

Berkeley Corridors Zoning Update

Community Survey Summary

Introduction

This document provides a summary of the results of the community survey for the Berkeley Corridors Zoning Update. The Berkeley Corridors Zoning Update project explores zoning updates along three key corridors, Solano Avenue, North Shattuck, and College Avenue, to help address the community's housing needs, advance fair housing goals, and reduce longstanding barriers that have made it difficult to build new housing in some of Berkeley's highest-resource neighborhoods.

The purpose of the survey was to help guide how the city manages:

- Allowing more homes and mixed-use buildings near shops and transit
- Supporting small businesses and preserving neighborhood quality
- Promoting walkable, vibrant streets that serve people of all ages and abilities

Community input from the survey will help shape the final preferred zoning alternative.

The community survey was open between August 27 and October 10, 2025. The survey had a total of **1664** respondents. All questions except one were optional, and not all respondents answered all survey questions. The summary below lists percentages based on the number of respondents that answered each of the questions. The actual number of respondents is listed in parentheses.

Key priorities across all corridors included **supporting existing businesses** and **maintaining the corridor's retail vibrancy**. Public realm considerations, such as creating additional sidewalk space and minimizing curb cuts were highly rated by respondents. Regarding housing, respondents prioritized maximizing housing at all affordability levels over maximizing affordable housing only. Maximizing housing was a lower priority for College Avenue, compared to Solano Avenue and North Shattuck. Building transitions, step backs, and private open space, and allowing for ground floor residential were generally less important considerations.

Most respondents supported some form of upzoning for the three corridors. However, there was also a significant number of respondents who expressed a desire to keep the existing zoning. A higher share of respondents was opposed to changing the zoning along College Avenue, in particular.

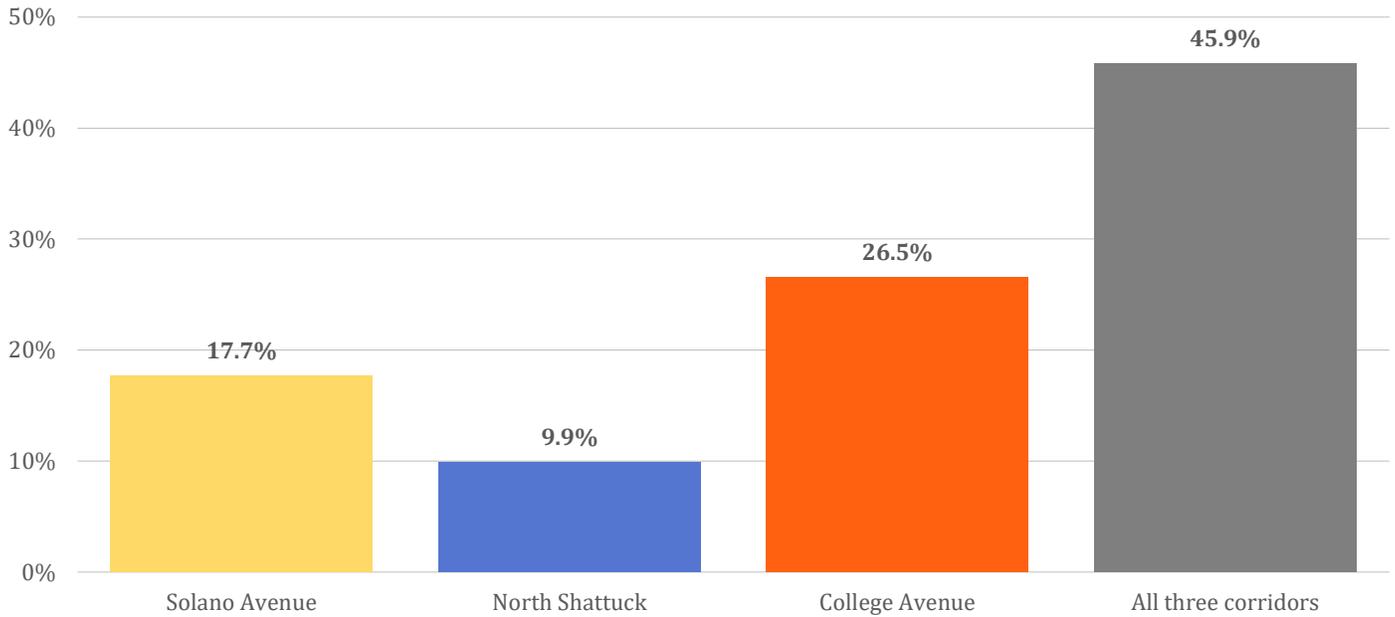
The survey included open-ended questions for respondents to add considerations and comments to support or explain their responses. Comments varied widely from strong opposition to any form of upzoning and concerns about the impacts of the project on the commercial vitality and character of the three corridors to strong support for the project and advocacy for allowing even more density to address the housing and affordability crisis. *Appendix A* includes the full list of open-ended responses organized by corridor and question.

Corridor Study Areas

Respondents were asked to select the corridor(s) they would like to take the survey for. This question was required. 17.7% of respondents took the survey for Solano Avenue (291), 9.9% of respondents took the survey for North Shattuck (163), 26.5% of respondents took the survey for College Avenue (436), and 45.9% of respondents took the survey for all three corridors (754).

Which corridor(s) would you like to take the survey for?

Total Responses = 1,644



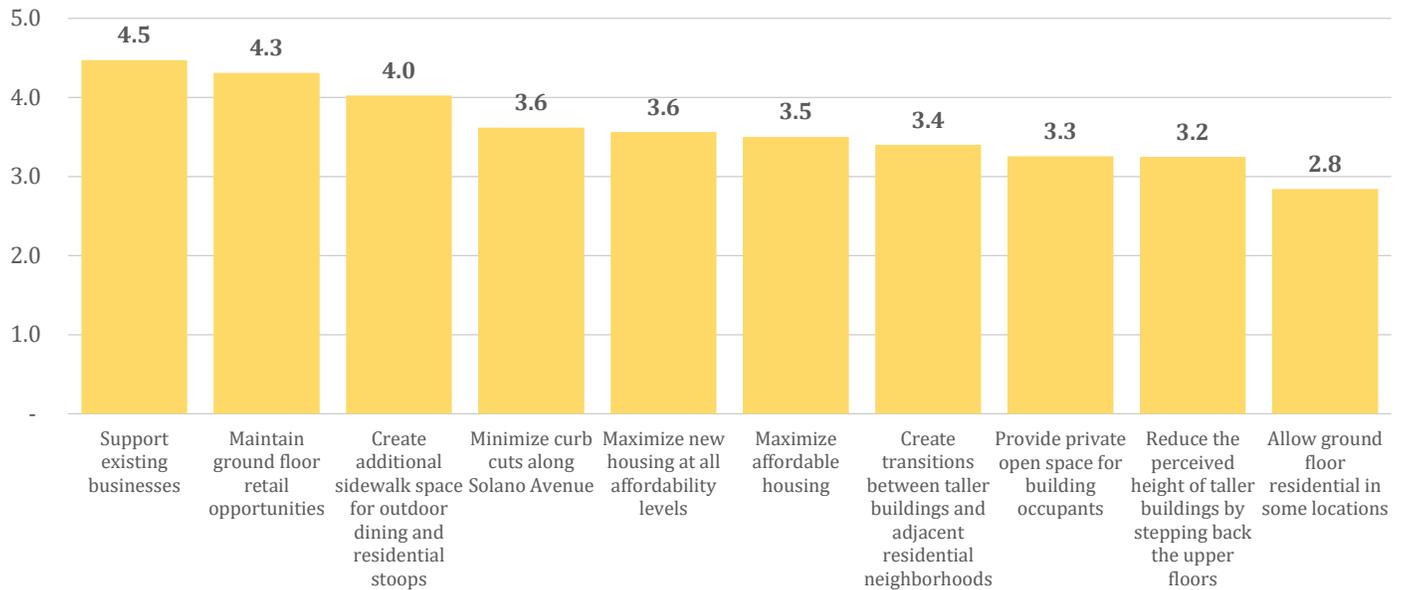
Solano Avenue

Design and Land Use Considerations

Respondents were given a list of design and land use considerations and were asked to rate their importance for future development along Solano Avenue. Responses were placed on a 1-to-5 rating scale, 1 being Not Important at All and 5 being Extremely Important. **Support existing businesses, maintain ground floor retail opportunities, and create additional sidewalk space for outdoor dining and residential stoops** received the highest average rating.

How important are the following design and land use considerations for future development along Solano Avenue?

Total responses = 821



Design and Land Use Considerations - Comments

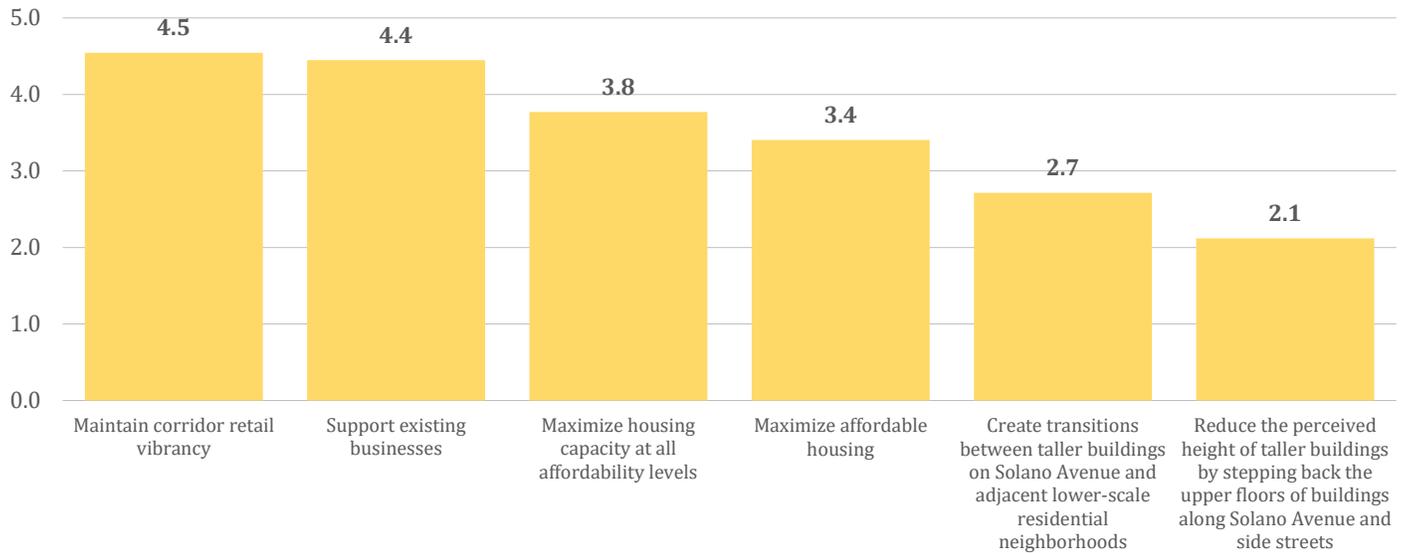
Respondents were asked to provide additional design considerations or comments to support their ratings. Please see *Appendix A* for the full list of **359** open-ended responses.

Prioritization of Key Concepts

Respondents were asked to rank a list of key land use and design considerations in order of importance for the rezoning of Solano Avenue. *Maintain corridor retail vibrancy* and *support existing businesses* were the top two priorities identified by respondents.

Now that you have identified which land use and design considerations are most important to you, please rank the following in order of importance for the rezoning of Solano Avenue.

Total responses = 783



Prioritization of Key Concepts - Comments

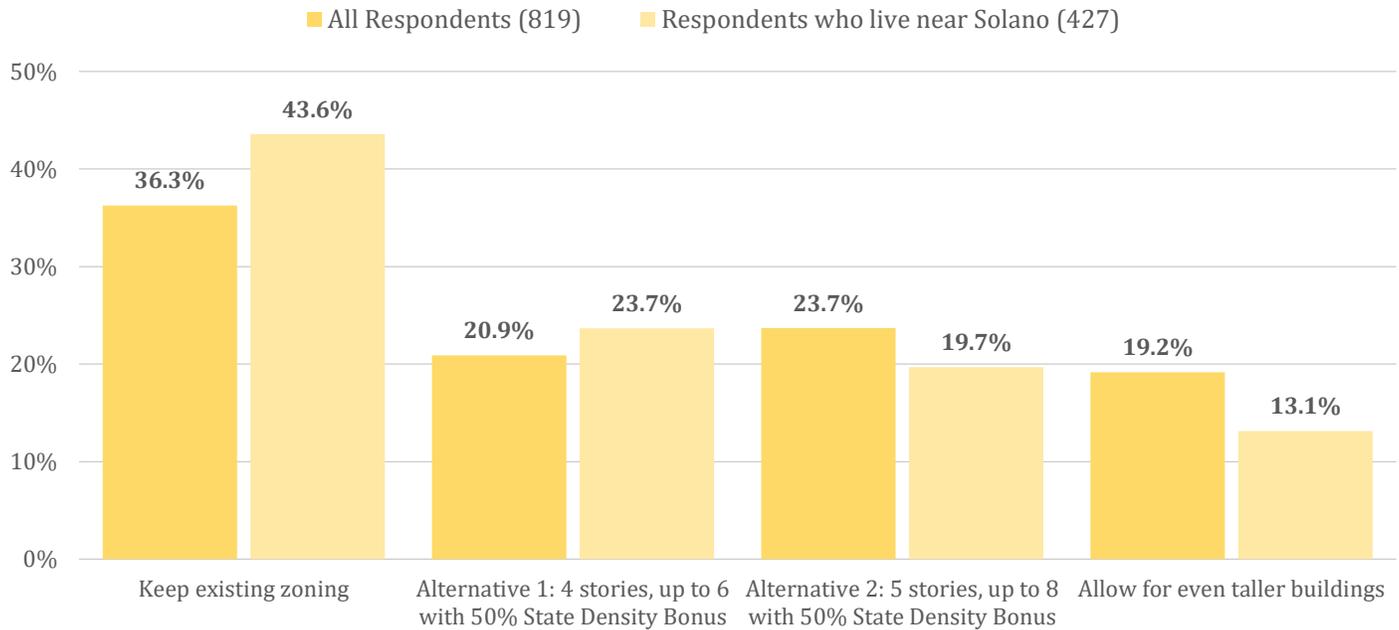
Respondents were asked to explain why they identified their top two priorities for the rezoning of Solano Avenue. Please see *Appendix A* for the full list of 667 open-ended responses.

Zoning Alternatives

Respondents were asked to select the zoning alternative that they feel is most appropriate for Solano Avenue. 36.3% of respondents expressed a desire to keep the existing zoning (297). 62.7% of respondents supported some form of upzoning (522).

Out of 427 respondents who live near Solano Avenue, 43.6% expressed a desire to keep the existing zoning (186). 56.4% of respondents who live near Solano Avenue supported some form of upzoning (241).

