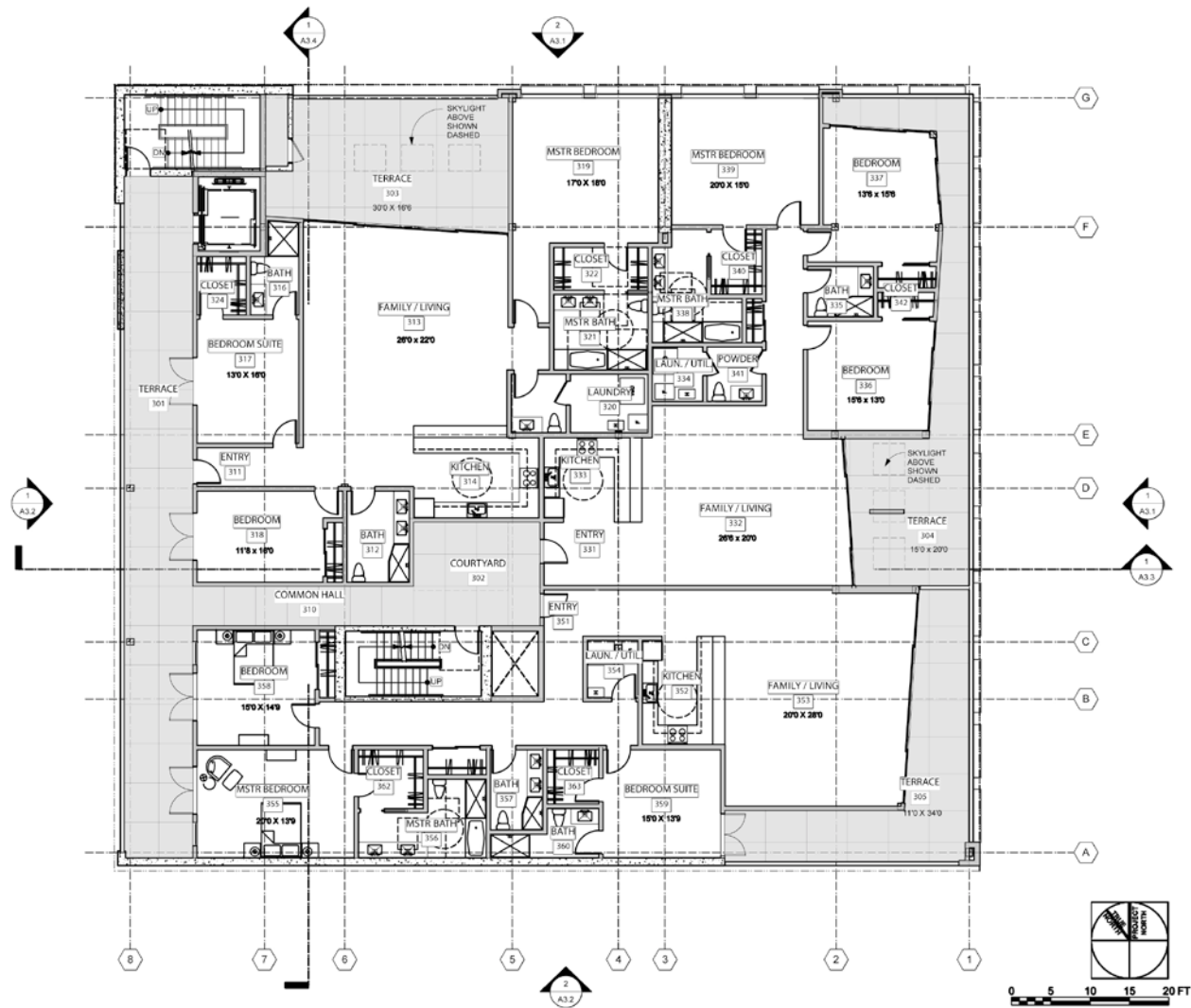
KIPLING STREET



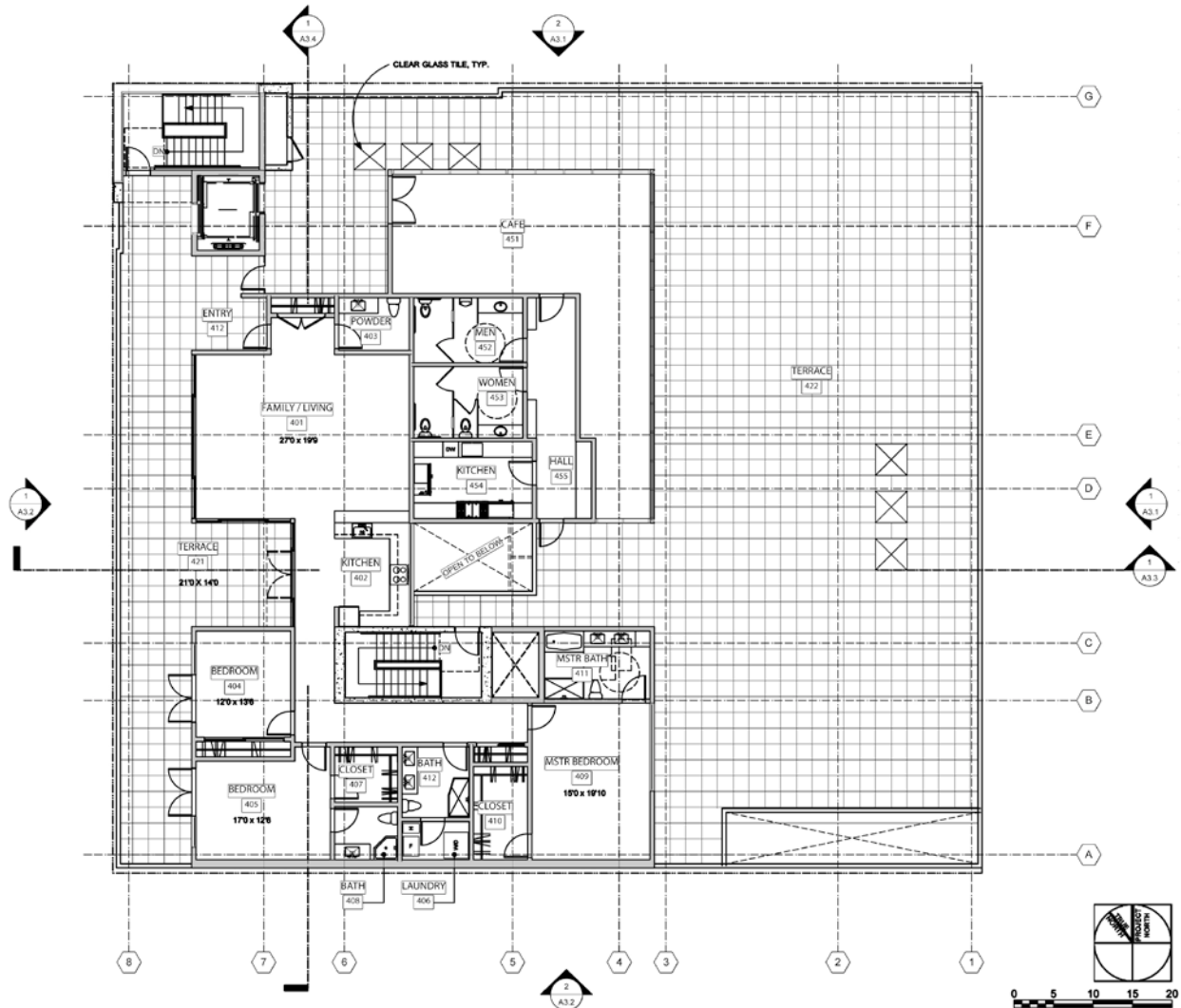
PROPOSED SITE PLAN



SECOND FLOOR PLAN

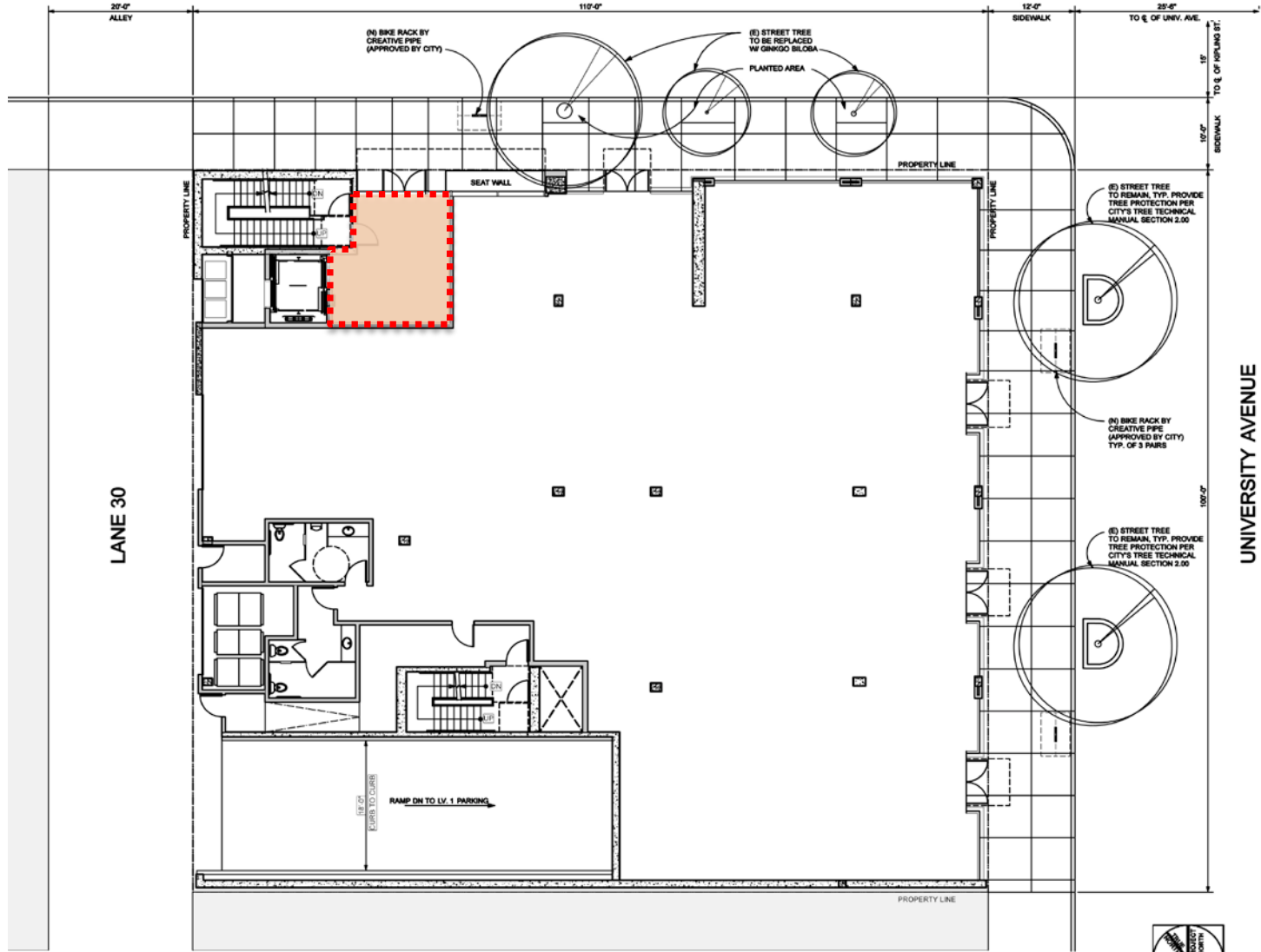


THIRD FLOOR PLAN



FOURTH FLOOR PLAN

KIPLING STREET



LANE 30

UNIVERSITY AVENUE



PROPOSED SITE PLAN



PROPOSED RAMONA ELEVATION



VIEW FROM UNIVERSITY-SOUTHWEST



VIEW FROM UNIVERSITY-SOUTHWEST



VIEW FROM UNIVERSITY-NORTHEAST



VIEW FROM KIPLING-NORTH

HAYES

GROUP

ARCHI

TECTS

STOECKER AND NORTHWAY ARCHITECTS INCORPORATED

1000 ELWELL COURT SUITE 150 PALO ALTO CALIFORNIA 94303 650 965-3500 / FAX 650 965-1095

PUBLIC ART IN PRIVATE DEVELOPMENT - INITIAL REVIEW REQUEST: 441 PAGE MILL ROAD

July 8, 2014

The application before you is an initial review request for Private Art in a Public Development. Our project will merge the four parcels with small houses at 423-451 Page Mill Road, now zoned CS (D), to create a single parcel of approximately 27,000 square feet. On that parcel, we are proposing a three story mixed use building with one level of underground parking.

