

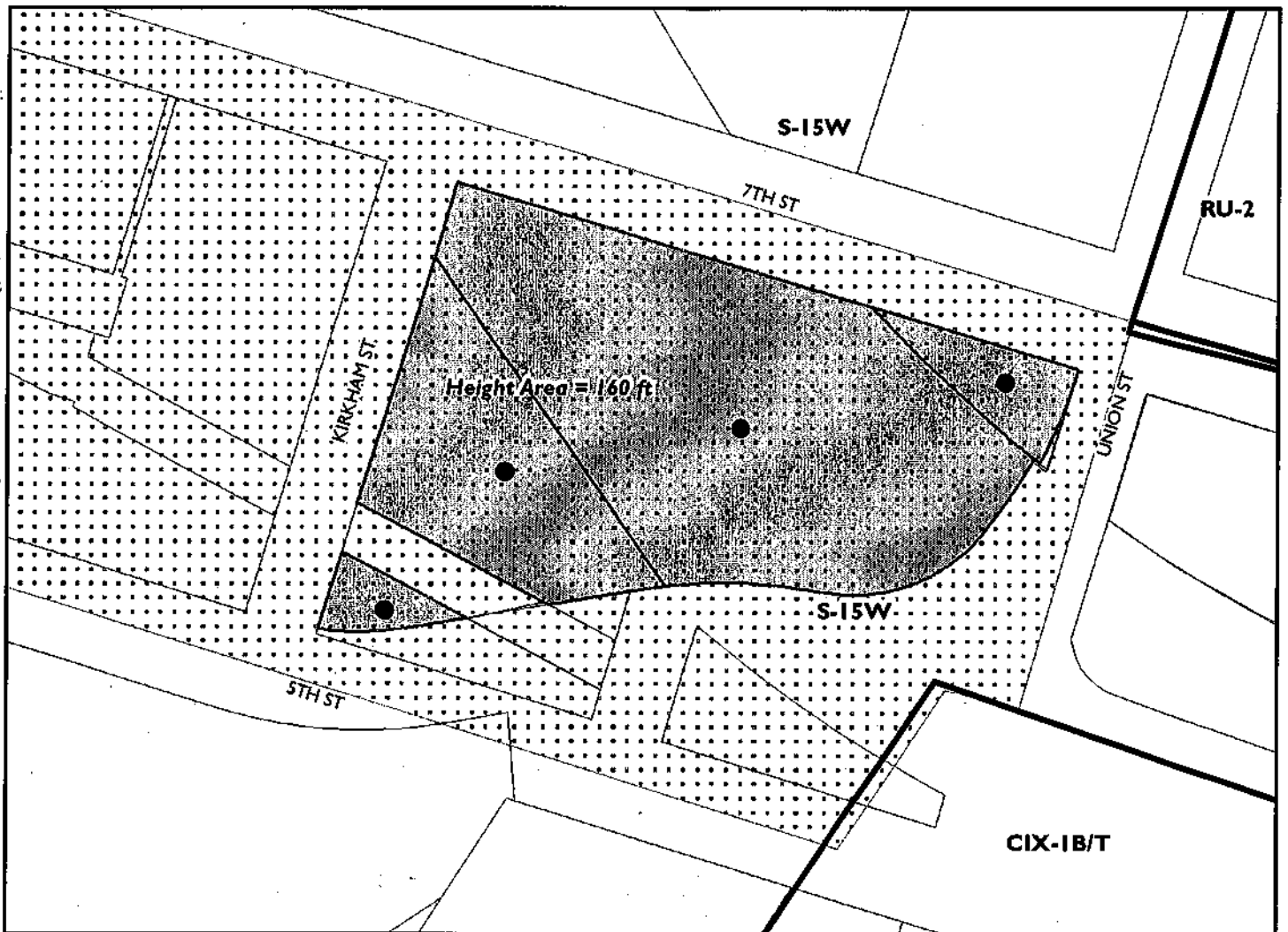
Project Location:	500 Kirkham Street. The property is bounded by 7 th Street, Union Street and 5 th Street and is located east from the West Oakland BART Station.
Assessor's Parcel Numbers:	004 004900800, 004 004900900; 004 004901000 & 004 005101802.
Proposal:	To construct two detached eight and nine-story buildings (Phase 1) and one detached 23-story building (Phase 2) consisting of 1,032 residential units with ground floor retail and flex space commercial areas, parking garage, courtyards, roof deck, terraces, pedestrian commercial pathways.
Project Applicant/ Telephone:	Zac Shore, Panoramic Interests / (415) 701-7002
Property Owner:	500 Kirkham, LLC
Case File Number:	PLN17428/ PUDF07
Planning Permits Required:	Planned Unit Development / Conditional Use Permit; Regular Design Review; Minor Variances; and Tentative Parcel Map Subdivision.
General Plan; Specific Plan:	Community Commercial; West Oakland Specific Plan (WOSP)
Zoning:	S-15W Transit-Oriented Development Zone
Environmental Determination:	Under Review
Property Historic Status:	Non-Historic Property
City Council District:	3
Project Status:	Referral for Review by the Design Review Committee
Action to be Taken:	Provide comments/direction to applicant and staff
For Further Information:	Contact Case Planner, Mike Rivera at (510) 238-6417, or by email at mrivera@oaklandnet.com

SUMMARY

The Design Review Committee (DRC) last reviewed this application on April 2018. At that meeting, the DRC also received a staff report that contained staff's comments and included additional comments. The DRC continued the application and made the following comments:

- 1) Vary the building mass.
- 2) Provide roof plane variation.
- 3) Show service circulation for the flex spaces.
- 4) Include a stronger feature at the 7th & Kirkham building corner.
- 5) Maximize the linear retail frontage on 7th Street.
- 6) Provide parking location and permanency.
- 7) Submit detail window specs to determine quality and depth, and a developed business signage plan.
- 8) Show parcel subdivision and access easements.
- 9) Include canopy/trellis details for the roof deck.
- 10) Relocate the tot-lot in the upper courtyard.
- 11) Provide a complete landscaping plan that indicates high quality, usable open space for all users.

CITY OF OAKLAND PLANNING COMMISSION



0 80 160 320 480 640 Feet



Case File: PLN17428 - PUDF07
Applicant: Panoramic Interests, Zac Shore
Address: 500 Kirkham Street (bounded by
7th St, Union St, and 5th St)
Zone: S-15W
Height Area: 160 ft

PROJECT UPDATE

Since the last Design Review Committee meeting, the applicant has worked to develop a design that responds to the City's comments. Based on revised plans submitted on November 9, 2018 the design shows improvements, but there are still areas that need further development. The following lists the comments made by staff and the DRC in April 2018, and is followed by new staff comments based on revised plans:

Staff and Design Review Committee Comments	New Staff Comments
1. Vary the building mass	Building 1 (mid-rise) provides new larger window openings to the west and additional recessed balconies to the north sides of the building to increase the articulation and fenestrations of the facades. Building 2 (mid-rise) contains two new large bay windows facing 7 th street that provide volume and balance to the mid-rise facades. Building 3 (high-rise) contains angle upper walls that project outward about three feet to the north and east sides to break up the vertical mass, and provide visual relief at this corner. The north and west side walls between levels 2 & 8 are cantilevered to provide mass variation to reduce building bulk.
2. Provide roof plane variation	Buildings 1 & 2 (mid-rise) do not show any changes to break up the roof planes. Building 1 shows no changes and continues to have a single plane; and Building 2 proposes a screen around the parapet that lacks articulation and visual interest to reduce mass.
3. Show service circulation for the flex spaces	Buildings 1 and 2 provide additional trash rooms on the ground floor and to the rear of the retail spaces. The plans, however, do not show service circulation to prevent conflict with the proposed public open spaces and sidewalks.
4. Include a stronger design feature on the building corner at the 7 th & Kirkham streets.	Building 1 does not contain a distinctive design feature that will be visually prominent at this important major corridor. It is suggested that larger window openings like the ones to the west side are installed to the north side. It is also suggested that a stronger design feature is considered on the bottom or top of the building corner.
5. Maximize the retail frontage over the scale of the lobby entries, and gap between buildings into the public alleyways.	The residential lobby entries have been made narrower, and the retail storefronts have been made wider to allow more transparency on 7 th Street. On the ground floor of Building 1, a portion of the northeast (side) wall has been recessed to make the

<p>6. Provide parking location & permanency.</p>	<p>public alleyway entry more visible from 7th Street.</p> <p>The project includes a 59-space parking garage on the ground level of Building 3 (high-rise). Access will be from Union Street, and the garage will utilize a parking lift system. The revised plans also show two uncovered loading spaces that would be accessed from 5th Street. One commercial loading space is located southwest of Building 2, and the other residential loading space is located southwest of Building 3.</p> <p>It must be noted that the loading spaces will be located approximately 20 feet from the street, and near the center of the proposed public alleyways that may conflict with the flow of pedestrian travel. It is suggested that a different alternative is considered.</p>
<p>7. Submit detail window specifications, and a more developed business signage plan</p>	<p>The plans include elevation renderings showing recessed residential windows that appear to have depth and articulation.</p> <p>Neither the floor plans nor the detail plans provide specifications that show any window recesses to assure depth between the glass and wall. The revised plans do not include any plans for new business and residential signage. For a project of this size, it is suggested that a Master Sign Plan be proposed.</p>
<p>8. Parcel subdivision and access easement.</p>	<p>The revised plans show new outdoor structures and improvements that will require updates to the submitted subdivision map application. The proposed public alleyways in the subject property show new lighted and heated modular canopy structures, located near the property boundaries that will require further review by the City Surveyor and City Engineer. The addition of these new structures would also require amendments to the submitted Map and PUD plans, and the preparation and recordation of prescribed easements. Amendments to the Map and PUD plans will also include the proposed 59 space parking garage, located in Building 3 as part of the project Phase 2. Staff has informed the applicant that these documents will become part of the project entitlements.</p>
<p>9. Include canopy/trellis details for the roof deck.</p>	<p>Building 3 (high-rise) shows an updated roof deck plan for the residents of the project.</p> <p>However, the plan does not include any proposed trellises or canopies to provide shade and wind protection for the residential tenants.</p>

<p>10. Relocate the tot-lot in the upper courtyard.</p>	<p>The revised plans show two new separate tot-lots. One tot-lot for ages 2-5 is in the courtyard of Building 1. The other tot-lot is in the private open space under the BART tracks. These play areas are not fully developed, but is expected that these play areas will be further developed to make them inviting and connected to the residential tenants.</p> <p>The revised plans do not show the relocation of the proposed tot-lot in the upper courtyard of Building 3 as recommended by the Design Review Committee.</p>
<p>11. Provide a complete landscaping plan that shows high quality and usable open space for all users.</p>	<p>The revised project shows schematic plans of the courtyards showing plan and section views of designated porches, lounges, pathways, tot-lots and a variety of trees, street trees, shrubs and groundcover including outdoor furniture within and around the property. The plans also include renderings of art canopies that would be modular structures to be installed in the private public alleyways.</p> <p>The plans, however, do not show any outdoor pathway and security lighting details. Staff anticipates more developed plans to be submitted showing a more complete plan that provides plenty of usable open space and quality landscaping.</p>

Based on recently revised plans submitted, the required development criteria was updated as follows:

Standard Regulations in S-15 Zone	Requirements	Proposed	Comments
Minimum Lot Area	4,000 sq. ft.	3.15 acres	Meets Code
Minimum Lot Width and Frontage	25 ft.	372 ft. to 520 ft.	Meets Code
Maximum Residential Density	611 units (baseline or outright permitted)	1,032 units	Allowed per PUD and Density Bonus Regulations
Maximum Building Height	160 ft.	233 ft.	Meets Code per Density Bonus & PUD criteria
Maximum Building Height on Principal Street (7 th St) * <i>(If within 10 feet of the front property line, the maximum building height is the height area of the parcel across the principal street, whichever is less)</i>	75 ft.	84 ft. (Buildings 1 & 2) 233 ft. (Building 3)	
Off-Street Parking-Residential	361 spaces	59 spaces (revised)	
Group Open Space	206,400 sq. ft.	24,451 sq. ft. (revised)	

Oakland City Planning Commission

Design Review Committee

November 28, 2018

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Minimum Front Setback	0 ft.	2.5 ft. to 5 ft.	Meets Code
Minimum Street Side Setback	0 ft.	1.5 ft. to 8 ft.	Meets Code
Minimum Side Setback	0 ft.	10 ft.	Meets Code
Minimum Rear Setback (Residential)	10 ft.	0 ft. to 9.9 ft. (revised)	Does Not Meet Code; Variance required.
Ground Floor Off-Street Parking & Loading within Pedestrian Walkways	20 ft.	10 ft.	Does Not Meet Code. Variance required.
Off-Street Parking-Retail/Commercial	0 spaces	0 spaces (revised)	Meets Code
Residential Loading Berth	1 space	1 space (revised)	Does Not Meet Code (within 20 ft. of pedestrian walkway) Variance required.
Commercial Loading Berth	1 space	1 space (revised)	Does Not Meet Code (within 20 ft. of pedestrian walkway) Variance required.

STAFF ANALYSIS

Building Site-

There are no significant changes to the envelope of the buildings, however, the modified site plan shows improvements along 7th Street and 5th Street. The ground floor of Buildings 1 and 2 have been pulled back approximately seven feet from the front property line on 7th Street to create a much wider sidewalk of 17 feet. The size of the new sidewalk would encourage more pedestrian activity and interaction with the storefront businesses, and allow the installation of street furniture such as benches. Buildings 1 and 3 also show the ground floor side walls have been pulled back approximately five feet to widen and make the entry of the alleyways more visible and welcoming from 7th Street. Furthermore, Building 3 shows the ground floor has been pulled back approximately 12 feet from the rear property line on 5th Street to provide a much wider pathway and encourage walkability. Building 2 also has two of the ground floor side walls pulled back to provide better circulation of the entry public alleyways from 5th Street. The widening of the pedestrian pathway along the rear of the property would make 5th Street more attractive and help guide the public to the alleyways and around the property.

Building Design-

Many modifications have been made to improve the building design of this large and complex project. The building design contains design elements that help to break up mass and bulk of the facades, except for the roof planes of the mid-rises. Staff believes that some modifications are needed to reduce the roof planes of the mid-rises. The proposed screen wall over and around the building parapet does not help to break up the long horizontal plane, but instead it exacerbates the mass without providing any visual relief

of the building when viewed from public view. Staff recommends that a robust and interesting design feature such as a non-linear decorative blade is installed along the roof parapet. Staff also believes that all windows should be recessed from the building façades to provide depth and articulation. Staff recommends that the plans show detail window recesses, and that the applicant include specifications on the plans.

Off-Street Parking -

A parking garage with 59 spaces will be located on the ground floor of the high-rise building. Based on revised plans submitted it appears that the parking spaces would be placed on stackers. Access to the parking garage will be from Union Street. Because the sidewalk is narrow, and there is no on-street parking on Union Street, it is recommended that the garage door is placed away from the sidewalk, so vehicles driving into the garage do not block pedestrians or traffic flow. Staff also recommends that the parking stalls be independently accessible from the stackers. Given that the parking garage will be part of the project entitlements for Phase 2, staff suggests that the final subdivision maps include the layout and parking space count for the garage in the recordation of the final map. The project also includes commercial and residential loading spaces within Building 2 (Phase 1) and Building 3 (Phase 2). These two loading spaces are uncovered and located on the proposed public alleyways, and will be accessed from 5th Street. It is unclear how the two loading spaces will be accessed from the street because the plans do not show any proposed curbcuts along 5th Street. These two loading spaces will also conflict with the proposed public alleyways, and may become a nuisance to future residents because the residential buildings would be within proximity. The applicant may consider applying for a variance with Planning, and ask if the City's Public Works Division would consider a permit for constructing a pull-in commercial and residential loading curb along 5th Street.

Street Improvements -

The project takes place on an entire City block, next to a major corridor and close to the West Oakland BART Station and Downtown. The project will add 1,032 residential units that will provide new housing to almost 2,000 residents. The property is surrounded by five streets, and lacks adequate streetscape. Given that the property is in a transit corridor, and is expected to have new residents that would rely on public transportation or some other type of transportation mode, staff recommends that the applicant contribute to a city fund for transportation improvements such as the construction of a cycle track 4 lane in front of the property and along 7th Street, and/or make improvements to the existing medians located around the property.

CONCLUSION

The proposed project has made significant efforts to improve the design as recommended by staff and the Design Review Committee. However, staff believes that there is still some more development to be made that would result with a final project that delivers a quality design. The following are still recommended:

- Show a revised plan with a variation of roof planes
- Include a service circulation plan for the flex spaces
- Include a stronger design feature on the building corner at 7th and Kirkham Streets
- Address the required loading space or proposed a different parking alternative
- Submit window specifications, and consider a Master Sign Plan
- Submit a revised Map and PUD plans that reflect the proposed project and operations
- Include a trellis or canopy for the roof deck in Building 3
- Submit a more developed plan for the tot-lots including landscaping within and around the property
- Provide an improvement plan for the installation of a cycle track 4 lane, and median improvements

Staff recommends the applicant continue to develop the project, and submit revised plans that respond to the comments contained in the staff report, including additional comments to be provided by the Design Review Committee.

RECOMMENDATION

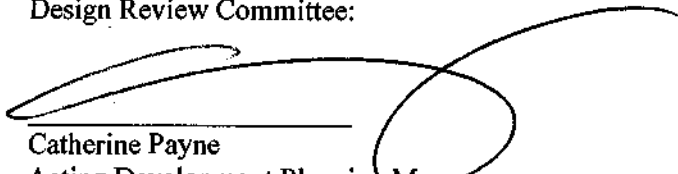
Staff recommends that the Design Review Committee consider staff comments and provide further comments and direction to the applicant and staff.

Prepared by:



Mike Rivera, Planner II
Major Projects Development
Bureau of Planning

Approved for forwarding to the
Design Review Committee:



Catherine Payne
Acting Development Planning Manager
Bureau of Planning

ATTACHMENTS

- A. Revised Project Design Plans, received on November 9, 2018
- B. Previous Staff Reports, dated February 28, 2018 and April 25, 2018



500 KIRKHAM

CITY OF OAKLAND PLANNING COMMISSION
DESIGN REVIEW COMMITTEE
NOVEMBER 2018

lowney arch EINWILLER/UEHL LANDSCAPE ARCHITECTURE SITELAB urban studio

PANORAMIC INTERESTS

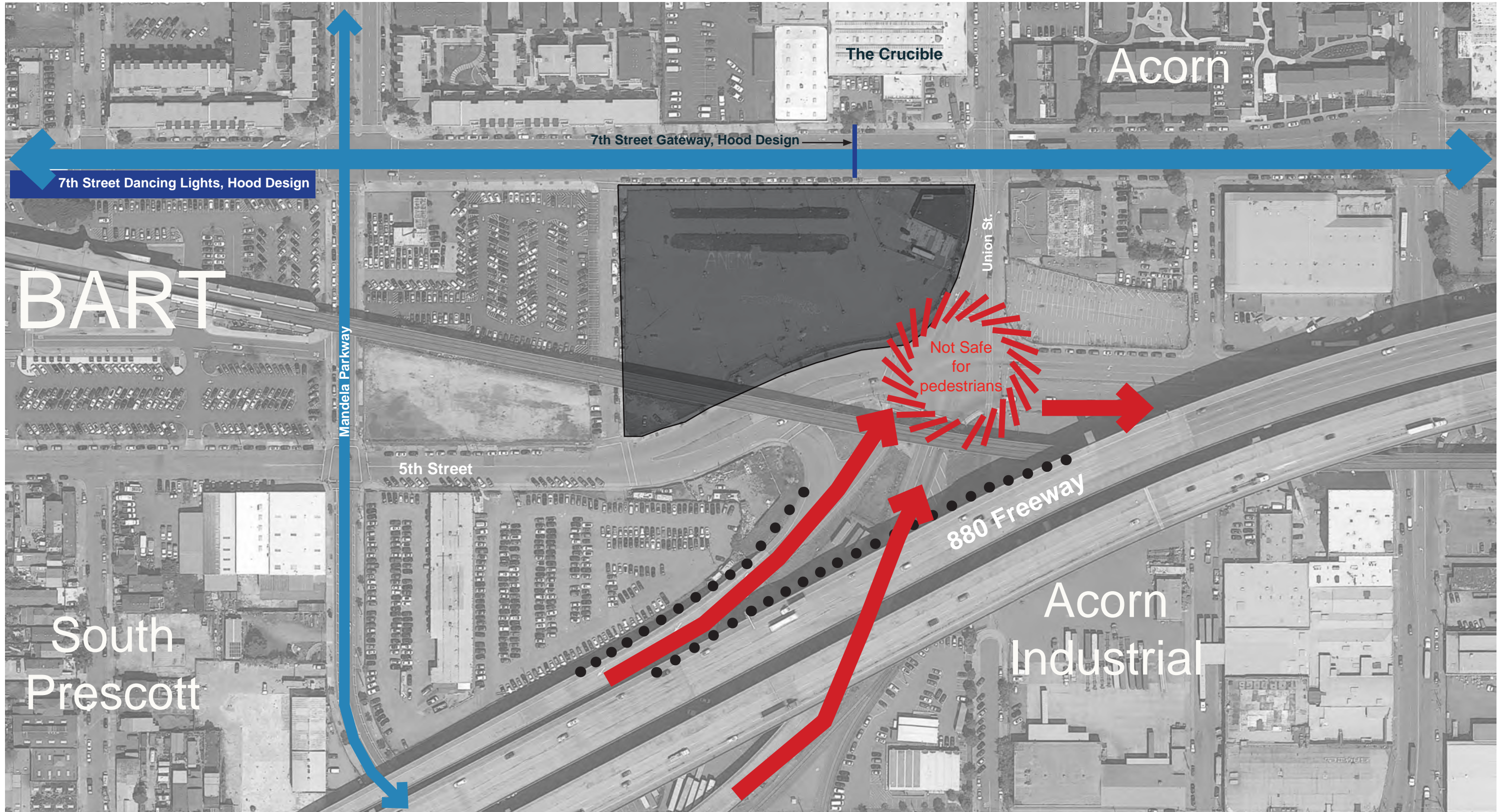
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01

LANDSCAPE

CONTEXT

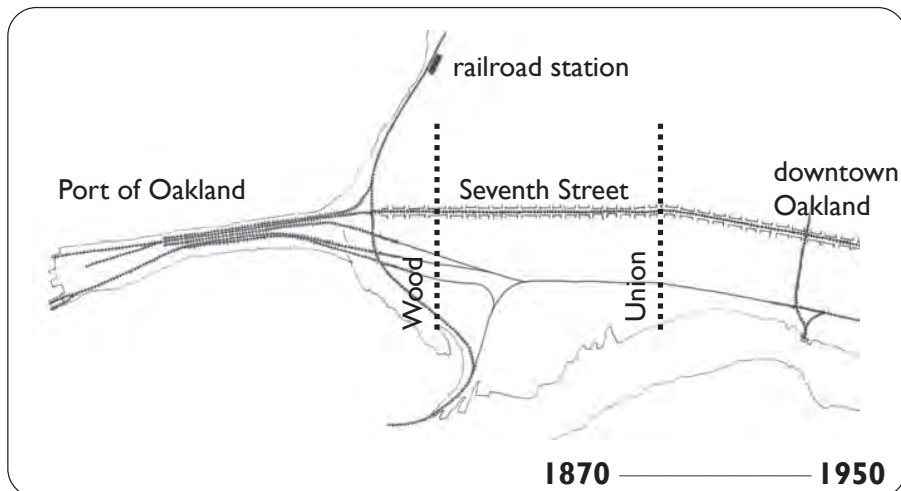
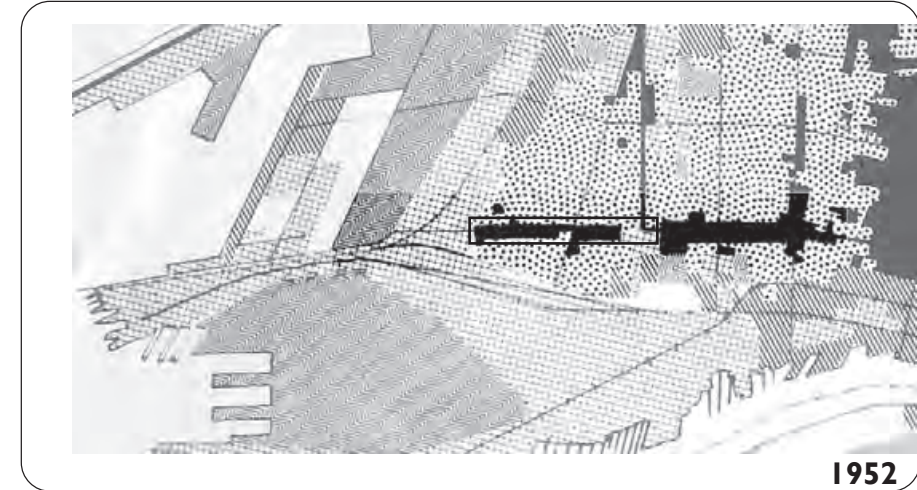
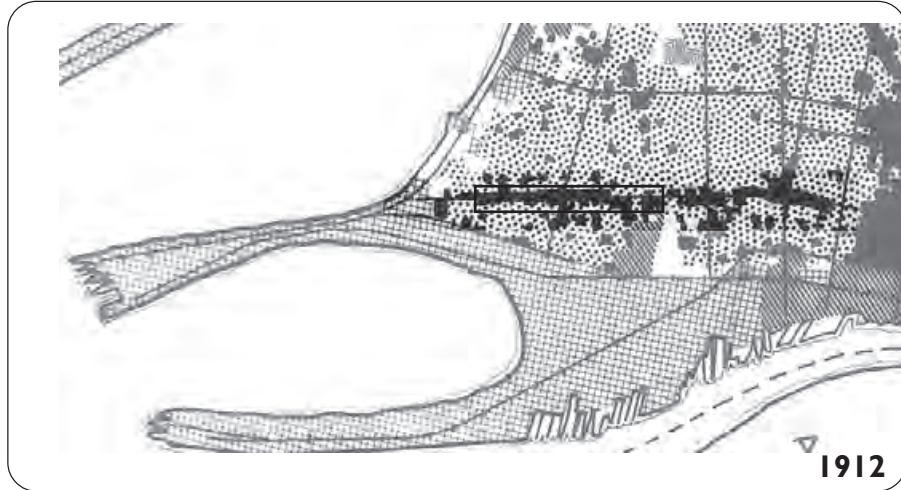


The existing Site is cut off on two sides--South and East. Two freeway on-ramps limit movement and the visual perception of continuity or places to go. There is very limited adjacent residential land-use, and therefore a very small walking and biking population moving across the south side of the site. This lack of pedestrian presence is resulting in a large number of encampments adjacent to the site, as it is relatively off the main routes of residents and commuter foot or bike traffic.

