



Office of the City Manager

PUBLIC HEARING

November 12, 2019

*(Continued from October 29, 2019)*

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Phillip L. Harrington, Director, Public Works

Subject: Amend BMC Chapter 14.52 Adding the North Shattuck Metered Parking Area to the goBerkeley Program

RECOMMENDATION

Conduct a public hearing, and upon conclusion adopt first reading of an Ordinance amending Berkeley Municipal Code (BMC) Chapter 14.52 to add the North Shattuck metered parking area to the goBerkeley parking program.

FISCAL IMPACTS OF RECOMMENDATION

There are no immediate fiscal impacts of adding existing parking meters in the North Shattuck commercial district to the goBerkeley program. The attached Ordinance makes these meters eligible for demand-responsive price adjustments under existing goBerkeley program guidelines. The accompanying Information Report contains specific price and time limit adjustments for this new North Shattuck goBerkeley area.

CURRENT SITUATION AND ITS EFFECTS

The goBerkeley parking program regularly monitors parking conditions in the program areas to ensure a majority of block faces in these areas maintain parking occupancies between 65-85%.<sup>1</sup> The goBerkeley parking program uses demand-responsive pricing, consistent time limits, and clearer signage to make it easier to find parking and create more parking availability, thus reducing congestion caused by drivers circling for parking.

In particular, goBerkeley “Premium” parking zones offer time limits up to two or three hours, thus providing visitors enough time to run errands and engage in leisure activities, but still limiting parking time to induce turnover and maximize usage of limited curb space. Where warranted and supported by parking occupancy data, “Value” zones are created to offer four or eight-hour parking at lower prices, typically at the periphery of commercial areas, providing options for employees or others who may want to legally park for longer durations.

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<sup>1</sup> The equivalent of between one and two available parking spaces per block face, which is defined as one side of one block (e.g., the north side of Center Street between Milvia Street and Shattuck Avenue).

Parking meters in the North Shattuck area are located along Shattuck Avenue between Hearst Avenue and Berryman Street, Walnut Street between Cedar Street and Rose Street, and on streets intersecting Shattuck Avenue and Walnut Street in these locations.<sup>2</sup> In spring 2019 staff analyzed parking activity in the North Shattuck area on weekdays at 9 a.m., 12 p.m., 3 p.m., and 5 p.m. and confirmed that demand is high, with very limited on-street parking availability throughout this area during peak times.

Staff also conducted public outreach with businesses in the North Shattuck district in summer 2019 to better understand local parking needs and perceptions. Staff engaged in over sixty in-person conversations and administered nearly sixty surveys to merchants and/or employees. The findings showed that a majority of businesses do not find parking easily, and are dissatisfied with current time limits and the effect of existing parking restrictions on their business. Meters in the North Shattuck commercial district currently have an hourly rate of \$1.50/hour and time limits including thirty minutes, one hour, and two hours.

Based on recent occupancy analysis and outreach, staff recommend adding the North Shattuck district to the goBerkeley program. The accompanying Information Report presents staff's recommendations for initial adjustments to meter prices and time limits, in accordance with goBerkeley program guidelines. These guidelines include adjusting prices up or down in increments of no more than \$0.50 at one time, providing advance notice to Council and the public at least thirty (30) days prior to making changes in the field, and recommending adjustments no more frequently than sixty (60) days.

The ordinance also fixes two typos, adding meters in the 2100 block of Delaware Street to the new North Shattuck goBerkeley area and identifying the 1900 block of Walnut Street as being within the Downtown Berkeley goBerkeley area.

## BACKGROUND

The City uses metered parking and time limit restrictions to manage demand for parking in commercial areas. However, paid parking is the most effective means of generating parking availability (i.e., turnover), as some parking patrons who are used to parking for free will choose to park elsewhere, opening up spots for those who are willing to pay for a spot closer to their destination.

The goBerkeley program builds on this foundation, comprising a suite of evidence-based strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions. The goBerkeley parking program provides better customer service through clearer signage and longer time limits, and improved parking availability that reduces distracted driving and makes streets safer for all users.

