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Berkeley approves \$60M rental project on Shattuck

San Francisco Business Times - by [Blanca Torres](#)

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City Centric is moving ahead with a \$60 million mixed-use apartment project that aims to revitalize a slow section of Shattuck Avenue in Berkeley.

Developers Ali Kashani and Mark Rhoades secured entitlements for their Parker Place development that will contain 155 units, a 188-spot parking garage and 19,600 square feet of retail space at 2600 Shattuck Ave.

“Our vision is to really create a sense of place and really transform the neighborhood,” Rhoades said.

The project will consist of studios up to three-bedrooms, 20 percent of which will be offered below market rate. The inclusion of affordable housing will help City Centric obtain low-income housing tax credits and other affordable housing financing.

Kashani and Rhoades expect to start construction in the second half of 2011. The site is currently home to a Honda dealership that plans to move to another location in Berkeley.

Parker Place, designed by **David Baker + Partners Architects**, will incorporate the existing dealership building that was built in 1923. The project will consist of two buildings divided by Parker Street.

The range of unit sizes is expected to attract families, young professionals and empty nesters, Kashani said. The project is three-quarters of a mile from the **UC Berkeley**, campus and about six blocks from the Berkeley and Ashby BART stations in either direction.

“The project is not necessarily designed for students,” Kashani said. “But we are not excluding them.”

Officials want to attract denser housing project to the city’s core, said Michael Caplan, Berkeley’s economic development director.

For many years, developers focused on the student market near campus and downtown, but some like City Centric and SNK Realty’s Arpeggio, a 143-unit condo project under

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construction, are catering to other types of residents.

“There’s a desire to move beyond student housing to include other types such as senior, family and for-sale,” Caplan said.

Parker Place

Developer: City Centric.
Units: 155 apartments.
Retail: 19,600 square feet.
Cost: \$60 million.
Completion: 2012 or 2013.
Designers: David Baker + Partners, Fletcher Studio.
LEED Consultant: Design Avenues.



Blanca Torres covers East Bay Real Estate for the **San Francisco Business Times**.

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