Case File Number: PLN16394 January 25, 2017

Project Location:	0 Mandela Parkway (the vacant lot is located approximately across from 3650 Mandela Parkway and adjacent to the Target retail store).		
Assessor's Parcel Number:	007 061701405		
Proposal:	To construct a six-story hotel "Mandela Hotel" consisting of 220 rooms and two-levels of underground parking garage, measuring approximately 143,212 square feet in floor area.		
Project Applicant/ Phone Number:	Joanne Park / Architectural Dimensions (510) 463-8300		
Property Owner:	State of California		
Case File Number:	PLN16394		
Planning Permits Required:	Major Conditional Use Permit for development over 100,000 square feet of new building floor area in the CR-1 Zone; and Regular Design Review for new commercial construction.		
General Plan:	Regional Commercial		
Zoning:	CR-1, Regional Commercial Zone		
Environmental Determination:	Determination Pending		
Property Historic Status:	Non-Historic Property		
City Council District:	Ш		
Action to be Taken:	Conduct design review, make recommendations to applicant and staff.		
For Further Information:	Contact Case Planner, Mike Rivera at (510) 238-6417 , or by email at mrivera@oaklandnet.com		

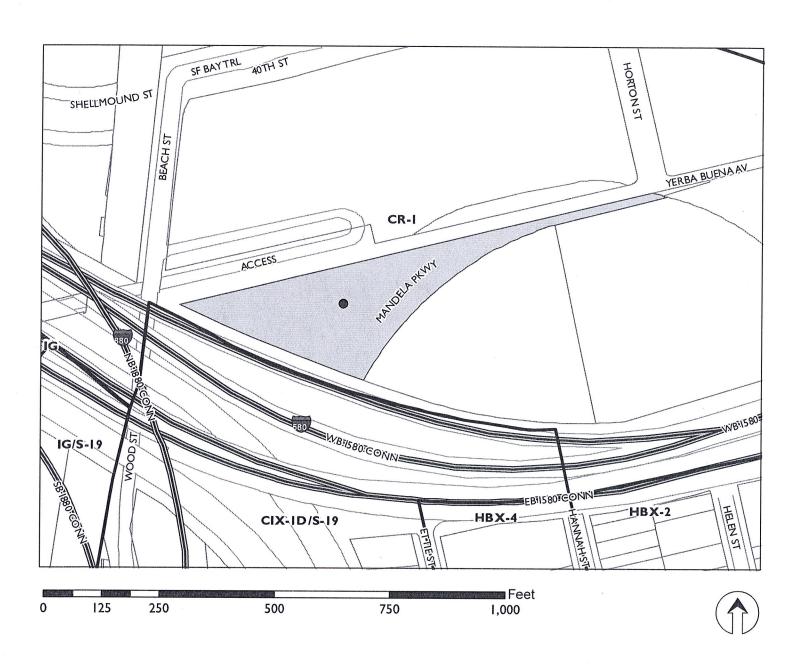
PROJECT SUMMARY

The proposal is for the construction of a new hotel on a vacant Caltrans property, located off Mandela Parkway between 34th Street and Horton Street. The proposed development would be operated by Ram Hotels and is nearby other regional business destinations such as the Extended Stay America hotel, Target, Best Buy, Home Depot, Ikea and Granite Expo.

The proposal is presented to the Design Review Committee for feedback and direction to the applicant and staff. The proposal, eventually, will require final determination by the Planning Commission at a future public meeting date. The proposal is also within the West Oakland Specific Plan (WOSP).

To guide the Design Review Committee with the review of this proposal, staff has listed in this staff report the applicable Design Guidelines for Development under the Mandela / West Grand Opportunity Area 1 of the West Oakland Specific Plan. The staff report also contains the applicable City's General Plan Polices for the Regional Commercial Classification. These design guidelines and criteria will be applied to the

CITY OF OAKLAND PLANNING COMMISSION



Case File: PLN 16394

Applicant: Joanne Park / Architectural Dimensions

Address: 0 Mandela Parkway (South of the Target retail store)

Zone: CR-I

Page 3

project when the Planning Commission makes a final determination on the proposal at a future public meeting.

PROJECT SITE

The proposal is located in West Oakland on a 1.066-acres vacant property bounded by Mandela Parkway to the southeast, by Beach Street / Mac Arthur Maze (I-80) to the southwest and by Target store to the north. The unpaved property has no landscaping and is enclosed by a 6 foot high chain-link fence. The property has an existing paved driveway off Mandela Parkway that provides an access easement to the neighboring Target property.

The majority of the surrounding properties contain large detached commercial-retail and hotel facilities with large surface parking lots. Some of the other neighboring properties to the south and along Mandela Parkway contain warehouse facilities that provide the sales of home improvement products (Granite Expo), and others facilities are used as storage of construction materials operated by Caltrans.

The following table summarizes the applicable CR-1 zoning standards and the project's proposal:

Development Standards	Requirements	Proposed	Comments
Minimum Lot Area	7,500 square feet	1.066 acres	Meets Code
Minimum Lot Width and Frontage	50-feet	300 feet (+)	Meets Code
Minimum Front Setback	20-feet	20-feet	Meets Code
Maximum Height	90 feet	83.5 feet	Meets Code
Off-Street Parking	154 parking spaces	172 spaces	Meets Code
Commercial Loading berth	2 spaces	2 spaces	Meets Code, however, staff recommends revisions to meet the minimum required size dimensions.

PROJECT PROPOSAL

The proposal is for the development of a six-story, 220 room hotel "Mandela Hotel" that includes a two-level underground parking garage. The triangle-shaped parcel is level and has an existing shared-driveway, located on the northeast corner of the property that is used as a vehicular access by the retail store Target. The project also proposes a second new driveway on the southeast corner of the property to provide in-and-out access to the hotel. The proposal includes a new pedestrian access pathway, located off Mandela Parkway that leads to the hotel's main lobby. The proposal places the building envelope near the rear property line to meet setback standards, provide short-time guest parking area and create a landscaping buffer zone along the four-lane Mandela Parkway.

The main entry to the hotel is located to the east of the building and through a small lobby. The building ground-floor area contains guest amenities from lounges, breakfast and meeting rooms to fitness and pool areas. Between the 2nd and 6th floors, the hotel provides a total of 220 rooms that includes a mix of one-bedroom and two-bedrooms. The plan also includes conceptual business commercial signage, mounted on the top façade of the building. The two conceptual wall signs are located on the exterior of the building stairway, each measuring approximately 100 square feet in area. Eventually, more developed and detailed plans will be required for new proposed hotel business signage with a separate design review permit by the City.