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<sup>2</sup> The intersecting streets with parking meters include Delaware Street, Francisco Street, Virginia Street, Lincoln Street, Vine Street, and Rose Street.

### ENVIRONMENTAL SUSTAINABILITY

Parking pricing is the most effective means of increasing parking availability. Drivers who are able to find parking close to their destination do not need to circle for parking, thereby reducing traffic congestion and vehicle emissions.

As a primary goal, goBerkeley seeks to reduce traffic congestion and air pollution caused by drivers circling as they search for on-street parking. Expanding goBerkeley to additional areas of the City increases the program's effectiveness in mitigating parking demand. Further, this program will help the City meet its established Climate Action Plan goals, including reducing transportation emissions 80% below 2000 levels by 2050.<sup>3</sup>

### RATIONALE FOR RECOMMENDATION

With a proven and transparent set of strategies such as demand-responsive pricing and longer, more consistent time limits, the goBerkeley program seeks to make parking in the City's vibrant local business districts easier to find and understand. Including the North Shattuck district in the goBerkeley program provides increased flexibility to staff to actively manage the area's limited parking supply. As a result, customers and visitors will benefit from clearer signage and increased parking availability.

### ALTERNATIVE ACTIONS CONSIDERED

Council could choose to not authorize adding the North Shattuck commercial district to the goBerkeley program, which would maintain existing one and two hour time limits and fixed meter rates. Staff would be unable to actively manage the parking supply per goBerkeley program guidelines, limiting the City's ability to achieve parking availability goals in this area and allowing known parking constraints to continue.

### CONTACT PERSON

Farid Javandel, Transportation Manager (510) 981-7061  
Danette Perry, Parking Services Manager (510) 981-7057  
Gordon Hansen, Senior Planner (510) 981-7064

### Attachments:

- 1: Ordinance
2. Public Hearing Notice
- 3: Map of North Shattuck Metered Area

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<sup>3</sup> November 3, 2015 Council Worksession: <http://bit.ly/111IYVV>

ORDINANCE NO. -N.S.

AMENDING BERKELEY MUNICIPAL CODE CHAPTER 14.52 TO ADD METERS IN  
NORTH SHATTUCK COMMERCIAL AREA TO GOBERKELEY PROGRAM

BE IT ORDAINED by the Council of the City of Berkeley as follows:

Section 1. That Berkeley Municipal Code Chapter 14.52.010 is amended to read as follows:

**14.52.010 Parking meter zones.**

A. Parking meter zones are those streets or portions of streets in the City hereinafter described as zones within which the parking of motor vehicles shall be controlled, regulated and inspected with the aid of parking meters, pay-and-display stations and/or a City-approved software application that processes pay-by-phone payments from a mobile phone, consisting of:

Acton Street, both sides, from 150 feet north of University Avenue to University Avenue.  
Adeline Street, east side, from Ward to Stuart Street.  
Adeline Street, both sides, from Stuart Street to Oregon Street.  
Adeline Street, east side, from Oregon Street to Russell Street.  
Adeline Street, both sides, from Russell Street to Ashby Avenue.  
Alcatraz Avenue, south side, from 75 feet east of College Avenue to College Avenue.  
Ashby Avenue, both sides, from Domingo Avenue to Claremont Avenue.  
Blake Street, both sides, from Telegraph Avenue to 125 feet west of Telegraph Avenue.  
Bonar Street, east side, from University Avenue to 150 feet south of University Avenue.  
Bonar Street, west side, from University Avenue to Addison Street.  
California Street, both sides, from 100 feet north of University Avenue to 100 feet south of University Avenue.  
Camelia Street, north side, from Ninth Street to Tenth Street.  
Camelia Street, north side, from San Pablo Avenue to 100 feet west of San Pablo Avenue.  
Claremont Avenue, east side, from Russell Street to Ashby Avenue.  
Claremont Avenue, west side, from Russell Street to Claremont Boulevard.  
Colby Street, west side, from Webster Street to South Hospital Drive.  
College Avenue, east side, from 150 feet north of Alcatraz Avenue to Berkeley-Oakland city limits south of Alcatraz Avenue.  
College Avenue, west side, from Alcatraz Avenue to Berkeley-Oakland city limit, south of Alcatraz Avenue.  
Colusa Avenue, east side, from 225 feet south of Solano Avenue to Catalina Avenue.  
Colusa Avenue, west side, from 180 feet south of Solano Avenue to Catalina Avenue.  
Curtis Street, both sides, from 100 feet north of University Avenue to University Avenue.  
Derby Street, north side, from 150 feet east of Telegraph Avenue to 50 feet west of Telegraph Avenue.  
Derby Street, south side, from 150 feet east of Telegraph Avenue to Telegraph Avenue.  
Derby Street, south side from Milvia Street to 300 feet east of Milvia Street.  
Domingo Avenue, both sides, from Berkeley-Oakland city limit to Ashby Avenue.

