


# CITY OF OAKLAND


## Memorandum

### Planning Commission Design Review Committee

Date: September 17, 2018

To: Planning Commission – Design Review Committee Members  
Attn: Chair Jahmese Myers

From: Peterson Z. Vollmann, Planner IV 

Through: Catherine Payne, Development Planning Manager 

Subject: Proposal at 2201 Valley Street – Continued from August 8, 2018 Design Review Committee Meeting;

At the August 8, 2018 Design Review Committee Meeting, the Committee had recommended that the proposed project at 2201 Valley Street return to the Design Review Committee on September 26, 2018 to provide additional renderings and an update on artists for the public art component. The applicant has prepared the updated renderings for the Committee to review as well as an update on the artist selection process.

Attachment:

- A. Updated Project Renderings
- B. Public Art Consultant Scope and Schedule
- C. August 8, 2018 DRC Staff Report

TMG PARTNERS

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# 2201 Valley

## Creative Office Building

Additional context renders requested by the DRC

SOLOMON CORDWELL BUENZ

09 - 26 - 2018



FROM GRAND AVE & TELEGRAPH

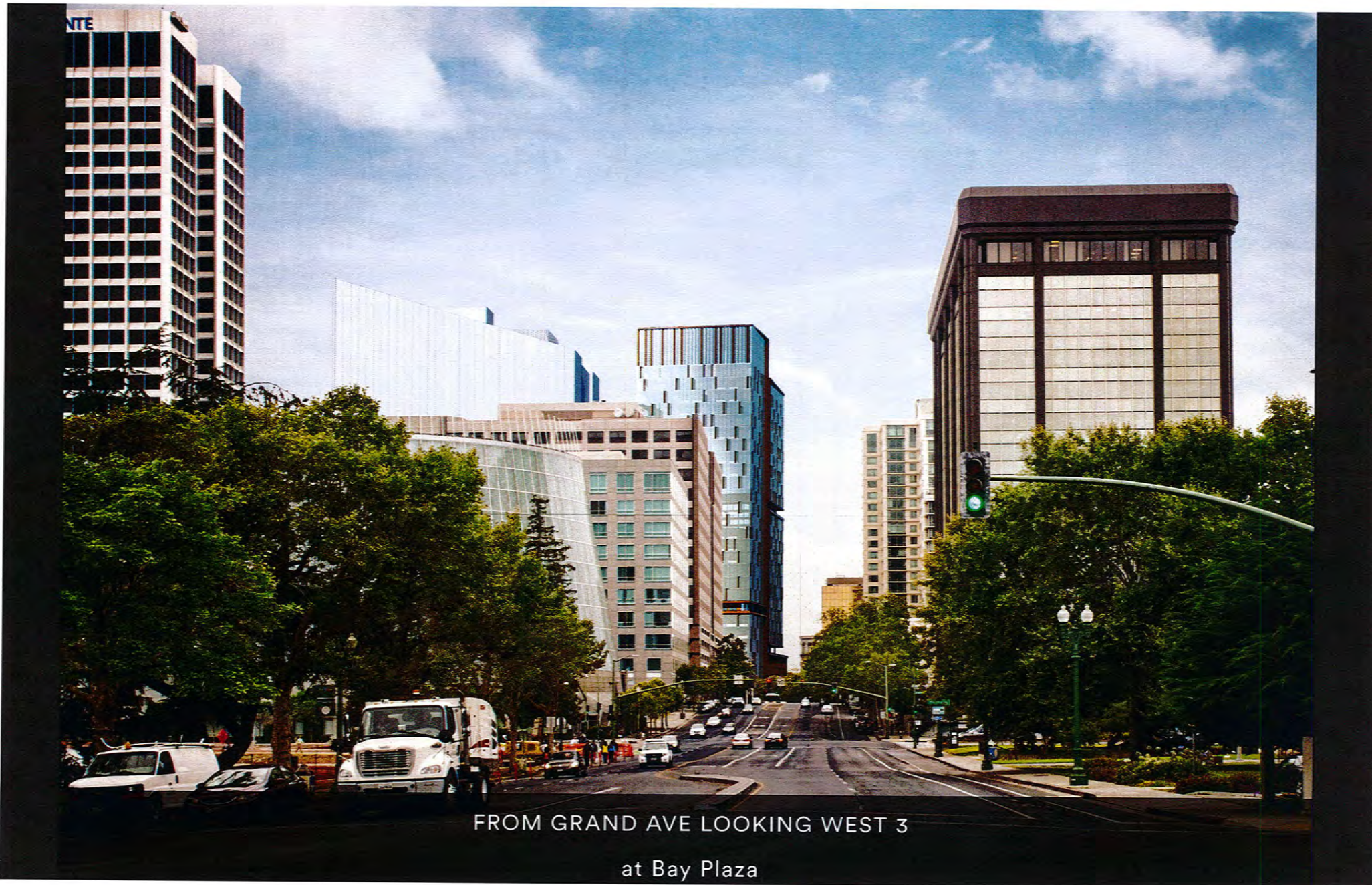




FROM GRAND AVE LOOKING WEST 5

at Broadway St





FROM GRAND AVE LOOKING WEST 3

at Bay Plaza

Denise Pinkston  
Partner, TMG Partners  
100 Bush Street, San Francisco, CA 94705  
RE: 2201 Valley Street Building Façade Artwork  
8-30-18

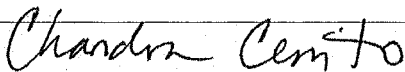
Dear Denise,

Thank you for choosing Chandra Cerrito / Art Advisors (CC/AA) as your art consultant to assist you in identifying and selecting artists, overseeing artwork design, and managing the overall public art process for your project at 2201 Valley Street in Oakland. We look forward to working closely with your entire design and architectural team to ensure that the proposed major art installation that is to be part of the Valley garage will result in a captivating and exciting work that makes an enduring contribution to the Oakland fabric.

Below please find the proposed schedule for our work, which includes facilitating the artist identification and selection process, artwork Conceptual Design development, approval by Oakland Cultural Affairs division, and art fabrication and installation.

It is a pleasure to be working with you on this exciting project.

Sincerely,



Chandra Cerrito

**Process Overview for Building Façade Artwork**

August to Sep. 2018      **Identify and prepare preliminary artist list for Oct. 1 package for the City of Oakland.**

Aug.      TMG and CC/AA met in August to review building design, owner's art installation concept, review preliminary list of artists developed by TMG Team, and CC/AA proposal for art consulting services (completed).

TMG and CC/AA signed a contract for art consulting services for Building Façade Artwork effective immediately (completed).

CC/AA has begun to identify potential artists and to reach out to artists identified by TMG team: for example, we spoke to Oakland glass artist and fabricator Dorothy Lenehan and determined she is interested in fabrication but not design (completed).



Sep. CC/AA will continue to present possible artists to TMG for review and consideration and to contact a small group of artists identified by the team as potential candidates. (These may or may not be the actual artist finalists, since the team may want more time to review artists before selecting finalists.)

End Sep. CC/AA will prepare general art concept and preliminary artist identification package for City of Oakland including:  
 1) Visual examples of artworks that illustrate integration with a building façade, at least some providing visual screening while also enabling ventilation.  
 2) Preliminary list of artists.

*NOTE: Public art entails Cultural Affairs review and approval of proposed Conceptual Design by the selected artist.*

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Oct. 2018 - **Artist selection, Conceptual Design development, City approval**  
 Spring 2019

Oct. 2018 Continue to review with the team and reach out to potential artists. Select finalists.

Nov. Interview finalists and select artist.

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Nov.-Dec. TMG engages artist to create Conceptual Design.

Conceptual Design kick-off meeting with artist.  
 Artist commences Conceptual Design process.

Jan.-Feb. 2019 Artist completes initial Conceptual Design for team's feedback.

Mar.-Apr. Artist finalizes Conceptual Design, for team approval.

Spring 2019 Submit artist's Conceptual Design to the City (Cultural Affairs) for approval.

Mid 2019 – **Artwork Fabrication and Installation**  
 2021

Summer 2019 TMG engages artist for final fabrication.

2021 Installation phase to be timed with building construction est. 2021.

<b>Location:</b>	2201 Valley Street (See map on reverse)
<b>Assessor's Parcel Numbers:</b>	008-0658-009-01 & -010-00
<b>Proposal:</b>	Design Review discussion for a proposed development that would include a new 450 tall office building including approximately 760,000 square feet of office.
<b>Applicant:</b>	Denise Pinkston / TMG Partners
<b>Owners:</b>	BA1 2201 Valley LLC & Mash Petroleum
<b>Planning Permits Required:</b>	Regular Design Review for new construction, Major Conditional Use Permit for development exceeding 200,000 square feet and 250 feet in height, and Minor Variances for loading berths (6 required; 3 proposed) and tower dimensional regulations.
<b>General Plan:</b>	Central Business District
<b>Zoning:</b>	CBD-P / Height Area 6
<b>Environmental Determination:</b>	Determination Pending
<b>Historic Status:</b>	Not a historic property
<b>City Council District:</b>	3
<b>For further information:</b>	Contact case planner <b>Pete Vollmann</b> at 510-238-6167 or by email: <a href="mailto:pvollmann@oaklandnet.com">pvollmann@oaklandnet.com</a>

**SUMMARY**

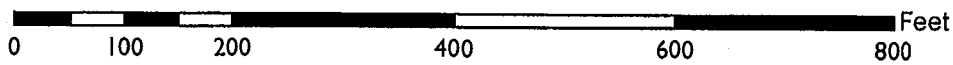
Denise Pinkston on behalf of TMG Partners has filed an application with the Bureau of Planning to develop a new downtown high-rise of up to 450 feet that would include approximately 760,000 square feet of office space above ground level retail.

The proposed project had appeared before the Design Review Committee in March of 2018 for early design feedback. The applicant has taken the feedback and provided refinements to the proposal for additional comments from the Committee.

**PROPERTY DESCRIPTION**

The project site consists of the entirety of a small City block of approximately 38,600 square feet located at the southeast corner of Telegraph and West Grand Avenues bounded by 22<sup>nd</sup> Street to the south and Valley Street to the east. The site presently consists of a surface parking lot and a gas station. The BART subway tunnels run beneath the project site, which creates structural constraints on the site due to the limitations on locations where support systems may penetrate the ground. The site is surrounded by a mix of commercial, residential and civic uses and is directly north of the Eastline project Planned Unit Development at 2100 Telegraph that was recently approved by the Planning Commission.

# CITY OF OAKLAND PLANNING COMMISSION



Case File: PLN18115  
Applicant: Denise Pinkston  
Address: 2201 Valley Street  
Zone: CBD-P  
Height Area: 6, no limit

## **PROJECT DESCRIPTION**

The proposed project would remove the existing surface parking lot and gas station in order to construct a new office building of up to 450 feet in height including approximately 760,000 square feet of office floor area with ground floor retail activities and lobby space. The proposal would cover 100% of the site up to about 75 feet in a building base that would contain active retail space along the Telegraph Avenue frontage with some additional retail on West Grand. The lobby entrance would be focused at the corner of West Grand and Valley Street and wrap the remaining street level frontages. The loading berths would be located on 22<sup>nd</sup> Street adjacent to the main auto access entry/exit for the garage, with an additional exit point onto West Grand. The remaining portion of the base above the ground level up to the 75-foot point would contain three levels of parking containing 350 parking stalls, which is proposed to be partially screened from the exterior view. Above the 75-foot base the tower would include a few setbacks and recesses to articulate the massing of the tower in order to break down the visual bulk with major step backs occurring at 255 feet and 420 feet. The tower would be clad in a mix of curtain wall glazing systems with an exterior cladding that resembles an oxidized metal forming a skeletal frame of the building. This oxidized metal framing would be integrated in with an early concept public art element at the ground level lobby entrance and garage screens.

## **ZONING ANALYSIS**

The subject property is located within the CBD-P, Central business District General Commercial Zone. The site is also located within the CBD Height Area 6, which does not set a maximum height limit. The CBD-P Zone is intended to create, maintain, and enhance areas of the Central Business District for ground-level, pedestrian-oriented, active storefront uses. Upper story spaces are intended to be available for a wide range of office and residential activities. The proposed project is generally consistent with the intent of the zoning regulations.

### **Major Conditional Use Permit**

Section 17.58.030 of the Oakland Planning Code requires that any large-scale development in excess of 200,000 square feet or 250 feet in height obtain a Conditional Use permit, which pursuant to Section 17.134.020 of the Planning Code is required to proceed to the Planning Commission as a Major Conditional Use Permit for decision on the application.

### **Minor Variances**

The applicant has requested variances to two Planning Code requirements as part of the development application. The first variance request is to reduce the off-street loading berths from the required six to three. The loading berths would be loaded on 22<sup>nd</sup> Street and if the entire six

loading berths were provided the ground floor of the 22<sup>nd</sup> Street elevation would almost be entirely dedicated to vehicular uses with the auto entry, garbage truck access and loading berths.

The second variance request is to the CBD Height Area 6 tower bulk regulations. The applicant requests to waive the diagonal maximum of 235 feet to allow for the proposed design which would include a diagonal of approximately 293 feet at the lower portion of the tower at levels 5-16 and a diagonal of up to 293 feet at the upper level of the tower at floors 17-27. The other part of the tower bulk requirements being requested to be waived is the maximum average floor plate maximum of 25,000 square feet, with a proposed maximum of approximately 32,105 square feet. The applicant's justification for the requested waiver of the tower bulk requirements is that in order to achieve the floor area allowed on site they would need to construct a separate tower in the building which would require a second building core. A second tower and building core on the property would be prohibitive due to the BART tunnels running beneath the project site that include a surrounding zone of influence that limits the location of any structural supports for the building and would not allow for any required basement equipment rooms for the required core.

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## **DESIGN REVIEW**

Staff requests that the Design Review Committee review the proposed development project and provide comments and/or design recommendations to the applicant and staff prior to the proposal moving forward to the full Planning Commission.

The items that were discussed at the prior DRC meeting were as follows:

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### Garage Screening

The proposed project includes three full parking garage levels above the ground floor, which is proposed to be screened by a perforated metal cladding system along the Telegraph side of the building, and further screened by a glass curtain wall system along the Valley Street side of the project. Staff had raised concerns about the location of the screening for garage ventilation and had recommended that more of the open screening be located off the main street facades. The applicant has submitted revisions that refine the screening on the garage to demonstrate how the proposal would be able to screen vehicles from view from the exterior of the building and are proposing to incorporate a public art component into the screening area. Staff requests that the DRC review and comment on this approach, and would also recommend that if this approach is accepted that the public art component be completely defined prior to consideration by the Planning Commission.

Parking and Loading Location

The CBD Zoning regulations state that access to and from parking shall not be from a principal street when access from a secondary street is feasible. The proposal has the main auto entry/exit point on 22<sup>nd</sup> Street which is a secondary street, however there is a second garage exit onto West Grand Avenue which is one of the two principal streets fronting the site. The West Grand exit driveway was raised as an issue at the prior meeting, and staff will continue to review the proposal with DOT to determine if this driveway location is acceptable.