Access to the underground two-level parking garage will be through a foldable automatic gate and a downslope ramp, located to the southeast of the property. The parking garage will provide 163 parking spaces and some of the stalls will be placed on a parking lift system "stackers", except for ADA parking. The proposal also includes a separate parking area for two commercial loading berths, located near the northeast main entry driveway.

The project provides a landscaping plan that includes a combination of 24-inch box trees, 5-gallon shrubs and 1-gallon groundcovers around the building. The mix of plants are mostly concentrated along the east side of the property facing Mandela Parkway, and along the rear of the property. The landscaping plan also includes a stormwater control system and bio-retention areas around the property to manage excess of stormwater from the site. The proposal also requires a tree permit to remove one street tree for the construction of a new driveway.

BUILDING DESIGN

The building envelope follows the configuration of the triangle-shaped lot that results with the building wings stretching east to west and the center portion of the building projecting towards the front of the property. The design of the six-story building manages building mass and provides visual relief by using various roof and wall planes, large and medium size window patterns, bay windows, perforated window metal awnings, siding materials such as metal panels, cement plaster with reveal joints, spandrel panels and aluminum storefront system. The proposed building also includes a large oval-shaped screen-wall for rooftop equipment that is composed of a perforated and corrugated metal panel system that provides a contemporary urban expression, thus fitting with the context of the immediate commercial properties.

DESIGN GUIDELINES APPLICABLE TO ALL INDUSTRIAL/BUSINESS/COMMERCIAL OPPORTUNITY AREAS

Below are the design guidelines applicable throughout the West Oakland Specific Plan's industrial/business/ commercial Opportunity Areas. The proposed project is located in the Opportunity Area 1 of the Mandela/ West Grand area.

The Intent: In the four identified Opportunity Areas, new building construction and renovation should be designed to maintain continuity with West Oakland's unique history and character.

SITE PLANNING

<u>Site Planning 1</u>: *Pedestrian Circulation*. Active street edges with entrances from city sidewalks should directly face streets, maximizing the utilization of city sidewalks by users of the buildings.

<u>Site Planning 2</u>: *Vehicular Circulation*. Vehicular entrances and garages should be less prominent than pedestrian entrances.

<u>Site Planning 3</u>: *Service Circulation*. Service areas should be hidden from view from sidewalks whenever possible.

Site Planning 4: Building Footprint. New construction should be built to the edge of sidewalks to maintain the continuity of the area's street walls. Small ground-level inset bays for entrances, outdoor seating, and special corner features are appropriate variations within the street wall. In addition, an occasional plaza may be also appropriate.

• Relate to existing buildings and utilitarian structures, which need to be rehabilitated and reused.

- Expansion of existing buildings is encouraged, with unique aspects of existing buildings respected, featured, and protected.
- Surface parking is strongly discouraged along frontages facing public streets.

<u>Site Planning 5</u>: *Open Space.* West Oakland's public streetscapes along with its parks need to be embraced, improved, and enriched as public open space elements. Any new open space located in public view should not be walled from the street by dense planting or a tall fence.

BUILDING DESIGN

<u>Building Design 1</u>: *Massing*. New buildings should be designed with major massing elements that are consistent with those found in existing desirable buildings located in the immediate vicinity.

<u>Building Design 2</u>: *Fenestration and Materials*. Fenestration elements, such as windows, doors, louvers, vents, wall panels, skylights, storefronts, curtain walls, and other glazed systems, can be either more historic or more contemporary depending on the context, and should be articulated to maintain the sense of scale found in the immediate context.

DESIGN GUIDELINES SPECIFIC TO THE MANDELA/WEST GRAND & 3RD STREET OPPORTUNITY AREAS

The proposed project is located in the Opportunity Area 1 of the West Oakland Specific Plan. This section of the design guidelines addresses the urban design strategies and guidelines that are particular to the Mandela/Grand and 3rd Street Opportunity Areas, industrial and commercial areas without housing or neighborhood commercial corridors.

MANDELA PARKWAY

The Intent: Buildings facing Mandela Parkway should respect its civic prominence, quality of public landscaped areas, and unique history. The following design guidelines apply particularly to properties and buildings facing onto Mandela Parkway:

Mandela 1: Site Planning. The most distinguished public features of a building should be oriented towards and visible from Mandela Parkway.

Mandela 2: Massing. Projects are encouraged to have dramatic architectural features visible along the Parkway.

Mandela 3: Height. Taller buildings are encouraged along the Parkway.

Mandela 4: Fenestration and Materials. Incorporate large openings that create visual connections to Mandela Parkway.

<u>Mandela 5</u>: Landscape. Landscaping should be coordinated with that of the public landscaped areas along Mandela Parkway, and the new planting and paving should be of a similarly high quality.

GENERAL PLAN POLICIES

The proposal is located in the Regional Commercial Classification of the Oakland General Plan Land Use and Transportation Element (LUTE). The intent of the Regional Commercial is to maintain, support and create areas of the City that serve as region-drawing centers of activity. The desired character and uses in the regional commercial area are a mix of commercial, office, entertainment, arts, recreation, sports and

visitor serving activities, residential, mixed use development and other uses of similar character or supportive of regional drawing power. Below are the applicable policies that would be applied to the proposed development.

<u>Policy I/C 1.1 Attracting New Business:</u> Attract new businesses to Oakland which have potential economic benefits in terms of jobs and/or revenue generation.

Policy I/C 2.3 Providing Vacant or Buildable Site: Development in older industrial areas should be encouraged through the provision of an adequate number of vacant or buildable sites designated for future development.

STAFF COMMENTS

Overall, staff believes that the building design contains elements of an urban expression that relate to the character of the large scale commercial-retail and hotel building, located in the immediate area. To make the building fit with the urban design strategies of the West Oakland Specific Plan guidelines, staff recommends the following:

- Develop a separate new entry driveway that leads to a new main entry to the hotel. Staff feels that
 the existing shared-driveway is primarily used by commercial delivery trucks and regular vehicles
 that patronize Target. The new hotel use should contain its own access that provides a distinctive
 entry and personal experience.
- O Develop in the center of the building a more prominent entry to the hotel, one that feels more welcoming such as a portico-like structure. Staff feels that the proposed hotel driveway entry is cumbersome because it is shared with entrance to Target and the hotel commercial loading area, thus feeling uninviting and confusing.
- O Show a more detailed lighting specification plan, specifically for exterior fixtures along the frontage of the hotel. Staff feels that detailed lighting plan should be more developed that provides emphasis to the hotel design.
- o Include a decorative and transparent low-high fence within the property and along Mandela Parkway. Staff feels that a new fence would serve as a separation barrier that prevents people from walking through the landscaping area and into the parking area. The new fence should be distinctive, visually appealing and one that relates to the building design.
- Provide a more prominent and in scale pedestrian entry pathway from the street to the main entry.
 Staff feels that pedestrian entries from the street to the main hotel lobbies should be distinct and contain attractive architectural features such as awnings and be consistent with the building design.