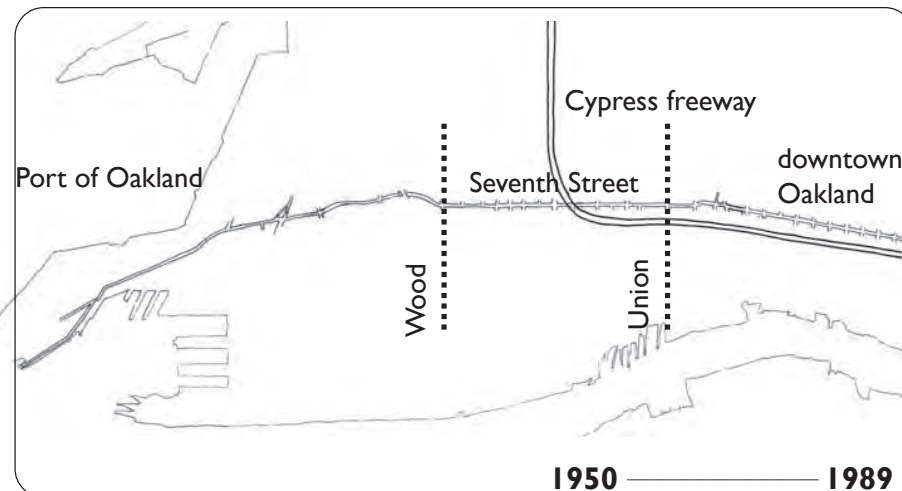
PHYSICAL LANDSCAPE
Urban Change

Reconnecting 7th Street is an ongoing effort that needs layers and reinforcement to strengthen its urban vitality.

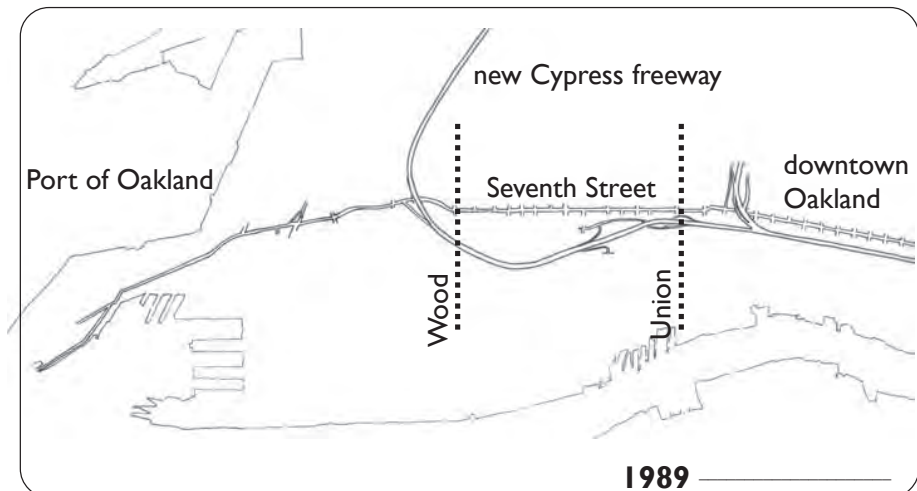
LEGEND	
SYMBOL	INTERPRETATION
	SCATTERED RESIDENTIAL
	SOLID RESIDENTIAL
	COMMERCIAL
	GENERAL BUSINESS
	INDUSTRIAL
	INSTITUTIONAL
	VACANT
	LIMIT OF AREA IN STUDY FOR THIS PERIOD



Continuous Street Corridor



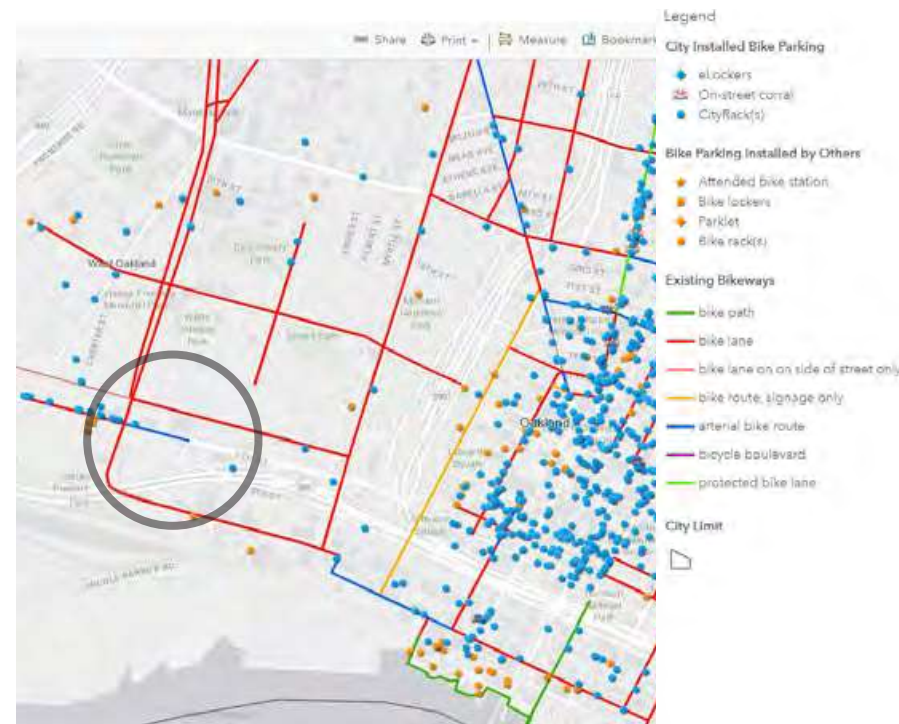
Disrupted Street Corridor



Reconnected Street Corridor

Graphics from the Seventh Street Concept and Urban Design Plan, 2004, HOOD design for the City of Oakland CEDA

The project site has been a no-man's land between downtown and West Oakland in recent years, but historically, 7th Street was an important street in Oakland and should be intentionally revived. 7th Street has been recognized by the numerous Oakland planning efforts, including the recent West Oakland Specific Plan, as a significant corridor for culture, pedestrians, and bicycles. It is the critical link between the project and the public realm.



Currently the neighborhood lacks amenities for bikes as well as critical parts of bike networks.

West Oakland BART Station is a unique location for East Bay Commuters who combine biking with BART.

Bicycle Mode Share to BART Stations Serving Oakland Residents, 1998-2015
[City of Oakland Bicycle Facilities Program, JWP, 7/7/2009, 6/24/2016]

Station	1998			2008			2015		
	Home-based Entries	Bike Mode Share	Total Cyclists	Home-based Entries	Bike Mode Share	Total Cyclists	Home-based Entries	Bike Mode Share	Total Cyclists
12 th Street	3956	1.1%	45	2796	2.6%	72	3836	5.8%	
19 th Street	2082	2.5%	51	2485	6.2%	154	4613	14.3%	
Coliseum/Oakland Airport	2576	2.2%	56	2586	0.5%	13	4257	5.3%	
Fruitvale	5207	4.3%	224	5486	9.9%	544	6979	10.9%	
Lake Merritt	2104	5.4%	114	2987	8.2%	244	4257	14.8%	
MacArthur	3685	4.4%	161	4398	8.2%	359	5662	14.0%	
Rockridge	3052	3.1%	96	3456	4.8%	167	3923	7.2%	
West Oakland	3116	.9%	29	4134	4.8%	199	5767	12.2%	
Totals	29778	3.0%	776	28328	6.2%	1753	39254	16.3%	4

Other Stations Serving Oakland Residents

Ashby	2755	7.4%	204	3293	11.7%	387	4088	11.1%	
San Leandro	3177	1.5%	47	3982	2.6%	102	4581	9.1%	

Station	% Increase, 1998-2008			% Increase, 2008-2015			% Increase, 1998-2015		
	Home-based Entries	Bike Mode Share	Total Cyclists	Home-based Entries	Bike Mode Share	Total Cyclists	Home-based Entries	Bike Mode Share	Total Cyclists
12 th Street	-29%	128%	61%	37%	123%	207%	-3%	410%	31%
19 th Street	19%	152%	201%	86%	130%	327%	122%	479%	111%
Coliseum/Oakland Airport	0%	-78%	-77%	65%	994%	1701%	65%	145%	31%
Fruitvale	5%	131%	143%	27%	10%	40%	34%	154%	21%
Lake Merritt	42%	51%	115%	43%	81%	158%	102%	174%	41%
MacArthur	19%	87%	123%	29%	71%	120%	54%	219%	31%
Rockridge	13%	54%	74%	14%	10%	60%	20%	120%	11%
West Oakland	33%	419%	588%	40%	154%	254%	85%	1216%	231%
Totals	10%	106%	126%	33%	76%	144%	32%	262%	4%

Other Stations Serving Oakland Residents

Ashby	20%	59%	90%	24%	-5%	17%	48%	50%	11%
San Leandro	25%	75%	120%	15%	252%	305%	44%	518%	71%

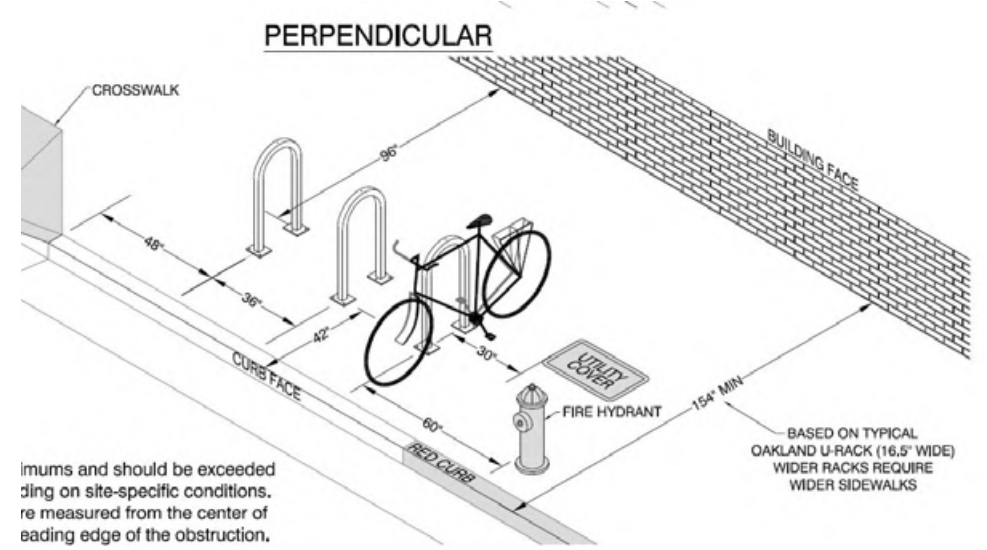
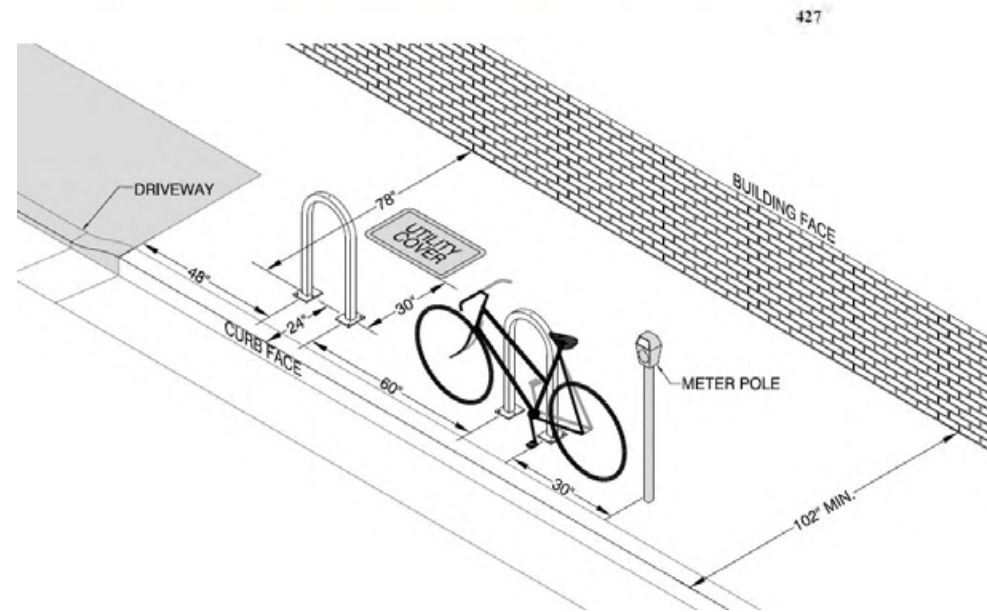
1998 Data: BART, Bicycle Access and Parking Plan, Volume 1 (August 2002), p. A-6 and Table A-11
 2008 Data: 2008 BART Station Profile Study (<http://www.bart.gov/about/reports/profile-2008>)
 2015 Data: 2015 BART Station Profile Study (<http://www.bart.gov/about/reports/profile>)

Changing Transportation



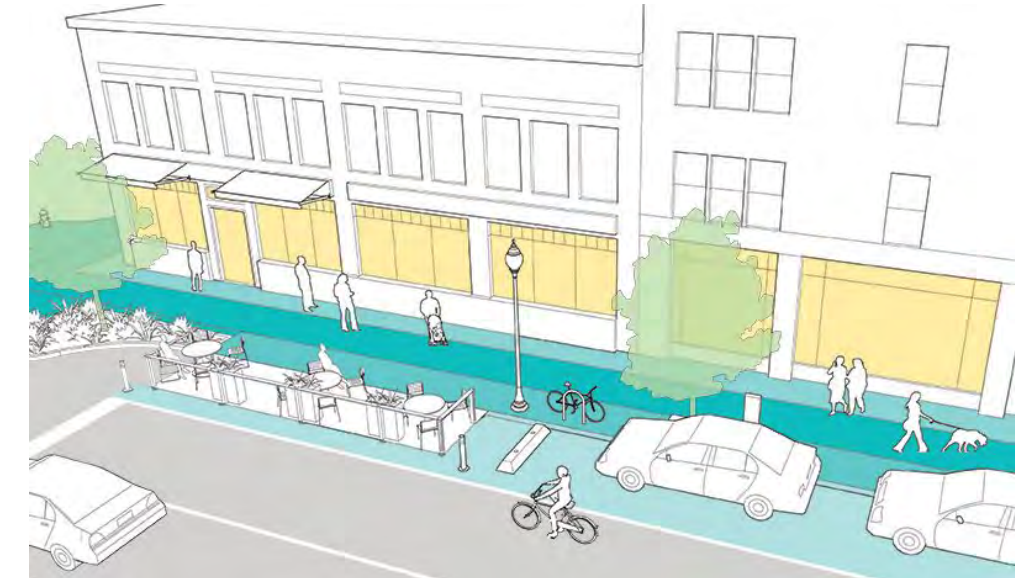
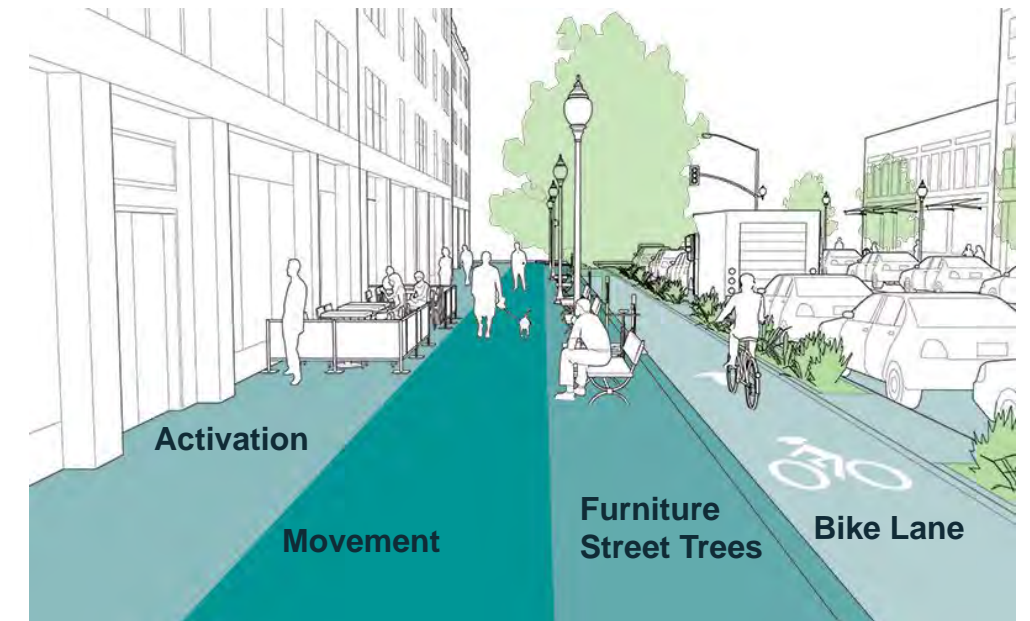
City of Oakland Standards for Bike Parking

- 17.117.070 Location and Design of Required Bicycle Parking.
 Required bicycle parking shall be placed on site(s) as set forth below:
- A. A bicycle parking space shall be at least two and a half (2.5) feet in width by six (6) feet in length to allow sufficient space between parked bicycles.
 - B. An encroachment permit may be required from the City to install bicycle parking in the public right-of-way.
 - C. Bicycle parking facilities shall not impede pedestrian or vehicular circulation.
 - a. Bicycle parking racks located on sidewalks should maintain a minimum of five and one half (5.5) feet of unobstructed pedestrian right-of-way outside the bicycle parking space. For sidewalks with heavy pedestrian traffic, at least seven (7) feet of unobstructed right-of-way is required.
 - D. Bicycle parking facilities are subject to the following standards:
 - a. Racks shall be located with at least thirty (30) inches in all directions from any vertical obstruction, including but not limited to other racks, walls, and landscaping. General Food Sales and Large Scale Combined Retail and Grocery Sales Activities are encouraged to locate racks with a thirty-six (36) inch clearance in



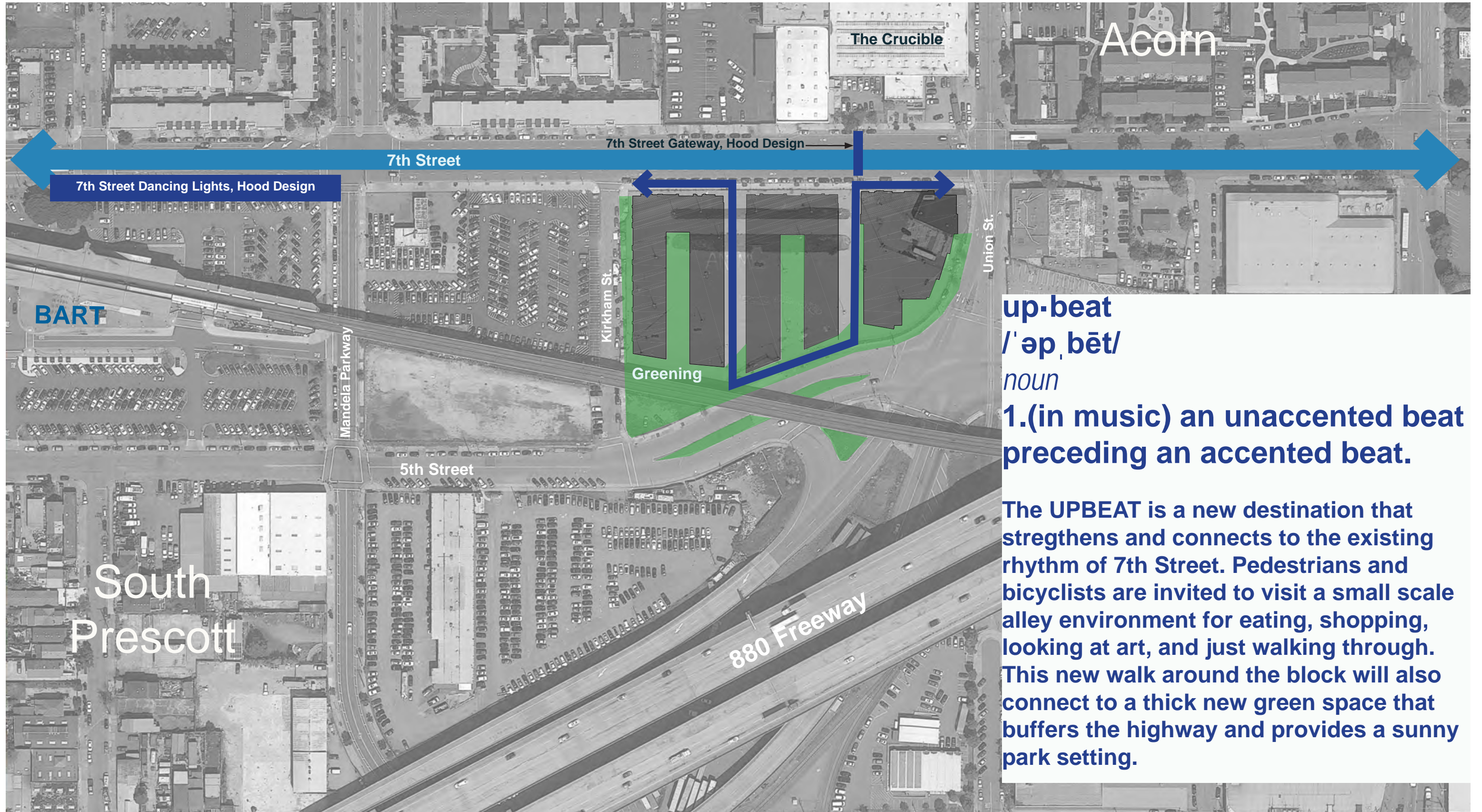
Dimensions and should be exceeded depending on site-specific conditions. All measurements are measured from the center of leading edge of the obstruction.

Good cities require well designed and flexible sidewalks. The needs of a modern city, such as: adequate space for bike stations, scooters, drop-off and pick-up for ride share services, and bike racks are absent in this part of Oakland. Even more traditional amenities such as benches and trash cans are missing. Both the City of Oakland bike map and recent workshops with the community recommend having bike path on 7th street and the layers that create an robust city life at the ground floor are recommended for the buildings.



NACTO Urban Design Guide Sidewalks recommendations for zones

CONCEPT



up-beat

/'əp, bēt/

noun

1. (in music) an unaccented beat preceding an accented beat.

The UPBEAT is a new destination that strengthens and connects to the existing rhythm of 7th Street. Pedestrians and bicyclists are invited to visit a small scale alley environment for eating, shopping, looking at art, and just walking through. This new walk around the block will also connect to a thick new green space that buffers the highway and provides a sunny park setting.

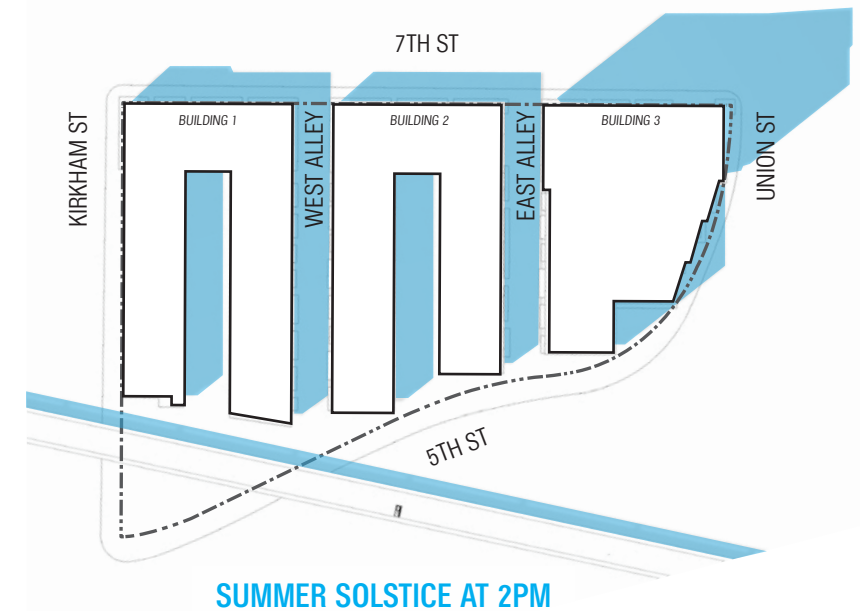
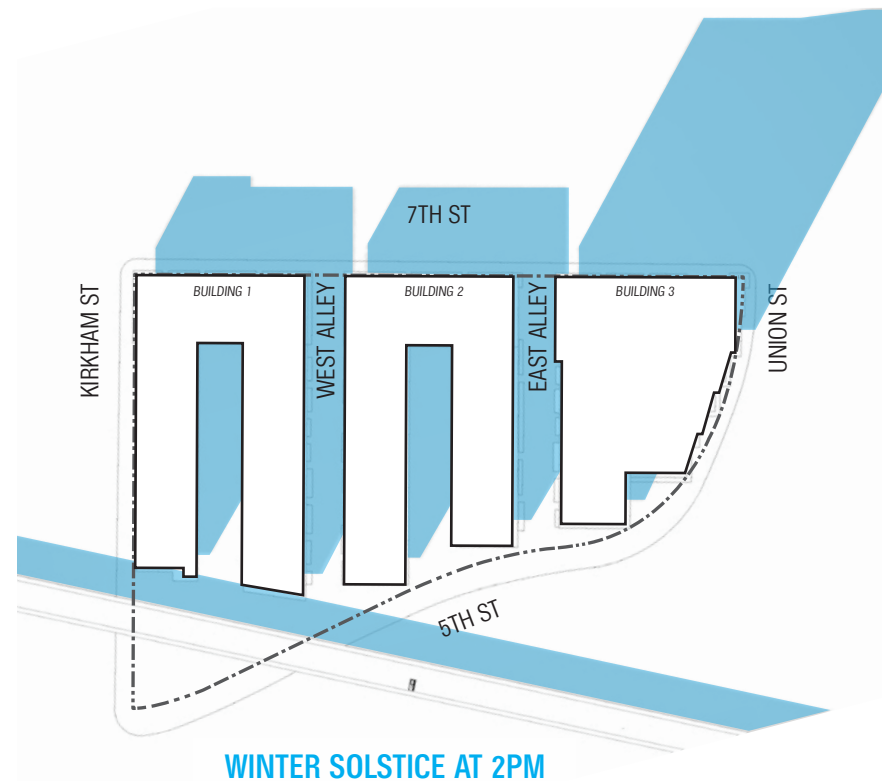


