

**CITY OF SUNNYVALE**  
**COMMUNITY SERVICES DIVISION**  
**ARTS & MARKETING**

November 21, 2012

**TO:** Arts Commission  
**FROM:** Kristin Dance, Visual Arts Coordinator  
**THROUGH:** Nancy Bolgard Steward, Superintendent of Community Services  
**SUBJECT:** NetApp Campus/1275-1395 Crossman Street (Building 9)

**Introduction**

Under the City's Art in Private Development Ordinance, NetApp has been required to provide public art as part of their new headquarters in North Sunnyvale. The procedure established for reviewing the artwork is as follows:

- 1) Review the artist's background to ensure he/she has the experience and knowledge to design, fabricate and install a 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.

The purpose of this memo is to provide information about the proposed artwork for the NetApp Campus and to solicit Arts Commission approval of the final design. Under the Art in Private Development Ordinance, the Arts Commission is authorized to make a final determination of the proposed artwork. The Commission's decision may be appealed by the developer to the City Council.

## **Discussion**

**Project Location:** The NetApp campus is located in the Moffett Park area in North Sunnyvale which is primarily industrial uses. The campus consists of three different sites in close proximity to each other. The main area of the campus is considered to be the 45.89 acre site bounded by Java Drive, Crossman Avenue, Caribbean Drive, and Geneva Drive (Please refer to Attachment A – Street Map.) This main site is being constructed in different phases and currently houses seven Buildings and two parking structures (addressed as 1275-1395 Crossman Avenue and 495 Java Drive) with two additional office buildings and an additional parking structure to be completed at a later date (addressed as 1330-1350 Geneva Drive).

The second site is located across Crossman Avenue along Java Drive (Please refer back to Attachment B – Site Map) where two research and development buildings are currently in use (addressed as 475 Java Drive and 1275 Crossman Avenue). Two additional buildings and a parking structure are planned, but not yet approved by the City.

The third site is also located across Crossman Avenue from the main site along Baltic Way. Again, this phase of construction has not been approved by the City, but NetApp's master plan proposes two additional research and development buildings for this site.

**Background:** In February 2000, the Arts Commission reviewed and approved the selected artwork for the first Phase of the NetApp Campus, Buildings 1 and 3 along Java Drive (Please refer back to Attachment B – Site Map). The Commission approved an untitled site-specific sculpture by artist Brad Goldberg which was installed in 2001 at the corner of Java Drive and Crossman Avenue (Please refer to Attachment C – Photographs of Brad Goldberg's Sculpture).

A second phase of construction resulted in the addition of Buildings 2, 10 and 11 along Crossman Avenue (Please refer back to Attachment B – Site Map). For this phase the company selected an existing sculpture by artist Tom Ostenberg entitled "Above Conflict." This sculpture was approved by the Arts Commission in April 2000 and installed at the main entrance to Building 11 (Please refer to Attachment D – Photograph of Tom Ostenberg's Sculpture).

**Project Description:** The most recent phase of construction for the NetApp Campus resulted in the completion of Buildings 4, 7, 8 & 9 within the main site (Please refer back to Attachment B – Site Map). This third phase of construction also requires public art.

**Artwork Location:** The selected location for the artwork for this phase is in a parking lot median in front of Building 9 (Please refer to Attachment E – Site Map Showing Artwork Location). This location was selected to provide the best viewing from the public right of ways, as well as the best viewing from the main entrance of Building 9. The median currently has three young trees planted in it, but NetApp will be relocating the trees and removing two parking spaces to accommodate the artwork.

Staff anticipates the site will have continuous, high levels of vehicular traffic as the site is located at a prominent corner in a busy industrial area.

**Selected Artist:** The selected artist for the project is sculptor Carole A. Feuerman (Please refer to Attachment F – Artist’s Resume). Ms. Feuerman has been creating hyper-realistic sculptures for over forty years. Her work has been included in major exhibitions throughout Europe, Asia and the United States and can be found in public collections for Forbes magazine, the El Paso Museum of Art, the Boca Raton Museum of Art, the Bass Museum, Vin & Sprithistoriska Museet and Art –st-Urban.

