

DOWNTOWN AREA PLAN

Revised Final Draft for Planning Commission Adoption

TRACK CHANGES VERSION

City of Berkeley

in cooperation with

The University of California

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Refer to April 1 agenda packet for color figures, except for revised Allowable Heights figure that appears at end of clean version.

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385 1- INTRODUCTION

386 THE VISION FOR DOWNTOWN

387 *Downtown is the heart of Berkeley **where people enjoy urban life.***

388 *Downtown models Berkeley's commitment to sustainability. Downtown seeks*
389 *to minimize human impacts on the environment, through its emphasis on*
390 ***walking, bicycling, transit,** green streets, **and** green architecture, ~~and transit.~~*

391 *Downtown is economically vibrant. Downtown increasingly serves Berkeley's*
392 *residents and visitors with attractive retail, exceptional restaurants,*
393 ***community services,** and remarkable parks and plazas. Downtown*
394 *celebrates its proximity to a public university internationally renowned for its*
395 *academic accomplishment and its physical beauty. Downtown's cultural,*
396 *educational and historic assets form the foundation for its success.*

397 *Downtown is a great neighborhood that is oriented to the pedestrian. It offers*
398 *diverse housing opportunities **for all kinds of people,** with an emphasis on*
399 *affordability and supportive services. Safe and tree-lined streets, shops,*
400 *services, and amenities make it possible to meet most daily needs on foot.*

401 PURPOSE AND PROCESS

402 Downtown is more than a place on a map or a collection of buildings and streets. It is a vital,
403 recognizable heart to the city: a place where the community comes together to work, to play, to shop,
404 to walk around, and to meet *and* connect with other people from the community. It is the place to
405 take out-of-town guests when they say they want to "See Berkeley". Or it should be.

406 Downtown Berkeley has many of the qualities of a great downtown. It has a traditional "main street"
407 character, with buildings built to the edge of the sidewalk, windowed storefronts where you can see
408 people and merchandise, and an eclectic mix of buildings, many with a wonderful historic character.
409 It has a variety of places to eat, shows to see, a great library, a widely used YMCA, and unique
410 stores, to mention just a few of its qualities. It continues to be a major transit hub and has the
411 advantage of a large world-class university on its doorstep.

412 ~~But~~ *Despite its great qualities, many people – including many Berkeley residents – are disappointed*
413 *in today's Downtown. Many Berkeley residents ~~nostalgically~~ remember a vital, family-friendly*
414 *downtown that existed ~~through-until~~ the 1980's. They remember Edy's Ice Cream, Hinks department*
415 *store, JC Penney's, the Blue and Gold Market, ~~(more-recently)~~ Morrison Jewelers and Tupper & Reed*
416 *music, and many other places that made ~~downtown~~ *Downtown* a gathering place for everyone – a*
417 *place where the community came to meet their daily needs, not just where they come to go to the*
418 *movies, the theater or the library.*

419 Many Berkeley residents want the old Downtown back.—~~Although~~, but fundamental economic
420 conditions that created Berkeley's traditional downtown no longer apply. Yet, it is possible to create a

421 | downtown that has vibrancy and energy and becomes ~~is~~ once again the heart of the community.
422 | Planning for this sort of transformation requires an understanding of current conditions and
423 | opportunities -- and a new vision for the future of Downtown.

424 | ~~While~~ Berkeley's 1990 Downtown Plan achieved some of its goals (see below), *however* this new
425 | Downtown Area Plan pursues a clearer vision of what Downtown should and can become *as it moves*
426 | ~~into~~ *during* the 21st century. The new Plan connects this vision to result-oriented policies and
427 | ~~implementati~~ *implementing* ~~en~~ *measures* ~~actions~~ (as will be described on the following page*s*).

428 | **THE 1990 DOWNTOWN PLAN**

429 | The previous Downtown Plan was adopted in 1990 after six years of work. That particular planning
430 | effort occurred at a time when the characteristics that made downtown a special place *were* at risk:
431 | classic older buildings had been replaced by soulless banks and fast food restaurants. During the
432 | 1960s and 1970s, new Modernist buildings were built that lacked the character and quality of historic
433 | buildings, and BART's construction disrupted Downtown. Some believe it never recovered.

434 | The 1990 Downtown Plan emphasizes the importance of protecting Downtown's traditional character:
435 | The plan respects the City's values for protecting its historic character, cultural diversity, social equity,
436 | and human scale of development while improving vitality and the physical environment. As a result of
437 | the 1990 Plan, Downtown has retained much of its traditional character while allowing for change in
438 | many positive ways. ~~—~~ Cultural uses formed another cornerstone of the 1990 Plan. While Downtown's
439 | retail anchors were not saved, cultural uses presented a way of maintaining Downtown as a regional
440 | destination. A new Arts District was created through the successful recruitment of live theatres, the
441 | preservation of historic facades, and community-inspired street improvements.

442 | The 1990 Plan also emphasized high-density housing as being critical to Downtown's revitalization,
443 | and the 1993 Downtown Design Guidelines were innovative for their time by emphasizing traditional
444 | building types where buildings are built to the street edge and where residences and offices are built
445 | over stores that face the street.

446 | But the 1990 Plan has not been enough to revitalize ~~the Downtown~~ *Downtown*, as underlying
447 | economic limitations remained unaddressed. High retail vacancy rates persist and the rate of
448 | residential construction, while significant, remains relatively small compared with the number of
449 | people who commute to the University and Downtown, ~~or~~ *with* the number of units needed for the
450 | market to begin to address Berkeley's crisis of affordability *– as well as the number of residents*
451 | *needed to create a thriving neighborhood.*

452 | The 1990 Plan also could not anticipate a new spectrum of concerns. Environmental sustainability
453 | and global climate change had not emerged as major issues. "Transit-oriented development" had
454 | not been coined, let alone developed as a concept. The place-making potential of well-designed
455 | streets and buildings was poorly understood and received little emphasis.

456 | **THE DOWNTOWN AREA PLAN PROCESS**

457 | A new Downtown Area Plan effort was initiated in 2005 as a result of a settlement of a dispute
458 | between the University of California and the City of Berkeley regarding the University's Long Range

459 Development Plan (LRDP). The University's LRDP called for 800,000 square feet of new
460 development in ~~the Downtown~~ *and adjacent to Downtown*. It was not clear how UC's Downtown
461 development would be arranged or what its character would be.

462 The City and University recognized that the future of Downtown was of mutual concern, and that
463 ~~fostering~~ *to foster*-a healthy, sustainable, livable, and vibrant Downtown was in the interests of both
464 the City and the University. Specifically, the City and University agreed to foster Downtown
465 revitalization by working together to develop a new Downtown Area Plan that would provide an
466 opportunity to address community goals while ~~and~~-shaping the University's development plans.

467 The Downtown Area Plan was developed through the extensive participation of Berkeley's citizens.
468 Community concerns and a community-based process were the central drivers for the Downtown
469 Area Plan. In 2005, Berkeley's City Council appointed a 21-member Downtown Area Plan Advisory
470 Committee (DAPAC), with three additional ex officio University representatives appointed by the
471 University. The DAPAC provided direction for a draft Downtown Area Plan that expressed a shared
472 vision, common goals, and policy objectives. DAPAC and its subcommittees met through two years
473 and nearly one hundred meetings, with assistance by City and University staff. Various experts were
474 brought in to better clarify the complex issues that DAPAC faced.

475 The DAPAC successfully identified all but a few issues that would need to be addressed to have an
476 exemplary Plan. The development of ~~implementati~~ *implementing* measures was deferred to the
477 Planning Commission that was assigned the next phase of plan development. DAPAC made its final
478 recommendations and forwarded them to City Council and Planning Commission in late 2007.

479 *In* early 2008, Berkeley's Planning Commission began developing its recommendations for the
480 Downtown Area Plan. Using DAPAC recommendations as a foundation, the Planning Commission
481 considered an array of measures for implementing the Plan. The Commission also sharpened policy
482 language to eliminate redundancies and ambiguities.

483 The Planning Commission differed with DAPAC on few substantive issues, but differences did exist.
484 Most notably a majority of Planning Commission expressed support for taller Downtown buildings
485 than a majority of DAPAC members supported. The Planning Commission agreed with the DAPAC
486 that there were significant public benefits from higher intensity development, but it concluded, based
487 on a development feasibility assessment it requested, that taller buildings would be necessary to
488 achieve those benefits, *it found that* ~~because~~-the economics associated with height, building codes
489 and construction costs are likely to make buildings heights between 75 and 160 feet infeasible under
490 typical conditions.

491 In May 2009, City Council developed a Downtown Area Plan for adoption. The Council considered
492 both DAPAC and Planning Commissions recommendations as it made final revisions. The University
493 of California will use the adopted Plan to guide its plans for properties that it develops in ~~the~~
494 ~~Downtown~~ *Downtown*.

495 **PROJECT LOCATION AND BOUNDARIES**

496 Downtown Berkeley is one of only a few large city centers in the East Bay, and sits adjacent to the
497 University of California, Berkeley (Figure IN-1: Regional Context). The Downtown Area includes the

498 intersection of Shattuck Avenue, a historic link to Oakland, and University Avenue, the historic link
499 between Berkeley's original settlement and uses at the Bay's edge. Shattuck and University continue
500 to be major arterials within the East Bay. Downtown Berkeley is also the second largest transit node
501 in the East Bay, and is served by BART (Bay Area Rapid Transit) and many bus lines operated by AC
502 Transit and others.

503 | The Downtown Area is *generally* bounded by Hearst Avenue along its northern edge, Oxford-Fulton
504 Streets along its eastern edge (beyond which lies UC Berkeley's main campus_, Dwight Way to the
505 south, and Martin Luther King, Jr. Way to the west (Figure IN-2: City Context).

506 The Downtown Area includes all of the commercial and civic areas considered by Berkeley residents
507 to be "downtown." The planning area for the DAP is significantly bigger larger than the area
508 considered by the 1990 Downtown Plan that focused ~~solely-largely~~ on the blocks ~~immediately-closely~~
509 surrounding the BART station. The current Downtown Area also takes in ~~small-but-significant~~
510 portions of residential neighborhoods, to allow the DAP to consider boundaries and transitions more
511 carefully (Figure IN-32: Existing ~~Land-Uses~~*Street-Level Uses*).

512 **A BRIEF HISTORY OF DOWNTOWN**

513 | ~~Compared to many California cities,~~ Downtown Berkeley has a relatively long history, *compared with*
514 *many California cities*. Downtown has buildings constructed during several periods and representing
515 a wide variety of architectural styles.

516 A central business district began to take shape in the 1870's, with successive waves of development
517 through the 1920's and 30's. Development of this period followed the traditional pattern of American
518 cities, with a grid street pattern and most buildings built to the edge of the sidewalk with housing or
519 office space above street-level storefronts. Downtown's position as a transportation center played a
520 pivotal role, as Downtown was a convergence point for several rail lines. Shattuck Avenue's
521 generous right-of-way held several intercity rail tracks, and was a focal point for commercial activity.
522 University Avenue intersects Shattuck in the Downtown Area and also offered local streetcar service.

523 Significant retail development continued to happen through the 1960's, but by the 1970's Downtown's
524 role as a regional shopping destination was in decline and the pace of ~~—~~development slowed.
525 Interurban train service ceased in 1958 and when BART opened its Downtown Berkeley station in
526 1973, shopping destinations with easy auto access were eclipsing traditional centers across the
527 nation. BART construction was also a major disruption to Downtown and -- in an effort to make it
528 more welcoming to cars -- Shattuck was reconfigured to maximize diagonal parking spaces while
529 moving through ~~—~~traffic quickly. Fortunately, Berkeley did not embrace the "urban renewal" schemes
530 of the 1960's and 1970's, in which other cities tore down whole blocks of historic fabric to create large
531 scale redevelopment opportunities. Much of Berkeley's historic fabric remains and is highly valued by
532 Berkeley residents. The DAP reflects this value, as described in more detail in the Historic
533 Preservation and Urban Design chapter.

534 Since the 1960's and 1970's, and continuing to today, the University has played a growing role in
535 Downtown development motivated by expanding programs, but few opportunities for new
536 development on the core-campus (bounded by Oxford, Bancroft and Hearst). University expansion is
537 occurring in Southside, Northside, and Downtown areas. The University, and the affiliated Lawrence

538 Berkeley National Laboratory (LBNL), have leased and developed space in Downtown, and the
539 University has acquired more land and buildings ~~over the past few~~ *in recent* years, including offices,
540 research space and student housing. As noted earlier, University intentions for continued expansion
541 into Downtown led to this Downtown Area Plan.

542 The 1990's brought a new interest in developing apartment buildings in ~~the Downtown~~ *Downtown*.
543 *Although s*Students occupy most of this new housing, ~~n~~ *Non-students also* occupy *a* significant
544 *number amounts* of new housing, however, *partly* because at least 20% of all units must be
545 affordable to low- and very low-income households (and most students are dependents and do not
546 qualify, or do not live in Berkeley long enough to qualify).

547 Downtown's reputation as a center for theatre and the arts was also strengthened in the past 20
548 years, with development of the "Arts District" along Addison Street, including a second stage for
549 Berkeley Repertory Theater, the Aurora Theater, *and* the Freight and Salvage folk-music club, among
550 other arts venues.

551 **LAND USE**

552 The Downtown Area is comprised of a wide mix of uses including a commercial hub along Shattuck
553 near BART, and commercial uses that extend along Shattuck and University Avenues. These
554 commercial areas have largely retained a "main street" character where storefronts are built to the
555 street. Many of these buildings are "mixed-use" with residential units or office space above retail
556 shops or other street-level space.

557 Many buildings in Downtown date from the turn of the 20th Century and contribute greatly to the
558 character of Downtown, but many buildings have been built since that time. Buildings have a mix of
559 heights and styles. The tallest buildings in Downtown are found adjacent to BART, which is also the
560 traditional heart of Downtown near the site of the former railroad depot at Center and Shattuck.
561 Mixed in with the many commercial buildings are a few older residential buildings and some mixed-
562 use residential buildings built in the past 10 years or so.

563 While Downtown has long been a cultural center, recent efforts have cultivated a regionally
564 recognized "Arts District" that includes an especially high concentration of live theaters and music
565 venues along Addison Street. A cluster of cinemas, near Shattuck and Kittredge, and a growing
566 number of museums add to Downtown's identity as a cultural center.

567 Downtown is also a major employment center. A large amount of office space occupies the upper
568 floors of older buildings, especially near BART. Additions and renovations have modernized many of
569 these older spaces. ~~H,~~ *however* "class A" office space (~~h~~ *i.e.*, spaces in excellent condition with a
570 full complement of services) are limited to two buildings: the "Great Western" building at BART and
571 the University-owned "Golden Bear" building on University Avenue

572 In its entirety, the Downtown Area makes up ~~172-168~~ acres. Private- and institutionally-owned
573 parcels comprise 113 acres within the Downtown Area. Among these parcels, approximately 27
574 acres are identified in this plan as underutilized ("opportunity-sites"). ~~because~~ *†*They are comprised of
575 vacant, surface parking lots, one-story buildings, and two-story buildings near BART (see Figure IN-

576 | 43: Potential Development Opportunity Sites). Two-thirds of Downtown Area parcels are occupied
577 | by substantial buildings and are much less likely to be used for new development.

578 | There are several major institutions in and immediately adjacent to the Downtown Area. Just east of
579 | the Downtown Area is the main campus of the University of California, Berkeley. The University owns
580 | several properties in the Downtown Area, most on the blocks immediately adjacent to campus,
581 | including the former California Department of Health Services site bounded by Hearst, Shattuck,
582 | Oxford/~~Fulton Street~~ and Berkeley Way, the largest development opportunity site in ~~the~~
583 | ~~Downtown~~~~Downtown~~. The University also owns and plans development on other key sites on or
584 | near Oxford Street at University Avenue, Addison Street, Center Street, Bancroft Way and Durant
585 | ~~Way~~~~Avenue~~.

586 | Berkeley High School is located on one side of the Martin Luther King Jr. Civic Center Park (Civic
587 | Center Park), the largest open space in the Downtown Area. Other major civic uses line other sides
588 | of the Park, including two City ~~Administration~~~~administration~~ ~~Buildings~~~~buildings~~ and Old City Hall
589 | (Maudelle Shirek City Hall) across Martin Luther King Boulevard. Several community-serving uses
590 | line Allston Way, including the YMCA, Berkeley High School, and Post Office. On Center Street,
591 | Berkeley City College opened an atrium-lighted building serving 4,000 students in 2009 with plans for
592 | significant expansion. Berkeley's Central Library offers a large collection of books and other media at
593 | Kittredge Street at Shattuck. Herrick Hospital is another important institution at the southern edge of
594 | the Downtown Area, and offers limited health services as part of the larger Summit/Alta Bates
595 | medical system.

596 | Unlike the 1990 Downtown Plan, significant residential areas are included in this Downtown Area, in
597 | order to consider their relationship to changes in Downtown in the planning process. These
598 | residential areas have a mix of higher density multi-family units, and older former single family
599 | homes, most of which have been subdivided into apartments, often with newer buildings added on to
600 | existing lots.

601 | **DOWNTOWN'S ECONOMY**

602 | Downtown's economy has five general sectors.

- 603 | – A diverse retail sector *that* includes shops and restaurants that cater to both regional and
604 | local patrons.
- 605 | – An employment sector that includes government activities, private offices, and education –
606 | most notably the University.
- 607 | – Services including: personal services, medical services, and services that support business
608 | activities.
- 609 | – Cultural uses that help bring people Downtown and include live theater and music, museums,
610 | cinemas, and community uses like the YMCA and Central Branch Library.
- 611 | – ~~While not visible at the street level in Downtown's commercial areas,~~ Residential uses *that*
612 | play a major role supporting Downtown's retail and service sector.

613 **RETAIL**

614 A downtown's vitality is largely defined by its retail environment. More shops attract more people,
615 who choose a location to shop, in part, to enjoy the energy and interest of people together.
616 Downtown's retail must compete, ~~therefore,~~ on several levels, on the retail mix that it offers, on the
617 quality of its streets, on the access it affords, and on the density of its foot traffic.

618 **Refocusing Retail.** At one time, Berkeley was a major regional retail center, attracting people from
619 many East Bay communities to its department and specialty stores. But Berkeley's retail sector has
620 declined. It has lost its anchor stores and can no longer attract regional clientele seeking to meet
621 basic needs. ~~Department-Throughout America, department~~ stores and other major retailers have
622 gravitated to locations that offer easy regional access by car.

623 ~~It is true that~~ there are exceptions where downtown retail thrives. Downtown San Francisco, the
624 preeminent retail location in the region, continues to be a strong draw. Downtown Santa Rosa, San
625 Diego and Pasadena have also retained department stores, but only through the use of inward-
626 looking shopping centers within ~~their~~ downtowns. Furthermore, these places took exceptional public
627 effort and investment, mostly in developing parking, but also in new streets improvements, subsidies
628 for façade improvements, aggressive marketing, and other efforts. While retailing trends will change
629 again, a desire to return to days when Downtown was a major regional retail destination is unlikely to
630 be realized – and should not be Downtown's retail strategy.

631 ~~Instead,~~ This Plan focuses on other options and opportunities that emphasize Downtown's unique
632 offerings. These include the Arts District, capitalizing on the University's large daily population,
633 existing synergies among small shops, supporting Downtown's exceptional mix of restaurants, access
634 to regional transit, and Downtown as a ~~unique-urban~~ residential neighborhood. Another way to
635 market Downtown is as a model of sustainable development. These options are discussed further in
636 the Economic Development chapter.

637 **EMPLOYMENT**

638 Downtown is a major employment center that is well served by transit. Most people who work
639 Downtown are service workers or professionals serving businesses, government, or the University.
640 Because the retail at street-level is largely built out, employment related to retail is not expected to
641 grow significantly, however office growth should be anticipated.

642 **Offices.** Downtown has low vacancy rates in offices, and office rents are high compared to many
643 portions of the Bay Area. Some of this can be attributed to the fact that the University leases a
644 significant amount of office space in the Downtown Area. Private demand for office space is also
645 high because of Downtown's proximity to the University and access to the "intellectual capital"
646 generated by University faculty and graduates. As a consequence, demand for office space is likely
647 to continue, especially for start-ups and spinoffs. Furthermore, Berkeley has little high-quality office
648 space, this in spite of the fact that the largest segment of Berkeley's workforce that commutes out of
649 the City are professionals – some of whom might find working near home more desirable.

650 Berkeley is also home to a large number of non-profit organizations, many of which find Downtown an
651 advantageous location for serving the community. These non-profits include: institutes on public

652 policy, high-tech “think tanks,” cultural organizations, and community service providers, such as the
653 YMCA and BOSS (Building Opportunities for Self-Sufficiency).

654 Despite the low vacancy rate and relatively high rental rates, there has been very little office
655 development in Downtown Berkeley for many years. While new office growth is desirable from the
656 standpoint of economic development, it is also important to recognize that such growth will add to
657 existing pressures for more housing. The Downtown Area Plan allows for office development but
658 offers no incentives for it.

659 **The University of California.** ~~Of special importance with regard to employment is t~~The University of
660 California— *is the city’s largest employer and plans development that will greatly increase the amount*
661 *of employment in Downtown.* The University has also long held property in Downtown, and much of it
662 is vacant or underutilized. The University’s “Long Range Development Plan” (LRDP) anticipates new
663 construction of up to 800,000 square feet in the Downtown Area and abutting Tang parking lot. The
664 LRDP targets the blocks adjacent to campus (including the “West Adjacent Blocks” in the Downtown
665 Area) for uses that are: museums, public services, and other visitor-intensive uses, along with
666 research and development uses and office uses without substantial student engagement. The
667 University also plans construction of administrative office space that will free up space presently
668 leased by the University and may improve the availability of Downtown office space.

669 While the University’s growth into the surrounding city has sometimes been a source of town-gown
670 tension (partly because the University is under the State of California’s jurisdiction, it is not subject to
671 City property taxes or regulations), the Downtown Area Plan offers a new model for University-City
672 relations. University students, staff and faculty already help support Downtown restaurants, cinemas
673 and other businesses. If planned appropriately, University growth can accelerate revitalization in
674 Downtown, by bringing additional employees and public-serving uses -- and by enhancing the look of
675 Downtown through attractive new buildings and landscaping. With both city and campus goals in
676 mind collaborative planning between the University and City will yield major benefits, as discussed in
677 several chapters.

678 **Other Institutions.** Besides the University, other Downtown institutions that employ people include
679 Berkeley High School, Berkeley City College and Herrick Hospital (discussed below). These
680 institutions contribute to Downtown activity and sense of vitality.

681 **SERVICES**

682 **Personal and Business Services.** Downtown contains many kinds of services. Businesses that
683 offer personal services add to the vitality of the area, and include uses like hair stylists, tailors,
684 computer repair. Business-related services, for photocopying or shipping packages, support not only
685 local businesses but the University community as well. Most of these uses fit into the many
686 storefronts available Downtown.

687 **Community Services.** Many community services are provided in and around Downtown. Many of
688 these are delivered in the Civic Center area, where the YMCA serves the community and offers
689 programs for people of all ages and abilities.

690 The Civic Center area also provides social services that serve those with physical and mental
691 disabilities, recovering from drug and alcohol abuse, needing job skills and assistance in getting
692 employment, and who are homeless or hungry. The array of available services attracts many people
693 with special needs to ~~the Downtown~~Downtown. Downtown Berkeley has a high concentration of
694 homeless individuals relative to most places in the Bay Area.

695 **Health Services.** Herrick Hospital is situated just inside the southern boundary of the Downtown
696 Area, and is a part of the Summit/Alta Bates medical system. This site provides targeted services for
697 particular illnesses, and has not been a general service hospital for many years. ~~In addition, t~~The
698 University is considering establishing a “health campus” Downtown on the former Department of
699 Health Services site, which would improve access to and availability of many health services to the
700 general public. How health services, and other community services, can be encouraged and
701 enhanced for the benefit of Downtown and the City are presented in the Housing and Community
702 Health & Services chapter.

703 **CULTURAL USES**

704 ~~As previously noted, t~~The arts and entertainment community plays a crucial role in ~~the~~
705 ~~Downtown~~Downtown. Live theater, music clubs, cinemas and museums bring people to ~~the~~
706 ~~Downtown~~Downtown from all over the Bay Area. Significant new additions to the Downtown Area will
707 be the University’s Berkeley Art Museum and Pacific Film Archive, and the Magnes Museum on
708 Jewish heritage.

709 **HOUSING**

710 Housing is an essential component to Downtown’s economy. Residents support – and will continue
711 to strengthen -- local businesses and cultural events. Without the freeway access that is essential for
712 regional department stores, housing is an important part of the foundation on which Downtown’s
713 economy must stand. (Housing is further discussed below.)

714 **TRANSPORTATION**

715 The Downtown Area has been, and continues to be, a major regional transportation hub, where~~in~~
716 ~~which~~ numerous buses and BART converge. There are 40,000 daily transit trips to and from
717 Downtown Berkeley, with BART trips comprising 22,000 of those trips. Of the people who work in
718 Downtown Berkeley (both Berkeley residents and non-residents), 52% drive alone to work, 11%
719 carpool, 10% walk, 10% take BART, and 5% bicycle. Because of ~~the Downtown~~Downtown’s
720 extensive transit resources and City and University programs to encourage employees and students
721 to use alternatives to the single-occupant vehicle, the rate of transit use to and from ~~the~~
722 ~~Downtown~~Downtown is higher than citywide rates. Transit access also makes Downtown housing
723 attractive to individuals employed along the regional transit corridors, and gives it a unique advantage
724 as an employment center and regional destination.

