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Date: July 19, 2016 at 11:05:03 PM MDT
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Subject: Sherwin Williams - A note of support from EWL

Planning Commission,

RE: July 28th PC meeting subject: Sherwin Williams Development Project.

First allow me to thank you each for your dedication to Emeryville. Taking on an active role to guide and manage our city is no small task -- and I along with many others do not thank you enough. Your work does not go unnoticed.

I moved to Emeryville a year ago from San Jose and over choosing SF, OAK, Berkeley, etc. because of the development type mix, big business next to small, warehouse next to residential, city-within-a-city feeling, urban but not 500ft towers, not a suburban village, not a college town. Emeryville has developed a perfect blend of city life with real-world livability. I, like many others choosing E'ville, support the continued development of our small fair city following the "mid" density vs. "low" density mantra. We want and support streets with activity, people walking, shopping, and enjoying the neighborhoods outside of their home; not living behind closed doors.

Yes, Sherwin Williams is a massive project for Emeryville, and the most dense ever planned. But it is planned and considerations for what is appropriate for Emeryville are in place. Both from the city, from Lennar, and from a coalition of neighborhood HOAs. Years of planning is complete. Major concessions and changes to the plan have been made by Lennar. Planned changes to the city streets, upgrades & improvements, and necessary steps to welcome and accommodate the new residents are included in the latest plan presented by Lennar.

I thank you and Lennar for working so long, and diligently, to reach an Emeryville-appropriate and neighborhood appropriate plan. Thank you. I am 100% in favor of the

project in all current respects. Per PARC's latest email update today, 7/19: *"On the other hand, the new project layout submitted by Lennar makes significant progress toward ameliorating PARC's concerns about the project's layout. **It pushes more volume toward the north, and has a large public park along Sherwin Ave.**"*

NOTE: I am not a member of PARC. I am, however, a resident of Emeryville Warehouse Lofts. I am not a penthouse dweller, but I am an owner-occupied, top floor, corner unit facing North with two walls of windows presenting a direct view of the planned development. Know that Sherwin Williams has a very direct impact on my property, view, and "way of life." I am one of only 2 or 3 people that will see and "live with" the Sherwin Williams development in such an intimate fashion. Especially given the taller heights of 75ft and 100ft for the tallest building at the North end of the development. I welcome development of that land. Adding the beautiful new park. Bringing in local service retail. And helping to bring much needed improvements to a desperately underutilized and unattractive blight on the Park Avenue District. Please, approve this new housing stock. Wrap it in a beautiful new building properly designed and with appropriate aesthetic nods to Emeryville and specifically the Park Avenue District style. I thank you again, now, in advance.

Regarding PARC, know that while a faction of people have voiced concerns with the Sherwin Williams development, an equal faction of people support the development. Unfortunately, as is often the case, the more non-supportive voices seem to come forward. It is human nature. We complain first and more frequently. Not enough people say "thank you" and "I like that." If an idea is presented, we don't naturally stop to write a letter or communicate support. We simply like, or don't dislike, the idea and move on. So let me take the time to say: "Yes. I support Sherwin Williams as currently proposed." I can only speak for myself in writing; however, hallway (and roof deck) conversations confirm I am not alone.

PARC has expressed three primary concerns of the Sherwin Williams development:

- 1.) Traffic
- 2.) Parking
- 3.) Site plan (i.e. building height & location)

RE: **Site plan.** That's been addressed. Thank you, Lennar. Tall moved North. City land swapped and big park along Sherwin. I've seen renders -- I am thrilled. (But I do wish we could take a better look at Hubbard all the way down to 40th. The lack of sidewalks, odd or "make your own" parking, no trees, and above-ground power poles and lines speak to "old" Emeryville.)

RE: **Traffic.** Let's be honest, **we don't have unmanageable traffic.** We have empty streets the vast (vast) majority of the time. I know you are aware, City Hall is right up the street. I can see it easily down our empty streets; see enclosed pictures. We have a

tight intersection at 40th and San Pablo. Hollis gets a good flow of cars at rush hour. That's it. A few seconds and a few cars at a stop sign on Hollis. Busy rush hour and weekend shopping traffic on 40th. My family in the suburbs of Cleveland sit in much (much) longer traffic lines, wait through long lights, and multiple cycles of lights, and deal with far worse "traffic" than we have here--or will have after even several hundred cars come to Park Avenue District. This is not San Francisco gridlock. And besides, new Sherwin Williams residents, like many of the residents that do *choose* to drive, know the alternate routes out of our neighborhood. Or don't drive and use the (wonderful and renewed!) Emery-go-Round or accessible (and improving in 2017, double-decker buses I read?) on AC Transit.

RE: Parking.

