

WINCOME  
HOSPITALITY

ATTACHMENT 4

HOTEL EXPANSION

**ENTITLEMENT AMENDMENT**

3350 AVENUE OF THE ARTS  
COSTA MESA, CALIFORNIA

**AUGUST 2021**  
REVISED ENTITLEMENT SUBMISSION THAT ALIGNS WITH  
8/16/21 PARKING DEMAND ANALYSIS

#194077

**OCTOBER 2022**  
REFERENCES UPDATED INFORMATION PRIOR TO DECEMBER 2022  
PLANCHECK SUBMISSION - SHOWS CONTINUED COMPLIANCE WITH  
8/16/21 PARKING DEMAND ANALYSIS

**WATG**  
300 SPECTRUM CENTER DRIVE, SUITE 500  
IRVINE, CALIFORNIA 92618  
TEL: 949.574.8500

## NARRATIVE

### Why are we improving the design?

The Costa Mesa Theater and Arts District has seen rapid and significant changes during the past 5 years including the redeveloped Argyros Plaza at Segerstrom Center, the luxury residential building at 580 Anton Blvd, and the proposed Orange County Museum of Art—these new improvements have fundamentally changed the look, feel, and character of the district. During the same time, Avenue of the Arts Costa Mesa has undergone a major interior renovation and has claimed top honors in the luxury market, winning Marriott's Hotel of the Year award amongst all their distinctive premium hotels, two years in a row. The growing demands of the hotel's clientele and the changes in the surrounding environment have caused ownership to re-evaluate the plans for the approved 150-key hotel expansion.

### New Design Opportunities

The newly proposed 150 key hotel addition, designed by WATG architecture and landscape, takes the form of a modern mid-rise building stretching across the length of the avenue frontage. With a goal of public engagement, the building is purposefully brought toward the street to converse with the surrounding art and architecture. Taking inspiration from the curvaceous arts district architecture, the winding ribbon concept offers a distinct yet harmonizing voice framing the plaza. Starting from street level, the landscaped pedestrian walkways and entry drive bends upward along a dramatic elevated arrival experience finishing at the hotel lobby. From this vantage, one has views to the lake, Segerstrom Center for the Arts, and the highly anticipated OCMA.

In terms of urban planning the revised masterplan is more responsive to the surrounding context. Hotel amenities are outwardly focused toward the avenue, the plaza, the lake, and the OCMA. Parking is moved entirely below grade thereby reducing potential noise and light pollution while creating a more appropriate scale to the 5-story residences along the northern property line. Vehicular movement from the drop-off locations to the parking levels are completely on-site eliminating unnecessary traffic on the avenue. Unlike the point tower, the proposed site plan is fully integrated with the existing hotel wing at every level providing cohesive circulation and improved guest experience. Standard guestrooms are more spacious at 400 square feet net, a 20% increase over the previous scheme, while maintaining the same overall project square footage and floor-area-ratio.

The proposed design will demolish the existing 2-level avenue adjacent low rise, the 3-level parking structure, and the single level hotel lobby. Rising up from this location will be a new double-height lobby & lounge, a plaza view restaurant, 6-levels of guestrooms, and a pool deck on level 5 with vistas of the arts district. Situated behind the new guestroom wing is a large ground floor ballroom with separate drop-off and centralized meeting space. In this configuration, guests can now access the meeting facilities easily from both the new and existing guestrooms while having strong connectivity to the interior courts, function lawn, and the lakeside pathways. Topping the project and making for a beautiful evening is a much-needed roof top bar and terrace. Sunsets from here will be spectacular; a real jewel in the theater and arts district enabling the Avenue of the Arts Hotel to compete with other OC hotel destinations.

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**WATG**

Avenue of the Arts Hotel Expansion  
Costa Mesa, California

**PLAZA VIEW**  
Entitlement Amendment



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Avenue of the Arts Hotel Expansion  
Costa Mesa, California

**CROSSWALK VIEW**

194077 | 1 October 2019 | Entitlement Submission / Master Plan Application

Original rendering of CROSSWALK VIEW from 10/1/2019 entitlement. It is now outdated. To see the revised level 10 design, see previous page.

## PROJECT SUMMARY

FOR REFERENCE ONLY

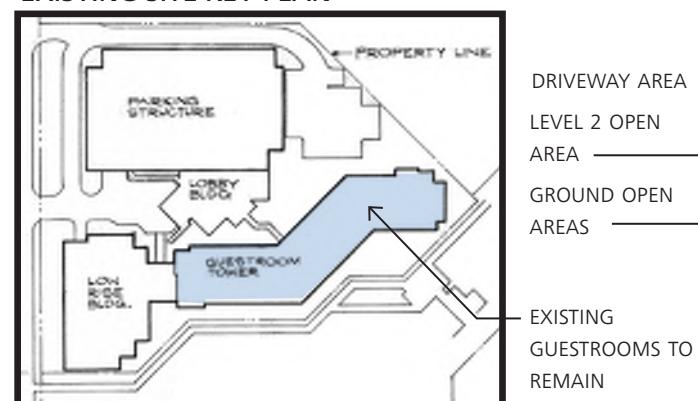
General Development Information		Project Calculations	Approved Totals per 2007 Master Plan		Modifications Approved per Planning Report PH-1 April 13, 2015		Modification Approved per Aug. 3, 2016 Entitlement		Modification approved on Nov. 7, 2019		Proposed Hotel per Aug. 2021 Revision & Oct. 2022 Update	
Lot Area	130,680 sf (3 acres)	General Information			*Revisions shown shaded		*Revisions shown shaded					
Max. Building Height	220'-0" from grade (254'-0" from AMSL)	Minimum Front Setback	20'	20'			20'	20'			20'	
Zoning	Planned Development	Open Area Calculation	SF % of total site	SF % of total site			SF % of total site	SF % of total site			SF % of total site	
Residential - High Density (PDR-HD)		Ground Floor	35,193 27%	35,823 27% (per ground level revisions)	33,342 26%	Level 1, Terrace, Breezeway	47,664 36%	Ground	28,118 22%	Ground		
		Amenity Deck	17,847 14%	17,847 14%	10,365 8%	Level 4 Pool Terrace	4,657 4%	Level 2	21,325 16%	Level 2		
		Private Balconies	57,212 44%	57,212 44%	8,140 6%	Private Balconies	8,285 6%	Level 5 Pool Terrace	3,646 3%	Level 5 Pool Terrace		
		Total Open Space	110,252 84%	110,882 85%	60,189 46%		594 0.5%	Private Balconies (10)	622 0.5%	Private Balconies (9)		
		Driveway Area	25,673 20%	22,900 18%	12,662 10%		5,000 4%	Roof Terrace	4,080 3.5%	Roof Terrace		
		Parking Totals			* See Parking Calc. & Parking Traffic Stu		* See Parking Calc. & Parking Traffic Studies dated 10/4/19					
		Total Parking Demand	480	362 (per Parking Study 11/18/14)	274 (per Parking Study 4/7/16)		262 (per Parking Study 11/7/19)			243 (per Parking Study 8/16/21)		
		Total Parking Provided	480	422	340		335			327		
		Residential/ Hotel Totals			* See Residential Area Calcs.		* See Hotel Area Calculations		* See Hotel Area Calculations		* See Parking Summary & Hotel Area Calculations on next Project Data page.	
		Total Residential Units	120	100	0		0			0		
		Total Gross Building Area	292,172 SF	291,542 SF (per ground level revisions)	299,080 SF Existing & Proposed		285,502 SF Existing & Proposed			274,553 SF Existing & Proposed		
		Total Hotel Units	200	238 (existing hotel to remain)	388		388			388		
		Lounge/Bar Area	3,450 SF	0 SF (included in hotel upgrade)	1,823 SF		0 SF (included in hotel total)			0 SF (included in hotel total)		
		Ancillary Retail	1,740 SF	0 SF (included in hotel upgrade)	332 SF Market Place on Level 1		0 SF (included in hotel total)			0 SF (included in hotel total)		

Note 1: 158 hotel units are proposed in addition to the existing 238 hotel rooms on property. The existing hotel will have a reduction of 8 rooms. Total hotel units on property would be 388.

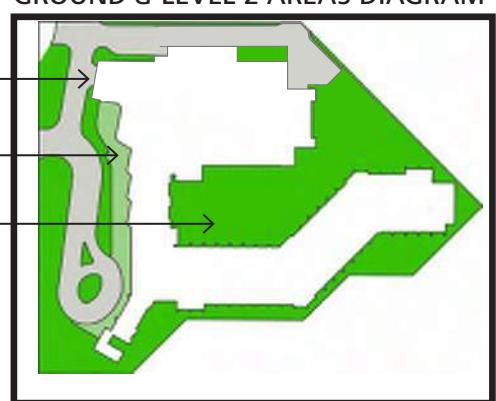
## EXISTING AREAS TO REMAIN SUMMARY

Level	Use	Total Plate Area
1	Guestrooms	20,582
2	Guestrooms	20,582
3	Guestrooms	20,582
4	Guestrooms	20,582
5	Guestrooms	20,582
6	Guestrooms	20,582
7	Mechanical	4,201
<b>Total</b>		<b>127,693</b>

## EXISTING SITE KEY PLAN



## GROUND &amp; LEVEL 2 AREAS DIAGRAM



TOTAL KEYS UNCHANGED.  
REDISTRIBUTED OLD ROOMS  
INTO NEW ADDITION.

## FAR CALCULATIONS

	Building Area (sf)	Keys	Site (sf)	FAR
Existing Hotel to Remain	127,693	230	130,680	
New Hotel Addition	146,860	158		
<b>Total (Existing &amp; Proposed)</b>	<b>274,553</b>	<b>388</b>	<b>130,680</b>	<b>2.10</b>

FAR = Total Hotel Area (Existing and Proposed)

Total lot Area (3 Acres)

## Notes:

1. Lot area is 3 Acres (130,680sf) according to North Costa Mesa Specific Plan
2. Maximum FAR = 2.29 per North Costa Mesa Specific Plan Amendment SP-07-01 for hotel development

**GROSS PLATE AREAS SUMMARY**

2022 Proposed

2022 Proposed			Previous Entitlement (Nov. 7, 2019)		Previous Entitlement (Aug. 3, 2016)		
Level	Use	gross area (sf)	Level	Use	gross area (sf)	Use	gross area (sf)
B1	Utilities/Storage	1459	1	Ballroom/ BOH	36,182	Lobby/ Restaurant	19,513
1	Parking/Dock/Utilities	6,555	2	Lobby/ Restaurant	18,391	Ballroom/Prefunction	16,640
2	Lobby/ Restaurant/Ballroom	32,527	3	Elev. Lobby/Mechanical	3,793	Admin/Meeting Rooms	14,927
3	Elev. Lobby/Mechanical	2,052	4	Elev. Lobby	1,257	Guestrooms/Fitness	8,000
4	BOH	8,421	5	Guestrooms	16,545	Guestrooms	8,000
5	Guestrooms/Pool	17,169		Fitness (lower)	800		
6	Guestrooms	16,728	6	Guestrooms	16,777	Guestrooms	8,000
7	Guestrooms	16,498		Fitness (upper)	400		
8	Guestrooms	16,610	7	Guestrooms	17,385	Guestrooms	8,000
9	Guestrooms	16,536	8	Guestrooms	17,485	Guestrooms	8,000
10	Guestrooms/Roof Terrace	12,305	9	Guestrooms	17,385	Guestrooms	8,000
11	Roof/Mechanical	0	10	Guestrooms/Roof Terrace	11,409	Guestrooms	8,000
10			11	Roof/Mechanical	0	Guestrooms	8,000
11			12			Guestrooms	8,000
12			13			Guestrooms	8,000
13			14			Guestrooms	8,000
14			15			Penthouse Guestrooms	8,000
15			16			Mechanical	0
16			17			Roof	0
17				<b>Hotel Subtotal</b>	<b>157,809</b>	<b>Hotel Subtotal</b>	<b>147,080</b>
	<b>Hotel Subtotal</b>	<b>146,860</b>		<b>Demolition (2 story bldg.)</b>	<b>-26,000</b>		
	<b>Demolition (2 story bldg.)</b>	<b>-26,000</b>		<b>Comparative Hotel Subtotal</b>	<b>131,809</b>	<b>Comparative Hotel Subtotal</b>	<b>147,080</b>
	<b>Comparative Hotel Subtotal</b>	<b>120,860</b>					
			B2	Parking	67,558		
B1	Parking	70,111	B1	Parking	67,568	Parking	42,413
1	Parking	51,744	P1			Parking	18,707
2			P2			Parking	18,707
3			P3			Parking	18,993
4			P4			Parking	18,993
5			P5			Parking	18,993
	<b>Parking Subtotal</b>	<b>121,855</b>		<b>Parking Subtotal</b>	<b>135,126</b>	<b>Parking Subtotal</b>	<b>136,806</b>
	<b>Total</b>	<b>268,715</b>		<b>Total</b>	<b>292,935</b>	<b>Total</b>	<b>283,886</b>

Notes 1. Gross areas exclude stairs and shafts.  
2. Demolition area is in additional demo area

Current & previous Parking Demand Analysis Reports as they relate to the Accessory Use Net Areas in upper right of page.

Parking Demand Analysis (8/16/21) is based on the following:			
388 rooms			
8,850 SF Restaurant	8,850 + 8,390 =		17,240
8,390 SF Conference			
Parking Demand Analysis (11/7/19) is based on the following:			
388 rooms			
10,600 SF Restaurant	10,600 + 10,050 =		20,650
10,050 SF Conference			
Parking Demand Analysis (4/17/16) is based on the following:			
388 rooms			
8,500 SF Restaurant	8,850 + 13,900 =		22,400
13,900 SF Conference			

**ACCESSORY USE NET AREAS**

Proposed - 2021 Numbers to support Parking Demand Analysis

2022 Areas show further reduction still compliant w/Parking Demand

Use	Lv.	Public/Hotel Use	Net Area(sf)
Ballroom	1	Public	7,000
Meeting (Fire court)	1	Public	Eliminated
Meeting (Lakeside)	1	Public	890
Boardroom	1	Public	500
Restaurant	2	Public	3,800
Outdoor Dining	2	Public	970
Lobby Lounge	2	Hotel	1,800
Fitness	5&6	Hotel	0, Expand Existing
Hospitality Suite	5	Hotel	Eliminated
Pool	5	Hotel	700 exterior
Pool Deck	5	Hotel	3,300 exterior
Club Lounge	10	Hotel	1,400
Roof Bar & Terrace	10	Public	780 + 3,300 exterior
<b>Total</b>			<b>24,440</b>
Total Restaurant			8,850
Total Conference			8,390
<b>Total Public Areas =</b>			<b>17,240</b>
			22,464
			15,537

Areas that require additional parking

Areas included as general hotel use

**PARKING STALL SUMMARY**

2021 Proposed

Level	Standard	Compact	ADA	Compliant Subtotal	Tandem	Double Tandem	Total
1	90	14	8	112	4	0	116
B1	117	20	0	137	47	27	211
B2	0	0	0	n/a	0	0	0
<b>Totals</b>	<b>207</b>	<b>34</b>	<b>8</b>	<b>249</b>	<b>51</b>	<b>27</b>	<b>327</b>

Notes:  
1. 243 stalls required per Parking Demand Study 8/16/21; based on 17,240 SF breakdown above.  
2. Minimum of 8 accessible stalls required per 2019 CBC.

## Previous Entitlement (Nov. 7, 2019)

Level	Standard	Compact	ADA	Subtotal	Tandem	Total
1	0	0	0	0	0	0
B1	118	13	5	136	33	169
B2	122	13	3	138	28	166
<b>Totals</b>	<b>240</b>	<b>26</b>	<b>8</b>	<b>274</b>	<b>61</b>	<b>335</b>

Notes:  
1. All stalls are below grade garage parking.  
2. 262 stalls required per Parking Demand Study 10/4/19.  
3. 335 stalls allowable per 8/3/16 entitlement.  
4. Minimum of 8 accessible stalls required per 2016 CBC.  
5. 10% maximum compact stall count  
6. Area per stall = 403 SF  
7. Tandem stalls are provided as part of valet service above and beyond minimum parking requirements.