Which zoning alternative do you feel is most appropriate for Solano Avenue? (select one)



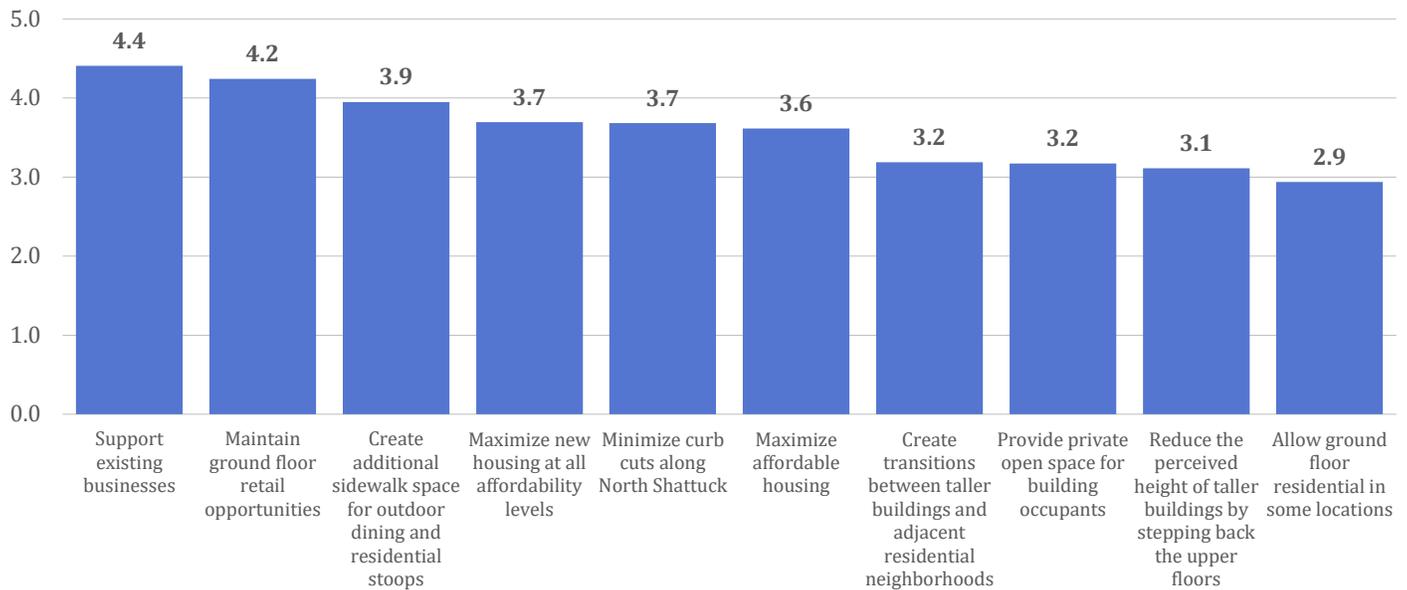
North Shattuck

Design and Land Use Considerations

Respondents were given a list of design and land use considerations and were asked to rate their importance for future development along North Shattuck. Responses are placed on a 1-to-5 rating scale, 1 being Not Important at All and 5 being Extremely Important. **Support existing businesses, maintain ground floor retail opportunities, and create additional sidewalk space for outdoor dining and residential stoops** received the highest average rating.

How important are the following design and land use considerations for future development along North Shattuck?

Total responses = 681



Design and Land Use Considerations - Comments

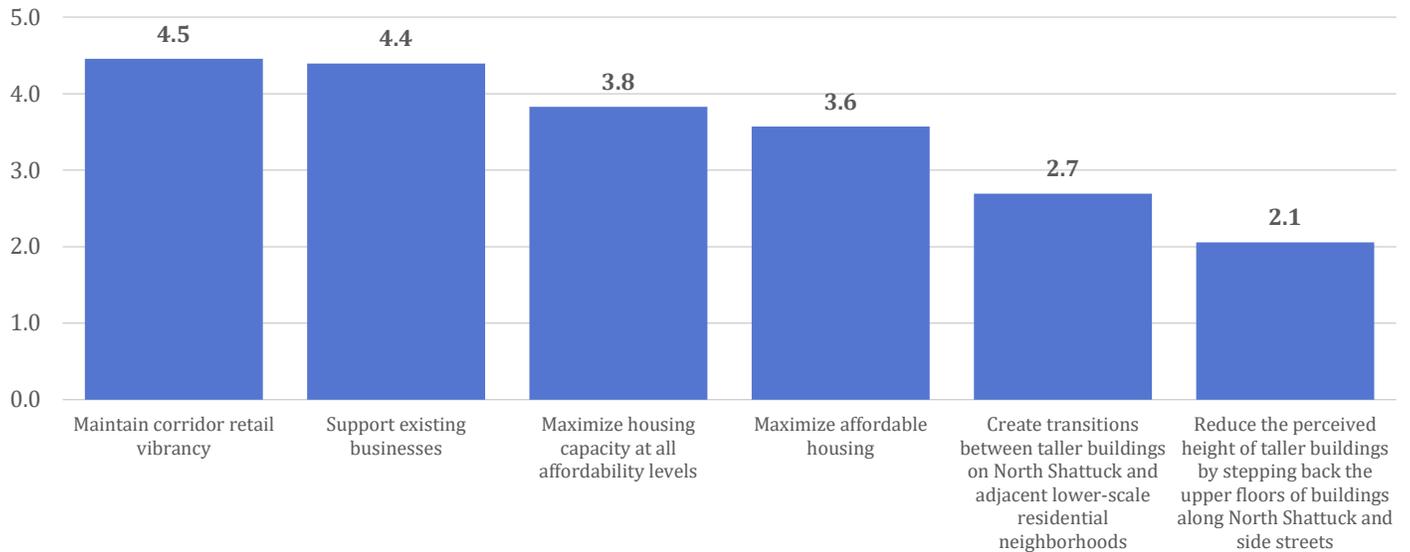
Respondents were asked to provide additional design considerations or comments to support their ratings. Please see *Appendix A* for the full list of 298 open-ended responses.

Prioritization of Key Concepts

Respondents were asked to rank a list of key land use and design considerations in order of importance for the rezoning of North Shattuck. *Maintain corridor retail vibrancy* and *support existing businesses* were the top two priorities identified by respondents.

Now that you have identified which land use and design considerations are most important to you, please rank the following in order of importance for the rezoning of North Shattuck.

Total responses = 632



Prioritization of Key Concepts - Comments

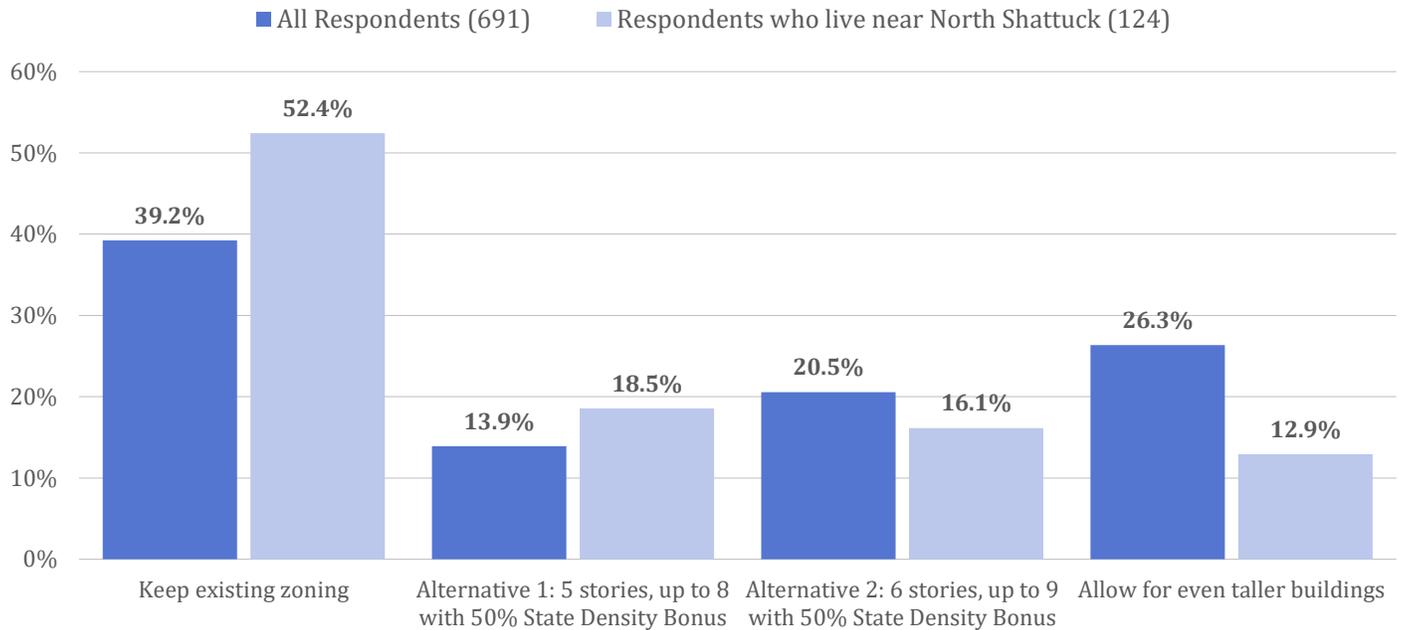
Respondents were asked to explain why they identified their top two priorities for the rezoning of North Shattuck. Please see *Appendix A* for the full list of 505 open-ended responses.

Zoning Alternatives

Respondents were asked to select the zoning alternative that they feel is most appropriate for North Shattuck. 39.2% of respondents expressed a desire to keep the existing zoning (271). 60.8% of respondents supported some form of upzoning (420).

Out of 124 respondents who live near North Shattuck, 52.4% expressed a desire to keep the existing zoning (65). 47.6% of respondents who live near North Shattuck supported some form of upzoning (59).

Which zoning alternative do you feel is most appropriate for North Shattuck? (select one)



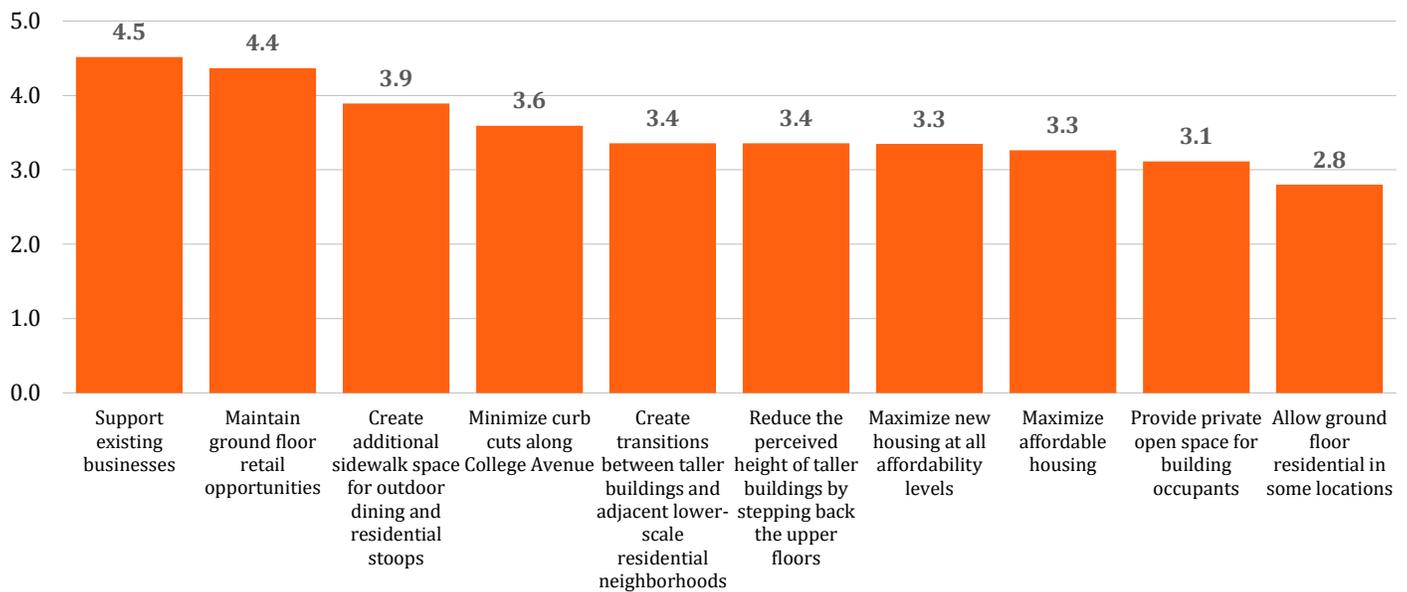
College Avenue

Design and Land Use Considerations

Respondents were given a list of design and land use considerations and were asked to rate their importance for future development along College Avenue. Responses are placed on a 1-to-5 rating scale, 1 being Not Important at All and 5 being Extremely Important. **Support existing businesses, maintain ground floor retail opportunities, and create additional sidewalk space for outdoor dining and residential stoops** received the highest average rating.

How important are the following design and land use considerations for future development along College Avenue?

Total responses = 892



Design and Land Use Considerations - Comments

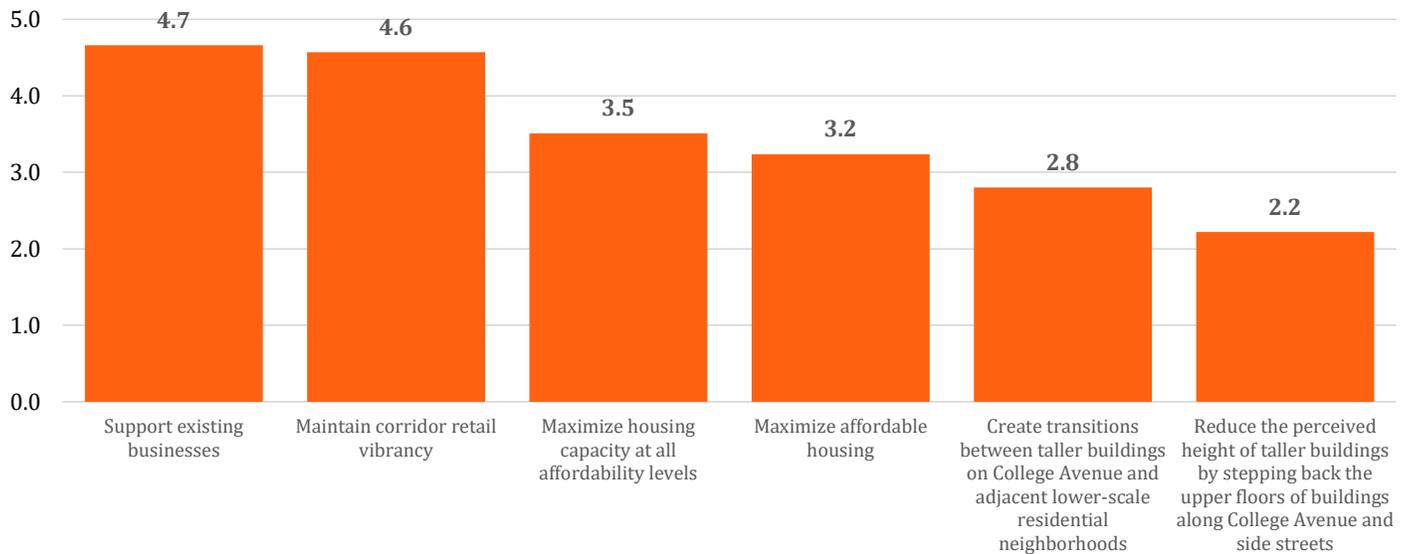
Respondents were asked to provide additional design considerations or comments to support their ratings. Please see *Appendix A* for the full list of **434** open-ended responses.

Prioritization of Key Concepts

Respondents were asked to rank a list of key land use and design considerations in order of importance for the rezoning of College Avenue. *Support existing businesses* and *maintain corridor retail vibrancy* were the top two priorities identified by respondents.

Now that you have identified which land use and design considerations are most important to you, please rank the following in order of importance for the rezoning of College Avenue.

