



Planning and Development Department  
Land Use Planning Division

**NOTICE OF AVAILABILITY OF  
DRAFT ENVIRONMENTAL IMPACT REPORT  
2211 HAROLD WAY PROJECT  
AND  
NOTICE OF PUBLIC HEARINGS**  
State Clearinghouse #2014052063

Notice is hereby given that the City of Berkeley has completed a Draft Environmental Impact Report (Draft EIR), pursuant to the California Environmental Quality Act (CEQA), for the proposed 2211 Harold Way Mixed-Use Project in the Downtown area of Berkeley.

**PUBLIC HEARINGS:** The Landmarks Preservation Commission (LPC) is scheduled to receive public comments on the Draft EIR on November 6, 2014 at the North Berkeley Senior Center, 1901 Hearst Avenue, Berkeley, CA.

The Zoning Adjustments Board (ZAB) is scheduled to receive public comments on the Draft EIR on November 13, 2014 at the Maudelle Shirek Building (Old City Hall), 2134 Martin Luther King Jr. Way, Second Floor, Berkeley, CA.

**PUBLIC COMMENT TIMELINE AND PROCEDURES:** The public review and comment period for the Draft EIR begins Monday, October 6, 2014 and ends Wednesday, November 19, 2014 at 5 p.m. All comments regarding the adequacy of the Draft EIR must be submitted in writing, and received by the Land Use Planning Division, within this comment period. Comments may be submitted by U.S. mail, courier, or e-mail, or in person during normal office hours (8:30 a.m. to 4 p.m.). E-mails should be limited to 1 MB in order to avoid delivery problems. The City takes no responsibility for any technical issues that may prevent an e-mail from being delivered during the above comment period. Comments may be addressed to:

Aaron Sage, Senior Planner  
Land Use Planning Division  
2120 Milvia Street, 2<sup>nd</sup> floor  
Berkeley, CA 94704

E-mail: [asage@cityofberkeley.info](mailto:asage@cityofberkeley.info)

**DOCUMENT AVAILABILITY:** The Draft EIR is available on the Internet at the following location:  
[http://www.ci.berkeley.ca.us/Planning\\_and\\_Development/Zoning\\_Adjustment\\_Board/2211\\_Harold.aspx](http://www.ci.berkeley.ca.us/Planning_and_Development/Zoning_Adjustment_Board/2211_Harold.aspx)

Public agencies have been provided with a copy of the Draft EIR on CD. Copies are available for purchase (contact Aaron Sage), and reference copies are available at the following locations:

Planning & Development Department  
2120 Milvia Street, 2<sup>nd</sup> floor  
Berkeley, CA  
Office hours: 8:30 a.m. to 4 p.m.\*

City Clerk  
2180 Milvia Street, 1<sup>st</sup> floor  
Berkeley, CA  
Office hours: 8:00 a.m. to 5:00 p.m.\*

Berkeley Central Library, Reference Desk  
2090 Kittredge Street, Berkeley, CA

**\* Please note that City offices are closed on  
Oct. 10, Oct. 13, Nov. 11 and Nov. 14.**

**PROJECT LOCATION:** The project site is a portion of an irregularly shaped but generally square 1.63-acre larger property forming one city block in Downtown Berkeley, bounded by and fronting Shattuck Avenue to the east, Kittredge Street to the south, Harold Way to the west, and Allston Way to the north. The assessor's parcel numbers for the larger property are 057-2027-00600, -00700, -00800, and -00900. The project site itself – the primary area of proposed new development – is a 34,800 square-foot (0.8-acre), generally "L" shaped portion of the larger property, with frontage on Allston Way, Harold Way and Kittredge Street, and also includes a portion of the basement level of the adjacent Hotel Shattuck Plaza building.

The General Plan designation for the site is Downtown (DT); Downtown Area Plan, Core Area and the site is zoned Downtown Mixed Use District (C-DMU), Core Area.

**EXISTING CONDITIONS:** The larger property is a fully urbanized city block that is generally level, sloping slightly downward towards the west and south. The project site – the area where existing buildings would be altered or demolished and new buildings constructed – is currently occupied by two structures. The first structure is a small office building with an area of US Post Office boxes on the corner of Alston Way and Harold way, which is also known as the Postal Annex building or 1959 Hink's Building, and was constructed in the 1950s. The second structure, known as the Hink's Addition/ Shattuck Cinemas, was the 1926 Hink's addition to the Shattuck Hotel building. This structure has frontage on Kittredge Street and Harold Way, and houses the Shattuck Cinema's movie theaters, part of the Habitot Children's Museum, and office space. Both buildings are two stories in height with a partial third story and a basement level (although the theater rooms occupy the equivalent of two stories of vertical space in what is essentially one level of useable space). The structural area affected by the project also extends to a portion of the basement level sitting below the street retail and Shattuck Hotel building.

Directly adjacent to the project site and on the same block is the Shattuck Hotel, a City of Berkeley Landmark, whose main lobby and entrance are on Allston Way but which also occupies the airspace above the ground floor retail along the entire block's frontage on Shattuck Avenue. Commercial uses are located along Shattuck Avenue north of and across from the project site. One block north, around the intersection of Center Street and Shattuck Avenue, are several AC Transit and UC Berkeley Shuttle bus stops serving a number of bus lines, as well as the Downtown Berkeley BART Station on Shattuck Avenue between Allston Way and Addison Street. South of the project site on Shattuck and across Kittredge Street is the Berkeley Central Library, a City of Berkeley and National historic landmark. West of the project site across Harold Way are the Dharma College and the Mangalam Center, both City of Berkeley Landmarks. Commercial land uses and a public parking structure are located north of the project site across Allston Way.

