

## Correspondence

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**From:** dnacrady@aol.com  
**Sent:** Tuesday, March 10, 2026 9:38 AM  
**To:** All Council; Planning Commission  
**Subject:** The PITCH proposal

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Dear City Council,

We respectfully request that you pause the current Council agenda (massive upzoning in the College, Solano and Shattuck corridors) and seriously review the PITCH proposal. A balanced approach that preserves the vitality and sustainability of the existing neighborhoods is worth your time. Please work with the Planning Commission and the neighborhoods toward a sane solution that serves the need for housing AND the need for community.

Best,

Adele and David Crady  
Claremont Avenue citizens

### Council Consent Items

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13. Project to Increase Telegraph and Claremont Housing (PITCH) Rezoning (Reviewed by the Land Use, Housing & Economic Development Committee)  
From: Councilmember Humbert (Author), Mayor Ishii (Author), Councilmember Bartlett (Author)

Recommendation: Refer to the City Manager the Project to Increase Telegraph and Claremont Housing (PITCH) as a standalone rezoning effort to proactively and equitably increase housing stock in southeast Berkeley's high-resource areas. This project would seek to: 1. Rezone the Telegraph Avenue corridor south of Parker Street to the Oakland border at Woolsey Street from the current C-C (Commercial-Corridor) district to the C-T (Telegraph Avenue Commercial) district (or similar), allowing for taller mixed-use housing development, with a goal of base zoning of 8 stories/85 feet. 2. Identify and upzone specific auto-oriented C-N (Neighborhood Commercial) parcels in the Claremont and Ashby area (near Domingo Avenue) from their current 2–3 story limits to 4–6 stories using existing or new zoning districts. 3. Allocate funding from the District 8 office budget to begin required planning and California Environmental Quality Act (CEQA) review for the proposed zoning changes.

Policy Committee Recommendation: To send the item to the City Council with a qualified positive recommendation with the following amendments: 1. Provide a more precise description of where the balance of the proposed funding would come from. 2. Look at a variety of density bonus scenarios for projections related to units and stories. 3. Clarify that the boundary runs from south of Parker Street to the Oakland border.

Financial Implications: See report

Contact: Mark Humbert, Councilmember, District 8, (510) 981-7180