

Avenue
of the
Arts

WINCOME
HOSPITALITY

ATTACHMENT 4

HOTEL EXPANSION

3350 AVENUE OF THE ARTS
COSTA MESA, CALIFORNIA

ENTITLEMENT AMENDMENT

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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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

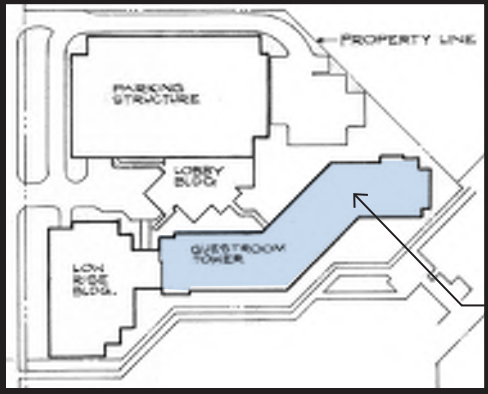
| General Development Information | | Project Calculations | | Approved Totals per 2007 Master Plan | | Modifications Approved per Planning Report PH-1 April 13, 2015 | | | Modification Approved per Aug. 3, 2016 Entitlement | | | Modification approved on Nov. 7, 2019 | | Proposed Hotel per Aug. 2021 Revision & Oct. 2022 Update | | | |
|---------------------------------|---|---------------------------|--|--------------------------------------|-----------------|--|------------------------------|------------------------------|--|----------------------------|-----------------------------|---|-----------------------------|---|------------|--|-----------------------|
| Lot Area | 130,680 sf (3 acres) | General Information | | | | *Revisions shown shaded | | | *Revisions shown shaded | | | | | | | | |
| | | Minimum Front Setback | | 20' | | 20' | | | 20' | | | 20' | | 20' | | | |
| Max. Building Height | 220'-0" from grade (254'-0" from AMSL) | | | | | | | | | | | | | | | | |
| Zoning | Planned Development Residential - High Density (PDR-HD) | Open Area Calculation | | SF | % of total site | SF | % of total site | | SF | % of total site | | SF | % of total site | | SF | % of total site | |
| | | 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 |
| | | | | | | | | | | | | 594 | 0.5% | Private Balconies (10) | 622 | 0.5% | Private Balconies (9) |
| | | | | | | | | | | | | 5,000 | 4% | Roof Terrace | 4,080 | 3.5% | Roof Terrace |
| Project Information | | Total Open Space | | 110,252 | 84% | 110,882 | 85% | | 60,189 | 46% | | 66,200 | 52% | | 57,791 | 45% | |
| Number of Stories | 10 | Driveway Area | | 25,673 | 20% | 22,900 | 18% | | 12,662 | 10% | | 23,814 | 18% | | 23,305 | 18% | |
| Use | Hotel | | | | | | | | | | | | | | | | |
| Construction | Type I | | | | | | | | | | | | | | | | |
| Structural Frame | 3 Hrs | | | | | | | | | | | | | | | | |
| Shaft Enclosure | 2 Hrs | Parking Totals | | | | * See Parking Calc. & Parking Traffic Stu | | | * See Parking Calc. & Parking Traffic Studies | | | * See Parking Calc. & Parking Traffic Studies dated 10/4/19 | | * See Parking Calc. & Parking Traffic Studies dated 8/16/2021 | | | |
| Floor | 2 Hrs | 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) | |
| Roof | 2 Hrs | Total Parking Provided | | 480 | | 422 | | | 340 | | | 335 | | | 327 | | |
| Unit Separation | 2 Hrs | Residential/ Hotel Totals | | | | * See Residential Area Calcs. | | | * See Hotel Area Calculations | | | * See Hotel Area Calculations | | * See Hotel Area Calculations | | * See Parking Summary & Hotel Area Calculations on next Project Data page. | |
| Exterior Bearing | 4 Hrs less than 3' from property line | Total Residential Units | | 120 | | 100 | | | 0 | | | 0 | | | 0 | | |
| Non-bearing | 2 Hrs less than 20' from property line | 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.

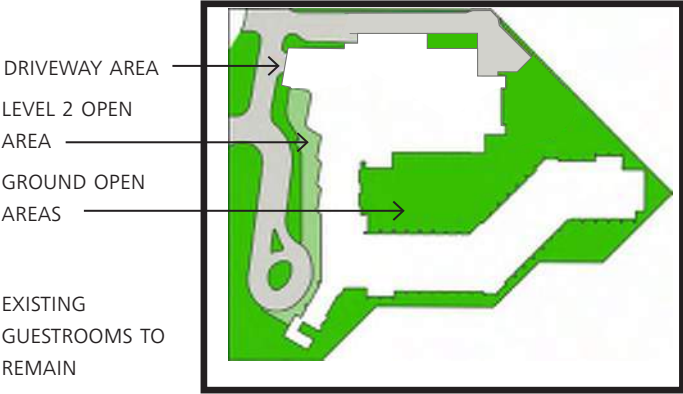
EXISTING AREAS TO REMAIN SUMMARY

| 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 |
| Total | | 127,693 |

EXISTING SITE KEY PLAN



GROUND & 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 | | |
| Total (Existing & Proposed) | 274,553 | 388 | 130,680 | 2.10 |

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 | | | 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 | | | | Hotel Subtotal | 157,809 | Hotel Subtotal | 147,080 | |
| | Hotel Subtotal | 146,860 | | Demolition (2 story bldg.) | -26,000 | | | |
| | Demolition (2 story bldg.) | -26,000 | | Comparative Hotel Subtotal | 131,809 | Comparative Hotel Subtotal | 147,080 | |
| | Comparative Hotel Subtotal | 120,860 | | | | | | |
| | | | 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 | |
| | Parking Subtotal | 121,855 | | Parking Subtotal | 135,126 | Parking Subtotal | 136,806 | |
| | Total | 268,715 | | Total | 292,935 | Total | 283,886 | |

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 | 7,000 |
| Meeting (Fire court) | 1 | Public | Eliminated | Eliminated |
| Meeting (Lakeside) | 1 | Public | 890 | Eliminated |
| Boardroom | 1 | Public | 500 | 500 |
| Restaurant | 2 | Public | 3,800 | 3,551 |
| Outdoor Dining | 2 | Public | 970 | 970 |
| Lobby Lounge | 2 | Hotel | 1,800 | 1,232 |
| Fitness | 5&6 | Hotel | 0, Expand Existing | 0, Expand Existing |
| Hospitality Suite | 5 | Hotel | Eliminated | Eliminated |
| Pool | 5 | Hotel | 700 exterior | 700 exterior |
| Pool Deck | 5 | Hotel | 3,300 exterior | 3,300 exterior |
| Club Lounge | 10 | Hotel | 1,400 | 1,695 |
| Roof Bar & Terrace | 10 | Public | 780 + 3,300 exterior | 800 + 2,716 exterior |
| Total | | | 24,440 | 22,464 |
| Total Restaurant | | | 8,850 | 8,037 |
| Total Conference | | | 8,390 | 7,500 |
| Total Public Areas = | | | 17,240 | 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 |
| Totals | 207 | 34 | 8 | 249 | 51 | 27 | 327 |

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 | |
| B1 | 118 | 13 | 5 | 136 | 33 | 169 |
| B2 | 122 | 13 | 3 | 138 | 28 | 166 |
| Totals | 240 | 26 | 8 | 274 | 61 | 335 |

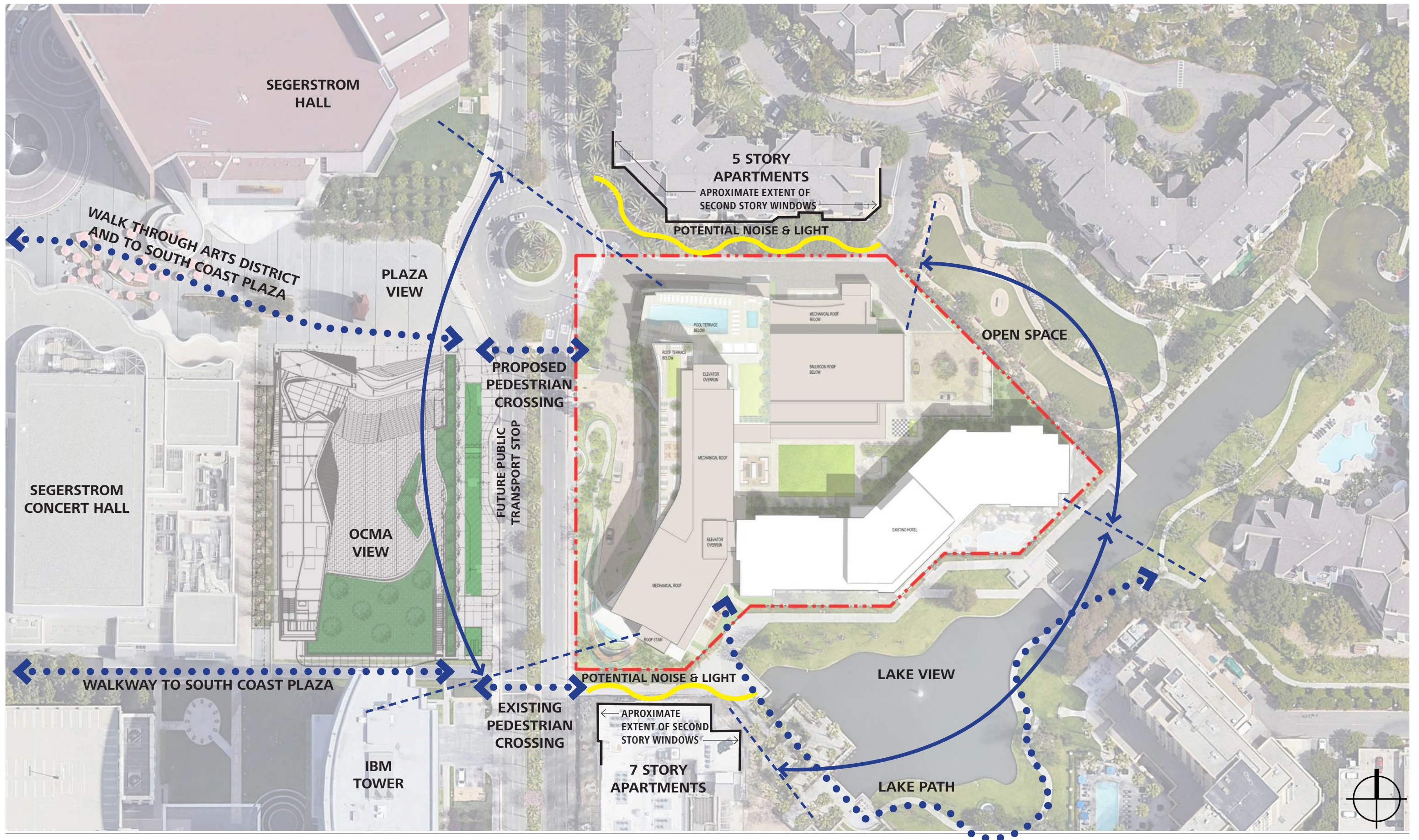
Notes:
1. All stalls are below grade garage parking.
2. 262 stalls required per Parking Demand Study 10/4/19.
3. 335 stalls allowable per 8/3/16 entitlement.
4. Minimum of 8 accessible stalls required per 2016 CBC.
5. 10% maximum compact stall count
6. Area per stall = 403 SF
7. Tandem stalls are provided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

