

Memorandum

TO: Planning Commissioners

CC: Ron Munekawa, Chief of Planning

FROM: Tricia Schimpp, Contract Senior Planner

DATE: February 3, 2016

RE: PA15-024 Hillsdale Shopping Center North Block – Additional Plan Set Detail

The applicant has provided us with additional details for the graphic panels that are shown on Plan Sheet A101B – please see attached. The architect says the art is intended to be abstract (not clearly defining trees as such, but evoking a sense of California trees) and using color and varying setback depths to create visual interest. The panels would be mounted as can be seen on the attached diagram in staggered positions. The narrative below is what I cut and pasted to the plan set sent to you last week.

Design:

The design of the graphic panels is intended to evoke the serenity and freshness of nature that is a common theme throughout the Hillsdale Shopping Center. The mural is an abstract, richly-textured composition, created from images of nature in the Bay Area region, from the Giant Sequoias found inland to the Lone Cypress trees on the hillside cliffs along the ocean.

The panels themselves have been staggered at three distinct levels to create parallax and offer viewers a more engaging experience as they pass by. Skim lighting on the face of the panels will add additional richness in the evening, as panels could be lit with isolated colors.

Materials:

Shop fabricated aluminum panels, mounted to a tubular frame structure. Graphic to be digitally printed with UV inks directly to aluminum panels. Predicted lifespan of graphics is approximately 5-7 years. Background graphic to be printed vinyl, mounted directly to the architectural substrate.