725 Downtown is best enjoyed on foot. The quality of Downtown’s pedestrian environment is critical to
726 enhancing its role as a unique urban destination and to making it a highly livable place to live and
727 work. Downtown’s walking environment ~~is~~ also plays a significant role in reducing use of cars and
728 corresponding generation of greenhouse gases. Downtown Berkeley residents already walk more

729 and drive less when getting to work, than the City as a whole. Transit and walking account for 55
730 percent of commute trips to ~~the Downtown~~Downtown, compared to 36 percent of commute trips
731 citywide. Of roughly 2,000 households in ~~the Downtown~~Downtown Area, 40 percent do not own a
732 car.

733 ~~However, while~~ Downtown has some of the best transit service in the Bay Area, *however* access to
734 and from Berkeley's neighborhoods can be more challenging. Although *the rates of walking and*
735 *bicycling to the Downtown*Downtown are high relative to other Bay Area cities, ~~the rates of walking~~
736 ~~and bicycling to the Downtown~~ they can be further increased by improving pedestrian and bicycle
737 routes.

738 ~~However, f~~ For many people, the automobile remains the only practical means of getting to and from
739 Downtown. For those who cannot walk or bicycle downtown ~~and/or~~ for whom ~~the~~a short trip is not
740 worth waiting for public transit, driving (and parking) is critical to attract Berkeley residents for *such*
741 shorter trips, ~~such as to go~~ shopping or ~~to seek~~ services, as well as for night-time activities when
742 transit service is limited and safety is more of an issue.

743 Parking will continue to play an important role in ~~the Downtown~~Downtown. It is important that parking
744 programs be designed to can help assure that adequate, but not excessive, parking is provided and
745 used efficiently ~~and not excessive~~. Parking strategies can also be devised that discourage
746 commuting by car, while simultaneously making Downtown an attractive destination for retail,
747 services, and cultural events (as is discussed in the Access Chapter).

748 DEMOGRAPHICS AND HOUSING

749 Downtown Berkeley continues to grow in population, and is becoming home to a greater share of the
750 citywide population. Overall, the City of Berkeley's population shrank from 1970 to 1990. Beginning
751 in the 1990s, Berkeley's population began to grow again, and had returned to its 1980 population
752 level by 2000. While the City's population of about 102,000 has remained steady since 1990,
753 Downtown's population has grown by nearly 10 percent since 1990. And while average driving rates
754 per household have increased across the City, driving rates Downtown are lower, illustrating the
755 importance of focusing Berkeley's growth in Downtown's transit- and pedestrian-oriented environs.

756 A significant amount of Downtown's housing is affordable and occupied by households with lower
757 incomes. Sixty percent of Downtown households earn less than \$25,000, compared to 32 percent for
758 the City of Berkeley and 21 percent for Alameda County. These statistics are partly attributable to the
759 fact that Downtown is increasingly becoming a home to students. From 1990 to 2000, the number of
760 Downtown residents under the age of 24 increased by nearly 40 percent. Families occupy only four
761 percent of Downtown households ~~a~~, and just four percent of Downtown housing units are owner-
762 occupied compared to 43 percent citywide.

763 Since only nine percent of Downtown households earn more than \$75,000 annually, their *higher*
764 incomes play a minor role in supporting local businesses, which must instead rely *more* on
765 employees, students and visitors for support.

766 There are more jobs citywide than there are workers living in Berkeley. The ~~most recent~~
767 ~~analysis~~*Association of Bay Area Governments (Projections 2007)* estimates that the City of Berkeley

768 has ~~___ jobs for every working resident~~ *about 20% more jobs than working residents (Projections*
769 *2007)*. Between 2005 and 2020, the University alone is expected to add 2,900 jobs, not including
770 LBNL. As a result of this jobs/housing imbalance, the accessible location of Berkeley in the region,
771 and its overall attractiveness as a community, the demand for housing in Berkeley is likely to continue
772 to outstrip supply.

773 As a result of these pressures, Berkeley's housing costs are likely to remain higher than in other
774 nearby cities, and many current long time residents could not afford to live in Berkeley *without rent*
775 *control*. With vacancy decontrol, when current tenants move on, they are generally replaced with
776 higher income renters. Oldtimers and newcomers on modest or fixed incomes will have an
777 increasingly difficult time finding affordable housing. The public policy issue is how to retain diversity
778 and meet diverse housing needs in the face of these trends.

779 State laws mandate that cities accommodate their fair share of regional growth. Because of the high
780 demand and state requirements, there will be a continuing need for Berkeley to accommodate
781 significant growth in its housing supply. If the City and the region are going to address greenhouse
782 gas emissions, meeting housing needs near jobs and transit will be a growing imperative.

783 The Downtown Area Plan has made the provision of housing in Downtown one of its cornerstones,
784 *Increasing the number of residents in not only to* supports its economic vitality, *but also to*
785 *accommodates* the growing demand for housing (with the least impact on Berkeley's lower density
786 neighborhoods), and *in a way that helps* minimizes auto use and greenhouse gases. Housing
787 strategies appear in the Housing and Community Health & Services chapter.

788 PUBLIC SPACES

789 Attractive public spaces are an essential ingredient of livable urban communities. Downtown contains
790 a few beautiful places, such as the Addison Street "Poetry Walk" or the southern edge of Center
791 Street, where generous sidewalks are lined with active human-scaled building fronts and the shelter
792 of street trees and awnings. But too many other Downtown streets provide only narrow sidewalks
793 bounded by unsightly conditions such as vacant storefronts, blank walls, and parking lots.

794 Unattractive streets and an absence of public open spaces ~~not only~~ affect Downtown's livability but
795 ~~also and~~ its economic vitality. In a regional economy where shoppers have myriad options, *improving*
796 Downtown's unique character (~~also know as a "sense of place"~~) is one of the critical ways that it can
797 compete.

798 With the two notable exceptions described above, little investment has occurred in public streets and
799 open spaces since BART was built almost 40 years ago. The public environment needs to be
800 enhanced, maintained and made to feel more secure if Downtown is to thrive.

801 The Downtown Area presents several significant opportunities to enhance the pedestrian
802 environment through sidewalk widenings and substantial landscaping. Because Downtown is built-
803 out, the creation of new parks and plazas may primarily rely on the elimination of unnecessary traffic
804 lanes and excessive lane widths. Public improvement strategies are described in the Streetscape and
805 Open Space chapter.

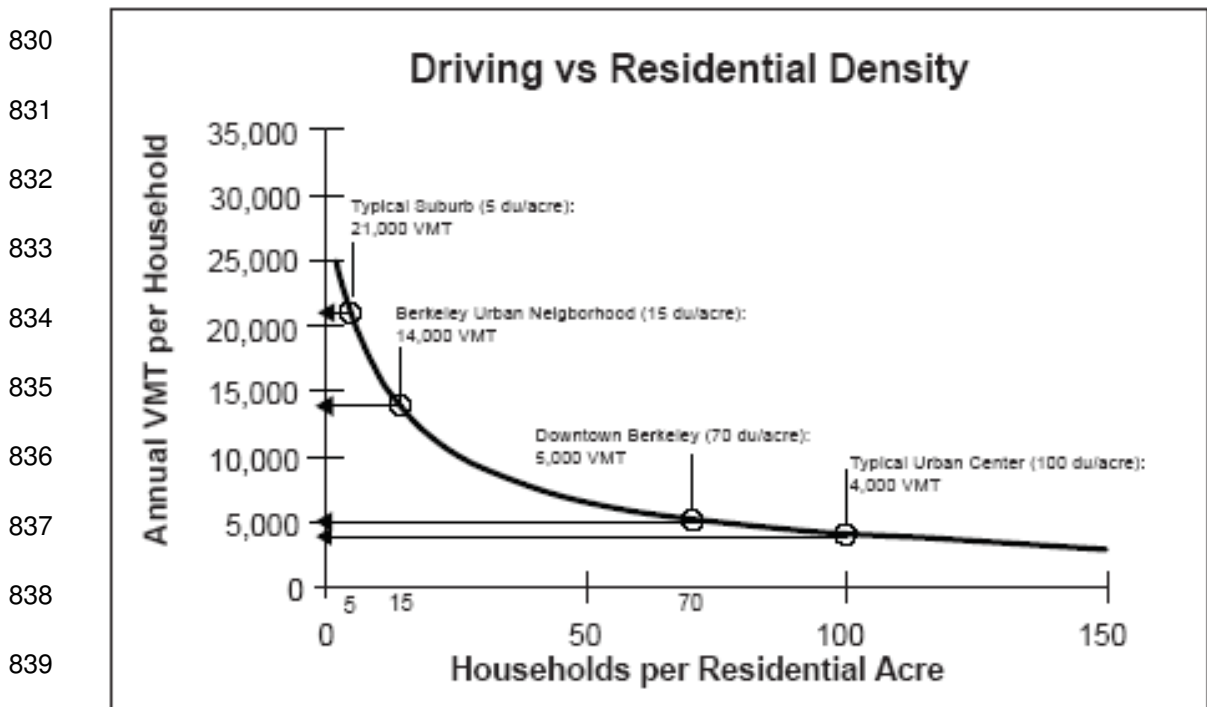
806 **SUSTAINABILITY**

807 Berkeley has been an advocate of sustainable development for many years, and in the last decade it
808 has become clear that this philosophy is imperative. Sustainability has many implications for
809 Downtown, from the design of energy efficient buildings, to the importance of enhancing transit, to the
810 way that rain water is treated to reduce pollutants. While Downtown can be more sustainable within
811 the City of Berkeley, Downtown is a unique and significant resource for creating a sustainable region.
812 Options for a sustainable future for the Bay Area are set forth in “Projections 2009, What If?,” a report
813 published by the Association of Bay Area Governments that makes clear that it is essential to connect
814 the region’s land use to transit infrastructure.

815 Empirical research shows that people in high-density city centers that have good transit drive one-
816 third as much as people in urban neighborhoods and one-sixth as much as those living in suburban
817 areas (see Figure IN-5: Driving and Residential Density). ~~The Bay Area needs to consider how it will~~
818 ~~accommodate the 2-Two~~ million more people ~~that~~ are expected to live in the ~~region-Bay Area~~ within
819 the next in 30 years, and emphasizing growth in urban centers is a critical sustainability strategy.
820 Urban growth near transit centers also reduces market pressures for growth in outlying, less transit-
821 accessible locations, which also supports the preservation of open space and agricultural land.

822 Although needed on a number of levels, care must be taken to ensure that sustainable growth
823 enhances ~~and does not compromise~~ the character and quality of Downtown. Specifically, it is critical
824 to retain Downtown’s ~~historic fabric~~ *sense of history* by demanding that new architecture respect
825 Downtown’s historic context ~~while also being authentic for the time period in which it is being built~~.
826 Similarly, taller buildings will need to be designed so as not to overwhelm Downtown streets or block
827 solar access to public open space for long periods of time. Appropriate street-level amenities also
828 need to accompany Downtown change.

829 **Figure IN-5: Driving and Residential Density.** Adapted from Holzclaw et al, 2002.



840 Advancements toward highly energy efficient buildings can also be promoted, and Downtown
841 Berkeley can be a showcase of innovations in green building. In addition, ecologically beneficial
842 features can be incorporated into street and open space improvements, such as special landscaping
843 and permeable forms of paving. Sustainability is addressed in every chapter of this plan, but is the
844 focus of the Environmental Sustainability chapter.

845 **ELEMENTS OF THE DOWNTOWN AREA PLAN**

846 **CHAPTERS & APPENDICES OF THE PLAN**

847 The Downtown Area Plan contains the following chapters: Environmental Sustainability (ES), Land
848 Use (LU), Access (AC), Historic Preservation & Urban Design (HD), Streets and Open Space (OS),
849 Housing and Community Health & Services (HC), and Economic Development (ED).

850 Each chapter begins with a Strategic Statement that discusses issues of critical concern and
851 background information, followed by goals, policies and implementation ~~on measures~~ *ng actions*. Goals
852 are a general and ultimate purpose. Policies describe a guiding strategy. ~~Implementati~~ *Implementing*
853 *actions on measures* are the tools and techniques to carry out policies.

854 ~~Appendices accompany the Plan to give additional background for historic resources in the~~
855 ~~Downtown Area...~~ *TO BE DEVELOPED HISTORIC RESOURCE BACKGROUND INCORPORATED*
856 *AS "SIDEBAR" AT END OF "HISTORIC PRESERVATION & URBAN DESIGN" CHAPTER.*

857 **SUMMARY OF GOALS**

858 Goals for each chapter are summarized here: **GOALS TO BE ADDED – SEE TABLE OF**
859 **CONTENTS FOR SUMMARY.**

- 860 – Environmental Sustainability (ES).
- 861 – Land Use (LU).
- 862 – Access (AC).
- 863 – Historic Preservation and Urban Design (HD).
- 864 – Streetscapes and Open Space (OS).
- 865 – Housing and Community Health & Services (HC).
- 866 – Economic Development (ED).

867 **PLAN IMPLEMENTATION**

868 Upon adoption, the DAP will replace the current Berkeley Downtown Plan, which was adopted in
869 November 1990 and will apply to a larger area than was considered in the 1990 Downtown Plan. The
870 Downtown Area Plan will amend the General Plan policies specific to the Downtown Area.

871 There are ~~countless numerous~~ *implementati* *implementing actions on measures* contained in each
872 chapter of the DAP. The measures that will have the greatest impact include the four major initiatives
873 describe below.

874 ~~Downtown Development Code (DDC) Revised Zoning Provisions.~~ A “Downtown Development
875 ~~Code”~~ *New zoning provisions are needed to will* translate DAP policies into standards that are more
876 appropriate to Berkeley’s urban mixed-use city center, *rather* than *continued use of* existing
877 commercial zoning. New zoning provisions will better address community character (or “form-based”)
878 considerations, by addressing factors such as building envelope, active street-frontage, on-site open
879 space, while simultaneously retaining appropriate flexibility regarding use. Measurable standards will
880 be used to the extent practical, to facilitate administrative review and so that discretionary review can
881 focus on issues for which public debate is essential.

882 **Amended Downtown Design Guidelines.** The Downtown Design Guidelines adopted in 1993 to
883 help implement the 1990 Downtown Plan provide excellent guidance on ways that buildings should
884 face streets in order to reinforce Downtown’s “Main Street” character. Additions are needed to better
885 describe relationships between historic buildings and new development, and to provide stronger and
886 more specific guidelines for pedestrian-oriented, sustainable design.

887 **Streets and Open Space Improvement Plan (SOSIP).** A “Streets and Open Space Improvement
888 Plan” will provide schematic designs and guidelines for public realm improvements vital to Downtown
889 Berkeley’s revitalization. Community members will participate in developing the SOSIP, and will help
890 set near-term priorities as part of an accompanying financing plan.

891 **Parking Master Plan (PMP).** The Downtown “Parking Master Plan” will address Downtown’s existing
892 and future parking needs. This PMP will consider on-street, off-street, public and private parking
893 facilities. It will consider innovative strategies for meeting parking demand, while minimizing
894 commuter parking and optimizing parking use. It will also consider ways to manage the demand for
895 parking by encouraging transit, bicycling, ridesharing and walking. To minimize the negative impacts
896 that parking can have on the vitality of a Downtown, the PMP will also establish a parking strategy for
897 new consolidated facilities that are shared by multiple uses and whose construction will be dependent
898 on financial planning.

899 2. ENVIRONMENTAL SUSTAINABILITY

900 STRATEGIC STATEMENT

901 SUSTAINABILITY AS THE FRAMEWORK FOR FUTURE ACTION

902 The concept of sustainability is central to Berkeley's vision for its Downtown, and is the overarching
903 framework for the development and implementation of Berkeley's Downtown Area Plan. Global
904 imperatives such as climate change, increasing scarcities and degradation of natural resources -- and
905 local demands for more livable, healthy, and equitable communities -- make sustainability an
906 essential concern.

907 The concept of sustainability reflects Berkeley's values, and is expressed as a priority in Berkeley's
908 General Plan, in its socially and environmentally progressive history, and in the public's overwhelming
909 endorsement of Measure G to reduce the city's greenhouse gas emissions by 80% by 2050.

910 Environmental sustainability, economic vitality, and the social well-being of the community are
911 inextricably linked. Balanced and integrated consideration of the environment, the economy, and
912 social health is needed to foster lasting benefits to Berkeley's diverse community, present and future.

913 SUSTAINABILITY DEFINED

914 A sustainable society is one that satisfies its needs without diminishing the prospects of future
915 generations. -- Lester Brown, Founder and President, Worldwatch Institute

916 Sustainability is the capability to equitably meet the vital human needs of the present without
917 compromising the ability of future generations to meet their own needs by preserving and protecting
918 the area's ecosystems and natural resources. -- American Planning Association

919 Definitions of sustainability address the essential need for maintenance of a healthy, vibrant, and
920 ecologically functional planet in the future. To do this and also provide for human needs,
921 sustainability ~~needs to must acknowledge that address the~~ ecological ~~health,~~ environmental health,
922 economic health, and ~~a community's~~ social ~~community~~ health ~~are inextricably linked~~ ~~comprehensively~~.

923 The Downtown Area Plan seeks to translate these broad definitions of sustainability into specific
924 actions that ~~both~~ target the future, while acknowledging present realities and ~~the need for balancing~~
925 competing considerations. This chapter focuses on the concept of environmental sustainability and its
926 integration with ~~in~~ the Downtown Area Plan, but also references related economic, social,
927 transportation, and ~~historic preservation and~~ urban design sections of the Plan.

928 A MORE SUSTAINABLE DOWNTOWN

929 The Downtown Area Plan plays a vital role in meeting Berkeley's future needs in ways that minimize
930 our impact on ecological systems and the world as a whole.

931 ~~Specific goals and a~~ Actions to achieve a more sustainable downtown must include the following.

- 932 1) Reducing net energy consumption and greenhouse gas emissions:
- 933 – Making it easier for people to walk, bike, and use transit;
- 934 – Promoting energy efficient building design;
- 935 – ~~Relying on~~Using state-of-the-art green building construction;
- 936 – Retrofitting existing buildings with new windows and insulation, and energy efficient
- 937 appliances;
- 938 – Generating renewable energy using photovoltaic panels, wind turbines, and other emerging
- 939 technologies;
- 940 – Shifting consumption toward locally generated goods and services;
- 941 – Supporting transit-oriented development; and
- 942 – Improving Berkeley's jobs-housing balance.
- 943 2) Conserving water and restoring ecological systems:
- 944 – Increasing the number of street trees and promoting other landscape features;
- 945 – Relying on natural features and permeable paving to capture and filter runoff, recharge
- 946 aquifers, and reduce flooding; *and*
- 947 – Minimizing water use with drought-tolerant landscaping, low-flow appliances, and water
- 948 recycling; *and*.
- 949 – ~~Replenishing stormwater quality and groundwater tables by facilitating natural features,~~
- 950 ~~landscaping, and permeable paving materials. REDUNDANT WITH ABOVE.~~
- 951 3) Minimizing waste:
- 952 – Expanding convenient reuse and recycling opportunities;
- 953 – Emphasizing goods and construction that are resource-efficient; and
- 954 – Encouraging the retention of historic resources and ~~resource-intensive~~*the adaptive reuse of*
- 955 buildings.
- 956 4) Supporting economic development and the health of community members:
- 957 – Offering a highly appealing place to live, work, learn and visit;
- 958 – Keeping business and building operating costs low;
- 959 – Making Downtown a model for green business and environmental practices;
- 960 – ~~Being an~~*Foster Downtown as a unique and* advantageous location to conduct business and ~~a~~
- 961 ~~special~~*place to visit; and*
- 962 – Creating a highly livable place, featuring exceptional streets, parks, and architecture.

963 An environmentally sustainable Downtown must be “green” not only in appearance, but also in the

964 underlying effectiveness, continuity, and regeneration of the natural systems with which it is

965 intertwined. Downtown’s buildings, streets, plants, and activities have profound impacts locally and

966 beyond, in terms of water and air quality, resources conservation, and reduced consumption of non-
967 renewable energy. An environmentally sustainable Downtown will include not only the valuable and
968 more visible features that we associate with nature (an abundant tree canopy, attractive landscaping
969 and open spaces but also innovative technologies for buildings and transportation, appropriate
970 building envelopes and site design, transit-oriented land uses *and intensities*, and *thoughtful*
971 *management of potentially the minimization of harmful human activities, including such as* how we
972 dispose *of* our waste.

973 **KEY ENVIRONMENTAL COMPONENTS AND THEIR BENEFITS**

974 Sustainable cities depend on the integrity of several key natural elements: water, air, vegetation/trees,
975 and earth/soil. When these natural elements are healthy and functioning, they bring ecological,
976 economic, and community benefits to urban areas. The Downtown Area Plan should incorporate the
977 protection and enhancement of these natural *elements—systems* into its goals, policies, and
978 implementation mechanisms. Effective policies for environmental sustainability will require
979 comprehensive and coordinated strategies. In particular, City departments will need to collaborate on
980 interrelated policies and actions, crossing over traditional boundaries and specialties. Developers
981 and other stakeholders also play a pivotal role in *the* shaping the future *for of* public and private land.

982 ***GREENHOUSE GAS EMISSIONS, AIR QUALITY, NOISE, AND ENERGY, AND GREENHOUSE*** 983 ***GAS EMISSIONS***

984 Global climate change is arguably the defining environmental issue of *the next this* century. The City
985 of Berkeley has committed to meeting this challenge, with Berkeley voters overwhelmingly approving
986 Measure G in 2006, which calls for aggressive local action to reduce greenhouse gas emissions.
987 Measure G set a target of reducing greenhouse gas emissions 80% by the year 2050. Goals,
988 policies, and implementing *actions ation—measures* contained in the Downtown Area Plan are
989 expected to make a significant contribution to attaining this goal.

990 There are two major phases to attaining Berkeley's climate protection target:

- 991 1) identify the sources and quantity of our community's greenhouse gas emissions; and
- 992 2) develop and implement policies and actions to reduce those emissions.

993 As the first phase, an inventory of Berkeley's 2005 greenhouse gas emissions was conducted by
994 ICLEI-Local Governments for Sustainability (www.iclei.org), an international organization that
995 provides standards and methodologies by which municipalities measure community-level emissions.

996 An emissions inventory provides a snapshot of a community's emissions (sources and quantity) for a
997 given year. ICLEI's study estimates Berkeley's 2005 per capita greenhouse gas emissions to be
998 approximately 7 tons, significantly lower than the national average. This lower-than-average figure is
999 not unexpected for a number of reasons, including:

- 1000 – Berkeley's temperate climate enables residents and business owners to use comparatively
1001 less heating and air conditioning than other parts of the country;

1002 – the mix of energy sources PG&E uses to produce electricity for its service territory is
1003 comparatively cleaner than other regions in the U.S.; and

1004 – the City has progressive energy regulations such as the Residential and Commercial Energy
1005 Conservation Ordinances.

1006 There are three principal sources for the carbon generated locally:

1007 – transportation is the single largest contributor to Berkeley’s greenhouse gas emissions,
1008 accounting for roughly half of emissions;

1009 – commercial buildings and industrial uses account for about one-quarter of all emissions; and

1010 – the residential sector accounts for about one-quarter of all emissions.

1011 Having assessed the sources and levels of the city’s emissions, the Downtown Area Plan can play a
1012 key role in achieving greenhouse gas reduction targets. The location and form of development
1013 promoted by the Downtown Area Plan will reduce transportation-related greenhouse gases. For
1014 buildings, greenhouse gas generation will also be reduced by implementing this Plan.

1015 **Transit-Oriented Development (TOD) and Pedestrian-Oriented Development.** Walk-to
1016 destinations (such as shops, services, and amenities) and easy access to transit are ~~clearly~~ factors
1017 that make Downtown a place where residents, workers, and visitors can navigate easily on foot.
1018 Higher densities and high-quality walking environments are also needed to reduce car use, as is the
1019 relative ease with which one can use transit compared with using a car. For travel into and out of ~~the~~
1020 ~~Downtown~~**Downtown**, transit service must be frequent and reliable. Higher densities are necessary to
1021 support and capitalize on these conditions.

1022 **Energy and Resource Efficient Buildings.** The United Nations Environment Program (UNEP)
1023 Sustainable Building and Construction Initiative (SBCI) has estimated that 30-40 % of global energy is
1024 consumed in the operation of buildings. The right mix of appropriate government regulation, greater
1025 use of energy saving technologies and behavioral change can substantially reduce energy and
1026 greenhouse gas impacts resulting from buildings.

1027 For heating and cooling, energy benefits can be obtained in a variety of ways, including: super
1028 insulation, efficient HVAC (Heating, Ventilation, Air Conditioning) systems, passive solar features (for
1029 winter months), shading devices (for summer months), and natural ventilation using operable vents
1030 and windows.

1031 For lighting, use of low-energy fixtures and daylight play important roles. As a general rule, windows
1032 bring daylight about 40 feet into a space; light shelves (that bounce light) and skylights can bring
1033 more light to interior spaces.

1034 Green building has also been shown to improve the health and well-being of occupants. There is a
1035 large body of research linking health and productivity with indoor air quality, lighting levels, and an
1036 ability to control air flow and temperature (such as through operable windows).

1037 Buildings increasingly provide an armature for generating electricity. Photovoltaic and wind
1038 technologies have improved significantly and are becoming commonplace.

