

2580 Bancroft Way – The Standard

Structural Alteration Permit Applicant Statement

August 24, 2018

The Standard is a proposed 8-story mixed-use project located at 2580 Bancroft Way. The project's design objective is to complement the historic Julia Morgan-designed Fred Turner building and create a unique architectural statement, while providing much needed housing to the Southside. This applicant statement describes the proposed project and its evolution.



Our project team worked with the LPC over the course of six meetings and the DRC over two meetings to refine the architectural style of the project, and key materials and design details, resulting in a project that we believe honors our past while responding to current and future needs.

PROJECT COMPONENTS

- 122 rental dwelling units, ranging from studios to six-bedroom suites
- 11% below-market rate units for Very Low Income residents
- 11,000 sq. ft. of ground-floor retail in the Fred Turner building
- Indoor and outdoor study spaces, recreation, and open space amenities
- Secure bike storage and retention of 37 parking spaces by reconstructing the basement garage
- Restoration of the character-defining features of the historic Fred Turner building

DESIGN INTENT

Restoration and Rehabilitation

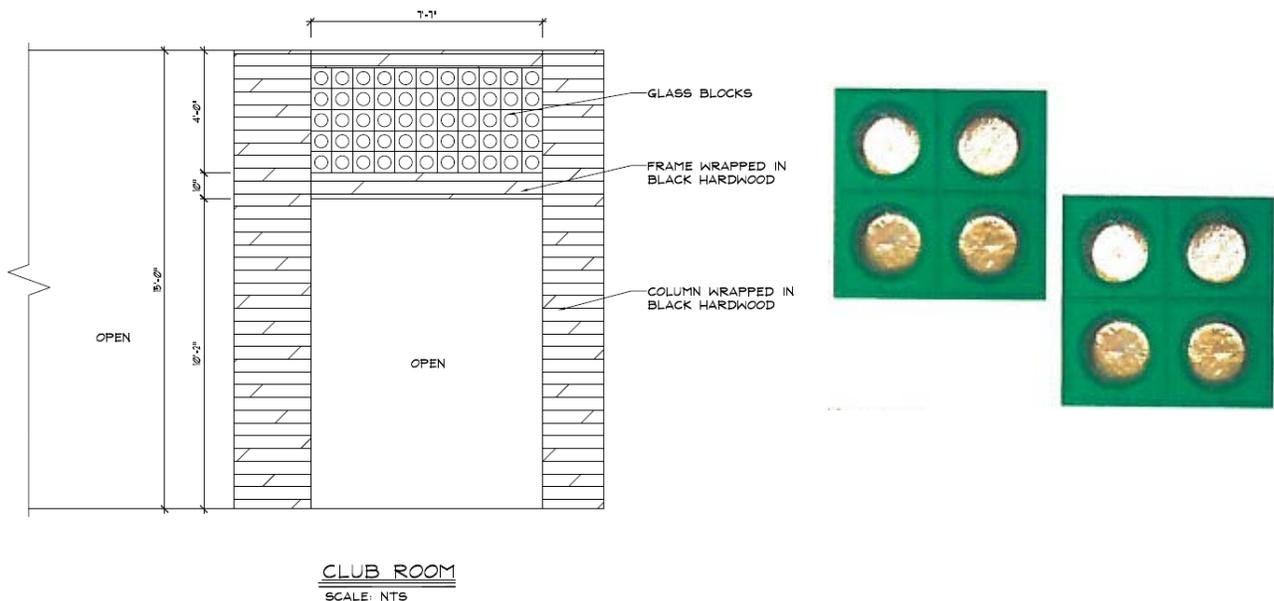
Our design intent for the Fred Turner building is to restore the character defining features, remove the inappropriate and/or detrimental accretions added over time, and generally clean and improve individual building features. The rear portion of the building would be removed to allow for construction of the residential units.