Neighborhood Context

Page Mill Road is a high speed, busy arterial. While some people do walk past our site to and from the Caltrain station, most people experience it from their car, as one of the thousands of people who drive by our site every day.

The neighboring properties to the northeast and extending to Park Boulevard are the Kelly Moore Paint Store at 411 Page Mill, and the AOL offices at 395 Page Mill. The adjacent properties to the southwest are a veterinary hospital at 461 Page Mill, and a parking lot at 471 that serves the AT&T store at the corner of Page Mill Road and El Camino Real.

The three properties across Page Mill Road (435 Sheridan, 2700 Ash and 345 Sheridan) are multi-family residential developments. The VTA parking lot on the corner of El Camino is expected to be redeveloped. The adjoining properties to the southeast (along Pepper Avenue) are all occupied by single family residences, with the exception of one grandfathered use, a printing press/art gallery.

The site is located between two very different scales of development: The residential scale of the Pepper neighborhood and the large arterial scale of the Page Mill Road buildings.

Building and Site Design

We are proposing a three story, mixed use building. The basement is only a single level, to keep the building out of the contaminated water table below, and is entirely parking with some mechanical and storage spaces. The ground floor will be approximately 3,000 sf. of retail space located adjacent to Page Mill Road to help the vitality of the street and to create a much more pedestrian friendly environment. The retail tenant is currently unknown, but cannot be a restaurant. Hidden behind the retail space, the rest of the ground floor will be covered parking.

The second floor will be all office space and whether or not it is one tenant or multiple has yet to be determined.

The third floor will provide ten housing units for rent; a variety of one, two and three bedroom units. Being on the top floor of a building along a busy road, it was very important in the design of the

building to create a neighborhood feeling. The owner really wanted a sense of community for the housing units up there, to create a “street” that all the front doors were off of, that kitchen windows looked out onto, with larger community gathering spaces along it where neighbors could meet and kids could play while still providing private outdoor space for each tenant.

To transition between the two different scales, we gradually stepped the building down from the bigger Page Mill Road scale to both the Pepper residences and the Animal Doctor to limit the building’s impact on their smaller size. We located the building as close to Page Mill as we could with City and County requirements to respect a request by the Pepper neighbors.

By placing the garage entrance ramp to the underground parking in the rear of the building, the first and second floors are 27’ from rear property line, much further back than the required 10’ rear setback. The third floor walls step in and out with only the bedrooms and their higher window sills at 27’, while the living rooms with full height glass doors are stepped further back to be 36’ away from the rear property line. The stepping in and out of the third floor walls also serves to keep the decks private and limit the views to and from living rooms to only the properties directly behind them and not ones off to the side. The smaller patios also physically limit the occupant’s ability to use the decks for unsightly storage, another concern voiced by the Pepper neighbors.

The main building is 35’ high with the small entry feature up against Page Mill proposed at 37’ for aesthetic reasons only. From a streetscape point of view, the new building serves as an appropriate transition between the ±35’ commercial building at the corner of El Camino and Page Mill and the ±50’ structure at 395 Page Mill. It also provides balance to the multi-family housing across the street, ±40’ tall at 435 Sheridan and ±50’ tall at 345 Sheridan.

Materials

The design of the building is very horizontal, responding to the nature of the site and the typical experience of it, from a car driving past it. The front is very open and glassy, speaking to its’ commercial occupancy. The main lobby and circulation is expressed as a curved glass tower element that serves as a way finding focal point. Curved aluminum roof elements above the garage and each retail entrance further emphasize the curved theme, serve to visually call out the entrances and provide space for signage. The rear of the building is more closed with glass starting at 3’ off of the second floor, respecting the rear neighbors’ privacy. The rear stair tower is also more closed for privacy but still has some glass. The main walls of the first two floors are a cream colored cement plaster.

The third floor has a material change to highlight its different use and show that it is residential from the street level. The exterior is covered with an engineered quartz ceramic tile that is similar in color to the cement plaster below, but its’ thin rectilinear pattern has an inviting texture that creates a very pedestrian scale close up at the courtyard level. The balconies are frosted glass. The aluminum horizontal shading element becomes a curved roof overhang at each unit entrance to mimic the main entrances below.

Landscape Design

The overall landscape approach to our project is to be a good neighbor, to both commercial properties along Page Mill Road and the residential properties that face Pepper Avenue. The landscape plan consists of essentially three different zones, 1) the face along Page Mill Road, 2) the back area that faces onto the residential, 3) courtyard area on the 3rd floor. A varied plant palette of Mediterranean/native groundcover, shrubs and trees will be selected to maximize a variety of textures, fragrance and colors.

Page Mill Road

The Page Mill Road elevation at the pedestrian level will consist of street trees, benches, glazed planters and racks for bicycles. The assorted street furniture will give a friendly and lively appearance to the property.

Back Area

Two varieties of evergreen trees were selected by the Pepper neighbors to provide adequate privacy screening along the entire shared rear property line.

Residential Courtyard

The outdoor courtyard spaces will be filled with colorful and edible plant material and enhance the feelings of connectedness to nature and create a comfortable community gathering space. The paving and planter facing in the upper courtyard is a warm tone stone paver.

Art Concept

The approximate art budget is \$160,000.00 including consultant fees. Paula Kirkeby, one of the Pepper neighbors sharing our site's rear property line, a former Public Art Commissioner and owner of Smith Anderson Editions has graciously agreed to help us as our art consultant and work with Elise DeMarzo at the City. Paula's initial thoughts are to commission a piece of sculpture that could be seen by all the passing drivers. Fletcher Benton, who already has a very successful piece a block away at the corner of Page Mill Road and El Camino Real is being looked at as a strong possibility.

The site's most visible corner is the south west corner closest to Page Mill Road. It is also the most engaging side of the building with the stair cascading down, and any piece located there could be seen by all cars going north on Page Mill Road. Currently, a sitting area with water feature is proposed there but that could be replaced with a sculpture or incorporated into one. There is also a wall that sticks out from the building at the first stair landing there to prevent people from bypassing the security gate. The sculpture could possibly provide that function more aesthetically instead and be attached to the building. We are open to redesign ideas in that area to accommodate art.

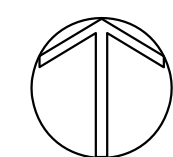
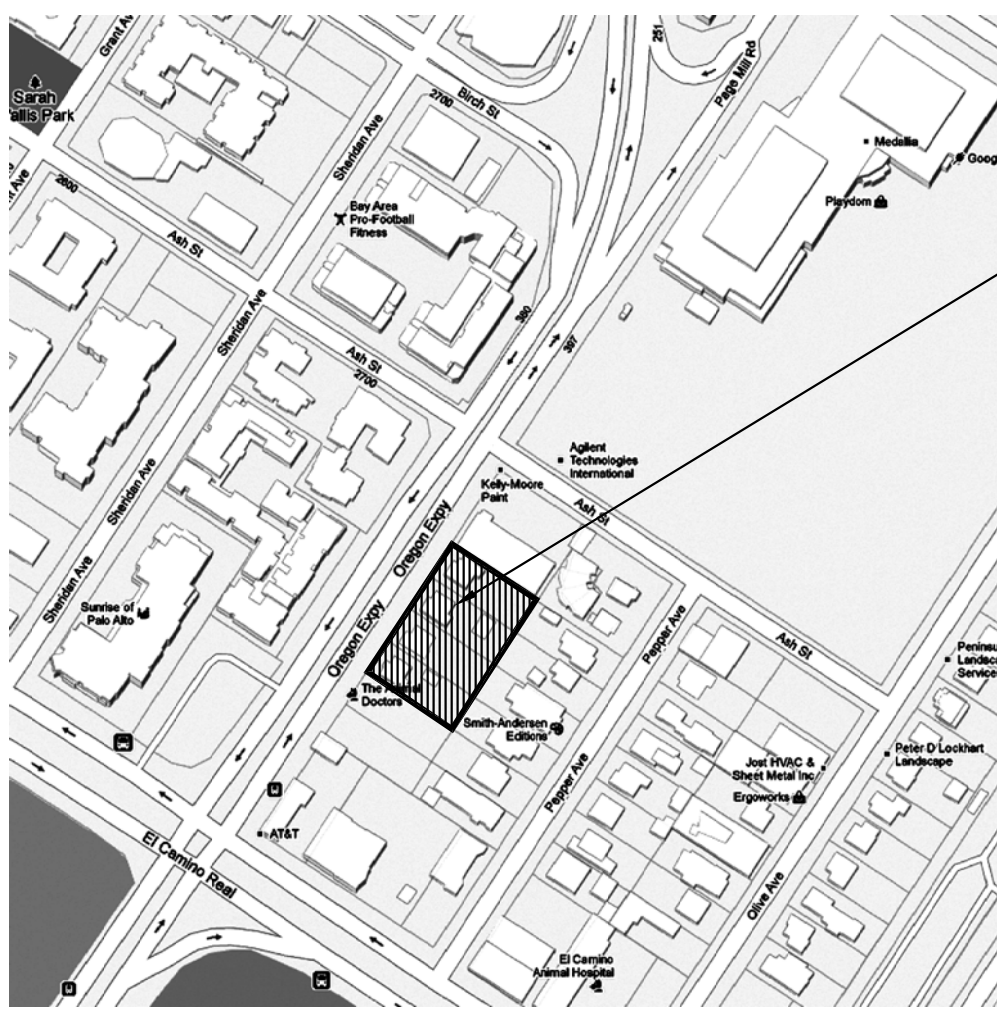
We are currently scheduled for the ARB at the end of August, and hope to have a City Council hearing in early fall. Assuming we get all our planning approvals in the fall, we would hope to have a building permit in spring and start construction immediately, which should take about 18 months.

Our presentation will be a team effort of Paula Kirkeby, the building's owner Norm Schwab and Alena Campagna of Stoecker & Northway Architects. We thank you for your review and guidance to find appropriate public art for our project.