CEILING



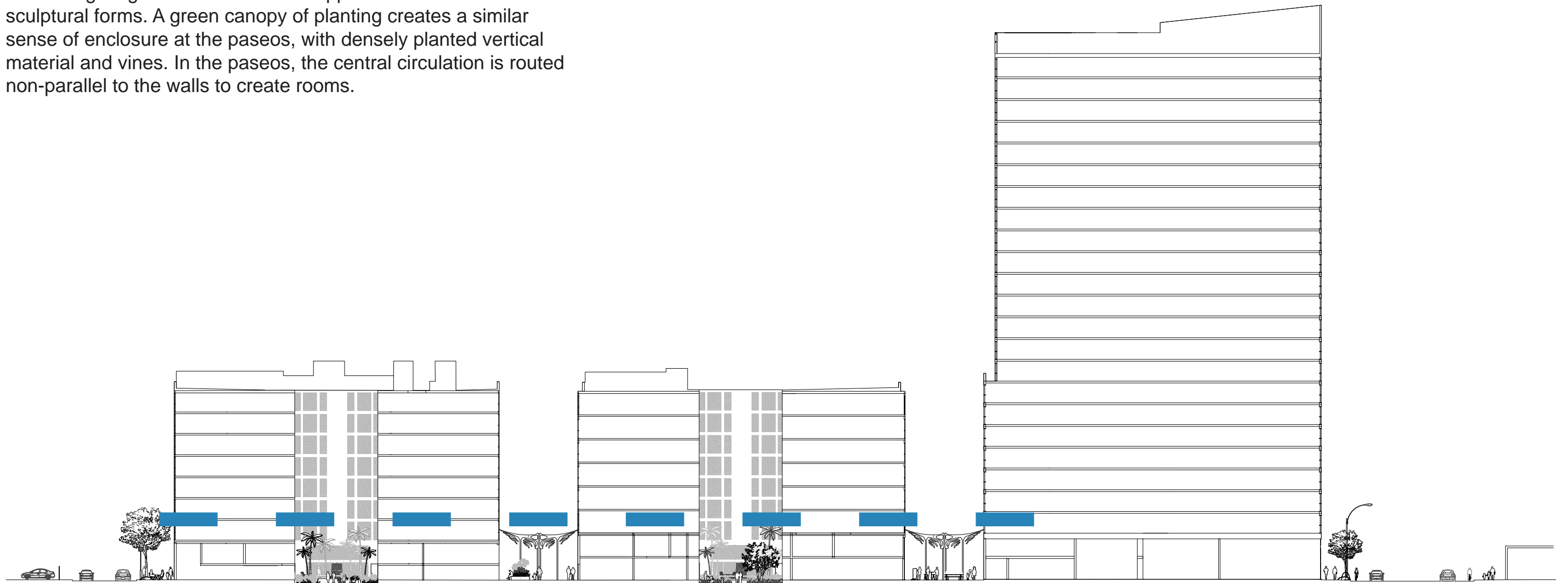
There are site constraints created simply by the proposed residential density: The density will create high demand for shared outdoor amenities and outdoor living room spaces. The tall buildings create relatively narrow outdoor corridors and these spaces have limited sunlight. For these reasons the landscape design maximizes the desirable and functional outdoor spaces for people's use. LID stormwater treatment has been moved out of the narrow corridors as is consistent with Appendix J Special Projects item C for TOD and high density sites. A new ceiling for the narrow spaces in the form of planting or structures is proposed to provide scale and a sense of enclosure to encourage these spaces to be more than circulation, inviting people to stay and linger. Strong character for both the public realm alleys and the paseos will be an important human scaled layer to offset the efficiency of the architecture. The program for the ground floor includes:

- Outdoor living room for all ages
- Amenities for pets
- Weather protection for sun, rain, etc. to maximize year round use of outdoor spaces
- Variety of scales of spaces
- Variety of conditions for being together or alone
- Minimize functional elements such as bioswales, trash structures, etc. that may interfere with enjoyment or quality of outdoor spaces

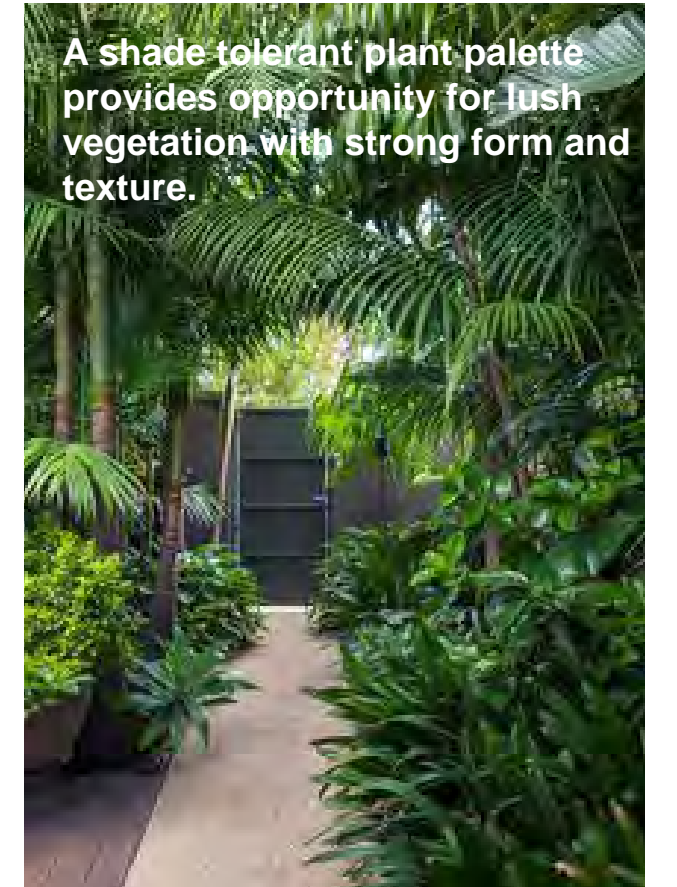
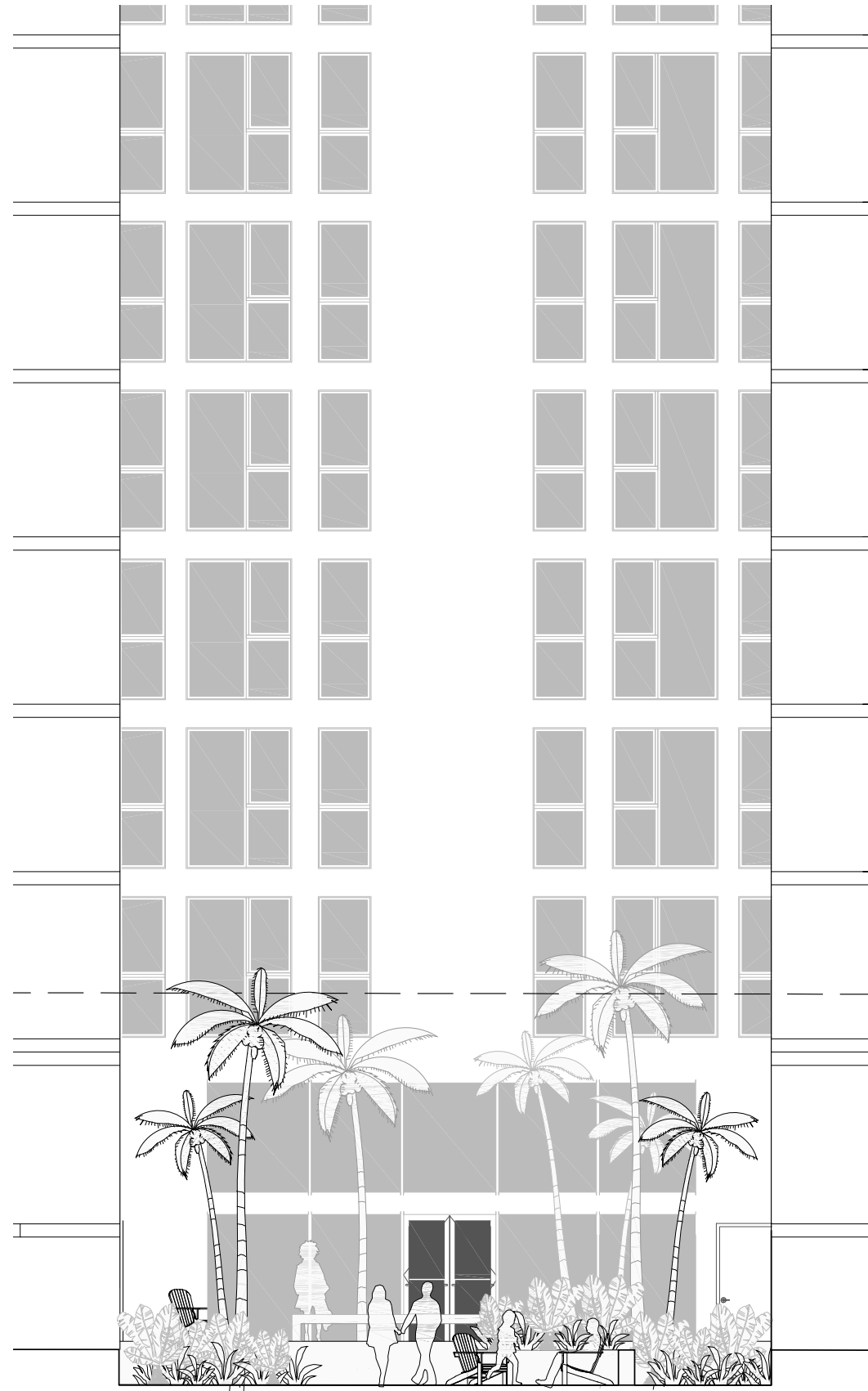


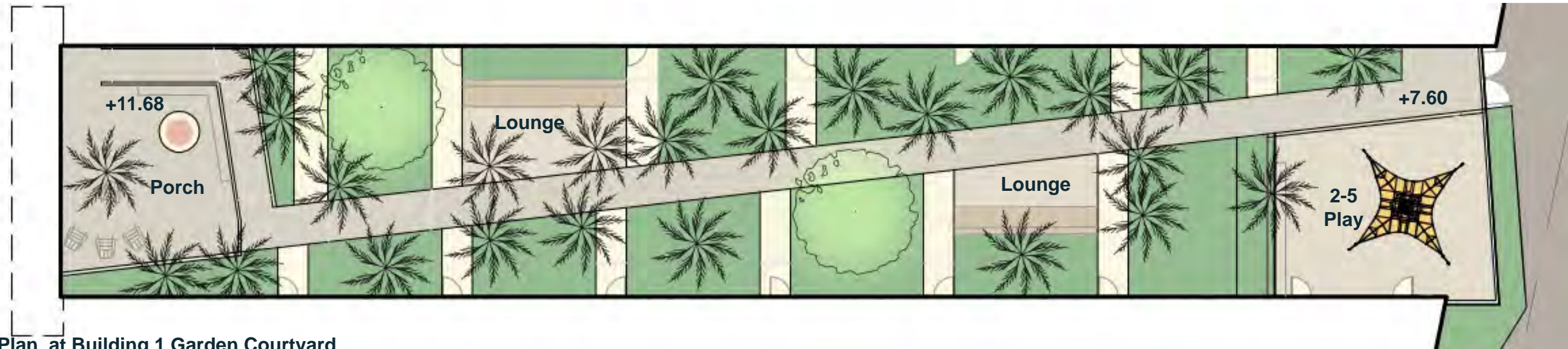
Design Goal 1: Maximize functional and comfortable communal spaces available at ground floor

Much of the linear open space is in shadow and the overall scale of the alleys is narrow and tall. Ceilings are recommended to provide human scale and character to all of the linear spaces. In the public alleys, a new art canopy will combine infrastructure for both lighting and heat as well as opportunities for color and sculptural forms. A green canopy of planting creates a similar sense of enclosure at the paseos, with densely planted vertical material and vines. In the paseos, the central circulation is routed non-parallel to the walls to create rooms.



GREEN CEILING





Plan at Building 1 Garden Courtyard



Section at Building 1 Garden Courtyard

VERY LOCAL ARTISTS

Design Goal 2:

Be very very local and extend existing neighborhood themes into site.

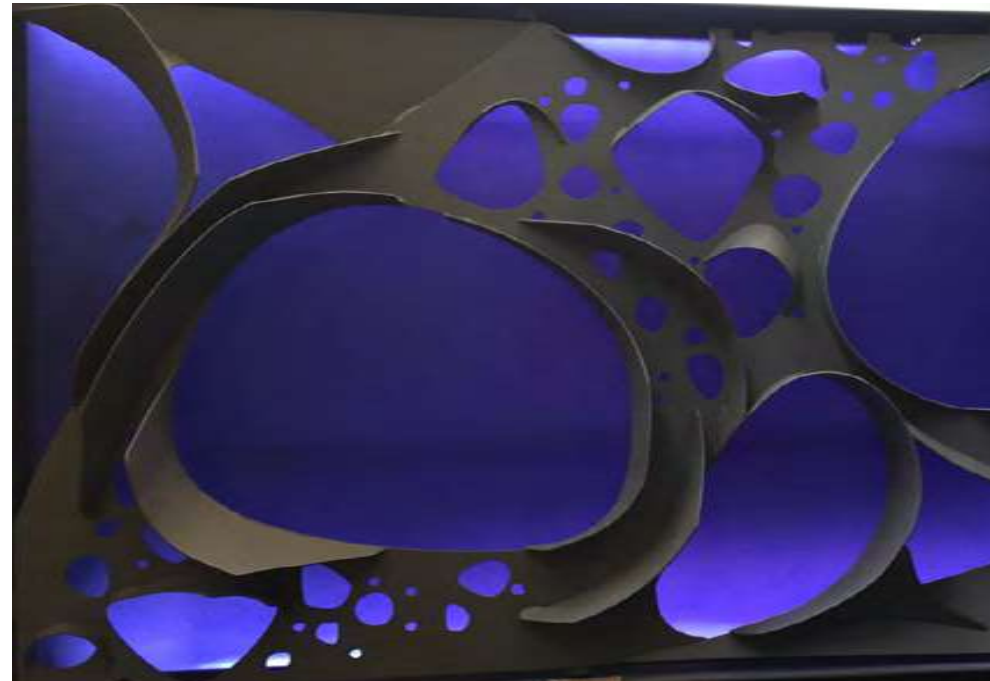


Artist: Karen Cusolito

The site is located near the studios of many Oakland based makers and artists. Using metal as a design vocabulary celebrates the metal artists in this location and would connect to the Crucible and other nearby community art resources. Two existing sculptural installations completed by Hood Design as part of the 7th Street Gateway use metal, but also suggest a blue color palette as potentially important to the narrative of music history in this location.



Artist: Jet Martinez



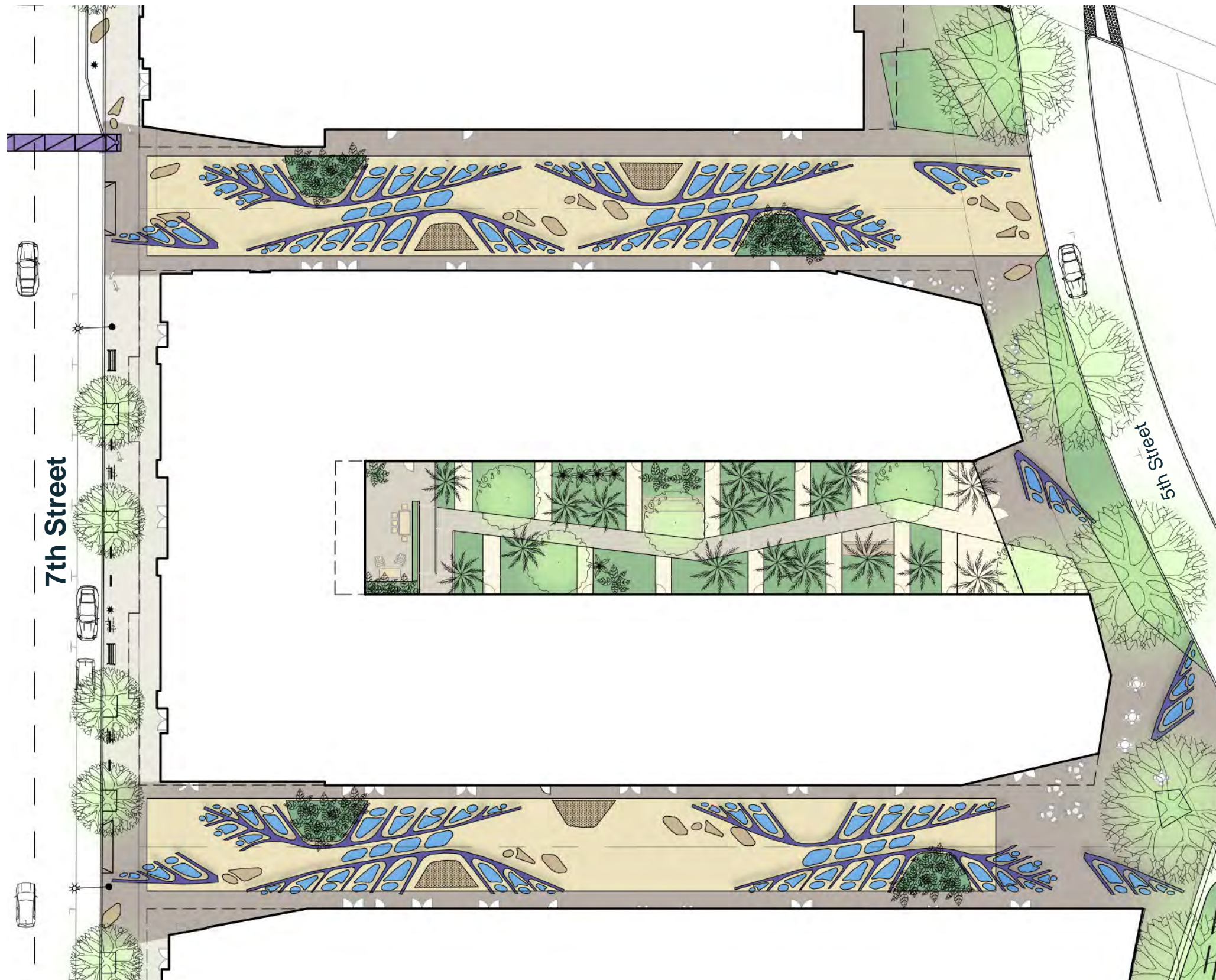
Artist: Ben Trautman



Artist: Hood Design



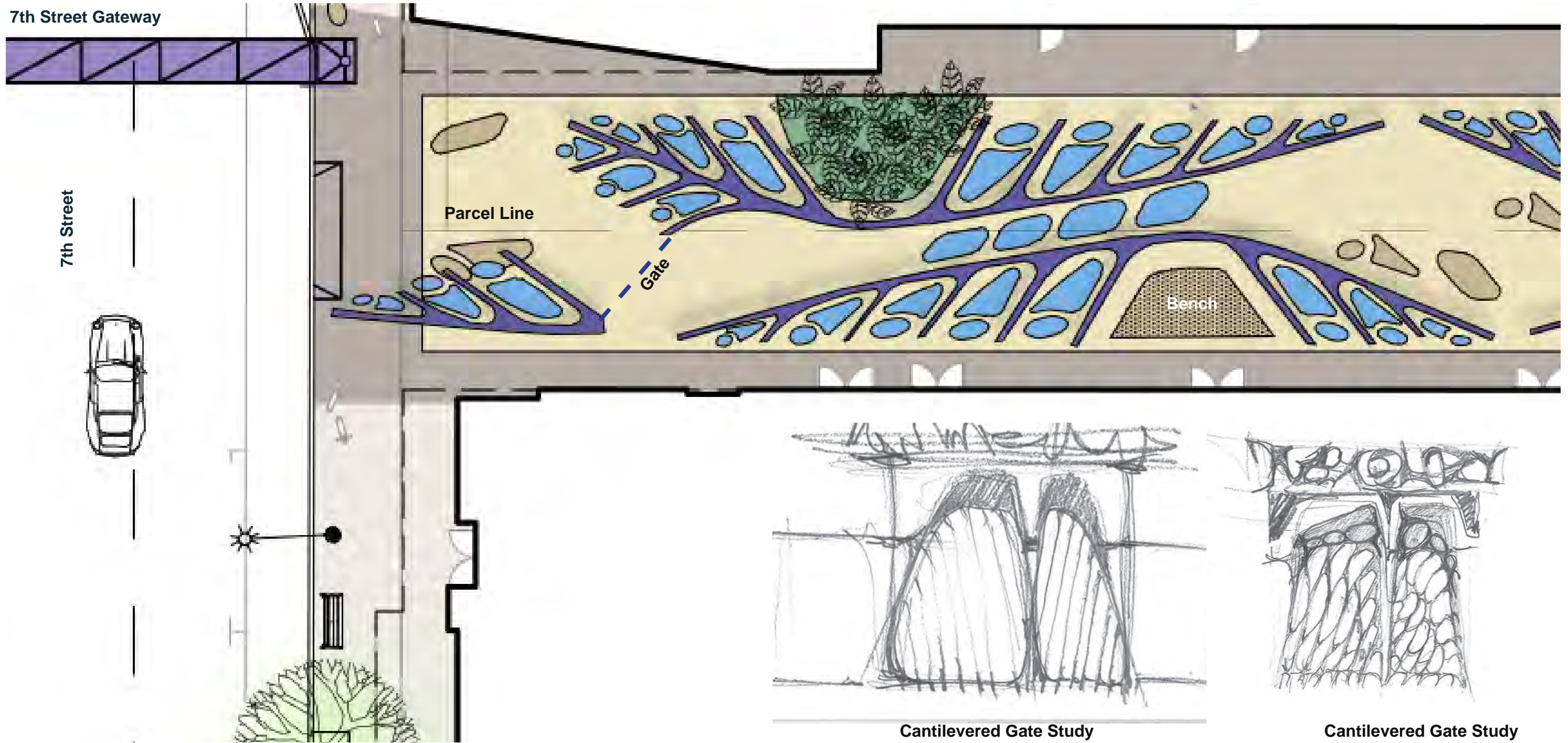
Artist: Hood Design

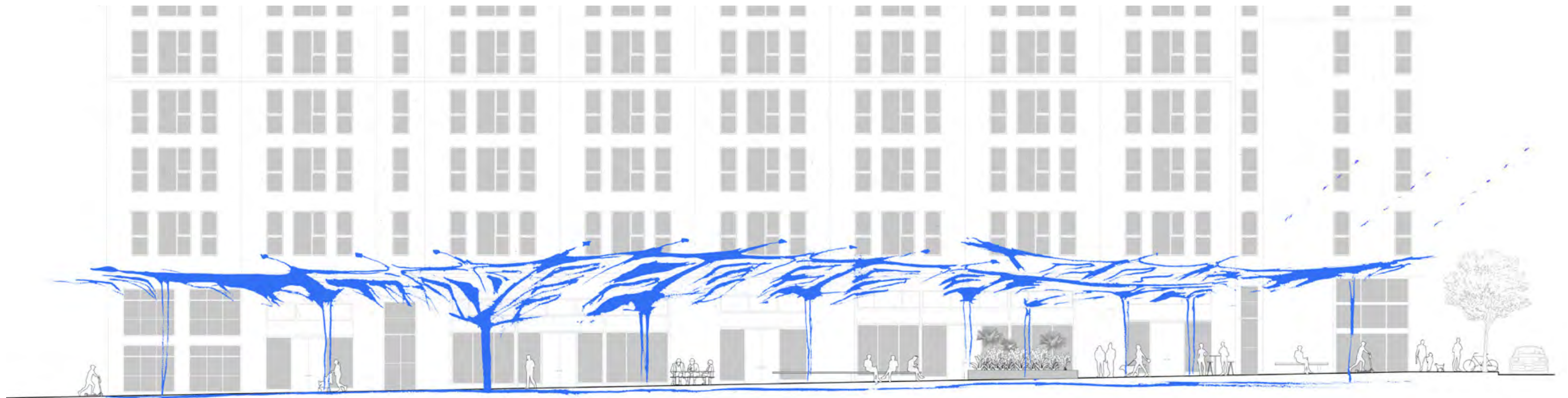


In collaboration with local artist Ben Trautman, the design team has developed a landscape scaled walking experience defined by an art ceiling. The ceiling is modular and can be built in phases that respect the parcel boundaries. The strong form and intense blue color creates a beacon that invite the public in, but also provides intuitive wayfinding throughout the public open space. The canopy is in dialogue with the existing 7th Street gateway and is a playful contrast to the rectilinear architectural forms.

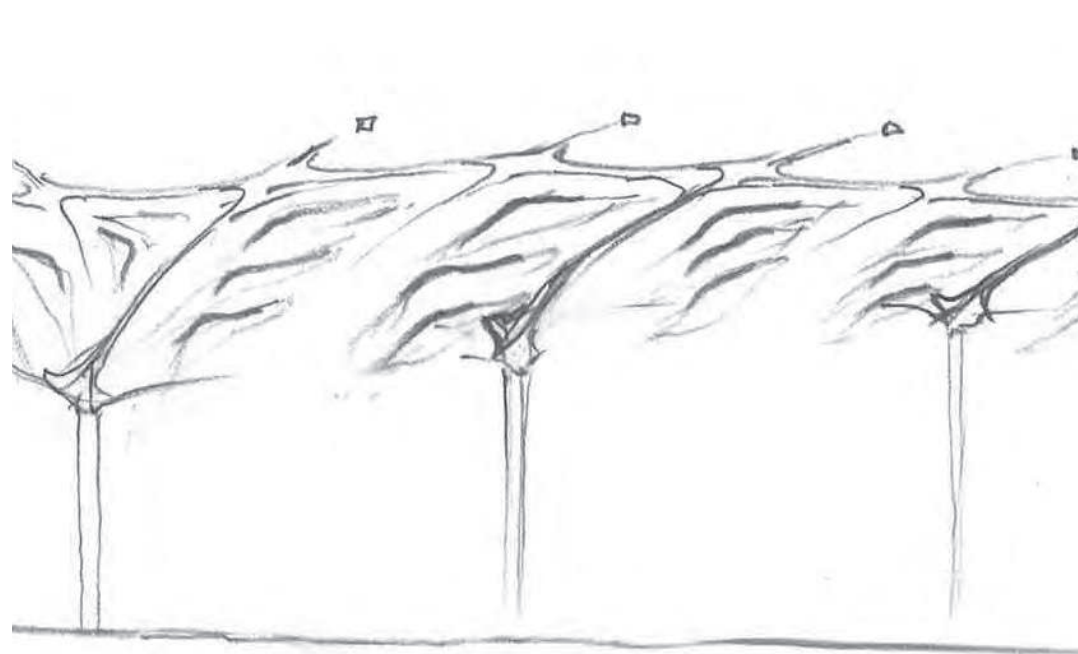
ARTIST CANOPY

The artist ceiling is a structure for creating interest and human scale, but also for negotiating temporary conditions, site security, and infrastructure for climbing plants, lights, and potentially heat.