As a point of reference, I did a manual spot-check of parking both in the neighborhood and our own parking garage at EWL. Not scientific by any means, I know, but rather to convince myself I'm not crazy. We have parking. And not everyone that moves in to Sherwin Williams will need/use parking.

PARC is pushing for either (a) more parking contained within the development garages or (b) fewer units in the development overall. The assumption that fewer units = fewer cars to park. I believe either approach is flawed. **Parking is all about percentages.** We aren't building single family homes, we are building mid-density housing. Building lower won't mean fewer cars parking on the street. It's about what percentage of spots are available related to the number and type of units. Building smaller/lower buildings forces Lennar to build relational smaller parking garages. There is only so much space in the site plan, so much space in the building, and restrictions of above-grade parking. Smaller garages = fewer cars that can park off-street = same problem with % of cars looking for street parking. Smaller/lower does not solve street parking. And we do have available street parking. I can walk 1 block in any direction and find either completely empty side streets or at least a few spots on the "main" street, Park Avenue. Again, see enclosed pictures.

Separately, I support Emeryville's desire to offer less parking garage space. We don't use what we have. When I lived at Icon I experienced the same "not full" garage. In my non-scientific survey this evening at 8pm (i.e. most people are home on a Tuesday night) I observed the following:

- 5th floor = 11 cars parked (38 spots) ... 71% available
- 4th floor = 24 cars parked (37 spots) ... 35% available
- 3rd floor = 19 cars parked (36 spots) ... 47% available
- 2nd floor = 19 cars parked (36 spots) ... 47% available
- 1st floor = 15 cars parked (29 spots) ... 48% available

Average = **50% available garage parking @ 8pm**

* Assume that 10-20% more people come home after 8pm

* We would hit 30% available parking

* **Considered shared 1st floor parking** (residential 8pm-8am ... retail 8am-8pm)

... in summary. I thank you for your time in reading this full letter.

Know that I and others appreciate all the work the Planning Commission & Lennar have put forth already. You may not hear it as loudly, but there are many of us that support Sherwin Williams.

Should you have any questions, please do not hesitate to reach out.