Building Terminus

The building tower terminus as seen from the west was raised as a design concern at the prior DRC meeting. The concern was that the view from the west didn't include a clear distinction of the tower top from the rest of the tower façade. The applicant has provided updated design concepts and more detailed information for consideration by the Committee.

Neighborhood and Skyline Context

At the prior meeting comments were made about the compatibility of the proposal within the context of the surrounding area as well as the overall skyline view from a distance. The applicant has provided additional images in the plan submittal for consideration and comment.

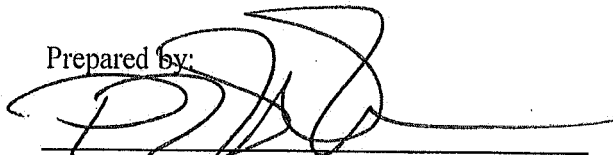
Exterior Material

There were concerns raised about the proposed exterior materials that relate to a corten steel look to the exterior "framing" of the high-rise structure. The material would likely not be actual corten steel, but rather an exterior cladding that has a finish that appears in a similar manner to that of corten steel. Staff continues to support this material approach as it provides an interesting contrast with a rawer looking exterior framing juxtaposed against the large swaths of curtain wall glass.

**RECOMMENDATION**

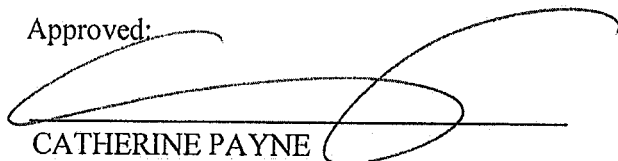
Staff recommends that the Committee review the proposed project for appropriate site and building design considerations and provide direction to staff and the project applicant prior to full consideration by the City Planning Commission.

Prepared by:



**PETERSON Z. VOLLMANN**  
Planner IV

Approved:



**CATHERINE PAYNE**  
Acting Zoning Manager

Attachments:

- A. Project Plans

TMG PARTNERS

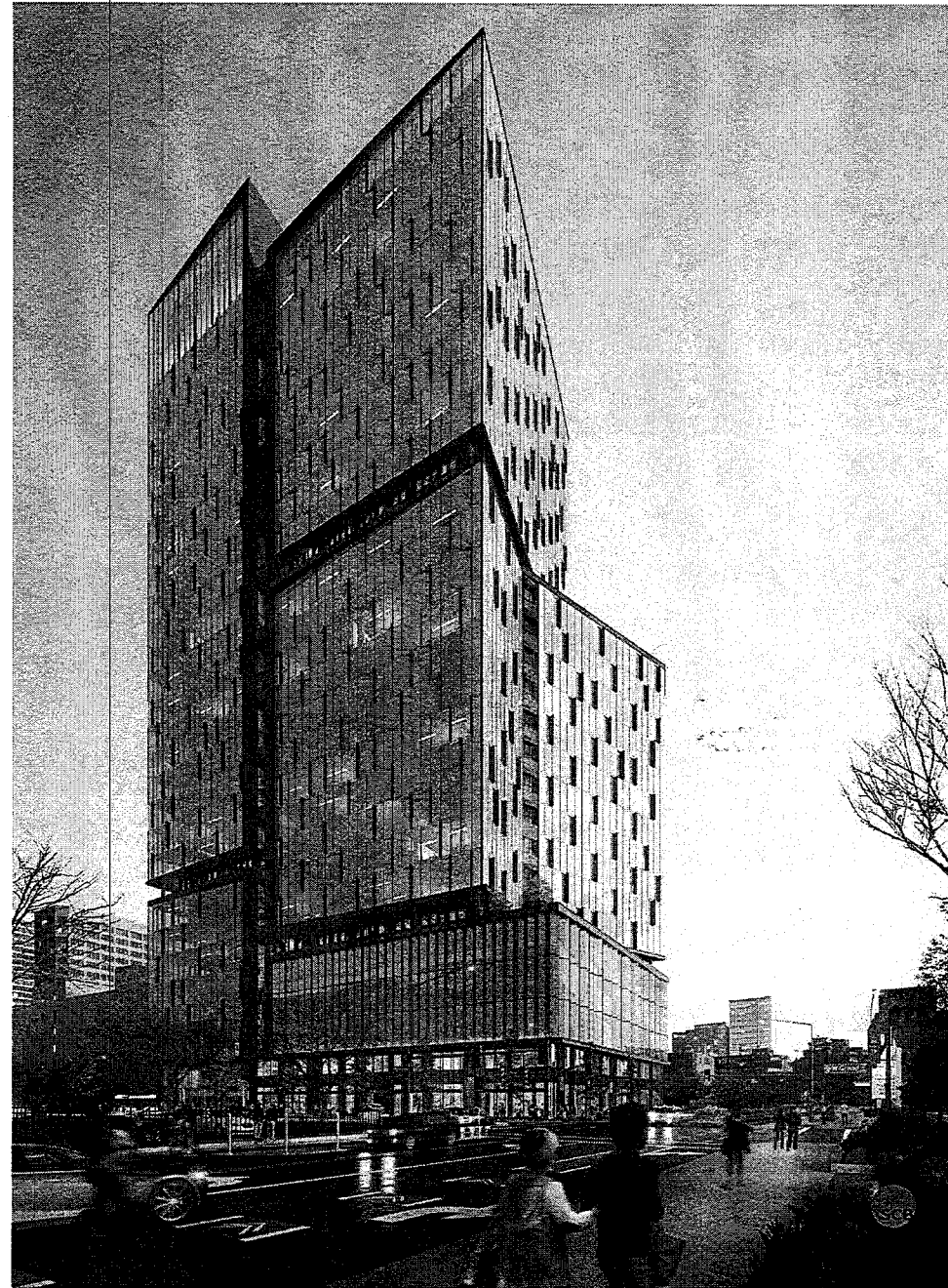
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# 2201 Valley

## Creative Office Building

SOLOMON CORDWELL BUENZ

08 - 08 - 2018

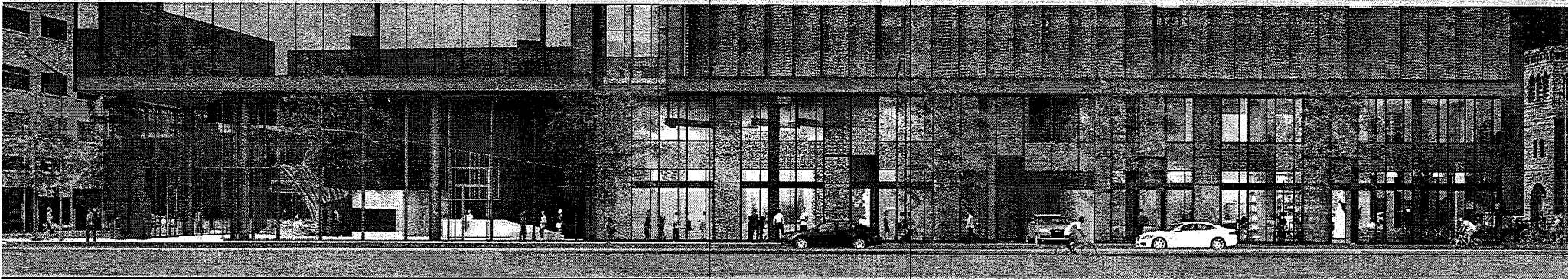






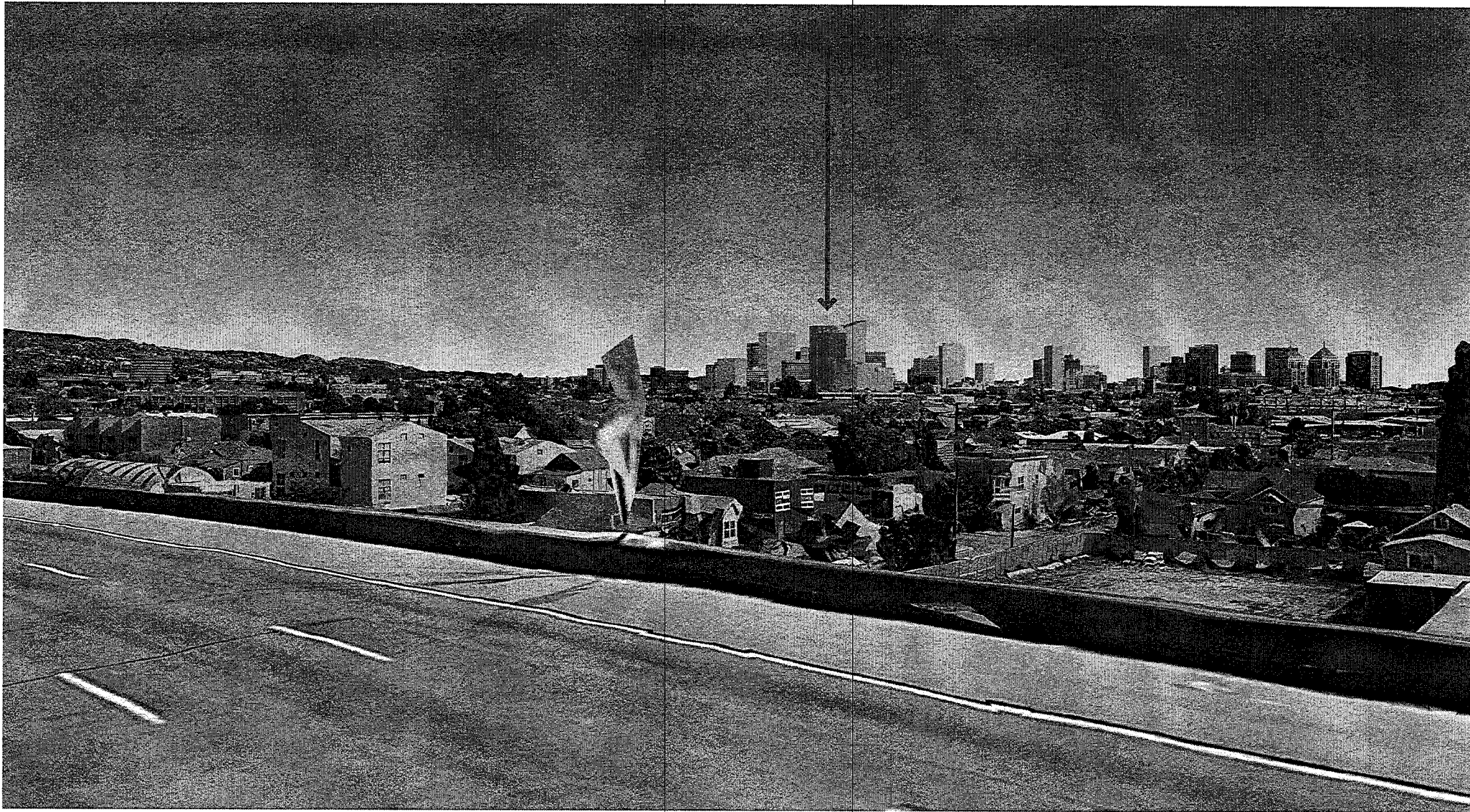
03 - 28 - 2018 HEARING

- \_ **CONTEXT VIEW** : Create view from 580, Lake Merrit and Grand Ave.
- \_ **2201 VALLEY & EASTLINE** : Understand the relationship between the 2 buildings especially at ground level.
- \_ **SURROUNDING CONTEXT** : Understand the design decisions and relationship to the neighborhood.
- \_ **PARKING SCREEN** : Reduce visibility of the cars, improve Telegraph edge, perhaps public art.
- \_ **CROWN** : Consider light pollution and other design options.



