

Parker Place
2598 and 2600 Shattuck Avenue - Revised Application Statement
January 18, 2010

Revised and Resubmitted per City of Berkeley Completeness Comments
September 3, 2009.

The revisions to the Applicant Statement include the following:

- Revised Project Description and Design
- Request for Density Bonus Concessions - Inclusionary Housing, Balconies
- Packet of Revised Drawings
- Revised Traffic Study



Project Introduction

Parker Place combines all of the elements of progressive city planning, architecture and development into a new community resource, residential environment and neighborhood serving commercial reinvestment. These elements include environmental sustainability, mixed land uses, transportation orientation, neighborhood preservation and revitalization, adaptive reuse, high quality architecture, innovative affordable housing, pedestrian scale and design, open space, and place-making. The project includes endorsements from neighbors, Greenbelt Alliance, and Berkeley Design Advocates. It has also been chosen as a pilot project for TransForm's GreenTRIP program.

Project Description

The total project site is 60,304 square feet, with an existing legal non-conforming 44,142 square foot building that currently houses Berkeley Honda. The proposal includes two properties located across Parker Street from one another. Both of the properties have split zoning. The lots are generally zoned C-SA, but a 50' wide strip of the western most portions of both lots is zoned R-2A. The lots are generally described as:

CityCentric
Investments
5715 Claremont Ave
Oakland, CA
94618-1279

p (510) 420-6900
f (510) 420-7060

www.citycentric.net

- 2598 Shattuck - 16,161 square feet of land, 8,976 square feet is C-SA and 7,185 square feet is R-2A. The only existing structure is a small derelict garage at the rear portion of the R-2A piece.
- 2600 Shattuck - 44,290 square feet of land, 31,314 square feet are in the C-SA and 12,976 square feet are in the R-2A. The existing Honda of Berkeley structure, originally built for Studebaker in 1923, covers the entire site. The Landmarks Preservation Commission determined the building is not worthy for landmarks consideration in November, 2009.

Parker Place includes 155 dwelling units (31 inclusionary units), 32 of which are located at 2598 Shattuck and 123 of which are located at 2600 Shattuck. There is a total of 22,984 square feet of commercial space (including retail and restaurants), of which 2,621 square feet is located at 2598 Shattuck, and the remainder at 2600 Shattuck. It is requested that the project be approved to include up to 8 tenant spaces for the initial commercial occupancy, and then future changes remain subject to Zoning Ordinance requirements.

Parking is provided in a basement level garage that includes 178 parking spaces for the residential dwelling units, with accessibility to two car share spaces at ground level). Parking for the retail includes 37 spaces located at ground level in the western portion of 2600 Shattuck (garage open during commercial hours). Parking for employees is provided for retail and/or food service employees with 13 spaces in the basement of 2600. The retail parking will not be available for use when the commercial portion of the project is not open, but may be used by residential visitors when it is open. All of the parking is accessed via Carleton Street. The project proposes to signalize the intersection of Shattuck Avenue and Carleton Street.

Parking for the residential portion of the project is proposed to be unbundled. The current proposal includes one parking space for each dwelling at 2600, and for the four macro cottages at 2598. This exceeds the zoning requirement. The project proposal is to install parking lifts for a minimum of 125 cars at initial project occupancy and then additional lifts as the demand requires for the sale or lease of each dwelling unit. A use permit to reduce parking for 2600 is requested to accommodate a parking reduction if the unbundling is successful to that extent.

The project also proposes to include rooftop space for up to three wireless providers at the request of the DRC. It is thought that the height of the proposed building, its central Shattuck location, and its distance from neighboring residences makes it a good candidate for consideration. The locations for the wireless facilities are shown on the rooftop plans.

2598 Shattuck

C-SA Portion

- 28 Inclusionary dwelling units (clustering proposal for inclusionary requirement) universally designed for persons with disabilities
- 637 s.f. "micro" retail
- 1,948 s.f. restaurant
- 12 bike parking spaces

R-2A Portion

- 4 Townhouses

2600 Shattuck

C-SA Portion

- 123 dwelling units (two as inclusionary, see clustering proposal)
- 14,213 s.f. retail
- 6,150 s.f. restaurant/food service
- 37 at-grade retail parking spaces, 141 parking spaces in basement
- 111 bike parking spaces + on-site bike workshop

R-2A Portion

- 11 dwelling units (two affordable at 80% AMI - Lower Income)

The project includes the following:

- A standalone service enriched housing component that includes 28 universally designed, permanently affordable, below market rate apartments (in conjunction with Center for Accessible Technology)
- **Traffic signal** at Carleton Street
- **Reuse the existing 1923 retail structure** at 2600
- Provide an approximately **800 square foot mid-block plaza** at 2600 Shattuck

Sustainable Design/Green Building

- **LEED** (or equivalent) **Commitment to Certification** (try for NC Platinum)
- 113 bike storage spaces + a bike work room at 2600
- **6 electric vehicle parking facilities**
- **Rooftop solar panels on 2598 and 2600** for electrical and/or hot water
- **Solar panels** for onsite energy generation
- **Parking unbundled** from dwelling units
- **AC Transit passes** provided for each dwelling unit (two per unit)
- 2 publicly accessible **car share spaces**

General Benefits that will result from the project include:

Neighborhood Sensitivity

- **Protections by design** - reduce west wall height by half, Parker and Carleton Street setbacks
- Parker and Carleton gateways - **traffic calming** with bulb outs, landscaping, and speed table
- Use of R2-A designated areas for **building mass transitions**
- Generous **setbacks** from neighboring residences
- **Improved solar access** for immediate neighbors



Programmatic Benefits

- **Increased property tax revenues** from @\$21K/year to @\$200K/year (not including additional retail revenues)
- **Onsite storm water management**
- **Strong transit access** (6 blocks to BART, two AC Transit lines at site)
- **Retail continuity** on Shattuck Avenue frontage
- **Blurs private boundaries to increase “public commons”**
- **Major pedestrian and public right-of-way amenities**
- **Large Internal open spaces** exceed zoning standards by 300%
- **Spacious lobbies, common rooms** and bicycle commuter room
- **Store fronts open to street**, cafe seating, plazas

Neighborhood outreach for the project has been extensive. Much of that outreach is described in the previously submitted applicant statement. The outreach began prior to the submittal of the use permit and has included numerous “living room,” individual, and public meetings. Since the submittal of the project there have been additional meetings with neighbors on both Parker and Carleton Streets. There have also been five hearings at the Design Review Committee, one hearing at the Landmarks Preservation Commission, and One hearing at the Zoning Adjustments Board (project preview).

Existing Setting

The project site is located on both sides of Parker Street on the west side of Shattuck Avenue. There are two lots on the north side of Parker Street. The eastern lot is 10,817 square feet and zoned C-SA. The westerly lot is 5,345 square feet and zoned R-2A. Both lots are currently vacant but support the storage of automobiles for the Honda dealership to the south. The lot on the south side of Parker Street is 44,142 square feet and is zoned C-SA. It supports a building of the same area, and is currently in use as a Honda dealership. The lot extends to Carleton Street on the south.

The sites are located on Shattuck Avenue two blocks south of the Downtown, five blocks north of Berkeley Bowl, and seven blocks north of Ashby BART. Shattuck Avenue is a wide, median-divided traffic and transit corridor in this area, with more than 120 feet of right of way. Directly east, across Shattuck Avenue, are derelict commercial properties. The project is bound on its west side by a quiet and tree lined R-2A zoned neighborhood of wonderfully intact Victorian and craftsman style homes. Most of the homes and lots in the neighborhood have been converted to apartments, duplexes, and triplexes.

Directly south of the project site and across Carleton Street is a congregate care facility, and a Berkeley Fire Station. The area south and west of the site supports the University of California Repair and Maintenance facility. The facility is an industrial use. Further east is a school and the Derby Street Playing Fields.

CityCentric
 Investments
 5715 Claremont Ave
 Oakland, CA
 94618-1279

p (510) 420-6900
 f (510) 420-7060

www.citycentric.net

Existing Site Data					
Address	Lot Size	Zoning	Adj. Zoning	Ex. Use	Ex. Bldg Area





2598	8,976 s.f. 7,185 s.f.	C-SA R-2A	C-SA/R-2A C-SA/R-2A	Auto inventory storage Auto inventory storage	N/A @ 300 sq. ft.
2600	31,314 s.f. 12,976 s.f.	C-SA R-2A	C-SA/R-2A C-SA/R-2A	Auto sales, service Auto sales, service	Whole site = 44,142 sq. ft.

