

# 2129 SHATTUCK

A Mixed-Use Hotel High-rise in Downtown Berkeley

Initial Submittal  
for the City of Berkeley  
by Center Street Partners, LLC  
December 20, 2013



Professional Team:





# TABLE OF CONTENTS

- Overview ..... 1
- Contextual Design ..... 5
  - Program Parameters ..... 5
  - “Main Street” Frontage ..... 5
  - Human Scale ..... 6
  - Respectful Massing ..... 6
- Public Realm ..... 10
  - Heart of Downtown ..... 11
  - Greenery ..... 11
  - Pedestrian-Friendly Sidewalks ..... 12
- Community Benefits ..... 14
  - Vibrant Destinations ..... 14
  - Support for Local Businesses ..... 14
  - Hotel and Meeting Rooms ..... 15
  - Office Space and Innovation ..... 15
  - Transportation Solutions ..... 15
  - Fiscal Dividends ..... 15
- Ecological Sustainability ..... 16
  - Transit-Oriented Development ..... 16
  - Green Building Performance ..... 16
- Downtown Area Plan and Zoning Conformance ..... 17
- Entitlement Process ..... 19
  - Requests for Entitlements ..... 19
  - Approval Authority ..... 21
  - Zoning Amendment ..... 21
  - CEQA ..... 22
  - Presentations and Initial Review ..... 22
  - Public Open House ..... 22
  - Timeline ..... 23
- Professional Team ..... 24
- Public Information and Comments ..... 26



*Project with BART in foreground*

*Cover left: Center Street toward UC Campus*

*Cover right: Center Street looking west with BAM/PFA*

## 2129 SHATTUCK

### Overview

2129 Shattuck is a mixed-use hotel high-rise project that will bring economic vitality, architectural excellence, a vibrant street scene, and numerous community benefits to Berkeley. Located at the corner of Shattuck and Center Street, the project reflects the culture and spirit of Berkeley's vibrant downtown. The project has the potential to become an architectural icon as seen at the street and as part of Berkeley's skyline. It will reinforce downtown as a sustainable transit community and center for innovation.

The 284,000 square foot project will replace the suburban-style Berkeley Main Branch of the Bank of America with a 16-story world-class building containing state-of-the-art office space, new banking facilities, and a 293-room hotel. A low-rise retail building will be built on Center Street and be used by the Bank during construction of the high-rise project. When the 180-foot high rise is completed, the Bank will move to the corner of Shattuck and Center, and the low-rise building will remain as a retail/restaurant building that complements the adjoining Berkeley Art Museum / Pacific Film Archive.



*Center Street looking east with BART plaza at right*



*Existing condition*



Vicinity map and existing high-rise buildings with nearby assets

### Summary of Program

| Use               | Floor Area (sq.ft.) |                |
|-------------------|---------------------|----------------|
|                   | Gross               | Net*           |
| Bank of America   | 7,000               | 6,500          |
| Hotel (293 rooms) | 187,500             | 156,000        |
| Office            | 82,500              | 65,500         |
| Retail            | 7,000               | 6,000          |
| <b>Total</b>      | <b>284,000</b>      | <b>234,000</b> |

\* Net does not incl. circulation & service

2129 Shattuck implements Berkeley’s award-winning Downtown Area Plan and Climate Action Plan by delivering:

- a hotel in downtown’s Core Area to strengthen it as a visitor destination (Policies LU-1.1 and ED-1.11),
- new office space to serve growing downtown businesses and private-sector spin-offs from UC Berkeley (Policies LU-5.1 and ED-8.2),
- enhanced streets that favor pedestrians and make inviting urban places (Policies AC-2.1 & AC-5.1),
- continuity with downtown’s historic ground-floor storefronts (Policy HD-4.1) and building streetwalls (Policy HD-3.1),
- high-intensity high-rise development close to BART and in downtown’s Core Area (Policies ES-3.1, LU-1.5 and LU-4.1),
- LEED Gold environmental performance (Policy ES-4.1), and
- financial support for affordable housing, day care, street improvements, and transit (Policies HC-3.2, LU-2.4, and AC-3.2), as well as much needed “hotel taxes” for the City.

To bring this proposal forward, the developer, Center Street Partners, LLC, has an agreement with Bank of America to actively pursue redevelopment of the site, and is working closely with a major international hotelier to operate the hotel.

Center Street Partners, LLC, is owned by Jim Didion, a private investor/developer from Central California and graduate from UC Berkeley. He is supported by a respected team of professionals, which includes JRDV Architects, Taecker Planning & Design, SWA landscape architects, Tipping Mar structural engineers, BKF Engineering, CB Engineers, EBS Consulting, Manatt, LLP, and Suffolk Construction.

This “initial submittal” is required of downtown high-rise projects to initiate the entitlement process. The project will be reviewed, and environmental analysis will be conducted, throughout 2014. In early 2014, the project will be presented at public meetings and a public open house to give community members more information and an opportunity for feedback.

