



Office of the City Manager

CONSENT CALENDAR
June 17, 2025

To: Honorable Mayor and Members of the City Council
 From: Paul Buddenhagen, City Manager
 Submitted by: Eleanor Hollander, Economic Development Manager
 Subject: Assessments: North Shattuck Property Based Business Improvement District

RECOMMENDATION

Adopt a Resolution approving the North Shattuck Property Based Business Improvement District (NSBID) Annual Report of Fiscal Year (FY) 2025 and proposed budget for FY 2026 and declaring Council's intention to levy an annual assessment for the NSBID for FY 2026.

FISCAL IMPACTS OF RECOMMENDATION

Assessments levied in the North Shattuck Business Improvement District (NSBID) support a package of improvements and activities approved by the property owners and the City Council when the District was renewed for a ten-year period on June 16, 2020 (Resolution No. 69,454–N.S.). Assessment funds are collected by Alameda County, relayed to the City of Berkeley, and disbursed through a contract with the North Shattuck Association (NSA), a private owners' association that was established to implement the NSBID's Management District Plan.

In June of 2020, the City Council authorized the City Manager to execute a contract and any amendments with the North Shattuck Association, not to exceed \$2,652,778 of BID revenues, to implement the North Shattuck Management District Plan for the period July 1, 2020 to June 30, 2031 (Contract No. 32100055). The contract covers the years remaining in the current term of the NSBID establishment.

NSBID assessments are projected and budgeted at approximately \$239,541 in FY 2026. Assessment funds are deposited into NSBID Fund 785-21-208-251-0000-000-000-412110 and expended from fund 785-21-208-251-0000-000-446-636110. The NSBID's adopted Management District plan allows for an annual 5% assessment increase for inflation, and the majority of the North Shattuck Association's Board of Directors met on April 17, 2025 and determined a five percent (5%) increase was warranted in FY26. Project funds not spent in any given fiscal year are carried over into future years.

By financing improvements, maintenance and marketing activities for the North Shattuck business district, the NSBID indirectly enhances sales tax, business license

tax and other business-related City revenue sources. No City-owned properties have been or will be assessed in the NSBID.

CURRENT SITUATION AND ITS EFFECTS

State legislation that authorizes formation of property-based BIDs (*California Streets and Highways Code*, Sections 36600 et. seq.) requires that the BID governing body submit an Annual Report on operations and a budget proposal to the City Council each year. The City Council may approve the report with a Resolution to reauthorize the annual assessments.

The Board of Directors of the NSA met in a publicly noticed meeting on April 17, 2025 to review and approve the attached Annual Report for the NSBID for FY 2025 (Exhibit A). The report includes a budget for improvements and activities for FY 2026 and an estimated cost for providing them. The report also recommends that the assessments for FY 2026 be levied on the same basis and method, and within the same boundaries, as they were levied for FY 2025 *with* the allowable annual 5% fee increase. See Exhibit B: North Shattuck BID FY26 Assessment Roll. Council can adopt the recommended resolution which will confirm the NSBID assessment, thus enabling continuous BID operations in the North Shattuck district for another year.

BACKGROUND

The NSBID was first established by Resolution of the Berkeley City Council in 2001 (Resolution No. 61,168-N.S.) to implement a Management District Plan that had been developed by a steering committee of merchants and property owners. In accordance with the Management District Plan adopted in Resolution No. 61,168-N.S., the NSBID had a lifetime of ten years, expiring in 2011. On May 3, 2011, Council approved Resolution No. 65,265-N.S. reestablishing the NSBID for 10 more years, ending in Fiscal Year 2021. Further, on June 16, 2020, Council approved Resolution No. 69,454–N.S. reestablishing the NSBID for an additional 10 years (starting in FY21). Thus, the NSBID is authorized through FY 2031 unless action is taken to dis-establish it.

The NSBID finances special improvement, maintenance and marketing activities that benefit commercial properties and businesses in the North Shattuck District. NSBID activities are performed above and beyond baseline services provided by the City. The Management District Plan for the North Shattuck BID was adopted by Council in 2020 as part of the reestablishment of the District and provides a framework for the NSBID's activities.

