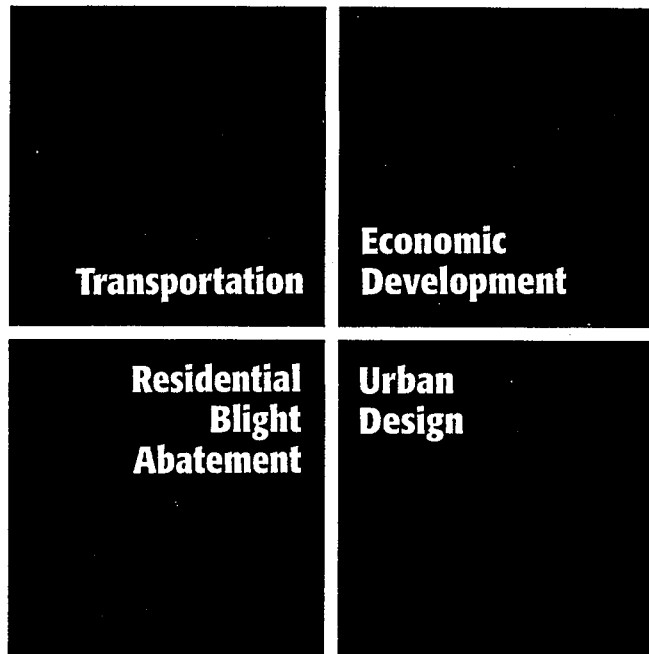


# South Shattuck Strategic Plan



Prepared by the City of Berkeley  
Planning and Development Department

June 1998

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## **Introduction**

The commercial thoroughfares and residential neighborhoods between Downtown Berkeley and the Ashby BART station are an important piece of the Berkeley fabric. Shattuck Avenue and Adeline Street, the major southern transportation corridors into Downtown Berkeley, generate significant economic activity with both neighborhood and regional serving shopping destinations. Close to these busy commercial and transportation corridors are stable residential neighborhoods housing many families and households.

Overall, the South Shattuck area is vibrant and economically healthy. However, there are several specific areas in which improvements could be made. Along Shattuck Avenue between Dwight and Ward Street, there are several large sites that have remained continuously vacant, despite interest on the part of developers. On Shattuck between Ward and Ashby, in part because there are many successful businesses, there is a fair amount of traffic and parking congestion. And in the residential areas that surround these commercial corridors, there are several pockets of blighted housing and automobile traffic spills over into the neighborhoods from surrounding major streets.

The South Shattuck Strategic Plan represents an effort on the part of the neighborhood residents and the City to address the specific economic, urban design, housing, and transportation issues presented above. It complements the objectives in the City of Berkeley 1977 Master Plan, the 1998 General Plan Update, and the 1990 South Berkeley Area Plan. The Plan does not propose to make any changes to the area's zoning regulations, but should rather serve as a guide for future development and policy decisions for the area.

In a series of five public workshops held between March and June 1996, South Shattuck residents, businesses, and property owners examined issues and developed potential opportunities for improvement in the areas of economic development, urban design, residential blight abatement, and transportation. These public discussions were conducted in the context of a strategic planning process designed to identify and implement specific short and long-term strategies and actions within the next one to five years.

### **Organization of Plan**

The South Shattuck Strategic Plan is organized into four subject areas: Economic Development, Urban Design, Residential Blight Abatement, and Transportation. Each subject area has three parts. The Objectives and Strategies detail the policy approaches to the four subject areas. The Actions give an outline of specific measures which should be taken to achieve each Objective. At the end of the Plan is the Implementation Section, which assigns a priority, cost, and staffing need to each of the actions in the Plan.

# South Shattuck Strategic Plan Objectives & Strategies

## Economic Development

**Improve and create commercial and mixed-use development along South Shattuck.**

- 1 Encourage a development model of a variety of pedestrian-oriented neighborhood serving businesses supported by anchor commercial sites. Ensure the compatibility of commercial uses and adjacent residential neighborhoods through project design requirements that reduce negative impacts.
- 2 Encourage the reuse of vacant and underdeveloped Shattuck sites as mixed-use buildings with commercial frontage and residential above, concentrating particularly on opportunity sites that could significantly revitalize the area.
- 3 Create a partnership between the City, business owners and residents to make property improvements, attract desirable businesses to South Shattuck, and address public safety issues.

## Urban Design

**Create and enhance the identity of the South Shattuck commercial corridor as a unique and pleasant district that complements adjacent residential neighborhoods.**

- 1 Enhance the pedestrian orientation of the commercial corridor through upgraded and expanded streetscape improvements and the reduction of automobile impacts.
- 2 Enhance the sense of place and district identity through careful building design and improved relationships between buildings, activities, residents, and shoppers in the South Shattuck corridor.
- 3 Enhance the visual quality of the corridor by creating an overall district identity, using features appropriate to each of the target areas.

## Residential Blight Abatement

**Ensure that residential properties are used and maintained according to appropriate standards.**

- 1 Address the problem of seriously blighted properties in the South Shattuck area using both enforcement mechanisms and assistance to property owners.

- 2 Prevent the future development of blighting conditions in the residential area.

### **Transportation**

**Make traffic improvements which complement economic development and urban design goals, encourage the use of alternatives to the automobile, and preserve the quality of life in residential neighborhoods.**

- 1 Make capital improvements in the public right-of-way which increase pedestrian access and safety on commercial streets.
- 2 Support the location of new businesses in the South Shattuck corridor by identifying acceptable parking configurations for both anchor businesses and small tenants.
- 3 Make circulation system improvements which direct non-local traffic away from residential neighborhoods, minimize spillover effects from one neighborhood street to another, and allow resident access to major arterials.
- 4 Support alternatives to the automobile (transit, shuttles, bicycling, and walking) by developing and implementing policies which encourage non-automobile travel, including a plan for targeted street improvements.

## **The South Shattuck Planning Process**

Interest in a South Shattuck planning process began when three neighborhood groups, which had each been working to address different neighborhood concerns, joined together after the 1995 approval of a Hollywood Video store on Shattuck Avenue. The three groups and their area of concern were:

- 1 **The Community Committee for a Full-Service Supermarket** which had been working to bring a supermarket to 2020 Oregon, the site of the former Safeway store;
- 2 **Ward Street Neighbors** which had been working to address the problem of blighted residential properties on Ward Street east of Shattuck and on other Le Conte neighborhood residential streets; and
- 3 **South Shattuck Neighbors**, formed in response to the Hollywood Video store plans, which was interested in bringing neighborhood serving businesses to Shattuck Avenue.

To comprehensively address their array of concerns, the leaders of these three groups, along with the Le Conte Neighborhood Association and the United Neighborhood Watch, requested that the Council authorize a planning process to develop a strategic plan for the South Shattuck corridor. After listening to the group's concerns at a Community Forum in January 1996, the City Council approved a planning process for this area. The South Shattuck Planning Committee, composed of representatives of the original five neighborhood groups requesting the planning process, representatives of Stuart Street Neighbors Actively Prepared (SSNAP), and individuals from neighborhoods west of Shattuck, was formed to meet with City staff to plan community workshops and to provide neighborhood input on the South Shattuck Strategic Plan.

Starting in February 1996, City staff began designing a planning process and compiling data and information about the Plan area. Five public workshops were held in which this background information was presented and community concerns were discussed.

**Workshop 1.** March 9, 1996. This workshop presented an introduction and overview of the South Shattuck Planning Process.

**Workshop 2.** March 30, 1996. This workshop focused on Economic Development issues and resulted in a preliminary blueprint of desired businesses along South Shattuck.

**Workshop 3.** April 20, 1996. This workshop focused on potential solutions to Urban Design and Residential Blight Abatement issues in the area.

**Workshop 4.** May 11, 1996. This workshop focused on resolving neighborhood traffic

and parking issues in the South Shattuck area.

Workshop 5. June 1, 1996. This workshop was a culmination and consolidation of the community input into the planning process, and introduced a preliminary Draft Plan for public review.

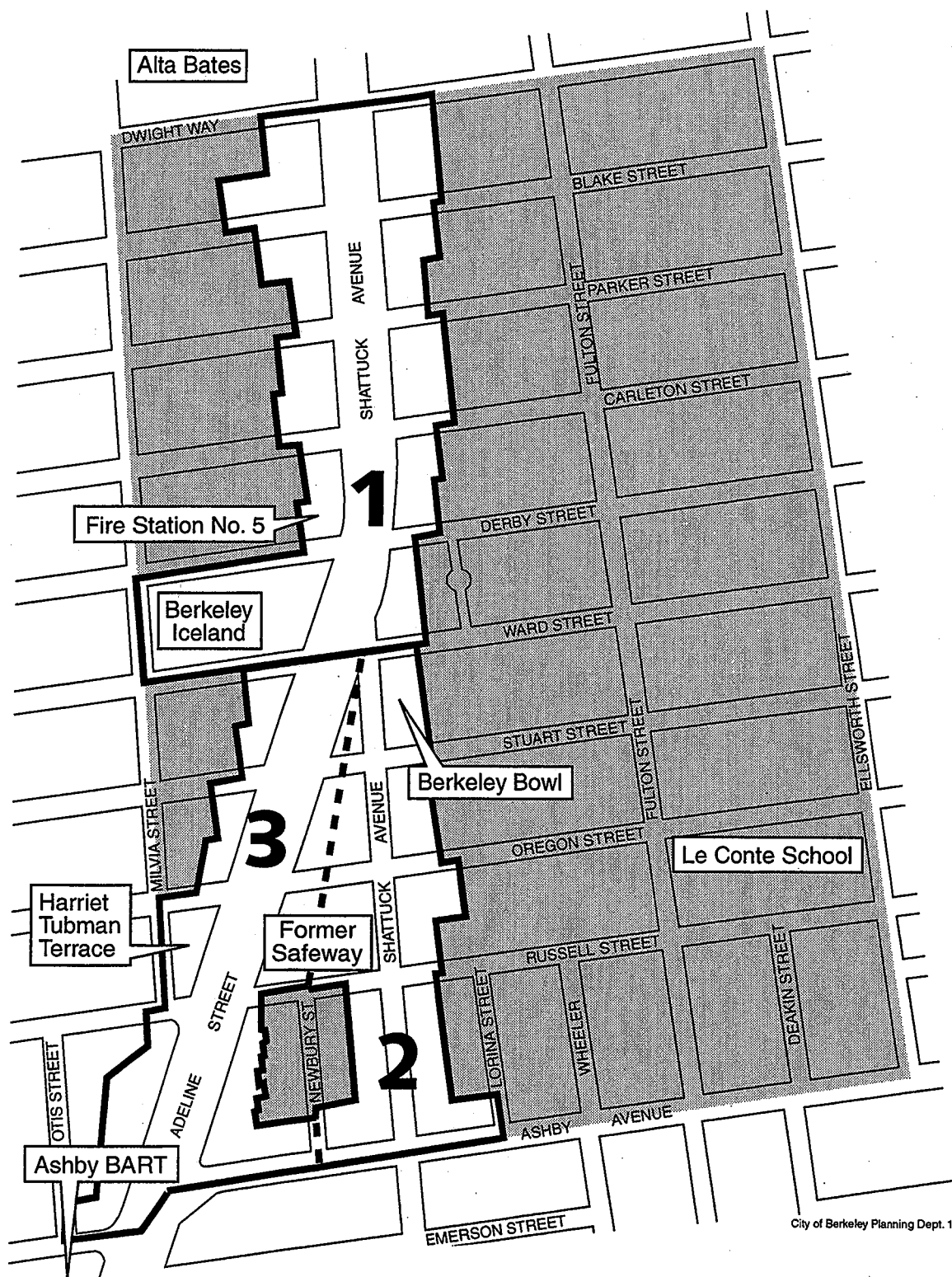
In January 1997, the first Draft Plan was released. By November 1997, after many meetings between staff and the South Shattuck Planning Committee, a significantly revised Draft Plan was presented to the neighbors at a community workshop. Overall the Draft Plan was very well received. The Plan was sent to the City Council to be adopted as an amendment to the City's Master Plan in June 1998.

During the planning process some new development and re-use projects were proposed for South Shattuck. These projects were evaluated in light of the emerging planning goals.

The City will continue to be in contact with the community regarding Plan implementation. Additionally, progress on Plan implementation will be reviewed at a community meeting one year after the South Shattuck Strategic Plan is adopted.



# South Shattuck Plan Area



- TARGET AREA 1**  
Commercial Properties along Shattuck from Dwight Way to Ward
- TARGET AREA 2**  
Commercial Properties along Shattuck from Ward to Ashby
- TARGET AREA 3**  
Commercial Properties along Adeline from Ward to Ashby
- TARGET AREA 4**  
All Residential Properties in Plan Area



## South Shattuck Background

### South Shattuck Study Area

The South Shattuck Strategic Plan covers the area stretching along the Shattuck Avenue and Adeline Street commercial corridor between Dwight Way and Ashby Avenue. The study area includes the residential neighborhoods west of Shattuck and Adeline to Milvia Street, and east to Ellsworth Street. In its entirety the area covers .234 square miles, or 2.2% of the City's total land, and includes 35 city blocks. Shattuck Avenue spans slightly over half a mile in the Plan area. Although the study area borders the Ashby BART, the station is not included in this Plan. The BART station area is discussed in the South Berkeley Area Plan.

### Area Planning History

The South Shattuck Strategic Plan is the first planning effort to concentrate solely on the Shattuck/Adeline corridors between Dwight and Ashby, and the immediately surrounding neighborhoods. However, the South Shattuck Plan builds on a foundation of past Plans and Zoning Ordinance amendments, described below.

Most significantly, the South Shattuck Plan provides greater definition to an area covered by the South Berkeley Area Plan (SBAP), adopted in 1990. The SBAP includes the portion of the South Shattuck Plan area which lies west of Shattuck. One of the SBAP's main goals is the revitalization of South Berkeley's economic base. Many of the policies and actions in the SBAP are mirrored in the South Shattuck Plan, including:

- ✓ support for mixed-use development and a pedestrian-friendly street environment,
- ✓ community participation in decisions that affect the area,
- ✓ business attraction,
- ✓ traffic management, and
- ✓ restoration of deteriorated housing stock.

In the SBAP, Adeline Street is viewed as the main commercial corridor for South Berkeley, and plan implementation efforts were targeted here. Shattuck Avenue between Dwight and Ashby is treated as a transition area between Downtown and the neighborhood-serving area south of Ashby.