Total responses = 809



Prioritization of Key Concepts - Comments

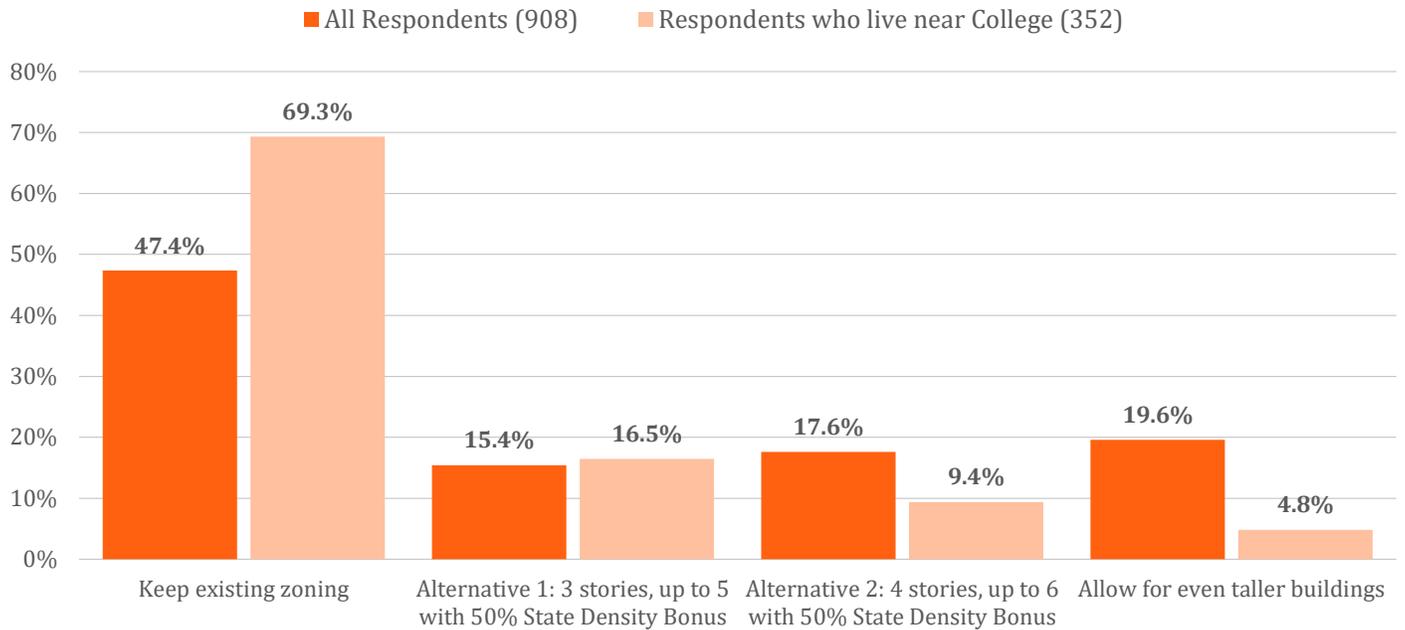
Respondents were asked to explain why they identified their top two priorities for the rezoning of College Avenue. Please see *Appendix A* for the full list of 651 open-ended responses.

Zoning Alternatives

Respondents were asked to select the zoning alternative that they feel is most appropriate for College Avenue. 47.4% of respondents expressed a desire to keep the existing zoning (430). 52.6% of respondents supported some form of upzoning (478).

Out of 352 respondents who live near College Avenue, 69.3% expressed a desire to keep the existing zoning (244). 30.7% of respondents who live near College Avenue supported some form of upzoning (108).

Which zoning alternative do you feel is most appropriate for College Avenue? (select one)

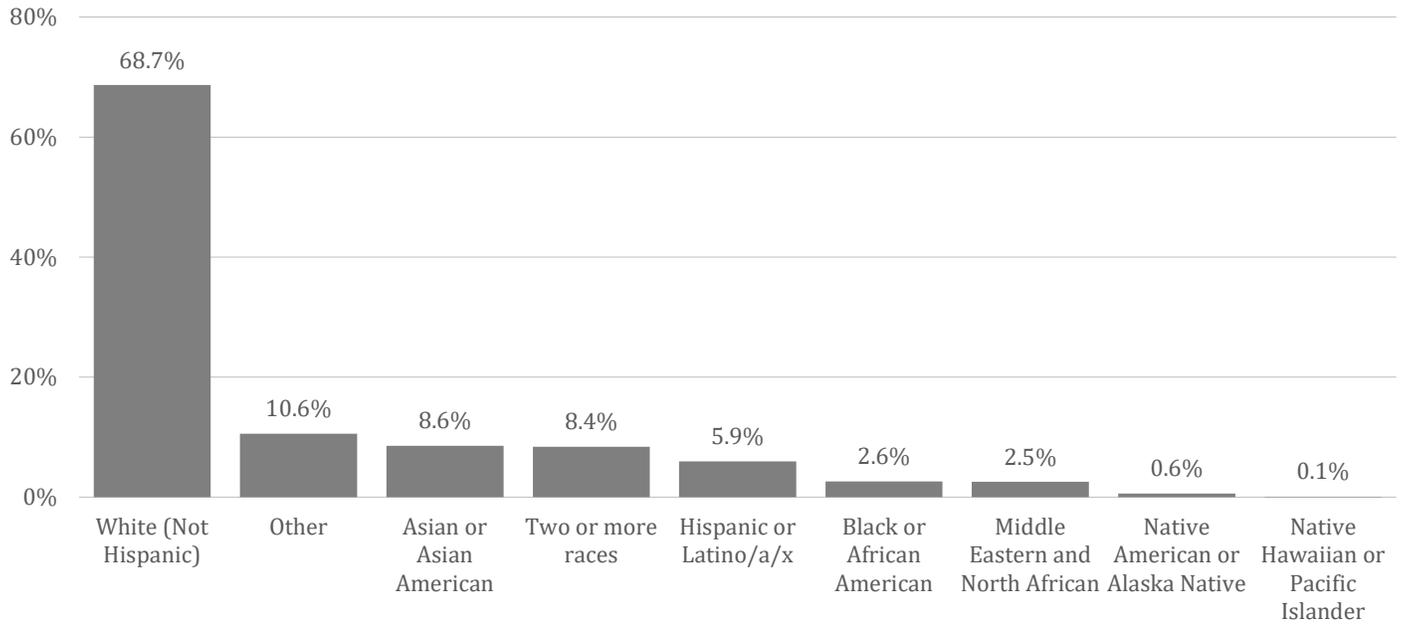


Demographics

Respondents were asked several optional demographic questions. These questions were intended to help City staff determine whether survey respondents generally matched the demographic profile of Berkeley and/or whether any groups were over- or under-represented. See the full demographic breakdown below.

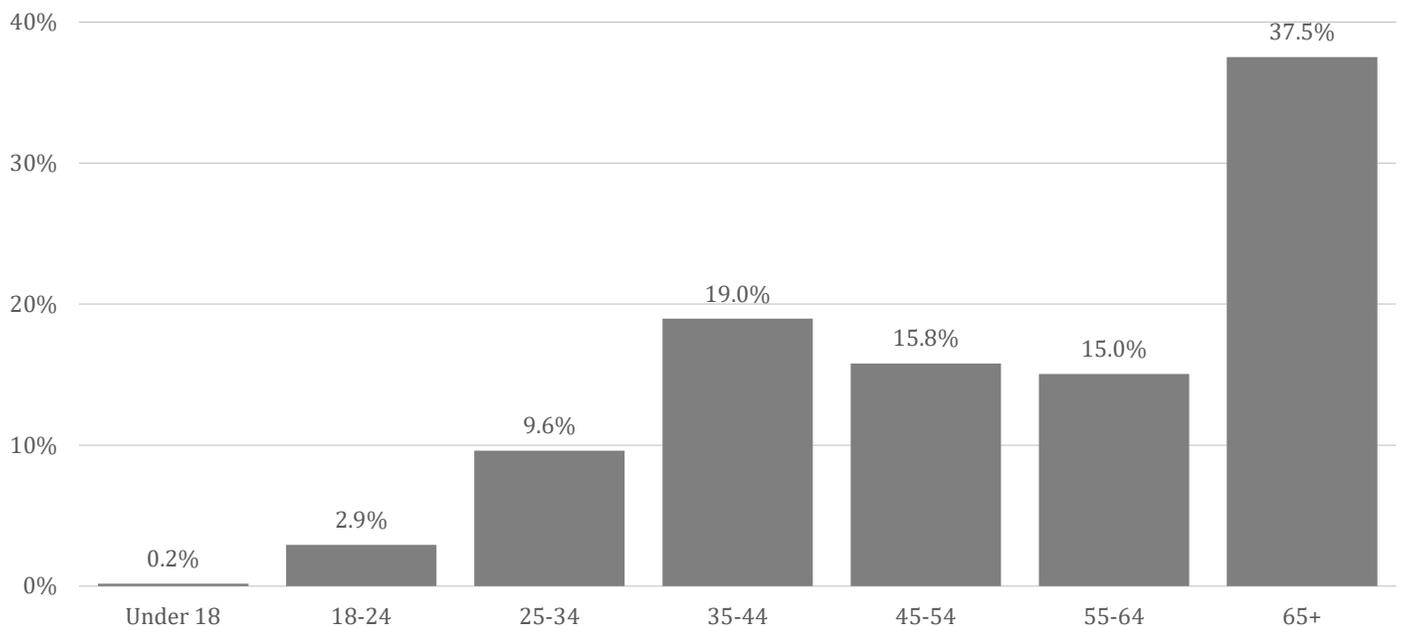
What best describes your background? (select all that apply)

Total responses = 1,181



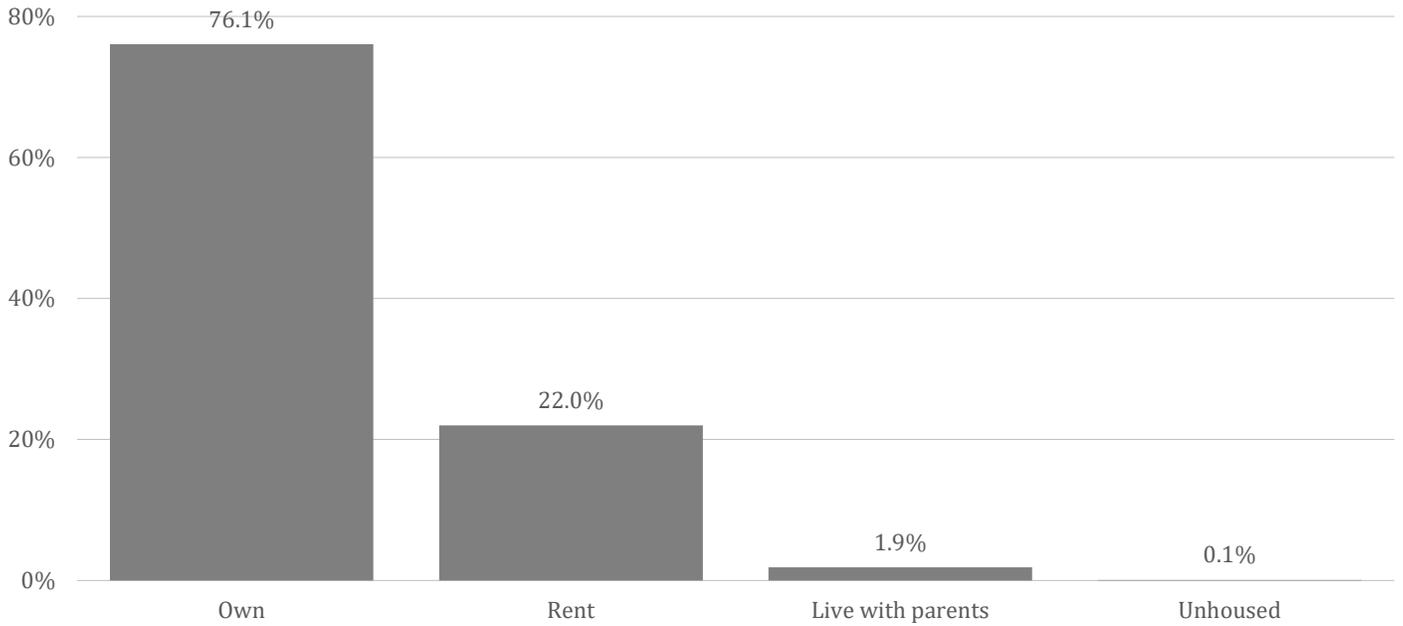
How old are you? (select one)

Total responses = 1,197



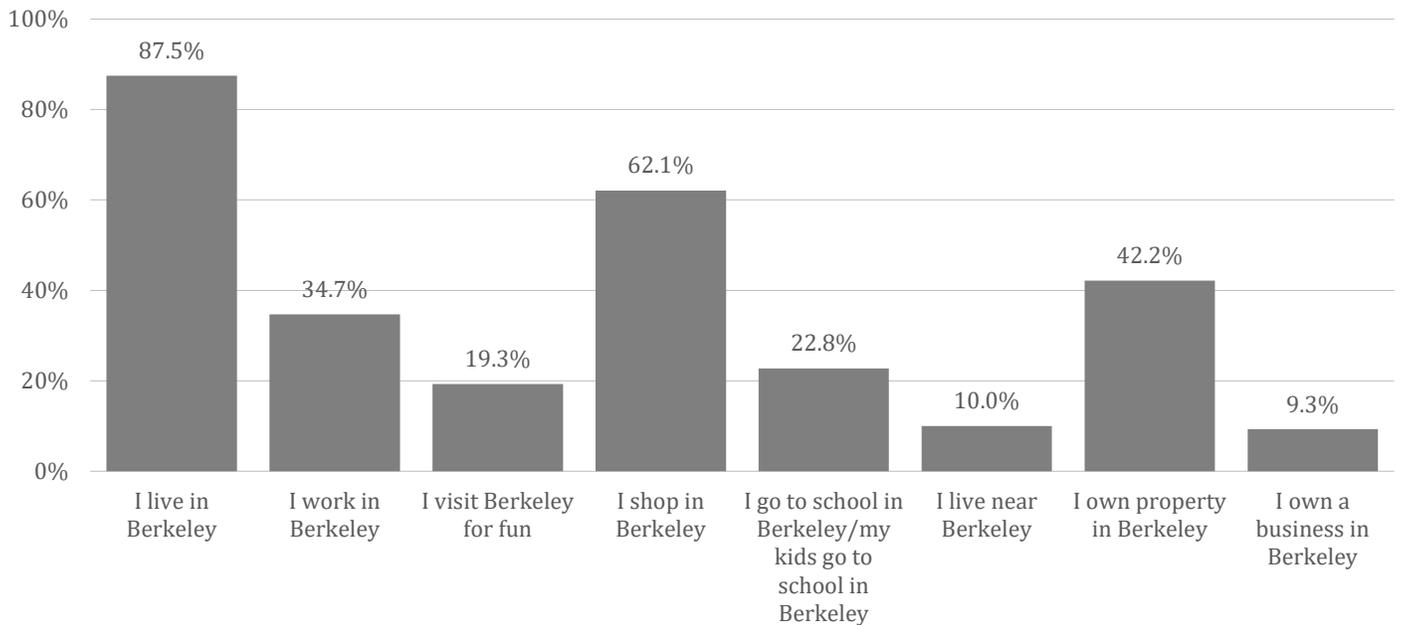
Which of the following best describes your housing situation? (select one)

