

Memorandum

To: Design Review Committee, City of Berkeley
Meeting Date: March 20, 2014
Project: Higby (3015 San Pablo)
Subject: Request for Approval of Exterior Color Palette, V3 or V3.1
From: Brent Grubb, Skylab Architecture

On behalf of the Higby (3015 San Pablo) development team, we appreciate the Committee's time and consideration in review of the amended exterior color palette proposed for this building.

Higby is located at the energetic corner of San Pablo and Ashby Avenues. The adjustments we are proposing for the exterior color palette reflect our desire to anchor the building, and to provide a lasting exterior aesthetic that embodies both permanence and appropriateness to the context of the neighborhood.

The original and previously approved exterior color palette ("V1" within the attachments), consists of light beiges and browns that are characteristic of Southern California Mission-style construction.

The **V1** color palette summary includes:

1. Base Tile = Beige/ Brown, smooth finish
2. Exterior Cement Siding = Light beige tone
3. Cementitious Horizontal Siding = Brown tone
4. Composite Metal Panel = Light grey
5. Window Frames = Dark grey / black

The two versions of adjusted exterior color palette we have prepared ("V3" and "V3.1" within the attachments) amends the base (ground floor) tile to a medium warm grey with a textured stone-like quality of finish; this base serves to visually anchor the building. Above the base, the color tones on the body of the building have been inverted (when compared to the original V1 palette) so that the primary massing (the cement plaster) is a warm grey tone, while the recessed plane (the cementitious horizontal siding) is a lighter grey in tone as the building elevates towards the sky. The solidity of the base, and the transitioning of appropriately contrasted tones from darker to lighter suggest balance, harmony of form and texture, and permanence.

The **V3** color palette summary includes:

1. **Base Tile** = **Medium Warm Grey, Textured finish**
2. **Exterior Cement Siding** = **Warm Grey tone**
3. **Cementitious Horizontal Siding** = **Light Grey tone**
4. Composite Metal Panel = Light grey
5. Window Frames = Dark grey / black

The V3.1 color palette differs from the V3 color palette with a shift of the recessed siding to a warm wood color tone similar to cedar for V3.1, in lieu of the light grey tone of V3. The V3.1 palette balances a warm wood tone with a warm grey cement plaster in the main body, supported by the medium warm grey textured stone-like base.

The **V3.1** color palette summary includes:

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| 1. Base Tile | = Medium Warm Grey, Textured finish |
| 2. Exterior Cement Siding | = Warm Grey tone |
| 3. Cementitious Horizontal Siding | = Warm Wood tone |
| 4. Composite Metal Panel | = Light grey |
| 5. Window Frames | = Dark grey / black |

We are confident that either the V3 color palette or the V3.1 color palette will result in a complimentary and lasting addition to the Berkeley cityscape, to which we are pleased and proud to be contributing. We look forward to opening Higby in early 2015.

Thank you.

C:
Anne Burns, City of Berkeley, Planning & Development
Brent Gaulke, 1200 Ashby, LLC
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