Pursuant to AB 361 Palo Alto City Council meetings will be held as “hybrid” meetings with the option to attend by teleconference/video conference or in person. To maximize public safety while still maintaining transparency and public access, members of the public can choose to participate from home or attend in person. Information on how the public may observe and participate in the meeting is located at the end of the agenda.

**HOW TO PARTICIPATE**

**VIRTUAL PARTICIPATION**

Click here to join (https://cityofpaloalto.zoom.us/j/362027238)
Meeting ID: 362 027 238    Phone:1(669)900-6833

The meeting will be broadcast on Cable TV Channel 26, live on YouTube at https://www.youtube.com/c/cityofpaloalto, and streamed to Midpen Media Center at https://midpenmedia.org.

**IN PERSON PARTICIPATION REQUIREMENT:**
- Provide Proof of Vaccination or negative COVID-19 test (taken within 48 hours) and a photo ID
- Wear a mask at all times
- Maintain social distancing
- If you cannot or do not wish to comply, you can still participate virtually

**TIME ESTIMATES**

Time estimates are provided as part of the Council’s effort to manage its time at Council meetings. **Listed times are estimates only and are subject to change at any time, including while the meeting is in progress.** The Council reserves the right to use more or less time on any item, to change the order of items and/or to continue items to another meeting. Particular items may be heard before or after the time estimated on the agenda. This may occur in order to best manage the time at a meeting or to adapt to the participation of the public.

**PUBLIC COMMENTS**

Public Comments will be accepted both in person and via Zoom meeting. All requests to speak will be taken until 5 minutes after the staff’s presentation. Written public comments can be submitted in advance to city.council@cityofpaloalto.org and will be provided to the Council and available for inspection on the City’s website. Please clearly indicate which agenda item you are referencing in your email subject line.
CALL TO ORDER

PUBLIC COMMENT
Members of the public may speak to any item NOT on the agenda. Council reserves the right to limit the duration of Oral Communications period to 30 minutes.

ACTION ITEMS

1. Interviews for the Architectural Review Board

ADJOURNMENT

OTHER INFORMATION
Standing Committee Meetings

Finance Committee Meeting March 1, 2022
Policy and Services Committee Meeting March 8, 2022

Public Letters
PUBLIC COMMENT INSTRUCTIONS

Members of the Public may provide public comments to teleconference meetings via email, teleconference, or by phone.

1. **Written public comments** may be submitted by email to city.council@cityofpaloalto.org.

2. **Spoken public comments using a computer** will be accepted through the teleconference meeting. To address the Council, click on the link below to access a Zoom-based meeting. Please read the following instructions carefully.
   A. You may download the Zoom client or connect to the meeting in-browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.
   B. You may be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
   C. When you wish to speak on an Agenda Item, click on “raise hand.” The Clerk will activate and unmute speakers in turn. Speakers will be notified shortly before they are called to speak.
   D. When called, please limit your remarks to the time limit allotted.
   E. A timer will be shown on the computer to help keep track of your comments.

3. **Spoken public comments using a smart phone** will be accepted through the teleconference meeting. To address the Council, download the Zoom application onto your phone from the Apple App Store or Google Play Store and enter the Meeting ID below. Please follow the instructions B-E above.

4. **Spoken public comments using a phone** use the telephone number listed below. When you wish to speak on an agenda item hit *9 on your phone so we know that you wish to speak. You will be asked to provide your first and last name before addressing the Council. You will be advised how long you have to speak. When called please limit your remarks to the agenda item and time limit allotted.

   CLICK HERE TO JOIN

   Meeting ID: 362 027 238  
   Phone:1(669)900-6833
City of Palo Alto
Office of the City Clerk
City Council CAO Report

Meeting Date: 3/11/2022

Title: Interviews for the Architectural Review Board

From: Lesley Milton, City Clerk

Recommendation

Conduct interviews with the newly received Architectural Review Board applicants from the extended recruitment.

Background

Boards and Commissions are established as advisory bodies to the City Council, made up of community volunteers that provide essential feedback on matters of importance to the community. The City Clerk’s office advertises and recruits for vacancies, the Council considers the applications, interviews desired candidates, and makes recommendations for appointment for the open positions.

Per City Council’s motion on December 13, 2021, the Special Architectural Review Board (ARB) recruitment was initiated to invite more applicants through January 31, 2022:

MOTION: Mayor DuBois moved, seconded by Council Member Cormack to:

A. Vote tonight for two ARB positions;
B. Direct the Clerk to open a new recruitment opening from now until the end of January for the open positions; and
C. Request the incumbent to serve the holdover position until recruited.

MOTION PASSED: 6-0, Kou absent

Another position was added to the one unfilled vacancy due to Board Member Grace Lee’s resignation from the ARB on December 2, 2021. Board Member Lee’s vacancy was unable to be added to the Fall Recruitment at that time per PAMC 2.16.060, which required an advertising period of at least 15 days before vacancies are scheduled to be filled. The appointments at that time were on December 13, 2021.

Furthermore, Ordinance 5529 (which outlined the new Board, Commissions, and Committees term limits approved by City Council on August 9, 2021) came into effect this past January 1, 2022. The Ordinance states, “Effective January 1, 2022, terms of office due to expire on December 15 of each year shall be extended to expire on March 31 of the following year, and
thereafter terms of office shall commence on April 1.” Advertising was updated to include the extended terms. As such, the current vacancies staff is requesting to be filled are:

- One (1) position with a term ending March 31, 2025
- One (1) position with an unexpired term ending March 31, 2024

For the Architectural Review Board (ARB) Special Recruitment effort, the City received a total of 13 qualified applications; 7 new applications were submitted during the extended recruitment period and 6 applications were from the previous Fall recruitment.

At the February 14, 2022 City Council meeting, the Council elected to interview the new applicants received during the extended recruitment effort. Appointments are anticipated to be on the March 21, 2022 meeting.

Schedule of Interviews for March 11, 2022

<table>
<thead>
<tr>
<th>ARB Extended Recruitment Applicants</th>
<th>4:00-4:10</th>
<th>Alfred Mandel</th>
<th>In-person</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4:10-4:20</td>
<td>Curtis Smolar</td>
<td>Virtual</td>
</tr>
<tr>
<td></td>
<td>4:20-4:30</td>
<td>Yingxi Chen</td>
<td>Virtual</td>
</tr>
<tr>
<td></td>
<td>4:30-4:40</td>
<td>Kendra Rosenberg</td>
<td>Virtual</td>
</tr>
<tr>
<td></td>
<td>4:40-4:50</td>
<td>Joao (Johnny) Baptista DaRosa</td>
<td>In-person</td>
</tr>
<tr>
<td></td>
<td>4:50-5:00</td>
<td>John Kunz</td>
<td>In-person</td>
</tr>
<tr>
<td></td>
<td>5:00-5:10</td>
<td>Dave Madwed</td>
<td>Virtual</td>
</tr>
</tbody>
</table>

Membership Requirements

Per PAMC 2.21.010, the Architectural Review Board requires at least 3 of its members to be architects, landscape architects, building designers or other design professionals. Board Members Peter Baltay, David Hirsch, and Osma Thompson are architects. As a result, the current ARB Members fulfill these requirements.

**Architectural Review Board: Two positions**

- At least three members must be architects, landscape architects, building designers or other design professionals. *(Fulfilled by current members)*
- No Palo Alto residency requirement *(PAMC 2.21.010)*
- **NEWLY RECEIVED APPLICANTS:**
  1. Yingxi Chen
  2. Joao (Johnny) Baptista DaRosa
  3. John Kunz
  4. Dave Madwed
  5. Alfred J. Mandel
6. Kendra Rosenberg  
7. Curtis Smolar  
- PREVIOUSLY RECEIVED APPLICANTS:
  8. Yujin Jeon (Preference of the March 31, 2024 term)  
  9. Kathryn Jordan  
 10. Manix Patel  
 11. Brigham Wilson  
 12. Jim Xiao  
 13. Bin Zhou (Resubmitted an updated application)  

Public Outreach

Palo Alto Municipal Code 2.16.060 requires public notification regarding vacancies of the Commissions: “The City Clerk shall exercise their discretion in choosing the method of advertisement that will most effectively reach potential candidates.” Based on the September 14, 2021 Policy & Services Committee meeting report (available here) regarding Board and Commission Member demographics and community representation, the City Clerk’s office expanded recruitment efforts through additional means to “most effectively reach potential candidates.”

The Fall 2021 Boards and Commission recruitment invited applications from September 16, 2021 through October 26, 2021 through the new online application process. From that previous recruitment, 6 unselected applicants of the 7 confirmed their continued interest for the 2 vacancies.

The Special ARB recruitment invited applications from December 13, 2021 through January 31, 2022. The vacancies were advertised through various methods in partnership with the Communications team. This included paid print advisements in the Palo Alto Weekly and the Daily Post; via the City’s website and social media channels; in physical locations of the Palo Alto Libraries and Community Centers; and distributed by email and through City subscription-based notification lists.

To effectively reach architectural professionals, further email outreach was done to 17 local Palo Alto based architect companies and Stanford’s Architectural Design Program. Palo Alto’s Public Works Engineering staff were also notified by email to share the openings to their professional networks, as several are licensed architects. A focused social media engagement was also organized with AIA Silicon Valley.

ATTACHMENTS:

- Attachment1.a: Attachment A: ARB - All Applications (Redacted) (PDF)
## Architectural Review Board Application

<table>
<thead>
<tr>
<th>Name</th>
<th>Yingxi Chen</th>
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<tbody>
<tr>
<td>Address</td>
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### Are you a Palo Alto resident?
Yes

### Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?
No

### Are you available and committed to complete the term applied for?
Yes

### Fair Political Practices
No

California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700). Do you or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:
1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Architectural Review Board?

- Community Group
- Email from the City
- Palo Alto Weekly
- Daily Post
- City Website
- Flyer
- Other

Email from the City, Other: Email from AIA Silicon Valley

Consent to Publish Personal Information on the City of Palo Alto Website

California Government Code Section 6254.21 states, in part, “No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual.” This consent form will not be redacted and will be attached to the Application and posted to the City’s website. For the full code, review the California Government Code Section 6254.21.