Total responses = 1,219



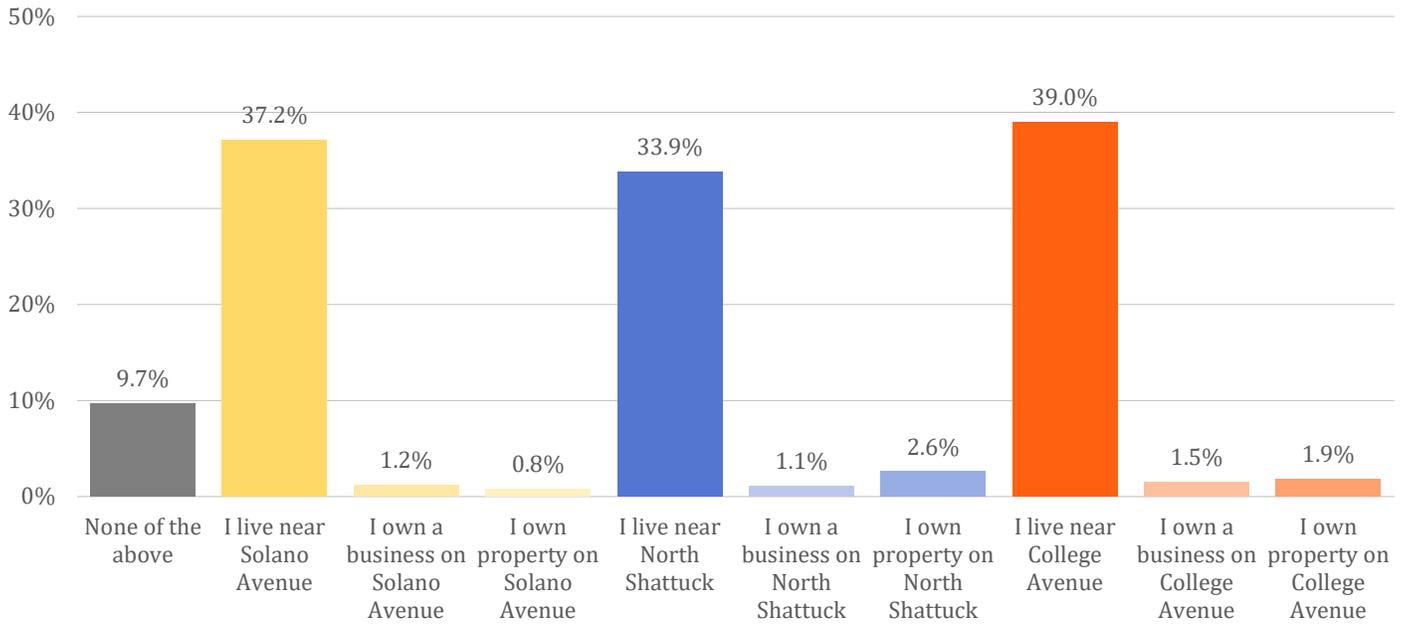
What is your connection to Berkeley? (select all that apply)

Total responses = 1,248

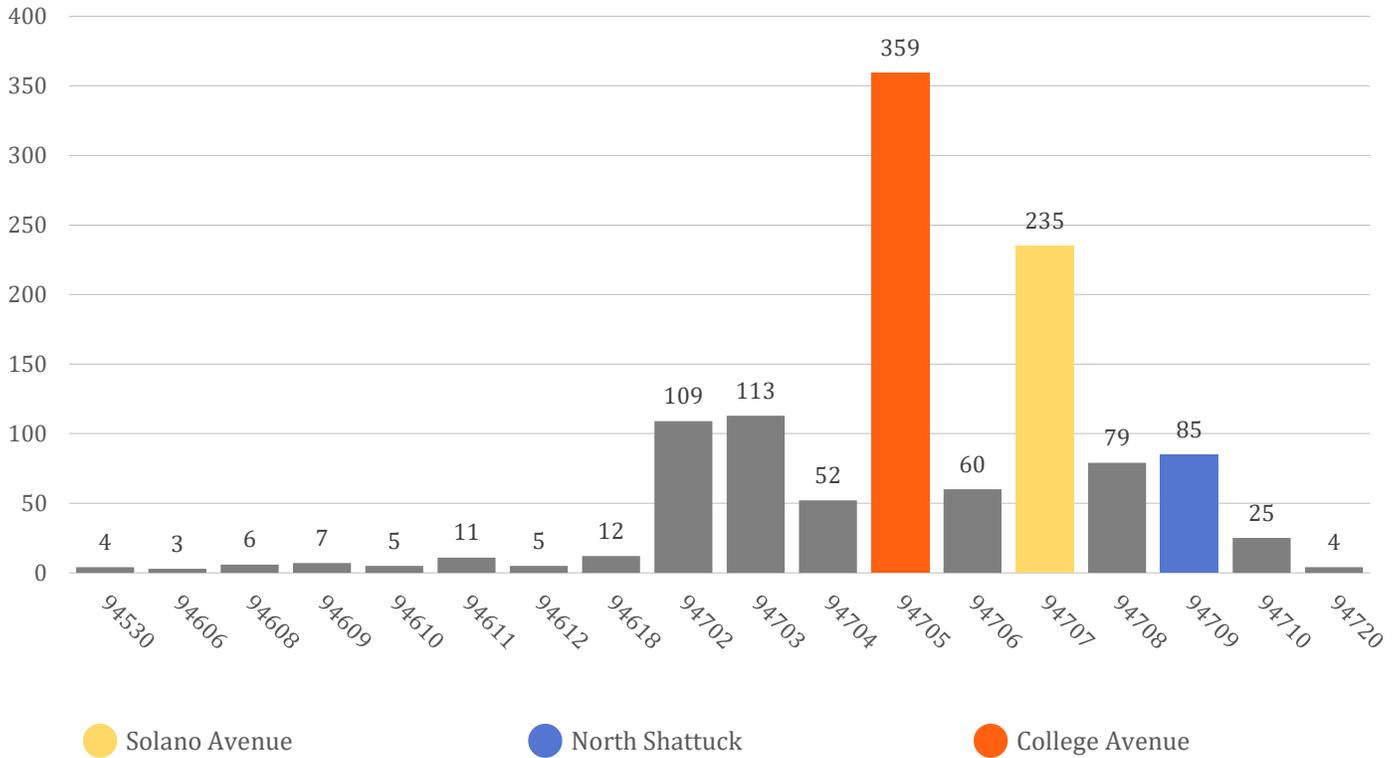


What is your connection to the three corridors? (select all that apply)

Total responses = 1,235



What zip code do you live in?



Appendix A

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Solano Avenue

Design and Land Use Considerations - Comments

Please feel free to add additional design considerations and provide any additional comments to support your ranking of the design considerations above.

Total responses = 359

- I don't want lots of high rise buildings like what has happened to Shattuck Ave. I want small businesses to be supported. Keep Solano avenue just like it is. I love all the colorful shops and restaurants. The occasional apartment building is okay. We already have some. Don't destroy something that is very special.
- Berkeley should remain a charming small community of neighborhoods. We do not need to squeeze in more housing for SF workers.
- The building heights are too tall to fit into the existing character of the neighborhood. Why not maximize development along streets that don't have an established village feel (University and San Pablo), and minimize the impact here (and in the Elmwood and North Shattuck)? Downtown Berkeley now looks sterile and generic- why would I want to replicate that esthetic in my neighborhood?
- I'm worried about height of building! I don't want massive stuff like San Pablo and University. Those block like building we will come to regret!
- Allow housing on ground floor with setback such that resident step out into sidewalk of commercial.
- Not in favor of increased bike traffic on Solano.
- Create housing with no more than 6 stories.
- You need to stop trying to jam more people in north berkeley! It wonderful as it is. More people do not make a city better. And there will be an endless demand for more housing. We do not need to become densified to remain a wonderful place to live. Every proposal from the current govt is aimed at adding people. None of the existing neighbors in north berekeley support this!
- The new housing in downtown Berkeley and along San Pablo has no step back on upper floors. The flat facades look cold and uninviting and make those streets look same. Do need have sidewalks with areas to plant lots of trees/greenspace with built in benches. These get used and invite people.
- Improve pedestrian and bike safety even if we have to close down a portion of Solano Ave to auto traffic (I've seen several biker riders and children hit by autos on the corner of Solano and Cornell in the past few years). Lives are more important than cars. Also increase parking opportunities with a multi story parking lot at Andronicos and Safeway parking lots.
- Provide/maintain at the very least the existing street parking for businesses on Solano Avenue
- I support more housing on upper Solano. The portions of Solano in Albany have dense residential buildings ab's it hasn't hurt the character of Solano at all.
- Increasing residential and commercial density along Solano Avenue is crucial for enhancing pedestrian flow along the street. This leads to a more diverse and interesting neighborhood and improved quality of life. It allows people residing in nearby residences to access a variety of stores and restaurants by foot. It also leads to more frequent transit service. The only cautionary design consideration is controlling the height and placement of new structures on the north side of Solano in order to minimize the shadow effect on adjacent residences.
- These sets of questions do not address the effect of such changes for customers who do not live on Solano itself, and need to bring a car to transport goods to and from businesses. Often the amounts carried CAN NOT be carried on a bicycle and it is myopic to pretend otherwise.
- High-density homes without cars need EXTRA curb cuts near a public entry to the building — to provide a safe location for drivers to pull in for Uber, Amazon, Lyft, UPS, getting picked up by a friend, carpooling with a coworker, and all the stuff that normally creates double - parking.

- Pleasant, attractive, architecturally interesting design. Avoid boxy, plastic, flat, rectangular shapes.
- I have looked at buildings in Berkeley which have stepped back upper floors to "reduce the perceived height" and don't find that it works to do that. The buildings look just as tall.
- Solano is dying. We need to revitalize it.
- I am in support of building as much housing as possible but design is important. Trying to build in new character to replace the old
- Ground floor retail requirement along all of Solano Avenue is essential.. creating curb cuts and residential outdoor space facing Solano is an awful idea--just look at the no-mans land where there are existing ground floor residential units as you head east on Solano.
- Why is this being considered when areas such as Center Street have been closed and yet have remained undeveloped. The council must adopt as part of planning permission a requirement that rebuilding should proceed in a set time frame. If not then the developer should be fined on daily basis.
- Retain neighborhood character of architecture storefronts.
- We should not be impacting existing residents and businesses so well-off people can have another housing option! We should be prioritizing teachers, garbage collectors, firefighters, janitors in public buildings...all city workers who can't otherwise afford to live close to work and the community they serve
- As Christopher Alexander wrote (*A Pattern Language*) we begin to lose the human scale when buildings exceed 4 stories tall, lose the active human interactions that create a community, scale that allows interaction. So with the added two stories, including the 50% density bonus from the state, I'd like to have buildings no higher than 4 stories total. We already have buildings that high on Solano and they are in keeping with the street, one of those buildings includes low income housing now. Congratulations on that!
- I am vehemently opposed to increasing the density and height of buildings along Solano Avenue.
- Please keep tall buildings downtown. Why ruin our neighborhood with density, yet not have parking? All those units will have cars, and they will park in our already crammed streets. Downtown, with an actual skyline, can handle more. This move to other neighborhoods sounds like an attempt to punish.
- Solano is a very wide street, and can support taller buildings and more activity. I am generally supportive of denser development along Solano, creating opportunities for people to down-size while staying in the neighborhood, and opening up larger houses for new families to move in. I also feel the width of Solano allows for more pedestrian friendly sidewalks and outdoor commercial spaces like sidewalk cafes, pocket parks, etc. The few that we have are heavily used, and I am a strong believer that public spaces should prioritize people over parked cars.
- Please support ground floor retail requirement on all of Solano. The fact is that once we have ground floor residential it becomes almost impossible to dislodge it, and convert to retail. People always make the argument that higher density will support more commercial space. We are going to have so many new units with the upzoning of all of Berkeley, SB 79 etc. Solano Ave really is a commercial corridor, and it would be a shame if in 40 years, we have so many new neighbors, but not enough retail space. Lets plan for the future of an urban walkable Berkeley, Keep Ground Floor Retail Please!.
- no soviet style block building, no building height increase
- Lots of thoughts following the workshop - thank you for having it. I am in support of seeing more apartments/housing along Solano Avenue.
 1. Parking pressure on the neighborhood and commercial businesses — apartment buildings may provide some or no parking. This means in reality residential parking spilling onto the surrounding neighborhood streets. This will be bad for the local businesses, whose patrons use the neighborhoods for spillover parking. Permit parking will be necessary to enable commercial patrons to continue to find parking in the surrounding neighborhood. Also - have you considered how the "missing middle" housing as of right in residential neighborhoods will combine with this upzoning as it relates to parking pressure? While I'd love everyone to take transit, the reality is that is not the reality at this time.
 2. Andronico's development into mixed use would be great if there could be a ground floor market - Andronico's or other, which I know cannot be mandated. But additional "market" for the market will be created by the new units and that is a walking distance market for many in the neighborhood

(contributing to reduced vehicle trips). At the same time, smaller size retail storefronts are crucial to enable small independent businesses to possibly afford what will no doubt be higher commercial rents. They will not be able to afford larger retail spaces and larger spaces will attract more “corporate” style tenants which will change the character of the neighborhood. Please look to incentives that City of Albany is providing to encourage local businesses to locate along and adjacent to Solano Avenue. What else are they doing to make their stretch of Solano more vibrant than Berkeley’s?

3. The maps show landmarks and structures of merit as the same color as “unlikely to be developed” buildings — please differentiate.

4. Scenarios are really not portrayed accurately. The “no change” scenario could still host 2 story buildings AND state density bonuses for affordable units. So does that mean that under the “no change” scenario there could be 4 story or 6 story with setback buildings? Please show this. Also, please note that on College Ave and Shattuck Ave, we see 2 new apartment buildings that exceed the zoning (due to state density bonuses) and those new buildings both seem of reasonable scale with the neighborhood. When the housing plan was approved showing these corridors being upzoned, was the State density bonuses and over-ride of local regulations in place? If they were, I wonder if we would be talking about upzoning now? We see bigger, taller apartment buildings being built now without upzoning. Maybe it’s not needed to get more housing on these corridors? There are a couple lots that could support bigger/taller buildings on North Shattuck and along Solano, but I worry that the additional incentives may encourage older property owners to kick their long term neighborhood serving tenants out/not renew their leases (Vanessa’s restaurant w parking in back), so they can sell to developers. Maybe that’s ok, but that’s not what scenarios show/contemplate. It only contemplates the market and bank buildings being developed. Is there a way in the upzoning to provide support for existing commercial tenants to come back to the commercial space - i.e., first right of refusal, subsidy... not sure what.... Many won’t survive the construction time -moving out/back in... but maybe some would? I notice the candy store on Shattuck did move back into the new apartment buildings, but that’s about the only example I can think of. Are there more?

5. Similarly, the 2 zoning change scenarios show no building heights represented by 100% density bonus which is permitted under both scenarios. This is misleading.

6. Already busy intersections — Colusa in particular. It looks like 2 corners of Colusa would likely develop into tall buildings with some parking included. Each would come out onto Colusa Ave, one north and one south. That is already a very busy intersection with lots of pedestrians and a nearby elementary school. How will this work? This intersection really needs some traffic engineering study to see how it can safely handle 2 parking lot exits onto pedestrian heavy streets close to a busy intersection.

Outdoor dining and parklets create a hazard when folks walk / run across mid block. Delivery trucks and vans have a terrible time so they usually just double park. Blocks are chopped up like teeth.

- Curb cuts probably = driveways. Minimizing then favors not providing on site parking, which is a very bad idea. Private stuff for the housing adds cost, making it less affordable, and may discourage using the many shops (especially those with outdoor space) on Solano. It would be bad for the businesses.
- I feel it is important to understand who wants to live in these neighborhoods and why. Also, the city has a history of approving buildings that do not adequately create a welcoming streetscape. People don't want to walk along streets that aren't vibrant and interesting. The new buildings downtown have horrible ground floor design. These types of designs should not be approved. And the city also has a terrible history of designing streets that are safe to bike on. For instance, the new Gilman bike lanes west of the traffic circles are unsafe. How can you have a two-way lane on one side of traffic where right turns are allowed across the lane without a right-turn arrow and a bicycle stop light while right turns are allowed? As a driver it is terrifying to try to look out for all the ways you might hit a bicyclist or a pedestrian. The sight lines are too busy and there is too much room for error.
- This survey is unprofessional. It does not meet basic survey standards.
- What constitutes affordable is vague and sometimes problematic. Maintaining a "community" small town feel is extremely important.
- 8 stories is way too tall for Solano Ave. That will take away views from residential street such as Contra Costa and Mendocino. These will become less desirable and create greater traffic and parking problems for the residential area making much less desirable place to live and likely lower property values.
- Need to provide parking. Parking is already difficult because of businesses. Garbage should not be near residential houses. Concerned about bright lights and smoking affecting residential homes.