441 PAGE MILL ROAD



VICINITY MAP NO SCALE



PROJECT SITE

441 PAGE MILL ROAD

PALO ALTO, CA

PARKING DATA

PARKING REQUIREMENTS:

Retail (Intensive): 2,895 sq. ft. x 1.5 = 4,343 spaces
 Office (General Business): 18,646 sq. ft. x 0.25 = 4,662 spaces
 Residential (2+ Bedrooms): 8 x 2 = 16 spaces
 Residential (1 Bedroom): 2 x 1.5 = 3 spaces
 Guest Parking (1+ 10% of Total No. of Units) = 2 spaces
 Subtotal = 107,172 (108) spaces

Parking Reduction (No assigned spaces for Units/Guests) -21 spaces
 (18,520,080: Shared Facilities - Office & Housing = non overlapping uses)
 Total = 87 spaces req'd

PARKING SPACES PROVIDED:

Ground Floor Spaces = 34
 Below Grade Spaces = 57
 Total = 91

ACCESSIBLE STALLS REQUIRED: 3 + 1 Van
 ACCESSIBLE STALLS PROVIDED: 3 + 1 Van

BICYCLE PARKING REQUIRED:

Long term: Retail (2,895 x 0.2) = .17
 Office (18,646 x 0.8) = 5.97
 Unit = 10.00
 Total = 16.13
 Short term: Retail (2,895 x 0.8) = 0.66
 Office (18,646 x 0.2) = 1.49
 Residential Guest = 1.00
 Total = 3.15

BICYCLE PARKING PROVIDED:

Long term: 26 Short term: 20

PROJECT DATA

PROJECT ADDRESSES: 423, 433, 441 & 451 Page Mill Rd.
 ASSESSOR'S PARCEL NOS.: 132-37-016, 132-37-017, 132-37-018 & 132-37-019
 ZONE: CS (D)
 FLOOD ZONE: X
 HISTORIC STATUS: None
 LOT SIZE: ±135' x ±200'
 LOT AREA: 26,926 s.f.

RESIDENTIAL UNIT COUNT: 10 Rental Units - (2) 1 Bed, (3) 2 Bed & (5) 3 Bed
 AFFORDABLE UNITS: 10 Units x 30% = 3, 3 Units on site (Units 2, 3 & 5)
 (per dot code 05915, providing 30% Affordable Housing units provides incentives)

ALLOWABLE LOT COVERAGE: 50% (13,463 s.f.)
 PROPOSED LOT COVERAGE: 69% (18,620 s.f. Bldg. Footprint) INCENTIVE REQUIRED

ALLOWED F.A.R.:

Maximum Residential FAR = 0.6 : 1 (16,156 s.f.)
 Maximum Nonresidential FAR = 0.4 : 1 (10,770 s.f.)
 Total Mixed Use FAR = 1.0 : 1 (26,926 s.f.)
 Min. MU Ground Floor Commercial FAR = 0.15 : 1 (4,039 s.f.)

PROPOSED F.A.R.: INCENTIVE REQUIRED

Residential FAR = 0.53 : 1 (14,170 s.f.)
 Units = 12,417 s.f.
 Shared Lobbies/ Stairs = 846 s.f. (426 + 102 + 318)
 Res. only Lobby/ Stairs = 907 s.f. (798 + 109)
 Total = 14,170 s.f. = 26,926 s.f. = 0.53
 Nonresidential FAR = 0.8 : 1 (21,541 s.f.)
 Retail = 2,895 s.f.
 Shared Lobbies/ Stairs/ Toilets/ Shwr. = 2,309 s.f. (851 + 635 + 205 + 541 + 77)
 Office = 16,337 s.f.
 Total = 19,232 s.f. = 26,926 s.f. = 0.80
 Total Mixed Use FAR = 1.33 : 1 (35,711 s.f.)
 Residential FAR = 0.53 : 1 (14,170 s.f.)
 Nonresidential FAR = 0.8 : 1 (21,541 s.f.)
 Total = 35,711 s.f. = 26,926 s.f. = 1.33
 MU Ground Floor Commercial FAR = 0.15 : 1 (4,028 s.f.)
 Retail = 2,895 s.f.
 Shared Lobby & Stairs = 1,133 s.f.
 Total = 4,028 s.f. = 26,926 s.f. = 0.15

BUILDING SQUARE FOOTAGE:

Basement: 22,304 s.f. Total
 First Floor: 18,342 s.f. Total
 Parking = 13,786 s.f.
 Retail = 2,895 s.f.
 Front Lobby/ Stair = 1,277 s.f. (426 Res) (851 Non-res)
 Shower = 17 s.f.
 Rear Stair = 307 s.f. (102 Res) (205 Non-res)
 Second floor: 17,940 s.f. Total
 Office = 16,337 s.f.
 Front Lobby = 952 s.f. (218 Res) (635 Non-res)
 Res. only Stair = 109 s.f.
 Toilets = 541 s.f.
 Third Floor: 13,253 s.f. Total
 Units = 12,417 s.f.
 Front Lobby = 798 s.f.
 Shaft = 38 s.f.
 TOTAL = 71,839 s.f.

REQUIRED SETBACKS:

Front: 4' Special Setback (DEE exception requested for 7' to provide street trees)
 Rear: 10' (Bordering R-1)
 Side: None

REQUIRED BUILD-TO-LINES: 50% of (88') frontage built to setback (Requesting DEE)

MAX. BUILDING HEIGHT ALLOWED: 35 ft. (Within 150 ft. of a residential zone district.)

PROPOSED BUILDING HEIGHT: INCENTIVE REQUIRED
 40 ft. (At 30'-6" & 4'-10" Page Mill Entry Element only)
 38 ft. (Rest of Building)

IMPERVIOUS SURFACE: 68,460

First Floor: 18,342 s.f.
 Hardscape Area: 5,478 s.f.
 Landscape Area: 3,106 s.f.
 Lot Area: 26,926 s.f.

SHEET INDEX

- AO Title Sheet
- AS-1 Topographic Map
- AS-2 Preliminary Grading & Drainage Plan
- AS-3 Storm Water and Control Plan
- A1 Aerial Photo Plan
- A2 Street Context Photos & Contextual Elevation
- AS-1 Nonresidential Green Building Plan
- AS-2 Residential Green Building Plan
- AS-1 Residential Green Building Application
- AS-2 Residential Green Building Application
- A3 Site Demolition Plan
- A4 Site & First Floor Plan
- A5 Basement Floor Plan
- A6 Second Floor Plan
- A7 Third Floor Plan
- AS-3 Roof Plan
- A9 3-D Perspective Views
- A10 3-D Perspective Views
- A11 Exterior Elevations
- A12 Exterior Elevations
- A13 Site Cross Sections
- LS1.1 Proposed First Floor Landscape Plan
- LS1.2 Proposed Third Floor Landscape Plan
- LS2.1 Proposed Landscape Materials
- LS2.2 Special Tree Protection Instruction Sheet

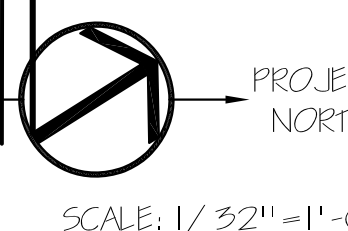
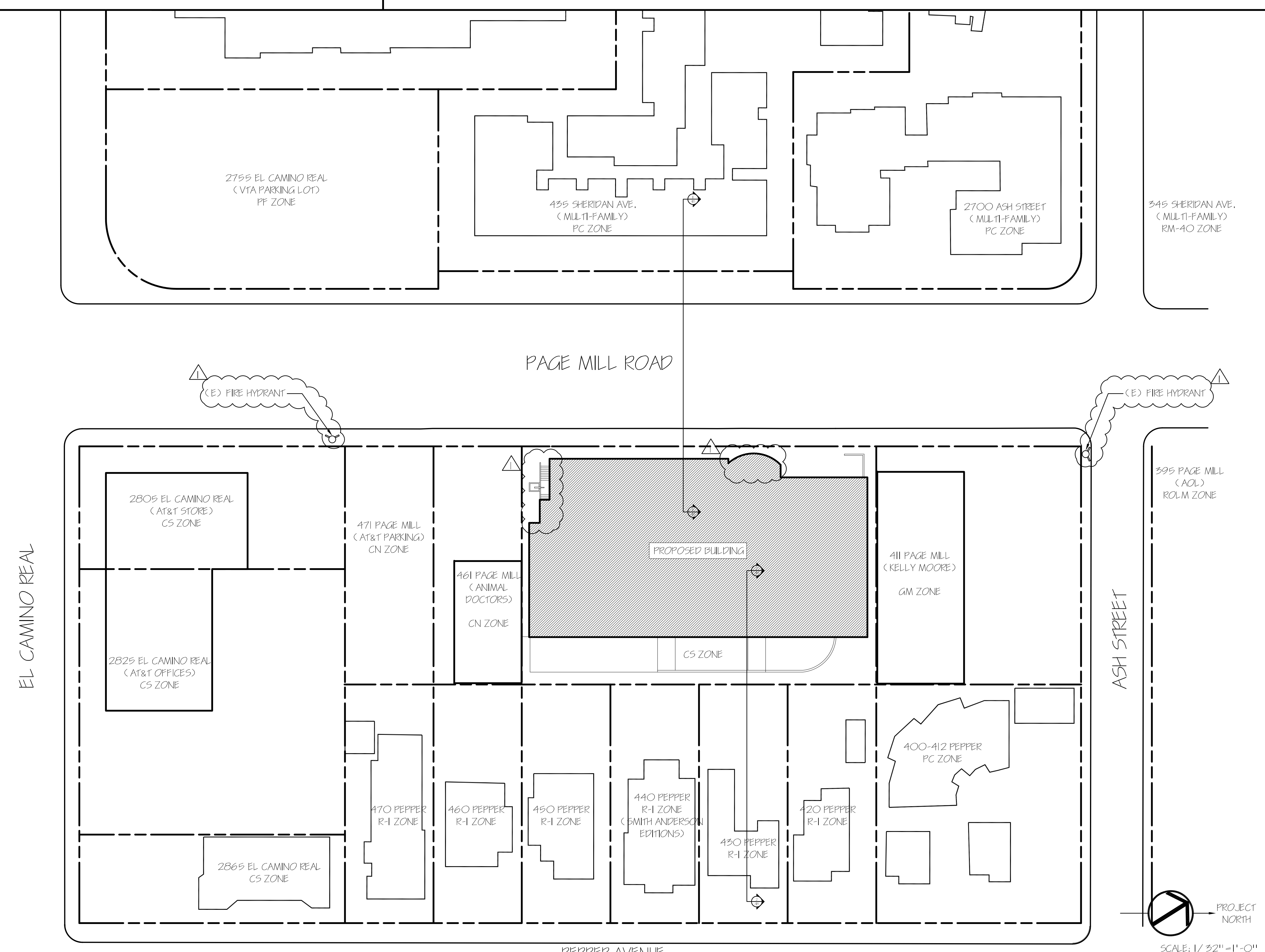
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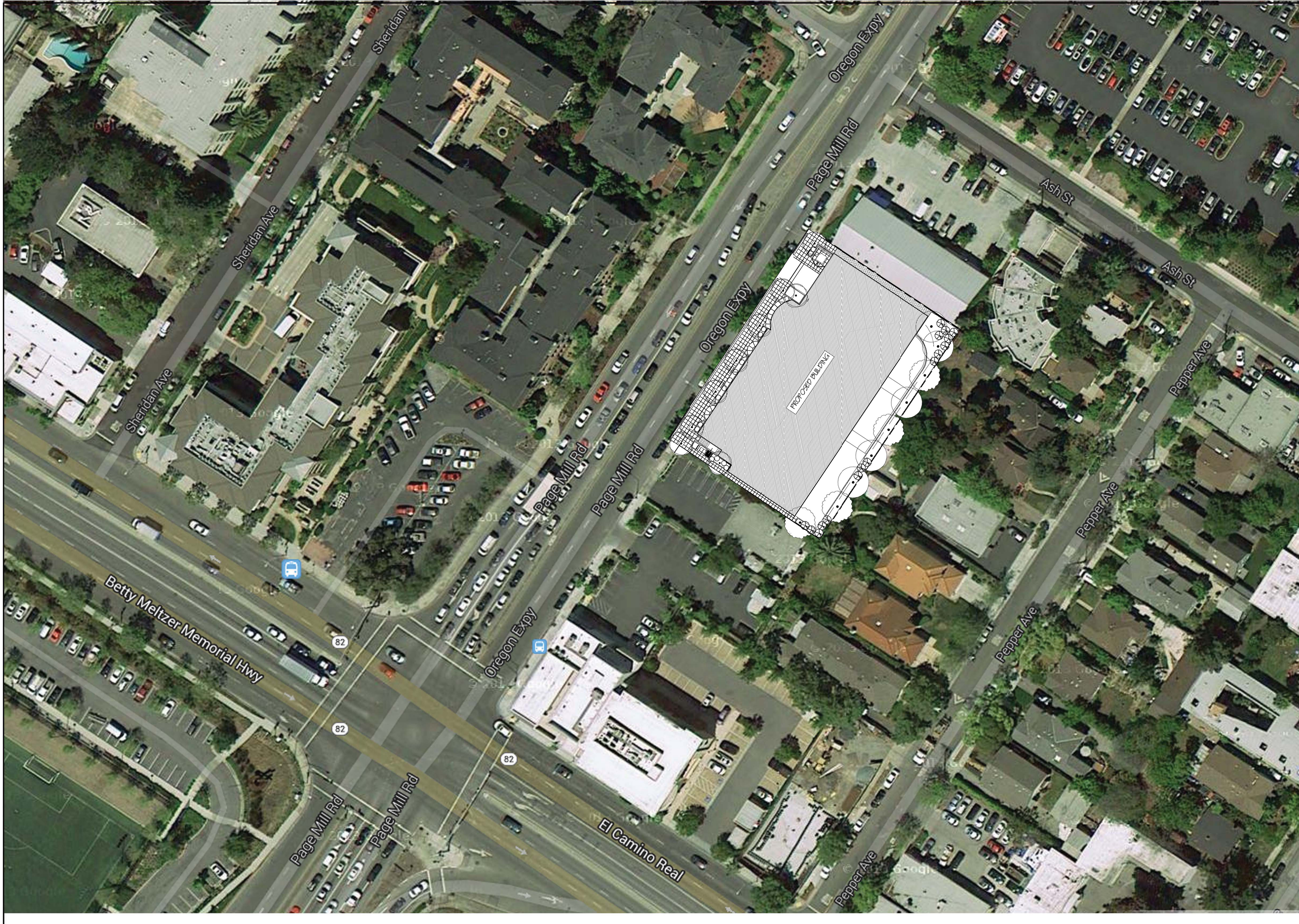
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PALO ALTO, CA

