

Exhibit F

May 28, 2019

Honorable Ally Medina, Mayor
and Members of the Emeryville City Council
1333 Park Avenue
Emeryville, CA 94608

RE: Parcel B

Dear Mayor Medina,

The Emeryville Marketplace Parcel B Shellmound Site current revision to the plan significantly diminishes the Original Development Plan in which was also the first LEED Platinum Neighborhood Design Plan ever rewarded in the following ways:

The length of the proposed building is unprecedented. The visual bulk exceeds that of any building of this height in the East Bay and will cast excessive shadow on Shellmound Street in the morning, throughout the year. The design of the proposed buildings should consider shadow impacts on surrounding areas for sidewalks and streets.

The current building proposal rises vertically from the street without any meaningful relief or articulation and the upper portion covers the entire width and length of the building's footprint. This proposal does not have any building height transition or step back upper levels of buildings to transition to adjacent lower building heights as listed in the Emeryville guidelines. The current proposal makes a canyon out of Shellmound street and does not have variation and articulation through changes in height and massing.

The building consists of large floor continuous 53,500 square foot floor plates with no separation, tapering, step backs or otherwise employing a reduction in massing. The current building proposal does not incorporate a distinguishable base, middle, and top for creating a more articulated design. It is a "super block" without any surfaces with three-dimensional elements that create a visual play of light and shadow.

The Original Development Plan has parking that was completely screened from the street. The current building proposal has 4 levels of parking facing directly on the street. Although there is retail on the ground level, the parking above is a poor urban use which perceptively elongates this already large block.

The wind exceedances along Shellmound Street will be at a very uncomfortable level. The current

proposed Building has only minimal wind shelter from other structures and has a relatively broad and continuous west face where there is a pedestrian promenade. It is a tall, unbroken structure within the area and will intercept a substantial amount of wind that tends to be accelerated around the base of the building. All the wind speeds in the area of the project are very uncomfortable and will likely occur often. There is no mitigation addressed in the current proposed building design that deals with the various aspects such as wind that is normally necessary to create an approved project.

The Preliminary Development Plan had major pedestrian crossings that aided in traffic calming. The current proposal is non traffic calming has only one nominal crossing with no bulb-outs. Because the building is set against the property line it undoes having the original plaza/promenade on the south and east side of Shellmound Street. The proposed project does not expand the pedestrian network.

All things considered, the current building design does not substantially comply with the Original Development. We are happy to expand on our comments as appropriate.

Sincerely,



Jeffrey Heller, FAIA
President