- Please stress affordability. "Low income" is not low enough. We have way too much market rate housing. People can't afford to live here.
- New buildings should be integrated into the intimate context of a small scale, business and neighborhood district.
- Solano and Marin traffic are already clogged enough without adding 200-400 more units and cars. Keep adding the high rises to shattuck downtown district where there are empty lots and empty real estate and keep the charm of these neighborhoods as they are. This is a huge architectural mistake
- This proposed design is going to ruin this neighborhood and small businesses. As new home owners in the area, I am strongly against the proposal to build high buildings on Solano. We should be maximizing retail spaces and encouraging more restaurants, shops, and other small businesses instead. These buildings will block views from existing homes and ruin the quaint residential neighborhood vibes here.
- The city should not mandate design.
- Until Berkeley has vacancy data for the existing new construction, it makes no sense to upzone Solano and College Avenues.
- Need to also maintain sidewalk space for walking. Walkability requires sidewalks where two directions of foot traffic can happen at the same time, plus space for people exiting buildings so they don't just crash into the flow of the foot traffic. People should not have to turn sideways to pass each other. Also, there should be enough sidewalk space to grow a tree properly - no more sickly trees that have half of the crown cut off.
- This survey seems skewed and I hope these proposals never happen: the increased density and addition of tall residential buildings in these vibrant neighborhood corridors will probably go a very long way towards ending their appeal and mostly benefit developers
- I am a 27 year old north Berkeley resident who is in strong support of building new housing along Solano avenue.
- Concern about impact of taller buildings on the immediate residential streets on each side of Solano Ave.
- Upper Solano feels dead. It needs new ideas.
- Better traffic control via investment in effective traffic signalling is essential to protect pedestrians on Solano avenue. The revamped intersection at Masonic & Solano was well-intentioned and poorly executed. It has the opposite effect - peds and cyclists rarely follow the rules because the signals are badly timed. Pairing green light right turn signals with protected left turns will allow better flow of traffic.
No more bulbing of corners. It creates blind spots and clogs up intersections. Instead, clear lane markings for right turns. Now that there's no parking allowed near the corners there will be the necessary visibility.
More housing on Solano will inevitably lead to more cars so we need to plan accordingly. Pretending we live in some fantasy future world of only walking and cycling is not only naive, it's dangerous. We have enough entitlement and division in our community. Let's accept that car culture is part California's identity and plan accordingly for traffic and parking. There is a lot we can learn from other urban areas' successes and failures. Please, let's study these!
- Solano should be primarily a neighborhood shopping street. Okay with a mix of housing types but including family units (not just small apartments) and placed vertically over commercial and mix of rental and ownership housing. Buildings up to a maximum of 4 stories with upper floor stepbacks to street and single family (interior lot lines). Also and importantly no more than 60 percent of site use floor area for housing with affordable, 50 percent otherwise. Quality dwellings and quality environment more important than QUANTITY. Sorry for the all caps but looking out for long term health of this community and not just what is in fashion now. BTW. I'm a Solano area renter not a single family house owner.
- I am opposed to plans to rezone Solano. It is a bustling commercial zone and to add tall units would ruin it.
The city needs to stop plans to build any housing other than low income or affordable units. Period. It's a disgrace how big buildings have taken over the city in general.
This is a deceptive survey in my opinion.
There is nowhere to object or say no to your ominous plans to destroy what we have now on Solano.

The city needs to respect the needs and desires of the people who live, work or have small businesses on Solano.

City council members whose donors include developers work against the needs of residents are very suspicious and cannot be trusted.

Why not use the land formerly known as His Lordships for unhoused people?

Council continues to lose support among its residents.

- Parking Parking Parking
I live a block and a half away and we find employees having to park on our block The poor folks who live closer have to park on our block, too
Morning deliveries are a ZOO with double parked trucks making deliveries
- Keep retail on sidewalk level, add more space for outdoor tables interior areas ie the garden center in Albany has a trailer with coffee
- There are other ways of creating affordable housing, increasing housing density, and avoiding environmentally unfriendly new construction. To do this, you set up organizations that match elderly homeowners with students and others looking for a space inside a home.
- Extremely important to preserve Andronico's as a grocery store
- take into account areas of shade and design to avoid strong wind gusts around taller buildings
- Keep Solano ave a vibrant space for ground floor retail. Increasing density is acceptable so long as it is still a highly walkable area with lots of retail and parking issues do not overwhelm the neighborhood. Keep and extend community spaces such as Peralta park.
- More trees and pocket parks to encourage pedestrians. Bike lanes please. Small business tax breaks and incentives.
- New development should provide underground parking or parking at rear of properties
- ground floor retail represents community oriented commerce uses, but could also include non-retail (public services/civic outreach/volunteer hubs/food pantry distributors/ tutoring centers etc.) this animated street scape is what makes Solano ave a vibrant paséo and a compelling destination, so don't sacrifice ground level storefronts to shuttered residential, thank you
- Pedestrian safety
- I support developing Solono Ave. I just really hope the buildings are not extremely ugly. A lot of the "modern style" recent buildings are sterile blocks that remind me of hideous Soviet Era buildings or prisons because they don't have enough windows. I know ugliness prevention can't be mandated. Requiring adequate windows & outdoor living space might help.
- I generally feel like new modern housing should be built along University and Shattuck Ave between University and Adeline. A robust, vibrant, modern core from the 80 and through downtown would benefit the city in numerous ways and is long overdue given that we house one of the most prestigious public universities in the world, with global visitors as a result. A thoughtful approach to University and the downtown with respect to new, modern (high-rise) housing could go hand-in-hand with a more limited approach in any of the three corridors, with the emphasis there being to preserve and bolster the neighborhood small business/hyperlocal vibe of those areas.
- Albany has a thriving retail and restaurant corridor along Solano, but Berkeley's has been allowed to wither. Small businesses are aided and encouraged in Albany, but pushed out in Berkeley. Parking is exorbitant at the top of Solano, but free for 90 minutes in Albany. Where is the bustling street scene? Albany.
- Keep Solano as it is. Don't let developers on a Trump high ruin it.
- Market rate, High rise housing with 1st floor retail would be a great addition to Solano. However, it would be important to add additional parking!
- Reducing car traffic on Solano (e.g., making it one-way from Alameda to Colusa) and making upper Solano more pedestrian oriented would be fantastic.
- I don't want high rise buildings along the main street at all. Please keep Solano like it is currently. I love all the small shops and restaurants with lots of variety. Large buildings can be added away from this area. Don't spoil our lovely Solano street!

- The way the questions are worded makes me unable to answer them because I am opposed to anything higher than 3 stories to be built for housing on Solano Ave.
- Bike lanes, bike safety, use roundabouts at intersections
- Higher density housing will help Solano Ave, but other changes need to happen to increase the area's vitality and bring it into line with Albany's portion of Solano -- mostly improved pedestrian amenities (larger sidewalks, bulb-outs, and plazas).
- Please encourage ground floor retail by allowing chains, offering subsidies (reducing or eliminating impact fees, reducing inclusionary requirements in return for commercial space, prioritizing entitlements, and offering tax abatements). Do not make the zoning overly prescriptive because State Density Bonus Law will allow people to waive development standards. A concession can be used to get out of ground floor retail requirements so please make it economically viable to keep retail!
- "Affordable" housing is usually anything but. I would support low income housing.
- Traffic is already a nightmare on Solano and adjacent Marin avenues. Massive numbers of new residents will be unsustainable.
- I don't think Solano needs big apartment buildings on it, as it's surrounded by a neighborhood of many homes. But I understand that the demographic in that area is aging and not always in sync with the businesses that try to succeed on Solano. I think the street could be more of a shopping and dining destination for people from other parts of Berkeley.
- Let's have some design standards - quality windows, proportioned articulations on buildings / no flat slabs, money into good tree wells with sizeable trees with large openings, no gaudy signage, consider transportation options for folks coming down from the hills and why are there no condos in Berkeley?? You want people to move out of their homes and downsize but there are no high end condos.
- Taller buildings on upper Solano is a terrible idea. It doesn't fit the neighborhood. And there is not enough parking for the buildings already there.
- It adds to the quality of life for this area that we can walk to stores, shops, and restaurants on Solano Avenue.
- Curb cuts at every crosswalk are essential - not sure why it says minimize
If adding a lot of housing and making this more of a "downtown" then infrastructure such as parking lots, e-vehicle chargers, bike racks, and public restrooms should be added to support that growth
- Please keep in mind we need to keep the street friendly for all visitors and if you have huge buildings, you will ruin the neighborhood. Solano Ave, is NO place for tall buildings. If you want to build, first fill up the large buildings in Berkeley. We do not need or want any more projects that will go belly up and leave us with an eye sore or a large over bearing building.
- Green space - trees, plants
- providing parking for new residences is very important (don't assume people won't need cars just because they're close to shops and transportation)
- I don't understand why you would minimize curb cuts. Curb cuts are very important to the disabled and benefit others
- Make Solano Avenue a uniform street. Publish guidance for stores to adhere to, add string lights and make it a center of beauty and life.
- Include traffic calming, crosswalks, bike lanes to make Solano even more pedestrian and bike friendly
- Solano is one of the best walking streets. You cannot take away ground floor retail.
- Solano Avenue is one of the very few pedestrian-friendly commercial corridors left in the Bay Area. It would be optimal to preserve this aspect of the corridor to the greatest extent possible by leaving existing one-story structures intact. Other corridors (San Pablo Avenue, for example) have already been transitioned to multi-use corridors, additional housing can be added to these areas.
- Keep the neighborhood feel. Adding residential units above the commercial units could increase foot traffic and business.
- Maintaining ground floor retail is my number one priority! Without it Solano Ave can not be the vibrant community space that we all love.

- Parking for both residents and shoppers is a huge issue. How will that be addressed?
- Upper Solano is a NEIGHBORHOOD with its own unique feel. At the heart of this are the retail businesses-shops and restaurants. For many, the restaurants alone are a draw. I think we should preserve the neighborhood pretty much as it is.
- Keep bicycle lanes off Solano
- Outdoor seating! Better walking areas.
- 3 stories should be max. Emphasize condos to free up large homes in the hills. Basically leave it alone. The planning in downtown is awful. You are only building student housing. You have no idea of how to plan for diverse needs. That would mandate CB parking, for example.
- Someone with a design background should review the new building designs as a whole so Solano doesn't end up looking like the mish-mosh downtown. Seriously!
- there are
- Ban bicycles. Absolutely prohibit new bike lanes.
- My biggest concern about increasing housing density along Solano Ave is for the impact on getting people safely out of the earthquake- and extreme fire danger-prone hills during a disaster. The people in the flats, the slower it will be evacuating people fleeing the hills. This is not an economic argument but a realistic one! Increasing density in the flats and the hills will slow everyone trying to flee wildfire and/or a catastrophic quake along the Hayward fault.
- I'm very much against corporate take-overs. I would like the neighborhood feel to continue to be intimate, slower paced, and not overcrowded.
- Thanks for any bike safety options on Solano! Perhaps an additional traffic light near the 711 or street above it.
- Prioritize 2 and 3 bedroom units, to attract families. The SF Chronicle article highlighted the gutting of families from this neighborhood, this is the best way to bring them back.
- We need more restaurants. Why do they thrive on Solano Ave. in Albany?
- This survey asks leading questions and doesn't fully allow us to express our concerns about these proposals. How will parking be factored into any design. Parking is already tight on my street and any further housing units will bring more cars and more traffic congestion.
- All developments should be required to plant street trees and have setbacks allowing for landscaping. There should also be design review to ensure buildings suit the character of the neighborhood and have aesthetic appeal.
- Building step-backs would be nice, but they further constrain already small lots and reduce development potential or require taller buildings to achieve the same density.
- Maximize open space, seating and tree lined parklets, community garden areas and, destination hub for congregating with chess sets/tables/bocce ball. Fountain sand public art
- I've lived near Solano since 1998 and have long wanted to see efforts to enliven the corridor with amenities like bars and restaurants. I also would fully support development of housing of any and all kinds along the Avenue. We desperately need more housing.
- Any tall building walls that will face people's backyards should be required to be green walls with vertical gardens to minimize how unsightly these tall buildings will look from people's backyards. There should also be rules about hiding pipes, and ugly AC units, etc. that get placed on the top of these buildings. There should be rules about where the garbage enclosures will go, and keep them as far away from neighbor's backyards as possible to avoid an increase in rats in our backyards. Most importantly, on site parking should be required to be built into these buildings. Our side streets next to Solano cannot absorb more parking without the city doing anything about making it easier for those of us who live here to find parking in front of our homes. Rules should also exist about minimizing light pollution into our backyards which will come from these tall buildings. These area areas where commercial style buildings and residential buildings meet. There should be special zoning rules that apply. Look at Beverly Hills' Commercial Transition Zone laws for ideas on how to provide for compatible transitions where these type of transitions meet each other. The design of the buildings should also be harmonious with its surroundings and what's already existing in the neighborhood either because it will

architecturally blend in, or through appropriate landscaping on the part that faces the residential zone. After all, the pretty architecture and the beautiful views of green spaces either in our own yards or from the borrowed landscape is what makes this area so nice to live in.

- Many of the businesses along Solano (esp. lower on the street and/or on the south side of the street) are single-story, low-intensity commercial uses, like real estate offices, accountants, etc. Would be nice to replace those either with housing or with restaurants or retail that adds value for more people.
- We need green space along the so-called corridors, not just interior courtyards and balconies. Also it is extremely important to require additional parking space when adding more residences to an existing community.
- The premise of this plan is flawed. The stated goal is to provide dense housing near the desirable concentrations of services (grocery stores, banks, small-business retail) along the three corridors. Unstated is that the need for such additional housing exists because much of Berkeley (especially the southwest) lacks those services. In my view, this makes the solution obvious: Berkeley should make substantial new investments, supported by zoning changes if necessary, in places most distant from the three corridors and most lacking in services. That will achieve two aims that the discourse so far has wrongly claimed are in conflict: preserving the physical scale and use character of the corridors and providing lots of new affordable housing near transit and services.
- Maximize density
- Eliminate bicycles.
- I think it's possible to add multi-story buildings up to 6 while maintaining the character of the street. I shop there a lot and have friends who live just off Solano.
- Each area should have specific design guidelines. For example, width of street should be considered when height and setbacks are determined.
- Building tall residential buildings will RUIN upper Solano Avenue and contribute to further congestion on that street.
- I support more absolute numbers of affordable units, not a higher %.
- Berkeley is a charming city. We don't need big buildings or growth that will just make Berkeley another typical unpleasant city.
- These are three areas I would LOVE to live if there were better options for denser housing above retail.
- There should have been a BART station on Solano Ave, but the City of Albany blocked that, causing great inconvenience to generations of residents. Just saying..
- I've been following these issues carefully and Berkeley for over 25 years. I am a passionate believer in housing density pedestrian safety and bicycle infrastructure. Please do not impose any more regulation than necessary on the construction new housing.
- No taller buildings. No new buildings that require the demolition of an already standing building/business.
- Considering live/work space will allow for more mixed use space and also inject arts and culture in all these corridors
- The extra stories are far too much. There are other places to build.
- ensure that AFFH rules include the corridor. Make sure that poorer neighbors are included in the housing options for the corridor.
- Limit parking so that new housing occupants use transit/walk/bike
- Internet shopping and the pandemic decimated retail businesses. It is the critical mass of the existing businesses (shops, restaurants, and grocery stores) that make these areas continue to provide the "high resource" you describe. Solano Ave may be able to support a few more apartment buildings like they have on the Albany section, but these should be very limited in size and number. It will only take a few failed projects that result in empty lots and boarded up shops to erode the viability, walk-ability and safety of these areas.
- We must build vibrant corridors that prioritize other modes of transit over parking for cars!
- I would to keep it the way it is. No more construction. We don't need more buildings.