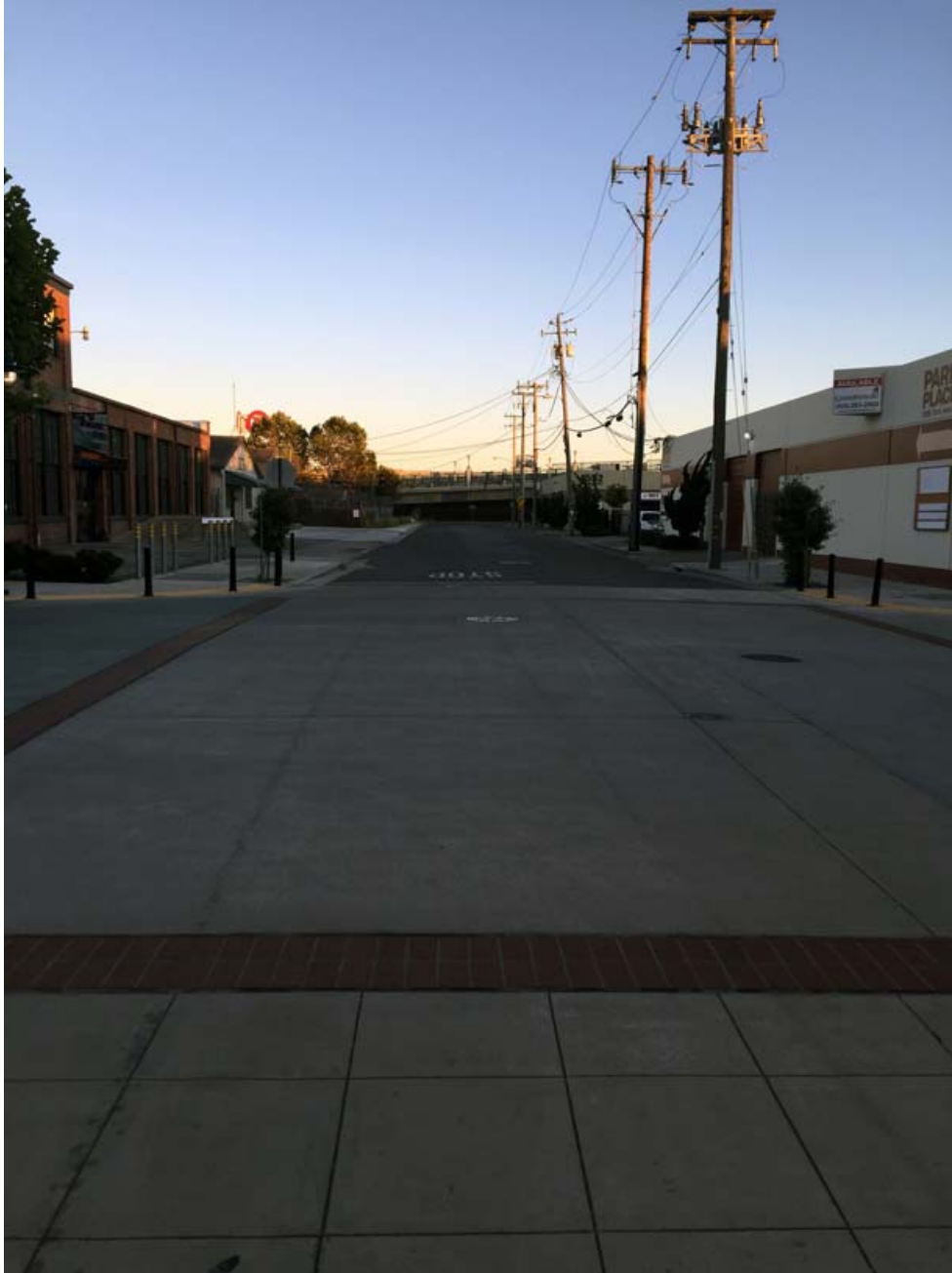
Happy resident,

-Jeff Arko

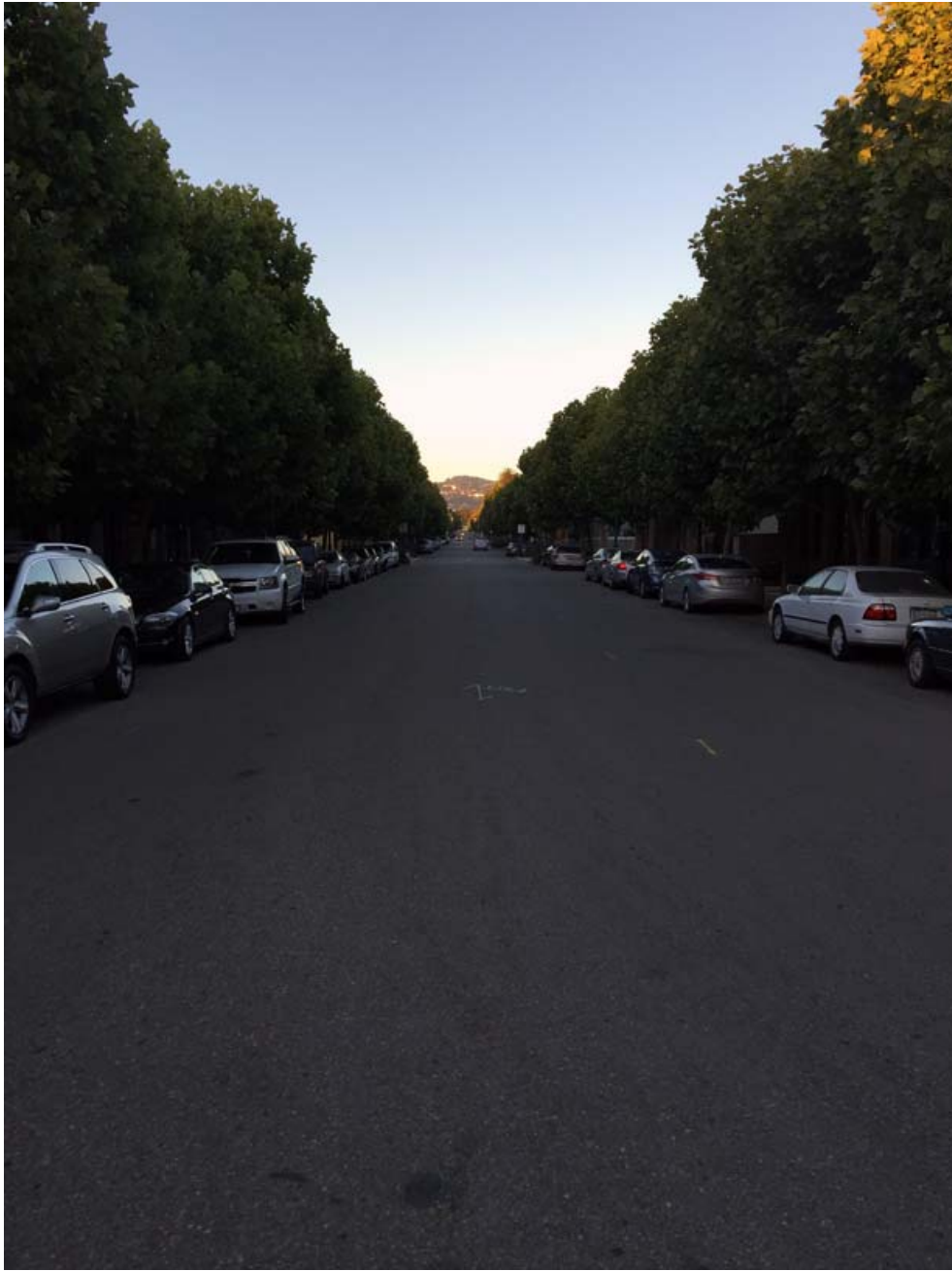
(415) 279-5607

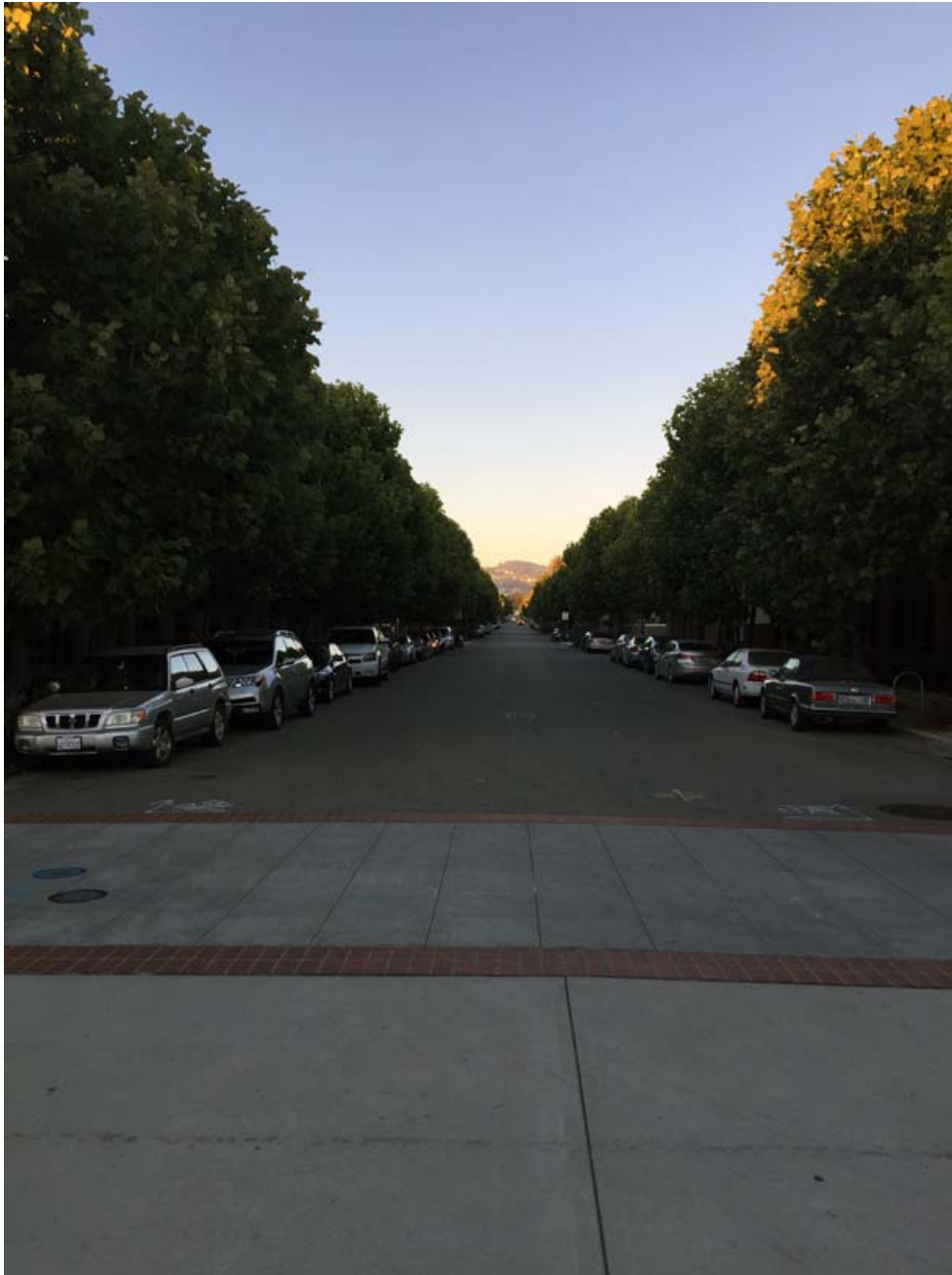
Emeryville Warehouse Lofts

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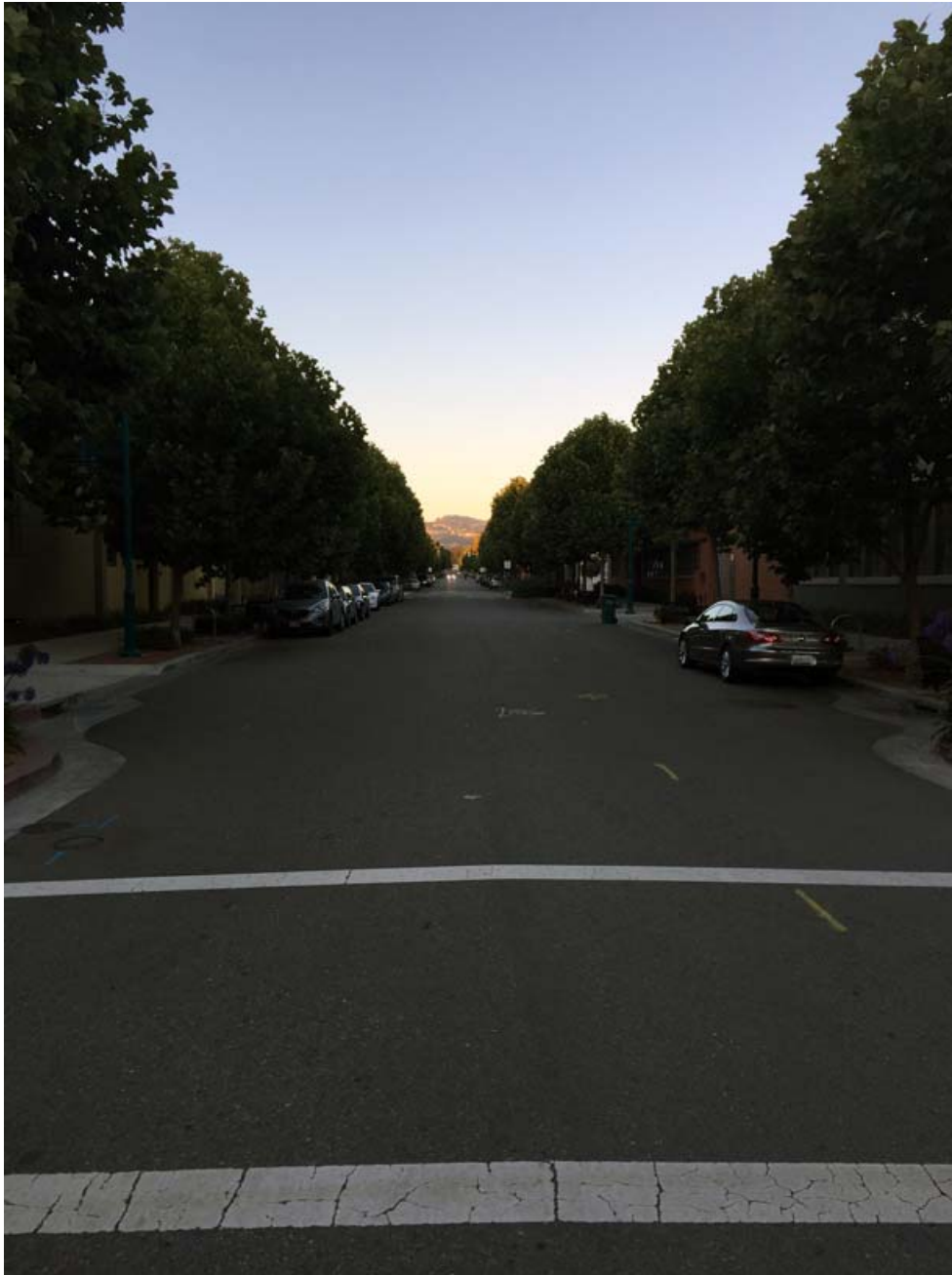












Charles Bryant

From: John Scheuerman <streetcars4us@att.net>
Sent: Monday, July 25, 2016 8:38 PM
To: Planning Commission; Nora Davis; Ruth Atkin; Jacqueline Asher; Scott Donahue; Dianne Martinez
Cc: Charles Bryant; josh@craig-communications.com
Subject: Lessons Learned and Suggestions for Sherwin-Williams
Attachments: Observations and Lessons Learned for Sherwin-Williams 25Jul2016.pdf

Commissioners-

After looking at the latest plans for Sherwin-Williams, I'm convinced that we can and must do better. The current plans hide our beautiful new bridge and provide a circuitous route to it. The bridge should be the focus of the this development.

Please see the attached comments. For any Commissioners (or others) who would like to discuss this more, I'd be happy to meet with you.

Thanks for your time and service!

-John Scheuerman

Observations and Lessons Learned

In our quest to identify what makes great cities great, we recently visited Boston, New York City, Washington DC, and Portland, OR. We found ourselves observing the places we loved and asked ourselves; what makes this place special and how can we apply what we've learned here to Emeryville?