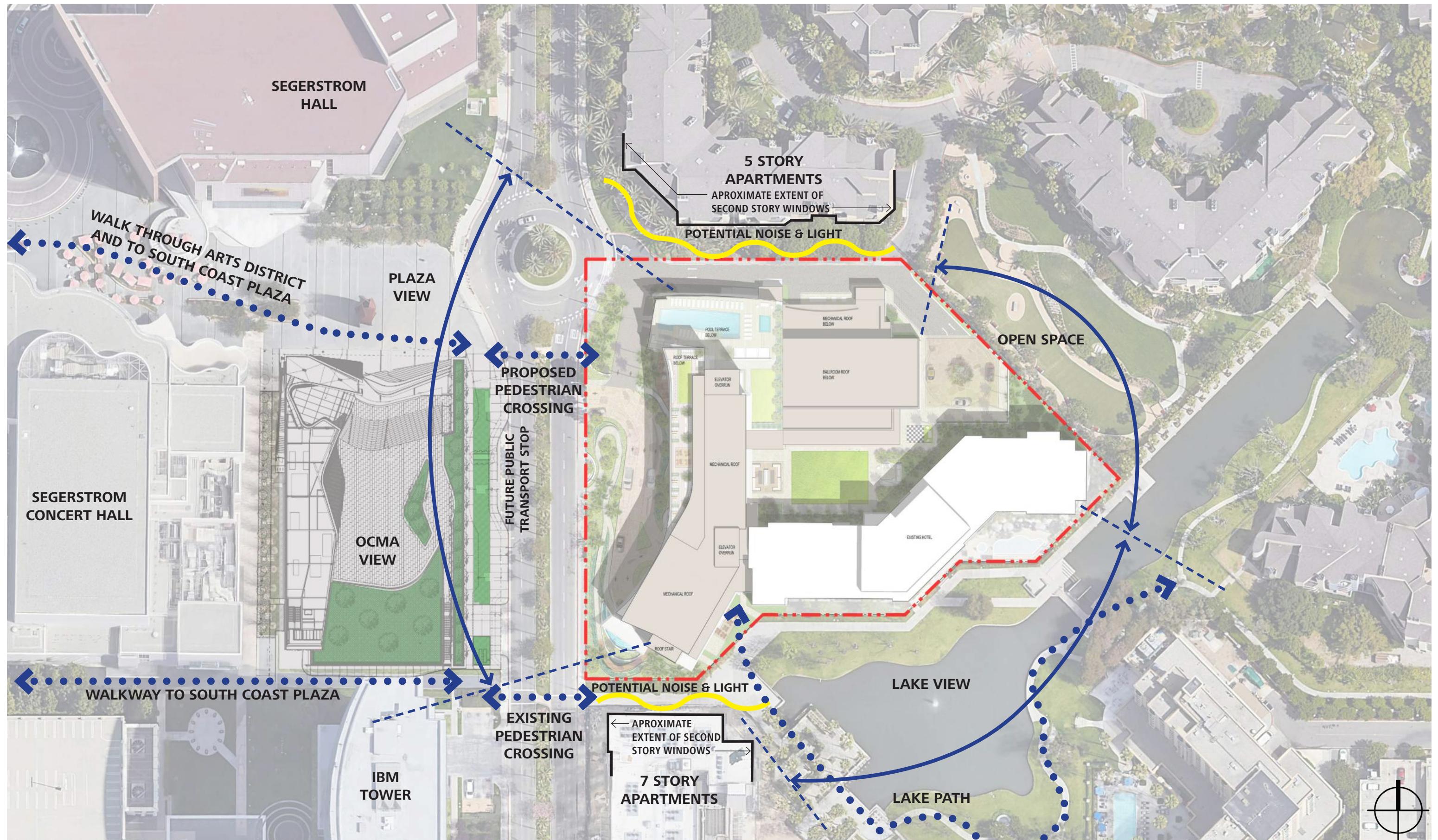
## Previous Entitlement (August 3, 2016)

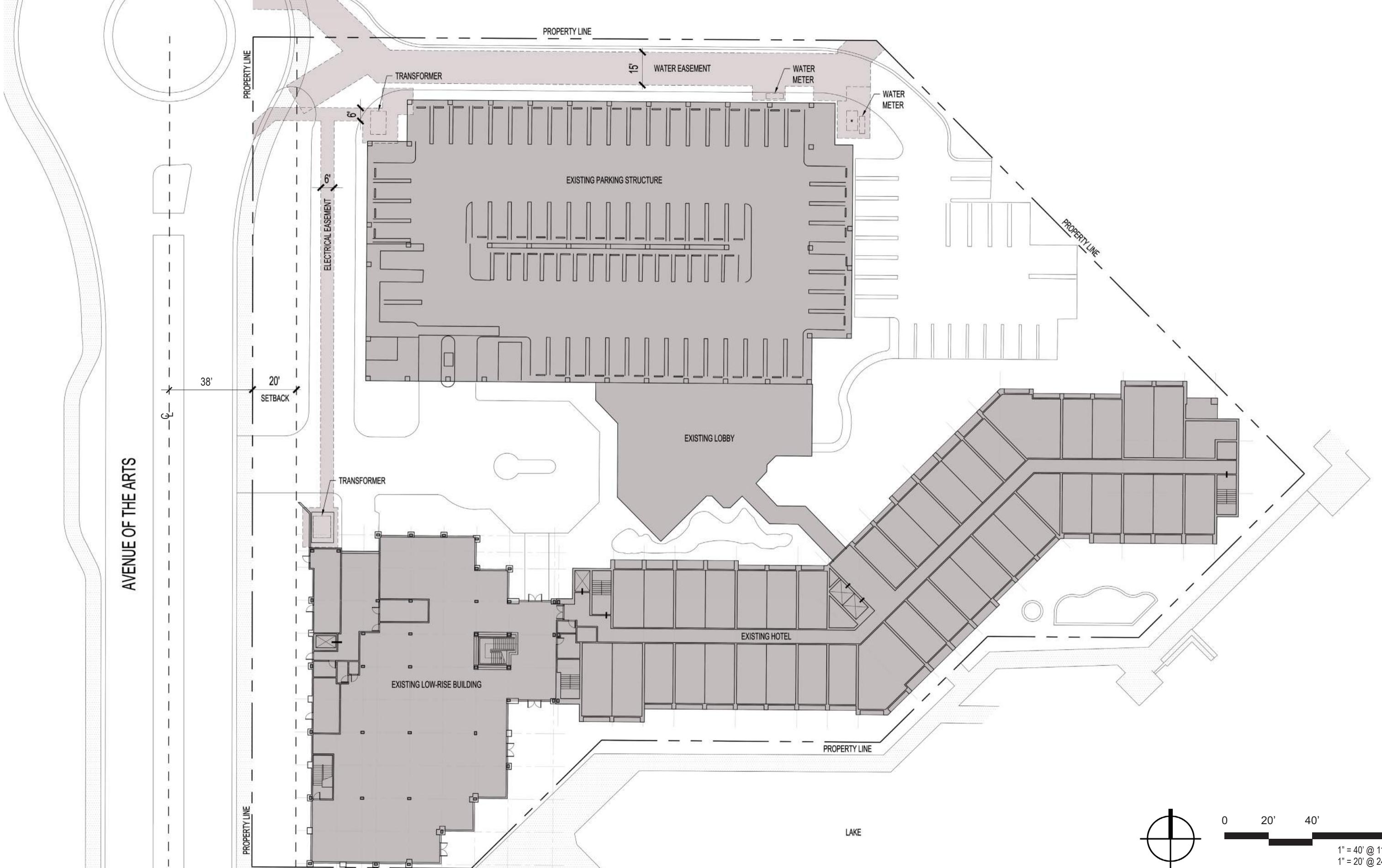
Level	Standard	Compact	ADA	Total
P5	48	3	0	51
P4	48	3	0	51
P3	48	3	0	51
P2	43	4	0	47
P1	38	2	1	41
B1	80	7	7	94
	305	22	8	335

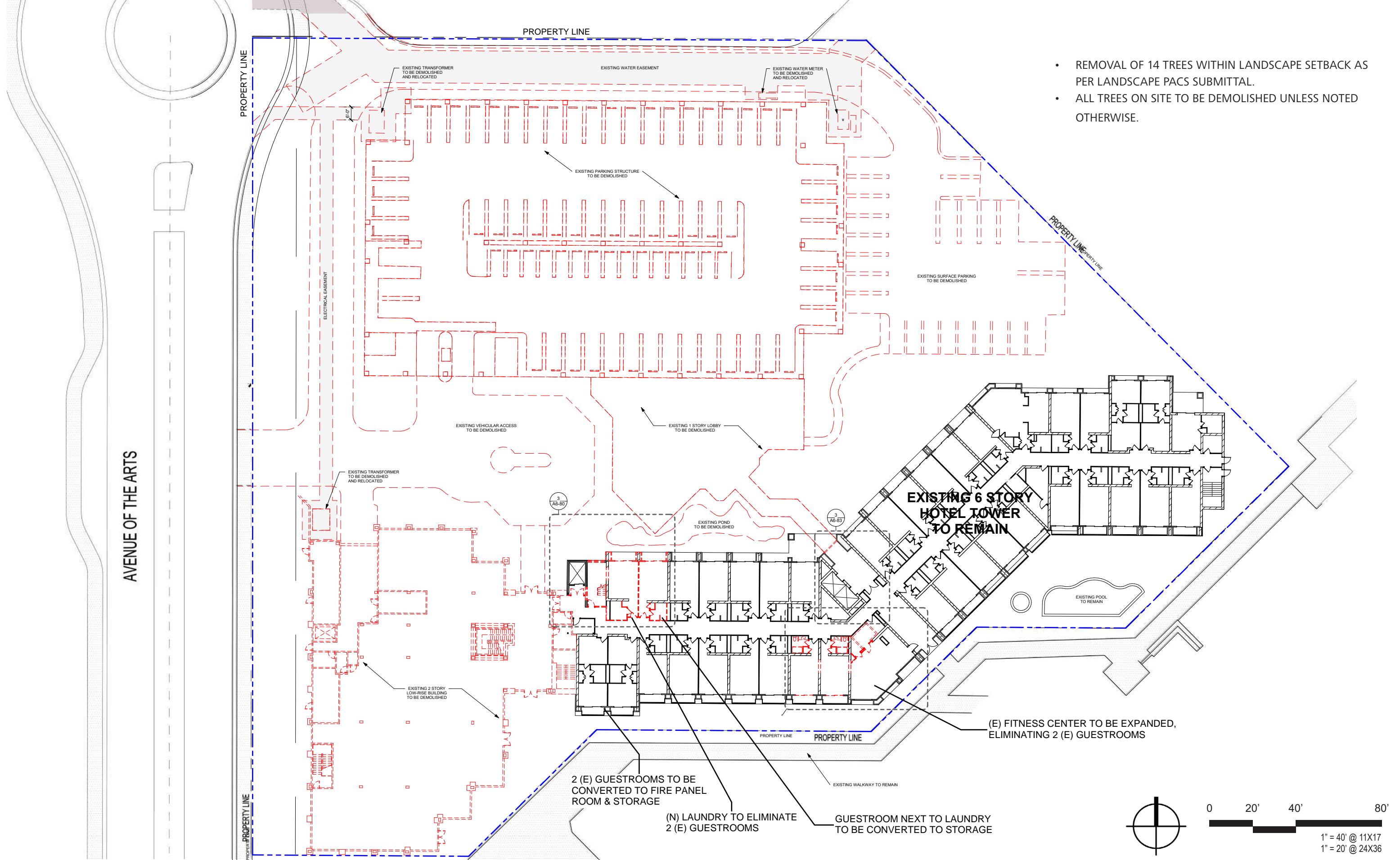
**Parking Calculations**  
Parking Garage Totals  
Total Parking Required (Note 1) 274  
Total Parking Provided (Note 2) 335  
Accessible Stalls (Note 3) 8  
Percentage Accessible 2.39%

Notes  
1. Required number per Parking Demand Study 4/7/16  
2. Provided number includes valet and self-park total.  
3. 8 accessible stalls required per 2013 CBC table 11B-6  
Total Parking Area 136,806  
Area (SF) per stall (parking Efficiency) 439