STOECKER AND NORTHWAY
ARCHITECTS INCORPORATED
1000 ELWELL CT., STE. 150A, PALO ALTO, CA 94303 650-965-3500

SHEET TITLE	TITLE SHEET
SCALE	AS SHOWN
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SHEET	AO
OF SHEETS	



SCALE: 1/32" = 1'-0"



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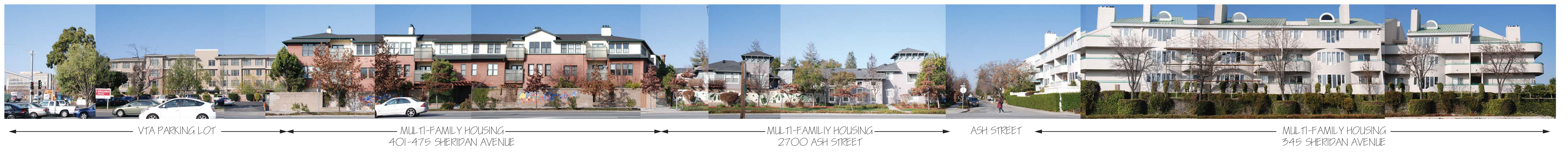
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DRAWN BY	ASC/JC
JOB NO.	11891
DATE	07/29/2013
SHEET	A1
OF SHEETS	



EXISTING STREETScape - PAGE MILL ROAD



EXISTING STREETScape - EAST SIDE OF PAGE MILL ROAD



EXISTING STREETScape - WEST SIDE OF PAGE MILL ROAD (ACROSS FROM SUBJECT PROPERTY)



CONTEXTUAL STREETScape WITH PROPOSED PROPERTY - PAGE MILL ROAD

REVISIONS	DATE

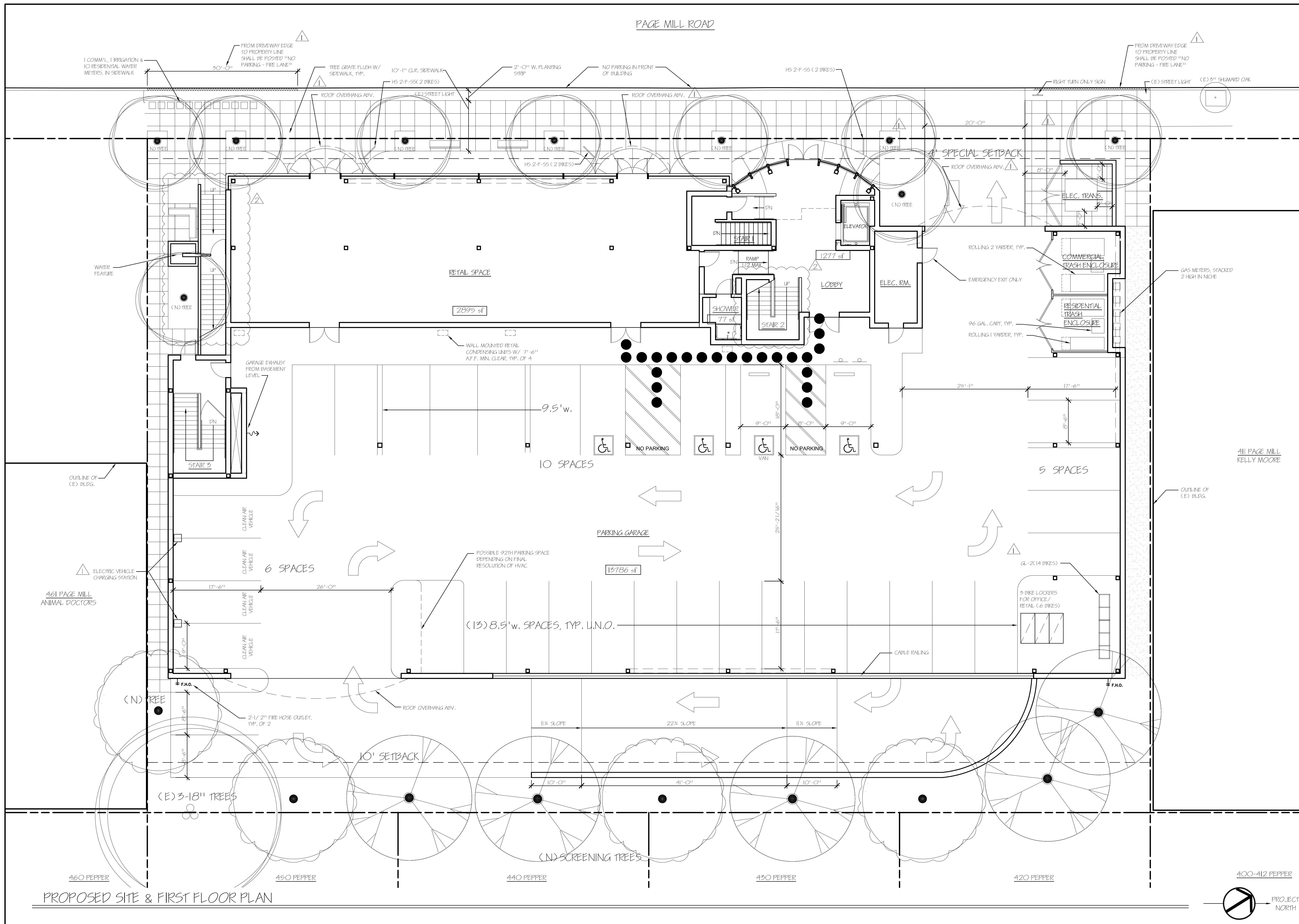
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SHEET TITLE	CONTEXTUAL STREETScape
SCALE	N.T.S.
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DATE	07/29/13
SHEET	A2

REVISIONS	DATE
PLANNING REVIEW	11-15-13
PLANNING REVIEW	05-28-14



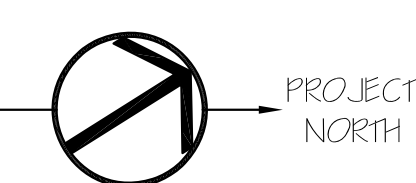
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SHEET TITLE	SITE & FIRST FLOOR PLAN
SCALE	1/8" = 1'-0"
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JOB NO.	11891
DATE	7/29/13
SHEET	A4
OF SHEETS	

