



**Council Date: June 23, 2009**

**SUBJECT: PROPOSED PUBLIC ART FOR TARGET CORPORATION,  
DOWNTOWN SUNNYVALE**

**REPORT IN BRIEF**

Under the City's Art in Private Development Ordinance, the RREEF/Sand Hill Property Company downtown development is required to provide public art for the project. The project is required to commission artwork equal to 1% of the project's construction valuation.

Council Policy 6.4.3 – Art in Private Development - Authorizes the Arts Commission to make a final approval of the artwork for private development projects unless the Council specifies otherwise. As a condition of approval the Council specified at their August 17, 2004 meeting that the developer return to Council for final review and approval of the project's artwork. It is anticipated that the developer will be incorporating several works of art to satisfy their requirement. Therefore, Council will be asked to review several art proposals as the downtown project moves forward to completion.

The purpose of this report is to provide information about the first proposed work of art for the downtown development, specifically for the Target store. The Council is being asked to review the proposed artwork and its proposed location for final approval. Staff recommends that the Council approve the proposed artwork and its location as it is presented with the two street trees eliminated from the approved landscape plans and with the following two conditions of approval:

- a. An updated site map (showing the final artwork footing placements), final landscaping plans and final lighting plans shall be submitted for review and approval by the Project Planner and the Visual Arts Coordinator prior to installation of the artwork to ensure there are no conflicts that will impair the visibility of the artwork and that there is adequate lighting of the artwork after dark.
- b. A final accounting of eligible costs with documentation provided by Target Corporation will be submitted to the Visual Arts Coordinator prior to the completion of the project to ensure the 1% expenditure has been met.

The Arts Commission was scheduled to consider the proposed artwork and its location at their regularly scheduled meeting on June 17, 2009; however, a quorum was not obtainable. Staff attempted to schedule a special meeting in June, but no date was available when a quorum could be present. At the request of the developer (Target), this item is scheduled for the June 23, 2009, City Council meeting in order to allow a sufficient amount of time for the artwork to be developed and installed in conjunction with the store's opening.

## **BACKGROUND**

The City Council approved the current developer (RREEF/Sand Hill Property Company) for the Town Center Redevelopment project on February 6, 2007. The project is a 36.5 acre redevelopment effort that calls for the demolition of the old Town Center Mall and Target store, leaving the Macys building and the City-owned parking facility next to the Target (parking structure 5 at the corner of Iowa Avenue and Sunnyvale Avenue). The Bank of the West site at the corner of Iowa Avenue and Mathilda Avenue will also remain.

Currently under construction are 292 residential units (situated above the retail level), 315,000 square feet of office space and 1,000,000 square feet for commercial, retail and entertainment use. Amenities that may be included in the design are 90,000 square feet of restaurant space, a 36,000 square foot super market and a 14-screen, 2,624-seat Cineplex. The design also calls for open space areas including a large, centrally located public square amid six existing Local Landmark status Redwood trees. (Please Refer to Attachment A – Site Map of RREEF/Sand Hill Downtown Development). Parking is provided throughout the project by four large parking garages (including the City-owned parking structure 5), a single level parking structure below the new Target store and additional on-street parking, for a total of 5,471 spaces.

Included in the downtown development is a new Target store. However, Target Corporation has elected to develop their new store internally, rather than have the developer include the building in their overall construction plan. This is in attempt to accelerate the timeline for re-opening the Target store in November 2009. The remainder of the downtown development is currently proceeding slowly due to regional and global economic conditions; therefore, the timeline for final completion of the remainder of the development is undetermined at this time.

## **EXISTING POLICY**

### **Municipal Code**

#### **Chapter 19.52. Required Artwork in Private Developments**

The purpose of this chapter is to regulate and establish standards for inclusion of publicly visible artworks in development projects which are either large in scale or have unique visual impacts due to their location on principal avenues

of travel or at landmark intersections characterized as areas of concentrated public activity (Ordinance 2623-99 § 1 (part): Prior Zoning Code § 19.49.010).

### **City Council Policy Manual**

#### **Policy 6.4.3. Art in Private Development**

It is the City's intention to ensure the inclusion of art on private property that is of the highest quality, that will encompass a broad range of artistic styles and media, that will enhance gateways and neighborhoods in the City, that will improve the quality of life in the community and be a source of pride to all residents.