1039 ~~Noise. Downtown is different from other residential neighborhoods in that it is intended to have a~~
1040 ~~higher intensity of overall activity, including nighttime activity (such as restaurants and music venues).~~
1041 ~~Health and livability should be enhanced through noise-related standards for sound insulation and~~
1042 ~~mechanical noise. The location and intensity of noise should also be monitored, and the potential~~
1043 ~~relationship between building form and materials and noise should be studied, so that noise~~
1044 ~~standards can continue to be improved. (Noise-related policies appear in the Housing and~~
1045 ~~Community Health & Services chapter Policies HC-1.4, 1.5, and 1.6.)~~ **NOT RELATED TO**
1046 **ENVIRONMENTAL SUSTAINABILITY. SEE HOUSING.**

1047 **Urban Forest.** Downtown Berkeley needs more trees. Trees have significant environmental,
1048 aesthetic, and economic benefits. Air quality authorities across the country are promoting planting
1049 programs for street trees and other trees in urban areas to reduce high temperatures absorbed by
1050 unshaded asphalt. Heat increases the ozone from automobile exhaust, which contributes to smog
1051 and respiratory ailments. Shaded streets are significantly cooler on summer days. Trees help to
1052 reduce smog and greenhouse gases. Street trees also play a major role in enhancing Downtown's
1053 character and charm -- and will *help* give Downtown an exceptional "sense of place."

1054 **WATER QUALITY AND MANAGEMENT**

1055 **Urban Runoff.** Urban runoff, which is generally run-off from streets when it rains, is the greatest
1056 contributor to degraded water quality in the Bay Area. Increased urban runoff is a direct
1057 consequence of development and the associated loss of natural water retention and filtration through
1058 the installation of impervious surfaces. Berkeley does not meet the current, State-mandated water
1059 quality standards for urban runoff. Meanwhile, State standards are themselves becoming even more
1060 stringent, suggesting that the City will need to implement new stormwater treatment approaches.

1061 ~~At the same time, e~~Engineered stormwater treatment systems, ~~which were~~ installed 50-60 years ago,
1062 are now failing throughout the Bay Area (and California) as they reach the end of their projected
1063 "lifespans." Berkeley's stormwater system repair costs were estimated to be in the range of \$100
1064 million or more (2008).

1065 Green strategies for stormwater treatment are being implemented throughout the Pacific Northwest,
1066 and in other parts of California, as a more cost-effective and multi-beneficial solution to the
1067 challenges outlined above. Specifically, green approaches include: reducing impermeable surfaces,
1068 adding vegetation and soils that can absorb and filter stormwater, and restoring natural waterways
1069 and/or creating natural drainage swales to complement the engineered stormwater treatment systems
1070 now in existence.

1071 **Flooding.** Green strategies can reduce both localized and downstream flooding. Traditionally,
1072 drainage and stormwater management in urban areas has focused on "conveyance" – moving water
1073 easily into a network of pipes and channels, and delivering it as rapidly as possible to a river or bay.
1074 Because water moves swiftly within a conveyance-based system, little lag time occurs between heavy
1075 rains and when the water from those rains enters streets, pipes, and channels, resulting in flooding in
1076 some locations.

1077 Green approaches to stormwater management and treatment create a decentralized network for
1078 stormwater retention that holds water back near its source, and/or in stages as it flows downhill and

1079 across the urban landscape. Ideally, retention features also provide for stormwater “infiltration,”
1080 where stormwater seeps into the soil and ultimately reaches local aquifers, if underlying soil
1081 conditions permit.

1082 **Water Conservation and Recycling.** Downtown Berkeley can play an important role in conserving
1083 water resources, for which there will be increasing competition statewide. For landscaped areas,
1084 drought resistant plants and low-water irrigation systems are ~~important~~ *essential* components.
1085 Conservation techniques available for buildings include low flow fixtures and the use of greywater for
1086 flushing and irrigation. At a larger scale, water recycling could serve to irrigate city and University
1087 green spaces.

1088 **Integrated Solutions to Water Management.** Many of the stormwater, flooding, and water
1089 conservation objectives discussed above can be addressed in a holistic manner by incorporating
1090 integrated approaches to the Downtown Area Plan, which provide multiple benefits across a range of
1091 important goals.

1092 For example, currently much of the City’s paved, impervious surfaces serve the automobile. By
1093 reducing dependency on cars and converting pavement to landscaping, the City can reduce the
1094 amounts of impervious surface ~~within its boundaries, and~~ in the public right-of-way, thus helping to
1095 alleviate flooding and allowing for more naturally-based stormwater treatment opportunities.
1096 Narrowing or eliminating roads, and increasing landscaping and permeable hardscapes may have
1097 benefits not only to the environment, but also to the social life of neighborhoods, the walkability of ~~the~~
1098 Downtown ~~area~~, and even localized climate change mitigation.

1099 Creating a variety of open spaces can play a vital role in reducing the city’s environmental footprint
1100 and supporting human health and enjoyment. These open spaces can be designed to accomplish
1101 important ecological goals (such as natural flood retention areas), but will also serve as recreational
1102 and social gathering spaces for residents and visitors – again providing multiple benefits through
1103 integrated planning and design.

1104 **ZERO WASTE**

1105 Berkeley’s City Council has adopted a goal of reducing the amount of waste going to landfills to zero
1106 by 2020. Achieving our community’s zero waste goal will have a significant impact on the
1107 greenhouse gas emissions for which Berkeley is responsible. First, reducing waste sent to the landfill
1108 serves to reduce the methane released by waste breaking down in an anaerobic environment.
1109 Second, products made from recycled materials require significantly less energy to produce than
1110 products made from raw materials. Estimates are that for every one ton of mixed waste that is
1111 recycled, over two tons of greenhouse gas emissions are eliminated from the atmosphere.

1112 **PERCEIVED OBSTACLES TO SUSTAINABLE PRACTICES**

1113 **Up-Front Capital Costs Versus Long-Term Benefits.** Increased cost of green design is typically
1114 offset by saving elsewhere, for example in reduced cost of heating, lighting, water, and waste
1115 management. Green buildings typically require greater up-front “capital costs” while reducing
1116 ongoing “operating costs.” Since the first years of a project present the highest financing costs and
1117 project risks, builders often emphasize near-term capital costs instead of long-term savings

1118 associated with reduced use of energy, water, and other resources. The City can play a vital role by
1119 encouraging lenders to recognize that reductions in future operating costs can help pay for loans to
1120 pay for “green” projects. The City can also play a direct role by creating new public financing
1121 mechanisms. For example, Berkeley is currently (2009) piloting a program whereby property owners
1122 can borrow money for a solar energy system, with the debt paid as part of the property taxes on the
1123 property, and transferred to future owners of the property, so that the loan need not be paid off if the
1124 property is sold. This program may be expanded to include other energy-saving investments.

1125 **GOALS, POLICIES & IMPLEMENTATION MEASURES**

1126 **GOAL ES-1: INTEGRATE ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT AND** 1127 **PRACTICES IN THE DOWNTOWN AREA, AND IN EVERY ASPECT OF THE DOWNTOWN AREA** 1128 **PLAN.**

1129 **Policy ES-1.1: Sustainability as Comprehensive.** Consider and develop programs for
1130 environmental sustainability in a comprehensive way, including to reduce the generation of
1131 greenhouse gases, minimize the use of non-renewable resources, minimize impacts on effected
1132 ecosystems, improve public health, promote social equity, and communicate the community’s
1133 commitment to sustainability.

1134 a) The City should develop a comprehensive outline to define actions that enhance Downtown’s
1135 environmental performance, by summarizing pertinent actions described in this chapter and those
1136 being undertaken citywide to implement Berkeley’s Climate Action Plan. This checklist for
1137 environmental action should set priorities for implementation, connect actions to needed funding
1138 and resources, and consider ways to measure and monitor performance.

1139 **Policy ES-1.2: Model Best Practices.** Improve the environmental performance of Downtown
1140 Berkeley, and model best practices applicable to urban centers. (For best practices, refer to the
1141 Policies in this chapter.)

1142 **GOAL ES-2: MODEL BEST PRACTICES FOR SUSTAINABILITY AND PROMOTE DOWNTOWN** 1143 **TO BUSINESSES, INSTITUTIONS, AND RESIDENTS WHO ARE COMMITTED TO** 1144 **ENVIRONMENTAL SUSTAINABILITY.**

1145 **Policy ES-2.1: Promote Downtown as Green.** Promote Downtown as a place that will attract
1146 visitors who want to see how “green” a city can be.

1147 a) Develop literature and internet pages to promote public awareness of sustainability features in ~~the~~
1148 ~~Downtown~~ [Downtown](#).

1149 b) Develop an interpretive signage program to heighten awareness of Strawberry Creek, drainage
1150 patterns, natural areas, and sustainability features in Downtown.

1151 c) Create educational programs that highlight the following best practices for sustainability: green
1152 buildings, transit-oriented-development, adaptive re-use and pedestrian and bicycle facilities and
1153 amenities. Also consider establishing walking tours to highlight sustainability features in ~~the~~
1154 ~~Downtown~~ [Downtown](#) and the idea of “nature in the city” (such as through offering songbird or

1155 butterfly habitat, examining the effects of trees and vegetation on microclimate, or considering
1156 fish habitat in Strawberry Creek which lies just outside of the Downtown Area).

1157 d) Work to attract East Bay Green Corridor Partnership uses ~~in the~~ Downtown, to demonstrate *the*
1158 City's and the University's leadership in promoting sustainability (see LU-5.3 ~~and ED-5.1~~).

1159 **Policy ES-2.2: Green Businesses.** Encourage new "green businesses" to locate Downtown, and
1160 existing businesses to go "green."

1161 a) Promote environmental business practices to reduce energy use, reduce water use, *and* increase
1162 recycling and composting, as provided in this chapter.

1163 b) Promote Downtown as a recognized location for businesses and institutions that are committed to
1164 environmental sustainability, by working with developers, real estate brokers, local companies,
1165 the University of California the Convention and Visitors Bureau, and the Downtown Business
1166 Association. As part of this effort, develop a marketing plan to attract green enterprises by
1167 focusing on:

1168 – Berkeley's reputation for environmental innovation, education, research, and
1169 entrepreneurship, and

1170 – Downtown's transit-accessible location and green practices. (See other Policies in this
1171 chapter.)

1172 c) Encourage Downtown businesses to be certified under Alameda County's green business
1173 program.

1174 **Policy ES-2.3: Local Food & Businesses.** Promote strategies that connect Downtown residents,
1175 businesses and visitors with local sources of products, services, and healthful foods. (see ED-5.1-5.4
1176 ~~## THRU ##~~).

1177 **Policy ES-2.4: Downtown Energy & Water Facilities.** Consider *sustainable infrastructure that can*
1178 *serve several parcels, or several blocks, in Downtown and abutting areas.* ~~energy generation, energy~~
1179 ~~conservation and water conservation facilities to serve the Downtown and abutting areas.~~ **POLICY**
1180 **WAS UNCLEAR. SPECIFICS APPEAR BELOW.**

1181 a) Consider creating a local electrical "cogeneration" facility to heat buildings with energy that is
1182 usually wasted when generating electricity.

1183 b) Consider ground-source heat pumps for heating and cooling multiple buildings in Downtown.

1184 c) Consider integrating management of energy systems among multiple buildings to optimize total
1185 energy demand.

1186 d) Consider incentives and institutional cooperation to promote greywater recycling systems that
1187 serve multiple properties and/or the larger Downtown Area. In partnership with the University,
1188 give consideration to a water-recycling plant to make water available for the irrigation of City and
1189 University landscaping.

1190 e) Offer Downtown businesses and residents energy conservation auditing and advice on energy
1191 retrofits at little or no cost, and possibly in cooperation with PG&E.

1192 **Policy ES-2.5: Environmental Leadership.** The City of Berkeley should demonstrate leadership in
1193 environmental sustainability through its own actions.

1194 a) Make “green infrastructure” improvements to promote stormwater quality and help restore natural
1195 systems (see ~~Policies ES-5.1-5.5##~~ and OS-2.1-2.5##, and Figure OS-##, ~~Conceptual Green~~
1196 ~~Infrastructure Network~~ *Green Stormwater Infrastructure Concept*).

1197 b) Evaluate the performance of City buildings in the Downtown Area, and formalize a program to
1198 continue energy- and water-conserving retrofits for such buildings.

1199 c) Develop and adopt a model program to certify City facilities, both owned and leased, for green
1200 building operations and maintenance.

1201 *d) The City should encourage property owners from whom it leases space, to make water and*
1202 *energy efficiency improvements. Consider establishing standard lease agreement provisions.*

1203 *e) Consider a model affordable housing and green building project on the City-owned Berkeley Way*
1204 *parking lot site (see LU-2.2 and HC-4.2).*

1205 **GOAL ES-3: ENCOURAGE HIGH DENSITY, HIGHLY LIVABLE DEVELOPMENT TO TAKE**
1206 **ADVANTAGE OF DOWNTOWN'S PROXIMITY TO REGIONAL TRANSIT AND TO IMPROVE THE**
1207 **AVAILABILITY OF DIVERSE WALK-TO DESTINATIONS -- SUCH AS RETAIL, SERVICES,**
1208 **CULTURE, AND RECREATION.**

1209 **Policy ES-3.1: Land Use.** Encourage development with high intensities in close proximity to transit,
1210 and encourage a mix of land uses that allows most daily needs to be met on foot. (See Land Use
1211 chapter.)

1212 **Policy ES-3.2: Streets and Open Space.** Make major enhancements and additions to sidewalks,
1213 parks, plazas, midblock pedestrian walkways, streets, and other open space, and incorporate
1214 ecologically beneficial features. (See Streets & Open Space chapter.)

1215 **Policy ES-3.3: Urban Design.** Encourage exceptional, high-quality new architecture, and minimize
1216 noise, wind, glare and other impacts from development. (See Historic Preservation & Urban Design
1217 chapter and Housing and Community Health & Services chapter.)

1218 **Policy ES-3.4: Alternative Modes.** Enhance and expand transit service, walking and bicycle use, as
1219 an alternative to the use and ownership of private vehicles. (See Access chapter.)

1220 **Policy ES-3.5: Pedestrian Priority.** *Streets, and other p*Public improvements and programs,
1221 should give pedestrians priority in ~~the~~ Downtown. (See Access chapter.)

1222 **GOAL ES- 4: PROMOTE “GREEN” BUILDINGS.**

1223 **Policy ES- 4.1: Energy Efficiency & Generation.** Promote highly energy-efficient ~~new~~ buildings and
1224 on-site energy generation through design and construction techniques.

1225 ~~e)a)~~For new construction and substantial renovations, establish development requirements and/or
1226 incentives for energy performance that significantly exceeds State of California Title 24 design
1227 standards. Also establish preferred development practices through amendments to the
1228 Downtown Design Guidelines (see HD-##) and, where appropriate, through revised Zoning
1229 standards. Energy efficiency provisions should vary by building type, in recognition of the unique
1230 opportunities and constraints associated with each. Coordinate Downtown initiatives with citywide
1231 provisions. Consider requirements and incentives for new buildings to incorporate energy
1232 prerequisites for Green Building rating systems such as US Green Building Council's "Leadership
1233 in Energy and Environmental Design" (LEED), GreenPoints rated, or equivalent requirements
1234 adopted by ~~the~~ City.

1235 Factors to consider include but are not limited to:

- 1236 – reuse of buildings or portions of buildings;
- 1237 – super insulated walls, windows, and doors;
- 1238 – daylighting interiors;
- 1239 – passive solar heating;
- 1240 – efficient appliances and equipment;
- 1241 – making the use of stairways a more inviting alternative to the use of elevators, especially
1242 between floors in commercial buildings;
- 1243 – "smart-metering" ~~to~~ capture detailed energy usage information ~~about of~~ a building or unit, and
1244 communicates it back to occupants; and
- 1245 – credit for energy performance features not recognized by Title 24 -- such ~~as~~ the use of
1246 natural ventilation and providing on-site renewable energy generation.

1247 ~~f)b)~~ Emphasize performance-based measures and avoid rigid requirements that could conflict with
1248 other objectives (~~e.g.e.g.~~, strict standards for larger windows would increase daylight indoors but
1249 increase indoor heating and cooling because walls insulate better).

1250 ~~g)c)~~ Encourage the University of California, Berkeley, to further strengthen and apply standards for
1251 energy efficiency, to be implemented by any project the University undertakes, including projects
1252 in the Downtown Area. In 2009, University policy required that new construction projects
1253 outperform California's Title 24 by a minimum of 20%, and strives to achieve a minimum energy
1254 efficiency standard equivalent to the energy prerequisites needed to attain LEED Silver (as
1255 defined by the US Green Building Council's "Leadership in Energy and Environmental Design"
1256 program).

1257 ~~h)d)~~ Consider requiring or encouraging commercial properties to use the Energy Star Portfolio
1258 Manager to track building energy use and benchmark performance.

- 1259 ~~h)e)~~ Consider requiring or encouraging an energy efficiency rider for commercial properties, such as
 1260 the Building Owner and Manager Association's (BOMA) green lease to encourage owners to
 1261 invest in energy efficiency measures.
- 1262 ~~h)f) Throughout the building design process, e~~ Encourage evaluation of whole-energy performance,
 1263 ~~throughout the building design process.~~ Encourage projects to undergo whole-building energy
 1264 performance modeling by a Professional Engineer (PE) during design development, by using
 1265 services such as the "Savings By Design" program made available at no costs by PG&E.
- 1266 ~~h)g)~~ Provide adequate natural light in residential units (see HC-2.1 and HD-~~45~~.2).
- 1267 ~~h)h)~~ After construction, verify that building elements and systems have been designed, installed,
 1268 calibrated, and ~~are~~ performing as designed. The City should identify appropriate methods for
 1269 verification.
- 1270 ~~h)i)~~ Consider incentives for on-site generation of renewable energy, and additional incentives for
 1271 projects that demonstrate "state of the art" methods, such as "zero-carbon" buildings that offset
 1272 ~~greenhouse-gas emissions es generated~~ by generating energy on-site (see LU-~~8.2~~
 1273 ~~##~~).
- 1274 ~~h)j)~~ Expand electric car and hybrid plug-in locations ~~in new and existing buildings, and encourage~~
 1275 ~~their connection to local renewable energy sources.~~ (see AC-3.6).
- 1276 ~~h)k)~~ Consider requiring that owners of new apartment buildings disclose the "green-rating" of
 1277 buildings, including average energy used per unit and per square foot.
- 1278 ~~h)l)~~ Consider restricting interior lighting of commercial space during hours of low use, such as at
 1279 night.
- 1280 ~~h)m)~~ Consider City incentives for zero-emissions projects that demonstrate "state of the art"
 1281 methods for energy efficiency and the generation of electricity.
- 1282 **Policy ES-4.2: Comprehensive Performance.** Buildings should have a high level of environmental
 1283 performance across a spectrum of concerns, such as those identified by LEED for proximity to transit,
 1284 stormwater design (see ES-~~5.3 ##~~), water conservation (see ES-~~4.3 ##~~), energy efficiency and
 1285 generation (see ES-~~4.1 ##~~), waste management (see ES-~~6.1 ##~~), green materials (~~see ES-4.4~~) and
 1286 material reuse (see ES-~~6.1 and 6.2 ##~~), indoor environmental ~~4.4~~ quality (~~see ES-4.4~~), etc..
- 1287 a) For new construction and substantial renovations establish development requirements and/or
 1288 incentives for performance equivalent to LEED Gold or its Build It Green equivalent (see LU-~~##~~).
 1289 Also establish preferred development practices through amendments to the Downtown Design
 1290 Guidelines (see also HD-~~4.1 ##~~) and, where appropriate, through revised Zoning provisions.
 1291 Coordinate Downtown initiatives with the development of citywide provisions.
- 1292 b) Encourage the University of California, Berkeley, to strengthen and apply standards for
 1293 environmental performance not directly related to energy, to University projects in the Downtown

1294 Area. As of 2009, the University strives to attain an overall standard for certification as LEED
1295 Silver.

1296 c) Develop City targets for building operations and maintenance, and encourage the attainment of
1297 these targets by property owners and tenants. Consider performance measures established by
1298 LEED, Alameda County Waste Management Authority (Stopwaste) and Build It Green.
1299 Coordinate Downtown initiatives with the development of citywide provisions.

1300 **Policy ES-4.3: Water Conservation & Reuse.** Promote best practices for substantial water
1301 conservation and water re-use as part of new construction, renovations, and site improvements and
1302 landscaping.

1303 a) Establish development requirements and/or incentives for performance in this area (see ES-4.2).

1304 b) Work with East Bay Municipal Utilities Districts to provide incentives for the installation and/or
1305 replacement of water fixtures for greater efficiency.

1306 c) Encourage the use of innovative water conservation technologies, such as waterless urinals and
1307 water reuse, through the development of local guidelines and/or alternative building code
1308 requirements.

1309 d) Encourage the use of cisterns and other devices that retain and make use of rainwater. (See ES-
1310 [5.1 and 5.3, -and OS 3.1 ##.](#))

1311 e) Encourage water recycling through the use of graywater for flushing toilets, irrigation, and other
1312 purposes, by working to reform existing regulations that may discourage such practices, and by
1313 developing guidelines to illustrate opportunities and design considerations.

1314 **Policy ES-4.4: Green Materials.** Encourage use of environmentally preferable materials for building
1315 construction and maintenance for: maintaining healthful indoor air quality; reducing harmful
1316 exposures to harmful materials during their production; installation and disposal; protecting species
1317 that are threatened or endangered; and reducing consumption of natural resources (see ES-4.2).

1318 a) Establish building requirements and/or incentives for performance in these areas (see ES-4.2).

1319 b) Inform builders and landowners of standards and guidelines for preferable construction products,
1320 such as those developed by LEED, Green Seal, Stopwaste, and the Healthy Building Network.

1321 c) Encourage reused, reclaimed or recycled materials, and wood products that are harvested
1322 responsibly, such as those certified by the Forest Steward Council (FSC) by providing builders
1323 with information on these options.

1324 d) Encourage preferable construction materials by developing a new "green building materials
1325 checklist" for Downtown projects. Consider creating a "worst in class" list of materials to avoid.
1326 Consider incentives for construction projects that conform significantly to this checklist.

1327 e) Inform building owners and building managers of standards and guidelines for preferable
1328 maintenance products and operations, such as integrated pest management, environmental/y
1329 preferable purchasing and waste reduction strategies.

1330 **Policy ES-4.5: Noise.** Evaluate and strengthen noise mitigation measures for preventing and
1331 eliminating noise as appropriate to Downtown’s active mixed-use environments ~~s~~-(see HC-2.2).

1332 **Policy ES-4.6: ~~Building~~ Longevity.** Promote buildings and features that require less frequent
1333 maintenance or replacement.

1334 a) Amend the Downtown Design Guidelines to encourage architectural and site features that use
1335 durable materials and *are* detailed to be long lasting (see HD-~~4.1 5.4~~).

1336 b) Provide public education and technical assistance to encourage private builders to factor mid-
1337 and long-term “life-cycle costs” in the design of buildings. Green buildings generally have lower
1338 on-going operating costs that should be factored when considering up-front capital investments
1339 for green features.

1340 c) Encourage life-cycle analysis of long-term maintenance and replacement costs for building and
1341 site features, such as by making such an analysis part of a new “green building material checklist
1342 (see ES-##).

1343 **Policy ES-4.7: ~~Adverse~~ Solar & Wind Impacts.** Design and locate new buildings to avoid
1344 significant adverse solar- or wind-related impacts on important public open spaces (see ~~UD-5.2~~-LU
1345 *3.2 and HD 4.2*).

1346 **Policy ES-4.8: Adaptive Reuse.** Encourage adaptive reuse of older buildings by promoting their
1347 rehabilitation, and allow intensification, where appropriate- (~~s~~See HD-*1.1 and ED 1.3##*).

1348 **GOAL ES-5: PROMOTE ECOLOGICALLY BENEFICIAL LANDSCAPING AND STORMWATER**
1349 **FEATURES THROUGHOUT THE DOWNTOWN, TO IMPROVE THE QUALITY OF URBAN**
1350 **RUNOFF IN DOWNTOWN, PROTECT AND RESTORE CONNECTED NATURAL ECOSYSTEMS,**
1351 **REDUCE DOWNSTREAM FLOOD IMPACTS, AND EXPRESS THE COMMUNITY’S COMMITMENT**
1352 **TO ENVIRONMENTAL SUSTAINABILITY.**

1353 **Policy ES-5.1: Stormwater Quality.** New development and public infrastructure should protect and
1354 improve ecological quality and functions relating to stormwater, by treating urban runoff, retaining
1355 stormwater, and attaining no net increase in runoff from Downtown. (*see also Goal OS 2*)

1356 a) Develop a comprehensive strategy for Downtown, ~~which~~ *that* provides for the retention of
1357 stormwater and, to the extent feasible, the recharge of local aquifers. Consider this as part of a
1358 new Streets & Open Space Improvements Plan. (~~s~~See OS-*1.1 ##*.) The strategy should look
1359 beyond the boundaries of Downtown to consider issues and opportunities comprehensively, and
1360 should engage the University of California as a partner in this process.

1361 b) Design public improvements, including streets, parks and plazas, to include appropriate “best
1362 management practices,” such as for retention and infiltration of urban runoff by diverting urban

1363 runoff (which contains waterborne pollutants) to bio-filtration systems (such as landscaped
1364 swales), and infiltration areas (at-grade and/or below-grade). Specific opportunities include:
1365 streets where travel lanes might be eliminated~~;~~, median strips that might be retrofitted or
1366 widened~~;~~; parks~~;~~, and plazas~~-~~ (see OS 1.2).

1367 c) Encourage the University to explore opportunities for incorporating best management practices
1368 for urban *places* along the western edge of the Campus, such as on “the Crescent” (see OS-1.2
1369 ##).

1370 d) Develop design guidelines and development standards (see OS 3.1) to encourage appropriate
1371 “best management practices” for urban runoff retention and infiltration as part of private and
1372 institutional development projects, by diverting rain-water to:

- 1373 – landscaped retention features (such as swales or “rain gardens”),
- 1374 – permeable paving,
- 1375 – “green roofs,”
- 1376 – below-grade “dry wells,” and
- 1377 – ~~and~~ rooftop and/or below-grade cisterns.