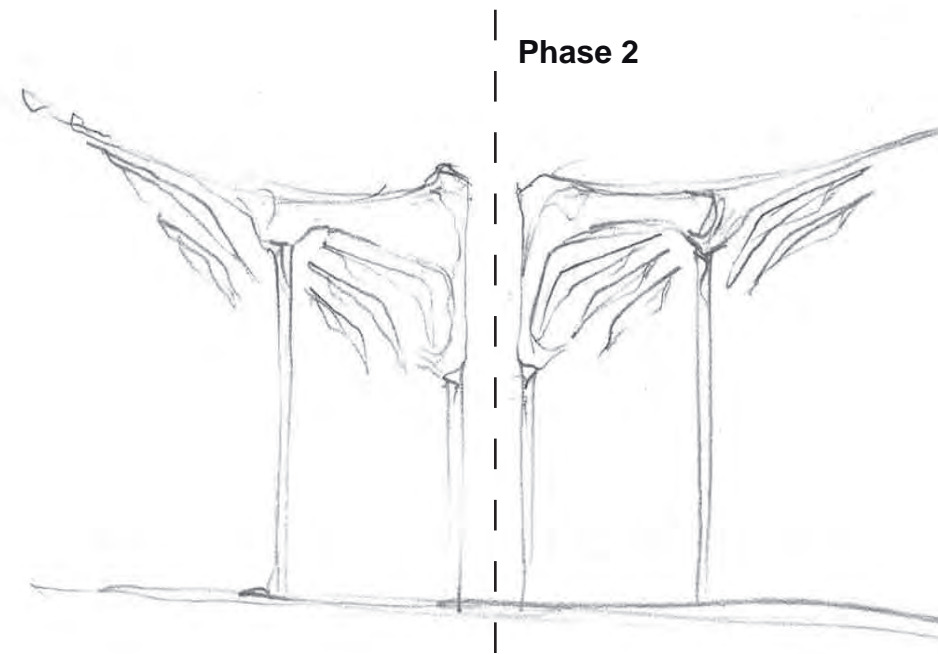




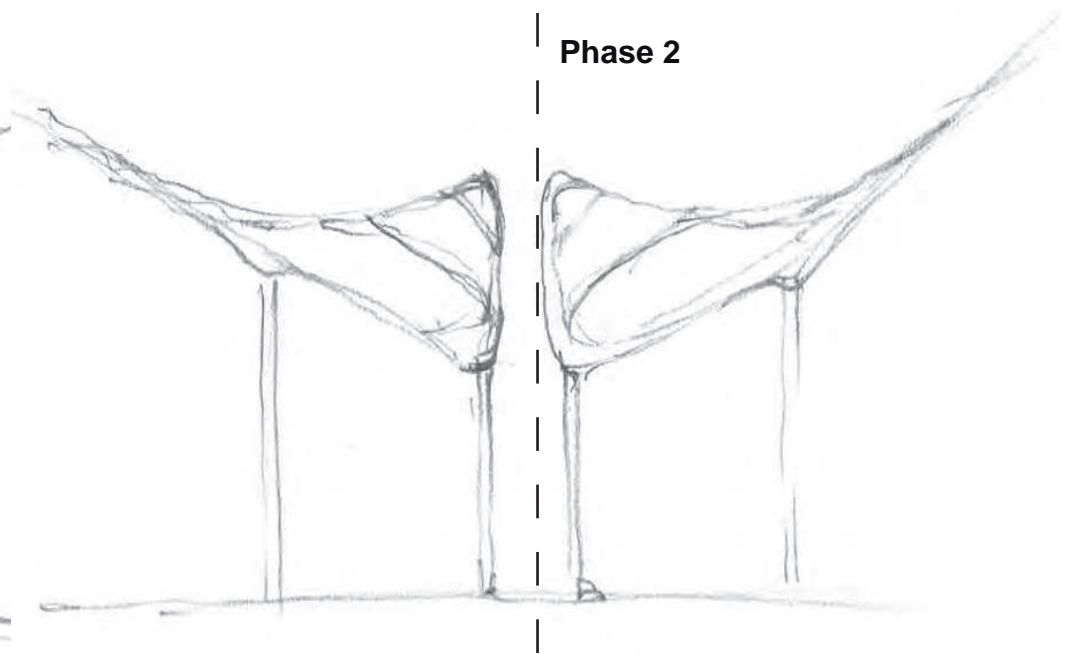
East Alley Elevation Facing West



Art Canopy Linear Section

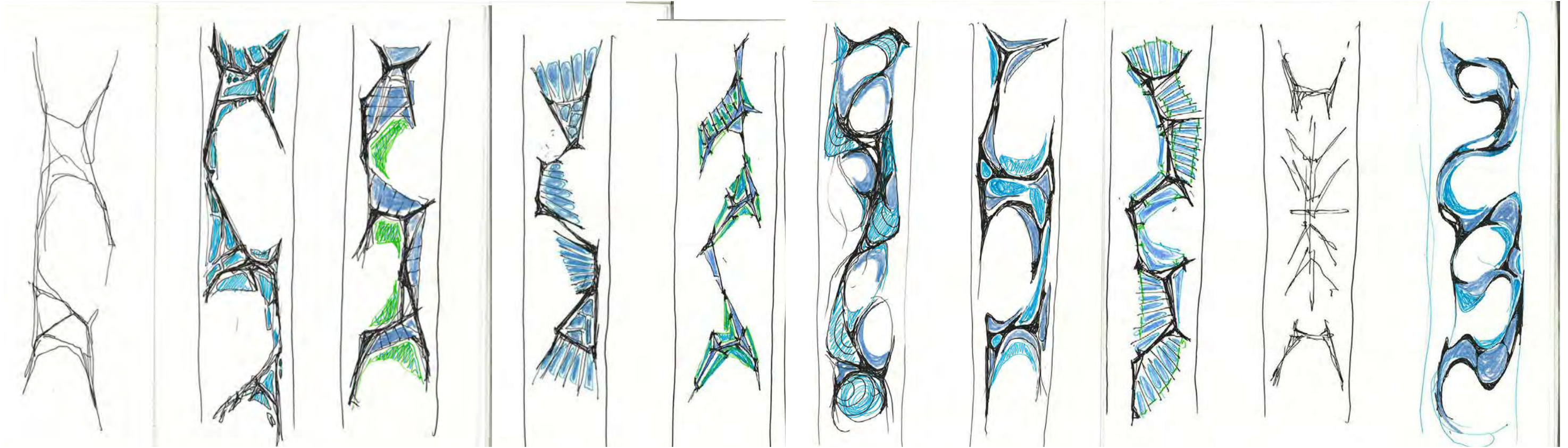


Art Canopy Cross Section Study



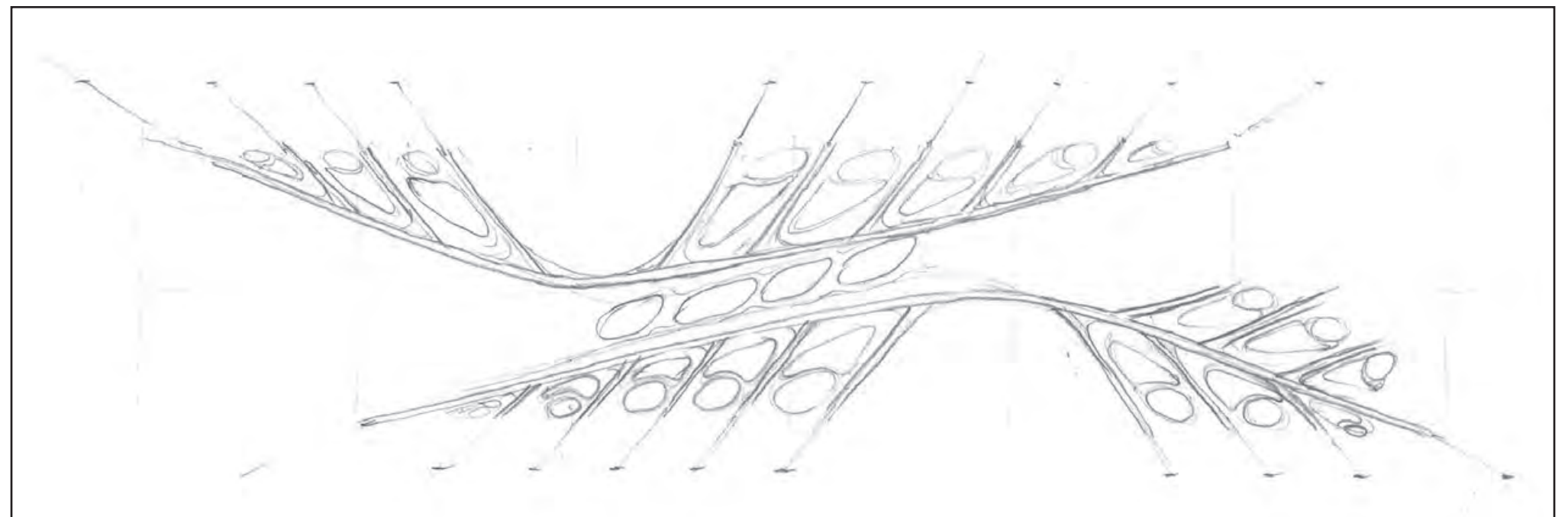
Art Canopy Cross Section Study

ARTIST SKETCHES



The final design of the trellis will be engineered and stamped by a structural engineer and will be the result of an iterative process.

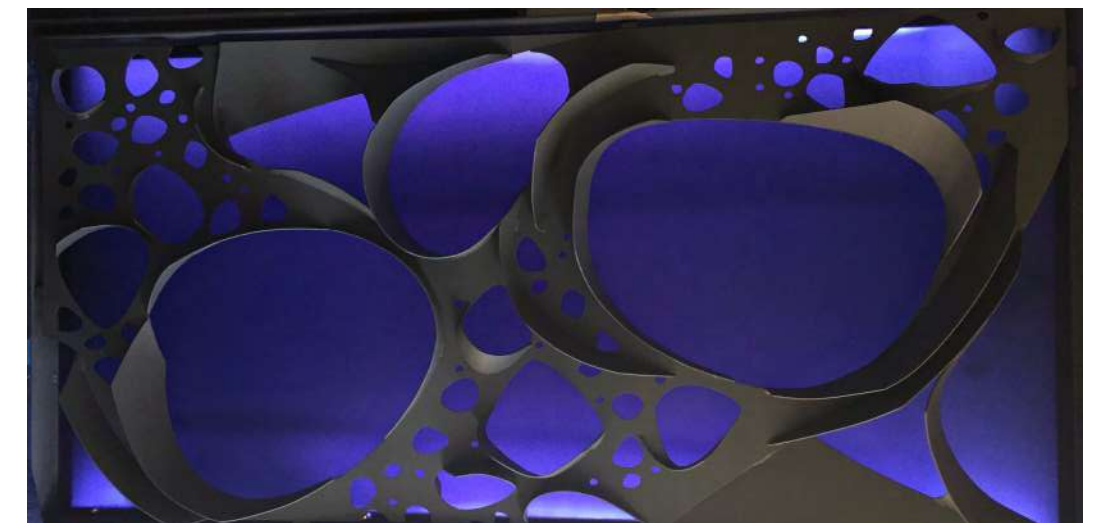
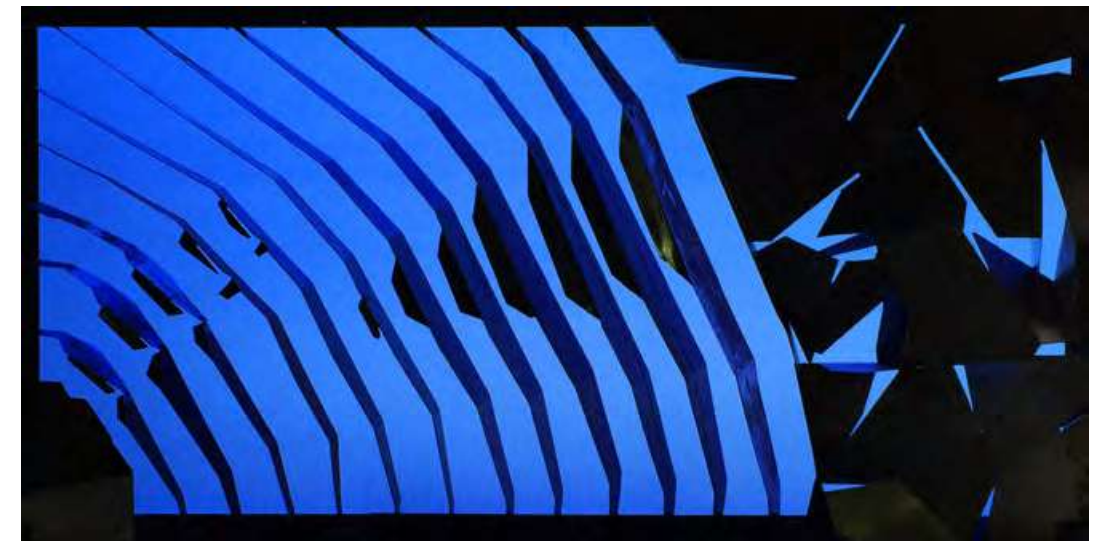
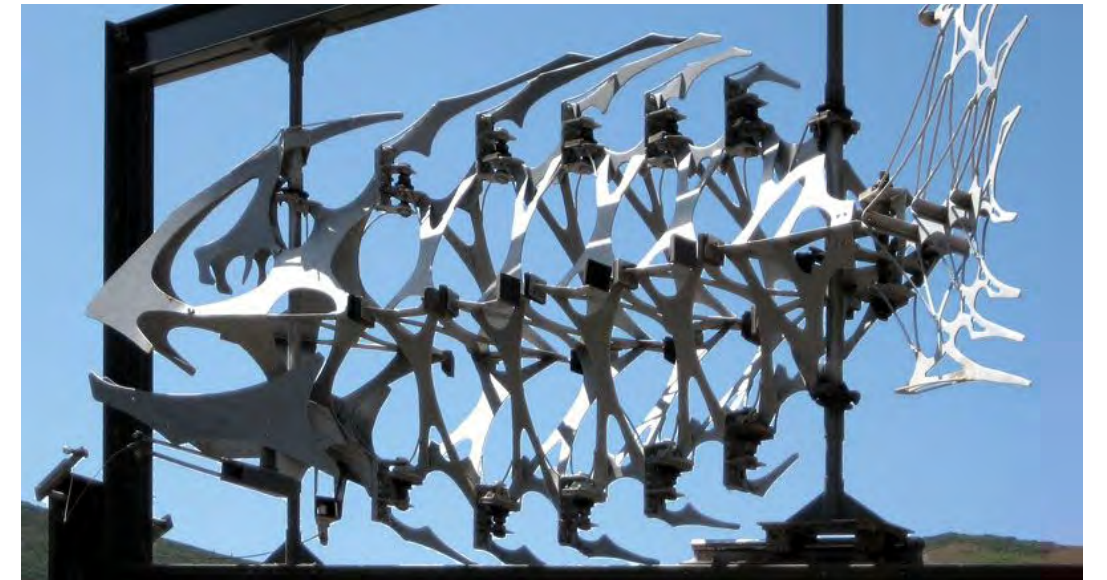
The intent is to create a modular three dimensional truss that can be deployed through repetition to create a variety of scales and spaces. Custom furniture, planters, and paving patterns will extend and augment the forms of the artist canopy into interactive elements on the ground.



Modular Truss System



Ben Trautman has done numerous projects for children's and science museums including both the Randall Museum and the Bay Area Discovery Museum. He is well respected for his structural design and intelligent efficient fabrication of complex forms.

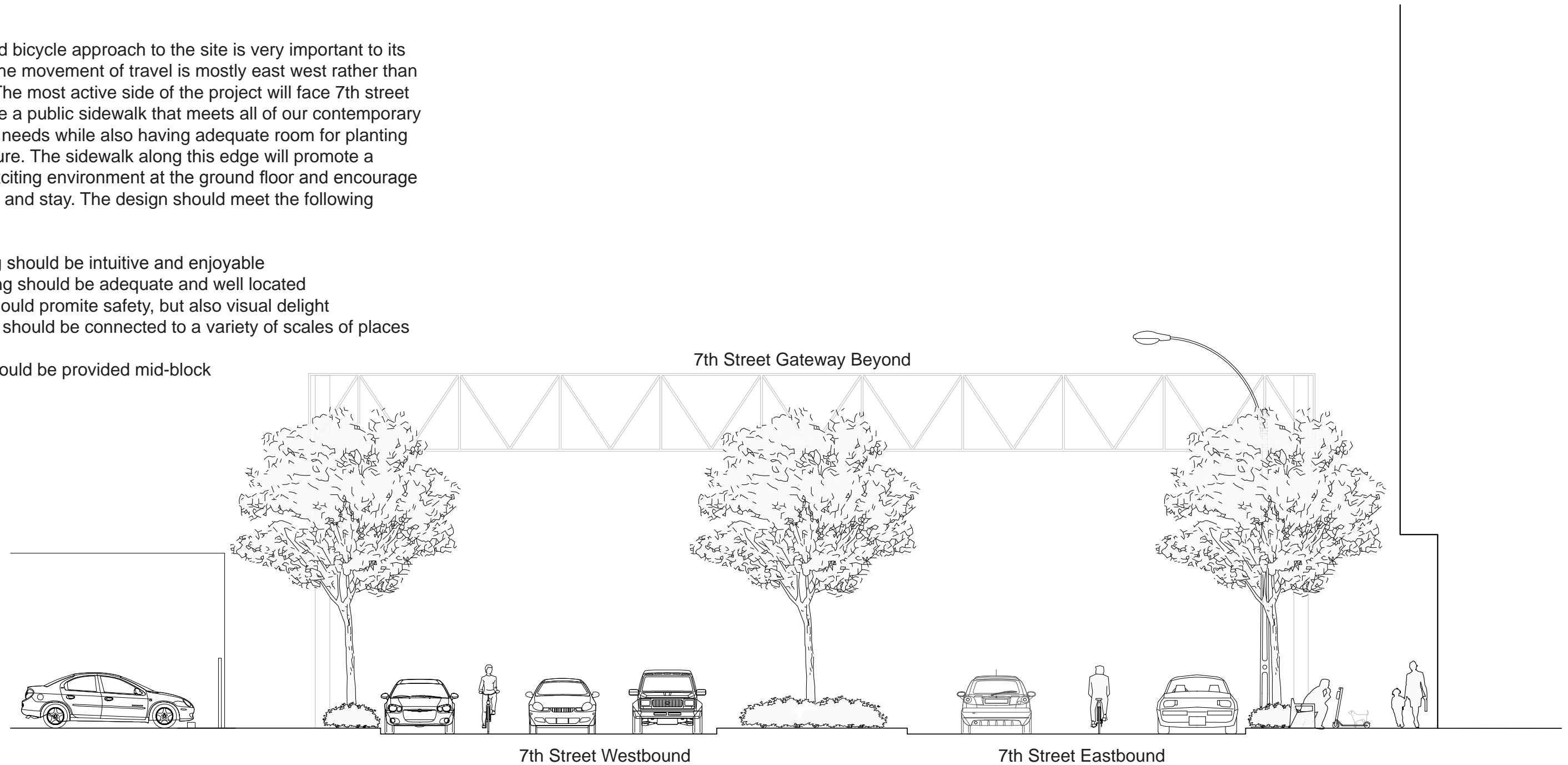


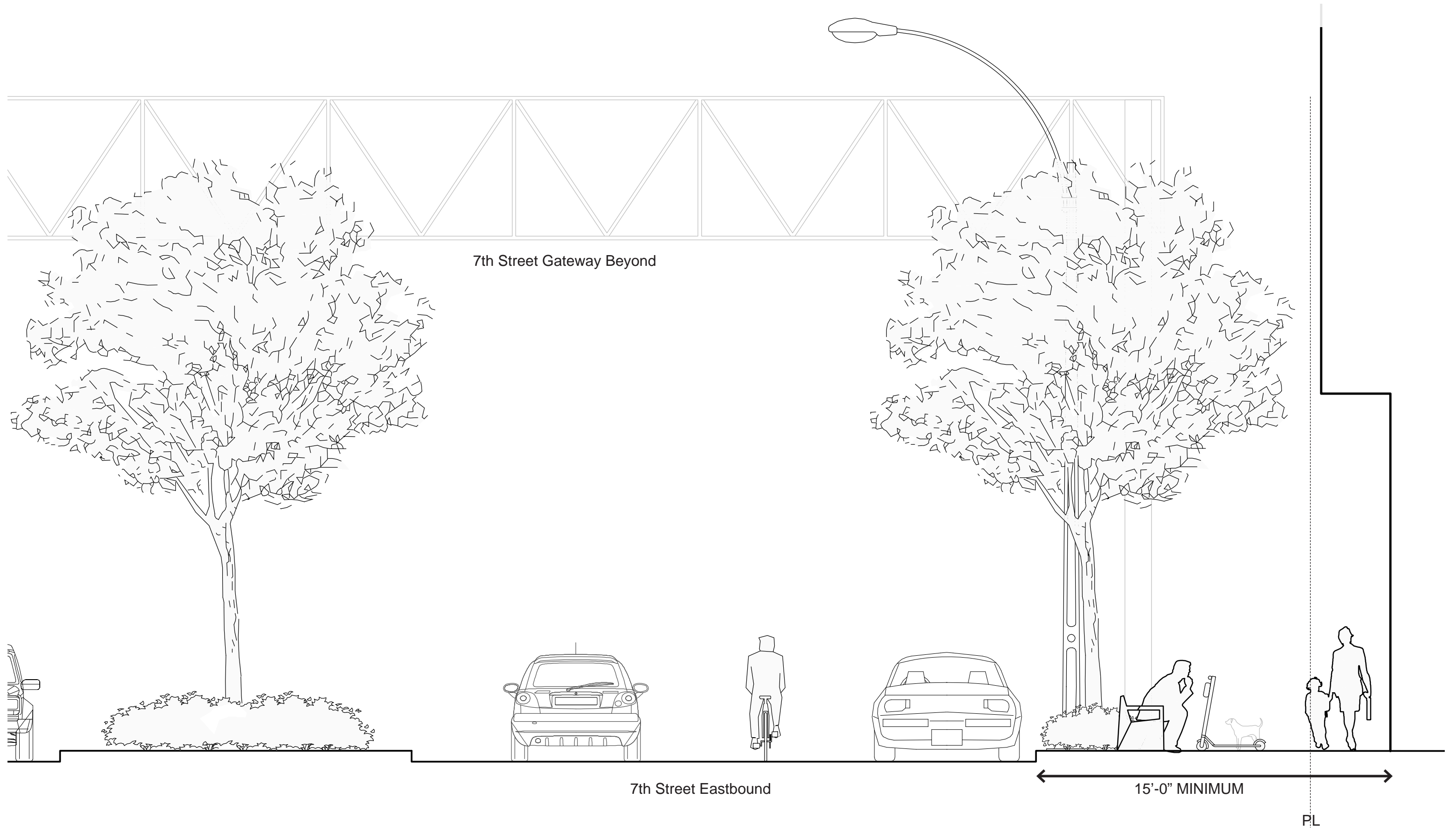
SIDEWALKS

Design Goal 3: Design sidewalks that meet contemporary needs, provide room for future flexibility, and encourage walking and biking.

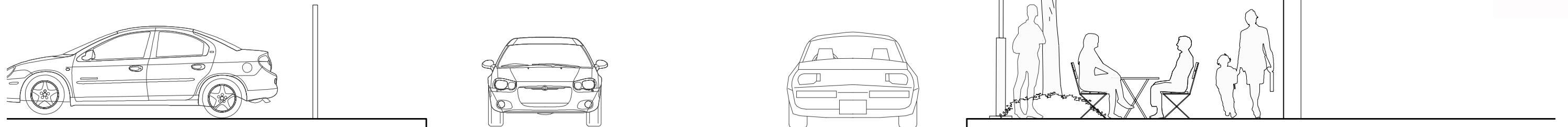
Pedestrian and bicycle approach to the site is very important to its success and the movement of travel is mostly east west rather than north south. The most active side of the project will face 7th street and will require a public sidewalk that meets all of our contemporary transportation needs while also having adequate room for planting and site furniture. The sidewalk along this edge will promote a porous and exciting environment at the ground floor and encourage people to stop and stay. The design should meet the following criteria:

- Wayfinding should be intuitive and enjoyable
- Bike parking should be adequate and well located
- Lighting should promote safety, but also visual delight
- Movement should be connected to a variety of scales of places to linger
- Seating should be provided mid-block





SIDEWALK: KIRKHAM

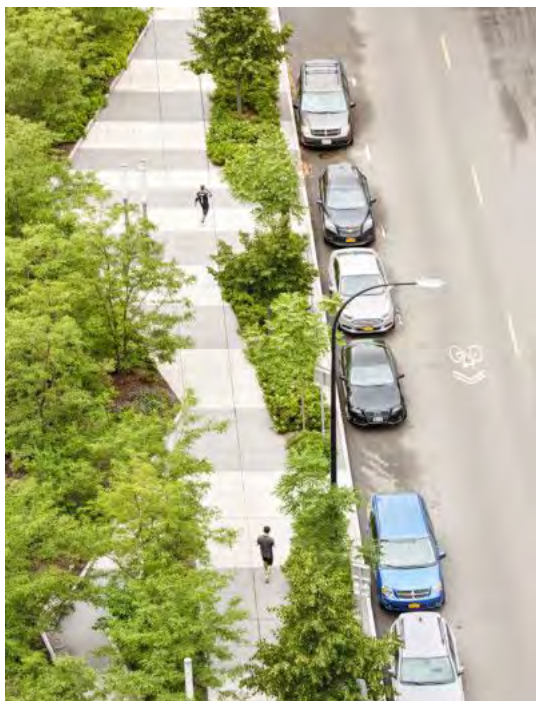
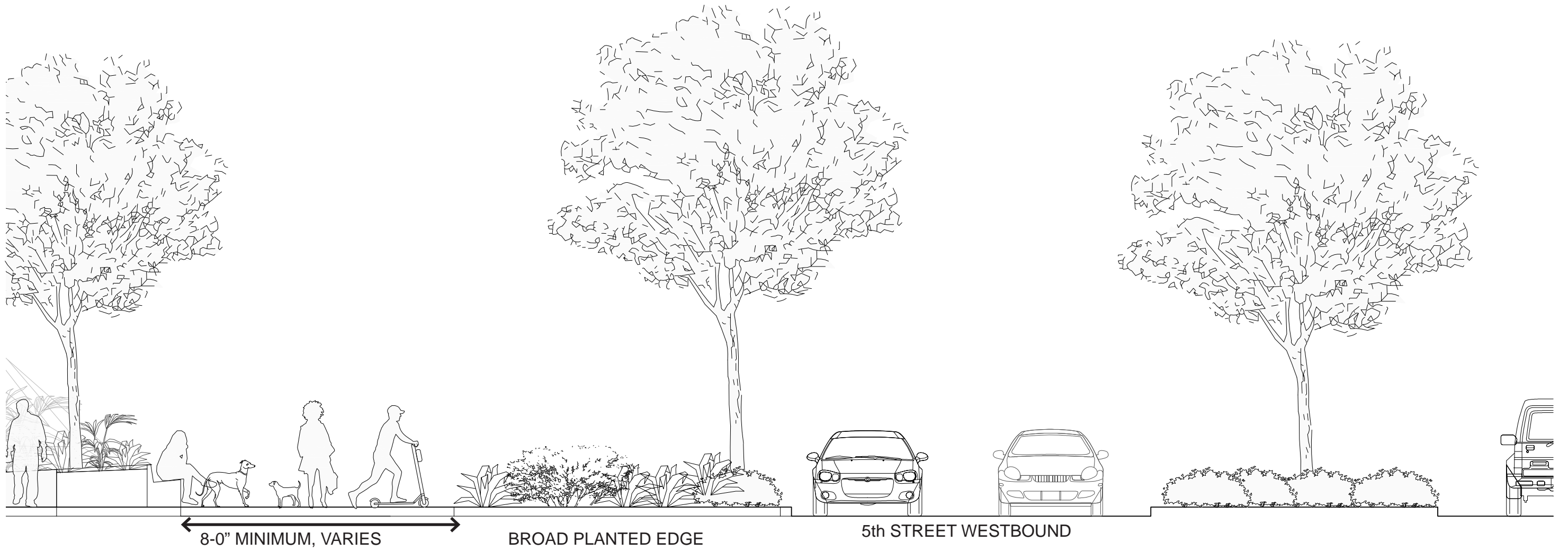


KIRKHAM ST.