Project information and updates can be viewed at: [www.2129shattuck.com](http://www.2129shattuck.com). Questions and comments are welcome and can be sent to the project’s community liaison, Matt Taecker, by emailing [matt@2129shattuck.com](mailto:matt@2129shattuck.com) or by calling Matt at 510-333-9231.



*Center Street looking west with new museum at right*



*Existing condition*

4 Initial Submittal



*Corner of Shattuck Avenue and Center Street with kiosk and outdoor dining*



*Existing condition*

## Contextual Design

### Program Parameters

The 2129 Shattuck will have three principal uses:

- a high-rise hotel (293 rooms on floors 5-16),
- mid-level office space (floors 2-4), and
- ground-floor commercial with bank facilities, meeting rooms.

The project includes a one-story retail building fronting onto Center Street. The Bank of America's Main Branch will relocate temporarily to the one-story building during high rise construction. The Bank will move to the corner of Shattuck and Center when the high rise is finished. During construction, bank parking will be located temporarily on UC Berkeley's parking lot on Addison Street, with pedestrian access to the Bank via a covered walkway.

The project will include one level of below-grade parking with over 70 parking spaces. The hotel operator expects to share approximately 180 parking spaces in the City's Center Street Garage, which is slated to be reconstructed and enlarged in 2015. Transportation demand will also be met by providing a transit pass to every employee and a car sharing pod on site.



*Aerial view along Center Street looking west*

### “Main Street” Frontage

The project will respect surrounding neighbors and historic resources, while having an authentic modern expression. It will replace a parking lot and suburban-style building that turns away from the street with a “main street” facade filled with generous windows and active storefronts. Continuous streetwall, cornice lines, and storefront elements will maintain the traditional rhythm found in downtown Berkeley.



*Shattuck Square looking south with existing buildings at left*



*Existing condition*

## Human Scale

The ground floor will provide an active pedestrian-oriented street experience. Materials and architectural expressions will be human in scale. Modern materials will provide texture and visual interest. Monolithic precast panels will be avoided, and treatments will be varied. Curtain walls will be limited to architectural gestures essential to the building's overall composition.