1378 e) Consider the use of dry wells and cisterns as an emergency source of water, if East Bay
1379 Municipal Utility~~ies~~ District (EBMUD) service is interrupted.

1380 **Policy ES-5.2: Ecological Landscaping.** Promote extensive landscaping and best practices for
1381 landscaping that benefit and help restore natural systems throughout the Downtown Area.

1382 a) Develop a Streets & Open Space Improvements Plan (see OS-1.1 and 1.2##) and guidelines that
1383 incorporates landscaping, naturalized features and permeable paving, such as by establishing a
1384 Center Street Plaza that models sustainable design (OS-##), daylighting Strawberry Creek in or
1385 or next to MLK Civic Center Park (OS-##), or including larger ecological features in the design of the
1386 Park Blocks (OS-##). As part of the SOSIP, provide a program for significant near-term
1387 “greening” of ~~the~~ Downtown.

1388 b) Develop a street tree master plan that is associated with a new Streets & Open Space
1389 Improvements Plan and selects appropriate tree and plant species for Downtown’s streets and
1390 open spaces. Consider the use of native tree species.

1391 c) All street tree installations should be accompanied by appropriate soil and drainage to encourage
1392 each tree’s healthy maturation.

1393 d) On public land, maintain healthy mature trees wherever possible (see OS-2.3 ##). Permit the
1394 elimination of mature trees in instances of disease, public safety, or overriding public benefits.
1395 Establish clear criteria for the retention of trees and the replacement of trees for instances when
1396 tree removal is unavoidable. Permit the elimination of trees only after findings have been made
1397 according to established criteria and only after opportunities for public comment, except in cases
1398 when unsafe conditions or property damage may result.

1399 e) Establish new and strengthen existing landscaping standards and guidelines for substantial water
1400 conservation and recycling in new landscaping and retrofits, ~~such as through the use of drought~~
1401 ~~tolerant plants and advanced irrigation.~~ Also specify appropriate plants for use in Downtown
1402 Berkeley, and ways to reduce waste, nourish the soil, conserving energy, and protect water and
1403 air quality. When developing these provisions, consider guidelines used by the City's municipal
1404 projects and Stopwaste's "Bay Friendly Guidelines" (www.stopwaste.org)— (see OS-2.5).

1405 **Policy ES-5.3: On-Site Features.** Promote beneficial landscaping and other open space features as
1406 part of private development.

1407 a) Amend the Downtown Design Guidelines to promote additional greenery and environmentally
1408 beneficial features on-site (see OS-3.1 ##).

1409 b) Private development should expand and enhance on-site open space and landscaping, and
1410 promote their use to address urban runoff and drainage issues (see LU-8.1 and 8.2 ## and OS-
1411 3.1 ##).

1412 **Policy ES-5.4: Natural Areas on UC Campus.** Encourage the University to maintain and enhance
1413 natural areas adjacent to Downtown, such as surrounding Strawberry Creek (see Policies OS-1.2 ##).

1414 **GOAL ES-6: MINIMIZE WASTE GENERATED DOWNTOWN, AND STRIVE TO MAKE**
1415 **DOWNTOWN A "ZERO WASTE ZONE."**

1416 **Policy ES-6.1: Recycling & Reuse.** Maximize recycling and reuse opportunities for Downtown
1417 residents, workers, visitors, businesses, and institutions.

- 1418 a) Promote on-site recycling by apartment and condominium dwellers and businesses.
- 1419 – Educate building, owners, managers and tenants about techniques for on-site recycling, local
 - 1420 recycling programs and State "recycling plan" requirements.
 - 1421 – Require sufficient space for receptacles in new construction.
 - 1422 – Develop guidelines for accessible storage and collection areas for the separation and
 - 1423 collection of recyclable materials.

1424 b) Maintain and enhance existing programs for receiving and processing restaurant compostables.

1425 c) Expand recycling receptacles on street and in other public open spaces, and provide for their
1426 continued maintenance. Evaluate opportunities for composting receptacles on street and in other
1427 public open spaces, and consider their implementation.

1428 d) Encourage recycling programs through the University, BUSD, and other institutions.

1429 **Policy ES-6.2: Adaptive Reuse.** Encourage adaptive reuse of older buildings (see HD-##)—1.1
1430 and HD-1.2).

1431 **GOAL ES-7. CONTINUOUSLY IMPROVE CITY STANDARDS AND PROGRAMS PROMOTING**
1432 **SUSTAINABLE PRACTICES.**

1433 **Policy ES-7.1: Continuous Improvement.** Regularly evaluate sustainability programs and
1434 standards, using environmental, social and economic measures in relation to sustainability practices
1435 and progress Downtown.

1436 a) As part of the Climate Action Plan, establish progress indicators and regularly assess progress
1437 being made on aforementioned policies and measures. Based on assessments, recommend
1438 revisions to improve performance.

1439

3. LAND USE

1440

STRATEGIC STATEMENT

1441 Land use sets the framework for most dimensions in the Downtown Area Plan. In its narrowest
 1442 sense, "Land Use" identifies the amount of development and the types of uses (or permitted
 1443 activities) allowed on a particular parcel of land or in a given area. But effective Land Use policies
 1444 must go ~~farther~~ *farther*. ~~First, it is important to recognize that~~ Land Use policies create a framework on
 1445 which other planning objectives are supported. ~~, and~~ Land Use policies (and the measures that
 1446 implement them) must be consistent with and reflect the goals and policies of the larger Plan. To be
 1447 effective, Land Use policies must also focus on fundamental determinants – both obstacles and
 1448 encouragements -- for key uses and their intensity, such as economic feasibility, building standards
 1449 and incentives, or project approval procedures.

1450

~~LAND USE OBJECTIVES~~ *INTENT*

1451 For the Downtown Area Plan, ~~the~~ overarching ~~objectives-intentions that relate most strongly to~~ for the
 1452 Land Use chapter include:

- 1453 – **Sustainability.** Downtown presents unique and significant opportunities to reduce
 1454 transportation energy use and greenhouse gas emissions associated with residential and
 1455 commercial development. ~~—~~ This is especially true given Downtown's position as a regional
 1456 transit hub. To the degree the City meets its share of regional growth in transit rich locations
 1457 such as Downtown, there is a significant reduction in greenhouse gas generation per-
 1458 household relative to growth in more auto-reliant locations – including other locations in
 1459 Berkeley. New residential and commercial development can also contribute to making it a
 1460 more walkable place, as an increasing number of residents, workers and visitors encourage
 1461 more goods and services to be offered locally.
- 1462 – **Livability.** Sustainability is not only measured in tons of carbon, but also by the quality of
 1463 persons' lives. Downtown's mix of uses brings homes and workplaces within walking
 1464 distance of shops, services and entertainment. Furthermore, public amenities, landscaping
 1465 and open space must accompany new growth, so that recreational needs can also be met.
 1466 In recognition of the impacts that it may bring, new development should help pay for those
 1467 amenities and open spaces. New development should also be arranged to minimize its
 1468 impacts like the shading of public places, while yielding increased economic vitality.
- 1469 – **Economic Vitality.** Downtown must build on its competitive advantages as a destination,
 1470 especially its cultural, educational and historic assets, and additional cultural, recreational
 1471 and educational activities and institutions should strengthen these functions of Downtown.
 1472 Housing and employment growth is also needed to bring new residents and workers who will
 1473 patronize Downtown businesses, as do visitors who stay at Downtown hotels. *To attain a*
 1474 *vibrant Downtown, the City should set a target of housing an additional 5000 residents*
 1475 *during the 15- to 20-year timeframe of this plan.*
- 1476 – **Business Synergies.** Downtown is a major job center with many spin-off businesses from
 1477 the University. Downtown should play a role in supporting start- up businesses, and retaining

1478 expanding businesses. New commercial development must be accompanied by new
1479 housing to avoid exacerbating Berkeley's jobs-housing imbalance.

1480 – **A Great Neighborhood.** Housing forms a cornerstone for a successful Downtown, because
1481 ~~it~~*Downtown* needs lots of people, day and night, to be vibrant. Housing brings activity to
1482 Downtown streets and patrons to Downtown stores, services, restaurants, and theaters.
1483 Housing and residents also contribute to comfort and safety. With a special emphasis on
1484 affordability, diverse housing options make Downtown a place ~~with~~*for* families and
1485 individuals of all ages.

1486 – **History.** Conserving Downtown's historic resources and main-street character maintains
1487 connections with the past, and helps give Downtown a unique sense of place. New
1488 construction can heal the scars posed by unsightly properties, but care must be taken not to
1489 overwhelm Downtown's historic jewels.

1490 – **University as Partner.** Downtown offers opportunities to celebrate the city's connections to
1491 the University. The University should be encouraged to strengthen ~~the~~*Downtown* by
1492 contributing new cultural uses (such as the *University's* Berkeley Art Museum), community
1493 services (such as a new Health Campus), and a large Downtown work force to support
1494 economic activity. At the same time, Downtown can encourage uses important to the
1495 University, and its students and staff, such as hotels, restaurants, shops, and entertainment.

1496 **URBAN FORM**

1497 ~~Limited~~**Development Opportunities.** The Downtown Area contains a mix of commercial,
1498 residential, cultural, and institutional uses. While the extent of future development under the
1499 Downtown Area Plan is not precisely known, the Downtown Area Plan establishes parameters for
1500 future development that may take place. Most, if not all, of this development will take place on
1501 parcels that are vacant or have a relatively low level of improvement. These underutilized
1502 development "opportunity sites" comprise about one-third of all parcels Downtown. ~~---if~~*These sites*
1503 *include* vacant, surface parking lots, one-story buildings, and two-story buildings near BART, ~~are~~
1504 *assumed*. Two-thirds of available land is not likely to change, except for renovations and adaptive re-
1505 use of older buildings. Very few opportunity sites have been identified in the residential areas in the
1506 northwest and southwest portions of the Downtown Area where the Plan encourages retention of the
1507 existing character. Because of limited land availability -- and the protections already in place for
1508 historic resources -- change will come to only a fraction of the Downtown Area, and will occur
1509 incrementally.

1510 **Core Area.** The Downtown Area Plan allows for the tallest buildings in the Core Area, because of its
1511 exceptional transit access, its shops and amenities, convenience to UC's campus, and its history of
1512 pedestrian activity and taller buildings (see Figure ~~##~~*LU-2*, Land Use Map). The heart of Downtown
1513 has unique advantages that make it especially appropriate to high densities and the taller buildings
1514 that are needed to reach them. The "Core Area" contains BART, an exceptional convergence of bus
1515 lines, unique cultural resources, and the highest *rate-volume* of foot traffic in the East Bay. The
1516 "Center Street" in Downtown offers the most direct route to the center of UC's campus. The Core
1517 Area also contains two tall buildings: the Wells Fargo Building (173 *feet*) and the Great Western
1518 Building (179 *feet*).

1519 Consideration was given to maximum allowable building heights that are less than are permitted
1520 under the Downtown Area Plan, however an economic feasibility study showed that buildings above
1521 75 feet and below about 160 feet are unlikely to be built, ~~because~~ *height thresholds within of* the
1522 building code, ~~have a dramatic impact on~~ construction costs ~~go up dramatically at about~~. As a
1523 consequence, it is likely to take buildings of a certain size to generate sufficient income to justify the
1524 increased costs (Downtown Berkeley Development Feasibility Study, Strategic Economics, 2008). An
1525 exceptionally large construction site, an especially strong economy, and public subsidies may make
1526 possible ~~generally otherwise~~ infeasible heights, but such conditions are ~~far from certain~~ rare.

1527 **Downtown District.** Downtown ~~is not only includes~~ the area near BART, ~~but and also takes in~~
1528 parcels on and near Shattuck Avenue and University Avenue. In these areas, higher densities are
1529 also desirable for a variety of economic, social and environmental reasons, but the tallest buildings
1530 ~~should be excluded in order less desirable~~ to avoid *significant* shading and crowding *of* residential
1531 neighborhoods. The Downtown District also has advantageous proximity to transit and walk-to
1532 conveniences, but *a short walk to BART is necessary for* regional transit service ~~will be less frequent~~.

1533 The Downtown District ~~also~~ contains *most of* major University development sites, including the former
1534 Department of Health Services (DHS) site (*east of Shattuck and between Hearst and Berkeley Way*)
1535 and the site at the ~~northeast-northwest~~ corner of University and Oxford. The University is the largest
1536 landowner of opportunity sites in ~~the~~ Downtown, and has planned 800,000 square feet of
1537 development ~~planned~~ in the Downtown Area and the adjacent Tang parking lot (*east of Oxford*
1538 *between Durant and Bancroft*). Policies in the Land Use chapter and throughout the Downtown Area
1539 Plan encourage University development that will leverage major benefits and minimize impacts.

1540 **Corridor-Buffer.** *Further from BART,* ~~B~~ buildings that are less tall than are ~~generally allowed the~~
1541 ~~Downtown District are~~ preferred, *especially where they abut next to* surrounding residential
1542 neighborhoods ~~s and farther from BART~~.

1543 **Residential Neighborhoods.** Few opportunity sites existing ~~ing~~ in residential-*only* areas, but when
1544 development does occur it will be subject to residential zoning. Many residents have expressed their
1545 desire to maintain the scale and character of these residential areas. To reduce development
1546 pressures that could result in inappropriate development, Plan policies call for downzoning the
1547 ~~southeast-southwest~~ portion of the Downtown Area from R-4 to R-3. Furthermore, the contrast in
1548 scale from denser districts to residential neighborhoods ~~could be severe unless is reduced addressed~~
1549 through policies, Zoning standards and design guidelines.

1550 **Open Space.** The Downtown Area Plan also calls for the creation of major new public open spaces,
1551 adding to the existing opportunities afforded by Civic Center Park and the Berkeley High School ~~track~~
1552 ~~and field~~ open space. The “Park Blocks,” will trade the space devoted to diagonal parking and back-
1553 up lanes on Shattuck for an 80-foot wide linear park with new recreational opportunities (see Streets
1554 and Open Space chapter). Several small plazas are also called for, most notably the creation of
1555 Center Street Plaza, on Center between Shattuck and Oxford.

1556 **GOALS, POLICIES & IMPLEMENTATION MEASURES ACTIONS**

1557 **GOAL LU-1: ENCOURAGE A THRIVING, LIVABLE DOWNTOWN THAT IS A FOCAL POINT FOR**
1558 **THE CITY AND A MAJOR DESTINATION FOR THE REGION, WITH A UNIQUE**

1559 **CONCENTRATION OF HOUSING, JOBS AND CULTURAL DESTINATIONS NEAR TRANSIT,**
 1560 **SHOPS AND AMENITIES.**

1561 **Policy LU-1.1: Urban Uses & Intensities.** Allow and encourage uses and *urban* intensities that
 1562 contribute positively to ~~the~~ Downtown as a vibrant urban center and allow people who live, work and
 1563 learn in ~~the~~ Downtown to meet daily needs on foot.

1564 a) Allow and encourage uses in Downtown that contribute to a vibrant, active Downtown
 1565 environment (see Figure LU.1: ~~Land Use Map, Figure LU-2: Allowable Building Heights, and~~
 1566 ~~Table LU-1: Allowable Building Heights).~~

1567 **TABLE LU-1. ALLOWABLE BUILDING HEIGHTS.**

	Minimum Building Height (1)	Generally Allowed Maximum	With Use Permit for Increased Height (3)	Taller Exceptions (2)	
				With Use Permit for Increased Height (3)	Maximum Number of Taller Exceptions
Core Area	60'	65'	85' (3)	225'	2 (hotels only)
				180'	4
				120'	6 (4)
Downtown District (5)	45'	65'	85' (3)	120'	
Corridor-Buffer (5)		50'	65'	not allowed	
R-3 (downzone from R-4)	none	see Zoning ordinance	not allowed		
R-2A					

- 1575 (1) City, entertainment, libraries and museum buildings are exempt from minimum height requirement.
 1576 (2) For building parts above 85 feet, setbacks apply to non-UC development; standards to be defined.
 1577 (3) UC projects not subject to Use Permit, and may be built to 100 feet in Core Area and Downtown District.
 1578 (4) 120-foot exceptions not to exceed a total of six (6) in all areas where allowed (see Figure LU-2).
 1579 Two buildings of up to 120' reserved for UC property in Core Area or Downtown District.
 1580 (5) Stepback provisions apply where abutting residential-only areas (see Policy LU-6.2).

1579 *b) The following uses are allowed in Core Area, Downtown District, and Corridor-Buffer areas,*
 1580 *except as where limited by provisions: “c)” for Public-Serving Frontages, and “d)” for uses on*
 1581 *upper-floors:*

- 1582 – *commercial uses (such as retail, restaurants, offices, cinemas, nightclubs, hotels, personal*
 1583 *services, professional services, fitness centers);*
- 1584 – *multifamily residential uses (such as apartments, condominiums, townhouses, and “live-work”*
 1585 *lofts/townhouses);*
- 1586 – *cultural & community uses (such as libraries, theaters, museums, art galleries, visitor*
 1587 *services, supportive services, childcare, government uses, health care and health-related*
 1588 *facilities);*

- 1589 – educational uses (such as classrooms, student and staff services, recreation facilities, and
1590 research facilities); and
1591 – public and private open space.

1592 A detailed list of allowable, conditionally allowed and excluded uses shall be defined in revised
1593 Zoning provisions.

1594 c) Where it is desirable to have high levels of foot traffic and visual/physical connections between
1595 public and interior space, not all allowable uses are appropriate along sidewalks at street-level.
1596 Where designated by Figure #, Public-Serving Frontage Required, appropriate street-facing
1597 street-level uses include:

- 1598 – active commercial uses (such as retail, restaurants, offices, nightclubs, hotels, and personal
1599 services, but not cinemas, professional services, or fitness centers); and
1600 – active cultural & community uses (such as libraries, theaters, museums, art galleries, visitor
1601 services, supportive services, and childcare, but not government uses, health care or health-
1602 related facilities);
1603 – active educational uses (such as student and staff services, but not recreation facilities,
1604 research facilities or classrooms);
1605 – similarly intensive pedestrian-/visitor-/customer-based activities; and
1606 – lobbies and reception areas (including those that serve uses that are generally not
1607 appropriate).

1608 Residential uses are not appropriate at the street-level where Public-Serving Frontages are
1609 required. A detailed list of allowable, conditionally allowed and excluded uses shall be defined in
1610 revised Zoning provisions.

1611 ~~b) Consider possible modifications to the Land Use Map and Allowable Building Heights for the Study
1612 Areas, or portions of Study Areas, identified in Figure LU-3, Study Areas. Consideration shall include
1613 environmental analysis on potential negative impacts, and might result in site-specific
1614 recommendations to minimize negative impacts.~~

1615 ~~c) In areas designated as Core Area, Downtown District or Corridor Buffer, the following public-serving
1616 uses are allowed at street-level: retail, restaurants, libraries, museums, art galleries, entertainment,
1617 personal services, customer service offices, childcare, supportive services, visitor services, student
1618 and UC staff services, athletics ticketing, fitness and recreation facilities, health clinics,
1619 lobbies/reception areas, publicly accessible plazas, and similarly intensive pedestrian-/visitor-
1620 /customer-based activities. Minimize discretionary review for public-serving uses at street-level uses,
1621 except when needed to address negative impacts.~~

1622 ~~d) New buildings and adaptive reuse should maintain public-serving uses where buildings meet
1623 sidewalks where high levels of pedestrian activity are encouraged as indicated by Figure #, Public-
1624 Serving Frontage. (See "c" for list of "public-serving uses".) Blank walls, mirrored glass, obscured
1625 glass, and other opaque treatments should not comprise more than 25% of a building's street-facing
1626 frontage where public-serving uses are required.~~

1627 ~~e) The following uses are allowed in Core Area and Downtown District areas, except as where limited~~
1628 ~~by “c” above (i.e. the following uses may be placed away from where public-serving frontages are~~
1629 ~~required and on upper floors): multi-family residential, retail, restaurants, offices, entertainment,~~
1630 ~~libraries, museums, art galleries, personal services, professional services, visitor services,~~
1631 ~~supportive services, childcare, government uses, educational uses, student and UC staff~~
1632 ~~services, athletics ticketing, fitness and recreation facilities, health care and health-related~~
1633 ~~facilities, and open space. A detailed list of allowable, conditionally-allowed and excluded uses~~
1634 ~~shall be defined in revised Zoning provisions.~~

1635 ~~f) The following uses are allowed on upper floors in Corridor-Buffer areas, except as where limited by~~
1636 ~~“c” above (i.e. the following uses may be placed away from where public-serving frontages are~~
1637 ~~required and on upper floors): multi-family residential supportive services for residents~~

1638 *d) Minimize discretionary review for street-level uses that are appropriate to Public-Serving*
1639 *Frontages (see “c”) above), except when needed to address negative impacts.*

1640 *e) Non-residential uses may not be appropriate in all Corridor-Buffer locations. Consider if upper-*
1641 *story uses in certain locations should be limited to multi-family residential and supportive services*
1642 *for residents, but allow community-serving uses such as health care and health-related facilities*
1643 *with findings and conditions that minimize the impacts of such uses on nearby residentially-zoned*
1644 *areas (see LU-7.1).⁵KEEP HERRICK LANGUAGE HERE: except in locations (such as the*
1645 *Herrick site) where other community-serving uses such as health care and health-related facilities*
1646 *could be allowed with findings and conditions that minimize the impacts of such uses on nearby*
1647 *residentially-zoned areas (see LU-7.1).*

1648 ~~g)f) Refer to Berkeley’s Zoning Ordinance for uses allowed and excluded in residential-only areas (i.e.~~
1649 ~~R-2A and R-3) (see LU 6.1).~~

1650 ~~h)g) Encourage a full-service grocery store in or near Downtown by working with property owners and~~
1651 ~~real estate brokers and creating incentives, such as modifications to Zoning standards and impact~~
1652 ~~fee waivers (see ED-1.4).~~

1653 ~~h)h) Encourage day care facilities in and near Downtown by: working with property owners, real estate~~
1654 ~~brokers, and UC Berkeley to promote Downtown childcare facilities; by maintaining development~~
1655 ~~fees for child care (as described under Goal LU-#); and by allowing increased floor areas for~~
1656 ~~providing child care as is provided under a State density bonus (see LU-##). Consider incentives~~
1657 ~~for other neighborhood services.~~

1658 ~~h)i) Create new public open spaces such that there is a park or plazas within a few blocks of every~~
1659 ~~resident. (sSee chapter on Streetscapes & Open Space).~~

1660 ~~k)j) Encourage hotels in the Core Area through incentives, including permitting additional height than~~
1661 ~~would otherwise be allowed (see Table LU-1 and ED 1.9##).~~

1662 ~~h)k) Parking and other transportation policies should support this policy. (sSee Access chapter.)~~

1663 **Policy LU-1.2: Culture & Entertainment.** Encourage unique cultural and entertainment uses that
1664 serve the city and region- *(see ED-1.5).*

1665 a) Adopt incentives to retain and support the expansion of culture and the arts in ~~the~~ Downtown,
1666 especially in the "Arts District ".

1667 b) Retain and support Downtown's cinemas. Consider incentives for upgrading existing movie
1668 theater facilities.

1669 c) Recruit uses that complement Downtown as an evening destination, including new cinemas,
1670 restaurants, art and -entertainment venues.

1671 d) Working with the Convention & Visitors Bureau and Downtown Berkeley Association, promote
1672 events and festivals that capitalize on Downtown's unique cultural strengths, such as arts, movie,
1673 and music festivals, "town-gown" activities, and art installations.

1674 **Policy LU-1.3: Complementary Businesses.** Cultivate synergy between restaurants, small shops
1675 and businesses, combined with ~~its~~ Downtown's focus on cultural and educational uses to encourage
1676 a thriving and diverse retail environment.

1677 a) Strengthen retail in ~~the~~ Downtown by supporting an increase in the number of: people working
1678 and living Downtown, cultural and arts uses, better connections to UC, and attractive streets and
1679 public spaces (see ED- 1.2 ##).

1680 b) Implement and coordinate public improvements, historic preservation, and other efforts to
1681 emphasize Downtown as a pedestrian-friendly environment with a strong sense of place. *(see HD*
1682 *chapter---Historic Preservation and Urban Design chapter).*

1683 **Policy LU-1.4: Civic Focus.** Focus City government and civic activity in the Civic Center area, and
1684 recognize Downtown's central role in providing community services.

1685 a) Maintain the present assemblage of civic buildings (including the High School) in the Civic Center
1686 area, and require new buildings to face Civic Center Park and streets with active, community-
1687 serving uses near street level.

1688 b) Encourage governmental, social service and other community uses that serve all Berkeleyans in
1689 and near the Civic Center area, so that these community-serving uses are centrally and
1690 conveniently located.

1691 c) Maintain and enhance Civic Center Park with physical improvements and enhanced maintenance
1692 (see OS- 1.2 ##).

1693 d) Seek funding to retrofit the Veterans Building to resist earthquakes and, in addition to supporting
1694 veterans activities, recruit a community-serving use for its main floor.

1695 **GOAL LU-2: CULTIVATE DOWNTOWN AS AN ATTRACTIVE RESIDENTIAL NEIGHBORHOOD**
1696 **WITH A RANGE OF HOUSING OPPORTUNITIES, AND AN EMPHASIS ON AFFORDABLE**
1697 **HOUSING AND FAMILY HOUSING.**

1698 **Policy LU-2.1: Housing Needs.** Accommodate a significant portion of Berkeley's share of regional
1699 housing growth as defined by Regional Housing Needs Assessments (RHNA) within the *Core Area,*
1700 *Downtown District-District,* and *Corridor-Buffer areasCore Area,* as compared with other appropriate
1701 subareas within the City (~~see LU-##~~).