Specifically, these improvements would include the following features:

- Removal of the non-historic plexiglass infill courtyard roof, stairs, porch, lift, storefronts at south façade, and visible mechanical equipment at low roof
- Reconstruction of the south wall to define a sense of space in the courtyard and allow passage to the new building entrance.
- Repair and restoration of steel sash multi-pane windows, copper standing-seam bay hoods, pressed-copper storefront friezes, and clay tiles at the parapet.
- Removal of all existing non-contributing interiors fixtures and finishes to provide a cold shell for future tenants (note that no historic fabric remains in the interior in its current condition).
- Removal of inappropriate signage and the development of a consistent and complementary sign program that does not compete with the building façade.
- A plaque at a publicly accessible location near the building entrance to commemorate Julia Morgan and the Fred Turner building's design and origins.
- A planting and hardscape scheme that harkens back to the original design by Vaughan Landscape Architects, drawing from the circular shapes formed by the original boxwoods, using plant species and sizes associated with old gardens, but that will be easy to maintain and give a sense of the place.

Additionally, at the request of the LPC, we will preserve a portion of the glass block on the existing Bancroft Center building to reuse in the proposed project. The block has no structural or fire-rating capacity and is therefore best suited for an interior installation. We plan to reuse the glass block as an accent feature in a first-floor resident gathering room just beyond the lobby entrance, as shown below.



Design Approach and Details

Our design approach incorporates a traditional architectural statement for the entire project, with graceful arched, stucco bays along Bancroft Way, and copper accent panels at the windows, that recall the copper ornament used on the Fred Turner building, as well as a paned glass window treatment.

Based on feedback from the DRC and LPC, our team revised the design to terminate the larger arches at the sixth floor, with a cornice band, and provide smaller scale arches reaching up to the eighth floor. This move allowed the design to make a bold cornice statement, give a cap to the building and then step the building back at the eighth level to provide balconies and terrace areas.

A courtyard at the second level breaks down the building façade and provides open space for the residential users, with amenities such as fire pits, cooking areas, and lounge areas that provide a connection to the street.

Moving down to the base of the building, we also have copper awnings and projecting canopies to complement, but not mimic, the Fred Turner building design. This is further enhanced with a rusticated grooved stucco base, providing a bold statement for the retail and providing an exciting pedestrian environment, with paned storefronts, again to recall the Fred Turner building.

Through the design process and based on feedback from LPC and DRC, we redesigned the western portion of the building in order to exhibit its own architectural character, without competing with or diminishing the character of the Fred Turner building. These changes included providing more articulation on the south (rear-facing) façade, which will be exposed above the building facing Durant Ave, and providing additional entrances to the residential units. The design is simplified and differentiated with a more contemporary approach, with a composite panel façade in a running bond pattern, and a bay window treatment.



COMPLIANCE WITH SECRETARY OF INTERIOR STANDARDS FOR REHABILITATION

As noted in the Project Impact Analysis prepared by LSA Associates, all of the Fred Turner Building's identified "very significant" and "significant" character-defining features and spaces would be retained and rehabilitated as part of the proposed project.

The street-facing half of the Fred Turner building would be rehabilitated and remain in use as commercial space. This frontage is the building's most prominent visible aspect and contains the building's main "public face," which is reflected in its design and ornamentation. The building's characteristic arcaded entryway and courtyard would also be retained and rehabilitated as the main residential entrance and lobby area, while the non-historic glass above the existing entrance would be removed and replaced with a storefront system.

The main, street-facing façade, which encompasses the majority of the existing character-defining features, would be retained and repaired. If pre-construction surveys indicate that the level of deterioration to any of the character-defining elements of the façade is to a degree that it could not be

feasibly repaired and replacement is required, the materials, techniques, and workmanship of the replacement would be in keeping with the original.

The LSA analysis finds that the proposed project meet some, but not all, of the Secretary of Interior Standards for Rehabilitation, due to the demolition of the rear portion of the building. The Draft Environmental Impact Report (EIR)



contemplates a preservation alternative scenario, where a taller 10-story building could be located on the project site and the Fred Turner building could remain untouched. Notably, this scenario does not allow for the rehabilitation of the Fred Turner building nor removal of inappropriate and less functional features. As owner-operators, Landmark Properties is invested in the future of its properties, including the safety, comfort, and functionality of its buildings for tenants and visitors.

As exemplified in this applicant statement's discussion of our design intent, our project team seeks to balance restoration and rehabilitation of this historic landmark, with the integrity of the new building and its essential functions. As a result, we believe that tenants of The Standard and the Berkeley community at-large can enjoy the Fred Turner building's original character and its new retail spaces, and celebrate its new role as an entrance to new spaces in the Berkeley community.