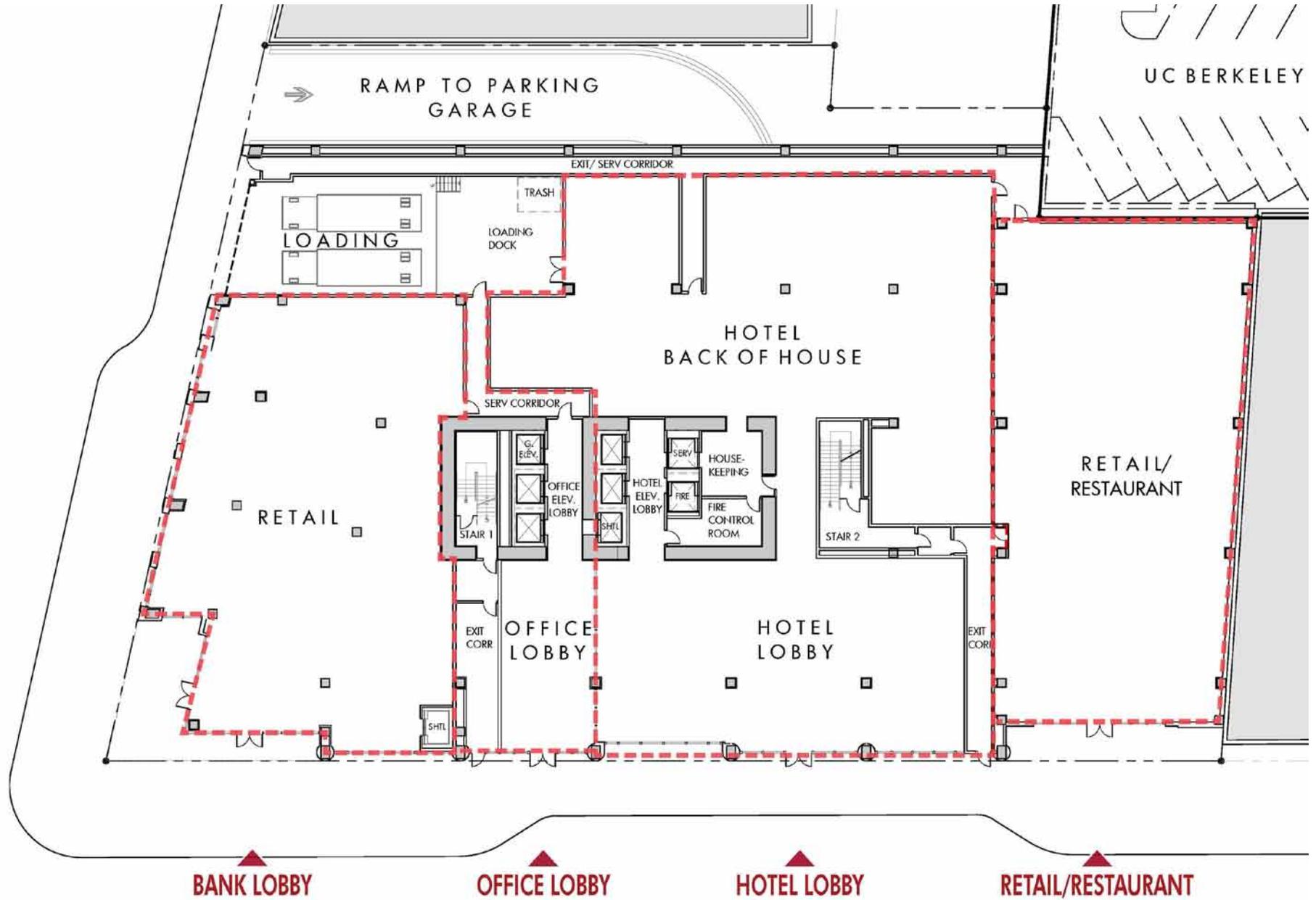
## Respectful Massing

The building's mass will respect its neighbors. On Shattuck Square, the project will pull back from and have a height nearly equal to the historic apartment building just to the north. On Center Street, the two-story retail/restaurant building will complement the historic UC Press building being redeveloped for the Berkeley Art Museum / Pacific Film Archive complex.

The high rise tower will be located away from streets and near the center of the block. The tower is narrow from east-to-west and will minimize its profile as seen from downtown streets and UC Berkeley's campus. Environmental analysis will examine and help shape the project's effects on views and shadows.



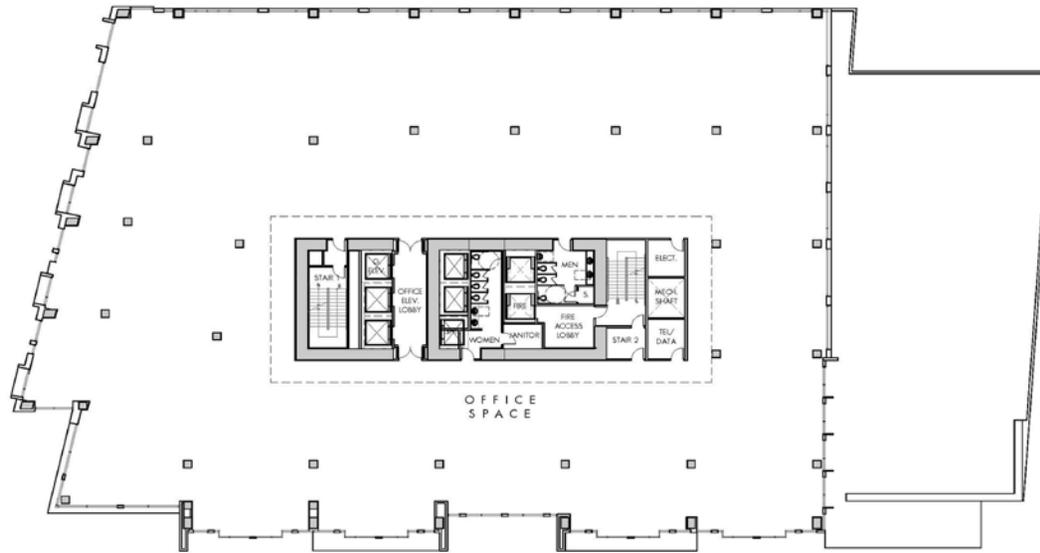
*Elevations facing west toward Shattuck Square (top left), south toward Center Street (top right), north (bottom left), and east toward UC Campus (bottom right)*



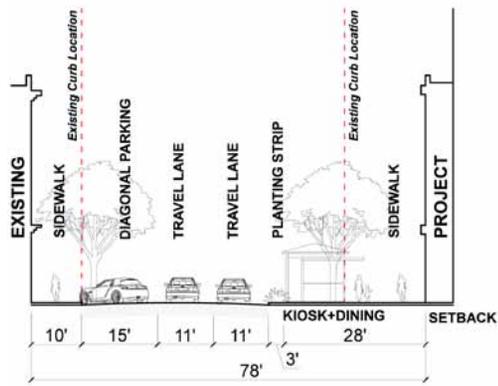
Ground Floor Plan



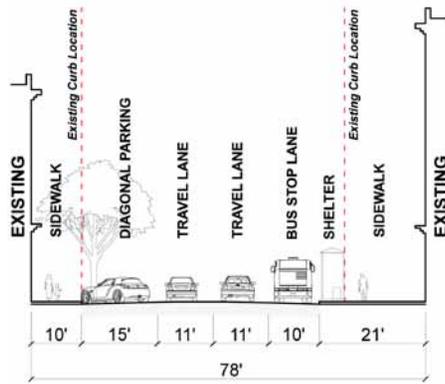
Typical Hotel Floor Plan



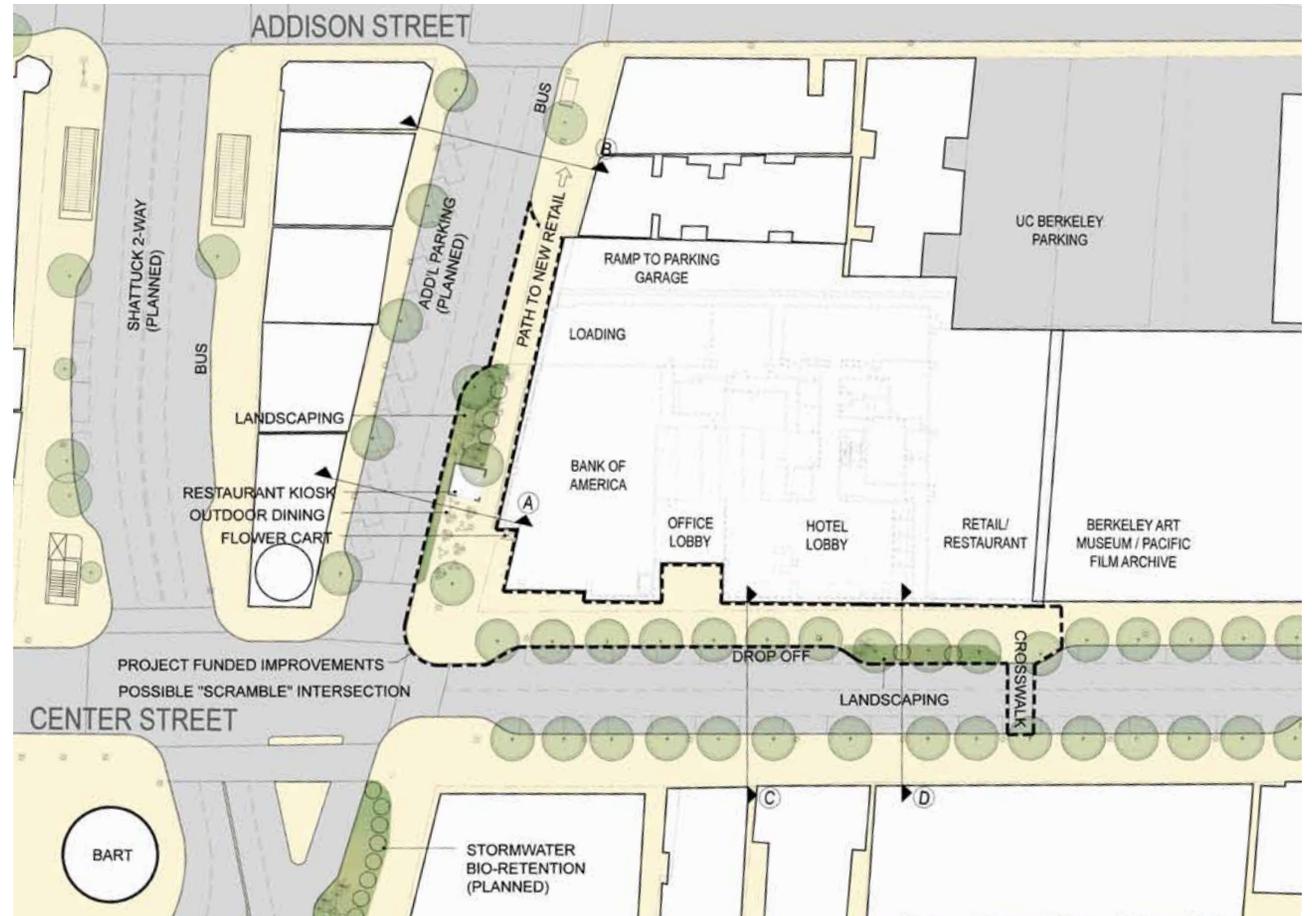
Typical Office Floor Plan



Section A: Shattuck Square in front of hotel



Section B: Shattuck Square north of hotel



Street Plan



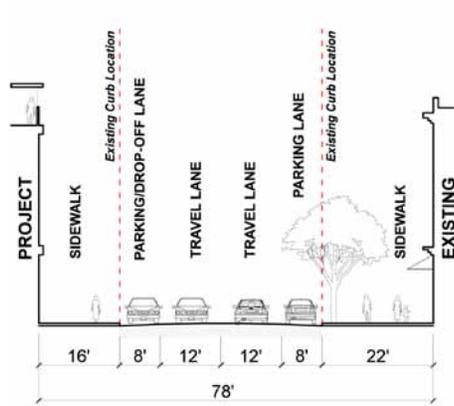
Kiosk



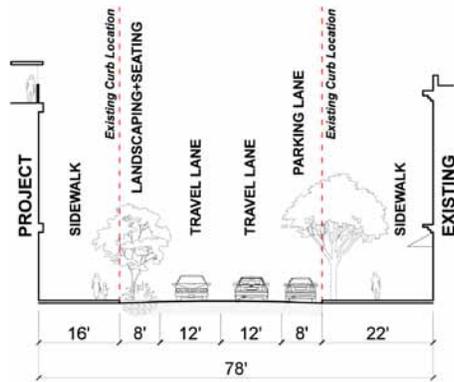
Outdoor Dining



Seating & Planter



Section C: Center Street Existing



Section D: Center Street with Landscaping

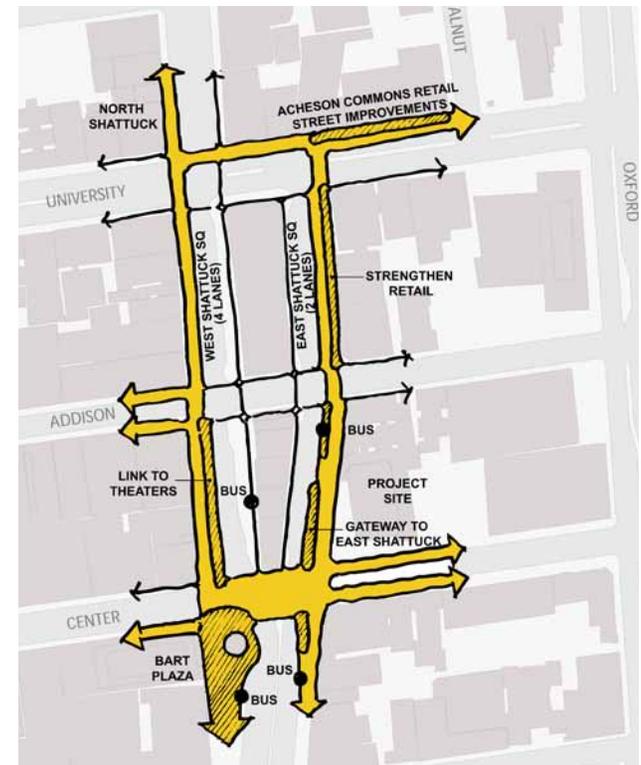
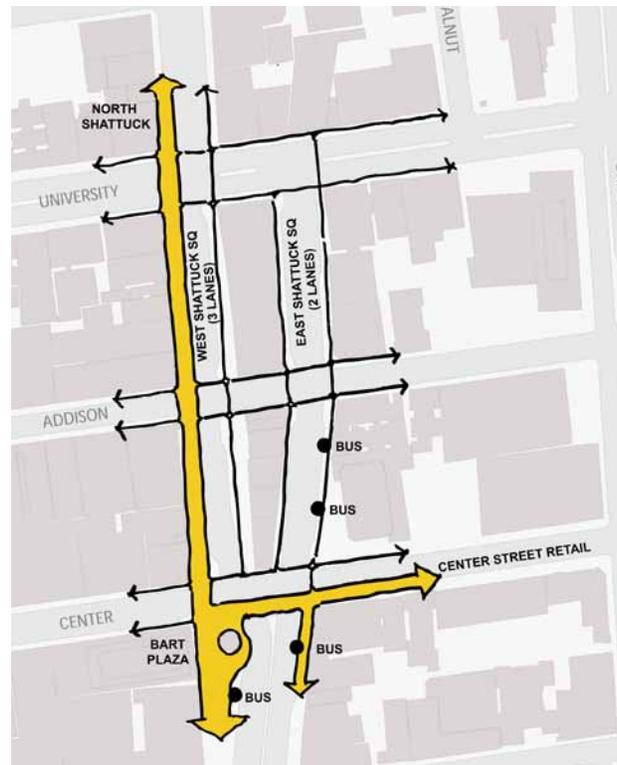
## Public Realm

### Heart of Downtown

The project occupies one of Berkeley's most visible and active locations in the heart of downtown at the corner of Shattuck Avenue and Center Street – immediately across from BART. The project proposes to help make street improvements at this corner, to create an attraction that can draw pedestrians up the east side of Shattuck Square and the north side of Center Street. As proposed, corner improvements will include a large area for outdoor dining served by a food kiosk. The kiosk structure – and ongoing operations – will be designed as part of the project.

### Greenery

Street trees and landscaping are proposed as part of street improvements. Landscaping will reinforce the character of the location as a destination and gateway to UC Berkeley.



*Pedestrian Flow Diagrams: Existing(Left) and Proposed(Right)*

### Pedestrian-Friendly Sidewalks

The project also proposes to make improvements to Center Street and Shattuck that will widen sidewalks and include seating and other amenities for pedestrians. Improvements to Shattuck will help create a strong visual and pedestrian link between BART and new retail north of the site and along University Avenue. The project will emphasize and support pedestrian activity along Center Street, one of the

most traveled pedestrian routes in the East Bay. Center Street will be lined with entrances to retail, restaurants, and lobbies. (To give emphasis to Center Street, the project's parking garage and loading dock are located away from the corner pedestrian focus at Shattuck and Center.) The project will also include a hotel roof-deck that will overlook -- and add further interest and activity -- along Center Street.



*Pedestrian amenities create visible gateway to east Shattuck Square*



*Existing condition*



*New destinations along Center Street*

## Community Benefits

2129 Shattuck will deliver significant community benefits that address a spectrum of local needs. Economic, social and physical contributions are noted below. Environmental benefits are highlighted in “Ecological Sustainability.”

### Vibrant Destinations

2129 Shattuck’s new uses will make downtown Berkeley a more vibrant destination. Foot traffic from the project will spill out onto surrounding streets, and make them more active and inviting. Each day, hundreds of hotel guests and employees will patronize downtown shops, restaurants, and theaters, and broaden downtown’s appeal. The project’s architecture will be iconic and support downtown’s emergence as a “cool place” to live, work and play.

### Support for Local Businesses

2129 Shattuck will confer extraordinary economic benefits to the local economy. Hotel guests and office employees will support surrounding businesses and cultural destinations – spending tens of thousands of dollars each day and encouraging a wider variety of downtown offerings over time.



*BAM/PPFA entrance facing Center Street  
(Credit: <http://press.bampfa.berkeley.edu/building/>)*



*Art District*

## Hotel and Meeting Rooms

2129 Shattuck will meet demand for quality lodging and meeting rooms, which is presently unmet. Berkeley generates enormous attendance at conferences and events, such as those at UC Berkeley, yet conference goers and other visitors regularly drive to Emeryville and other locations for lodging. By lodging downtown, visitors' meal and shopping expenditures will be captured within the local economy.

## Office Space and Innovation

New Class A office space will help attract incubator businesses, such as spin-offs from UC Berkeley, and it will help retain businesses that outgrow the relatively small offices available downtown. There are presently only two Class A office buildings in downtown, and few spaces large enough to accommodate over twenty employees. While Berkeley has become a center for innovation, many innovation businesses have found it difficult to locate downtown because of limited office availability.

## Transportation Solutions

2129 Shattuck is expected to share parking within the Center Street Garage. The current

seismically unsound garage is slated for reconstruction and expansion in 2015, with potential support from this project. The project will also support alternatives to the car (see "Ecological Sustainability").

## Fiscal Dividends

Fiscal benefits from 2129 Shattuck may be unrivaled within Berkeley. The 284,000 square-foot project will make significant monetary contributions towards the creation of affordable housing, affordable childcare, and street improvements. Current City of Berkeley development fees and special taxes include:

- Transient Occupancy Tax: 12% of income,
- Affordable Housing Impact Fee: \$4 per square foot for most commercial uses,
- Childcare Impact Fee: \$1 per square foot for most commercial uses, and
- Street & Open Space Improvement Plan (SOSIP) Fee: \$1.68 per square foot of commercial use.

The project expects to apply the SOSIP fee and open space fees toward special improvements to Center Street and Shattuck Square, where adjacent to the site.



*The project may use parking in a new expanded Center Street Garage, planned by the City for construction in 2015.*

*(photo credit: berkeleyside.com)*



## Ecological Sustainability

### Transit-Oriented Development

2129 Shattuck will be a noteworthy model of transit-oriented development (TOD). Employees and hotel guests will be just steps away from BART, thirty AC Transit bus routes, and shuttle service to UC Berkeley and Lawrence Berkeley National Lab are near the project.

Car use associated with the project is expected to be extremely low, thereby reducing traffic, air pollution and greenhouse gas emissions.

### Green Building Performance

2129 Shattuck will meet LEED Gold performance standards and demonstrate best practices for sustainability. Design development will strive to:

- reduce energy and water use,
- incorporate natural daylighting,
- utilize natural ventilation,
- generate energy with photovoltaics,
- recycle demolition materials, and
- promote on-going recycling.

*The buildings' window patterns vary to optimize solar access*



*Shattuck Avenue and BART Plaza*

## Downtown Area Plan and Zoning Conformance

2129 Shattuck will play a major role in implementing Berkeley's Downtown Area Plan (DAP). The project proposal conforms to all of the DAP's 150 policies, as will be demonstrated with a side-by-side comparison when the complete Zoning Project Application is submitted Spring 2014.

The project is particularly critical to DAP goals as it lies at the heart of downtown's Core Area. The Core Area includes parcels within a block of BART and the convergence of over thirty local bus routes. In recognition of this exceptional regional access, the DAP allows "buildings of exceptional height" in the Core Area, including three high-rise mixed-use buildings

with a height up to 180 feet – the same height as the tallest existing buildings: the historic Wells Fargo building and the Chase building. In 2010, Measure R tested local support for high-rise buildings, and passed with 64% of the vote.

The project will be within the 180-foot height and setback limits allowed by the Downtown Area Plan and Commercial-Downtown Mixed-Use (C-DMU) zoning. In fact, as presently designed the project features building "step-backs" that are below what is allowed by zoning. A lower setback along Shattuck matches the height of the 5-story landmarked building (c1909) immediately north of the project. Along Center Street, a low-rise building along the eastern edge of the site will be nearly equal in height to the historic UC Press building façade being re-used for the Berkeley Art Museum / Pacific Film Archive complex.

The project proposes to amend the C-DMU Zoning width restrictions for upper floors (120 feet above grade) to accomplish the project.

The 120-foot width limit imposed by zoning will not be accepted by the world-class hotelier that will operate the hotel, since modern hotel floors need 25 rooms for standard operations. Impacts from additional bulk will be mitigated by the tower's location away from streets and near the center of the block. Thorough analysis of view and shade implications will be addressed by a project-specific EIR and addressed, to the extent possible, through design.

Several Downtown Area Plan policies make specific references to the importance of recruiting a major hotel through incentives and by accommodating greater building height. DAP Policy LU-1.1 says:

*Encourage hotels in the Core Area through incentives and height exceptions...*

Policy ED-1.11 also encourages a major hotel and says:

*a) Allow greater building height for major hotels than is generally allowed, if the hotel project delivers significant additional public benefits.*

*b) Consider other incentives for major hotel projects, commensurate with the unique public benefits that hotels are likely to deliver.*

Thus the Downtown Area Plan provides clear rationale for amending the C-DMU zoning provision to add flexibility regarding building width on upper floors, when the project is a hotel in the Core Area. The next section of the Initial Submittal outlines the process for making such a Zoning amendment and gaining project entitlements generally.

## Entitlement Process

### Requests for Entitlements

Center Street Partners, LLC, is seeking all necessary permits for construction of the 2129 Shattuck project. A number of discretionary permits will be required pursuant to the C-DMU zoning requirements. Berkeley Municipal Code Zoning Ordinance Section 23E.68.030 sets out the permitted uses in the district. The following table notes uses associated with the project and the Permit or Certificate required.

| Use                     | Permit or Certificate Required      |
|-------------------------|-------------------------------------|
| Hotel                   | Use Permit following Public Hearing |
| Office                  | Zoning Certificate                  |
| Financial Services      | Administrative Use Permit           |
| Full Service Restaurant | Administrative Use Permit           |

In addition, a Use Permit (following a Public Hearing) must be obtained for construction of any project exceeding a gross area of 10,000 square feet (Section 23E.68.050) and for buildings exceeding 75 feet in height (Section 23E.68.070). Each use permit will also be subject to findings in Section 23B.32 of the Zoning Ordinance:

*23B.32.040 Findings for Issuance and Denial and Conditions*

*A. The Board may approve an application for a Use Permit, either as submitted or as modified, only upon finding that the establishment, maintenance or operation of the use, or the construction of a building, structure or addition thereto, under the circumstances of the particular case existing at the time at which the application is granted, will not be detrimental to the health, safety, peace, morals, comfort or general welfare of persons residing or working in the area or neighborhood of such proposed use or be detrimental or injurious to property and improvements of the adjacent properties, the surrounding area or neighborhood or to the general welfare of the City.*

*B. Prior to approving any Use Permit the Board must also make any other findings required by either the general or District regulations applicable to that particular Use Permit.*

*C. The Board shall deny an application for a Use Permit if it determines that it is unable to make any of the required findings, in which case it shall state the reasons for that determination.*

*D. The Board may attach such conditions to any Use Permit as it deems reasonable or necessary to achieve the purposes of this Ordinance, and which otherwise promote the municipal health, safety and welfare. (Ord. 6478-NS § 4 (part), 1999)*

An additional finding is required by the Section 23E.68.090E of the Zoning Ordinance for buildings over 75 feet in height:

*E. In order to approve a Use Permit for buildings over 75 feet in height under Section 23E.68.070.B, the Board must find that the project will provide significant community benefits, either directly or by providing funding for such benefits to the satisfaction of the City, beyond what would otherwise be required by the City. These may include, but are not limited to: affordable housing, supportive social services, green features, open space, transportation demand management features, job training, and/or employment opportunities. The applicable public benefit requirements of this Chapter shall be included as conditions of approval and the owner shall enter into a written agreement that shall be binding on all successors in interest.*



West-facing Elevations



South-facing Elevations

## Approval Authority

As noted above, entitlements for the project will require a public hearing before the Zoning Adjustments Board (ZAB) for project approval. ZAB will likely refer the project for comment to the Design Review Committee (DRC), and may also refer the project to the Landmarks Preservation Commission (LPC) to consider the project's relationship to historic resources in the vicinity.

ZAB decisions may be appealed to City Council, and precedent exists for bypassing ZAB and presenting the project directly to City Council for approval. This entitlement option should be considered, especially since Council will be considering a related Zoning Amendment for the project as described next.

## Zoning Amendment

As described above, the project applicant will submit a specific request to City staff for Planning Commission consideration of an amendment to Section 23E.68.070.C.1 of the Berkeley Municipal Code. Zoning amendments require that Planning Commission hold a public hearing prior to making its recommendation to City Council, and that City Council hold a public hearing prior to taking action. Because additional building width might result in environmental impacts that were not considered by the Downtown Area Plan EIR, Council action would follow Certification of a project-specific EIR.



*North-facing Elevations*



*East-facing Elevations*

## CEQA

The proposed project is subject to the requirements of the California Environmental Quality Act. The project's applicant recognizes that a focused project-specific Environmental Impact Report (EIR) will be required. This EIR be informed by the program-level EIR that was certified by the City Council for the Downtown Area Plan. The project team will work with City staff and the community to develop a thorough understanding of issues to be addressed.