Dwight Way, north side, from San Pablo Avenue extending 40 feet east of San Pablo Avenue.

Ensenada Avenue, east side, from 90 feet south of Solano Avenue, to 66 feet north of Solano Avenue.

~~Francisco Street, both sides, from Shattuck Avenue to 100 feet west of Shattuck Avenue.~~

Fresno Avenue, east side, from 69 feet south of Solano Avenue to Solano Avenue.

Grayson Street, south side, from San Pablo Avenue extending 60 feet west of San Pablo Avenue.

Grove Street, both sides, from Allston Way to Berkeley Way.

Hearst Avenue, north side, from Third Street to Fifth Street.

Hearst Avenue, south side, from Third Street to Sixth Street.

~~Lincoln Street, south side, from Shattuck Avenue to 150 feet west of Shattuck Avenue.~~

McKinley Avenue, east side, from approximately 110 feet from Allston Way to 155 feet, Monday through Friday, nine a.m. to six p.m.

Milvia Street, east side from Derby Street to Ward Street.

Modoc Street, east side, from 90 feet south of Solano Avenue to Solano Avenue.

Modoc Street, west side, from 66 feet south of Solano Avenue to Solano Avenue.

Oregon Street, north side, from 75 feet east of Telegraph Avenue to 50 feet west of Telegraph Avenue.

Oregon Street, south side, from 175 feet east of Telegraph Avenue to Telegraph Avenue.

Oregon Street, both sides, from Adeline Street to Shattuck Avenue.

Page Street, north side, from San Pablo Avenue to Tenth Street.

Pardee Street, south side, from San Pablo Avenue extending 60 feet west of San Pablo Avenue.

Parker Street, both sides, from 200 feet west of Regent Street to 100 feet west of Telegraph Avenue.

Peralta Avenue, both sides, from Solano Avenue to Capistrano Avenue.

Regent Street, west side, from Ashby Avenue to South Hospital Drive.

Regent Street, east side, from Ashby Avenue to 125 feet south of Webster Street.

~~Rose Street, north side, from 100 feet east of Shattuck Avenue to 100 feet west of Henry Street.~~

~~Rose Street, south side, from Walnut Street to Shattuck Place.~~

Russell Street, south side, from 75 feet east of Telegraph Avenue to 100 feet west of Telegraph Avenue.

San Pablo Avenue, both sides, from Hearst Avenue to Allston Way.

San Pablo Avenue, both sides, from Harrison Street to Gilman Street.

San Pablo Avenue, east side, from Gilman Street to Camelia Street.

San Pablo Avenue, both sides, from Camelia Street to Virginia Street.

San Pablo Avenue, both sides, from Virginia Street to Delaware Street.

San Pablo Avenue, both sides, from Delaware Street to Hearst Avenue.

San Pablo Avenue, both sides, from Allston Way to Channing Way.

San Pablo Avenue, east side, from Channing Way to Parker Street.

San Pablo Avenue, both sides, from Parker Street to Heinz Street.

San Pablo Avenue, east side, from Russell Street to Burnett Street.

San Pablo Avenue, west side, from Bancroft Way to Ashby Avenue.

~~Shattuck Avenue, both sides, from 100 feet north of Rose Street to Hearst Street.~~

~~Shattuck Avenue, east side, from Rose Street to Vine Street.~~

Shattuck Avenue, both sides, from Carleton Street to Ashby Avenue.