RECOMMENDATION

Staff recommends that the Design Review Committee consider the applicant's new design approach, staff comments and provide further comments and direction to the applicant before the proposal is considered by the Planning Commission on a future public meeting.

Prepared by:

Mike Rivera

Planner II, Major Development Projects

Bureau of Planning

Page 7

Approved for forwarding to the Design Review Committee:

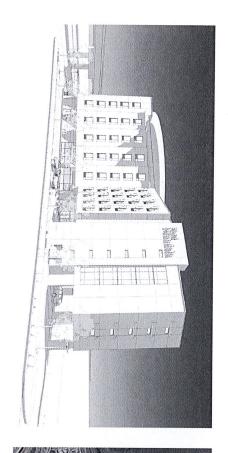
Robert D. Merkamp

Development Planning Manager

Bureau of Planning

ATTACHMENT

A. Design Concept Plans, submitted January 6, 2017



Project Site

MANDELA HOTEL

MANDELA PARKWAY OAKLAND, CA 94608

DESIGN REVIEW

RAM HOTELS
P.O. BOX 52098
AMARILLO, TEXAS

ARCHITECTURAL DIMENSIONS

300 FRANK H. OGAWA PLAZA, SUITE 375 OAKLAND, CA 94612 510.463.8300, FAX: 510.463.8395

DRAWING INDEX

- COVER SHEET
- 2ND 6TH FLOOR PLAN GROUND FLOOR PLAN
- GARAGE LEVEL 1 PLAN
- BUILDING SECTION GARAGE - LEVEL 2 PLAN
- ROOF PLAN & BUILDING ELEVATION-NORTH
- BUILDING ELEVATIONS SOUTH, EAST, WEST
- MATERIAL FINISHES