Read the code, and check only ONE option below:

- I give permission for the City of Palo Alto to post to the City’s website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.
- I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that the following contact information:

Yingxi Chen Page 2
# Alternate Contact Information

## Personal and Job Experience

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.  
(621 characters max)

I'm a licensed architect and a member of AIA Silicon Valley. Prior to starting my own practice, I worked with two other firms on a variety of institutional, recreational and hospitality projects both in the U.S and abroad. My architectural education took me around the world. After receiving bachelor’s degree in China, I went to graduate school in the U.S., where I also participated Study Abroad program, and spent time studying/travelling in Europe. These experiences not only broaden my eyes, but also encourage me to interact with and learn from the locals.

## Employment Information

**Company/Employer Name**  
Y. Chen Architect

## Occupation

**Architect**

## Is your Company/Employer your current one or last?

**Current Employer**

## Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.  
(1311 characters max)

As a member of AIA Silicon Valley Home Tour committee in 2018 and 2019, I teamed up with the other 4 members, reached out to potential architects, reviewed applications, toured potential homes, and assisted in being a house captain in coordinating docents. I also volunteered to join 2018 AIA Silicon Valley Design Awards committee, where I helped identifying venues, contacting sponsors and assisting in coordinating logistics.
Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?
(1449 characters max)

Buildings are more or less permanent commitments. As an architect and a mom of two young kids, it would be a great honor to be involved in the city’s development and help building a better living/learning environment for the next generation. As a sole practitioner, I miss those days when talking designs and share thoughts on the industry with my colleagues. The experiences on both commercial and residential projects allow me to develop a more holistic view on projects. Aesthetics, accessibility, safety, flexibility, just to name a few. Privacy is one of the common issues I’m facing when designing single families in recent years. It is always helpful to hear neighbors’ feedback and thoughts when preparing IR review in Palo Alto and design review in nearby cities. Privacy is important to both the owners and their neighbors, and we, as architects, are always trying to find a balance while addressing certain concerns.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.
(1449 characters max)

The Castilleja school project is controversial and has been on the board for many years. I do appreciate the city allows people to speak up and has fully discussion before finalizing the plans. As a mom with school age kid, I’m interested to know ways to modernize a campus. Education changes and technology evolves. This project is challenging and inevitable. I’m a licensed architect and a member of AIA Silicon Valley. Prior to starting my own practice, I worked with two other firms on a variety of institutional, recreational and hospitality projects both in the U.S and abroad. My architectural education took me around the world. After receiving bachelor’s degree in China, I went to graduate school in the U.S., where I also participated Study Abroad program, and spent time studying/travelling in Europe. These experiences not only broaden my eyes, but also encourage me to interact with and learn from the locals.

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?
(1587 characters max)

If I was lucky enough to be appointed, I’d love to work collaboratively with the board members and city staff. There are always new regulations and laws coming out, and each city has its own character. I’d like to explore with the team and see what’s the best interpretation and practice that works for Palo Alto. The city has very restricted zoning codes and different level of reviews to promote and protect the public peace and safety. ARB is like an extra layer of protection to have decent buildings to be built. Ideally, the applicant/architects can see the process as inspiring discussions, instead of extra restraint or limit to their creativity.

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links.
(1035 characters max)

The Kolumba Museum by Peter Zumthor is a very successful work that brings new life to the ruins. It is located in Cologne, Germany. The original church was destroyed during WWII. I visited the museum 15 years ago. The details and techniques are very impressive. The new longer and thinner bricks blends so well with the old darker ones. The perforated brick wall allows...
diffused light to fill specific spaces of the museum. The result is amazing.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board.

- Palo Alto 2030 Comprehensive Plan (2017)
- Zoning Code
- El Camino Real Design Guidelines
- El Camino Real Master Plan Study (2007)
- Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans
- California Environmental Quality Act
- Permit Streamlining Act Density Bonus Law
- Secretary of the Interior’s Standards
- Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.
Yes

View the Boards and Commissions Handbook.

 Signature  
Yingxi Chen

 Date Completed  
01/27/2022
Architectural Review Board Application

Name: Joao Baptista DaRosa (Johnny)

Address: 

City: 

Postal Code: 

Cell Phone: 

Home Phone: 

Email Address: 

Are you a Palo Alto resident? No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? No

Are you available and committed to complete the term applied for? Yes

Fair Political Practices

California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:
1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Architectural Review Board?

- Community Group
- Email from the City
- Palo Alto Weekly
- Daily Post
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- Flyer
- Other

Email from the City

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I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that the following contact information:
## Alternate Contact Information

### Personal and Job Experience

- MBA Essential (London School of Economics and Politics)
- Advanced Management Development Program in Real Estate (Harvard University Graduated School of Design)
- Higher Education Teaching (Harvard University Graduated School of Education)
- BA of Architecture (University of Hong Kong)
- Please see attached bio

### Employment Information

**Company/Employer Name**

DaRosa & Associates (self employed)

### Occupation

Architecture Design, Land Planning and entitlement

### Is your Company/Employer your current one or last?

Current Employer

### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

- President of Peninsula Chinese Business Associations (San Mateo County)
- Board member of Harvard Alumni Real Estate Board
- Member of Harvard Community Partners (Northern California)
- Interim CFO of Family Bridges Inc. (a nonprofit service senior healthcare and children in Oakland)

### Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.

Archived video meetings are available from the Midpen Media Center

"Diversity," is what I am proposing to offer. Ecological urbanism is the platform to grow sustainable community. It is included environment, economy, culture, social and building synchronize together in a common tread to enhance quality of living. - MBA Essential (London School of Economics and Politics)
3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process? (1587 characters max)

"Balance," is what I would like to see the Architectural Review Board achieve. Building design is like a chair, it requires four legs to support and they are the economy, culture, social and environment.

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. (1035 characters max)

Recently, City of Mountain View approved a 15 units of mixed single-family detached and condominium development project, I designed on Franklin Street in the downtown district. The challenge is to maintain the characteristic of single-family home along the street, and blended with the mid density non visible condominium structures behind them to meet the housing need. A multi functions courtyard is a center component to bond both products together. It serve the purposes of live, work and play concept to meet the trendy lifestyle.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board. (1173 characters max)

My experience with City of Palo Alto only single family residential projects.

Similar experiences:

* Downtown Urban Design Guideline - with City of Millbrae
* CEQA - City of Vacaville, City of Marina and Monterey County

| Palo Alto 2030 Comprehensive Plan (2017) |
| Zoning Code |
| El Camino Real Design Guidelines |
| El Camino Real Master Plan Study (2007) |
| Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans |
| California Environmental Quality Act Permit Streamlining Act Density Bonus Law |
| Secretary of the Interior’s Standards |
| Other documents listed on this website as well. |

If you'd like to provide any additional documents, please upload below. 141585740Johnny's Bio .pdf [SCANNED, FILE SAFE]
Please confirm that you have read the Boards and Commissions Handbook. View the [Boards and Commissions Handbook](#).

<table>
<thead>
<tr>
<th>Signature</th>
<th>Joao Baptista DaRosa (Johnny)</th>
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<td>11/07/2021</td>
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</tbody>
</table>
Joao Baptista (Johnny) DaRosa

Phone: 
Email: www.darosa.associates

PROFILE
Entrepreneur with visionary leadership. Over 35 years track record of success in San Francisco Bay Area private sectors, with strategic resolutions to challenges, delivery of thriving growth performance. Corporate citizen with passion and acute awareness, to helping others to succeed.

PROFESSIONAL EXPERIENCE

DaRosa & Associates, Millbrae, California
1998 to present
Founder and Principal
- Advisory in three industries: planning, construction, and development
- Expertise in land planning, architecture design for high and low densities residences
- Commercial project, focus on hotel interior architecture, athletic facilities, restaurant, winery, medical office, childcare and industrial
- University campus master planning and building design (Nordic Business School Campus, Chengdu China)
  (Nottingham University Shanghai Campus, Shanghai China)

DaRosa and Company LLC, Millbrae, California
2003 to present
Founder and Principal
Residential sub-division, land and building development

D&A Construction Company, Inc. Millbrae, California
1998 to 2010
Founder and Principal
- General contractor for in-house sub-division developments

SJ Sung & Associates, San Mateo, California
1988 to 1998
Partner
- Expanded a traditional architectural firm to a full design consultation provider
- Grew company from $1.5M to $5.0 M in annual project design fee revenues
- Managed staff of five project architects in commercial and residential projects
- Responsible for marketing and operations management

TDR Enterprises USA/Canada Inc (Licensee of Christian Dior, Chemise)
1993 to 1998
Chief Operating Officer
- Developed merchandise products (man dress shirt) for two seasons every year
- Material sourcing and oversaw production
- Responsible for license renewal and product design with Christian Dior’s HQ
- Oversaw sales performance of shops and department stores

LRS & Associates, Architects, Sunnyvale, California
1986 to 1988
Assistant Project Architect
- Prepared construction documents and specification
- Construction administration
Johnny DaRosa  
Page Two

PROFESSIONAL AFFILIATIONS

  2020 to Present
- Founder of Encouragement Scholarship\(^1\)  
  Since 2015
- Board of Director for (PCBA)  
  2010 to Present

\(^1\) For High School students in Burlingame, Millbrae, San Bruno, and South San Francisco

Oakland Family Bridges Inc.
- Interim Chief Financial Officer  
  2020 to Present
- Vice President of the Board  
  2016 to 2018
- Board of Directors for Oakland Family Bridges Inc.  
  2014 to 2018

- Harvard Business School Community Partners (Northern California)
  - HBS alumni volunteer in multiple projects \(^1\text{-}^5\)  
    2011 to Present
  to assist nonprofits address management and financial challenges

  **Participated projects:**
  \(^1\) Children Hospital & Research, Oakland (CHRCO Rehabilitation TBI Business Plan)
  \(^2\) 1% Program of Public Architecture, Nationwide (Strategic Growth Plan)
  \(^3\) New Story, San Francisco (Construction Management Template for low income housing development in South America and Africa)
  \(^4\) Greenbelt Alliances, San Francisco (Recommendation for protecting Bay Area open spaces)
  \(^5\) Pier 39 Aquarium, San Francisco (Marketing strategic plan)