Parker Place Surrounding Uses and Zoning		
Direction	Use	Zoning
North	Retail	C-SA
South	Congregate Care	C-SA
West (north half of lot)	Mixed use (office/residential)	C-W
West (south half of lot)	Residential	R-2A
East	Retail/vacant	C-SA

Development Standards Overview

There are a number of discretionary thresholds that apply to the proposed project. It should be noted that each request applies to the whole project, and not to individual pieces within the project. For ease and clarity they have been separately identified for both portions of the project.

Use Permits Requested – 2598 Shattuck

Use Related

- 23E.52.030.A. – UP for Mixed-Use Development of >5,000 s.f.
- 23E.52.030.A – UP for 32 Dwelling Units (4 in R-2A portion, 28 in C-SA portion)
- 2352.030.A – UP for Full Service Restaurant, 1,948 s.f.
- 23E.52.030.A – UP for Alcohol Service Incidental to Food Service (beer, wine, distilled spirits)
- 23E.52.030.A – AUP for Live Entertainment

Development Standard Relief

- 23E.052.070.D.5 – UP to exceed lot coverage on the C-SA portion of the lot. The R-2A portion is conforming as proposed.
- 23E.04.050.E – Use Permit to Allow Reduced Setback on C-SA portion of 2598 Shattuck.
- 23D.32.070.C - AUP to allow R-2A residential “macro” cottages to exceed 28’ height limit
- 23E.04.060.F - UP to waive 6’ fence requirement between C-SA and R-2A portions of lot, and allow ground floor windows and doors in C-SA to face R-2A lot.
- UP to reduce parking
- 23A.16.030.B - Allow balconies at west edge of C-SA line to overhang R-2A portion of lot (2nd concession request)

Use Permits Requested – 2600 Shattuck

Use Related

- 23E.52.030.A. – UP for Mixed-Use Development of >5,000s.f.

CityCentric
Investments
5715 Claremont Ave
Oakland, CA
94618-1279

p (510) 420-6900
f (510) 420-7060

www.citycentric.net



- 23E.52.030.A – 123 Dwelling Units (11 in R-2A portion and 112 in C-SA portion)
- 23E.52.030.A – Quick Service Restaurant, 3,000 s.f.
- 23.52.030.A – Full Service Restaurant, 3,150 s.f.
- 23E.52.030.A – AUP for Live Entertainment
- 23E.52.030.A – Alcohol Service Incidental to Food Service (beer, wine, distilled spirits)
- 23E.52.030.A and 23.C.17 - Wireless Telecommunications Facilities for up to three carriers (ALL equipment located on rooftop at least 50' from adjacent/existing R-2A residences)

Development Standard Relief

- 23C.12.040.D - Relief from Reasonable Dispersion of Inclusionary units, see clustering discussion (1st density bonus concession)
- 23C.04.070.C. and F. – UP to expand legal non-conforming building where expansion otherwise complies with Zoning Ordinance Development Standards
- 23E.052.070.D.5 UP to exceed Lot Coverage (starting at second floor - 26,405 square feet where 22,071 is allowed) and Height (five stories and 60' where four stories and 50' are allowed). The first floor is a legal nonconforming structure.
- 23E.04.060.F - UP to waive 6' fence requirement between C-SA and R-2A portions of lot, and allow ground floor windows and doors in C-SA to face R-2A lot.
- 23A.16.030.B - Allow balconies at west edge of C-SA line to overhang R-2A portion of lot (2nd concession request)
- 23D.32.070.C - AUP to allow R-2A residential "micro" cottages to exceed 28' height limit
- UP to reduce parking (only exercised if unbundling demands)

Density Bonus

The project is entitled to Density Bonus pursuant to Government Code Section 65915(b)(1)(A). The overall project is providing a full 20% of its gross unit count (155 units x .2 = 31 units), with 16 of those units provided at 50% AMI and 15 of those units provided at 80% AMI. The project is seeking a three dwelling unit density bonus on the 2600 Shattuck R-2A portion of the site in return for providing 20% of those units (2 units) at 80% AMI (lower income) [GCS 65915(f)(2)]. That portion of the project is 12,976 square feet of land. The density in that zone is one unit per 1,650 square feet of land. The "base" project is eight units, and the density bonus of 35% is three units. In addition to the small density bonus, the project is also entitled to two concessions or incentives [GCS 65915 (d)(2)(B)], which are described in the following section.

