



D E S I G N
R E V I E W
C O M M I T T E E
S T A F F R E P O R T

For Advisory Comments
JUNE 20, 2013

2501 HASTE STREET PREVIEW

Design Review #13-3000017 to construct a six-story, mixed-use building with 5 floors of residential units above 29,926 sq. ft. of commercial space. 16,524 sq. ft of open space is proposed in courtyard and roof decks.

I. Introduction

This project is located on Telegraph Ave, on the northeast corner of Haste St. and Telegraph Ave. This parcel is located in the C-T Telegraph Commercial zoning district.

It is before the Design Review Committee (DRC) for a Preview.

II. Background

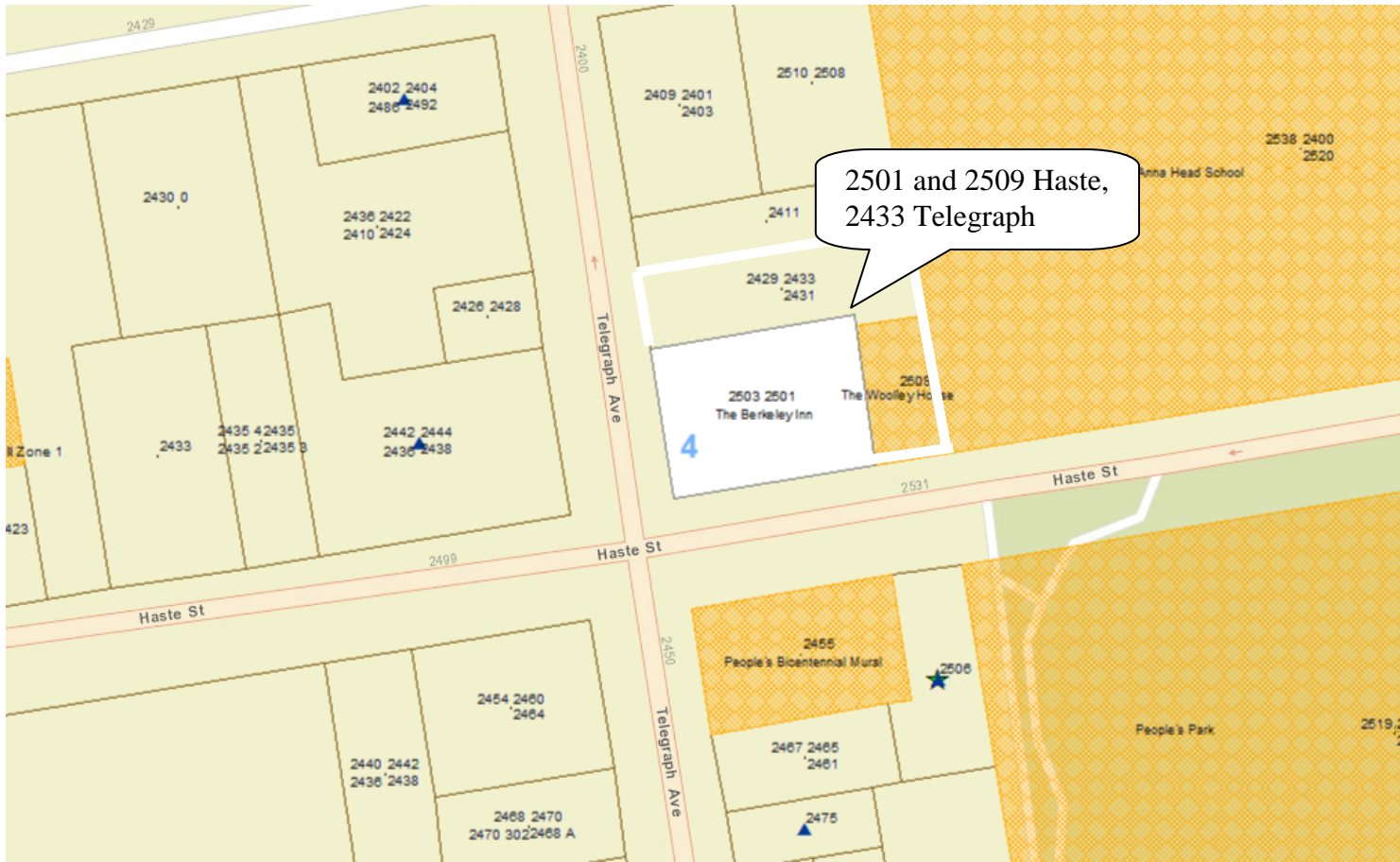
This project is a mixed-use building with 5 floors of residential units over two floors of commercial space. The ground floor is proposed to be retail space with approximately 14,905 sq. ft. of space, and the lower level, below grade, is proposed for more flexible commercial space. The ground level retail space is accessed directly off the sidewalk on both the Telegraph and Haste frontages. The lower level commercial space would be accessed off of Haste with a small lobby. The main residential entrance will also be on Haste with a larger lobby. Thick base walls are proposed from the lower level up through the third floor to create a massive base with entrances and storefront windows recessed back from the property lines.