PROPOSED SITE & FIRST FLOOR PLAN



PROJECT NORTH

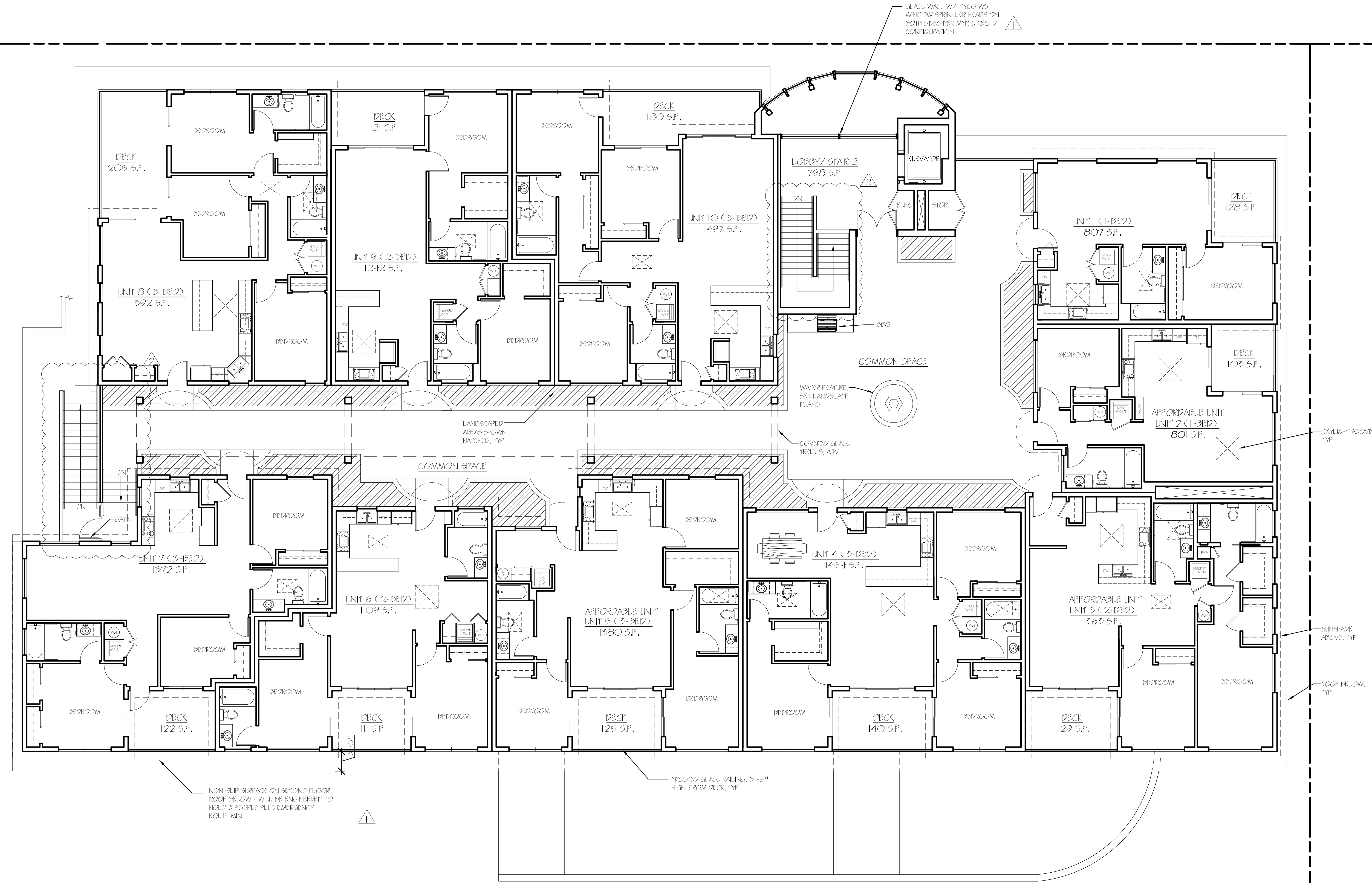
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PLANNING REVIEW	11-15-13
PLANNING REVIEW	05-28-14

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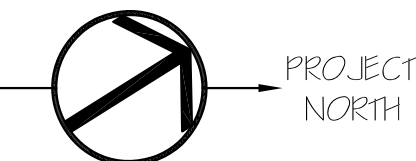
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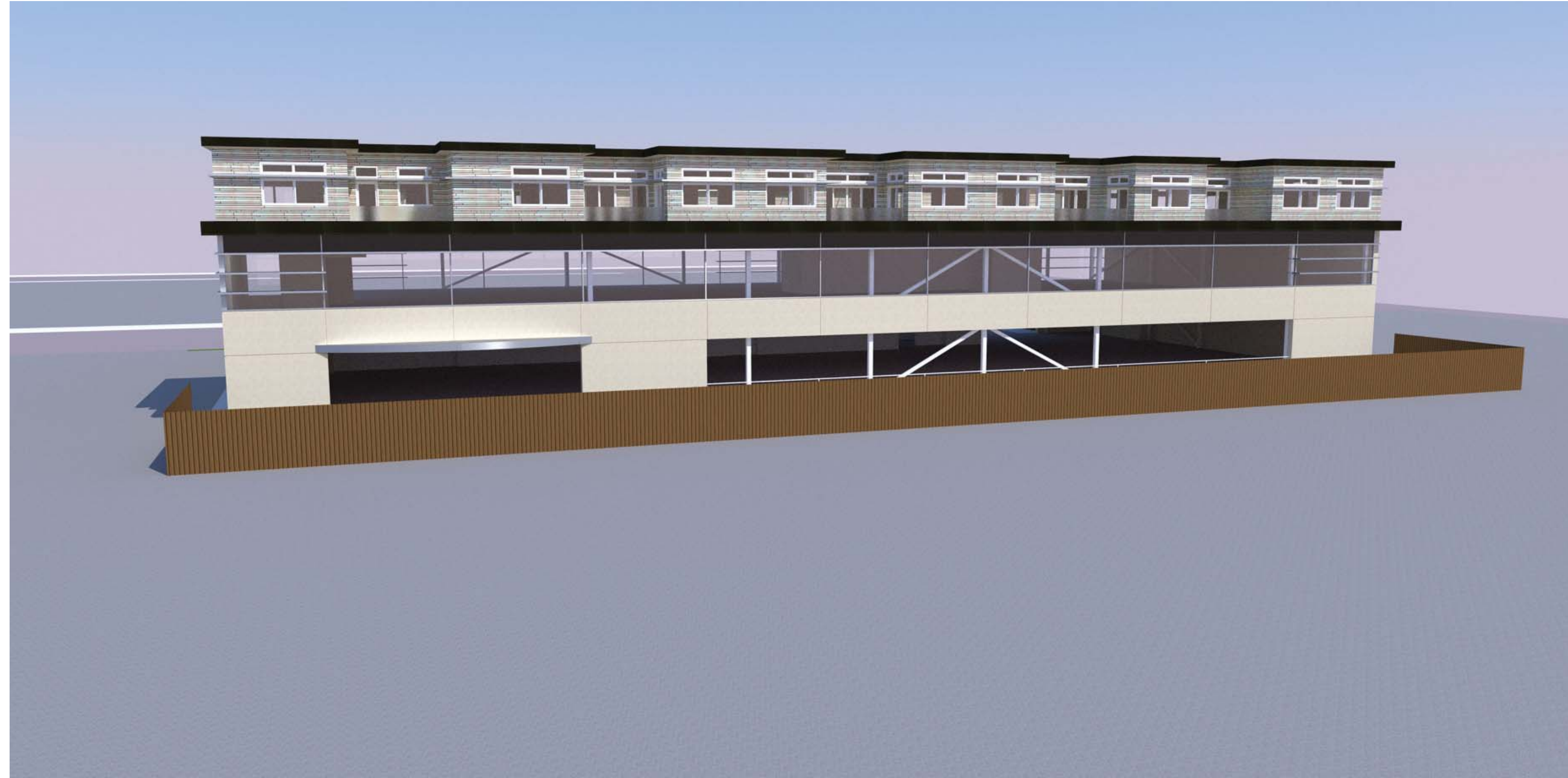
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SCALE	1/8" = 1'-0"
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JOB NO.	11891
DATE	7/29/13
SHEET	A7
OF SHEETS	



PROPOSED THIRD FLOOR PLAN



PROJECT NORTH



REAR ELEVATION WITHOUT TREES (VIEW FROM SOUTHEAST ANGLE)



REAR ELEVATION WITHOUT TREES (VIEW FROM NORTHEAST ANGLE)



REAR ELEVATION WITH TREE (VIEW FROM NORTHEAST ANGLE)



NORTH SIDE ELEVATION WITHOUT TREES (ADJACENT TO PAINT STORE)

REVISIONS	DATE
PLANNING	11/15/13

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SHEET TITLE	3-D PERSPECTIVE VIEWS
SCALE	N.T.S.
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DATE	07/29/13
SHEET	A10
OF SHEETS	

REVISIONS	DATE
PLANNING REVIEW	11-15-13

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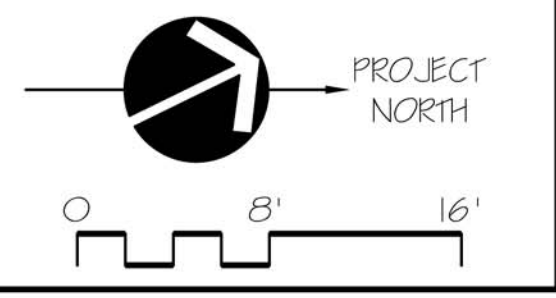
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SHEET TITLE	PROPOSED FIRST FLOOR LANDSCAPE
SCALE	1/8"=1'-0"
DRAWN BY	JM/ACR
JOB NO.	11891
DATE	7/29/2013
SHEET	L1.1
OF SHEETS	1



- LEGEND:
- 1 EXISTING QUERCUS SHUMARDII "SHUMARD RED OAK"
 - 2 BENCH
 - 3 CONCRETE PAVING
 - 4 BIOSWALE
 - 5 EXISTING PHOENIX CANARENSIS
 - 6 'L' SHAPED BENCH
 - 7 GRAVEL - REFER TO CIVIL DRAWINGS
 - 8 WATER FEATURE - REFER TO ARCHITECT DRAWINGS
 - 9 TREE GRATE

- PITTOSPORUM UNDLULATUM "VICTORIAN BOX"
- LAGUNARIA PATERSONII "PRIMROSE TREE"
- QUERCUS SHUMARDII "SHUMARD RED OAK"
- ORNAMENTAL GRASSES, SHRUBS AND GROUNDCOVERS



REVISIONS	DATE
PLANNING REVIEW	11-15-13

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461 PAGE MILL
(ANIMAL DOCTORS)
CN ZONE

411 PAGE MILL
(KELLY MOORE)
GM ZONE

460 PEPPER
R-1 ZONE

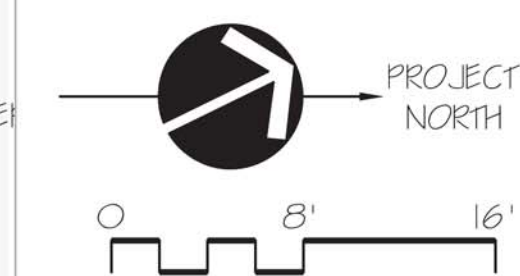
450 PEPPER
R-1 ZONE

440 PEPPER
R-1 ZONE
(SMITH ANDERSON
EDITIONS)

430 PEPPER
R-1 ZONE

420 PEPPER
R-1 ZONE

400-412 PEPPER
PC ZONE



- LEGEND:
- ① RANDOM SIZED JERUSALEM STONE PAVERS
 - ② 8" x 8" JERUSALEM STONE PAVERS
 - ③ LOW PROFILE WATER FEATURE
 - ④ SEAT HEIGHT PLANTER WALL, 18" HIGH
 - ⑤ WOOD BENCH W/ BACK
 - ⑥ 36" HIGH FIBERGLASS TREE PLANTER
 - ⑦ PORTABLE TABLES, SOME W/ UMBRELLAS
 - ⑧ CHAIRS / SIDE TABLES, SEE ARCHITECTURAL DWGS.
 - OLEA EUROPAEA 'SWAN HILL' 'FRUITLESS OLIVE'
 - CITRUS 'IMPROVED MEYER' 'MEYER LEMON TREE'
 - PYRUS HYBRID 'FRUITING PEAR', ESPALIER
 - ORNAMENTAL GRASSES, SHRUBS AND GROUNDCOVERS

FEASIBILITY STUDY FOR
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PALO ALTO, CA

STOECKER AND NORTHWAY ARCHITECTS INCORPORATED
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SHEET TITLE	PROPOSED THIRD FLOOR LANDSCAPE
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DATE	7/29/2013
SHEET	L1.2
OF SHEETS	

441 Page Mill Road

Public Art Commission Meeting

Stoecker and Northway Architects, Inc.