# WINCOME HOSPITALITY

WΛΤG

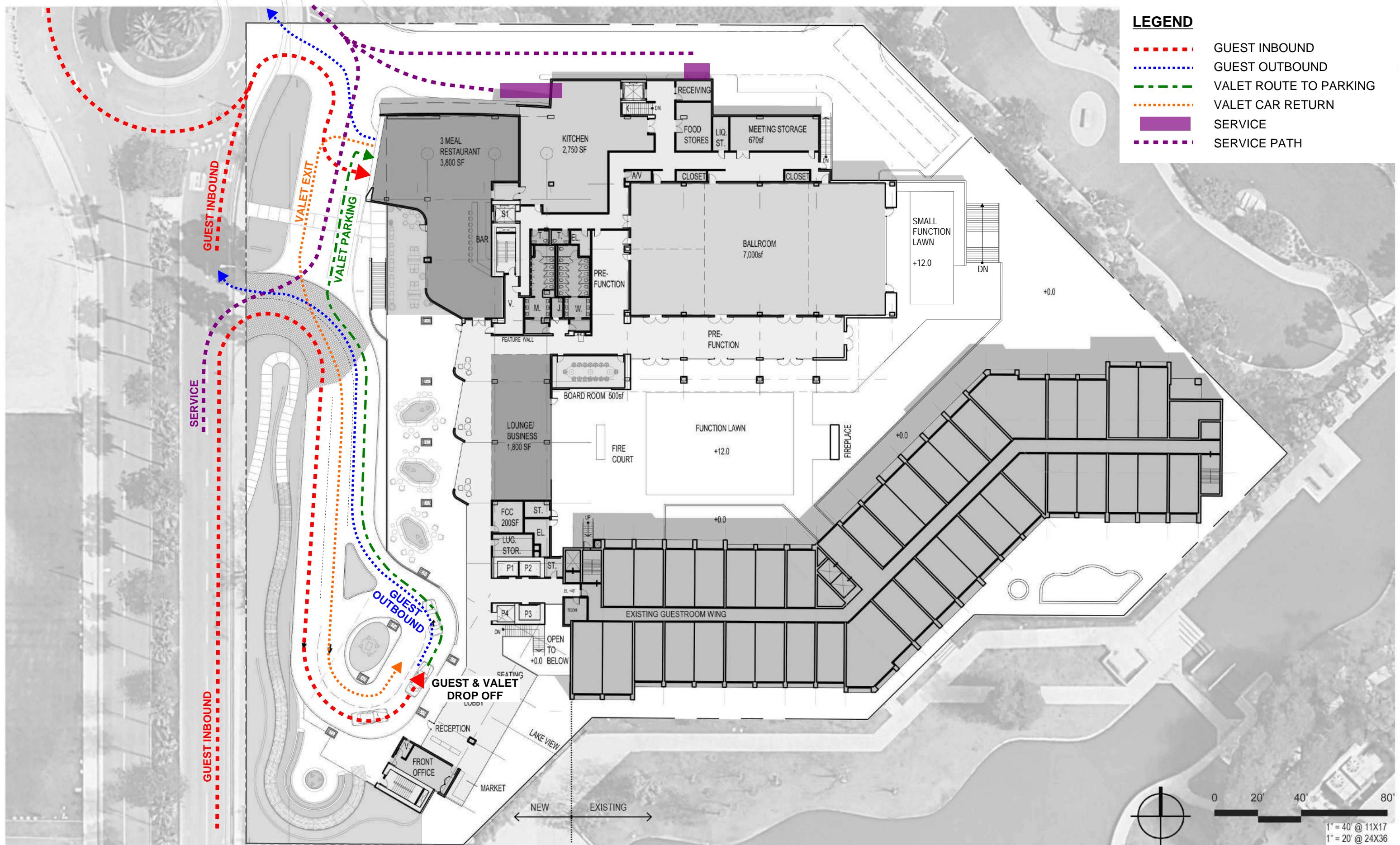
# Avenue of the Arts Hotel Expansion

## Costa Mesa, California

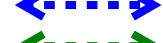
# DEMOLITION PLAN - LEVEL 1

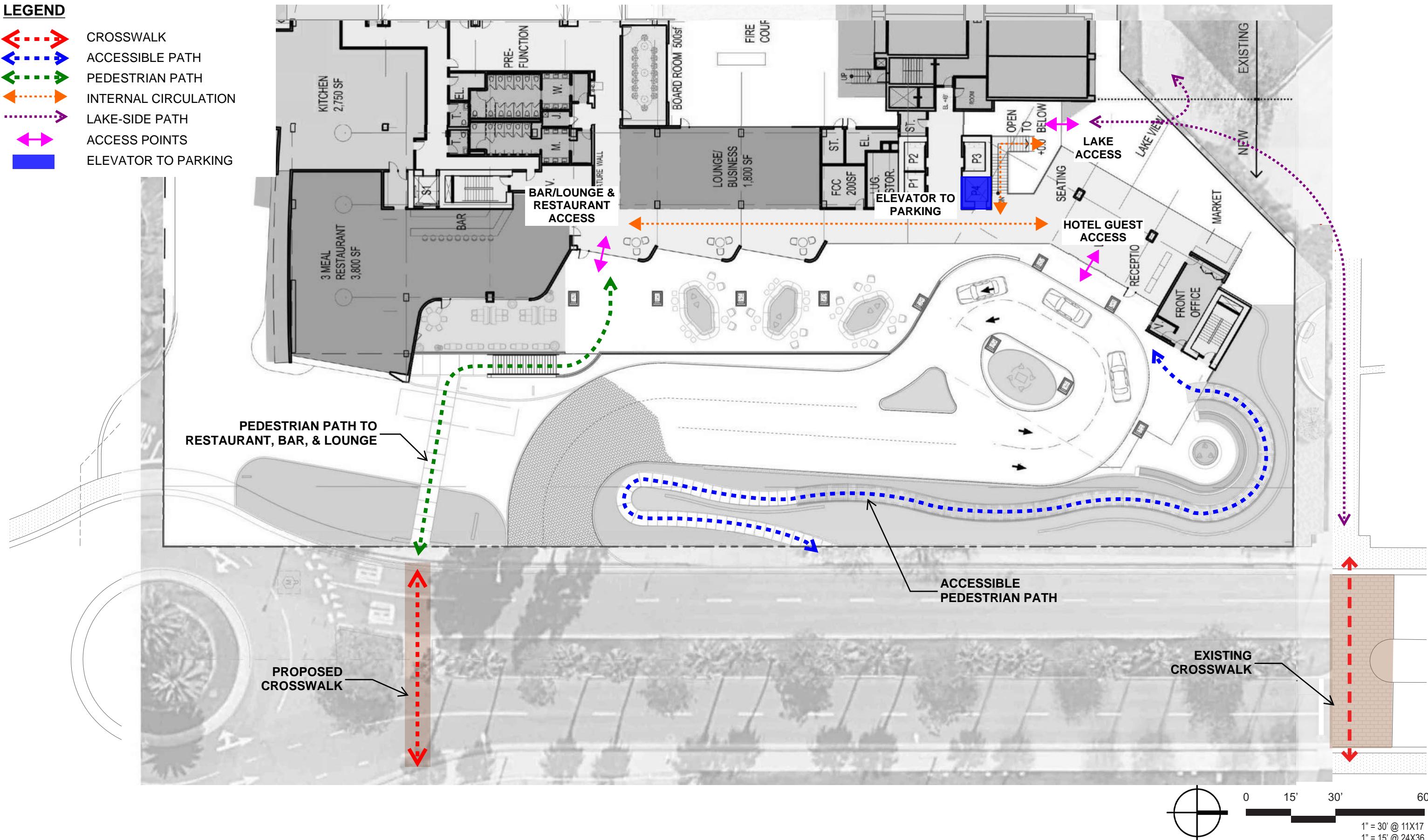
## Entitlement Amendment

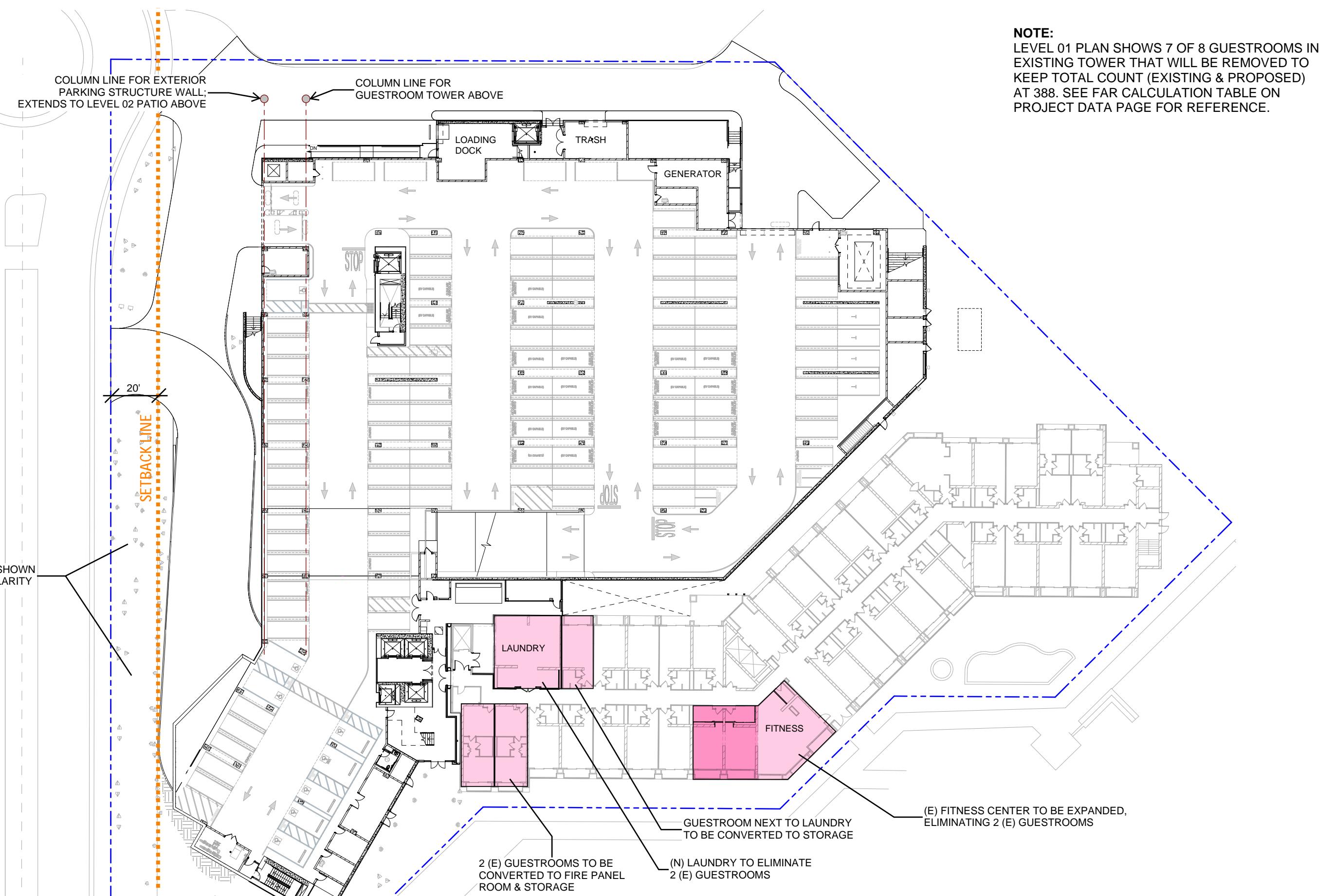
Updated for 2000 application

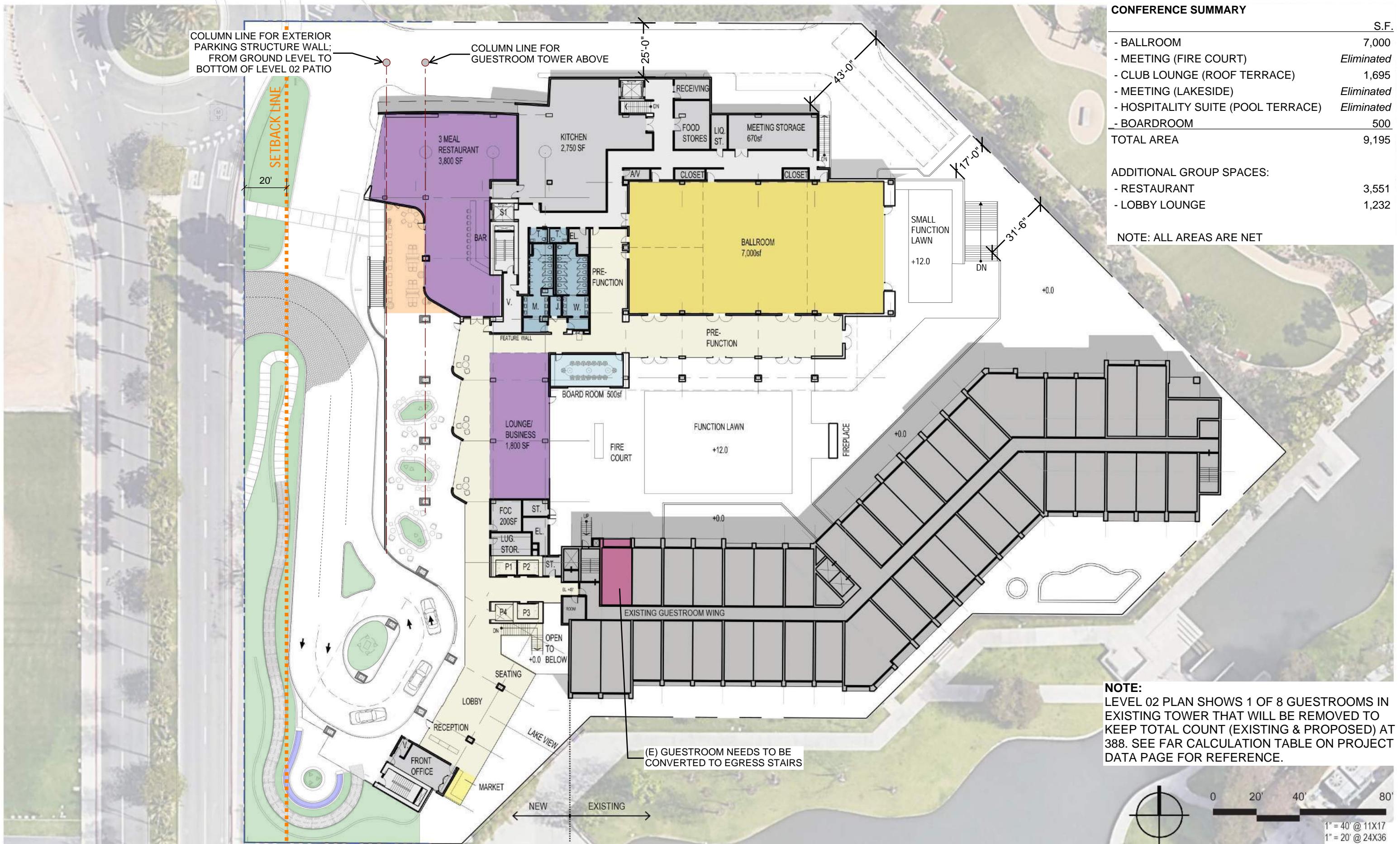


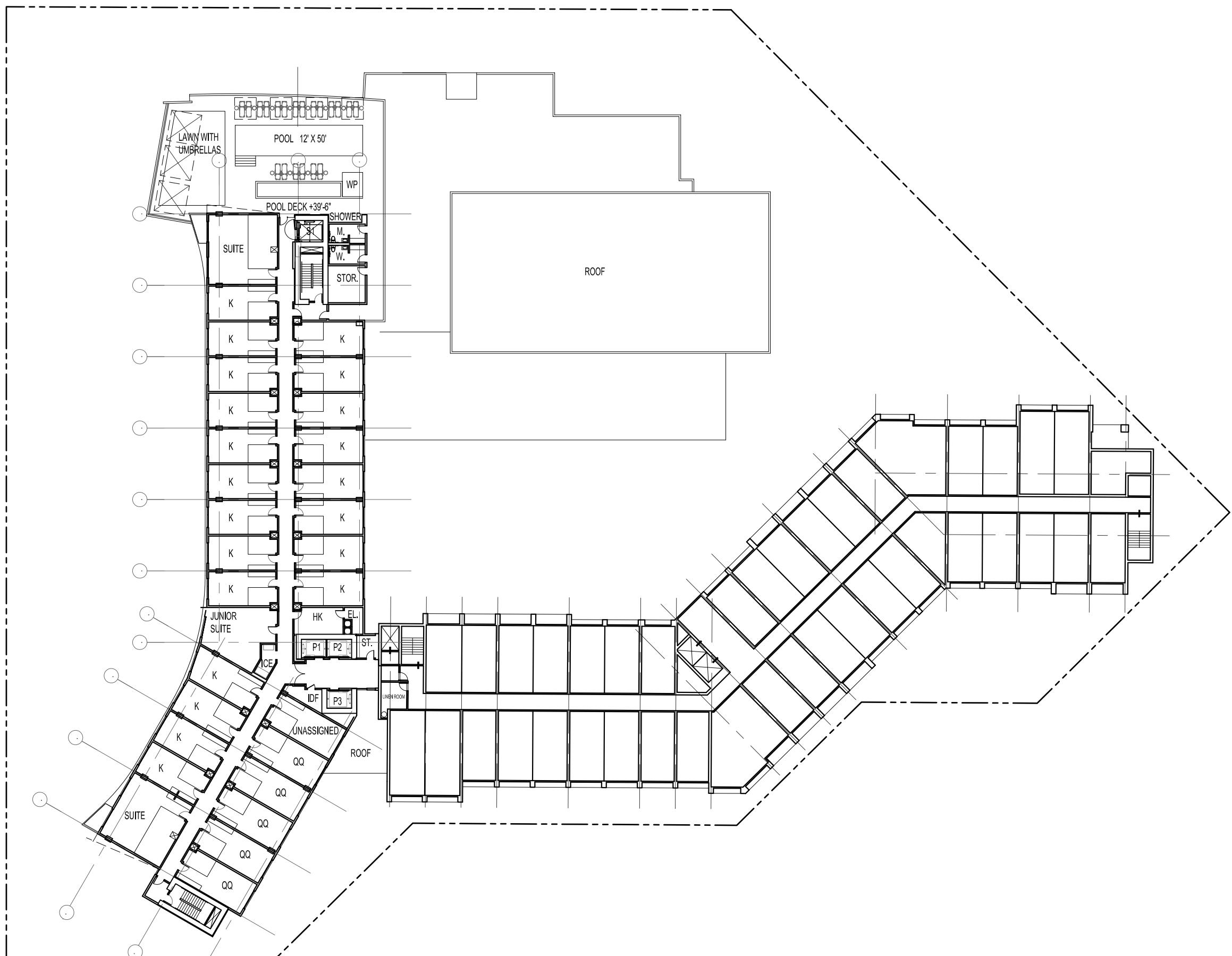
**LEGEND**

-  CROSSWALK
-  ACCESSIBLE PATH
-  PEDESTRIAN PATH
-  INTERNAL CIRCULATION
-  LAKE-SIDE PATH
-  ACCESS POINTS
-  ELEVATOR TO PARKING