III. Project Setting

A. Neighborhood/Area Description:

This site is located in the C-T Telegraph Commercial district. The project has commercial buildings to the north, west, and south and residential to the east.

Figure 1: Vicinity Map



Note: Double-hatched shading indicates landmarked properties.

Table 1: Land Use Information

Location		Existing Use	Zoning District	General Plan Designation
Subject Property		Vacant Lot	C-T	Telegraph Commercial
Surrounding Properties	North	Restaurant	C-T	Telegraph Commercial
	South	Rasputin's Music Shop	C-T	Telegraph Commercial
	East	UC Dormitory Building	R-S	Southside Residential
	West	Vacant Lot (Sequoia Building)	C-T	Telegraph Commercial

IV. Design Review Guidelines

The project is located within the Telegraph Avenue commercial district. Berkeley's Southside Design Guidelines – Commercial Subarea apply to this project and can be found on the City's website. Following are several key guidelines from our commercial subarea guidelines which relate closely to this project.

BUILDING MASSING and HEIGHT

- Building heights should respect the general heights in the Commercial Subareas.
- New construction in the Telegraph Commercial Subarea should reflect the scale and massing established by the older three to five story buildings in the subarea.
- Maintain a continuous zero front setback at the ground floor except to provide recessed storefront entrances, a special corner feature, or usable open space such as outdoor dining, or to form a mid-block pedestrian passageway.

BUILDING DESIGN AND FACADES

- The proportions, rhythm, and attention to detailing established by the facades of older historic buildings should be reflected and reinforced in new construction.
- Street facades in general and the ground-floor level in particular should include elements of pedestrian scale and interest.

STOREFRONTS

- Reflect the traditional storefront rhythm and proportion found throughout the Commercial Subareas.
- Ensure that multiple storefronts within the same building are visually compatible in terms of scale, alignment, and general storefront design.
- Clearly distinguish entrances to upper floors from storefront entrances through differentiated architectural treatment and materials.
- Windows in the upper façade of new buildings should reflect the pattern and rhythm of older historic buildings in these subareas.
- Provide a corner entrance, when possible, at corner buildings to improve visibility and pedestrian circulation, and to accentuate the corner.

ROOF SHAPE AND LINES

- On new buildings, there should be some form of articulation or detailing where the roof meets the wall.
- On corner sites, the roof or cornice design should emphasize corner.

MATERIALS

- Use high quality durable materials that convey a sense of permanence, are easily cleaned, and cannot be permanently damaged by graffiti or heavy cleaning.

BUILDING ENTRANCES

- Design the primary building entrances to be fully visible from the street.

The complete Southside Design Guidelines can be found online at:

[http://www.ci.berkeley.ca.us/uploadedFiles/Planning_\(new_site_map_walk-through\)/Level_3_-_General/04-11%20Southside%20Plan%20Design%20Guidelines%20-%20FINAL.pdf](http://www.ci.berkeley.ca.us/uploadedFiles/Planning_(new_site_map_walk-through)/Level_3_-_General/04-11%20Southside%20Plan%20Design%20Guidelines%20-%20FINAL.pdf)

V. Project Description

A. Requested Use Permits.

- Use Permit, per section 23C.08.010 to demolish existing buildings
- Use Permit, per section 23E.56.050 Use Permit to construct a mixed-use project.

B. Zoning Information

The tabulation form that was submitted by the applicant has been attached for your reference.

VI. Issues and Analysis

A. Design Review Issues:

- **Setbacks** While the project comes to the property line on all sides, there are substantial recessed areas on the Telegraph and Haste frontages that are carved out of the base material.
- **Massing** Building mass steps back from Telegraph Avenue starting at the corner on the Third Floor level and then stepping roof decks up from there.
- **Storefront Design** Corner Treatment The solid base material is proposed for the main corner of Telegraph and Haste with one very deep inset retail window.
- **Base Design** Massive solid base proposed does appear to cause a challenge for first floor units to get windows into all habitable spaces.
- **Entrances** Residential entry proposed is a discrete entrance on Haste near the southeast corner of the site and the adjacent residential district. The commercial entrance to the lower level space is also in that same corner of the site.

B. Issues for Discussion:

- Setbacks
- Massing
- Storefront Design/Sidewalk Relationship
- Main Entrances
- Open Space Design

VII. Recommendation

Staff recommends the Committee give the applicant advisory comments on the design of this development proposal and how it could best fit into its commercial and neighborhood surroundings.

Attachments:

1. Project Plans, received April 20, 2012
2. Applicant Statement
3. Tabulation Form

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