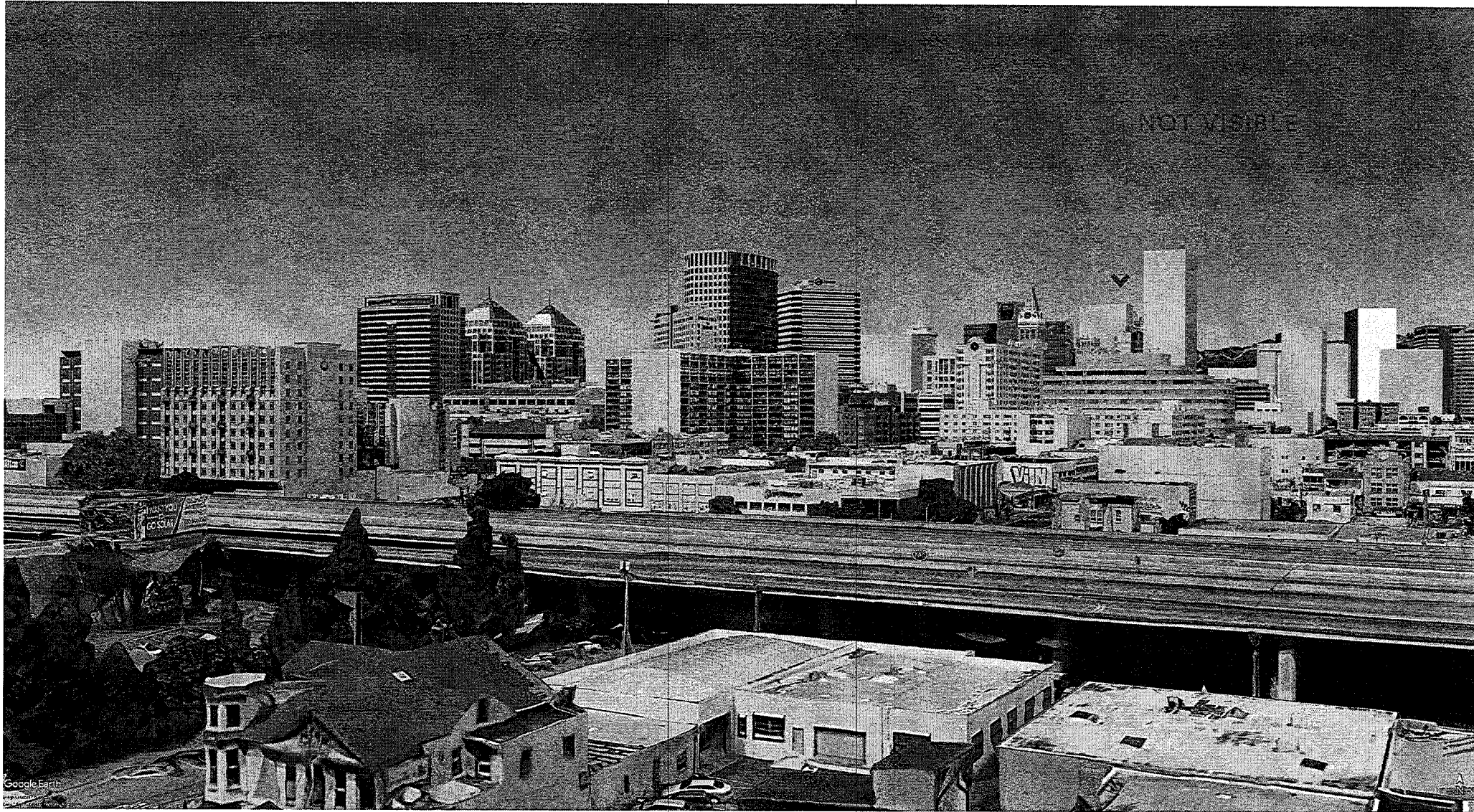
CONTEXT VIEW

2201 Valley and Pipeline Oakland



FROM 580



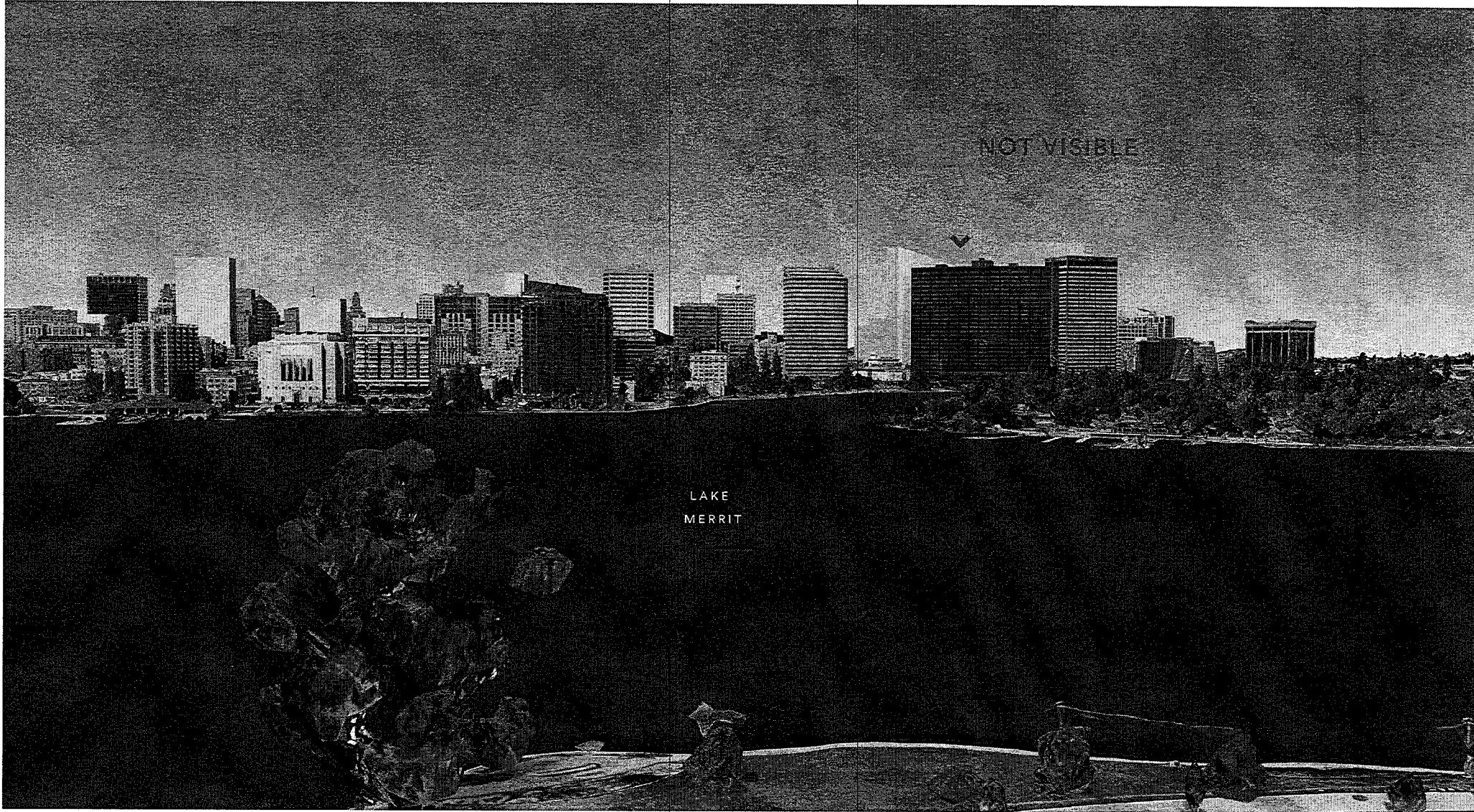


NOT VISIBLE

Google Earth

FROM 880

SCB

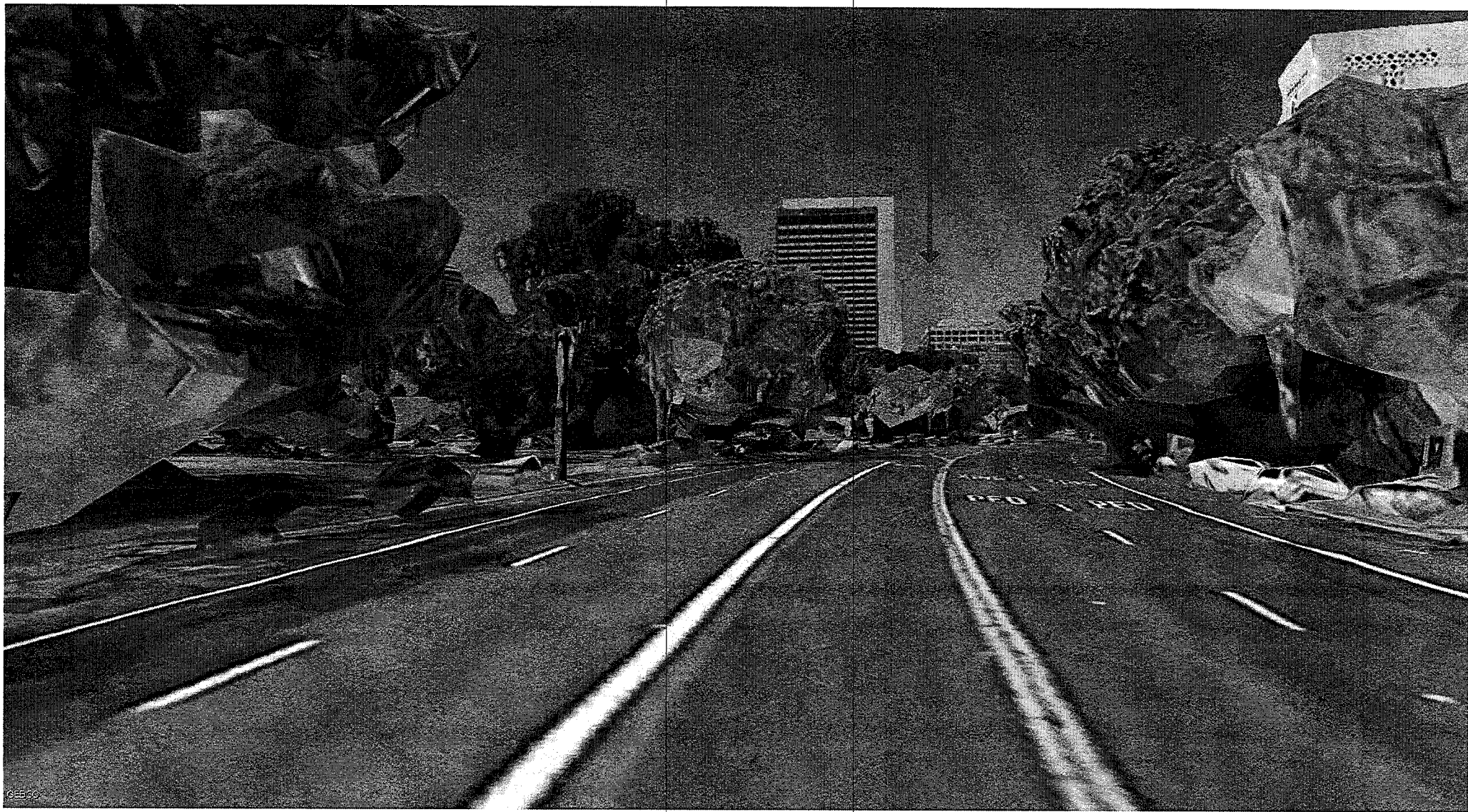


NOT VISIBLE

LAKE  
MERRIT

FROM EAST LAKE MERRIT 2

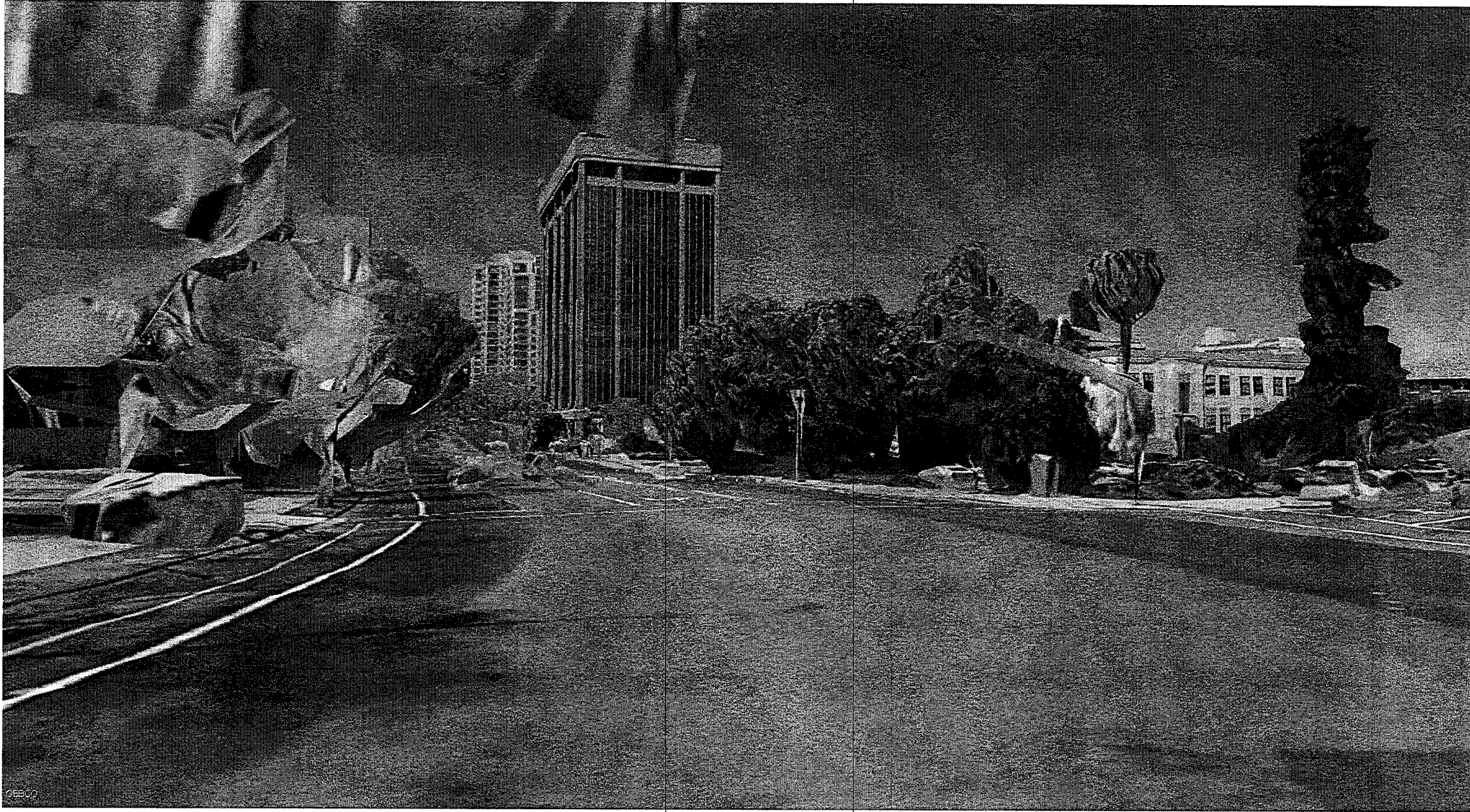




FROM GRAND AVE LOOKING WEST 1

at Lee Street

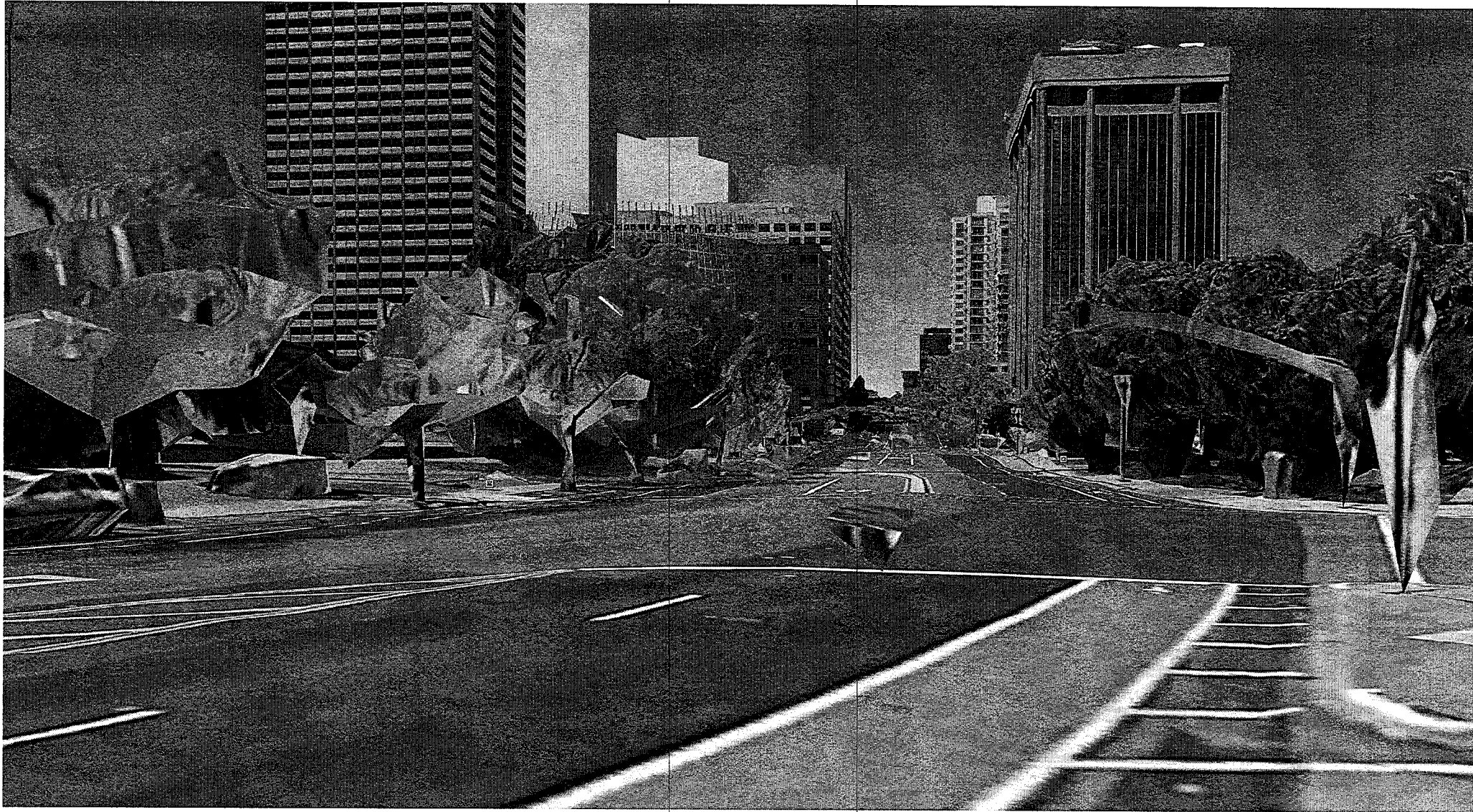




CEBCO

FROM GRAND AVE LOOKING WEST 2  
at Bay Plaza

SCB



FROM GRAND AVE LOOKING WEST 3  
at Bay Plaza





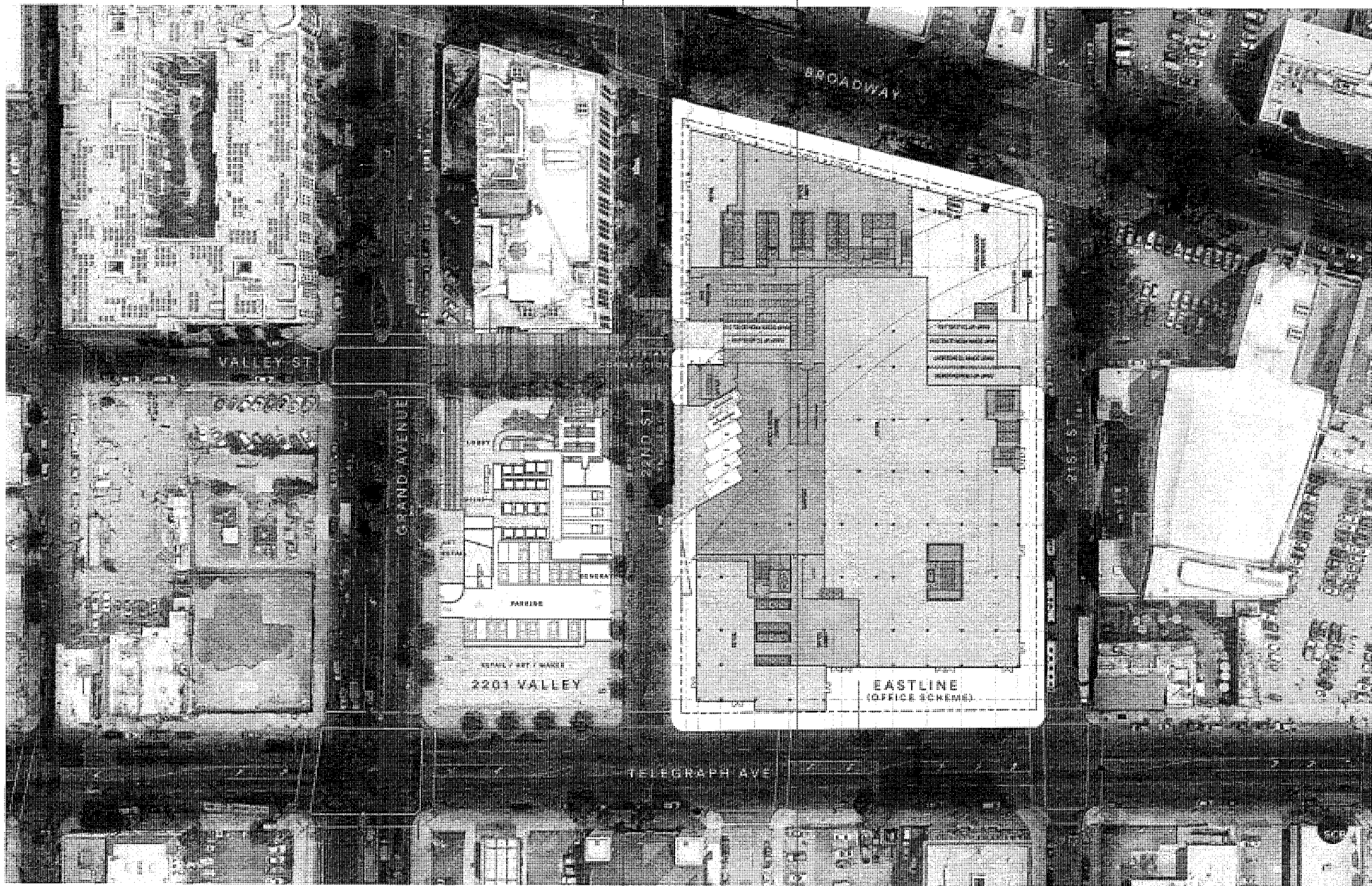
FROM GRAND AVE LOOKING WEST 4  
at Valdez Street