#### **Arts Sub-Element**

**Policy E.1.:** Encourage alternative funding sources, funding strategies and incentives to provide and encourage the provision of art in public and private development.

**Policy E.2.:** Provide and encourage the incorporation of art, both functional and decorative, in public and private development.

#### **Community Design Sub-Element**

**Policy A.1:** Identify the boundaries of the City with attractive and distinctive features.

**Policy A.1.d:** Continue to develop a comprehensive gateway improvement program to select major gateways for improvements such as special landscaping, signage, visitor information centers, patterned pavement, monuments or artwork and unique private development standards.

**Policy A.3:** Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.

**Policy A.3.e:** Encourage new landmarks and features to distinguish districts and neighborhoods.

### **DISCUSSION**

**Process:** The criteria established in the municipal code for reviewing the artwork are as follows:

- 1) Review the artist's background to ensure he/she has the experience and knowledge to design, fabricate and install large-scale artwork.
- 2) Review the artwork itself to determine whether or not the nature and style of the artwork is appropriate to the architecture and site.

- 3) Determine whether or not the proposed artwork is appropriate in scale for the overall development.
- 4) Review the location of the artwork for visibility to the public.

**Project:** Target Corporation has removed its existing 152,621 square foot, two-story retail store and is replacing it with a larger, approximately 180,000 square foot, single level store (Please refer back to Attachment A – Site Map of RREEF/Sand Hill Downtown Development). The new store will be on the second floor above a 353-space, first floor parking garage and five retail spaces fronting on McKinley Avenue. This parking garage will be used primarily by Target patrons, but will not be reserved exclusively for the Target store. Entrances to the parking garage will be located along Taaffe Street and Murphy Avenue. There will also be a second story pedestrian walkway across Taaffe Street connecting the Target store with parking structure 1.

The store's architecture is a dramatic change from the previous store, incorporating a modern design with sharp, clean horizontal lines (Please refer back to Attachment B – Elevation Plan of Target Store). The building includes large glass windows along the front of the building on both the first and second stories of the structure.

**Project Location:** The new Target store will be located at the same site as the former Target store on Iowa Avenue in downtown Sunnyvale (Please refer to Attachment C – Street Map), however, the new store will be repositioned on the site to allow for the extension of several existing streets in the downtown redevelopment. In an attempt to increase pedestrian circulation and to reestablish a grid alignment of the streets that is historically characteristic of a downtown area, McKinley Avenue will be extended between Sunnyvale Avenue and Mathilda Avenue, Taaffe Street will be continued to connect Iowa Avenue to Washington Avenue, and Murphy Avenue will be extended from Iowa Avenue to Washington Avenue (Please refer back to Attachment A – Site Map of RREEF/Sand Hill Downtown Development).

The Target store will be surrounded on all four sides by a mix of residential, retail/entertainment and small office/commercial uses. Pedestrian and vehicular traffic patterns are expected to be heavy during operating hours of the store as well as during the evening hours due to the restaurants and Cineplex.

**Artwork Location:** The selected location for the proposed artwork is near the main entrance to the store at the corner of Taaffe Street and McKinley Avenue. Target Corporation is proposing to locate the artwork in the median or “park strip” adjacent to Taaffe Street (Please refer to Attachment D - Site Plan Showing Artwork Location). The artwork will be visible to Target shoppers, pedestrians and vehicular traffic along Taaffe Street and McKinley Avenue,

including the pedestrian traffic using the flyway between Target and parking structure 1 on the other side of Taaffe Street.

**Selected Artist:** The selected artist for this project is Troy Corliss (Please refer to Attachment E – Artist’s Resume). Mr. Corliss is a resident of Truckee, California, and has been active in the fine arts community since 1993. He has completed public commissions for the City of Roseville, California; the City of Reno, Nevada; the City of Davis, California; the City of Stockton, California; and the Sacramento Metropolitan Arts Commission, California. His sculptures can be seen locally at the Edenvale Library (City of San Jose, California); the Upper Noe Valley Recreation Center (San Francisco Art Commission, San Francisco, California) and Mape Memorial Park (City of Dublin, California).

**Artwork Proposal:** The proposed art is a series of large, freestanding, forged steel flower sculptures that will be placed along Taaffe Street (Please refer to Attachment F – Artist’s Rendering of View from Pedestrian Bridge). The flowers represented will be California meadow flowers or *Nemophila Menziesii* variations. (Please refer to Attachment G – Photographs of *Nemophila Menziesii*.)