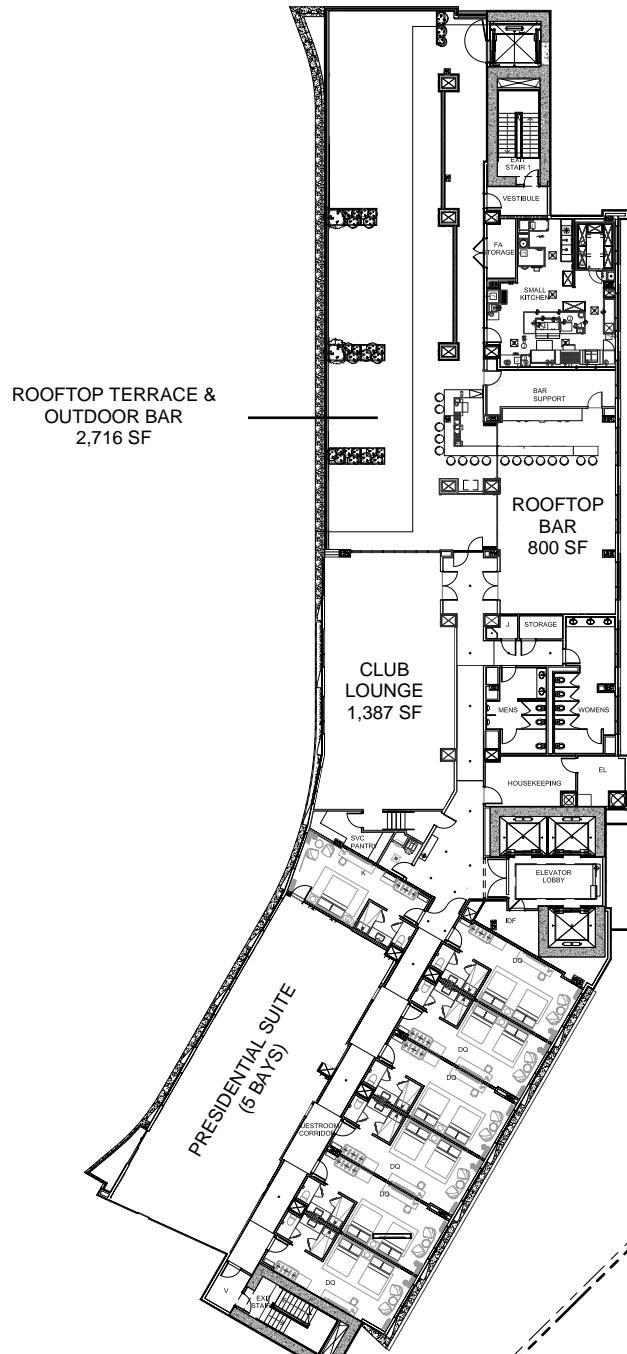




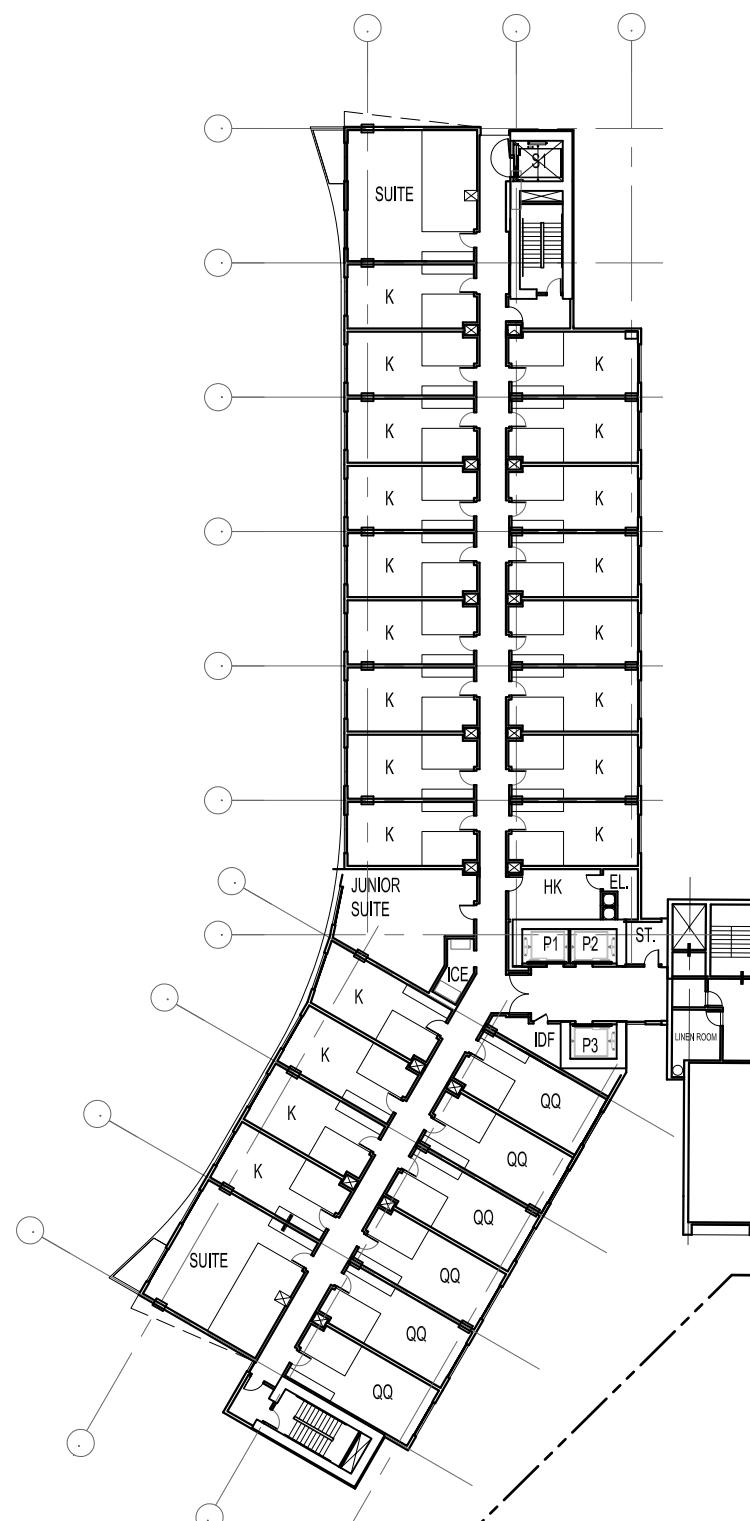


2022 "IN PROGRESS" PLAN

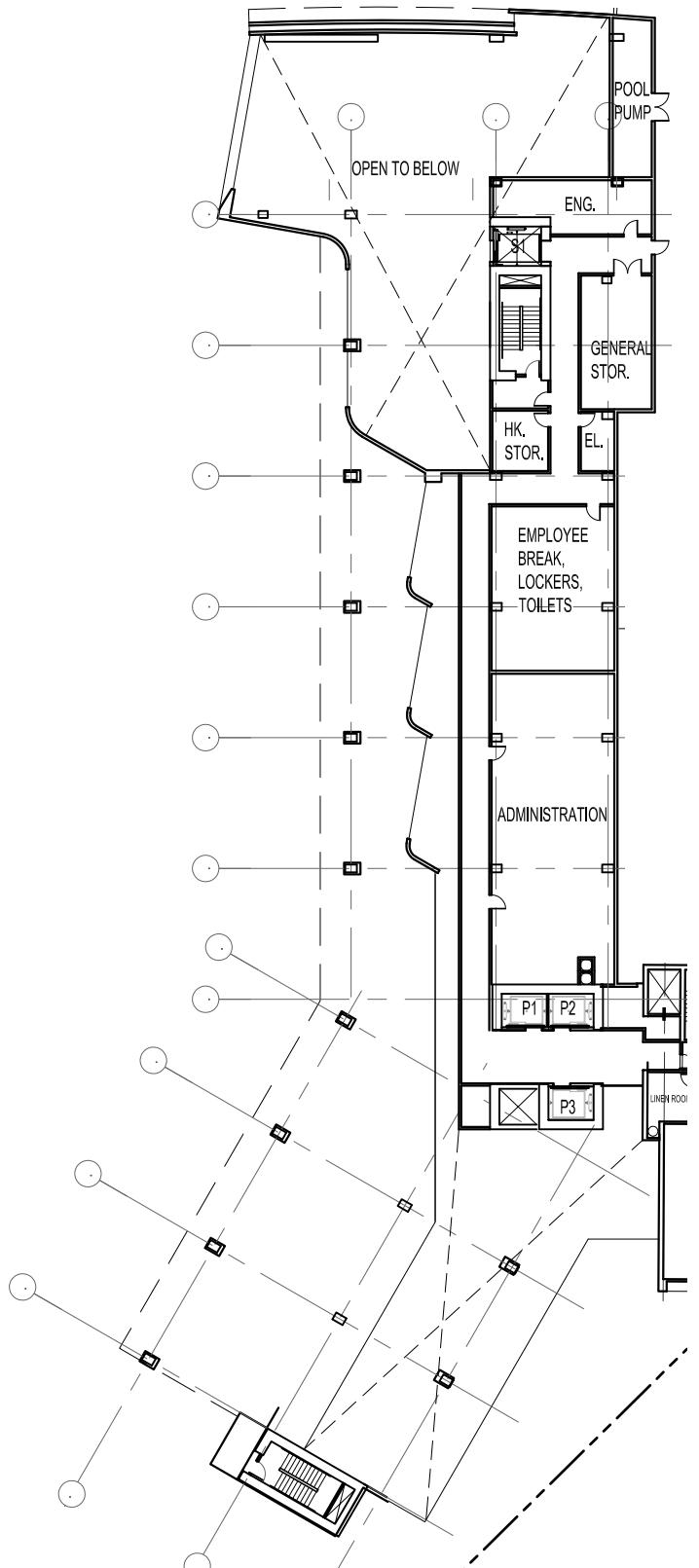
SQUARE FOOTAGES SHOWN ARE  
IN COMPLIANCE W/2021 PARKING  
DEMAND ANALYSIS



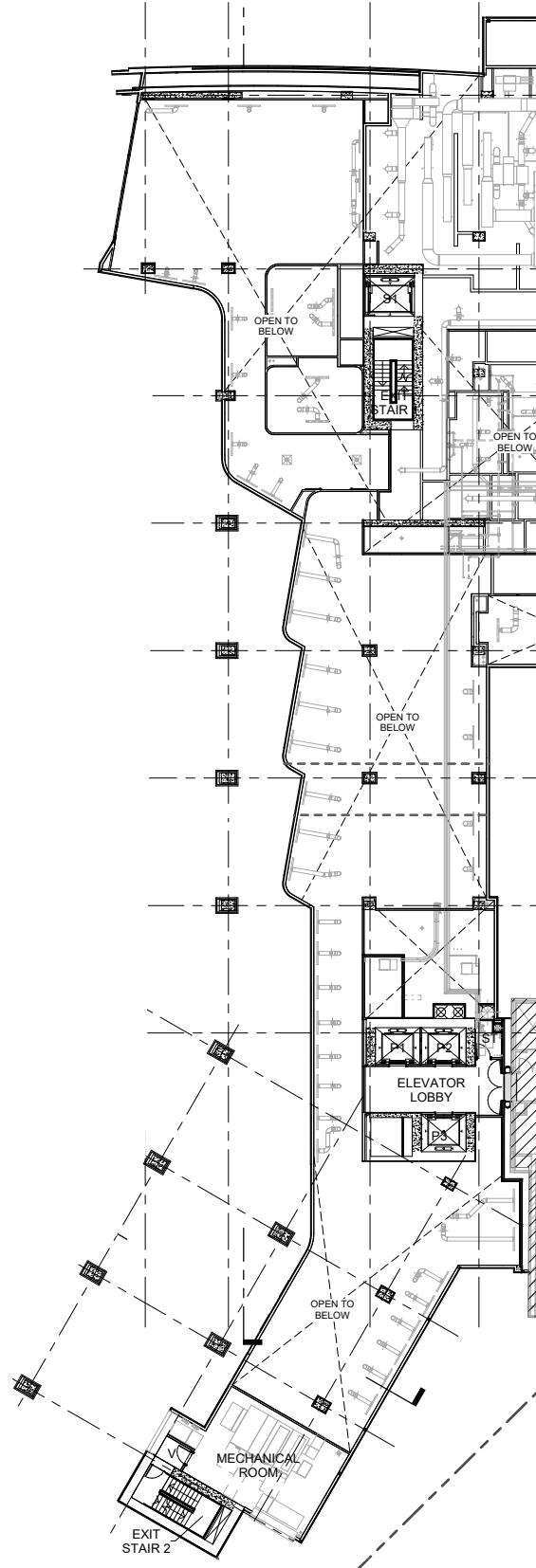
ROOF BAR & TERRACE  
LEVEL 10



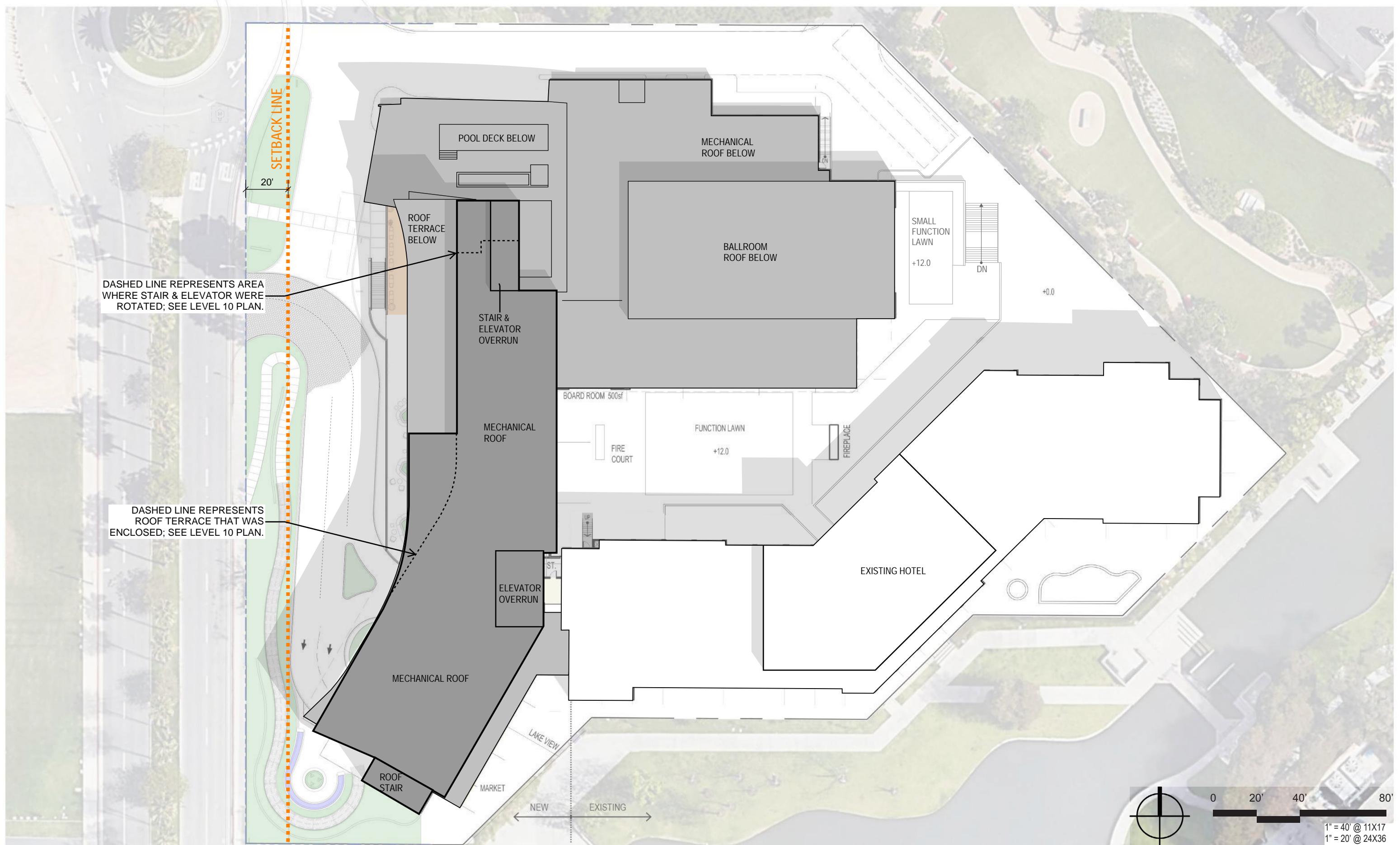
TYPICAL GUESTROOM  
LEVELS 6-9



BOH OFFICES  
LEVEL 4



MECHANICAL MEZZANINE  
LEVEL 3



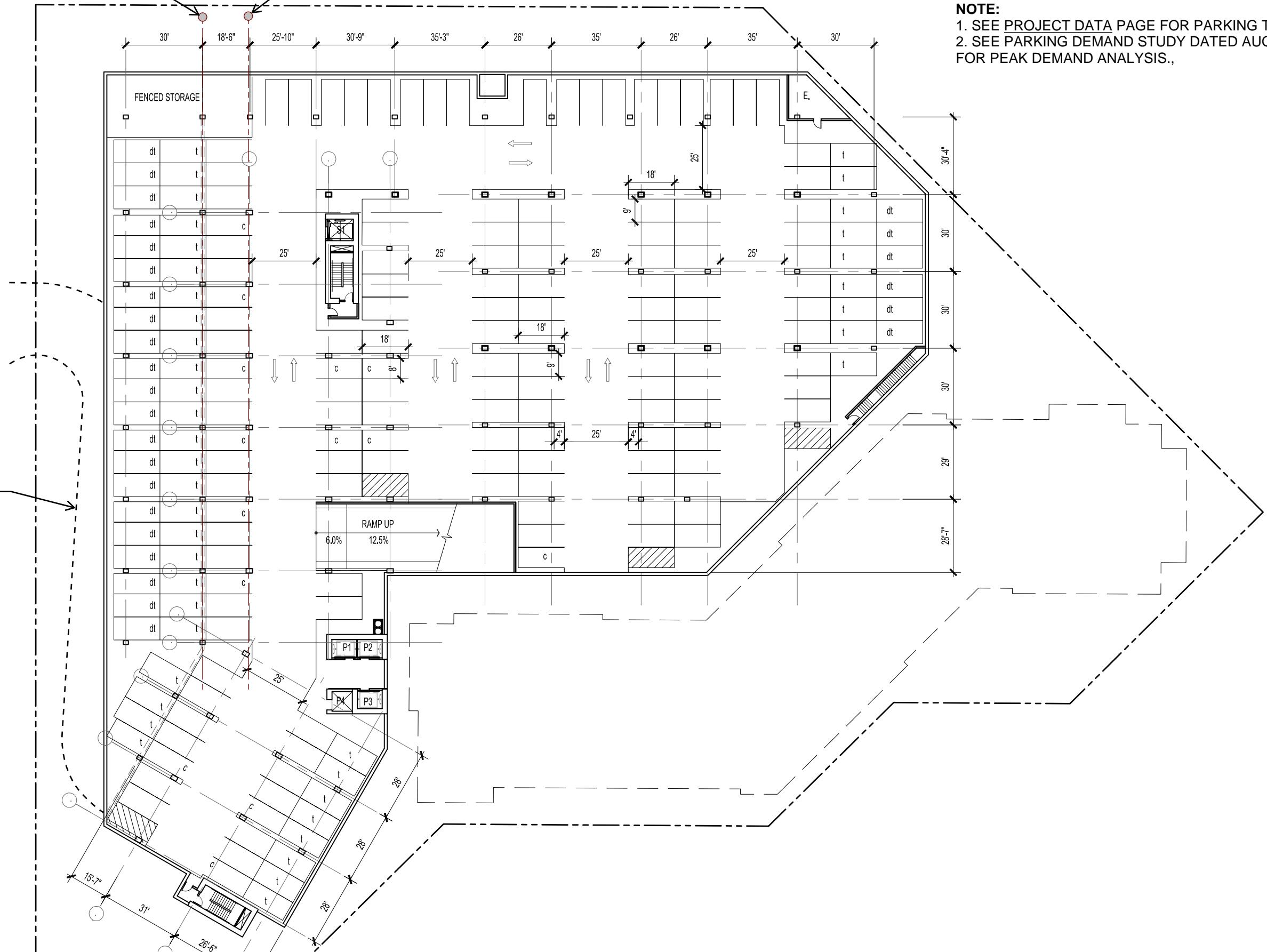