1702 **Policy LU-2.2: Housing Diversity & Affordability.** Offer diverse housing opportunities for persons
1703 of different ages and incomes, households of varying size and the disabled, and give Downtown a
1704 significant role in meeting Berkeley's continuing need for additional housing, especially affordable
1705 housing.

1706 a) Significantly increase the capacity for new housing development in Downtown, as provided for in
1707 this chapter.

1708 b) Encourage affordable housing, (as described in the chapter on Housing and Community Health &
1709 Services).

1710 c) Encourage market-rate ownership housing that increases longer-term Downtown residents (see
1711 HC-3.4). Use fees generated by market rate housing to increase the supply of affordable
1712 housing within development projects and/or in lieu fees for the construction of very low income
1713 housing with supportive services.

1714 d) Encourage adaptive reuse of older buildings by promoting their rehabilitation, and allow
1715 intensification, where appropriate (see HD-1.1 and HD-1.2).

1716 e) Consider a model affordable housing and green building project on the City-owned Berkeley Way
1717 parking lot site (see ~~Policies~~ HC-4.2 and ES-2.5 ## and ED-##).

1718 f) Provide sufficient usable open space for residents within new residential projects, including
1719 courtyards, roof gardens, community gardens, etc. (see OS 3.2 and HC 1.2 ~~HC-##~~).

1720 **GOAL LU-3: NEW DEVELOPMENT SHOULD ENHANCE DOWNTOWN'S VITALITY, LIVABILITY,**
1721 **SUSTAINABILITY, AND CHARACTER THROUGH APPROPRIATE LAND USE AND**
1722 **APPROPRIATE DESIGN.**

1723 **Policy LU-3.1: Transit-Oriented Development.** Encourage use of transit and reduction in regional
1724 GHG emissions, and encourage efficient use of available development sites, by allowing buildings of
1725 the highest appropriate intensity and height near BART and bus service along Shattuck and
1726 University Avenues. ~~Furthermore,~~ Require efficient use of available sites and help attain goals
1727 related to vitality.

1728 a) Adopt minimum and maximum building heights consistent with ~~Policy LU 1.1 Figure #, Land Use~~
1729 ~~Map, Figure ##, Allowable Building Heights, and Table ##, Allowable Building Heights.~~

1730 **Policy LU-3.2: Development Compatibility.** Encourage compatible relationships between new and
1731 historic buildings, and reduce localized impacts from new buildings to acceptable levels. The size and
1732 placement of new buildings should: reduce street-level shadow, view, and wind impacts to acceptable
1733 levels; and maintain compatible relationships with historic resources (such as streetwall continuity in
1734 commercial areas). (See [Policies-ES-4.7 ##](#) and [Policies-HD-4.2 ##](#).)

1735 a) Revise zoning provisions and amend the Downtown Design Guidelines to provide for appropriate
1736 *controls on setbacks and*, -building bulk (~~i.e. such as through the use of~~ floor area ratios *and*
1737 *maximum horizontal dimensions*), *and rules for* street-level open space, and other devices.
1738 Emphasize measurable standards that are easy to understand and apply. See also [HD-4.1 ##](#).

1739 **Policy LU-3.3: Historic Resources.** Encourage preservation of Landmarks and Structures of Merit
1740 (see [HD-1.1 ##](#)).

1741 a) Allow flexibility in ~~Zoning~~, parking and other *Zoning* standards, such as exemption from on-site
1742 open space requirements, when such buildings are substantially and appropriately preserved or
1743 restored as part of a development project. Review and, if necessary, revise standards that may
1744 discourage historic rehabilitation and adaptive reuse.

1745 **GOAL LU-4: ENHANCE DOWNTOWN AS A CENTER FOR EMPLOYMENT AND INNOVATIVE**
1746 **BUSINESSES.**

1747 **Policy LU-4.1: Office Space.** Encourage new office space to serve the growth needs of existing and
1748 start-up businesses, encourage private-sector spin-offs from the University, and provide jobs for
1749 Berkeley's existing workforce (such as professionals and high-tech workers who now commuting
1750 elsewhere).

1751 a) Encourage new office and research space to have floor plates of a size that will help retain
1752 growing local businesses in Berkeley by reviewing zoning provisions for possible encumbrances
1753 to the creation of contiguous floor areas exceeding 10,000 square feet, and consider their
1754 elimination.

1755 b) Review zoning provisions for possible encumbrances to the creation of small office and research
1756 spaces that are suitable for start-up businesses, and may include the sharing of equipment and
1757 facilities (such as reproduction facilities, conference rooms, Internet connections) among multiple
1758 tenants. Consider the elimination of such encumbrances.

1759 *c) Encourage start up businesses (see [ED-8.2](#)).*

1760 **GOAL LU-5: ENCOURAGE UNIVERSITY USES IN ~~THE~~ DOWNTOWN THAT WILL BENEFIT THE**
1761 **GREATER DOWNTOWN AREA.**

1762 **Policy LU-5.1: University Land Uses.** Encourage the University to use its Downtown sites for uses
1763 that serve the public or are of general interest. To the extent possible, UC buildings should line
1764 streets and public open spaces with retail and other public-serving uses that encourage activity and
1765 meet needs of Downtown residents, workers, and visitors. (See [HD-5.1](#), [ED-1.5](#) and [HC-7.1](#).)

- 1766 a) **Museums.** Encourage UC to move ~~its~~ museums (such as the Lawrence Hall of Science and the
 1767 Hearst Anthropology Museum), satellite museums and/or museum collections into ~~the~~ Downtown.
 1768 Support the relocation of the Berkeley Art Museum / Pacific Film Archive to the UC ~~Printing~~ Press
 1769 ~~site-building and adjoining garage~~ (bounded by Center, Oxford, and Addison). Locate museum
 1770 entrances, cafes, and retail stores in ways that strengthen existing retail and cultural uses (~~see~~
 1771 ~~HD-## and ED-##~~).
- 1772 b) **Retail Frontages.** Encourage the University to locate retailing activities along the Shattuck and
 1773 University Avenue frontages that it controls. Encourage UC to open branches of affiliated retail
 1774 stores into ~~the~~ Downtown, such as the Scholars Workstation and UC museum stores, and make
 1775 these stores open to the general public. Retail frontages are encouraged along Shattuck and
 1776 University Avenues at a depth of 100 feet, if ~~feasibility~~ *feasible*. Prior to development, the City
 1777 and University should jointly consider how deep the retail space should be and work together to
 1778 attract tenants to strengthen retail activity.
- 1779 c) **Community Health & Services.** Encourage the University to move programs that serve the
 1780 general public to Downtown, such as health clinics, an optometry clinic, social work, community-
 1781 based research, community outreach, auditoriums available for community events, and other
 1782 community services (~~see LU-# and HC-##~~).
- 1783 d) **University Avenue Gateway – South Side.** To provide a new sense of arrival and gateway at
 1784 the east end of University Avenue and to help transform Oxford Street, the City recommends
 1785 additional development on the University Hall site and adjacent UC property just to the west.
 1786 University Hall could be modified and/or additional building area could be added to contain visitor
 1787 oriented uses such as a joint Visitor Center, an information center for UC and non-UC events, a
 1788 multicultural center, and/or branches of University museums that would contribute to Addison
 1789 Street as a cultural destination. If UC develops consolidated parking Downtown, the site west of
 1790 University Hall is appropriate for this use (see AC-3.4 and 3.6 ##).
- 1791 e) **University Avenue Gateway – North Side.** The City recommends near-term development of
 1792 UC properties on the block bounded by Oxford, Walnut, Berkeley Way, and University Avenue,
 1793 possibly as part of the University’s plans for “surge” space (to house functions now in campus
 1794 academic buildings when they undergo seismic repair and later to be used for administrative
 1795 offices). The University is encouraged to seek unified development of ~~the~~ this block through the
 1796 acquisition of non-UC properties -- with the exception of the apartment building at Berkeley Way
 1797 and Walnut Street, and with the integration and preservation of a meaningful portion of the
 1798 exterior of the landmarked garage building and forecourt at 1952 Oxford Street.
- 1799 f) **Department of Health Services Site** (between Shattuck, Hearst, Oxford, and Berkeley Way).
 1800 Encourage near-term development of the former Department of Health Services (DHS) site,
 1801 between Shattuck and Oxford, Hearst and Walnut. In addition to retail along Shattuck (see “gb”),
 1802 the ground floor of new buildings along Oxford should be pedestrian-friendly, and have frequent
 1803 windows and entrances. The scale of new University buildings on the DHS site should be
 1804 sensitive to their context, with lower building heights ~~limited~~ along *part of its* Hearst-facing
 1805 *frontage* (between Shattuck and Walnut) as depicted in ~~the~~ *Figure LU-2: Land Use Map*. Health
 1806 services are encouraged on the DHS site (see LU—7.2).

- 1807 g) **Health Services in Downtown**—S (see LU-7.2).
- 1808 h) **Tang Center Parking Lot.** ~~While~~ The parking lot site adjacent to the Tang Center between
 1809 Bancroft and Durant is associated with UC planning in the Downtown Area, ~~but it is to be~~ guided
 1810 by the Southside Plan. Relative to sites ~~in~~ located *in* Downtown Area, encourage ~~the~~ UC to make
 1811 the Tang Center site ~~a~~ relatively low priority for near-term development. A multicultural center is
 1812 encouraged on the site, which could bring together Berkeley High School students, UC students
 1813 and other young adults. Office and storefronts are considered appropriate ground-floor uses for
 1814 the site facing Bancroft. ~~Also note that~~ *T* the south side of the site is appropriate for housing at a
 1815 scale that relates to nearby existing residential uses.
- 1816 i) **Activity Facilities.** Encourage the University to retain the Edwards Field track, tennis courts,
 1817 and similar activity facilities near Downtown. Also encourage new activity facilities that will bring
 1818 activity and amenities to locations in or adjacent to Downtown.
- 1819 j) **Childcare.** Encourage the University to add childcare facilities for faculty, ~~and~~ staff, *and students*
 1820 to its Downtown properties, and to consider making these facilities available to the general public.
- 1821 *k) Golden Bear Parking Lot.*
- 1822 **Policy LU-5.2: UC Housing.** Encourage the University to create more housing Downtown, possibly
 1823 in cooperation with private developers.
- 1824 a) Encourage the University to replace the Banway building on Bancroft in the long term with
 1825 housing for faculty, students (including undergraduate and graduate), or families (see HC-##).
- 1826 **Policy LU-5.3: Business Synergies.** Encourage University uses in ~~the~~ Downtown that will enhance
 1827 it as a center of employment and innovative businesses (see LU-4.1 and ED 8.2##.)
- 1828 a) Encourage University uses in ~~the~~ Downtown to enhance it as a center of employment and
 1829 innovative businesses. Encourage UC to site office, laboratory, cultural, and associated space
 1830 (as anticipated in UC's Long-Range Development Plan) in the Downtown Area on sites already
 1831 owned by the University.
- 1832 b) Encourage the University to locate East Bay Green Corridor Partnership uses in ~~the~~ Downtown,
 1833 to demonstrate *the* City's and the University's leadership in promoting sustainability- (see ED-##
 1834 ~~and~~ ES-2.1 ##.)
- 1835 **GOAL LU-6: MAINTAIN THE EXISTING SCALE AND CHARACTER OF RESIDENTIAL-ONLY**
 1836 **AREAS.**
- 1837 **Policy LU-6.1: Neighborhood Protections.** Seek to reduce development pressures in residential-
 1838 only areas, to promote the preservation and rehabilitation of older structures, and conserve the scale
 1839 of their historic fabric.
- 1840 a) Maintain the R-2A designation and downzone R-4 areas to R-3, as shown on the Land Use Map.

1841 b) Consider creation of design guidelines and public improvements that maintain and enhance the
1842 special character of residential neighborhoods.

1843 c) For the north side of Dwight Way east of Shattuck Avenue, parcel(s) should remain zoned R-4,
1844 except to encourage construction of affordable housing project(s) with supportive services, in
1845 which case ~~it~~*the project site* should be redesignated as Corridor-Buffer (see Figure LU-1: Land
1846 Use Map).

1847 **Policy LU-6.2: Transitions.** Avoid abrupt transitions between residential-only neighborhoods and
1848 projects built in Downtown District and Corridor-Buffer areas (see Figure ##, Land Use Map).

1849 a) For projects in Downtown District and Corridor-Buffer areas that immediately abut an existing
1850 residential building on a residentially zoned property, the new building should step down to be
1851 similar to the height of the existing residential building or 45 feet, whichever is greater. The
1852 required depth of this “stepback” shall be evaluated and determined as Zoning provisions are
1853 revised, and be sufficient for mitigating significant shadow impacts on abutting residentially zoned
1854 parcels.

1855 **GOAL LU-7: MAINTAIN AND EXPAND COMMUNITY HEALTH CARE FACILITIES AND SOCIAL**
1856 **SERVICES IN THE DOWNTOWN AREA.**

1857 **Policy LU-7.1: Herrick Site.** Encourage the retention of community-serving health services on the
1858 Herrick Hospital site. Work with ~~Herrick Hospital~~*Alta Bates Summit Medical Center* to retain all or a
1859 portion of the *Herrick* site for health services to the extent feasible.

1860 a) If the owner of the Herrick site proposes to reduce provision of health services the City should
1861 encourage and work with the owner to include health services to the community as part of any
1862 redevelopment plan for the site (see ~~also~~*HC-7.1*).

1863 b) Consistent with its Zoning (see Policy LU-6-1), maximum allowable building heights and minimum
1864 setback requirements should respect the scale and character of the residential uses to the north
1865 of the site.

1866 c) Should a viable plan for a mixed use project (either vertically or horizontally mixed use)
1867 incorporating medical services to the community be proposed on the Herrick site, the City should
1868 consider redesignating the site to an appropriate Downtown Area Plan land use designation, such
1869 as Corridor-Buffer, that can feasibly and equitably accommodate both uses.

1870 **Policy HCLU-7.2: UC Health Services.** Encourage UC to move health services and programs that
1871 serve the general public into the Downtown Area.

1872 a) Work with the University as it considers moving health services and programs into the Downtown
1873 Area, such as health clinics, an optometry clinic, social work, community-based research,
1874 community outreach, auditoriums available for community events, and other community services.
1875 Consider the DHS site as a campus for providing a range of health services and health-service
1876 activities in the same location (see LU-5. 12).

1877 **Policy LU-7.3: Other Care Providers.** Support public, non-profit and for-profit agencies in
1878 Downtown that provide health-related and social services (see HC-5.4 and *HC-7.1*).

1879 **GOAL LU-8: HAVE NEW DEVELOPMENT ~~SHOULD~~ CONTRIBUTE ITS FAIR SHARE TOWARD**
1880 **DOWNTOWN IMPROVEMENTS.**

1881 **Policy LU-8.1: Open Space Fund.** New development ~~should~~ ~~SHALL~~ *shall* provide adequate on-site
1882 *open space* or help pay for off-site street-level open space *improvements* to meet the needs of
1883 residents, workers, and visitors, and benefit the character of Downtown- (*see OS-3.1*).

1884 a) Establish minimum street-level open space requirements for the enjoyment of the public, for use
1885 by residents, and to capture urban runoff and retain rainwater. (~~see OS-3.1~~).

1886 b) Except for minimum standards for resident open space, allow a fee in lieu of on-site open space
1887 requirements, *provided that improvements can be implemented within 5 years of the acceptance*
1888 *of those fees* and use such in-lieu fees for ~~the improvement of~~ street
1889 ~~ENHANCEMENTS~~ *enhancements* and ~~OTHER~~ *other* open space ~~IMPROVEMENTS~~ *improvements*
1890 in the Downtown Area, ~~provided that improvements can be implemented within 5 years of the~~
1891 ~~acceptance of those fees~~ (~~see OS-3.1~~).

1892 c) New development should help pay for on-going maintenance (including the rehabilitation and/or
1893 enhancement of existing Downtown open space) through fees, developer agreements, and
1894 enforcement mechanisms and/or resident/landowner involvement (see OS-3.13). Allocate
1895 portions of the revenue from the hotel transient occupancy tax (TOT) revenues toward street
1896 *enhancements* and *other* public open space improvements and maintenance (~~ED-##~~).

1897 d) Devote a significant portion of the additional revenue from Downtown Area parking (*i.e.*,
1898 meters, publicly-owned garages, and parking taxes) into visible Downtown Area improvements,
1899 maintenance, and services (*see* AC-3.5).

1900 e) Consider a comprehensive *F*inancing *P*lan as part of the Streets and Open Space
1901 Improvements Plan, which identifies potential sources of funding, projects potential revenues and
1902 prioritizes potential improvements and programs.

1903 f) Recognize that existing building owners, businesses and tenants, who will benefit from the
1904 improvements and maintenance, should assist in paying for them.

1905 **Policy LU-8.2: Provision of Public Benefits by Developers of Tall Buildings.** Buildings in excess
1906 of 85 feet must provide increased public benefits to the Downtown Area. A developer can choose to
1907 meet this objective by using one of two options set forth below.

1908 a) Option A. Development regulations (*i.e.*, Zoning Ordinance provisions) established to
1909 implement this Plan should prescribe specific increases in floor area (*i.e.*, height) that shall be
1910 given for specific permanent or very long term public benefits in excess of normal requirements.
1911 Public benefits to be addressed by development regulations include but are not limited to the
1912 following:

1913 – Publicly- accessible street-level open space (*see* OS-3.1 ##).

- 1914 – Increased affordable housing beyond existing requirements.
- 1915 – Adjacent sidewalk and landscaping improvements.
- 1916 – Downtown Area street and *other* open space improvements (see OS-1.1 and OS-1.2).
- 1917 – Traffic calming benefiting Downtown and/or surrounding neighborhoods.
- 1918 – Permanent childcare facilities.
- 1919 – Substantial restoration of a historic structure or other historic resource.
- 1920 – Permanent space or other substantial contribution for cultural resources and/or the arts.
- 1921 – Buildings substantially exceeding energy performance or other green building standards.
- 1922 – Substantial additional fiscal benefits, such as those provided by a hotel.

1923 OR

- 1924 b) Option B. A developer may choose to offer a range of public benefits that may include items on
- 1925 or off the list of prescribed options found in “a”. On a case by case basis, before approving any
- 1926 project with increased height under this option, the Zoning Adjustments Board (and, on appeal,
- 1927 the City Council) shall clearly establish how the project has addressed this policy by setting forth
- 1928 the specific benefits that a project is permanently providing to ~~the~~ Downtown in excess of normal
- 1929 requirements and how those benefits are reasonably equivalent to those that would have been
- 1930 received under the implementation of Option A.

1931 **Policy LU-8.3: Development Feasibility.** When establishing provisions for new fees and financing
 1932 strategies, consider how ~~all~~ fees and exactions may discourage development consistent with the
 1933 intent of this Plan.

- 1934 a) Consider provisions described in this chapter, as well as fee and financing provisions under AC-
 1935 *3.5 ##.*

1936 **Policy LU-8.4: DAP Evaluation & Updates.** Regularly evaluate whether the land use regulations
 1937 adopted in this Plan are having desirable impacts on aesthetics, livability, economic vitality, housing
 1938 *growth and* affordability, sustainability, and other factors, and ~~that whether the~~ negative impacts are
 1939 acceptable. Consider adjustments to DAP policies and development regulations to better attain
 1940 desirable impacts and address unacceptable negative impacts

- 1941 a) The Planning Commission should undertake a comprehensive evaluation of the DAP five (5)
- 1942 years after it has taken effect, and every five (5) years thereafter. Based on each evaluation, *the*
- 1943 Planning Commission may recommend that City Council adopt changes to DAP policies and
- 1944 development regulations.

1945

1946

1947

4. ACCESS

1948

STRATEGIC STATEMENT

1949

Access to Downtown Berkeley takes many forms, and its transportation system is the armature for supporting Downtown’s many activities. For its continued success as a thriving and livable place, Downtown’s transportation system must serve Downtown’s three principal roles: as a livable district, a vibrant city center, and as a regional destination for housing, employment, education, community life, culture and the arts.

1954

Downtown is an urban center that requires interdependent and complementary transportation management strategies that focus on ~~two~~-three central themes.

1956

- Emphasize and enhance Downtown as a destination.

1957

- Give priority to transit, pedestrians, and bicyclists, while reducing automobile use, especially by commuters.

1958

1959

- Improve connectivity between Downtown and Berkeley neighborhoods, and between Downtown and the Bay Area.

1960

1961

PRIORITIZE PEDESTRIANS

1962

Downtown should be first and foremost oriented for the comfort, enjoyment and safety of pedestrians of all ages and abilities. A positive experience for pedestrians is the foundation for attaining many Downtown goals. A pedestrian-oriented environment serves the needs of Downtown residents, who can meet most daily needs on foot and for whom Downtown’s streets are at their front door. Safe, comfortable, interesting, walkable environments also serve daytime denizens: the employees, shoppers, visitors, University students, faculty, and staff -- who walk through and into Downtown.

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Downtown already has a lot of pedestrians. The segment of Center Street between BART and the UC campus has the most foot traffic of any street in the East Bay. Seventy percent of Berkeley residents say that they sometimes walk to shop or run errands (2001 City of Berkeley General Plan). The 2000 Census shows that about 15 percent of Berkeley residents walk to work, five times the rate for Alameda County as a whole. The highest walk-to-work rates are found in the census tracts that include the Downtown Area.

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Maintaining and improving Downtown’s pedestrian environments is especially critical to Berkeley’s increasingly aging population, for whom Downtown offers car-free housing options. Twenty one percent of Americans aged 65 and older do not drive (STPP Aging Americans: Stranded without Options: April, 2004). Downtown Berkeley is an ideal for aging baby-boomers interested in active lives near the many attractions that Downtown has to offer. A pedestrian-friendly Downtown is also an important resource for people with physical disabilities who are “. . . poorly served by development patterns that do not provide access to transit and safe, accessible pedestrian facilities . . . [and whose] specific needs . . . are often not met in car-oriented environments.” (LEED-ND, USGBC, Public Health and the Built Environment, May 2006 p.114).

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1983 A Downtown with exceptional, inviting pedestrian places is much more likely to attract retail patrons,
1984 businesses, cultural uses, visitors and new residents. High quality pedestrian environments are
1985 critical to Downtown's competitiveness with other regional destinations.

1986 The previous Downtown Plan (1990) strongly supported a pedestrian-oriented Downtown. Despite
1987 that Plan, the quality of Downtown's walking environments is mixed. Relatively few places provide
1988 high-quality walking environments that are lined by active uses, sheltered by street trees and
1989 awnings, and are human in scale. The southern sidewalk on Center Street between Shattuck and
1990 Oxford is a model of such a high-quality pedestrian environment, as are the Addison Street "Poetry
1991 Walk" and parts of Shattuck Square. Other streets offer little more than narrow sidewalks, and many
1992 places that could be successful pedestrian places because of the presence of active uses, trees and
1993 furnishings, are dominated by cars.

1994 Another important element of the pedestrian environment are mid-block walkways that offer
1995 pedestrians "shortcuts" that are free from vehicles and sometimes accompanied by outdoor dining.
1996 New mid-block walkways have been created over the past 20 years, and others are possible.

1997 The comfort and safety of pedestrians is often compromised by fast-moving traffic and by street
1998 design and operations decisions that favor cars and trucks. Transportation engineering decisions
1999 traditionally focus on vehicle flow and minimizing vehicular conflicts, and less on the needs of
2000 pedestrians and bicycles. While Downtown streets already contain features that help protect
2001 pedestrians and cause drivers to slow (such as curb extensions at some crosswalks and parallel on-
2002 street parking), more can be accomplished if design options that favor pedestrians are employed. For
2003 example, travel lane widths might be reduced for pedestrian safety, as the average speed of a car
2004 slows as much as 3 mph per foot in lane reduction (Parsons Transportation Group). Transportation
2005 modeling has also confirmed that several street segments with four travel lanes (two in each
2006 direction) can, in fact, be reduced to two lanes (one in each direction) with no significant traffic
2007 impacts. Reducing the width of travel lanes, or eliminating them altogether, offers major opportunities
2008 for expanding sidewalks, increased landscaping and bicycles (see chapter on Streets & Open
2009 Space).

2010 Cars can be managed in other ways to enhance pedestrian environments. Shifting people out of cars
2011 and into alternative modes benefit pedestrians by reducing and calming traffic. Conflicts between
2012 cars and pedestrians decrease along sidewalks when parking on private parcels and driveways are
2013 reduced. And while efficient transit is important, transit improvements must be thoughtfully designed
2014 and respect that Downtown is, foremost, a pedestrian-oriented place.

2015 **BICYCLING**

2016 Only a portion of the people who visit Downtown can do so on foot. For *many* Berkeleyans, bicycling
2017 offers an excellent way to get there. Over 3,000 people, 5.6 percent of Berkeley residents, bike to
2018 work in Berkeley every day (2000 United States Census). This is over four times the Alameda
2019 County rate of 1.2 percent. In addition, about 4,200 individuals bike to work or study at UC Berkeley
2020 each day, with 21 percent of bike trips originating within Berkeley (UC Berkeley Bike Plan, 2006).
2021 Students in other schools in Berkeley, including Downtown's high school and Berkeley City College,
2022 also use bicycles as their primary means of transportation.