The applicant expects that scoping of issues will commence shortly after a Zoning Project Application has been submitted. The applicant requests that the City select an EIR consultant prior to or as close to the Zoning Project Application date as possible.

## Presentations and Initial Review

The applicant requests that meetings be scheduled before the ZAB, DRC, LPC and Planning Commission as soon as possible. The meetings will identify issues to be addressed, and early meetings will provide the project team with an opportunity to address issues prior to submitting the Zoning Project Application.

## Public Open House

A public open house will be held in early 2014 to present the project to interested community members, and to allow community members give direct input.

## Timeline

A tentative timeline for the entitlement process is provided here for consideration by City decision makers and interested community members.

| 2014                    |   | 2015                    |  |
|-------------------------|---|-------------------------|--|
| <i>January-February</i> | <i>Initial Review by ZAB, DRC, LPC &amp; Planning Commission<br/>Public Open House</i>                      | <i>January-February</i> | <i>EIR certified<br/>City Council adoption of<br/>Zoning Amendment</i> |
| <i>March-April</i>      | <i>Zoning Project Application<br/>submitted<br/>EIR Consultant selected &amp;<br/>retained</i>              | <i>March-April</i>      | <i>ZAB project approval</i>  |
| <i>May-August</i>       | <i>DRC Review<br/>EIR scoping and analysis</i>  |                         |  |
| <i>Sept.-October</i>    | <i>Draft EIR and EIR Comment<br/>Period<br/>Planning Commission consider-<br/>ation of Zoning Amendment</i> |                         |  |
| <i>Nov.-December</i>    | <i>Final EIR<br/>ZAB consideration of project</i>   |                         |  |

## Professional Team

The project will be advanced by a talented and experienced team of professionals. Team members represent diverse and complementary disciplines. Designers on the team are recognized leaders in context-sensitive design, transit-oriented development and environmental sustainability.

### Technical & Design Team Leader and Architect

**JRDV Architects** is an Oakland-based full-service architecture firm that works closely with visionary developers and communities. The firm excels at strategic thinking, creative design, and realizing great urban places. JRDV has designed innovative and exciting mixed-use centers around the world.

Ed McFarlan, Principal

## Community Liaison, Entitlements & Urban Design

**Taecker Planning and Design** delivers effective urban planning and design solutions that stress urban placemaking and ecological design. For over 25 years, Matt Taecker has focused on pedestrian-friendly transit-oriented development, and was the principal author of Berkeley's award-winning Downtown Area Plan.

Matthew Taecker, Principal

## Landscape Architecture

**SWA Group** is one of the nation's design leaders in landscape architecture, planning and urban design. A passion for imaginative, sustainable design solutions creating vibrant urban environments distinguishes the firm.

Joe Runco, Design Principal in Charge;  
Chih-Wei Lin, Design Principal

### **Structural Engineering**

**Tipping Mar** applies the highest levels of technical skill and good design for seismic safety and environmental sustainability. The Berkeley firm's award-winning innovations and advanced tools are recognized internationally and provide lasting value.

Leo Panian, S.E., Principal

### **Civil Engineering & Land Surveying**

**BKF Engineering** provides complete civil engineering and survey services related to land development, transportation, water resources, and utility infrastructure.

Daniel Schaefer, Principal/Vice President

### **Mechanical, Electrical and Plumbing (MEP) Systems**

**CB Engineers** is an award-winning MEP design firm. For fifty years, passion and hard work characterize CB Engineering, which stands now at the forefront of system planning and environmental sustainability.

Igor Tartakovsky, Principal;

Enrico Martin, Principal

### **Land Use and Real Estate Counsel**

**Manatt, Phelps & Phillips, LLP**, works with cities, developers, and others to guide projects to address often complex regulations and procedural hurdles.

Kristina Lawson, Partner

### **LEED/Sustainability Consulting, Energy Modeling, Commissioning**

**Environmental Building Strategies** optimizes green building projects through sustainable engineering, consulting, education, LEED, Energy Audits, Energy Modeling, Commissioning, Life-Cycle Cost Analysis, and more.

Michael Hummel, High Performance Building Consultant; Warren Neilson, Senior Sustainability Consultant

### **Pre-Construction & Construction Services**

**Suffolk Construction** is a leading General Contractor with offices in key markets of the United States. Suffolk's operations are based on the principles of Build Smart and a corporate culture that is committed to innovation and progress.

Andrew Ball, President and General Manager West Coast Region

## Public Information and Comments

Project information and regular updates can be viewed at: [www.2129shattuck.com](http://www.2129shattuck.com). Check the website in January/February 2014 for the date of a public open house, where community members can get more information and provide feedback.

Questions and comments are always welcome and can be submitted to the project's community liaison, Matt Taecker, by emailing [matt@2129shattuck.com](mailto:matt@2129shattuck.com) or by calling Matt at 510-333-9231.