



CITY OF
**PALO
ALTO**

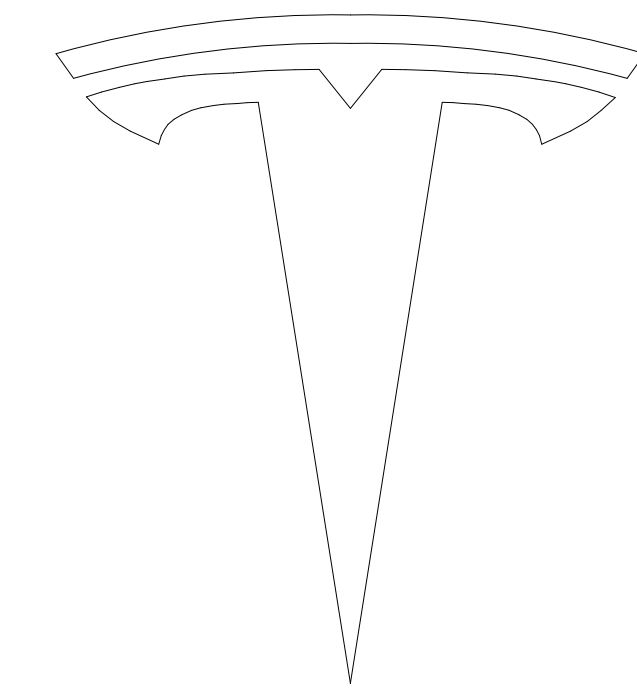
City of Palo Alto Staff Report to Public Art Commission

Meeting Date: April 18, 2024

RE: Agenda Item 5: Tesla Sculpture at 3000 Hanover St - Informational Report regarding a proposed in-house designed sculpture at the corner of Page Mill Road and Hanover Street.

RECOMMENDATION: Staff recommends that the Public Art Commission review Tesla's plans for a sculpture on the corner of Page Mill Road and Hanover Street and as ask any questions regarding the project.

DISCUSSION: Tesla has moved into the location at 30000 Hanover Street in Palo Alto. The scope of their project did not trigger the private percent for art requirement under Palo Alto Municipal Code [16.61.030](#). However, Tesla wishes to install a sculpture designed by their in-house designers on the corner of the property in the Stanford Research Park that they have leased. The bear-shaped sculpture is not becoming part of the City collection, as it will belong to Tesla and located on Stanford property. However, due to the high visibility of the site and the scale of the sculpture, Planning and Public Art staff agreed that it makes sense for the project to be presented to the Public Art Commission as an informational item and allow Commissioners and any members to the public to comment on the installation.



TESLA

TESLA CONFIDENTIAL

REV NO.	DATE (YYYY-MM-DD)	DESCRIPTION	BY

DRAWING CERTIFIED BY

3000 HANOVER ST.
PALO ALTO, CA 94304
PROJECT ADDRESS

EXTERIOR SIGNAGE
AND SCULPTURE
PROJECT TITLE

COVER PAGE
SHEET TITLE

PROJECT NO: HN23-0011	
DATE (YYYY-MM-DD): 2024-04-05	DRAWN BY:
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SHEET NO:
HN-A-500-CB