~~Shattuck Place, west side, from Rose Street to Shattuck Avenue.~~

Solano Avenue, both sides, from Tulare Avenue to The Alameda.

Solano Avenue, north side, from 140 feet to 184 feet east of The Alameda.

South Hospital Drive, south side, from Colby Street to 75 feet west of Colby Street.

Stuart Street, south side, from 50 feet east of Telegraph Avenue to Telegraph Avenue.

Stuart Street, north side, from Adeline Street to 70 feet east of Shattuck Avenue.

Tacoma Avenue, both sides, from Solano Avenue to 66 feet north of Solano Avenue.

Telegraph Avenue, west side, from Dwight Way to Prince Street.

Telegraph Avenue, east side, from Dwight Way to Woolsey Street.

The Alameda, east side, from Los Angeles Avenue to Solano Avenue.

Tenth Street, both sides, from Gilman Street to Camelia Street.

The Alameda, west side, from 220 feet north of Los Angeles Avenue to 90 feet north of Solano Avenue.

Tulare Avenue, east side, from 90 feet south of Solano Avenue to Solano Avenue.

University Avenue, both sides, from McGee Avenue to Third Street.

~~Vine Street, north side, from 75 feet east of Walnut Street to 100 feet east of Henry Street.~~

~~Vine Street, south side, from 100 feet east of Henry Street to 150 feet east of Walnut Street.~~

~~Virginia Street, north side, from 150 feet east of Shattuck Avenue to 150 feet west of Shattuck Avenue.~~

~~Virginia Street, south side, from Shattuck Avenue to 125 feet west of Shattuck Avenue.~~

~~Walnut Street, both sides, from University Avenue to Berkeley Way.~~

~~Walnut Street, west side, from Rose Street to 200 feet south of Vine Street.~~

~~Walnut Street, east side, from 75 feet north of Vine Street to 125 feet south of Vine Street.~~

Ward Street, north side from Milvia Street to 300 feet east of Milvia Street.

Webster Street, north side, from Bateman Street to Regent Street.

Webster Street, north side, from Colby Street to 150 feet west of Telegraph Avenue.

Webster Street, south side, from Colby Street to 100 feet west of Telegraph Avenue.

Fifth Street, both sides, from Addison Street to Hearst Avenue.

Fifth Street, west side, from Hearst Street to Virginia Street.

Fourth Street, east side, from Addison Street to Virginia Street.

Fourth Street, west side, from Addison Street to Cedar Street.

Sixth Street, east side, Addison Street to University Avenue.

Seventh Street, east side, from University Avenue to 150 feet south of University Avenue.

Eighth Street, west side, from 100 feet north of University Avenue to 200 feet south of University Avenue.

Ninth Street, west side, from 75 feet north of University Avenue to 150 feet south of University Avenue.

Ninth Street, east side from Gilman Street to 300 feet north of Gilman Street.

Tenth Street, east side, from 100 feet north of University Avenue to 100 feet south of University Avenue.

Tenth Street, west side from Gilman Street to 300 feet north of Gilman Street.

B. goBerkeley Program parking meter zones are those streets or portions of streets in the City located within the goBerkeley Areas hereinafter described as zones within which the parking of motor vehicles shall be controlled, regulated and inspected with the aid of parking meters, pay-and-display stations, and/or a City-approved software application that processes pay-by-phone payments from a mobile phone at fees set in 14.52.120(B):

Addison Street, north side, from Martin Luther King Jr. Way to 170 feet west of Martin Luther King Jr. Way.

Allston Way, both sides, from Harold Way to Shattuck Avenue.

Allston way, south side, from Oxford Street to Martin Luther King Jr. Way.

Ashby Avenue, north side, from College Avenue to Benvenue Avenue.

Ashby Avenue, south side, from Benvenue Avenue to Elmwood Avenue.

Ashby Place, east side, from Ashby Avenue to a point 80 feet north of Ashby Avenue.

Bancroft Way, both sides, from Piedmont Avenue to Fulton Street.

Bancroft Way, both sides, from Fulton Street to Milvia Street.

