



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 Discussion/
Majority Recommendation**

OCTOBER 16, 2014

2501 HASTE STREET

CONTINUED PRELIMINARY DESIGN REVIEW

Design Review #13-3000017 to demolish a 6,950 square foot retail building at 2433 Telegraph Avenue and to construct a 107,355 square foot, 72'⁶/₆-story, mixed-use building to include 79 dwelling units, 37,309 square feet of commercial floor area and no off-street parking spaces.

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 Avenue Commercial zoning district.

It is before the Design Review Committee (DRC) for Continued Preliminary Design Review. It has been before the DRC briefly for several months this past Spring and Summer with smaller progress updates and reviews. This past June, a significant amount of information, including context perspectives was presented to the DRC. The summary from the June 2014 meeting is included further on in this report for your reference. This submittal is comprehensive and has the information in the earlier progress reviews and the additional information that the Committee requested.

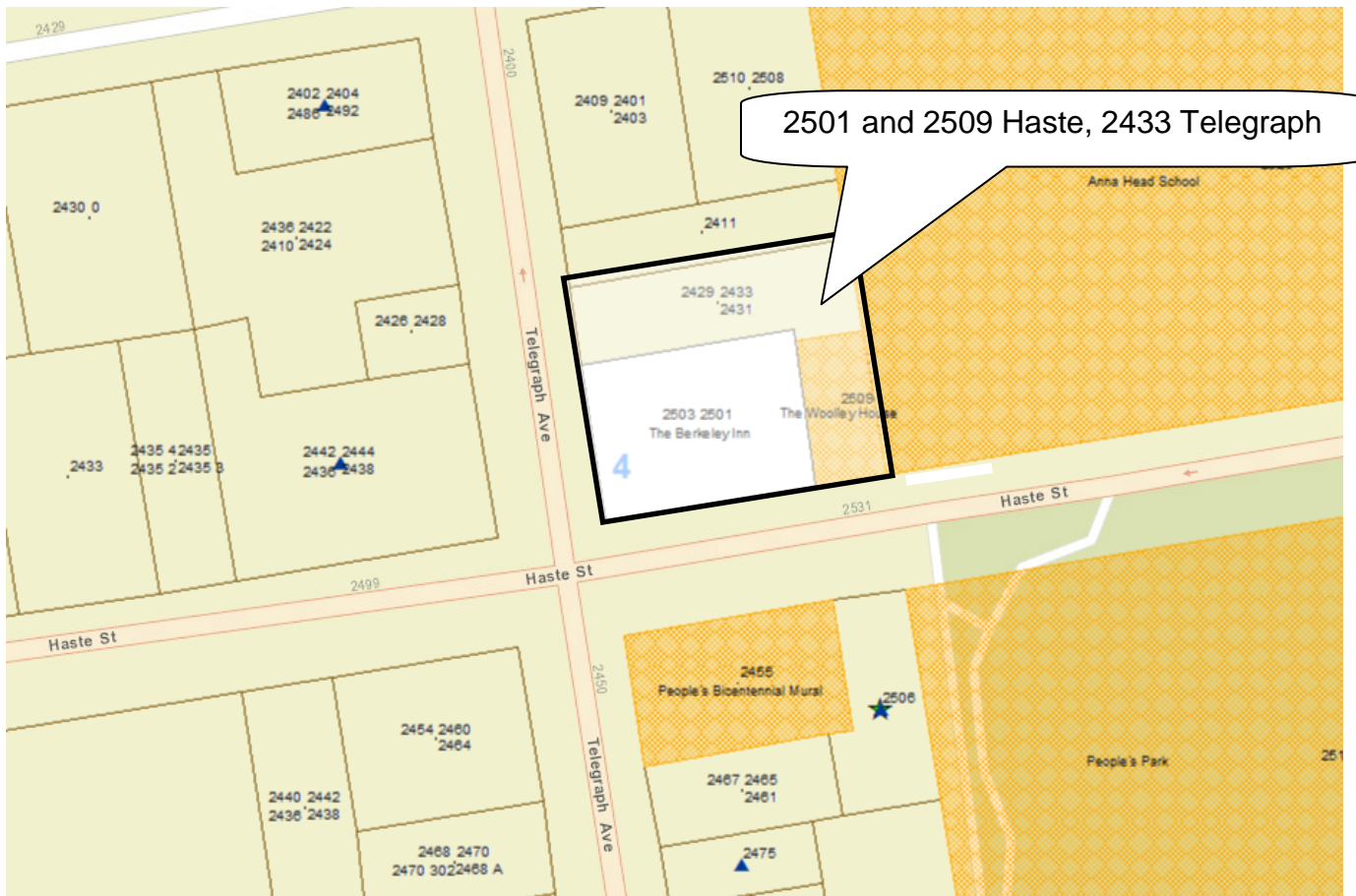
II. Background

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 21,203 sq. ft. of space, and the lower level, below grade, is proposed for more flexible commercial space with 16,106 sq. ft as a basement. 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