In 1987, the C-1(SA) Zoning District was created to begin implementing the goals being formulated in the South Berkeley Area Plan. This zoning district covers all of the commercial corridors in the South Shattuck Plan. The goals of the C-1(SA) are very similar to the economic development goals of this Plan. The C-1(SA) tries to encourage mixed-use development (retail/residential) and neighborhood-serving businesses. It also prohibits any additional auto-related uses in the C-1(SA) area.

The **Avenues Plan** was approved in 1995 as a package of Zoning Ordinance changes

intended to stimulate housing and mixed-use development along Shattuck and University Avenues.

The U.C. Neighborhoods Transportation and Traffic Plan (1995) covers a large part of southeast Berkeley and includes all of the South Shattuck Plan area. The goals of this plan are to reduce auto traffic, decrease the negative effects of traffic on high volume streets on all non-auto users, and to discourage cut-through traffic. The U.C. Neighborhoods Plan includes many improvements for the South Shattuck Plan area. Its implementation is one of the actions in this Plan.

### Population

Overall, the population in the Plan area tends to be similar to that of Berkeley as a whole. The most thorough statistics available for the area are from the 1990 Census, Tract 4235. However, the eastern and western borders of this Census Tract differ slightly from the South Shattuck Plan area in that the Census Tract extends from Martin Luther King Jr. Way to Fulton Street. Tract 4235 has the same northern and southern boundaries of Dwight Way and Ashby Avenue as the Plan area. Essentially the two areas cover many of the same blocks, but the Census Tract is shifted one block west and therefore includes the blocks between Milvia and MLK Jr. Way, and does not include the blocks between Fulton and Ellsworth. The two sets of blocks are similar in size.

The South Shattuck Plan area houses 2.9% of the City's population. By percentage, there tend to be slightly more Blacks and Asian/Pacific Islanders in the area than in the City as a whole. Not surprisingly given the amount of senior housing in South Shattuck, a higher percentage of elderly people live here than in the City as a whole. Percentage-wise, the area has fewer high school graduates and people with over five years of college than the rest of the City. The unemployment rate is slightly lower than that of the City as a whole, and the average median income is higher for households and significantly higher for families. The area has a higher percentage of rental units, versus owner-occupied units, than the City as a whole. The following tables present the Census data for Tract 4235 and illustrate these differences.

*All data is from the 1990 Census, Tract 4235, unless otherwise stated. Percentages may not add up to 100% due to rounding.*

Population (% of Berkeley Total)		
Persons	Families	Households
2956 (2.9%)	501 (2.6%)	1396 (3.2%)

Race			Age		
	Census Tract 4235	Citywide		Census Tract 4235	Citywide
White	56%	62%	0-5 years	5.8%	6%
Black	23%	19%	6-15 years	6.9%	7%
Am. Indian	0.6%	0%	16-64 years	71.5%	76%
Asian/P.I.	19%	15%	65+ years	15.7%	11%
Other	1.5%	4%			

Educational Attainment Persons 18 years and over			
	Census Tract 4235	Census Tract 4235	Citywide
Less than High School Graduation	323	12.7 %	8 %
High School Graduation	265	10.4 %	12 %
Some College	843	33.2 %	32 %
College Graduation	723	28.5 %	25 %
5+ years of College	385	15.2 %	23 %
TOTAL	2539	100%	100%

Employment Persons 16 years and over			
	#	% of Labor Force	Berkeley Labor Force
Employed	1762	96.5%	94.4%
Unemployed	63	3.5%	5.6%

Median Income Constant \$1997			
	Census Tract 4235	Berkeley Average	Percent Difference
Family Income	\$44,629	\$35,362	+26%
Household Income	\$31,309	\$28,777	+9%

<b>Housing Units</b>			
	#	%	Citywide
Total Units	1446	3.2% of city total	45,735
Occupied	1369	94.7%	95%
<i>Owned</i>	442	32.3%	44%
<i>Rented</i>	927	67.7%	56%
Vacant	77	5.3%	5%

## **Land Use**

### *Commercial Areas*

The commercially zoned areas along Shattuck and Adeline have a mixture of land uses including small and large businesses, outdoor used car lots, offices, vacant lots, institutional uses, housing, and parking lots. The primary commercial uses in the South Shattuck Plan area are auto-related uses (auto dealers, auto repair, etc.), grocery, and small-scale retail. Two major auto dealerships generate substantial economic activity. The area had two large food markets until Safeway departed in 1994, leaving residents with one market, but no nearby full-service market.

Currently there are about 12 mixed-use buildings (retail/residential) on Shattuck and Adeline. These buildings are principally located near the Shattuck/Dwight and Ashby/Adeline intersections. No new mixed-used structures have been built on the South Shattuck corridor since before the creation of the C-1(SA) zoning district in 1987, which attempted to encourage mixed-use development.

There is a mix of modern structures and older buildings on the commercial corridors. There are no City-designated landmark buildings. The types of housing on the commercial corridors range from single-family residences to multi-story apartment complexes.

The large-scale uses are spread out along the commercial corridor, with the auto dealers north of Ward Street, and the grocery and drug store uses south of Ward. The smaller scale uses tend to be clustered around the intersections with the major streets of Dwight Way and Ashby. Adeline/Ashby has a regional serving cluster of antique and home furnishing stores. The intersections of Shattuck with Dwight and with Ashby contain a mix of neighborhood-serving businesses, including small restaurants, a laundromat, dry cleaners, a shoe repair store, a hardware store, and beauty salons. Situated along the commercial corridors between the Plan area boundaries, are small to medium-sized retail and service uses that do not rely on foot traffic for their business.

### *Residential Areas*

The area surrounding the South Shattuck commercial corridor is mostly residential with

a few other uses, including an ice skating rink, a fire station, and U.C. Berkeley warehouses. The strong, stable residential area contains a mixture of single-family bungalows and shingle houses, and small to medium-sized apartment buildings. One senior housing project and a residential co-op are located on Adeline Street; there is a convalescent home at Shattuck and Oregon.

### **Residential Conditions**

Most residential properties are excellently maintained, but some residences are in a deteriorating condition. These blighted homes, located around the intersection of Ward and Ellsworth, not only affect the occupants, but also have a blighting impact on the neighborhood.

### **Vacant and Unbuilt Sites**

Vacant storefronts and vacant lots currently occupy just over 15% of Shattuck Avenue's length between Dwight Way and Ashby. The majority of these sites are located north of Ward street. The one main vacant site to the south of Ward Street, 2020 Oregon, has been purchased and will be developed as a full-service supermarket. These existing vacant sites, combined with unbuilt lots used for parking or used auto sales, create large and frequent gaps of inactivity. These intermittent gaps discourage foot traffic along Shattuck Avenue, especially north of Ward Street, and result in a poor connection between existing businesses. While vacancies obviously detract from an area's vitality, used auto sales and parking lots can be a part of an attractive commercial area if they are well-landscaped and maintained.

### **Transportation**

For over 120 years, Adeline/Shattuck has been a transportation corridor, first as a street car route and then as an auto route. Today, autos tend to stay on Shattuck Avenue for its entire length between Dwight and Ashby, and Adeline is less heavily used. Shattuck between Dwight and Ward is two-lanes in both directions, and carries about 33,500 cars per day. Between Ward and Ashby, Shattuck narrows to one lane in each direction, but still carries about 19,000 cars per day. Adeline, on the other hand, has three lanes in each direction between Ward and Ashby, but only carries 15,700 cars per day.

The Shattuck/Adeline corridor is classified in the City's Master Plan as a major street, which is defined as a "high-volume street connecting areas of the city and/or adjoining communities." Shattuck between Ward and Ashby, however, is a collector street, which is a "street carrying varying volumes providing access to local streets, major streets and activity centers." Both Dwight and Ashby are major streets, and additionally Ashby is a state highway.

There are relatively few traffic signals on Shattuck and Adeline, and no stop signs. On Shattuck between Dwight and Ashby, there are three traffic signals: one at each major intersection at the Plan area boundaries and one in the middle of the Plan area at Ward. This results in a signal every four to five blocks. Adeline between Ward and Ashby has a traffic signal every two blocks.

Due to the lack of traffic signals and stops signs along Shattuck, pedestrian crossings are often difficult. The intersection of Adeline/Shattuck/Ward is particularly awkward to cross, even with the existing signal. In 1996 there were 9 collisions between pedestrians or bicyclists and autos on the major and collector streets in the Plan area (Shattuck, Adeline, and Dwight), compared to one accident on the local streets.

Areas of particular congestion are centered along Shattuck between Ward and Ashby. The grocery store (Berkeley Bowl) between Ward and Stuart generates a large amount of auto and pedestrian traffic. Autos competing for parking spaces create congestion along the bordering residential streets and on Shattuck. Additionally, Shattuck is often congested during peak hours due to the high number of autos traveling on a relatively narrow street.

All of the residential streets in the Plan area are classified as local streets, which are defined as "providing access and parking to abutting properties." The neighborhood east of Shattuck has received extensive traffic calming treatments, including diverters in the 1970s and speed humps in the 1990s. For the most part, these treatments have dramatically reduced traffic on the residential streets, although some streets have seen increases in traffic volume. Today the number of cars traveling each day on a given residential street ranges from about 500 to 2,300.

The existing bike routes in the South Shattuck Plan area are along Milvia and Russell. Due to its low traffic volumes, Fulton is often used by bicyclists and is a proposed bike route in the 1994 Draft Bike Plan. Other proposals in the Draft Bike Plan include bike lanes on Adeline Street and a bike route on Derby from Milvia to Ellsworth.

### **Streetscape and Design**

Shattuck Avenue from Dwight to Ward, and Adeline from Ward to Ashby are both about 140 foot wide boulevards, reflecting their historic use as a streetcar route and their current importance as a transportation corridor to Downtown Berkeley. Shattuck from Ward to Ashby is much narrower at 46 feet wide.

On the northern portion of Shattuck, the sidewalks are fourteen feet wide and are bulbed-out at the intersections to improve pedestrian crossings. Benches and planters are found near many intersections. There are street trees on most blocks and in the center median. Parking bays line the street on both sides. In spite of the existing pedestrian amenities, the street is perceived as auto-dominated mainly due to its width, the speed of auto traffic, and the lack of pedestrian activity. Street lights are tall and geared towards autos, not pedestrians. The condition of the sidewalks is good, but the benches, trash receptacles and some street trees are not consistently maintained.

Most foot traffic on the northern section of Shattuck is found on the west side of Shattuck from Dwight to Blake. The auto dealerships, also found on the west side of Shattuck, are large tax revenue generators, but do not contribute significantly to the pedestrian activity in the area. The two new auto dealerships do, however, create a

continuous building wall at the sidewalk. The walls of these properties help to frame this section of Shattuck, which otherwise has very few continuous building walls with occupied storefronts.

Adeline Street is also a wide street, but unlike the northern part of Shattuck, it has a 56 foot wide grassy center median, and there are parking bays only between Russell and Ashby. Although this street is as wide as Shattuck to the north, it carries significantly fewer cars. Between Ward and Russell, the east and west sides of Adeline have different characters. Three of the four blocks on the east side have parking lots fronting the sidewalk, making this an unpleasant place to walk and making the street appear even wider than it is. The west side, however, is mostly residential with landscaping and interesting buildings.

Shattuck between Ward and Ashby is a relatively narrow two-lane, mostly tree-lined street. Most of the public right-of-way areas are in good condition, however in some places the sidewalks are in need of repair and the planting strip is overgrown, further narrowing the sidewalk. The two largest parcels on this length of Shattuck, each taking up a full block on the west side, have properties that are set-back from the street with parking in front, detracting from the pedestrian orientation of the rest of the area. This area has a mix of architectural styles and uses which makes it an interesting environment, but also works against creating a unified neighborhood identity. Some of the older building façades and signage are in deteriorating condition or poorly designed, but others have been recently renovated. The newest development on this section of Shattuck, a retail building between Russell and Ashby, has brightened the area and brought new streetscape improvements.

This section of Shattuck between Ward and Ashby has more pedestrian activity than anywhere else in the Plan area, particularly at its two ends. This existing activity, along with the narrow street width and the fact that most buildings are built to the property line make this the street with the most potential to become truly pedestrian-friendly.

### **Recent Economic Activity**

A variety of uses exist in the South Shattuck Plan area, and the upturn in the region's economy over the past four years has increased the demand for new business space. Downtown Berkeley has seen a drop in commercial vacancies, and businesses are apparently looking toward South Shattuck as the next area to locate. Newly constructed retail space on the west side of Shattuck, just north of Ashby, has the potential to increase activity near this intersection, and the commercial growth of businesses southward from Downtown Berkeley is promising for the Shattuck/Dwight area. The opening of a video store at Shattuck and Derby, will increase pedestrian activity in this area, and may motivate nearby property owners to secure tenants for their vacant sites.

The commercial square footage rates indicate that the South Shattuck Plan area is not an under-valued area. Although several large sites in the Plan area are underutilized, it is not for a lack of interest by developers.



While economic development is desired, its potential to negatively affect the surrounding neighborhood should be recognized and addressed. Residents have identified a number of traffic problems that can be caused, or exacerbated, by an increase in development, including lack of adequate on- or off-street parking, auto congestion, pedestrian safety, and increased residential street traffic. In addition to examining the impacts of individual projects, there will be a need to examine and reduce the cumulative effects of development on the neighborhood.

### **Opportunities**

The South Shattuck area has the opportunity to become a thriving and dynamic neighborhood, home to a diversified business environment, serving the needs of the local and regional community, and to new residents living along Shattuck Avenue. Already there exists a base of many successful small to large businesses to build upon, some known regionally, others patronized by local customers. Being centrally located on a major transportation corridor between two BART stations can be a draw for both businesses and residents alike. Given the array of vacant storefronts and properties, and underutilized lots, the area offers more opportunities for development than anywhere else in Berkeley. The upswing in economic activity has enabled the City's Office of Economic Development to consider a wide range of potential new businesses for the South Shattuck area.

New businesses can help bring pedestrian activity and privately-funded improvements to the physical environment, including new sidewalks, street trees, and landscaping. A strong identity for the area can be established as new development fills vacant and underutilized sites. As new businesses invest in the South Shattuck area, the City has an opportunity to make physical improvements to the streetscape.

The great potential for change in the South Shattuck Plan area presents a chance for the South Shattuck community to play a strong role in shaping and influencing the future of their neighborhood. This plan represents the community's vision for the South Shattuck Area and a plan of action to make that vision a reality. The success of the plan will depend on all of the players involved, including residents, the City, property and business owners, and market forces.

