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LAND USE PLANNING

January 7, 2008

TO: City of Berkeley
Zoning Adjustments Board, Design Review Committee, and City Council
c/o Aaron Sage, Senior Planner (asage@ci.berkeley.ca.us)
Planning and Development Department
Land Use Planning Division
2120 Milvia Street
Berkeley, CA 94704

RE: Letter of Support for Ashby Arts Project at 1200 Ashby Avenue

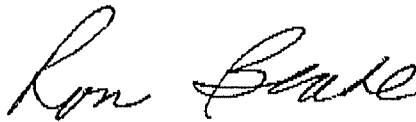
Dear City Council and Board members,

I am writing to express my support for the proposed project at 1200 Ashby Avenue (*Ashby Arts*). This project will finally develop a piece of land that has been blighted to the neighborhood for several years, and more if you include the gas station that used to be there. The project will be a great new focal point for this portion of San Pablo Avenue. As a certified green building the project will be further the City's goals towards environmental sustainability.

This project will be a welcome addition to the neighborhood. It will provide new retail and residential opportunities to a portion of the Avenue that has been neglected by community investment for decades. This project will also provide a terrific architectural statement that will mark not only the center of the neighborhood, but also one of the most important gateways to the City from the west and the south.

Thank you for considering my comments. Please quickly complete whatever process is necessary so that our neighborhood can begin receiving the benefits that this project will provide.

Thank you,



Ron Blake
Discount Fabrics
3000 San Pablo Avenue
Berkeley

Sage, Aaron E.

From: Burns, Anne M.
Sent: Thursday, January 17, 2008 5:10 PM
To: Sage, Aaron E.
Cc: 'clwagner@rrmdesign.com'; 'marhoades@gmail.com'; 'dmontoya@ktgy.com';
'akashani@memarpropoerties.com'
Subject: FW: 1200 Ashby Ave project

this is the one I wanted to forward....sorry about that.

-----Original Message-----

From: michael larrick [mailto:mjlarrick@yahoo.com]
Sent: Thursday, January 17, 2008 8:00 AM
To: Burns, Anne M.
Subject: 1200 Ashby Ave project

Design Review Committee,

The members of the community near 1200 Ashby Ave. have waited years for something to be developed on the vacant lot. We had hoped for a grand building, a building of merit, a structure to give the neighborhood an identity. The corner of Ashby and San Pablo is at a main entry point to the City of Berkeley. Instead we are getting an Emeryville box. The word "Modern" in describing the style could be substituted by the word "Cheap" looking.

I am not sure what the power or parameters of the Design Review View Committee are but I, and many others, feel the the proliferation of "Big Box" condos is a mistake. Look at 2700 San Pablo and the new AHA building on Ashby Ave. They are reminiscent of Soviet era housing blocks. They have no character or soul. They will not age well. There is a health component as well; man made environment has a large effect on mental health. These boxes are depressing, especially when massed together. One or two may look good in juxtaposition to well built classic designs.

Early on in the project the idea of a building in the style of the wonderful Hienz building was discussed. When I first view Ali Kashani's design, I asked what happened? Ali told me that he had indeed included some design elements of the Hienz building and pointed, not to a beautifully ornamented arch or column or the eye catching frieze around the building top, but to the unadorned rectangular support columns. I was an insult.

The lower floor which we had hoped would be our "Town center" is constructed of cold steel and glass. We had envisioned a more eclectic look, a variety of store fronts. Something warm and inviting. We will be stuck with this box on our corner long after Ali Kashani and his partners take their money and run.

We in Berkeley seemingly hate Big Box stores but are embracing Big Box condos. Why?

The building is also too large for the neighborhood. There is not enough parking. One spot per unit is unrealistic. I have spoken with urban planners at U.C. Berkeley and they agree. The 96 units will generate closer to 2 cars per unit. Where will the overflow park. They will park on Carrision Street and we will have to park further from home (if possible at all) and those folk's spot which we take will have look elsewhere as well. A fact of parking which is being ignored is that a typical single family home comes with City provided street parking of two or three space in front of each house. This is not provided in the case of a large condo. The effect of at least 50 additional cars (and that is what it will realistically be) on a single block is devastating. There are about 50 spaces total on the 1200 block of Carrision St. now.

The traffic is another problem altogether but I do not believe you are involved in that so I shall save that.

The neighborhood is not very happy about the project. The showing may be quite small at your meeting as we were keeping an eye on the two very large wooden signs on the proposed site itself. There are well marked places on the signs for "Public Notices". They are empty. I did search and find a public notice on the inside of a tree which was only slightly visible from the road from one direction only. I hope the community is better informed in the future. We have some real issues with this project.

I believe that the DRC should stop the "Emeryvilleization" of Berkeley. I am speaking for a large group of people in our community.