FROM GRAND AVE LOOKING WEST 5  
at Broadway Street

2201 VALLEY & EASTLINE

Ground Level Relationship



BROADWAY

VALLEY ST

GRAND AVENUE

2ND ST

TELEGRAPH AVE

W 1ST ST

W 2ND ST

2201 VALLEY

EASTLINE  
(OFFICE SCHEMES)

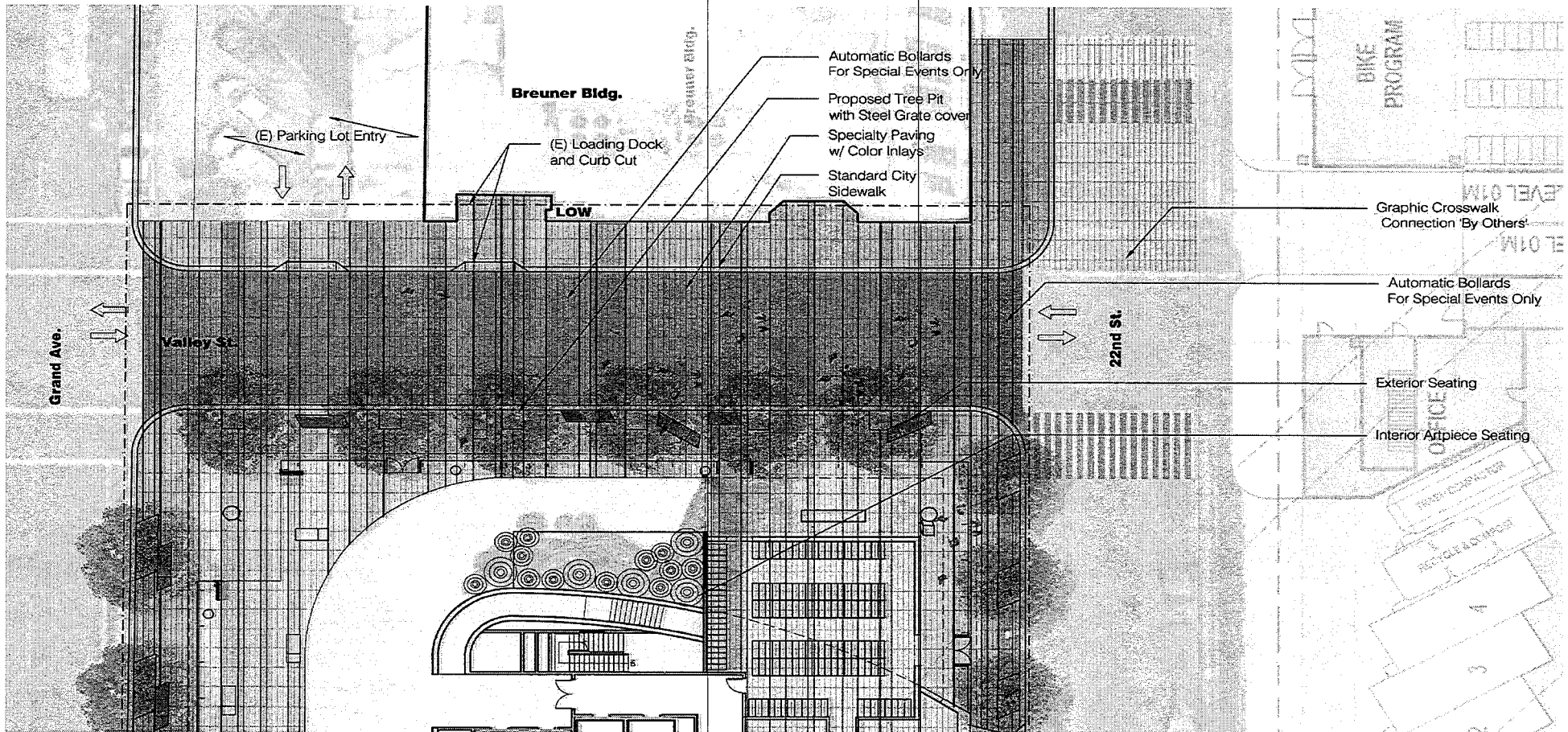
PARKING

REPAIR / RENT / WARE

TO BE DEMOLISHED  
PROPOSED OFFICE USE  
ADDITIONAL OFFICE USE  
RECONSTRUCTION OF 1940

W 1ST ST

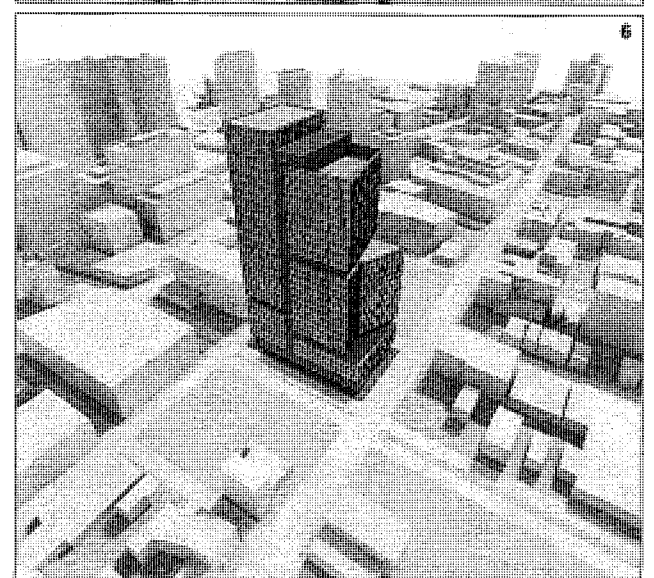
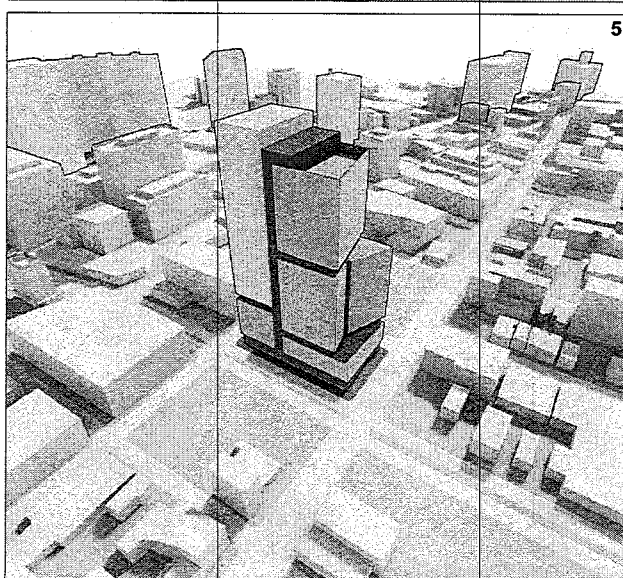
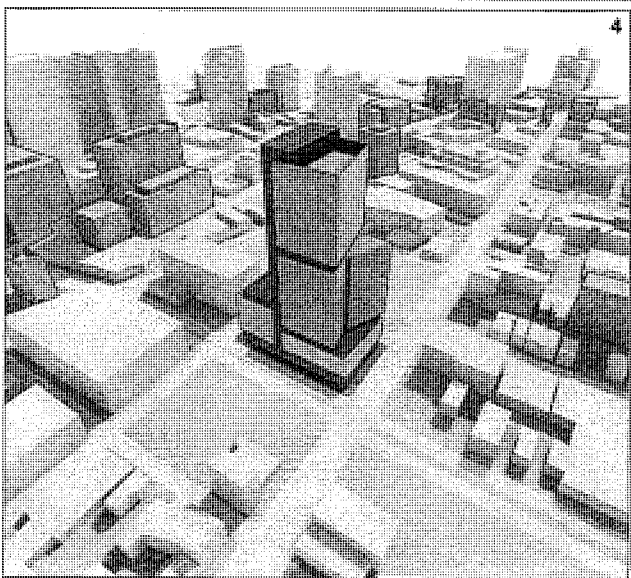
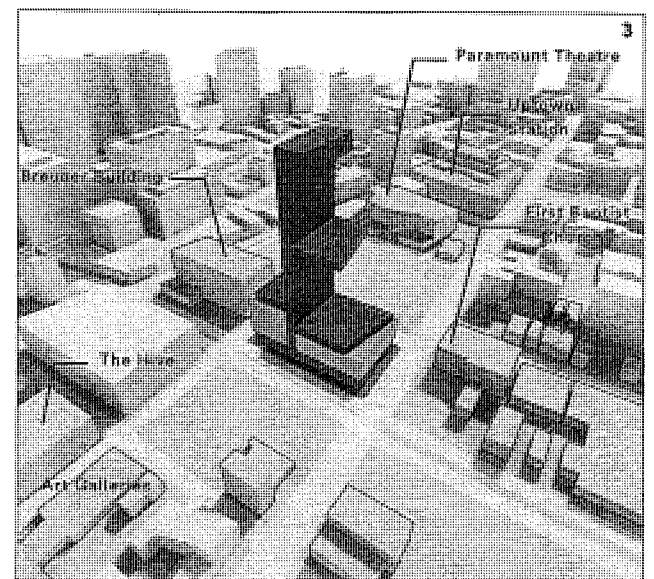
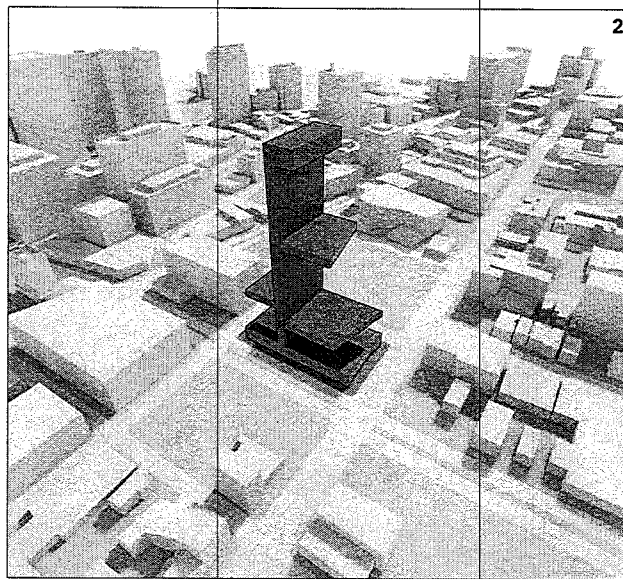
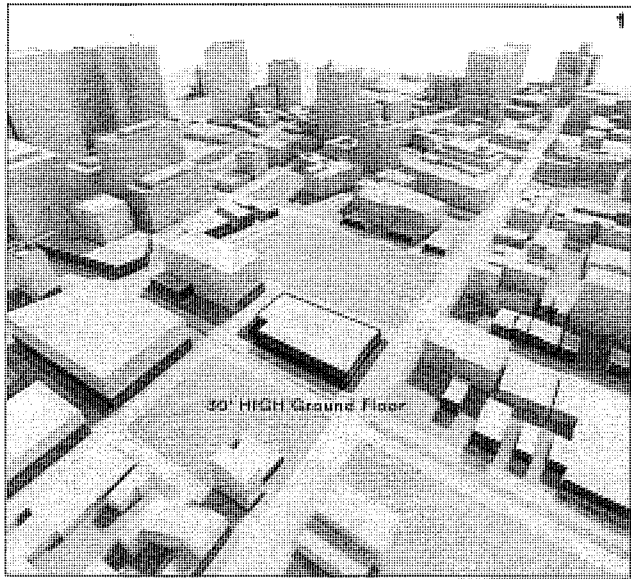
W 2ND ST