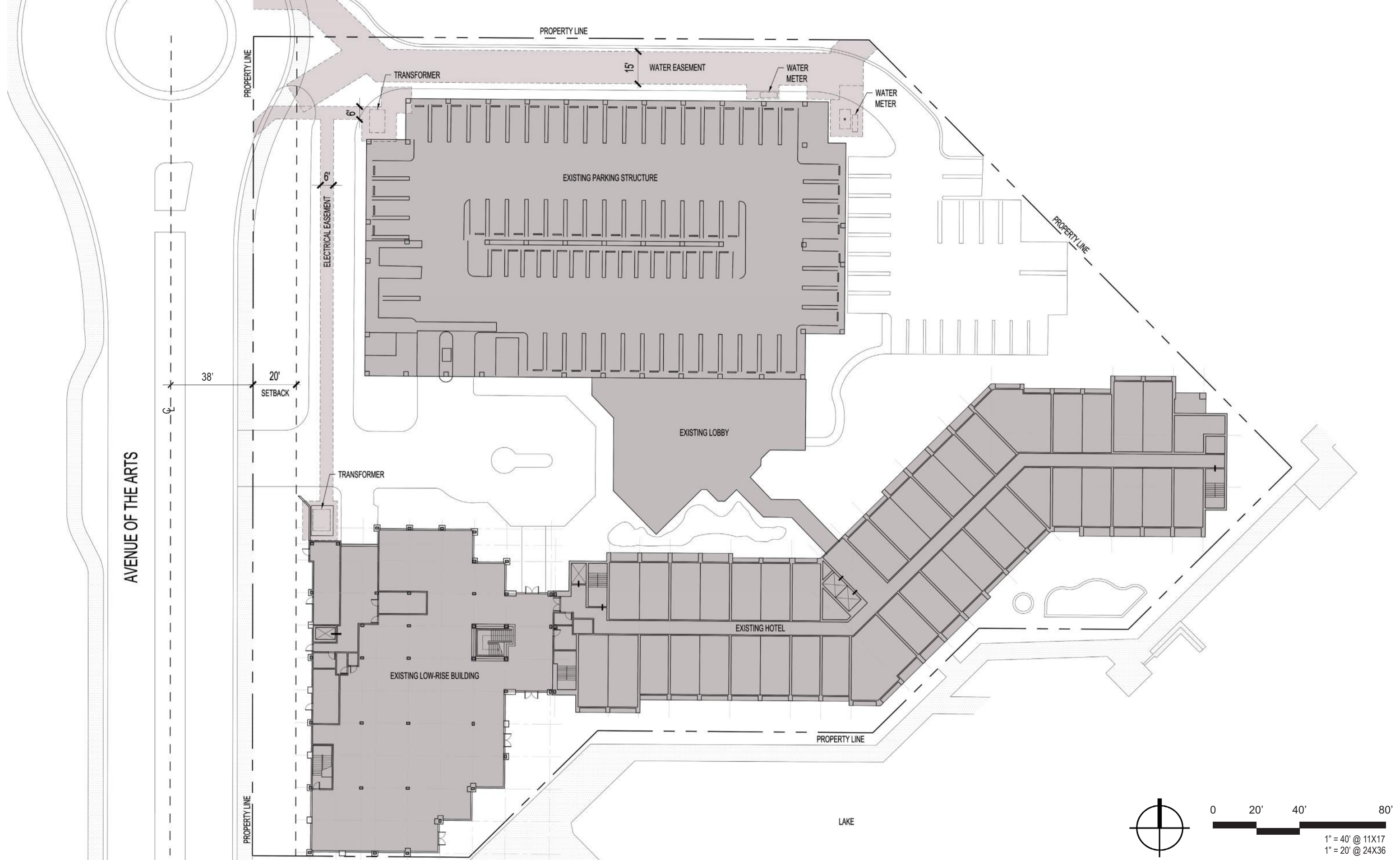
Previous Entitlement (August 3, 2016)

| 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 |

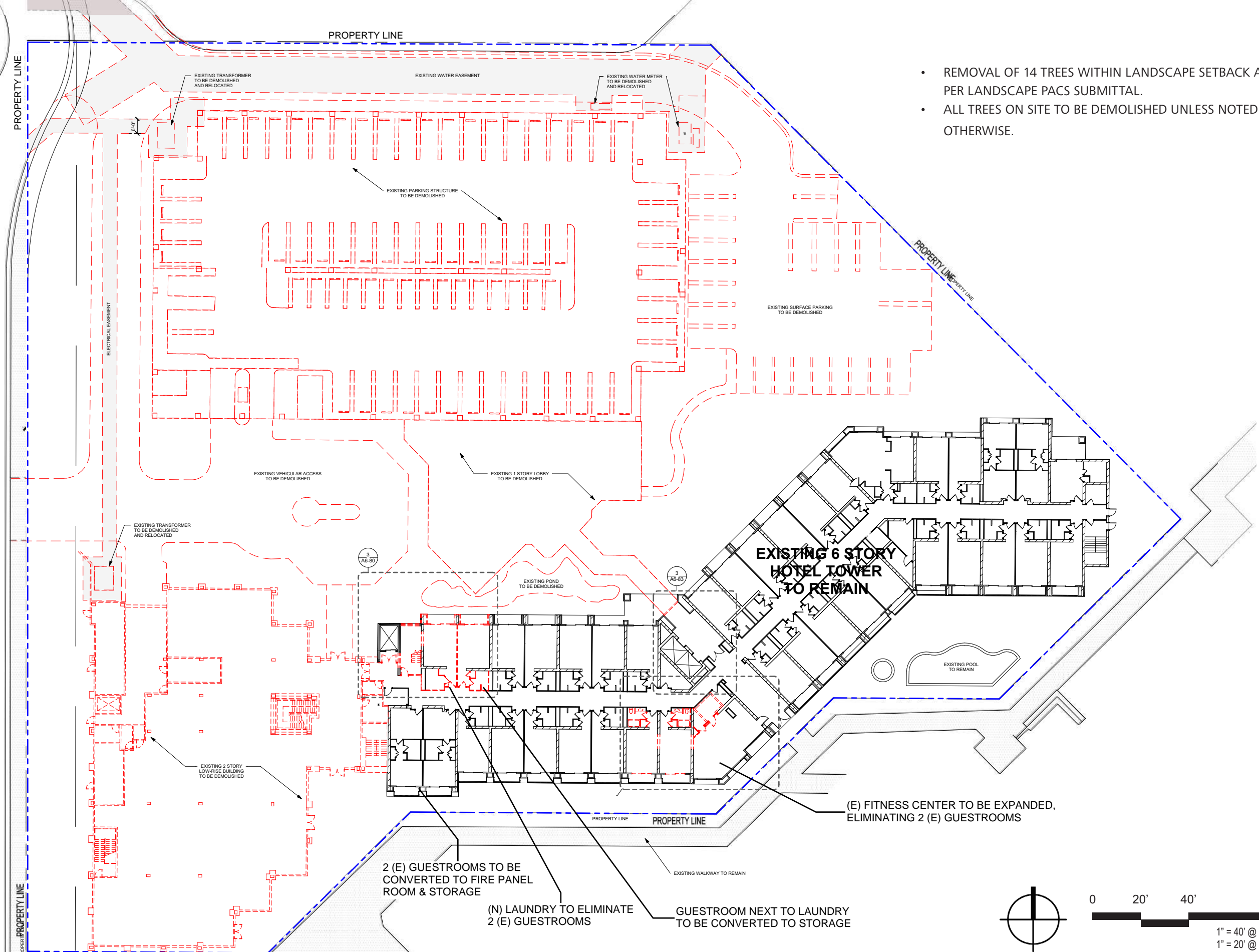
| Parking Calculations | |
|--|---------|
| Parking Garage Totals | |
| Total Parking Required (Note 1) | 274 |
| Total Parking Provided (Note 2) | 335 |
| Accessible Stalls (Note 3) | 8 |
| Percentage Accessible | 2.39% |
| Notes | |
| 1. Required number per Parking Demand Study 4/7/16 | |
| 2. Provided 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 |

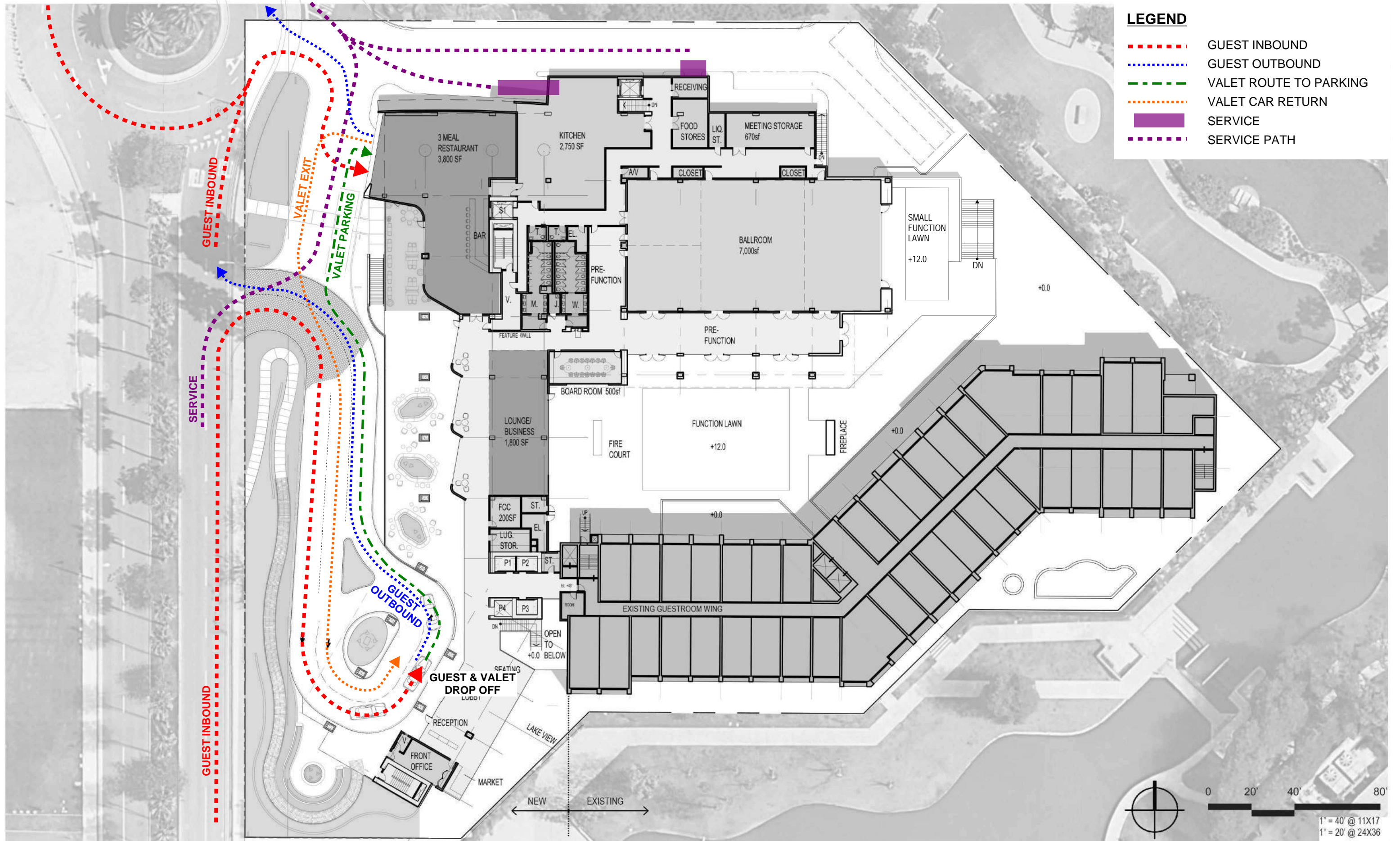






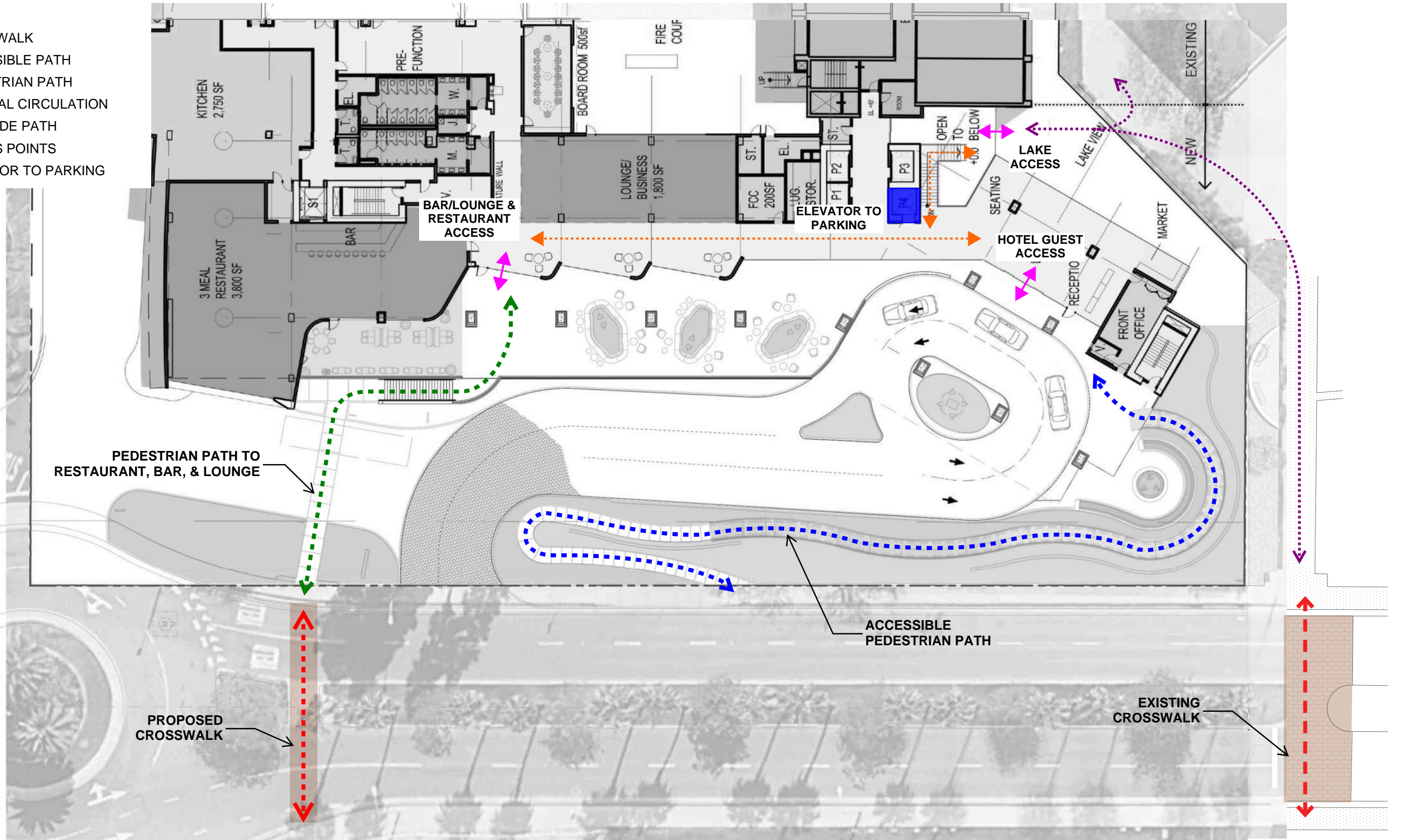
- [illegible]





LEGEND

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



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

COLUMN LINE FOR
GUESTROOM TOWER ABOVE

LOADING
DOCK

TRASH

GENERATOR

NOTE:
LEVEL 01 PLAN SHOWS 7 OF 8 GUESTROOMS IN
EXISTING TOWER THAT WILL BE REMOVED TO
KEEP TOTAL COUNT (EXISTING & PROPOSED)
AT 388. SEE FAR CALCULATION TABLE ON
PROJECT DATA PAGE FOR REFERENCE.