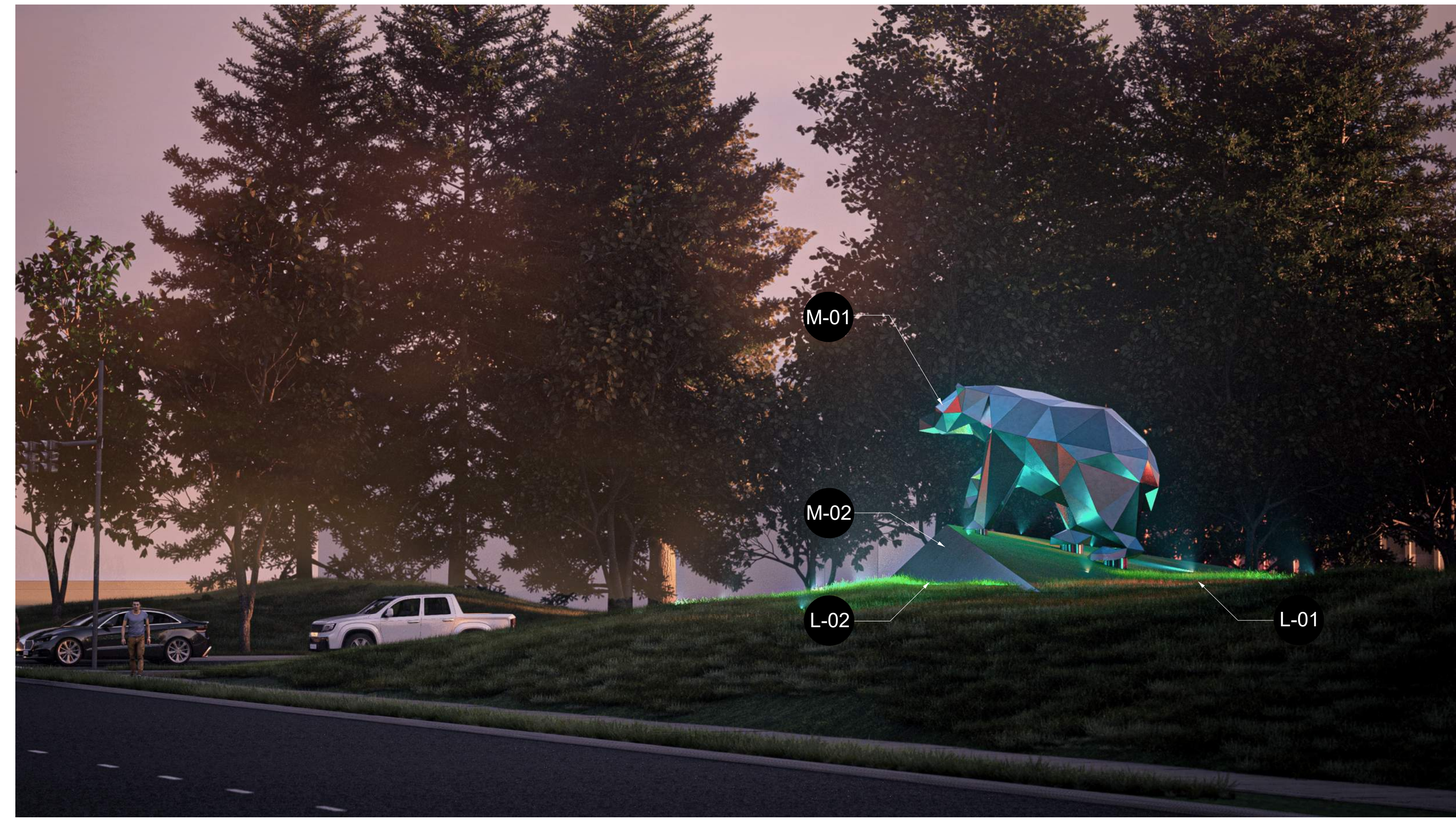
