

# BERKELEY MARRIOTT HOTEL

Berkeley, California USA



## MARRIOT HOTEL and COMMUNITY MEETING CENTER, Berkeley USA

Pioneering a new generation of high-rise building in Berkeley, California, Urban International Studios has designed an iconic new mixed-use tower that combines retail, hotel, and community meeting center. The building is designed to be a major contributor to Berkeley's downtown culture, activity, and urban identity, with multiple roof decks, programmed public events and accessible design.

The high-rise tower's innovative design strategy at the base of the building scales the building to the historic fabric of downtown Berkeley and creates a more dynamic and engaged pedestrian context. The architecture is both modern and rooted in a memory of Berkeley's unique historic buildings. The building is designed to be LEED Gold and has sustainable environmental design features that showcase energy and water conservation. The architecture is designed to have a clear environmental vision that is expressed and integrated into every aspect of the design.

The highrise design was a pioneering tall building in Berkeley's downtown, overcoming many hurdles in entitlement process. The success of the design, the community's resounding approval of the building and its recognized contribution to the fabric of the historic fabric laid the framework for the densification of the downtown that is occurring in Berkeley's downtown today.



Project by E. McFarlan as Principal & Director at JRDV Urban International