2023 Downtown is served by a variety of bicycle routes, “bicycle boulevards”, and other bicycle-oriented
2024 facilities ~~(see Figure __, Downtown Bicycle Network)~~. Milvia ~~is~~ *was* Berkeley’s first “Bicycle
2025 Boulevard” and offers a protected route for bicyclists traveling from the north or south, although the
2026 segment between University Avenue and Allston might be improved. Most people bicycling to the
2027 University pass through ~~the~~ Downtown. Oxford Street carries over 1,400 peak hour bicyclists (UC
2028 Berkeley Bike Plan, 2006). Bicyclists from the west use other routes as well, such as Channing Way,
2029 which is also a Bicycle Boulevard, and Allston Way, which is a “Bicycle Route” because of slower
2030 traffic speeds and the traffic light at Martin Luther King Jr. (MLK) Way.

2031 ~~While~~ Center Street offers a two-block segment with bicycle lanes, *however* it does not connect
2032 farther west than MLK Way and most bicyclists actually use Allston Way significantly more than
2033 Center (144 versus 95 per hour eastbound, staff 2009 count), when moving through this portion of
2034 Downtown. This is significant because *proposed* plaza improvements on Center Street (between
2035 Shattuck and Oxford) would make bike lanes difficult. Furthermore, the important pedestrian
2036 connection between BART and Civic Center Park would benefit greatly if ~~the poorly used bike lanes~~
2037 ~~were replaced with~~ large landscape strips with ~~additional abundant~~ trees *replaced these poorly used*
2038 *bike lanes. with to help green the Downtown.*

2039 Bicycle parking facilities are in high demand, and new parking was introduced in recent years.
2040 Bicycle parking is provided on-street and in covered locations, such as City garages and the BART
2041 station’s mezzanine. More bicycle parking is needed, however, especially near major destinations,
2042 such as the YMCA and BART. While Downtown BART recently upgraded bike parking, a recent
2043 study considered ways to expand this facility or relocate covered and secured parking elsewhere in
2044 Downtown (Downtown Berkeley Association). Early consideration is also being given to bicycle rental
2045 programs that are inexpensive, convenient and located near transit.

2046 **TRANSIT**

2047 Downtown Berkeley has some of the best transit access in the Bay Area, and it is the second largest
2048 transit hub in the East Bay. Downtown has a BART Station and is the point of convergence for
2049 thirteen AC Transit bus lines (2008). Low-cost shuttles for the University and LBNL also serve
2050 Downtown, as well as private commuter shuttles. In 2008, the City began to explore the possibility of
2051 shuttle service between Downtown BART and major employers in West Berkeley.

2052 Transit is a key alternative mode to the automobile, and is essential to persons who do not or cannot
2053 drive. A 2000 survey of AC Transit riders showed that 61% of adult riders were transit-dependent.
2054 (AC Transit 2002 On-Board Passenger Survey-System-Wide Results). Presentations for the Urban
2055 Habitat to the Transportation and Land Use Coalition indicate that, in 2002 and in the Bay Area, 26%
2056 of low-income households and 35% of poor single-parent families did not have access to a car. In
2057 addition, many disabled and elderly individuals are unable to drive.

2058 Transit also plays a vital role in minimizing impacts associated with the University of California’s
2059 growth. UC’s 2020 Long Range Development Plan requires that all new University housing be
2060 accessible within 20 minutes, either on foot (*i.e.*, a one mile radius) or by transit (*i.e.*, along
2061 major transit corridors).

2062 For those people who have a choice of modes, key determinants in choosing between transit and the
2063 automobile are reliability and time. If buses come on time and get you there quickly, they better
2064 compete better with the automobile. AC Transit has introduced enhanced "Rapid Bus" service that
2065 connects Downtown to Telegraph Avenue and downtown Oakland. Rapid Bus improves travel
2066 speeds and makes schedules more reliable by giving buses priority at traffic lights and by having
2067 fewer stops. Additional Rapid Bus improvements might include raised platforms and pre-paying (to
2068 speed boarding), real-time information on arrival times, and other amenities.

2069 Another way to enhance bus service is through Bus Rapid Transit (BRT). BRT uses dedicated travel
2070 lanes to further improve speed and reliability. In urban areas, bus schedules can be difficult to
2071 maintain because of congestion. Traffic projections predict that congestion will choke Bay Area
2072 freeways and major roadways over the next 20 years (ACCMA). Diminished speed and predictability
2073 not only results frustrated riders, it also makes transferring between bus routes difficult and time
2074 consuming. Dedicated bus lanes would allow buses to bypass congestion, remain on schedule,
2075 improve timed transfers, and reduce travel times – possibly to the point where using transit becomes
2076 faster than driving.

2077 Transit options like Bus Rapid Transit must be carefully evaluated *and planned* to consider impacts
2078 on the livability of *Downtown and* adjacent neighborhoods, *especially the quality of pedestrian*
2079 *environments*. The City will need to take a leadership role so that local concerns can be addressed
2080 effectively.

2081 **REDUCING AUTO USE**

2082 The City of Berkeley has long sought to reduce vehicle use to reduce impacts on the community and
2083 the environment, however automobiles are likely to be the dominant transportation mode in the
2084 foreseeable future, and trucks are likely to deliver most goods. While Berkeley's population declined
2085 slightly from 1990 to 2000, traffic on Berkeley streets increased.

2086 This Plan seeks to balance a strong desire to minimize the use of autos, while also accommodating
2087 them to the degree necessary and in the least obtrusive way possible. Accommodation of cars must
2088 be consistent with the City's priorities for pedestrians, bicycles and transit. To achieve this balance,
2089 multiple strategies are needed to promote alternative modes, manage parking and traffic more
2090 effectively, and make street- and parking-related improvements that support the Plan's goals.

2091 In considering strategies for managing the automobile, it is important to recognize that motorists are
2092 comprised of different user groups. To simultaneously reduce car use while making Downtown more
2093 attractive as a regional destination, each user group requires different transportation management
2094 strategies.

2095 **Commuters.** The first and best strategy to address commuting is to provide more housing near jobs
2096 *in Berkeley* and encourage people to walk or bicycle to work. Commuters are by far the most
2097 susceptible of the user groups to alternative modes because most do not need regular access to their
2098 automobiles during the day. Parking and other strategies that increase the cost of commuting (see
2099 further discussion on parking below), or decrease the cost of using transit (see Transit and
2100 Transportation Demand Management, below) can have a significant impact on commuting. Because
2101 Berkeley has some of the best transit access in the Bay Area, these options are more available for

2102 workers here than in most other communities. For commuters, having access to car-sharing vehicles
2103 can sometimes allay fears of the need to get somewhere in the event of emergencies. Long-
2104 standing City and the University policies discourage single-occupant commuter vehicles and to
2105 encourage the use of transit. As a result, Berkeley remains one of the top 25 cities in the country for
2106 the percentage of commuters using public transportation and other alternative modes
2107 (www.bikesatwork.com)

2108 **Shoppers and Other Short-Term Visitors.** People who come Downtown to shop or other short-
2109 term business are less likely to use of alternative modes, even though such modes deserve
2110 emphasis. Short-term visitors are less likely to travel on a regular schedule and more likely to value
2111 convenience. At the same time, the access by shoppers and other short-term visitors is vital to
2112 Downtown's economic health and attractiveness as a destination. To maintain a thriving shopping
2113 district, Downtown must rely on people from outside of the area, and not solely on people who live,
2114 work or learn in the area. Because retailers must compete with other shopping districts in Berkeley
2115 and regionally, and Downtown's competitiveness depends on reasonably convenient access. For
2116 retail, the availability of short-term parking – especially convenient parking on the street -- plays a
2117 critical role (see parking below). Once visitors have parked, an enjoyable and safe pedestrian
2118 environment will encourage them to walk to multiple destinations -- instead of driving. Convenient
2119 parking is also important to families, especially those with small children ~~in strollers~~.

2120 **Residents.** The average resident in Downtown Berkeley today is much less likely to own an
2121 automobile than residents in other parts of Berkeley or the region. But many residents own a vehicle
2122 because of occasional need or simply to have options. As more housing is built Downtown, including
2123 more affluent housing, some accommodation of cars will be needed. However, because of excellent
2124 transit and walking access to most services -- and because carsharing opportunities are available
2125 throughout ~~the~~ Downtown -- many residents will not need or want their own car.

2126 **Global Climate Change.** ~~Any discussion on~~ *The use of cars* ~~deserves mention of their impact on~~ *a*
2127 *major contributor to* global climate change. In 2005, gasoline and diesel consumption in automobiles
2128 accounted for 47 percent of Berkeley's total greenhouse gas emissions, and almost 293,000 tons of
2129 greenhouse gases. Automobile emissions also contribute to air pollution and disease (City of
2130 Berkeley June 2007 Climate Action Framework). While there is some hope that in the timeframe of
2131 the Downtown Area Plan (roughly 2009 – 2029), non-polluting vehicles could become more readily
2132 available, autos and trucks will still have impacts on the character of the City, of ~~the~~ Downtown and its
2133 surrounding neighborhoods, including noise, conflicts with other modes, and the use of significant
2134 amount of space for parking and streets. *Reducing car use can best be achieved by increasing the*
2135 *numbers of people living near good public transit, and at intensities that support shops and services*
2136 *within walking distance*

2137 **TRANSPORTATION DEMAND MANAGEMENT (TDM)**

2138 TDM is a range of strategies to discourage commuting at peak times, and encourage alternative
2139 modes, such as transit, bicycling, ridesharing, or walking. TDM is generally implemented by
2140 employers, who encourage their employees to reduce car use through incentives and disincentives.
2141 While TDM strategies most efficiently applied by larger employers, government can sometimes help
2142 to make it workable for smaller employers. TDM strategies can include a variety of tools, including:

- 2143 – cash equivalent to the cost of parking for those who do not drive alone;
- 2144 – free or low-cost transit passes;
- 2145 – car-/van-pool coordination and free car-/van-pool parking;
- 2146 – showers for bicyclists and vouchers for bike repairs;
- 2147 – car-sharing opportunities for those who do not drive; and
- 2148 – a “free-ride-home” when people who do not own a car are faced with emergencies.

2149 To be effective, TDM strategies must consider more than the dollar cost of driving. A UC survey
 2150 determined that "convenience" (at 37%) and "travel time" (at 30%) were most often cited as reasons
 2151 why faculty and staff drive rather than use transit or other alternate modes. As congestion increases,
 2152 the amount of time and money that is needed to drive will also increase, and public transit and other
 2153 TDM options will become even more attractive.

2154 **PARKING**

2155 ~~By understanding the~~ *Parking strategies should meet* needs of the various “auto-user” groups, *parking*
 2156 ~~strategies better target~~ *and address* seemingly competing objectives for discouraging parking (for
 2157 commuters) while simultaneously making it convenient (for short-term use).

2158 **Commuter Parking.** It has been long-standing City policy to discourage long-term commuter
 2159 parking in Downtown. Despite that policy, about half of all parking spaces in Downtown garages were
 2160 occupied daylong by single-occupant vehicles, as observed in a DATE student-conducted research
 2161 project guided by U.C. Professor Elizabeth Deakin [CITE STUDY]. The City needs to work with
 2162 private lot owners (and employers in regard to TDM Strategies) to help reduce this proportion.
 2163 Commuter behavior can be altered by reducing the number of employers who offer free parking as an
 2164 employee benefit or offer equal benefits to uses of alternative modes. Parking can also be priced to
 2165 become increasingly expensive the longer that you park, which discourages long-term parking but
 2166 also increases revenues from the relatively few people willing to pay the premium. Commuter-
 2167 focused strategies need to be accompanied by enforcing parking restrictions in surrounding
 2168 residential areas and by citing people who feed on-street meters to get a lower short-term parking
 2169 rate. Another Deakin study showed that one-quarter of all on-street meters are occupied by all-day
 2170 commuters, depriving retailers of these much needed spaces.

2171 **Parking for Restaurants and Shops.** The availability of convenient and readily available parking is
 2172 critical for shops and restaurants Downtown. Because it is visible and often most readily accessible
 2173 to businesses, on-street parking is more highly valued than off-street garage parking. Since
 2174 convenience is a critical dimension of retail competitiveness, Downtown’s on-street parking needs to
 2175 be priced to discourage long-term use and to encourage use of lower-priced parking garages for
 2176 those who are willing to walk farther.

2177 In his book, *The High Price of Free Parking*, Donald Shoup ~~of~~ *who is a professor at UCLA*, observes
 2178 that the price of parking is a minor factor for retail competition, and that the convenience plays a
 2179 major role. Consequently, parking ordinances that Shoup has implemented price on-street parking so
 2180 that there is nearly always at least one parking space available on each block face (a vacancy rate of

2181 about 15%). Since demand for parking can vary by time of day or location, prices can be adjusted
2182 accordingly to attain this preferred vacancy rate.

2183 Retailers, who typically object to increasing the price of parking, have been found to be accepting of
2184 higher on-street parking prices if the increased revenue from parking is invested in things that benefit
2185 the retail district, such as street and open space improvements and improved cleaning and
2186 maintenance.

2187 **Evening Entertainment.** Evening entertainment venues can also benefit from price-based supply-
2188 and-demand strategies. Entertainment patrons often drive because of more limited *evening* transit
2189 service, ~~and~~ concerns about safety, *and higher vehicle occupancy*. Yet, a 2006 study on Downtown
2190 found that, in the evening on-street parking “had an overall higher occupancy when compared to the
2191 midday period [and] revealed that parking on select blocks was fully occupied” near Downtown’s
2192 cinemas and live theaters. And yet, on-street parking is free after 6 pm, suggesting that assigning a
2193 cost to on-street parking could greatly improve its availability and increase utilization of off-street
2194 parking garages. (2006 MTC Downtown Berkeley Parking Study, <http://tinyurl.com/2yput7>).

2195 **Information on Parking Availability.** While perceptions prevail that parking is not available in ~~the~~
2196 Downtown, surveys indicate that roughly 20% of public parking garages are vacant during the early
2197 afternoon when demand peaks. In addition to making parking more available on the street (as has
2198 been previously discussed), parking demand can also be addressed by using “real-time” signage. If
2199 driving to Downtown on any major street, signs would direct you to major publicly- accessible parking
2200 garages and would also indicate how many parking spaces are available at each. A ~~—~~*recent* study
2201 analyzed how ~~this~~ a system of *information* signage might ~~be applied to help motorists find parking~~
2202 *space in* Downtown but was not implemented due to insufficient funding. Increasing parking
2203 revenues might help pay for such a system in the future.

2204 **Residential Projects.** To promote Downtown’s revitalization, the City of Berkeley already has some
2205 of the lowest required parking requirements in the Bay Area outside of San Francisco: one space for
2206 every four dwelling units. Actual demand corresponds closely with this requirement, testifying to the
2207 reduced driving rates Downtown residents presently enjoy (Wilbur Smith Associates).

2208 Current zoning provisions require on-site parking for each project. An option might be offered that
2209 would allow developers to pay an “in lieu fee” for the construction of publicly- accessible parking off-
2210 site but nearby. Because of the dimensions necessary for parking and the costs involved, an in lieu
2211 arrangement would help make adaptive re-use of existing buildings and new development on smaller
2212 sites more feasible. Such an arrangement would require coordination to orchestrate the collection of
2213 fees, the location of parking garages, and funding for their construction.

2214 **Consolidated Parking Strategy.** A “consolidated” parking strategy would help the City address all of
2215 the parking issues previously noted. The strategy could determine the needs of the various user
2216 groups, consider various parking pricing and management policies, and then arrive at
2217 recommendations that meet parking needs while also discouraging car use and commuter parking.
2218 ~~For one thing, a~~ consolidated parking strategy could better utilize the parking that is available. It can
2219 also help assure that the amount of new parking does not exceed what is needed after car-reducing
2220 TDM strategies are aggressively applied. The program of fees in lieu of on-site parking, and an

2221 associated program for constructing new parking, would also be part consolidated parking strategy.
2222 An MTC-ABAG grant for pursuing a consolidated parking strategy was received in 2008.

2223 **UC Parking.** The University has its own parking management program that addresses its needs and
2224 is structured, in part, to meet TDM goals. To meet needs identified in its LRDP and acknowledged by
2225 the UC-COB Settlement Agreement, the University may add over one thousand additional parking
2226 spaces in Downtown to address its growth needs. University parking built in ~~the~~ Downtown would be
2227 shared with non-UC users. As became the case in 2007, University parking is generally available to
2228 the public during off-peak hours and weekends, although use by the public has been relatively low
2229 and might be increased by providing better information. UC parking might be shared in other ways as
2230 well, a topic that can be pursued mutually as part of the consolidated parking strategy described
2231 above.

2232 **Car Sharing.** Car-sharing strategies (~~i.e.~~, programs for affordable short-term car rentals) already
2233 exist and can play a critical role in reducing the demand for auto-ownership in ~~the~~ Downtown. Car-
2234 sharing also makes it possible for commuters, who bike or use transit, to have access to a car during
2235 the day. While Downtown has several car-share vehicles, additional locations would encourage
2236 participation.

2237 **Residential Neighborhoods.** The demand for parking Downtown will spillover into abutting
2238 neighborhoods unless the present “Residential Permit Program” (RPP) is continued and enforced. In
2239 some other cities like Cambridge, Massachusetts, variants on Berkeley’s program protect residents
2240 while also raising new revenues for neighborhood improvements.

2241 **EMERGENCY ACCESS**

2242 Emergency access and egress is a critical need and must be provided ~~for~~. Except for portions of
2243 Milvia and Fulton Streets, all Downtown streets are designated by the General Plan as “Emergency
2244 Access & Evacuation Routes.” As a consequence, “full traffic diverters” and “speed humps” are not
2245 currently permitted unless it is determined by the Fire and Police Departments that the installation will
2246 not significantly reduce emergency access or evacuation speeds. The General Plan also calls for the
2247 Fire and Police Departments to review proposed traffic calming measures. This review process is
2248 intended to ensure that proposed traffic calming devices on streets identified on the General Plan’s
2249 Emergency Access and Evacuation Network map will not significantly increase emergency response
2250 times or hinder evacuation of adjacent neighborhoods. Such review is an essential component during
2251 the design of future street improvements.

2252 **GOALS, POLICIES & IMPLEMENTATION MEASURES ACTIONS**

2253 Note: While policies under this goal focus on multimodal approaches to strengthening Downtown as a
2254 destination (~~i.e.~~, a place for people to enjoy), policies related to walking, transit, and bicycling are
2255 found in Goals AC-2, AC-4 and AC-5, respectively.

2256 **GOAL AC-1: IMPROVE OPTIONS THAT INCREASE ACCESS TO DOWNTOWN ON FOOT, BY**
2257 **BICYCLE, AND VIA TRANSIT.**

2258 **Policy AC-1.1: Street Modifications.** Modify Downtown's streets and street network to better serve
2259 the needs of pedestrians, bicyclists, and transit. While recognizing that automobiles will be an
2260 important transportation mode for the foreseeable future, reduce and avoid negative impacts from the
2261 private automobile upon pedestrians, transit, and bicycles (see Goals AC-2, AC-4 and AC-5,
2262 respectively).

2263 a) Encourage potential motorists to access Downtown using other modes (as described in multiple
2264 policies below).

2265 b) Modify streets to slow automobile traffic to speeds appropriate to the function and character of
2266 each street, and emphasize the needs and comfort of pedestrians, transit and bicycles.

2267 – Modifications should encourage traffic to flow at speeds under 25 miles per hour.

2268 – Monitor traffic volumes and speeds on residential streets in and near Downtown using
2269 established standards, and continue to improve traffic calming and enforcement until General
2270 Plan targets are attained.

2271 c) Identify and implement street modifications to improve pedestrian safety and comfort, such as:
2272 sidewalk bulb-outs, traffic circles, textured concrete, suitable travel lane widths, etc.

2273 d) Evaluate proposed street network changes from the perspective of the needs, safety and comfort
2274 of bicyclists and pedestrians, including changes to lanes and turning movements. Where
2275 accommodations for private automobiles and accommodations for pedestrians are in conflict,
2276 decisions should reflect the priority of the pedestrian. Accept that improvements may result in
2277 slowing down vehicular traffic.

2278 e) Give specific consideration to street and open space improvements identified as “~~S~~street and
2279 ~~O~~pen ~~S~~space” ~~O~~pportunities” (Figure OS-##). *Add Policy OS 1.2 (Traffic Modeling has...)*

2280 – **Center Street Plaza.** Create a pedestrian-oriented urban space and prioritize pedestrian
2281 access on Center Street between Shattuck Avenue and Oxford, the primary pedestrian
2282 connection between BART and the UC campus. Creation of the Plaza is of critical
2283 importance. Consider phasing and design options that ~~to~~ minimize negative impacts on
2284 Center Street merchants., and consider design options that ~~might~~ address impacts ~~if they~~
2285 ~~prove to be too great~~. Phase construction of the new Center Street Plaza and utility
2286 improvements, so that segments become operational at the same time as the development
2287 on the north side of Center Street occurs. Consider providing bicycle access through the
2288 pedestrian plaza to accommodate safe and direct access to the UC campus. Paths between
2289 uses on the north and south sides of the Plaza should be reasonably direct.

2290 – **Center Street Greenway and Civic Center Park.** Consider pedestrian enhancements to
2291 Center Street between Civic Center Park and Shattuck Avenue, which could result in
2292 narrowing of travel lanes -- and potential elimination of bike lanes and on-street parking.
2293 Removal of bicycle lanes and narrowing of travel lanes should be implemented only if an
2294 appropriate speed differential between bicyclists and motor vehicles can be attained.

- 2295 | – **Oxford-Fulton.** Consider reducing *travel lanes* on-street parking on Oxford and Fulton, to
2296 allow for sidewalk widening, additional landscaping, and a better link between the UC
2297 Campus and Downtown, and extending Center Street Plaza.
- 2298 | – **University Avenue Gateway.** Consider removing two travel lanes on University Avenue
2299 between Shattuck Square and Oxford, so that the dimension that has been used for these
2300 lanes can be devoted to sidewalk widening and landscaping.
- 2301 | – **Shattuck Avenue as a Boulevard** (from Durant to Center Street). Consider creating a
2302 pedestrian-oriented and attractive "boulevard" or "grand avenue" on Shattuck Avenue by
2303 redesigning and rebuilding the Shattuck right-of-way to facilitate pedestrian crossing,
2304 accommodate transit, and increase landscaping. To increase pedestrian-supportive features
2305 and landscaping, consider narrowing and/or reducing travel lanes, and converting diagonal
2306 parking to parallel parking (*see AC-4.9*).
- 2307 | – **Shattuck Square** (from Center to University). Consider two-way through traffic on the west
2308 side of Shattuck Square, and designating the east side of Shattuck Square as a slow street
2309 that provides a high level of pedestrian amenity.
- 2310 | – **Shattuck Avenue "Park Blocks"** (Dwight to Durant). Consider converting excessive travel
2311 ways and parking areas into a linear park, by eliminating diagonal parking and minimizing the
2312 width of travel lanes.
- 2313 | – **Ohlone Greenway Extension.** Consider modifying Hearst Street between Milvia and Oxford
2314 Street in order to extend the Ohlone Greenway from its current eastern terminus to the UC
2315 Campus. Potential modifications include reducing the number of traffic lanes on Hearst to
2316 accommodate continuous bicycle lanes and enhance landscaping, closing the northern end
2317 of Henry Street, considering a pathway in the design of development on the DHS site, and
2318 other options that would allow the Greenway's grade-separated character to continue to
2319 campus.
- 2320 | – **Harold Way (from Allston to Kittredge).** Within the Harold Way right-of-way, consider
2321 widening sidewalks and introducing pedestrian amenities. Consider closing Harold to traffic, if
2322 vehicle circulation needs allow. Consider moving parking spaces on Kittredge that are
2323 immediately adjacent to the Library Gardens' sculptural gate, to allow an unobstructed view
2324 of the gate from Harold Way.
- 2325 | f) Once the design of specific improvements ~~are~~*is* conceptually approved, private and public
2326 developers adjacent to designed improvements should implement them as part of the
2327 development project, whenever feasible and as described in Policies (*see LU-8.1, ~~and OS-3.1~~*
2328 *and OS-3.3*)-~~##~~.
- 2329 | g) Encourage potential private motorists to access Downtown using other modes, as described in
2330 multiple policies below.
- 2331 | h) Engage merchants, property owners, transit agencies, the University and other stakeholders
2332 during the design and implementation process, to emphasize Downtown as a shared destination.
2333 Specifically work with AC Transit and other transit agencies to evaluate the impact of proposed
2334 street and street network changes on transit vehicle operations, and to identify suitable bus stop
2335 and layover locations (such as to replace those displaced by a new Center Street Plaza). Bus

2336 stops and layover locations should not degrade transit service, and should not negatively impact
2337 pedestrian environments.

2338 **Policy AC-1.2: Single-Occupant Vehicles.** Discourage the use of single-occupant vehicles (SOVs)
2339 by commuters to Downtown and encourage commuting with transit, ridesharing, bicycles, and on foot.

2340 a) Encourage ridesharing throughout Downtown by requiring larger development projects to provide
2341 ridesharing parking and support on-going ridesharing operations. Assess whether Downtown has
2342 subareas where ridesharing locations are not convenient, and serve these areas by identifying
2343 on-street ridesharing locations and working with ridesharing providers.

2344 b) Support ridesharing to and from Downtown by employers and institutions. In public parking
2345 garages, continue to discount parking prices for organized ridesharing, and provide preferential
2346 parking locations. Encourage private parking garages to make similar accommodations.

2347 c) Strengthen parking policies that discourage all-day SOV parking ([See-see AC-3.1 #](#)).

2348 d) Consistent with the Urban Environmental Accords endorsed by the City of Berkeley, set a goal of
2349 reducing the percentage of commute trips by single occupancy vehicles (SOVs) to Downtown by
2350 10% by 2012 through the implementation of transportation demand management and other
2351 measures. Seek to reduce SOVs to no more than 40% of all commute trips by 2020. Monitor
2352 peak period trips and adjust measures to meet these targets.