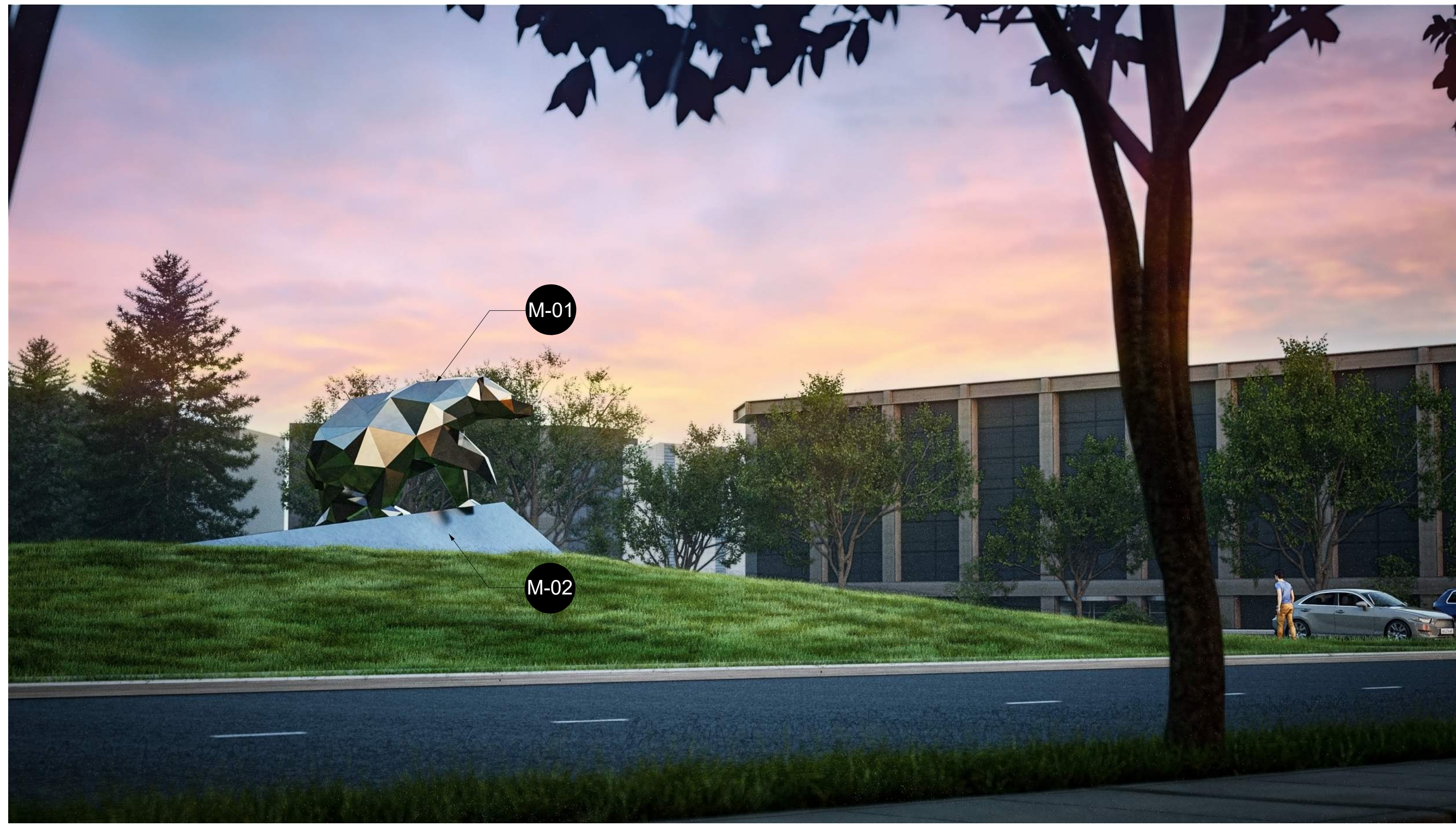
SHEET INDEX

