

October 1, 2021

Dear Chad, Charlie, Miroo, and Esteemed Members of Council,

Please find below our analysis of the Planning Commission's findings from our hearing on June 24, 2021.

Finding #1:

9-7047(a) and (b): "Providing entrances that are visible and accessible."

The Planning Commission wants the entrance on Hollis St.

Traffic is not allowed to stop on Hollis St.

Even if you agree that Hollis is a better location (which we don't), the entrance location for us is a business liability and a reputational one. ODI and its insurer do not want the liability associated with encouraging drop-offs at a location where cars cannot drop off. The old design does not comport with the new road alignment.

The City can assume this liability, change the traffic laws, or agree with us that the north courtyard is the more appropriate location for the main entrance.

Finding #2:

9-7.505(a) and (e): "Maximize civic and community arts-based uses of the facility"

In the proposed design, there is a substantially higher capacity for creating and displaying art than in the prior design. Though the prior design had a slightly larger gallery, the proposed design's improved exiting, the adjacency of the art hallways, and the outdoor gallery better "maximize arts-based uses." The approved design had one direct exit out of the building from the gallery space, meaning fewer temporary walls could be erected and less art could be displayed. Furthermore, the approved design had studios which entered directly from the gallery space, creating access and operational issues for both the gallery and the studio users. The proposed design also has four more art studios than the approved design.

Finding #3:

9-5.1612(c)(2): "The two proposed roof signs are of appropriate size."

The Planning Commission's objection is that the signs are too *small*.

The designers are confident that the exterior art will leave no doubt as to the purpose of the building. The design will show rather than tell the public that the building is in arts center.

Changes to Elevations:

West Façade: The Planning Commission opposed the retention of the junipers, while Council has expressed support. Either Exhibit A or Exhibit B, with the PC-recommended improvements or retention of the junipers, is acceptable to ODI.

North Façade: Per Exhibit C, the main entrance has been moved from the West side.

East Façade: Exhibit D, with the added art wall.

South Façade: The Planning commission objected to the convenience ramp in front of the jewel box. Per their suggestion, we are proposing re-inserting the pathway from 40th St. to the Jewel Box, as per Exhibit E.

The Developer urges Council to reject the Planning Commission's decision and approve this defter, more elegant, and more financially sustainable design. We stand by the current design and believe it will give Emeryville a world-class arts center for decades to come.