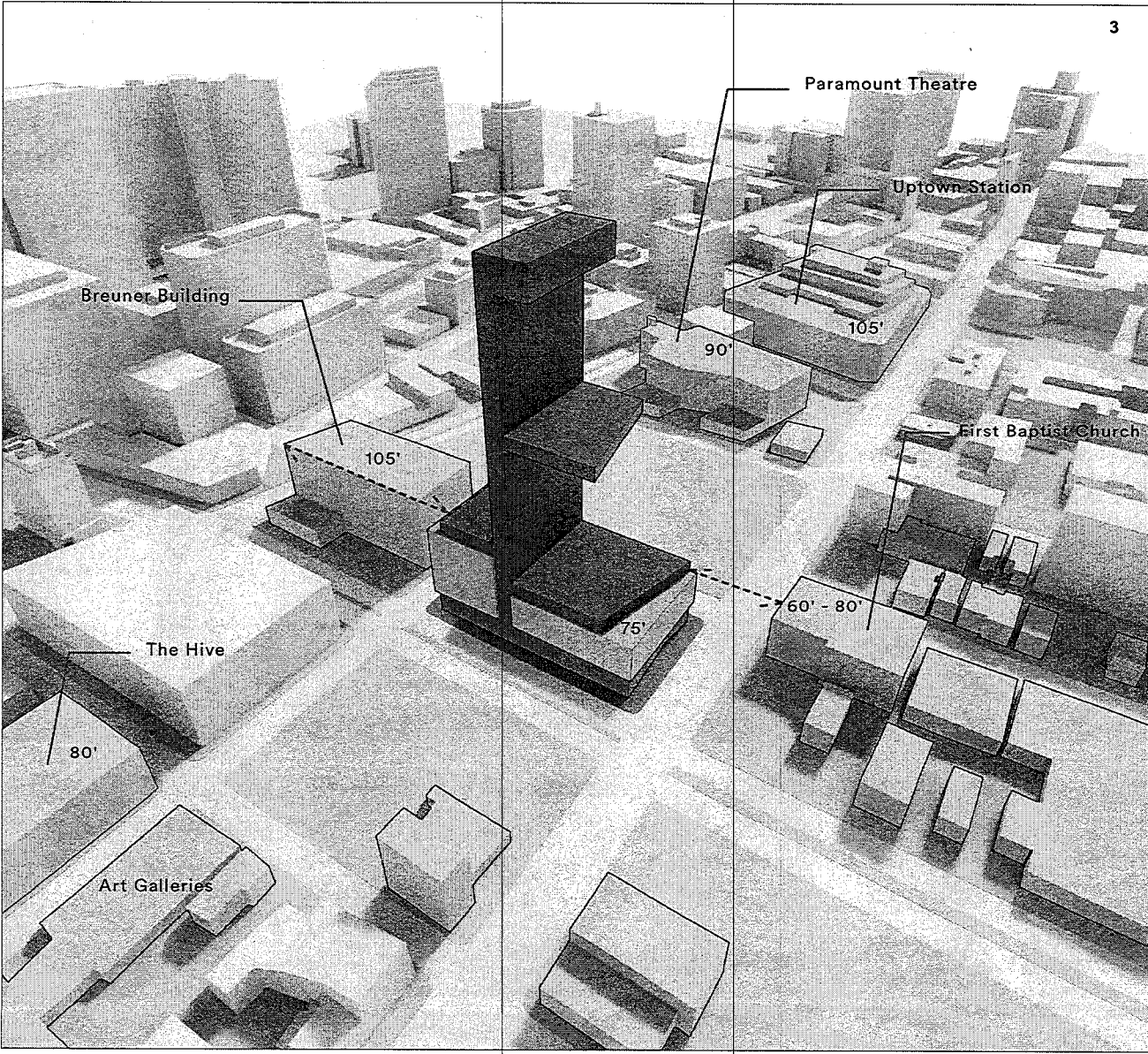
VALLEY ST AND EASTLINE CONNECTION

**SURROUNDING CONTEXT**

Relationship to the neighborhood



MASSING BREAK RELATIONSHIP

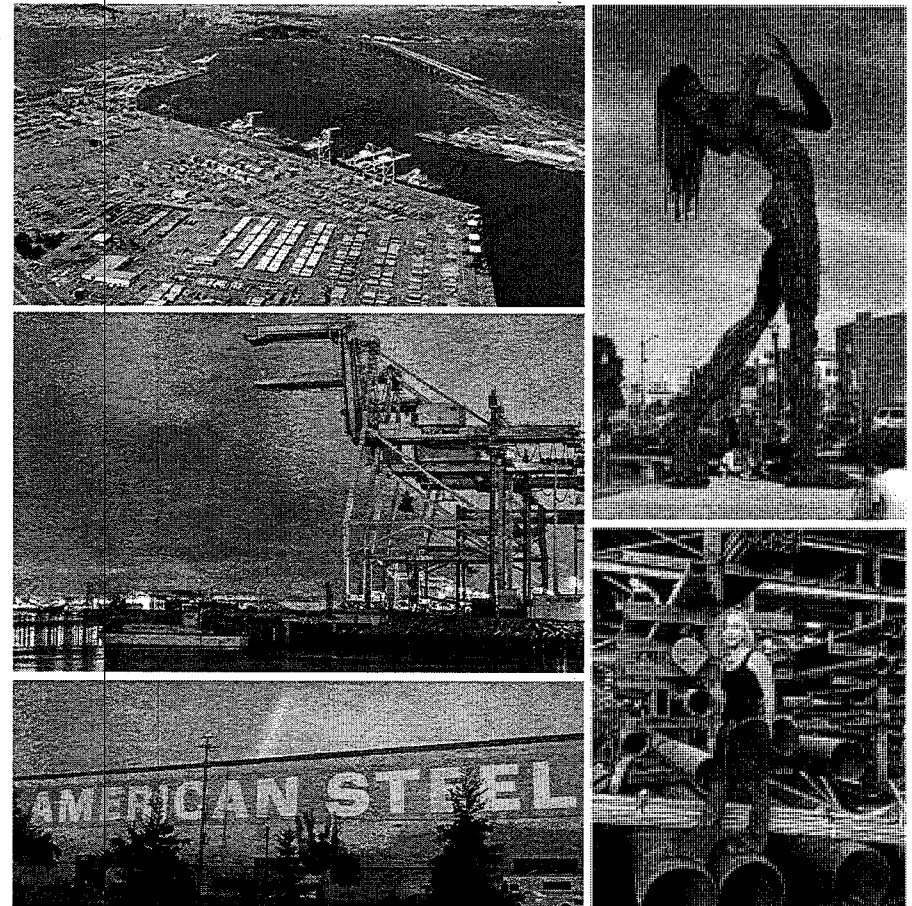


LOWER MASSING BREAK





2201 Valley \_ Fabricated Metal

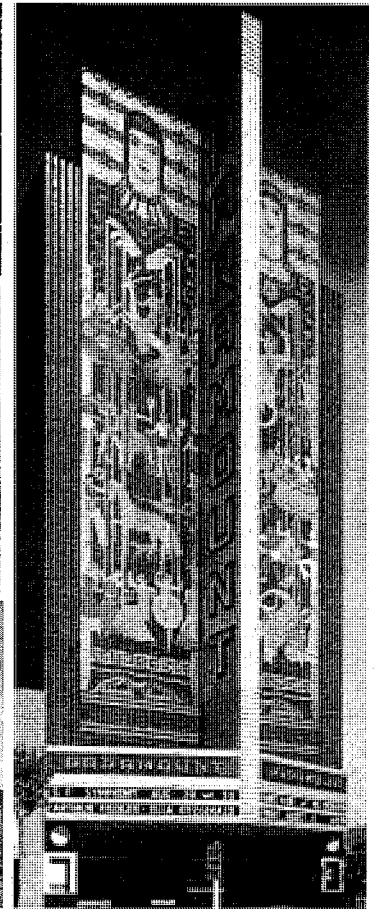
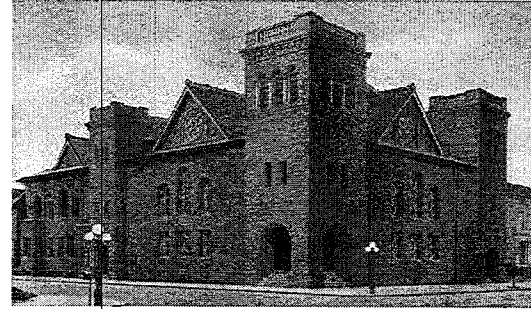


Oakland metal influences \_ American Steel, Cranes Oakland Port, Metal art

## INDUSTRIAL INFLUENCES : FABRICATED METAL

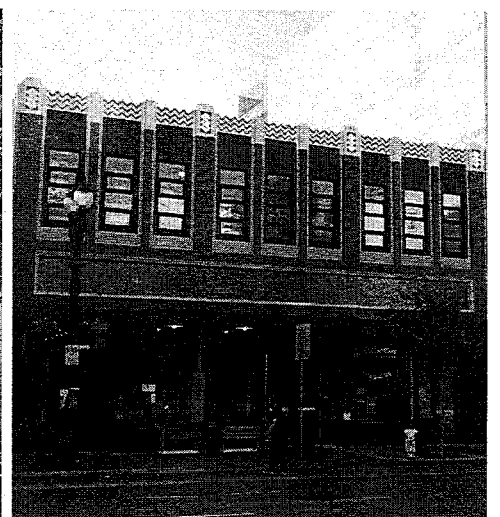
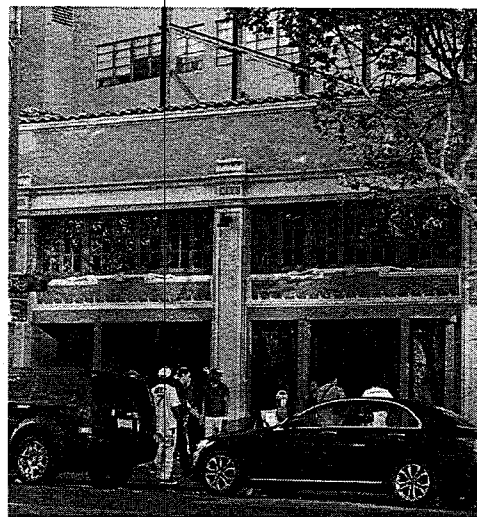
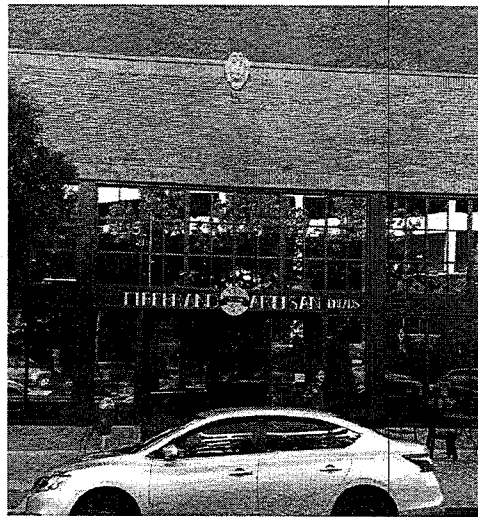
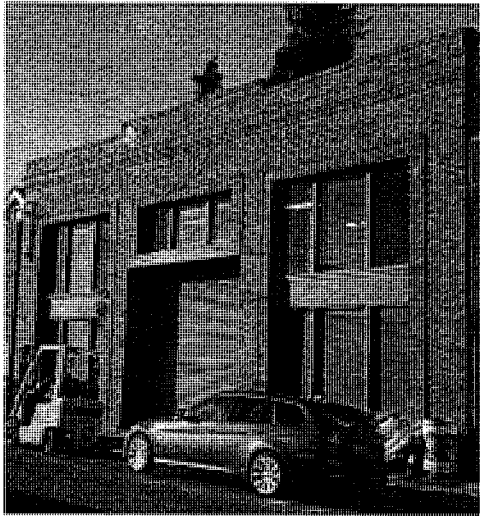


2201 Valley \_ Corten color

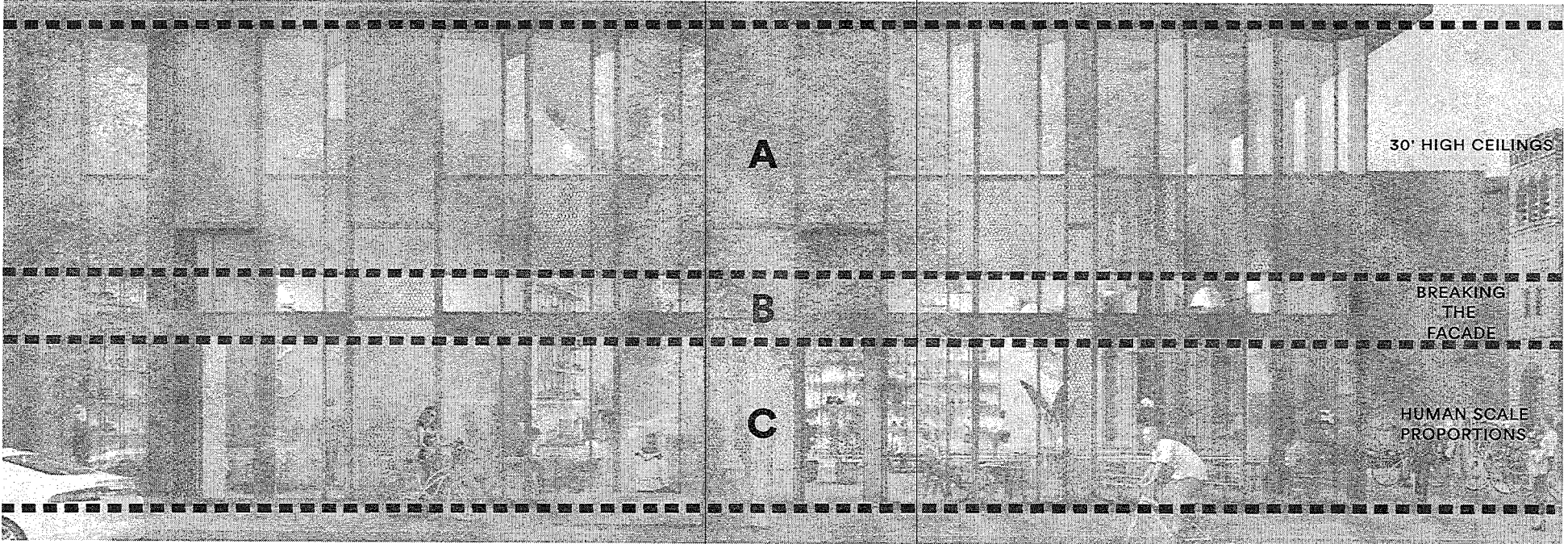
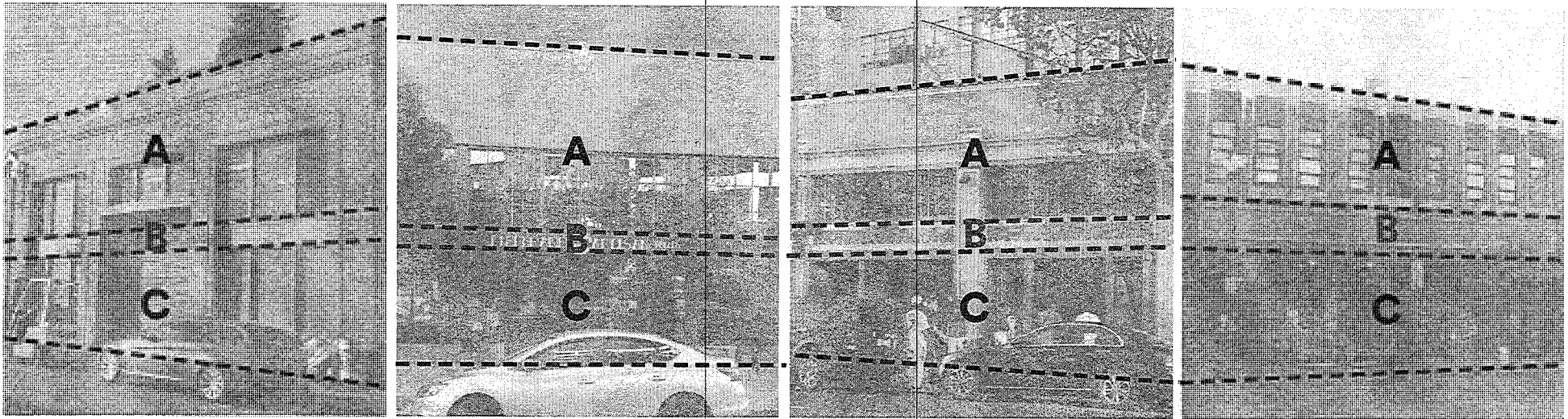


Oakland color influences \_ Paramount Theatre, Tribune Tower, First Baptist Church

## HISTORIC INFLUENCES : COLOR PALETTE



HISTORIC GROUND FLOOR PROPORTIONS



HISTORIC GROUND FLOOR PROPORTIONS

PARKING SCREEN

Artistic duality

**WE HEARD :** Eliminate view of cars; celebrate the screenwall design along Grand and Telegraph elevations.

**WE ADDED :** Parking screen relationship to the crown screen.



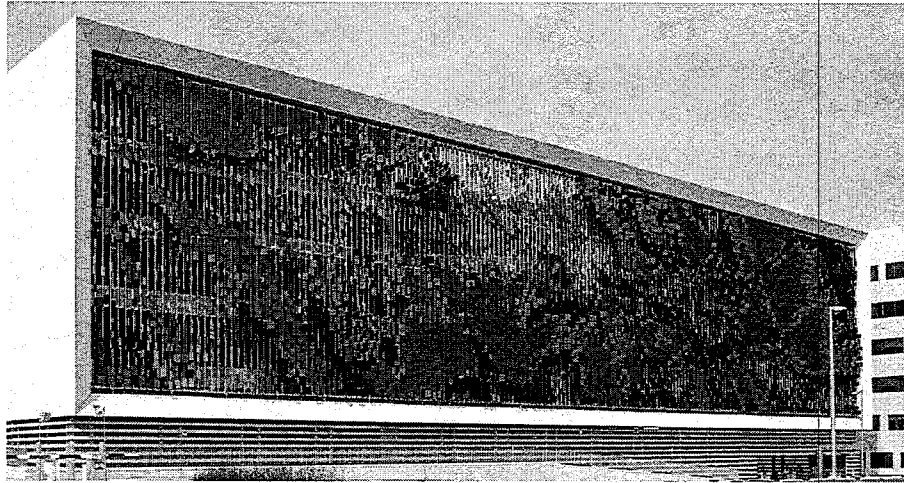
PARKING SCREEN BEFORE



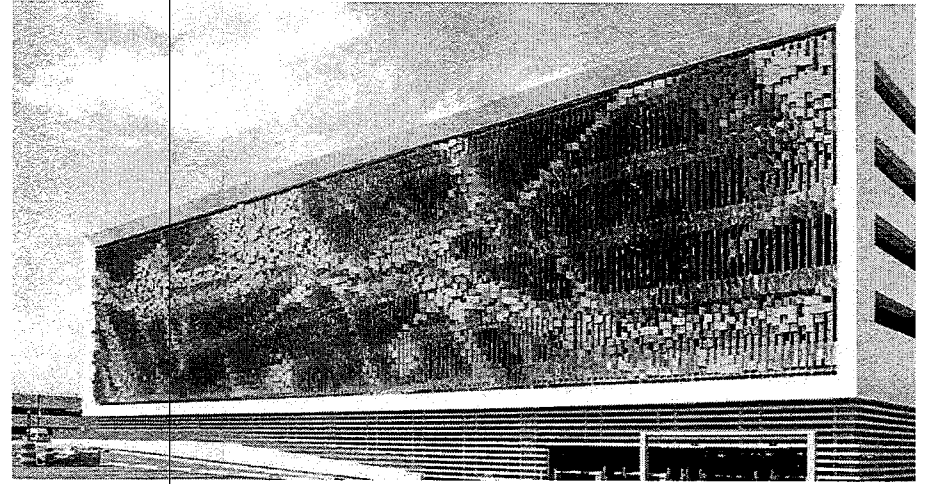


De Young Museum, San Francisco

## ARTISTIC IMAGERY AND PERFORATED PANEL SYSTEM



ROB LEY ARTIST \_ ESKENAZI HOSPITAL, INDIANAPOLIS



DAVID BOWIE EXHIBIT, NEW YORK SUBWAY STATION



## ARTISTIC DUALITY REFERENCES



ABSTRACT artistic  
industrial imagery on  
laminated glass panels

ABSTRACT artistic  
natural imagery on  
perforated metal panels

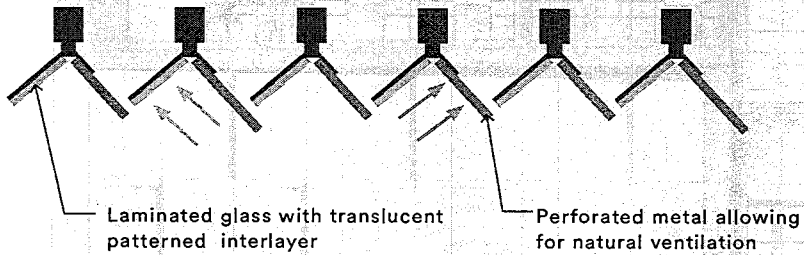


ELEVATION GRAND AVENUE



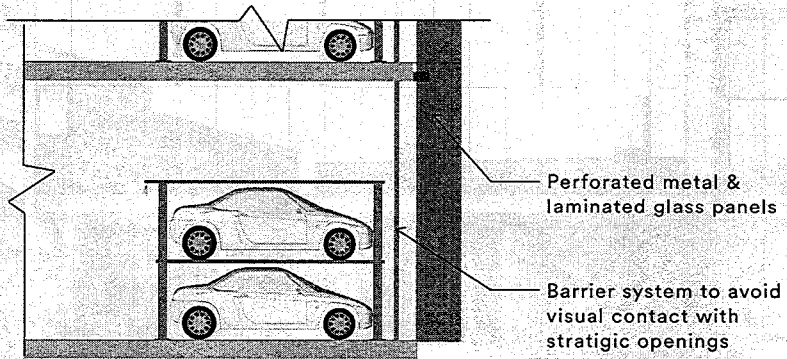
ABSTRACT artistic industrial imagery on laminated glass panels

ABSTRACT artistic natural imagery on perforated metal panels



- \* Eliminate visibility of the cars
- \* Artistic expression on the panel screens
- \* Angled panels giving texture and rythm while ties to the tower above and the crown
- \* 50% natural ventilation

### PARKING PANELS \_ Floor Plan

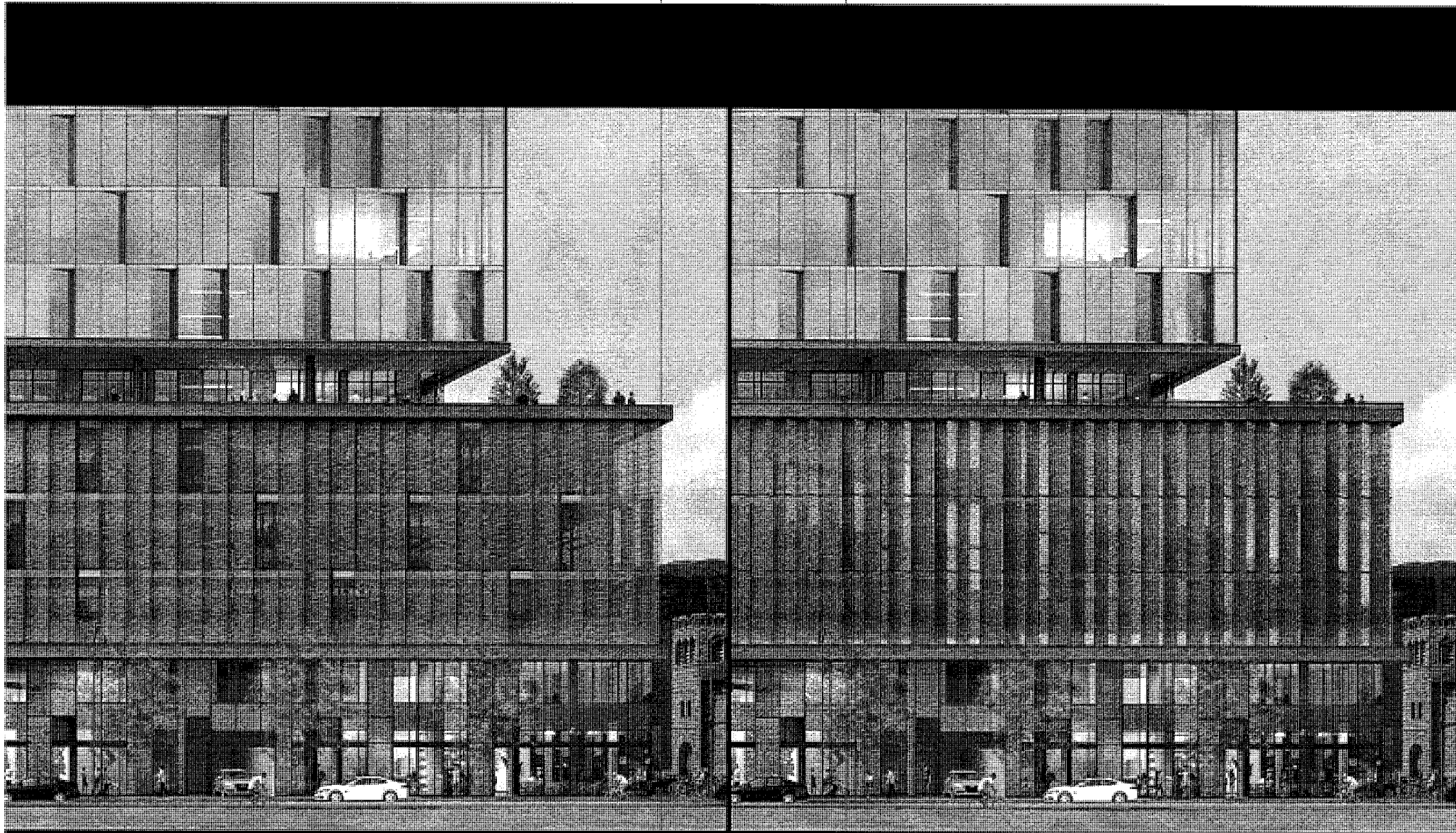


### PARKING PANELS \_ Section



ELEVATION GRAND AVENUE





BEFORE

PARKING SCREEN COMPARISON

AFTER





BEFORE

PARKING SCREEN COMPARISON

AFTER

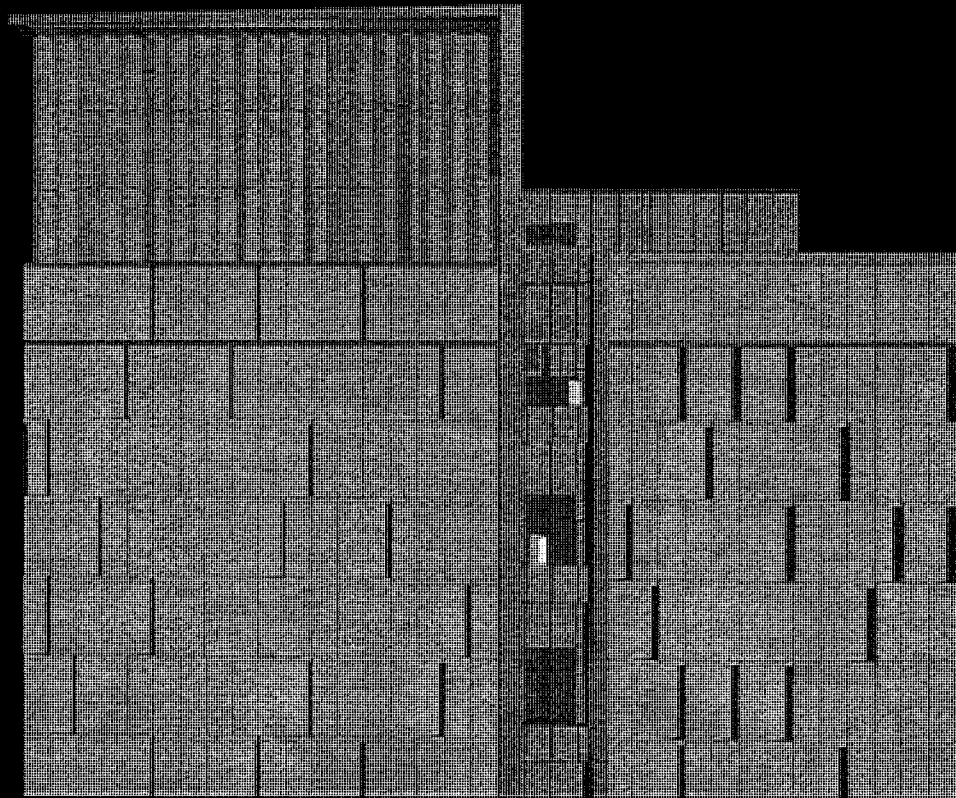


THE CROWN

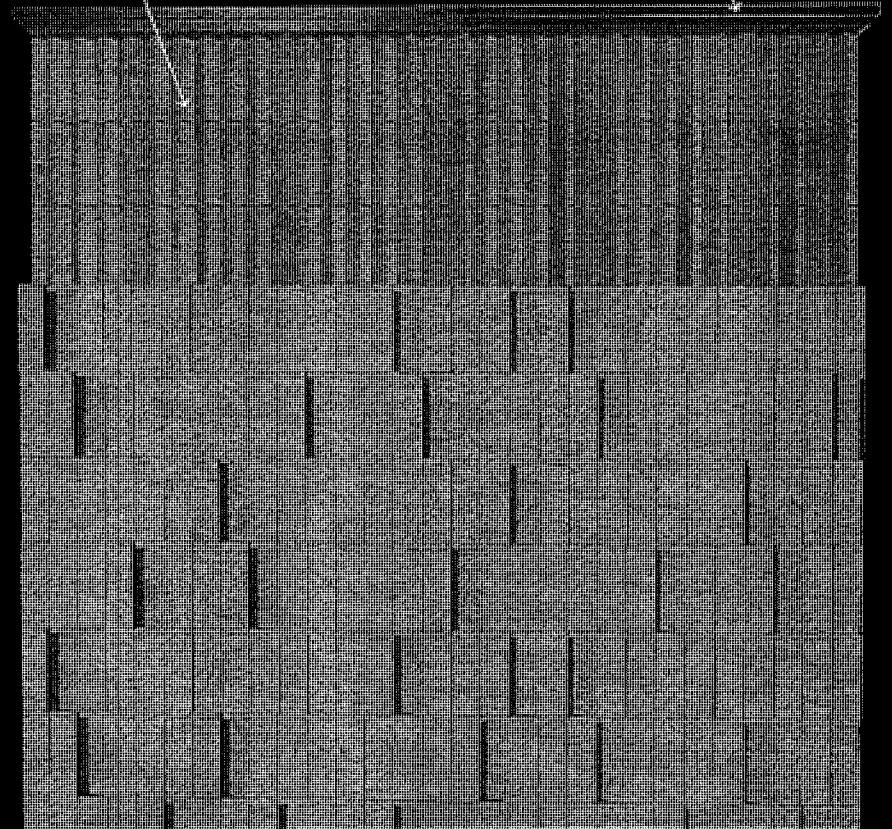
Defining Oakland Skyline

PERFORATED METAL ALUMINUM  
SCREEN IN ANGLED PANELS WITH  
INTEGRATED COSTEN PANELS

METAL COSTEN TRIM  
FRAMING TOP AND SIDES  
OF THE CROWN

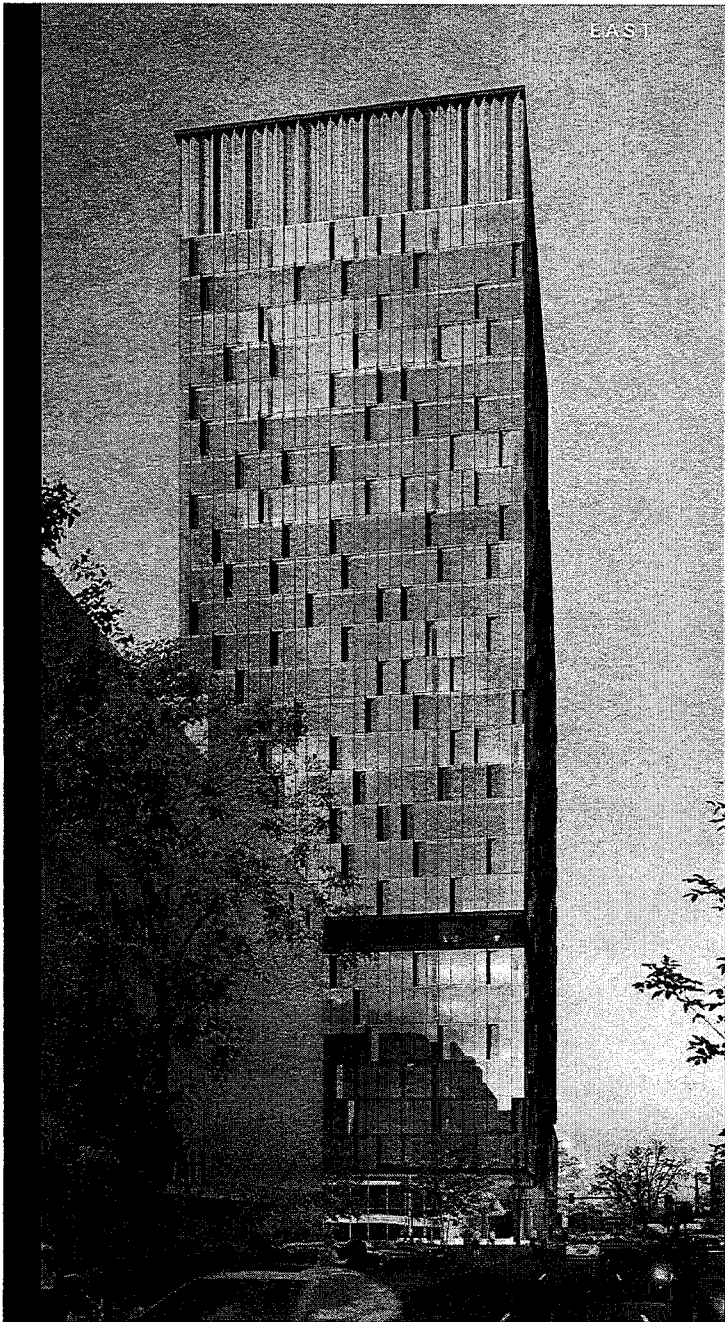


NORTH

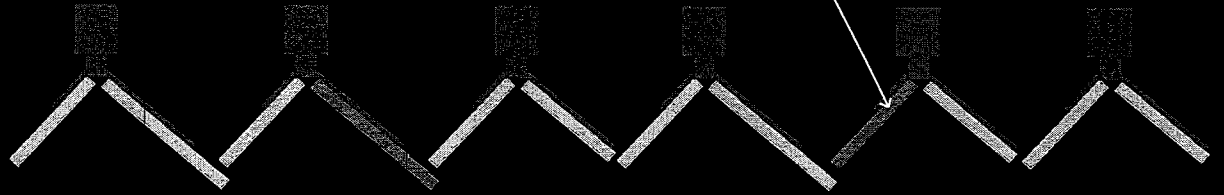


EAST

EAST

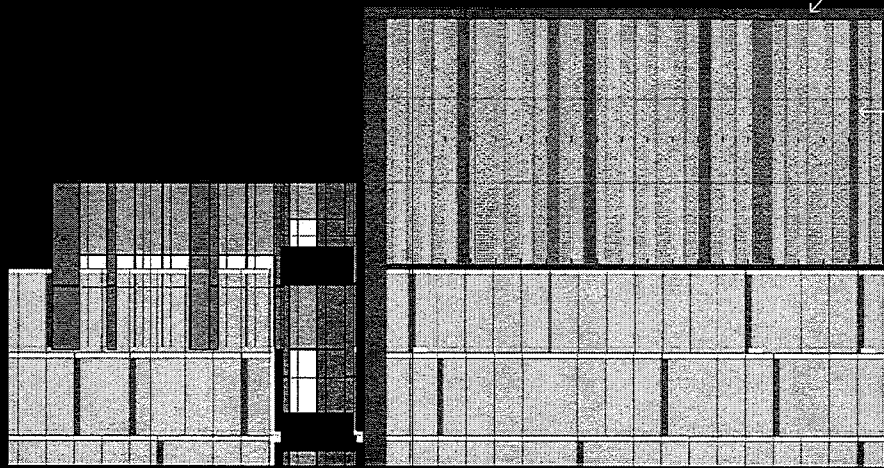


PERFORATED METAL ALUMINUM SCREEN IN ANGLED  
PANELS WITH INTEGRATED CORTEN PANELS



CROWN SCREEN PANELS \_ Floor Plan

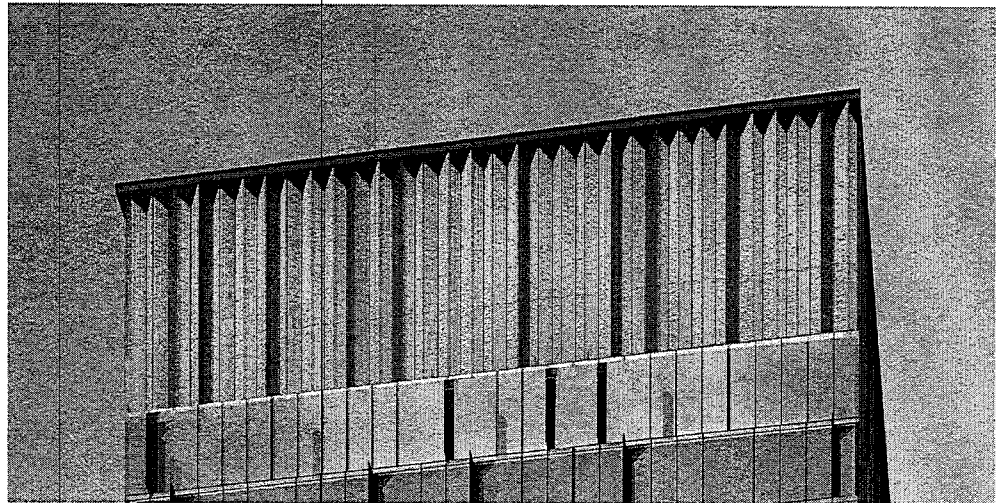
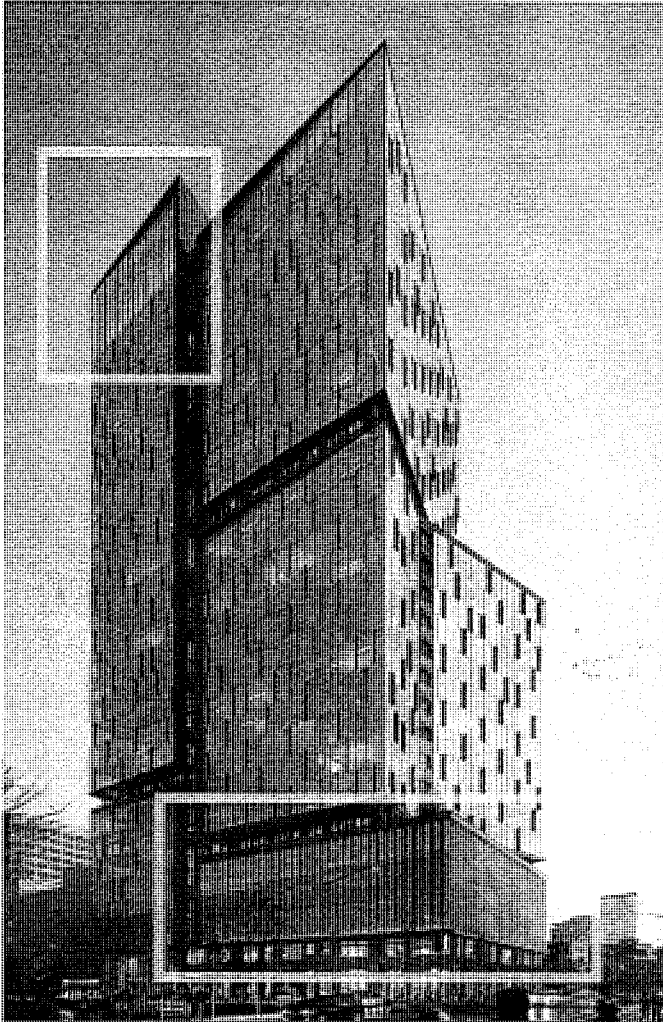
METAL CORTEN TRIM  
FRAMING TOP AND SIDES  
OF THE CROWN



PERFORATED METAL  
ALUMINUM SCREEN IN  
ANGLED PANELS WITH  
INTEGRATED CORTEN  
PANELS

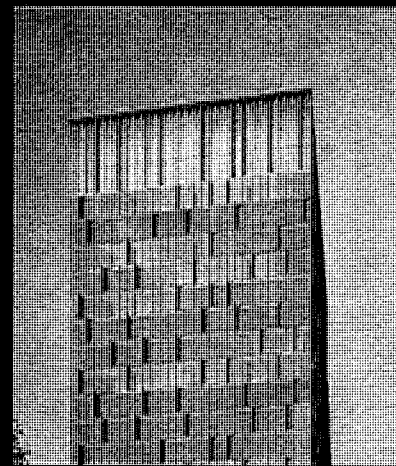
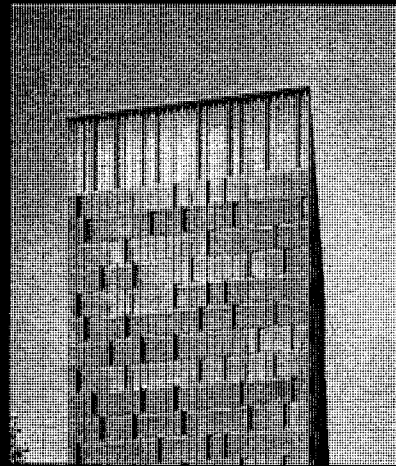
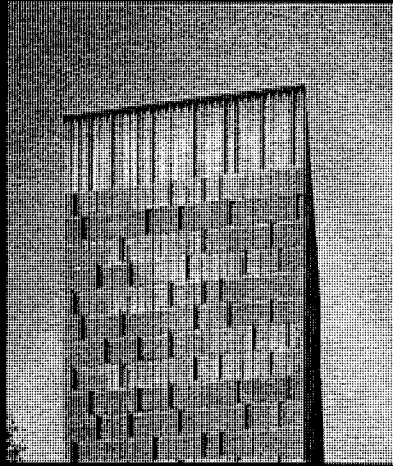
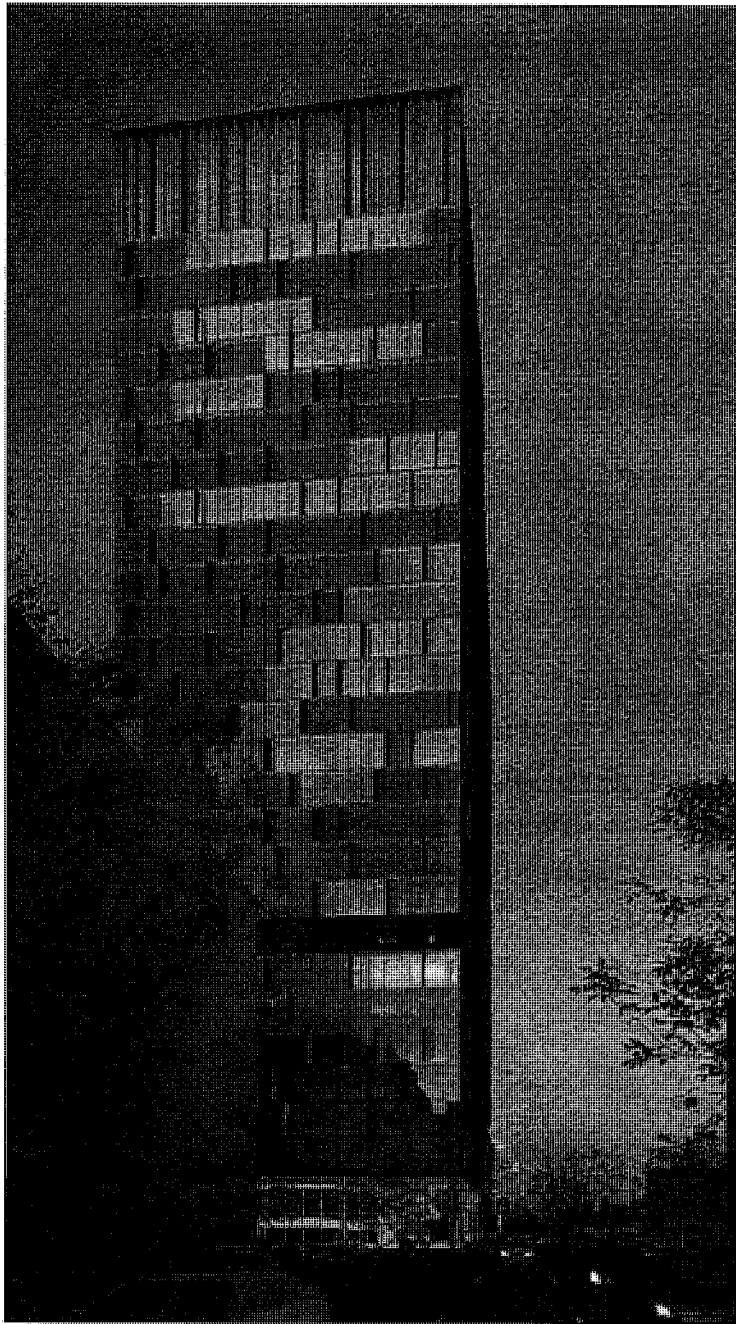
CURTAIN WALL WITH  
INTEGRATED VERTICAL  
METAL THINS

CROWN SCREEN PANELS \_ Elevation



SCREEN RELATIONSHIPS





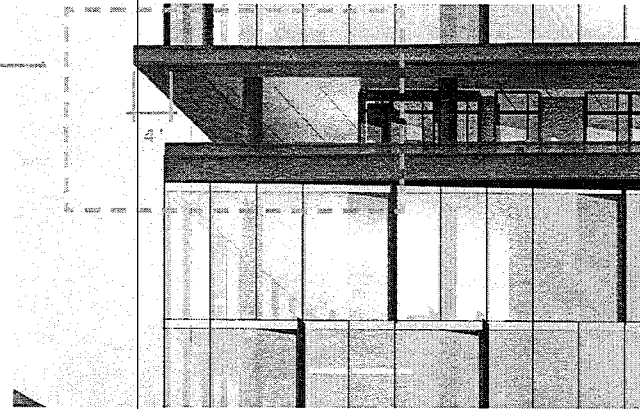
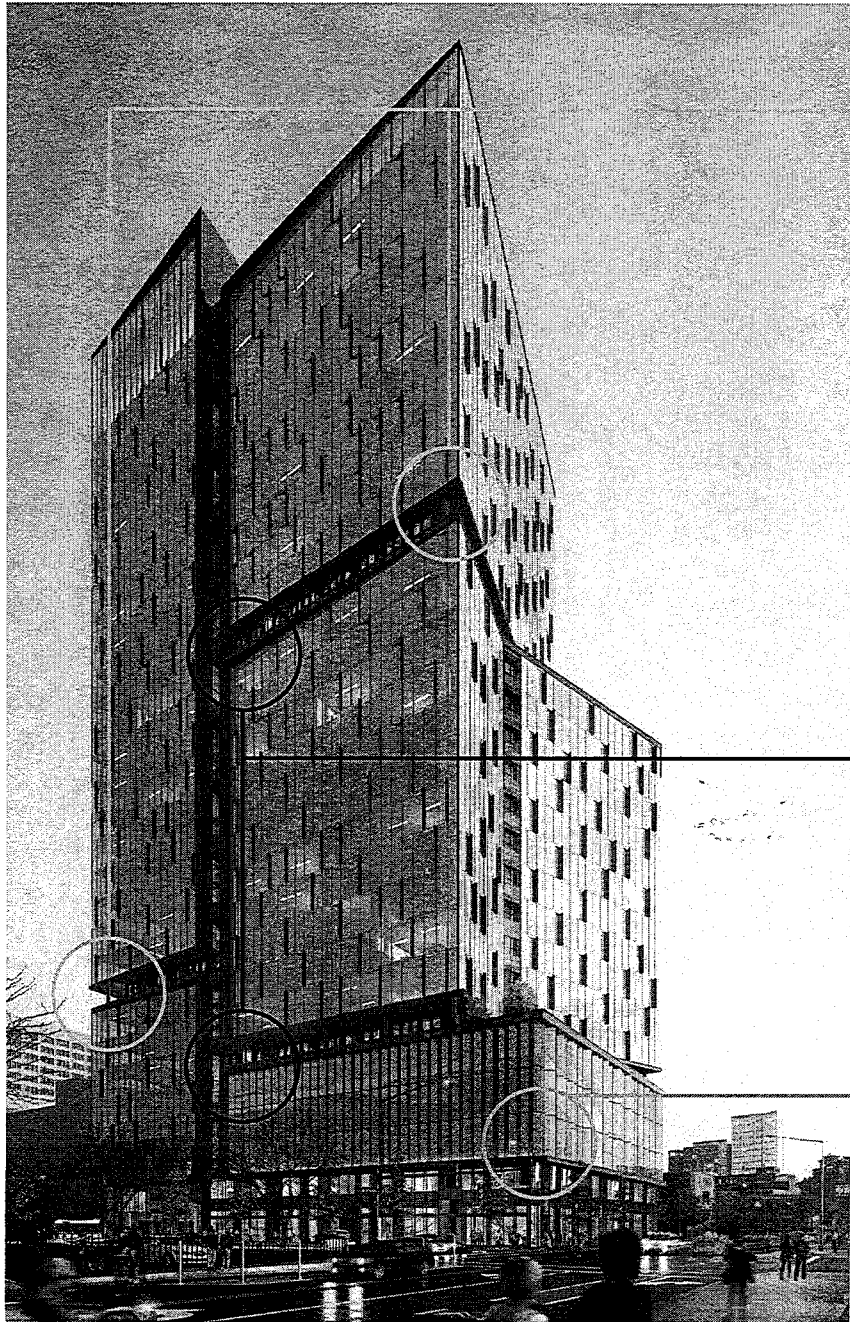
CROWN LIGHTING OPTIONS



## ADDITIONAL FACADE ARTICULATION

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Integrated Design Solutions



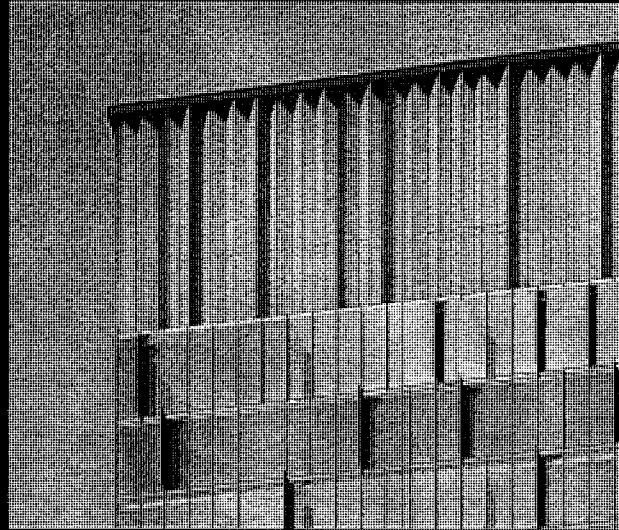
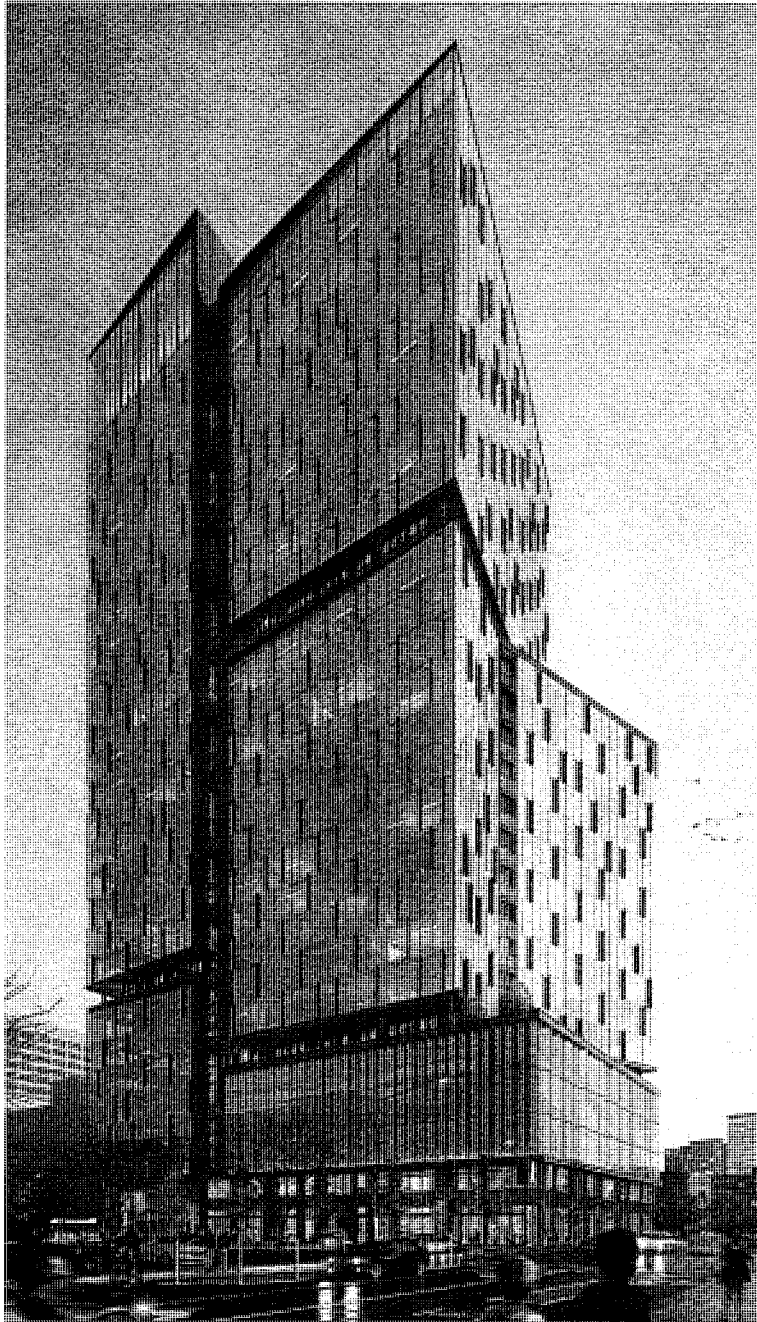
TERRACES FRAMING  
4' CANOPY



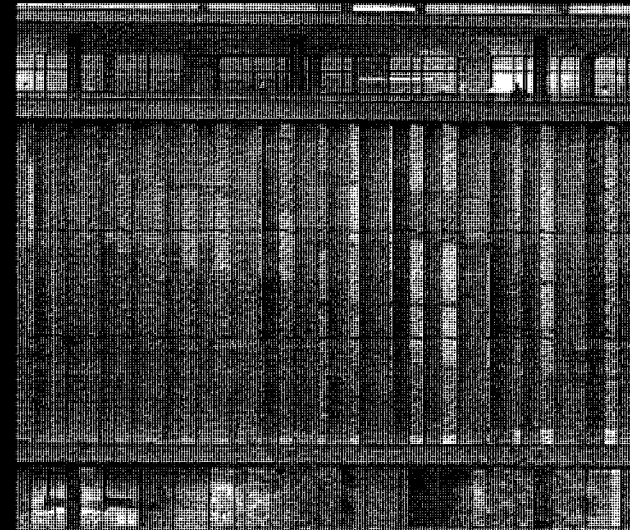
RAILING SYSTEM INTEGRATED  
5' WINDSCREEN



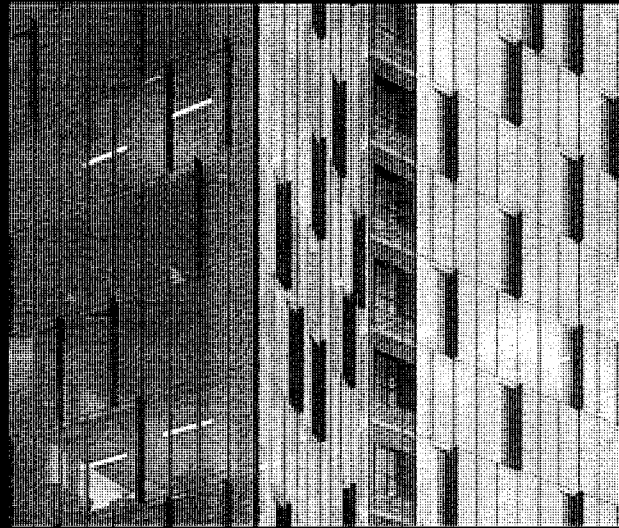
GROUND FLOOR FRAMING  
7' CANOPY



ANGLED PANELS + TEXTURE CROWN



ANGLED PANELS + TEXTURE PARKING SCREEN



ANGLED GLASS + TEXTURE SKIN



ANGLED GLASS + TEXTURE GROUND FLOOR

HOLISTIC DESIGN APPROACH



