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S T A F F R E P O R T

**For Committee Discussion/
Majority Recommendation**
OCTOBER 19, 2017

1050 Parker Street

PRELIMINARY DESIGN REVIEW

Design Review #DRCP2016-0013 for the construction of a new three-story commercial building with 61,000 square feet for both research and development (in MU-LI) and medical office and quick-serve restaurant uses (in C-W). The project would include 119 vehicle parking spaces and 50 bicycle parking spaces.

I. Introduction

This project is located on the west side of San Pablo Avenue near the corner of Parker Street. The parcel spans back to Tenth Street and does meet Parker Street at the northwest corner of the project site. It is located in the West Berkeley Commercial (C-W) zoning district.

This project was before the Design Review Committee (DRC) for a Preview in January 2017 where it received favorable recommendations on the overall building design and massing. There were some details that the Committee requested the applicant look at. The summary from that January 2017 meeting is further on in this report for your reference.

II. Background

The project is to construct a new commercial building of approximately 61,000 square foot and required surface parking on the site.

The site currently comprises three parcels, two of which are zoned Mixed Use Light Industrial (MU-LI) with the third being Commercial West Berkeley (C-W). The new structure will straddle the zoning boundary with approximately 20,000 square feet of usable space located in the C-W-zoned portion of the site and approximately 41,000 square feet of usable space located in the MU-LI portion.

The structure will be split leveled with a combination of two and three story sections. Parking will be located under the building and on on-site surface parking lots. The main building entry will be located on the ground level of the building on Tenth Street.

III. Project Setting

A. Neighborhood/Area Description:

The 68,000 square foot subject property is situated at the intersections of San Pablo Avenue, Parker Street and Tenth Street in West Berkeley. Surrounding land use include the Missouri Lounge bar and a Bank of America to the north across Parker Street; a mix of retail, restaurants, and automobile services to the east along San Pablo Avenue; retail spaces and a church to the south along San Pablo Avenue; a mixed use residential and commercial development to the west across 10th Street; and light industrial construction and electrical services to the south along 10th Street.

B. Site Conditions:

The site is currently a vacant open lot with no structures. Previously, it had been leased to the Urban Adamah project for use as an urban farm; Urban Adamah purchased its own site in North Berkeley in 2015 and left the subject site at the end of November 2016.

Figure 1: Vicinity Map

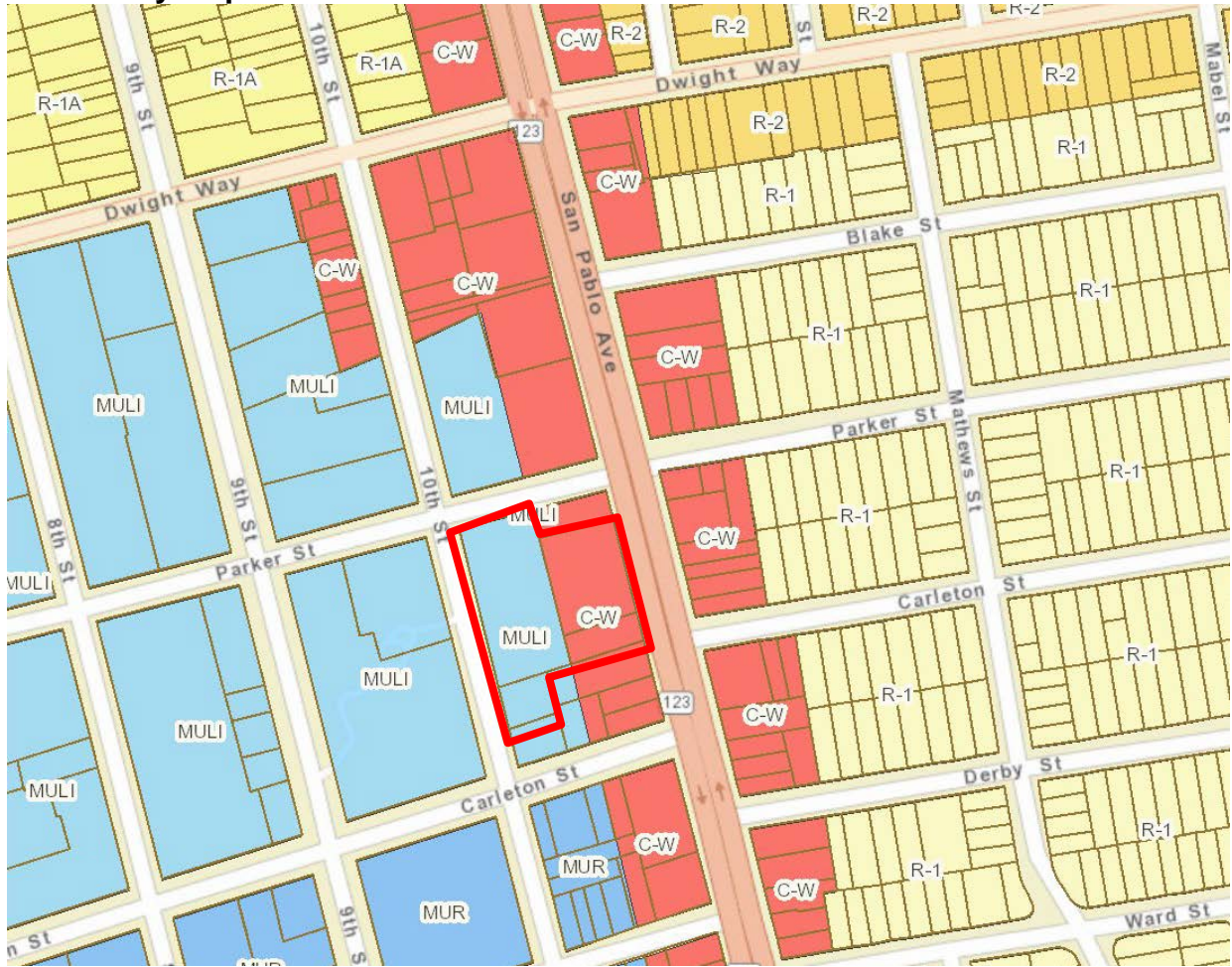


Table 1: Land Use Information

| Location | | Existing Use | Zoning District | General Plan Designation |
|------------------------|-------|--------------------------------------|-----------------|-------------------------------------|
| Subject Property | | Vacant – former Urban Adamah | MULI and CW | Manufacturing and Avenue Commercial |
| Surrounding Properties | North | Bar; bank | MULI and CW | Manufacturing and Avenue Commercial |
| | South | Retail; church; light industrial | MULI and CW | Manufacturing and Avenue Commercial |
| | West | Light industrial; retail; restaurant | MULI | Manufacturing |
| | East | Mixed-use residential/commercial | CW | Avenue Commercial |

Table 4: Development Standards

| Standard BMC Sections 23E.64.070-080 and 23E.80.070-080 | | Existing | Addition/ (Reduction) | Proposed Total | | Permitted/Required | |
|---|----------------------|----------|--------------------------|---------------------|------------------|--------------------------|--------------------------|
| | | | | C-W | MU-LI | C-W | MU-LI |
| Lot Area (sq. ft.) | | 68,331 | No change | 68,331 | | -- | |
| | | | | 23,157 | 41,174 | | |
| Gross Floor Area (sq. ft.) | | -- | 61,000 | 61,000 | | -- | |
| | | | | 20,400 | 40,600 | | |
| Floor Area Ratio | | -- | 0.9 ¹ | 0.9 ² | 1.0 ² | 3.0 max | 2.0 max |
| Building Height | Average | -- | 41' ³ | 40' | 42' | 40' max | 45' max |
| | Maximum | -- | 44' | 40' | 44' | 40' max | 45' max |
| | Stories | -- | 3 | 3 | 3 | 3 max | n/a |
| Building Setbacks | North (Parker St) | -- | 5' | 5' | | 0' min | |
| | East (San Pablo Ave) | -- | 0' | 0' | | 0' min | |
| | South (interior) | -- | 27'8" | 27'8" | | 0' min | |
| | West (Tenth St) | -- | 5' | 5' | | 0' min | |
| Lot Coverage (%) | | 0 | 46.9 | 46.9 | | n/a | |
| Usable Open Space (sq. ft.) | | -- | 3,660 | 3,660 | | Not required | |
| Parking | Automobile | Open lot | 119 | 119; shared parking | | 118 | |
| | | | | 55 | 64 | 68 - 7 ⁴ = 61 | 63 - 6 ⁴ = 57 |
| | Bicycle | Open lot | 50 | 50 | | 45 | |
| | | | | 18 | 32 | 11 + 7 ⁴ = 18 | 21 + 6 ⁴ = 27 |
| ¹ Total Floor Area Ratio (FAR) is calculated based on gross floor area (61,000 square feet) divided by the lot area (68,331 square feet). ² FAR for C-W and MU-LI are calculated based on zone-specific gross floor area divided by zone-specific lot area. For C-W: 20,400 square feet / 23,157 square feet. For MU-LI: 40,600 square feet / 41,174 square feet. ³ Average building height is based on average of C-W and MU-LI building height averages (40 feet and 42 feet, respectively). | | | | | | | |

⁴ The applicant has requested a Use Permit pursuant to BMC Section 23E.64.080.J and 23E.80.080.E to allow for the substitution of bicycle parking for up to 10% of the required vehicle parking spaces.