July 17, 2014

441 Page Mill Road





Mixed Use Project

- One level underground parking
- Ground floor retail space
- Second floor office space
- Third floor residential rental community (10 residences)
 - Mix of 1, 2 & 3 bedroom
 - Voluntarily providing 3 affordable units (one of each size)

Creating a Community



Existing Site

Driving West on Page Mill Road



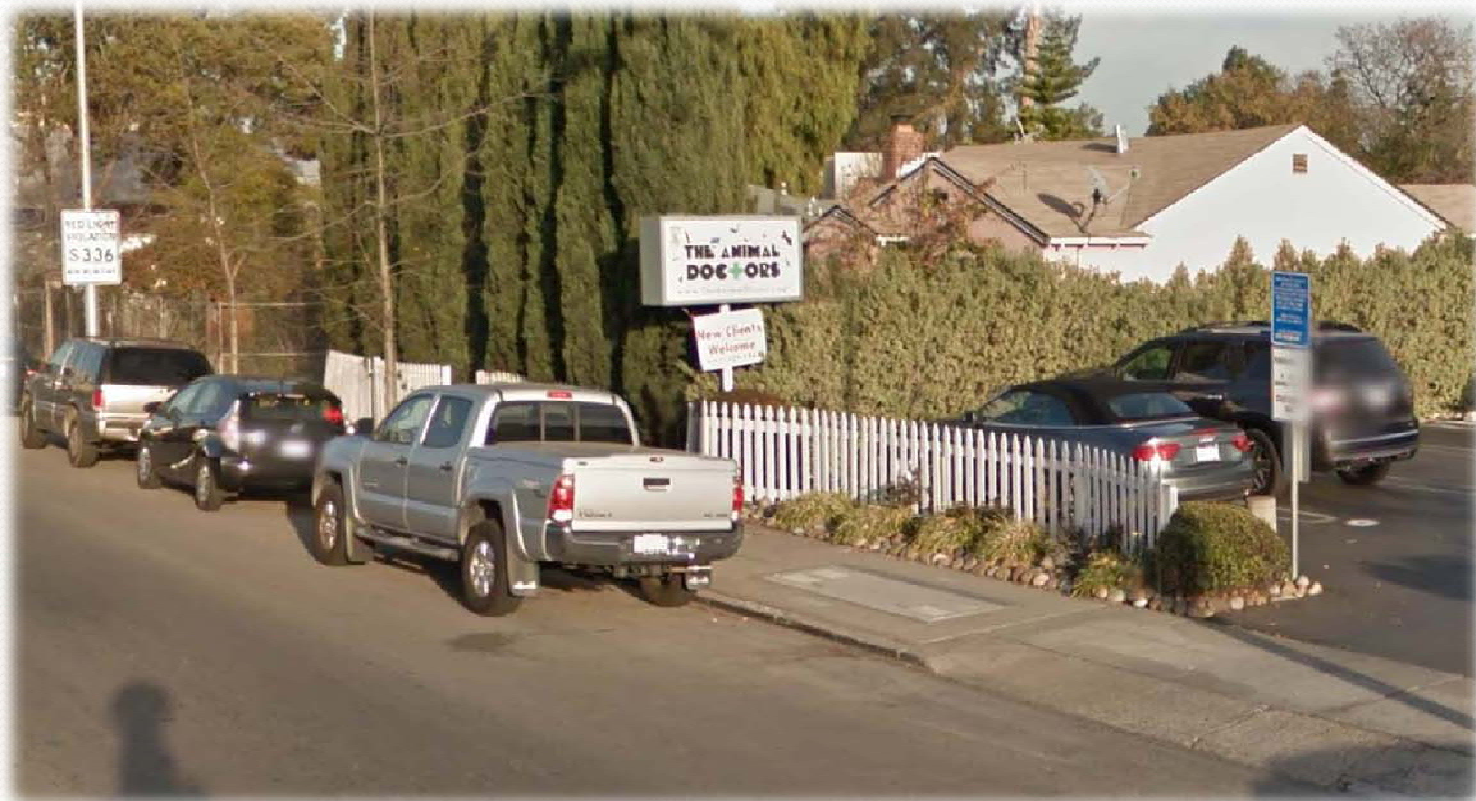
Existing Site

Driving East on Page Mill Road

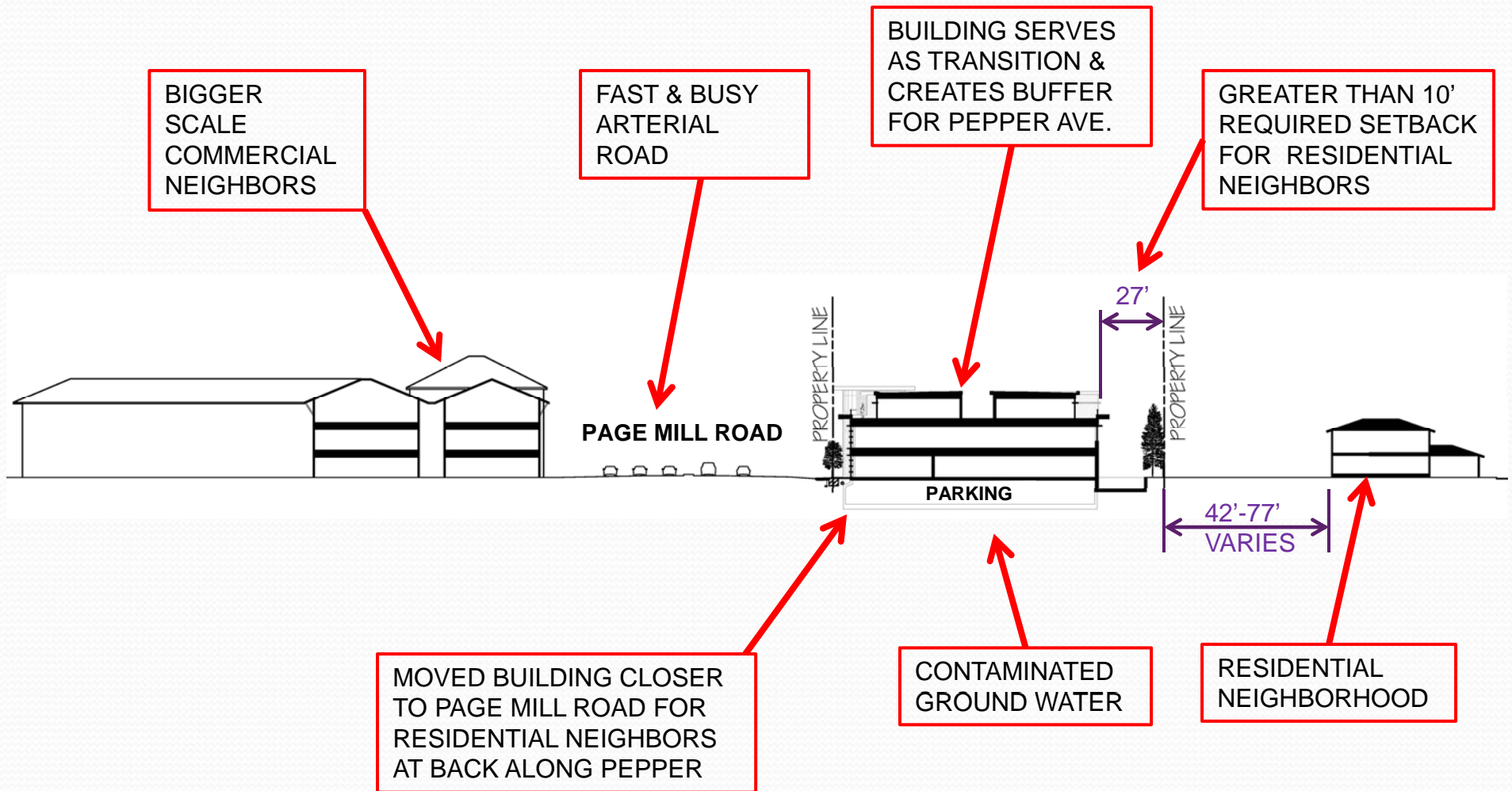


Existing Site

Driving East on Page Mill Road



Site Constraints – In Section



Building Design

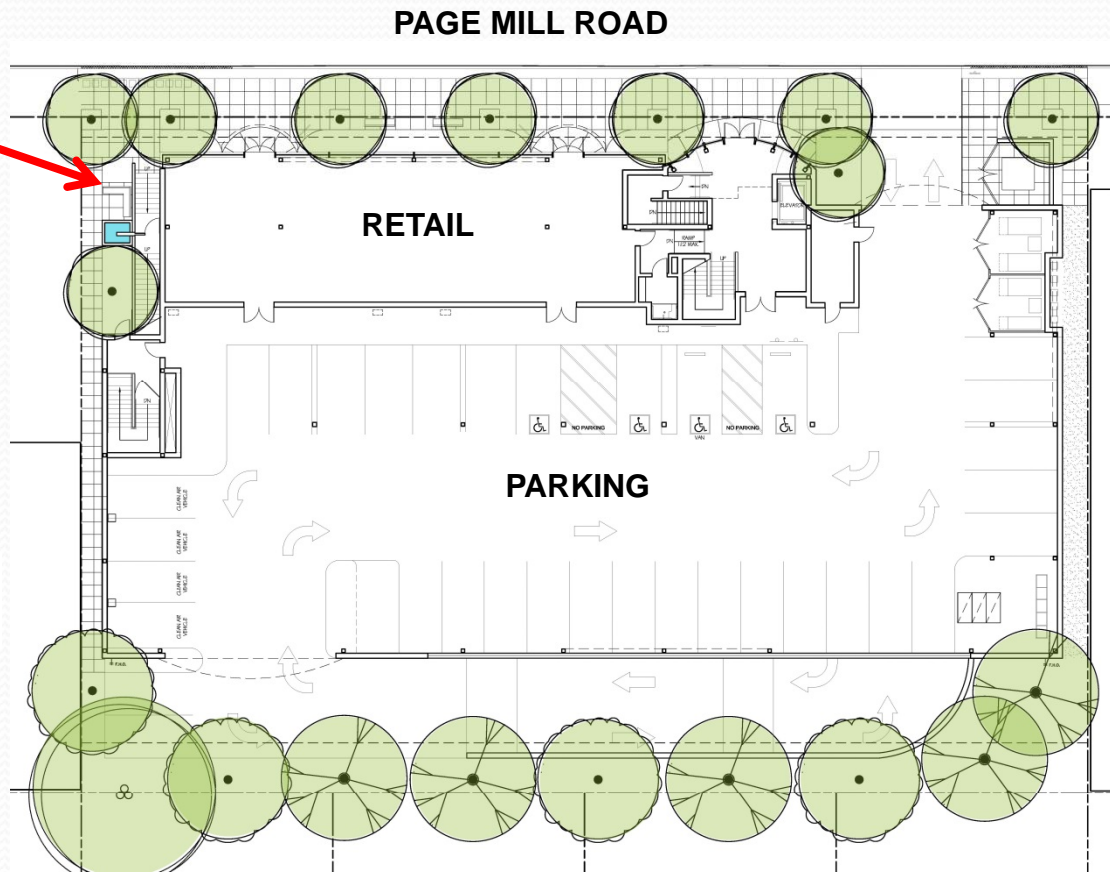


- DESIGN IS HORIZONTAL, RESPONDING TO LONG STREET FRONTAGE & CARS DRIVING BY IT
- ENTRY TOWER SERVES AS FOCAL POINT
- DELINEATED DIFFERENCE BETWEEN COMMERCIAL & RESIDENTIAL FLOORS WITH DIFFERENT MATERIALS