- Solano Avenue should be left just the way it is.
- Add trees and greenery, set backs from sidewalk, more interesting design than massive rectangles
- Need objective design standards to guide the redevelopment called for by the upzoning. Protection of solar access is extremely important.
- all buildings should be human scale, i.e., no buildings higher than 4 stories
- Keep Solano the way it is now
- I believe we need to maximize the total number of housing units built. We should allow as many as feasible, without setting a high target for affordable housing as a percentage. This will allow us to subsidize more homes.
- More housing! I'd also support housing designed to attract older owners of large homes to move into something more right-sized for this phase of their life. New families don't have housing for kids
- I would like to see small businesses and arts institutions prioritized. I feel locations identified for redevelopment in Berkeley lean heavily in small businesses and leave larger corporations to stay
- We need a 5 year moratorium on new building
- Public open space is more important even than private. Let's lose this hedge fund plan to reduce people to computer heads in their isolation. People need common experience and they need trees and more green space. There should be few tall buildings on Solano. More important than all this is that you look at the area as a whole and don't have the same guidelines for every single spot but have different guidelines for different spots and look at the area as a whole with maximization of pleasant sky visible and open space. You can redo office space into living space. You're always saying it's expensive well it's not as expensive as completely wrecking a pleasant area. Planners bandy the word "walkable" about while destroying fine existing walkable space.
- What about parking? High-rise apartment buildings or businesses that generate traffic should have parking included as part of the development. Nearby homeowners without driveways will be in trouble and will react.
- Survey is constructed such that I cannot express my preferences. I am asked to make choices among options that I do not support. I am against rezoning.
- I would like Solano to remain as it is. No high rise buildings, no bollards and bike paths. No change, please!!!
- Appreciate bike lanes, secure bike parking beyond just racks, and building parking adequate for each building, rather than assuming most will not have cars. Or add parking decks.
- keep as is. support local businesses.
- I love Solano Ave just as it is. Find somewhere else to develop that doesn't have so much precious history
- I am very concerned about the way these questions are phrased. I am deeply concerned about all of the issues mentioned - they are not UNIMPORTANT to me!!! However I do not agree with many of them being something to have designed and put in place. I was at the meeting where there was no way to discuss this as a group - only presentations by the designers. Any opportunity to address concerns was only individual in three sections of the meeting room after the presentation and without opportunity to discuss as a community. This frankly does not sound like an interest in community reaction on the part of the city. Please advise how I can respond in a way that reflects my extreme interest and concern. The word important is misleading. These issues are very important thus having to check unimportant is not reflective and in a summary of survey will be very misleading.
- Keep the character of the neighborhood. Add affordable housing without making it feel like a concrete jungle.
- What keeps these corridors pleasant is the amount of sunlight, an uncrowded feeling and a variety of interesting architectural styles from many eras. New development typically creates unaffordable housing & business rents, forcing long-term business to close. 20% affordable is meager at best. Seeking to accommodate 100% of current businesses is fair.
- I walked the entire length of the zoning area and attended the meeting. No zoning changes are needed to meet RHNA. What is needed is affordable housing and healthy businesses. I am very concerned that plans will impact businesses severely and leave empty storefronts like the downtown. Five story

buildings and lower have the most potential for sustainable architecture. Current multi-story buildings are big walls with uninteresting design. Why can architects in other cities and around the world build sustainable exciting architecture for all income levels including low income and we get big boring walls of boxy buildings?

- Don't fetter housing production. This is a great corridor for it.
- Please consider parking. Hills residents can't walk or take public transit to Solano and cutting off parking means just encouraging people to go down to Albany for their shopping needs. We shouldn't envy Albany residents for ease and free parking!
- Housing should be added to vacant lots around the city
- This questionnaire is a setup. It assumes that the proposed zoning changes are a given. The proposed 7+ floor buildings are out of scale for our city and will destroy the social fabric of our vital business areas.
- More public green space please!! Would also love to make it appealing for more restaurants to move in to this area! Would also love for Solano to be more friendly to pedestrians and bikes, and perhaps consider having a weekly or monthly event/hours when the street has a farmers' market or something similar and is only accessible to pedestrians and bikes
- Leave as is!
- minimum unit size or limitation on units less than 500 sf. to support families, maximum density levels to avoid overcrowding conflicts, laundry standards
- We need buildings with lots of doors every several yards. Long blank expanses kill economic vibrancy and safety. Allow for very small lots and doors to homes on the ground floor (given our Amazon-caused retail crisis, alas) to break up the monotony. Don't substitute building articulation for this. It just makes the buildings more expensive.
- I would like to see thin/narrow floor plate buildings encouraged, by allowing for wall-to-wall development (no side setbacks), >8 stories, and putting a limit on lot coverage. These will have better light and air for tenants.
- There is a reason that Solano and the other two zones are, as you put it, "high-resource" — it is because they are pleasant place for people from all over Berkeley to come, shop, and enjoy the small-town nature of our city. Of course housing is important, but locating it just along the corridors that are common to so many of us in Berkeley seems like a less-than-thoughtful solution. There are many under-utilized areas in Berkeley that are near transit and can be better developed (and many new high-rise buildings that look relatively vacant). Turning our shopping areas into six-story boxy apartments will change the nature of Berkeley and its desirability. The city doesn't have a great track record of producing innovative, aesthetic housing, but it should be the goal. If the Bancroft/Fulton neighborhood is an example, it's not a good one.
- We are in a housing crisis. When 3/4 of our public employees can't afford to live here in the salaries we pay them, when our children and grandchildren are forced to move to another state, when service workers and health care workers — even doctors// move elsewhere so they can house their families, the civic fabric is fraying and in some instances damaged beyond repair. We can't recruit employees for middle and working class jobs.
- We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses. We need to zone higher, minimize setbacks and step downs, allow greater lot coverage, and apply this upzoning not just to parcels abutting the corridor but also for 2-3 blocks along the corridor as well.
- Just let people build the housing they want. All of the traditional, historic buildings that we love were built before the city started enforcing arbitrary rules about setbacks and stepdowns in a failed attempt to satisfy NIMBYs. Let people build normal buildings. The purpose of these buildings is to provide desperately needed housing, not make a bunch of housing secure homeowners feel better about a shadow.
- As a frequent cyclist and pedestrian on Solano I would like to see fewer parking spots on Solano itself. Please impress upon existing business owners that bike lanes and other safety improvements for non-drivers are more important than their ability to earn gobs of money. That said, bike lanes tend to be good for most businesses' bottom line so it's usually not even a concern worth considering. Also- tall buildings can be nice on a hot day, they can shade the street. Tall buildings are not always bad.

Affordable housing is nice for sure, but our tax base does need people with \$\$\$\$ to help pay for services. Affordable housing developments do not pay property taxes and our schools/infra need revenue.

- Ground level interaction is very important but we should remove height restriction generally and go tall on all three corridors.
- Parking is a must for new housing. Why not get creative and have spaces for carshare and e-bike parking? Not everyone can take public transit all the time. Be realistic.
- I oppose all upzoning in the three neighborhood commercial districts. I oppose any displacement of the existing merchants even temporarily.
- Main consideration is housing, supply needs to go up no matter what. Everything else is incidental, businesses are supported by more density, height doesn't matter (childish concern, we have architectural techniques to handle earthquakes), and builders will build what will bring "profit", too much focus on affordable housing won't make the development attractive to investors, and increasing the supply should have a similar effect, where people residing in older units move into the newer buildouts in the desirable and the older more affordable housing should become available.
- We need more housing and less street parking! I think human scale amenities at street level is also important.
- This area along Solano is an extremely important residential and business area. Parking is always horrible already so any addition all residential housing must provide off street parking. Affordable housing is very movable target I mean low income housing. In addition these corridors are already clogged enough so more dense housing creates evacuation problems
- we have an affordability crisis, not a housing crisis. if you have ample financial resources, it's simple to find a place to rent in Berkeley.
- It is vital that the facade design of any new construction maintain the existing street wall that exists on Solano Ave. higher ceilings, interesting window designs that draw people in, doors every 30 feet or so that encourage shopping, maintain articulation of the facades and do not allow for blank windows or walls anywhere along the street or on immediate side streets.
- I'm not concerned about height; various building heights can coexist on corridors like Solano without disturbing the pedestrian experience. I care more about quality design and ensuring that existing businesses are supported through the redevelopment transition. Solano Avenue's variety of architectural treatments is a key part of its charm, and I would love to see this reflected in new development.
- Additional sidewalk space for outdoor dining would be great!
- I, opposed to zoning changes long all 3 corridors. Like your Middle Housing, these developments don't create affordable housing. 220 affordable units is a cruel joke. What U have allowed to be built downtown is also a cruel joke on your citizenry. Ugly, plastic looking bldgs. all looking the same. What U should do is hire an aesthetics consultant because none of U including Planning have any concept about what a beautiful unified city can & should look like. Emeryville is doing much better.
- We should not be tearing down the unique, special buildings that make Berkeley so different from the boring bland and generic cities in California and across the nation . we should be preserving these buildings. We should only be building in empty lots, and we should only be turning down buildings built after 1950 which are generally not worth preserving. Also we should limit building because we have water shortages in terrible traffic, congestion. Everybody knows that if we build all the building we supposedly need, in 10 years we will have another housing shortage and we'll do the same thing over and over again until we've destroyed the very qualities of our urban environment that bring people here in the first place.
- Tall buildings should be built in building deserts not in thriving historic single and two story neighborhood centers.
- I OPPOSE bonus building floors under ALL circumstances! It's a boondoggle and rip-off toward people who already live in these 3 neighborhoods. Please don't assume people who live in these buildings & their friends who visit will be car-free. In my neighborhood, they simply double park & make it difficult to get around.

- There is no reason that a maximum four story limit can't be required. There should be a 50% affordable housing requirement.
- Don't do it.
- We don't want to live in a mini-Manhattan. All these unending, gigantic high rises, built to provide big profits to remotely located developers and greedy city politicians will result in a place too crowded for anyone to want to live in. Berkeley is already overcrowded.
- Include adequate parking for residents and visitors to all residential buildings.
- I don't support any of the above increased density choices.
- Unlike downtown Berkeley, which the developers have turned into a ghost town, Solano Avenue is still lively and charming. Bulldozing existing low rise buildings and replacing them with high rises would be a big mistake.
- When is enough, enough? Additional high rise structures were never the design or want of Berkeley. I am not against change. The "Up-zoning" is out of scale for any neighborhood and destroys its character and aesthetics
- Just leave it alone. Seriously. Enough is enough. Focus on rescuing downtown Berkeley before you destroy the commercial corridors that are actually thriving,
- If building new homes, please provide each home with at least parking space per residential home, parking is bad enough
- Washington DC and Philadelphia have substantial height limits which create visual open space that makes citizens feel safer and connected to air, water, earth and the rest of nature. Such limits are critical.
- Keep new construction below 4 stories, protect existing shops and restaurants to maintain neighborhood character.
- This survey is not at all engaging Berkeley residents in an open, democratic way. I join at least 500 people who have signed the Petition objecting to ANY Up-Zoning in the Elmwood/College Avenue Corridor. Planning Commissioners and staff didn't even discuss or include these objections at your 'Three Corridor' meeting held at the North Berkeley Senior Center recently. Not an honest discussion and not the way to implement smart city planning.
- infill housing should be at the EXISTING scale and context
- 1. I don't support upzoning Solano at all, it will kill off longtime small businesses like the book and stationery stores.
1. What does "Minimize curb cuts...for pedestrian and bike safety" mean? Is this a mistake? Curb cuts benefit wheelchair users and some people who walk with assistive devices. They don't otherwise affect pedestrians or cyclists at all.
- Berkeley has enough housing. If you build it should ALL be affordable housing units.
- No new development on Solano needed. What is needed is more support for existing businesses and for infrastructure considerations to reduce congestion and poor road conditions
- I do not believe the council has the skills necessary to rezone Solano Avenue or any other part of the city.
- omg. downtown berkeley was killed. it's friggin dead now. now the plan is to go to these other SWEET spots and kill them too???? i can't comment on the importance of affordable, stepping back -- these buildings will KILL THESE AREAS so no point saying stepped back is good -- the area will be DEAD. dead. these are decades old gathering spots. don't kill them.WHY PUT HOUSING IN THESE AREAS AND NOT IN RESIDENTIAL -- RESIDENTIAL AREAS????
- I feel that the only real way to lower housing costs is to increase supply. Seattle spent crazy money on affordable housing that now costs almost the same as market rate with loads of bureaucracy that makes it hard to live there. It seems like a well intentioned waste of money. more supply will reduce costs over time. Also, I have lived between North Berkeley and Solano shopping districts since 1997 and have watched that part of Shattuck go from empty lots and a KFC to 4 or 5 story condos and honestly it's been a significant improvement in pretty much every way.
- Berkeley is in DANGER of losing all the charm that attracted me to this city 43 years ago. These are the neighborhoods I absolutely LOVE. SORRY, but we're building a TON of housing already & at some point, we need to STOP. How about expanding in Albany?? Don't see any building going on over there. El

Cerrito is & they should continue. It can't be all housing.....let's maintain the COOL retail vibrancy we once had, however we're losing it since rents have skyrocketed.

- I'm worried about local businesses, parking, and quality of life for current Berkeley residents. I'm not at all interested in supporting developers.
- Many of your "design considerations" assume that high residential buildings will be built. I do not accept that premise.
- Stop ruining our city. Please allow some areas to remain quaint and unburdened. We have vacancy signs in every building. WE HAVE DONE OUR SHARE OF BUILDING HOUSING. OTHER COMMUNITIES MUST TAKE THEIR TURN. STEP OFF DEVELOPMENT NOW! CREATE MORE PARK SPACE! FIND SOMETHING ELSE TO PLAN!
- Take all the city money for new projects and put it into preserving and upgrading existing businesses.
- We need to support local small businesses first, then we need AFFORDABLE and LOW INCOME housing, but not market rate. Stop wrecking our city with hideous over-development that doesn't demand anything at all from the for-profit developers.
- Follow the money! Who benefits from More density? Everyone except the people who live here. More does not equal better quality of life, it enriches the financial services industry. Who pays for All the infrastructure, We do, not the builders. Why are there so many empty store fronts? Because of cost. We have a financial situation not a building situation. Imagine if you double the density, will prices go down, no. I have lived in Berkeley 50 years. Is there more density now, yes. Did prices go down, no. So the City thinks more density will solve a "problem. It will not. It will have larger buildings that people cannot afford and move infrastructure that taxpayers pay for, less parking etc. More density does not equal lower cost or better quality of life. Suggest a different approach to affordability which seems to be closer to the root of the issue. Density will not solve the situation you are trying to solve. Stop and rethink.
- Maintaining the general feel if sold no while yes, getting bigger, means attention to thoughtful design. We don't want a bunch of ugly grey box buildings. We love, e.g. the charm of the Trader Joe's building on MLK & University which would be nice stylistically on Solano...plus some fun or interesting more modern looks.
- Infill is needed.
- There is no opportunity to say that larger buildings are inappropriate and will destroy the existing urban fabric. There should be an option to express this.
- I feel that there should be equity in the development of housing. Presently, the lower income more diverse areas are taking the brunt of the new developments. The city never got input from other neighborhoods/residents.
- We should NOT change the character of these neighborhoods with tall buildings.
- I am opposed to upzoning!
- Please leave it as is and do not rezone.
- This is all slanted towards the developers building designs; not good design or having a vibrant street scene and a town with energized exciting neighborhoods. You have essentially ruined and developers and city zoning are in the process of destroying the rest of all human life on the street level in Berkeley.
- Bike lanes and trees for shade and greenery
- I oppose upzoning and destroying the current unique atmosphere and history of this area. The survey questions are difficult to answer because they suggest support of the project.
- I'd love to see guidelines that maintain the pedestrian scale and ground floor retail of these corridors.