HN-A-500-CB	COVER SHEET
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HN-A-502-CB	MATERIAL BOARD
HN-A-503-CB	PLANS, ELEVATIONS, AND SECTIONS
HN-A-504-CB	BERM STRUCTURE
HN-A-505-CB	LIGHTING

SCOPE OF WORK

TESLA IS PROPOSING INSTALLING A NEW SCULPTURE AT 3000 HANOVER, ALONG THE PAGE MILL AND HANOVER INTERSECTION. THE PROPOSED SCULPTURE DESIGN WAS DEVELOPED IN HOUSE AND IS A PRODUCT OF MULTI-DISCIPLINARY COLLABORATION WITHIN TESLA. THE CONCEPT IS A STYLIZED, LOW-POLY CALIFORNIA GRIZZLY BEAR MEANT TO COMBINE TESLA'S DESIGN LANGUAGE WITH CALIFORNIA'S GRIZZLY BEAR, AND HIGHLIGHT THE COMMON MESSAGE OF STRENGTH AND UNYIELDING RESISTANCE.

THE SCOPE OF WORK INCLUDES: THE REMOVAL OF EXISTING MONUMENT SIGN, MODIFICATION TO THE EXISTING TOPOGRAPHY, ADDITION OF BERM COMPOSED OF CONCRETE AND EARTHWORK, ADDITION OF STEEL SCULPTURE WITH A STRUCTURAL FOUNDATION, EXTERNAL LIGHTING, AND A MODIFIED IRRIGATION SYSTEM.

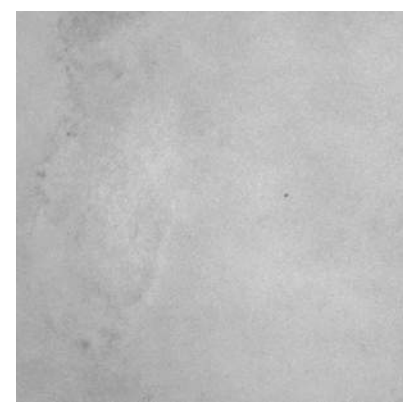


3 RENDERINGS



**M-01
AGED METAL**

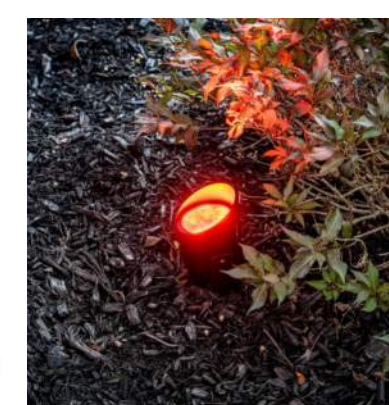
The metal finish as an engineered material evokes the spirit of 3000 Hanover as Tesla's Engineering HQ. It embodies the company's roots in the industry as it conveys a sense of strength, durability, and precision manufacturing. Additionally, the panels help contextualize the sculpture on the site of 3000 Hanover, which has a front façade already clad with metal panels. Lastly, the panels are durable throughout all weather conditions and resistant to rusting, and the brushed finish mitigates any strong reflections and glare to pedestrians and oncoming drivers.



**M-02
SMOOTH CONCRETE
FINISH**

The berm is clad in an architectural concrete finish to evoke the structural stability and durability that the foundation provides. A concrete finish for a berm that supports both the bear and the landscaping above reinforces a sense of permanence and presence. Concrete offers longevity and minimal maintenance requirements.

2 MATERIAL FINISHES



**L-01
RGB LED SPOT
LIGHTS**

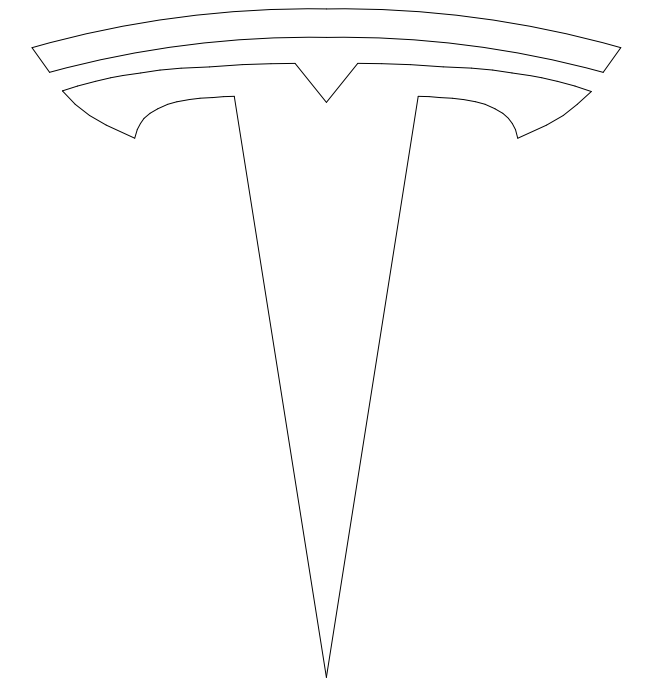
The spotlights are positioned to shine at specific angles on the bear allowing for entire sculpture to be illuminated. Their usage complements the sheen of brushed metal panels to give off a soft glow with minimal visual distraction and disturbance to the passing drivers. The selection of these fixtures allows for the most control over the lighting in situ, with respect to the luminosity, intensity, temperature, and color. The RGB feature also gives opportunity to lighting changes based on the season, special events, and holidays.