PERSPECTIVES

- TOPOGRAPHIC SURVEY CONTEXT STUDY PHOTOS
- STORM WATER CONTROL PLAN GRADING/DRAINAGE PLAN
- LANDSCAPE HYDROZONE PLAN

LANDSCAPE PLANTING PLAN

LANDSCAPE PLANT PHOTO ALBUM

ATTACHMENT A

MANDELA HOTEL MANDELA PKWY OAKLAND, CA 94608

ARCHITECTURAL DIMENSIONS

300 Frank H. Ogowa Plaza, Suite 375
Ookland, CA 94612
TEL. 510.463.8300 FAX. 510.463.8395

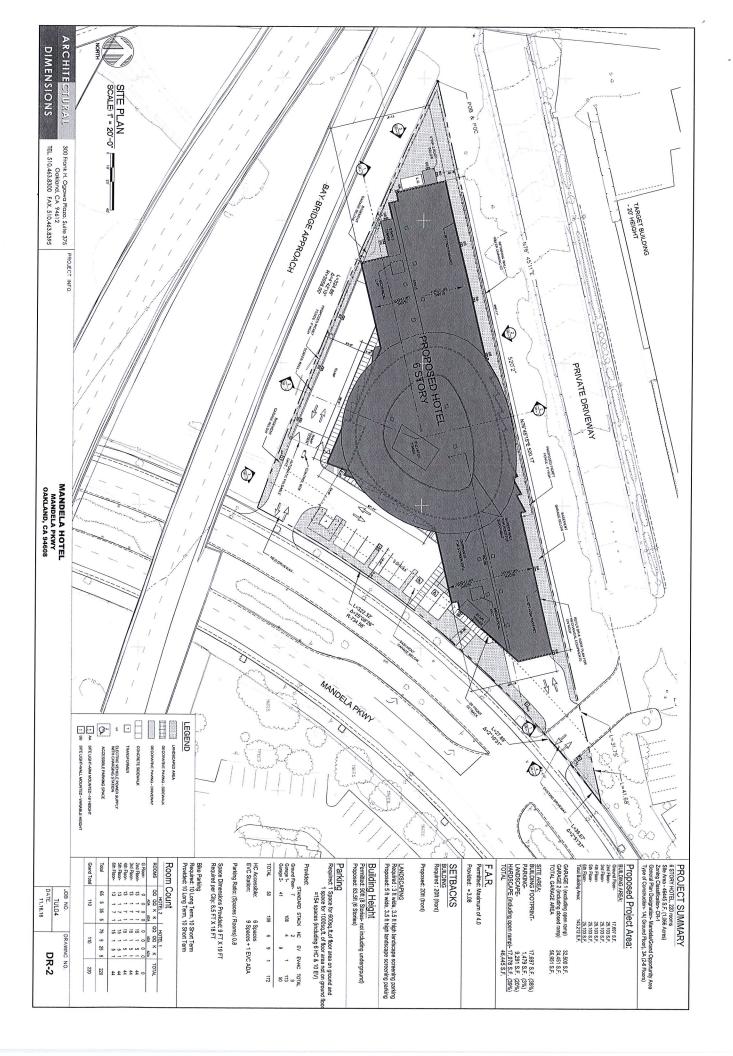