Here are some things we observed:

1. It's possible to have high density mixed use neighborhoods that have very little car traffic. This is achieved by having excellent transit, zoning that allows sufficient density to support transit, and high quality bike and pedestrian accessibility. Having more people than cars contributes greatly to making a space inviting.



One of the most densely populated areas around Portland's streetcar route has surprisingly few cars.

2. Great cities aren't afraid of height.



Boston, Washington, and Portland all have varied building heights that demonstrate how taller buildings can mesh with surrounding lower height buildings.

Height can be used to achieve density while preserving space for parks and open space.

Perhaps the objections to height come more from the inadequate sidewalks fronting the buildings than the height of the buildings. Wide sidewalks, coupled with narrower streets, provide a feeling of comfortable openness.

3. People want to hang out where other people are.



Washington DC – The Yards Park

4. High quality pedestrian corridors function as parks and provide inviting walkways that attract people and connect neighborhoods.



The Boston Greenway that caps the 'Big Dig' freeway



New York's Highline

Sherwin-Williams Opportunities

The Park Avenue District Plan states; “The vision for the district is of a lively community with rich layers of diversity.”

How can we apply the above lessons learned to the Sherwin-Williams project to bring forth this vision?

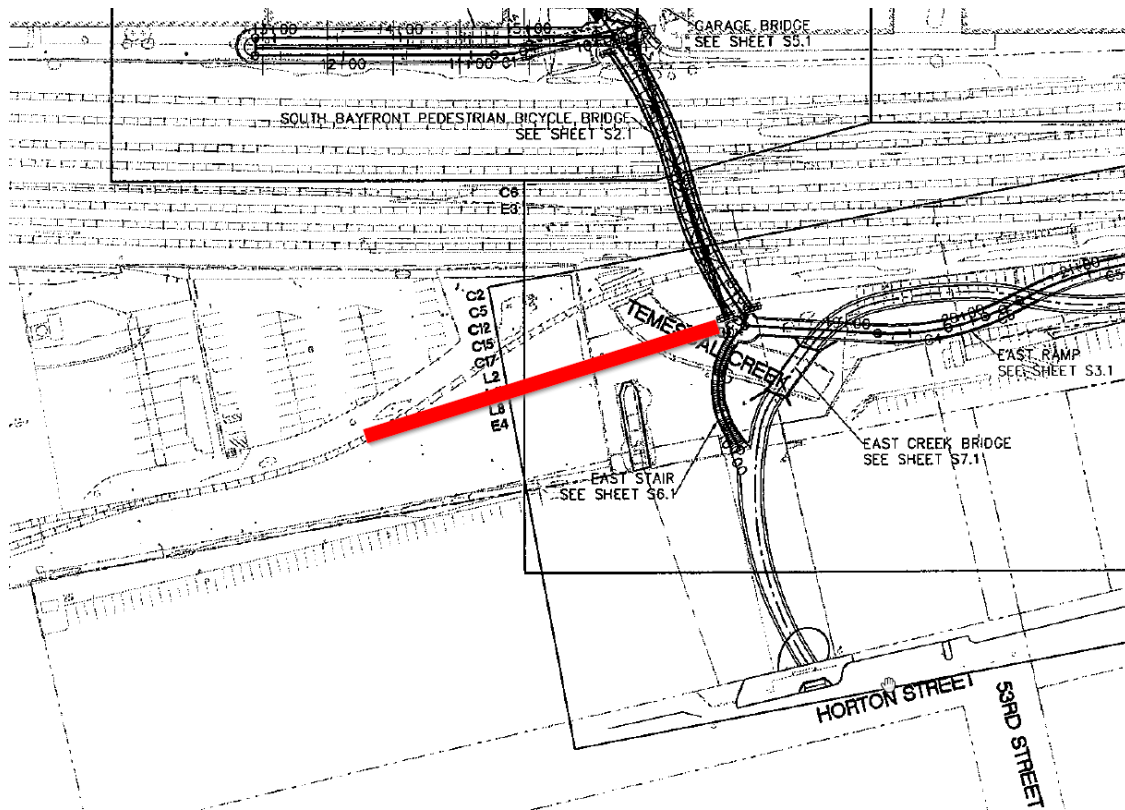
The current proposal will create an isolated neighborhood that is similar in character to a typical suburban apartment complex. Given the isolation, the retail/commercial spaces that can bring life to this area stand little chance of success. But by applying the lessons learned, we can create a vibrant, inviting, and connected neighborhood that will significantly improve transit access to the Bay Street Center.

1. The current plan ignores the new bike/pedestrian bridge. This **vital transit link** between Sherwin-Williams and Bay Street needs to be celebrated and to become the focus of the project. It provides the opportunity to establish the **critical mass of people** to add vibrancy to the neighborhood. Parking at Bay Street can serve both Bay Street and commercial/retail spaces at Sherwin-Williams.