20'

SETBACK LINE

LVL 01 LANDSCAPING SHOWN
ON NEXT PAGE FOR CLARITY

LAUNDRY

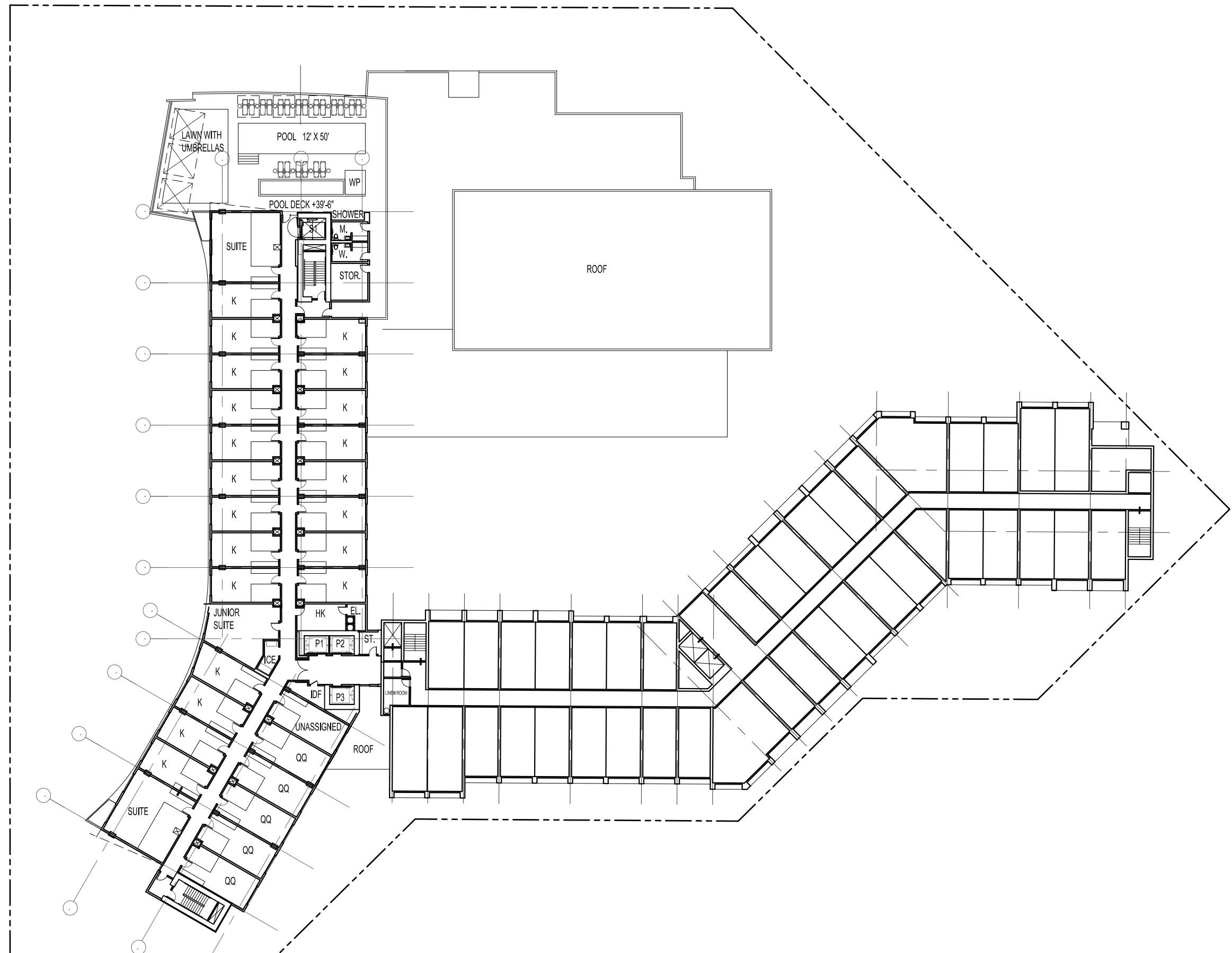
FITNESS

(E) FITNESS CENTER TO BE EXPANDED,
ELIMINATING 2 (E) GUESTROOMS

GUESTROOM NEXT TO LAUNDRY
TO BE CONVERTED TO STORAGE

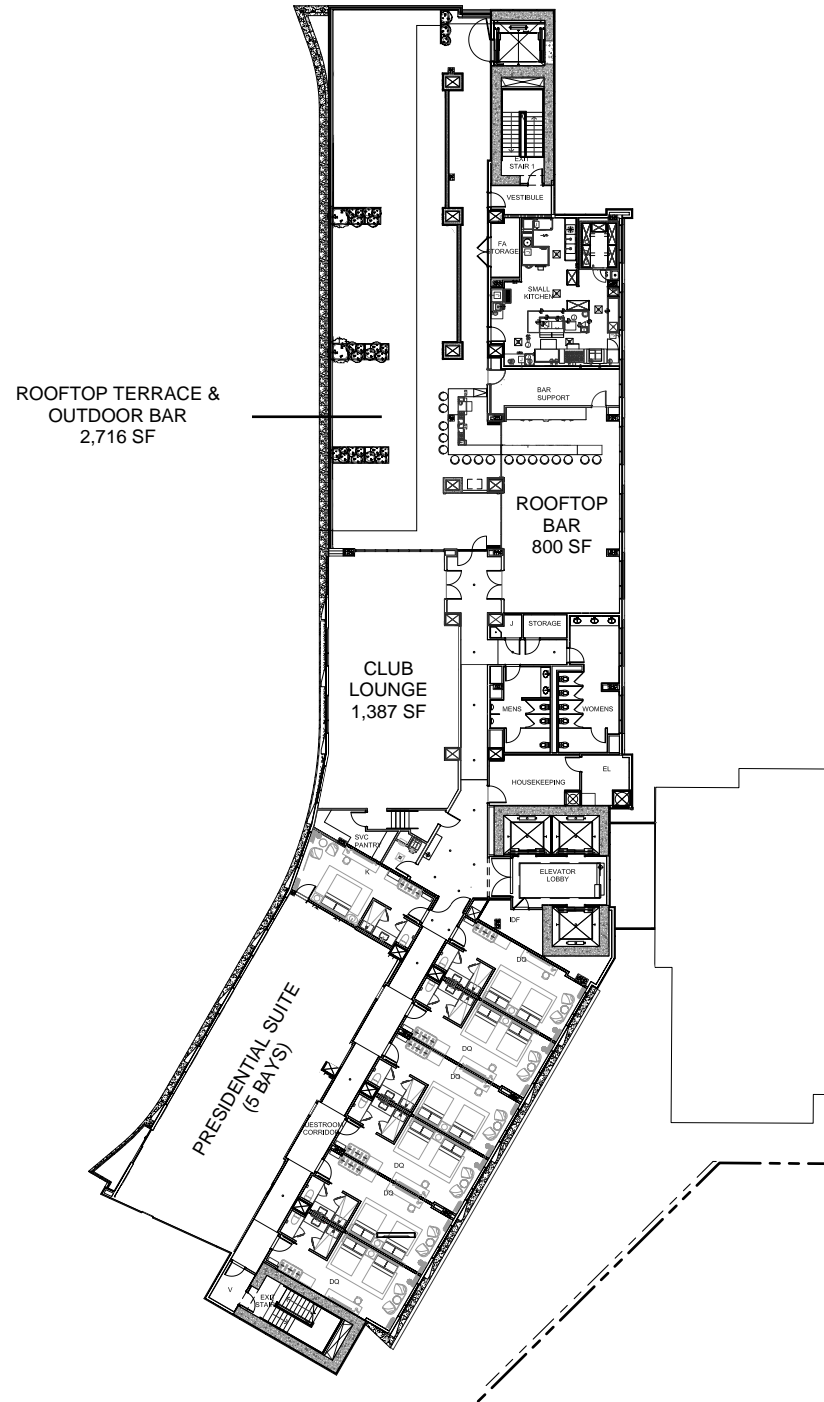
2 (E) GUESTROOMS TO BE
CONVERTED TO FIRE PANEL
ROOM & STORAGE