Planning & Zoning Division

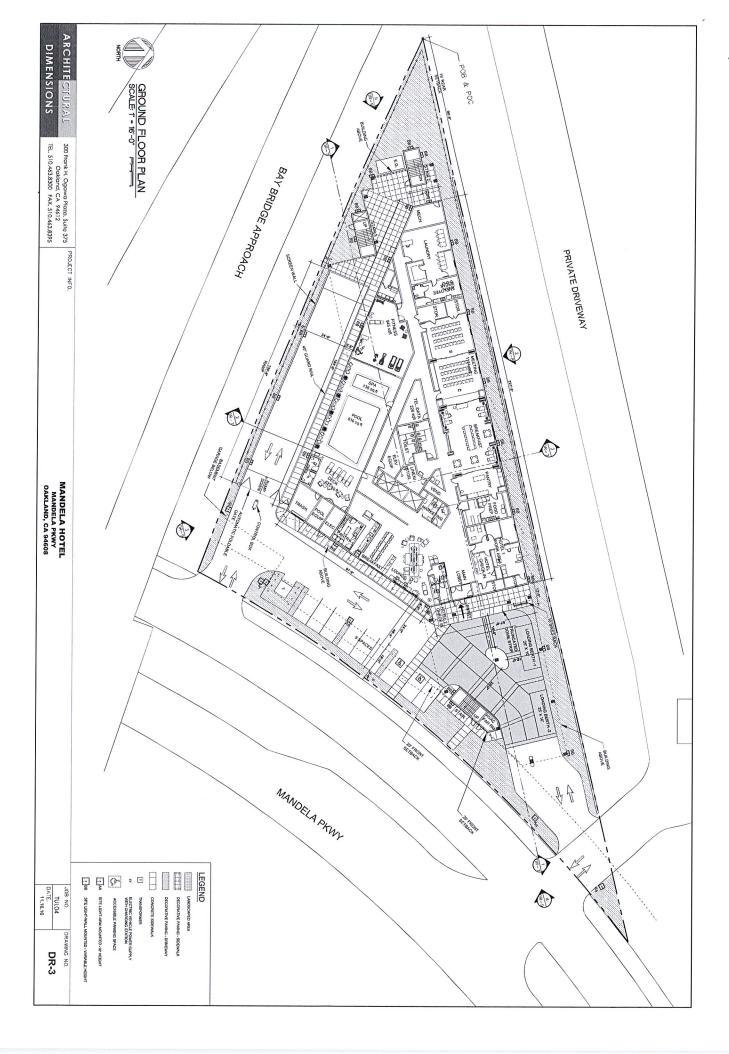
City of Oakland

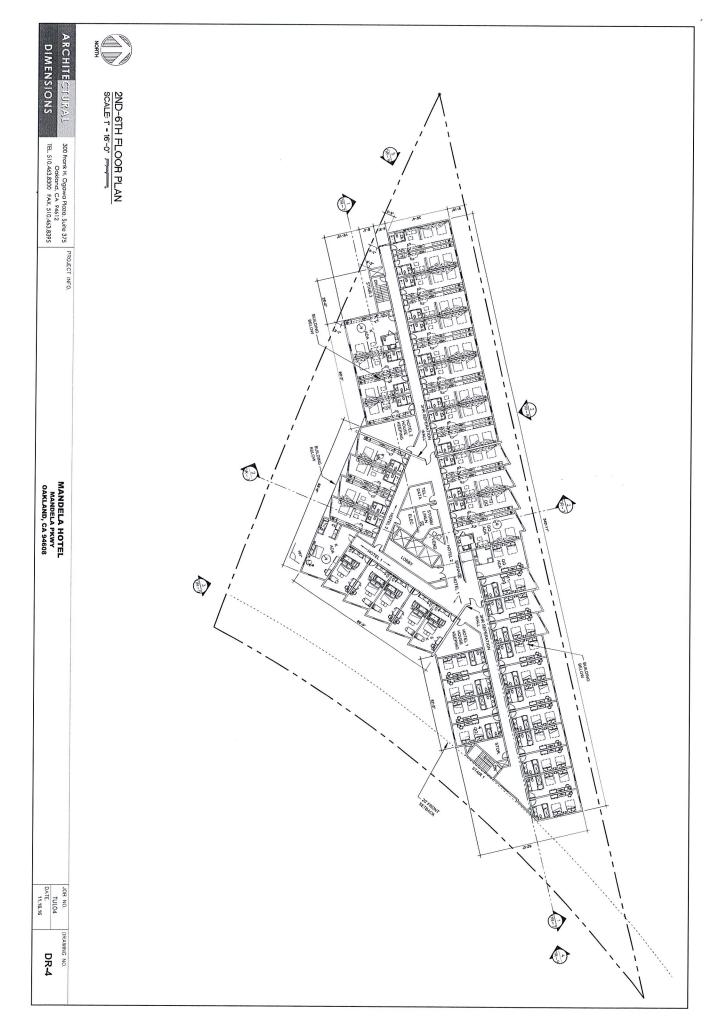
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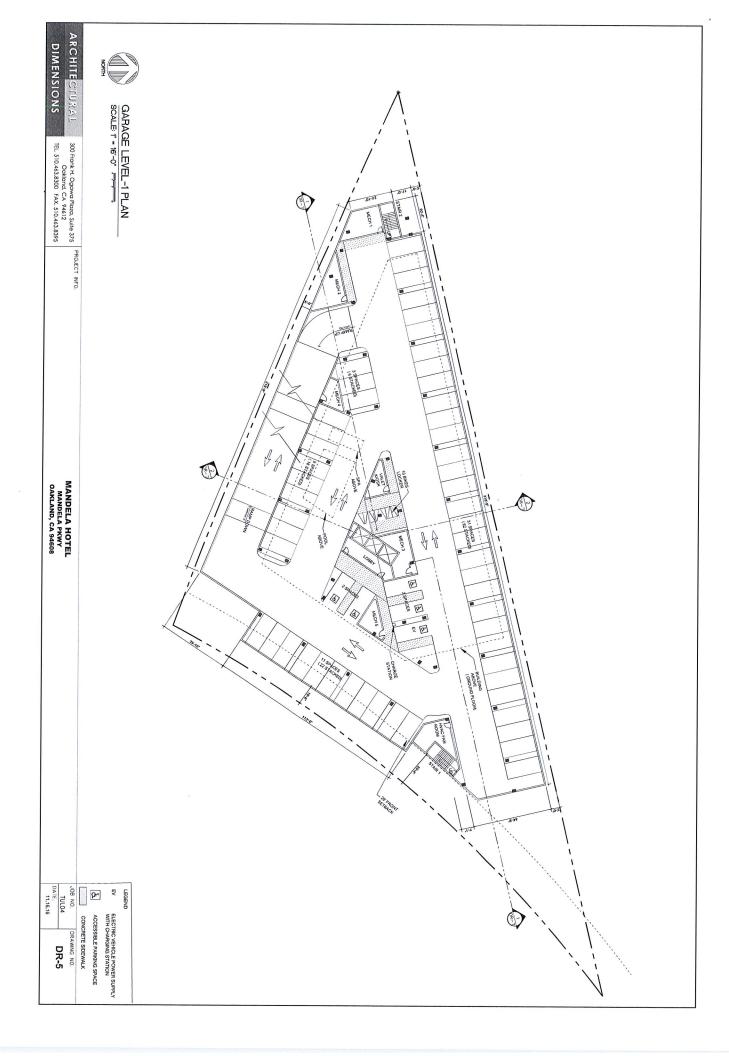
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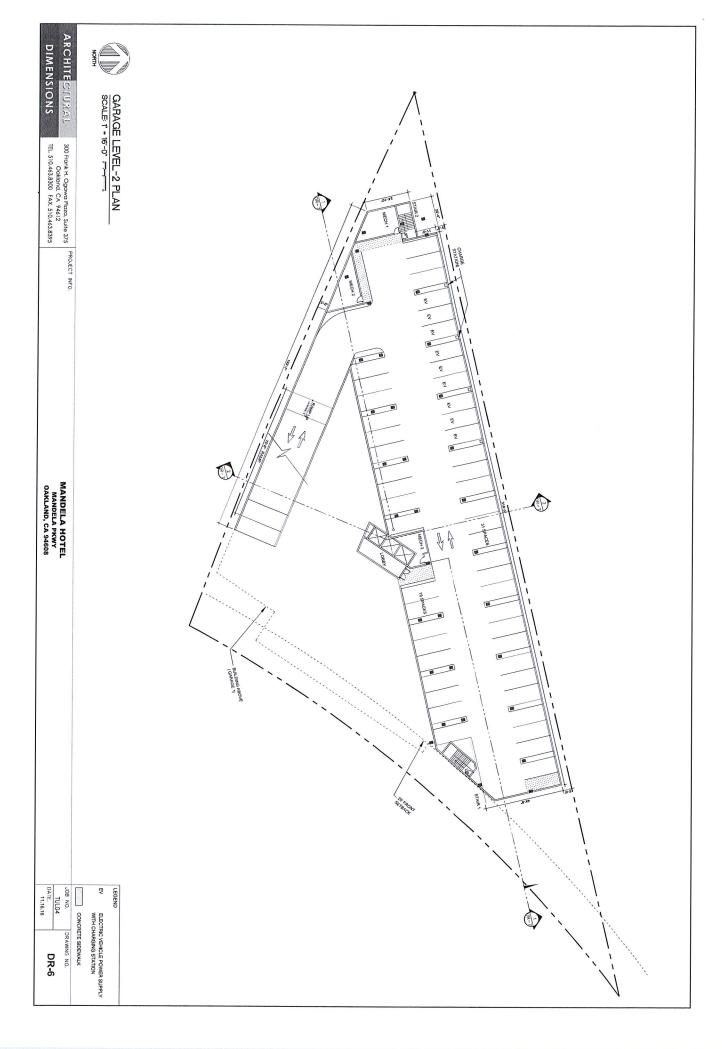
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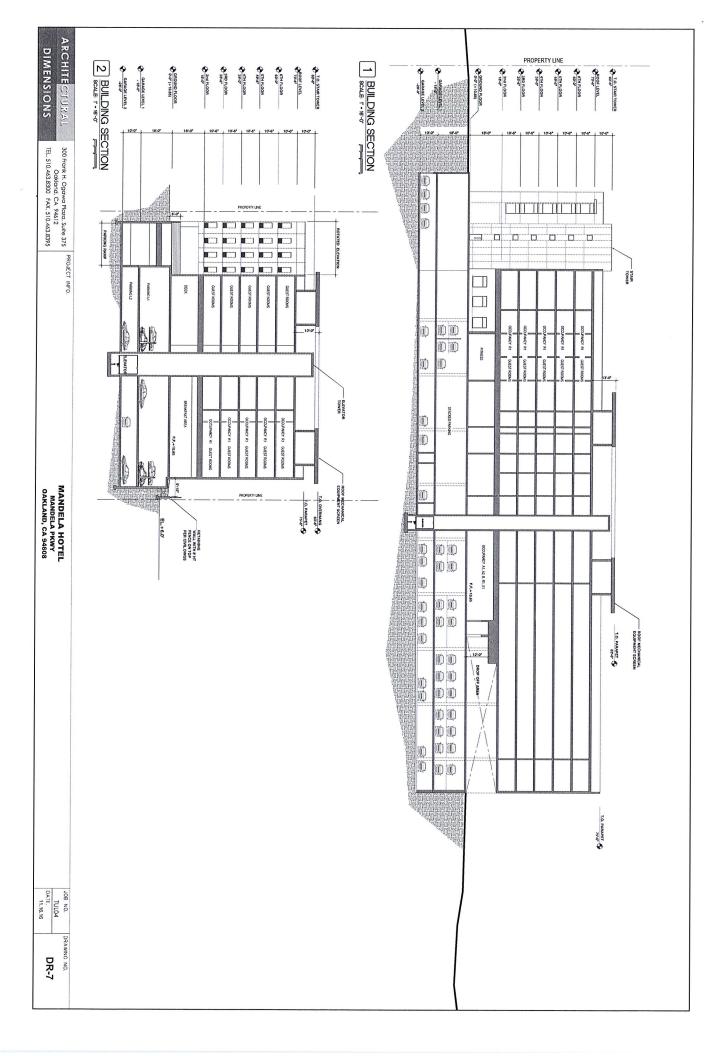