## Target Areas

The actions in the South Shattuck Strategic Plan strive to encourage and direct the revitalization of the Plan area. As the issues and opportunities are, in many cases, distinct to different parts of the South Shattuck Plan area, different tools are needed to address the problems specific to each area. For this reason, the South Shattuck Plan area is divided into four target areas. Each Plan strategy is targeted to one or more of the areas; however, the strategies are not necessarily strictly limited to these areas. The four target areas are:

### 1• Shattuck Avenue between Dwight & Ward

Of the entire Plan area, this section of Shattuck is the most in need of economic revitalization. Cumulatively there are two blocks of vacant sites or storefronts, and another block dedicated to a parking lot, within a ten block area. There are successful businesses along the street, but due to the vacant and underutilized sites, all of these businesses, except for those on the west side of Shattuck near Dwight, are disconnected from each other. Most, if not all, of the potential development sites sit on the east side of Shattuck between Dwight and Derby. The challenge will be to re-use these sites and link them to the existing businesses, bringing economic vitality to the entire area. New development and a reduction in vacancies will create an identity for this section of Shattuck and bring economic activity to the area.

### 2• Shattuck Avenue between Ward & Ashby

This section of Shattuck, overall, is more healthy economically than Shattuck to the north. A variety of businesses are thriving; one of the largest ones (Berkeley Bowl) is in the process of moving to a larger site, and a new commercial development was built at the former site of a used car lot (2930 Shattuck). The main issues for these blocks are transportation and urban design. The width of the street creates a pedestrian-scale environment, but additional measures are needed to make it actually pedestrian-friendly. Some of the businesses should be re-oriented to face the street; and some storefronts could benefit from façade improvements.

### 3• Adeline Street between Ward & Ashby

This is the most stable of the three commercial target areas and the least in need of change. Of the three commercial portions of the Plan area, this section contains the least amount of commercial uses and the most residential uses. The existing commercial uses, mostly clustered near Ashby Avenue, are doing well and there are few vacancies. Many of the strategies in this Plan will benefit the Adeline corridor, but few are directly aimed at this area. Additionally, the Ashby/Adeline node is more fully addressed in South Berkeley Area Plan.

#### **4• Surrounding Residential Neighborhoods**

The residential areas are the most stable of all of the target areas. The changes envisioned for these areas are the elimination of blighted housing, and the reduction and calming of traffic through the neighborhoods. Additionally, actions are included that will reduce the impact of development on the residential areas.



## Economic Development Strategies

TARGET AREA: SHATTUCK AVENUE FROM DWIGHT WAY TO ASHBY AVENUE

### **Definitions:**

*anchor business: a business that attracts a large number of customers, who then may shop at other smaller nearby stores.*

*mixed-use: a building with commercial uses at the ground level and residential or office uses on the upper floors.*

### **Objective**

#### **Improve and create commercial and mixed-use development along South Shattuck.**

One of the keys to South Shattuck's revitalization as a commercial corridor is the development of a sound economic base. The existing variety of businesses contribute to the area's potential to become an attractive and successful locally and regionally serving business district. The City must work with business and neighborhood interests to stabilize existing businesses, attract new businesses, make property and public improvements, and ensure compatibility between the commercial district and adjacent residential neighborhoods.

**\*** The economic development strategies focus on Shattuck Avenue, where there is the most development potential in the South Shattuck Plan area. A majority of the existing commercial uses and vacant sites in the Plan area are concentrated on Shattuck. The four main **opportunity sites** for development are:

- East side of Shattuck between Carleton and Parker Streets. The site and its improvements are now vacant. 2601 Shattuck Avenue (15,200 sf lot; 8,000 sf gross floor area) & 2621 Shattuck Avenue (26,700 sf lot; 15,000 sf gross floor area)
- East side of Shattuck between Blake and Dwight. The site is now used for surface parking. If the site is developed, the parking, which the City requires Alta Bates to provide, must either be retained or replaced. 2104 Dwight Way (41,200 sf lot)
- Southeast corner of Shattuck and Carleton Street. The site is now un-used and undeveloped. However, since the South Shattuck planning process began, permits have been approved for auto sales at this site. 2627 Shattuck Avenue (23,000 sf lot; 393 sf gross floor area)
- 2020 Oregon Street, the former Safeway site. Since the South Shattuck planning process began, Berkeley Bowl has purchased this site and has obtained permits to build and operate a full-service supermarket. (84,500 sf lot; 22,000 sf gross floor area)

All of the above sites are large parcels, which could potentially be developed as one anchor use, a mixed-use project, an anchor with smaller businesses, or a cluster of small businesses. Their development would have a substantial beneficial effect on the Plan area, and be a catalyst for smaller neighborhood-serving businesses to locate around them.

Additional key sites along Shattuck and Adeline are included in Appendix A. These sites are either smaller; are currently occupied, but will soon be vacant; or due to their location, their development would not have as large an impact on the Plan area as the development of one of the opportunity sites. This list of key sites will change over time, as sites become occupied or are vacated.

①

#### **Strategy One.**

**Encourage a development model of a variety of pedestrian-oriented neighborhood serving businesses supported by anchor commercial sites. Ensure the compatibility of commercial uses and adjacent residential neighborhoods through project design requirements that reduce negative impacts.**

The South Shattuck commercial district can serve many of the shopping needs of the adjacent neighborhoods, but must also reach a broader market and attract a large enough number of shoppers to support the desired array of businesses. A balance must be achieved between smaller, more specialized businesses and larger anchor businesses if the district is to be both successful and compatible with adjacent neighborhoods. The City, businesses, and neighborhood residents should work in partnership to review new project designs and develop mitigations for project impacts. The success of new and revitalized businesses and South Shattuck's district identity will require both transportation and pedestrian-oriented public improvements. (See other sections).

#### **\* TARGET AREA: SHATTUCK AVENUE FROM DWIGHT WAY TO ASHBY AVENUE**

Shattuck Avenue has land use patterns and parcel sizes that make it ideal for a development model of anchor businesses supported by a mix of smaller businesses, or a large cluster of small- to medium-sized businesses. Many neighborhood serving businesses already exist, with a cluster on the west side of Shattuck near Dwight Way and another near Ashby. Large sites, suitable for an anchor development, are also spread evenly along the street. Currently the north end lacks any anchor business. One of the several opportunity sites should be developed as an anchor business, potentially with some smaller businesses accompanying it. Alternately, it is possible that a large site could be successfully developed with many small- to medium-sized businesses, that would essentially serve as an anchor development. For any anchor site to have maximum impact on revitalizing the area it must be linked to the existing smaller commercial sites. (See Urban Design section.) South of Ward Street, several anchor businesses already exist (Berkeley Bowl and Thrifty), but are not tied well to the other smaller businesses around them. Berkeley Bowl's move to 2020 Oregon has

the potential to bring increased vitality to the cluster of businesses near Ashby, if appropriate linkages are made. The site that Berkeley Bowl is vacating (2747 Shattuck), has the potential to be another anchor site, or to be occupied by several small- to medium-sized businesses.

### **Actions for Strategy One**

- a. Prepare a list of underutilized (vacant, parking, and used car lots) and blighted sites on Shattuck and Adeline in the Plan area. Develop and implement an action plan for elimination of blight, and compliance with any permitting requirements of the Toxics Management Division and the Fire Department for identified sites; and higher uses for underutilized sites.
- b. Solicit and work to secure cooperation from property owners for property improvements and tenant attraction. Focus efforts on the opportunity sites.
- c. Continue City efforts to attract (1) businesses that would draw customers from other areas of Berkeley and the East Bay region, and (2) businesses that would draw customers primarily from neighborhoods close to Shattuck and Adeline. Efforts should take into account the types of businesses deemed desirable by participants in the South Shattuck planning process (See Desired Businesses Table), and should include notifying a designated neighborhood contact about prospective new businesses.
- d. City outreach efforts should take into account the types of uses deemed undesirable by participants in the South Shattuck planning process (See Undesirable Businesses Table).
- e. Continue City efforts to assist existing and new businesses (technical assistance, expedited permit process, grants/loans, etc.).
- f. The City should work with businesses and neighborhood representatives to assess compatibility and zoning issues, identify project impacts, and change the project and/or develop appropriate mitigations as needed, with a particular emphasis on traffic and public safety impacts.
- g. Conduct a feasibility study for creating a redevelopment area for South Shattuck as a means of ensuring public and private improvements. Then consult with neighbors to decide on a direction to take.
- h. Examine the feasibility of creating a Business Improvement District as a means of funding public and private improvements.

## Desired Businesses

Desired Businesses	
<i>Home Improvement</i>	<i>Food Goods and Places</i>
gardening store nursery	bakery specialty restaurants
<i>Boutiques and Small Retail</i>	cheeses, delis, spices
bookstore	coffee shop
bicycle shop and repair	full-service supermarket
children's clothes	ice cream shop
pet food	coffee boutique
<i>Community Services</i>	wine shop
art gallery	outdoor restaurants
	<i>Personal and Professional Services</i>
	newsstand
Desired Businesses	
<i>Home Improvement</i>	<i>Larger Durable Goods and Larger Retail</i>
arts & crafts store	small-appliances store
housewares	electric car dealership
existing hardware store	furniture store*
<i>Boutiques and Small Retail</i>	<i>Food Goods and Places</i>
toy store	grocery stores (not full service)
small dress shop	food and recreational court
shoe store	soda fountain
sporting goods store*	vitamin store
electronics store*	<i>Personal and Professional Services</i>
record/music store*	gym/health club
<i>Community Services</i>	live/work spaces
community/cultural center	meditation center
child care facilities	hair salon
	laundromat
	bank
	existing cleaners

### Desired Businesses (cont.)

#### Generally Desirable Characteristics:

- Approachability and interest regarding community/neighborhood needs and concerns
- Multi-story buildings along commercial corridors
- Building design that encourages bicycle, pedestrian, and transit use
- Neighborhood-serving businesses

\* = possible anchor businesses

### Undesirable Businesses

#### Types

- fast food outlet\*
- liquor store\*
- convenience store

#### *Prohibited businesses (as per the C-1(SA) Zoning District Regulations)*

- additional auto sales, rental, service or body work businesses
- adult-oriented businesses

#### Generally Undesirable Characteristics:

- Buildings that are large, undefined, featureless, and out of context with the neighboring buildings, including residential properties.
- Businesses that generate a large amount of traffic with a high turnover rate.
- Single-story development along commercial corridors.

#### Footnotes:

Any new use over 5000 square feet in an existing structure, or any new construction over 3000 square feet, requires a Use Permit as per the C-1(SA) zoning regulations. Those uses that are starred (\*) also require a Use Permit, no matter their size.

**NOTE:** Both of the above lists are based on the input of South Shattuck neighbors solicited at the South Shattuck workshop on Economic Development, and a limited survey of neighbors. Participants were asked what businesses they would and would not like to see in their neighborhood. These lists are intended to be used for business recruitment efforts by the Office of Economic Development. They are not lists of uses that should or should not be permitted in the Zoning Ordinance. All uses are subject to the Zoning Ordinance requirements.



- i. Develop a public improvements plan for South Shattuck, focusing on street furniture, medians, trees and landscaping, and decorative elements such as banners. (See Urban Design section).

②

### **Strategy Two.**

**Encourage the reuse of vacant and underdeveloped Shattuck sites as mixed-use buildings with commercial frontage and affordable residential above, concentrating particularly on opportunity sites that could significantly revitalize the area.**

Mixed-use development, with retail below and residential above, would add residents to the South Shattuck corridor who would patronize South Shattuck businesses. These residents would potentially have low auto usage because of convenient transit access and proximity to services. Locating offices on the upper floors creates more of an opportunity for pedestrian-oriented businesses to locate at the street level, but is a less-preferred alternative as it does not have the added benefit of contributing to public safety efforts by providing "eyes on the street" during nighttime hours.

**\* TARGET AREA: SHATTUCK AVENUE FROM DWIGHT WAY TO WARD STREET**

Shattuck Avenue from Dwight to Ward Street with three of the four opportunity sites and its close proximity to BART, Downtown and the U.C. campus has the most potential for mixed-use projects. Due to its proximity to central Berkeley and the University, the parking lot at 2104 Dwight Way would be an ideal location for a residential/retail project.

### **Actions for Strategy Two**

- a. Target opportunity sites on South Shattuck for mixed-use developments, with a particular emphasis on mixed commercial and residential uses.
- b. Ensure that the number of residential units, and the design and height of mixed-use developments is compatible with zoning requirements and the scale of development on adjacent residential streets. The existing zoning sets height limits for mixed-use developments ranging from 3 to 5 stories, depending on the area. When mixed-use developments are taller than three stories, they should be designed to take into consideration the land use and urban design context, including the use and scale of abutting properties, and adjacent residential properties' need for access to light and air. The opportunity site at Shattuck and Dwight (2104 Dwight Way) is a location that would be appropriate for a building taller than three stories, since it is located near to Downtown and at the intersection of two major streets.
- c. Encourage mixed-use projects which provide affordable housing. Projects should provide units to people with a range of incomes from extremely low income (30% of the

area median income, approximately the poverty line) to moderate income (100% of area median income). Projects that provide exclusively very low or market rate housing are not desirable.

③

**Strategy Three.**

**Create a partnership between the City, business owners and residents to make property improvements, attract desirable businesses to South Shattuck, and address public safety issues.**

The successful revitalization of the South Shattuck corridor will require the active involvement of the City, the business community and residents. This involvement should include sharing information regarding projects, collaborating on property improvement and public safety efforts, and developing business attraction plans.

**\* TARGET AREA: SHATTUCK AVENUE AND ADELINE STREET**

**Actions for Strategy Three**

- a. Support open communication between the City and neighborhood representatives to discuss development proposals, design review, crime control, and other matters of concern to the neighborhoods.
- b. Consider establishing Merchant's Groups around the various nodes along Shattuck and Adeline. (The only existing group is the Adeline/Ashby Merchant's Association.)
- c. Consider establishing Business Watch groups throughout the Plan area.