- The housing crisis requires bold action. Build it all up! We need to do what is right for the majority rather than keep conceding to housing owners whose house values are already insanely inflated. We should be Tokyo dense.
- Other than street design features that promote pedestrian and biker safety, I don't think the city should play much of a role in mandating aesthetics which are by their nature subjective (will never satisfy all parties) but can drive up the cost of building much needed housing.
- I don't understand the curb cuts question. Aren't curb cuts the ramps that let pedestrians go from curb to street/crosswalk? There should be lots of crosswalks with curb cuts!
- City documents fail to cite how much new housing is possible within existing zoning, and fail to identify the barriers to maximize housing under existing zoning. Also City docs should compare building costs and resulting affordability for different heights (i.e. wood frame vs concrete & steel).
- We do not need huge high buildings along Solano Avenue. The quality of our community has to do with our charming stores, bakeries salons space for chiropractors, eyeglass, Opticians restaurants. To the extent we do add new buildings of taller height we must ensure that they do not take away all the sunlight from neighboring places, that they include ground floor retail that they include appropriate pleasant sidewalk amenities, and that there are setbacks to upper floors
- If you create high buildings along Solano as you have allowed downtown you will generate a basically unattractive zone for retail and outdoor cafes and restaurants as you will take lots of light away. Especially since downtown missed the opportunity to create pedestrian only zones for strolling without car traffic.
- The real problem with Berkeley is the homeless problem, crime problems, lack of parking, and shortage of police and law enforcement. Case in point, the downtown area has many closed businesses because folks don't want to go there, when they can drive to Bay Street in Emeryville and shop in relative safety with security patrols and parking. (2) In all proposals, "affordable housing" with not house most folks who presently live on the street. This will not solve that problem.
- Please leave our neighborhoods alone. Upzoning ruins neighborhoods and businesses. This is a terrible idea. The politicians are ruining Berkeley.
- Stop taking bribes from people who work for developers. The lack of student housing is the fault of the entire UC system. It's not the responsibility of residents to support their scam.
- The highlighted portion of Solano Avenue is a treasured existing neighborhood commercial corridor. There are multiple sites along this corridor that are suitable for moderate scale high density mixed income and affordable housing, but priority should be given to livable density: Preserving open space, prioritizing the health of the commercial corridor, prioritizing existing and enhanced walkability and bikeability in the neighborhood. Height of buildings immediately along Solano Avenue is not the biggest concern factor, depending on the height considered, but appropriate density for this neighborhood could easily be achieved without going above 4, 5, or 6 story buildings, if planned well. I am a housing advocate and I know that height is not the enemy, but the reason why anyone would go higher than 6 stories in this neighborhood is really limited to greed and/or laziness. And/or excessive parking requirements. A single level of Type 1 commercial podium with 4 to 5 stories of wood-framed construction above is the most affordable construction type currently available. To go higher, you have to go to a more expensive and/or carbon intensive construction type such as all concrete and steel. Perhaps a special height bonus could be offered for mass timber buildings, but my point is that when you go to those more expensive construction types they typically pencil better for market rate developers of luxury housing, not for affordable developers. Also, individual developers want to build as many units at a time as possible to make them more financially viable, but that doesn't mean it's the best solution for the neighborhood. These are all the reasons I offer for my recommendation of going with the lower height base zoning. If affordable developers want to build higher, there are larger density bonuses available to allow that, but we don't have to let everyone go as high as they please. The greater concern for the neighborhood will be maintenance of the neighborhood character (this is about functional character of the neighborhood commercial core, not about building height, style, or demographic exclusivity) and traffic safety, particularly as safety improvements are already needed and additional traffic without safety improvements will be met with serious public pushback. People will always be concerned about parking, which is all the more reason to prioritize development that actually enhances alternative and multi-modal transit access. Permit parking may need to be implemented for adjacent residential streets, and the City should consider supplementing incoming affordable housing with a central, shared parking

garage to provide neighborhood scale parking for existing and future commercial uses. Parking is critical to ensure the health of a commercial corridor and this should not be overlooked, but at the same time parking is a serious burden to place on affordable housing development, so dedicated structured parking improvement projects (a central, public/shared parking garage) that can leverage separate infrastructure dollars are highly recommended, to support not only the existing commercial but also make it easier for housing developers to make projects pencil. Some residential live/work units are always a welcome addition to a commercial neighborhood, and it is currently much easier to develop residential than commercial at this scale, so there will be pressure to eliminate ground floor commercial, but it is imperative to preserve existing retail tenants, which means protecting their rents, protecting their leases, protecting their parking, and protecting their ability to remain open and serving their customer base.

- We need more housing!, streets which are as wide as Solano would feel better with taller building on both sides and more residents will support more vibrant retail.
- Stepbacks don't make sense from a constructability perspective so I'd advise against them. I'd love for super tall buildings however the distance from bart is a hangup. AC transit is continuing to reduce frequency making this less than ideal for maximizing density.
- Build tall, allow housing of any type
- I am in favor of objective standards that aims to facilitate housing and desegregate these neighborhoods.
- Provide adequate setbacks for street trees to flourish, create permeable surfaces around street trees and existing greenery when possible.
- I think the most density possible is optimal to create the most housing possible with the large housing shortage Berkeley and all of Californian is in.
- I am opposed to high density housing in Berkeley. We are already dense and our city services are insufficient to handle more. We have high retail and business vacancies. We have an appalling downtown that cries for renewal. Increased density IS NOT the answer.
- 1. Suggesting adding green areas on buildings' roofs and side walls, to support global warming challenges.
2. I'd recommend adding small green areas among a group of buildings.
- Easy, quiet and GOOD public transportation!
- allowable building designs should keep population density at the present density - - do not let this area become more population dense, it is already crowded and parking has become difficult
- no more high rises. Downtown has become unwelcoming and ugly.
- Please maximize housing availability at all levels, but keeping the first floor as retail makes sense and makes it feel European (good).
- Limit REZONING! Maintain a livable city.
- Solano is a thriving "small town main street." Do not rupture this vibrancy by out of scale mixed use projects. Retail opportunities should be small, catering to local businesses, not big box national chains. No Subway, McDonalds, Crate and Barrel, Gap, Old Navy, Pizza Hut, Michaels, Best Buy, Target, etc. etc. Traffic and parking on Solano cannot support these types of retail. Smaller projects can be supported.
- Buildings above six or seven stories are out of scale for Berkeley. Travel to New York City and with the exception of some neighborhoods in Manhattan for the most part buildings do not exceed six stories. We cannot make up for all of the sins of the Bay Area in just our small city.
- i oppose any very large buildings.
- For Solano, as an east-west oriented street where the south side is pretty much always in shadow, it makes sense to allow taller buildings and wider sidewalks on the north side of the street.
- Parks and Parklets would be nice.
- Please BUILD MORE! We need lots more apartments of different sizes and configurations, and we need more ground floor retail (also of different sizes and configurations). If there are thriving businesses, let's try to move them to the new buildings, so we can demolish the old ones and redevelop without shutting the businesses down

- It's important to factor in the current vacancy rate of market rate housing. Don't build more of what we don't need.
- More housing units of all levels. Currently I rent in Solano.
- Less homelessness will help all of us! Please prioritize affordable housing
Also really disappointed by street safety in Berkeley. Please be assertive with stop signs and stoplights to protect people walking around. There is a stop sign warrant supporting this
I did not know what minimizing curb cuts meant and thought it was bad for pedestrian safety at first. Please define in future surveys
- i think that the massing and aesthetics of building can do more to preserve neighborhood character than height restrictions. cheaply constructed buildings will always look tacky no matter how short they are
- Design should mimic the existing style of architecture. There should be aesthetic style review before green lighting projects.
- The condos on Shattuck Ave are hideous. Shattuck is now ugly corporate housing, no charm whatsoever and even more empty storefronts than before. Learn from this! Don't repeat the pure shit built on Shattuck Avenue!!!!
- With increased housing comes increased population, which means increased pressure on existing public amenities. If we increase density, we also need to increase the size of parks, the frequency of transit, and the availability of emergency services.
- Berkeley should not have taller buildings. Where are all the tenants going to park?
- Hire planners that understand architecture and the subtlety of urban design. Don't just zone big boxes without understanding what makes an urban enjoyable. Don't use the same cookie cutter approach to planning that every city does. Look around, document the fine grain details of a street to understand what makes it a compelling space.
- If allowable residential densities will increase the following design considerations should be addressed through new objective development standards:
 - 1) New building massing needs to be stepped down in height when abutting properties with structures of one and two stories.
 2. New buildings should have at least 3 material changes on each facade visible to the public
 3. New buildings should include at least 2 color changes per elevation
 4. Each multi-story building with residential units should include useable private open space on ground floors and upper stories and/or rooftops.
 5. All exterior lighting should have shields to prevent off-site glare
 6. Windows or exterior facade openings should be required to comprise a minimum percentage of the area of each publicly visible building facade.
 7. All multi-story buildings should be required to provide landscaping at the ground floor that is a minimum of 40% of the width of the facade and with minimum depth of 5 feet.
 8. Street trees should be planted and irrigated at least every 15 feet adjacent to new development including residential units.
 9. All buildings including residential units should have on site laundry facilities for developments with five or more dwelling units. Each building including residential units should have at least one washer and one dryer for every 5 dwelling unit.
 10. Other considerations include indoor air quality, noise attenuation, parking adequacy, and proximity to transit stops with 30 minute headways to existing BART stations.
- Build up in Downtown Berkeley where the density belongs not in the most cherished and architecturally significant places left in Berkeley
- While these areas are appropriate for apartment buildings, the City of Berkeley cannot support so many enormous high rises. We don't have adequate police, fire, hospitals, etc. Focus on affordable housing, built to scale. And we have tons of vacant retail space-don't build more!
- Keep the buildings at three stories only!
- The tallest proposed heights will cast shade and uglify these lovely friendly streets for middle class housing. Not worth it!
- The "minimize curb cuts" question is confusing for those not in the planning or transportation field. Some might think that maximizing curb cuts for pedestrian safety is an option too.

- To ensure that the commercial district promotes retail vibrancy, it needs to maintain a pedestrian friendly scale and form, therefore, include objective design standards for new buildings. Require pedestrian scale forms similar to the first 2-3 stories of existing and historical form, and require a pedestrian setback and a step back at 2nd or 3rd story. Minimize non-retail uses, including utilities and trash, at the street front of the building. No reflective glass or opaque glass should be allowed at street level. Ensure the retail space has a clear ceiling height of 10 feet to create a desirable retail space.
- Best design practice is KEEP CURRENT ZONING and DON'T BUILD HIGHER AND DENSER since the current zoning is essential in the success of the three corridors
- Just let people build what they want to build. It's insane to try to have the city control the aesthetics of new buildings at tremendous cost to us all.
- These areas need to be built up just as the city has done all along the South Shattuck and Telegraph areas. Equity in creating new housing in areas that were "preserved" is paramount to Berkeley's goals of creating housing and spreading equity. If an 8 story building can be permitted in my backyard than 8 story buildings can be built everywhere. End this economic and racial discrimination of targeting only South and West Berkeley for upzoning development.
- We already have changed the character of Berkeley far too much with all of the out of scale behemoth buildings downtown. This is a terrible urban planning mistake and will be looked upon unfavorably years in the future. I do not support any more development of these massive apartment buildings.
- We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses. We need to zone higher, minimize setbacks and step downs, allow greater lot coverage, and apply this upzoning not just to parcels abutting the corridor but also for 2-3 blocks along the corridor as well.
- Ensuring that zoned units are a mix of rentable housing and purchasable housing
- Consider fire proof buildings. Extend zone parking restrictions city-wide to include nighttime parking because limited apartment parking spreads night parking to adjacent streets.
- My core interest is in building more housing. I'm a renter, and housing is simply unaffordable. We need to build more to meet demand - and the more we build, the better, especially for the most marginalized residents of our city. It seems unconscionable to reduce housing supply by, say, tapering buildings down to suit the aesthetic preferences of wealthy, predominantly white homeowners, and pass the costs of that on as a regressive tax paid by all residents in the form of increased housing costs.
- The survey is tilted towards the designs proposed. Parking on the street must be maintained. Buildings should be no more than 4 storeys where there is two lanes of traffic on each side. Trees and green spaces must be required. There is too much cement in the proposals, which is creating heat sinks along these corridors.
- In addition to private open space (courtyards and balconies), additional public open space needs to be a requirement of new development - either providing as part of the development or payment of an lieu fee for new city owned and maintained open space and parks. Spaces for strolling and sitting outside, playgrounds, ball parks, a place to walk the dog - these are critical to the livability of more densely developed areas in our city. A park/open space plan needs to be part of and planned into any zoning revision proposals. This was failure of the previous densification plans for South Shattuck, University and San Pablo. Now that hundreds of units have been built in these areas, quality open space is a missing ingredient and one that needs to be rectified. More housing means more people means more need for more quality, usable open space and parks. Without a requirement for more quality open space, I cannot support more housing projects.
- area within 2 blocks should be at least 4 stories
- I feel these areas have a shortage of mixed "sized" housing. Berkeley seems to have a lot of studios available for rent, and single family homes. However, it has been a struggle to find a 2 or 3 bed apartment. Increasing the number of these "middle sized" units will really make it so young families feel they can stay in the area they love so much!
- I have watched development along Shattuck Avenue drive out existing retail that made the neighborhood walkable and I do not want to see this happen elsewhere in Berkeley,
- With a region facing extreme affordability and homelessness problems, we have no excuse not to maximize housing development across all zones and affordability levels.

- The commercial district in Elmwood and North Shattuck will be ruined by tall buildings, as they are too small for such development. E,G.I am horrified by the plan for such next to the Cheese Board. On Solano, which is longer, there is some more room for taller buildings. But given the ugliness and cheapness of most new development I am not sanguine about the outcome. PEOPLE LIKE OUR COZY TRADITIONAL COMMERCIAL DISTRICTS.
- Be mindful of the shadowing cast upon residential housing.
- Why minimize curb cuts? Aren't they good to allow wheelchairs/strollers/bikes to get on/off the sidewalk? I don't understand this criteria. Also people who complain about "too tall" buildings are using a silly pretext to oppose more units (because more supply drops their property value). I favor buildings as tall as possible.
- Just build! We are in a massive hole and need more housing of all types and sizes everywhere. This should be paired with things that make it a pleasant area to live, like pedestrian friendly streets and green areas, but when it comes to the homes I do not care what they look like or how "luxurious" they are.
- High density is greener, will bring down rents, and help to reverse the segregated zoning of the 1960s.
- Shattuck, Telegraph, Alcatraz, Adeline, University, Ashby - all heavily used TRANSIT corridors. Solano is not.
- Build more housing, now.
- I support the building of new housing but think it needs to blend into the neighborhood. I live in D1 and we have a lot of new 5-6 story buildings on San Pablo and University and they look ok, but any larger is pushing it. I do not support prioritizing making housing affordable via govt subsidies. More housing even at market rate will make housing more affordable by increasing the overall supply.
- DONT BLOCK THE VIEWS for those that live uphill from the sites (!)
- Keep final building heights to no more than 6 stories, with density bonuses.
- The curb cuts question is hard to parse. I want lots and lots of curb cuts.
- Mix of rental and condos
- My favorite thing about European cities is the mix of residential and thriving commercial spaces with outdoor dining and balconies. Tall building also create important shade, which makes visiting retail more pleasant. Alongside making housing equitable and affordable, these are plans I can really get behind!
- NO MORE TALL BLDGS! We have TOO many tall buildings in Berkeley blocking views and sunlight. No Manhattanization of our beloved Berkeley. Keep buildings to 5 stories or less.
- Building housing is the most important thing. Any housing is good housing. Perfect shouldn't be the enemy of good. Design and affordability are nice but are secondary considerations. Just allow housing to be built as fast as possible - any housing.
- Because Solano, North Shattuck and College where taller buildings will happen are one lane per side roads, I'm concerned about existing infrastructure and available parking in buildings that will be built. I lived in Korea Town for many years and the parking is a nightmare there, Not everyone can bike Bart and bus...the alternatives are expensive
- Both alternatives, after the density bonus is applied, are too tall. They should not exceed four stories absolute max.
- I am a Berkeley homeowner and resident of more than 25 years. I am strongly, repeat strongly, opposed to any more development of an already now overcrowded city and will not vote for or support financially or otherwise any politicians who more apartment building in what was a great city b
- I think tall buildings on Solano will change the small-town feel of the Solano neighborhood, and I think it's a bad idea regardless of how they are designed.
- Having dense, affordable housing in that area is most important to me.
- The Bay Area has a severe housing shortage. I want the highest density possible.
- I think the city should try to maximize total housing and affordable housing in raw numbers of units, rather than in percentage terms. I would prefer 20 of 200 units to be affordable, rather than 10 of 50

units to be so.