~15'-0" MINIMUM



SIDEWALK: 5TH



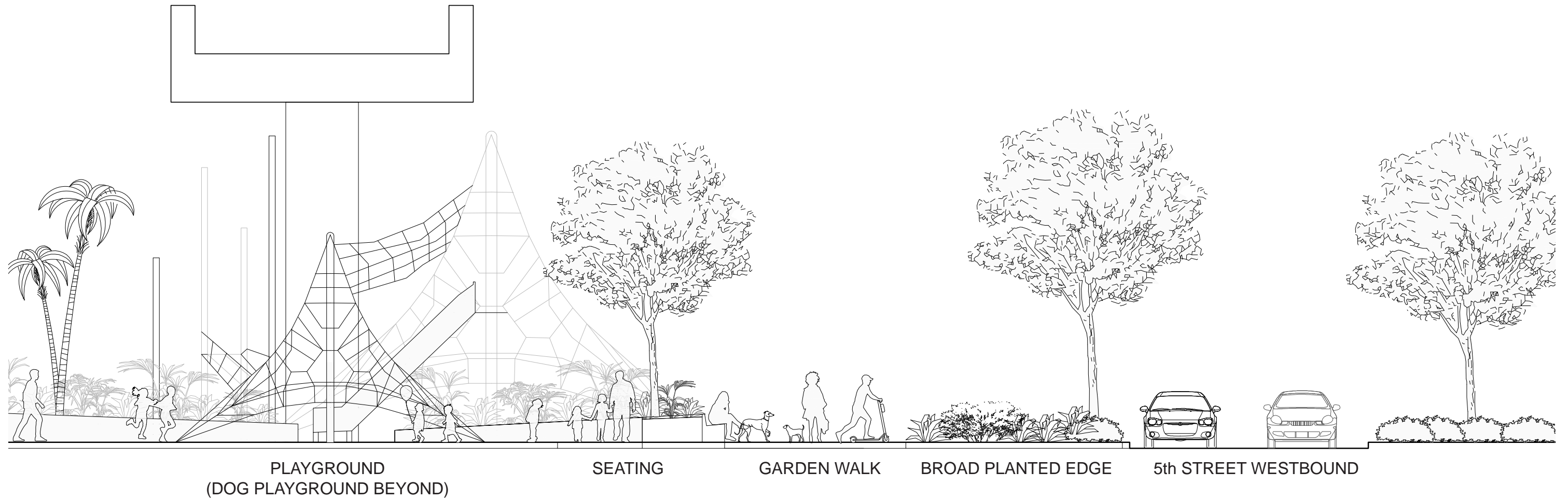
Design Goal 4: Greening

This location is framed by freeways, industrial uses, bart and rail tracks, and lots of pavement. The design proposed to soften the south side of the project with a broad planting area that houses numerous recreational uses. Uses have been selected for activity and maximizing visitors to insure that this site is well populated and does not feel remote. The planting design will consider many factors including:

- Plant stratgically to assist with cleaning the air
- Plant to show seasonal change
- Plant natives or endemics which augment habitat for pollinators and other birds.
- Plant in adequate soils for longterm plant health



RECREATION





Kids + Bikes + Dogs = Active Daily Use

02

ARCHITECTURE

PROJECT DATA

SITE LOCATION

500 KIRKHAM STREET
OAKLAND CA, 94607

LOT AREA

TOTAL 137,389 SF (3.15 ACRES)

ZONING INFORMATION

ASSESSOR'S PARCEL #: ASSESSOR'S MAP 4, PAGE 51, PARCELS 18-1 AND 18-2
ASSESSOR'S MAP 4, PAGE 49, PARCEL 1 AND P/O PARCEL 3

ZONING DISTRICT: S-15W

HEIGHT AREA: 160 FT (75' WITHIN 10' OF PRINCIPAL STREET)

GROUP USABLE OPEN SPACE PER UNIT: 200 SF PER DWELLING UNIT

SETBACKS

FRONT AT 7TH: 0 FT MIN. - 0 FT. MAX

SIDE: 0 FT

REAR: 10 FT

BART: 20 FT TO TRACK EDGE

OPEN SPACE

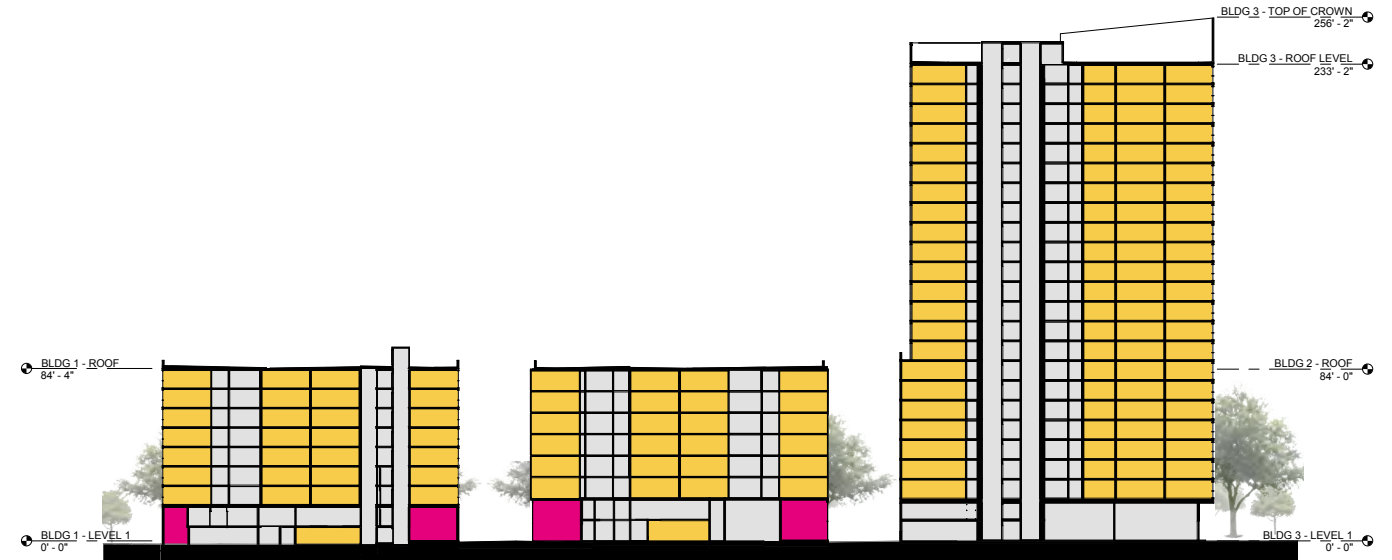
NAME	AREA
WEST ALLEY	11,250 SF
EAST ALLEY	9,393 SF
BLDG 1 COURTYARD	7,586 SF
BLDG 1 PRIVATE OPEN SPACE	254 SF
BLDG 2 COURTYARD	6,773 SF
BLDG 3 OPEN SPACE AT PODIUM	7,244 SF
BLDG 3 PRIVATE OPEN SPACE	4,057 SF
BLDG 3 ROOF DECK	8,537 SF
PUBLIC OPEN SPACE	12,322 SF
TOTAL	68,849 SF

PROGRAM AREA - ALL BUILDINGS

PROGRAM	TOTAL GROSS SF
BIKE ROOM	8,597 SF
COMMERCIAL	12,236 SF
FLEX SPACE	22,492 SF
LOBBY	4,184 SF
PARKING	9,435 SF
CIRCULATION	111,593 SF
RESIDENTIAL	692,948 SF
UTILITY	41,659 SF
TOTAL	903,145 SF



SITE PHASING PLAN



OVERALL SECTION

BUILDING 1

BUILDING INFORMATION

NUMBER OF STORIES:	9
ALLOWABLE HEIGHT:	160' (75' WITHIN 10' OF 7TH ST)
PROPOSED HEIGHT:	84'-4"
CONSTRUCTION TYPE:	TYPE IB
SPRINKLERED:	YES
OCCUPANCY CLASSIFICATION:	R2

BLDG 1 - UNIT TYPES

NAME	COUNT
1BR	7
2BR	123
2BR SUITE	126
3BR	21
4BR	34
TOTAL UNIT COUNT:	311

BUILDING 1 GROSS AREA

FLOOR	AREA
1	30,066 SF
M	16,778 SF
2	30,517 SF
3	30,516 SF
4	30,510 SF
5	30,512 SF
6	30,516 SF
7	30,510 SF
8	30,278 SF
TOTAL	260,203 SF

BUILDING 1 PROGRAM AREA

USE	AREA
BIKE ROOMS	2,091 SF
CIRCULATION	30,836 SF
FLEX SPACE	11,300 SF
LOBBY	1,574SF
RESIDENTIAL	197,928 SF
RETAIL	4,104 SF
UTILITY	12,370 SF

BUILDING 1 PARKING INFORMATION

	REQUIRED	PROVIDED	NOTES
RESIDENTIAL	63	0 STALLS	CONCESSION REQUESTED
COMMERCIAL	0	0 STALLS	

311 DU x 0.5 = 156 BASE PARKING SPACES
 156 x 40% = 63 (30% TOD AND 10% OFF-SITE CARSHARE)
 156 - 78 = 78 PARKING SPACES

NOTE 1:
 TOTAL OF 4 CAR SHARE SPACES PROVIDED. TWO ON STREET AND TWO IN BUILDING 3 PARKING GARAGE.

NOTE 2:
 TOTAL OF 59 TEMPORARY SURFACE PARKING SPOTS PROPOSED DURING BUILDING PHASE 1 & 2.

BICYCLE PARKING INFORMATION

	SHORT TERM REQUIRED	SHORT TERM PROVIDED	LONG TERM REQUIRED	LONG TERM PROVIDED	COMPLIANT
RESIDENTIAL	16 ¹	24	78 ³	200	Y
COMMERCIAL	8 ²	10	2 ⁴	2	Y

¹ 1 SPACE FOR EACH 20 DWELLINGS
² 1 SPACE FOR 2,000 SF FLOOR AREA
³ 1 SPACE FOR EACH 4 DWELLINGS
⁴ 1 SPACE FOR 12,000 SF FLOOR AREA

BUILDING 2

BUILDING INFORMATION

NUMBER OF STORIES:	8
ALLOWABLE HEIGHT:	160' (75' WITHIN 10' OF 7TH ST)
PROPOSED HEIGHT:	84'
CONSTRUCTION TYPE:	TYPE IB
SPRINKLERED:	YES
OCCUPANCY CLASSIFICATION:	R2

BLDG 2 - UNIT TYPES

NAME	COUNT
1BR	12
2BR	127
2BR SUITE	102
3BR	24
TOTAL UNIT COUNT:	265

BUILDING 2 GROSS AREA

FLOOR	AREA
1	28,874 SF
M	14,881 SF
2	29,002 SF
3	29,002 SF
4	29,002 SF
5	29,002 SF
6	29,002 SF
7	28,856 SF
TOTAL	217,621 SF

BUILDING 2 PROGRAM AREA

USE	AREA
BIKE ROOMS	2,198 SF
CIRCULATION	28,403 SF
FLEX SPACE	9,077 SF
LOBBY	1,756 SF
RESIDENTIAL	159,936 SF
RETAIL	4,096 SF
UTILITY	12,155 SF

BUILDING 2 PARKING INFORMATION

	REQUIRED	PROVIDED	NOTES
RESIDENTIAL	54	0 STALLS	CONCESSION REQUESTED
COMMERCIAL	0	0 STALLS	

265 DU x 0.5 = 133 BASE PARKING SPACES
 133 x 40% = 54 (30% TOD AND 10% OFF-SITE CARSHARE)
 133 - 67 = 66 PARKING SPACES

BICYCLE PARKING INFORMATION

	SHORT TERM REQUIRED	SHORT TERM PROVIDED	LONG TERM REQUIRED	LONG TERM PROVIDED	COMPLIANT
RESIDENTIAL	14 ¹	16	67 ³	165	Y
COMMERCIAL	7 ²	20	2 ⁴	2	Y

¹ 1 SPACE FOR EACH 20 DWELLINGS
² 1 SPACE FOR 2,000 SF FLOOR AREA
³ 1 SPACE FOR EACH 4 DWELLINGS
⁴ 1 SPACE FOR 12,000 SF FLOOR AREA

BUILDING 3

BUILDING INFORMATION

NUMBER OF STORIES:	23
ALLOWABLE HEIGHT:	160'
PROPOSED HEIGHT:	233'-2"
CONSTRUCTION TYPE:	TYPE IA
SPRINKLERED:	YES
OCCUPANCY CLASSIFICATION:	R2

BLDG 3 - UNIT TYPES

NAME	COUNT
1BR	52
2BR SUITE	310
4BR	81
5BR	13
TOTAL UNIT COUNT:	456

BUILDING 3 PROGRAM AREA

USE	AREA
BIKE ROOMS	4,308 SF
CIRCULATION	52,354 SF
FLEX SPACE	2,115 SF
LOBBY	854 SF
PARKING	9,435 SF
RESIDENTIAL	335,084 SF
RETAIL	4,036 SF
UTILITY	17,134 SF

BUILDING 3 GROSS AREA

FLOOR	AREA
1	25,034 SF
M	5,236 SF
2	18,360 SF
3	18,429 SF
4	18,429 SF
5	18,429 SF
6	18,429 SF
7	18,429 SF
8	18,429 SF
9	17,596 SF
10	17,588 SF
11	17,588 SF
12	17,588 SF
13	17,588 SF
14	17,588 SF
15	17,838 SF
16	17,838 SF
17	17,838 SF
18	17,838 SF
19	17,838 SF
20	17,838 SF
21	17,838 SF
22	17,859 SF
23	17,859 SF
TOTAL	425,321 SF

BUILDING 3 PARKING INFORMATION

	REQUIRED	PROVIDED	NOTES
RESIDENTIAL	92	59 STALLS	CONCESSION REQUESTED
COMMERCIAL	0	0 STALLS	

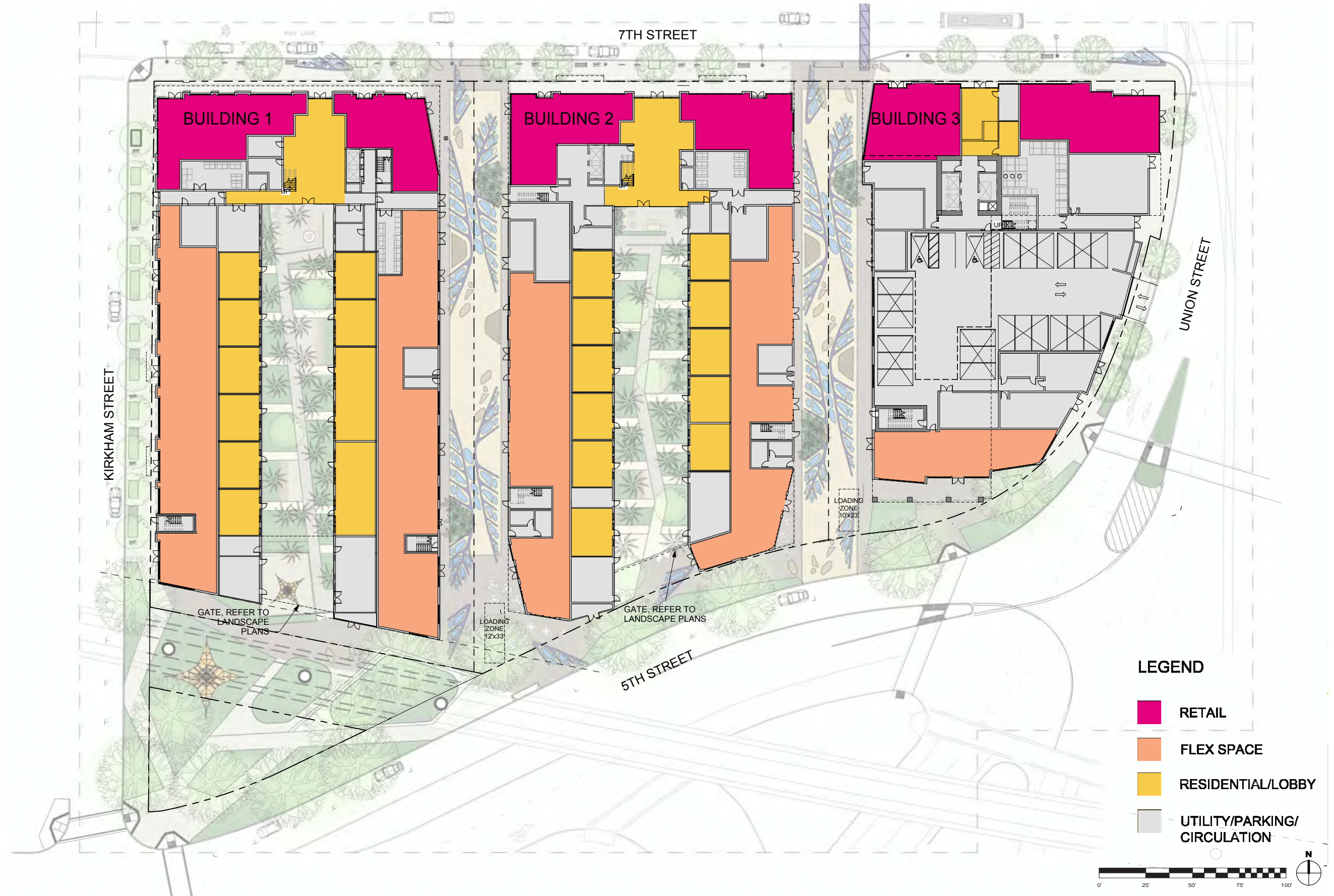
456 DU x 0.5 = 228 BASE PARKING SPACES
 228 x 40% = 92 (30% TOD AND 10% OFF-SITE CARSHARE)
 228 - 114 = 114 PARKING SPACES

BICYCLE PARKING INFORMATION

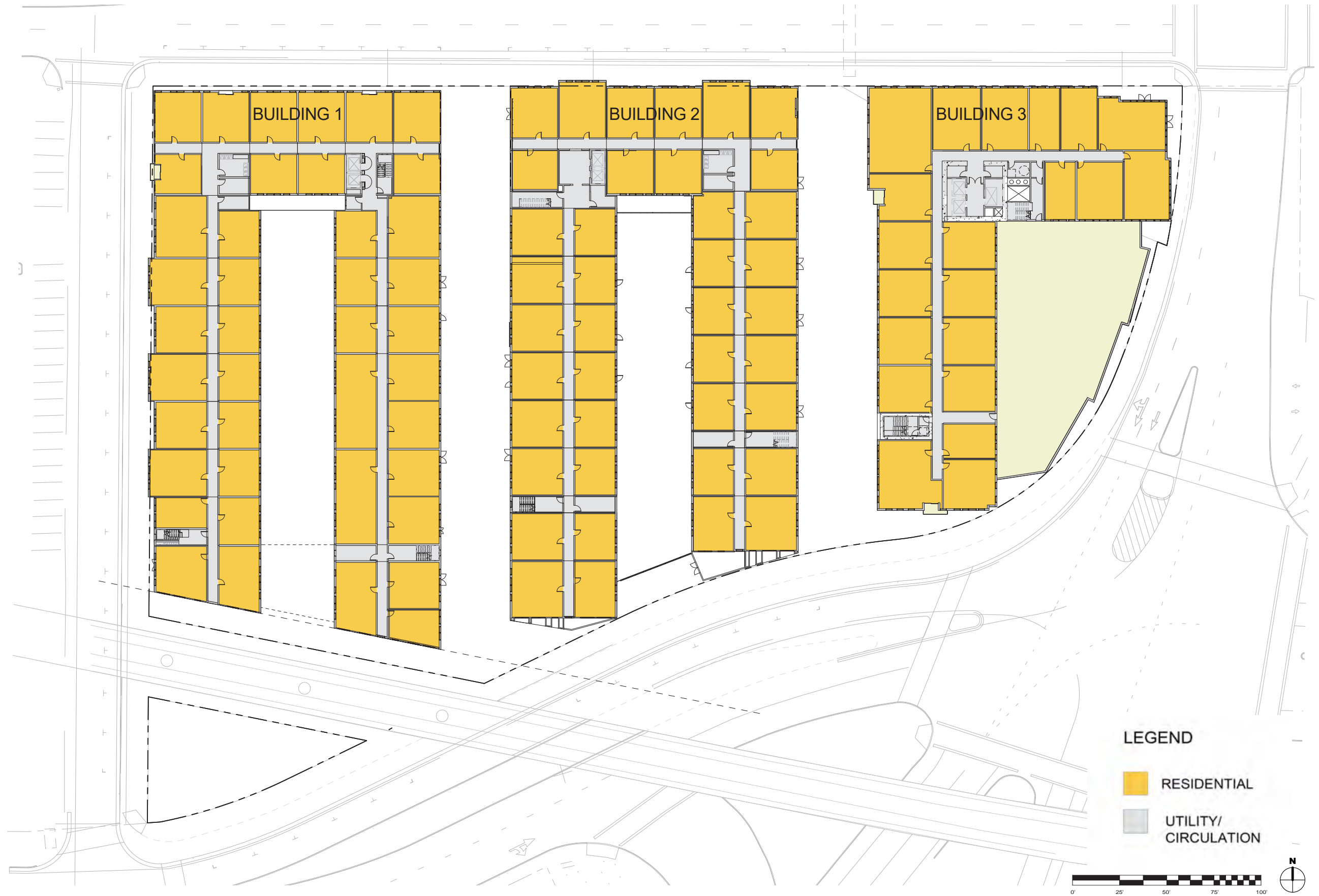
	SHORT TERM REQUIRED	SHORT TERM PROVIDED	LONG TERM REQUIRED	LONG TERM PROVIDED	COMPLIANT
RESIDENTIAL	23 ¹	24	114 ³	250	Y
COMMERCIAL	5 ²	8	1 ⁴	2	Y

¹ 1 SPACE FOR EACH 20 DWELLINGS
² 1 SPACE FOR 2,000 SF FLOOR AREA
³ 1 SPACE FOR EACH 4 DWELLINGS
⁴ 1 SPACE FOR 12,000 SF FLOOR AREA

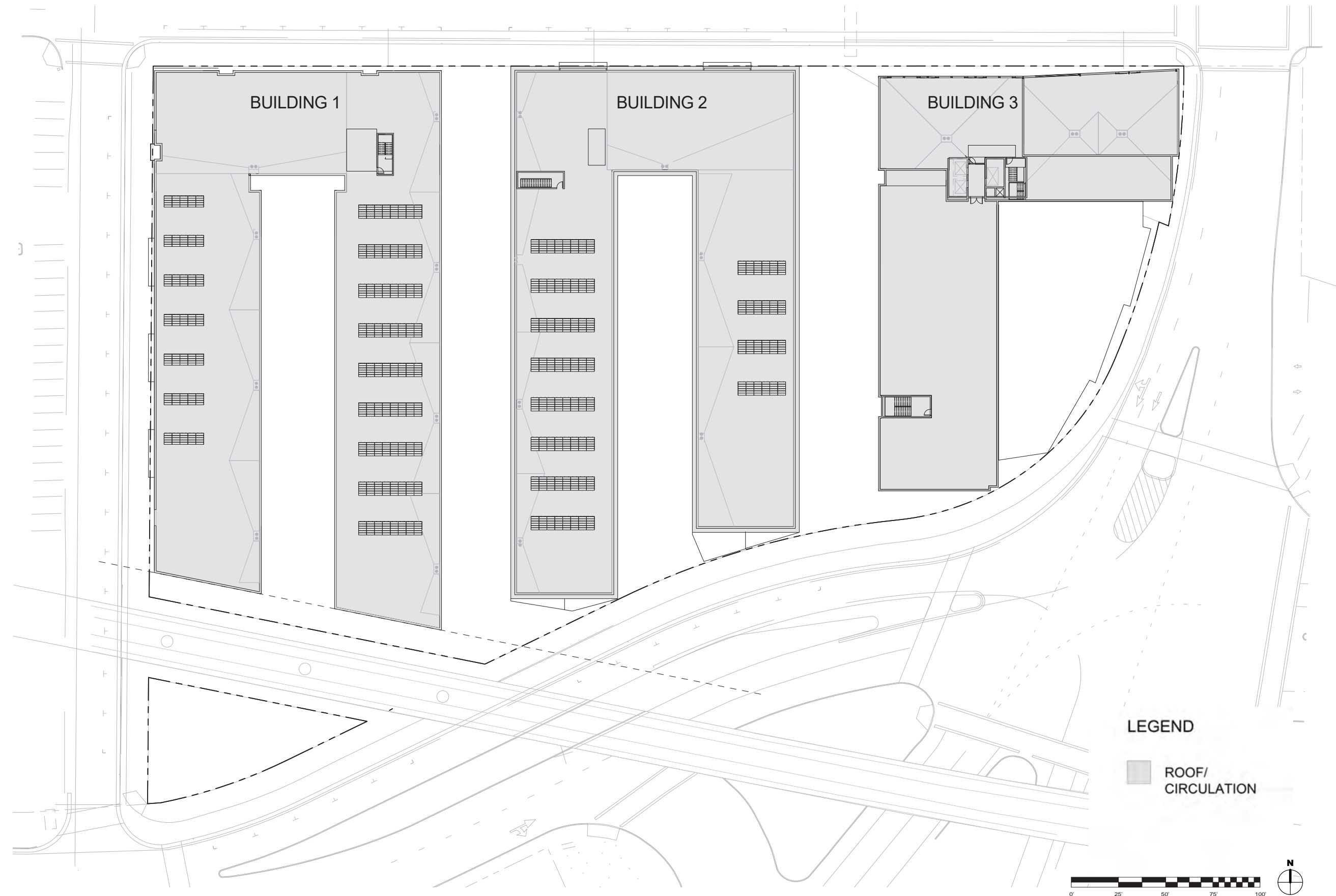
OVERALL GROUND FLOOR PLAN



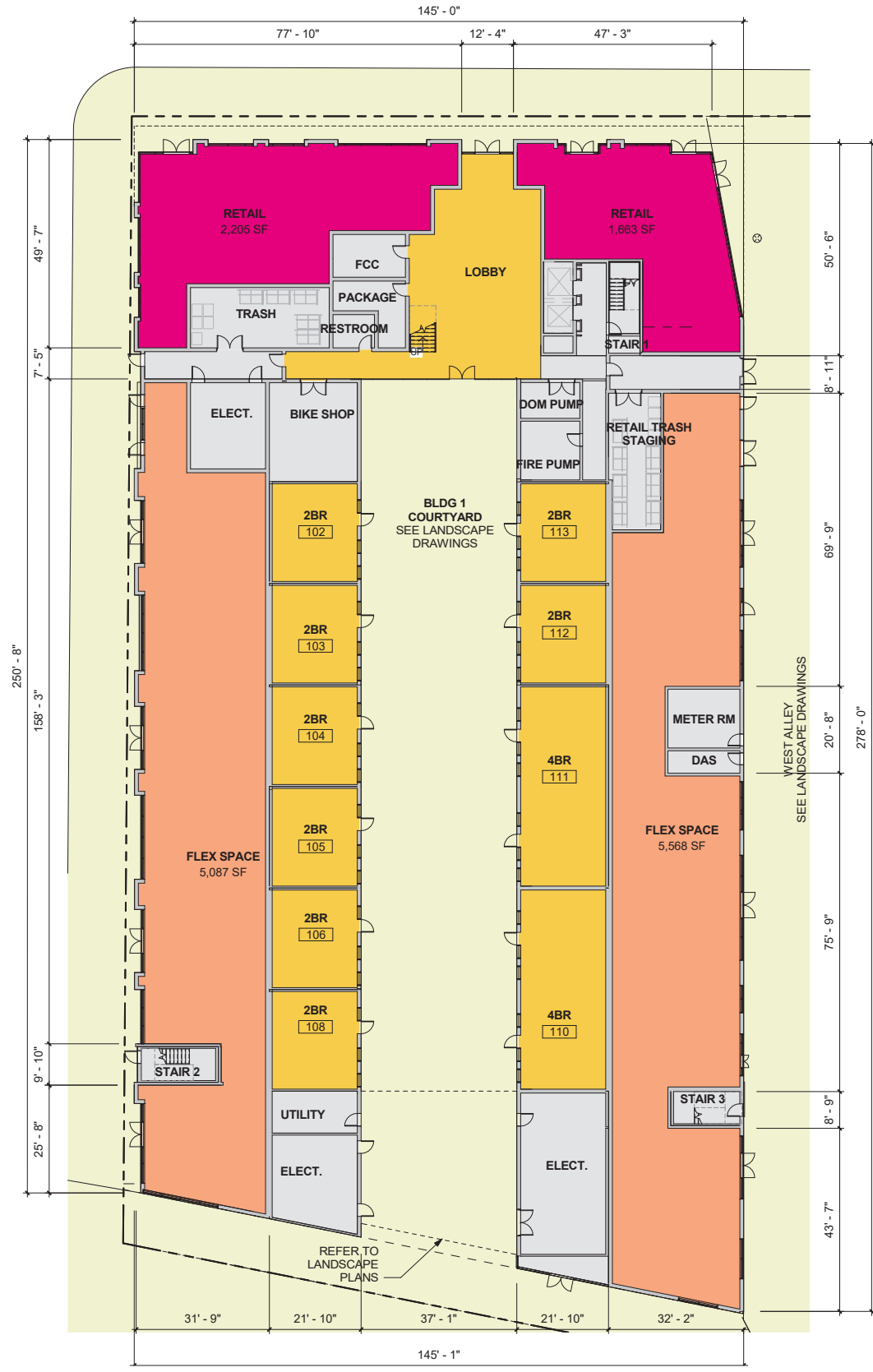
OVERALL SECOND LEVEL PLAN



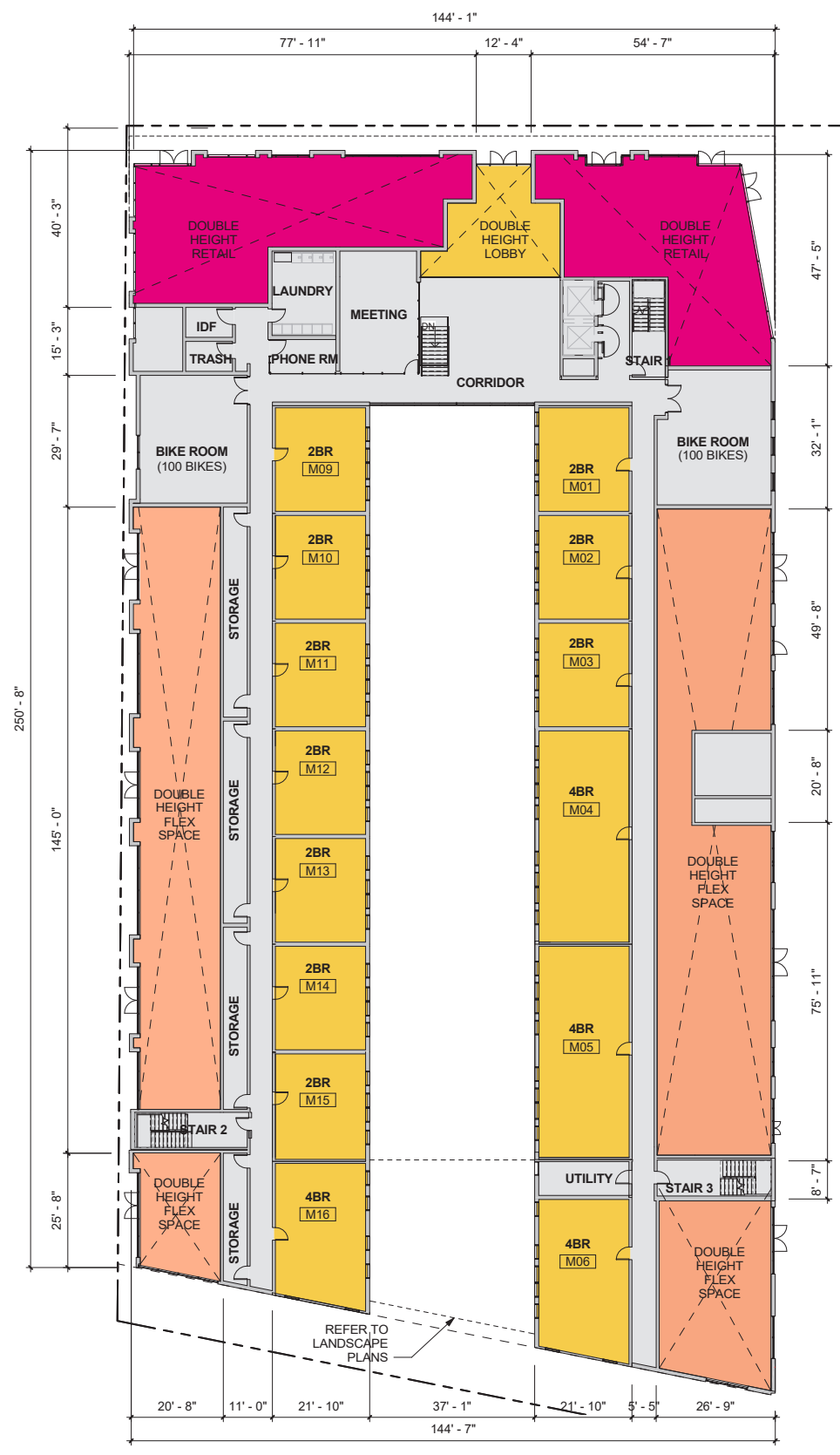
OVERALL ROOF PLAN



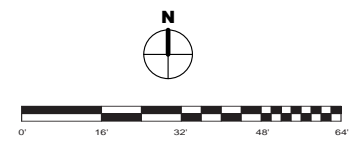
BUILDING 1 PLANS



GROUND FLOOR

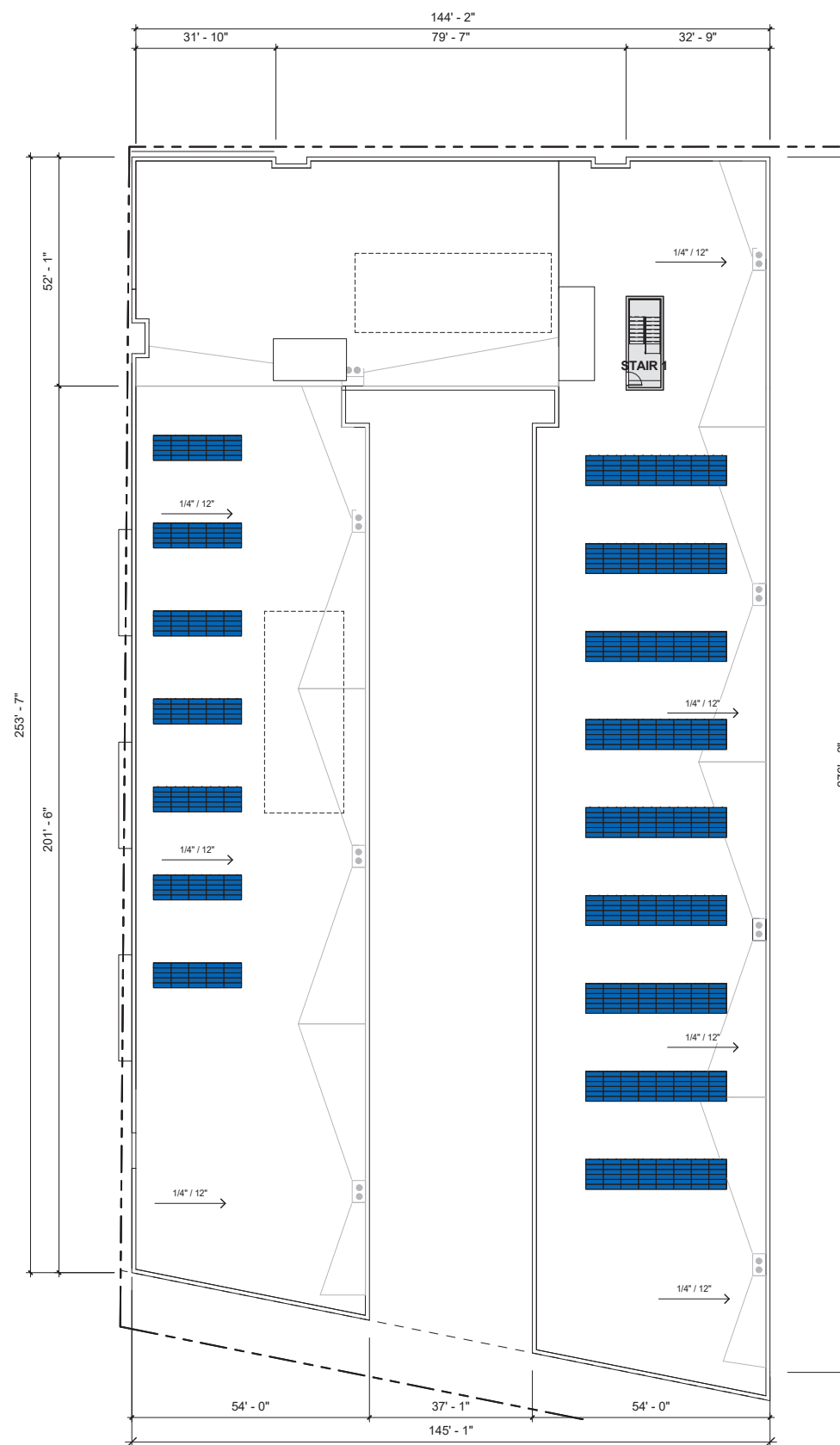


MEZZANINE LEVEL

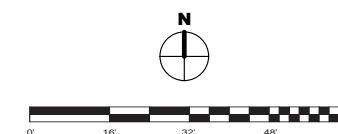




LEVELS 2-8



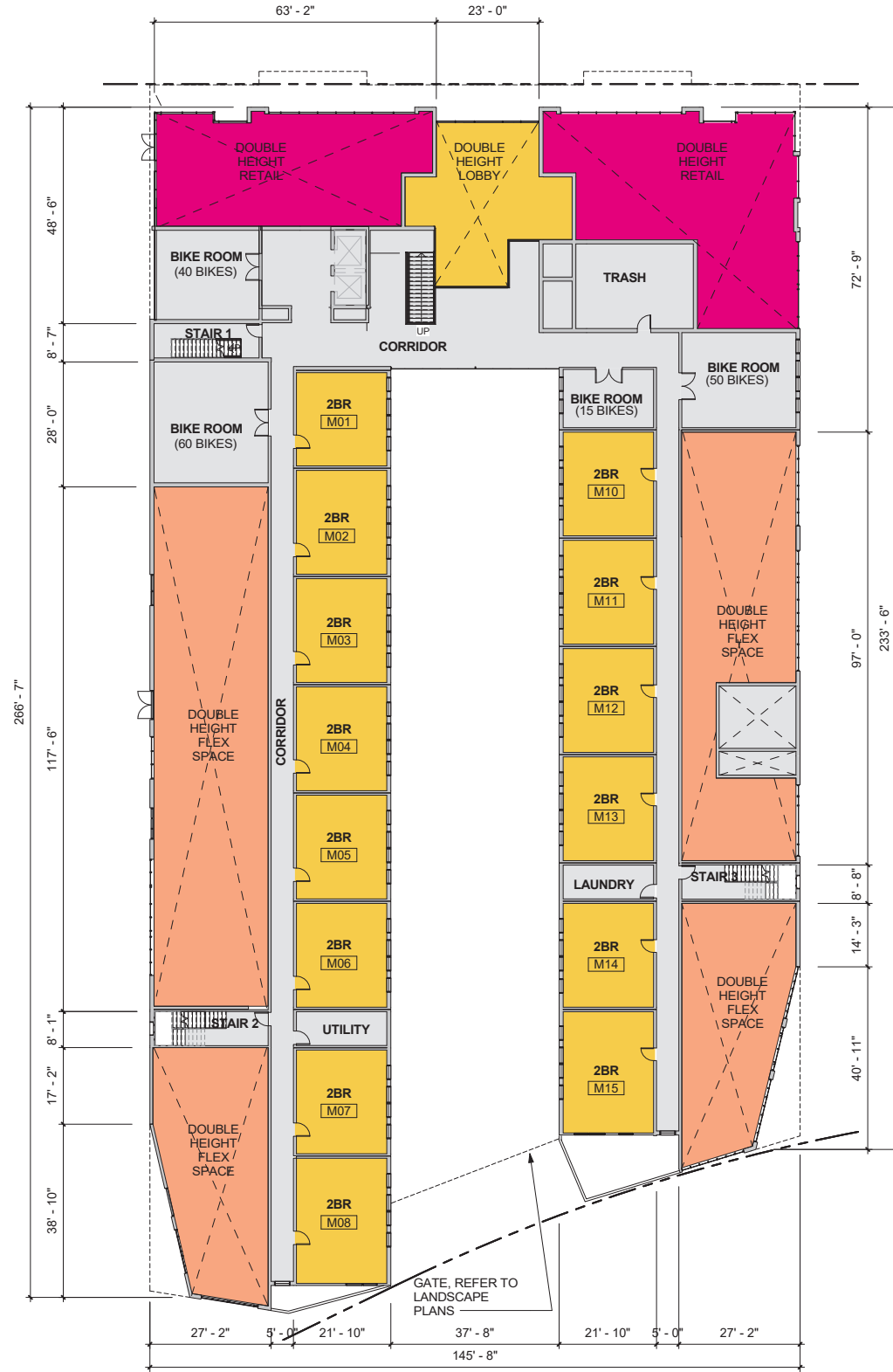
ROOF PLAN



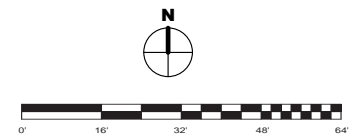
BUILDING 2 PLANS



GROUND FLOOR

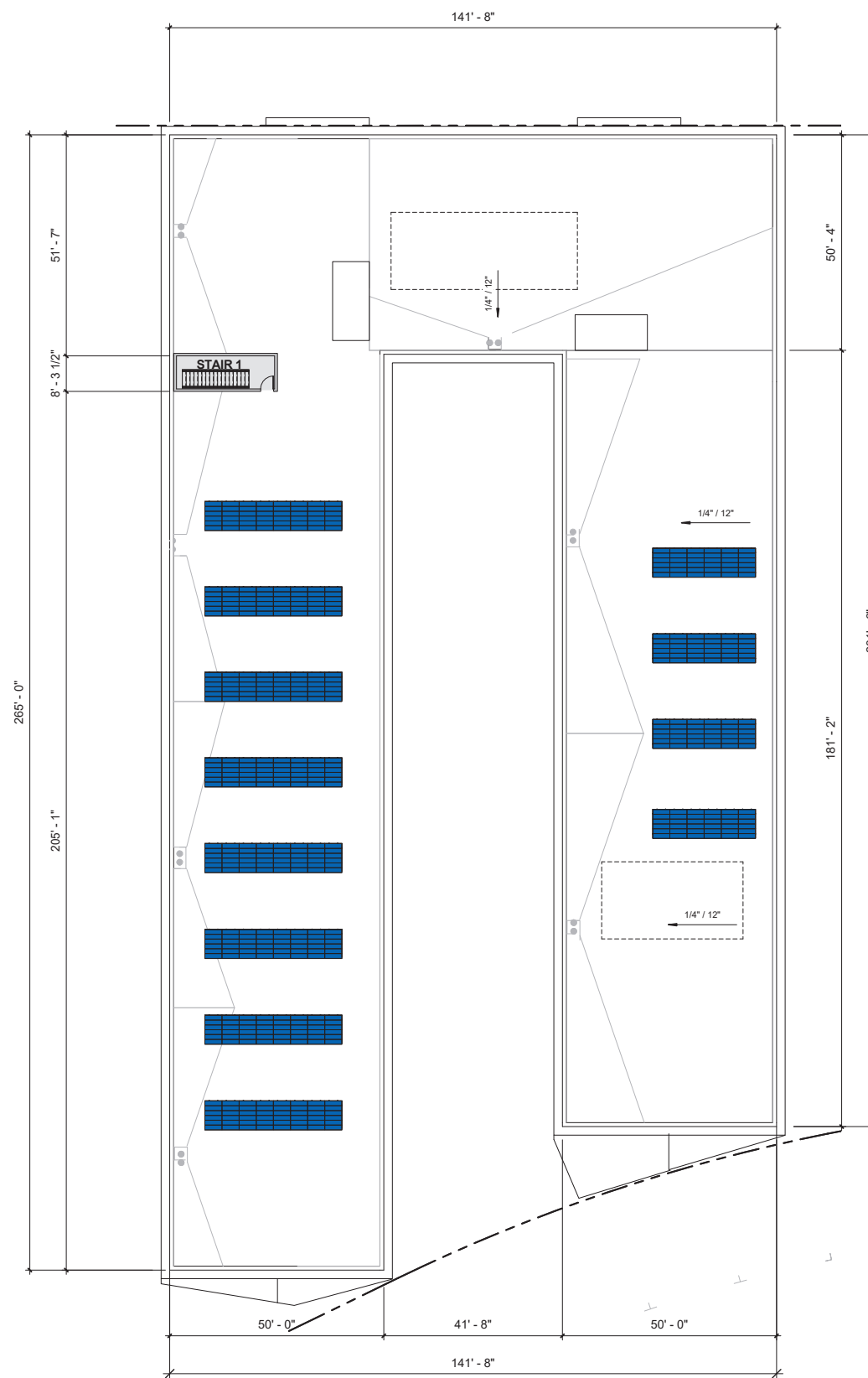


MEZZANINE LEVEL

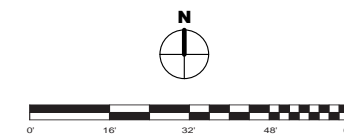




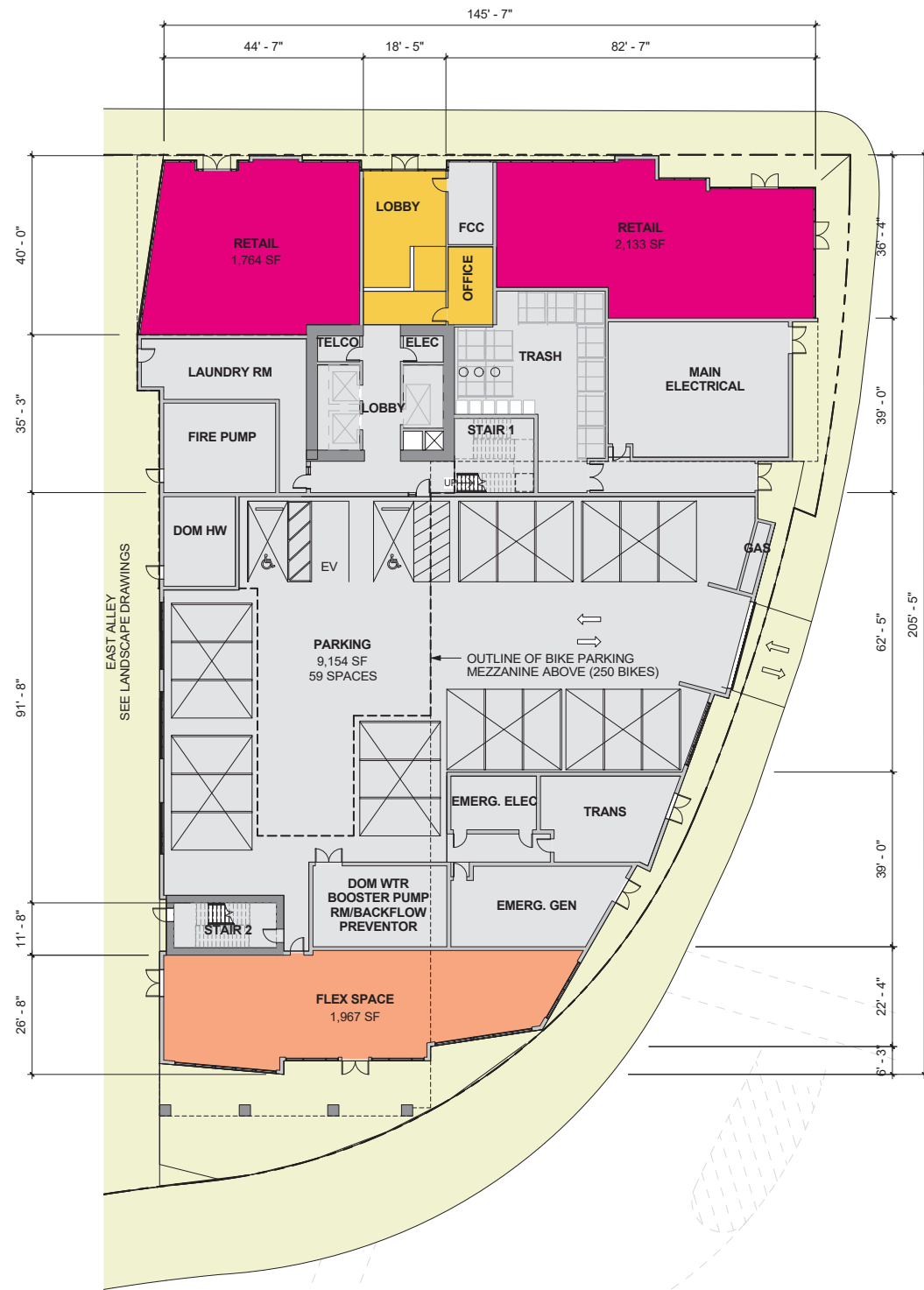
LEVELS 2-7



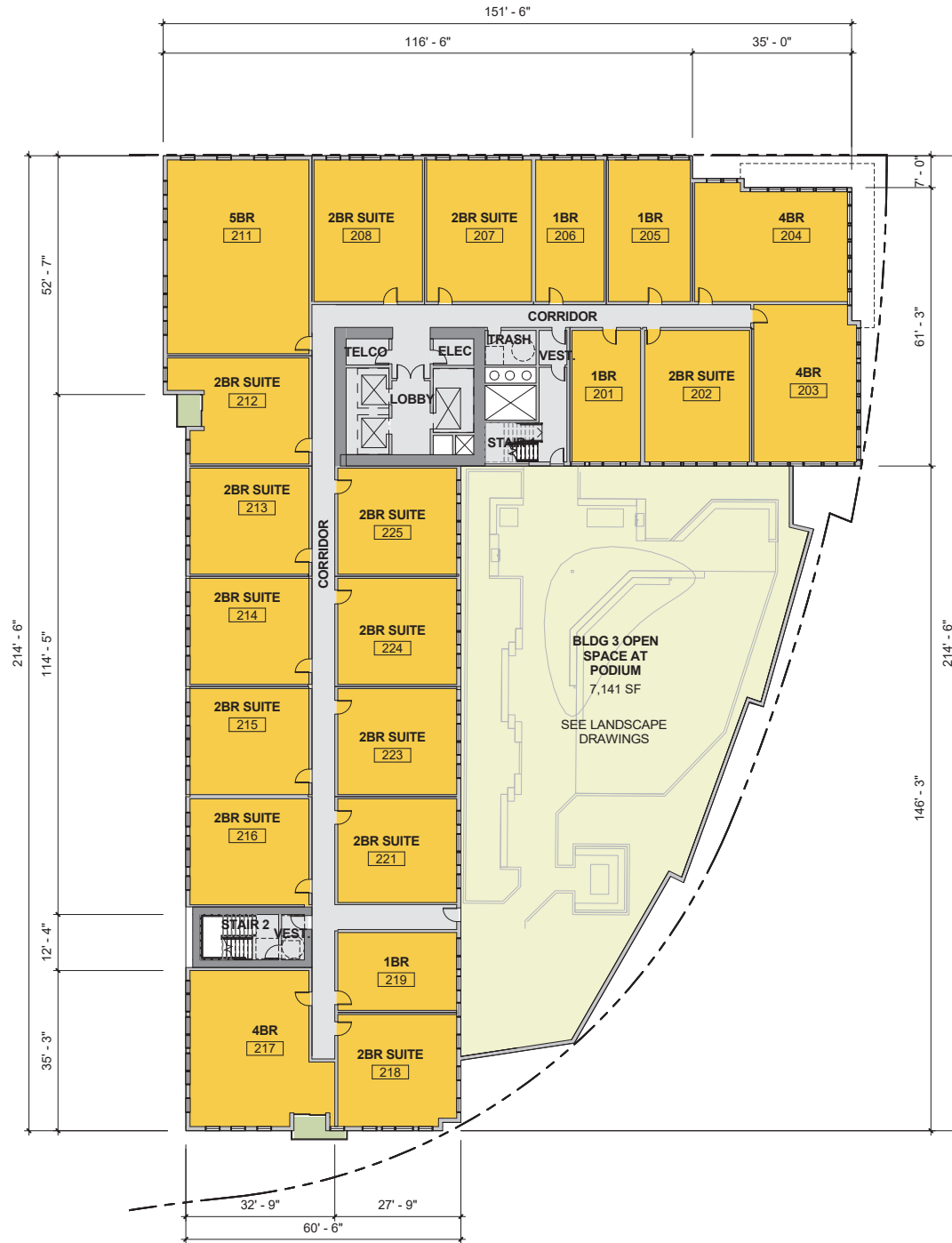
ROOF PLAN



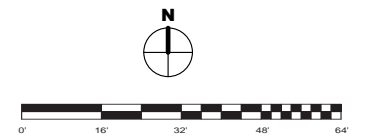
BUILDING 3 PLANS



GROUND FLOOR



LEVEL 2

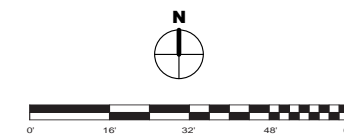




LEVELS 3-8



LEVEL 9



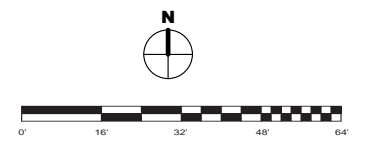
BUILDING 3 PLANS



LEVELS 10-14

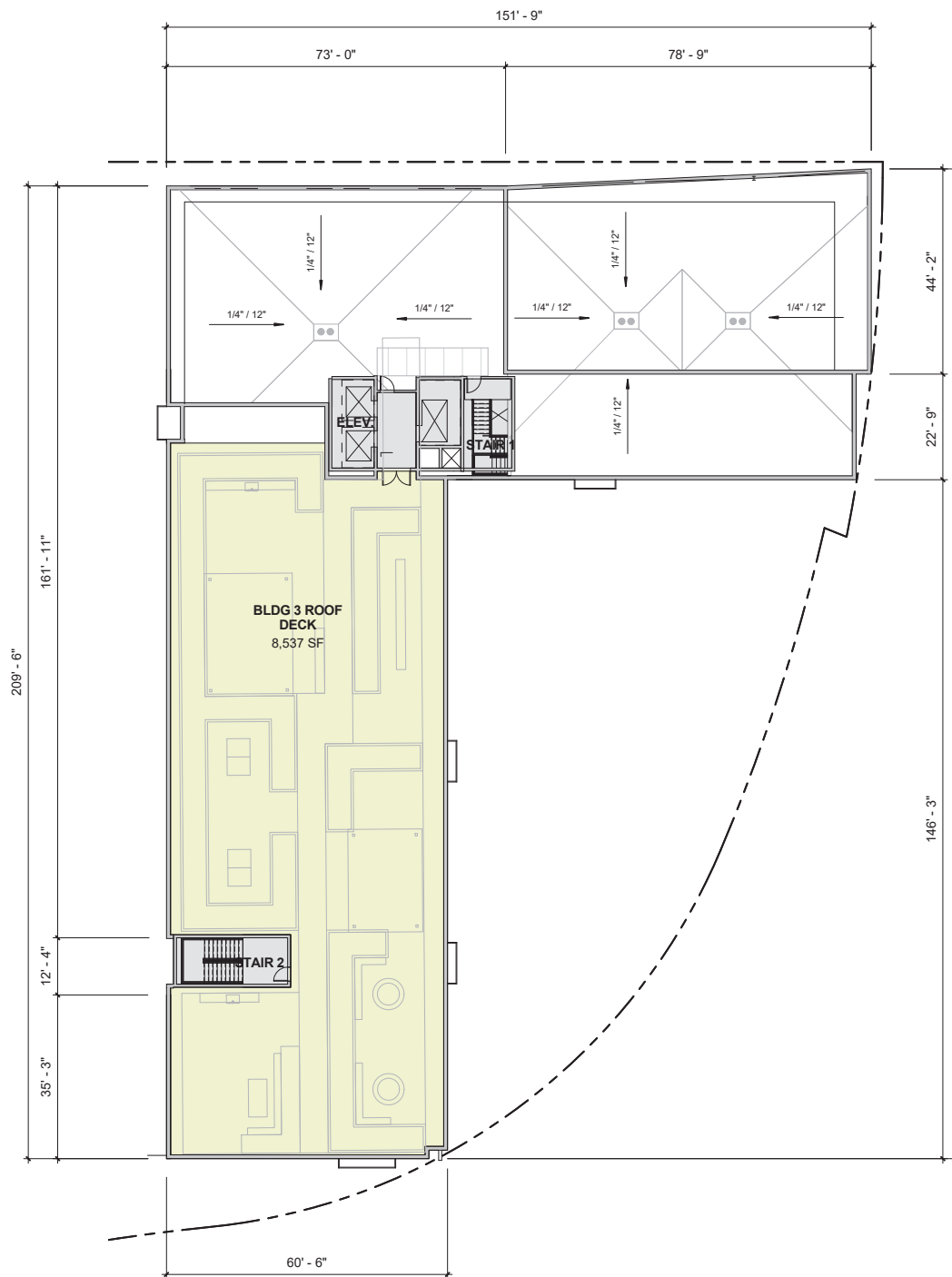


LEVELS 15-22

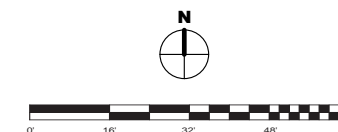




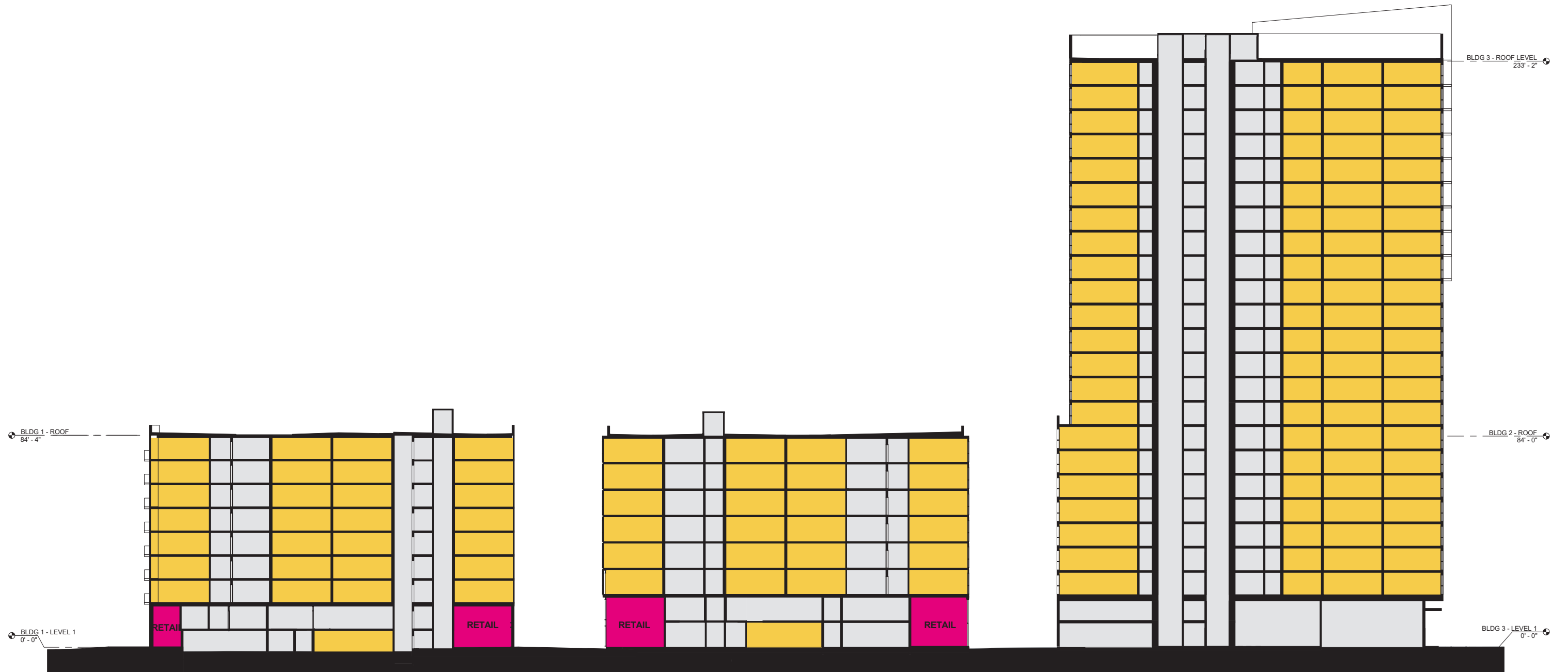
LEVEL 23



ROOF PLAN



BUILDING SECTIONS

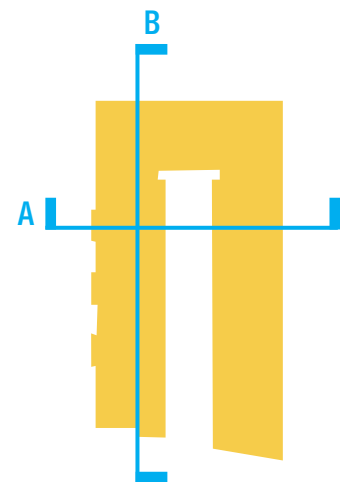


OVERALL SECTION

- BLDG 1 - LEVEL ROOF
84' - 4"
- BLDG 1 - LEVEL 8
74' - 10"
- BLDG 1 - LEVEL 7
65' - 4"
- BLDG 1 - LEVEL 6
55' - 10"
- BLDG 1 - LEVEL 5
46' - 4"
- BLDG 1 - LEVEL 4
36' - 10"
- BLDG 1 - LEVEL 3
27' - 4"
- BLDG 1 - LEVEL 2
17' - 10"
- BLDG 1 - MEZZANINE
7' - 4"
- BLDG 1 - LEVEL 1
0' - 0"



BUILDING 1 SECTION A



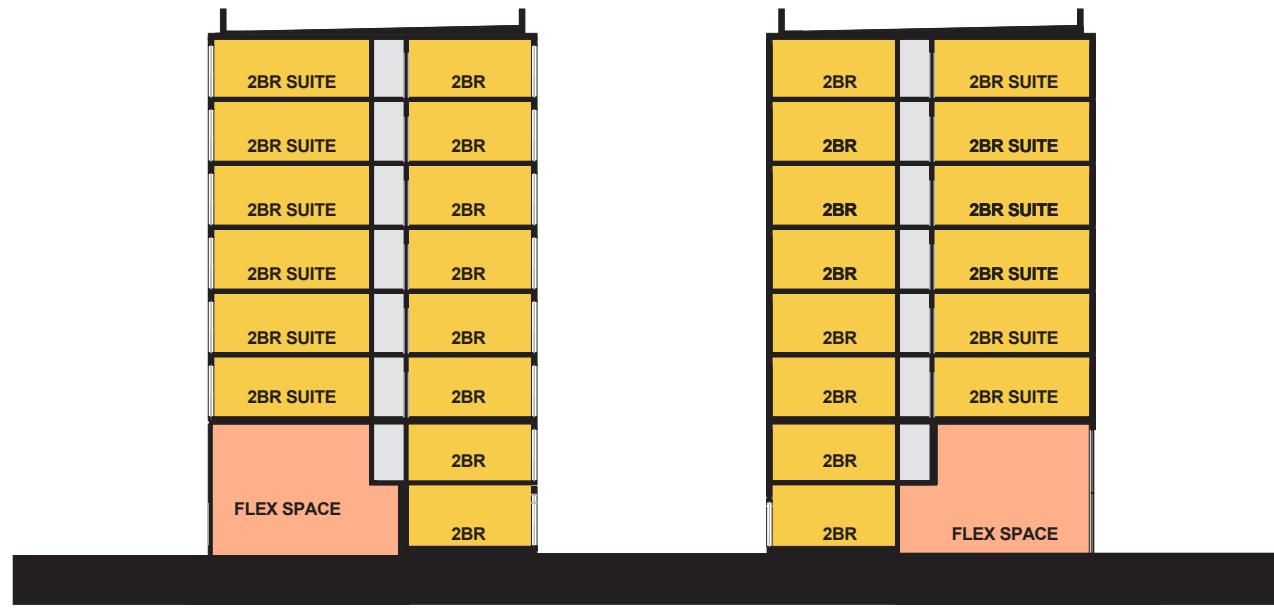
- BLDG 1 - LEVEL ROOF
84' - 4"
- BLDG 1 - LEVEL 8
74' - 10"
- BLDG 1 - LEVEL 7
65' - 4"
- BLDG 1 - LEVEL 6
55' - 10"
- BLDG 1 - LEVEL 5
46' - 4"
- BLDG 1 - LEVEL 4
36' - 10"
- BLDG 1 - LEVEL 3
27' - 4"
- BLDG 1 - LEVEL 2
17' - 10"
- BLDG 1 - MEZZANINE
7' - 4"
- BLDG 1 - LEVEL 1
0' - 0"



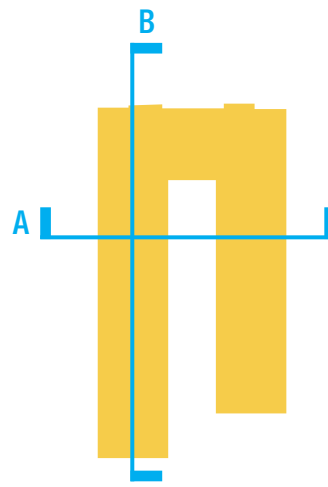
BUILDING 1 SECTION B

BUILDING 2 SECTIONS

- BLDG 2 - ROOF
84'-0"
- BLDG 2 - LEVEL 7
73'-6"
- BLDG 2 - LEVEL 6
63'-0"
- BLDG 2 - LEVEL 5
52'-6"
- BLDG 2 - LEVEL 4
42'-0"
- BLDG 2 - LEVEL 3
31'-6"
- BLDG 2 - LEVEL 2
21'-0"
- BLDG 2 - MEZZANINE LEVEL
10'-6"
- BLDG 2 - GROUND LEVEL
0'-0"



BUILDING 2 SECTION A

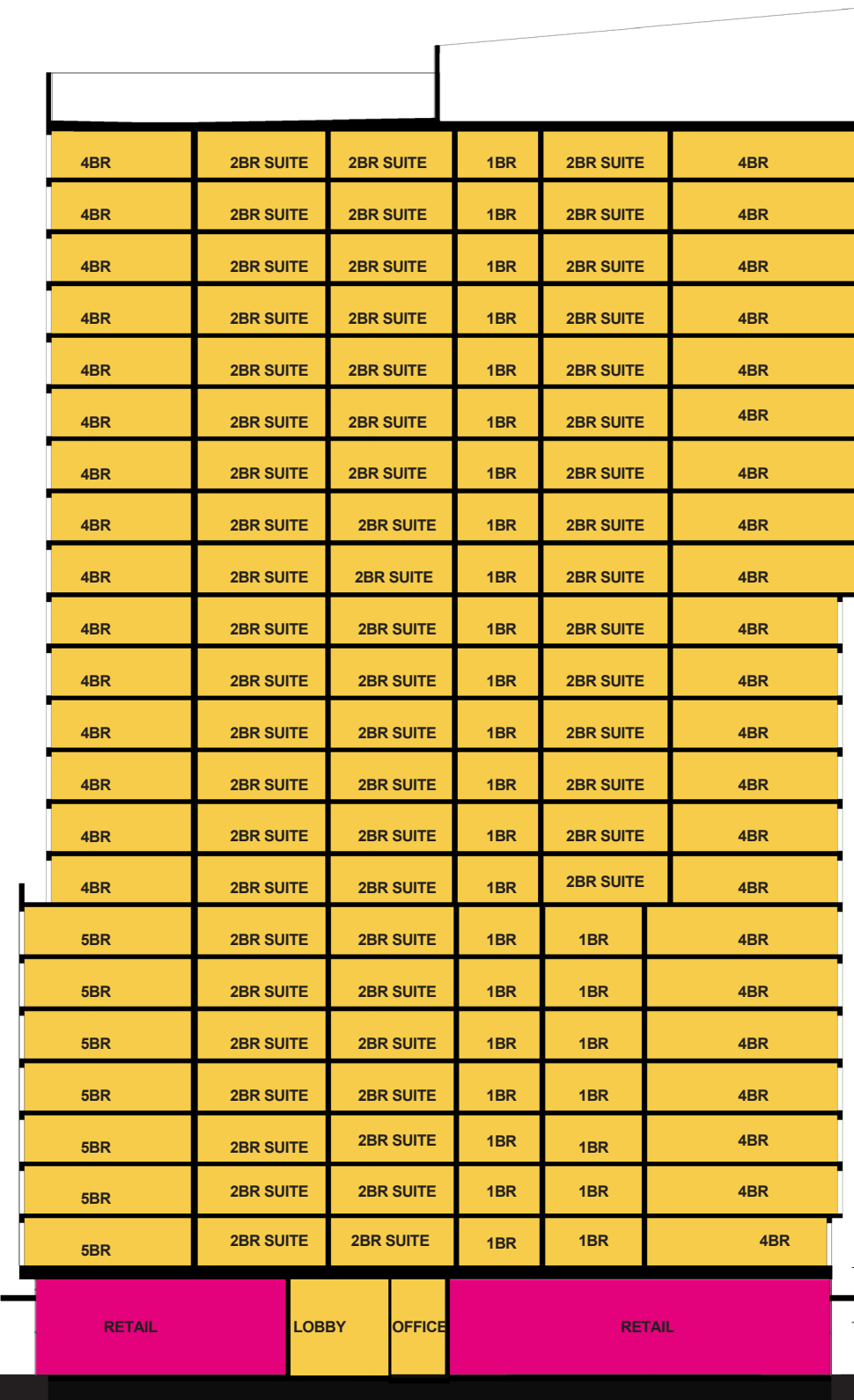
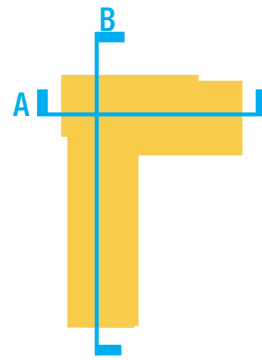


- BLDG 2 - ROOF
84'-0"
- BLDG 2 - LEVEL 7
73'-6"
- BLDG 2 - LEVEL 6
63'-0"
- BLDG 2 - LEVEL 5
52'-6"
- BLDG 2 - LEVEL 4
42'-0"
- BLDG 2 - LEVEL 3
31'-6"
- BLDG 2 - LEVEL 2
21'-0"
- BLDG 2 - MEZZANINE LEVEL
10'-6"
- BLDG 2 - GROUND LEVEL
0'-0"



BUILDING 2 SECTION B

BUILDING 3 SECTIONS



BUILDING 3 SECTION A



BUILDING 3 SECTION B

- BLDG 3 - TOP OF CROWN 256' - 2"
- BLDG 3 - ROOF LEVEL 233' - 2"
- BLDG 3 - LEVEL 23 223' - 6"
- BLDG 3 - LEVEL 22 213' - 10"
- BLDG 3 - LEVEL 21 204' - 2"
- BLDG 3 - LEVEL 20 194' - 6"
- BLDG 3 - LEVEL 19 184' - 10"
- BLDG 3 - LEVEL 18 175' - 2"
- BLDG 3 - LEVEL 17 165' - 6"
- BLDG 3 - LEVEL 16 155' - 10"
- BLDG 3 - LEVEL 15 146' - 2"
- BLDG 3 - LEVEL 14 136' - 6"
- BLDG 3 - LEVEL 13 126' - 10"
- BLDG 3 - LEVEL 12 117' - 2"
- BLDG 3 - LEVEL 11 107' - 6"
- BLDG 3 - LEVEL 10 97' - 10"
- BLDG 3 - LEVEL 9 88' - 2"
- BLDG 3 - LEVEL 8 78' - 6"
- BLDG 3 - LEVEL 7 68' - 10"
- BLDG 3 - LEVEL 6 59' - 2"
- BLDG 3 - LEVEL 5 49' - 6"
- BLDG 3 - LEVEL 4 39' - 10"
- BLDG 3 - LEVEL 3 30' - 2"
- BLDG 3 - LEVEL 2 20' - 6"
- BLDG 3 - MEZZANINE LEVEL 10' - 3"
- BLDG 3 - LEVEL 1 0' - 0"

ELEVATIONS



WEST ELEVATION, KIRKHAM STREET



NORTH ELEVATION, 7TH STREET

ELEVATIONS



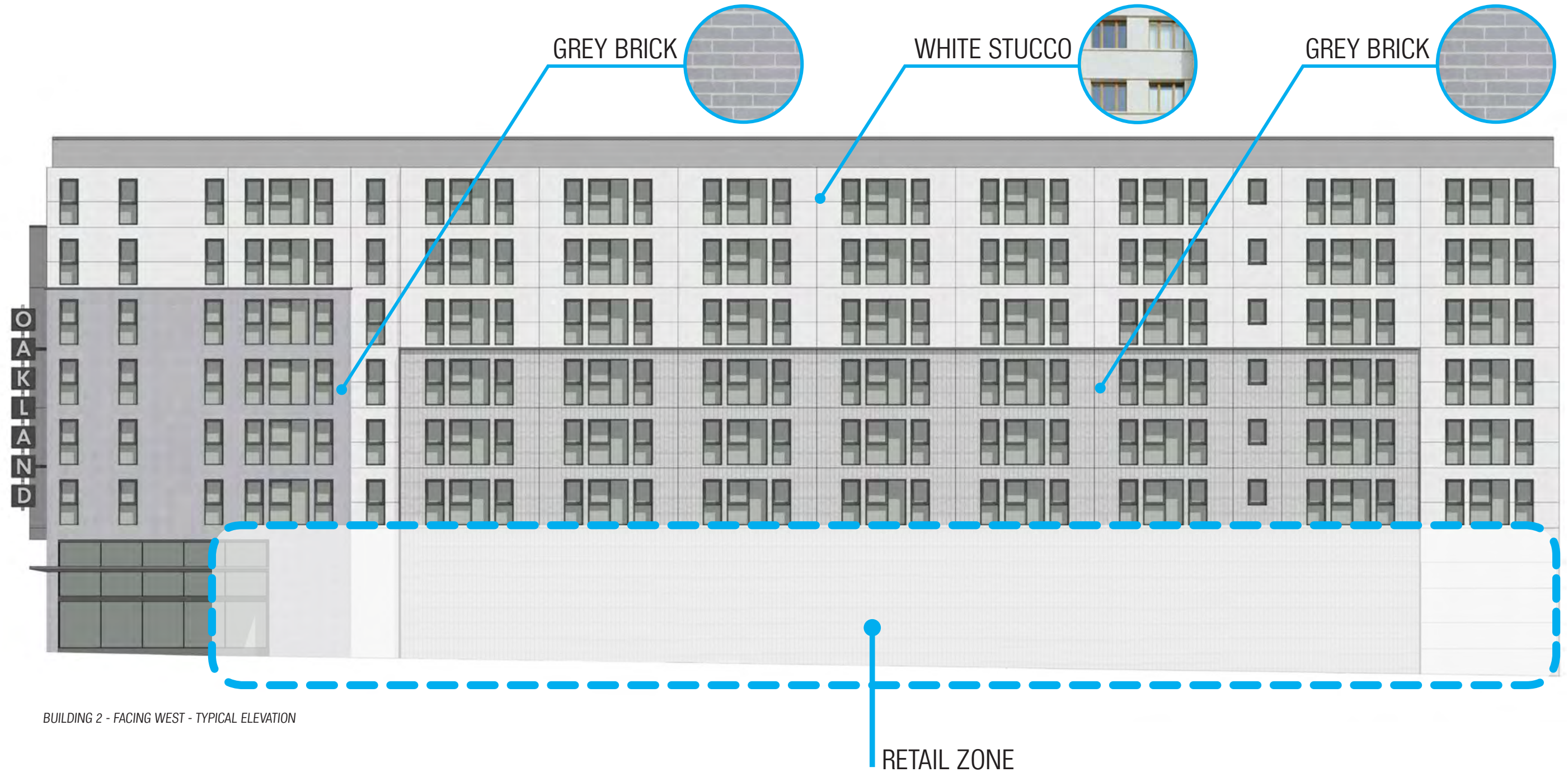
EAST ELEVATION, UNION STREET



SOUTH ELEVATION, 5TH STREET

ALLEY DEVELOPMENT STRATEGY

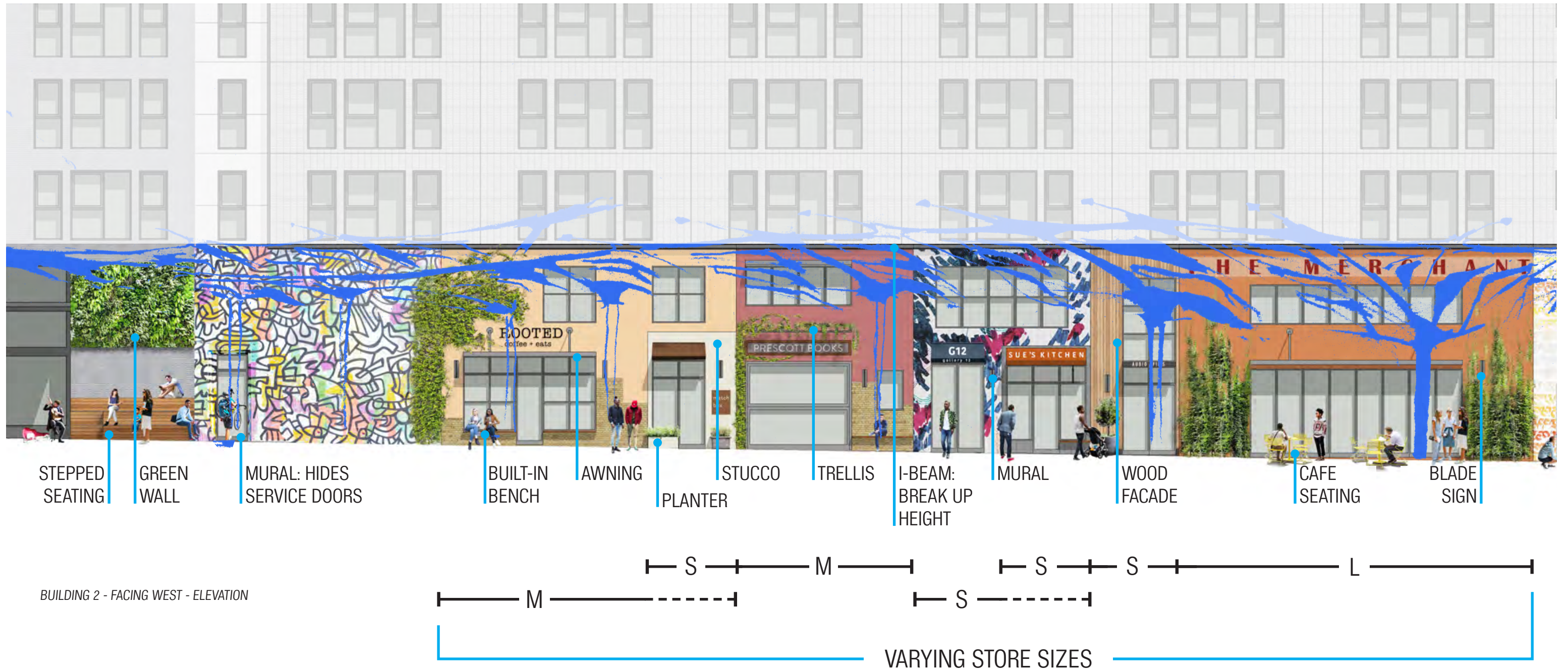
In order to provide human scale and a unique character to each pedestrian alley, the façade of the buildings facing the alleys are broken down in scale through material changes and architectural features like horizontal “cornices”, and cladding, to visually lower the perceived height of the facades. Finally, at the ground floor, a variation in storefront configurations and a wide range of programming ensures interesting and active frontages along the entire alley. In addition, a horizontal canopy on the alleys will reinforce a human scale and provide visual interests and a unique destination in the City.