## Urban Design Strategies

TARGET AREA: SHATTUCK AVENUE AND ADELINE STREET

### Objective

**Create and enhance the identity of the South Shattuck commercial corridor as a unique and pleasant district that complements adjacent residential neighborhoods.**

South Shattuck can be transformed into a vibrant and exciting neighborhood shopping district for local residents and regional visitors by improving the area's existing public spaces through a Public Improvements Plan, and by guiding new developments, through District Design Guidelines, toward storefront and building design that is pedestrian-friendly and compatible with adjacent neighborhoods. Design strategies will be most successful if they are accompanied by economic development, particularly the use of vacant lots and storefronts.

\* Streetscape improvements and good design will improve all commercial areas of the South Shattuck Plan Area. However, some immutable factors will control the extent to which an area can become bustling with pedestrians. The north end of Shattuck (Dwight to Ward) is a wide street that serves as a major automobile route. There are also several full blocks containing uses that generate low amounts of pedestrian activity (car dealerships, a Fire Station, housing). Given these factors, it will take a significant amount of new development to create a pedestrian-scale environment. The south end of Shattuck Avenue, from Ward to Ashby, on the other hand, due to its narrow width, is much more amenable to becoming alive with pedestrians. With good design in this area that shifts (or maintains) store entrances to Shattuck Avenue, and parking away from Shattuck, the area could feel much more pedestrian-centered. Focusing building façade and public improvements on key sites that link anchor businesses and smaller businesses would serve to spread activity throughout the area. Adeline Street carries fewer cars than Shattuck between Ward and Ashby, is a wider street, and has fewer commercial uses. It has the capacity to relieve some of the traffic from the narrow portion of Shattuck Avenue.

### ①

**Strategy One. Enhance the pedestrian orientation of the commercial corridor through upgraded and expanded streetscape improvements and the reduction of automobile impacts.**

Maintaining and upgrading the streetscape to improve the pedestrian experience can

bring more patrons to businesses on Shattuck, reduce noise and pollution related to automobiles, and deter crime through increased public presence on the street.

- \* **TARGET AREA: SHATTUCK AVENUE FROM DWIGHT WAY TO ASHBY AVENUE**  
Public improvements should focus mainly on Shattuck Avenue, where there is the highest pedestrian and auto traffic, but should also include Adeline at Ashby. Facilities for pedestrians should be concentrated in areas with higher commercial activity.

### **Actions for Strategy One**

- a. Improve pedestrian lighting along commercial streets, and at borders with residential areas. In particular, increase lighting on the east side of Shattuck between Parker and Carleton, around the triangular parking lot at the intersection of Adeline and Shattuck, and any other area where safety is a concern. Locations and lighting strategies can be determined through a community process.
- b. Develop a two phase Public Improvements Plan that establishes pockets and corridors of pedestrian activity and reduces the dominance of the automobile in the area.
  - i. Phase I: Maintain and improve the existing streetscape. This lower-cost first phase would build on what is now on the street, and depend on some volunteer effort from merchants. (See Appendix B for an initial draft streetscape improvement plan prepared by interested residents.) Actions should include:
    - Plant additional street trees along the commercial corridors. Focus on areas where there are gaps between trees in the sidewalks and the center medians. Also, replace dead or dying street trees.
    - Plant flowers and/or shrubs in existing planters and medians to add color to the area. Also, encourage property owners/tenants to improve landscaping around their property.
    - Purchase and locate additional planters along the corridor, to be maintained by business owners. Planters to be located consistently and out of the main right-of-way to avoid conflicts with people with disabilities.
    - Increase maintenance of, and where needed renovate, existing pedestrian amenities, including benches, planters, medians, trash receptacles, and news racks. Particular attention should be paid to amenities at bus stops.
    - Increase regularity of tree trimming, particularly around street lights.
    - Encourage property owners to maintain their property in a clean manner.

ii. Phase II: Develop a long-term Public Improvements Plan. The Plan would be modeled after the Downtown Berkeley Public Improvements Plan (1994) and would emphasize the following elements:

Pedestrian lighting that focuses evenly distributed light along sidewalks and minimizes abrupt transitions to residential areas. Locations and lighting strategies can be determined through a community process.

Street trees planted in a widened parking median (the raised median between traffic lanes and the parking bays) to insulate sidewalks and parking bays from the traffic on Shattuck, producing a larger and calmer pedestrian/parking zone adjacent to buildings.

Consistently designed and located newspaper racks, trash receptacles, bicycle racks, and signage.

Bus shelters at locations with high pedestrian activity, including informational signage and public pay phones.

②

**Strategy Two. Enhance the sense of place and district identity through careful building design and improved relationships between buildings, activities, residents, and shoppers in the South Shattuck corridor.**

The character of the South Shattuck area is defined in large part by the scale and appearance of buildings and prominent features along the commercial corridor. The sensitive design of new and renovated buildings, façade renovation, appropriate restoration of architecturally historic buildings, improved landscaping and signage, are all key to enhancing South Shattuck's appearance and district identity.

**\* TARGET AREA: SHATTUCK AVENUE AND ADELIN STREET**

This strategy applies to all commercial areas in the Plan.

### **Actions for Strategy Two**

- a. Create a façade grant or loan program which funds façade improvements or restoration that complements the surrounding environment, including work on storefront signage, detailing, graffiti removal, painting, and façade renovation. Focus the grants near opportunity sites and significant intersections, where they will have the most impact and visibility.
- b. Reduce or mitigate visual impacts of surface parking and used-car lots through owner-implemented landscaping and control of auto access points.

c. Encourage property owners to improve landscaping and building detailing at the boundaries between neighborhoods and the commercial district, and between buildings and sidewalks.

d. Encourage outdoor cafe seating where there is adequate sidewalk width.

e. Adopt Design Guidelines for project developments and renovations to form a cohesive district identity. These guidelines could be modeled after existing guidelines for other Berkeley commercial areas, and should help accomplish the following design objectives:

i. Off-street parking should enable auto access with minimum disturbance of pedestrian paths or residential neighborhoods. Strategies might include center-block parking areas shared by businesses on one block and accessible from existing parking bays. Parking lots should be located perpendicular to the street, and away from sites where pedestrian activity is being encouraged.

ii. Building designs should complement other structures in the area to form a cohesive pattern throughout South Shattuck, avoiding featureless, windowless structures. Restoration of historic buildings, storefronts, and design features should be encouraged.

iii. Signage should be designed and sized for a pedestrian-scaled commercial area and complement surrounding architecture and landscaping rather than compete with it.

iv. Landscaping and design treatments that continue the progression of activity or interest along the street should be encouraged as part of new or changing developments and projects.

v. Substantial, articulated buildings should be encouraged along Shattuck and Adeline to help contain the wide street width and form a more identifiable District.

vi. Renovations and new construction should incorporate design features that complement the surrounding area's historical or residential character.

**③**

**Strategy Three. Enhance the visual quality of the corridor by creating an overall district identity, using features appropriate to each of the target areas.**

Prominent buildings, banners, and high levels of pedestrian activity can anchor significant intersections and create an identity for the area, replacing the current sense that there is no clearly defined commercial district or center of activity.

**\* TARGET AREA: SHATTUCK AVENUE AND ADELINE STREET**

Improvements are needed all along the commercial corridors to create a sense of district identity.

**Actions for Strategy Three**

- a. Implement a banner, flag, or signage program to enhance overhead public space and emphasize district identity. Choose appropriately-scaled features for each target area.
- b. Plant street trees and install landscaping where needed to minimize gaps in the progression of activity and the continuity of buildings along Shattuck Avenue and Adeline Street.
- c. Study ways to enhance the boulevard attribute of Adeline Street. Possibilities include sculpture in the median or occasionally closing one side of the street to traffic for a street fair.



## Residential Blight Abatement Strategies

TARGET AREA: RESIDENTIAL NEIGHBORHOODS

### *Definition*

**blight:** A common definition of blight is property that is not adequately maintained and has several building and/or housing code violations. The City's Anti-Blight Ordinance (Municipal Code Chapter 12.92) contains a detailed, legal definition of blight, which is used to enforce this ordinance.

### Objective

**Ensure that residential properties are used and maintained according to appropriate standards.**

Poorly maintained residential properties can make a neighborhood appear deteriorated, and are also unsightly to neighboring property owners. Residential blight is not a wide-spread problem in the South Shattuck Plan area, but is concentrated only in one or two pockets. The problem requires the remediation of existing blighting conditions and implementation of an aggressive prevention program.

### ①

**Strategy One. Address the problem of seriously blighted properties in the South Shattuck area using both enforcement mechanisms and assistance to property owners.**

By both offering aid to property owners and taking action to remedy multiple code violations that contribute to blighting, the City can bring about improvements in blighted properties. The City has a comprehensive anti-blight program which combines assistance and some incentives to property owners to improve their properties, and an enforcement system which tracks and corrects blighting housing conditions.

Hazardous conditions are identified through complaints, subsequent inspections, and referrals. Currently the anti-blight program is targeted to properties in South Berkeley and is expanding to West Berkeley. With adequate funding, the anti-blight program can be expanded to cover properties in the South Shattuck Plan area.

### **Actions for Strategy One**

a. Develop a public data base on blighted properties, as identified by the City of Berkeley Anti-Blight Task Force, regarding the availability of blighted properties for



sale. This information should be made accessible to the public through postings at the Permit Service Center and on the City's website.

b. Provide technical assistance and, as feasible, economic incentives to owners of blighted property to enable them to restore their properties to productive use. An existing incentive is the Rental Rehabilitation Program which provides low interest rehabilitation loans to eligible rental property owners in a targeted area. The program currently covers the portion of the Plan area that is west of Shattuck. Increased funding would be necessary to expand the program to the rest of the Plan area. Information on this program should be announced to eligible households in the South Shattuck area, and should be easily accessible through postings at the Permit Service Center and on the City's website.

c. Actively enforce the Anti-Blight Ordinance and related codes, and order the repair or demolition of blighted property in a timely manner as prescribed by local and state laws.

d. The City will meet with affected neighborhoods, on request, regarding the status of blighted properties and City improvement efforts. The City will work with the public who seek assistance in remedying blighted conditions. The City will also create a resource list with the names and telephone numbers of key City enforcement staff, and will publish literature regarding anti-blight procedures. Materials will be available at the Permit Service Center and other appropriate locations, and will be posted on the City's website.

②

**Strategy Two. Prevent the future development of blighting conditions in residential areas.**

The City is committed to identifying and addressing conditions which may give rise to blight and neighborhood deterioration. This effort will be accomplished through aggressive inspections and response to complaints, and identifying and tracking repeat violators.

#### **Actions for Strategy Two**

a. Conduct a visual check of properties within the South Shattuck Plan area on a rotating basis through the Residential Rental Inspection Program. This program, which applies only to rental properties with three or more units, seeks to identify poorly maintained properties with multiple code violations.

b. Develop a tracking system which identifies property owners who have failed to pay reinspection fees, with a particular emphasis on repeat violators. Information regarding delinquencies will be made available through postings at the Permit Service Center and

on the City's website. Implement an effective collection program for unpaid fees.

c. Provide a timely response to community complaints and quickly take enforcement action on health and safety code violations. Continue to monitor the cited property and work with the property owner to mitigate potentially blighting conditions.

d. Provide a computerized database that is accessible to all City of Berkeley departments to be used for information sharing on code enforcement cases. This database will enable a higher level of coordination between departments that are working to eliminate residential blight.



## Transportation Strategies

TARGET AREA: ENTIRE PLAN AREA

### Objective

**Make traffic improvements which complement economic development and urban design goals, encourage the use of alternatives to the automobile and preserve the quality of life in residential neighborhoods.**

To be an attractive and lively neighborhood shopping district, automobiles will need to be accommodated, but should not dominate the street environment. Conflicts between all users of the street will need to be addressed. While Adeline and Shattuck are major transportation corridors which must function well for the health of the entire city, residents and shoppers must be able to cross these busy streets safely and easily. The South Shattuck corridor needs a better balance between pedestrians, bicycles, and motor vehicles; a reduction in truck and cut-through traffic on local residential streets; maintenance of existing levels of transit service; improved lighting and landscaping; and improved pedestrian amenities.

- \* Since traffic flows through and impacts all sections of a city, the transportation strategies address all four of the Plan target areas.

### ①

**Strategy One. Make capital improvements in the public right-of-way which increase pedestrian access and safety on commercial streets.**

Reducing traffic speeds and making improvements to facilitate pedestrian crossings, will increase the sense of safety and make the area a more attractive place to be. The City should work in partnership with businesses and residents to carry out desired changes.

### \* TARGET AREA: SHATTUCK AVENUE AND ADELIN STREET

The problem of pedestrian crossing mainly exists on Shattuck, as there are long stretches without any stop signs or traffic lights.

### **Actions for Strategy One**

- a. Study options to improve safety for pedestrians on Shattuck from Ward to Russell by creating pedestrian refuges (center medians located at intersections only) or sidewalk bulbing, which will provide a shorter crossing for pedestrians and also slow traffic by

narrowing the street width.

b. Study and make necessary changes to make it easier to cross Shattuck between Ward and Stuart, in part to increase the attractiveness for business patrons of parking on the west side of Shattuck to access businesses on the east side.

c. Study options to improve circulation at the intersection of Shattuck and Adeline, possibly with the use of a roundabout.

d. Study options to reduce the amount of traffic on Shattuck between Ward and Ashby. One solution may be to encourage through traffic to use Adeline Street instead of Shattuck.

e. Study options to improve the ability of pedestrians and bicyclists to cross intersections along Adeline and Shattuck where traffic is heavy by installing signage, lights, or stop signs that enhance pedestrian right-of-way and alert traffic to pedestrian crossings.

f. Target Shattuck Avenue between Dwight and Ashby for speeding enforcement, including the frequent use of the radar speed display box.

g. Study options for narrowing Adeline Street from three to two lanes in each direction, by re-striping the lanes or by adding bicycle lanes, in order to slow the traffic. A reduction in lanes should only be implemented if it does not divert traffic to Shattuck Avenue.

②

**Strategy Two. Support the location of new businesses in the South Shattuck corridor by identifying acceptable parking configurations for both anchor businesses and small tenants.**

The revitalization of the South Shattuck corridor will bring desirable new businesses but will also add to the number of cars entering and parking in the area. While efforts can be made to improve access to alternatives to the automobile, the reality is that many people shopping and living in the South Shattuck area will still travel by car. As much as possible, the parking impacts of new developments should be minimized.

**\* TARGET AREA: SHATTUCK AVENUE AND ADELINE STREET**

Although most new development is likely to occur on Shattuck Avenue, these parking strategies can be applied to both Shattuck and Adeline.