2353 **Policy AC-1.3: Transit Incentives by Business.** Encourage Downtown businesses to reward
2354 customers and employees who arrive by transit, by bicycle, or on foot, or who use off-street parking.

2355 a) Work with the Downtown Business Association to develop merchant-based incentives for using
2356 transit, ~~bicycles~~ [bicycling](#) or walking to Downtown.

2357 b) Encourage merchant programs (such as validation programs) to promote the use of parking
2358 structures, public transit, bicycling, and walking.

2359 c) Encourage Downtown businesses to provide subsidies for bicycling, walking and public transit for
2360 their employees.

2361 **Policy AC-1.4: Transportation Demand Management.** Promote and, when feasible, require, the
2362 use of Transportation Demand Management (TDM) by private and public sector entities to discourage
2363 single ^ occupant commuting to and through Downtown.

2364 a) Establish coordinated UC/City TDM programs, including: organized ride share programs, sharing
2365 fleet vehicles, guaranteed ride home, coordinated employee transit subsidies, etc.

2366 b) Require that development projects of more than 20,000 square feet develop [and](#) implement a
2367 TDM plan for how residents/workers will employ transportation strategies to limit auto use. The
2368 City should develop and provide a "toolbox" for the development of project-specific TDM plans
2369 including bus passes for new residents or new office workers, secure and convenient bicycle
2370 parking, and encouraging carsharing.

2371 **GOAL AC-2: GIVE PEDESTRIANS PRIORITY IN DOWNTOWN, AND MAKE WALKING**
2372 **DOWNTOWN SAFE, ATTRACTIVE, EASY AND CONVENIENT FOR PEOPLE OF ALL AGES AND**
2373 **ABILITIES.**

2374 **Policy AC-2.1: Pedestrian Safety and Convenience.** Improve the safety, attractiveness and
2375 convenience of pedestrian routes within Downtown -- and to and from surrounding areas.

2376 a) Provide adequate sidewalk width, pedestrian crossing time, "count-down" signals, and universal
2377 access signal features at all signalized crosswalks.

2378 b) Evaluate the need for new mid-block pedestrian crosswalks where there are high volumes of
2379 pedestrians and a long distance between intersections.

2380 c) Regularly evaluate indicators of pedestrian safety, and adjust implementation priorities to improve
2381 pedestrian safety.

2382 d) Design and implement pedestrian enhancements through the development of a Streets & Open
2383 Space Improvements Plan (~~See~~ OS-1.1 and OS-1.2 #).

2384 e) To reduce pedestrian-vehicle conflicts, minimize driveway curbcuts to the extent feasible, and
2385 where they must occur: avoid making driveways too wide and uneven surfaces where driveways
2386 cross sidewalks.

2387 f) Maintain sidewalks, crosswalks, plazas, and other pedestrian environments to be safe, clean and
2388 in good repair (see OS-1.3 ##).

2389 **Policy AC-2.2: Pedestrian Amenities.** Encourage a wide range of conveniences and destinations
2390 within the Downtown Area to meet the needs and interests of those who live and work in and near
2391 Downtown. (See LU-##).

2392 **Policy AC-2.3: Universal Access.** Provide safe access to all Downtown streets and pathways for
2393 people of all abilities.

2394 a) Use regulation and incentives to require and/or encourage universal accessibility upgrades for
2395 private businesses when significant modifications to structures are made.

2396 b) Consider grants, low-cost loans, technical assistance and/or other incentives for businesses to
2397 correct unacceptable conditions, where significant modifications to existing buildings are not
2398 expected.

2399 **GOAL AC-3: PROVIDE PARKING TO MEET THE NEEDS OF DOWNTOWN, WHILE**
2400 **DISCOURAGING COMMUTER PARKING AND ENCOURAGING MOTORISTS TO PARK THEIR**
2401 **CARS AND EXPERIENCE DOWNTOWN AS A PEDESTRIAN.**

2402 **Policy AC-3.1: Effective Parking.** Manage parking more effectively to promote Downtown economic
2403 vitality and minimize the amount of all-day parking,

- 2404 a) Employ parking information technologies, such as dynamic and static signage, to direct motorists
2405 to where off-street parking is available and to Downtown destinations. If feasible, provide real-
2406 time information on parking space availability and location.
- 2407 b) Work with UC and private owners of parking to make it available for public use. Where the public
2408 can use UC or private parking, use signage and other features to make its public use transparent
2409 and public patrons welcome.
- 2410 c) Employ parking pricing and demand management to encourage alternative means of access and
2411 discourage all-day SOV parking, while simultaneously accommodating short-term users (~~e.g.~~,
2412 up to 4 hours) and evening users (such as cultural and entertainment patrons).
- 2413 – Increase pricing at on-street meters throughout Downtown until an acceptable vacancy rate is
2414 attained. Through analysis, consider establishing a 15% vacancy rate or more appropriate
2415 target for on-street parking within Downtown subareas.
- 2416 – Authorize the Transportation Division to adjust parking rates whenever necessary to reach
2417 and maintain the established vacancy-rate target.
- 2418 – Employ pay-and-display meters and/or other technology to increase the City's ability to
2419 manage the demand for on-street parking spaces.
- 2420 – For evenings and weekends, price public parking and encourage private parking vendors to
2421 make off-street parking more affordable and convenient relative to on-street parking.
- 2422 d) Discourage all-day SOV parking and, when it does occur, encourage it off-street by making
2423 parking prices lower in parking garages than on streets. Also:
- 2424 – Encourage employers who provide free parking as an employee benefit to offer cash instead.
2425 (Larger employers are required to do this by State law.)
- 2426 – Phase out monthly garage spaces in City-owned Downtown parking facilities.
- 2427 – Encourage the City Manager to phase out parking assigned to City staff for their privately-
2428 owned vehicles
- 2429 – Encourage the City Manager to park City-owned vehicles outside of the Downtown Area, on
2430 City property, and/or on the upper floors of off-street facilities.
- 2431 – Discourage all-day SOV parking through pricing, consistent with measure c) (above).
- 2432 – Encourage privately owned garages to reduce or eliminate monthly parking, and to set rates
2433 that favor short-term over all day parking.
- 2434 e) Continue and expand flat prepaid rates (~~i.e.~~, paid upon entrance) to prevent long queues upon
2435 exiting public and private parking garages after evening performances.

2436 **Policy AC-3.2: Equitable Access.** Develop mechanisms to support ~~these low-income Berkeleyans~~
2437 for whom ~~Downtown transportation measures costs provisions~~ (such as ~~for to raise the price of~~
2438 parking ~~or transit~~) would make access to Downtown ~~prohibitive difficult~~. **VAGUE AS PREVIOUSLY**
2439 **WRITTEN.**

- 2440 a) Consider provision of transit passes, bicycles, and subsidized carsharing to low-income residents
2441 as an affordable alternative to driving to Downtown.
- 2442 b) To better accommodate low income Berkeley households and individuals who are accessing
2443 social and health services, consider transit or parking vouchers for off-street public parking
2444 facilities.
- 2445 **Policy AC-3.3: Residential Parking.** In neighborhoods near Downtown where parking demand by
2446 non-residents is high, offer residents options for managing the supply of on-street parking and
2447 mitigating the impacts of parking by non-residents.
- 2448 a) Evaluate alternatives for managing demand by non-residents, such as installation of metered
2449 parking and the use of residential parking permits.
- 2450 b) Consider earmarking a portion of new revenues from parking meters and/or parking permits for
2451 improvements in these neighborhoods.
- 2452 **Policy AC-3.4: University Cooperation.** Encourage the University to review existing parking
2453 programs, and work with the University in developing comprehensive parking strategies— (see AC--
2454 3.6).
- 2455 a) Work with the University to coordinate optimum parking rates and locations, and possible
2456 development of shared facilities at: the DHS site, the UC Art Museum site, the Tang site,
2457 University property west of University Hall, and the site at the corner of Oxford and University.
- 2458 b) Encourage underground parking in all locations considered by UC, to maximize use of above-
2459 ground space for other uses.
- 2460 c) Encourage the University to locate replacement parking for parking lost on campus to ~~one of~~
2461 ~~the~~ Downtown sites where parking can be shared and is often more accessible, but not in
2462 excess of what is called for under UC's Long Range Development Plan.
- 2463 **Policy AC-3.5: Parking Revenues.** Devote a significant portion of the additional revenue from
2464 Downtown Area parking (~~t.e.i.e.~~, meters, publicly-owned garages, and parking taxes) ~~in~~ to visible
2465 Downtown Area improvements, maintenance, and services – as an important vehicle for Downtown's
2466 revitalization and to increase merchant and public support for parking price increases. The
2467 increased parking revenue increment might be used for: street improvements, public open spaces,
2468 public conveniences (such as bathrooms), street and open space maintenance, transit services,
2469 transit subsidies (~~e.g.e.g.~~, EcoPass) transit facilities, and/or traffic calming improvements in
2470 residential neighborhoods that abut the Downtown Area.
- 2471 a) Develop a Finance Plan to evaluate the potential increased parking revenue increment -- and
2472 other potential sources of revenue -- and compares the financial capacity of these potential
2473 revenues with the costs of Downtown improvements, maintenance and services. The Finance
2474 Plan should use this analysis to set near-term priorities for improvements -- based on public input
2475 and other considerations (see -LU-8.1##).

2476 **Policy AC 3.6: New Parking.** Provide for sufficient parking for expected growth by considering
2477 future parking in a comprehensive way.

2478 a) Consolidate parking to the extent possible and discourage on-site parking to optimize retail and
2479 other uses, minimize curb cuts for driveways (which creates a better pedestrian environment),
2480 and encourage walking between Downtown establishments, thereby enlivening the sidewalks and
2481 promoting drop-in shopping.

2482 b) A consolidated parking strategy should guide decisions about future parking needs, replacement
2483 of removed on-street parking, and funding for parking. Potential sites for future parking garages
2484 should be identified and evaluated against preferred characteristics, such as proximity to
2485 destinations, ease of access (such as locations peripheral to Downtown's Core Area), and ability
2486 to transfer to transit and/or shuttles, ~~and~~ (see AC-3.4).

2487 c) Evaluate ways that private development can fund alternative travel modes, consolidated publicly
2488 accessible parking facilities, and transportation demand management (TDM) programs, such as
2489 through the use of fees in lieu of on-site parking, transportation service fees, and/or benefit
2490 district(s) (see AC-1.4 ED-##).

2491 d) Allow fees to be paid in lieu of on-site parking, and apply these revenues toward off-site
2492 consolidated parking, TDM programs, and pedestrian, bicycle and transit infrastructure
2493 improvements, and evaluate other ways of funding such improvements and programs (see ED-
2494 ##). Encourage developers to pay fees in lieu of on-site parking, especially commercial projects
2495 that will bring large numbers of new commuters Downtown.

2496 e) Consider revisions to parking standards and programs to better accomplish policies of the DAP,
2497 and specifically: as part of the analysis for a consolidated parking strategy, and to reduce
2498 impediments to the preservation and the adaptive reuse of historic buildings.

2499 f) Prohibit new driveways on Shattuck ~~or~~ and University Avenues in ~~the~~ Downtown except when it
2500 can be demonstrated that no other site-access options exist or that other alternatives would have
2501 greater negative impacts than the proposed driveway.

2502 g) Monitor the amount of on-site parking that new development includes and, if excessive, develop
2503 standards for maximum allowable on-site parking. Require parking for carshare vehicles in new
2504 projects that opt to provide on-site parking.

2505 h) Expand electric car and hybrid plug-in location through standards and guidelines, and encourage
2506 their connection to local renewable energy sources.

2507 **Policy AC-3.7: Pedestrian Impacts.** Locate and design new parking to minimize negative impacts
2508 upon the pedestrian quality of Downtown (see HD-4.1 and ED-1.2) ~~UD-## and ED-1.1~~).

2509 a) Consolidate parking available to minimize visual and other negative impacts from parking.
2510 Enlarge the capacity of existing parking garages as feasible, through management practices
2511 and/or physical improvements.

2512 b) Place Parking below grade when feasible. When below-grade parking is deemed infeasible,
2513 above-grade parking structures should face streets and public open spaces in ways that support
2514 pedestrian safety and activity. Surface parking should be prohibited along streets.

2515 c) Locate, design, and size entrances and exits to parking to minimize impact on the pedestrian
2516 realm, such as through traffic management, exit mirrors, warning lights.

2517 d) Discourage use of more than 25% of a building's street-level area for parking (~~see HD-##~~).

2518 **GOAL AC-4: PROMOTE TRANSIT AS AN EFFICIENT, ATTRACTIVE CHOICE AND AS A**
2519 **PRIMARY MODE OF MOTOR-VEHICLE TRAVEL.**

2520 **Policy AC-4.1: Commute Priority.** Promote transit as the primary mode for commuting to and from
2521 Downtown.

2522 a) Work collaboratively with Downtown employers, institutions, and organizations (including major
2523 employers such as the City of Berkeley, UC Berkeley, Berkeley Unified School District, Berkeley
2524 City College, Berkeley Unified School District, Lawrence Berkeley National Laboratory, and Alta
2525 Bates Medical Center) to adopt aggressive Transportation Demand Management programs and
2526 facilities to reduce automobile use by staff, faculty and students, such as through education
2527 transit subsidy programs (such as the EcoPass program for City staff), and other incentives for
2528 walking, bicycling, carpooling and transit use.

2529 b) Consider requiring an employee transit subsidy in lieu of providing parking for new buildings that
2530 can serve more than 20 employees. Consider incentives for other businesses to provide
2531 employee transit subsidies and participate in pre-tax transit-support programs.

2532 c) Work with businesses to expand fare subsidies and guaranteed-ride-home programs for
2533 employees who use transit.

2534 **Policy AC-4.2: Promote Transit.** Encourage retail, restaurant, theater, cinema, and art patrons to
2535 use transit.

2536 a) Work with commercial and cultural venues to promote transit use among patrons.

2537 b) Examine examples of transit validation programs for these uses, and consider implementation of
2538 similar programs Downtown.

2539 c) Encourage AC Transit, BART, and other transit providers to increase evening service to
2540 Downtown.

2541 d) Work with these providers to review night-time conditions near transit stops that might affect
2542 safety, such as lighting and poor visual access.

2543 **Policy AC-4.3: Events.** Promote transit to reduce acute short-term traffic congestion that occurs
2544 around Cal football games, Berkeley High School morning drop-off, and arts and theater events in the
2545 Downtown Arts District.

- 2546 a) Work with AC Transit and other transit operators to consider how transit operations, measures,
2547 and programs might be refined to reduce acute short-term traffic congestion.
- 2548 b) Pursue joint marketing campaigns with transit agencies and event sponsors promoting
2549 alternative ways to get to city events in ~~the~~ Downtown.
- 2550 **Policy AC-4.4: Attractive Transit.** Make transit an efficient, attractive choice, and give it priority
2551 over personal vehicles.
- 2552 a) Encourage AC Transit, BART, and other transit providers to improve transit reliability and shorten
2553 travel times and headways (~~i.e.~~, the time between buses and trains).
- 2554 b) Encourage transit reliability by giving consideration to transit-supportive street and facility
2555 improvements in the Downtown Area, by considering in collaboration with AC Transit and other
2556 transit providers:
- 2557 – the location and design of bus stops/stations, including the use of raised platforms;
 - 2558 – the location and design of turn-around and layover areas;
 - 2559 – possible integration of bus facilities within City, University and/or private projects;
 - 2560 – how Rapid Bus and other enhanced bus service can be extended west on University Avenue
2561 and/or north on Shattuck Avenue, and avoiding improvements that might preclude such
2562 options; and
 - 2563 – where dedicated bus-only lanes might significantly improve reliability.
- 2564 c) Minimize potential negative impacts from transit facility improvements, and maximize potential
2565 positive impacts to pedestrians, retail establishments, street trees, landscaping, neighboring
2566 residential areas, and others. Specifically,
- 2567 – engage community stakeholders, especially those representing Downtown interests;
 - 2568 – give careful consideration to trade-offs between facilitating bus turning movements and other
2569 operations versus reductions in on-street parking supply, landscaping, and sidewalks;
 - 2570 – do not interrupt pedestrian movement or block clear views of public sidewalks, plazas or
2571 storefronts;
 - 2572 – promote public safety; and
 - 2573 – replace trees and landscaping that are removed with a greater number of trees and improved
2574 and expanded landscaping and, with the City, jointly determine the type of trees and
2575 landscaping to be planted.
- 2576 d) Encourage AC Transit and BART efforts to maintain transit affordability, and consider ways that
2577 lower fares can be offered.
- 2578 e) Support AC Transit and BART service their efforts to receive increased federal and state funding.
- 2579 f) Encourage BART to improve the frequency of weekend service to and from Downtown.

- 2580 g) Encourage AC Transit to implement a pre-pay fare system to improve efficiency.
- 2581 h) Work with transit providers to improve access to Downtown from eastern Alameda and Contra
2582 Costa Counties, and other locations where large numbers of Downtown-bound vehicle trips
2583 originate. Encourage AC Transit to consider park-and-ride facilities in locations that will
2584 encourage people who start their trip by car to transfer to transit before reaching Downtown.
- 2585 i) Consider the possibility of a transit fare-free zone in ~~the~~ Downtown or a larger area, potentially
2586 funded through a local tax measure.
- 2587 j) Improve signage to orient visitors to public transit (~~as noted in Policies~~ see *ED-1.10 and ED-1.11*
2588 *##*), and create information centers and kiosks, near BART and other gateway locations, to
2589 provide transit and visitor information.
- 2590 k) Consider ways to make transit trip planning and ticket purchases easier, and promote alternative
2591 transportation programs, such as Eco Pass.
- 2592 l) Consult with AC Transit about Downtown circulation proposals to avoid changes that could slow
2593 down or otherwise degrade transit service.

2594 **Policy AC-4.5: Local Connections.** Improve transit connections among Downtown, University
2595 destinations and Berkeley neighborhoods, especially areas with significant numbers of potential but
2596 poorly served riders, neighborhood commercial areas, facilities for transit-dependent residents, and
2597 where high numbers of single-occupancy vehicle (SOV) trips are concentrated.

- 2598 a) Encourage AC Transit to improve service to these areas.
- 2599 b) Work with UC and other shuttle providers to evaluate the potential for creating shuttle service to
2600 better serve these areas.
- 2601 c) Work with major employers and community service providers (such as UC, LBNL, COB, BUSD,
2602 the YMCA, the Library) to identify facilities for transit-dependent residents, and areas where
2603 sources of single-occupancy vehicle trips are concentrated.
- 2604 d) Encourage AC Transit to establish a low-fare or fare free zone within the Downtown Area and
2605 connecting to upper Telegraph Avenue.

2606 **Policy AC-4.6: Shuttle Service.** Consider ways to provide frequent and low-cost local shuttle
2607 services that connect multiple destinations within Downtown, as well as connections with the
2608 University and Berkeley neighborhoods.

- 2609 a) Work with AC Transit, UC Berkeley, LBNL, Alta Bates, and lifeline service to improve shuttle
2610 service and consider ways that it can:
 - 2611 – attract users now driving regularly to the UC campus and/or ~~the~~ Downtown thereby reducing
2612 parking demand;
 - 2613 – connect multiple points Downtown with each other and with other local destinations, including
2614 Telegraph retail, north Shattuck retail, and University destinations;

- 2615 – build upon existing shuttle systems so that an expanded shuttle service can be attained
2616 sooner;
- 2617 – undertake an effective public information campaign to advertise new service as it is made
2618 available; and
- 2619 – schedule shuttles on regular routes and/or make them demand-responsive, depending on the
2620 needs of users.
- 2621 b) Develop a shuttle funding and operations strategy in association with the University. Funding
2622 sources might include:
- 2623 – replacement/reassignment of some existing services;
- 2624 – mitigation funds from new development;
- 2625 – assessments in lieu of new parking;
- 2626 – a surcharge on fees for off-street parking; a charge for multiple car ownership;
- 2627 – capital grants for carbon neutral vehicles;
- 2628 – employment/jobs or work/study program funding for drivers' salaries;
- 2629 – passes/fares prepaid by institutions/employers; and/or
- 2630 – a parking benefits district.
- 2631 c) To the extent feasible, use low-carbon fuels and promote shuttles as a way for people to reduce
2632 their carbon footprint and meet the City's Measure G goals- *(see LU-3.1)*.
- 2633 **Policy AC-4.7: ~~Sheltered~~ Bus Stops.** Maintain safe, attractive and weather-protected bus stops.
- 2634 a) Encourage frequent maintenance, graffiti abatement, and the elimination of unsafe conditions by
2635 working with bus service providers to maintain high standards and alerting responsible agencies
2636 when bus stop improvements are unsafe or unsightly.
- 2637 **Policy AC-4.8: Paratransit.** Accommodate taxi service and on-demand transport service providers
2638 in ~~the~~ Downtown.
- 2639 a) Incorporate a location for taxis when making improvements near BART.
- 2640 b) Consult with on-demand transport service providers, such as public transit agencies, community
2641 groups, hospitals, and businesses, especially those serving Berkeley's disabled community, to
2642 see how their needs can be better met.
- 2643 **Policy AC-4.9: Transit Center.** Improve access to BART and enhance the Downtown BART Station
2644 as a transportation hub for other transit providers.
- 2645 a) Enhance access to BART on foot and by bike ~~as described in Policies~~ *(see AC-1.1 and AC-5.2*
2646 *##.*

2647 b) Study and, if feasible, support creating a new entrance to BART on the east side of Shattuck at
2648 Center to provide immediate and uninterrupted pedestrian access to the planned Center Street
2649 Plaza.

2650 c) Improve the BART Plaza's (aka Constitution Square's) function as a transit hub by implementing
2651 improvements that make it more pedestrian-friendly (see OS-~~##~~-1.2).

2652 d) Continue to seek ways to better integrate the transit modes serving Downtown with the BART
2653 Station, including taxis, shuttles and buses.

2654 e) ~~Transit improvements should support Downtown as a destination shared by merchants,~~
2655 ~~pedestrians, and others (see AC-1.1).~~

2656 **Policy AC-4.10: Transit and Bikes.** Encourage bicycle access to Downtown for local and regional
2657 transit trips.

2658 a) Near the Downtown Berkeley BART and other major transit stops (including any future transit
2659 stops), increase high-capacity bicycle parking (see AC-5.2). Support the expansion of the
2660 Downtown Berkeley bicycle station and additional high-quality bike storage at other major transit
2661 stops. Promote bicycle parking and service in a storefront adjacent to BART. .

2662 b) Encourage transit providers to expand bicycle access to transit vehicles, including increased
2663 storage on trains and buses.

2664 **Policy AC-4.11: Transit-Supportive Uses.** Concentrate housing, jobs, and cultural destinations in
2665 Downtown to be near transit, shops and amenities, while simultaneously enhancing its character and
2666 livability (see Goal LU-3.1 ##).

2667 **GOAL AC-5: MAINTAIN AND ENHANCE SAFE, ATTRACTIVE AND CONVENIENT BICYCLE**
2668 **CIRCULATION WITHIN DOWNTOWN, AND TO AND FROM SURROUNDING AREAS, FOR**
2669 **PEOPLE OF ALL AGES AND ABILITIES. PROMOTE BICYCLING DOWNTOWN**

2670 **Policy AC-5.1: Bikeways and Bike Lanes.** Give bicycles priority over personal vehicles on many
2671 streets Downtown, by providing bikeways on low-speed low-traffic streets, and bike lanes where
2672 appropriate.

2673 a) Consider extending the bicycle route designation (~~i.e.~~, a "Class 3" bicycle facility) on Allston
2674 Way from Milvia to Oxford Street, as an alternative to the existing bike lanes on Center Street, so
2675 as to make Allston Way the primary east-west bikeway through Downtown's Core Area to
2676 recognize that: bike lanes cannot be accommodated easily within a pedestrian-focused Center
2677 Street Plaza, ~~and the~~ the existing crosstown bike route on Allston extends west from Milvia, ~~so~~
2678 ~~with the result that~~ many bicyclists use Allston between Milvia and Oxford, in spite of the current
2679 availability of bike lanes on Center. Making Allston Way the primary bikeway through Downtown's
2680 Core Area should be contingent upon maintaining Allston as a ~~low-traffic volume, low-traffic-~~
2681 ~~speed roadway that facilitates bicycling.~~ If extended, the Bicycle Route on Allston should be
2682 accompanied by a bike- and pedestrian-activated traffic light at Oxford.