Rendering of South Bayfront Bridge

- Incorporate a ramp from the new South Bayfront Bridge that ties directly to a high quality transit stop. This may be an Emery Go-Round stop in the near term and a streetcar stop in the long term. **Keep in mind that pedestrians want a straight line route that provides clear visibility of the overall walking path.** The conceptual design of this bridge was intended to provide the ability to add a southbound ramp when the Sherwin-Williams site is developed. Similar to New York's Highline and Boston's Greenway, this extension of Emeryville's greenway functions as **both park and pedestrian corridor**.

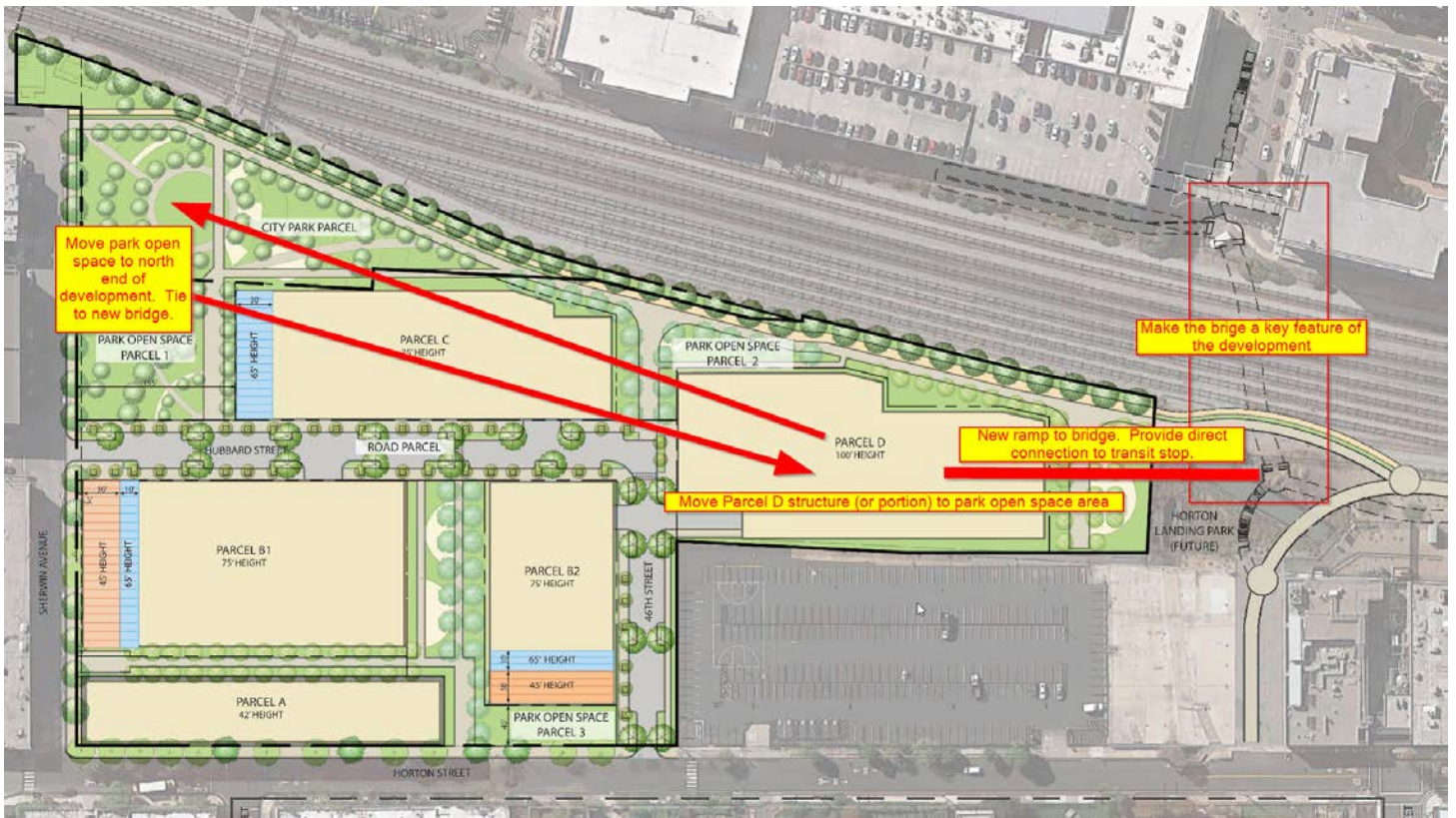


South Bayfront Bridge Plan

- Put a streetcar stop where commercial / retail development is desired and design ground floor building spaces for flexible uses. Transit passengers going to/from Bay Street will patronize businesses at Sherwin-Williams.



