



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**  
JULY 20, 2017

## 2510 CHANNING WAY

### CONTINUED PRELIMINARY DESIGN REVIEW

**Design Review #DRCP2017-0002** to demolish an existing commercial building and to construct a seven story, mixed use building with 2,500 square feet of ground level commercial space, and 36 dwelling units.

#### I. Introduction

This project is located on the south side of Channing between Telegraph Ave and Bowditch St. This parcel is located in the Telegraph Commercial zoning district (C-T) and in the Commercial Subarea of the Southside Plan Area.

The demolition required for the project will need to go before the Landmark Preservation Commission (LPC) on an upcoming agenda.

This project was before the Design Review Committee (DRC) for Preliminary Design Review in May 2016 where it was continued. A summary from the meeting is included further on in this report for your reference. This project is returning for Continued Preliminary Design Review.

#### II. Background

This project consists of six levels of 36 dwelling units, with a mix of one, two, and three bedroom apartments designed for students, and approximately 2,500 square feet of ground level retail or restaurant space. Units range in size from 650 to 1,360 square feet. This seven-story project will be 75' tall with a roof deck garden for residents' use. No parking is provided, consistent with the Southside Plan objectives.

#### III. Project Setting

##### A. Neighborhood/Area Description:

The subject property is situated in the vibrant mixed-use Telegraph Commercial Subarea of the Southside Plan Area.

**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	C-T	Avenue Commercial
Surrounding Properties	North	Commercial and Mixed Use	C-T	Avenue Commercial
	South	Retail	C-T	Avenue Commercial
	East	Student Housing	R-S	High Density Residential
	West	Retail	C-T	Avenue Commercial

**Table 2: Development Standards**

Standard BMC Sections 23(click and enter #) .070-080		Existing	Proposed Total	Permitted/ Required
Lot Area (sq. ft.)		8,740	No change	---
Gross Floor Area (sq. ft.)		13,000	50,854	---
Floor Area Ratio		1.4	5.8	5
Dwelling Units		0	36	---
Building Height	Average (ft.)	36	75	35 min. 65 max. (75 w/UP)
	Maximum (ft.)	36	75	---
	Stories	2	7	---
Building Setbacks (ft.)	Front	0	0	0
	Rear	0	5	0
	Left Side	0	4	5 (abutting R District)
	Right Side	0	5	0
Lot Coverage (%)		74.3	75.2	---
Usable Open Space (sq. ft.)		---	2,800	1,440 (40 sq. ft. per DU)
Parking	Automobile	0	0	0
	Bicycle	0	32	---

#### IV. Previous DRC Summary – May 18, 2017

**Preliminary Design Review was continued with the following recommendations:** MOTION (Mitchell, Linvill) VOTE (5-0-0-1) Kahn – absent.

**Recommendations:**

**Massing / Building Height**

- Overall, massing and floor plans look good.
- Ground floor base should be higher.

**Main Entrance**

- Entrance should be more celebrated, welcoming.

**Façade / Building Design**

- Project needs more life.
- Project is too regular; too institutional. Just flipping the windows on the elevation is not enough variation.
- Project is too symmetrical on all four sides.
- Frames in the design are a good element, but they should be more varied, complex. There are too many rectangles.
- Too much symmetry and repetition; too many vertical and rectilinear lines on the elevations, and not enough horizontal lines and overlap to balance the composition.

- Look carefully at the underside of the soffits for a more complete, finished composition.
- Signage should indicate the main entrance, and the two retail tenants should have different signage than the main entrance.

#### **Colors and Materials**

- Faux materials are not ok; color palette is too dark and materials are too understated.
- Base should be concrete, not faux concrete.
- There is too much beige in the color palette. Telegraph is a colorful place. The design should reflect this.
- There should be more contrast in the color palette.
- Concerned with the success of a wood material on the ground floor.

#### **Unit Plans**

- Floor plans appear to be efficient, but could have more variety.
- Unit plans accommodate six beds, but the kitchen has only two seats.

### **V. Design Review Guidelines**

The project is located within the Telegraph Commercial subarea of the Berkeley South Side plan. Our Southside Design Guidelines – Mixed Use Subarea applies to this project and can be found on the City's website.

The design guidelines for this subarea are intended to ensure that new construction respects the existing architectural context of this subarea and complements the scale and character of the rest of the Southside. The design should help unify the neighborhood and create consistent architectural character within the subarea. New construction can be creative but should complement existing buildings. Additionally, large underused sites create opportunities for contemporary design that respects the historical context.

The following are several key guidelines from our commercial subarea guidelines which relate closely to this project.

#### **Building Mass 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.
- During the design phase of project development in the Commercial Subareas, evaluate impacts of proposed buildings exceeding three stories to determine wind corridor and shadow impacts on the shadow impacts on the public sidewalk.
- Maintain a continuous zero front setback at the ground floor except to provide recessed storefront entrances, a special corner feature, or usable open space.

#### **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.
- Architecturally distinguish the floors to form a defined hierarchy of base, middle, and top. Architecturally distinguish the top of the building to provide a visual termination.

### **Storefronts**

- Reflect the traditional storefront rhythm and proportion found throughout the Commercial Subareas. Emulate traditional elements such as large display windows of clear glass, bulkheads below the storefront windows and clerestory windows above, recessed front entries, and appropriate locations for signs and awnings.
- Clearly distinguish entrances to upper floors from storefront entrances through differentiated architectural treatment and materials.

### **Roof Shape and Lines**

- On new buildings, there should be some form of articulation or detailing where the roof meets the wall.

### **Materials**

- Utilize materials that provide a sense of continuity with the existing area structures, such as brick, smooth-faced cement plaster, finished concrete, tile and stone.
- Use high quality durable materials that convey a sense of permanence, are easily cleaned, and cannot be permanently damaged by graffiti or heavy cleaning.

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)

## **VI. Project Description**

### **A. Requested Use Permits**

- Use Permit for demolition of a non-residential building, per BMC 23C.08.050;
- Permit for construction of a new mixed use building, per BMC 23E.56.030;
- Use Permit for construction of more than 1,500 square feet of new floor area, per BMC 23E.56.050.A.2;
- Use Permit to increase the height of the building to seventy five, per BMC 23E.56.070.C;
- Use Permit to increase the project's FAR to 6.0 maximum, per BMC 23E.56.080.C;

- Administrative Use Permit to allow architectural projections (e.g. elevator enclosures) to exceed the height limit (23E.04.020.C);
- Use Permit to reduce the required 5-foot east side yard setback, per 23E.04.050.E.

**B. Density Bonus Information**

No Density Bonus is being requested for this project.

- C. CEQA Determination:** Anticipated categorical exemption under §15332 of the California Environmental Quality Act (CEQA) Guidelines (“In-Fill Development Projects”).

**VII. Issues and Analysis**

**A. Changes Since Previous Submittal:**

**Building Design** Materials, colors, and façade elements have been modified for a more dynamic design that better fits with the commercial and residential Telegraph neighborhood.

**Corner Element** was added on the northeast corner of the Channing façade and announces the main residential lobby sequence.

**Bay Encroachment** Instead of one central double-wide bay, one corner bay is proposed instead. This will require an Encroachment Permit with Public Works.

**Ground Floor Height** Floor to floor heights were adjusted so that the ground floor height was increased. See comparative sections on Sheet A6.

**Building Materials** Board formed concrete is now proposed on the ground level. Corten metal slats are proposed on the corner element. See Sheet CB for material images. Additional color and material information will be presented at the meeting.

**Open Space / Landscape Plan** Roof top terrace is still proposed and now shows seating arrangements for the residents’ use.

**B. Issues for Discussion:**

- Building Design / Details
- Colors and Materials
- Open Space / Landscape Design

**VIII. Recommendation**

Staff recommends that the DRC discuss the above issues and forward a favorable recommendation to ZAB with specific direction for Final Design Review.

**Attachments:**

1. Project Plans, received July 11, 2017

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