**Actions for Strategy Two**

a. Develop a parking plan for South Shattuck which includes consolidated on- or

off-street parking located strategically along the corridor with easy access from Shattuck or Adeline. Include the need for additional handicap parking in this plan.

b. Incorporate the following parking standards into the design review and permit approval process:

- The layout of parking lots should minimize internal congestion, even at the possible expense of some parking capacity.
- Access to new parking areas for commercial uses shall be oriented in such a way as to minimize use of residential streets. (*in Zoning Ordinance Section 9.F.6.c.2*)
- Parking lots should be landscaped with a variety of trees, flowering bushes and other attractive plants. Where possible, parking rows should be separated by landscaping. Developers are encouraged to use berms or other means of minimizing the view of the cars from the street. Car sales lots should be enclosed by wrought iron fences rather than chain link fences.

c. Study the impacts of instituting a parking time limit, such as two hours, along Shattuck Avenue and Adeline Street. Work with businesses and residents to institute time limits if the benefits outweigh the negative impacts.

d. Increase the supply of on- and off-street customer parking between Shattuck and Adeline, to decrease the likelihood of customers parking on residential streets.

e. Work with business owners with high volumes of customers to maximize the use of parking areas (on- and off-street) that do not abut residential areas.

③

**Strategy Three. Make circulation system improvements which direct non-local traffic away from residential neighborhoods, minimize spillover effects from one neighborhood street to another, and allow resident access to major arterials.**

To the extent possible through traffic should be kept on major routes and out of residential neighborhoods. However, circulation system improvements should not benefit some neighborhood streets at the expense of others. Workshop participants favored traffic circles over speed humps, diverters, and traffic lights at major intersections.

**\* TARGET AREA: RESIDENTIAL NEIGHBORHOODS**

**Actions for Strategy Three**

a. Determine locations and develop a low maintenance design for two traffic circles to

be located on residential streets between Shattuck and Telegraph, Dwight and Ashby. (This action comes from the U.C. Neighborhoods Plan, and for this reason covers a slightly larger area than the South Shattuck Plan covers.) Traffic circles serve to: calm traffic on residential streets; discourage large trucks and other cut-through traffic; and aesthetically enhance area streets. The specific locations of traffic circles should be worked out with the input of the residents, and use any guidelines for traffic circle installation that the City develops.

- b. Implement a Citywide truck route system.
- c. Enforce the five-ton truck weight limit on east/west streets to discourage trucks from cutting through the neighborhood.
- d. Continue to implement the U.C. Neighborhoods Plan.
- e. Monitor future traffic patterns in the area surrounding 2020 Oregon Street after the Berkeley Bowl moves in.
- f. Redo 1996 South Shattuck traffic counts as needed in conjunction with planned improvements.

④

**Strategy Four. Support alternatives to the automobile (transit, shuttles, bicycling, walking) by developing and implementing policies which encourage non-automobile travel, including a plan for targeted street improvements.**

Reducing reliance on the automobile would create a more pleasant pedestrian- and bicycle-friendly environment and encourage patronage of local businesses. Making alternatives to the automobile more attractive and easier to use can help to increase the use of these options.

**\* TARGET AREA: ENTIRE PLAN AREA**

**Actions for Strategy Four**

- a. Include in the Public Improvements Plan described in the Urban Design section: crosswalk enhancements and pedestrian refuges or sidewalk bulb-outs to maximize pedestrian safety; transit shelters; better street lighting that serves street and sidewalk needs; and signs to direct bicycles to convenient parallel routes with less traffic.
- b. Complete the Berkeley Bicycle Plan and implement recommended improvements in the South Shattuck Plan area as a "bicycle-friendly" demonstration project.
- c. Continue City efforts to work with AC Transit to maintain adequate bus service for

Berkeley residents and workers, and where possible, to restore cut service.

d. Work with residents and merchants to define transit needs for South Shattuck. Work with AC Transit and UC Berkeley Parking and Transportation (operator of campus shuttles) to service the district appropriately.

## Implementation Section

The Implementation Section attempts to make the objectives and strategies of the South Shattuck Plan more concrete and to begin the process of making the vision of the Plan become reality. The attached Implementation Table contains a summary of all of the actions in the Plan. The cost and staffing needed for each action have been roughly calculated, and the responsible parties either within or outside of the City have been designated. Where more than one responsible party is listed, the lead party has been *italicized*. Additionally, the Implementation Table illustrates which of the four target areas will be affected by each action. Finally, with the input of the South Shattuck Planning Committee, a priority has been assigned to each action. The top priorities for the first year of implementation are shown in **bold**. With this assignment of priorities, the South Shattuck Strategic Plan can begin to be implemented and to make an impact on the community.

The Implementation Table represents how the Plan will be implemented, action by action. Along the way, the progress of implementation should be reviewed by City staff, with input from the South Shattuck Planning Committee. The following actions, therefore, are also incorporated into this Plan:

### Actions for Implementation Section

- a. The City will continue to work with the South Shattuck Planning Committee and its constituent neighborhood groups to ensure that the actions identified in the South Shattuck Strategic Plan are carried out in an effective and timely manner.
- b. Within six months of adoption of the South Shattuck Strategic Plan, staff should complete an initial assessment of the feasibility of creating a redevelopment area in the South Shattuck commercial areas. Staff will meet with neighbors to discuss how to proceed, based on this study.
- c. Within one year of the adoption of the South Shattuck Strategic Plan, a community meeting will be held so that the City, business, and neighborhood representatives can evaluate what progress has been made in the areas of blight abatement, economic development, and traffic management.



SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
<b>ECONOMIC DEVELOPMENT STRATEGIES</b>									
1.	Encourage development model of pedestrian-oriented neighborhood serving businesses supported by anchor commercial sites. Reduce negative impacts of commercial uses on residential neighborhoods.								
	a1. Prepare list of underutilized and blighted sites on Shattuck and Adeline.	X	X	X			low	low	P&D
	a2. Develop and implement action plan for elimination of blight, and compliance with toxics permitting requirements for identified sites; and higher uses for underutilized sites.	X	X	X			low	low-hi	OED, Toxics
	b. Solicit cooperation from property owners for property improvements and tenant attraction.	X	X	X			low	not City funds	OED, property owners
	c. Continue City efforts to attract desirable businesses, as reflected in Plan (see table of Desired Businesses).	X	X	X			-	-	OED
	e. Continue efforts to assist existing and new businesses.	X	X	X		OG	-	-	OED
	f. City and neighbors should work together through permit process to eliminate or alleviate project impacts.	X	X	X		OG	-	-	P&D, OED
	g. Conduct a feasibility study for creating a redevelopment area.	X	X	X			hi	med	P&D (Redevelopment)

**Priority:**

- 1 = FY 98/99 (Year 1)
- 2 = FY 99/00 & 00/01 (Years 2 & 3)
- 3 = FY 01/02 & 02/03 (Years 4 & 5)
- OG = Ongoing

**Staff:**

- Hi = 1 FTE or more
- Med = .5 to .9 FTE
- Low = .1 to .5 FTE
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**Cost:**

- Hi = \$50,000 or more
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**Responsible Party:**

- P&D = Planning & Development
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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
	h. Examine feasibility of creating a Business Improvement District.	X	X	X		3	med	med	P&D, OED, property owners
	i. Develop a Public Improvements Plan. (See U.D. 1.b.)								
2.	Encourage the reuse of vacant and underdeveloped Shattuck sites as mixed use (retail/residential) buildings.								
	a. Target opportunity sites for mixed-use projects.	X	X			1	low	-	OED, P&D
	b. Ensure that mixed-use projects are compatible with zoning requirements and adjacent neighborhoods.	X	X			OG	-	-	P&D
	c. Encourage mixed-use projects which provide housing for a range of income levels.	X	X			OG	-	-	P&D
3.	Create a partnership between City, business owners and residents to improve the area.								
	a. Support open communication between the City and neighborhood representatives on all matters of neighborhood concern.	X	X	X		OG	-	-	P&D, OED, Police
	b. Consider establishing Merchant's Groups	X	X	X		2	low	-	OED, business owners
	c. Consider establishing Business Watch groups.	X	X	X	X	2	low	-	OED, business owners

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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas				
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Responsible Party
<b>URBAN DESIGN STRATEGIES</b>						
1.	Enhance pedestrian orientation and safety through streetscape improvements and reduction of auto impacts					
	a. Improve pedestrian lighting along commercial streets and at borders with residential areas.	X	X	X	X	PW, property owners
	b. Develop and Implement Public Improvements Plan in two phases.					
	b.i. Phase I: Maintain and improve existing streetscape.	X	X			P&D, PW, business owners
	b.ii. Phase II: Develop long-term Public Improvements Plan.	X	X			P&D, PW
2.	Enhance sense of place and district identity through careful building design and improved transition zones					
	a. Create a facade grant or loan program.	X	X	X		P&D
	b. Reduce or mitigate visual impacts of surface parking and used-car lots through owner-implemented landscaping and control of auto access points.	X	X	X		property and business owners
	c. Improve landscaping and building details between neighborhoods and commercial districts, and between buildings and sidewalks.	X	X	X		P&D, property and business owners
	d. Encourage outdoor cafe seating.	X	X	X		P&D

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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
3. Create an overall District Identity, using features appropriate to each target areas.	e. Develop and adopt Design Guidelines, using existing guidelines from other Berkeley commercial areas as models.	X	X	X		2	low	med	P&D
	a. Implement banner, flag or signage program to emphasize district identity-	X	X	X		2	low	hi	P&D, OED
	b. Plant street trees and install landscaping to minimize gaps in street frontage.	X	X	X		1	low	hi	Parks, PW, residents, business owners
	c. Study ways to enhance the boulevard attribute of Adeline Street.			X		3	low	low	P&D, OED
RESIDENTIAL BLIGHT ABATEMENT STRATEGIES									
1. Use enforcement and assistance to property owners to address the problem of seriously blighted properties.	a. Develop a public data base on blighted properties regarding the availability of blighted properties for sale.				X	2	low	-	P&D, Anti-Blight Task Force
	b. Provide technical assistance and, as feasible, economic incentives, to owners of blighted property to enable them to restore their properties to productive use.				X	1	low	hi	P&D, Anti-Blight Task Force
	c. Actively enforce the Anti-Blight Ordinance and related codes.				X	1	med	-	B&S, Anti-Blight Task Force

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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
2.	Prevent the future development of blighting conditions in residential areas.				X	1	low	low	P&D, Anti-Blight Task Force
	a. Implement the Residential Rental Inspection Program in South Shattuck area.				X	1	low	-	B&S
	b. Develop a tracking system which identifies property owners who have failed to pay reinspection fees and implement an effective collection program.				X	1	low	-	B&S
	c. Provide timely response to citizen complaints and quickly take enforcement action on code violations.				X	OG	-	-	B&S
	d. Provide a computerized database that is accessible to all City departments to be used for information sharing on code enforcement cases.				X	1	low	-	B&S
<b>TRANSPORTATION STRATEGIES</b>									
1.	Make capital improvements in the public right-of-way which increase pedestrian access and safety.								

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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
	a. Study options to improve pedestrian safety on Shattuck from Ward to Russell.		X			3	med	hi	PW (Engineering)
	b. Study and implement a change that would facilitate pedestrian crossing on Shattuck between Ward and Stuart.		X			1	low	med - hi	PW (Engineering)
	c. Study options to improve circulation at the intersection of Shattuck and Adeline, possibly with the use of a roundabout.	X	X	X		1	med	hi	PW (Engineering)
	d. Study options to reduce the amount of traffic on Shattuck between Ward and Ashby.	X	X	X		1	low	low	PW (Engineering)
	e. Study options to improve ability of pedestrians and bicyclists to cross Adeline and Shattuck intersections.	X	X	X		1	low	hi	PW (Engineering)
	f. Target Shattuck for speeding enforcement.	X	X			1	low	-	Police (Traffic)
	g. Study options for narrowing Adeline Street from 3 to 2 lanes.			X		1	low	low - hi	PW (Engineering)
2. Identify acceptable parking configurations to support the recruitment of new businesses.									
	a. Develop a parking plan that includes consolidated on-or off-street parking.	X	X	X		3	low	low - hi	P&D, PW

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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
	b. Incorporate parking standards into the design review and permit approval process.	X	X	X		1	-	-	P&D (Zoning)
	c. Study impacts of instituting a parking time limit along Shattuck and Adeline.	X	X	X		2	low	low - med	PW (Engineering)
	d. Study methods to increase the supply of on- and off-street parking between Shattuck and Adeline.		X	X		1	low	low-med	PW (Engineering)
	e. Work with business owners with many customers to maximize the use of parking areas that do not abut residential areas.	X	X	X		1	low	-	PW (Engineering), P&D, OED, Business owners
3.	Make circulation system improvements which direct non-local traffic away from residential neighborhoods, minimize spillover from one neighborhood street to another, and allow resident access to major arterials.								
	a. Determine locations and develop a low maintenance design for two traffic circles.				X	1	low	med	PW (Engineering)
	b. Implement a Citywide truck route system.				X	3	low	low	PW (Engineering)
	c. Enforce the posted five ton truck weight limit.				X	1	low	-	Police (Traffic)
	d. Continue to implement the U.C. Neighborhoods Plan.	X	X		X	1	low	hi	P&D, PW

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SOUTH SHATTUCK STRATEGIC PLAN IMPLEMENTATION		Target Areas							
Strategy	Action	N. Shattuck	S. Shattuck	Adeline	Residential	Priority	Staff	Cost	Responsible Party
	e. Monitor future traffic patterns around the new Berkeley Bowl site.		X	X	X	1	low	low	PW (Engineering)
	f. Redo 1996 traffic counts as needed.	X	X	X	X	OG	low	-	PW (Engineering)
4. Support alternatives to the automobile by developing and implementing policies which encourage non-automobile travel.									
	a. Include elements to encourage non-auto travel in the Public Improvements Plan. (See U.D. 1.b.)								
	b. Complete Bicycle Plan and implement recommended improvements along South Shattuck corridor as a "bicycle-friendly" demonstration project.	X	X	X	X	1	low	low - hi	P&D, PW
	c. Continue City efforts to work with AC Transit to maintain adequate bus service.	X	X	X	X	OG	-	-	P&D
	d. Work with residents and merchants to define transit needs for South Shattuck.	X	X	X	X	2	low	unk.	P&D, residents, business owners

**Priority:**

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# Appendix A

<b>List of Opportunity Sites and Additional Key Sites</b>		
	<i>Explanation</i>	<i>Specifications</i>
<b>Opportunity Sites</b>		
2601 & 2621 Shattuck Avenue East side of street between Carleton & Parker	Full block is currently vacant	2601 Shattuck: 15,200 sf lot 8,000 sf bldg 2621 Shattuck: 26,700 sf lot 15,000 sf bldg
2104 Dwight Way East side of Shattuck between Dwight & Blake	Site is now used by Alta Bates for surface parking. Located at intersection of two major streets.	41,200 sf lot
2627 Shattuck Ave SE corner Shattuck & Carleton	Currently vacant, but permits approved for auto sales.	23,000 sf lot 393 sf bldg
2020 Oregon Street former Safeway site	Currently vacant, but Berkeley Bowl will be moving to this location.	84,500 sf lot 22,000 sf bldg
<b>Additional Key Sites</b>		
2001 Ashby Ashby & Adeline former Bank of America site	Currently vacant. Important location: intersection of two major transportation corridors, also near Ashby BART station.	26,067 sf lot 5,326 sf bldg
2800 Adeline SW corner Adeline & Stuart	Currently vacant	3,720 sf lot 3,720 sf bldg
2750 Adeline NW corner Adeline & Stuart	Large building underutilized	4,298 sf lot 12,417 sf bldg
2747 Shattuck Berkeley Bowl site	When Berkeley Bowl moves, this will leave a large building to be re-occupied.	30,400 sf lot 18,880 sf bldg
2701 Shattuck SE Corner Derby & Shattuck	Currently vacant	11,737 sf lot 2,802 sf bldg

**NOTE:** Sites on the list will be taken off as they become occupied, and new sites will added as they become vacant, or as deemed necessary.