Each steel flower will stand between 16’ and 20’ tall and the flower heads will be 6’ in diameter. Each flower stalk will be 5”-6” in diameter and will be anchored below ground level. A 22” diameter steel collar (similar to a tree grate) will offset each of the stalks from the ground. The cylindrical stalks will appear to grow out of the concrete sidewalk and the height of the flowers will keep the artwork from any direct competition of the nearby hardscape.

The petals of the flowers will be forged steel with a powder coated finish on both the top and bottom of the petals. A mixed palette of blues, magentas, ochres, siennas, and umbers has been selected, and a variation of hues and tones within the selected colors along with varying heights of each flower, color patterning and the position of each flower will create individuality among the flowers.

The artist is proposing 10-15 flower sculptures. The approved landscaping plans call for two trees located in the area where the flower sculptures will be installed (Please refer to Attachment H – Artist’s Rendering and Location Map of Proposed Artwork with Trees). If the trees remain the developer will only be able to install ten flower stalks due to conflicts with the required underground utilities, trenching and piping under the public right of way. If the trees are deleted from the landscaping plan there will be room to install all 15 flower sculpture. (Please refer to Attachment I – Artist’s Rendering and Location Map of Proposed Artwork with Trees Eliminated).

The end result of the proposed artwork is a series of playful, fluid sculptures juxtaposed against the hard linear lines of the modern building and reflected in the large glass panels of the building. The bright colors and exaggerated size of the flower groupings will be bold enough to attract the attention of viewers from a distance, and the unusual view from the sidewalk below will engage pedestrians as they pass underneath. Visitors inside the Target store and visitors utilizing the adjacent exterior pedestrian walkway will also have unique views of the artwork from the second floor.

**Lighting:** The developer is proposing to up-light each grouping of flowers (not individual flowers) from the ground level with four recessed lights. Additionally, the artwork will receive a great deal of ambient lighting from the store through the glass front of the building as well as ambient lighting from the street lights and adjacent businesses.

**Maintenance:** Maintenance on the proposed artwork will consist of biannual rinsing required to remove any accumulation of dust and contaminants. The artwork and powder coating process is designed to endure normal weather conditions.

The exaggerated height of the petals will deter climbing and vandalism. The flower stalks will be treated with an anti-graffiti top coat and any tagging on the stalks can be easily removed with the proper chemicals. Minor scratches can also be buffed out and resealed.

**Corporate Logo:** Staff has determined that the artwork bears no resemblance to the Target logo. Examples of the Target logo are available by referring back to Attachments D, F, H or I.

### **FISCAL IMPACT**

If approved, the developer will be responsible for design, fabrication and installation costs of the artwork as well as ongoing maintenance. There is no fiscal impact on the City's operating budget other than incidental staff time to monitor the project which is budgeted in the Art in Private Development Program.

### **PUBLIC CONTACT**

Public Contact was made through posting of the Council agenda on the City's official-notice bulletin board, on the City's Web site, the Library, Senior Center, Community Center, and Department of Public Safety the availability of the agenda and report in the Office of the City Clerk.

## **ALTERNATIVES**

The Council is being asked to take action on the proposed Target artwork and its location. The Council may vote to:

- 1) Approve the proposed artwork as it is presented with the two street trees eliminated from the approved landscape plans and with the following two conditions of approval:
  - a. An updated site map (showing the final artwork footing placements), final landscaping plans and final lighting plans shall be submitted for review and approval by the Project Planner and the Visual Arts Coordinator prior to installation of the artwork to ensure there are no conflicts that will impair the visibility of the artwork and that there is adequate lighting of the artwork after dark.
  - b. A final accounting of eligible costs with documentation provided by Target Corporation will be submitted to the Visual Arts Coordinator prior to the completion of the project to ensure the 1% expenditure has been met.
- 2) Approve the proposed artwork as it is presented with the two street trees remaining in the approved landscape plans and the following two conditions of approval:
  - a. An updated site map (showing the final artwork footing placements), final landscaping plans, and final lighting plans shall be submitted for review and approval by the Project Planner and the Visual Arts Coordinator prior to installation of the artwork to ensure there are no conflicts that will impair the visibility of the artwork and that there is adequate lighting of the artwork after dark.
  - b. A final accounting of eligible costs, with documentation provided by Target Corporation, will be submitted to the Visual Arts Coordinator prior to the completion of the project to ensure the 1% expenditure has been met.
- 3) Approve the proposed artwork as it is presented with the two street trees eliminated from the approved landscape plans and with no conditions of approval, or
- 4) Approve the proposed artwork as it is presented with the two street trees remaining in the approved landscape plans and with no conditions of approval, or
- 5) Not approve the proposed artwork as it is proposed.

## **RECOMMENDATION**

Staff recommends Alternative 1: Approve the proposed artwork as it is presented with the two street trees eliminated from the approved landscape plans and with the following two conditions of approval:

- a. An updated site map (showing the final artwork footing placements), final landscaping plans and final lighting plans shall be submitted for review and approval by the Project Planner and the Visual Arts Coordinator prior to installation of the artwork to ensure there are no conflicts that will impair the visibility of the artwork and that there is adequate lighting of the artwork after dark.
- b. A final accounting of eligible costs with documentation provided by Target Corporation will be submitted to the Visual Arts Coordinator prior to the completion of the project to ensure the 1% expenditure has been met.

After review of the artwork proposal staff from the Arts Unit and Planning Division concluded that the proposed artwork meets the criteria set forth in the Art in Private Development Ordinance. The artwork is centrally located, publicly visible and accessible and appropriate in scale for the Target building and the surrounding downtown development. Staff also concludes that eliminating the two street trees from the proposed artwork location will allow for not only additional flower sculptures, but it will eliminate the possibility of the trees obscuring part of the artwork at a later date. Target Corporation had not provided information regarding the proposed artwork at the time the landscape plans were approved by the Planning Commission.

The Arts Commission was scheduled to consider the proposed artwork and its location at their regularly scheduled meeting on June 17, 2009; however, a quorum was not obtainable. Staff attempted to schedule a special meeting in June, but no date was available when a quorum could be present. At the request of the developer (Target), this item is scheduled for the June 23, 2009, City Council meeting in order to allow a sufficient amount of time for the artwork to be developed and installed in conjunction with the store's opening.

Reviewed by:

David A. Lewis, Director, Department of Community Services

Prepared by: Nancy Bolgard Steward, Superintendent of Recreation

Approved by:

Gary M. Luebbbers  
City Manager

**Attachments**

Attachment A: Site Map of RREEF/Sand Hill Downtown Development

Attachment B: Elevation Plan of Target Store

Attachment C: Street Map

Attachment D: Site Plan Showing Artwork Location

Attachment E: Artist's Resume

Attachment F: Artist's Rendering of View from Pedestrian Bridge

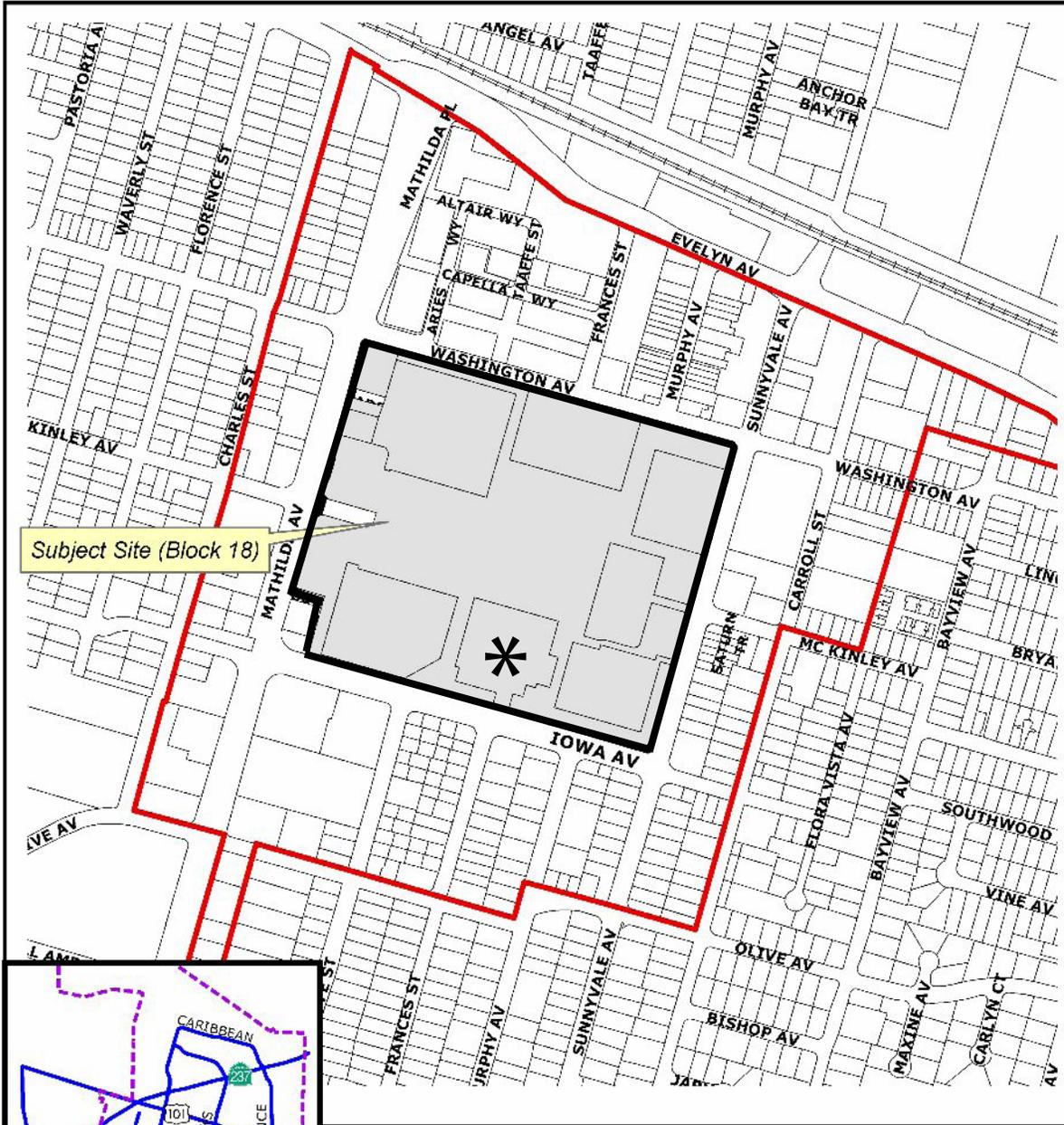
Attachment G: Photographs of *Nemophila Menziesii*

Attachment H: Artist's Rendering and Location Map of Proposed Artwork with  
Trees

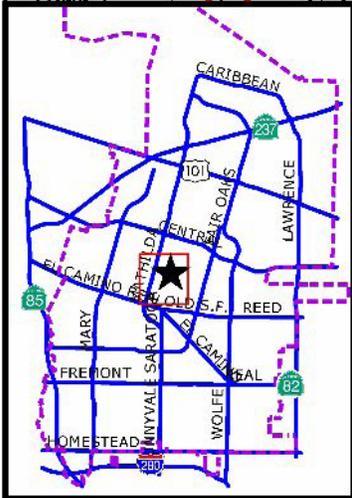
Attachment I: Artist's Rendering and Location Map of Proposed Artwork with  
Trees Eliminated



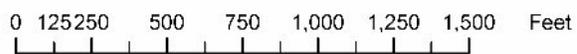




Subject Site (Block 18)



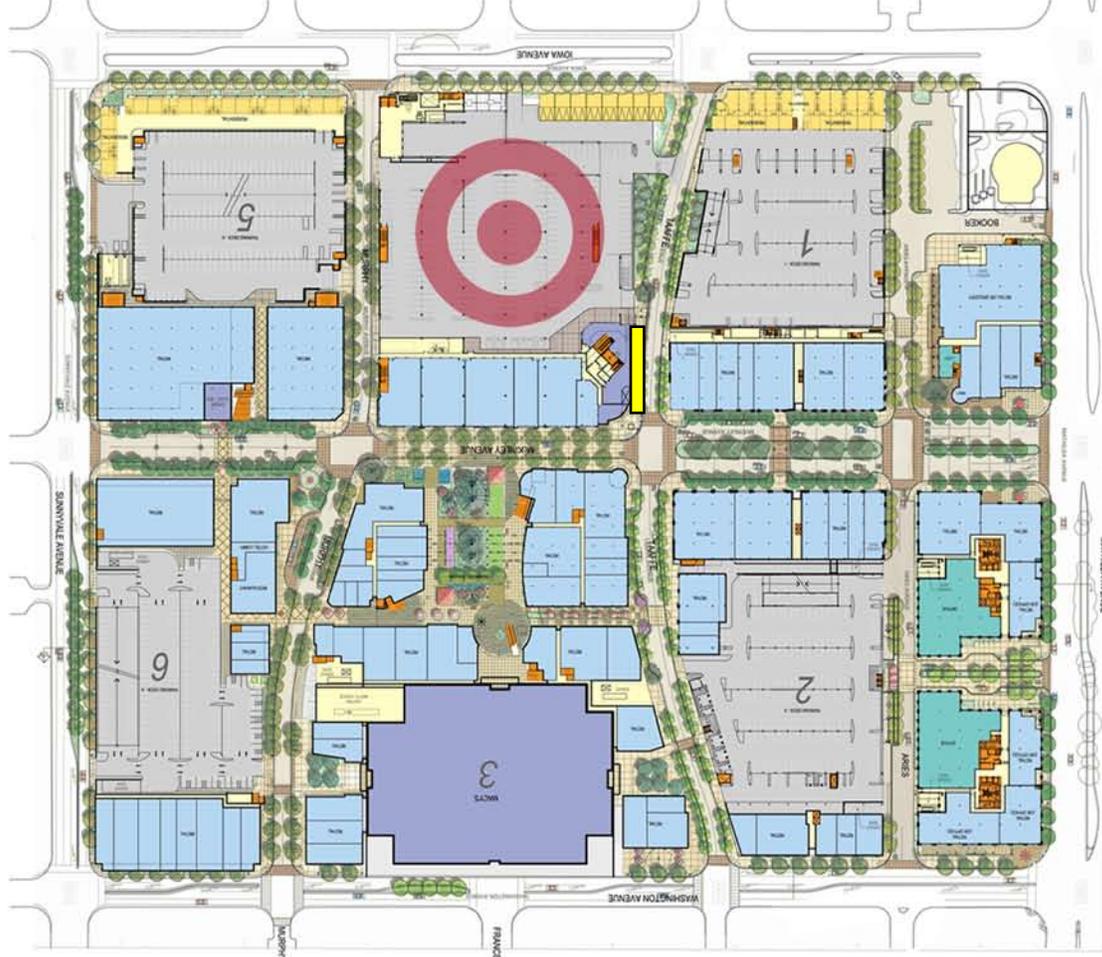
### Town Center Mall Redevelopment Special Development Permit & Tentative Map



Artwork  
Location



STORE LEVEL



STREET LEVEL

# Troy Corliss

11434 Rocky Lane  
Truckee, CA. 96161 (530)-  
902-0322  
[troyanne@ltol.com](mailto:troyanne@ltol.com)  
[www.troycorliss.com](http://www.troycorliss.com)  
CA. State Contractors Lic.#767389

## EDUCATION

993 B.A. Studio Art, University of California at Davis.

## PUBLIC ART COMMISSIONS IN PROGRESS:

2009 **Solano County, CA.** Suisun Library- Suspended Sculpture, glass & steel elements.  
Architect: Paul Roberts & Partners Inc. County Architect: Kanon Artiche. Director of  
Library Services: Ann Cousineau

2009 **Sacramento Metropolitan Arts Commission.** Poet Laureate Public Art Project.  
City Architect: Dennis Day. Natomas Community Center, Sacramento, CA.

## COMPLETED:

2008 **Kaiser Permanente, Medical Office Building, Roseville, CA.** Commissioned through  
Beth Jones Art Consultant, Sacramento, CA. Architect: Stantec (Sacramento office)

2008 **San Francisco Art Commission, CA.** Upper Noe Valley Recreation Center.

Landscape Architect: John Thomas, City & County of San Francisco.

2007 **City of San Jose, CA.** Edenvale library. Suspended sculpture, glass & steel elements.

Architect: Stephen Finney. CWA (CHARLES WALTON ASSOCIATES AIA)

2007 **City of Reno, NV.** Terrace Sports Complex. "*Aspen Grove*"

Landscape Architect: Dale A. Doerr, CFA, Inc.

2005 **Cleveland Botanical Garden, Ohio.** Entry way Sculpture "*Sprouting Seeds*".

CBG Director: Brian Holley. Landscape Architects: Behnke and Associates.

2005 **Robert Mondavi Institute.** Wine & Food Science Building ground breaking utensils.

2005 **Sacramento Regional Transit District.** Light Rail System- Florin Grade Separation.

Architect: David M. Solomon. Architect, Sacramento Regional Transit District.

2004 **City of Stockton.** In Conjunction with Adopt a Watershed "River of Words".

"*Crane-Sail*" – Display of student art contest winners @Hagan Museum.

2003 **City of Davis.** Neighborhood Parks.

"*Alluvium*" -rammed earth wall.

2003 **Sacramento Regional Transit District.** Light Rail System- Florin Road Station.

Architect: John Nicolaus, Senior Architect The HLA Group (Prime Consultants)

"*Concrete Wetland Image Study*" –shelter structure columns.

2003 **Sacramento Metropolitan Arts Commission.** Phase 2-Freepoint Shores Youth Sports  
Complex. Architect: Tin-Wah Wong. City of Sacramento.

"*Valley Balls*" –two additional terrazzo balls.

2002 **RTD, Denver-** Invesco Field/ Mile High Stadium Light Rail Station.

Architect: Dennis Cole. RTD Senior Architect.

"*Pigskins*" –5 terrazzo footballs each measuring 6 feet by 4 feet.

2002 **City of Roseville-** Civic Center Building- Rotunda Lobby Floor & Interior Sculpture.

Architect: Williams + Paddon Architects.

"*Native Oaks*" –terrazzo floor, terrazzo acorn sculptures & glass leaves.

2000 **Sacramento Metropolitan Arts Commission-** Sacramento City Services Complex.

Architect: Kristopher Barkley. AIA. Vice President Dreyfus & Blackford Architects.

"*Just Add Water and They Will Come*" –10 free standing cast concrete tablets.

# Troy Corliss

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CA. State Contractors Lic.#767389

## **PUBLIC ART COMMISSIONS COMPLETED:**

2000 **Turtle Bay Museums and Arboretum on the River.** Redding, CA. Visitor Center.  
Architect: Judy Ward. The Portico Group.

“*Turtle Shells*” cast concrete turtle sculptures.

2000 **City of Dublin Fine Arts Foundation-** Mape Memorial Park.

12 foot free standing arch covered with community made ceramic tiles.

2000 **Sacramento Regional Transit District,** Light Rail System Design Team.

1998 **Sacramento Metropolitan Arts Commission.** Freeport Shores Youth Sports Complex.  
Architect: George Doxas. City of Sacramento. “*Valley Balls*”- 5 terrazzo balls.

## **PUBLIC ART REGISTRIES:**

2009 The City of Atlanta, GA. Public Art Program.

2006 The City of Calgary, AB. Public Art Program.

2003 San Jose, CA. Branch Library and Parks Projects.

2002 Cleveland Public Art. Lillian Kuri, Executive Director.

2001 Barker + Associates Public Art Advisory. Beatrix Barker, Prime Consultant.

2001 City of Los Angeles, Cultural Affairs Slide Registry.

2001 PROMENART Sydney Harbour Foreshore Authority. Sydney, Australia.

2001 City of New York, Department of Cultural Affairs.

2001 City of Santa Cruz, CA.

2001 King County Design Team Registry. Seattle, WA.

2000 Sound Transit Design Team Registry. Seattle, WA.

## **PUBLIC ART PANEL**

2003 2006 Yolo County Arts Council, CA. Board of Directors.

2003 2006 Art in Public Places Committee Member.

Sacramento Metropolitan Arts Commission.

2002 Sacramento Metropolitan Arts Commission selection panel.

Sump 2 Wastewater Pumping Station. \$300k budget.

1998 Sacramento Metropolitan Arts Commission selection panel.

Boys and Girls Club. \$36k budget.

## **TEACHING**

1998 2000 St. Michael's Episcopal Day School, Carmichael, CA:  
Art Specialist Grades K-8th.

Head Master: Fr. Jesse Vaughan

1996 2000 U.C.Davis Craft Center: Figure & Beginning Drawing.

1996 1997 City of Sacramento: Marjorie R. Smith Summer School for the Arts.  
Sculpture for children ages 6- 15 years.

1996 Davis Art Center: Figure Drawing.

1994 1995 U. C. Berkeley: Teaching Assistant- ART 12, 14, 118.

Beginning & Advanced Figure Drawing/ Figurative Sculpture.

Instructor: Jane Rosen



## Nemophila Menziesii



Common name: Baby Blue Eyes

Species from Oregon, California, Baja Mexico

Photographed on Hite Cove Canyon Trail