BUILDING 2 - FACING WEST - TYPICAL ELEVATION

SAMPLE RETAIL ALLEY ELEVATION WITH STOREFRONT DETAILS

← VARYING COLORS, TEXTURES, STORE SIZES AND USES TO BREAK UP LENGTH OF ALLEY →



BUILDING 2 - FACING WEST - ELEVATION

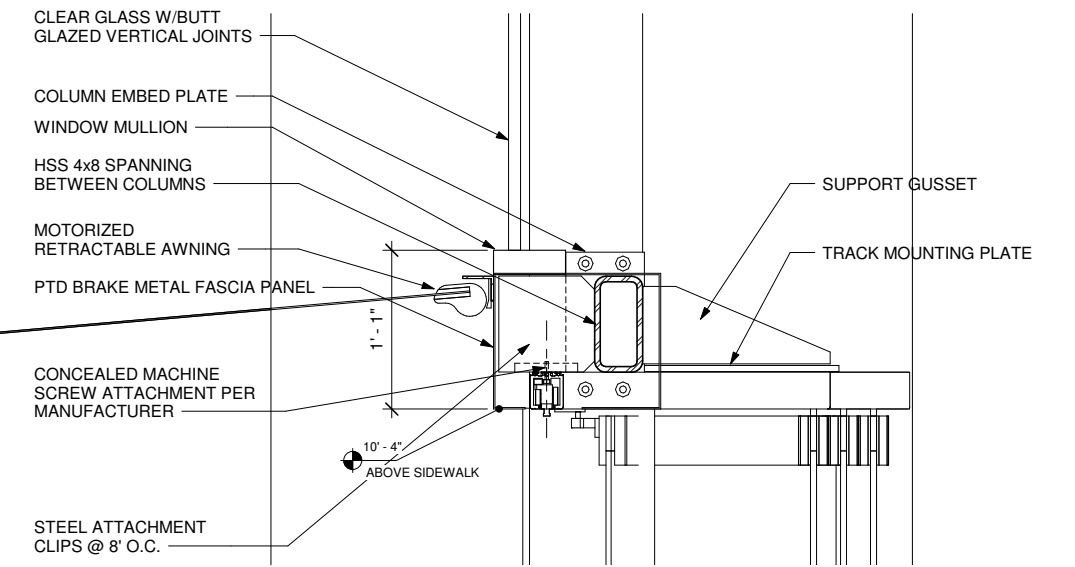
PERSPECTIVE SKETCHES



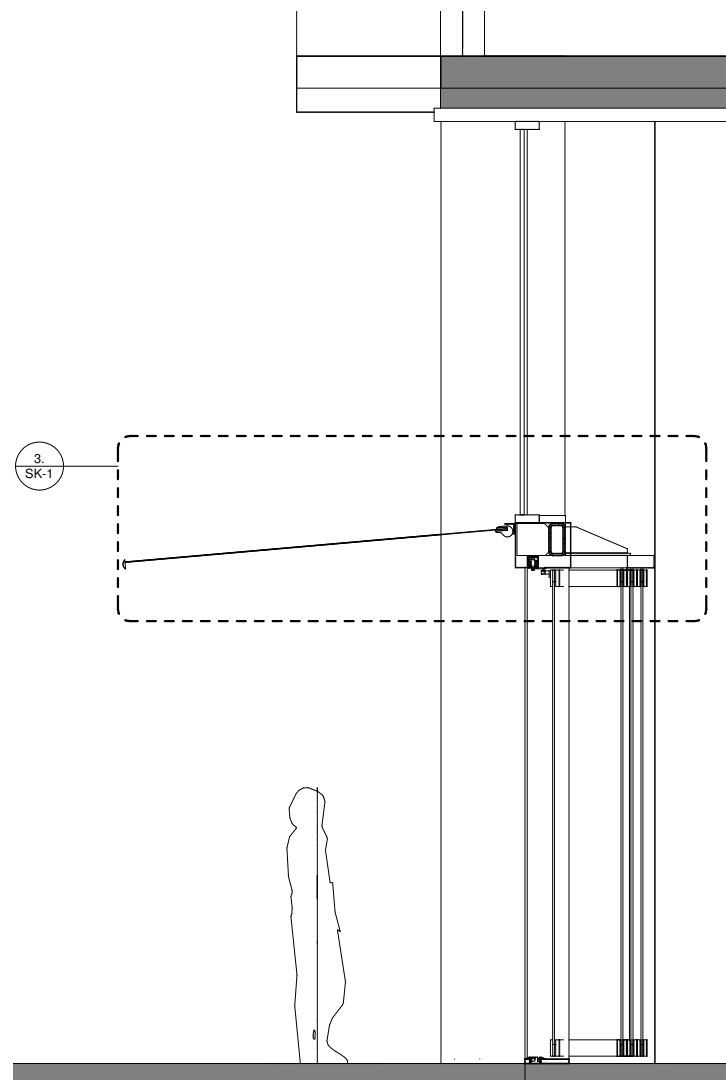


PERSPECTIVE SKETCHES

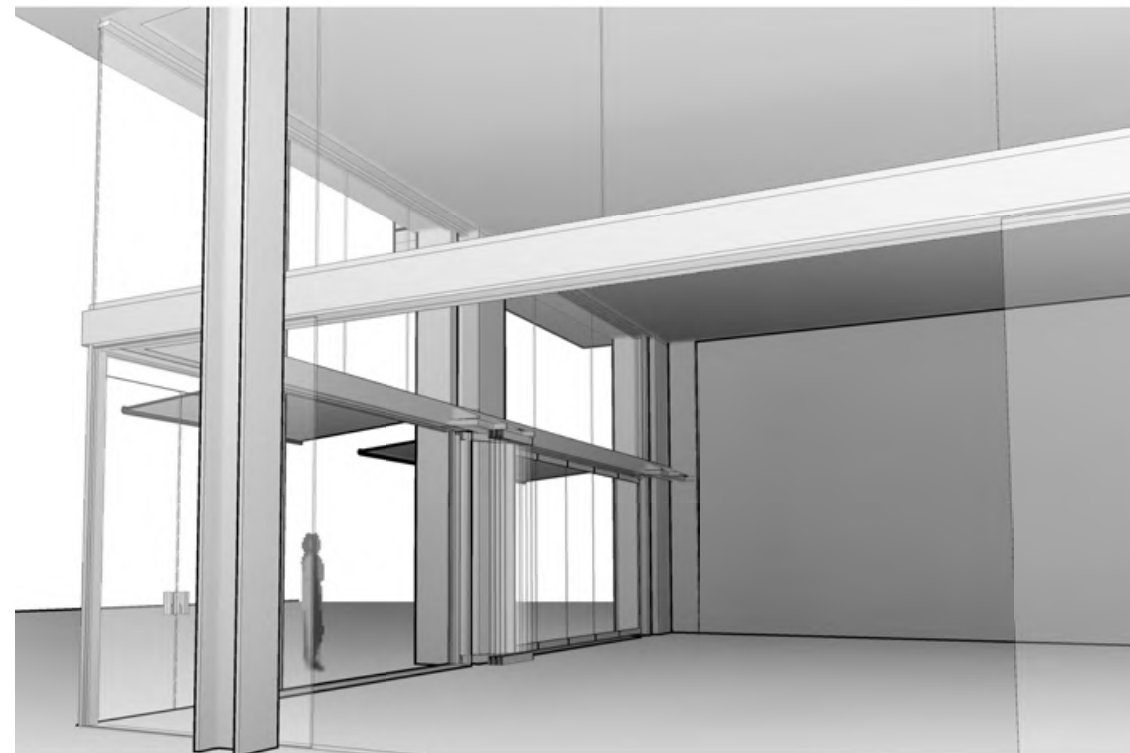




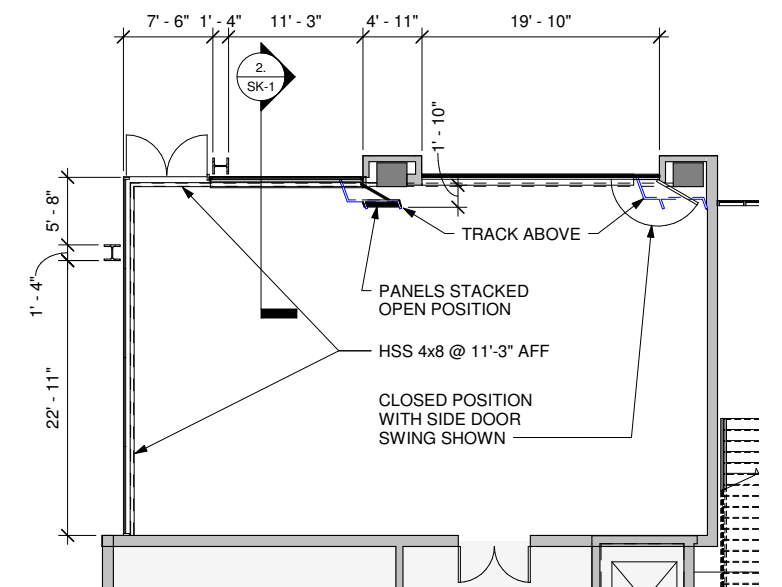
CANOPY / STOREFRONT CONNECTION DETAIL



WALL SECTION AT STOREFRONT

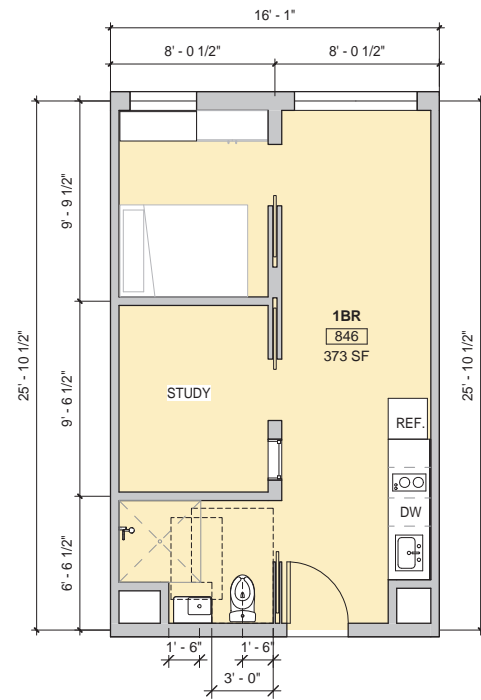


PARTIAL VIEW SHOWING STOREFRONT PANELS IN FOLDED POSITION

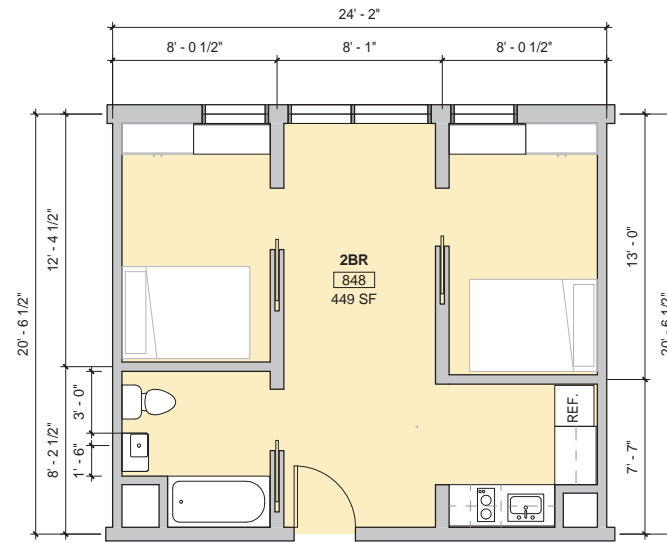


STOREFRONT, PLAN VIEW

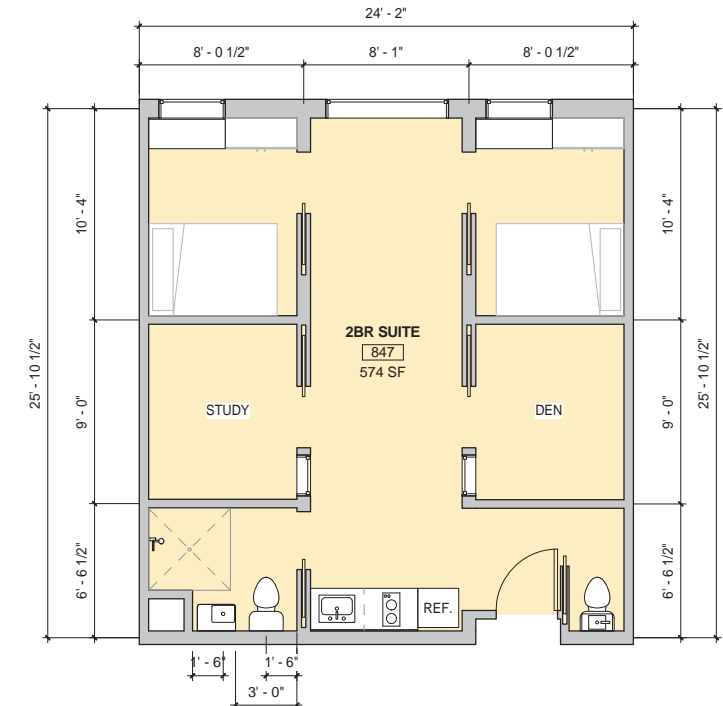
UNIT PLANS



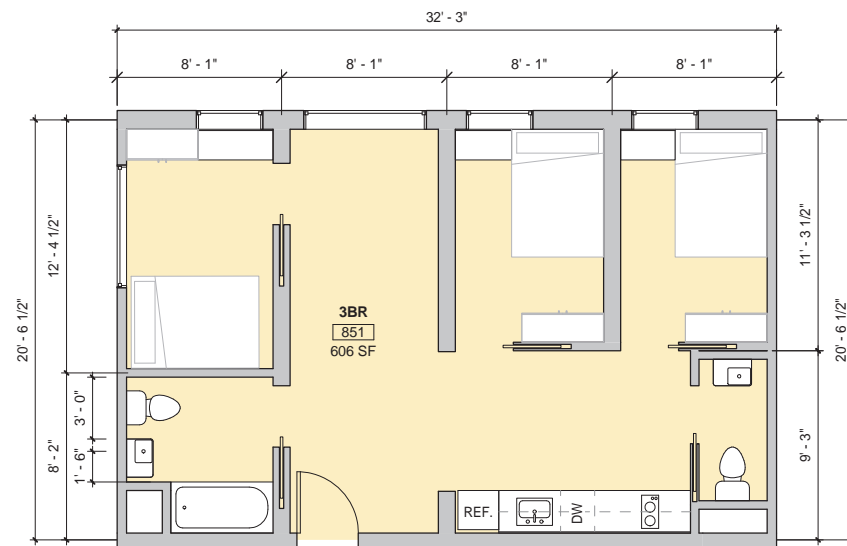
ONE BEDROOM



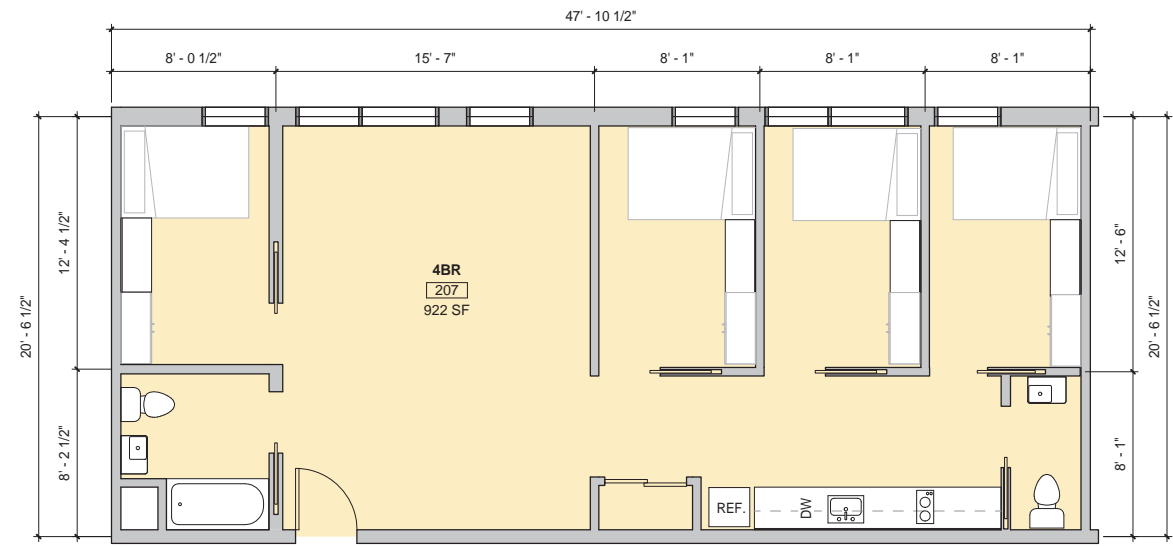
TWO BEDROOM



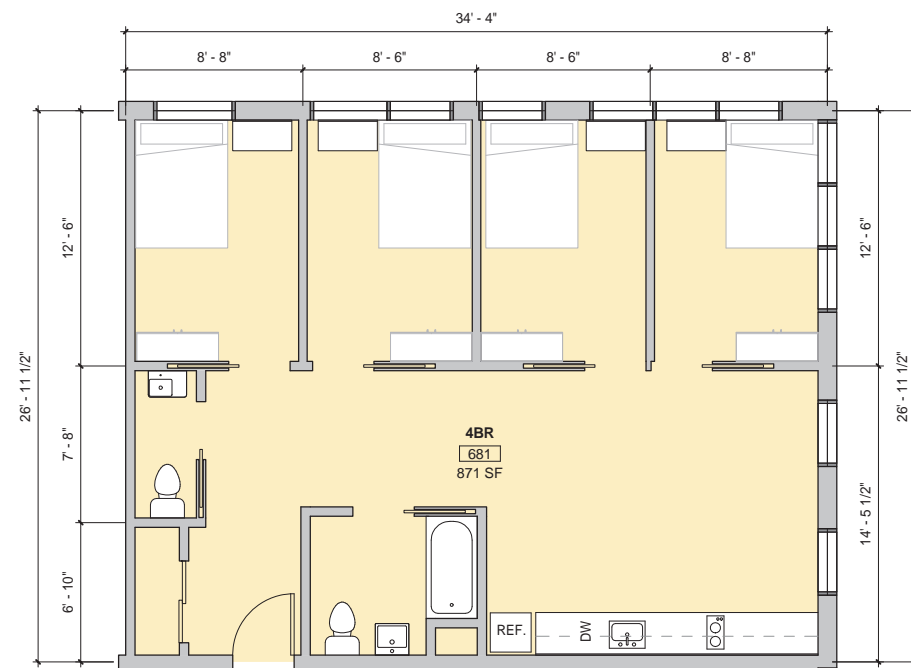
TWO BEDROOM SUITE



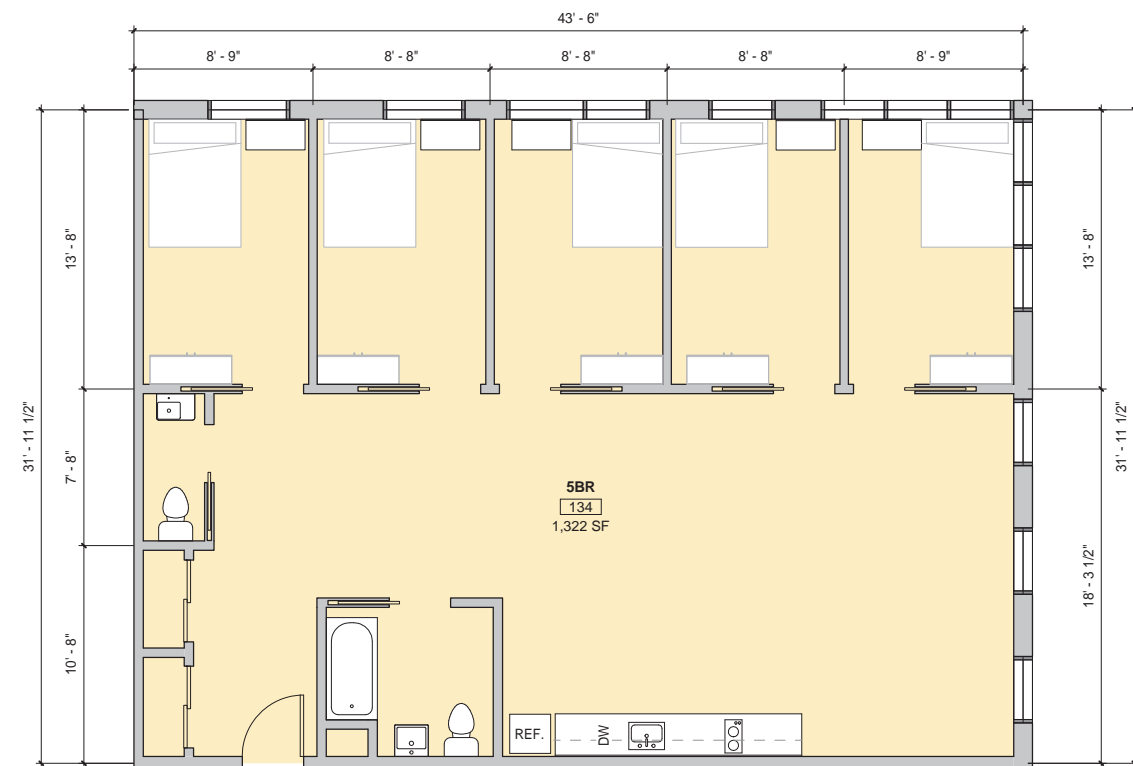
THREE BEDROOM



FOUR BEDROOM



FOUR BEDROOM IN TOWER



FIVE BEDROOM IN TOWER

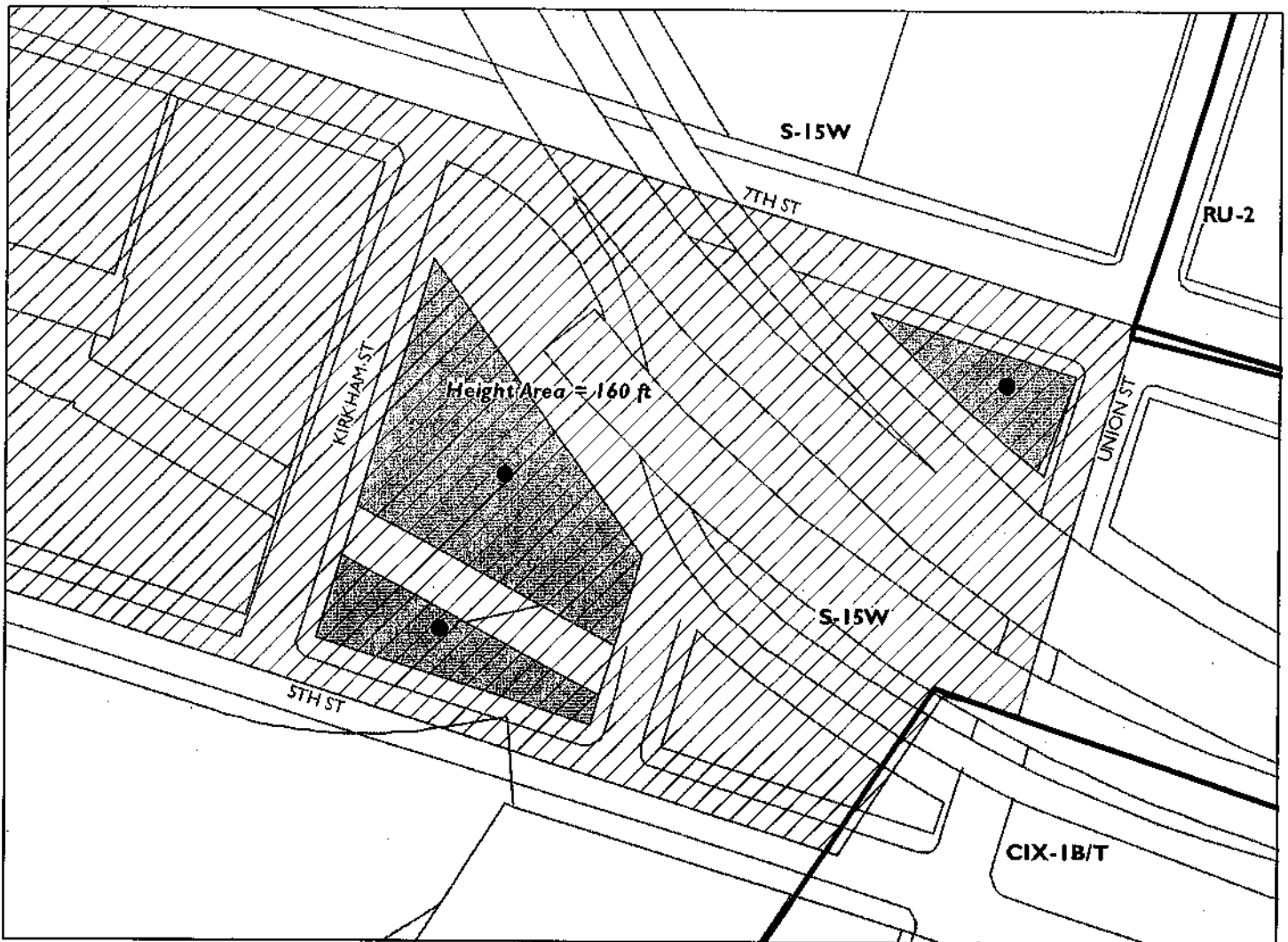
Project Location:	500 Kirkham Street. The property is bounded by 7 th Street, Union Street and 5 th Street and is located near the West Oakland BART Station.
Assessor's Parcel Numbers:	004 004900100, 004 004900301 & 004 005101802
Proposal:	To construct two detached eight and nine-story buildings and one detached 23-story building consisting of 1,032 residential units with ground floor retail and flex space commercial areas, surface parking lot for eight parking spaces, courtyards, roof deck, terraces, pedestrian commercial pathways including an amenity and outdoor pop-up retail space.
Project Applicant/ Telephone:	Zac Shore, Panoramic Interests / (415) 701-7002
Property Owner:	500 Kirkham, LLC
Case File Number:	PLN17428/PUDF07
Planning Permits Required:	Conditional Use Permits for Planned Unit Development (PUD); Regular Design Review for new construction; and Tentative Parcel Map Subdivision to subdivide three new parcels.
General Plan: Specific Plan:	Community Commercial West Oakland Specific Plan (WOSP)
Zoning:	S-15W Transit-Oriented Development Zone
Environmental Determination:	Under Review
Property Historic Status:	Non-Historic Property
City Council District:	3
Project Status:	Referral for Review by the Design Review Committee
Action to be Taken:	Provide comments/direction to applicant and staff
For Further Information:	Contact Case Planner, Mike Rivera at (510) 238-6417, or by email at mriviera@oaklandnet.com

BACKGROUND

At its February 28, 2018 meeting, the Design Review Committee (DRC) considered this proposal for a mixed-use project, including 1,032 residential units and approximately 45,946 square feet of commercial development on a vacant site in West Oakland.

At that meeting, the DRC expressed concern regarding the site planning, mass, scale and color palette for the project, and questioned the fit of the proposal, both in terms of site planning and appearance, as well as in terms of the lack of required parking, for the surrounding neighborhood. The Committee supported staff comments and provided additional recommendations for the applicant as follows:

CITY OF OAKLAND PLANNING COMMISSION



0 80 160 320 480 640 Feet



Case File: PLN17428 / PUDF07
Applicant: Panoramic Interest, Zac Shore
Address: 500 Kirkham Street
Zone: S-15W
Height Area: 160 ft

- a) Vary the mass of the buildings to create a better transition between each other, and to fit better into the surrounding neighborhood and context;
- b) Provide height variation within rooflines and between each building;
- c) Refine the facades and provide more articulation and details; calm the facades by having fewer but larger openings; use materials to create sense of base for each building; and
- d) Submit perspective views of the site from different points and dimensional views from the street.

The Committee recommended the applicant consider all the comments provided and return for further review at a later public meeting.

PROJECT REVISIONS

The applicant has submitted revised plans in response to comments received from the DRC in February 2018. Based on comments provided by the Design Review Committee on February 28, 2018 and revised plans submitted, staff has listed the Committee comments and is followed by new staff comments as follows:

Committee Recommendations	Staff Comments
a) Vary the mass of the buildings to create a better transition between each other, and to fit better into the surrounding neighborhood and context;	The revised plans show the high-rise with a stepped back plane, semi-recessed balconies, new color and material palette and an angled glass and metal wind screen, located on the roof of the north wing tower. The mid-rises also have new bay windows, recessed windows, semi-recessed balconies and a detail design feature corner on the building, located at 7 th and Kirkham Streets. Staff believes that the revisions provide some improvements, but staff is still concerned with the high-rise tower because it has a stocky appearance and should appear slender and graceful. Also, the 84-foot tall mid-rises can be improved by adding large bays on the north facade to create volume and composition to the building. Staff also believes that the roof planes of the mid-rises need to break down the mass to emphasize verticality and reduce the appearance of bulk.
b) Provide height variation within rooflines and between each building along 5 th Street.	The revised plans do not show changes to the heights of the mid-rises facing south on 5 th Street. Staff, however, believes that the concept of the proposed murals to the south of these building provide a visual appeal & improve the building design. However, the 5 th Street building faces remain largely unarticulated such that massing remains bulky and monolithic.
c) Refine the facades and provide more articulation and details; calm the facades by having fewer but larger openings; use materials to create sense of base for each building; and	The building facades have some improvements that include new large bay windows and semi-recessed balconies to the west of Building 1. The north and west facades of Building 3 are stepped back approximately five feet (floors 1-9), and the mix size of new recessed balconies help to provide massing relief. However, all three buildings would benefit from form articulation to reduce the appearance of bulk and monotony.
d) Submit perspective views of the site from different points and dimensional views from the street.	The revised plans include four view perspectives of the project from the surrounding areas, including one of the pedestrian pathway. Staff believes that these plans help and provide a better representation of the outer view of the building. Staff suggests that additional full perspective views of the project from 7 th & Union and 5 th and Union Streets are submitted to staff for further review.