# Appendix B

## Draft Streetscape Improvement Plan

prepared by South Shattuck Planning Committee in October 1997

Proposed landscaping for the Public Right-of-Way:

	New Street Trees	New Plantings and Maintenance of existing round planters	New Planters
Corner of Ashby and Shattuck			
	2	0	15
East side of Shattuck (Dwight to Ashby)			
	47	1	23
West side of Shattuck (Dwight to Ashby)			
	31	3	26
East side of Adeline (Ward to Ashby)			
	2	0	0
West side of Adeline (Ward to Ashby)			
	8	0	23
<b>TOTAL</b>	<b>90</b>	<b>4</b>	<b>87</b>

Notes:

New Street Trees are needed along commercial streets, and on residential streets where they meet commercial streets; in locations that lack street trees; or where the existing street trees are dead or dying.

New Plantings/Maintenance of existing round planters: All existing planters need improved maintenance and more colorful and long-lasting plantings.

New Planters would be partially City funded, but maintained by business owners, and placed in the public right-of-way in front of the businesses. These planters could be similar to the ones recently placed on North Shattuck.

# Appendix C

## Existing Land Uses

As of May 1998






Commercial Properties fronting Shattuck Avenue and Adeline Street only

# EXISTING LAND USES AS OF MAY 1998

Commercial Properties  
fronting Shattuck Ave.  
and Adeline St. only



## LEGEND

-  Commercial - Non-Auto Use
-  Commercial - Auto Use  
(includes car dealers,  
auto repair, auto parts,  
gas stations)
-  Parking Lot
-  Housing
-  Vacant (at street level only)

Vacant Site with Approved  
City Permits:






1. 2020 Oregon Street,  
future Berkeley Bowl site



**Appendix D**

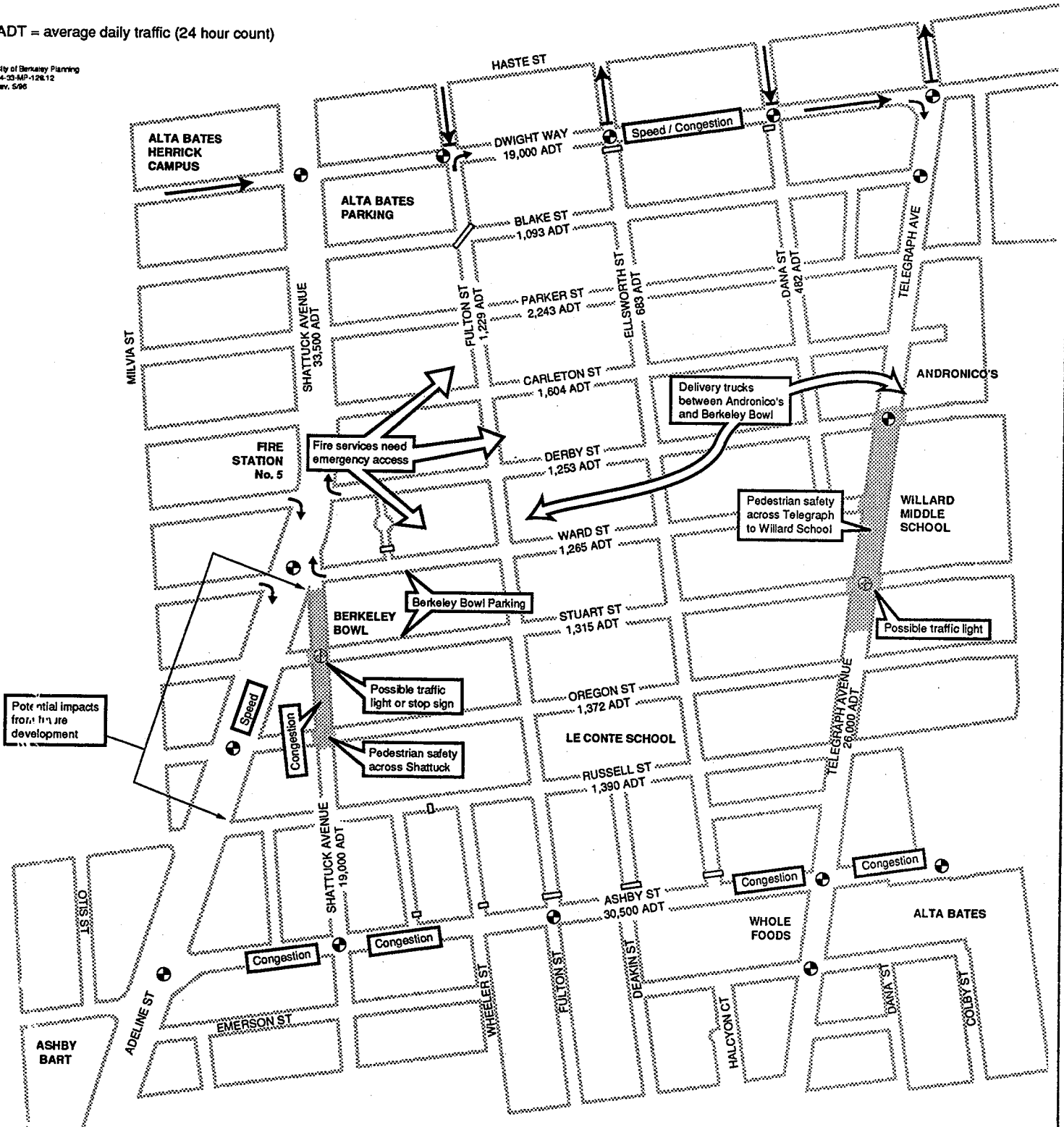
**Traffic Issues for South Shattuck Area**

# South Shattuck Traffic Problems

-  Traffic Problem
-  Traffic Light
-  Traffic Divider
-  One Way Street
-  Right Turn Only

ADT = average daily traffic (24 hour count)

City of Berkeley Planning  
04-33-MP-126.12  
rev. 5/96



## Appendix E

### Public Workshop Agendas and Summaries

Attached are the agendas and summaries for all of the public workshops on the South Shattuck Strategic Plan. They include the following:

Workshop 1: March 9, 1996

Workshop 2: March 30, 1996

Workshop 3: April 20, 1996

Workshop 4: May 11, 1996

Workshop 5: June 1, 1996

Public Workshop on Draft Plan: November 15, 1997

# CITY OF BERKELEY

Planning and Development Department  
Martin Luther King, Jr. Civic Center Building  
2180 Milvia Street, 2nd Floor  
Berkeley, California 94704  
(510) 644-6534 • FAX (510) 644 8678



E-mail address: [planning@ci.berkeley.ca.us](mailto:planning@ci.berkeley.ca.us)

## SOUTH SHATTUCK PLANNING PROCESS COMMUNITY WORKSHOP #1

Saturday, March 9, 1996  
10:00 a.m. - Noon  
LeConte School

### AGENDA

- |            |      |  |
|------------|------|--|
| 10:00 a.m. | I.   | Welcome by neighborhood representatives and elected officials  |
| 10:15 a.m. | II.  | Status reports by City Staff <ul style="list-style-type: none"><li>a. Economic development efforts</li><li>b. Residential blight</li><li>c. Traffic issues</li></ul> |
| 10:30 a.m. | III. | Planning Process   |
| 10:40 a.m. | IV.  | Small Group Discussion: <ul style="list-style-type: none"><li>o Economic development</li><li>o Housing quality</li><li>o Traffic improvements</li></ul>              |
| 11:40 a.m. | V.   | Recap and next steps<br>Next Meeting: 3/30/96  |
| 11:50 a.m. | VI.  | General Discussion   |



Telecommunications Device for the Deaf - (510) 644 6915



**3/9/96 SOUTH SHATTUCK WORKSHOP  
SUMMARY OF SMALL GROUP DISCUSSIONS**

**ECONOMIC DEVELOPMENT**

**Desirable businesses, particularly those which generate foot traffic:**

- mixed use development/Shattuck properties
- no hardware store (already have a neighborhood store)
- definitely a gardening store
- pottery barn (like Crate & Barrel)
- Outdoor restaurants - Starbucks, Peets, etc.
- Pet food
- Bank (?)
- Supermarket - anchor supermarket to complement
- Food Court:
  - both food and recreational uses (video arcade)
  - like Emerybay - hamburger, pizza, ethnic - small stalls, shared eating spaces
- Don't want "fast food"
  - no drive-thrus
  - no McDonalds, BK, etc.
- Don't want "strip mall" type development
- Magnets (businesses):
  - grocery - specialty restaurants
  - food court - encourages entrepreneurships
- Ice cream (locally owned)
- Arts/crafts
- Live/work spaces
- Parking for businesses at Alta Bates lot
- Boutiques
  - small dress shop
  - children's clothes
  - toy
  - shoes
- Department store (like Hinks)
- Sports (Big Five, Harbert's [family owned])
- Preserve existing auto uses (used, new, ancillary services)
- Vitamin store
- Electric car dealerships
- Small appliances

**Barriers to Economic Development:**

- commercial blight - graffiti, trash, etc. (tower)
- uncooperative landlord

**Traffic Issues:**

- Emerybay surrounded by parking lot (limited Shattuck parking)
  - traffic is a barrier - lights, pedestrian traffic
- If you create retail there will be "regional traffic"
- Traffic plan - regulated parking

**Ways to Support Economic Development/Models:**

- Development zone
- Mini-enclosed kiosk for information
- So. Shattuck banners
- No. Shattuck as a model for S. Shattuck (Cedar to Rose)

**HOUSING IMPROVEMENTS**

- City should inventory vacant property
- Force owners to fix violations before new permits are issued
- Turn off utilities on vacant property
- Neighbors should put pressure on owners
- Provide information to the neighborhood regarding the status of vacant properties
- Put substandard housing information on TV and the Internet
- Provide technical assistance to neighbors to help with rehabilitation and purchase
- Habitat for Humanity

**TRAFFIC IMPROVEMENTS**

**Pedestrian/Bike safety:**

- Enforce speeding laws (one day a year/month) (**immediate action**)

- Use of barriers and wider humps which don't impede fire trucks
- Install larger signs and blinking lights on Adeline/Shattuck to slow traffic
- Use radar display box more often
- Enforce pedestrian right of way violations
- Install a raised bike lane separated from the cars

**Keep Traffic on Main Streets; Keep Traffic Moving:**

- Move traffic faster on Dwight and Telegraph: enforce jay walking lights at Dwight and Telegraph
- Raise some speed limits and enforce them
- Make arterials work better: impose parking restrictions to lessen congestion; improve signal timing at Blake and at Dwight
- Use diverters to discourage traffic from travelling through the neighborhood

**Deal with Truck Problem:**

- Acknowledge a neighborhood-wide problem with oversized and noisy trucks originating from Andronico's, Berkeley Bowl, Pepsi bottling plant and other sources
- Andronico's is receptive, and claims trucks weigh less than seven tons
- Install five ton truck signs in the neighborhood (**within two months**)
- Provide contact names at Andronico's and Berkeley Bowl so that residents can call these stores and complain about speeding and oversized trucks
- Trucks park too close to Ward on Shattuck and obstruct drivers' vision for those people trying to turn on to Shattuck

**Desirable Businesses Which Will Not Generate Undesirable Traffic:**

- Save the neighborhood by controlling development and traffic
- Daytime businesses which attract foot traffic

- Businesses permitted in the C-1(SA) zoning regulations
- Businesses appropriate to an urban context; no mall development
- Stop Hollywood Video: nighttime traffic noise; SB left turn from Shattuck to Hollywood Video
- Nurseries, coffee shops (Starbucks), multi-use area

**General Concerns:**

- Residents should be kept informed of traffic issues/developments
- The City should make specific commitments to addressing traffic issues

**Specific Recommendations:**

- Bikes on Fulton
- Diverter and stop signs on Blake
- Van parking close to intersection
- Oregon - more traffic - question the location of diverter on Russell  
"equal rights"
- Derby: light
- Parker on to Shattuck, right turn only 4-6 p.m.
- Blake - funnel - Fulton needs 4-way stop sign

# CITY OF BERKELEY

Planning and Development Department  
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## SOUTH SHATTUCK PLANNING PROCESS COMMUNITY WORKSHOP #2

Saturday, March 30, 1996  
1:00 p.m. - 3:30 p.m.  
LeConte School

### AGENDA

- |           |   |
|-----------|---|
| 1:00 p.m. | I. Welcome by neighborhood representatives  |
| 1:15 p.m. | II. Planning Process  |
| 1:20 p.m. | III. Status reports by City Staff <ul style="list-style-type: none"><li>a. Residential blight</li><li>b. Traffic issues</li></ul>                           |
| 1:30 p.m. | IV. Economic Development Strategy <ul style="list-style-type: none"><li>o presentation (30 minutes)</li><li>o small group discussion (45 minutes)</li></ul> |
| 2:45 p.m. | V. Recap and next steps<br>Next Meeting: 4/20/96  |
| 3:00 p.m. | VI. General Discussion  |



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**3/30/96 SOUTH SHATTUCK PLANNING WORKSHOP  
SMALL GROUP DISCUSSION  
GROUP 1**

Desirable businesses, particularly those which generate foot traffic:

**MAGNETS**

- 1     ◦     Merchandise/drug store - Thrifty existing
- 2     ◦     Pottery Barn (like Crate and Barrel)
- 3     ◦     Cluster of Well Designed Uses
  - Parking In Back
  - Entrances on North and South Sides
- 8     ◦     Full Service Supermarket (2020 Oregon Street)
- 9     ◦     Specialty Restaurant
- Department Store (like Hinks)
- Sports - Big 5, Harbert's (family owned)
- Grocery - Berkeley Bowl existing
- Electronics Stores
- Records/tapes/CDs
- Cultural Use - Small Convention Center, etc.

**Note:**            Impact of BART development = significant  
                  Parking is critical

**SMALL TENANTS**

- 11            **Food Theme:**
  - Outdoor restaurants/cafes - Starbucks, Peets, etc.
  - Food Court: both food and recreational uses  
  Like Emerybay - hamburger, pizza, ethnic - small stalls, shared eating  
  spaces, encourages entrepreneurships
  - Ice cream
  - Bakery

5           **Apparel:**  
  
              -Boutiques  
              Small Dress Shop  
              Children's Clothes  
              Resale: Used Clothing  
              Toy  
              Shoes

11           **Specialty Retail:**

3            -Bike Shop  
5            -Pet Food  
2            -Bank  
1            -Arts/Crafts  
8            -Gardening Store  
1            -Vitamin Store  
2            -Benign Destination for Teenagers  
1            -Specialty Books  
3            -Small Appliances/Repair Shop

10 (Votes  
Against)    -Video Arcade

**Other:**

              -Post Office  
11            -Mixed Use development/Shattuck properties  
10            -Live/work spaces  
11            -Business Co-ops collectives  
1            -Parking for businesses at Alta Bates lot  
1            -Office  
No Decision -Preserve existing auto uses (used, new, ancillary services)

Discussion: In long run - get out of car dealerships (new and used).  
Car repair and auto parts okay to sell. We cannot assume that these  
dealerships will move to other parts of Berkeley.

## COMMUNITY INVOLVEMENT

- More Outreach: Neighborhood Survey, Newspaper Articles, etc.
- Community Clean-up
- Support for existing businesses (Berkeley Bowl parking needs, Parking Garage on Reza's property for Carlson's garage)
- Business owners meeting - Involve businesses
- Business Survey: Why here, what help do you need?, etc.
- Block Party
- Input from neighborhood groups
- "Adopt a Block"
- Outreach to property owners
- Invite UCB to study the area
- Neighborhood design contest
- Children's art show
- Talk to co-ordinator of Solano Avenue Stroll
- Banner Contest
- Local telephone book resource which lists South Shattuck businesses



**3/30/96 SOUTH SHATTUCK PLANNING WORKSHOP  
SMALL GROUP DISCUSSION  
GROUP 2**

Desirable businesses, particularly those which generate foot traffic:

**MAGNETS**

- 4     ◦     Grocery - Berkeley Bowl existing
- Merchandise/drug store - Thrifty existing
- 1     ◦     Specialty restaurant
- 2     ◦     Department store (like Hinks)
- 1     ◦     Sports - Big 5, Harbert's (family owned)
- 7     ◦     Pottery Barn (like Crate and Barrel)
- Electronics Stores
- Records/Tapes/CDs
- 5     ◦     Gardening Store
- Disabled Services "hub"

**SMALL TENANTS**

**Food Theme:**

- 7           -Outdoor restaurants/cafes -Starbucks, Peets, etc.
- 4           -Food Court and recreational uses  
            Like Emerybay - hamburger, pizza, ethnic - small stalls, shared eating  
            spaces, encourages entrepreneurships
- 2           -Ice Cream
- 9           -Cheese Board/Bakery

**Apparel:**

- 5           -Boutiques  
            Small Dress Shop  
            Children's Clothes  
            Toy  
            Shoes

## COMMUNITY INVOLVEMENT

- More Outreach: Neighborhood Survey, Newspaper Articles, etc.
- Community Clean-up
- Support for existing businesses (Berkeley Bowl parking needs, Parking Garage on Reza's property for Carlson's garage)
- Business owners meeting - Involve businesses
- Business Survey: Why here, what help do you need?, etc.
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- Children's art show
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- Local telephone book resource which lists South Shattuck businesses

**3/30/96 SOUTH SHATTUCK PLANNING WORKSHOP  
SMALL GROUP DISCUSSION  
GROUP 2**

Desirable businesses, particularly those which generate foot traffic:

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- 4     ◦     Grocery - Berkeley Bowl existing
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- Electronics Stores
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- 5     ◦     Gardening Store
- Disabled Services "hub"

**SMALL TENANTS**

**Food Theme:**

- 7           -Outdoor restaurants/cafes -Starbucks, Peets, etc.
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            spaces, encourages entrepreneurships
- 2           -Ice Cream
- 9           -Cheese Board/Bakery

**Apparel:**

- 5           -Boutiques  
            Small Dress Shop  
            Children's Clothes  
            Toy  
            Shoes

**Specialty Retail:**

- 3 -Pet Food
- 3 -Recreational uses
- 2 -Bank
- 7 -Art and Crafts/Art Gallery Uses
- 5 -Gardening Store
- 1 -Vitamin Store
- 4 -Small appliances/repair shop

**Other:**

- 1 -Post Office
- 12 -Mixed use development/Shattuck properties
- 7 -Live/work spaces
- 1 -Parking for businesses at Alta Bates lot
- 1 -Preserve existing auto uses (used, new, ancillary services)
- 8 -Community Center - children's care, exercise (like "Studio One")  
parks and recreation, teenage uses, classes combined with mixed-use residential  
or market rate housing

Note: The group expressed an interest in businesses which do the following:

- Generate weekday traffic
  - Provide family uses as a magnet
  - Develop an appropriate "theme"
  - Are multi-class and intergenerational
1. There is a need to develop a longer term vision.
  2. The funding implications of non-profit/public uses need to be studied.
  3. Redevelopment could be used to develop a vision and as a financial tool.

## COMMUNITY INVOLVEMENT

- Need to communicate with South Ashby/Shattuck
- Block Party - Reza's property
  - Close off the street (like Telegraph)
  - Street fair
- Poll businesses not in area - "why not"
- Create a vision for the developers
- Clean-up day
- Merchant's Association
- Need a plan and enforcement for code violations - already doing this
- Banners - Gateway markers - Flags
- Need information on what is possible - (economically) in order to formulate next steps
- Neighborhood existing business survey - to increase involvement and to determine market
- Neighborhood Survey may not be necessary (esp. South Shattuck)
- Interviews or surveys with existing businesses "what works?"

## NEXT STEPS

1. Clean-up vacant sites - How can we enforce code compliance with respect to Reza's properties?
2. Locate Anchor tenants
3. "Methods" to encourage Reza
  - Pressure from the neighborhood on Codes (calls and letters)
4. Develop a plan/vision
5. Research Redevelopment; could use a survey (EIR?) Staff effort? (FTE?)
6. Incorporate merchants

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## SOUTH SHATTUCK PLANNING PROCESS COMMUNITY WORKSHOP #3

Saturday, April 20, 1996  
10 a.m. - 12:30 p.m.  
LeConte School

### AGENDA

- |            |      |   |
|------------|------|---|
| 10:00 a.m. | I.   | Welcome by neighborhood representatives   |
| 10:15 a.m. | II.  | Planning Process  |
| 10:20 a.m. | III. | Status reports by City Staff <ul style="list-style-type: none"><li>a. Traffic Issues</li><li>b. Economic Development</li><li>c. Housing Quality</li></ul> |
| 10:45 a.m. | IV.  | Urban Design Presentation   |
| 11:05 a.m. | V.   | Small Group Discussion: <ul style="list-style-type: none"><li>o urban design recommendations</li><li>o housing quality recommendations</li></ul>          |
| 11:45 a.m. | VI.  | Recap and next steps<br>Next Meeting: 5/11/96   |
| 12:00 p.m. | VII. | General Discussion  |



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## South Shattuck Urban Design/Housing Workshop

April 20, 1996

### Summary of Survey Sheets

#### Improvements in the Public Areas

- More low-maintenance plantings, trees, window boxes, shrubs (2)
- Median landscaping is nice
- Need more street trees
- Better landscaping upkeep and maintenance
- More sidewalk and median landscaping, including flowering shrubs, not just trees
- Benches and plantings are nice at intersections
- Need space on medians for pedestrians to stand
- Greater separation of fast moving traffic/buses/noise and sidewalks
- Safe bike lane, Milvia Street doesn't work well
- Street design o.k. as is
- Less sidewalk clutter. Hard to walk down street, need to pick one's way through street elements: sandwich signs, racks, outdoor tables and chairs in some instances, lots of people, and squatters, often with their legs extended
- Sidewalk widths o.k. as they are
- Widened sidewalks with room for sidewalk seating
- Future sidewalk widths should be standardized
- Need to make crosswalks safer in some way
- No lighting on medians, o.k. as is
- Need transit shelters
- Need kiosks/news racks
- Encourage setbacks of 5 feet in areas south of Dwight Way

#### Improvements to Existing Buildings

- Graffiti removal, prevention (2)
- Need to remove chain link fences (2)
- Need fences that mask lots
- Something to give the appearance of "monument,"; big blocky buildings look so dismal
- Multi-color painting of buildings
- Employ soft colors, not prime colors
- 3 color schemes to highlight architectural features
- Need more control over architectural styles
- Grants to improve existing, "ugly, inappropriate" facades
- Facade painting and changes only after a "look" is determined for the neighborhood
- Restoration of original façades
- Requirements for new developments to fit into neighborhood character
- Maintenance costs to the City should be minimized
- More landscaping
- Need drought resistant, native plants for landscaping
- As long as building elements meet City ordinances, should be o.k.
- Need to balance merchant needs for visibility with aesthetics of signage
- Reduce signage size
- Offer signage consistency

## South Shattuck Urban Design/Housing Workshop

April 20, 1996

### Summary of Survey Sheets

#### Physical Form of Future New Buildings

- Some one/two storey buildings
- One/two storey buildings o.k., two preferred
- No one/two storey buildings, need three or more for greater density
- Three to five storey buildings are o.k.
- Three-to-five storeys maximum
- Three-to-five storeys are too big for the neighborhood
- Three storey maximum
- Pursue rear yard parking (2)
- Stress rear yard parking
- Encourage rear yard parking for residential, not retail (2)
- Rear yard parking raises issues with side street residents
- Pursue center block parking (4)
- Center block parking seems o.k. with right turn in and right turn out only
- No front yard parking (3)
- No front yard parking for new developments, but keep existing off street bays
- Pursue indoor/underground parking (5)
- Indoor/underground parking is very expensive
- Make sure there is enough parking to keep parked cars off the streets



## South Shattuck Urban Design/Housing Workshop

April 20, 1996

### Small Group Discussion: Urban Design Group #1

- Height depends on the context: 3 to 5 storeys or 2 to 3 storeys, look block by block
- More separation between fast moving traffic and pedestrians
- More shrubs which flower year-round, inter mix with trees
- Light Rail? Where would it run, and how would it accomodate traffic and pedestrians?
- Increase density and reliance on pedestrian transportation
- Landscaped private properties
- Shuttle buses instead of light rail (2)
- New design for cafe tables/chairs, avoid those that are hard to get by
- Do not want to have entry to Shattuck businesses from side streets (2)
- Better enforcement of residential parking
- Pressure on University to disallow dorm living with a car
- Residential Parking at rear of lot, not commerical parking (2)
- No strip malls (2)
- East side of Shattuck needs a street wall (2)
- Encourage relocation of auto lots to less residential areas, put in buildings with street facades
- Explore economic impact of new development
- Encourage restoration of original facades (2)
- Implement a facade grant program
- Need multi-color paint scheme for buildings, and enhancement of older buildings
- Need graffitti proofing and removal
- Replace chain link fences with nicer fences
- Reduce residential parking requirements (2)
- Link shuttles running between lots, which could reduce commercial parking requirements
- Free shuttles
- Parking issues are related to density level, i.e. higher density leads to increased alternative transit use
- Extend urban design discussion to Ashby Ave
- Wider sidewalks
- Make Shattuck more pedestrian friendly (2)
- Maintain/improve public plantings
- Relocate bay parking to inside
- Move Toyota used car lot to other side of building
- Leave parking as is
- Widen islands for taller street trees (2)
- Discourage side entry to buildings fronting Shattuck
- Parking in center of Parker/Carleton block on the east side of Shattuck, protecting rear residential
- Reconfigure islands
- Streets are hard to cross; need to widen median for waiting pedestrians
- Need uniform newspaper racks

## South Shattuck Urban Design/Housing Workshop

April 20, 1996

### Small Group Discussion: Urban Design Group #2

- Height depends on the context: 3 to 5 storeys or 2 to 3 storeys, look block by block
- More separation between fast moving traffic and pedestrians
- More shrubs which flower year-round, inter mix with trees
- Encourage upper floors, but set back upper floors along Shattuck
- Encourage upper floors over existing buildings
- Encourage business to concentrate as hubs, i.e. handicap uses associated with car lots
- Encourage landscaping in front of new buildings, even along Shattuck
- Consider widened sidewalks
- Lighter colors are more appropriate
- Break up mass of large buildings — horizontally
- Tree grates, more planters and benches, more landscaping and flowers at corners
- Businesses that people can walk to, in order to complement auto uses, and uses that need mass transit and relate to BART
- More mass transit for Berkeley, cheaper and more frequent
- Residential/commercial adjacency should set the tone for how buildings look and how they relate to the side streets
- Residential above commercial, not offices
- No one story retail
- Encourage owner occupancy for stability, not just rental
- Visual enhancement of auto lots, by establishing signage, uniformity, and identity
- Make the auto lots visually positive
- No real need to widen parking medians
- Flowers, trees and planters on the medians
- Add identity through banners, arches, more landscaping, color

### Small Group Discussion: Housing Group

- Problem: landlords who don't look after their property
- Problem: Buildings that adversely impact neighboring properties
- Need a way to remedy blighted properties
- Need better enforcement of property improvement measures
- Need an updated list of problem properties
- Community members need a way to initiate action to remedy problem properties
- Community needs a simple contact list to report problems
- Need an update on the effort to streamline the code enforcement process

