



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  
APRIL 21, 2016

## 2777 SHATTUCK AVENUE

### CONTINUED PRELIMINARY DESIGN REVIEW

**Design Review DRCP2015-0014** to construct a 4,427 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.

As a building included on the SHRI, under BMC 23E.12.020, the project was referred to the Landmarks Preservation Commission (LPC) on July 9, 2015 for recommendations on how the original proposal affected the potential historic resource, with no negative comments. The Design Review Committee (DRC) reviewed the application on July 16, 2015, and on August 31, 2015 Berkeley Honda submitted a revised design. The revised design was referred to the LPC on October 1, 2015. On October 1, 2015 a Landmark Initiation for the former Berkeley Bowl was submitted by application of residents.

On December 3, 2015, LPC approved the designation of the site as a Landmark, Structure of Merit. The property owner appealed that decision, and on March 15, 2016, City Council voted to overturn the LPC decision. The project returned to the LPC on April 7, 2016 for recommendations on how the proposed improvements might affect any potential historic resources on the site. They confirmed that the new design is consistent with the Secretary of the Interior Standards. The majority of the LPC thought the garage width was appropriate and the design changes in general appeared to be responsive to the neighbor's concerns from the initial design submittal.

This project was last before the Design Review Committee (DRC) in July 2016 for Preliminary Design Review. A summary from that meeting has been included further on in this report. It is before the DRC for Continued Preliminary Design Review.

## II. Background

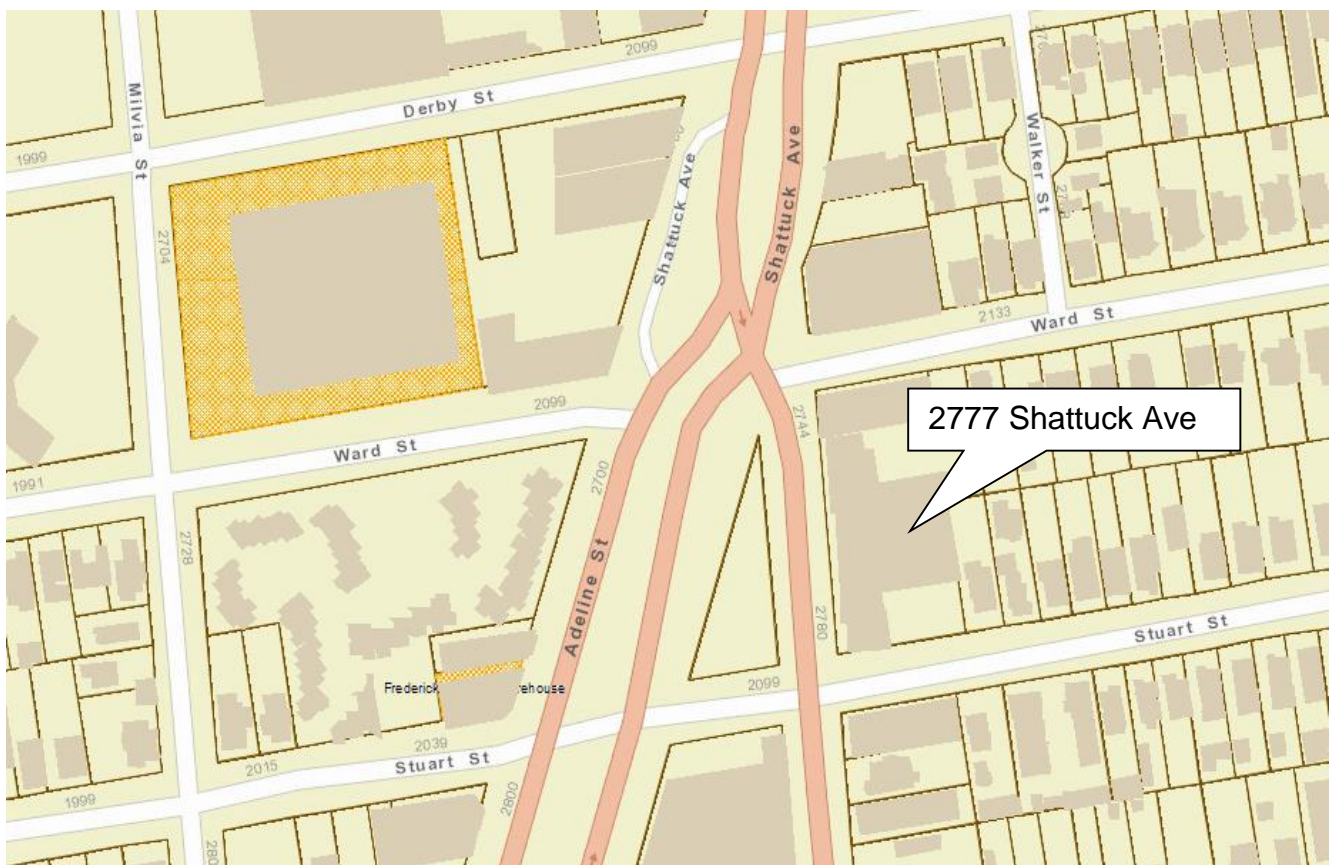
The revised design removes the addition on Stuart Street to the vacant parking lot at the back of the main building. Access and exiting to this addition is proposed to be from Shattuck Avenue. This design includes queuing spaces inside the building. The new addition is proposed at 4,427 square feet filling what is currently space for 13 vehicles on the north parking lot. This design requires an alteration of the façade of the building by enlarging an existing non-historic door opening to 19' – 10", and installing a roll up door for entry/exit. A traffic study on the driveway entrance proposed on Shattuck was approved by the City's Transportation Staff on November 18, 2015. The revised project does not include any work that would disturb the soil on the triangle located at 2747 Adeline Street.