(N) LAUNDRY TO ELIMINATE
2 (E) GUESTROOMS

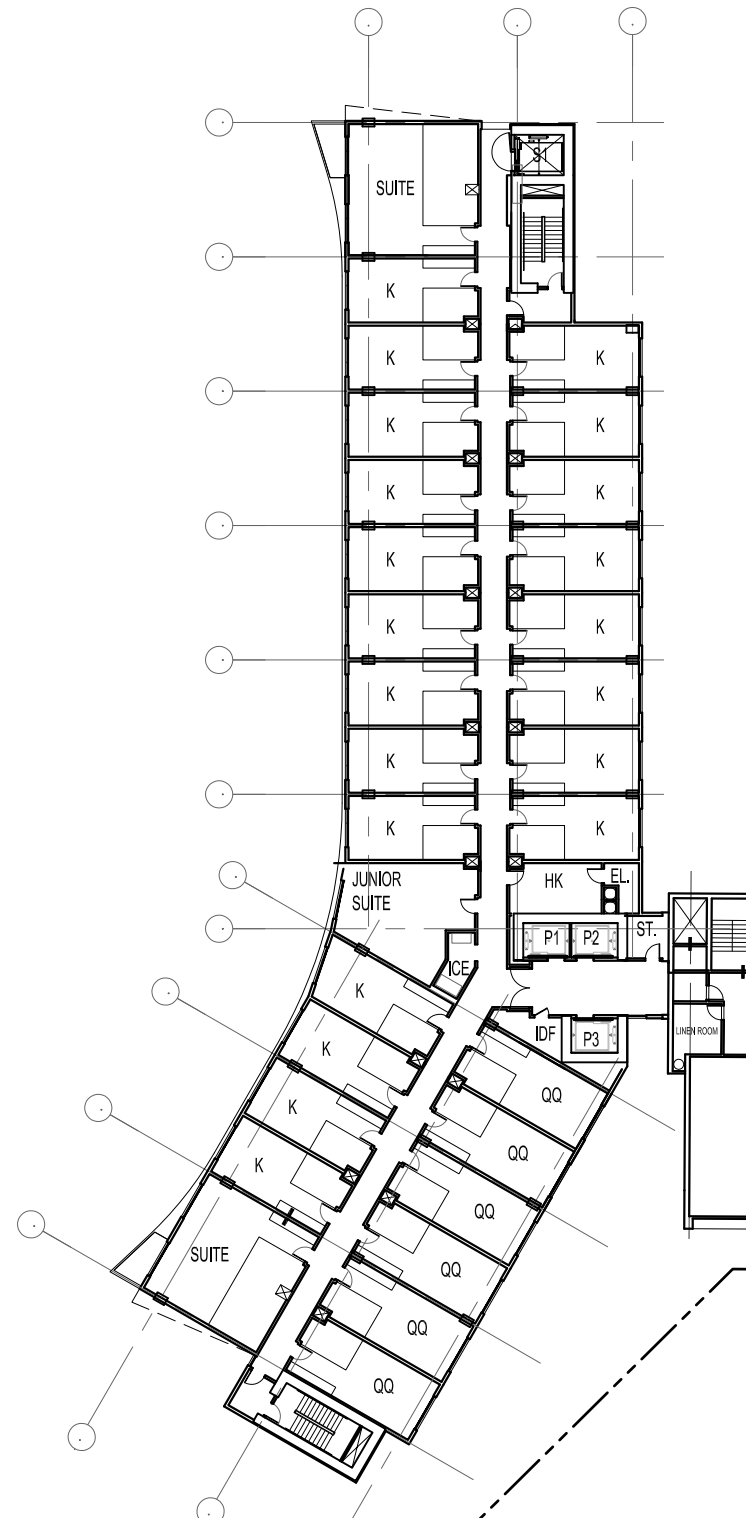


2022 "IN PROGRESS" PLAN

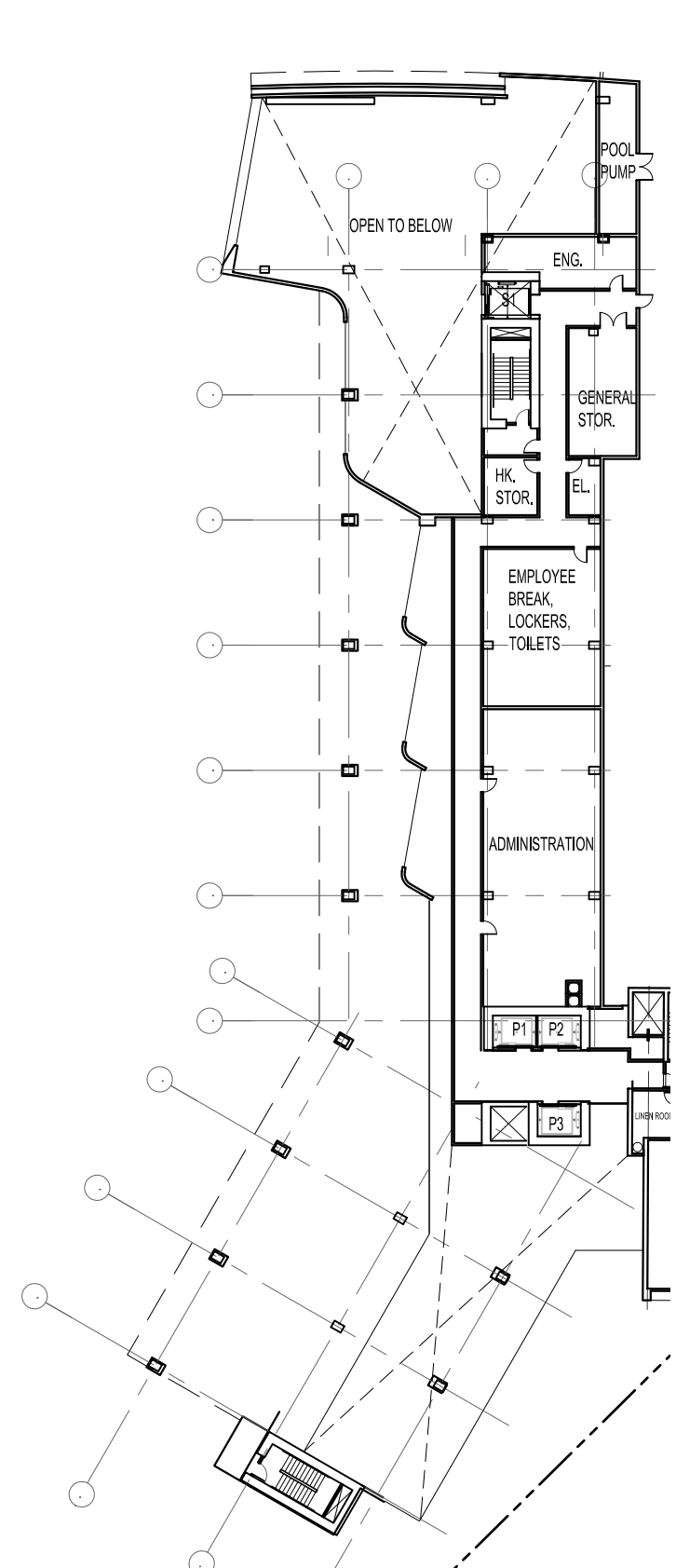
SQUARE FOOTAGES SHOWN ARE
IN COMPLIANCE W/2021 PARKING
DEMAND ANALYSIS



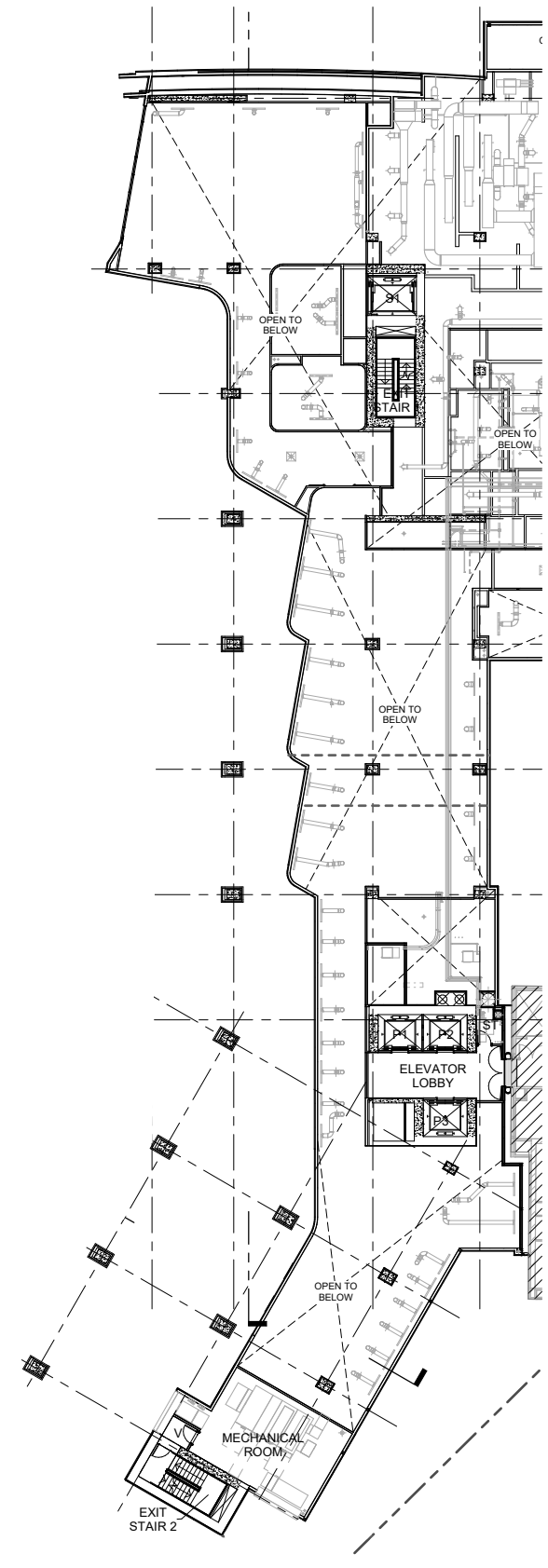
ROOF BAR & TERRACE
LEVEL 10



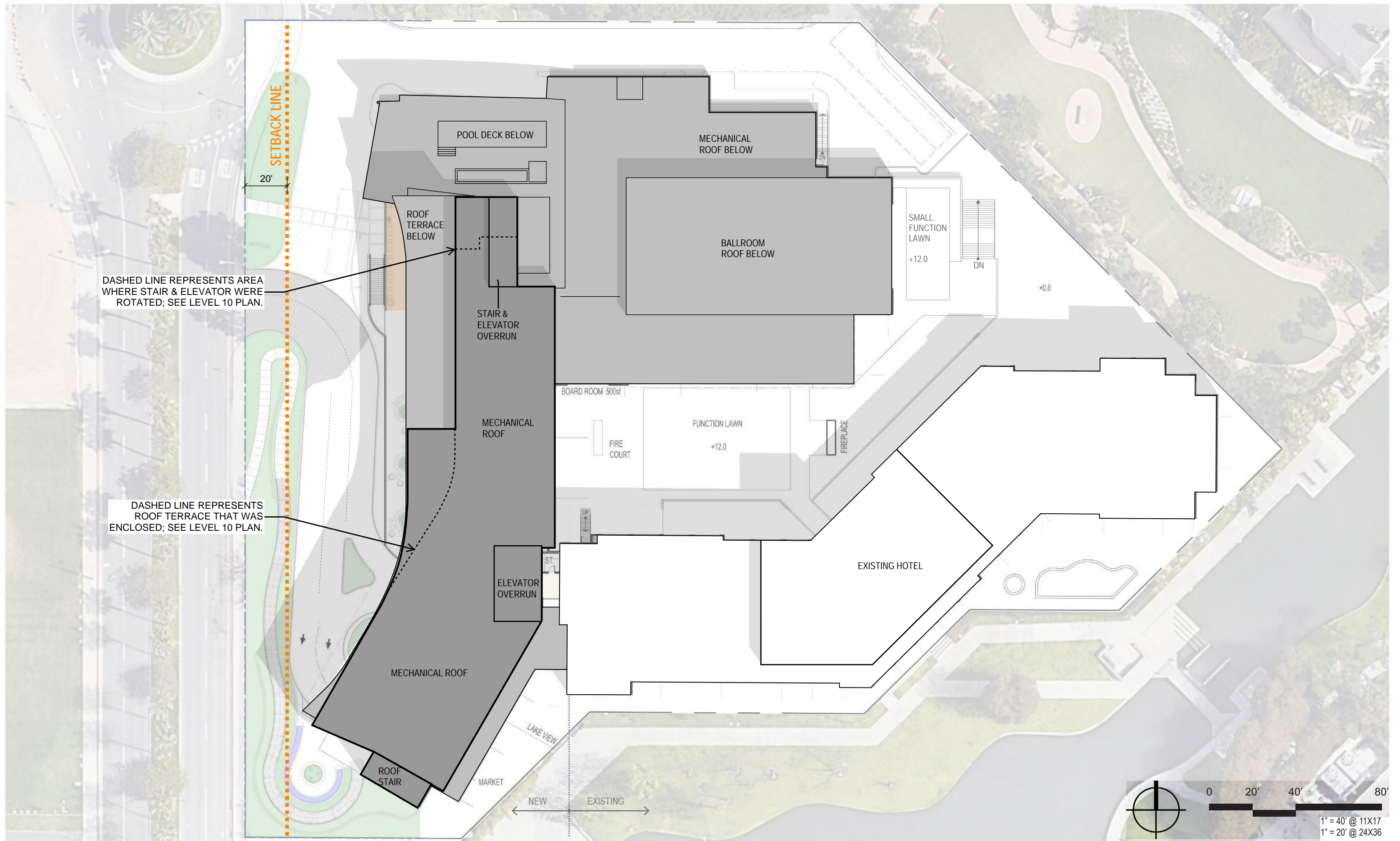
TYPICAL GUESTROOM
LEVELS 6-9



BOH OFFICES
LEVEL 4



MECHANICAL MEZZANINE