COLUMN LINE FOR EXTERIOR PARKING STRUCTURE  
WALL ABOVE; EXTENDS TO LEVEL 02 PATIO

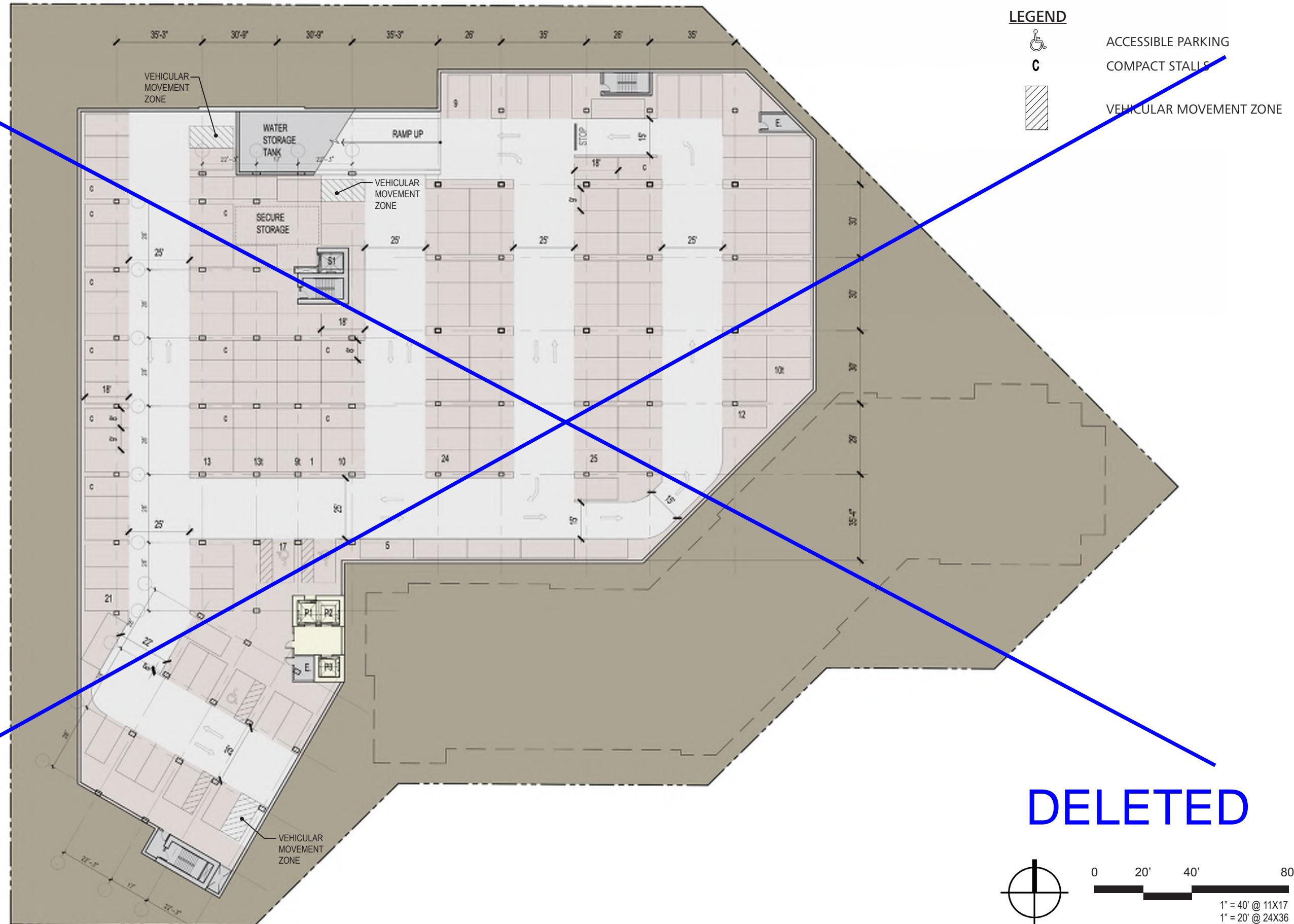
COLUMN LINE FOR  
GUESTROOM TOWER ABOVE

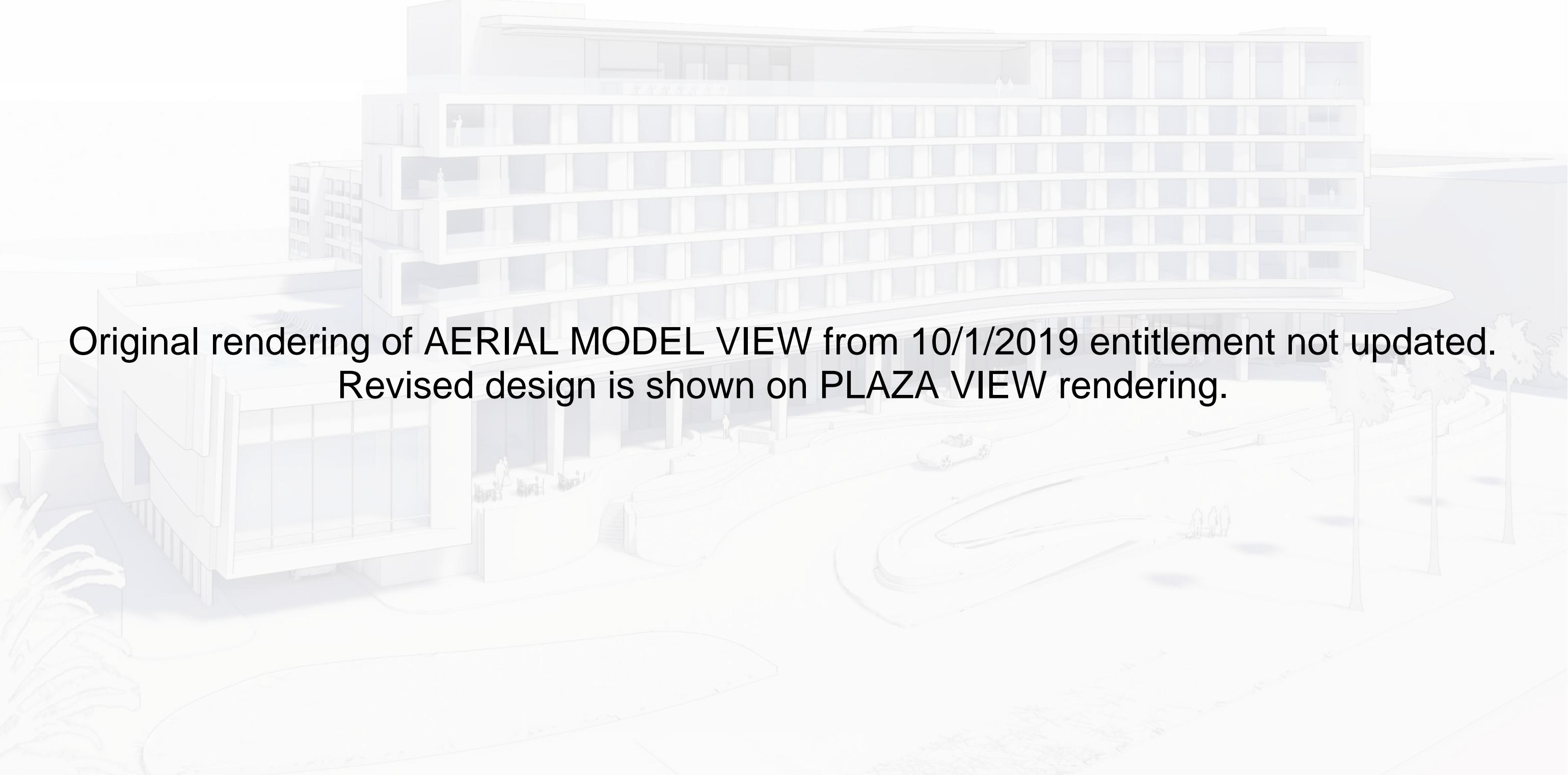
DASHED LINE REPRESENTS RAMP  
AT GROUND FLOOR, ABOVE

**NOTE:**

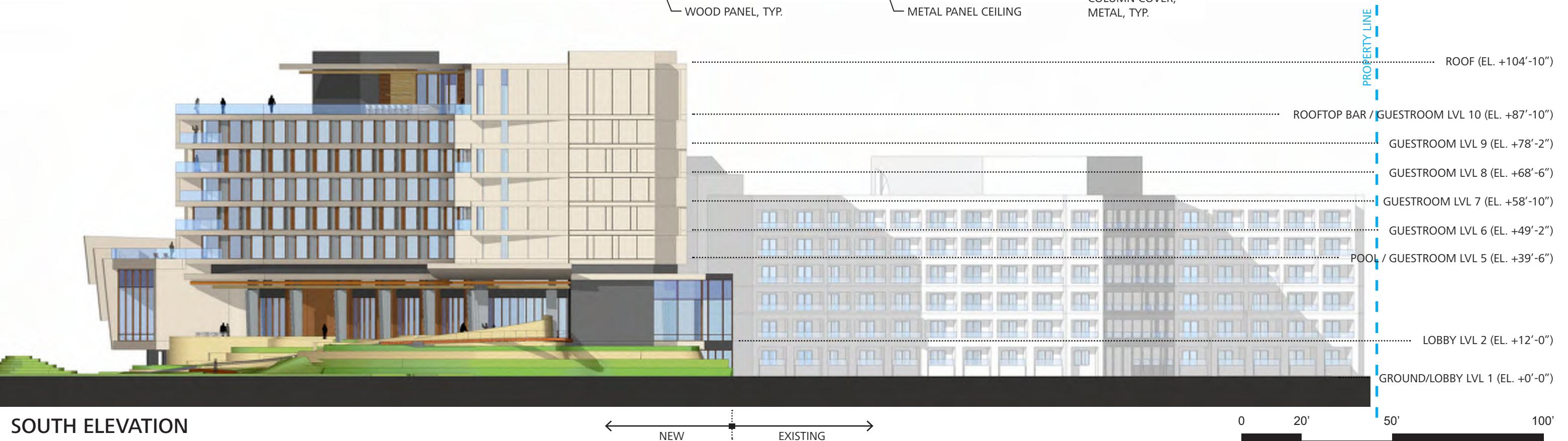
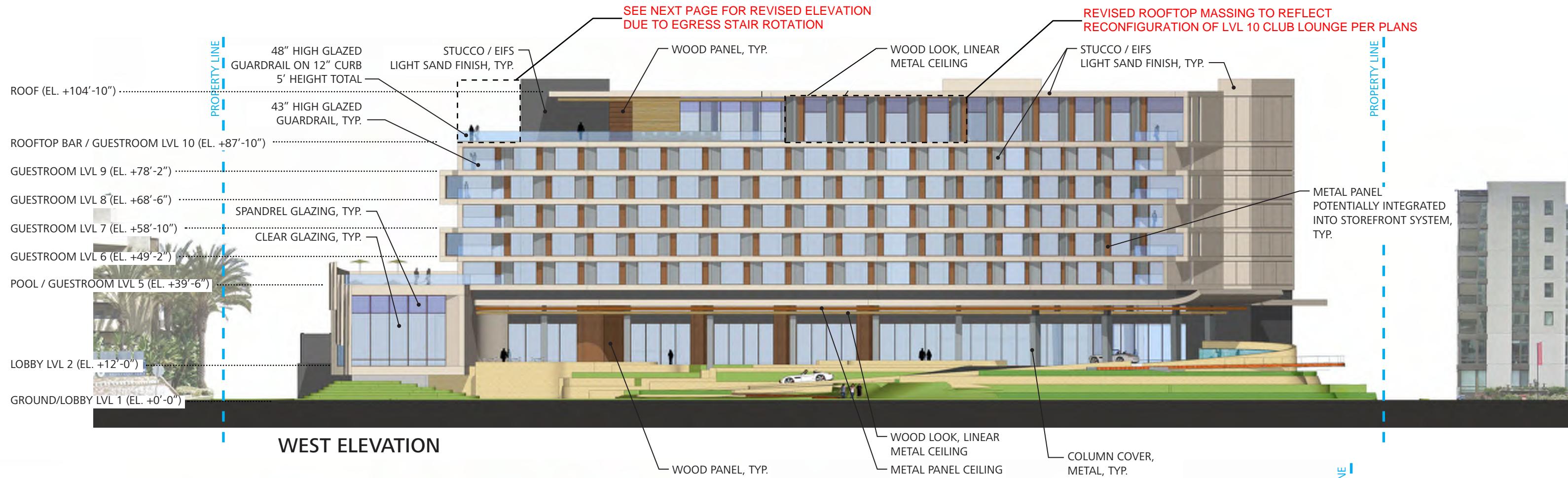
1. SEE PROJECT DATA PAGE FOR PARKING TABULATION.
2. SEE PARKING DEMAND STUDY DATED AUGUST 16, 2021 FOR PEAK DEMAND ANALYSIS.,

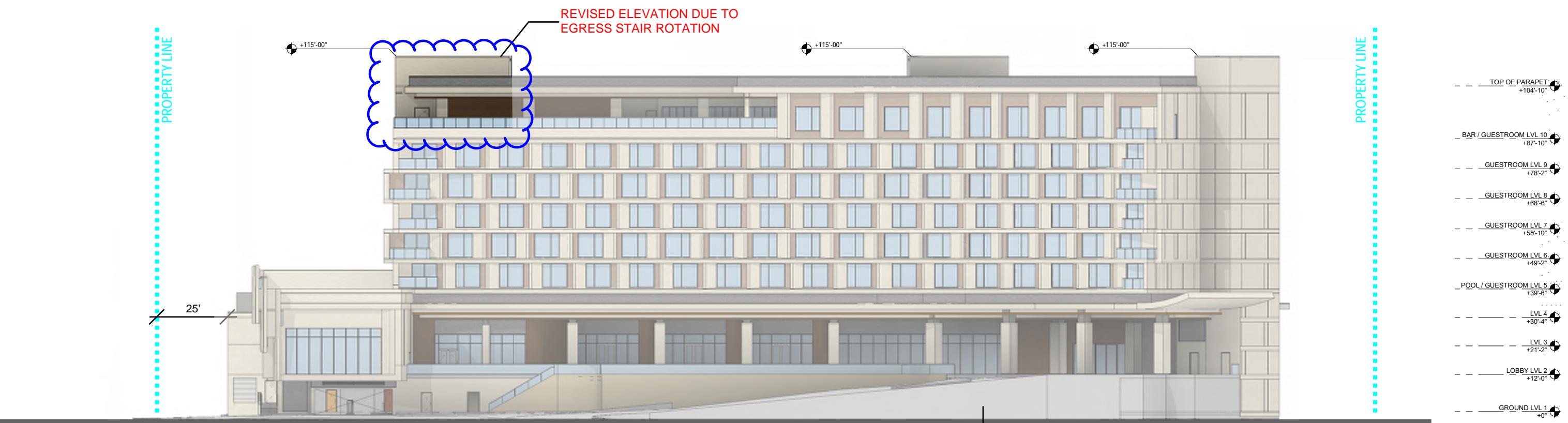






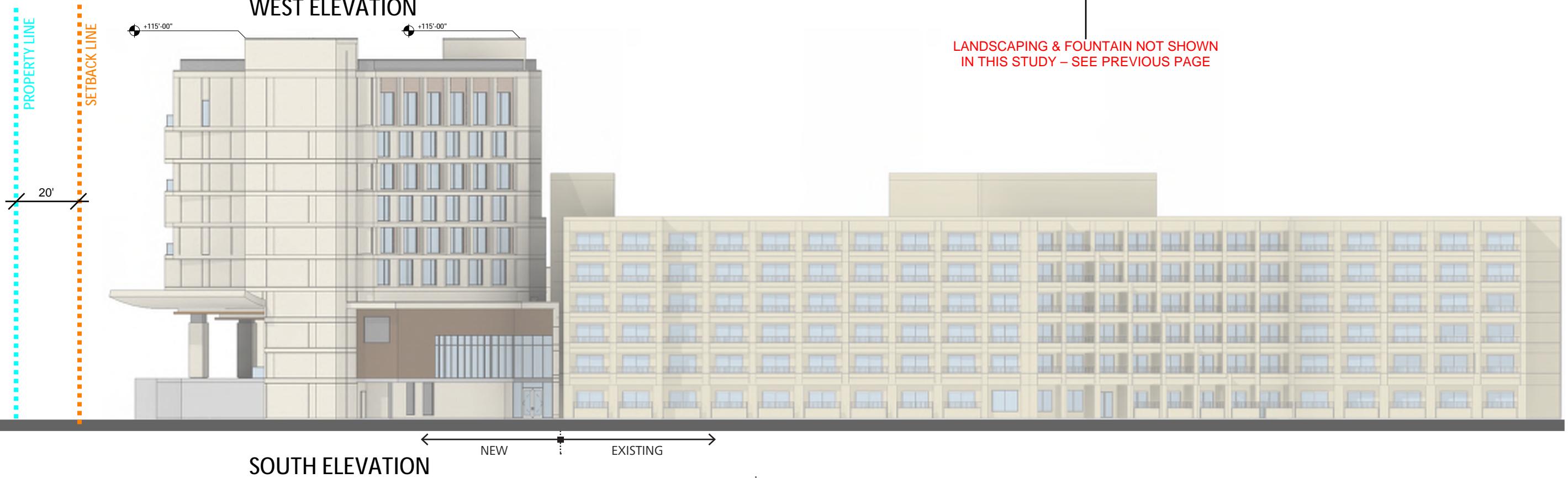
Original rendering of AERIAL MODEL VIEW from 10/1/2019 entitlement not updated.  
Revised design is shown on PLAZA VIEW rendering.





WEST ELEVATION

LANDSCAPING & FOUNTAIN NOT SHOWN  
IN THIS STUDY – SEE PREVIOUS PAGE

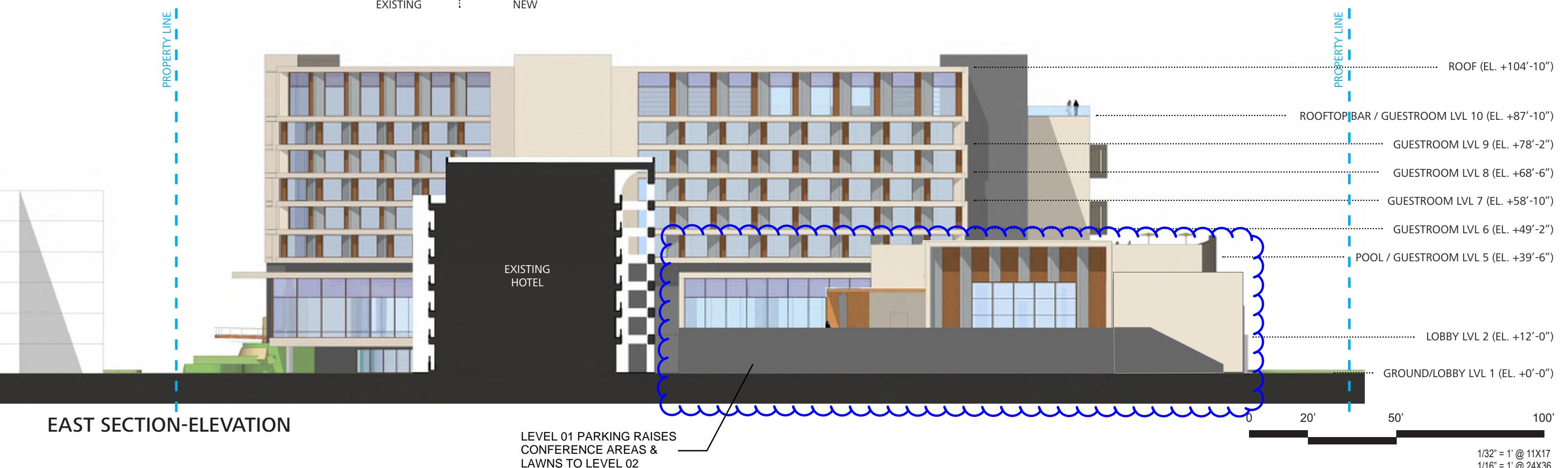
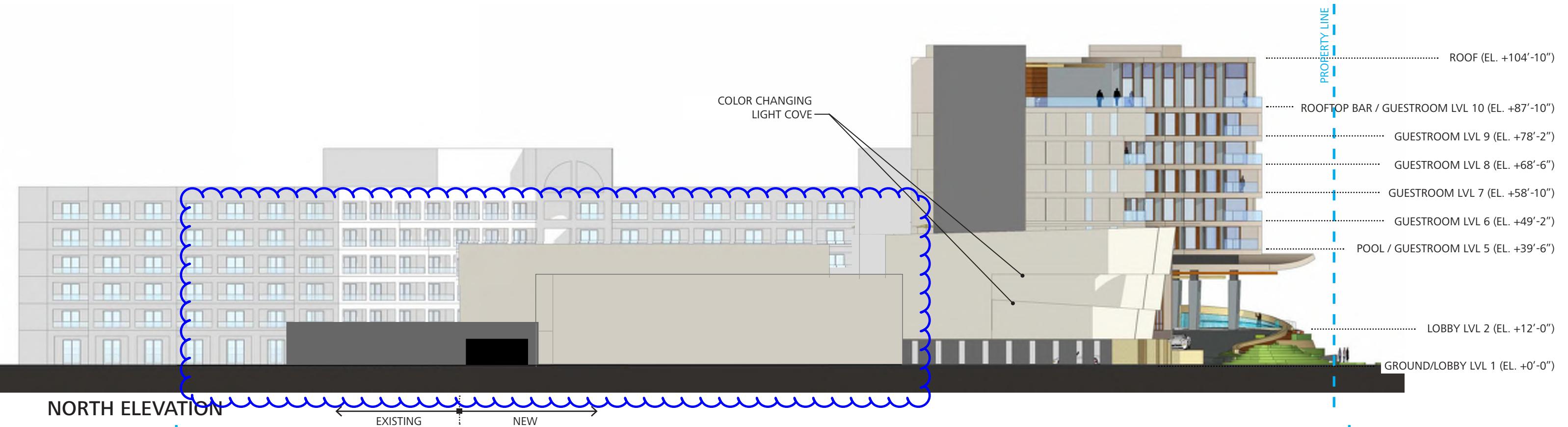


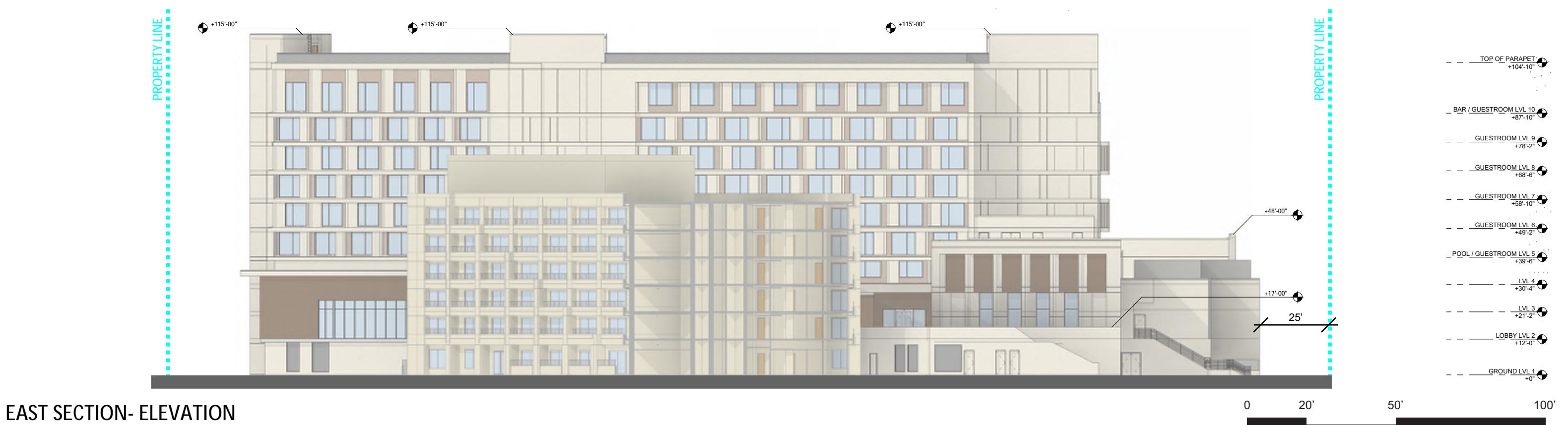
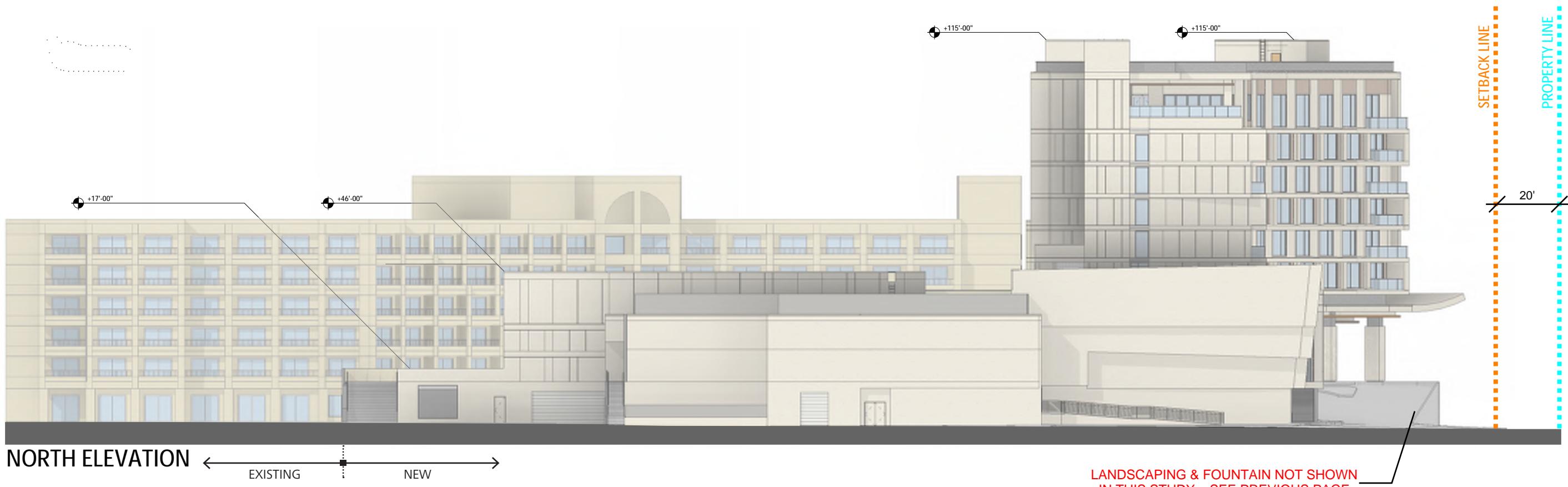
SOUTH ELEVATION

NEW EXISTING

0 20' 50' 100'

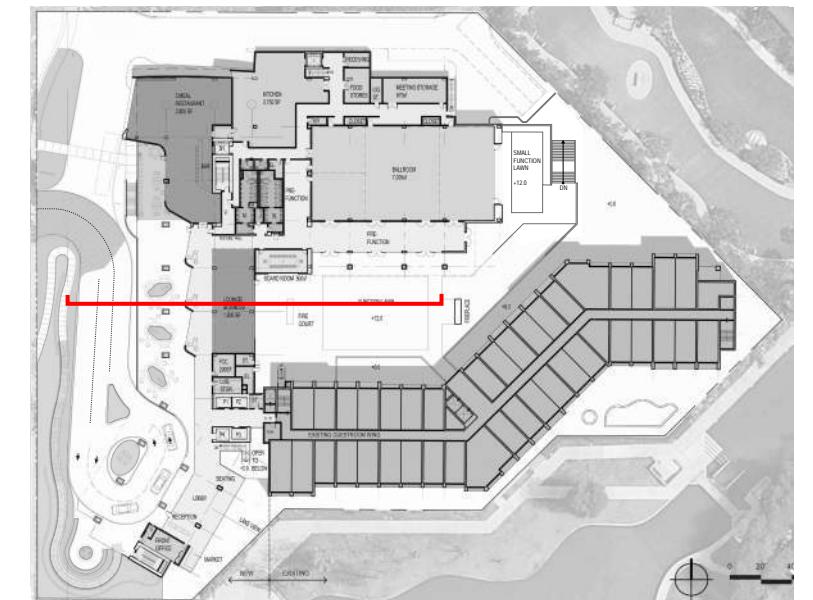
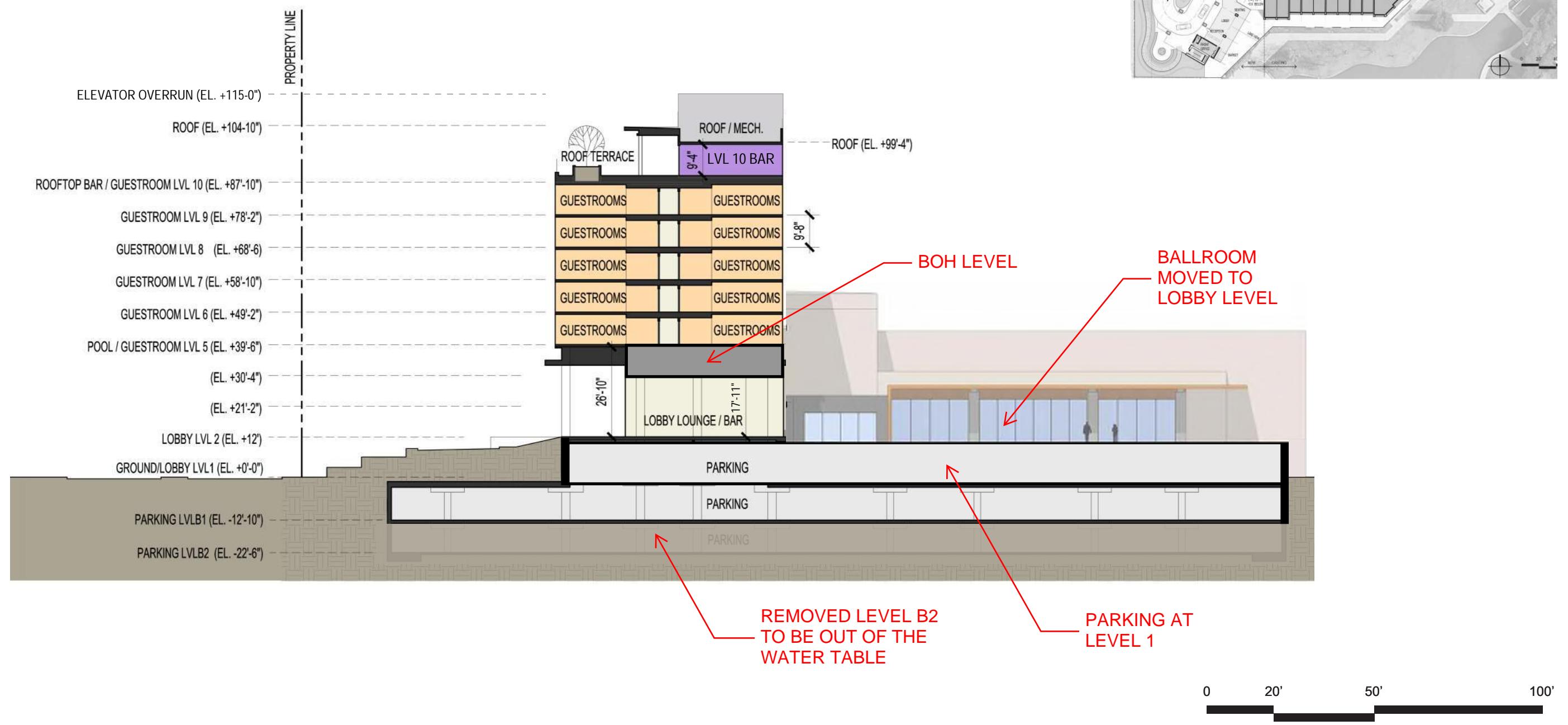
1/32" = 1' @ 11X17  
1/16" = 1' @ 24X36