## 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	4,427	23,510	144,236
Floor Area Ratio		0.52	0.10	0.65	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	0
	Rear	0	-	0	14'-3 1/2
	Left Side	0	-	0	0
	Right Side	0	-	0	0
Lot Coverage (%)		47%	18"	65%	84%
Usable Open Space (sq. ft.)		0	-	0	0
Parking	Automobile	69	(14)	55	43
	Bicycle	-	-	-	-
	Motorcycle	-	-	-	-

\* Planning Staff is still reviewing this information.

#### IV. **Zoning Permits Anticipated:**

- Use Permit to establish a full-service automotive business 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:** It is anticipated that the Project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA, Public Resources Code §21000, et seq. and California Code of Regulations, §15000, et seq.) pursuant to Section 15301(e) (“Existing Facilities”), Section 15302(c) (“New Construction or Conversion of Small Structures”), and Section 15332 (“Infill Development Projects”) of the CEQA Guidelines. Furthermore, none of the exceptions in CEQA Guidelines Section 15300.2 apply, as follows: (a) the site is not located in an environmentally sensitive area, (b) there are no cumulative impacts, (c) there are no significant effects, (d) the project is not located near a scenic highway, (e) the project site is not located on a hazardous waste site pursuant to Government Code Section 65962.5, and (f) the project would not affect any historical resource.

#### VI. **Previous DRC Summary – July 16, 2015**

***Preliminary Design Review was continued with the following recommendations:***  
*MOTION (Goring, Williams) VOTE (6-0-0-1) Hall - absent.*

##### ***Recommendations:***

##### ***Neighborhood Context***

- *Look more closely at how the whole project design could be modified to better fit within in the neighborhood context.*
- *Color palette should be quieter and should better represent Berkeley. As proposed, it is too stark.*
- *Consider a nice craftsman style fence on the east property line on Stuart and make a better buffer for the adjacent residential structure.*
- *Look at creating a gateway element to mark the entrance of the adjacent residential neighborhood.*
- *Look at ways to decrease the garage door impact on the neighborhood.*
- *Addition looks like a standard automobile use structure. Consider different material and color palettes that don't clash as much with the adjacent residential neighborhood.*

##### ***Site Circulation***

- *Circulation into and out of the service component should be less impactful on the adjacent neighborhood.*
- *Loading and unloading of parts is a concern. Show more clearly how this is addressed.*
- *Service on Stuart is not OK as designed. Whole orientation of project should be reconsidered. Look at service access from Ward.*