Benvenue Avenue, west side, from Ashby Avenue to 100 feet south of Ashby Avenue.

Berkeley Way, south side, from Oxford Street to 385 feet west of Shattuck Avenue.

Berkeley Way, north side, from Oxford Street to Henry Street.

Blake Street, south side, from 80 feet west of Shattuck Avenue to Shattuck Avenue.

Bonita Avenue, east side, from University Avenue to Berkeley Way.

Bowditch Street, east side, from Bancroft Way to Dwight Way.

Center Street, north side, from Oxford Street to Martin Luther King Jr. Way.

Center Street, south side, from Oxford Street to Martin Luther King Jr. Way.

Channing Way, north side, from 200 feet west of Dana Street to College Avenue.

Channing Way, north side, beginning 250 feet west of Shattuck Avenue to Shattuck Avenue.

College Avenue, east side, from 75 feet south of Webster Street to 175 feet north of Russell Street.

College Avenue, west side, from 140 feet north of Russell Street to Webster Street.

College Avenue, east side, from Bancroft Way to 200 feet south of Dwight Way.

College Avenue, west side, from Bancroft Way to Dwight Way.

Dana Street, west side, between Bancroft Way and Channing Way.

Dana Street, west side, from Haste Street to 150 feet south of Haste Street.

[Delaware Street, south side, from Shattuck Avenue to 60 feet east of Shattuck Avenue.](#)

Durant Avenue, north side, from Ellsworth Street to College Avenue.

Durant Avenue, south side, from Ellsworth Street to College Avenue.

Durant Avenue, both sides, from Milvia Street to Fulton Street.

Dwight Way, both sides, from Milvia Street to Fulton Street.

Dwight Way, south side, from Hillegass Avenue to Benvenue Street.

Dwight Way, north side, from 300 feet east of Dana Street to 300 feet east of Telegraph Avenue.

Dwight Way, south side, beginning 325 feet west of Telegraph Avenue and extending 125 feet east of Regent Street.

Dwight Way, north side, from Bowditch Street to College Avenue.

Grant Street, both sides, from 100 feet north of University Avenue to 100 feet south of University Avenue.

Euclid Avenue, west side, beginning at Hearst Avenue and extending 130 feet north of Ridge Road.

Euclid Avenue, east side, beginning at Hearst Avenue and extending 135 feet north of Ridge Road.

Francisco Street, both sides, from Shattuck Avenue to 100 feet west of Shattuck Avenue.

Fulton Street, both sides, from Bancroft Way to Kittredge Street.

Fulton Street, west side, beginning at Durant Avenue and extending south for 80 feet.

Fulton Street, east side, from Bancroft Way to Durant Avenue.

Harold Way, both sides, from Allston Way to Kittredge Street.

Haste Street, both sides, from Milvia Street to 250 feet east of Shattuck Avenue.

Haste Street, north side, from College Avenue to Dana Street.

Haste Street, south side, beginning 350 feet west of Telegraph Avenue to 300 feet east of Telegraph Avenue.

Haste Street, south side, from Bowditch Street to College Avenue.

Hearst Avenue, north side, from Oxford Street to Shattuck Avenue.

Hearst Avenue, south side, from Shattuck Avenue to Oxford Street

Hearst Avenue, south side, from Oxford Street to Arch Street

Hearst Avenue, north side, from Scenic Avenue to LaLoma Avenue.

Hearst Avenue, south side, from Euclid Avenue to Gayley Road.

Kittredge Street, both sides, from Shattuck Avenue to Oxford Street.

LaLoma Avenue, both sides, from Hearst Avenue to Ridge Road.

LeRoy Avenue, both sides, from Hearst Avenue to Ridge Road.

Lincoln Street, south side, from Shattuck Avenue to 150 feet west of Shattuck Avenue.

Martin Luther King Jr. Way, both sides, from Center Street to Addison Street.

Milvia Street, both sides, from Berkeley Way to Addison Street.

Oxford Street, west side, from Hearst Avenue to University Avenue.

Ridge Road, north side, beginning 250 feet west of Euclid Avenue and extending 100 feet east of Euclid Avenue.

