



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
JULY 16, 2015

2777 SHATTUCK AVENUE

PRELIMINARY DESIGN REVIEW

Design Review DRCP2015-0014 to construct a 3,300 square foot addition to an existing building to serve a new full service auto dealership.

I. Introduction

This project is located on Shattuck Avenue between Ward and Stuart Streets, within the C-SA, South Area Commercial and R-2, Restricted Two-family residential zones. The project also includes the parcel to the west between Adeline Street and Shattuck Avenue to serve as parking and auto display. This parcel is also within the C-SA zoning district. The site was most recently the site of Any Mountain, and before that the Berkeley Bowl and further back, a bowling alley. It is listed on the State Historic Resources Inventory (SHRI) identified in an early BAHA survey.

Since this existing building is an SHRI building, under BMC 23E.12.020, the project was referred to the Landmarks Preservation Commission at their July 9, 2015 meeting for recommendations on how the new addition affects any potential historic resources. Staff will report any feedback from that review at the DRC meeting.

II. Background

Berkeley Honda proposes to convert the existing structure at 2777 Shattuck Avenue and the adjacent two parking lots on Ward Street and Stuart Street to its full service dealership with sales, service and parts inventory. Additionally, Berkeley Honda will restripe and install site improvements to the existing lot at 2747 Adeline Street for its auto display, inventory and parking. Refer to the attached applicant's statement for more detailed project information.

III. Project Setting

A. Neighborhood/Area Description:

The project site sits on the Shattuck Avenue commercial corridor and is surrounded by retail uses to the North and South. Residential uses abut the property to the east and are comprised mostly of bungalows and some larger scale residences. This site is adjacent to the Adeline Corridor Plan Area and that effort is now in process. More detailed information on that process is available at the following link: <http://www.ci.berkeley.ca.us/AdelineCorridor/>

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		Commercial/Retail	C-SA, R-2	AC, Avenue Commercial
Surrounding Properties	North	Restaurant	C-SA	AC, Avenue Commercial
	South	Commercial/Retail	C-SA	AC, Avenue Commercial
	East	Multi-unit Residential	R-2	LMDR, Low Medium Density Residential
	West	Parking lot	C-SA	AC, Avenue Commercial

Table 2: Development Standards

Standard		Existing	Addition/ (Reduction)	Proposed Total	Permitted/ Required
BMC Sections 23E.64.070-080					
Lot Area (sq. ft.)		36,059	-	36,059	-
Gross Floor Area (sq. ft.)		19,083	3,302	22,385	144,236
Floor Area Ratio		0.52	0.10	0.62	4
Dwelling Units	Total	0	-	0	-
	Affordable	0	-	0	-
Building Height	Average (ft.)	26'-10" roof 46'-10" tower	-	26'-10" roof 46'-10" tower	24
	Maximum (ft.)	33'-4" roof 46'-10" tower	-	33'-4" roof 46'-10" tower	24
	Stories	2	-	2	2
Building Setbacks (ft.)	Front	0	-	0	-
	Rear	0	14'-3 1/2"	14'-3 1/2"	14'-2 3/4"
	Left Side	0	-	0	0
	Right Side	57'-0"	(47'-0")	10'-0"	10'-0"
Lot Coverage (%)		47%	9"	56%	84%
Usable Open Space (sq. ft.)		0	-	0	0
Parking	Automobile	54	(13)	41	39
	Bicycle	-	-	-	-
	Motorcycle	-	-	-	-

* Planning Staff is still reviewing this information.

IV. Zoning Permits Required:

- Use Permit to establish an automobile sales use of greater than 5,000 square feet and with associated outdoor activities in the C-SA Zone District, per BMC Section 23E.52.030, and
- Use Permit to construct more than 3,000 square feet of new floor are, per BMC Section 23E.52.050, and
- Use Permit for outdoor sales and/or display at 2747 Adeline Street under BMC Section 23E.52.030.

V. CEQA Determination: Project currently under review for categorical exemption pursuant to Section 15332 of the CEQA Guidelines (“In-fill Development Projects”)

VI. Public Correspondence

Staff has received letters from the community regarding concerns about this project. These concerns have included traffic, noise, gasoline smell, pedestrian and vehicular safety, and the compatibility of proposed use. Below is a link to all communications received under the Use Permit application. Communications related specifically to the

LPC and DRC public meetings, including process and noticing concerns, have been attached to this report for your reference.

http://www.cityofberkeley.info/uploadedFiles/Planning_and_Development/Level_3_-_ZAB/Correspondence_PreApp%20to%20June%203_2777%20Shattuck.pdf

VII. Design Review Guidelines

The City's Design Guidelines are applicable for this project. Excerpts from the City-wide Design Review Guidelines are included below for your reference:

Setbacks

- Whenever possible parking should be behind buildings, underground, or in a central court. Screening of parking areas shall be subject to design review.

Parking and Driveways

- Conflict with pedestrian circulation should be prevented by the proper location and design of auto entrances.

Harmony with Surroundings

- The proposed design should be in harmony with its surroundings through the coordination of such design elements as cornice lines, eaves, and setbacks with those of existing neighborhood buildings.

Articulation

- Street facades in general and the ground floor level in particular should include elements of pedestrian scale and three-dimensional interest.

Lighting

- Lighting for circulation, security, building/sign identification should be non-obtrusive, except for lighting fixtures which are themselves decorative additions to the streetscape.

Walls and Fences

- Large, unarticulated expanses of any particular wall material that deaden the pedestrian environment should be avoided. The use of clear windows for ground floor retail projects is encouraged. Walls designed to allow sitting areas for pedestrian or space for landscaping and artwork are encouraged, especially in areas of heavy pedestrian use. Landscaping and/or art work should be maximized if large expanses of wall must be left devoid of openings.

Landscape and Open Space

- Sidewalk areas should include landscaping that is coordinated with the neighborhood design.
- Shading of at least 50% of the surface area (as measured at 12 noon on June 21) is encouraged to reduce heat buildup and to improve visual appearance.

VIII. Issues and Analysis

A. Design Review Issues

- **New Addition on the South Façade** The attached historic evaluation from Preservation Architecture concludes that the south façade facing Stuart has been substantially altered and the new addition retains the identified historic building forms and meets the *Standards for Rehabilitation*.
- **Setbacks** The portion of the site where the new addition is proposed is now a surface parking area fronting on Stuart Street. The new addition is proposed to be setback 10' behind the property line and behind the corner of the existing building where the bakery/café is located. A 14.3' setback from the east property line is also proposed. A landscape area is located in that setback as a buffer to the adjacent residential neighborhood and also softens the east façade.
- **Height** The proposed addition is 20'4" high, allowing for views of the barrel vault and tower feature beyond.
- **Colors and Materials** EIFS wall finish system is proposed for the new addition, as well as glass and aluminum overhead sectional doors. The proposed color palette on the new addition appears to be consistent with the design. The propose color palette on the existing building is monochromatic. Staff recommends that the applicant bring a revised color palette to the meeting that better reflects the existing detail in the façade.
- **Signage** Wall signage is proposed on several locations on the building, and on three corners of the triangular lot on Adeline. Staff recommends that the applicant bring a revised signage program to the meeting that reduces both wall and monument signage proposed to better fit within the existing building and the neighborhood. The applicant will also present illumination proposed to ensure that this also is consistent with the City's guidelines for signage.
- **Landscape** A detailed landscape plan has been included in this submittal. In this plan, the triangular parcel on Adeline has landscape shown on two corners of the parcel. While Staff does acknowledge that this is an existing parking lot, we ask that the applicant look at significantly increasing the amount of landscape on the site.

B. Issues for Discussion

- New construction; setback, height, façade design
- Landscape
- Signage
- Lighting
- Colors and Materials

IX. Recommendation

Staff recommends that the Committee discuss the issues above and give direction on how this project could best fit into its neighborhood.

Attachments:

1. Project Plans, received April 29, 2015 (revised landscape, received May 19, 2015)
2. Applicant Statement, received April 29, 2015
3. Historic Evaluation Report, received May 19, 2015
4. Correspondence, received July 9, 2015

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