In FY 2026, the NSBID will continue its ongoing services including District maintenance, public improvements, holiday lighting, and marketing/promotional activities. The NSBID will continue to provide cleaning and outreach services in the public right of way. Events and activities promoting the District will continue throughout the year, including winter holiday promotions and other seasonal events. Regular arts and events newsletters will be shared, and ongoing marketing efforts will continue via the North Shattuck Association (NSA) website and other social media. The NSBID will also continue to liaise and coordinate with other business

district organizations, Visit Berkeley, the Chamber of Commerce, and the Berkeley Business District Network (BBDN) to promote local business and economic development opportunities in Berkeley.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

By maintaining and enhancing the District, the NSA creates shopping opportunities for residents and visitors alike while encouraging alternative forms of transportation. The District is walking distance from the North Berkeley and Downtown Berkeley BART Stations. Several AC transit lines provide easy accessibility to visitors coming to this popular regional destination. Because the District is well served by public transportation and biking infrastructure, these services support environmental sustainability goals of encouraging alternative transportation choices.

RATIONALE FOR RECOMMENDATION

Property and Business Improvement District Law of 1994 requires that the BID Board prepare an Annual Report for each fiscal year in which assessments are to be levied. Council action is required to approve the BID's Annual Report and declare its intent to levy assessments. This private/public partnership generates significant resources for revitalization of the North Shattuck District has a positive effect on the physical and economic health of the City of Berkeley.

ALTERNATIVE ACTIONS CONSIDERED

The Board of the NSBID considered opting for less than the allowable 5% increase in assessment rates but instead decided to increase the assessment rate to the full allowable 5%, to keep up with the pace of inflation.

CONTACT PERSON

Vincent McCoy, Office of Economic Development, (510) 981-7043

Attachments:

- 1: Resolution: Confirm Annual Report and Levy Annual Assessment
 - Exhibit A: NSBID Report for FY 2025 and Proposed Budget for FY 2026
 - Exhibit B: North Shattuck BID FY 2026 Assessment Roll

RESOLUTION NO. ##,###-N.S.

APPROVING THE ANNUAL REPORT OF THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2025 AND DECLARING INTENT TO LEVY ASSESSMENTS FOR FISCAL YEAR 2026.

WHEREAS, the Property and Business Improvement District Law of 1994 as amended (California Streets and Highways Code Section 36600 et. seq.) authorizes cities, with the consent of property owners, to fund property-related improvements, maintenance and activities through the levy of assessments upon real property that benefit from the improvements, maintenance and activities; and

WHEREAS, after ten years of successful operation, on June 16, 2020 the Berkeley City Council reestablished the North Shattuck Business Improvement District (hereafter, “the District”) for an additional ten-year period by Resolution No. 69,454-N.S..

WHEREAS, on April 17, 2025, the Board of Directors of the North Shattuck BID adopted the *Annual Report to the City of Berkeley FY 2025* (hereafter “Annual Report”) that describes the operations of the District in FY 2025, recommends services for FY 2026 and proposes a budget for FY 2026 (Exhibit A).

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that pursuant to provisions of Section 36600 et. seq. of the California Streets and Highways Code, the City Council approves the Annual Report of the North Shattuck Association (Exhibit A) and declares its intent to levy special assessments on property within the boundaries of the District for FY 2026 (Exhibit B).

BE IT FURTHER RESOLVED that that the boundaries of the District and the method and basis for the assessment remain the same as those set forth and approved in the Management District Plan (Plan) that was adopted on June 16, 2020, when Council renewed the North Shattuck BID through Resolution No. 69,454-N.S.

BE IT FURTHER RESOLVED that the improvements and activities to be provided are those described in the Plan and the Annual Report.

BE IT FURTHER RESOLVED that the cost of providing the improvements and activities is as described in the budget that accompanies the Annual Report.

BE IT FURTHER RESOLVED that the Assessment Rate for FY 2026 shall increase 5% from the rates established in FY 2025 (an increase of 5% is allowed annually by the District Management Plan). Following adoption of this resolution, the City Council may confirm the Annual Report and levy assessments for FY 2026 and confirm disbursement of NSBID assessment revenue to the North Shattuck Association provided for in Contract No.32100055, authorized in Resolution No. 69,455–N.S. (2020).

Exhibit:

A: North Shattuck Annual Report for FY 2025 and Proposed Budget for FY 2026

B: NSBID Assessment Roll FY 2026



NORTH SHATTUCK ASSOCIATION

ANNUAL REPORT TO THE CITY OF BERKELEY FISCAL YEAR 2025

INTRODUCTION

The North Shattuck Business Improvement District (NSBID) was reestablished for a new 10-year period by the Berkeley City Council on June 16, 2020 (Resolution No. 69,454-N.S.) under provisions of the State of California Property and Business Improvement District Law of 1994. The NSBID was formed in 2001, renewed in 2011 and again in 2020 to implement a Management District Plan developed and revised in 2020 to address the specific needs of the District and which sets forth the projected activities of the NSBID and the allocation of BID assessment revenues to each activity. The renewed North Shattuck BID consists of 54 parcels (owned by 52 property owners) along Shattuck between Rose and Delaware Streets, and one block of Vine St east of Shattuck Ave. The assessments fund special benefits within the District, enhancing the North Shattuck area's streetscape environment with infrastructure improvements, ongoing maintenance, and special events to new customers and visitors, increase business sales, and attract and retain businesses.

The NSBID is managed by the non-profit North Shattuck Association (NSA), whose Board of district business and property owners and Executive Director coordinate implementation of the Management Plan. The Property and Business Improvement District Law of 1994 requires that the owners' association that is responsible for administering a BID prepare an annual report for each fiscal year for which assessments are to be levied. The annual report also includes a proposed budget for the following Fiscal Year (FY).

This report reviews Fiscal Year 2025 operations, and states goals and objectives for Fiscal Year 2026 of the NSBID, which begins July 1, 2025 and ends June 30, 2026. This report includes the improvements and activities for the year, an estimate of the cost of the improvements and activities, the amount of any surplus or deficit revenues to be carried over from the previous fiscal year and the amount of any contributions from other sources are named in the annual report and budget. There are no

proposed changes in the boundaries of the district, however there is a 5% increase in the assessment basis approved by the board on April 17, 2025.

FY 2025 Annual Report

Summary of FY25 Budget

The budget for Fiscal Year 2025 included BID assessments which resulted in new revenue of **\$218,259**, carryforwards of **\$20,265** from FY 2024, which added to new revenue resulted in a FY 2025 budget of **\$238,524**. The following table shows the Budget Allocations by category and percentages as well as the estimated expenditures to the end of the fiscal year on June 30, 2025. Total expenditures for the year are estimated to be **\$221,996** with any remaining funds to carry forward in each category to FY 2026.

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Allowable % of Annual Budget</i>	<i>Carry Forward from Fiscal Year 2024 (Actual)</i>	<i>Fiscal Year 2025 Assessment Revenue</i>	<i>Fiscal Year 2025 Expenditures (Estimated to 6/30/25)</i>
Maintenance/Civil Sidewalks	40%	\$8,106	\$87,303	\$88,798
District Identity & Placemaking	25%	\$5,066	\$54,564	\$55,499
Administration/ Management	30%	\$6,079	\$65,477	\$66,599
Contingency	5%	\$1,013	\$10,912	\$11,100
Total Budget	100%	\$20,265	\$218,256	\$221,996

ACCOMPLISHMENTS

During Fiscal Year 2025, the North Shattuck Association continued implementation of the activities and services outlined in the Management District Plan under a renewed annual contract between the City of Berkeley and the North Shattuck Association (NSA). Activities of the district are organized into Administration/ Program Management, District Identity and Placemaking, and Maintenance/Civil Sidewalks. Accomplishments in each area are summarized below.

Administration/Program Management

- The Executive Director held regular meetings of the Board of Directors and General Association meetings available to merchants, property owners, City staff and elected officials, held in person when possible and via Zoom regularly during the year to further the goals and objectives of the Association, focusing on business assistance, resumption of special events, and addressing safety and maintenance concerns in the district.
- Business and property owners were provided regular technical assistance available through various agencies, public and private to assist with mitigating crime, infrastructure improvements including road and sidewalk repair, and marketing.
- The Association coordinated meetings of merchants, property owners, BPD, and the City's Homeless outreach and mental health teams to deal with safety and security issues at various locations.
- The Association Board voted to reallocate funds to upgrade the Safety Ambassador Program for the district for an additional 12 months incorporating trained security professionals and adding a 24/7 agent response feature, and overnight patrols, while continuing on-street hospitality and coordination on city maintenance and safety issues.
- The Association worked with the Berkeley Business District Network (BBDN) to address and provide input on citywide issues. The group also advocated for public safety through the implementation of camera systems in commercial areas and expansion of the Mental Health Outreach Teams.
- The Executive Director assisted businesses remove, then replace, outdoor commerce areas during the City of Berkeley repaving of Shattuck Ave. The Association assisted Victory Point Café to address the challenges of the new

fee structure and continued to facilitate upgrades to outdoor commerce in the district like receiving a donation of large planters and gifting them to Guerilla Cafe to improve the safety and ambiance of their outdoor dining space.

- The Association coordinated with the Berkeley Chamber and Visit Berkeley on citywide events and marketing programs including Restaurant Week, the Berkeley Holidays campaign, the Berkeley Bucks program, and the City's "Discovered in Berkeley" series.
- The Executive Director worked with the Ecology Center on the Farmers Market Thursday operations, vendors, and marketing, and attended Community Advisory meetings to plan for more music and activities in the market area, including sponsoring performing arts at the market, and a Food Waste Cooking demonstration series at the market in August and October 2025.
- The Association maintained an inventory of all businesses and vacant retail and office space in the district and provided updates to the City's Economic Development office. This year, several new eateries opened in the district including Cafe Parisien, Roast & Toast Cafe, Altans Place, and Eggy's Juicery. Emilia Flowers relocated to a brick and mortar shop at 1527 Shattuck. Construction is nearing completion on 7-story mixed-use development at the former Shell gas station at Francisco St. and Shattuck and The Poulet property has plans for a mixed-use development. Books Inc closed its doors as did iScream.
- The Association continues to engage Cushman Wakefield now representing the listing for the Bank of America site and parking lot regarding the attraction of the highest and best use. The NSA is working with the City of Berkeley to determine what zoning accommodations can be made.
- The Association met with City of Berkeley planning staff to prepare for their corridors upzoning outreach and community engagement with the hope of bringing the highest and best use to the BofA and CVS sites.
- The Association won a second round of funding from the UC Berkeley Chancellor's Grant and secured a Goldman School Capstone project to inventory streetscape features and research processes to introduce a capital improvement project for improving traffic conditions to make the district more walkable, enhance the streetscape with public art, and improve economic activity.
- The Association partnered with Alameda County Stop Waste to introduce reusable foodware to district restaurants.

- The Executive Director assisted with city health, sound and street event permits and coordination for Saul's annual latke party, ACCI Gallery's Spring and Holiday Art Fair and the Vine Street Block Party.

Civil Sidewalks/Maintenance

- The Association continued funding for cleaning and regular maintenance for sidewalks, public spaces, and public property including sidewalk and gutter sweeping, weeding of tree wells, graffiti abatement and maintenance of the newly replanted landscaped ceramic planters throughout the district.
- The Executive Director coordinated with the City of Berkeley and Berkeley Police Department to address maintenance issues including street tree replacements, sidewalk steam cleaning and repair, trash receptacle maintenance, etc. as well as street behavior and vandalism, trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way. Merchants were informed of available services and appropriate numbers for reporting incidents and requesting assistance for mental health issues.
- In response to ongoing issues, the Association Board voted to extend and upgrade the Safety Ambassador Program for the district adding trained security professionals, 24/7 agent response, and overnight patrols through December of 2025, to provide a welcoming presence for tenants, visitors, shoppers, and employees, to be additional "Eyes and Ears" for local community and law enforcement and develop and maintain active relationships with City Officials, Beat Officers, Fire Department and Public Works Department to assist in the intervention and prevention of crime.
- The Association installed the annual holiday lighting for the entire length of the district for the winter holiday season in the sidewalk street trees as well as in median tree locations with electricity access. The lighting provides ambience as well as security and pedestrian lighting in the darker winter evenings. The Association is researching ways to maintain the streetlighting throughout the year.

District Identity/Placemaking

- District marketing includes the monthly e-newsletter with updates on business operations and hours, specials, events and classes, regular social media posts and boosts for businesses and special events as well as print and digital ads on local media and spots in the Berkeley Visitors Guide to promote the district.

The Association website has been updated to reflect current businesses in the online directory and links to ongoing in-person and hybrid classes and events, including reinvigorating the weekly North Berkeley Food Tour and Farmers' Market, monthly art openings, wine tasting, and cooking, yoga and barre exercise classes.

- The Association coordinated with the Chamber, Visit Berkeley and the City on the Berkeley Holidays, Berkeley Bucks, Restaurant Week, and Discovered in Berkeley campaigns, promoting business participation, programs and offerings through our social media outlets, and participated in Shop Local social media campaigns through the American Independent Business Alliance (AMIBA) promoting support for small independently-owned businesses.
- The Association coordinated with Visit Berkeley to support the Berkeley Guide and showcase North Shattuck as a destination commercial district.
- Two Vine Street Block Parties were held in 2024 (FY25) on July 27th and August 24th from 11-6 pm. The events included vendors from North Shattuck area shops and live music on a small stage. Thanks to a City of Berkeley Cultural Arts Grant the event was accessible for all, kid friendly, and supported Berkeley performers and artisans like the Silver and Sensational Squad (SASS is an over 60+ dance squad).
- The Executive Director worked with the Ecology Center to organize a 20th Anniversary event for the North Berkeley Farmers Market with live music from the Berkeley High Jazz Band and other local acts, sustainable beer and wine, an Ecology Center pop-up shop and program booths, kid's art projects and an Association marketing table with business information and giveaways.
- The Association helped ACCI Gallery celebrate their 65th Anniversary August 24-September 29. The festivities coincided with their RECOLLECTION exhibit.
- The Association funded a Halloween Trick-or-Treat event involving approximately 20 participating businesses and farmers' market vendors, live music, and kids' arts, crafts, and games.
- The Holidays were celebrated with festive events held throughout December: The Ecology Center hosted "Locavore Wonderland" gifting series at the Farmer's Market December 5, 12 and 19 featuring pop-up vendors selling locally made goods; the Annual Saul's Latke Party on December 25-29, and the ACCI Holiday Art Fair. The events were complemented by a North Shattuck Holiday Shopping Guide spotlighting businesses throughout the district.
- A new street banner program is in the works with an inspired outdoor gallery featuring all Berkeley based artists' works which when installed in FY 26, will dot the length of Shattuck Avenue from Delaware Street to Rose Street.

BUDGET - FISCAL YEAR 2026

Work Plan

The North Shattuck Association will continue implementation of the activities initiated in previous fiscal years and in accordance with the Management District Plan. Funds not expended in the previous year will be carried forward in addition to estimated Fiscal Year 2026 revenues. The work of the Association will continue to be guided by the Board of Directors and its committees. The goals and objectives for Fiscal Year 2026 are organized as outlined in the Management District Plan adopted in 2020.

Administration/Program Management

Goals: General oversight and direction of district activities; development of relations and coordination with outside groups and agencies, coordination of projects and programs, management of sponsorships and volunteers.

Objectives:

- 1) Oversee development of annual District work plan and detailed budgets, financial records and annual tax returns;
- 2) Conduct property owner outreach, property owner and business input to the Management Plan and various programs and activities;
- 3) Attend City of Berkeley Council and Commission meetings as needed and prepare all required reports related to the annual City of Berkeley contract with the Association;
- 4) Prepare correspondence, letters of support, and grant applications with the City of Berkeley and other agencies;
- 5) Coordinate Board elections in July 2025 for FY26 including nominations and property owner balloting;
- 6) Maintain working relationships with property owners, merchants, City of Berkeley, Chamber of Commerce, Visit Berkeley, and elected officials;
- 7) Continue to participate in the Berkeley Business District Network (BBDN) to review and evaluate proposed City policy changes, public improvement projects, planning changes and zoning amendments relevant to the commercial district. Coordinate with district businesses and property owners to develop appropriate responses and present to City Council and Commissions;
- 8) Identify and act on any business education/assistance needs for business retention and inform businesses and property owners on how to access all available business support financial and technical services;
- 9) Develop and distribute regular email newsletter updates to business and property owners with service accomplishments, event information, issue updates, and new business contacts;

- 10) Maintain inventory and lease information for vacant retail and office space in the district, current information for zoning regulations/amendments, and liaison with City and commercial brokers to attract and assist new businesses;
- 11) Prepare funding applications for public art and events through the City and State grant programs and administer projects and reporting;
- 12) Continue to work on parking issues in the district with the GoBerkeley Parking Program and investigate the improved usage of existing private parking resources for paid employee parking;
- 13) Work with the Berkeley Public Education Foundation, local schools and the Berkeley Business District Network to strategize on developing additional fundraising events to provide additional funding for classroom grants, for theater, science, art and gardening programs.

District Identity & Placemaking

Goals: Create a unified, quality image for the district and implement promotion strategies that capitalize on the unique aspects of the area, including advertising, social media, brochures, special events, holiday promotions etc. Strengthen the physical environment and sense of place with public art, landscaping improvements and parklets, and other initiatives as developed.

Objectives:

- 1) Oversee implementation of the marketing and promotions strategy including designer/consultant selections, design processes, budgeting, and advertising placements;
- 2) Manage and promote the special events calendar and institute new events to further the image and various market segments of the district, including apparel, culinary, artisan production, and arts;
- 3) Integrate existing businesses into special events and marketing campaigns through various means, including sponsorship, participation, promotional tie-ins, etc;
- 4) Coordinate public relations for the district and special events as needed. Generate press releases and promote editorial pieces on commercial and retail developments in the area;
- 5) Continue regular updates of the district website with business information and upcoming classes, special events, etc., produce a monthly Constant Contact e-newsletter, and maintain regular Facebook and other social media entries promoting business activities and press coverage;
- 6) Promote events at nearby venues such as Live Oak Park, Berkeley Arts Center, Theatre First and the Hillside Club. Work with producers to tie in district businesses through advertising and promotions;

- 7) Work with the City and Ecology Center on issues related to the Farmers Market operations and marketing. Assist on the coordination of events during the summer of 2025 (FY26), and other special events and business tie-ins to the market;
- 8) Assist businesses to produce smaller street events including ACCI Gallery's Seconds Sale and Spring Art Market. Cultural showcases like Saul's Latke Party, and the Vine St. Block Parties, etc. and to involve other businesses as partners and participants;
- 9) Oversee installation of annual winter holiday street tree lighting throughout the district;
- 10) Organize a Winter holiday marketing plan and events calendar with holiday themed festivities and promotion of business events;
- 11) Produce the "Taste of North Berkeley" (or similar) restaurant and wine walk to highlight neighborhood shops and restaurants;
- 12) Organize Association booths/tables at the weekly Farmers' Market and other fairs and festivals with activities to promote the district and gain newsletter and social media subscribers;
- 13) Investigate grant funding opportunities and provide coordination between area businesses and property owners, City Departments, and outside agencies towards implementation of district- initiated projects and programs towards median improvement, pedestrian safety, improved bike facilities, and parking;
- 14) Investigate design and funding possibilities for a median landscaping improvement project to coincide with the Shattuck Ave. roadway repair project, including possible City funding and a UC Berkeley design class and Chancellor's Grant application/award;
- 15) Investigate opportunities for public art projects with ACCI Gallery, local artists, and local schools, including rotating storefront exhibits, art projects, temporary mural projects, Street pole banners, etc.

Maintenance And Civil Sidewalks

Goals:

Address issues related to cleaning and maintenance of the district; design and implement landscaping and other streetscape beautification improvements; provide input on development projects.

Objectives:

- 1) Provide ongoing area maintenance monitoring, needs assessment, and coordination with appropriate city departments on projects including street tree replacements, curb repairs, median landscaping, trash receptacle cleaning, sidewalk repairs, bicycle facilities etc;

- 2) Oversee service contract with Peralta Service Corporation for regular sidewalk cleaning and landscaping including sidewalk planters and tree well maintenance and special projects as needed;
- 3) Manage the work of the district's Safety Ambassadors to provide hospitality functions, connect with maintenance staff and area businesses, and address security and safety issues working with the Berkeley Police Department and Mental Health Teams;
- 4) Organize meetings of district businesses, property owners, Ambassadors, current BPD patrol officers and the City's Mental Health team to identify and respond to street behavior issues, trespassing and illegal dumping issues, vandalism, and blocking of the public right of way;
- 5) Coordinate work of the City-funded Streets Team to assist with area clean-up for the district's allotment of one afternoon per week and arrange for gift cards or other compensation for team members;
- 6) Work with property owners and appropriate city departments to address signage conditions and the appearance of empty storefronts and vacant properties in the district;
- 7) Work with appropriate City departments, business and property owners, contractors, and volunteer designers to assist businesses to create and upgrade Outdoor Commerce areas in the district.

FY 2026 Budget

The North Shattuck Association approved a 5% increase to assessments for BID collections for Fiscal Year 2026. Assessments are projected to be \$243,683, including the 5% annual increase in assessments from Fiscal Year 2026. For budget purposes the 1.7% County fee for 2026 (\$4,142.63) is deducted from the assessment amount for a new projected 2026 assessment of \$239,541. Services and expenditures will be made in accordance with the Management District Plan categories as follows:

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category under 2021 Management Plan</i>	<i>% of Annual Budget</i>	<i>Estimated Carryforward from 2025 Fiscal Year</i>	<i>Fiscal Year 2026 Projected New Revenues</i>
Maintenance & Civil Sidewalks	40%	\$6,611	\$95,812
District Identity & Placemaking	25%	\$4,132	\$59,882
Administration/Program Management	30%	\$4,958	\$71,859
Contingency	5%	\$826	\$11,976
Total Estimated Budget	100%	\$0	\$239,531

The above budget is based upon the maximum amount of BID assessment revenues that could be collected in the District. Actual BID revenues may be lower if some assessments are not paid within the Fiscal Year. Carry Over from 2025 will be applied to the new banner program and to building back a CPA-recommended two-month operating fund as a contingency, especially as the timeline for fund disbursements from the City of Berkeley remains inconsistent. No changes to the boundaries of the district and the method and basis for levying the BID assessments were taken this year.

A listing of Fiscal Year 2026 assessments is attached separately.

Approved by:

Approved by the Board of Directors
Kirk McCarthy, President,
North Shattuck Association

On April 17, 2025

Prepared by: Daniel Swafford, Executive Director, North Shattuck Association

North Shattuck Business Improvement District
 FY 2026 Assessment Roll

APN	Owner Name	Site Address	FY 2026 Assessment			
			Private Parcels	Public / Exempt	Utilities	
058 -2173-002-03	1600 SHATTUCK ASSOCIATES L P	1600 SHATTUCK AVE #1010	\$ 10,186.52			
058 -2173-004-00	IRA SERVICES TRUST	1620 SHATTUCK AVE	\$ 1,061.36			
058 -2173-005-00	KIM SAMIL & YOUNGJUNG	1650 SHATTUCK AVE	\$ 2,278.21			
058 -2174-001-00	ARTS & CRAFT COOPERATIVE INC	1652 SHATTUCK AVE	\$ 1,838.61			
058 -2174-002-00	NEIL JOE R & CAROL L	1654 SHATTUCK AVE	\$ 1,399.48			
058 -2174-003-00	SATAKE 1 LLC	1662 SHATTUCK AVE	\$ 1,291.33			
058 -2174-004-01	1995 KAM Y LAM & SHUN FMLY LTD PARTNERSHIP	1670 SHATTUCK AVE	\$ 1,353.87			
058 -2174-006-02	ERDMAN JOHN C & ANNE M TRS	1690 SHATTUCK AVE	\$ 5,718.04			
058 -2175-001-01	SCHWARTZ MICHELL J	1700 SHATTUCK AVE	\$ 4,455.88			
058 -2175-003-00	BLUME JAMES B & FRANK KATHRYN W TRS	1708 SHATTUCK AVE	\$ 1,685.29			
058 -2175-004-00	ROBINSON SCOTT & CHRISTINA C	1720 SHATTUCK AVE	\$ 853.56			
058 -2175-005-00	PIERACKI ANDRZEJ TR	1730 SHATTUCK AVE	\$ 1,269.10			
058 -2175-006-00	YI CHONG S	1748 SHATTUCK AVE	\$ 1,461.50			
058 -2176-001-01	1752 SHATTUCK LLC	1752 SHATTUCK AVE	\$ 3,010.52			
058 -2176-003-01	SHATTUCK INVESTMENT GROUP LLC	2083 DELAWARE	\$ 10,473.57			
058 -2177-015-01	GEDR HILLSIDE LLC	1797 SHATTUCK AVE	\$ 15,561.91			
058 -2178-018-00	AMERICAN COMMONWEALTH ASSOC.	2109 VIRGINIA ST	\$ 7,130.16			
058 -2178-023-00	DELANDA PAUL A & SUSAN K TRS	1619 SHATTUCK AVE	\$ 1,566.85			
058 -2178-024-01	SHATTUCK CONNECTIONS LP	1607 SHATTUCK AVE	\$ 10,180.73			
058 -2178-026-00	SHATTUCK OFFICE LLC	1625 SHATTUCK AVE	\$ 1,833.79			
058 -2178-027-00	SHATTUCK OFFICE LLC	1625 SHATTUCK AVE	\$ 3,072.92			
058 -2178-028-00	SHATTUCK OFFICE LLC	1625 SHATTUCK AVE	\$ 3,072.92			
059 -2260-001-00	CONNOLLY ALLEN & CHRISTINE	2100 VINE ST	\$ 4,295.02			
059 -2260-002-01	WALNUT SQUARE CENTER LP	2110 VINE ST	\$ 9,646.72			
059 -2260-015-01	SWEET BOMBAY INC	1549 SHATTUCK AVE	\$ 1,514.08			
059 -2260-015-02	MANN MELVIN M TR	1543 SHATTUCK AVE	\$ 2,360.61			
059 -2260-016-00	GOODMAN CAROL E TRS ETAL	1537 SHATTUCK AVE	\$ 2,610.86			
059 -2260-017-00	GACH MICHAEL R	1533 SHATTUCK AVE	\$ 1,945.16			
059 -2260-018-00	LAM KELVIN S & JACKIE S & GRACE S & ALICE S TRS	1531 SHATTUCK AVE	\$ 4,081.88			
059 -2260-019-00	WARD DAWN D CUST FOR MEYER N G & C J & J C & ETAL	1525 SHATTUCK AVE	\$ 2,625.77			
059 -2260-020-03	APTE ROBERT Z & EVELYN L FAMILY PARTNERSHIP LP	1519 SHATTUCK AVE	\$ 3,352.16			
059 -2260-021-00	PAGNOL ET CIE INC	1517 SHATTUCK AVE	\$ 1,296.17			
059 -2260-022-01	WONG PUI & HOSANNA H	1515 SHATTUCK AVE	\$ 1,209.67			
059 -2260-022-02	ELITE PROPERTIES LLC	1511 SHATTUCK AVE	\$ 3,714.38			
059 -2261-001-02	RUE ELL ENTERPRISES INC	1451 SHATTUCK AVE	\$ 12,465.44			
059 -2261-004-03	JC ARUM LLC	1444 WALNUT ST	\$ 2,648.28			
059 -2261-005-00	RUEGG & ELLSWORTH	2113 VINE ST	\$ 1,302.91			
059 -2261-006-00	RUEGG & ELLSWORTH	2111 VINE ST	\$ 2,308.03			
059 -2261-007-00	RUEGG & ELLSWORTH LLC	1495 SHATTUCK AVE	\$ 3,073.49			
059 -2261-008-00	TARVER DEWEY G & CARMEL A TRS	1481 SHATTUCK AVE	\$ 1,324.09			
059 -2261-009-00	LATKE ENTERPRISES LLC	1475 SHATTUCK AVE	\$ 1,601.00			
059 -2261-010-00	WONG HENRY F TR & WONG PUI T E	1463 SHATTUCK AVE	\$ 2,792.47			
059 -2262-001-00	SHATTUCK ROSE L P	1400 SHATTUCK AVE	\$ 6,677.97			
059 -2262-005-00	HIRAHARA BRIAN & TAMURA RAYMOND TRS & HIRAHAR ETAL	1480 SHATTUCK AVE	\$ 3,483.34			
059 -2262-006-00	RIPSTEEN RYAN TR & ARLINGTON INVESTMENT CO LP	2085 VINE ST	\$ 1,544.92			
059 -2262-021-02	SAFEWAY INC	1425 HENRY ST	\$ 26,387.69			
059 -2262-021-03	SAFEWAY INC	1425 HENRY ST	\$ 2,039.50			
059 -2263-003-01	HEFTER & MURPHY LLC	2044 VINE ST	\$ 5,264.35			
059 -2263-006-01	BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN	1516 SHATTUCK AVE	\$ 5,007.98			
059 -2263-009-00	PHO LLC	1540 SHATTUCK AVE	\$ 1,907.07			
059 -2263-010-01	BERKELEY BAZAAR PARTNERS	1550 SHATTUCK AVE	\$ 20,926.02			
059 -2263-024-01	BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN	1536 SHATTUCK AVE	\$ 2,796.71			
060 -2455-064-01	CALTHORPE PETER & DRISCOLL JEAN TRS	2095 ROSE ST	\$ 8,233.03			
060 -2455-067-00	GORDON JOHN K & MITCHELL JANIS L TRS & GORDON ETAL	2091 ROSE ST	\$ 2,491.00			
Totals			Private Parcels '26	Public / Exempt	Utilities	Totals
Revenues			\$243,683.86	\$0.00	\$0.00	\$243,683.86
Count of Properties			54	0	0	54
County Collection Fee @ 1.7%:			\$ 4,142.63	Net Assessment Revenue:		\$239,541.23

Note: Data for APN, Owner and Land Use from the City's Land Management System is current as of April 17, 2025.