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 Uses	Zoning	General Plan Designation	
Subject Property		2-story Commercial Building Vacant Parcel (former Berkeley Inn) 2-story Residential Building	C-T	Avenue Commercial	
Surrounding Properties	North	Commercial: Rasputin Music			
	South	Commercial: Amoeba Records			
	West	Sequoia Building Site			
		East	UC Housing/ Anna Head School	R-S	High-Density Residential

Table 2: Tabulation Form

Standard BMC Sections 23E.56.070 & 23E.56.080		Existing Conditions	Proposed	Permitted/ Required	
Lot Area (SqFt)		18,750	18,750	N/A	
-2433 Telegraph		6,950			
-2501 Haste		8,800			
-2509 Haste		3,000			
Parking: Autos and Bikes (SqFt)		173	0	N/A	
- Residential Floor Area (SqFt)		3,100	70,026	No Limit	
- Retail (SqFt)		7,714	37,309		
Gross Floor Area (SqFt) - Total		10,814	107,335	93,750	Req DB or Variance
Floor Area Ratio		0.58	5.7	5	
Dwelling Units		1	79	N/A	
Building Footprint (SqFt)		6,605	18,725	No Limit	
Lot Coverage		35.2%	99.9%		
Building Height	Average Height	N/A	72'	50' max	65' w/ Use Permit
	Roof-top Projections	N/A	28'	No limit w/ Use Permit	
	Stories	2	6	4 max	5 w/ Use Permit
Building Setbacks	East Property Line (Rear)	N/A	0	15'	Use Permit to Reduce
	Telegraph Avenue (Front)			None Required	
	Haste Street (Street Side)				
	North Property Line (Interior Side)				
Roof-top Projections	Stairwell/lobby	N/A	87	Requires Use Permit	
	Roof-top Trellis			(see Section IV.E)	
Usable Open Space (SqFt)		215	16,514	3,160	
2 nd floor		N/A	2,167		
3 rd floor			0		
4 th floor			1,392		
5 th floor			802		
6 th floor			1,334		
Roof Deck			10,819		
Parking	Automobile - Total	1	0	None Required	
	- Dwelling Units	1			
	- Retail	0			
	Bicycle	0			

IV. Requested Use Permits:

- Use Permit, BMC §23C.08.050, to demolish the non-residential building at 2433 Telegraph Avenue;
- Administrative Use Permit, under BMC §23E.04.020, to allow mechanical penthouses, elevator equipment rooms, and other architectural elements, to exceed the height limit;
- Use Permit, under BMC §23E.04.050.E, to reduce the rear yard setback from 15' to zero;
- Use Permit, under BMC §23E.56.030.A & under BMC §23E.56.050.A, to construct a mixed-use building; and
- Use Permit, under BMC §23E.56.080.C, to eliminate the existing parking space.

V. Waivers/Reductions of Development Standards Pursuant to Government Code 65915(e):

- To allow a height of 72'; and
- To allow 6 stories.

VI. Previous DRC Summary – June 19, 2014

Recommendations:

Neighborhood Context

- *Building mass is too close to the north property line for quality units. Look at alternate massing design.*
- *Recommend stepping back an additional 5' to match the 10' setback on the adjacent site to the east.*
- *There was mixed concern with the distance from the property line on the north and east sides. Some thought that this was appropriate for this context.*

Building Design

- *There are still concerns about the areas in front of the large storefront sections that are a floor below the sidewalk grade – they will collect trash. Look at locating the windows so that this would be more difficult.*
- *Existing mural on the site - there should be a plan for its protection, or at least its documentation.*
- *Provide more building detail, including for the windows proposed, and more complete landscape information.*

Landscape Plan

- *There is a lot of roof top open space. If it needs to be reduced, it could remain on the Telegraph and Haste sides only.*

VII. 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)

VIII. 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. There is also a significant break in the massing in the north-south direction above the second and third floors where the courtyard is located.
- **Storefront Design / Corner Treatment** Deep inset retail windows are proposed in the solid base material on the lower levels on both Telegraph and Haste.
- **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

IX. Recommendation

Staff recommends the Committee forward a favorable recommendation to ZAB with conditions as necessary and specific direction for Final Design Review.

Attachments:

1. Project Plans, received October 9, 2014
2. Perspectives, received October 9, 2014

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