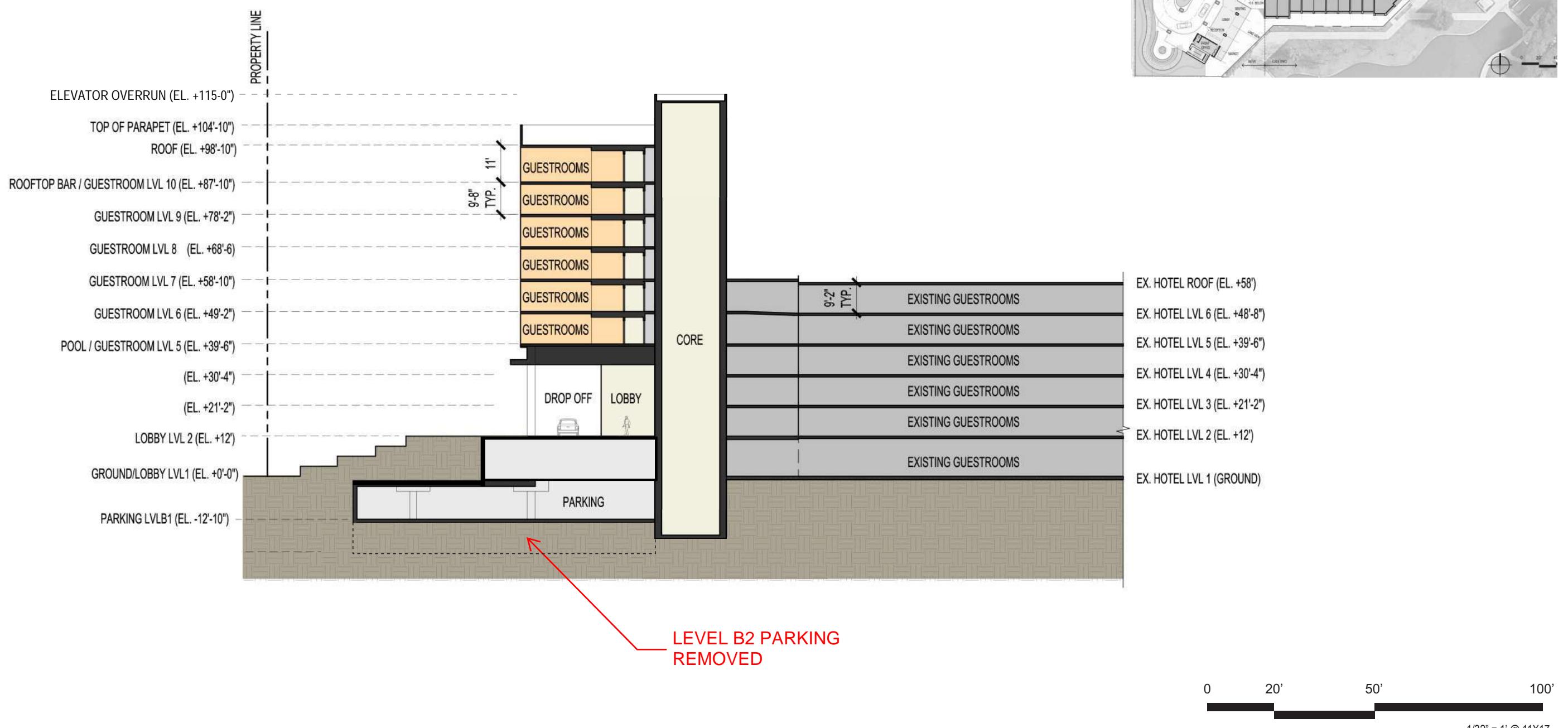


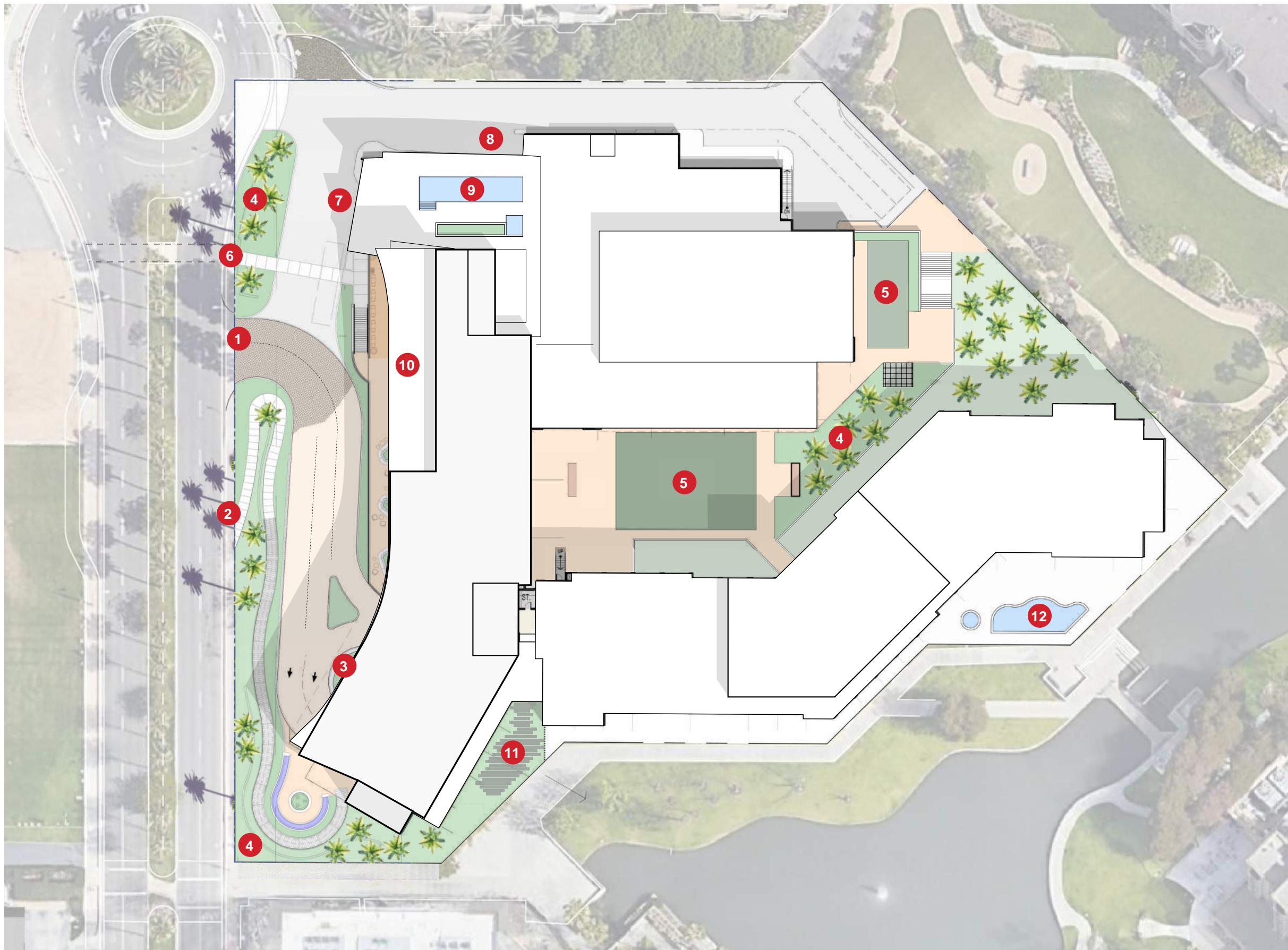


EAST SECTION- ELEVATION

1/32" = 1' @ 11X17  
1/16" = 1' @ 24X36

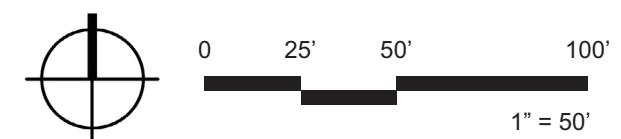


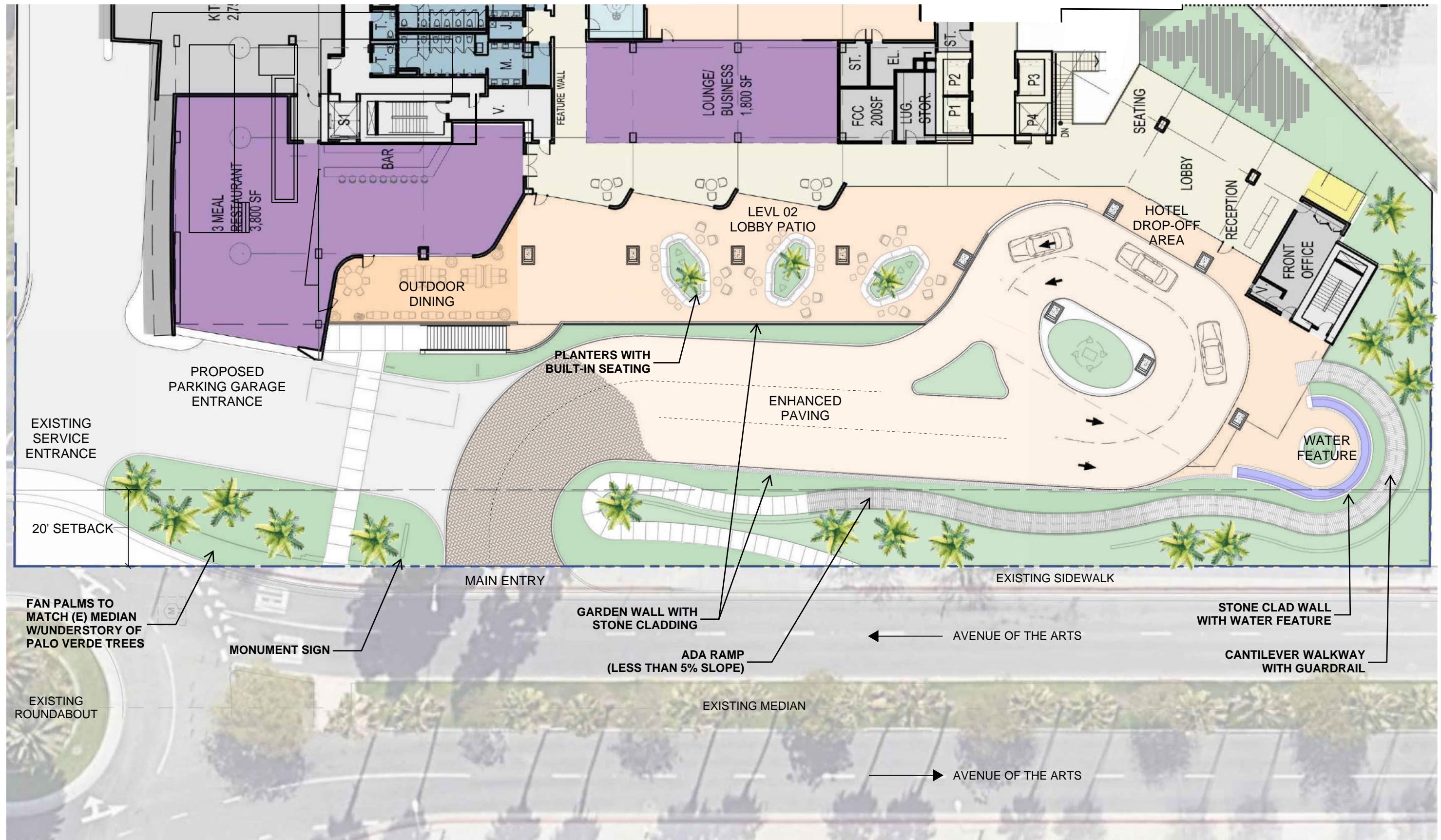


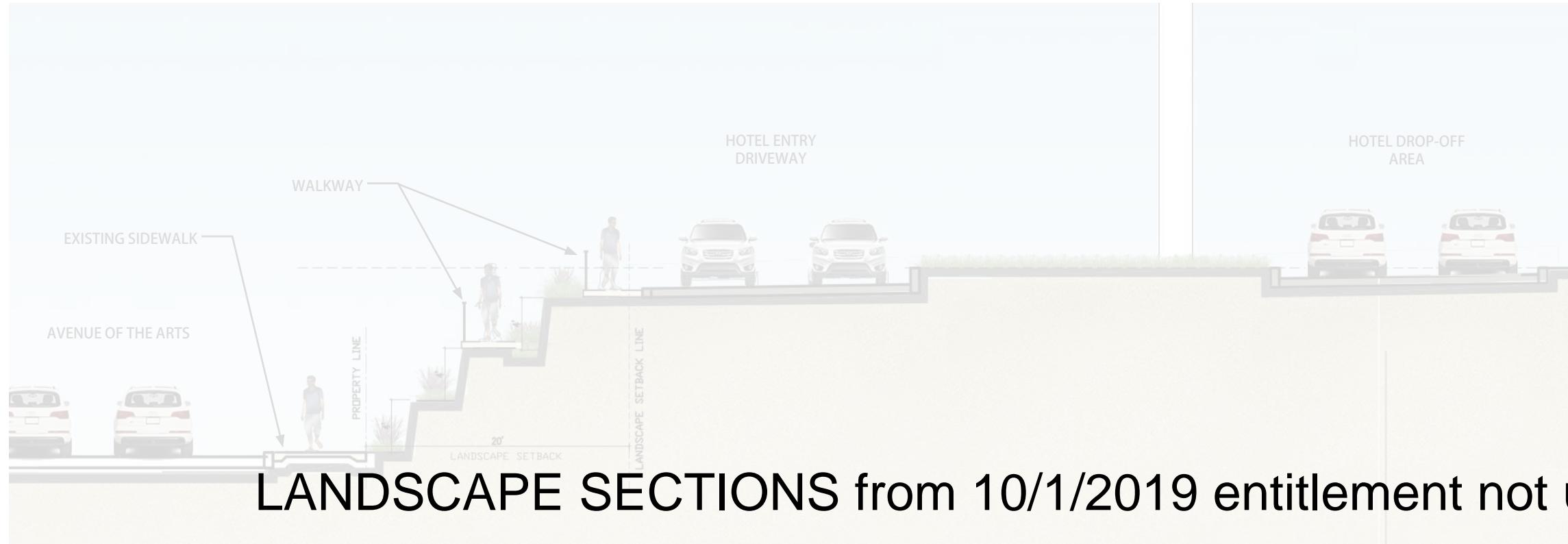


## LEGEND

- 1 MAIN ENTRANCE
- 2 PEDESTRIAN PATHWAY (LESS THAN 5% SLOPE)
- 3 HOTEL ARRIVAL / DROP-OFF
- 4 LANDSCAPE AREAS
- 5 LAWN
- 6 PROPOSED CROSSWALK
- 7 PARKING GARAGE ENTRANCE
- 8 BACK OF HOUSE / LOADING
- 9 POOL TERRACE
- 10 ROOF TERRACE
- 11 ENHANCED PAVING
- 12 EXISTING POOL







SITE CONTEXT MAP

**LANDSCAPE SECTIONS** from 10/1/2019 entitlement not updated.

SECTION A'-A'

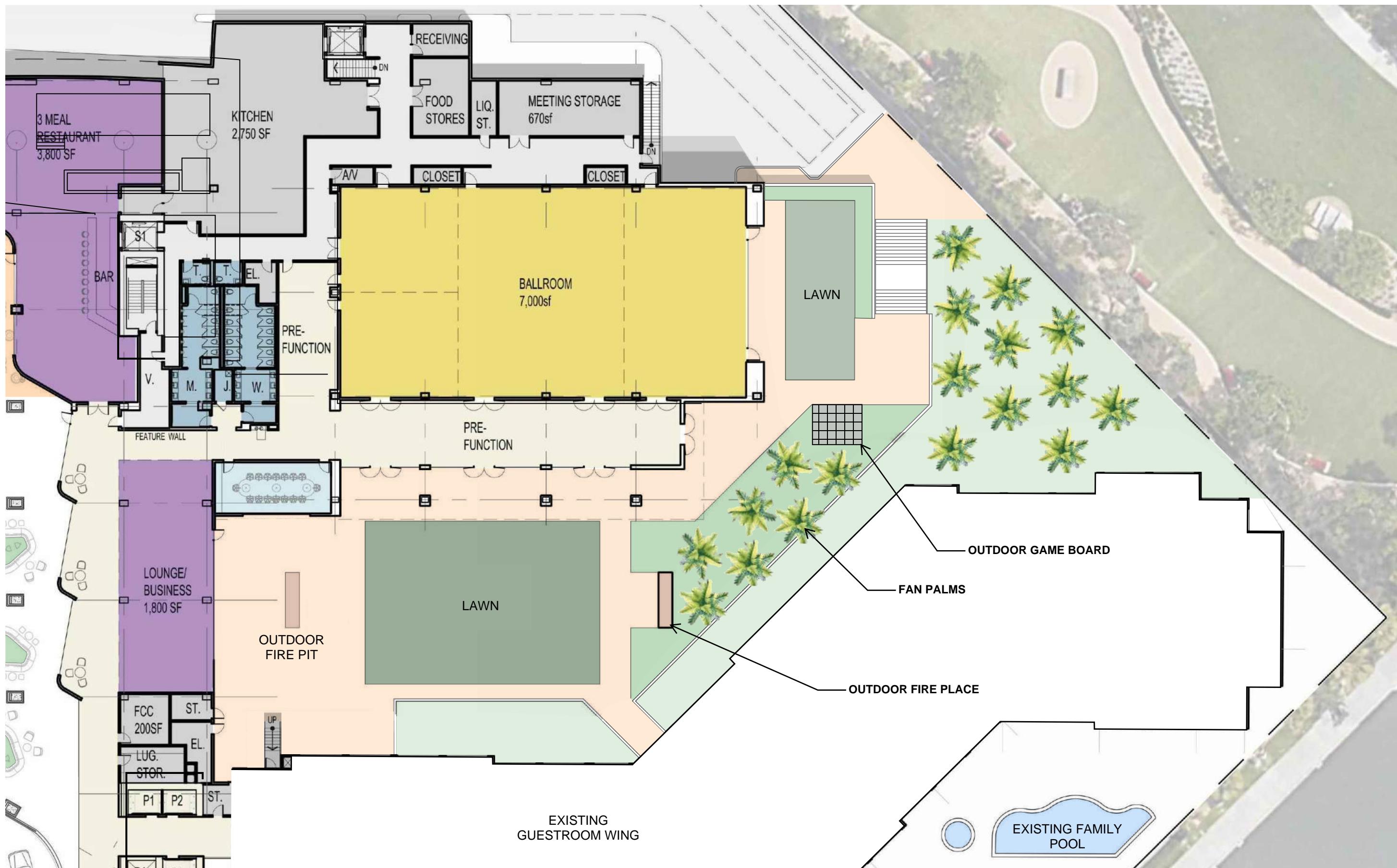
See architectural revisions to LEVEL 01 & LEVEL 02 for minor changes.

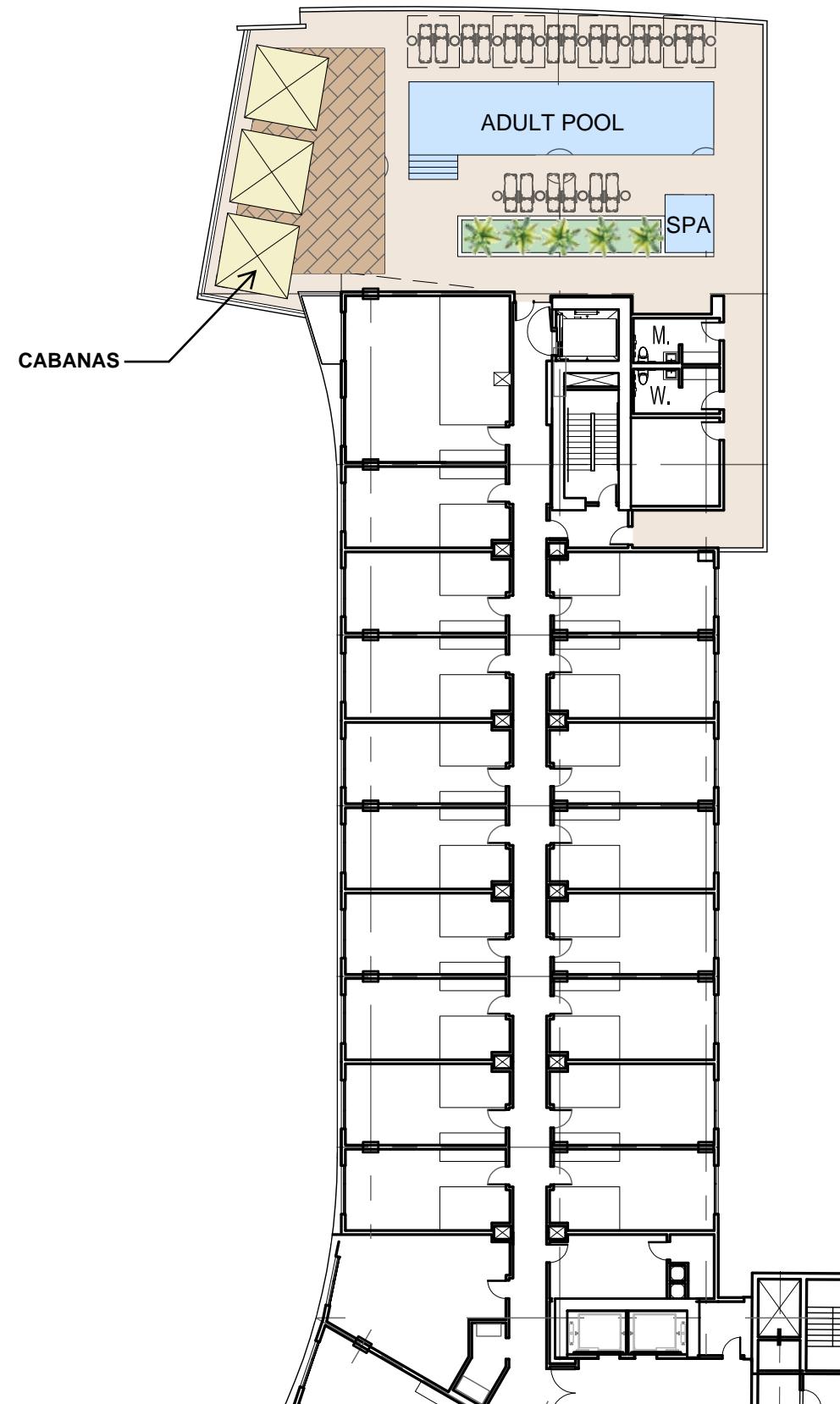
Landscape design intent remains for quality of finish; any changes are due to constructibility of new tower.



SECTION B'-B'

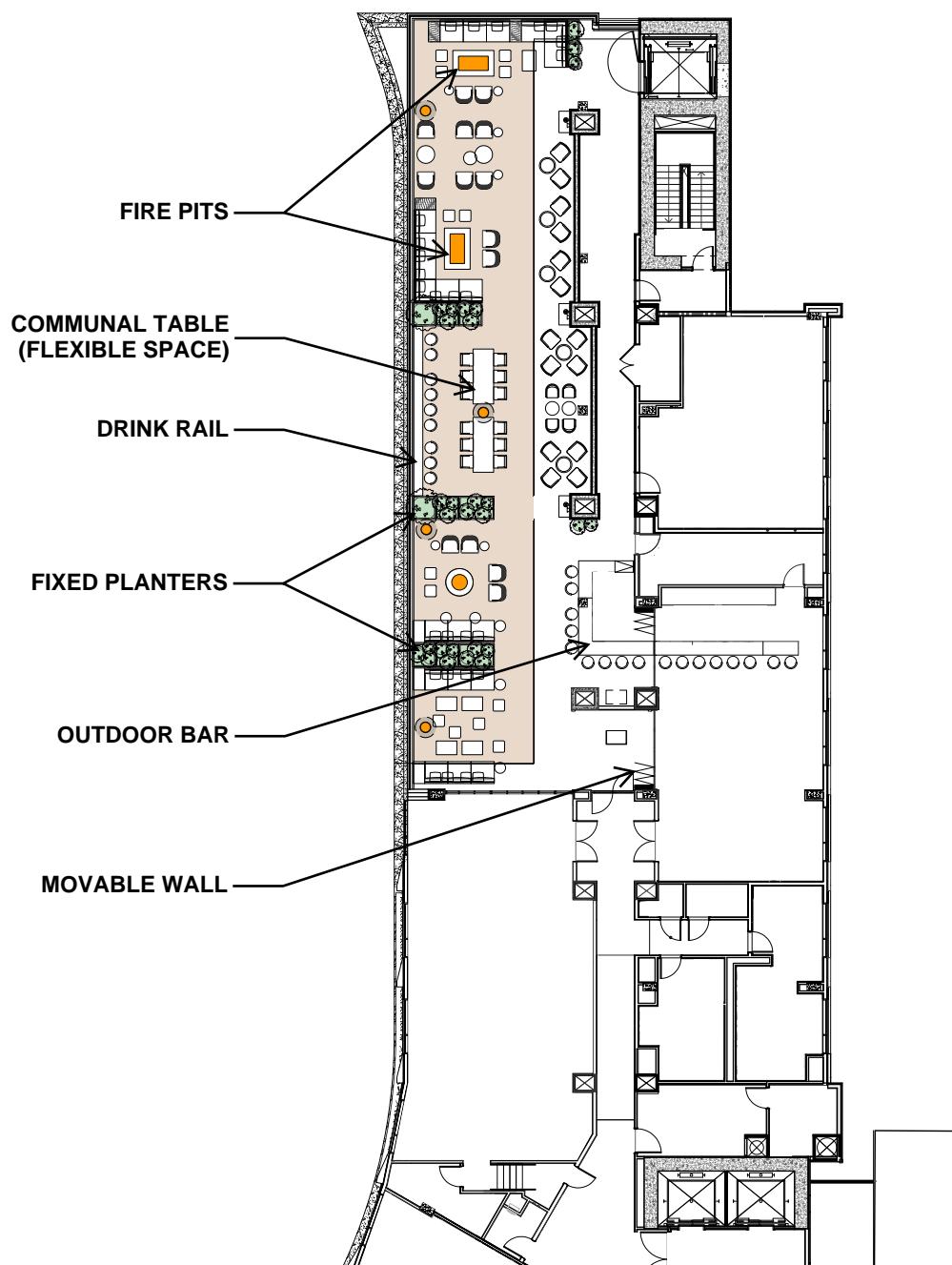
0 2.5' 10' 20'  
1" = 10'





POOL TERRACE @ LEVEL 5

2022 "IN PROGRESS" PLAN



ROOF TERRACE @ LEVEL 10