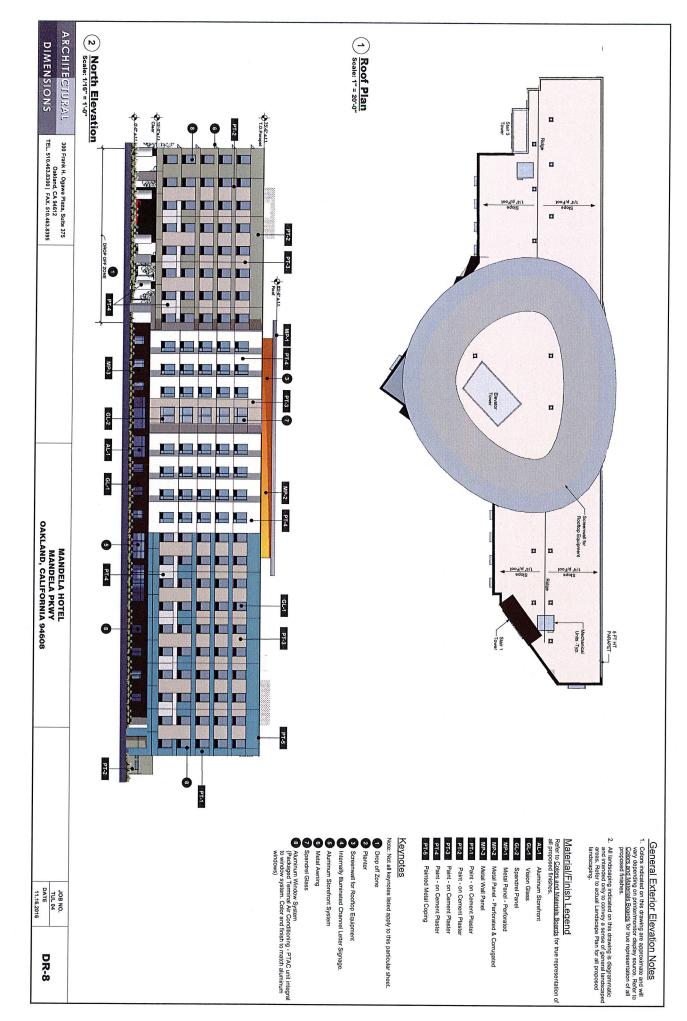


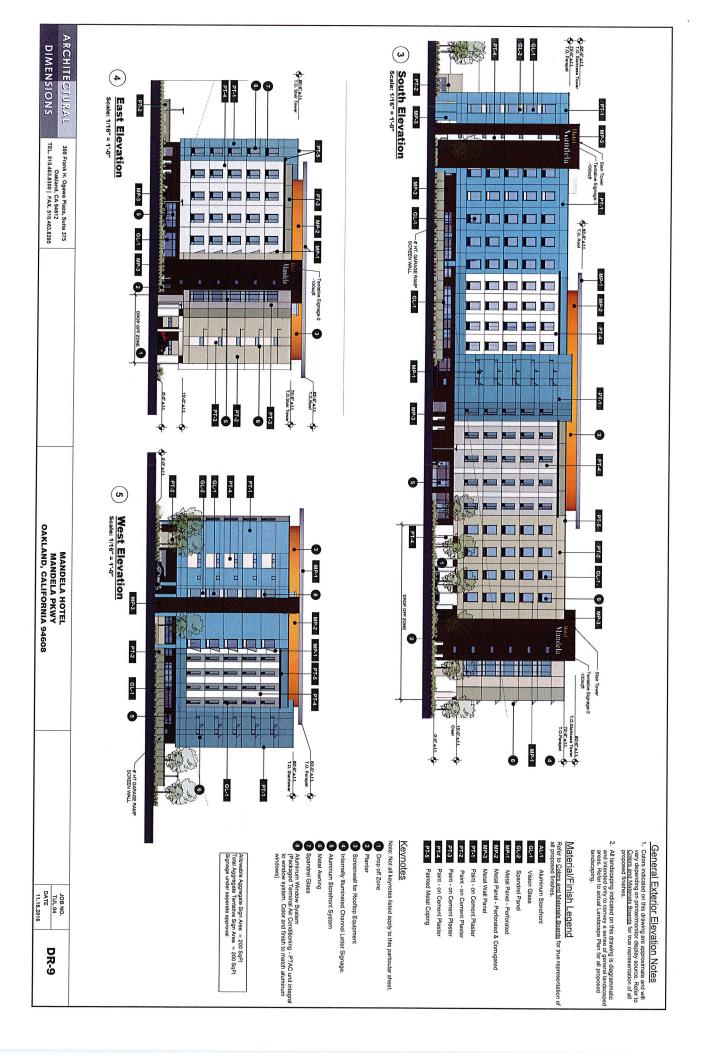






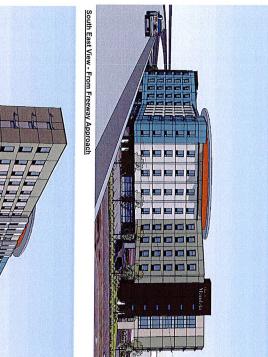








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South-West Project Site Aerial View





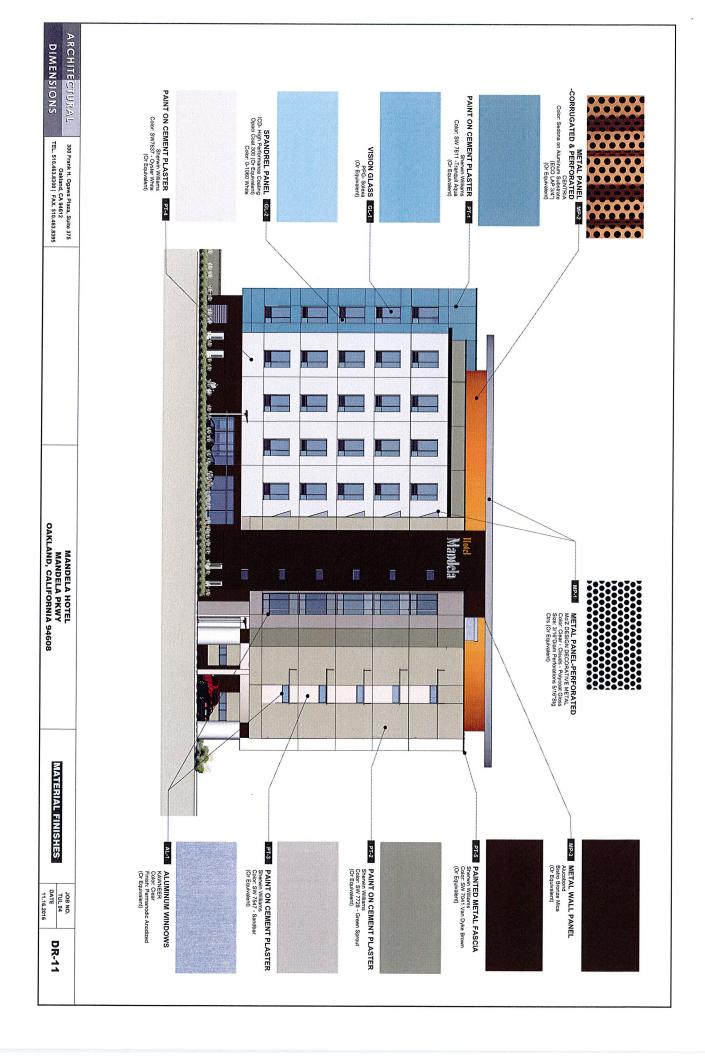


North-West View -Rear

MANDELA HOTEL MANDELA PKWY OAKLAND, CALIFORNIA 94608

JOB NO. TUL 04 DATE 11.16.2016

DR-10



ARCHITECTURAL

5 3700 Mandela Pkwy.

300 Frank H. Ogawa Plaza, Suite 375 Oakland, CA 94612 TEL. 510.463.8300 | FAX. 510.463.8395





6 3465 Ettie St.



East Bay MUD

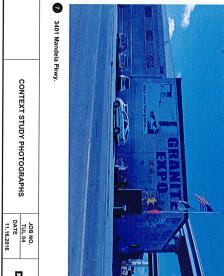
Key Plan (N.T.S.)

