

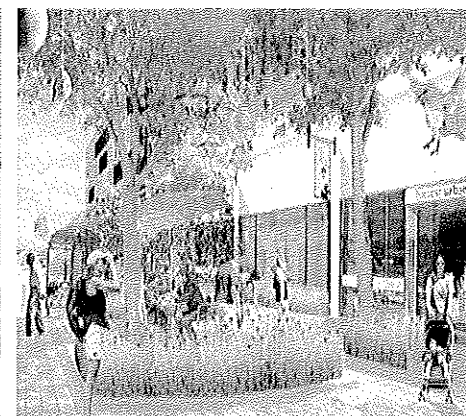
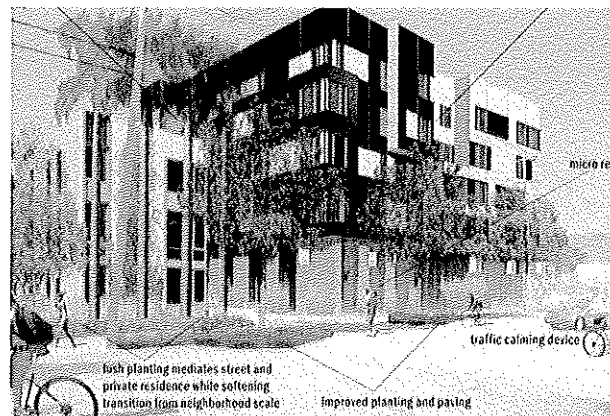


# Parker Place

A Vibrant New mid-Shattuck Destination



RECEIVED LATE  
OCT 08  
CURRENT PLANNING



# Parker Place - A Vibrant Mid-Shattuck Destination

## Community and Neighborhood Benefits

- Endorsed by neighbors, Greenbelt Alliance, and Berkeley Design Advocates
- 155 transit-oriented infill housing units + 31 BMR units (28 universal design with the Center for Accessible Technology)
- Adaptive reuse for environmental purposes
- Increased property tax revenues from @\$21K/year to @\$200K (not including additional retail revenues)



## Placemaking

- Major public right of way improvements
- Progressive contemporary architecture
- Mid-block Plaza breaks building massing
- Addressing the urban design needs of a wide boulevard like Shattuck Avenue while protecting neighborhood
- Store fronts open to street, 2598 café/retail setback from south property line to allow wider sidewalk for seating
- Blurring public/private boundaries to increase "public commons"
- Large Internal open spaces (east/west + north/south axes, yards, courtyards) exceed zoning standards by 400%
- Moderating mass of existing building to benefit neighbors and public realm
- Retail grain larger on Shattuck, smaller toward neighborhood, mix of café, retail and art/craft type space
- Underground parking for residents and retail employees + at-grade parking for retail/café customers
- Preferential underground parking and facilities for electrical vehicles
- Spacious residential lobby, common room and bicycle commuter room (@2,000 square feet)

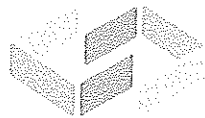
## Neighborhood Sensitivity

- Use of R2-A designated areas for building mass and intensity transitions
- Protections by design - (reduce ex. building wall height by 6', inset northwest corner to match Parker Street setbacks)
- Shadow studies - EARLIER solar access than existing condition, loss of only @40 minutes of light in the morning.
- Parker and Carleton gateways provide traffic calming with bulb outs, landscaping, speed table
- Residences setback on podium to address privacy concerns
- Traffic signal at Carleton Street

## Sustainable Design

- Ample bicycle facilities (spaces for 115+ bikes and @400 sf bike work and locker room adjacent to lobby)
- Strong transit access (six blocks to Ashby OR downtown BART, two AC Transit lines at site) Adaptive reuse of existing building, saves energy and materials
- Photovoltaic panels for electrical and hot water
- Aggressive storm water management
- Publicly accessible car share
- LEED for Homes (Gold)
- Improved bus stop area

ENVIRONMENTAL BENEFITS	
155 Transit Oriented Dwelling Units Compared to Single-Family Development	
Greenhouse Gas (GHG) savings	@558,000 lbs CO <sub>2</sub> /year reduction (building+transportation)
Energy savings (BTU)	1,085,000,000 BTU/year
Vehicle Miles Traveled (VMT) savings	@1,550,000 miles/year (58,000 gallons of gas or 1,070 barrels of oil)



citycentric



August 12, 2009

Secretary  
Design Review Committee  
City of Berkeley  
2120 Milvia Street  
Berkeley, CA 94704

To: Members of the Design Review Committee

Re: 2600 Shattuck and 2598 Shattuck

Berkeley Design Advocates is dedicated to improving the built environment and has worked for good planning and design in Berkeley for more than fifteen years. The organization is especially concerned with projects that, due to their location and prominence, set a template for all later development in the area.