Ridge Road, south side, from 250 feet west of Euclid Avenue to LeRoy Avenue.

Rose Street, north side, from 100 feet east of Shattuck Avenue to 100 feet west of Henry Street.

Rose Street, south side, from Walnut Street to Shattuck Place.

Russell Street, north side, from 85 feet east of College Avenue to 175 feet west of College Avenue.

Russell Street, south side, from 200 feet west of College Avenue to 120 feet east of College Avenue.

Scenic Avenue, east side, from Hearst Avenue to Ridge Road.

Shattuck Avenue, east side, from Rose Street to Vine Street.

Shattuck Avenue, both sides, from ~~Hearst Street to~~ 100 feet north of Rose Street to University Avenue.

Shattuck Avenue, both sides, of the west roadway, from University Avenue to Addison Street (Shattuck Square).

Shattuck Avenue, both sides, of the east roadway, from University Avenue to Addison Street (Shattuck Square).

Shattuck Avenue, both sides, of the west roadway, from Addison Street to Center Street (Berkeley Square).



Shattuck Avenue, both sides, of the east roadway, from Addison Street to Center Street (Berkeley Square).

Shattuck Place, west side, from Rose Street to Shattuck Avenue.

University Avenue, both sides, from Oxford Street to McGee Avenue.

Webster Street, north side, from 125 feet east of College Avenue to 100 feet west of College Avenue.

Webster Street, south side, from 100 feet west of College Avenue to 125 feet east of College Avenue.

Addison Street, both sides, from Milvia Street to Oxford Street.

Allston Way, both sides, from MLK Jr. Way to Oxford Street.

Berkeley Square, both sides, from Addison Street to Center Street.

Center Street, both sides, from MLK Jr. Way to Oxford Street.

Harold Way, both sides, from Allston Way to Kittredge Street.

Kittredge Street, both sides, from Milvia Street to Shattuck Avenue.

Milvia Street, east side, from Kittredge Street to Center Street.

Milvia Street, both sides, from Center Street to Addison Street.

MLK Jr. Way, both sides, from Center Street to Allston Way.

Oxford Street, both sides, from University Avenue to Kittredge Street.

Oxford Street, east side, from Hearst Street to University Avenue.

Parker Street, both sides, from 100 feet west of Shattuck Avenue to Shattuck Avenue.

Parker Street, north side, from 100 feet east of Shattuck Avenue to Shattuck Avenue.

Shattuck Avenue, both sides, from Center Street to Carleton Street.

Telegraph Avenue, both sides, from Dwight Way to Bancroft Way.

Vine Street, north side, from 75 feet east of Walnut Street to 100 feet east of Henry Street.

Vine Street, south side, from 100 feet east of Henry Street to 150 feet east of Walnut Street.

Virginia Street, north side, from 150 feet east of Shattuck Avenue to 150 feet west of Shattuck Avenue.

Virginia Street, south side, from Shattuck Avenue to 125 feet west of Shattuck Avenue.

Walnut Street, both sides, from University Avenue to Berkeley Way.

Walnut Street, west side, from Rose Street to 200 feet south of Vine Street.

Walnut Street, east side, from 75 feet north of Vine Street to 125 feet south of Vine Street.

C. The City Traffic Engineer shall cause parking meters and pay-and-display stations to be installed and maintained in all parking meter zones and goBerkeley Program parking meter zones.

Section 2. Copies of this Ordinance shall be posted for two days prior to adoption in the display case located near the walkway in front of the Maudelle Shirek Building, 2134 Martin Luther King Jr. Way. Within 15 days of adoption, copies of this Ordinance shall be filed at each branch of the Berkeley Public Library and the title shall be published in a newspaper of general circulation.