### ***Building Design***

- *Design of addition needs to be modified to better fit with the adjacent residential neighborhood.*
- *Well-detailed awnings would be an asset to the street elevation and the proposed business.*
- *Letters on Honda signage are too large.*
- *Reduce the noise from the service facility in general, and overhead garage doors specifically, as much as possible.*
- *Consider preservation measures, like restoring original storefronts or colors. Look at the original color palette for the bowling alley.*
- *A good night lighting design is critical to being a good neighbor.*
- *Consider lowering the height of service bay.*

### ***Landscape***

- *Increase the amount of landscape improvements in the project overall.*
- *A greater variety of plant species in the parking lot area is recommended.*
- *Blue fescue looks old quickly; black mulch looks dark and modern. Consider varieties that would work better with the neighborhood.*

### ***Use Issues***

- *Use of parking lot as auto sales is not a good gesture toward Berkeley or a good reflection of Honda.*
- *Where does new inventory go on site? How will the service component function? Submit vehicle count of cars serviced at previous location on Shattuck, as well number of lifts, as part of the Use Permit application.*

## **VII. Public Correspondence**

Below is a link to all communications received under the Use Permit application. Communications related specifically to this DRC public meeting 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](http://www.cityofberkeley.info/uploadedFiles/Planning_and_Development/Level_3_-_ZAB/Correspondence_PreApp%20to%20June%203_2777%20Shattuck.pdf)

## **VIII. Design Review Guidelines**

The City's South Shattuck Strategic Plan (1998) is applicable for this project. Included below are the Plan's Urban Design and Transportation Objectives and Strategies:

### **Urban Design**

*Create and enhance the identity of the South Shattuck commercial corridor as a unique and pleasant district that complements adjacent residential neighborhoods.*

1. Enhance the pedestrian orientation of the commercial corridor through upgraded and expanded streetscape improvements and the reduction of automobile impacts.
2. Enhance the sense of place and district identity through careful building design and improved relationships between buildings, activities, residents, and shoppers in the South Shattuck corridor.

3. Enhance the visual quality of the corridor by creating an overall district identity, using features appropriate to each of the target areas.

### **Transportation**

*Make traffic improvements which complement economic development and urban design goals, encourage the use of alternatives to the automobile, and preserve the quality of life in residential neighborhoods.*

1. Make capital improvements in the public right-of-way which increase pedestrian access and safety on commercial streets.
2. Support the location of new businesses in the South Shattuck corridor by identifying acceptable parking configurations for both anchor businesses and small tenants.
3. Make circulation system improvements which direct non-local traffic away from residential neighborhoods, minimize spillover effects from one neighborhood street to another, and allow resident access to major arterials.
4. Support alternatives to the automobile (transit, shuttles, bicycling, and walking) by developing and implementing policies which encourage non-automobile travel, including a plan for targeted street improvements.

For a complete set of the South Shattuck Strategic Plan, please refer to the following link: <http://ci.berkeley.ca.us/contentdisplay.aspx?id=464>

The City's Design Guidelines are also 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.

## **IX. Issues and Analysis**

### **A. Design Review Issues**

In response to the Committee's recommendations from the July 2015 DRC Meeting, and in an effort to better fit within the neighborhood context, the design of the proposed addition has been substantially modified:

- **New Addition** Proposed addition has been revised to fit into the Ward Street parking area with vehicular access to the service bays from a portion of the Shattuck Avenue elevation. The proposed alteration will replace a previous non-historic alteration.
- **Colors and Materials** Color palette has been revised. The elevations illustrate a neutral wall color along with a darker base color and some accent color from the horizontal metal panel awnings and signage.
- **Signage** Wall signage is proposed on the Shattuck Avenue elevation of the building. Signage can be further reviewed at Final Design Review (FDR).
- **Landscape** A revised landscape plan has been included in this submittal and crosses through the new trees at grade in the previous plan. Any work below-grade on the triangle site (2747 Adeline Street) has been omitted from the scope of this project. Above-ground landscape in planters can be further reviewed at FDR.

### **B. Issues for Discussion**

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

## **X. Recommendation**

Staff recommends that the Committee discuss the issues above and forward a favorable recommendation to ZAB with specific direction for Final Design Review, as well as give recommendations as to how best site improvements could be added to the triangle parcel (2747 Adeline) given the constraints of the project scope.

### **Attachments:**

1. Revised Project Plans, received March 23, 2016.
2. Correspondence

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