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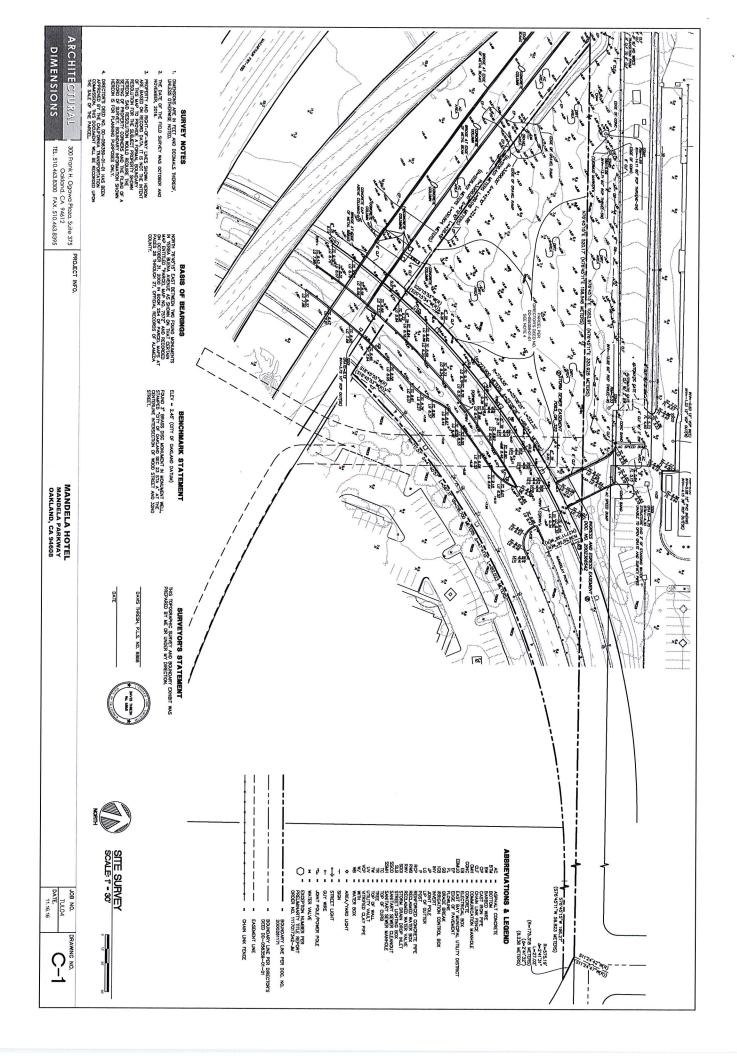
3650 Mandela Pkwy