Monterey & Hopkins – Neighborhood centers offering a variety of goods and services occurred naturally at streetcar stops of the past.



Other notes:

Match design of Park Avenue for Hubbard Street and 46th Street
 Do not locate utilities under streetcar path!
 Look for ways to increase density, including raising height limits.

PARC

Park Ave Residents' Committee

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23 August 2016

Planning Commission

Subject: Sherwin Williams Draft EIR and Study Session.

Dear Planning Commission Members,

PARC is an association two hundred residents in 5 buildings that abut the Sherwin-Williams project. We strongly desire to have a great development on the SherwinWilliams site, and have worked extensively with the project proponents to improve their proposal. The project proposal, while greatly improved through this collaboration, is lacking in information and design detail to be able to adequately evaluate the PDP. Moreover, your thoughts are needed on numerous areas of the proposal where staff seeks your feedback. We ask that you consider our input in your evaluation of the project and in your policy direction.

The staff report asks you to "provide comment and direction regarding this project, addressing the following issues, and any other issues, as appropriate". The PARC provides our comments below (*in red*) for your consideration

"Is the proposed siting of parcels, buildings, and public open space acceptable?"

Yes, in concept, other than specific recommendations by staff

What does the Commission think of the applicant's proposed modifications to development standards for:

Parking: *The project should be required to provide share cars in the garages, accessible to the public, up to the maximum amount of cars that could be supported by the area.*

Loading: *Each building should have an internal loading bay for tenant move-ins. The drawings should indicate locations and dimensions for commercial and day to day delivery / loading, and subtract any counted street parking if loading zones displace parking stalls.*

Trash *This should follow city standards.*

Private and common open space? *The project should comply with building by building requirements and 2:1 open space requirement for common area equivalent for private open space, the per Staff report.*

Is preservation of trees along Horton Street acceptable with the understanding that Green Streets sidewalk widths will not be in compliance?

No. According to the tree report, the trees should be replaced and the soil and tree-well conditions rebuilt. The sidewalk replacement should be consistent along the entire length of the Sherwin-Williams site. The new

sidewalk should comply with the Design Guidelines, Park Avenue Plan and other city requirements.

Does the Commission wish to see preliminary programming of the open areas at the PUD stage?

Yes. The public accessible parks should be programmed and designed with input from the community during the PDP process.

If so, does the Commission have suggestions?

Hold at least two public workshops: 1) to develop the programming and get input on alternatives for design and 2) to review at least 3 alternatives and define a preferred alternative. Final Park Designs should also have a public presentation prior to Final Development Plan approval.

Does the Commission agree with staff suggestion to create a more functional open area between Horton Street and Parcel B2 by reducing the **building** length?

Yes, this would make the open space much more functional and improve access to the plaza space between B1 and B2

Does the Commission agree with staff suggestions regarding Hubbard Street and Sherwin Avenue sidewalk improvements?

Yes, in principal. The street improvements should create a similar or matching pedestrian facility on both sides of Sherwin from Horton to Halleck and for Hubbard from Park to Sherwin. These should meet the design requirements of the Park Avenue Plan along their entire length.

In addition, streets within the project should comply with the design guidelines.

Does the Commission agree that the applicant's flexible category bonus points should be contribution towards the City's Art Center rather than an art gallery and community room within the project?

We believe bonus points should be awarded for capital investments that can be implemented during the construction phase of the project. Community benefits that rely on future allocations of resources, third party participation and unfunded programming are problematic and often can't be enforced.

Does the Commission agree with BPAC's recommendation that the proposed 20-foot Greenway along the railroad tracks be designed to provide a 15-foot concrete path and a 5-foot decomposed granite path for its entire length?

Suggest the 20' route be designed as follows: 12' concrete path, striped accordingly, + 8' decomposed granite pedestrian path with appropriate seating on pedestrian portion, and a minimum of 10-20' on either side, for a total of a 40-60' wide corridor between the fence and buildings. The drawings should also explicitly note or illustrate 24-hour lighting and appropriate landscape treatment for security

Any other issues or recommendations?

OTHER IDEAS

- *Bike Parking should be provided inside buildings, regardless of whether bikes are allowed in apartments. All buildings (including the office building) should have secure, well-equipped "End of Trip" facilities and best practices consistent with other projects in the bay area.*
- *Provide Electric Car Charging Stations, open to public*
- *Share Car Areas: Show on plans the number of cars and impact on parking spaces.*
- *Park Programming: Community Garden, restrooms, amenities, etc. Developer should sponsor and conduct community workshops for the parks*
- *Work with landscape areas to develop vegetated storm water treatment, per city requirements*
- *Public Art? This needs to be included at this stage of the submittal, not just plopped onto the project at the last minute.*