- Harvard Alumni Real Estate Board  
  2017 to Present
  To promote the study of real estate across the university
  To provide an enhanced experience for students studying real estate
  To create a beneficial network of alumni working in real estate to foster professional and personal growth
  Coaching and mentoring graduate students

TEACHING AFFILIATIONS

Lecturer, mentor to graduate students, lecturing in urban design, ecological urbanism, and self-improvement in varies universities

  Guide students in using case studies to support research
  Prepare course materials such as syllabus and assignments
  Foster student’s commitment to lifelong learning by connecting course materials to broader themes

PUBLICATION

- Journey to Your Dream Home
  (A book for what you need to know to build your dream home)
Johnny DaRosa
Page Three

• Nuts and Bolts to Assemble Your Dream Home
  (A book for crafting your living quality)

EDUCATION

• London School of Economics and Political Science: MBA Essential 2021
• Harvard Derek Box: The Higher Education Teaching Certificate 2020
• Harvard University, Graduate School of Design (AMD) in Real Estate 2010
• Hong Kong University, Bachelor of Architecture 1982

EXECUTIVE PROGRAMS

• Education Redesign: Building 21st Century Systems of Child Development and Education 2020
• Harvard University, Graduate School of Design, “Back to the Future” Master Program 2016
• Harvard Law School, The Harvard Negotiation Master Program 2015
• Harvard Graduate School of Education: Learning Environments for Tomorrow, Practice for Architects and Educators Program 2013
• Harvard Graduate School of Design, Master Planning, Moving Towards a Sustainable City Program 2013
  • Residential Universal Design Program 2013
• Harvard Law School, Negotiation and Leadership Program 2011
• Graduate School of Design, Real Estate Advanced Finance Program 2009
• Harvard Business School, Advanced Business Management Program 2008
• Harvard Business School, Real Estate Management Program: Developing Effective Leaders 2008
• Stanford University, Graduate Business School, Professional and Personal Development Program 2008

OTHER LANGUAGES
Cantonese and Mandarin
## Architectural Review Board Application

### Name
Yujin Jeon

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### Are you a Palo Alto resident?
No

### Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?
No

### Are you available and committed to complete the term applied for?
Yes

### Fair Political Practices
No

California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:
1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

**Excluding your principal residence, do you or your spouse own real property in Palo Alto?**

| No |

**How did you learn about the vacancy on the Architectural Review Board?**

- Community Group
- Email from the City
- Palo Alto Weekly
- Daily Post
- City Website
- Flyer
- Other

**Email from the City**

**Consent to Publish Personal Information on the City of Palo Alto Website**

California Government Code Section 6254.21 states, in part, “No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual.” This consent form will not be redacted and will be attached to the Application and posted to the City’s website. For the full code, review the California Government Code Section 6254.21.

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that the following contact information below:

Read the code, and check only ONE option below:

- I give permission for the City of Palo Alto to post to the City’s website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.
- I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that the following contact information:
Alternate Contact Information

Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.
(621 characters max)
I have 25 years experience as a commercial and residential architectural designer. Currently I’m president of Jeon Design. I’ve worked at several large architecture firms including VBN Architects as Design Director, MBH Architect as Senior Designer, and Michael Willis Architect as Senior Designer. I graduated from FIDM studying interior design.

Employment Information
Company/Employer Name
Jeon Design

 Occupation
President/CEO/Architectural Designer

Is your Company/Employer your current one or last?
Current Employer

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.
(1311 characters max)
This is a great opportunity to have my first chance to work with such a great city as Palo Alto. I worked with many people in the planning department, David Chung, Brian Jones, and Val Perez-Ibardolaza as I did work on the Sweet Maple restaurant project on University Ave. Everyone was wonderful to work with as I completed my construction documents.

Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?
(1449 characters max)
Palo Alto is one of my dream cities to live in at some point in my life. Being a creative designer I would like to have the opportunity to contribute to making this city beautiful through design. It would be an honor to be a part of this team and I would enjoy meeting so many different people that are making a living here. I worked on many different large commercial projects such as mixed-use buildings in San Francisco and also worked on many well-known restaurant projects. PF Chang in the Stanford shopping center, Sweet Maple on University Ave as examples. I have also helped develop some large multi family homes and single private high-end custom homes in locations all over the Bay Area, Beverly Hills, and Shanghai.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.
(1449 characters max)
Currently I am attending many design reviews with our home projects in many different cities. I am always interested to hear other people’s ideas and their perspective other than my own. I would also love to learn what the city’s perspective is on the process. I love to learn, share ideas, and help and meet other people.

Archived video meetings are available from the Midpen Media Center.

Yujin Jeon Page 3
3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?

I would like to see many more LEED certified projects as this is important to me for our future. Instead of thinking of single projects look at them from a larger perspective and how we can create more functionality, beauty, and vibrant community.

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links.

I think good architecture is harmonious design, inside and outside. Design and plans in order to make human meet with nature. As a designer, we provide spaces to make a happy and meaningful place for everyone. I think the most beautiful architecture is Pantheon in Rome because it is the oldest concrete dome and most innovative design. Structurally, there is nothing, 30’ diameter opening on the ceiling in the part that requires the most reinforcement. This is an innovative and iconic building. Sequence is one of most important elements in architecture. A story with a flow, a narrative that is created by successive small events that are related to each other. Ando Tadao is my favorite architect because his architecture has sequence. It is like watching a movie with a climax.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board.

I’ve reviewed portions of the Downtown urban design guide. My business website is at jeon_design.com

- Palo Alto 2030 Comprehensive Plan (2017)
- Zoning Code
- El Camino Real Design Guidelines
- El Camino Real Master Plan Study (2007)
- Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans
- California Environmental Quality Act
- Permit Streamlining Act
- Density Bonus Law
- Secretary of the Interior’s Standards
Other documents listed on [this website as well.](#)

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<thead>
<tr>
<th>If you'd like to provide any additional documents, please upload below.</th>
<th>20\585740\Yujin Jeon REFERENCES.pdf [SCANNED, FILE SAFE]</th>
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<tr>
<td>Please confirm that you have read the Boards and Commissions Handbook. View the <a href="#">Boards and Commissions Handbook.</a></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Signature</strong></td>
<td><strong>Yujin Jeon</strong></td>
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<tr>
<td><strong>Date Completed</strong></td>
<td><strong>10/25/2021</strong></td>
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</table>
Yujin lead the Milpitas BART station’s interior design while with VBN Architects. This station consisted of a prominent public concourse, underground platforms and public art. In addition to poetically and precisely guiding the interior materials colors, finishes and placement, Yujin also coordinate the overall interiors theme with the artists so that the final outcome is a harmonious balance of colors, textures and forms all assembled to delight the travelling public. In addition, she and I had the opportunity to successfully collaborate on several interior design projects including law offices, schools and college buildings. Working with Yujin is a treat of a lifetime and I have been seeking opportunities to work with her again. Her energy, joy and creativity are an asset to every project lucky enough to have her contribution.

Eli Naor  
CEO VBN Architects

Yujin genuinely considers this project as her own. She, herself, negotiates the best possible deals with suppliers and contractors. She really goes above and beyond. All transactions are very transparent. She also has vast experience dealing with city officials in obtaining necessary permits. She won't give up until all issues are resolved. There were a few scares from building inspectors but she diligently took care of them in a very timely manner. I strongly encourage you to call me if you have any questions.

Jiyeon Choi, Sweet Maple Restaurant owner  
Palo Alto, CA

Yujin is quite simply the most talented individual that I have ever had the pleasure to meet. Yujin combines masterful design with flawless execution to create incredible, sophisticated works of art. Her vision, talent and driven personality are simply beyond compare and her work must be seen to be believed. I highly recommend Yujin for your client’s design projects - large and small”.

Kathy Vendel  
Walnut Creek, CA

From start to finish, Yujin and her team have been absolutely amazing to work with. Yujin helped us with an ADU project that posed many challenges due to its location on a steep slope. She patiently and creatively helped us work through all the challenges, and we were very pleased with the final results. Not only is Yujin a top-notch architect and excellent at what she does, but she is also just an incredible person - reliable, patient, generous, kind, excellent communicator, and a great advocate for her clients. We feel so fortunate to have found Yujin, and highly recommend her services to anyone!

Michelle Chun  
Lafayette, CA
We can’t thank you enough for your time and professionalism. You were extremely helpful in transforming our home into a space that reflects both of our styles. With great ease you offered insight and solutions to our designs needs while keeping our budget in mind. You kept us involved throughout the process discussing everything; you remained so patient with every meeting, and kept us focused.

When we get it photographed, we will definitely get you images for your portfolio!

Val Perez-Ibardolas

I know Yujin since 2004. She designed several of my real estate development projects. Yujin is very talented. She knows how to transform a developer vision into a magnificent turnkey project. She is sophisticated, creative, dedicated and trustworthy. She treats each project like it’s her own. Yujin is a solution-oriented thinker that deliver a top-notch product. I will definitely bring her on to my next real estate development project.

Adi Cohen, Developer
San Francisco, CA

Yujin is the best. She made the changes in our restaurant done in a timely and smart manner. I highly recommend her for her insight and ideas that are not only smart but cost effective.

Parry Tong
Postino Restaurant Owner
Lafayette, CA

Yujin is extremely talented; she is passionate and diligent about her work. Her clients’ trust is her highest priority. She often tells us “I am friends with all my clients” and we have appreciated her genuine caring for us and our daughter. She has met every single deadline she or we have set, usually early. She has meticulously designed and redesigned in order to get it “just right” for us and our family and lifestyle, while making extremely helpful suggestions to us along the way. She has been very, very generous with her time and patient with us. Her artistic vision, her detailed design work, her knowledge of code, and direct collaboration with the City of Orinda, resulted in a design that moved very quickly through city and county review processes.

We couldn’t be more pleased with her work to date and fully trust that she will work productively with our contractor to help get us into our new beautifully-designed home with as few disruptions as possible and within budget.

We have been so pleased with her work and would be happy to answer any specific questions you may have for us about our experience working with (Yujin) Jeon Design.