**NOTICE OF PUBLIC HEARING – BERKELEY CITY COUNCIL  
SCHOOL DISTRICT BOARD ROOM, 1231 ADDISON STREET,  
BERKELEY**

**AUTHORIZE INCLUSION OF PARKING METERS IN THE NORTH  
SHATTUCK COMMERCIAL DISTRICT IN GOBERKELEY PROGRAM  
TUESDAY, OCTOBER 29, 2019 AT 6:00 P.M.**

Notice is hereby given by the City Council of the City of Berkeley that a public hearing will be conducted by said City Council of the City of Berkeley at which time and place all persons may attend and be heard upon the following:

The Department of Public Works is proposing to include metered parking located in the North Shattuck commercial district in the goBerkeley demand-responsive parking program. This includes parking meters on the following blocks:

- Francisco Street, both sides, from Shattuck Avenue to 100 feet west of Shattuck Avenue.
- Lincoln Street, south side, from Shattuck Avenue to 150 feet west of Shattuck Avenue.
- Rose Street, north side, from 100 feet east of Shattuck Avenue to 100 feet west of Henry Street.
- Rose Street, south side, from Walnut Street to Shattuck Place.
- Shattuck Avenue, both sides, from 100 feet north of Rose Street to Hearst Street.
- Shattuck Avenue, east side, from Rose Street to Vine Street.
- Shattuck Place, west side, from Rose Street to Shattuck Avenue.
- Vine Street, north side, from 75 feet east of Walnut Street to 100 feet east of Henry Street.
- Vine Street, south side, from 100 feet east of Henry Street to 150 feet east of Walnut Street.
- Virginia Street, north side, from 150 feet east of Shattuck Avenue to 150 feet west of Shattuck Avenue.
- Virginia Street, south side, from Shattuck Avenue to 125 feet west of Shattuck Avenue.
- Walnut Street, west side, from Rose Street to 200 feet south of Vine Street.
- Walnut Street, east side, from 75 feet north of Vine Street to 125 feet south of Vine Street.

The goBerkeley program adjusts parking rates to achieve 65-85% parking occupancy at on-street metered areas and in off-street facilities. This target rate is equivalent to between 1-2 parking spaces available at peak hours, such as noon on weekdays. goBerkeley also offers two general types of parking, marked by clear, color-coded

signage, to increase the range of legal public parking options available to visitors, customers, and employees. In goBerkeley “Premium” zones, typically located in core business districts, higher prices and shorter time limits (2-3 hours) maximize access to shops and services.

The table below describes the current range of parking rates at meters within the goBerkeley program, per Ordinance 7498 (July 19, 2016). The table also shows the limitations on the size of rate adjustments and frequency of rate changes. Per existing program guidelines, parking rates may be adjusted by no more than \$0.50 per hour, not more often than once per 60 calendar days.

On-Street Parking Meters: North Shattuck Expansion Area				
	Current	goBerkeley Hourly Rate Range	Increment	Frequency
On-Street Parking Meters	\$1.50/hour	\$0.50/hr – \$8.00/hr	Not more than \$0.50/hr	Not more often than once per 60 calendar days

The hearing will be held on October 29, 2019 at 6:00 p.m. in the School District Board Room, 1231 Addison Street

A copy of the agenda material for this hearing will be available on the City’s website at [www.CityofBerkeley.info](http://www.CityofBerkeley.info) as of **October 17, 2019**.

For further information, please contact Farid Javandel, Transportation Division Manager, at 510-981-7061.

This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services Specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

Written comments should be mailed or delivered directly to the City Clerk, 2180 Milvia Street, Berkeley, CA 94704, in order to ensure delivery to all Councilmembers and inclusion in the agenda packet.

Communications to the Berkeley City Council are public record and will become part of the City’s electronic records, which are accessible through the City’s website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to the City Council, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the City Clerk. If you do not want your contact information included in

the public record, please do not include that information in your communication. Please contact the City Clerk at 981-6900 or [clerk@cityofberkeley.info](mailto:clerk@cityofberkeley.info) for further information.

**Published:** October 18 and 25, 2019 – The Berkeley Voice

Pursuant to Government Code Section 6062a

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I hereby certify that the Notice for this Public Hearing of the Berkeley City Council was posted at the display case located near the walkway in front of the Maudelle Shirek Building, 2134 Martin Luther King Jr. Way, as well as on the City's website, on October 17, 2019.

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Mark Numainville, City Clerk

# North Shattuck Parking Meter Area

Parking Meter Time Limits: ● 30 min ● 1 hour ● 2 hour