The city could also consider micro /SRO units to further increase density and allow for different income levels and household needs to live together in a single building.

If redesigning open space and traffic during this time, having micro parks nearby that kids and adults could enjoy would be fantastic, but that's nice to have rather than a must-have.

- More housing is needed, especially affordable. Equally important is striving for a balanced community with community character - like the non-chain stores in all three districts: lamp shades, locally made clothes, stationery, jewelry, restaurants... avoid homogeneity and support Berkeley character and liveliness
- YIMBY!
- Build houses and maximize pedestrian access and safety!
- Please keep all development south of University and west of Sacramento
- I live off Solano and near the Shattuck corridor. We need a lot more density and tall buildings in the area. The most important thing is market rate housing - the projects need to pencil out to be built.
- Build more everything!
- Add protected bike lanes, plazas, rooftop/balcony restaurants and bars, cooling architecture like fountains, shaded courtyards, and natural ventilation. This creates a pleasant experience for residents and customers. recreation should also be considered due to the proximity to Tilden Park and Albany Bulb.
- Upzoning of Solano is unnecessary and undesirable. Current zoning should be kept in place.
- More apartments is more better
- There are other places to put new housing!
- Establish an additional option for zoning which is no development over three stories on any of the 3 corridors.
- Maximizing people living in the commercial corridor is most important
- It's critical to focus on turning Solano into a great mixed-use boulevard, with wide tree-lined sidewalks, well-designed, accessible street furniture, and continuous well-designed building frontage. It's critical to take the long view, and build something welcoming, accessible, multi-modal, and timeless, not implement short term solutions like quick build plastic bike hardware and street furniture.
- There is 0 need for more market rate new construction in Berkeley. Please don't trash our small businesses for more of the same.
- As a pedestrian in two of the areas of this survey I regularly risk my life as cafe tables and people's dogs fill up the sidewalk and people ride scooters on the sidewalk. The traffic lights/crosswalks don't work, delivery trucks double park right next to their designated yellow zone, and the busses do not follow traffic rules resulting in a pedestrian-auto free-for-all.
- Yimby up Solano! Let's get some fresh people in the mix! People are great!
- I started writing an essay. It boils down to this: Please use Copenhagen's urban planning practices for Berkeley, modified for our different climate, quakes, & fires.

Shady green spaces for all, easy access to grocery stores and safe bike lanes & frequent public transit. Please also think about sound absorption & good ventilation between apartments and buildings.

- Connection to transit in this section of this neighborhood is a critical consideration. The g transbay bus is already overcrowded and indirect, and Bart would require two modes of transit (bus then Bart) to get to from this section of Solano. Better transit options (bike lanes, more bus lines) would be critical to support mixed income housing.
- It is unclear if "minimize curb cuts" means fewer than there are currently or "no more than there are currently." So it's difficult to answer. I'm not sure I would want more, but I'm also not sure I would want fewer.
- Provide parking for all units in new buildings. Have more parking available for business. Many people won't visit if they can't find parking.

- unclear on question about bicycle and pedestrian safety. It is extremely important to promote bicycle and pedestrian safety for me.
- I support building more housing.
- The plan needs to take into account the likelihood of various lots being developed. Basically, if only a few lots are possible to develop (due to size, etc) then those few lots will need more height / size to have this be meaningful.
- Don't need to change Solano
- Pedestrian and bike safety needs to be top priority in light of the many vehicular murders that continue to happen in Berkeley. Vibrancy of a neighborhood also relies on making sure the neighborhood remains safe - we can not continue to allow people to take over streets living in their unsafe RVs.
- Objective design standards for any new development on Solano Avenue should be part of the corridors project. Given the adjacent uses, no more than 3 stories should be permitted. Then with State density bonus, higher structures would be permitted if affordable housing provided.
- There's no reason Berkeley can't have 5-10 story buildings along major commercial corridors. It is necessary to add density and mixed housing types/affordabilities in a city/neighborhood that is becoming more and more exclusive
- Underground parking is a must
- Trees and open spaces are crucial!
- Street is too wide. It should be more like lower Solano in Albany which creates a more intimate, comfortable ambience. So add bulb-outs, widen sidewalks, add more outdoor seating.
- Why not develop the existing corridor along Shattuck, Telegraph, and San Pablo Avenues where empty buildings are abundant? End the blight before destroying the neighborhood shopping areas.
- We need to build as much housing as possible, urgently. We should also plan for car-free or car-light street designs.
- Realigning the street and pedestrian space for protected bike lanes and wider sidewalks is extremely important even at the expense of parking. We know that this combination will increase foot traffic to businesses.
- This corridor is less suited to dense development with comparatively poor transport options compared to the other corridors.
- Improve infrastructure that connects to Ohlone bikeway, BART and bus lines
- No more housing on Solano Ave itself - maintain current business.
- Solano needs to densify asap. It will bring significantly more business to the area and make it less car dependent to access. The housing around Solano is obscenely expensive and younger people and families are essentially priced out of easily accessing it. A majority of the district feels like a retirement community because only older people who bought a house < \$200k are regular patrons. The entire street also needs to be repaved and easier for bikes to go down it. It's an incredibly bumpy ride.
- Increasing the population density of Berkeley will require improving public transportation and roads and highways in and out of the city to manage congestion.
- Adding housing at the cost of community well-being is short-sighted and not too bright. The eradication of movie theatres and mom&pop businesses to appease developers is ruining the City of Berkeley's culture bit by bit.
- Extremely against tall buildings anywhere on Solano and lack of parking for any new residential buildings. You're ruining the few places left that don't feel like a sterile urban dystopia and still feel like a neighborhood.
- what is all this coded stupid language for these questions above? which ones do i select if i want more building? high density? normal development that people do all over the world except stupid suburban minded car people like americans?
 "do you want to increase the zoning allowed for height and density?" YES I DO.
 "how much do you think would be good?"
 i think A LOT would be good. like 10 stories.

- Solano is pedestrian friendly and the neighborhood has character. It doesn't need multistory buildings - this will change the character of the neighborhood and Berkeley. Build multistory units on Telegraph or San Pablo or lower Shattuck.
- Only allow pedestrian friendly designs. The first 20 feet of height is the most important for making the street welcoming and interesting to walkers. Provide plantable spaces to soften the effect of hard surfaces.
- Stop all this construction for new housing! We don't have the resources or infrastructure to support this!! Keep everything as it is - NO MORE MEGA STRUCTURES!!!!
- I am very supportive of encouraging dense, market rate multifamily housing near or on our commercial corridors. But not at the expense of existing retail. Can we build on top of the retail? We keep destroying our retail!
- Maximally up zone the corridor!
- maximum building height should be five stories.
- Ground floor, sidewalk-facing retail is crucial. Pedestrian crossings need to be improved along Solano; too many unnecessarily long distances and rounded corners that could be turned into useful public space.
- Solano needs to be a complete street corridor to improve the commercial environment for bikes. Protected bike lanes on the street to support new housing.
- 1) New architecture should keep height to NO higher than any of the current existing structures on Solano.
2) New architecture should have green space for occupants and if at corners, a green space for the community.
3) New residential architecture needs to have subterranean parking for residents.
4) New vertical development should require developers to create more community green/park space along Solano.
5) NO rent raised to existing businesses can happen as a result of new development!
- All the missing middle housing please!
- Please stop ruining Berkeley by destroying neighborhoods this way. This is a terrible step toward development greed and will destroy the character of the city's best neighborhoods.
- Solano is a wonderful little retail street that's slowly dying in areas because there's not enough foot traffic to support the businesses there (especially toward the Eastern end). Recently saw that the Thousand Oaks neighborhood has the oldest population in the Bay Area due to the high desirability and low housing availability. We need more housing at all levels to help revitalize the area and ensure it remains a vibrant and desirable place to live and work for generations to come!
- Maximizing more housing at all affordability levels is by far the top priority. Some of the other considerations sound nice in theory, but I don't want to make it harder to build
- 1. MUST support small local businesses, prevent displacement. Solano Ave is now a shopping district and businesses were there first: don't push them out or deteriorate the business district in order to add residential.
2. Reduce privatize amenities in buildings, and instead make sure the amenities are shared among the whole community:
Such as open spaces: building occupants can have some limited private open space, but seek a means to create open space plaza or mini parks for whole community to enjoy together; or prevent private gym space in bldg and thereby support local gym business that everyone in the community can enjoy; if there is going to be car-share or electric vehicle charging inside new bldg make sure to allow community access to these; and other possibilities. Each new bldg doesn't need to repeat its own amenities if we can get amenities to be shared in the community —it might save space in bldgs to not each offer overlapping amenities, could create opportunities for people to meet neighbors outside, support businesses, support people walking locally which creates foot traffic for other businesses
I can accept the higher 5story zoning because San Pablo is getting this height (equity), Solano is not narrow like College Ave, and thru traffic can use the parallel(ish) street Marin.
- Transitions between taller buildings and lower-scale residential neighborhoods should be a priority plus the addition of outdoor green spaces for the area. Peralta Park is a great example, but with additional

housing density along the Solano Corridor, the neighborhood will need more public outdoor spaces/parks. These parks serve the well-being of the entire neighborhood not only for the residences, but also for the businesses along the corridor.

- i don't think the character of the neighborhood and shopping street should be altered by high rises. there are plenty of high rises in downtown berkeley near bart, where they should be. i don't know what curb cuts for safety means, but i am all for pedestrian and bike safety
- Tiered view corridors.
- New street level retail in new buildings should be smaller-square footage to allow for the possibility of local and small businesses to afford it. Buildings with overhangs on the sidewalk to create shade/rain shelter would be great. Sacrifice all the parking to allow for parklets/outdoor dining.
- Please prioritize people (housing, walking, biking) over parked cars and aesthetics
- Unlimited housing plus commercial density!
- The most important thing is more housing. I don't want anything that stands in the way of that.
- Solano is already an active retail and pedestrian center, but could be so much better. More housing, more trees, more streetside amenities that invite people to spend time on the sidewalk and outside the shops, more traffic calming, micro-playgrounds, etc.
- We need more housing!

Solano Avenue

Prioritization of Key Concepts - Comments

Please explain why you identified your top two priorities.

Total responses = 667

- Because changes that Berkeley often makes ends up being hardships on our small businesses causing many to go close ultimately losing the friendly quality of the area where we need to run errands.
- The area needs additional housing both for affordability and to increase density of people visiting businesses along Solano without requiring cars.
- I don't understand how this ranking works.
I want the existing shops and restaurants, etc. supported. Don't build high rise buildings here. It will ruin the special uniqueness of this shopping area.
Thanks
- We don't need huge buildings in Berkeley or more housing.
- Small, non-corporate businesses, along with open space, gardens, and trees (which are seemingly unimportant to planners) create a thriving and desirable neighborhood.
- The most important element is creating a more vibrant retail environment and improve the pedestrian/biking environment to attract more people.
- We need more homes of different kinds in Berkeley
- This is stupid. Asking me to rank. They're all important! I support the business community. Do high rise building on major corridors, not in vibrant small lively spaces like Solano ave and college avenues
- Berkeley continues to disrespect small business. The idea of your affordable housing under the guise of tall buildings is a shame
- We need housing! How about housing for seniors who want out of their big houses and want a two bedroom along one of these corridors? The corridors ARE the corridors because of vibrant retail.
- Many businesses are struggling. The city should help make the Berkeley end of Solano be as successful as the Albany end.
- It's obvious that we need affordable housing above all. Second, this should remain a retail street so it doesn't just become a residential suburb. Also we want people to be able to shop without driving.
- All are important hard to prioritize. But I pushed the way buildings are designed because I do not think that is what developers care about. They focus on cheap construction with minimal angles, hence ugly structures predominate which I think would be horrible if that is what we end up with. In the long run it will depress the area is my fear and not be a place people will want to live and play.
- Solano Ave. is not central to Berkeley, so it should support the existing business and maintain the current vibrancy
- I live close to Solano Avenue and regularly shop at the businesses there.
- Solano has many independent small businesses enhancing the community atmosphere. Those businesses would suffer significant hardship if they close, move, have reduced foot-traffic.
- Businesses and neighborhoods benefit from business open hours (mornings through late evenings)
- Creating a thriving place to live, work and shop!
- Would like to see a positive feedback loop of more neighbors on Solano leading to more useful and enjoyable retail/food/grocery options leading to the area feeling more vibrant
- Retail along Solano is key to Thousand Oaks neighborhoods' walk score/walkable life style. Upper Solano's retail is quite "tired" compared to lower Solano in Albany. Part of this is likely due to lower Solano's relative proximity to lower cost single family neighborhoods with younger families than 94707. A blend of new housing (not just "affordable", but also higher end "market") could bring new pedestrian activity needed to support new retail. At the same time, new structures should be designed and

regulated to blend into the existing single family environment, not creating a looming wall that overhangs the surrounding neighborhoods. There should be a mix of heights and shapes.

- Maintain the small neighborhood environment. Maintain the existing character.
- Quality housing and retail together will make Upper Solano a special neighborhood into the future.
- Solano Ave needs its businesses for the local community, with many older adults, parents, and children to have accessibility to shopping for necessities.
- More residences at an affordable price and retail vibrancy enhance the neighborhood. Together, they provide better pedestrian access and create a safer environment by increasing foot traffic and promoting social interaction.
- Because downtown Berkeley looks bombed out- due to bad planning decisions. Let's not kill the rest of the city.
- I would kill for an apartment right there , walking distance to shops
- Northbrae/Thousand Oaks with the Solano corridor is a historic district of Berkeley with a distinct character worth preserving. It's not clear why new housing is needed here given the quantity of newly built housing downtown which surely must go a long way to meeting housing targets. Continuing to build downtown if more housing is necessary makes sense since it's not a small scale neighborhood and never was.
- Solano is for retail. People walk, shop and dine there. For some reason, businesses are unsupported and frequently fail. Perhaps rents are too high or more valuable as an unoccupied building. The Albany section of lower Solano seems to thrive. Why? If housing is added, provide parking for every unit. Cars are a reality. Take responsibility for them and provide parking.
- I would have liked to have had an option to encourage pedestrian and bike complementary design.
- I put existing businesses and corridor retail vibrancy higher than housing capacity because Solano Avenue, unlike downtown Berkeley, is a neighborhood that has always attracted out of towners by its charm. That charm will be reduced by very tall buildings with the result that retail will suffer.
- We need the shops that are there and we need more families and young people in the area!
- Without the vibrant retail vibrancy, this area may lose its value as a high resource area.
- businesses are the key to vibrant solano
- I want to be thrilled with the pedestrian experience.
- We desperately need to increase the availability of housing. While affordable housing is desperately needed, I think the reality is that housing at all affordability levels is more likely to get built, and the more of it that there is, the more of it will be affordable.
- A vibrant commercial corridor on Solano is imperative, housing growth at any price point is appreciated.
- The retail on Solano avenue serves a large community especially the older members.
- For the past 50 years (at least) this has been a commercial business/ retail/ shopping/dining/entertainment street. Not a residential street.
- The "feel" of a neighborhood matters for the longer term well-being of neighborhoods that define our city (and provide a solid tax base) