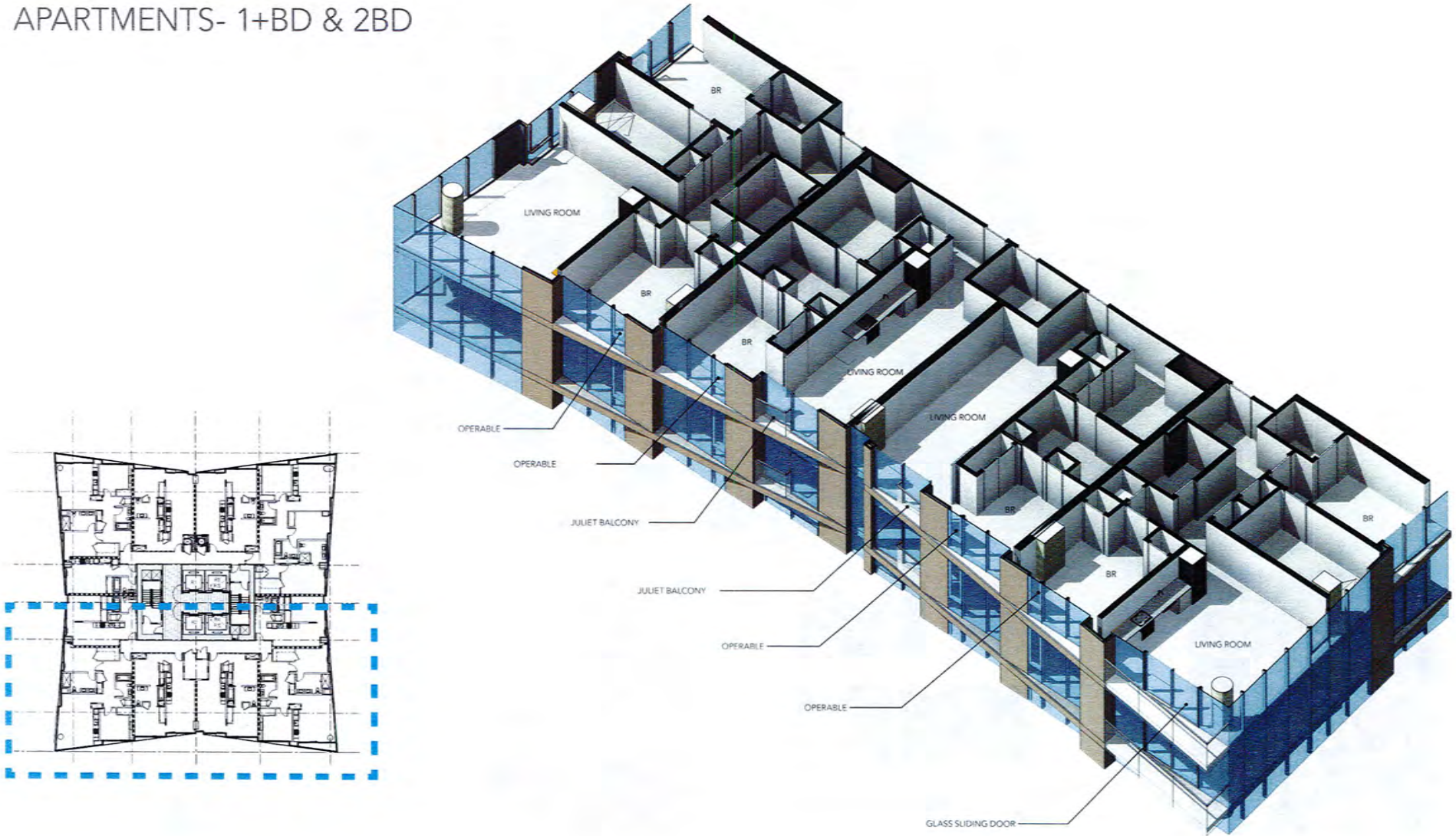
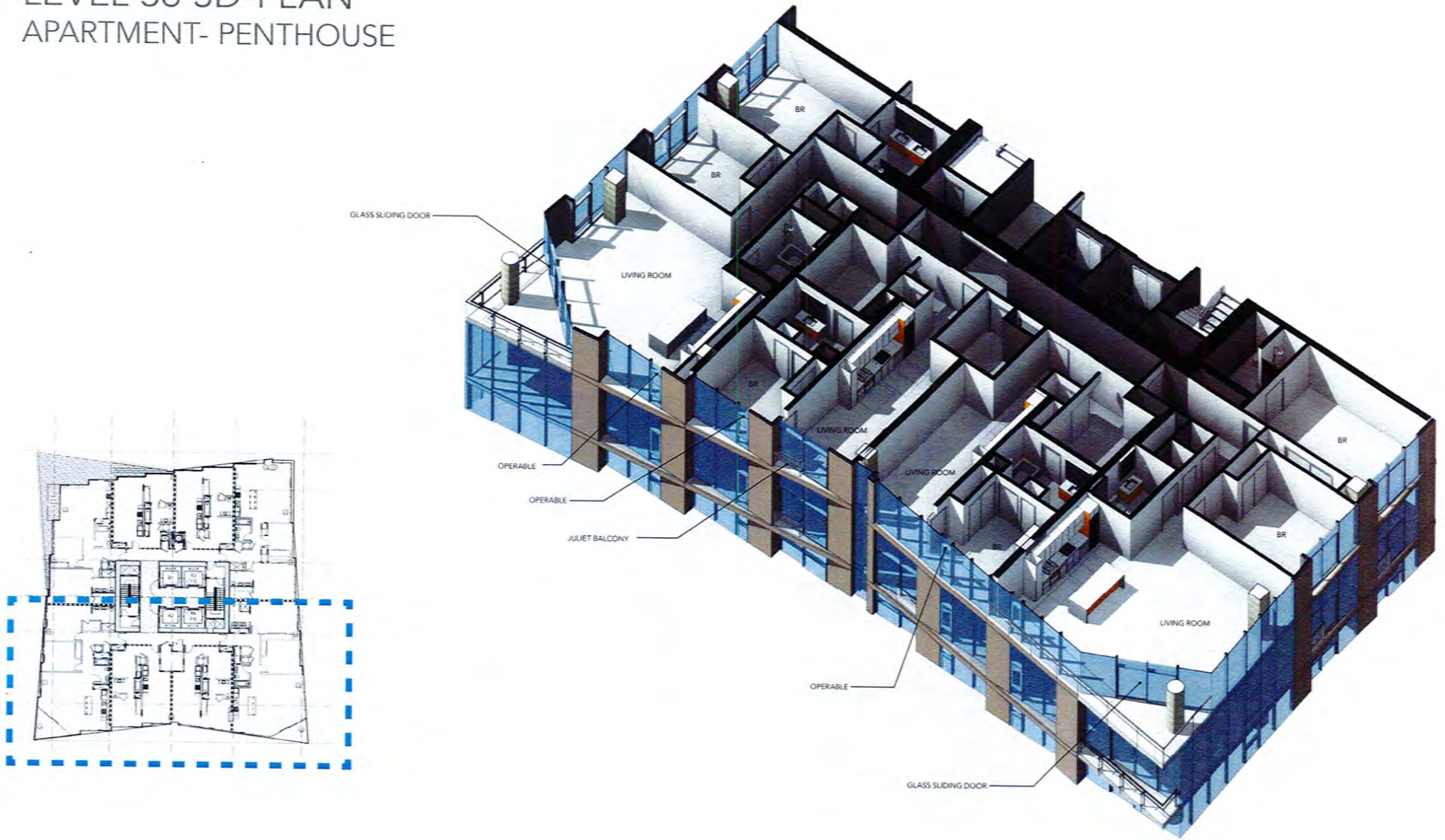


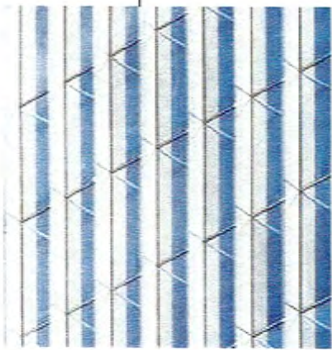
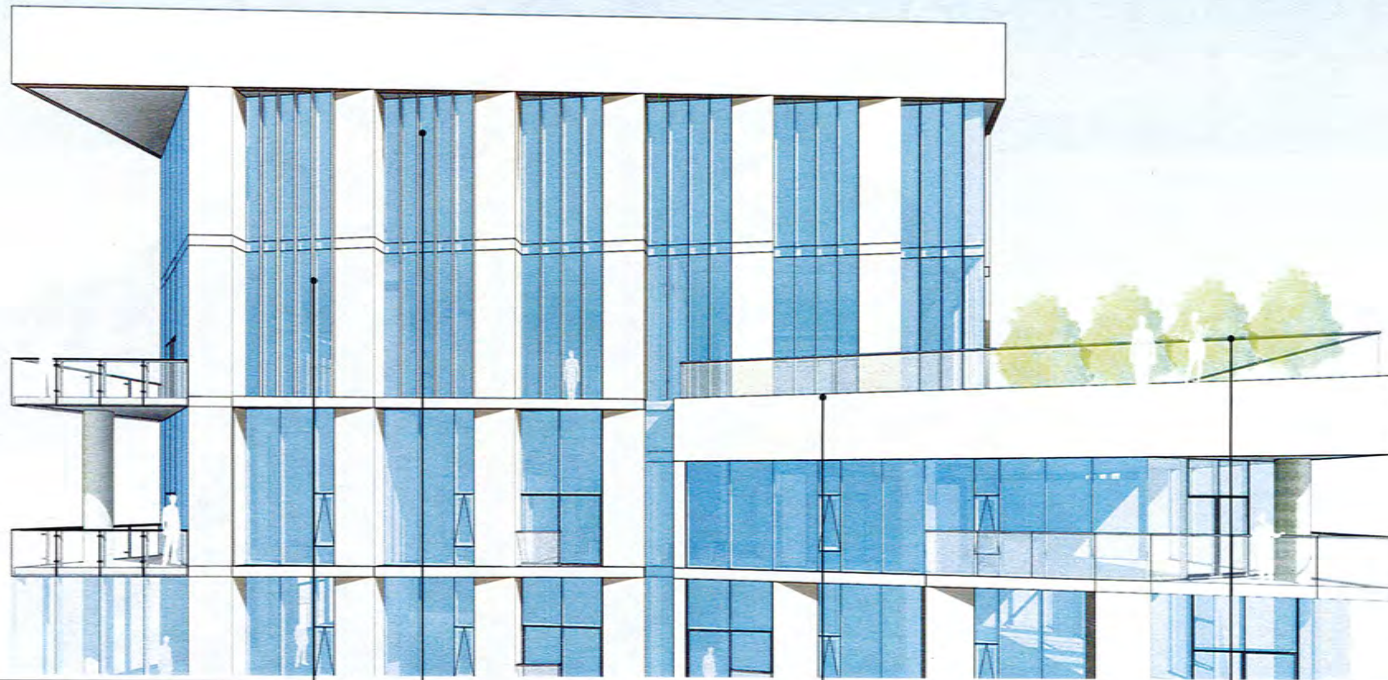
LEVEL 9-35 3D-PLAN APARTMENTS- 1+BD & 2BD



LEVEL 36 3D-PLAN APARTMENT- PENTHOUSE



CROWN FACADE



TEXTURED FACADE



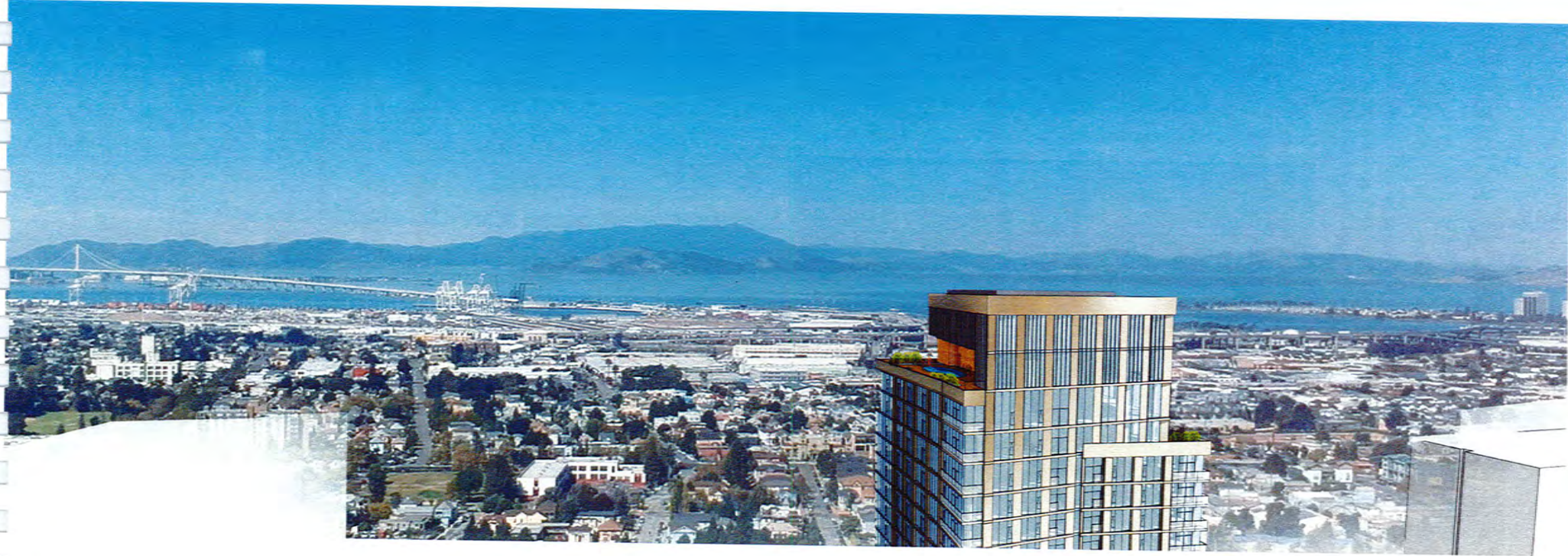
CROWN LIGHTING



ROOF DECK



ROOF DECK GLASS RAILING



THANK YOU

Design Review Committee

Case File Number: ZP170064

January 31, 2018

Location:	1750 Broadway
Assessor's Parcel Numbers:	008 062301300
Proposal:	To construct a 37-story high-rise consisting of 307 residential units with 5,000 square foot of ground-floor retail space including a six-level parking garage above grade to be accessed from 19 th Street.
Applicant:	Rubicon Point Partners / Chris Relf
Phone Number:	(415) 500-6410
Owner:	1750 Broadway LLC
Case File Number:	ZP170064
Planning Permits Required:	Major Conditional Use Permit for buildings over 200,000 square feet in the CBD-P and CBD-C Zone; and Regular Design Review for new construction.
General Plan:	Central Business District
Zoning:	CBD-P / Central Business District Pedestrian; and CBD-C / Central Business District Commercial
Environmental Determination:	Environmental analysis under review
Property Historic Status:	Non-Historic Property
Service Delivery District:	Uptown
City Council District:	3
Date Filed:	07/19/17
Action to be Taken:	Conduct design review, make recommendations to applicant
For Further Information:	Contact Case Planner: Mike Rivera at (510) 238-6417, or by email at mriviera@oaklandnet.com ,

SUMMARY

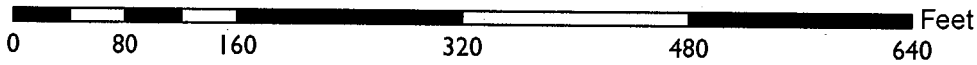
The applicant proposes to construct an approximately 423 foot high, 38-story residential high-rise with ground-level retail /commercial space and a six-level parking garage above. The property is located east of Broadway, between 17th and 19 Streets in the Uptown District. The main access to the residential tower and retail space will be from Broadway. A secondary access to the residential lobby and garage will be from 19th Street. The property contains a three-story commercial building that will be removed. This project is being presented to the Design Review Committee for comments and direction to the applicant.

A final determination for this application will be made by the decision-making body, the Planning Commission at a future public meeting. Staff is providing preliminary comments based on plans submitted and is looking for further comments from the Design Review Committee for the applicant to incorporate on new revised plans. The proposal requires at least two Planning permits, a Major Conditional Use Permit for new development over 200,000 square foot in area, and Regular Design Review for new construction.

PROJECT SITE AND SURROUNDINGS

The site consist of a 27,600 square feet parcel that has two frontages, the main frontage on Broadway and the second one on 19th Street. The property contains a three-story commercial building that operates as an office with a rear parking lot that will be replaced by the new mixed-use development. The proposed development abuts to the north a five-story commercial and residential building, to the east a three-story parking garage and south a three-story commercial buildings. The immediate

CITY OF OAKLAND PLANNING COMMISSION



Case File: ZPI70064
Applicant: Chris Relf
Address: 1750 Broadway
Zone: CBD-P, CBD-C
Height Area: Height Area 7, No Limit

properties across Broadway and 19th Street are a mix of commercial and residential facilities that contain two and five-story buildings. Other facilities in the surrounding area are schools, offices, restaurant/bars and entertainment venues. The property is in the Uptown district, the streets are a mix of four-lane (Broadway) and two-lane (19th St.) roads, and is adjacent to the 19th Street BART Stations, AC transit bus lines, and the free "B" shuttle bus.

PROJECT DESCRIPTION

The development proposal is to construct a 37-story building with ground-floor containing a retail space, lobby lounge, mail room, bicycle parking storage, rear residential loading docks and a front transformer utility room. The existing BART service elevator for the 19th Station and located on the southwest of the property will remain. The underground one-level basement contains additional utility rooms and tenant storage. The six-story parking garage (levels 2-7) whose access is from 19th Street provides 210 parking spaces for the project residents and includes a laundry service, dog run park/ dog wash room and additional bicycle parking storage (level 2). The building provides an amenity floor area (level 8) that contains fitness/gym, showers, solarium, children's play area, lounge/terrace and an outdoor lap pool (east side). The 307 residential units (levels 9-36) include a mix of studios, one-bedroom and three-bedroom units. The project also contains a second residents' amenity floor area (level 37) that includes lounge/dining, game room, library, screening room, bathrooms/showers and an outdoor terrace and pool (south side). Over the rooftop of the building, the project includes additional mechanical and elevator machine room. All of the residential units and amenities will be accessed by four elevator bays and two separate stairways, located in the center of the tower.

GENERAL PLAN ANALYSIS

The project proposal is located in the Central Business District Classification. The intent of the Central Business District is to encourage, support, and enhance areas as a high density mixed-use urban center of regional importance and a hub for business, communications, office, government, high technology, retail, entertainment and transportation.

The desired character and uses include a mix of large-scale offices, commercial, urban high-rise residential, cultural, educational, arts, services, community facilities and visitor uses. The Central Business District also sets the goals and vision to enhance the identity of Downtown and its distinctive districts by setting policies that are related to specific project developments. The following are the General Plan Policies applicable to the proposal and the project development should be consistent when a future determination is made by the decision making-body, the Planning Commission at a future meeting:

Policy D1.1: Enhance the visual quality of downtown by preserving and improving existing housing stock and encouraging new, high quality design. New housing development in downtown will provide urban dwellers with expanded options for living in a revitalized inner city, near major transportation lines, employment centers.

Policy D2.1: Downtown development should be visually interesting, harmonize with its surrounding, respect and enhance important views in and of the downtown, respect the character and pedestrian orientation of the downtown, and contribute to an attractive skyline.

Policy D5.1: Encouraging twenty-four hour activities and amenities that encourage pedestrian traffic during the work week as well as evenings and weekends should be promoted.

Policy D9.1: Concentrating commercial development in the corridor around Broadway that encourage a pedestrian-friendly environment.

Policy D10.1: Housing in the downtown should be encouraged as a vital component of a 24-hour community presence.

Policy D10.2: Housing location in downtown should be encouraged in identifiable districts, within walking distance of the 12th Street, 19th Street, City Center and the Lake Merritt BART stations to encourage transit use and in other locations where compatible with surrounding uses.

Policy D10.3: Downtown residential areas should generally be within the urban density residential and Central Business District. The height and bulk should reflect existing and desired district character, the overall city skyline.

Policy D10.5: Housing in the downtown should be safe and attractive of high quality design and respect the downtown distinctive neighborhoods and its history.

ZONING ANALYSIS

The project site is located in the Central Business District Pedestrian, CBD-P (about ¾ of the property) and Commercial, CBD-C (towards the rear and about ¼ of the property) Zones. The purpose of the CBD-P zone is to create, maintain, and enhance areas of the Central Business District for ground-level, pedestrian-oriented, active storefront uses, and for upper stories to be available for a wide range of office and residential uses. The purpose of the CBD-C is to create, maintain, and enhance areas of the Central Business District appropriate for a wide range of ground-floor office and other commercial activities. Upper-story spaces are intended to be available for a wide range of residential and office or other commercial activities as determined by the designated zone.

The proposal is located in the core of the City's Downtown (Uptown District) where high density and intensity uses are essential and vital to the success of the existing commercial area and contribute to the support of local and regional transportation infrastructure and communication networks.

The project proposal is a permitted use because the residential units are located on upper levels and the retail space is located on the ground-floor. As proposed, the project requires at least two Planning permits, a Major Conditional Use Permit for new buildings containing a floor area over 200,000 square feet and Regular Design Review for new building construction. The table below provides a summary of the development standards applicable for the proposal:

Development Standards	Requirements	Proposed	Comments
Minimum Lot Area	4,000/7,500-sf	27,600-sf	Meets Plan
Minimum Lot Width Mean	25/50-ft	156/50-ft	Meets Plan
Minimum Frontage	25/50-ft	156/50-ft	Meets Plan
Minimum Front Setback	0-ft	3-ft	Meets Plan
Maximum Front / Front Street Side Setbacks for the First Story	5-ft	3/5-ft	Meets Plan
Maximum Front & Street Side Setbacks for the Second and Third Stories or 35 ft. whatever is lower	5-ft	3/35-ft (side yard)	CUP needed
Minimum Interior Side	0-ft	1.5/3-ft	Meets Plan
Minimum Rear	0-ft	1-ft	Meets Plan

Development Standards	Requirements	Proposed	Comments
Maximum Residential Density	307 units	307 units	Meets Plan
Maximum Floor Area Ratio	20.0	13.0	Meets Plan
Maximum Building Height	No Height Limit	423-ft	Meets Plan
Minimum Residential Parking Spaces	No Spaces Required	210	Meets Plan
Maximum Residential Parking Spaces	384 spaces	210 spaces	Meets Plan
Minimum Retail Parking Spaces	No Spaces Required	0 parking spaces	Meets Plan
Minimum Residential Loading Berths	2 Spaces	2 Spaces	Meets Plan

In addition to the required zoning development standards that need to be met for this application, the proposal is subject to the general criteria for Design Review where the applicable Findings would need to be made prior to a final decision by the Planning Commission at a future meeting. Staff has listed the Findings for Regular Design Review Criteria as follow:

REGULAR DESIGN REVIEW CRITERIA

Regular design review approval may be granted only if the proposal conforms to all of the following general design review criteria, as well as to any and all other applicable design review criteria:

A. For Residential Facilities.

1. That the proposed design will create a building or set of buildings that are well related to the surrounding area in their setting, scale, bulk, height, materials, and textures.
2. That the proposed design will protect, preserve, or enhance desirable neighborhood characteristics.
3. That the proposed design will be sensitive to the topography and landscape.
4. That, if situated on a hill, the design and massing of the proposed building relates to the grade of the hill.
5. That the proposed design conforms in all significant respects with the Oakland General Plan and with any applicable design review guidelines or criteria, district plan, or development control map which have been adopted by the Planning Commission or City Council.

B. For Nonresidential Facilities.

1. That the proposal will help achieve or maintain a group of facilities which are well related to one another and which, when taken together, will result in a well composed design, with consideration given to site, landscape, bulk, height, arrangement, texture, materials, colors, and appurtenances; the relation of these factors to other facilities in the vicinity; and the relation of the proposal to the total setting as seen from key points in the surrounding area. Only elements of design which have some significant relationship to outside appearance shall be considered, except as otherwise provided in Section 17.136.060.
2. That the proposed design will be of a quality and character which harmonizes with, and serves to protect the value of, private and public investments in the area.

3. That the proposed design conforms in all significant respects with the Oakland General Plan and with any applicable design review guidelines or criteria, district plan, or development control map which have been adopted by the Planning Commission or City Council.

Furthermore, staff has listed the Design Standards for new projects in the Central Business District:

DESIGN STANDARDS APPLYING TO ALL ZONES

1. **ENTRANCE.** Newly constructed principal buildings shall have at least one prominent pedestrian entrance facing the principal street. Entrances at building corners facing the principal street may be used to satisfy this requirement. Building entrances include doors to one or more shops, businesses, lobbies, or living units. Entrances shall be made prominent through some combination of projecting or recessing the door area, change in material, an awning above a door, additional detailing, stairs leading to the door, and/or other features. The entrance for Nonresidential Facilities shall be at grade.
2. **GROUND-FLOOR TREATMENT.** All ground-floor building materials shall be durable, of high quality, and display a sense of permanence. Such materials include, but are not limited to stone, tile, brick, metal panel systems, glass, and/or other similar materials. Further, the ground level of a newly constructed building shall be designed to enhance the visual experience for pedestrians and distinguish it from upper stories. This is achieved by designing a building base that is distinct from the rest of the building through the use of some combination of change of material, enhanced detailing, lighting fixtures, cornices, awnings, canopies, and/or other elements. For buildings with nonresidential ground floor space, visual interest shall also be achieved through modulating the ground floor into a regular cadence of storefront sized windows and entrances.
3. **ACTIVE SPACE REQUIREMENT.** For newly-constructed principal buildings, parking spaces, locker areas, mechanical rooms, and other non-active spaces shall not be located within thirty (30) feet from the front of the ground floor of the principal building except for incidental entrances to such activities elsewhere in the building. Driveways, garage entrances, or other access to parking and loading facilities may be located on the ground floor of this area as regulated by Subsection (B4).
4. **PARKING AND LOADING LOCATION.** For newly constructed principal buildings, access to parking and loading facilities through driveways, garage doors, or other means shall not be from the principal street when alternative access is feasible from another location such as a secondary frontage or an alley. Open parking areas shall not be located between the sidewalk and a principal building.
5. **MASSING.** The mass of newly-constructed principal buildings shall be broken up into smaller forms to reduce the scale and enhance the visual interest of the streetscape. The massing requirements contained in this note shall be applied on all visible facades and achieved through some coordinated combination of changes in plane, building articulation, varied materials, contrasting window patterns and treatments, varying roof heights, separating upper-story floor area into two or more towers, contrasting colors, a distinct base, middle, and top, or other methods.
6. **UPPER STORY WINDOWS.** An ample placement of windows above the ground floor is required at all street-fronting facades. To create visual interest, the placement and style of windows shall contribute to a coherent and appealing composition on the facade. Less window space is only permitted in exceptional cases if it contributes to a specific objective of the visual style and aesthetic effect of the building. Whenever possible, windows should be on all sides of a tower.
7. **BULDING TERMINUS.** The top of each newly-constructed principal building shall include an element that provides a distinct visual terminus. The visual terminus shall be integrated into the design concept of the building. Examples include, but are not limited to, curvilinear or stepped forms that

soften the truncated tops of buildings, cornices, and other architectural forms. These rooftop elements shall be sized, shaped, and sited to screen all rooftop mechanical equipment from view.

8. **UTILITY STORAGE.** For newly-constructed buildings, areas housing trash, storage, or other utility services shall be located in the garage or be otherwise completely concealed from view of the public right-of-way. Backflow prevention devices shall be located in a building alcove, landscaped area, or utility room within the building, outside of the public right-of-way, and completely screened from view from the public right-of-way unless required otherwise by a department of the City.

KEY ISSUES

Building Design-

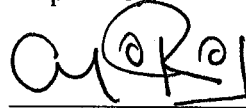
The proposed building footprint covers the entire parcel area, however, the building tower covers approximately 85 percent on the parcel area. The building mass of the 37-story tower is broken-up with inward angled facades, recessed wall planes, courtyard terraces and angular glass balconies to provide an interesting visual façade and help define the urban corridor. The building also provides different window size pattern with tall glazing windows on the building northwest corner and on the top of the tower. Some other windows are semi-recessed from the building façade and some contain small viewing balconies. The tower includes vertical and horizontal metal panel siding materials, angled metal screens for the garage façade, colored vent louvers, glazing storefront and dark cladding for the transformer room facing Broadway. The project manages mass and scale that results with a compatible design to create a distinctive building that would add a visual interest to the character of the area and to the skyline of the City. However, staff believes that the proposal needs further design development to evaluate the project based on City's design standards and findings and recommends the following:

- Develop further the façade wall (garage screen) in front of the six-level parking garage facing Broadway to create a better composition and scale that is compatible to the building tower and that includes interesting design details. Also, limit the verticality of the garage screen to the top of the 7 level. The terrace on the 8 level should use instead a clear glass railing for transparency.
- The north, south and east garage walls need further massing relief as these are close to residential unit windows and sections of the blank garage walls would be seen from 19th Street.
- Develop further the base to create a stronger composition that defines the ground-floor retail area and the building tower while maintaining a compatible transition. Include additional design features to make the residential entry more prominent and visually inviting from the street.
- Consider adding some residential units on level 2 above the retail area and facing Broadway.
- Relocate the transformer room to the rear of the building and at least 30 feet from the street line on Broadway.
- Develop and provide exterior details for any required improvements to the existing BART Station elevator located within the property.
- Distance the proposed short-term bicycle parking area from the north entry/exit BART station.
- Replace the street trees in front of the subject property on Broadway and consider planting new street trees on 19th Street, in front of the neighboring property at 1770 Broadway.
- Provide details for the entry court, garage driveway/door, balcony, windows, exterior lighting, landscaping/street trees and all improvements in the public right-of-way

RECOMMENDATION

Staff recommends that the Design Review Committee consider the proposed design plans, 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, Development Planning
Bureau of Planning

Approved for forwarding to the
Design Review Committee:



Catherine Payne
Acting Development Planning Manager

ATTACHMENTS

- A. Proposed Design Plans, dated January 6, 2018

RECEIVED
6
JAN 10 2018
City of Oakland
Planning & Zoning Division

ATTACHMENT A

1750 BROADWAY

OAKLAND, CALIFORNIA
DESIGN REVIEW
JANUARY 6, 2018

PROJECT INFORMATION

Development Team : Rubicon Point Partners
Architectural Team : Handel Architects / Debbas Architects

Location : 1750 Broadway
Project Type: Mix-use Residential Apartments / Retail
Site: 27,600 SF
Number of units: 307
Residential: 341,880 GSF (273,270 NSF)
Number of parking stalls: 210
Garage: 132,600 GSF
Mechanical: 19,980 GSF
Retail: 5,000 GSF

Project Total: approximately 538,750 SF

CONTEXT

SITE

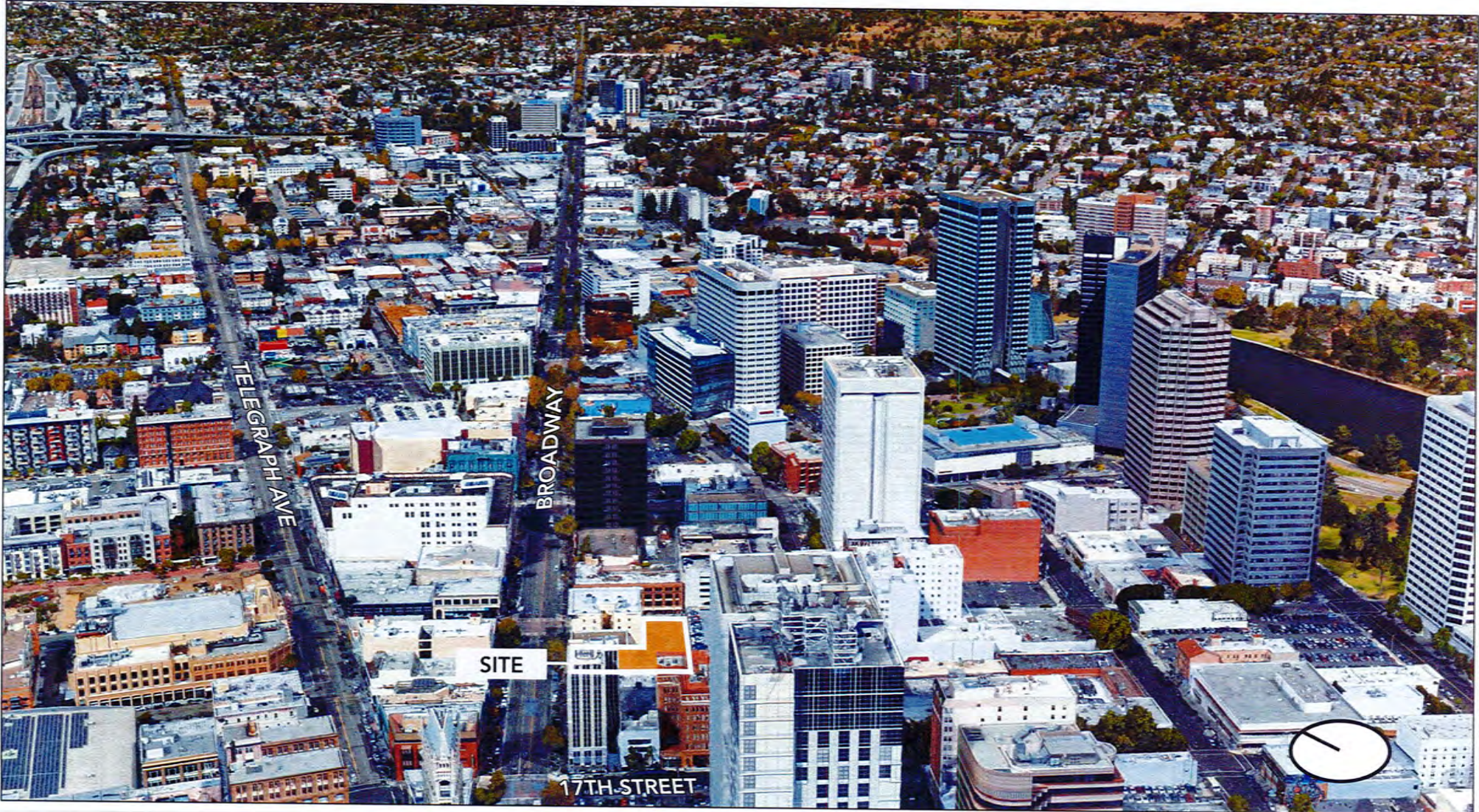


DESIGN REVIEW 1750 BROADWAY, OAKLAND, CA

SITE

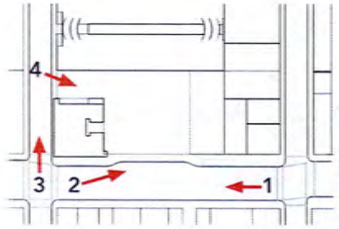


SITE



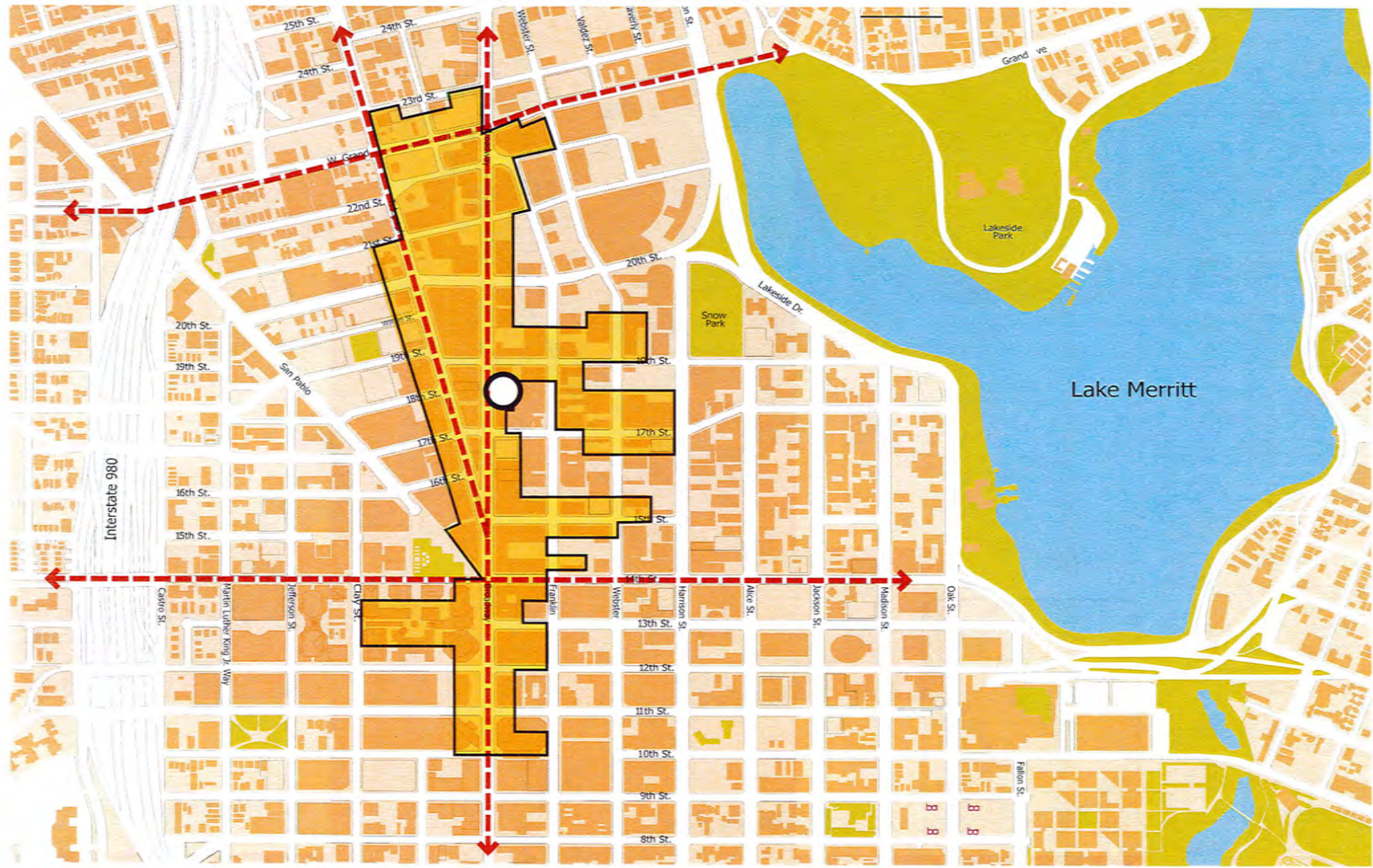
DESIGN REVIEW 1750 BROADWAY, OAKLAND, CA

SITE PHOTOS



UPTOWN HUB

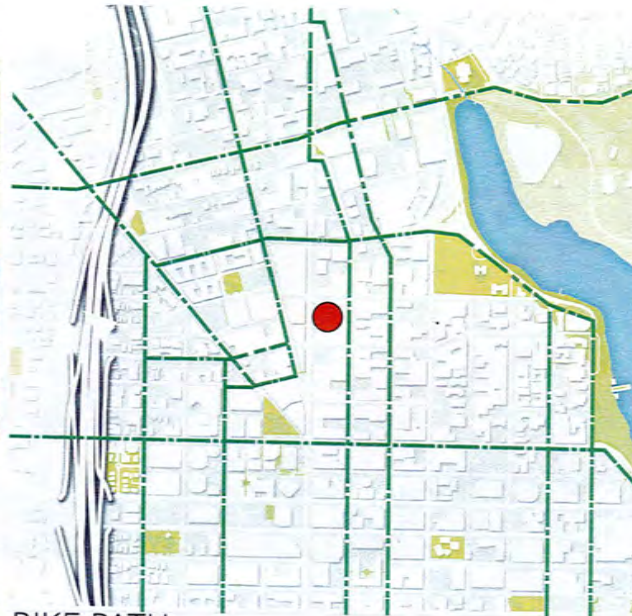
CENTRAL BUSINESS DISTRICT - PEDESTRIAN RETAIL COMMERCIAL ZONE



MOVEMENT



10 MIN WALKING RADIUS



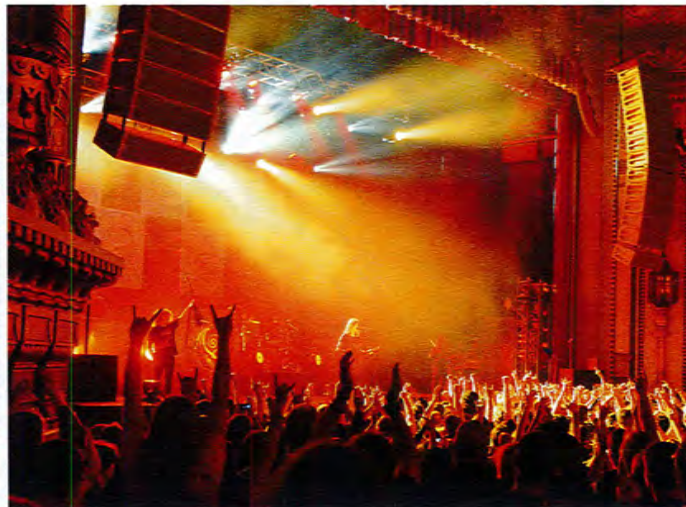
BIKE PATH



BART



SURROUNDING AMENITIES

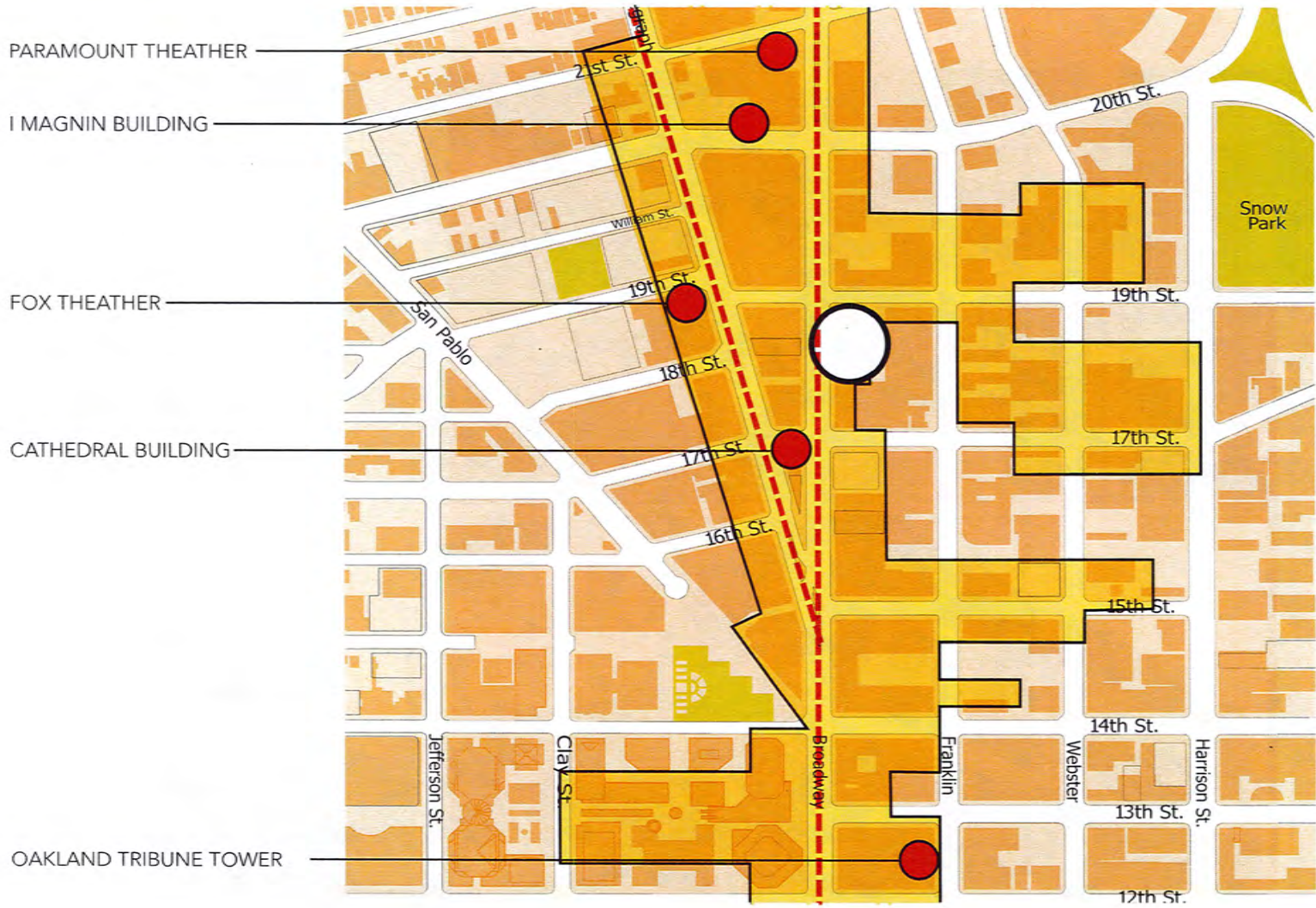


UPTOWN VIBE



UPTOWN LANDMARKS

CENTRAL BUSINESS DISTRICT - PEDESTRIAN RETAIL COMMERCIAL ZONE



PARAMOUNT THEATER

I MAGNIN BUILDING

FOX THEATER

CATHEDRAL BUILDING

OAKLAND TRIBUNE TOWER

Snow Park

UPTOWN LANDMARKS

PARAMOUNT THEATER



OAKLAND TRIBUNE TOWER



CATHEDRAL BUILDING



I MAGNIN BUILDING



FOX THEATER



FUTURE DEVELOPMENTS



1721 WEBSTER
Holland Partner Group
270'
Approved



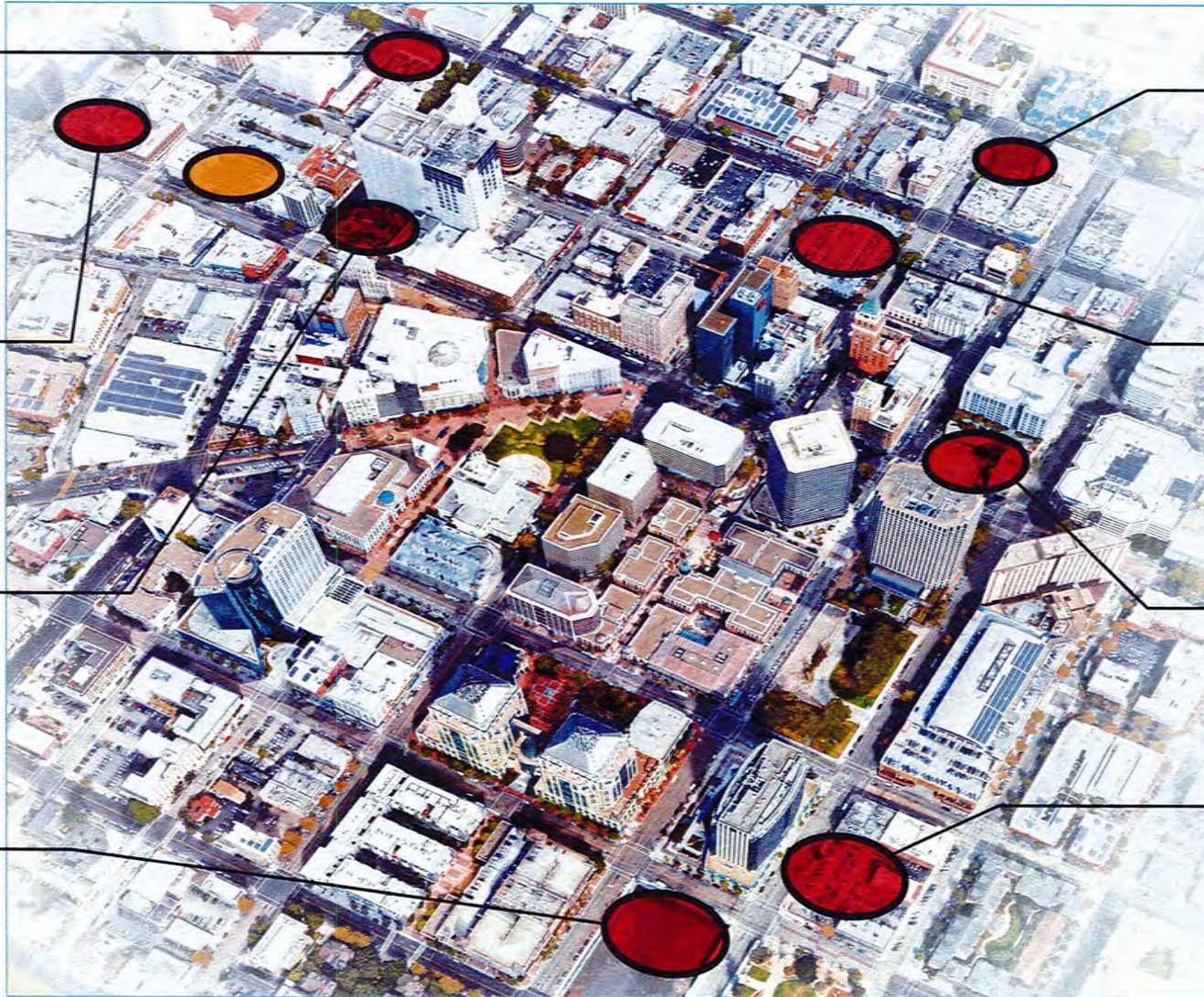
1900 BROADWAY
Brick LLP
339'
Approved



1640 BROADWAY
Lennar
380'
Under Construction



601 CITY CENTER
Shorenstein
24 story
Under Construction



1261 HARRISON
Pinnacle Red Group
360'
Pending Approval



1314 FRANKLIN
Carmel Partners
401'
Approved



1100 BROADWAY
Ellis' Partners
240'
Pending Approval



1100 CLAY
Strada Investment Group
181'
Building Permit Pending

FUTURE DEVELOPMENTS



1314 FRANKLIN
 HEIGHT: 401'
 RES UNITS: 634
 GSF: 910,500
 PARKING: 600 STALLS



1100 BROADWAY
 HEIGHT: 240'
 RES UNITS: N/A
 GSF: 366,551
 PARKING: 0 STALLS



1100 CLAY
 HEIGHT: 181'
 RES UNITS: 288
 GSF: 212,640
 PARKING: 180 STALLS



1261 HARRISON
 HEIGHT: 360'
 RES UNITS: 300
 GSF: N/A
 PARKING: N/A



1721 WEBSTER
 HEIGHT: 270'
 RES UNITS: 250
 GSF: 365,463
 PARKING: 250 STALLS



1900 BROADWAY
 HEIGHT: 339'
 RES UNITS: 345
 GSF: 428,398
 PARKING: 333 STALLS



1640 BROADWAY
 HEIGHT: 380'
 RES UNITS: 254
 GSF: 477,468
 PARKING: 254 STALLS



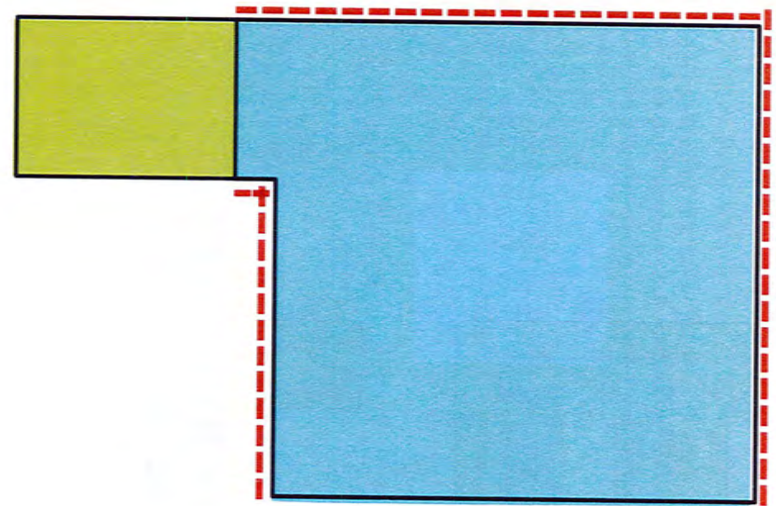
601 CITY CENTER
 HEIGHT: 24 STORY
 RES UNITS: N/A
 GSF: 600,000
 PARKING: N/A

BUILDING MASSING

BUILDING MASSING
MAXIMUM TOWER FOOTPRINT



SITE AREA
27,600SF

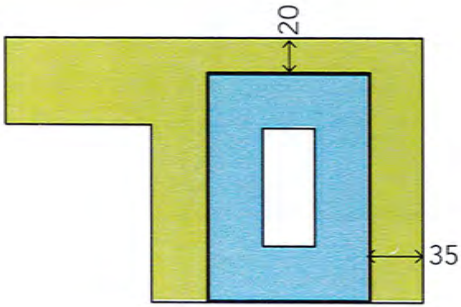


MAXIMUM (85% SITE)
23,460 SF

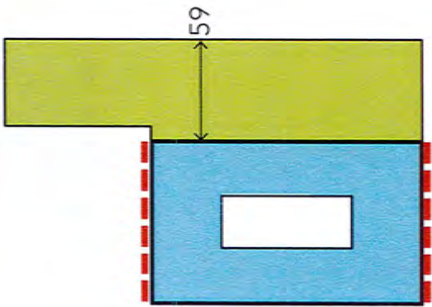


BUILDING MASSING

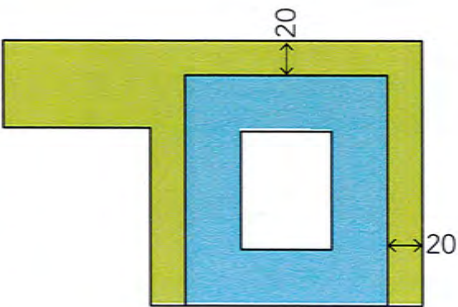
TOWER FOOTPRINT TYPOLOGY



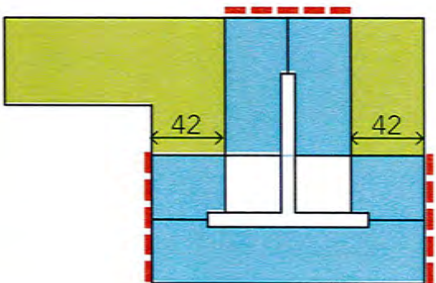
SLAB TOWER



SLAB TOWER
AVOID SOLID PARTY WALLS



POINT TOWER



"T" TOWER
AVOID SOLID PARTY WALLS



BUILDING MASSING

TOWER CONCEPT

