



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 Committee Action
MARCH 20, 2014

1200 ASHBY AVE

FINAL EXTERIOR COLOR PALETTE

Design Review #13-3000013 - final exterior color palette for an approved five-story mixed use building.

I. Introduction

This project is located on the south side of Ashby Ave and the east side of San Pablo Ave. This parcel is located in the C-W West Berkeley Commercial zoning district.

It is before the Design Review Committee (DRC) for review of the final color palette.

II. Background

Final Design Review was approved on February 21, 2013 with the following condition relating to color palette:

- Accent color should be added to the color palette. Provide a color sample on-site. Confirm with Staff that specific color, as well as location, is acceptable before final color application.

The applicant is proposing a revised color palette with a darker, more textured base color and finish, as well as a reorganization of the medium color scale would be directly above the base. The horizontal siding would be lighter (in V3) or warmer (in V3.1).

Main building signage at the courtyard entrance on San Pablo has also been amended and would be located in the center of the façade above the entrance canopy. The areas between the two windows on the west elevation would be metal siding and helps to visually tie to the metal canopy below. The signage would be in-lieu of the two large 'ARTS' wall signs originally approved on the south and north courtyard walls looking up (north) and down (south) San Pablo. This signage will be halo-illuminated.

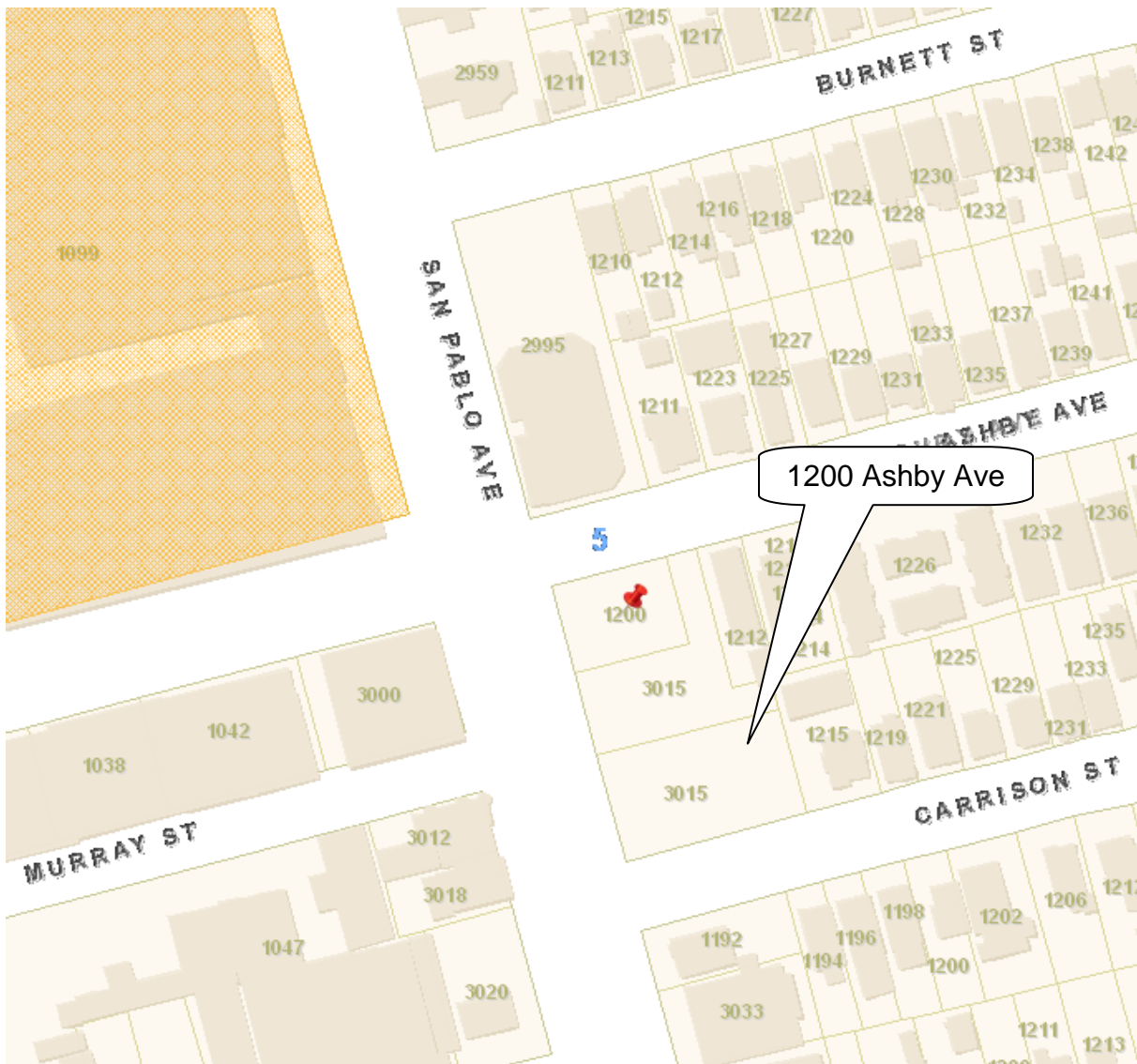
III. Project Setting

A. Neighborhood/Area Description:

The project site is located in West Berkeley, at the southeast corner of San Pablo Avenue and Ashby Avenue. This portion of San Pablo Avenue is generally developed with one- and two-story commercial and mixed-use buildings, and abuts a lower-density residential neighborhood to the east and a light industrial district to the west.

The site abuts two residential properties to the east. To the northeast is a relatively narrow lot that is zoned C-W but developed with a single-story, four-unit apartment building located along its east property line. To the southeast is a relatively wide lot that is mainly in the R-2A District with a narrow strip along the west side zoned C-W; the lot is developed with a three-story residential building at the front that is set back about 25 feet from the west property line, and a single-story residential building at the rear; a parking area occupies the southwest portion of the lot.

Figure 1: Vicinity Map



IV. Project Description

A. Current Submittal:

- Colored elevations and perspectives
- Final color palette – options are difficult to read on the 11x17 color copy. Color samples will be presented at the meeting.
- Signage is visually less impact than what was originally approved and more directly related to the entrance canopy.

B. Issues for Discussion:

- Color palette/hierarchy
- Materials

V. Recommendation

Staff recommends that the DRC approve final exterior color palette V3.1 with a slightly lighter brown finish for the horizontal siding.

Attachments:

1. Colors and Elevations, received March 11, 2014
2. Memo from Applicant, received March 11, 2014

Staff Planner: Anne Burns, aburns@ci.berkeley.ca.us, (510) 981-7410