

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.



The building massing steps down to minimize impacts to the adjacent small scale residences.

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...](#)

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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:

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<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>