Parker Place Project Concessions Pursuant to State Density Bonus Law (Gov. Code Sec. 65915(d))

The proposed project is entitled to two concessions pursuant to Government Code Section 65915(d)(2)(B) because it proposes at least 20% of its units at lower income (80% AMI). A total of 31 affordable units are provided. Three of the affordable units will be provided at the 2600 Shattuck portion of the project (two in the micro-cottage section and one located on the third floor of the Carleton Street side). The other 28 units will be aggregated in the stand-alone and separately financed building in the C-SA portion of 2598.



The concessions include the following:

- Allowance for 4' balcony overhangs over the zoning boundary between the C-SA and R-2A portions of 2598 and 2600 (23A.16.030.B).
- Allowance to aggregate 28 of the 31 units (while still located on the project site) so that they can be included in a standalone building (23C.12.040.D).

Parking

The proposed project is eight spaces short of meeting the Zoning Ordinance's gross parking requirements. The parking is allocated in a way that requires the issuance of use permits. It should be noted that additional lift parking spaces COULD be added if deemed necessary by the ZAB, or restaurant/food service uses reduced. The project far exceeds the Zoning Ordinance bicycle facility requirements, and includes a bike workshop/repair room for residents.

The project proposes to rely on the wealth of on-street parking in the vicinity for the retail/food service program at 2598. There is currently duck-out parking at both 2598 and 2600 that can be used for this purpose, as well as the return of several driveway curb cuts (5 total for @ seven spaces) to on-street parking.

In order to develop the 2598 portion of the project as a standalone affordable housing project for persons with disabilities the project is proposing to decouple parking from the 2600 structure (with the exception of the four townhouse "macro-cottages"). Accessible spaces for the residential portion of 2598 are proposed to be located at blue painted curb along the north side of Parker near Shattuck and along Shattuck in the duck-out near Parker.

Parking Place - Summary Parking Table		
Use	Required	Provided
Residential Parking = 155 Units	133	127
Retail/Food Service Parking = 22,984 s.f.	53	39
Loading = 1/10,000 NEW commercial space	0	0
TOTAL Auto Parking	Required = 186	Provided = 178 (Additional lifts could be added to meet the gross requirement)
Bikes = 1/2,000 s.f. commercial = 2,621 s.f.	1	130 (+ resident bike workshop)



Parking for 2598 Shattuck Avenue – Parker Place		
Use	Required	Provided
C-SA Residential portion = 1/1,000s.f. (24,652 s.f. gross residential)	25	0
C-SA Retail (2/1,000 s.f. retail) = 673 s.f.	1	0
R-2A Residential Portion = 4 units @ 1/unit	4	4
C-SA Food Service = 1/300 food service (first 1K exempt per C-SA) = 1,948 s.f. = 948 s.f.	3	0
Loading = 1/10,000 NEW commercial (2,621 s.f. new at 2598)	0	0
TOTAL Auto Parking	Required = 33	Provided = 4
Bikes = 1/2,000 s.f. commercial = 2,621 s.f.	1	19

Parking for 2600 Shattuck Avenue – Parker Place		
Use	Required	Provided
C-SA Residential portion = 1/1,000s.f. (92,409 s.f. gross residential)	93	123 (unbundled)
R-2A Residential Portion = 1/unit = 11 units	11	
C-SA Retail = 2/1,000 s.f. = 14,213 s.f.	28	28 (at grade)
1/300 s.f. food service = (first 1K s.f. exempt used in 2598 portion per C-SA) = 6,150 s.f.	21	21 (7 spaces at grade and 13 spaces in basement for employees)
Loading = 1/10,000 NEW commercial (2,541 s.f. new at 2598)	0	0
City Car Share	0	2
TOTAL Auto Parking	Required = 153	Provided = 178 (2 car share at-grade + 4 in basement for 2598 R-2A)
Bikes = 1/2,000 s.f. commercial = 24,067 s.f.	12	111+ (+ resident bike workshop)

CityCentric
Investments
5715 Claremont Ave
Oakland, CA
94618-1279
p (510) 420-6900
f (510) 420-7060
www.citycentric.net

Open Space

The proposed project includes open space that far exceeds the zoning requirement. A total of 10,100 square feet are required and 32,020 square feet are provided. Open space is provided in a combination of common and private configurations. Some open spaces are balconies, some are private yards, some are shared yards, and some are landscaped “mews” features. There are three different mews features on the





project, including both a north/south and east/west oriented version for 2600. The 2598 mews are used to separate the large C-SA structure from the smaller 2598 structure. Much of the landscaped area is used for water retention and filtration.