- 2683 b) Consider locations in Downtown where bike-activated traffic lights would improve safety and
2684 convenience along streets with higher levels of bicycle use.
- 2685 c) Create continuous Class 2 bicycle lanes and/or separated Class 1 bicycle paths along Hearst
2686 Avenue from the Ohlone Greenway to the UC Berkeley campus (see AC-1.1 and OS 1.2 ##).
- 2687 d) Seek to improve the Milvia Bicycle Boulevard by evaluating the feasibility of extending bike lanes
2688 where they are missing (*i.e.*, between University Avenue and Allston Way), and establishing
2689 bike lanes if feasible.
- 2690 e) Enhance the Milvia Bicycle Boulevard by providing special treatments to calm traffic and improve
2691 safety. Specifically, consider ways to divert and/or discourage through traffic on Milvia through
2692 Downtown.
- 2693 f) Consider how to connect the bicycle route on Fulton Street (south of Dwight) to the bike lanes on
2694 Fulton-Oxford (north of ~~Durant~~*Bancroft*). Examine how to provide a more convenient route for
2695 northbound bicyclists.
- 2696 **Policy AC-5.2: Bicycle Parking.** Increase the supply of convenient, secure and attractive short-term
2697 and long-term bicycle parking throughout ~~the~~*the mixed-use portions of the* Downtown *Area*.
- 2698 a) Increase the availability of secured bicycle parking throughout ~~the~~Downtown, particularly in areas
2699 of high use, including bicycle parking options that are sheltered and/or attended.
- 2700 b) Increase the availability of bicycle racks throughout Downtown, especially where parking meter
2701 poles are removed.
- 2702 c) Provide bicycle parking facilities near transit centers and major destinations (see ~~also~~*AC-4.10*
2703 *##*).
- 2704 d) Promote the creation of an at-grade attended or automated bicycle-parking service. Work with
2705 BART to consider replacing the existing bicycle station with a joint City/BART above-ground
2706 facility, perhaps in a storefront on Shattuck Avenue.
- 2707 e) Require the provision of secure bicycle parking facilities by new development projects (and major
2708 renovations), both public and private.
- 2709 **Policy AC-5.3: Bike Sharing.** Encourage the creation of "bike sharing" (*i.e.*, convenient bike
2710 rental), programs Downtown, and ~~its~~*their* use by employees, residents, and visitors ~~convenient~~
2711 *bicycle rentals*, especially near BART.
- 2712 a) Identify criteria for the design, program, and location of bike sharing facilities, by examining
2713 existing programs in North American and Europe. Solicit proposals from bike share providers for
2714 facilities consistent with these criteria. Give special consideration to locations near BART.
- 2715 **Policy AC-5.4: Business/Institutional Support.** Make it easier for Downtown employees to use
2716 bicycles, especially employees of the City, University, and BUSD.

- 2717 a) Require new office and retail construction and renovations (over a specified size) to provide
2718 showers and lockers for employees, so that bicyclists can change into work clothes at their
2719 destinations.

- 2720 b) Study the feasibility of subsidizing the cost of bicycles for Downtown employees. Work with
2721 Downtown employers and bicycle merchants to explore the potential for discounts for the
2722 purchase of bicycles.

- 2723 c) If bike sharing is established, consider reducing the cost of bike sharing for Downtown employees
2724 and others (see [AC-5.3 ##](#)).

- 2725 d) Enhance the City's own bicycle program for City employees.

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5. HISTORIC PRESERVATION AND URBAN DESIGN

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STRATEGIC STATEMENT

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Berkeley has one of the few examples of a pre-World War II downtown of its size in California. Our Downtown has an exemplary and vital heritage of historic buildings in a wide variety of architectural styles and scales. Pieces of Downtown remain much as they were in the 1930s. The scale, massing, and visual character of many historic buildings remain intact. Downtown buildings also relate to streets in traditional urban ways, with commercial ground floors fronting directly onto the public sidewalk, rather than being set back to accommodate automobile parking as occurred in many communities. Downtown Berkeley was also fortunate to escape much of the redevelopment that affected many California cities during the 1960s and 1970s, although *some* significant demolition and characterless construction occurred. (For additional background on historic resources in ~~the~~ Downtown, see Appendix #.)

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~~But w~~While Downtown's historic assets are significant, Downtown is an incomplete cityscape (see Figure HD-1: Historic Resources, Noteworthy Buildings, and Potential Development Opportunity Sites). Downtown has many underused and nondescript properties, and it needs many public improvements. New development can bring many benefits, including *new residents*, affordable housing, environmental sustainability, and a renewed sense of vitality. The character of new development must be carefully considered through the lens of urban design.

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HISTORIC PRESERVATION AND NEW DEVELOPMENT

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This chapter seeks to harmonize and balance the twin goals of preserving and enhancing historic resources, ~~while also and~~ encouraging new and complementary development. It is fundamental to this Plan that, with appropriate design guidelines and regulations, both goals can be achieved and complement each other. Modern architects are challenged by and their buildings are enhanced in responding to historic contexts. And through continued care and investment, historic buildings will continue to contribute continuity and character to Downtown's changing yet principled cityscape.

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Preservation planning and the utilization of historic resources are critical in the following ways:

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- Studies show that historic preservation is good for the economy and for property values.

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- Berkeley can capitalize on Downtown's potential for cultural tourism by celebrating its historic character through civic improvements, and on-going programs and activities.

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- Older buildings tend to offer distinctive retail spaces with taller ceiling heights and deeper retail space. .

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- Older buildings provide much of Berkeley's most affordable and most family-friendly housing.

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- Conserving existing buildings can be part of a "green" strategy, as preservation and rehabilitation use fewer natural resources and less "embodied" energy than new construction, and keep demolition waste out of landfills.

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- Preservation helps retain a community's distinct character and creates a tie with the past that establishes community and builds roots. The tangible presence of historic buildings and places speaks of other times and enables us to chart paths to the present and future.

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- 2764 Urban design policies help assure appropriate new development and also have important benefits:
- 2765 – New construction can fill the gaps within our historic Downtown, heal the scars posed by
2766 unsightly properties, and strengthen and help energize the cityscape.
- 2767 – New construction, and the renovation and adaptive reuse of existing buildings, give needed
2768 scope for the exercise of design talents and creativity.
- 2769 – New construction, and the renovation and adaptive reuse of existing buildings, encourage
2770 new ideas such as energy-saving designs or innovative construction techniques.
- 2771 – New construction, and the renovation and adaptive reuse of existing buildings, can provide
2772 needed new housing.
- 2773 – Urban design guides and stimulates new developments that are necessary for revitalization
2774 and evolution of Downtown’s economy and cultural uses.
- 2775 – Urban design employs public improvements to complement private development and
2776 enhanced urban environment for our enjoyment.

2777 **DOWNTOWN SUBAREAS AND CONTEXTUAL DESIGN**

2778 The cityscape of the Downtown Area Plan is complex. It contains numerous and diverse subareas.
2779 Some of them have a strong visual identity, and these involve noticeable concentrations of historic
2780 buildings. Downtown’s most important historic subarea generally includes the buildings along
2781 Shattuck Avenue from about University Avenue to Durant. Despite some unfortunate remodelings,
2782 this “main street” has retained its basic visual character (see Figure *HD-1##*, “Historic Resources,
2783 ~~and~~ Noteworthy Buildings *and Potential Development Opportunity Sites*.”) Another particularly
2784 important historic subareas is the Civic Center Historic District. The Landmarks Preservation
2785 Commission may in future determine *additional* subareas to be historically significant, including
2786 residential areas.

2787 Other parts of Downtown contain fewer historic buildings and lack a strong visual identity. Substantial
2788 demolition and rebuilding has occurred since 1950 along many side streets, where parking lots and
2789 other underutilized sites interrupt the urban fabric.

2790 A balanced urban design strategy should include both preservation and infill development, and should
2791 include:

- 2792 a) conserving the character of subareas that have a strong historic character, while recognizing that
2793 sensitive infill development and appropriate intensification of designated Landmarks can occur;
2794 and
- 2795 b) channeling much of Downtown’s new development into sections now lacking a strong visual
2796 identity.

2797 To help accomplish those aims, two distinct regulatory approaches to preservation and design are
2798 needed: one for subareas that have a strong historic character, and one for Downtown development
2799 outside those subareas.

2800 For the strongly historic subareas, the Downtown Design Guidelines should be strengthened to better
2801 protect and reinforce the overall character of the subarea.. The Landmarks Preservation Commission
2802 should evaluate subareas to determine whether any *additional areas* would qualify as a Historic
2803 District. Recent years' additions to the Berkeley Main Library and the Francis K. Shattuck Building (at
2804 2100 Shattuck) illustrate some ways that design can both respect and enhance the Central Shattuck
2805 subarea.

2806 For subareas ~~areas~~ without historic character, the existing design review and landmarking processes
2807 should be used to protect individual historic buildings and the general Downtown cityscape, while
2808 allowing for a lively variety of good architecture. For all areas, the Downtown Design Guidelines
2809 should be amended and applied to address ways to attract demographic diversity, encourage
2810 economically viable retail space, provide on-site open space, mitigate impacts from parking garages,
2811 promote public safety and promote resource-efficiency and sustainable practices. (see *Goal HD-*
2812 *4)Policy HD-5.1*).

2813 The answer to "what should a new building look like?" will vary from place to place. In subareas
2814 where historic resources are concentrated, designers should pay special attention to the context,
2815 including the adjacent properties and the subarea as a whole. For instance, along Shattuck from
2816 University ~~and to~~ Durant where many historic buildings are located, a contextual approach might
2817 ~~include mean~~ building up to the sidewalk, maintaining continuous storefronts, continuing dominant
2818 rhythms for structural bays or bay windows, and continuing dominant cornice lines. While contextual
2819 design can be perceived as limiting, solutions can be highly creative.

2820 **URBAN DESIGN THROUGH ZONING STANDARDS AND PUBLIC IMPROVEMENTS**

2821 The urban design objectives should inform zoning regulations. Building-height, *step-back* and setback
2822 controls are especially important so as to encourage building design that is sensitive to historic
2823 contexts, but also Downtown's "main street" traditions in general. Consideration should also be given
2824 to new "character-based" zoning provisions that spell out desirable and measurable urban design
2825 outcomes. These provisions can help address some essential ways that buildings should face streets
2826 to make streets more active, safe and attractive.

2827 Improvements to Downtown's ~~public~~ realm of streets and open spaces are also vital. Public
2828 improvements should actively support solutions that are appropriate to the context in which they
2829 occur, while also maintaining design continuity for *some* ubiquitous features ~~such as like~~ street
2830 lighting (see "Streetscapes and Open Space" ~~C~~chapter).

2831 As the owner of developable land in ~~the~~ Downtown, the University should also support urban design
2832 objectives through its development, to the joint benefit of town and gown. UC development should be
2833 integrated closely and sensitively into the traditional urban fabric of Downtown. At the same time, it
2834 should include ~~suitable landscapes~~ *suitable landscape* features that relate Downtown to the main
2835 campus and Ohlone Greenway.

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GOALS, POLICIES & ~~IMPLEMENTATION MEASURES~~ ACTIONS

2837

GOAL HD-1: CONSERVE DOWNTOWN'S HISTORIC RESOURCES AND UNIQUE CHARACTER AND SENSE OF PLACE.

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Policy HD-1.1: Historic Buildings & Sites. Preserve historic buildings and sites of ~~the~~ Downtown and encourage their adaptive reuse and intensification where appropriate.¹

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a) Retain Landmarks and Structures of Merit in Downtown. Designate, where appropriate, additional properties as Landmarks or Structures of Merit.

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b) When evaluating potential modifications, adaptive reuse or intensification of designated or sufficiently documented² historic resources, in addition to applying the Landmarks Preservation Ordinance, exterior building modifications should also be evaluated for conformance with the Secretary of ~~the~~ Interior's "Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings." Where applicable, the Secretary of Interior's "Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes," should also be applied. At a minimum, historic facades should be maintained and/or rehabilitated and the scale and character of additions should be compatible with the historic building.

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c) For the most common practices and alterations, compile reference materials to describe appropriate maintenance and façade improvements, and where additional information can be obtained. These materials should be compiled with community participation. Make reference materials available to property owners, contractors and architects.

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d) Allow flexibility in ~~Zoning~~, parking and other standards, such as exemption from on-site open space requirements, when such buildings are substantially and appropriately preserved or restored as part of a development project. Review and, if necessary, revise standards that may discourage historic rehabilitation and adaptive reuse (see AC-## and OS-##)..Identify potential sources of financing, tax relief (such as through the Mills Act), grants, and a full range of other incentives and resources for historic preservation, such as those relating to accessibility and seismic upgrading. Provide this information to owners of historic resources. (~~See ES-4.8, LU-3.3, AC-3.6 and OS-3.1.~~)

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¹ Additional analysis will be needed to determine with certainty the merit of resources that were noted as "Contributing" (and in some cases noted as "Significant") in the 1990 Plan but that have not been designated as Landmarks or Structures of Merit, or documented as historic resources. Ongoing efforts and analysis may elevate some of these to be designated Landmarks or Structures of Merit. Other undesignated properties that were noted as "Contributing" or "Significant" in the 1990 Plan may be deemed to be not historic after evaluation required under CEQA and vetting through local procedures.

² Documentation should be sufficient for analysis under CEQA.

2864 e) Complete a historic resources survey for ~~all~~ Downtown ~~properties~~ with information on significant
2865 building and site attributes, such as: building age, dates of alterations and/or additions, architect
2866 and/or builder, architectural integrity, building height. Also cite historic registrations and/or
2867 designations, and classifications from prior surveys and previously adopted plans. Update this
2868 survey as construction or demolition occurs. Use the historic resources survey as an *additional*
2869 tool for evaluating resources that may qualify as a Landmark or Structure of Merit, especially
2870 those called out as historic or potentially historic in previous plans and surveys.

2871 **Policy HD-1.2: Repairs and Alterations.** When substantial repairs or alterations are proposed for
2872 buildings over 40 years old, the City will encourage the restoration and repair of any lost or damaged
2873 historic features when feasible and appropriate.

2874 a) Evaluate and, if needed, strengthen recommendations relating to substantial alterations
2875 contained within the Downtown Design Guidelines.

2876 b) Encourage property owners, developers, and other stakeholders to use archives and other
2877 resources to guide appropriate restorations and repairs. Support the maintenance of and
2878 encourage public access to archives that offer information on older Downtown buildings.

2879 **Policy HD-1.3: Public Awareness.** Enhance citizen awareness of Downtown's architectural heritage
2880 and of its unique historic circumstances.

2881 a) Use public communications to promote Downtown's history and architectural heritage. Refer
2882 users of the City's web pages to materials of interest at the City's libraries.

2883 b) Refine Downtown's "Historic Context Statements" (prepared in 2007) for the use and enjoyment
2884 of a general audience. Make it available at a nominal price. In this publication, use the historic
2885 resources database and add maps to describe Downtown's historic contexts.

2886 c) Work with *the Berkeley Architectural Heritage Association (BAHA)* to update and expand its
2887 "Downtown Walking Tour" brochure. Encourage distribution of this brochure by the Downtown
2888 Berkeley Association, the Berkeley Convention and Visitors Bureau, UC Berkeley, and other
2889 organizations.

2890 d) Promote the use of plaques, signage, murals, and other ways to increase citizen awareness of
2891 Downtown's history.

2892 e) Encourage artists who are invited to install art in ~~the~~ Downtown to refer to Downtown's historic
2893 features and events.

2894 **Policy HD-1.4: Residential Character.** Conserve the scale of residential-only neighborhoods within
2895 the Downtown Area, and reduce development pressures that lead to the loss of older buildings that
2896 contribute to the overall character of these neighborhoods (*see LU-6.1 and LU-6.2*).

2897 ~~a) Maintain R-2A zoning and implement the downzoning of R-4 areas to R-3 (see LU-6.1 and LU-2##~~
2898 ~~and Land Use Map).~~ *IN LAND USE*

2899 ~~Evaluate how new residential Zoning standards and/or design guidelines might help maintain the~~
2900 ~~traditional character of residential-only neighborhoods. LU-6.1~~

2901 ~~e) Provide suitable transitions with Downtown District and Corridor-Buffer areas (see LU-6.2).~~

2902 **GOAL HD-2: ENHANCE AREAS OF SPECIAL CHARACTER IN ~~THE~~ DOWNTOWN, SUCH AS**
2903 **CLUSTERS OF HISTORIC RESOURCES.**

2904 **POLICY HD-2.1: SPECIAL SUBAREAS.** Identify areas with special character that might be
2905 highlighted with streetscape improvements and other public and private design features.

2906 a) Recognize subareas having a unique and/or historic character in the Streets & Open Space
2907 Improvements Plan (see OS-1.1 and OS-1.2-##), by recommending street and open space
2908 improvements that reinforce the character of these subareas -- while also encouraging overall
2909 design continuity for some features throughout Downtown.

2910 **Policy HD-2.2: Historic Subareas.** Protect and reinforce the character of discrete subareas where
2911 historic resources are concentrated, while also recognizing that sensitive change may occur within
2912 such subareas. Make sure that within subareas where historic resources are concentrated, building
2913 alterations, new construction and public improvements are designed with particular concern for
2914 compatibility with their surroundings.

2915 a) Evaluate and, if needed, strengthen the existing Downtown Design Guidelines to encourage
2916 designs that are contextual to subareas where historic resources are concentrated (see Policies
2917 HD-3.1 ##-AND HD-4.1 ##). Use available survey findings (see HD ___) to inform this process.
2918 (see HD-1.1).

2919 b) The Landmarks Preservation Commission may designate one or more historic subareas as
2920 Historic Districts (in addition to the present Civic Center Historic District and Berkeley High School
2921 Campus' placement on the National Register of Historic Places), and in accordance with the twin
2922 goals of preserving historic structures and encouraging new, compatible and complementary
2923 development.

2924 – If a Historic District is to be created, it should be accompanied by the creation of development
2925 guidelines acknowledging the importance of continued growth, increasing building densities,
2926 and design creativity.

2927 – Use available historic survey findings ~~(such as the historic survey described under Policy~~
2928 ~~HD-##) HD-1.1~~ to help support the preparation of documentation and the analysis for possible
2929 Historic District designation(s) by the Landmarks Preservation Commission.

2930 – Consideration should be given to the creation of a Shattuck Avenue Historic District that
2931 would generally include the buildings along Shattuck Avenue between University Avenue and
2932 Durant Avenue.

2933 – Use criteria pertaining to historic district designations in Berkeley's Landmark Preservation
2934 Ordinance (LPO) and applicable guidelines in the National Register Bulletin "How to Apply
2935 the National Register Criteria for Evaluation."

2936 **GOAL HD-3: PROVIDE CONTINUITY AND HARMONY BETWEEN THE OLD AND THE NEW IN**
2937 **THE BUILT ENVIRONMENT.**

2938 **Policy HD-3.1: Contextual Design.** To promote continuity between old and new, new construction
2939 and building alterations should meet streets and public spaces in contextual ways that frame streets
2940 with building streetwalls and create a pedestrian-oriented public realm.

2941 a) Review and, if needed, strengthen the Downtown Design Guidelines to further encourage
2942 continuity and harmony between old and new construction. Promote ways to complement
2943 Downtown's historic context through: materials, cadence/modulation, color, fenestration & entry
2944 patterns, cornice lines, massing, roof form, building "build-to lines," and other appropriate
2945 architectural devices.

2946 b) Consider new and/or revised Zoning standards and Design Guidelines that will help support and
2947 maintain Downtown's traditional main-street character. Specifically, modify the Zoning provisions
2948 and Design Guidelines to better address continuity and relationships between buildings (see HD-
2949 [4.1 ##](#)).

2950 c) Amend the Downtown Design Guidelines to address how taller buildings can be made compatible
2951 with Downtown's context and historic resources- ([see HD-4.1](#)).

2952 **Policy HD-3.2: Continued Variety.** Recognizing, building height, massing and scale, allow for
2953 continued variety that respects Downtown's context.

2954 a) The review of development proposals, and resulting refinements, should consider Downtown's
2955 traditional context, respecting Downtown's historic resources, while also considering policies
2956 relating to DAP building height and envelope provisions- ([see LU-1.1](#)).

2957 **GOAL HD-4: IMPROVE THE VISUAL AND ENVIRONMENTAL QUALITY OF DOWNTOWN, WITH**
2958 **AN EMPHASIS ON PEDESTRIAN ENVIRONMENTS THAT ARE ACTIVE, SAFE AND VISUALLY**
2959 **ENGAGING. ENCOURAGE APPROPRIATE NEW DEVELOPMENT DOWNTOWN.**

2960 **Policy HD-4.1: Pedestrian-Oriented Design.** Improve the pedestrian experience and the aesthetic
2961 quality of Downtown's environments through the appropriate design of new construction and building
2962 alterations ~~that~~ ~~which~~ promotes` active, interesting, and pleasing streetscapes, open space, and
2963 street-level commercial spaces. Encourage street-level entrances and facades that contribute to the
2964 pedestrian environment. In commercial areas, buildings should generally maintain the urban tradition
2965 of no street-level setbacks from the street.

2966 a) Continue to apply the existing Downtown Design Guidelines for new development and building
2967 alterations, but strengthen them to:

2968 – include contextual provisions specific to where historic resources are concentrated (see HD-
2969 [2.2 ##](#));

2970 – help attract a variety of people to live Downtown through the design of appropriate multi-
2971 family housing;

2972 – encourage economically viable and physically adequate retail spaces (see ED-[1.2 ##](#));

- 2973 – better guide the design of on-site open space, including publicly accessible courtyards,
2974 plazas, and midblock walkways, and the inclusion of ecological site features (see ES #-);
- 2975 – address the design and adequacy of open space for residents;
- 2976 – mitigate potential impacts of parking garages on streets and publicly accessible open spaces
2977 (see AC-3.67 and ED-1.24);
- 2978 – provide adequate lighting and safety features in garages, in bus shelters and at bicycle
2979 parking; and
- 2980 – promote resource-efficient design and emerging sustainability practices (see ES-4.1-4.8 ##).
- 2981 – *Promote on-site greenery and ecologically beneficial features (see OS-3.1).*
- 2982 b) Consider new and/or revised development standards that will help promote active, interesting and
2983 pleasing pedestrian environments. Specifically, modify the zoning code to better address issues
2984 of continuity, compatibility, sustainability, and the special existing qualities of Downtown, such as:
2985 frequent building entrances, street-level transparency/windows, on-site open space, etc.
2986 Emphasize measurable standards that are easy to understand and apply. Zoning provisions
2987 should be developed with extensive input from the public.
- 2988 c) ~~Promote the creation and retention of viable retail space (see ED-1.1 through ED-1.5).~~
- 2989 d) Evaluate and improve public signage to reduce visual clutter, and at the same time improve
2990 signage that helps visitors navigate ~~the~~ Downtown (See ED-1.10 and 1.11 9).
- 2991 e) Encourage outdoor dining, street fairs, and similar limited private use of public spaces (See ED-
2992 2.1).
- 2993 f) Establish new and enhance existing publicly accessible convenience facilities such as restrooms,
2994 drinking fountains, and other amenities (See OS 4.5 and ED-2.2).
- 2995 g) ~~Encourage food stores to locate in the Downtown (see ED-##).~~ *IN LAND USE*
- 2996 **Policy UHD-4.2: Adverse Impacts.** Design and locate new buildings to avoid significant adverse
2997 solar- or wind-related impacts on important public open spaces. Also provide for adequate natural
2998 light in residential units through appropriate building form (see HC-##)-2.1).
- 2999 a) Strengthen the Downtown Design Guidelines to provide guidance on how solar access and wind
3000 impacts should be analyzed and addressed, for both public open spaces and residential units.
- 3001 b) For ~~TALLER~~*taller* buildings ~~over 120 feet~~, use solar- and wind-simulation facilities to evaluate and
3002 refine design alternatives, such as facilities at PG&E's Energy Center and UC Berkeley's College
3003 of Environmental Design.
- 3004 **Policy HD-4.3: Urban Open Spaces.** Create, enhance and maintain streets, plazas, midblock open
3005 spaces, and other urban open spaces to enhance the pedestrian environment and increase the
3006 number of people who will use Downtown. The design of streets and open spaces should
3007 complement the character of Downtown as a whole and the character of nearby architecture,

3008 especially in subareas with concentrations of historic resources (see HD-2.1, ~~and HD-2.2 ##, and OS-~~
3009 ~~3.1, and OS-1.2 ##~~).

3010 **Policy HD-4.4: Design Creativity and Excellence.** Support design creativity during development
3011 review and in the resulting construction, and continue Berkeley's tradition of architectural excellence.
3012 All new construction and building alterations should be of the highest quality.

3013 a) Strengthen the existing Downtown Design Guidelines ~~for new development and building~~
3014 ~~alterations, but strengthen them~~ to:

3015 – further promote excellence in design;

3016 – encourage visually interesting buildings;

3017 – promote appropriate methods for intensification and adaptive reuse (see HD-1.1 ##);

3018 – encourage architectural and site features that use durable materials and are detailed to be
3019 long-lasting (see ES-4.6 ##).

3020 b) Promote and, where appropriate, require buildings that have resource-efficient design and
3021 emerging sustainable design practices (see ES-4.1 and 4.2 ##).

3022 **GOAL HD-5: ENHANCE AND IMPROVE THE PHYSICAL CONNECTION BETWEEN DOWNTOWN**
3023 **AND THE UNIVERSITY OF CALIFORNIA.**

3024 **Policy HD-5.1: Appropriate Buildings.** Within the Downtown Area, strongly encourage the
3025 University to design buildings that are appropriate to ~~the~~ Downtown, and make all streets abutting
3026 University property pedestrian-friendly, such as would be required of any Downtown developer.
3027 Along street frontages of University buildings within Downtown, the ground floor should be
3028 pedestrian-friendly, have windows and entrances, and avoid blank walls. Encourage active street-
3029 level uses. Provide retail uses along Shattuck Avenue and the north side of University Avenue (~~See~~
3030 ~~Policies LU-, AC- & ED-###).~~ (see LU-1.1 and LU-5.1).

3031 a) Encourage the University to use the Downtown Design Guidelines and Downtown Area Plan to
3032 guide the character and scale of its future development.

3033 b) Encourage the University to make development at the east end of University Avenue (between
3034 Walnut and Oxford) a priority (~~see ED-###~~) to bring more retail and pedestrian activity, and for the
3035 creation of an important "Gateway" for persons arriving to the Campus or Downtown.

3036 c) Active pedestrian-friendly ground floor uses should be maintained on all three sides of the
3037 proposed new Berkeley Art Museum and Pacific Film Archive (BAM/PFA). The proposed primary
3038 entry of the museum should be located on Center Street, with a secondary entry provided from
3039 Oxford or the corner of Oxford and Addison. Consider modulated edges and pockets of open
3040 space. Loading docks should be carefully designed to contribute positively to the pedestrian
3041 environment.

Policy HD-5.2: Public Improvements. Encourage the Un

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