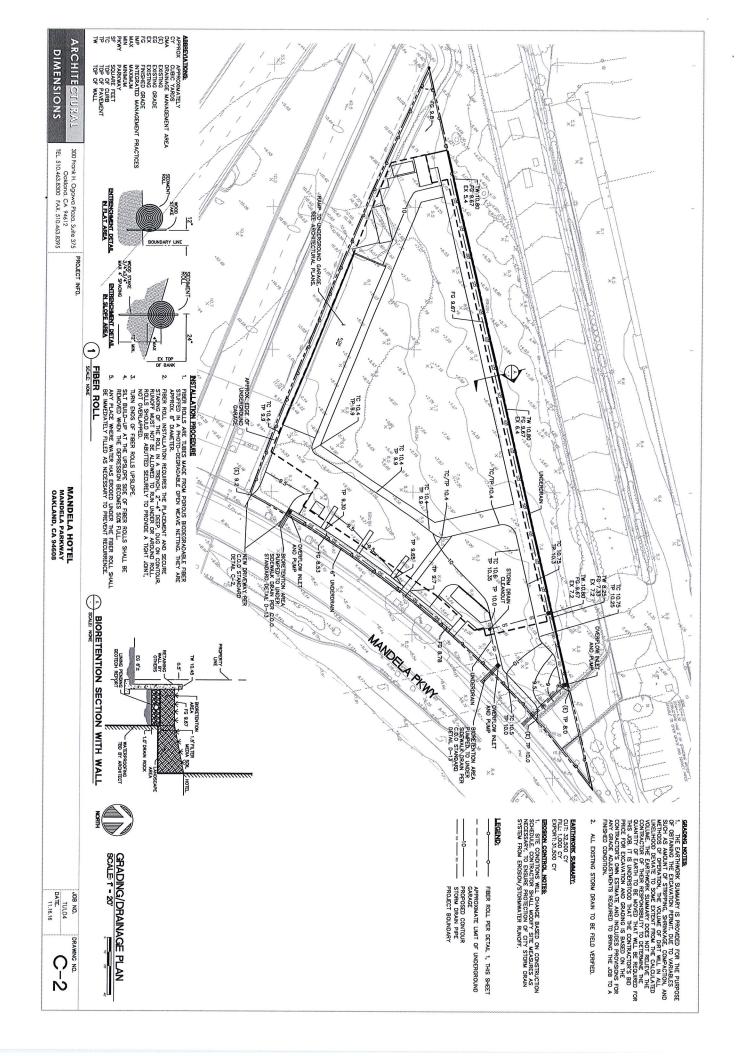


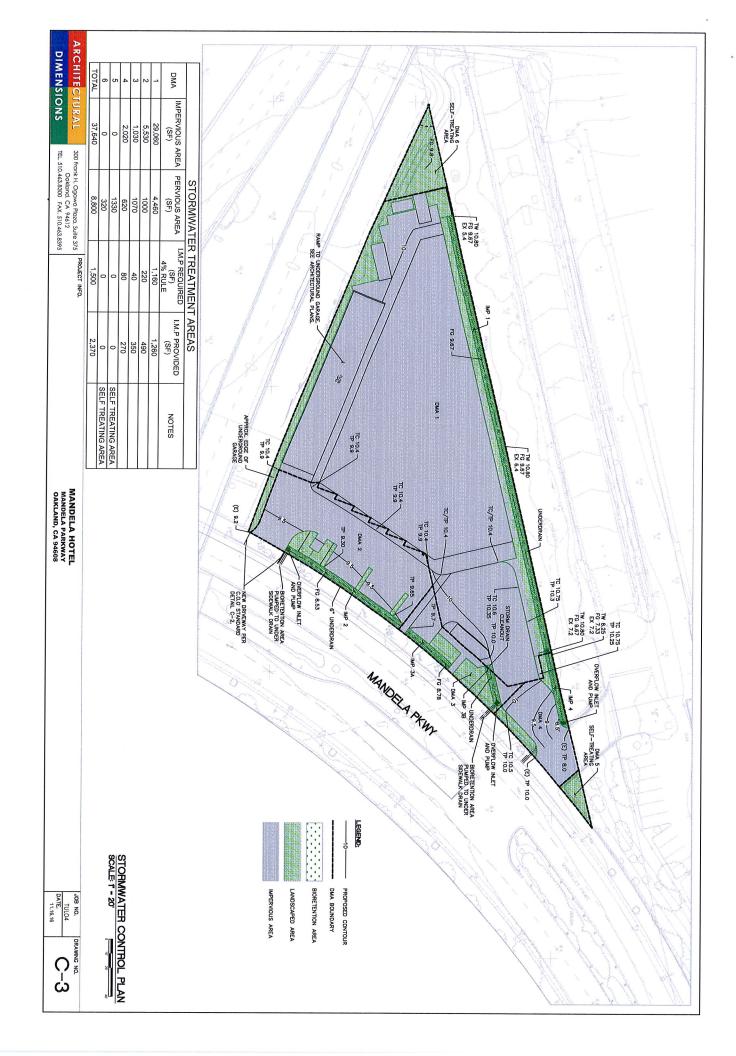


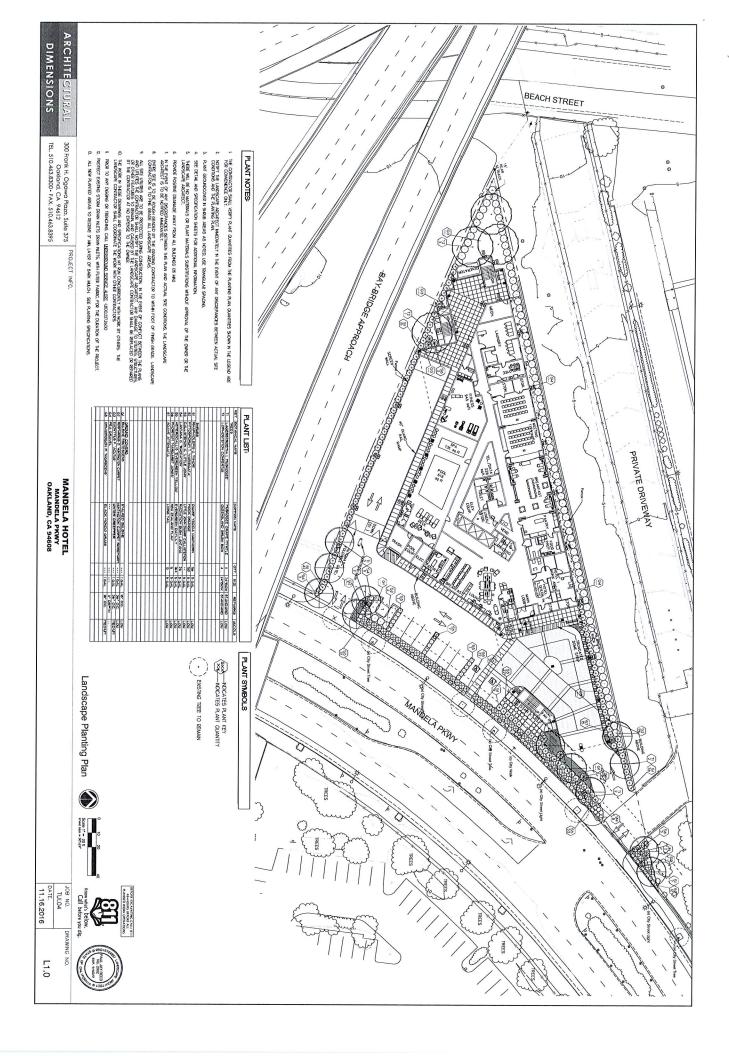
MANDELA HOTEL MANDELA PKWY OAKLAND, CALIFORNIA 94608

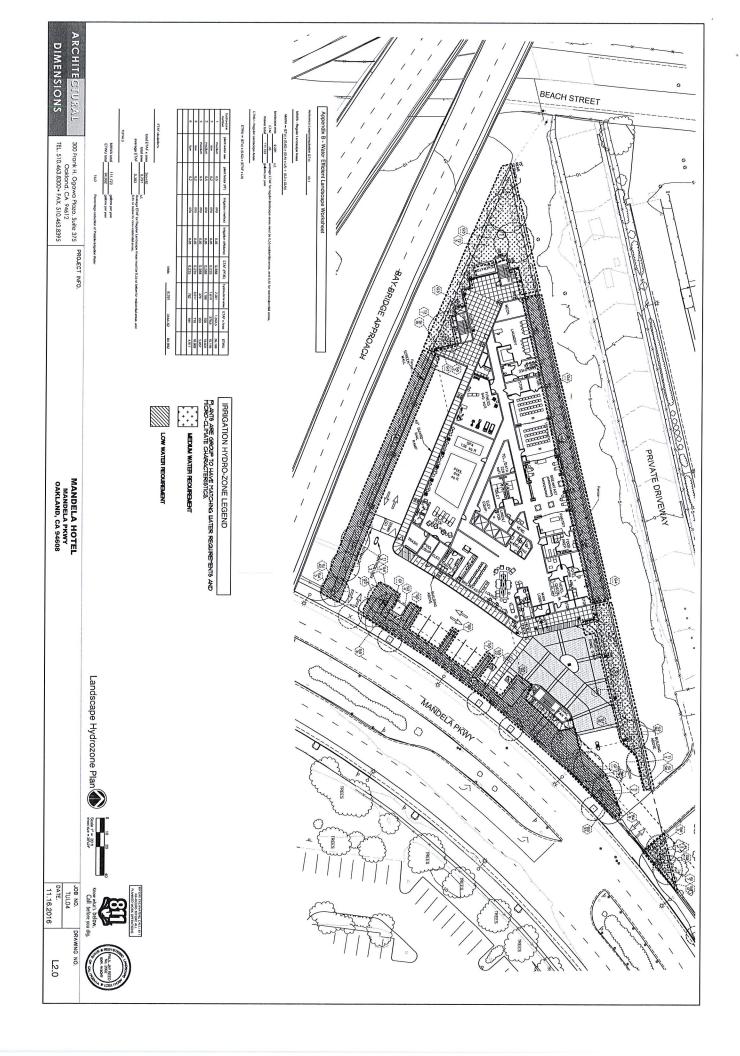
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DIMENSIONS







G5. OPHIOPOGON 'JAPONICUS'
MONDO GRASS



SS. HEMEROCALLIS EVERGREEN YELLOW











S6. PHORMIUM 'MARGARET JONES'
NEW ZELAND FLAX



G1. BULBINE FRUTESCENS 'HALLMARK'
ORANGE STALKED BULBINE



S2. PITTOSPORUM T. 'VARIEGATA'
MOCK ORANGE

T1. LAGERSTROEMIA I. 'MUSKOGEE'
MUSKOGEE CRAPE MYRTLE





S3. CALLISTEMON V.'LITTLE JOHN'

DWARF WEEPING BOTTLEBRUSH







G3. EUONYMUS F. 'ACUTUS' EUONYMUS

G2. ROSMARINUS O. 'HUNTINGTON BLUE'
PROSTRATE ROSEMARY

Landscape Plant Photo Album

MANDELA HOTEL MANDELA PKWY OAKLAND, CA 94608



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