IV. Project Description

A. Requested Use Permits

The following permits will be required for the project:

- Zoning Certificate under BMC Section 23E.64.030 to establish food service retail (quick service restaurant) less than 1,500 square feet in C-W District.
- Use Permit under BMC Section 23E.64.030 to establish medical office space of more than 5,000 square feet in the C-W District.
- Use Permit under BMC Section 23E.64.050.B.1 to construct more than 5,000 square feet of new floor space for in the C-W District
- Administrative Use Permit under BMC Section 23E.64.080.J to allow for the substitution of bicycle or motorcycle parking spaces in place of up to 10% of the required parking spaces.
- Use Permit under BMC Section 23E.80.030 to establish research and development space of more than 30,000 square feet in the MU-LI District.
- Administrative Use Permit under BMC Section 23E.80.080.E to allow for the substitution of bicycle or motorcycle parking spaces in place of up to 10% of the required parking spaces.
- Administrative Use Permit under BMC Section 23E.04.020.C to construct two mechanical penthouses and one elevator penthouse that represent no more than 15% of the average floor area of all of the building's floors.
- Administrative Use Permit under BMC Section 23E.04.040.A to install a fence greater than six feet in height.

- B. CEQA Determination:** The draft Initial Study – Mitigated Negative Declaration has been prepared, which can be found here:
https://www.cityofberkeley.info/Planning_and_Development/Zoning_Adjustment_Board/1050_Parker.aspx

V. Previous DRC Summary – January 19, 2017

Advisory Comments:

Building Design

- *Overall building design and massing looks good, but there is concern that it isn't as readable from the street views as from the birds-eye views. Show building design in context, from the prominent street views.*
- *Design should be just as dynamic from the street views as the bird's eye views.*
- *San Pablo entrance is the most successful. The other entrances should be more engaging.*
- *The café elevation appears to be pasted-on. It should be more integrated into the overall building design – with both color and lines.*
- *Although this appears to be a successful commercial building, it doesn't work yet on San Pablo. Building design should have a little more soul; look at some variety of glass, including colored glass.*
- *Although this is an elegant design, it should be tweaked to add more variety and interest.*
- *Look carefully at the proposed glass color. The lobby should be better differentiated.*
- *Design is too subtle; it should be livelier.*
- *Both height and design of mechanical penthouse looks heavy. The mechanical screen should be lower if possible, or at least more consistent with the overall building design.*
- *Give enough room for an artist to create something; location and concept shouldn't be so prescribed.*

Landscape / Open Space Design

- *Walkway through the site from San Pablo to Tenth is a great element.*
- *Plant palette looks too corporate.*
- *Planters at Tenth and Parker are too massive and scale should be broken down.*
- *The fence along the interior property line should be open, or at least substantially screened with landscape.*
- *Recommend not continuing the river rock from across the street; there are more successful materials to relate to.*

VI. 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:** The street façade of commercial streets should be respected, in order to create or maintain the sense of urban space.

- **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.
- **Heights:** In general, the height of adjacent buildings especially historic structures should be respected in the design of new buildings. Abrupt changes in height may be appropriate, even desirable, in certain situations, such as the need for focal points, landmarks, and the closure of long views. Such techniques as setbacks and terraces may be used to reduce the visual impact of differing heights, if the impact is negative.
- **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.
- **Building Entrances:** Entrance points should be clearly defined and easily identifiable by pedestrians by appropriate locations and by elements such as awnings, signage, artwork or changes in paving material to define the entry point.
- **Parking:** If parking is not placed underground, behind buildings, or in interior courts, it should incorporate adequate landscaping or artwork for visual screening. Parking areas should include setbacks for landscaping and/or artwork to minimize visibility of parked cars, especially from the street. Shading of at least fifty percent (50%) of the surface area.
- **Public Open Space:** The inclusion of public open spaces is encouraged as a means of providing places for people to come together for community interaction and enlivening the pedestrian environment.

VII. Issues and Analysis

A. Changes since the Last Submittal

- Street level views from multiple locations around the building are included in this submittal.
- Accent panels have been integrated into the building design on all sides of the project.
- Exterior glass system is more prominent at the Tenth Street lobby entrance for a more dramatic street presence.

- Mechanical rooftop screening and penthouse structures have been refined for a more horizontal emphasis to better work with the overall building design.
- Planters at Tenth have been reduced in height from five foot to three foot for a more pedestrian scale. Planters are now board-formed concrete.
- Landscape plant palette is varied in size, color, and texture.

B. Issues for Discussion:

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

VIII. Recommendation

Staff recommends that the Committee discuss the issues above and having considered the Draft Negative Declaration, forward a favorable recommendation to ZAB with any conditions and specific direction for Final Design Review.

Attachments:

1. Project Plans, received June 19, 2017
2. Renderings, received June 20, 2017
3. Landscape Statement, received June 19, 2017
4. Applicant's Response to DRC Summary, received February 27, 2017

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