Building heights in the vicinity range from two to three-stories (portions of the Dharma College complex on Harold Way and U.S. Post Office along Kittredge Street) to the 12-story 2140–2144 Shattuck Avenue Chamber of Commerce Building (173 feet) and 14-story 2150 Shattuck Avenue First Savings/Great Western Building (180 feet). The adjacent Shattuck Hotel is five stories in height, not including the basement. Most buildings around the project site are in the two- to five-story range.

**PROJECT SPONSOR:** Joseph Penner, HSR Berkeley Investments, LLC, c/o Rhoades Planning Group, 1611 Telegraph Avenue, Suite 200, Oakland, California 94612.

**PROJECT DESCRIPTION:** The 2211 Harold Way Mixed Use Project is a proposed residential and commercial mixed-use development in Downtown Berkeley. The project's primary street frontage would be along Harold Way, although it would also front on portions of Allston Way and Kittredge Street. The existing onsite 1959 Hink's Building would be demolished, and a portion of the Shattuck Hotel (primarily the 1926 addition and interior portions of the 1913 addition) building would be removed or altered to prepare the site for construction, including some alteration of the underground areas.

The proposed project would have components of various heights, the highest portion reaching 180 feet in 18 stories. The project would maintain a generally continuous street wall at the edge of the abutting streets up to where the building would step back toward the interior of the site. The proposed building would step down to 54 feet (5 stories) along the street fronts, and at the street fronts would be about 10 feet shorter than the adjacent Shattuck Hotel, but would be about three feet taller than the heights of the public library across Kittredge Street and Armstrong College across Harold Way. Building step backs would occur primarily just above the fifth and 13<sup>th</sup> floors. Proposed materials are predominantly brick veneer panels, pre-cast concrete panels, glass, and glass spandrels.

The ground floor is proposed to accommodate retail and/or restaurant uses, in addition to residential lobby and amenity areas. A six-theater cinema complex would be located on the ground floor and below-ground levels. Parking would be provided in a three-level subterranean garage. The following table summarizes the basic project components.

**Project Summary**

Use	Gross Floor Area (Square Feet)	Units
Residential	278,185 (includes 57,893 square feet for residential circulation)*	302
Retail or Restaurant	10,535	n/a
Cinema	21,641	665 seats
Parking	79,109	171 auto, 100 bike
<b>Max. Building Height: 180 feet/18 stories</b>		

*Sources: Rhoades Planning Group and MVE Institutional, Inc., Jan. 2014*

*\* Residential circulation (includes residential core, circulation, amenities, storage, and ancillary spaces at ground floor such as the lobby, leasing office, fire command and bike storage)*

**STREAMLINED CEQA PROCESSING FOR INFILL PROJECTS:** The project qualifies for streamlined review under CEQA Guidelines Section 15183.3, due to its mixed-use nature and proximity to a major transit stop, among other site- and project-specific factors. The purpose of Guidelines section 15183.3 is to allow lead agencies to limit the topics subject to CEQA review at the project level “where the effects of infill development have been addressed in a planning level decision or by uniformly applicable development policies.” The primary planning level decision is the adopted Downtown Area Plan, and the referenced environmental documentation is the 2009 Downtown Area Plan Final EIR.

**ENVIRONMENTAL EFFECTS:** The Draft Infill Environmental Checklist, included as an appendix to the Draft EIR, indicates that the significant effects of the proposed project would be limited to the issue areas of cultural (more specifically, historical) resources and traffic/circulation. All other issue topics are examined in the Infill Environmental Checklist and could be reduced to a less-than-significant level. Therefore, the Draft EIR evaluates the environmental issues of Cultural Resources and Traffic and Circulation in detail. The Cultural Resources section of the EIR includes a discussion of view impacts related to historical resources on the UC Berkeley campus; all other view impacts are discussed in the Aesthetics section of the Infill Environmental Checklist.

Impacts to historic resources resulting from demolition of the 1926 addition to the Shattuck Hotel and partial removal of the 1913 addition to the Hotel would be significant and unavoidable. All other impacts studied in the Draft EIR would be less than significant or potentially significant but mitigable.

**ALTERNATIVES:** The CEQA Guidelines require analysis of a reasonable range of alternatives to the project, or to the location of the project, which would feasibly attain most of the project’s basic objectives and avoid, or substantially lessen, any of the significant effects of the project. The range of alternatives required in an EIR is governed by a “rule of reason” that requires the EIR to set forth only those alternatives necessary to permit a reasoned choice. The Draft EIR analyzes the following three alternatives: 1) No Project Alternative; 2) Preservation Alternative; and 3) Contextual Design Alternative.

**QUESTIONS:** If you have any questions about this project, contact Aaron Sage at (510) 981-7425 or [asage@cityofberkeley.info](mailto:asage@cityofberkeley.info).

Signed:

A handwritten signature in black ink that reads "Aaron Sage". The signature is written in a cursive, flowing style.

Aaron Sage, AICP  
Senior Planner

Date of Mailing: October 3, 2014