

Melanie and David Wise
2711 Dana Street
Berkeley CA 94705
+1 415-637-5999

October 11, 2023

ZAB Secretary
Land Use Planning Division
1947 Center Street, Second Floor
Berkeley CA 94704

RE: 2712 Telegraph Development #ZP2022-0179

Dear ZAB Secretary:

We are the property owners at 2711 Dana Street, Berkeley CA 94705, the property directly west of the subject property at 2712 Telegraph. We are writing today to share our concerns about the project.

We would like to begin by acknowledging that we met with Michael Thomas from Panoramic, the developer, and Brian Carter from KDA, the architect, on Friday, October 6 to review the revised plans for the building. We were pleased with the progress being made and believe the design is going in the right direction. We also discussed fencing, plantings, and security. Both Michael and Brian were very open to addressing those concerns, and we appreciated their spirit of collaboration.

The one outstanding concern – which we voiced both at DRC on May 18 and at the October 6 meeting – is the impact of shadows on our Tesla solar roof. According to the shadow study provided in the property packet, our solar roof will be blocked for several hours each morning significantly reducing our clean energy generation. This clean energy not only powers our two-unit building it also serves as a community good. The energy that we don't use is returned back to the grid, thereby providing clean energy to our neighbors. We also participate in Tesla's Virtual Power Plant program. When there are power outages in the community, PGE can draw excess energy from our roof

and battery storage to help keep the lights on in the community.

We respectfully asked during DRC on May 18 and again at our October 6 meeting that Panoramic and KDA address this concern. We suggested a stepped design in the back as other projects in Berkeley have implemented, which would lessen the length of time our solar collectors are shadowed.

We recommend that the building not be approved until Panoramic and KDA address this concern.

Sincerely,

A handwritten signature in black ink, appearing to read "Melanie and David Wise". The signature is written in a cursive, flowing style with a long horizontal line extending to the left.

Melanie and David Wise

To: Berkeley Design Review Committee

From: David and Melanie Wise, 2711 Dana Street

Re: 2712 Telegraph Development

Date: 18 May 2023

Following are our comments from the public portion of the meeting on May 18, 2023.

My name is Melanie Wise. My husband Dave Wise and I own 2711 Dana Street, one of the properties directly west of the subject property. We like to say that we are proud BIMBY's or Build it Better in My Backyard. While we acknowledge the need for more housing in Berkeley. We'd like to see designs that reflect the rich architectural heritage of our city. The best way to explain our key design concerns is to show you.

[See handout]

The photo on the top is the subject property and beneath it is a rendering of a project planned for 2650 Telegraph, less than a block away. We believe that this building represents a higher design standard for the neighborhood and can serve as inspiration for what 2712 could be. Our main concerns about 2712 are that:

- The sawtooth design does not provide enough visual interest
- The front of the building encroaches on the sidewalk.
- The windows are too small.
- The variation in material color on the cladding is not a replacement for a lack of variation in planes

On a personal note, we would like to see the following:

- Tall fencing on the western property line to ensure our security.
- A line of trees such as cypresses on the western fence line to ensure privacy and block the noise from Telegraph.
- And, we would like the developer and architect to consider the shadow study. The building will block our solar roof during morning hours. Solar is the primary energy source for our home. Our roof and batter also serve as a virtual power plant. During blackouts, we send power back to the grid, which benefits the community.

In closing, Berkeley is the city of Morgan and Maybeck. Density and architectural integrity are not mutually exclusive. Berkeley deserves better. And with your recommendations, 2712 Telegraph can be better.

2712 Telegraph Ave Can Be Better



The current design of 2712 Telegraph Ave. Small windows not well proportioned with scale of building. Color changes in cladding not a sufficient replacement for visual interest of planar variation. "Sawtooth" front protrudes into sidewalk. All exterior planes are mainly flat without any overhangs, minimal variation in materials, lack of horizontal planes. This is currently not a building that honors the neighborhood's existing architecture.



Compare to the design for 2650 Telegraph Avenue. Variation in materials, layering, large windows, visual interest horizontal planes, overhang details. This is a modern building that strives to be a positive step in the evolution of the community.



2650 Telegraph Avenue. Stepped design "building massing steps down to minimize impacts to the adjacent small scale residences"

studioKDA

THE URSA, BERKELEY

The new Ursa Apartments provides 50 units of housing two blocks from UC Berkeley [read more...](#)

OUR WORK ABOUT CONNECT STORIES
EAT SHOP LIVE PLAY WORK



studioKDA has designed better buildings in Berkeley. Consider the URSA. The windows are more proportionally appropriate, the balconies add interest and outdoor space, a variety of materials on exterior breaks up the planes.

Questions comments:

Melanie Wise melanie66@mac.com, Dave Wise wisedavewise@gmail.com

<https://www.planetizen.com/node/82533/three-design-basics-stop-ugly-building-epidemic>

<https://www.sfchronicle.com/eastbay/article/Berkeley-housing-17203799.php#photo-22531644>