**L-02
WALL WASHER
LIGHTING**

The wall washer light is installed at the base of the berm and primarily shines on the surface of the concrete. It allows for consistent lighting across the length of the berm and highlights the solidity and stability of the foundation. The intended effect is to highlight the totality of the concrete berm during the evenings.

1 LIGHTING



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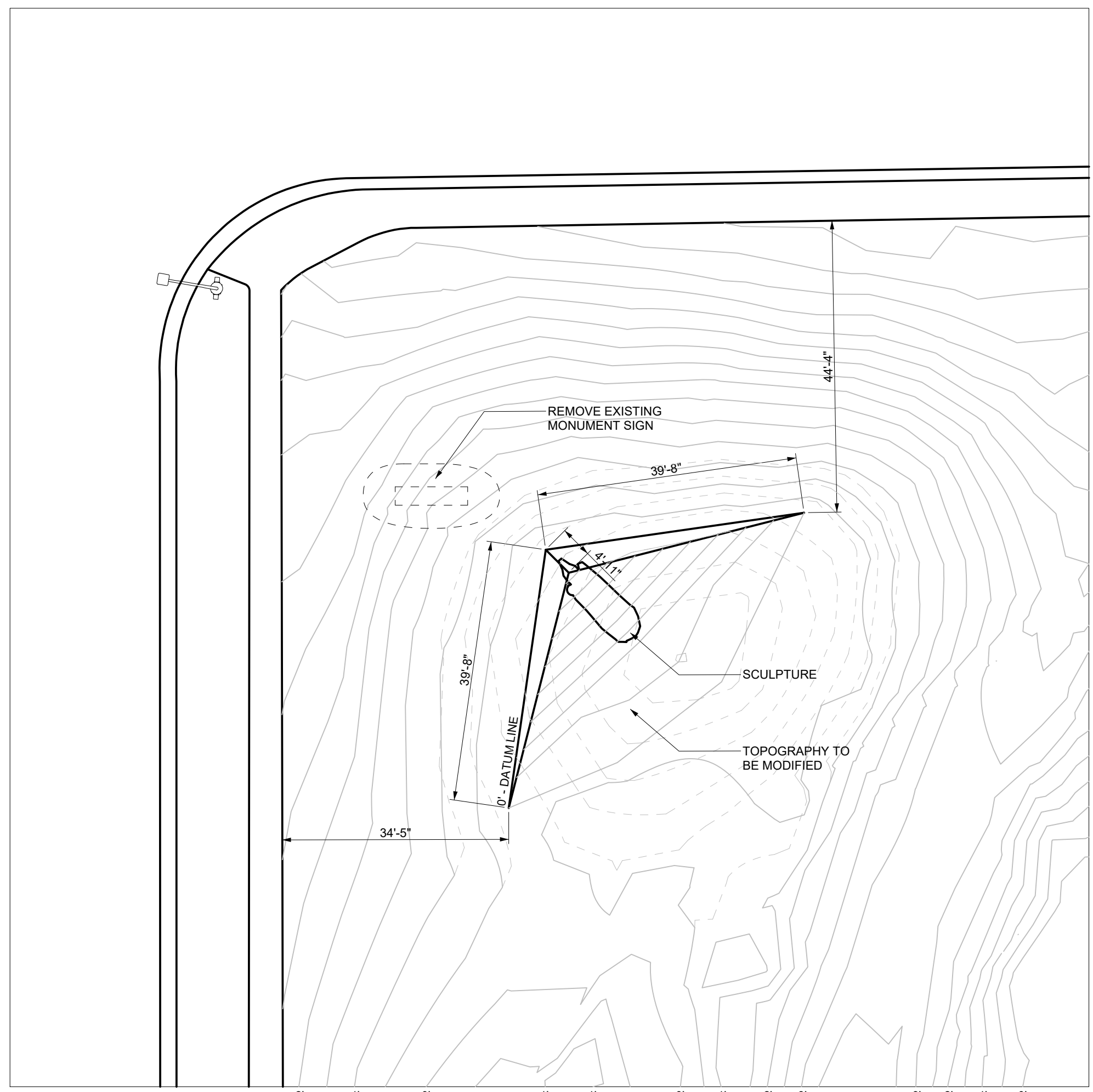
SHEET NO.:

HN-A-502-CB



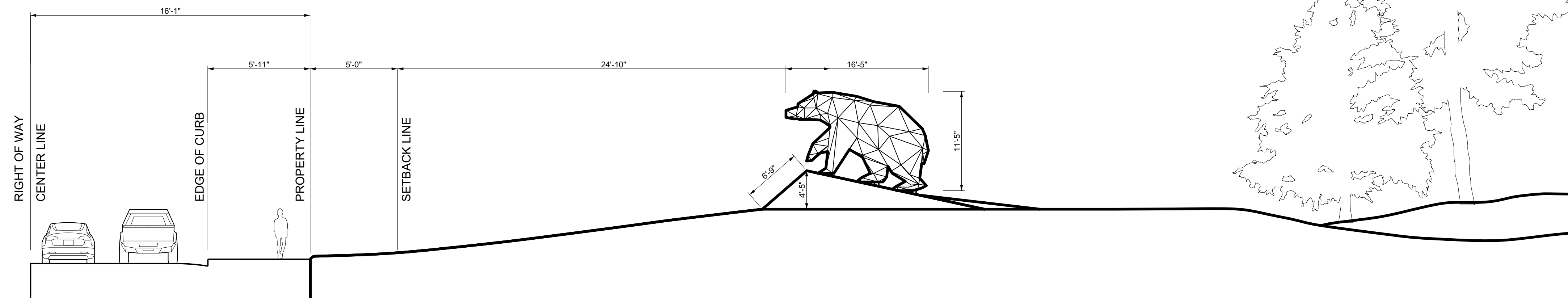
3 EXISTING SITE CONDITION

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



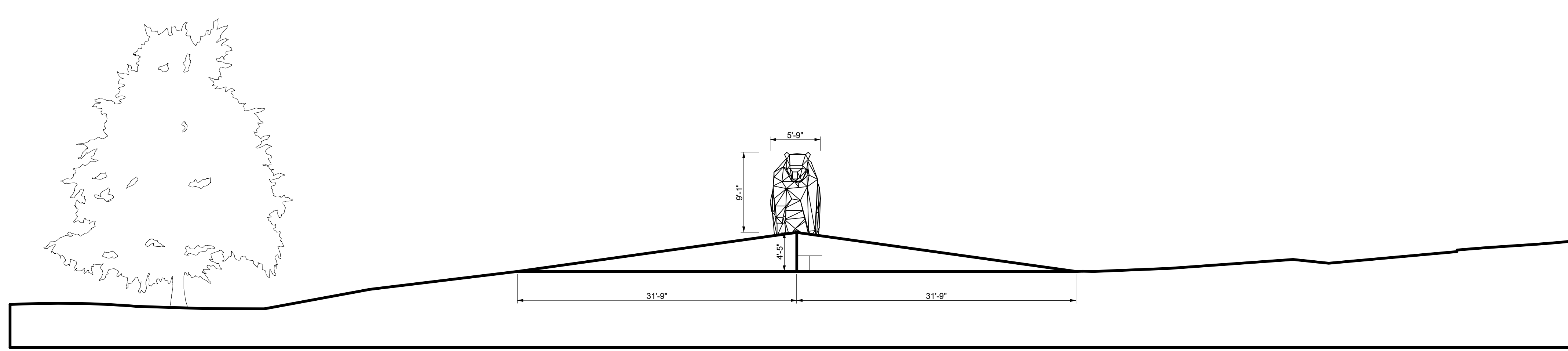
2 PLAN

SCALE: 1/16" = 1'-0"



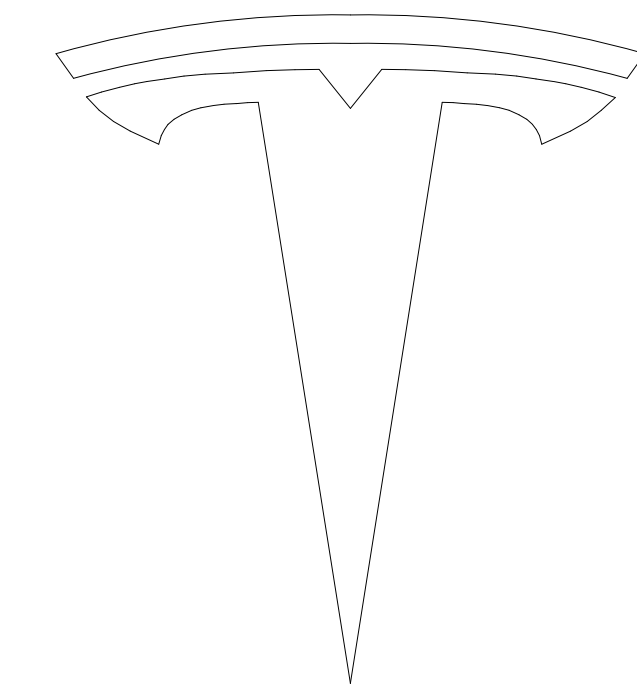