Peter Weis and Laura Ryder
Orinda, CA
"Jeon Design is a completely professional firm. Always keeps appointments, always available to consult via phone, email, or in person. Tremendous time saving attributes when time is indeed money. I let Yujin be in charge of the construction as the Construction Admin. The best decision I have made. She watches every detail, saves cost without sacrificing the quality, she deals with surprises which are inevitable in any demolition/rebuild project. Yujin is professional, passionate, hard working, pleasant, trustworthy, and an honest designer. Her work is worth much more than her fee. I have already decided to work with her on our next project. She will definitely deliver results more than you expect."

Steven Choi, Sweet Maple Restaurant Owner
San Francisco, CA

Jeon Design is the rare design firm we’re all looking for because they treat every project like it’s their own project. Because their services are including Architecture but also interior design and ar, all the important part of project are taken into account during project. They area there from step one to the last step and beyond, thinking together with us about our goals and how to achieve them. Jeon Design is a key factor to the success of our restaurant, taking “EVERY” aspect into regards during the full process!

Merijn Terheggen, Restaurant Owner
Spicy I am Restaurant Owner Almeda, CA

Jeon Design has finished a Design for a 20,000 sq. ft French Villa Custom Home in China. Yujin work shows exceptional details to the quality of the design, with luxury material selection to represent an authentic French living style. The interior space design has enhanced the originality of the French style from the exterior architectural design; and bring it to the final touch of the decoration details throughout the mansion. She has outstanding professional knowledge and design creativity with passion and dignity.

Sindy Shi, Associate Architect, Dahlin Group
Pleasanton, CA

We have had the privilege to work with Yujin of Jeon Design for our complete Eichler home remodel project. Yujin embraced the modifications needed to fit today's lifestyles with energy, imagination and expertise. Yujin is constantly committed to her clients' full satisfaction and works painstakingly hard to achieve it. Yujin has the unique ability to make you feel as if you are the most important client she has and her enthusiasm for design is infectious. And when Yujin says she will save you money on her project, believe it - she will! Thanks to her help, we have turned our dreams of living modern into a reality. Thank you, Yujin!

Michael & Christianna Cohen
Walnut Creek, CA
I would like to recommend Yujin Jeon of Jeon Designs. Her website is: www.jeondesign.com
I worked with Yujin on my investment property in the East Bay. Yujin was the architect/designer for the project. She has an eye for design. She is also detail oriented, very professional and provides the best solutions for redesigning the property. She stayed within the timeframe and budget allocated for the project and still provided the best customer service and quality of materials to make the home look outstanding. I have received many compliments on the design and layout of the property from many potential buyers. The house sold in less than two weeks on the market.

I will be working with her on other future projects.

Angie McCulloch
Orinda, CA

That is such a good experience and happy time to work with you at my home project. You have shown a deep and sensible comprehension of what designs I had been dreaming of for my new home. You are extremely talented at reading my mental pictures of what I had hoped for. You totally changed the style I had in my mind to a much better, more beautiful, modern and functional design that I had ever dreamed or imagined. Therefore, I highly recommend your capabilities as a first choice Home Designer. I am confident in your abilities to work far beyond to increase the future value of my home. If your client would like ask me about you, don’t hesitate to call me. Thanks again for your hard working.

Jack and Susan Chu
Orinda, CA

Yujin was an absolute delight to work with! I finally took the plunge and decided to remodel my bathroom. Yujin transformed my ugly, outdated bathroom into an amazing spa-like bathroom that even fit my budget. I really appreciated how Yujin was always accessible when I needed her. She had amazing insight and a great deal of skill. She came to the table with concrete, detailed plans for action, lined up contractors, shopped for furniture and accessories, and monitored the efforts of various contractors and deliveries. Yujin was very picky and insistent on getting things right and the contractors always worked extra hard for me because they wanted her future business. I would highly recommend Yujin for any type of remodeling project.

Jill Hudson
Orinda, CA

We were so happy with our decision to hire Yujin to help create a vision for our home. She has a beautiful sense of style that drew us in from the beginning. She worked closely with my husband and I to help determine the best types of materials, colors, layout, etc - from the standpoint of both design and functionality. We were thrilled with the final plans, which included updates to our kitchen, living room, family room and bathrooms. Yujin is focused, dedicated to her projects and has extreme attention to detail. We are excited to implement the plans as we know they will help turn our home into our dream home. Thank you, Yujin!

Michelle Yoshinaka,
Lafayette, CA
I recently worked with Jeon Design on a bathroom remodel. Initially I was overwhelmed with the project, but once I started working with Yujin I realized that her expertise and great taste was exactly what I was looking for. One thing that I really appreciated about Yujin was that she didn’t dictate a design to me at the outset, but rather listened to what I knew I wanted and helped me extrapolate my ideas and desires into areas of decoration and design that would not have occurred to me on my own.

I’m extremely pleased with the outcome of my bathroom remodel and if I ever have to leave this house, I won’t hesitate to call Yujin again. I have already referred several friends and neighbors to Yujin and wouldn’t hesitate to do so again.

Rodney
Walnut Creek, CA

An open letter to a prospective client of Yujin Jeon or Jeon Designs:
I worked with Yujin Jeon on a two bathrooms remodel project in my residence. Both bathrooms - we only have two - were known “eventual upgrades” for us when we purchased our home, but the master bath developed a major issue and suddenly the bathrooms became top priority.

Because of the suddenness, I hadn’t been studying magazines and going to tile places for months - I was a blank slate as far as my plans and goals for the two spaces. Yujin met my husband and myself after work one evening and walked through the place and asked us some good questions, and bounced some ideas off of us about what we liked, what we wished for (more and discreet storage) and how long we planned to own the home, and our budget and our timeline. She also asked about how much we wanted to be involved in the design decisions. The next thing we knew, she had a proposal, some samples (tile, paint colors, pictures of hardware, etc.), and several fantastic ideas - not only about wonderful things we could do, but also about how we could save money in places we didn’t need to spend more, and how we could stretch our dollars on a few items that we’d really love. She also had thought through how a family of four could realistically remodel two bathrooms in parallel while always having a commode and a shower in service. Yujin’s brilliant design, patient and genial demeanor, and eye for ways to meaningfully stretch our budget were perfect for us. As a working mom herself, she also fully appreciated the logistical challenges of conducting a remodel in a two career, two parent, two child family. Very quickly, I came to have an absolute trust in Yujin’s recommendations.

I can recommend Yujin and Jeon Designs without reservation. I would be very happy to talk further with any prospective client. My cell number is 415-215-0785, or you can email me at

Cathy O’Sullivan
Walnut Creek, CA

Yujin provided excellent design service and guided me through the whole renovation process. She integrates her client’s preferences and also provides technical expertise such as ADU requirements and timelines. I can not say enough about Jeon Design.

Betty Hong
Oakland, CA
I’ve had a long-standing relationship with Yujin working with her as a colleague. I completely trusted her and her taste which is why we didn’t hesitate to have her work on our home addition and remodeling project. Yujin is extremity talented and has a fabulous eye for what works. She brings the work on time, is organized professional, and always suggests ways to save money without jeopardizing the quality. We highly recommend her Thank you Yujin!!!

Niran Amir
Tiburon, CA

Yujin, you're a wonderful person to work with, and I love the space you have created! Can't wait to see how it will turn out when it's complete.  THANK YOU Yujin!!!

Toon Ong
Walnut Creek, CA

Jeon Design dedication to our project as if it was her own home. Between work and kids we are so busy so having Yujin as involved in our project is a huge help. She also took the time to educate us and help us define our own taste and ideas. Yujin is one of the most honest, hardworking, dependable professionals that we have ever worked with. We highly recommend her talents as an interior designer and architect!

Daniel
Tiburon, CA

What a joy it is walking into my newly remodeled bathroom! I can't believe it was created, out of the space, what was already here! You have the creative ability to make beautiful surroundings out of ordinary rooms! Your vision, collaboration, passion & enthusiasm for your work, is reflected in the satisfaction of your clients. Thank You, I'm so very Happy with my new bathroom.

Sarah
Alameda, CA
We can’t thank you enough for your time and professionalism. You were extremely helpful in transforming our home into a space that reflects both of our styles. With great ease you offered insight and solutions to our designs needs while keeping our budget in mind. You kept us involved throughout the process discussing everything; you remained so patient with every meeting, and kept us focused. When we get it photographed, we will definitely get you images for your portfolio!

Val
Oakland Hill, CA

*I just wanted to say thank you again for all of your hard work and assistance with our bathroom remodel. You have opened our eyes on the possibilities and made the process smooth and easy. Here is my phone number which you can pass along as a reference for future clients. Thank you!

Nick Gregor
Oakland, CA
"Yujin is so delightful to work with. She is creative, efficient, savvy, and has excellent sense of design. She helps make our home exceptionally beautiful and very functional."

Bophany Huot
San Francisco, CA

Yujin transformed our drab space into one of the most iconic offices in the startup industry. She created a beautiful workstation and fully equipped kitchen space that perfectly reflects our company’s DNA and creative culture. Typical reactions we get from guests: "Beautiful", "Amazing", and my personal favorite: "Wow!" Yujin also wonderfully executed a 4x12’ rustic dining table, the centerpiece of our space, and got creative to make it within our budget.

Conrad Chu
Munchery CEO, Co-founder | San Francisco, CA

Her remarkable ideas never fails our expectation. In addition, Yujin has a kind and bright personality. The most important, she delivers projects on time and on budget, and her follow up skills really make her stand out. I took great pleasure in watching my place changed. Now we can enjoy the feelings of warmth and relaxation she has created at our clinic. Thanks, Yujin!

Dr. Olivia Lee
San Leandro, CA
We are lucky to have Yujin to design for remodeling project my house. Her professionalism is focused on space programming, function, the selection of materials, coloring, very artistic, efficient, time saving construction, plus her Fungsui knowledge. Especially Kitchen!!! We showed our friends, they LOVE!

Yvonne and Sang Bak Lee
Orinda, CA

Yujin is great! I am very satisfied with the result of her work. Working with her was a pleasant experience. Yujin is very professional and flexible. She is full of great ideas and very attentive to the details of her work. I would definitely ask for her help again on my next project.

Katan Nantashiri
Livermore, CA

"I am writing this letter on behalf of Yujin Jeon, Jeon Design. We have worked with Yujin for many years, she is very professional, talented and a joy to collaborate with on small and large projects. Yujin knows her job very well and is always our first choice when a designer is needed. I highly recommend Yujin and Jeon Design.

Jennifer E. Thompson
PolicyLink
Director of Human Resources, Administration and Operations
Oakland, CA

"I love your design, and I love you! I think this is one of my best choices - hiring you to design our house. I will definitely refer you as well as give you more projects in the future. You made my day. I'm very happy now!"

Eva Chang
Shanghai, China

Yujin really listened to my needs and brought surprising elements into my office. My office looks fantastic! She has an incredibly rich interior design background and is extremely talented when it comes to creating beautiful interiors! Yujin’s design is very professional, prompt, creative, and accommodating. I have gotten many compliments on my office and I would highly recommend using Yujin’s design without hesitation.

Dr. Chris Yi
San Leandro, CA
Yujin and the team at Jeon Design have worked on two engagements for our organization. Yujin has jumped in to meet us where we are and help shape our vision. She works with us as a true partner and is patient, flexible, and creative in helping us develop and refine ideas for what will help us achieve our goals with the space we have. Yujin also has a terrific resource pool for materials and supplies that she leverages to maximize and stretch limited resources. She also exerts leadership and steps back and listens at just the right time for each, throughout the design process. Jeon Design goes the extra mile at every step."

Lauren Webster, Poliylink CFO
Oakland, CA

Thank you for your tremendous help in our restaurant project. Without your enthusiasm, diligence and hard work we wouldn’t have been able to get the permit during the COVID-19. Excellent work!

I would highly recommend Yujin from Jeon Design. If you are looking for a professional work.

James Maneepairoj
Blackwood Restaurant
San Francisco, CA

Game changer!!! We signed a new lease to relocate a furniture store (What A Room) and felt like we had decent idea of how we wanted the space to look from our previous store’s layout. However, we connected with Yujin through a referral just to see what we might be missing and to get a few more ideas. As soon as we met with Yujin, there was no doubt that we needed her and I am completely glad we didn’t let ourselves do the designing because what she did for us is 1000x better. She masterfully put together materials, colors and finishes, but the main thing was create a unique concept that fit our business. Yujin really took our business to the next level. Outside of design, what is equally awesome is her willingness to share connections and resources. This was also truly invaluable as we found one of a kind decor pieces and amazing deals left and right. Simply put, we are very thankful for the experience and the result is a game changer!

Steven Lam
What a room owner
San Jose, CA

Yujin at Jeon Design is a delight to work with! At the recommendation of a friend, we hired her to redesign our small French bistro after a fire. From the start, we were won over by her professionalism, creativity and design expertise. I must admit, we are not the easiest customers to work with, and we had very particular ideas about the design we hoped to achieve. Yujin worked tirelessly to deliver multiple iterations of our vision within a very short timeframe, always with a smile on her face! You are too wonderful for words!!!! And we are the lucky ones to have found you!

Jerome and Megan Meloni, Restaurant owner
San Francisco, CA
We had a fantastic experience working with Yujin from Jeon Design. She is passionate about creating the perfect design for her clients. At the same time, she is extremely professional and responsive, making sure that our project progressed appropriately versus our expectations. Five stars!

Jame Kim
Orinda, CA

Yujin worked with us for a short period of time on our office space in Oakland, CA. During this time, she displayed a high degree of integrity, responsibility and creativity. She provided invaluable guidance in regard to color schemes, design layout, furniture selection, lighting and accessories and attention to details which made our office space so special. She took something ordinary and made it so unique.

We can’t thank Yujin enough for all the work she has done for us. It was such a pleasure working with her. She was always friendly with an outgoing attitude which she easily maintained while remaining solution and design focused. She has great communication, listening and organizational skills which kept us on time. We truly appreciate all these qualities from Yujin, especially listening to us and working hard to understand our needs.

In summary, Yujin works speaks for itself and its truly AMAZING. We would strongly recommend Yujin to handle your interior design.

Radhika Fox and Linda Le,
US Water Alliance
Oakland, CA

Yujin is so professional, detail oriented and on the ball. Very impressed with her service and the quick results. Highly recommend.

Stewart Beatty
Executive Chef, Postino Restaurant, Lafayette

Yujin is very professional and talented. She designed our furniture store and delivered in timely manner. The interior of our store look more amazing than ever. Yujin is also very considerate; she put effort and check in with us once in a while to see if we need any assistance. Can't find this kind of service all the time!

Quynh Le
Furniture Shop
San Jose
Yujin was absolutely phenomenal! I own a restaurant and was looking to open up a second location. Since I originally bought my restaurant, I really had no idea how to build new one from scratch. I was very lost and confused, but Yujin was very helpful in guiding me through the process. Her attention to detail, work ethic, and vision are second to none. Since she is the designer and has an architect background, she in very knowledgeable on all aspects of the process which was incredibly helpful for a first timer like me. Also she has amazing positive energy and an absolute pleasure to be around!

Huy Quach Restaurant Owner
San Jose, CA

If you are looking for an Architectural Designer, I highly recommend Yujin at Jeon Design. She not only has deep expertise in complete renovations, ADUs, new construction and additions - but she is also very knowledgeable with navigating the permitting process and knows the Lamorinda area very well.

We recently finished phase 1 of our remodel and will shortly begin the larger phase 2, which includes an addition and complete re-design of our home. Yujin is amazing to work with. She is incredibly talented, professional and committed. She takes the time to listen to her client needs and genuinely cares about building the right relationships. Her enthusiasm and passion for her work is contagious.

Lina Lee
Orinda, CA

We feel lucky to have Yujin as our architect designer for our restaurant. She’s very professional, responsive, stylish and genuine designer. Her work is not only amazing well designed but also functional for operation. She always listen her clients needs and pay attention every details to ensure the project will be satisfied. You won’t be disappointed if you’re looking for trustworthy company.

I would 100% recommend Jeon design.

Jiew Sky Restaurant owner
Palo Alto, CA

We’ve worked with a number of designer/architects without finding a really good one that satisfies us 100%. Yujin listens and completely understands what I want this restaurant to look and feel like and what images I want to project to customers. She considers what kinds of food, potential customers, neighborhoods, and budget before coming up with the best design possible. Yujin has a very keen artistic talent and is very much aware of the most up-to-date trends in materials, textures, and colors of restaurant design. We are so happy we chose Yujin to help us design a look for our new office. She listened to what our CEO’s thoughts were regarding our style and what we were looking for and designed it perfectly. Giving us a beautiful natural organic look for our lobby and a fun atmosphere for an employee Conference Room. She was easy and fun to work with and went way beyond what is usually expected of a designer. She even went shopping for us trying to save us money. I would not hesitate at all to recommend her to anyone.

Jane Sutton, Moxie Inc.
Sunnyvale, CA
# Architectural Review Board Application

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<th>Name</th>
<th>Kathryn Jordan</th>
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<td>Are you a Palo Alto resident?</td>
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<td>Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?</td>
<td>No</td>
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<td>Are you available and committed to complete the term applied for?</td>
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## Fair Political Practices

California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

| Excluding your principal residence, do you or your spouse own real property in Palo Alto? | Yes |
| How did you learn about the vacancy on the Architectural Review Board? | Community Group |
| • Community Group |
| • Email from the City |
| • Palo Alto Weekly |
| • Daily Post |
| • City Website |
| • Flyer |
| • Other |

Consent to Publish Personal Information on the City of Palo Alto Website

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Read the code, and check only ONE option below:

- I give permission for the City of Palo Alto to post to the City’s website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

- I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that the following contact information:
Alternate Contact Information

Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.

BA, Political Science, Stanford University
MSM, GSB, Stanford University

Employment Information
Company/Employer Name

Occupation

Is your Company/Employer your current one or last?
Last Employer

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

I currently serve on the City's Housing Element Working Group. I am currently the President of the Palo Alto Plaza HOA, a mixed use, multifamily complex in downtown Palo Alto. I have served as Parent network Chair in the Paly PTSA, and volunteered at both Duveneck elementary school and Jordan Middle School. I've coached AYSO soccer.

Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?

Because I am interested in the housing and commercial development within the City of Palo Alto.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.

The expansion of Castilleja. I'm interested in this issue because its expansion may greatly affect both traffic on a main Palo Alto thoroughfare, Embarcadero Road, and a residential neighborhood, depending upon how this project is ultimately configured. The size of the student enrollment will also figure into the size of the project. BA, Political Science, Stanford University

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?

Maintain the character of the community of Palo Alto. I would help by giving my time and attention to helping guide change and development within the City of Palo Alto.
4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. (1035 characters max)

   My neighbor's house at 109 Walter Hays Drive. I think the home fits nicely on its lot and within the existing neighborhood, while at the same time projecting a more sleek and modern exterior.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board. (1173 characters max)

   Palo Alto 2030 Comprehensive Plan (2017)
   Zoning Code
   El Camino Real Design Guidelines
   El Camino Real Master Plan Study (2007)
   Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans
   California Environmental Quality Act
   Permit Streaming Act Density Bonus Law
   Secretary of the Interior’s Standards
   Other documents listed on this website as well.

   If you'd like to provide any additional documents, please upload below.

   Please confirm that you have read the Boards and Commissions Handbook.
   View the Boards and Commissions Handbook.

   Signature
   Kathryn Jordan

   Date Completed
   10/25/2021
# Architectural Review Board Application

<table>
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<th>Name</th>
<th>john kunz</th>
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**Are you a Palo Alto resident?** Yes

**Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?** No

**Are you available and committed to complete the term applied for?** Yes

**Fair Political Practices**

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission, Conflict of Interest, Form 700](https://www.cityofpaloalto.net/about-us/government-executive-finance/finance-department/financial-disclosures/700-form)).

Do you or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?  

No

How did you learn about the vacancy on the Architectural Review Board?

- Community Group
- Email from the City
- Palo Alto Weekly
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- City Website
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- Other

Email from the City

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### Alternate Contact Information

#### Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.

(621 characters max)

| BA, Dartmouth; BE, Thayer School of Engineering; MS Computer Science, UCLA; Ph.D., Medical Information Sciences and Artificial Intelligence, Stanford
| Experiences: Systems Engineer, US Air Force; Systems Engineer, Institutes of Medical Sciences; Chief Knowledge Systems Engineer, IntelliCorp; Executive Director, Center for Integrated Facility Engineering at Stanford (now emeritus). At Stanford, I worked and taught on social and computer-based methods of collaborative model-based building design and construction. I taught classes on Built Environmental History for the overseas program in Santiago and Madrid. |

#### Employment Information
Company/Employer Name

| Stranford University |

#### Occupation

| Engineer |

#### Is your Company/Employer your current one or last?

| Last Employer |

#### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

(1311 characters max)

| I have been a Cool Block leader in my neighborhood for several years. We repeatedly met as a neighborhood and discussed how to prepare for a disaster. The past few years, I have been a Block Preparedness Coordinator (BPC) and Neighborhood Preparedness Coordinator (NPC) for the city Emergency Services Volunteers. Our LLL neighborhood has a long tradition of community activities, and I arranged and hosted the most recent New Year’s Day get-together, which was attended by many neighbors. |
Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?

(1449 characters max)

Having lived all over this country and in France, Spain and Chile and traveled widely, I have observed and experienced many architectural and cultural styles. A provocative experience was teaching a class when Stanford students considered options for high speed rail through Palo Alto. Students interviewed developers to identify design possibilities, tunneling cost, and size of buildings big enough so air rights could pay for tunneling. They built 3D computer models of each option: elevated tracks, ground-level track right of ways and of soccer fields, etc. above below-ground tunnels and with multiple high rise buildings, generally near train stations, that collectively had air rights large enough to pay for tunneling. They then took their models to a coffee shop, showed them to a hundred or so customers who looked at and evaluated views from different perspectives. To my and the students’ surprise, coffee shop customers strongly preferred underground with its enabling multiple high rise buildings. The point is that a picture is worth a thousand words and inspectable 3D architectural models can be invaluable for exploring and evaluating alternatives by groups large and small. I would work to bring a curious and open mind to the Architectural Review Board and encourage and facilitate use of 3D models to help create, explore and evaluate architectural options available to our dear city.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.

(1449 characters max)

Height limitation is a continuing issue. Many people have an aversion to height. Alexander’s classic book of architectural theory, A Pattern Language, says height is bad. Yet a good thing about height is that it enables high usage of land, which is a scarce asset, and density can facilitate societal ease of access to walkable amenities and public transportation. A guess is that, for both economic and legal reasons, Palo Alto will need to have more tall buildings. Ethically we should and maybe will need to enable many more people such as teachers, police, fire fighters, health care workers, etc., who service the community to live here. Thus, the question for me is where, how and how high the city will need or want denser and taller building than what we now have. Personally I am interested in height because I have felt how unappealing it is in so many big cities; the issue is now so socially divisive; and done well, it can both enable a highly livable and societally beneficial community.BA, Dartmouth; BE, Thayer School of Engineering; MS Computer Science, UCLA; Ph.D., Medical Information Sciences and Artificial Intelligence, Stanford

Experiences: Systems Engineer, US Air Force; Systems Engineer, Institutes of Medical Sciences; Chief Knowledge Systems Engineer, IntelliCorp; Executive Director, Center for Integrated Facility Engineering at Stanford (now emeritus). At Stanford, I worked and taught on social and
design guidelines for buildings near the train station and along El Camino are an ongoing and important issue for the city and me. The societal and emerging legal pressures for growth within Palo Alto are very strong. In a positive sense, I would want to help enable practices that lead to high and valuable utilization of land, which means both tall buildings, easy public transit access, and have an appealing appearance, especially for walkers. Tall is not a problem for me, per se. However, treeless facades without setback are visually distressing. I would also work to create guidelines that minimize large residences much of which will be unoccupied most of the hours of the week. A positive example for me is the Providencia district of Santiago, which has medium high rise buildings with trees on all four sides. It is by far the most appealing dense development I have seen anywhere in the world. Land has high utilization because of height and modest sizes of individual units. Transit and commercial amenities were within easy walking distance. Small porches gave residents easy access to views of the greenery, which was all around. High Street, e.g., 655 High, is an unfortunate bad example because the land use is poor and the visual impact unpleasant for walkers and even drivers. For controversial projects, I would ask developers to create 3D architectural models, which the ARB would then review and share with the community as part of soliciting commentary.

Sunrise Palo Alto on El Camino at Ash looks like a very successful project to me. It has high occupant density, attractive amenities for residents and visitors, is located near bus lines and close to the train. For the community, the street setback is ample and the greenery around the building a visual delight for the passerby and surely too for the resident. If the city is required to increase its housing, the building is a good model for transit-friendly location, dense use, high utilization of spaces, and urban greenery.

NA
El Camino Real Master Plan Study (2007)
Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans
California Environmental Quality Act
Permit Streamlining Act Density Bonus Law
Secretary of the Interior’s Standards
Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook. Yes
View the Boards and Commissions Handbook.

Signature john kunz

Date Completed 1/30/2022
Application to Serve on the Architectural Review Board

Palo Alto welcomes volunteers, and we appreciate that you are taking the time to apply. Completion of this application provides valuable information to the City Council. Please complete the application to the best of your abilities. If you have any questions or concerns, please contact the City Clerk’s Office at (650) 329-2571 or City.Clerk@cityofpaloalto.org. To receive email updates on open positions, sign up for the Board & Commission Recruitment and Vacancy Email List.

Authority of Board:
The Architectural Review Board is charged with the design review of some new construction, as well as changes and additions to commercial, industrial and multi-family projects.

The Board is responsible for:

- Promoting orderly and harmonious development of the City
- Enhancing the desirability of residence or investment in the City
- Encouraging the attainment of the most desirable use of land and improvements
- Enhancing the living conditions upon the immediate site or in adjacent areas
- Promoting environments that maintain balance between aesthetic quality and variety

Please see Palo Alto Municipal Code Sections 2.16 and 2.21, as well as Title 16 and Title 18 for more detailed information.

The Architectural Review Board is composed of five members who are not Council Members, officers, or employees of the City, at least three of whom shall be architects, landscape architects, building designers or other design professionals. Palo Alto residency is not required. Terms of Members will be for three years and a term limit of nine consecutive years.

The Architectural Review Board typically meets on the first and third Thursdays of each month at 8:30 A.M. In addition to regular meetings, Members may be asked to participate on at least one sub-committee which could hold additional meetings.

Review the Boards and Commissions Handbook and the ARB Workplan for information and expectations on serving.
Please email all completed applications to City.Clerk@CityofPaloAlto.org

Architectural Review Board

Personal Information – Note: The ARB regularly meets the first and third Thursdays of the month at 8:30 A.M.

Name: dave madwed
Address: [Redacted]
Cell Phone: [Redacted]
Home / Office Phone: [Redacted]
E-mail:

Are you a Palo Alto Resident? [ ] Yes [ ] No
Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? [ ] Yes [ ] No
Are you available and committed to complete the term applied for? [ ] Yes [ ] No
California state law requires appointed board and commission members to file a detailed disclosure of their financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700).
Do you or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:
1) engage in business with the City,
2) provide products or services for City projects, or
3) be affected by decisions of the board or commission you are applying for? [ ] Yes [ ] No
Excluding your principal residence, do you or your spouse own real property in Palo Alto? [ ] Yes [ ] No

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OR

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Address:
Cell Phone:
[ ] Home [ ] Office Phone:
E-mail:

__________________________
dave madwed
How did you learn about the vacancy on the Architectural Review Board? (Select more than one if applicable)

- Community Group
- Email from the City
- Palo Alto Weekly
- Daily Post
- City Website
- Flyer

Other: ____________________________________________

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration: (621 characters)

CSLB 1014088
LEED certified
Board Certified Radiologist

Employment  ☑ Current Employer  ☐ Last Employer

Employer:  Permanente Medical Group
Occupation: Physician/builder

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held: (1311 characters)
Palo Alto Little League 2014- present- Manager
Palo Alto Troop 57 BSA 2017-present- Assistant Scout Master
Palo Alto PTA, have served as school site board member

dave madwed
1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position? (1449 characters)
I have lived in Palo Alto for 33 years, and I have been a homeowner for over 25 years. I have been a licensed builder for the past 20 years. I am deeply involved in the community, and I take an active interest in the welfare of the community. With my background as a radiologist and the required attention to detail, my building experience, as well as passion and interest in the community, I bring a comprehensive knowledge required for the position.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. Archived videos are available from the Midpen Media Center. (1449 characters)
I was very interested in the recently reviewed 739 Sutter Ave project near midtown that was recently reviewed. I was very impressed with the design and scope of the project, both in its detail as well as the volume of housing stock that would be added to a growing and vibrant part of the city. Its proximity to retail, school, transportation make it a wonderful place to develop needed high density housing.
3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process? (1587 characters)

I would like to see a more streamlined process that adheres to defined rules and regulations but also allows outside-the box thinking and approach to change. For far too long Palo Alto has achieved the designation of the "NO" community. Embracing change is difficult, but the consequences for negative thinking will cut the legs off this community. If it was not for Stanford and and fantastic school system, both of which operate outside the jurisdiction of City management, Palo Alto would certainly not be in the position it currently finds itself. We must build upon this strong foundation to move forward in a positive and fruitful direction.

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. (1035 characters)

I have been particularly impressed with virtually every commercial project that has sprung up in the downtown corridors of Lytton, University and Hamilton Ave as well as cross streets in past 8-10 years. They are aesthetically pleasing as well as very functional.

I am very impressed with the new parking garage off California Ave. It is the most attractive parking structure I have ever seen, in this country or foreign soil.
5. Architectural Review Board Members work with the documents listed below. If you have
experience with any of these documents, please describe that experience. Experience with these
documents is not required for selection, but will help you better understand the work of the board.
(1173 characters)

Palo Alto 2030 Comprehensive Plan (2017)
Zoning Code
El Camino Real Design Guidelines
El Camino Real Master Plan Study (2007)
Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans
California Environmental Quality Act
Permit Streamlining Act
Density Bonus Law
Secretary of the Interior’s Standards

Experience with other documents listed on this webpage is desirable as well.

CEQA- I have dealt with CEQA on a few coastal projects
Zoning Code- I have read this.

6. Please confirm that you have read the Boards and Commissions Handbook: ☐ Yes ☐ No

Signature: (Please type or sign) David Madwed ___________________________ Date: 1/20/2022

dave madwed
# Architectural Review Board Application

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Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
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Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Architectural Review Board?

- Community Group
- Email from the City
- Palo Alto Weekly
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- City Website
- Flyer
- Other

Email from the City

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Alternate Contact Information

Personal and Job Experience
BS Environmental Sciences, University of California, Santa Barbara
School of Law, University of Oregon (did not finish or obtain a degree)
MA Urban and Regional Planning, University of Oregon, School of Architecture
MS Environment Design, University of Oregon, School of Architecture

Employment Information
Company/Employer Name
AJM Advisors, Self

Occupation
Advisor

Is your Company/Employer your current one or last?
Current Employer

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.
Lived in downtown Palo Alto for the past thirty two years. Lived in South Palo Alto for four years before that.

Application Questions
1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?
I have been interested in Palo Alto’s business and urban development for many years and believe that we are experiencing several trends that are effecting the aesthetic and functional nature of our City. I have restored/remodeled four of my residences over the past forty five years, doing most of the work myself.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.
Did not review the videos. BS Environmental Sciences, University of California, Santa Barbara
School of Law, University of Oregon (did not finish or obtain a degree)
MA Urban and Regional Planning, University of Oregon, School of Architecture
MS Environment Design, University of Oregon, School of Architecture

Archived video meetings are available from the Midpen Media Center.

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?
Retain retail locations, both local and regional businesses. Better balance the need for smaller work places. City revenues and longer term planning for development of businesses in residential adjacent neighborhoods.
4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links.

The multi-use building on the corner of Alma and University Ave. Construction that was well suited to that location, aesthetically interesting and provides good multi-use.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board.

I briefly reviewed the Palo Alto 2030 Comprehensive plan several years ago and spoke with one of the City’s architects.

 El Camino Real Design Guidelines
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 Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.

Yes

View the Boards and Commissions Handbook.

Signature

Alfred J. Mandel

Date Completed

12/26/2021

Alfred J. Mandel Page 4
# Architectural Review Board Application

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**Are you a Palo Alto resident?**  Yes  

**Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?**  No  

**Are you available and committed to complete the term applied for?**  Yes  

**Fair Political Practices**  Yes  

California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700). 

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

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### Alternate Contact Information

#### Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.

(621 characters max)

Bachelor of Architecture from Cal Poly Pomona - Class of '98
20+ years of experience in Arch.
20+ years of experience in the Hospitality Industry
Owner (Berdeda Place Palo Alto)

### Employment Information
Company/Employer Name
Carrasco & Associates Architects, Inc.

### Occupation
Project Architect

### Is your Company/Employer your current one or last?
Current Employer

### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.
NA

### Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?

I can bring a new thought process to the ARB by using my 20+ years experience in Architecture and the Hospitality Industry.

(1449 characters max)

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.

I live and breathe ECR therefore am interested in anything and everything that affects El Camino Real. All projects are important.
Bachelor of Architecture from Cal Poly Pomona - Class of '98
20+ years of experience in Arch.
20+ years of experience in the Hospitality Industry
Owner (Berdeda Place Palo Alto)

(1449 characters max)

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?

I would like to help the current ARB members in reviewing and responding to the housing and hotel projects being presented for approval by keeping in mind the existing communities, through careful analysis, creative alternatives, etc.

(1587 characters max)
4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. (1035 characters max)

636 Hamilton Ave. Palo Alto
I was waiting for years and years when an Architect would propose a concrete and glass structure and was really excited to see this.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board. (1173 characters max)

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Permit Streamlining Act Density Bonus Law
Secretary of the Interior’s Standards
Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.
View the Boards and Commissions Handbook.

Yes

Signature
Manix Patel

Date Completed
10/26/2021
# Architectural Review Board Application

<table>
<thead>
<tr>
<th>Name</th>
<th>Kendra Rosenberg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
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<tr>
<td>City</td>
<td></td>
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<tr>
<td>Postal Code</td>
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<tr>
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<tr>
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</tr>
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<tr>
<td>Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?</td>
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</tr>
<tr>
<td>Are you available and committed to complete the term applied for?</td>
<td>Yes</td>
</tr>
<tr>
<td>Fair Political Practices</td>
<td>No</td>
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California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission, Conflict of Interest, Form 700](https://example.com)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
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**How did you learn about the vacancy on the Architectural Review Board?**
- Community Group
- Email from the City
- Palo Alto Weekly
- Daily Post
- City Website
- Flyer
- Other

**Email from the City, Other: General work in the city**

**Consent to Publish Personal Information on the City of Palo Alto Website**

California Government Code Section 6254.21 states, in part, “No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual.” This consent form will not be redacted and will be attached to the Application and posted to the City’s website. For the full code, review the California Government Code Section 6254.21.

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#### Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.
(621 characters max)

- Have worked at architectural firms and running my own residential design firm in the local area for the past 15+ years.

### Employment Information

<table>
<thead>
<tr>
<th>Company/Employer Name</th>
<th>KNR Design Studio</th>
</tr>
</thead>
</table>

### Occupation

<table>
<thead>
<tr>
<th>Principal Designer</th>
</tr>
</thead>
</table>

### Is your Company/Employer your current one or last?

<table>
<thead>
<tr>
<th>Current Employer</th>
</tr>
</thead>
</table>

### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.
(1311 characters max)

| Never held office.  
Was an original board member of Magical Bridge Playground.  
Briones PTA member and Project Cornerstone Reader |
|--------------------------------------------------|

### Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?
(1449 characters max)

<table>
<thead>
<tr>
<th>Full background in architecture and have been through the ARB process from the “other side” before, in Palo Alto and several other cities in the area. Honestly, I feel that Palo Alto is not doing as good of a job as its neighbors and I hope to be able to bring fresh energy to the team.</th>
</tr>
</thead>
</table>

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.
(1449 characters max)

<table>
<thead>
<tr>
<th>I’m interested in all of the residential housing projects. Sometimes the decisions feel very arbitrary. Have worked at architectural firms and running my own residential design firm in the local area for the past 15+ years.</th>
</tr>
</thead>
</table>

Archived video meetings are available from the Midpen Media Center.

### Application Questions

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?
(1587 characters max)

<table>
<thead>
<tr>
<th>A bit more consistency with the approval process. Bringing a professional “design eye” to the team. I would also like to note: I have ceased accepting new projects in Palo Alto at this time. I intend to maintain that separation if I do serve to avoid any possible Conflict of Interest.</th>
</tr>
</thead>
</table>
4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. (1035 characters max)

Enchante Boutique Hotel
1 Main St, Los Altos, CA 94022
I watched the posters go up depicting the design and thought it would be terrible. When the final building was up, I was completely impressed. It’s not a style I particularly like, but the architects used proportion and space beautifully to revitalize a corner of downtown Los Altos that was previously a sore spot. It’s an elegant and yet unimposing welcome to downtown Los Altos.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board. (1173 characters max)

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Permit Streamlining Act Density Bonus Law
Secretary of the Interior’s Standards
Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.
View the Boards and Commissions Handbook.

Yes

Signature
Kendra Rosenberg

Date Completed
01/09/2022
# Architectural Review Board Application

<table>
<thead>
<tr>
<th>Name</th>
<th>Curtis Smolar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>[REDACTED]</td>
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**Are you a Palo Alto resident?**  
Yes

**Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?**  
No

**Are you available and committed to complete the term applied for?**  
Yes

**Fair Political Practices**  
No

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission, Conflict of Interest, Form 700](https://www.cityofpaloalto.net/civicinfor/index.aspx?NVar=newlink&link=FPPForm700.pdf)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

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2. Provide products or services for City projects; or  
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| • Community Group  
• Email from the City  
• Palo Alto Weekly  
• Daily Post  
• City Website  
• Flyer  
• Other |

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### Alternate Contact Information

#### Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. (621 characters max)

Attorney, licensed in California, all courts, Ninth Circuit Court of Appeals, United States District Court for Northern District of California, United States District Court for the Central District of California and United States District Court for the Eastern District of California
Southern Methodist University Law School, J.D.

#### Employment Information
Company/Employer Name
Legalist, Inc.

#### Occupation
General Counsel, Director of Underwriting

#### Is your Company/Employer your current one or last?
Current Employer

#### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held. (1311 characters max)

I was on the board of the Palo Alto Little League, and I am active in the Silicon Valley Bicycle Coalition.

#### Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position? (1449 characters max)

I have represented numerous clients in the process of going through architectural review and in the permitting processes. I have coordinated architects, clients and cities in multiple projects in the bay area and achieved favorable results for all interest holders.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. (1449 characters max)

October 7, 2021, all hearings. Ever since the Palo Alto revised its rules in response to the recent state laws such, i.e. Senate Bill 35 and Senate Bill 330, I have been interested in how the City will implement the new objective standards. The new standard, which I understand, effectively bans Palo Alto from turning down qualifying housing projects based on subjective criteria that are open to interpretation. The new standards, the "objective standards" may be a tool for the city help guide new developments towards rational designs that are in line with the look and feel of the community.

Archived video meetings are available from the Midpen Media Center.
3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process? (1587 characters max)

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. (1035 characters max)

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| Secretary of the Interior’s Standards |

Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

I am interested in implementing the new statutes being passed in Sacramento on a local level. The state mandates will be, at times, a challenge to enforce. For example, Sacramento may have specific needs or feel in the community that Palo Alto does not. It will be a challenge to interpret the state law and local law, apply the facts to the laws and make decision in a rational way.

Being an attorney with over 25 years experience I have spent my entire career doing the aforementioned. Every day I look at statutes and specific fact, analyze how they interact and synthesize a solution. Also, I am not currently practicing law in this area and therefore I would not be subject to potential conflicts of those that are seeking work from the same people that I would be reviewing.