Open Space for 2598 and 2600 Shattuck Avenue – Parker Place		
Location	Required	Provided
2598 Shattuck C-SA Portion = 28 units @40 s.f./unit (includes usable balconies and exclusive use of the courtyard)	1,120	5,493
2598 Shattuck R-2A Portion = 300 s.f./unit x 4 units (rear yards and front patios provided but does not include the mews area)	1,200	3,408
2600 Shattuck C-SA Portion = 112 units @ 40 s.f./unit (includes usable balconies)	4,480	15,048
2600 Shattuck R-2A Portion = 300 s.f./unit x 11 units	3,300	8,071
Total Open Space	Required = 10,100	Provided = 32,020

Inclusionary Housing - Clustering to Get More for Special Needs Groups

The project is proposing to deliver its inclusionary housing in a way that is more beneficial to Berkeley. The project proposes to aggregate 28 of the 31 units (the units are still located on the project site and will have the same vertical dispersal as required by the Inclusionary Ordinance) so that they can be included in a standalone building (23C.12.040.D). The granting of this concession creates more deeply affordable and service enriched universally accessible housing for a special needs population than is otherwise the case in a typical inclusionary scenario. The project proponents intend to partner with the Center for Accessible Technology to develop a demonstration affordable housing component for persons with disabilities that showcases accessible technology.

Clustering the affordable units is necessary for at least two reasons. First, the current economy will make it difficult for any new construction to proceed. Allowing the clustering of the inclusionary units in this case, while still on the project site, provides a greater range of financing tools for at least the affordable housing component, even if the market rate component does not proceed. The second reason is the recent Palmer decision, which has made it impossible for local jurisdictions to require inclusionary housing for rental projects.

This particular methodology, while not currently anticipated in the Zoning Ordinance, is not new to the City Council. In May of 2009 the City Council held a housing workshop in response to the Palmer. The issue was to understand the potential impact of Palmer on the City’s inclusionary housing supply, and future pipeline. In preparation for that workshop, the Council and staff solicited input from the Berkeley Rent Stabilization Board (BRSB). The BRSB consulted with Dr. Stephen Barton (former City of Berkeley Housing Director) on preparing recommendations for the Council’s consideration. One of the BSRB’s recommendations is the methodology that was proposed by the Parker Place project when it was submitted the previous December.



Physical Benefits

Citycentric is planning to partner with the Center for Accessible Technology (C-for-AT) to create a demonstration project at 2598 Shattuck. The C-for-AT provides cutting edge computer and technology training and advocacy for people with disabilities. They will be consulting with the team in the design and construction of 2598 Shattuck and could also play a role in ongoing educational computer classes for the residents. Citycentric plans to design and build the units at 2598 according to Universal Design guidelines as well as to the more comprehensive and stringent guidelines set forth in the Americans with Disabilities Act of 1990.

The principle of Universal Design refers to a wide range of design disciplines that include products, built environments and means of communication. Principles of Universal Design tend to be broader than accessible design, and unlike the ADA Guidelines, were not developed exclusively for people with disabilities. Examples of Universal Design are: smooth ground surfaces in entryways, wide interior doors and hallways, lever handles for opening doors instead of twisting knobs, buttons on control panels that can be distinguished by touch.

The ADA Guidelines include principles of Universal Design, but are more comprehensive and are specific to people with disabilities. The building at 2598 Shattuck Avenue will be equipped according to the ADA Guidelines, which include, detailed specifications for fixtures, bathrooms, kitchens, signage and alarms, telephones, community areas, parking areas and ground and floor surfaces.

The residences at 2598 Shattuck will be larger than standard units and will have wider doorways, hallways and more square footage in all the rooms to allow for wheelchair access and mobility. The quality of construction and finishes will be higher and better than a standard development given the requirements that accompany receiving federal and state funding, such as exceeding Title 24 by fifteen percent—a prerequisite for projects receiving tax credit allocations—but not a requirement of the Zoning Ordinance.

In addition to higher construction standards, the building at 2598 Shattuck will have amenities that are appropriate for residents with special needs—amenities that may not ordinarily be included in a development for people without disabilities. For instance, community and exercise rooms that are equipped with universal and accessible design features. Examples of features that Citycentric plans to install in the units are computer and portable device controls, environmental controls for heating and/or cooling, controls for windows and doors, and video monitoring for guest access.

Programmatic Benefits

Clustering the affordable housing units into a standalone building with the inclusion of a non-profit housing partner will allow for the project to potentially qualify for some public financing. As such, in addition to services provided by the C-for-AT, Citycentric also plans to partner with a local non-profit to provide additional services to the residents, such as financial management/education, exercise or yoga



classes, nutritional classes and art/craft workshops. Flexible programmatic space will be a part of the design to meet the needs of the residents and accommodate the various uses.

The development at 2598 Shattuck will be service-enriched housing, which would not be possible if the units were scattered throughout the two buildings at 2598 and 2600 Shattuck. Clustering the inclusionary units at 2598 Shattuck allows for efficient and meaningful delivery of services and solves many of the logistical problems that would result from scattering the units. Clustering the units at 2598 Shattuck will empower the residents and create a sense of community—preventing the possible isolation and inability to connect with fellow disabled residents and service providers.

Financial Benefits

The financial benefits of clustering the units at 2598 Shattuck benefit future residents and Berkeley in general. The clustering of units will give Citycentric access to funding sources that would not otherwise be available if the inclusionary units were dispersed throughout the development—such as Tax Credits, HUD programs, City of Berkeley funds, and grants from foundations. In addition, having a non-profit partner allows for greater access to state and federal funds.

The residents of 2598 Shattuck will reap financial benefits and will gain tremendous housing stability by living in a permanently affordable development. By clustering the units, Citycentric will be able to offer deeper affordability levels—an average of 45% AMI (with some units affordable as low as 30% AMI)—compared to the City of Berkeley’s requirement of 20% at 80% AMI for an otherwise for sale project. Citycentric will also be able to increase the number of Below Market Rate units (eight more), providing the full 20%--31 BMR units. Typical projects that use the state density bonus are not required to provide for inclusion in the bonus units so typically only about 15% of those projects’ units are affordable.

Clustering into a standalone building (while still on the project site) will allow for secure housing for the special needs population, which could potentially be displaced if rental units are converted to condos and sold. In addition, permanently affordable rental units will allow special needs residents who receive social security income to avoid asset ownership liabilities that may occur with condo conversion and ownership. The residents of 2598 Shattuck would also enjoy lower financial thresholds—such as no down payment—a requirement that would have to be fulfilled if purchasing a BMR condominium unit.

The primary benefits for the City and for Persons with Disabilities include:

Parker Place - Below Market Rate Units		
Benefits of Clustering		
<i>Benefit</i>	<i>Clustering Proposal</i>	<i>Current Zoning Requirement</i>
Deeper BMR Affordability	30% AMI to 80% AMI (45% AMI average)	20% @ 80% AMI
More BMR Units (+8)	Full 20% BMR Units (31 units)	15% Net BMR Units in Typical Density Bonus Project (23 units)

CityCentric
 Investments
 5715 Claremont Ave
 Oakland, CA
 94618-1279
 p (510) 420-6900
 f (510) 420-7060
www.citycentric.net



Services for BMR Tenants	Service Enriched Housing Provided for Separately Financed Building	No Services Provided
Addresses Housing Needs of Special Needs Population & Incorporates Universal Design	Units Designed per Universal and ADA Guidelines and Reserved for Tenants with Disabilities	No Requirement
Permanently Affordable Rental Housing for Special Needs Population	Permanently Affordable Rental Housing, no Housing Displacement	If In-Lieu fee is paid no BMR units result; Potential Displacement of Sitting Tenants if Units are Rented and Later Sold
No Financial Liabilities for Fixed Income Tenants	Tenants in Permanent BMR Rentals are not Subject to Asset Ownership Liabilities	Potential for Significant Financial Liabilities Due to Fixed Income vs. Asset Ownership (Condominium)
Lower Financial Threshold for Residency & Increased Housing Security	No Down Payment; Project Managed by Mission-Driven Affordable Housing Provider	Down Payment Requirement, Even for BMR (Condominium); Project Managed by Profit-Motivated Property Management Company
Higher Quality Construction and Finishes	Designed and Built to Universal and ADA Design Guidelines; Receipt of public funds requires higher design and environmental standards.	No requirement in the Zoning Ordinance.

Green Building Requirements (II.F. – Zoning Project Submittal Requirements)

The proposed project is designed to exceed LEED for Homes and the LEED NC standards for a certified green building. The design team will make their best efforts to achieve a Gold or Platinum rating. Many components of the project contribute to this high rating. The density and transit orientation, the landscape design and storm water controls, interior finishes and materials, reuse of existing building, and many other features.