3 WEST ELEVATION

SCALE: 1/8" = 1'-0"



1 NORTHWEST ELEVATION

SCALE: 1/8" = 1'-0"



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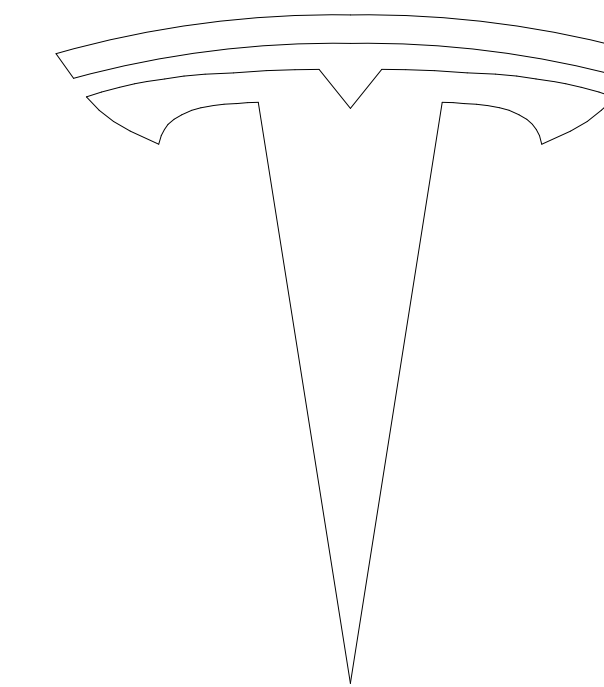
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