One of my favorite designs in Palo Alto is the Aidlen Darling Design Tree house (https://www.dezeen.com/2019/05/24/tree-house-aidlen-darling-silicon-valley/). It is a sustainably built house that integrates it beautiful surroundings with a charming house.

As an attorney I worked extensively with CEQA and the zoning code. I have worked with the Palo Alto 2030 Comprehensive plan when I previous applied for this position previously.
Please confirm that you have read the Boards and Commissions Handbook.
View the [Boards and Commissions Handbook](#).

<table>
<thead>
<tr>
<th>Signature</th>
<th>Curtis Smolar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Completed</td>
<td>1/30/2022</td>
</tr>
</tbody>
</table>
Architectural Review Board Application

Name: Brigham Wilson

Address: [Redacted]
City: [Redacted]
Postal Code: [Redacted]
Cell Phone: [Redacted]
Home Phone: [Redacted]
Email Address: [Redacted]

Are you a Palo Alto resident? Yes

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? No

Are you available and committed to complete the term applied for? Yes

Fair Political Practices
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- Email from the City
- Palo Alto Weekly
- Daily Post
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- Flyer
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#### Personal and Job Experience
**Please list your relevant education, training, experience, certificates of training, licenses, and professional registration.**

(621 characters max)  

I am a passionate student of residential architecture and city planning. For the past 5 years, I have closely followed our city's plans and policies to balance increasing our housing supply while maintaining the character and desirability of our development. My training has been a decade of self-study of the relevant text books and thought-pieces on land use, urban design, and construction.

#### Employment Information
**Company/Employer Name**  

Google

#### Occupation

Program Manager

#### Is your Company/Employer your current one or last?

Current Employer

#### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

(1311 characters max)  

Member and Chair of the Library Advisory Commission (2017-2020)  
Palo Alto Police Department Citizen Police Academy participant (2017)  
Community Gardener at Johnson Park (2018-Present)  
Member of Stanford Congregation of The Church of Jesus Christ of Latter-day Saints (2016-2020)  
Membership Clerk and Organist for The Church of Jesus Christ of Latter-day Saints near Middlefield and E. Charleston (2020-2021)

### Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?

(1449 characters max)  

I am interested in serving on the Architectural Review Board because the design of our city is important, I have the knowledge for suburban architecture, and I have the passion for civic oversight and committee workings. As Palo Alto continues to grow, keeping a balance between new construction and renovations along with our history and character is integral to our personality as a community. I follow proposed residential, commercial, and landscape proposals in our county and analyze their merits environmental impact, impact on housing supply, meeting residential and commercial needs, open space conservation, and visual appeal. Having been on the Library Advisory Commission and chairing it for one year, I understand how to collaborate with City Council, review and decide on proposals, and request and respond to input from fellow citizens.
2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. 

1449 characters max

Archived video meetings are available from the Midpen Media Center.

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process? 

1587 characters max

While serving on the Architectural Review Board I would help create the mandated 6,086 units by 2031 in a manner that preserves the character of each neighborhood. We would increase density where it is most appropriate aesthetically and focus on parcels that are underused or vacant or near major transit centers. As a non-homeowner but 5+ year resident, I would be a more impartial collaborative partner, able to balance the needs of the many stakeholders involved in these discussions while being loyal and driven to find the optimal outcome.

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links. 

1035 characters max

The half-closed streets on the south bank of the Sortedams Sø in Copenhagen (https://goo.gl/maps/ceadXETWQCv yKUFT6). These row houses provide for a safe open area for children to play, privacy in an increased density zone, charming character, and sufficient parking while encouraging other methods of travel. Palo Alto has small apartment complexes and many single-family homes, but has too few row house developments that would provide increased units while also conserving a charming pedestrian environment.

Charles Street in Beacon Hill in Boston (https://bit.ly/3pvsIBK). Provides a delightful walkable retail in addition to above-store-level residential units. Palo Alto has premium shopping in the Town and Country Mall, Stanford Mall, and University Ave, Midtown, and Cal Ave that could benefit from increased residential units that could increase retail patronage without requiring much more parking infrastructure. We can leverage the
5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board.

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Permit Streamlining Act Density Bonus Law
Secretary of the Interior’s Standards
Other documents listed on this website as well.

If you'd like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.

Yes

View the Boards and Commissions Handbook.

Signature Brigham Wilson

Date Completed 10/24/2021
### Architectural Review Board Application

<table>
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<th>Name</th>
<th>Jim Xiao</th>
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**Are you a Palo Alto resident?**
- Yes

**Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?**
- No

**Are you available and committed to complete the term applied for?**
- Yes

**Fair Political Practices**

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2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

**Excluding your principal residence, do you or your spouse own real property in Palo Alto?**

- No

**How did you learn about the vacancy on the Architectural Review Board?**
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- Other: email invitation

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<tbody>
<tr>
<td><strong>CSLB licensed general contractor since 2019</strong> combined with prior experience has been active in designing, development for 8 years. finished several projects in Palo Alto, San Jose and Cupertino. very familiar with the new code of Palo Alto on green building tier 1, 2 and ADU code. 20 years as software professional after leaving the Ph.D education from LSU in computer science.</td>
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</tbody>
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<td><strong>builder and CEO</strong></td>
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<tr>
<th>Is your Company/Employer your current one or last?</th>
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<tr>
<th>Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.</th>
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<td>member of church committee for church searching committee of CCIC-Sunnyvale, in the process of searching, screening property, dual diligence and working closely with city regarding permitting and code requirement.</td>
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<td><strong>1.</strong> Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position?</td>
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<td><strong>2.</strong> Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.</td>
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Archived video meetings are available from the [Midpen Media Center](#).
3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?
(1587 characters max)

Help current homeowners to be protected to keep the neighborhood they like, the same time to upgrade, adapt to the new SB-9, SB10, SB8 along with ADU code, green building requirements. So Palo Alto will also be a welcoming city to the young professionals and new families /

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links.
(1035 characters max)

1031 Embarcadero Dr, 94303, with the great suggestion from Bud Stammer, this is one of the first batch of project adopted: 
ADU code, green building tier 2 for main building
green building tier 2 for ADU. also EV ready, title 24 compliant, and Tesla roof ready.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board.
(1173 characters max)

Palo Alto 2030 Comprehensive Plan (2017)  
Zoning Code  
El Camino Real Design Guidelines  
El Camino Real Master Plan Study (2007)  
Area Plans such as the South of Forest Avenue (SOFA) I (2000) and II (2003) Plans  
California Environmental Quality Act  
Permit Streamlining Act Density Bonus Law  
Secretary of the Interior’s Standards  
Other documents listed on this website as well.

If you’d like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.
Yes

View the Boards and Commissions Handbook.

Signature Jim Xiao

Date Completed 10/25/2021
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<th><strong>Name</strong></th>
<th>Bin Zhou</th>
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**Are you a Palo Alto resident?**
Yes

**Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?**
No

**Are you available and committed to complete the term applied for?**
Yes

**Fair Political Practices**
No

California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission, Conflict of Interest, Form 700).

Do you or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:
1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

- No

How did you learn about the vacancy on the Architectural Review Board?

- Community Group
- Email from the City
- Palo Alto Weekly
- Daily Post
- City Website
- Flyer
- Other

Email from the City

Consent to Publish Personal Information on the City of Palo Alto Website

California Government Code Section 6254.21 states, in part, “No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual.” This consent form will not be redacted and will be attached to the Application and posted to the City’s website. For the full code, review the California Government Code Section 6254.21.

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that the following contact information below:

- I give permission for the City of Palo Alto to post to the City’s website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.
- I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City’s website. I am providing the following alternate information and request that the following contact information:
### Alternate Contact Information

#### Personal and Job Experience
Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. (621 characters max)

- Experienced construction project manager bringing 10+ years construction and architecture design experience in residential construction.
- Expert project and team manager with deep understanding of safety, scheduling and codes.
- Talented at motivating works to keep projects moving forward for on-time completion.
- 4+ years general contractor experience (GC License B) for residential/commercial construction. Recognized for strong team leadership capacity with experience working in a team environment, able to collaborate with individuals from diverse backgrounds.

#### Employment Information
Company/Employer Name

Dowell construction & development Inc

#### Occupation

Construction Designer & Manager

#### Is your Company/Employer your current one or last?

Current Employer

#### Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held. (1311 characters max)

I fully realize that volunteers are integral to a community as it helps to better the whole community. Also it provides a great opportunity to build up the relationship between residence and community. In the past, I have been actively involved in the Cupertino Union School District meetings and discussions and have been a board member of the Cupertino Union School District Citizens' Bond Oversight Committee since 2018. My work is to review expenditure reports produced by the District to ensure a better school community.

### Application Questions

1. Why are you interested in serving on the Architectural Review Board and what experience would you bring to the position? (1449 characters max)

I am a passionate design and construction professional with extensive construction knowledge and experience. And I would love to contribute my values to the city and community. Bring my expertise to Palo Alto City to enhance the desirability of residence or investment, and the living conditions upon the immediate site or in adjacent areas.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it.

As part of the city's growth, more and more home improvements are going on. I could see several streets getting better looking and attractive. As I am a general contractor and architect, I would
Archived video meetings are available from the Midpen Media Center.

3. If you are appointed, what specific goals would you like to see the Architectural Review Board achieve, and how would you help in the process?

I would like to help the committee and city council to outline the Architectural guideline and promote the guideline to all city residents. I would like to help all residents to make clear choices when they are thinking of doing new construction, adding addition and remodeling. And also I would like to make our city planning and building work easier.

4. Please identify a project (or projects) that you find to be examples of good architecture, and explain why. You may include samples, identify project addresses, or provide links.

18283 Baylor Ave, SARATOGA, CA 95070 is a good sample project for single story home improvement. it looks clean and modern. But it won't change too much structure and not over heigh to damage privacy. Also the project is green compared with full demolish and huge structure changes.

5. Architectural Review Board Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection, but will help you better understand the work of the board.

I have understanding and read El Camino Real Design Guidelines, building code. I have building home experience in palo alto. I love to work with other members and contribute my value.

Palo Alto 2030 Comprehensive Plan (2017)
Zoning Code
El Camino Real Design Guidelines
El Camino Real Master Plan Study (2007)
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