The project’s reduced environmental footprint is not to be understated. As compared to a 155 unit urban single-family neighborhood in Oakland’s outer Rockridge, the project saves significant auto and building oriented impacts. Compared to a development in the rural Bay Area or Central Valley, the savings are much greater. The savings are even greater as compared to existing Berkeley neighborhoods that are not as well served by transit. The table below illustrates the environmental savings generated by this project as compared to the same number of units in either Oakland’s outer Rockridge or one of Berkeley’s inner or hills neighborhoods.

ENVIRONMENTAL BENEFITS

155-unit Transit Oriented Development Compared to Single-Family Development	
Greenhouse Gas (GHG) reduction	550,800 lbs CO₂/year
Energy savings (BTU)	10,710,000,000 BTU/year
Vehicle Miles Traveled (VMT) reduction	1,530,000 miles/year (61,200 gallons of gas and 1,112 barrels of oil per year)

Landscape Architecture – Native Biodiversity in the City

The central concept for the landscape design of Parker Place is the living circuit, which seeks to integrate the many spaces and amenities (public/semi/public/private/rest/play/etc) that the project will offer into a unified whole. It is envisioned as a "natural pathway" that would transform and bring life to these spaces. It is meant to be legible, in some manifestation, throughout the project. It may transform to become: boardwalk, pathway, game court, cistern, cabana, planter, grove, allee, living wall, vine screen, bio-infiltration swales, habitat garden, vegetable garden, play yard, bike rack, streetscape, amphitheater, hedge, screen, signage, etc.

Along the main circulation axes it is rational: strong geometries, regular patterns and rhythms of paving and plantings. When it moves into spaces, it becomes irrational: more raw materials, wilder plants, eccentric paving, and unexpected things.

Paving

The hardscape design of the project includes colored concrete with aggregates, concrete pavers, wood decking, decomposed granite, sand, and rubberized play surfaces.

Planting

Parker Place is designed with native and drought tolerant (bay area friendly) non invasive species. The project is "hydrozoned" so that more water needy species are in shaded or semi-shaded areas. This will reduce evapotranspiration and save water. Native and Mediterranean grasses are used to create a sense of softness and movement throughout the project.

Potential Historic Resource

The Landmarks Preservation Commission reviewed the project and the historic resource evaluation prepared for the existing structure at their regular meeting of November 5, 2009.



The Commission declined to initiate the property by a vote of 9-0-0. The study found that although the building was likely designed by James Placheck, a prominent Berkeley architect, the building is not worthy



of landmark consideration. It lacks the ornamentation and attention to detail of Plachek's far more important works such as the Berkeley City Hall and the Downtown Main Branch Library.

Project Team

Parker Place Group and CityCentric Investments (www.citycentric.net) are proud to present this proposal for an exciting new mixed use infill development located on Shattuck Avenue at Parker Street. Citycentric was founded in 2007 by Ali Kashani, founding Executive Director of Affordable Housing Associates, and Mark Rhoades, AICP. Citycentric's core values include pioneering an urban development paradigm shift that optimizes community and investment returns.

The award winning and distinguished San Francisco architectural firm of David Baker + Partners brings a wealth of experience relevant to transit oriented density, sensitive neighborhood interface and environmentally appropriate responsiveness. Formed in 1982, DB+P is a mid-sized firm with three partners. Their staff is well-versed in the personal, political, and commercial dynamics of bringing new architecture into diverse, urban environments. Their work combines social concern with a signature design character, resulting in distinctive, high-quality buildings that provide residents with a strong sense of community. In this way, DB+P's work acts as an advocate for improved urban planning, where looking good only counts if it does good, too. They are found on the web at <http://www.dbarchitect.com>.

The landscape architecture has been designed by David Fletcher Studio, also of San Francisco. Fletcher Studio's designs are a masterful integration of private and public open spaces, environmentally sustainable approaches and unified landscape and hardscape languages that provide continuity throughout entire projects, whether very large or very small. They are found on the web at <http://fletcherstudio.com>.

Respectfully submitted by **Parker Place Group, LLC** and **Citycentric Investments**

Mark Rhoades, AICP
Partner, Citycentric
mrhoades@citycentric.net
510.420.6900

CityCentric
Investments
5715 Claremont Ave
Oakland, CA
94618-1279

p (510) 420-6900
f (510) 420-7060

www.citycentric.net