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## SOUTH SHATTUCK PLANNING PROCESS COMMUNITY WORKSHOP #4

Saturday, May 11, 1996  
10 a.m. - 12:30 p.m.  
LeConte School

### AGENDA

- |            |  |
|------------|--|
| 10:00 a.m. | I. Welcome by neighborhood representatives   |
| 10:15 a.m. | II. Planning Process   |
| 10:20 a.m. | III. Status Reports by City Staff<br>a. Economic Development<br>b. Housing Quality |
| 10:30 a.m. | IV. Presentation on Transportation/Parking Issues                                  |
| 11:00 a.m. | V. Discussion of Transportation/Parking Issues                                     |
| 12:00 p.m. | VI. General Discussion   |

Next Meeting: 6/1/96: Integration of South Shattuck  
Planning Issues



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**SOUTH SHATTUCK  
TRAFFIC WORKSHOP (5/11/96)**

PROBLEMS	SOLUTIONS FOR SPECIFIC PROBLEM	GENERAL SOLUTIONS/IDEAS
1. Fast Traffic on Stuart late at night		Match desirable S. Shattuck businesses to area residents' job needs (jobs/housing balance)
2. Carleton & Parker: too much traffic	2. locate traffic circle here (2)*	Reconsideration re "Code 3" calls - particularly late at night (too noisy). Limit Code 3 designation.
3. Hard to see around corner at Fulton/Parker - particularly bikes due to parked cars. To some extent true for Carleton, Rt. turn from Shattuck to Fulton - dangerous due to bushes & painted over red area.	3. 4 way stop	Rt. turn only: Parker & Shattuck
4. Diverter at Russell and Wheeler - problem for Oregon St., not necessary		Competitively bid traffic island
5. Stuart/Shattuck: Dangerous	5. 4 way stop, not traffic light	4 way stops are helpful in general - need signs posted - as alternative to bumps. Trial period. (2)
6. Ward St. off of Telegraph to Ellsworth: No Stop sign - needs speed impediment (3)	<ul style="list-style-type: none"> <li>◦ Put "miles per hour" machine up</li> <li>◦ Stop for incoming traffic at Dana &amp; Ward coming from Telegraph (2)</li> </ul>	Redo 1994 counts for all key routes to reflect current situation.
7. Speed bumps on Derby have caused traffic to spill over. (2)		Full Barrier at Ward East of Berkeley Bowl parking lot

\* = # of people beyond one in support of idea.

8. Almost impossible to cross Shattuck		Berkeley Bowl should landscape parking lots as part of traffic mitigations.
9. Crossing Adeline is hard for bikes/pedestrians		Pro-active planning for opening of Hollywood Video. Protect Stuart and Ward (2)
10. Fulton/Ashby - light takes too long for bikes/Pedestrians		No left turn off Telegraph Ave.
11. Check volumes on Blake		Planned traffic circles
12. On Shattuck: continual flow of traffic from Ward to Shattuck	Existing "Keep Clear" signs are good	Need to do whole plan; not ad hoc solutions (traffic light at Stuart)
13. People hit at middle school (2)	Light at Telegraph/Stuart	Proposed barrier on Ward St. should be used only when Berkeley Bowl is open
14. Potential 3 story garage	Direct people back to main streets	Not move Berkeley Bowl - empty storefront. Find supermarket for 2020 Oregon St. (2)
15. Ad hoc solutions: diverters, barriers		5 mph speed limit for cars on neighborhood streets
16. Stop signs everywhere is an impediment to bicycles (2)		
17. Berkeley Bowl trucks in a.m., makes it hard to make right turn at red light from Ward to Shattuck		
18. 2200 block of Ward St.: opposition to speed humps	Reduce width of barriers	

\* = # of people beyond one in support of idea.

19. Traffic barrier on Russell/Lorina is ignored		
20. Ellsworth/Parker 4 way stop is ignored		
21. Shattuck & Telegraph (Ashby to Derby) (Ashby to Ward) not enough lights - can't get across the street		
22. Berkeley Bowl generates too much traffic	Need broad solution: relocate Berkeley Bowl to 2020 Oregon St.	
23. Need protection on Oregon St.		
24. Opposed to 4-way stops		

### **Berkeley Bowl/Ward Street: Solutions**

(See Chuck's 3/21/96 report to Transportation Commission)

Note: Same problems exist for Stuart Street.

- Ward St. neighbors like "E" option.
- Opposed to "B" option - need to be able to turn left on to Shattuck.
- Block below 2200 Ward is for "E".
- Opposed to "E".
- Look at Berkeley Bowl situation as a whole - plus separate commercial/residential uses: 3 businesses dominate area.
- Storage place: more unloading and loading than it is permitted for.
- Berkeley Bowl needs additional parking (off-street).
- Opinion of neighborhood during UC neighborhood planning process: no more diverters.
- Don't divert traffic off Ward: Ward has low counts; also, how will trucks deal with Ward St. diverter when they need to load/unload at self-serve storage.
- Restrict left turn access to Berkeley Bowl lot on Ward St.
- Conflicting goals between increased number of businesses and desire to decrease traffic impacts.
- Need way to get left on to Shattuck - for local residents.
- Opposed to partial barricades.
- In favor of full barricades.

- City needs to work with residents on development projects to develop appropriate mitigations.
- Close off Stuart St. between Shattuck & Adeline - use this for Berkeley Bowl parking.
- Deal with street space: block cross street. Encourage traffic to go around.

### Conclusion

- Want broad solution: overall planning for area
- Don't want to pit residents on different streets against each other
- 6 in favor of a diverter
  - 2 opposed
  - 2 no opinion expressed

### Stuart Street Solutions

- Build parking structure.
- Opposed to traffic light on Stuart; would generate through traffic.
- Circles ok - plus speed humps ok.
- Difficult to go eastbound on Stuart - parallel parking is a problem.
- Safety for children/elderly is important.
- Traffic light - pedestrian-activated in middle of block between Ward & Stuart on Telegraph or make it a regular circle.
- Opposed to diverters - adds traffic to other streets.
- Install pedestrian warning signs or yellow blinking lights on Shattuck.
- Select location for pilot traffic circle - maybe on Shattuck.

### Conclusion

- Concerned regarding safety issues, but lights, diverters etc. not generally supported. Look at doing pilot traffic circle as a solution for Stuart & down the road, possibly other streets. Mid-block light is only traffic light solution that was supported by the group.
- New businesses should be locally serving  
(1 person had reservations about this conclusion).

**Individual comments on problems/ideas**

1. Problems

- Lack of cheap, frequent, efficient public transportation on all streets (not just main arterials)
- Lack of safe bicycle routes

Ideas

- Make right hand lane of Shattuck buses, van pools, bicycles and auto turns only. Don't limit the scope of the transportation discussion to how to manage cars and auto parking. Be creative about how to get people out of their cars.

2. Problems

Traffic corridors are too full (e.g. Ashby & Shattuck) and cannot be easily accessed when leaving neighborhood, especially left on Shattuck or getting through to Adeline.

Ideas

Better flow of traffic on Ashby (it is labeled a highway); more lanes alternate side parking restriction like Ashby West of MLK.

Make Haste more accessible from Telegraph as a Westbound corridor. It's very difficult to reach from Telegraph. Make it easier to reach Haste from Telegraph and to turn left on Haste. Need better left turn opportunity, e.g. block pedestrian for part of light cycle.

3. Problems

Ward Street at Telegraph through 1 1/2 block.

Ideas

Half diverter or stop sign at Dana.



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## SOUTH SHATTUCK PLANNING PROCESS COMMUNITY WORKSHOP #5

Saturday, June 1, 1996  
10 a.m. - 12:30 p.m.  
LeConte School

### AGENDA

- |            |      |   |
|------------|------|---|
| 10:00 a.m. | I.   | Welcome by neighborhood representatives   |
| 10:15 a.m. | II.  | Planning Process  |
| 10:20 a.m. | III. | Status Reports by City Staff <ul style="list-style-type: none"><li>a. Economic Development</li><li>b. Housing Quality</li><li>c. Transportation</li></ul> |
| 10:30 a.m. | IV.  | Discussion of proposed South Shattuck Plan strategies and actions   |
| 12:00 p.m. | V.   | General Discussion  |



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**6/1/96 SOUTH SHATTUCK WORKSHOP**  
**DRAFT PLAN STRATEGIES AND ACTIONS**

**ECONOMIC DEVELOPMENT**

**STRATEGIES:**

- Add Laundromat To List Of Desirable Businesses (Reflect Needs of Tenants)
- Add Childcare Facilities To List Of Desirable Businesses
- Greater Need For Housing In Mixed Use Developments, Rather Than Offices (Public Safety Issues)
- Look at Ashby and Shattuck As A Gateway (Applies Also To Urban Design Section)
- Housing Is A Priority

**ACTIONS:**

- Add Vertical Column: "Neighborhood Design Review" As An Action Step (Applies Also to Urban Design Section)
- Notice Upcoming Zoning Adjustments Board Hearings Regarding Key Dates To Pull In Merchants

**URBAN DESIGN**

**STRATEGIES:**

- Gateway Concept (Banners, Etc.)
- Adeline/Ashby - Redesign, Make More Attractive
- South Shattuck Could Be A Boulevard: Larger Scale Buildings May Be Appropriate
- Need To Develop Sense Of Enclosure: Bigger Scale, Landscaping (Could Be Problem With Shading)
- More Harriet Tubman Buildings (Senior Satellite Housing)

**ACTIONS:**

- Repair Existing Street Lights Before 10/96
- Placement Of Street Lights Is Critical And Increases Safety. However, Lights May Shine Into Houses
- Do A Banner Program (next 6 months) Need \$5,000 - \$7,000 First Round and \$5,000 For A Second Set
- Consult With Police Department On Design/Safety Issues
- Add Landscaping: At Berkeley Bowl, Thrifty's, Down Shattuck To Ashby And Derby to Durant, No Deciduous Trees - Too Messy

### HOUSING QUALITY

#### STRATEGIES:

- Vision For What Type Of Housing Should Occur In Neighborhood
- Problem With Houses Being Elevated To Add 2nd Story - This Is Often Done Without The Right Permits

### TRANSPORTATION

#### STRATEGIES:

- Add: Support Alternatives To Automobile

#### ACTIONS:

- Bike Pathways
- Electric Shuttle

### FINANCING TOOLS

- Housing Finance Tools For Mixed Use Projects
  - Look At As Two Projects: Housing And Commercial
  - Housing Part Is Usually The Lead
  - Include Affordable Units (Housing Trust Fund)
  - City Business Loan For Commercial Side
- Could Combine South Shattuck With Downtown To Create A Redevelopment Zone

Draft South Shattuck Strategic Plan

**Community Review Meeting**

Saturday, November 15, 1997

10:00 am - 12:30 pm

LeConte School Auditorium

**AGENDA**

- 10:00 a.m. Welcome  
Planning Process To Date
- 10:10 a.m. Overview of Plan Target Areas
- 10:20 a.m. Presentation and Discussion of Plan Sections

*Each Plan Section will be presented in the following way:*

Frame Issues	(5 min)	A Neighborhood Representative
Present Actions	(10 min)	City Staff
Discussion	(15 min)	Group

- 10:20 a.m. Economic Development (with status report: 10 min)
- 11:00 a.m. Urban Design
- 11:30 a.m. Housing Quality
- 12:00 noon Transportation
- 12:30 p.m. Next Steps and Adjourn

**South Shattuck Plan Workshop NOTES**  
**11/15/97**

(2 = comment expressed by two people)

Economic Development

- 2° Community needs to hold out for what the neighborhood wants.
- ° Thrifty site: employees are known to community. Supports organizing against non-union shop - need to keep union.
- ° Hardware store: Already have stores in proximity. Let's not focus on attracting this.
- ° Former Bowl site: Don't seek drugstore: City should try for a consortium (e.g. food court).
- ° Questions of financial and types of housing development need to be addressed.
- ° New Bowl site: Substantially larger; could create significant impacts.
- ° Car repair on Parker: Need to protect this business from loss of off-street parking at Reza's adjacent site.
- ° Otis/Russell/Milvia residential areas behind Adeline would be heavily impacted if there is new development-needs to be considered. (Existing antique stores on Adeline may be replaced by more intense development).
- ° Community memory is important: Terranomics is problematic (now connected to Walgreen's deal). Need to pay attention to permits, approach, etc.
- ° New development should not create high density/noise/pollution/congested parking.
- ° New uses should serve neighborhood needs.
- ° Leave some areas open/undeveloped: Park.

Urban Design

- 2° Consideration should be given to closing a block of Shattuck (Oregon to Russell) or area next to Berkeley Bowl - near triangular shaped parking lot.
- ° Community needs to specify how it wants new buildings to look.
- ° Adeline Street: Has potential as a boulevard. (Add sculpture; close portion of Adeline for higher end Flea Market).
- 2° Look at using redevelopment as a tool for corridor improvements (Discuss at neighborhood meeting - LeConte Assn.)

## Housing

- Otis/Russell Street: # of problems (Roofs) - Don't want to unwittingly target elderly in targeting blighted properties.
- Add Objective: Mixed use non-profit housing (should be mentioned in both Housing and Economic Development Chapters.)

## Transportation

- Oregon Street: Changes to accommodate Berkeley Bowl could be problematic regarding traffic flow.
- Roundabout to move traffic off Shattuck on to Adeline.
- Close portions of Shattuck Avenue near former Bowl site.
- Adeline: Potentially beautiful Blvd. could close Adeline on one side on weekend to create a mall.
- Light-rail.
- Shuttle bus from Rockridge BART through area.
- Fulton Street: Needs better paving in area where bikes go (Bancroft to Dwight).
- 2◦ Bikes/Peds: Need to put in stop light/sign between Derby and Ward on Shattuck. (Need way to cross Shattuck safely; and bike "Filter") (Could install pedestrian operated light).
- Ellsworth South: Least in need of residential parking; look at bike needs.
- Shattuck/Derby: Crossing very difficult.
- If push traffic to Adeline: Impacts Senior Citizens trying to cross street to their housing (Traffic-too much ).
- Concept of closing Shattuck: Unrealistic.
- Focus on placing traffic circles.
- Sculpture garden in median.
- Pedestrian overpasses with cafes - on Shattuck.