Site & First Floor Plan

POSSIBLE
LOCATION FOR
SCULPTURE

ANIMAL
HOSPITAL

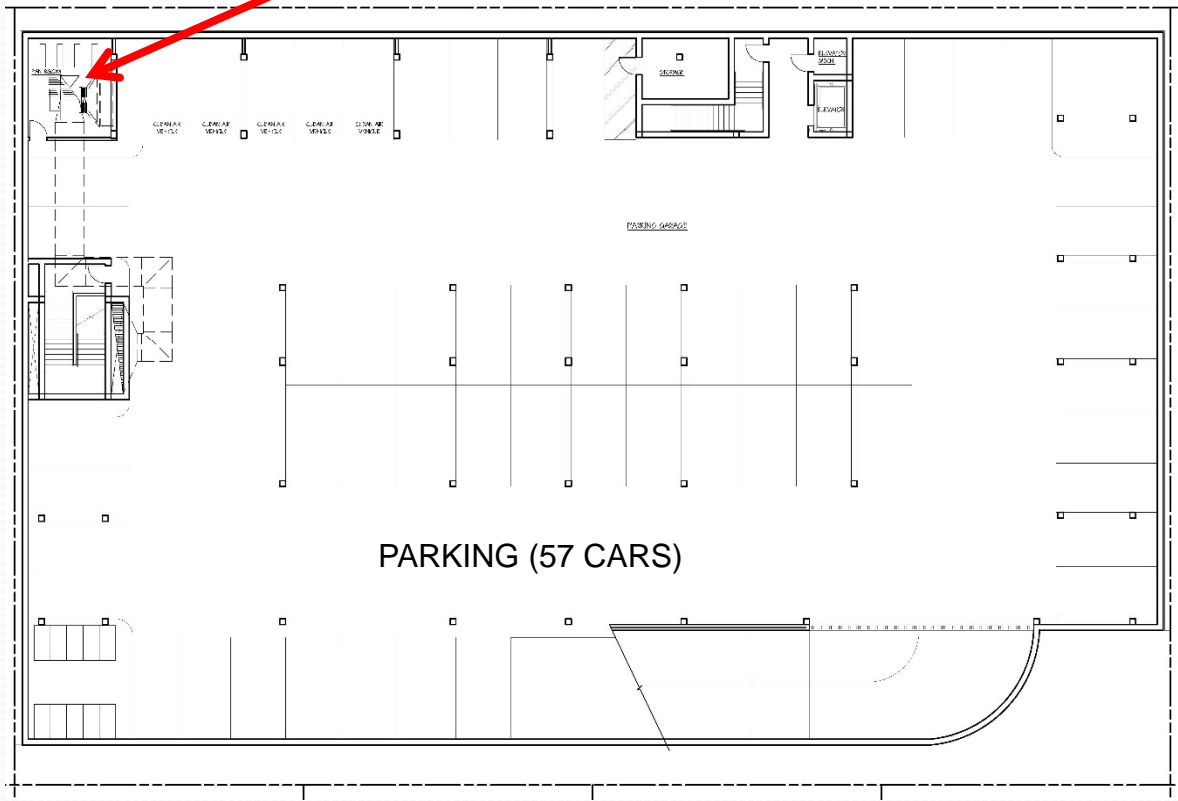


PAINT
STORE

PEPPER AVENUE
NEIGHBORS

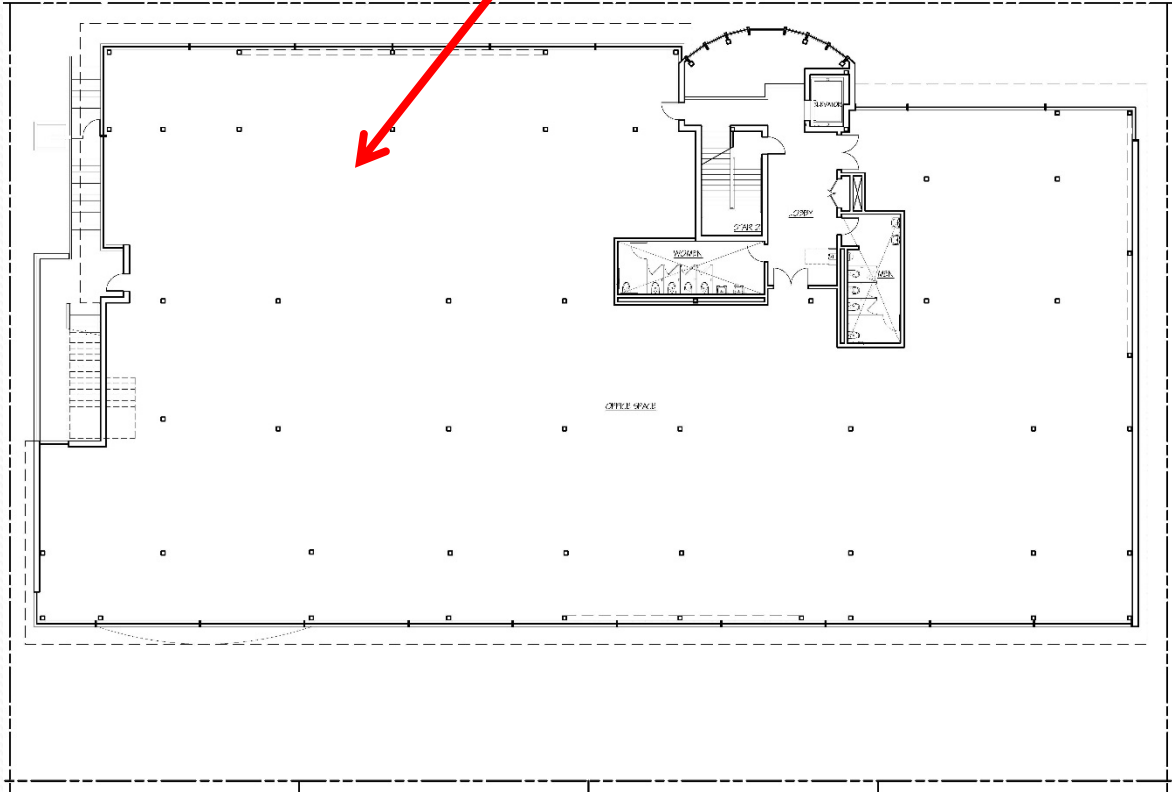
Basement

BACKFLOW PREVENTERS & EXHAUST FAN IN BASEMENT TO KEEP STREET FRONTAGE UNCLUTTERED & QUIETER



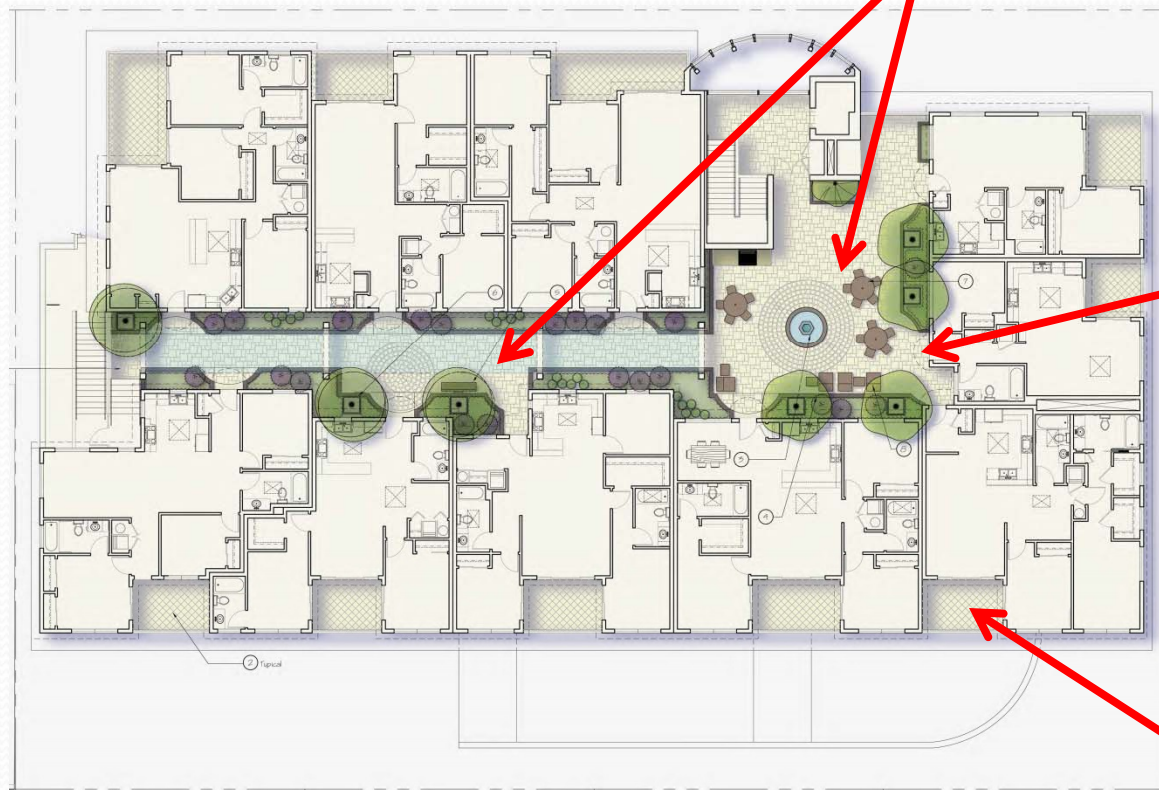
Second Floor

OFFICE SPACE—
TENANT(S) T.B.D.



Third Floor

COURTYARD & "STREET" CREATES A NEIGHBORHOOD COMMUNITY FOR THE RESIDENTS. LANDSCAPE ALONG EDGES SOFTEN THE UNITS & MAKE IT MORE INVITING