Sincerely,



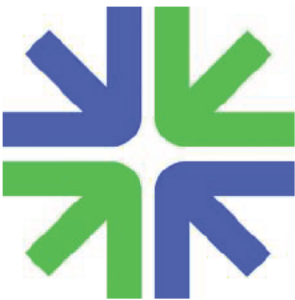
Eddie Orton

Nick Orton

6/14/2021 10:11:46 AM

Client

CITY OF
EMERYVILLE
CALIFORNIA



Project Name & Address

EMERYVILLE ARTS CENTER

Adaptive Reuse of the former
United Stamping Building

4060 Hollis Street, Emeryville, CA 94608

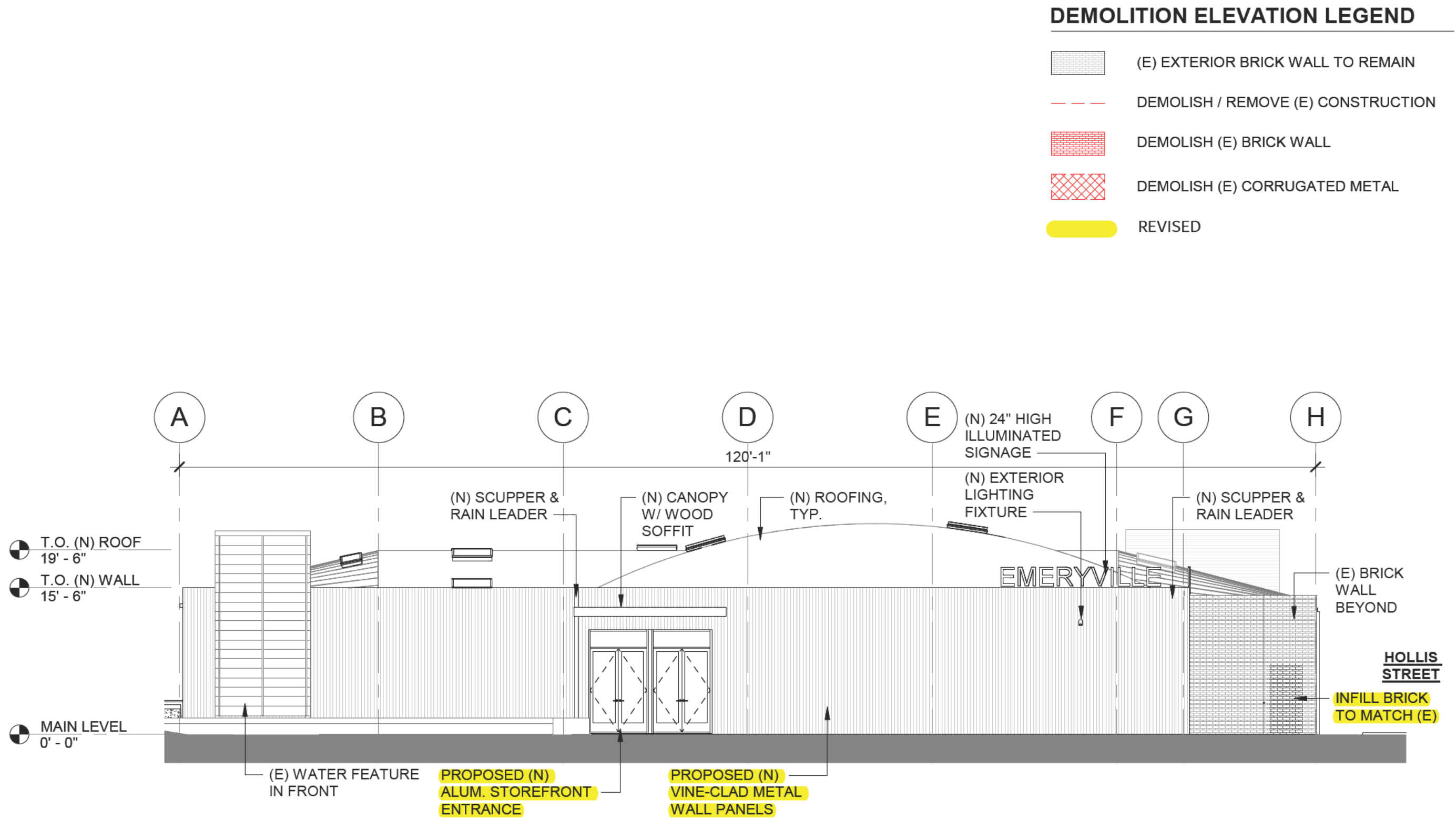
Developer

4060 HOLLIS STREET, LLC

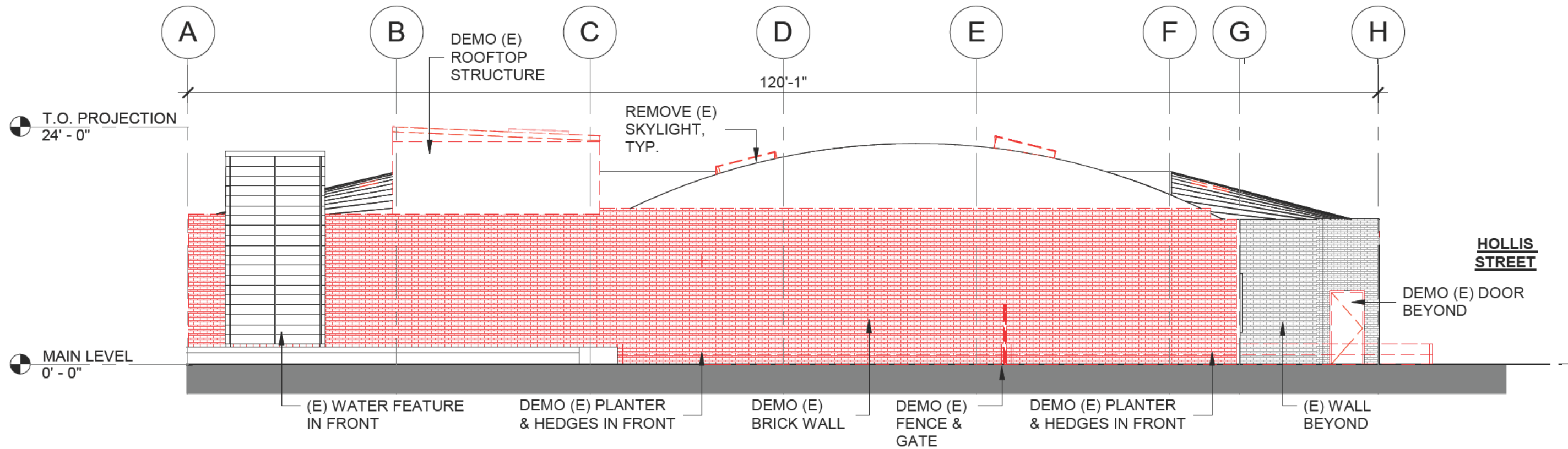
1475 Powell Street, Suite 101

Emeryville, CA 94608

Tel: 510.428.0800 | Fax: 510.428.0802



3 PROPOSED BUILDING ELEVATION - NORTH
3/32" = 1'-0"



2 DEMOLITION ELEVATION - NORTH
3/32" = 1'-0"



1 EXISTING ELEVATION - NORTH

Stamp

Issues/ Revisions

Date

Schematic Design

Progress Date

04/05/2021

Architect's Project No.

1819R

Sheet Name

NORTH ELEVATION -
EXISTING &
PROPOSED

Sheet No.

A204

Scale at Sheet Size 22"x34"

3/32" = 1'-0"

6/14/2021 10:11:43 AM

Client

CITY OF
EMERYVILLE
CALIFORNIA



Project Name & Address

EMERYVILLE ARTS CENTER

Adaptive Reuse of the former
United Stamping Building

4060 Hollis Street, Emeryville, CA 94608

Developer

4060 HOLLIS STREET, LLC

1475 Powell Street, Suite 101

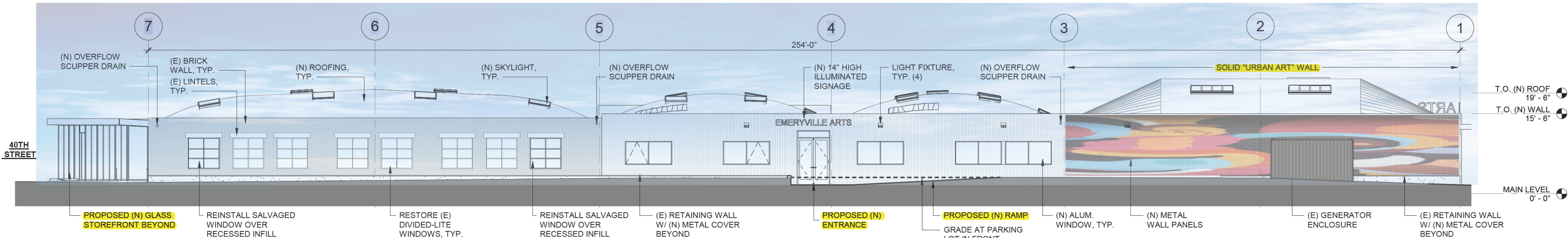
Emeryville, CA 94608

Tel: 510.428.0800 | Fax: 510.428.0802

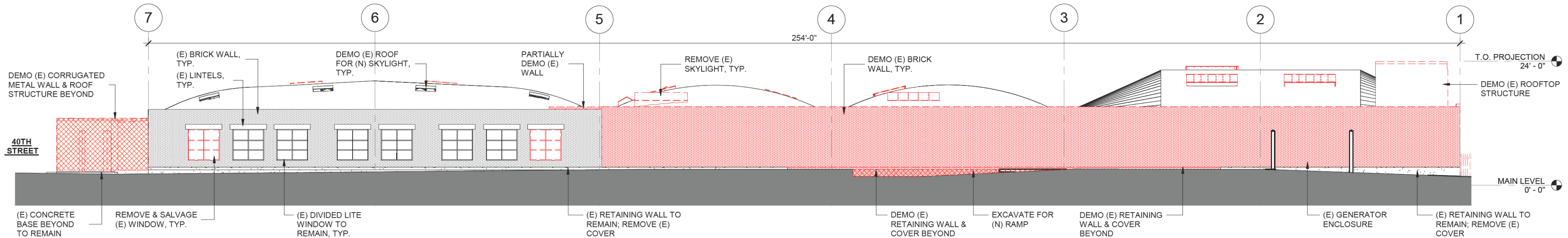


DEMOLITION ELEVATION LEGEND

- (E) EXTERIOR BRICK WALL TO REMAIN
- DEMOLISH / REMOVE (E) CONSTRUCTION
- DEMOLISH (E) BRICK WALL
- DEMOLISH (E) CORRUGATED METAL
- REVISED



3 PROPOSED BUILDING ELEVATION - EAST
3/32" = 1'-0"



2 DEMOLITION ELEVATION - EAST
3/32" = 1'-0"



1 EXISTING ELEVATION - EAST

Stamp

Issues/ Revisions

Date

Schematic Design

Progress Date

04/05/2021

Architect's Project No.

1819R

Sheet Name

EAST ELEVATION -
EXISTING &
PROPOSED

Sheet No.

A203

Scale at Sheet Size 22"x34"

3/32" = 1'-0"