LEVEL 3

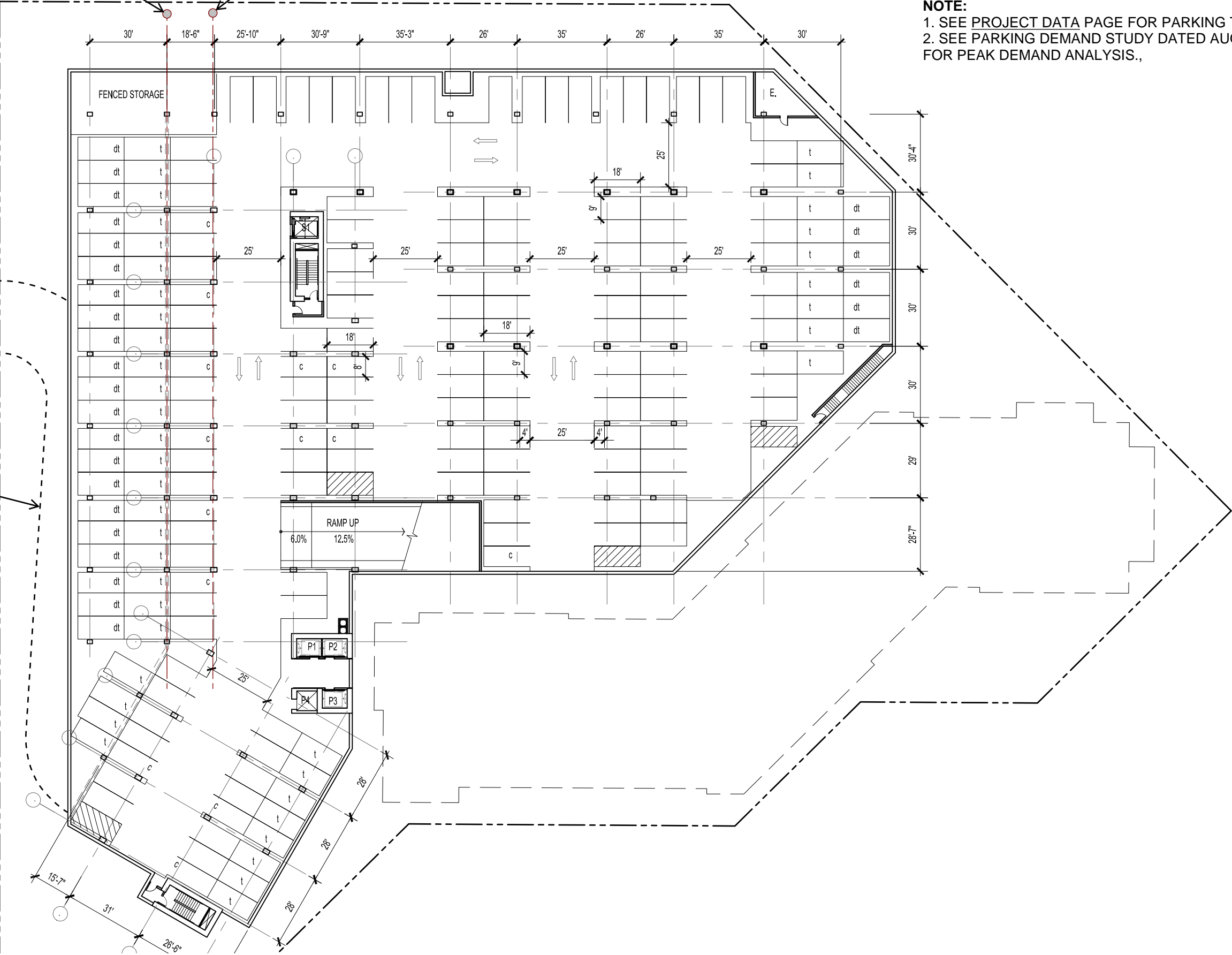


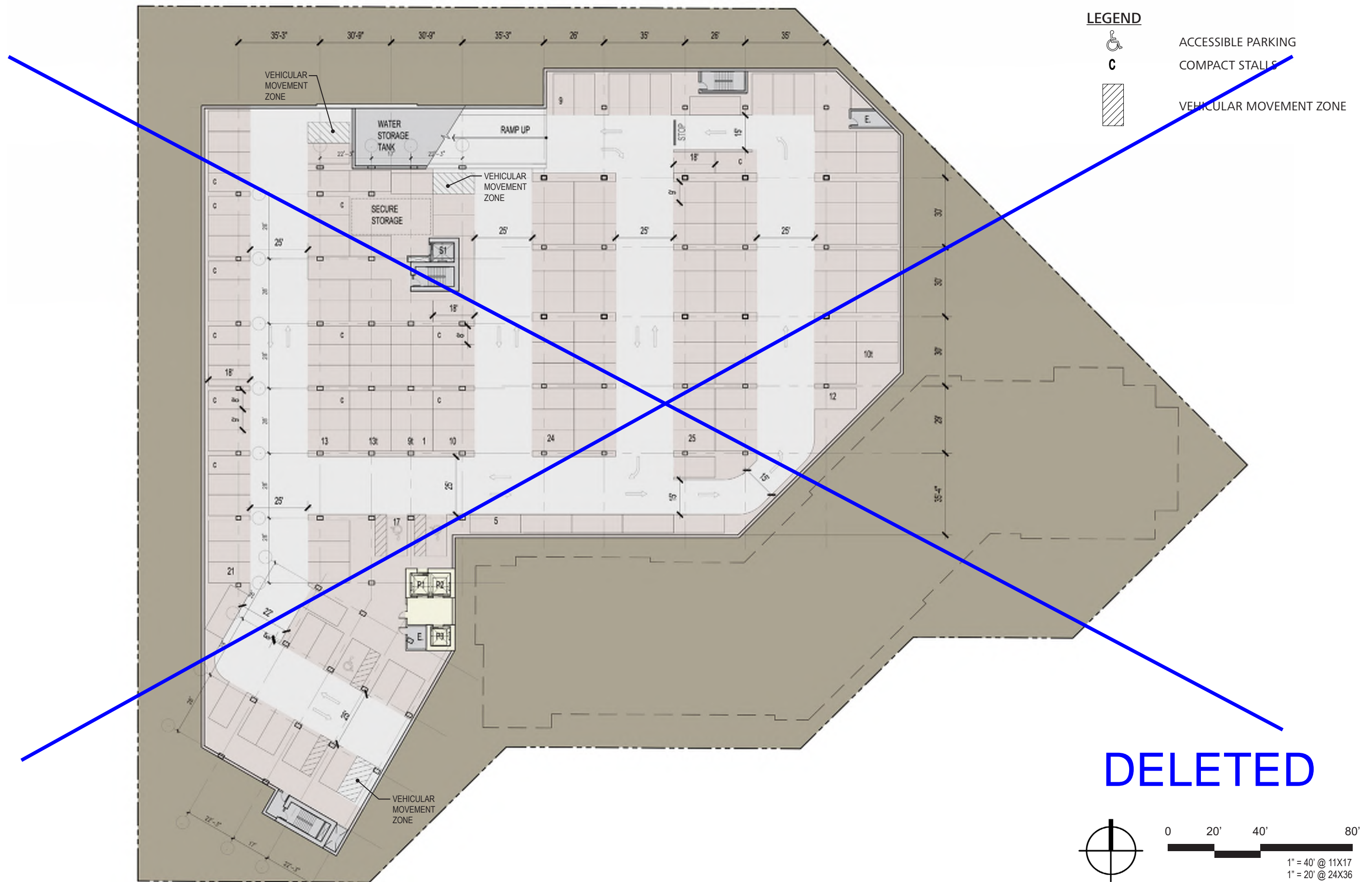
COLUMN LINE FOR EXTERIOR PARKING STRUCTURE
WALL ABOVE; EXTENDS TO LEVEL 02 PATIO

COLUMN LINE FOR
GUESTROOM TOWER ABOVE

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

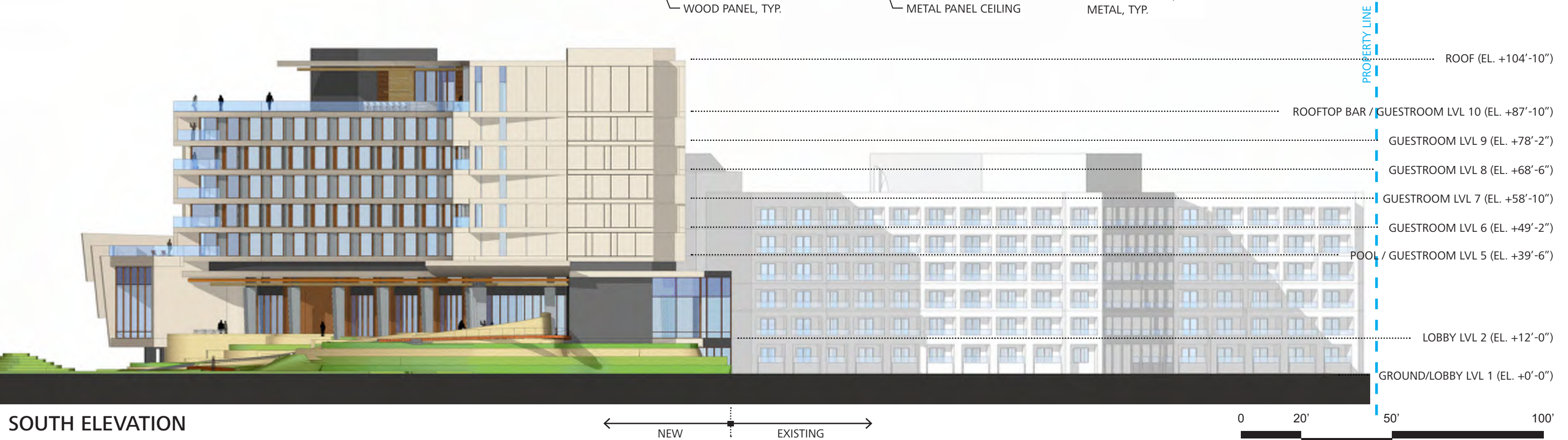
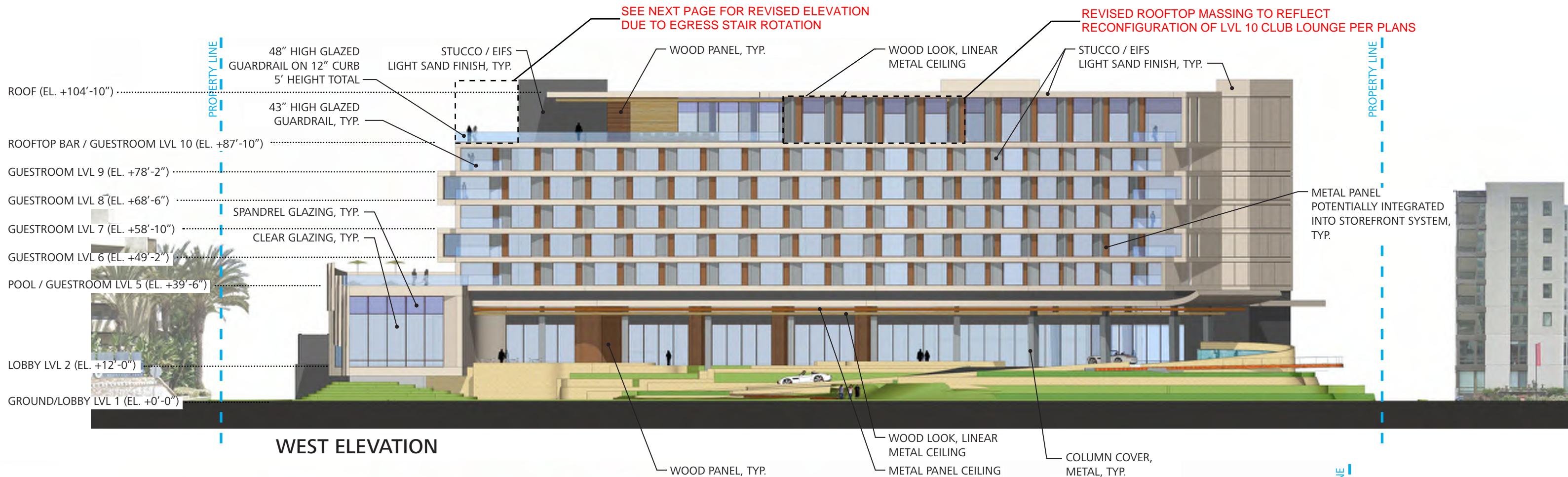
DASHED LINE REPRESENTS RAMP
AT GROUND FLOOR, ABOVE