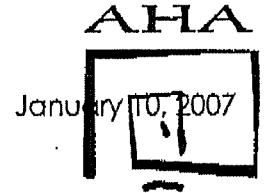
Thank you, Michael Larrick
1212 Carrision
Street
Berkeley (510)
759-7553
I am speaking for a

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JAN 15 2008
LDP (1000) 1000



affordable housing
associates

City of Berkeley
Zoning Adjustments Board, Design Review Committee, and City Council
c/o Aaron Sage, Senior Planner (asage@ci.berkeley.ca.us)
Planning and Development Department
Land Use Planning Division
2120 Milvia Street
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RE: Letter of Support for Ashby Arts Project at 1200 Ashby Avenue

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This project will be a welcome addition to the neighborhood. It will provide new retail and residential opportunities to a portion of the Avenue that has been neglected by community investment for decades. This project will also provide a terrific architectural statement that will mark not only the center of the neighborhood, but also one of the most important gateways to the City from the west and the south.

Thank you for considering my comments. Please quickly complete whatever process is necessary so that our neighborhood can begin receiving the benefits that this project will provide.

Thank you,

Susan Friedland
Executive Director
Affordable Housing Associates

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DEC 12 2007
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December 6, 2007

City of Berkeley
Zoning Adjustments Board, Design Review Committee, and City Council
c/o Aaron Sage, Senior Planner (asage@ci.berkeley.ca.us)
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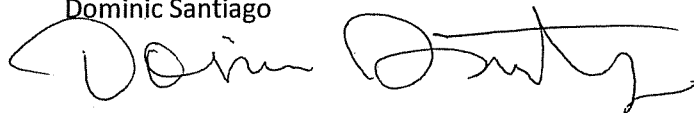
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Thank you,

Dominic Santiago



1192 Carrison St
Berkeley, CA, 94702

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November 26, 2007

City of Berkeley
Zoning Adjustments Board, Design Review Committee, and City Council
c/o Aaron Sage, Senior Planner (asage@ci.berkeley.ca.us)
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As neighborhood business owners we are excited by the economic investment in our portion of San Pablo Avenue. This project will be a new anchor of the neighborhood and the community and will draw more customers and clients for the existing businesses. We look forward to a more vital and robust retail environment.

Thank you for considering my comments. Please quickly complete whatever process is necessary so that our neighborhood can begin receiving the benefits that this project will provide.

Thank you,

Khairy INTAIR

3014 San Pablo Av

Berkeley - ca 94702

510-649-1630

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Thank you,

Wajana Intain
3016 San Pablo Ave
Berkeley - CA 94702
510-715-6878
510-666-0131

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Thank you,

2995 San Pablo Avenue
Berkeley, CA 94702
02609


12-11-2007

Schlepp, Victoria

Subject: FW: Support for 1200 Ashby Avenue

From: Luiz Barata [mailto:Luiz@calthorpe.com]
Sent: Monday, December 03, 2007 11:46 AM
To: Sage, Aaron E.
Cc: Moore, Darryl; Schlepp, Victoria; mrhoades@memarproperties.com
Subject: Support for 1200 Ashby Avenue

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This project has evolved since its initial conception. The developer team has met with me and has kept me updated on changes to the design. The original proposal included 117 apartments and a much bulkier building. The current proposal reduces that bulk and provides a more appropriate neighborhood transition.

The most important potential impact of the project, from the neighborhood's perspective, is parking and traffic. The proposal addresses the parking issue by actually including more than is required by the City. All of the other projects approved along San Pablo Avenue have received use permits to provide less parking than is required. The one outstanding issue for the neighborhood is the potential for pass through traffic. I am requesting that the City consider the installation of a traffic diverter to prevent east bound traffic from proceeding down Carrison Street beyond the project.

Thank you for considering my comments. Please quickly complete whatever process is necessary so that our neighborhood can begin receiving the benefits that this project will provide.

Thank you,

Luiz Barata - resident at 2909 Dohr St. Berkeley, CA 94702
Senior Designer

CALTHORPEASSOCIATES
2095 Rose Street, Suite 201
Berkeley, CA 94709
t: 510.809.1138
t: 510.548.6800 x21
f: 510-548-6848
luiz@calthorpe.com www.calthorpe.com

8/7/2008

November 26, 2007

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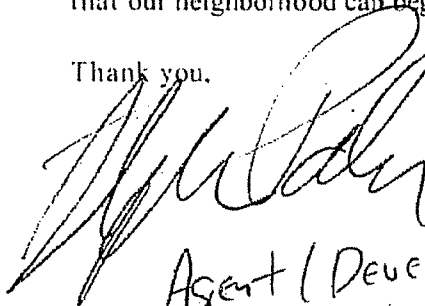
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Agent / Developer
3020 San Pablo