AWNINGS OVER ENTRY DOORS REPEAT CURVE OF ENTRY TOWER

EACH UNIT HAS A PRIVATE DECK

3D Views

North Elevation adjacent to Paint Store



3D Views

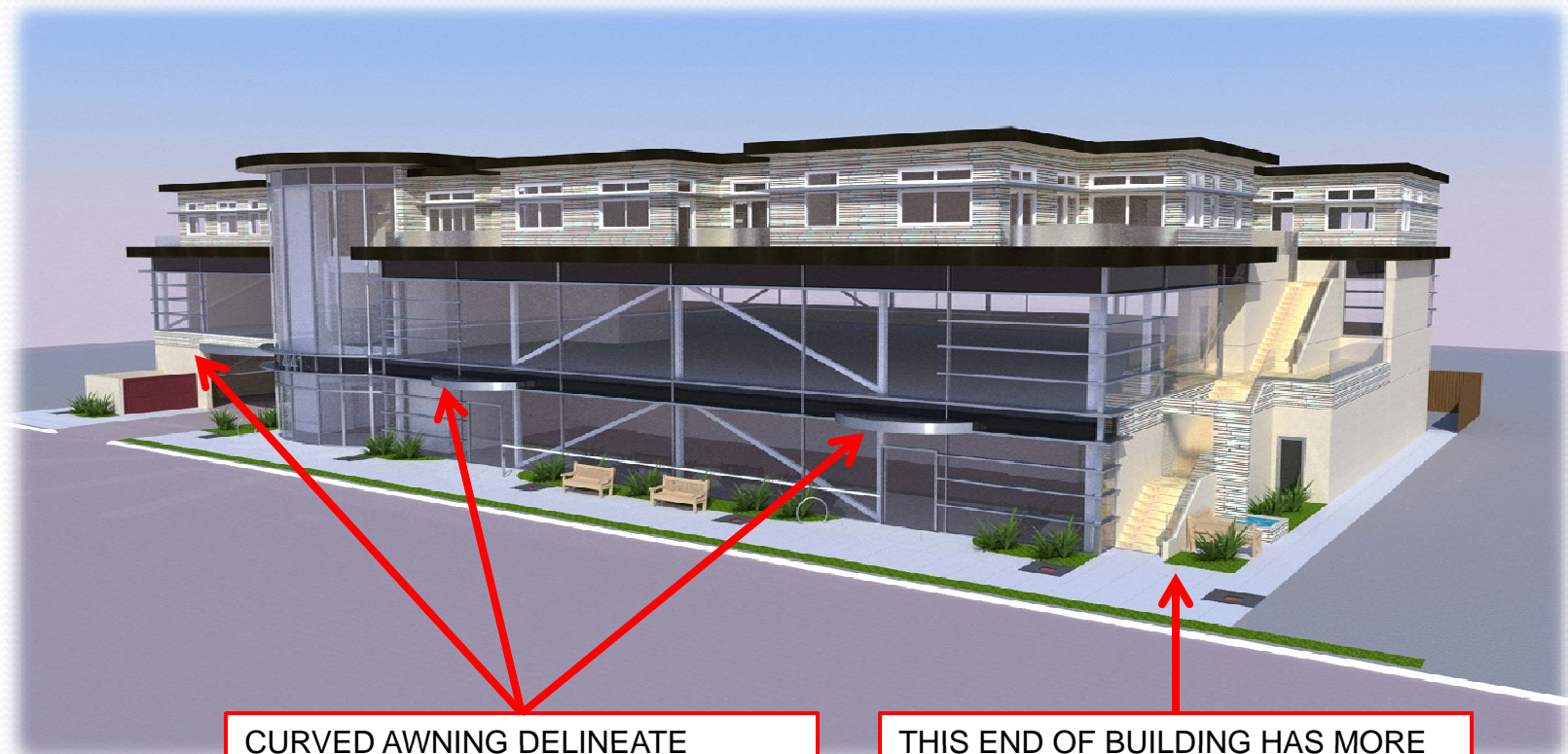
Front Elevation along Page Mill Road with street trees shown



STREET TREES BLOCK MUCH OF THE FRONT OF THE BUILDING, EXCEPT MAIN ENTRY

3D Views

Front Elevation from El Camino Real without trees



CURVED AWNING DELINEATE ENTRANCES & REPEAT CURVED SHAPE OF ENTRY TOWER – WILL ALSO HOLD BUSINESS SIGNS

THIS END OF BUILDING HAS MORE SPACE & OPPORTUNITY FOR AN ART PIECE

3D Views

Front Elevation from El Camino Real with trees



3D Views

South Elevation adjacent to Animal Hospital with trees



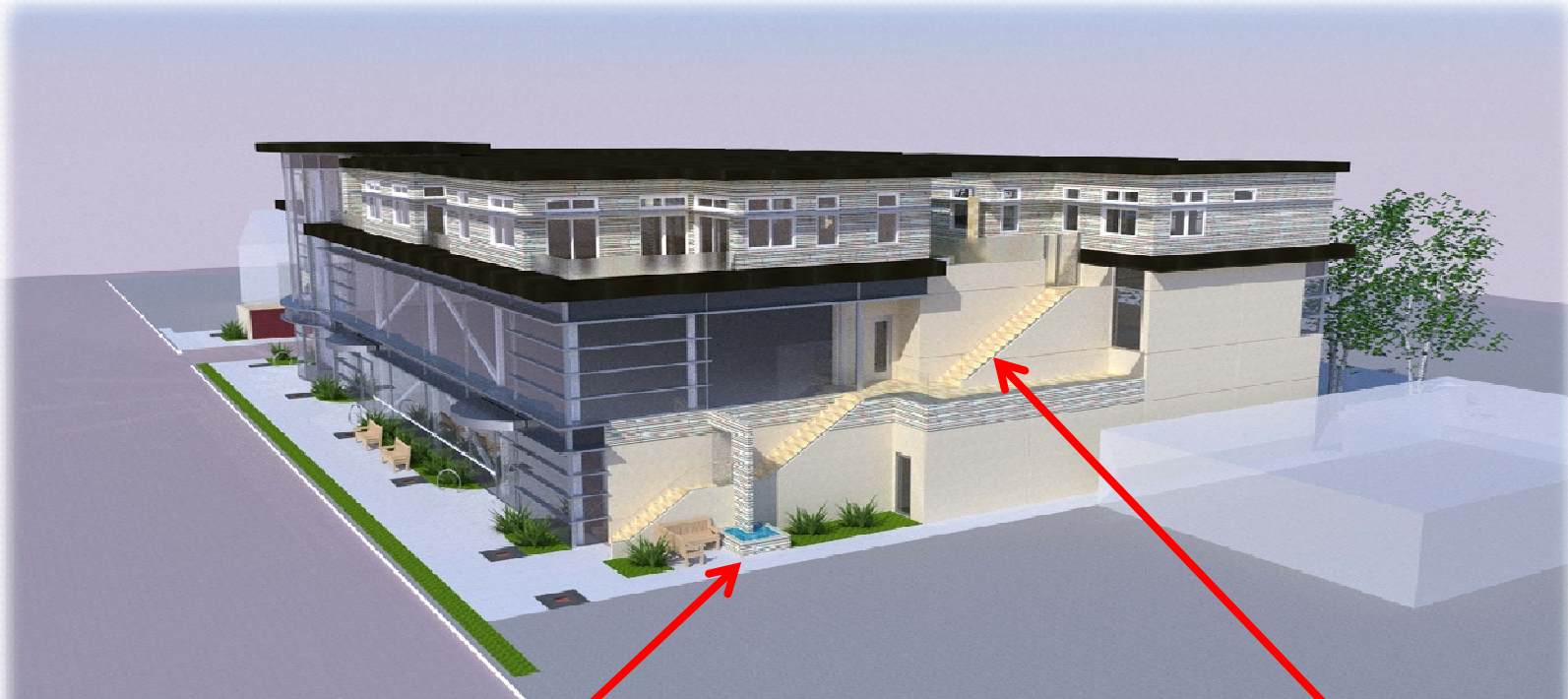
MOST VISIBLE CORNER & ELEVATION OF BUILDING – GOOD VISIBILITY FROM CARS DRIVING EAST TOWARD BUILDING ON PAGE MILL ROAD

ALL TREES & LANDSCAPING CAN BE ADJUSTED/REMOVED TO FIT SCULPTURE

ANIMAL HOSPITAL BLOCKS VIEW OF BACK CORNER

3D Views

South Elevation adjacent to Animal Hospital without trees

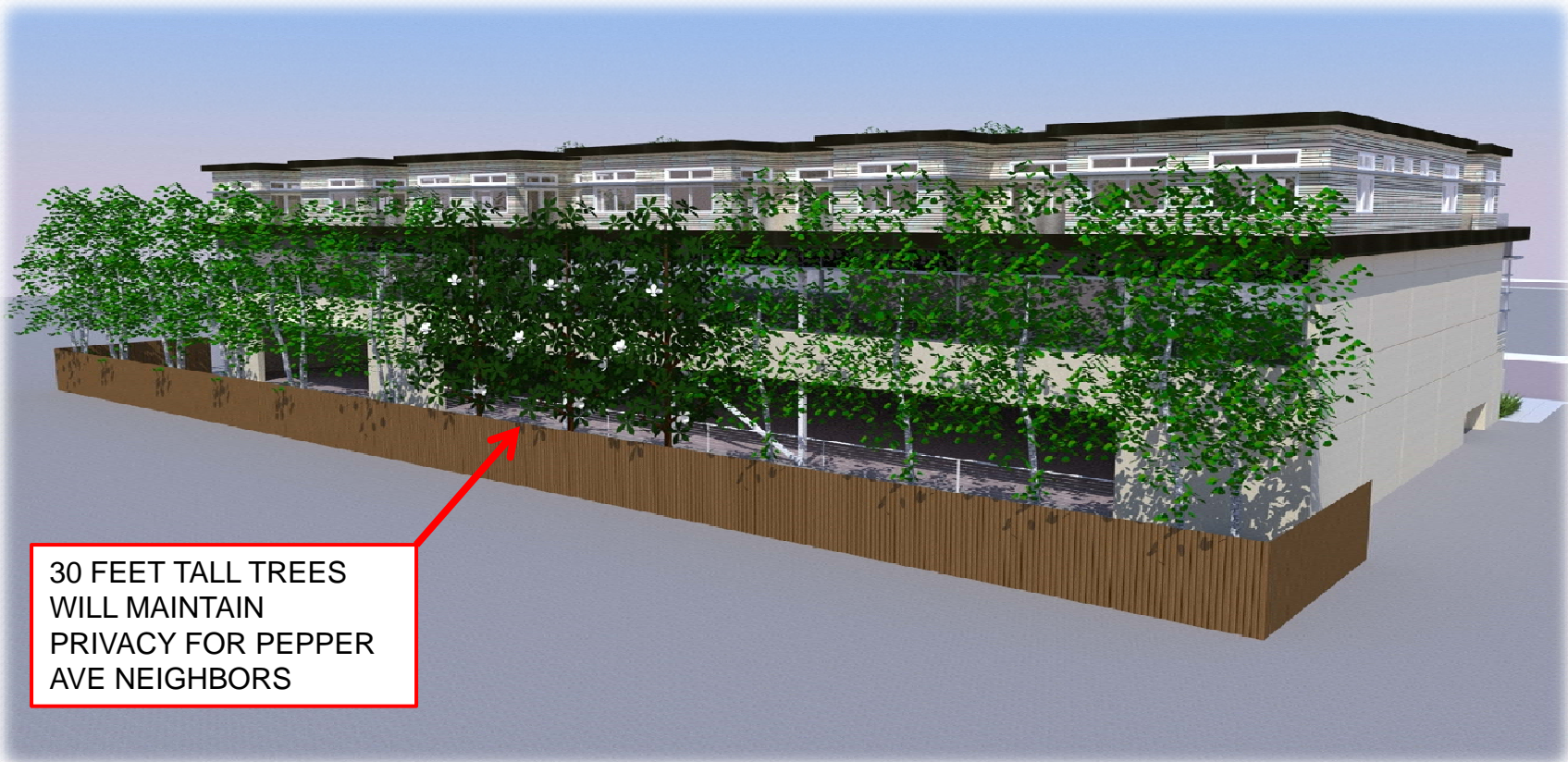


WATER FEATURE
AND WALL ABOVE
COULD BE
REPLACED BY
SCULPTURE

EGRESS STAIR
PROVIDES MORE
DYNAMIC ELEVATION
ON THIS SIDE

3D Views

Rear Elevation / Northeast



30 FEET TALL TREES
WILL MAINTAIN
PRIVACY FOR PEPPER
AVE NEIGHBORS



Art on Site

- Art budget is \$160,000.00
- Site is near one of Palo Alto's busiest intersections so an art piece visible but not distracting to cars is desirable
- Want an art piece that fits in well with the building's architecture
- Our initial thought is a sculpture by Fletcher Benton
- We welcome all your thoughts and look forward to finding the most appropriate location and type of art piece for our project

Fletcher Benton

Sculpture at corner of Page Mill Road & El Camino Real



Tilted Donut #5



Fletcher Benton

Other works more appropriate to our site



Steel Watercolor with Yellow Ball



**Blocks on Blocks:
One on Two, Ball and Ring**