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



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

WINCOME
HOSPITALITY

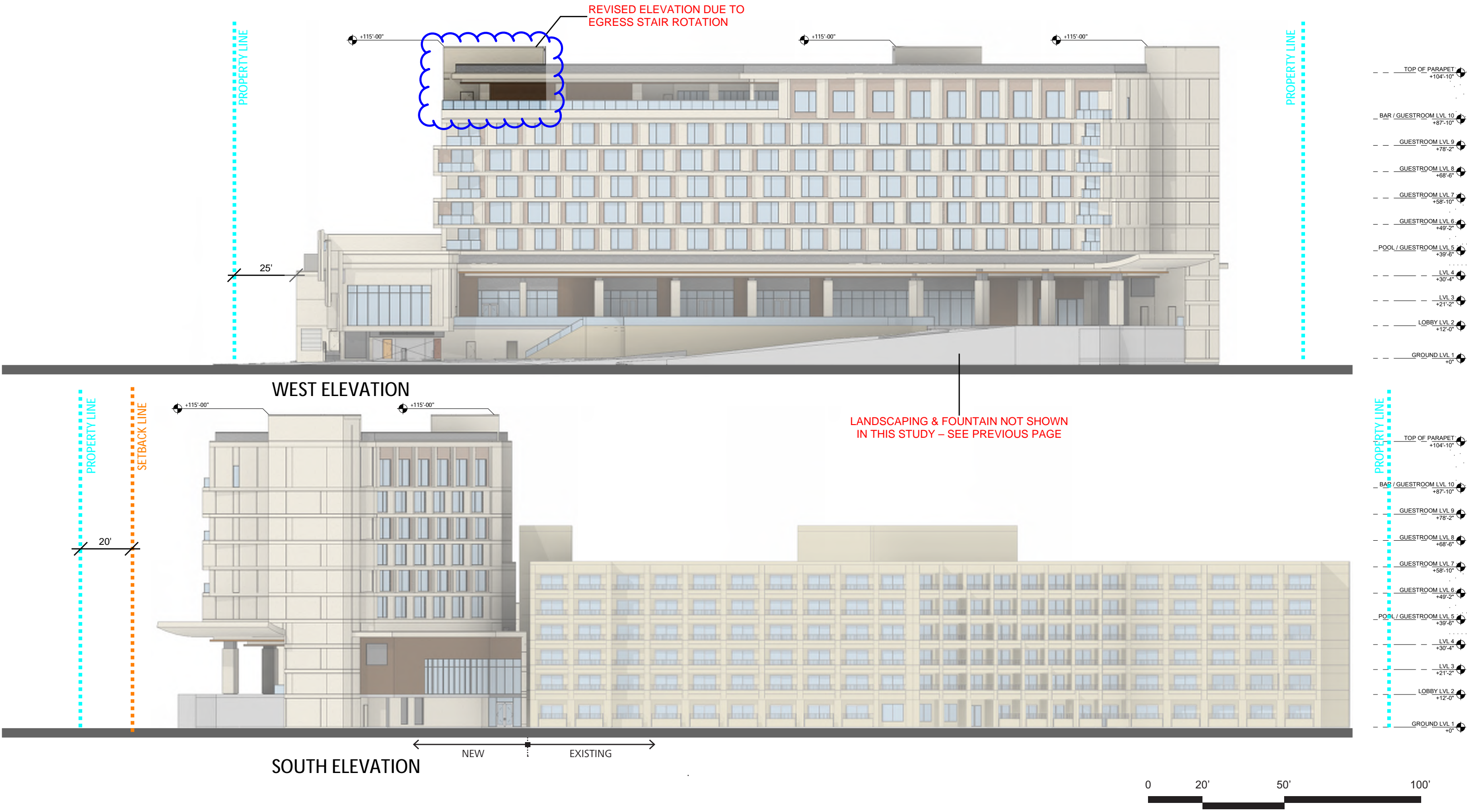
WATG

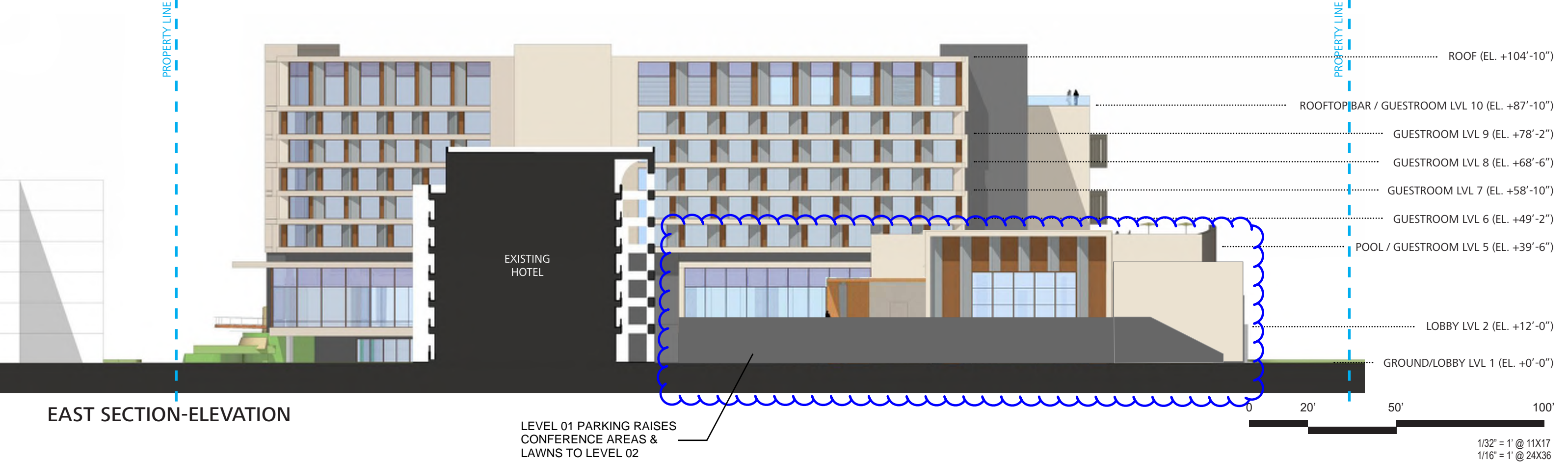
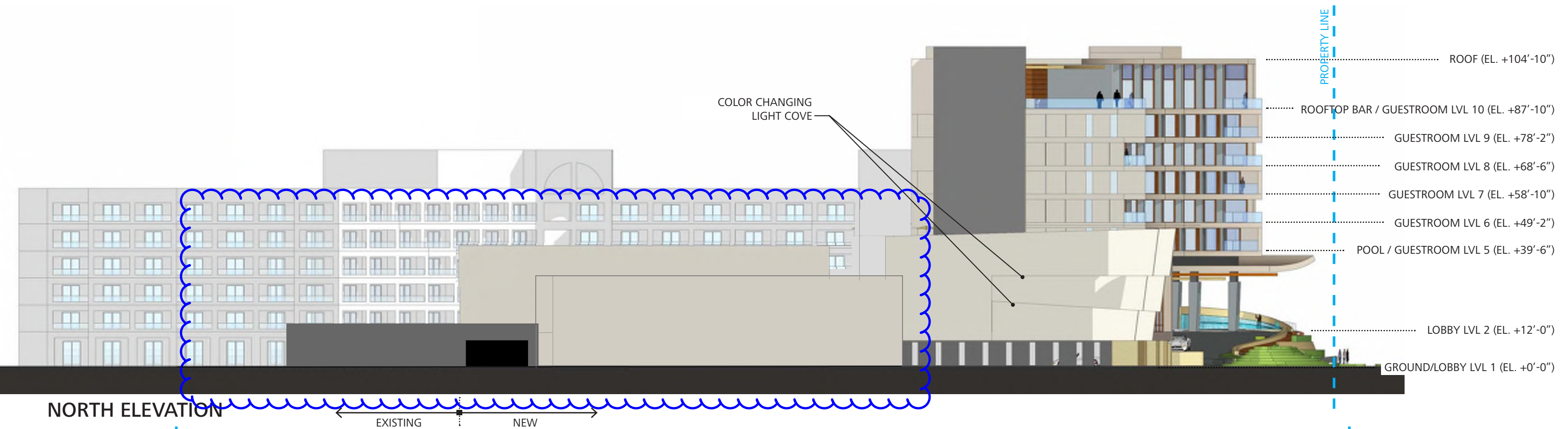
Avenue of the Arts Hotel Expansion
Costa Mesa, California

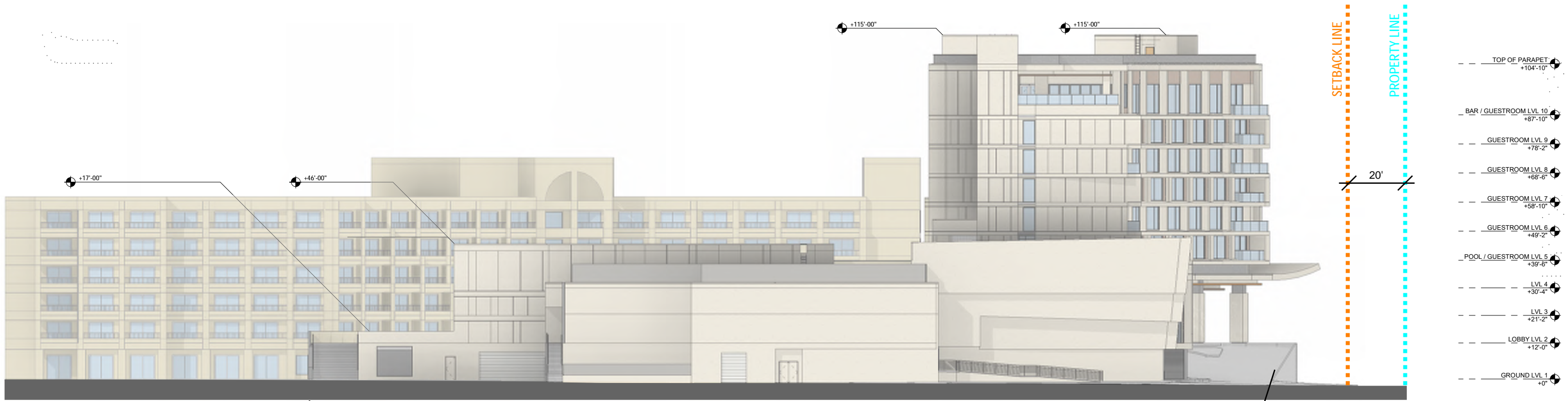
ELEVATIONS

Entitlement Amendment

Updated for 2022 application.



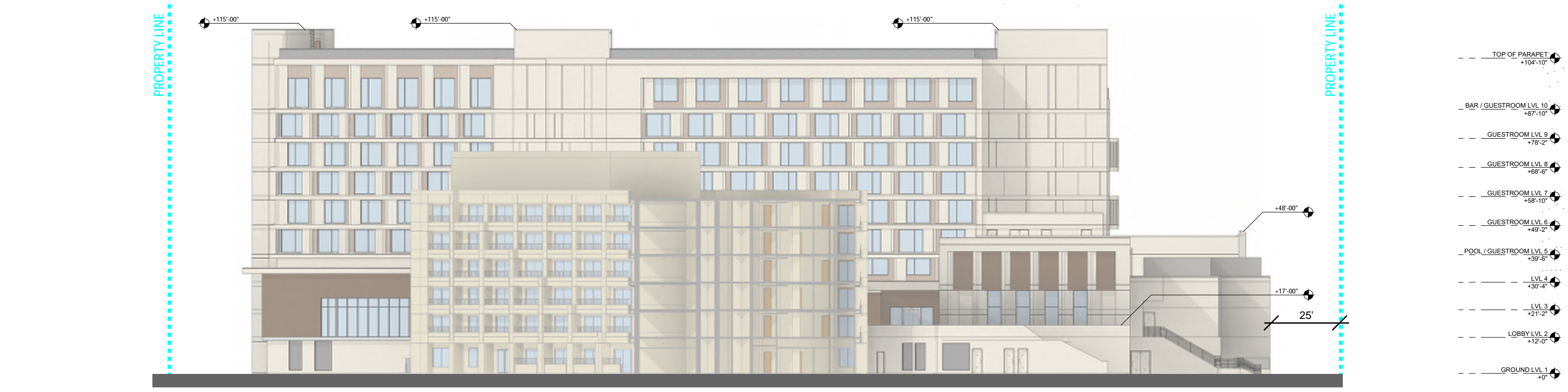




NORTH ELEVATION

← EXISTING NEW →

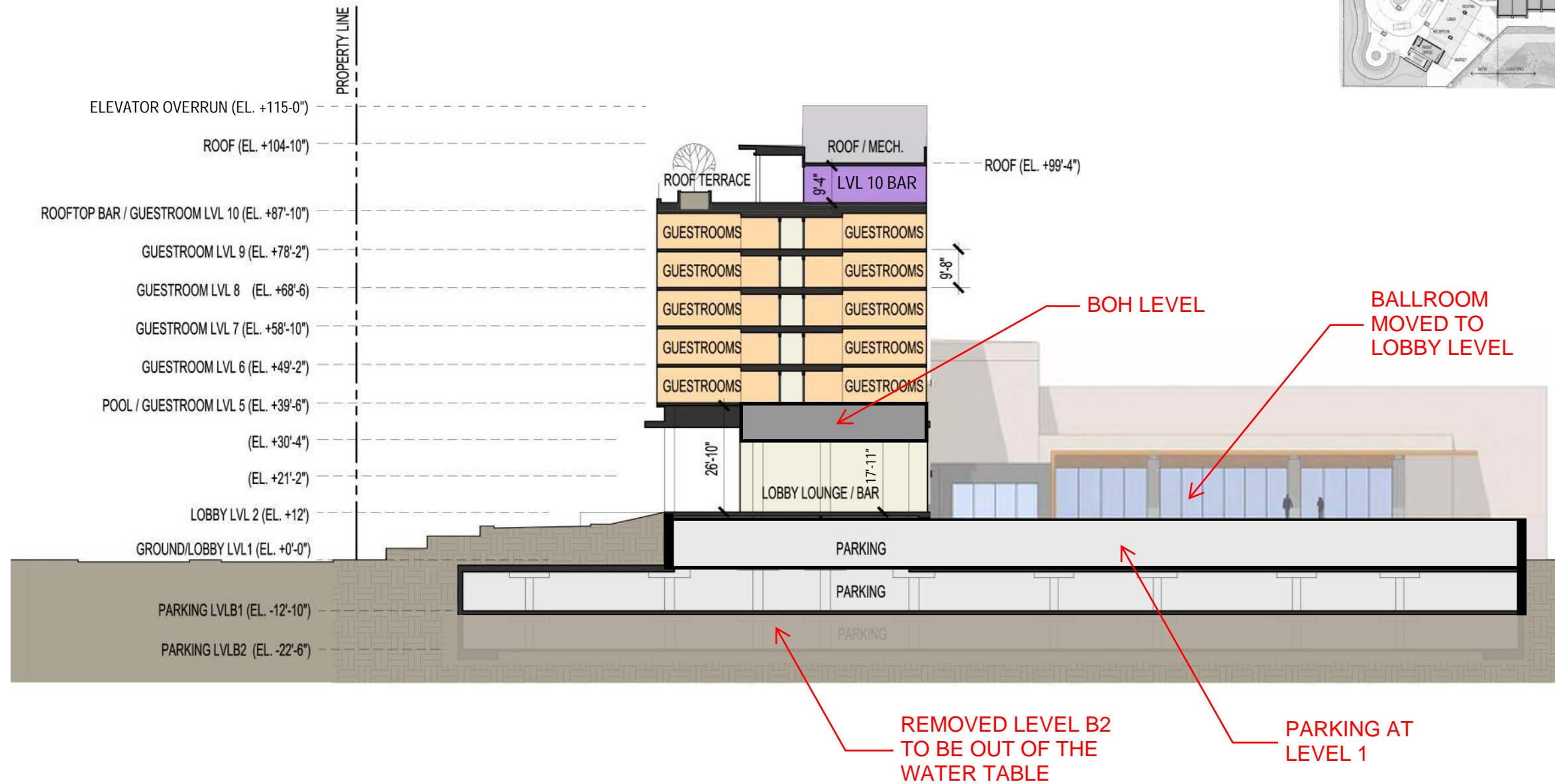
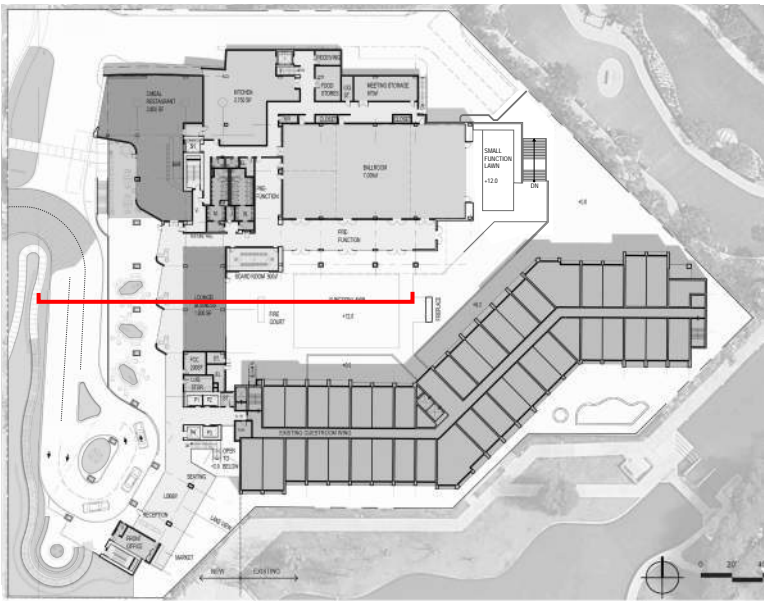
LANDSCAPING & FOUNTAIN NOT SHOWN
IN THIS STUDY – SEE PREVIOUS PAGE



EAST SECTION- ELEVATION

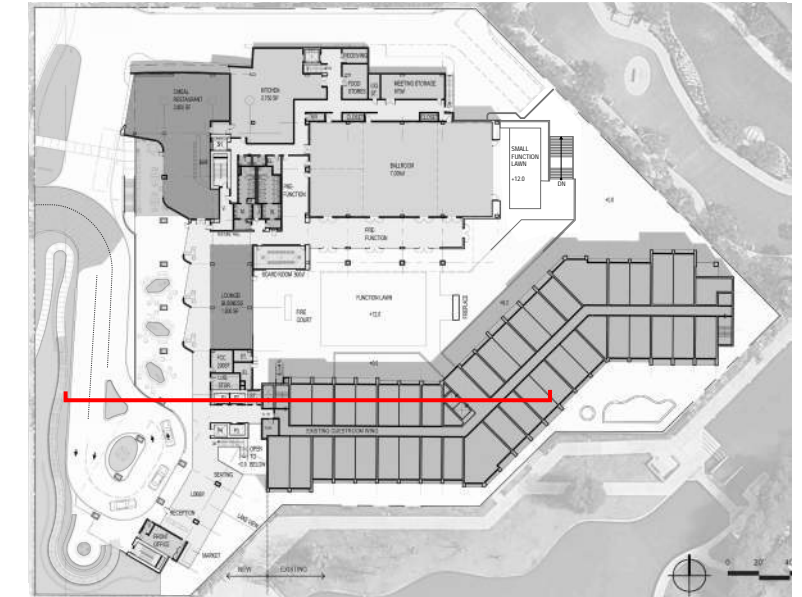
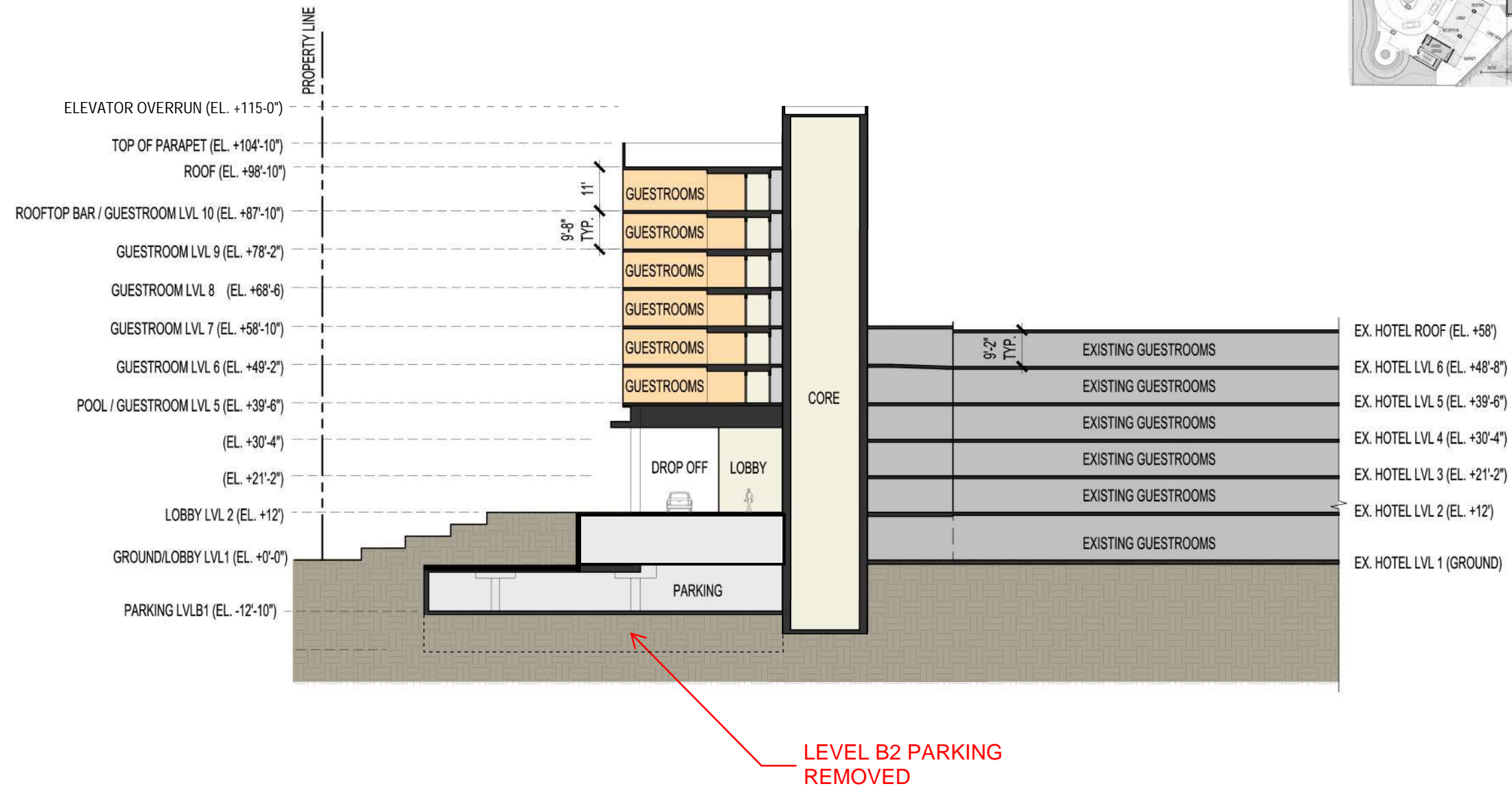
0 20' 50' 100'

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



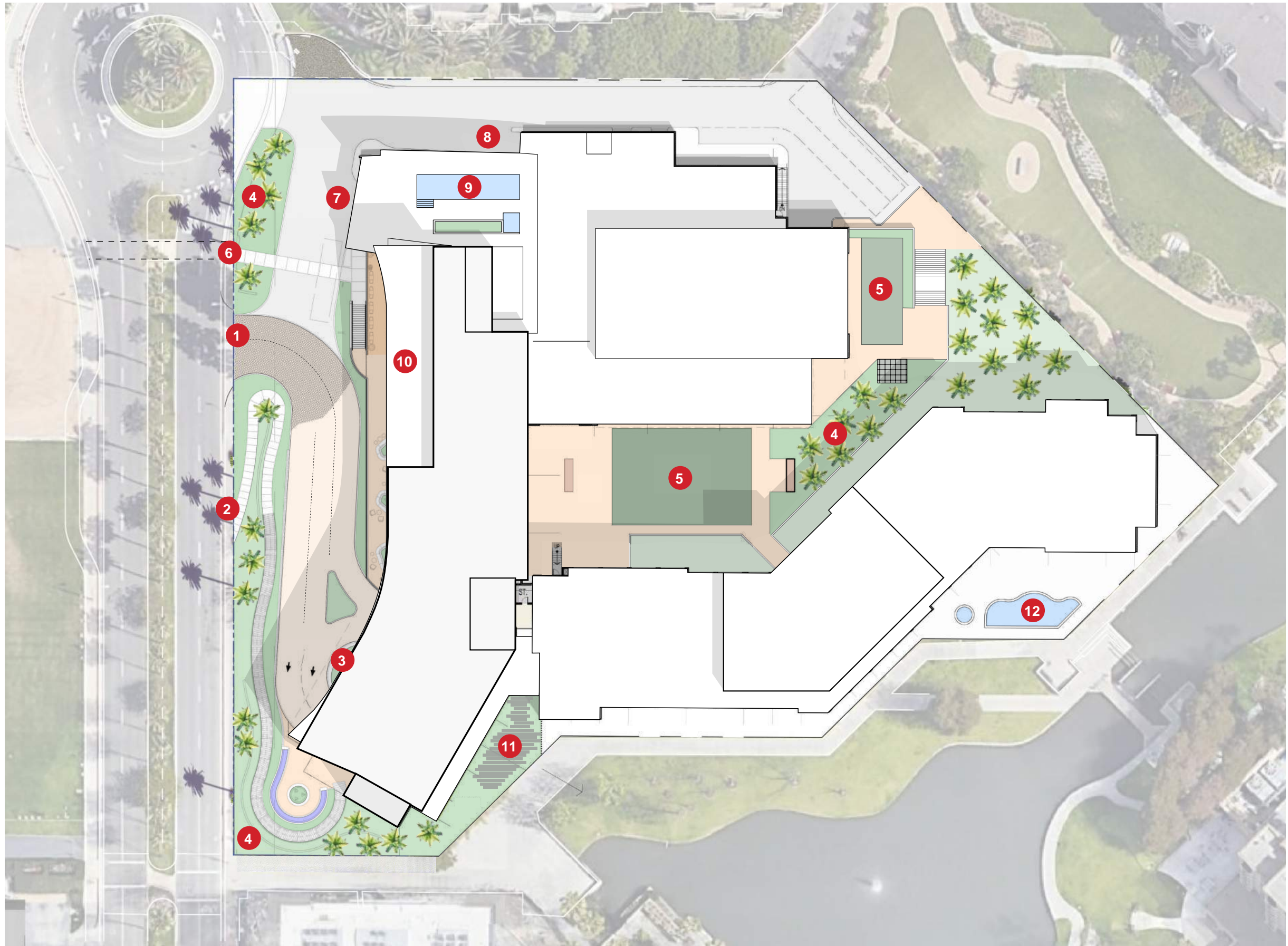
0 20' 50' 100'

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



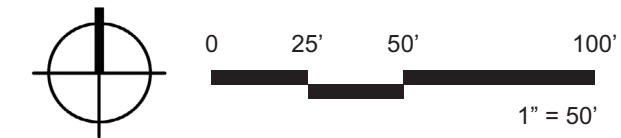
0 20' 50' 100'