On DRC's August 20th 2009 calendar, the Committee will consider the application of citycentric to build two projects on opposite corners of Shattuck Avenue and Parker Street: 123 residential units on a 44,290 square foot parcel and 34 units on a 16,161 square foot parcel.

Berkeley Design Advocates endorses the design of this project. We urge DRC to approve the design.

Since early 2009, an ad-hoc BDA committee has been working with the developers of these two projects, which are being submitted to the City together, to cooperatively and collaboratively exchange ideas on building and landscape design. We very much wanted to support a new infill project at an important location in the city. Our discussions with the developers have been cooperative, respectful and productive.

The development of two adjacent parcels at once along Shattuck Avenue represents an important opportunity; it will have a significant impact on the perception of this currently loosely-structured stretch of the street, and we find that the building's massing and design will create an engaging urban corner that will be an urban asset for Berkeley.

Through our meetings with the developer, the design was refined, materials were better-defined, and underlying ideas about rhythm and massing were clarified and are now stronger. On the 2600 Shattuck project in particular, contrasting colors and recessed windows and balconies are arranged in a way that responds visually to the flow of traffic along the street – this is a good project for a busy street. The landscaping on both projects is sophisticated.

## Berkeley Design Advocates



There was a significant reduction in the massing of the units abutting the residential neighbors to the west, which in some cases actually appear to provide some neighbors with more solar access than they have now. The overall massing and density of the projects are appropriate for this broad Avenue.

The projects are planned as green buildings, which BDA strongly encourages. Part of this strategy involves keeping much of the existing façade of the current Doten Honda building. This façade was originally just a plinth that the new building grew from, but has become more integrated and refined. There is also good access to transit and significant bicycle parking.

We feel that this somewhat ignored section of Shattuck Avenue will be a significant improvement for the street and an asset for the neighborhood.

Again, we urge the DRC to approve 2600 and 2598 Shattuck Avenue.

Sincerely,

Jack Appleyard and Erick Mikiten, AIA  
Design Review Committee on Parker Place



## **GREENBELT ALLIANCE**

Open Spaces & Vibrant Places

Friday, October 2, 2009

**RE: Parker Place Development Proposal - SUPPORT**

Zoning Adjustments Board  
City of Berkeley  
2134 Martin Luther King, Jr. Way, 2nd Floor  
Berkeley, CA 94704

Dear Zoning Adjustments Board Members:

For more than 50 years, Greenbelt Alliance has protected the Bay Area's working farms and natural areas while making the Bay Area's cities better places to live. Our recently released *Grow Smart Bay Area* report ([www.growsmartbayarea.org](http://www.growsmartbayarea.org)) served as our challenge to the region to grow sustainably. This report proved that the Bay Area can comfortably accommodate all of the growth coming to the region through infill development in our existing urban footprint. Our Compact Development Team seeks to fulfill this bold vision by endorsing and advocating for livable, transit-accessible communities with a wide range of housing options for families of all sizes and income levels. We have evaluated the Parker Place project proposed by CityCentric Investments using an established set of guidelines. We write in support of this development because we feel it will be a major gain for the neighborhood. Due to its location, its pedestrian-friendly aspects, and its inclusiveness, we strongly encourage the Zoning Adjustments Board to support this project.

The Parker Place project is proposed on the site of a current Honda dealership on Shattuck Avenue between Parker and Carleton Streets. Designed by the same local architect who designed City Hall, the shell of the existing building—dating back to 1923—will be preserved and incorporated into the new development. All in all, the project will improve the pedestrian experience of this underutilized portion of Shattuck Avenue. Parker and Carleton streets will both be treated with neighborhood traffic-calming tools including street bulbouts and a speed table. A new public plaza, coupled with street furniture, a refurbished bus stop, and neighborhood-serving retail, will enliven the entire area. The project will also feature bicycle parking for more than 130 bikes, and will include a bike repair room for residents, accessible from the building's main lobby. By providing compact homes with bicycle parking in a transit-rich area, CityCentric is working diligently to ensure that future residents of Parker Place will have the convenient, affordable option of biking or taking transit to work. This is the kind of development that offers Berkeley the chance to curb the greenhouse gas emissions that cause climate change. Since Parker Place is also mixed-use, future residents as well as those who currently work and live nearby will have a chance to access needed services on foot or via transit.

CityCentric's commitment to building a high-quality community is enhanced by its plan to provide 20 percent of homes to be rented at below-market rates. In doing so, CityCentric is helping the City of Berkeley meet its obligation to provide homes we can all afford. This means those already working downtown will have a chance to find a place to live nearby. Not only will this reduce traffic congestion, but it will also ease one of the most enduring causes of suburban sprawl: the search for an affordable home.

Moreover, CityCentric has committed to a strict Green Building scheme; as proposed, the project could reach as high as LEED Platinum on the U.S. Green Building Council's (USGBC) scale. Nationwide, 65% of electricity consumption and 30% of greenhouse gas emissions come from buildings themselves, according to

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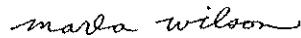
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the USGBC<sup>1</sup>. By achieving LEED certification, the project will be a good neighbor in the effort to reduce Berkeley's carbon footprint. Greenbelt Alliance is also pleased that CityCentric will provide transit passes to residents of all below-market-rate homes in the project.

The design of this project has been painstakingly deliberate and inclusive. While the project is intentionally compact, it still fits in the surrounding lower-density urban fabric due to clever design elements. The intensity and height of the building tapers off as it approaches neighboring homes, and an extensive study has minimized shadow impacts on nearby buildings. Community outreach has been extensive; CityCentric has listened to neighborhood concerns and adjusted its proposal accordingly.

In closing, Greenbelt Alliance strongly urges ZAB support of the Parker Place development.

Regards,



Marla Wilson  
Sustainable Development Associate

CC:  
Steven Ross  
Aaron Sage

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<sup>1</sup> <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1718>

## Mark Rhoades

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**From:** Ali Kashani  
**Sent:** Sunday, October 04, 2009 9:02 PM  
**To:** Mark Rhoades; Mia Perkins  
**Cc:** ehoush@mrecommercial.com; Tony Kershaw  
**Subject:** FW: [SPAM] RE: Parker Place Zoning Adjustmentd Board Hearing

fyi

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**From:** Jim Gleich [mailto:JGleich@actransit.org]  
**Sent:** Friday, October 02, 2009 4:22 PM  
**To:** Ali Kashani  
**Subject:** [SPAM] RE: Parker Place Zoning Adjustmentd Board Hearing

Dear Mr. Kashani:

I had intended to attend the Zoning Adjustments Board meeting on October 8th in support of the proposed development 2598/2600 Shattuck Avenue but have been called out of town on business so will not be able to attend. However, I do want to express my support for the project and my thanks to you for taking the trouble to share and discuss the plans for the project with me when I inquired about you plans.

I live at 2115 Parker St. directly across from the development site. My home is the first residence East of Shattuck Ave. on Parker St. and I have long been disturbed by the blighted condition of this portion of Shattuck Ave. I am encouraged that your project would bring a fresh look to the neighborhood and it gives me hope that it will inspire further development improvements in this block on both sides of Shattuck Ave. Aside from the aesthetics of the project I am supportive of the construction of additional housing and increased quality living opportunities that it brings to South Shattuck Ave. I have lived in my home for 20 years and chose to live here because of the urban nature of the neighborhood. I support increased density where I live and appreciate the contributions that such development with bring in terms of supporting public transit and the environment.

I am impressed with the effort that has gone into achieving environmental benefits from this proposed project and am appreciate more diverse commercial opportunities that this project will contribute right where I live. For me you project represents a considerable improvement to the quality of life right where I live.

I am sorry that I am unable to attend the ZAB meeting.

Jim Gleich  
2115 Parker St.  
Berkeley 94704