**Artwork Proposal:** NetApp is proposing to install a large scale sculpture entitled “Double-Diver” (Please refer to Attachments G, H and I – Computer Renderings of the Sculpture in its Location.) The sculpture will stand approximately 25’ tall and will consist of two larger than life, realistic divers perfectly balanced in a single line. The sculpture represents NetApp’s core values: simplicity, integrity, teamwork, balance and perform the impossible.

The sculpture will be made through a casting process the artist created and calls “painting with fire”. This method consists of a combination of molten metals (everdur bronze, white bronze and stainless steel) heated to 2,000 degrees and poured into sculpted sand molds. The various cast pieces of the sculpture are then welded together and secured onto a stainless steel armature for support. The artist will then finish the sculpture with patinas that give the highly textured surface of the sculpture a rich, abstracted, bluish-silver finish. This color palate is similar and complimentary to the blue palate found in the architecture of the campus buildings.

**Lighting:** The lighting plan has not yet been determined. Staff will work with NetApp to ensure the sculpture is adequately lit by the time of Building 9’s occupancy.

**Maintenance:** The artwork will have a clear coat sealer to protect it from the elements and make graffiti removal easier. Regular maintenance will consist of a quarterly rinsing and application of a bronze wax if needed.

**Corporate Logo:** Staff has determined that the artwork bears no resemblance to the NetApp logo.

### **Staff Recommendation**

Staff recommends that the Arts Commission approve the artwork as it is proposed. The proposed art meets all the conditions of the Art in Private Development requirement.

## **Commission Action**

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

1. Approve the proposed artwork as it is proposed.
2. Not approve the proposed artwork.

cc: Lisa G. Rosenblum, Director, Library and Community Services Department

Attachment A: Street Map

Attachment B: Site Map

Attachment C: Photographs of Brad Goldberg's Sculpture

Attachment D: Photograph of Tom Ostenberg's Sculpture

Attachment E: Site Map Showing Artwork Location

Attachment F: Artist's Resume

Attachment G: Computer Rendering of the Sculpture in its Location

Attachment H: Computer Rendering of the Sculpture in its Location

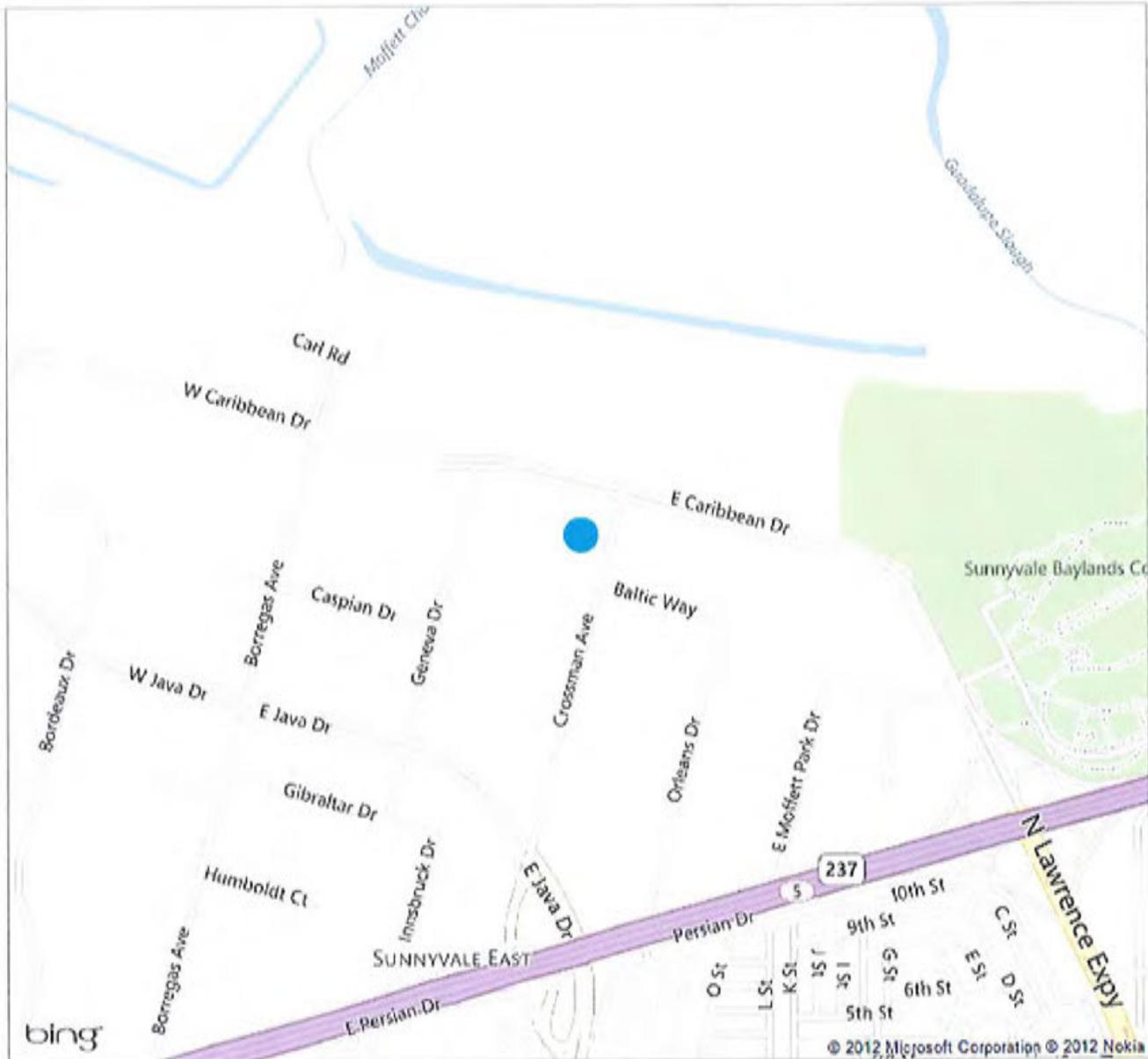
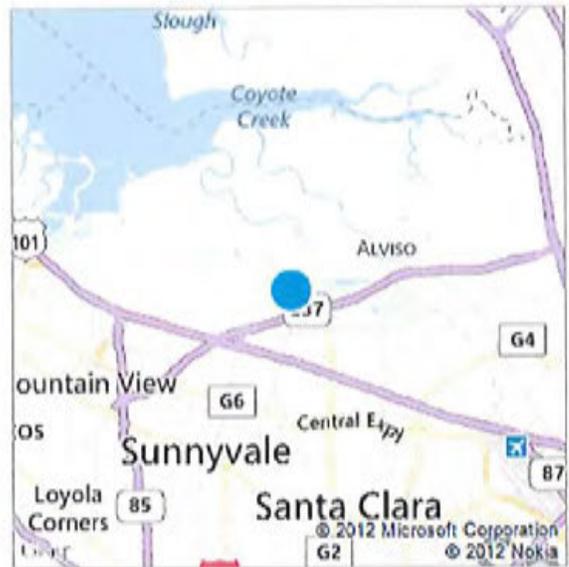
Attachment I: Computer Rendering of the Sculpture in its Location

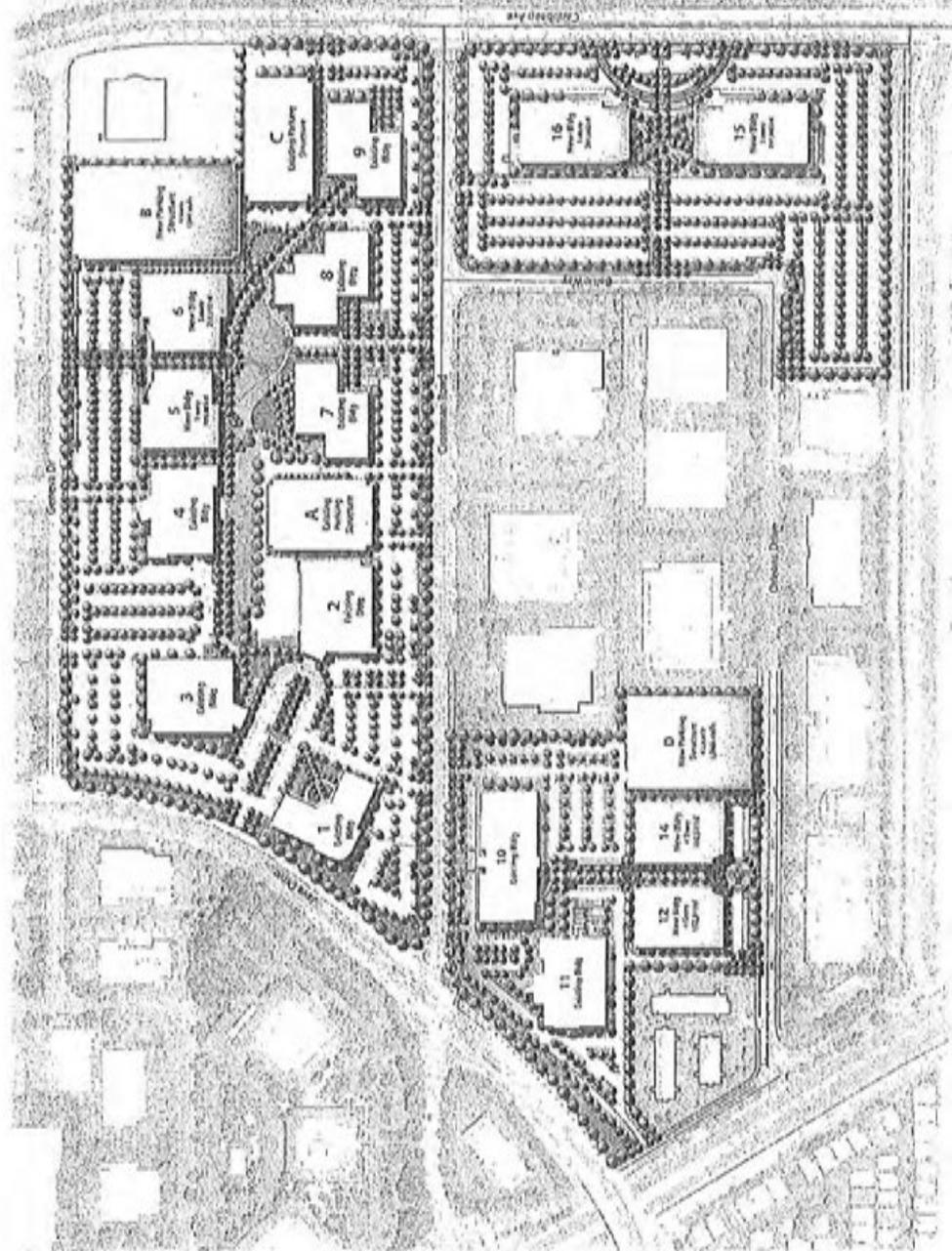
bing Maps

1395 Crossman Ave, Sunnyvale, CA 94089

My Notes

On the go? Use [m.bing.com](http://m.bing.com) to find maps, directions, businesses, and more





scale 1/320 1/4"=1'  
10/20 2/20/04

## 2. Master Site Plan

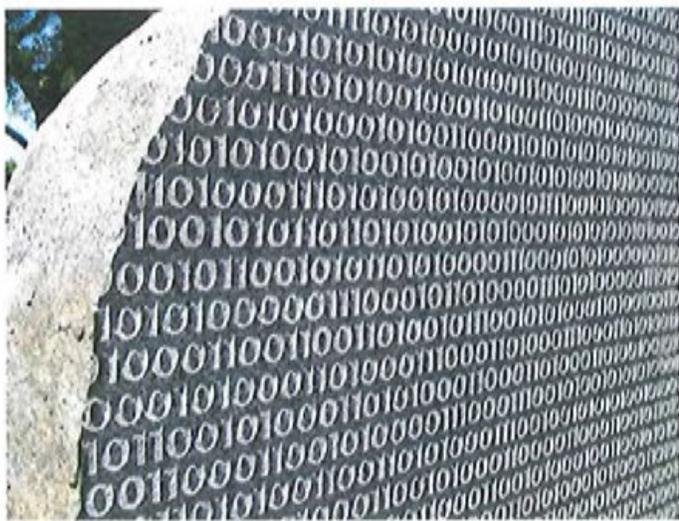


11/12/2011

PROJECT

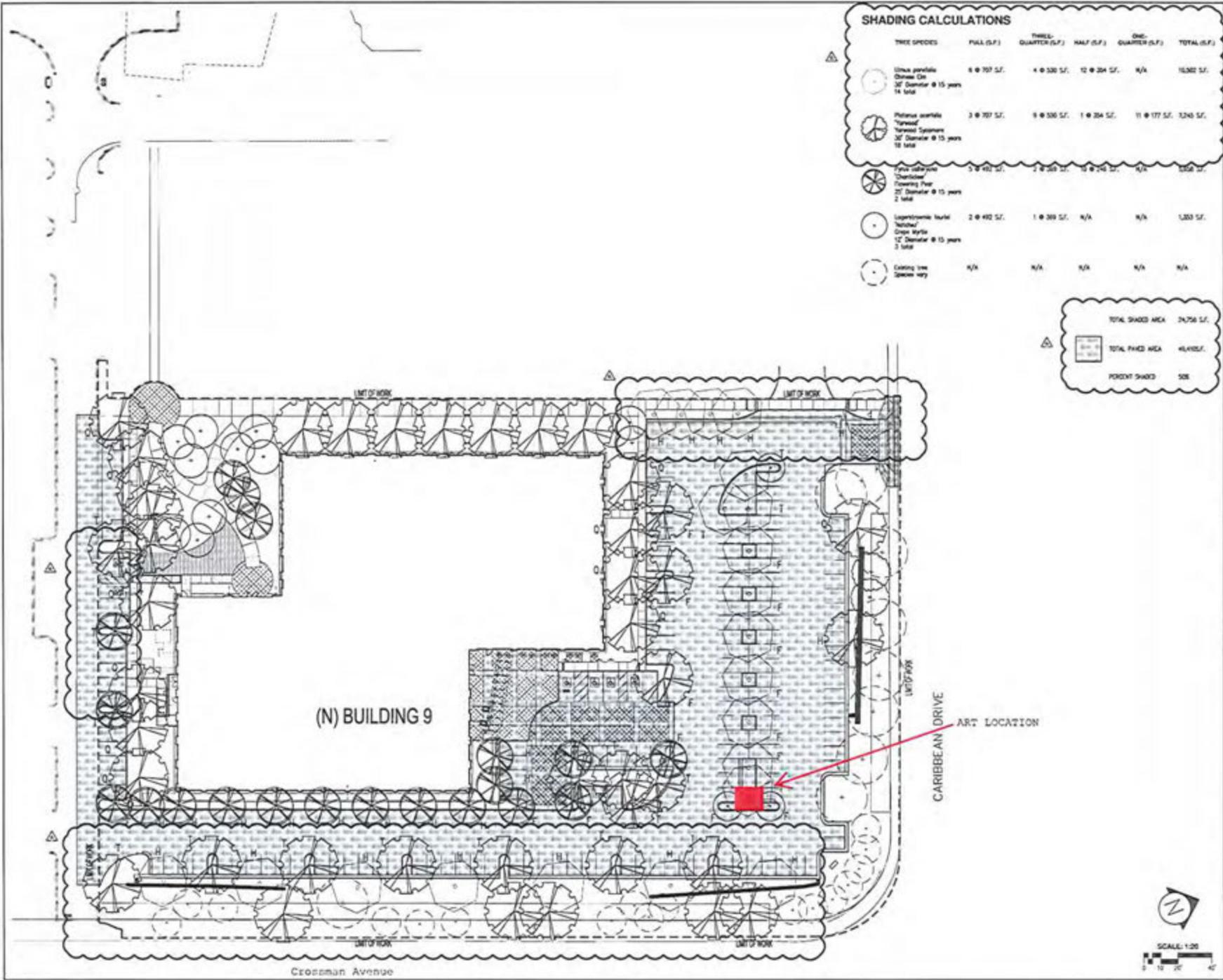
**NetApp** Network Appliance Corporate Site 1 sunnyvale, ca







Attachment D



**SHADING CALCULATIONS**

TREE SPECIES	FULL (S.F.)	THREE-QUARTER (S.F.)	HALF (S.F.)	ONE-QUARTER (S.F.)	TOTAL (S.F.)
 Ulmus parvifolia Dwarf Elm 3/4" Diameter @ 15 years 14 total	8 @ 707 S.F.	4 @ 530 S.F.	12 @ 204 S.F.	N/A	15,302 S.F.
 Pteris caudata "Tropical" "Tropical" Cycas 3/4" Diameter @ 15 years 12 total	3 @ 707 S.F.	8 @ 530 S.F.	1 @ 204 S.F.	11 @ 177 S.F.	3,243 S.F.
 Pinus oleracea "Dwarf" "Covering Pine" 3/4" Diameter @ 15 years 2 total	5 @ 492 S.F.	2 @ 357 S.F.	10 @ 214 S.F.	N/A	3,558 S.F.
 Lagerströmia indica "Navel" "Orange Maple" 1/2" Diameter @ 15 years 3 total	2 @ 492 S.F.	1 @ 357 S.F.	N/A	N/A	1,303 S.F.
 Existing tree Species vary	N/A	N/A	N/A	N/A	N/A

TOTAL SHADED AREA 24,756 S.F.  
 TOTAL FINED AREA 45,455 S.F.  
 PERCENT SHADED 50%



1555 BRADY ROAD, SUITE 11  
 REDWOOD CITY, CA 94061  
 PHONE: 650.364.8431  
 FAX: 650.364.2618  
 WWW.DES-EE.COM

CLIENT  
**NetworkAppliance**

PROJECT  
**NETWORK APPLIANCE CORPORATE CAMPUS**

PHASE 3  
**BUILDING 9**

1395 CROSSMAN AVE.  
 SUNNYVALE, CA.

SHEET NAME  
**SHADE STUDY**

DATUM:

DATE	DESCRIPTION

CONTACT: \_\_\_\_\_ CLIENT: \_\_\_\_\_  
 JOB NUMBER: \_\_\_\_\_ SHEET: \_\_\_\_\_



SHEET NO.



Attachment E

L0.1



# A world renowned SCULPTOR

Carole A. Feuerman is internationally acknowledged as one of the world's most prominent hyperrealist sculptors. Her prolific career spans four decades. Working in resin, marble and bronze, Feuerman sculpts life-size and monumental works. In her resin work, she treats each piece as a 3-dimensional canvas, applying multiple layers of paint. Working in molten metals, she has developed her own unique methodology of sculpting which she calls "painting with fire".

Feuerman has had six museum retrospectives to date and has been included in major exhibitions in prominent galleries and museums in Europe, Asia and the USA. Among the notable honors she has received are the Amelia Peabody Award, the Betty Parsons Award, the Lorenzo de Medici Prize, and first prizes at the Austrian Biennale, the Florence Biennale, the 2008 Beijing Biennale and the Beijing Olympics Fine Arts Exhibition.

Feuerman's works are in the collections of His Majesty the Emperor of Japan, President Bill Clinton and Secretary of State Hillary Clinton, former Secretary of State Henry Kissinger, former Soviet Premier Mikhail Gorbachev, the Forbes Magazine Collection, and many more. Selected public collections include Grounds for Sculpture, the El Paso Museum of Art, the Boca Raton Museum of Art, the Bass Museum, Vin & Sprithistoriska Museet and Art-st-Urban.

Feuerman has taught, lectured and given workshops at The Metropolitan Museum of Art, the Solomon Guggenheim Museum and Columbia University. There are currently three full-color monographs featuring her work: *Carole A. Feuerman: Sculpture*, written by Eleanor Munro and published by Hudson Hills Press, now in its second edition, and *Carole A. Feuerman: La Scultura Incontra la Realta*, by Gabriele Caioni, which is available in both English and Italian. Her monumental sculpture "Grande Catalina" is featured in *A History of Western Art* by Antony Mason and John T. Spike and published by Abrams Books in twelve languages.