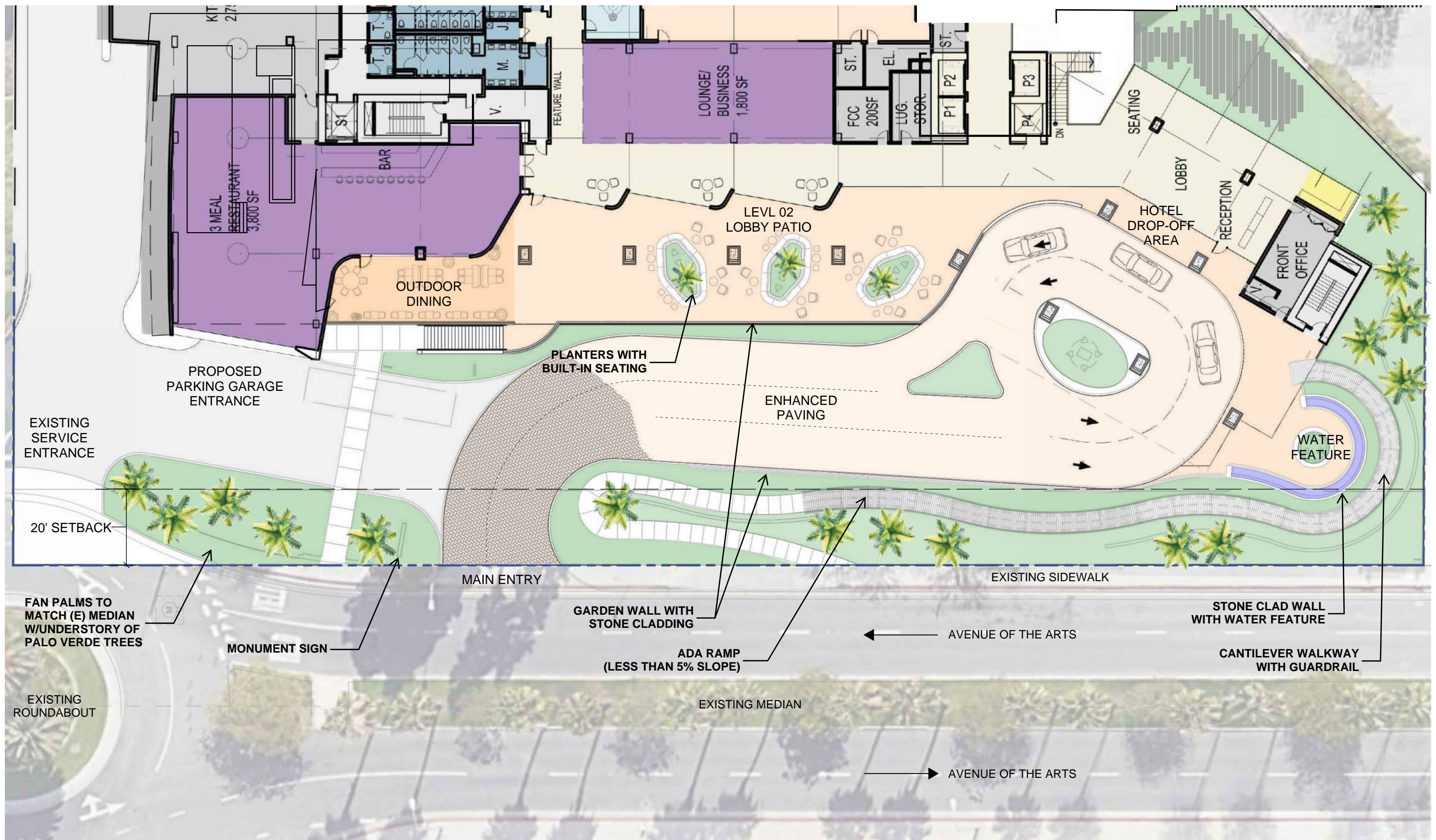
1/32" = 1' @ 11X17
1/16" = 1' @ 24X36

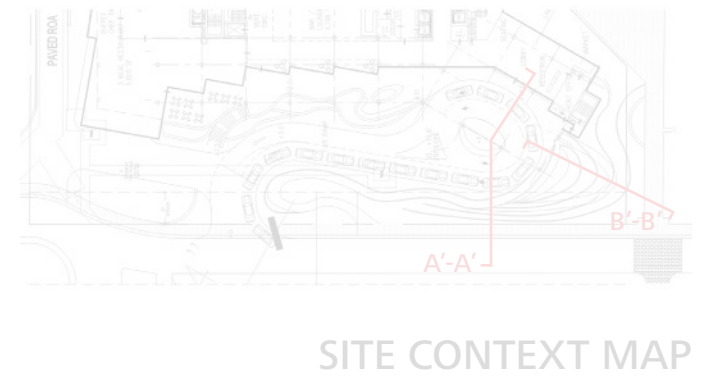
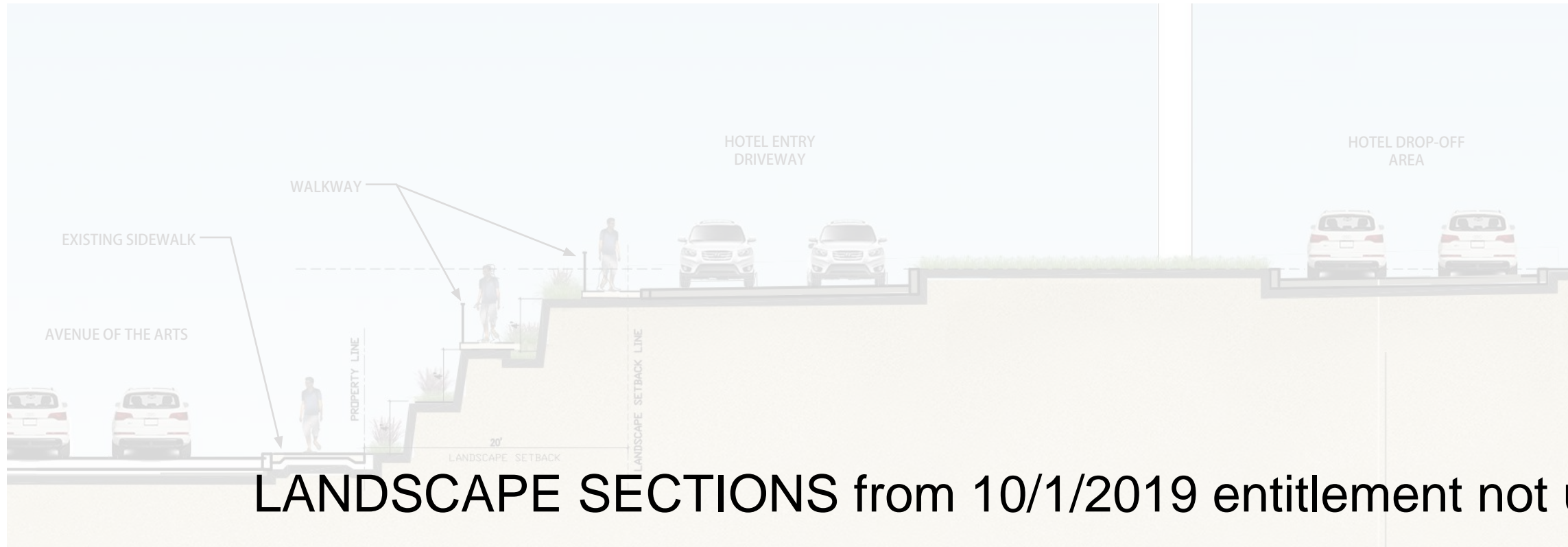


LEGEND

- 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







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

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

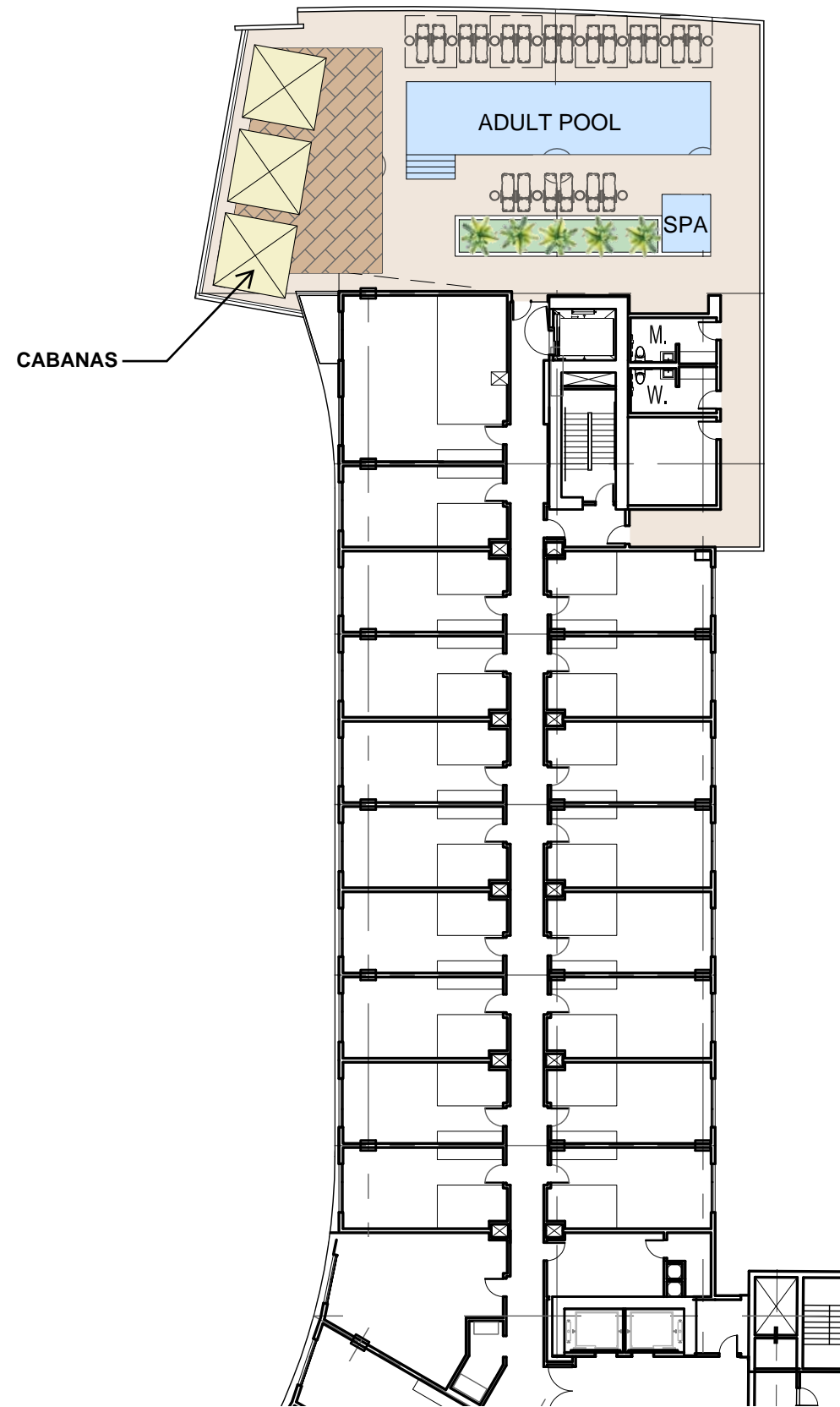
Landscape design intent remains for quality of finish; any changes are due to constructibility of new tower.



SECTION B'-B'

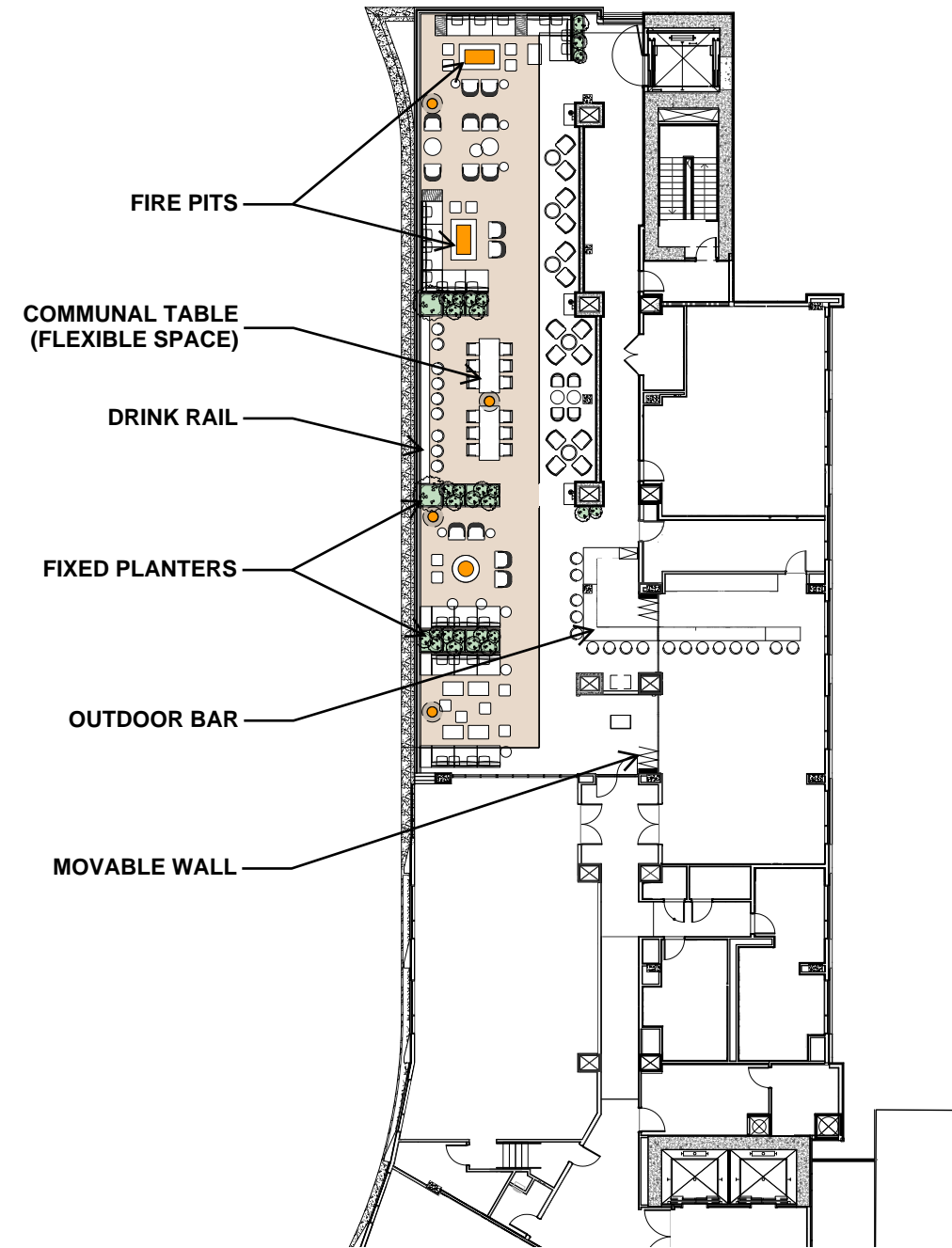






POOL TERRACE @ LEVEL 5

2022 "IN PROGRESS" PLAN



ROOF TERRACE @ LEVEL 10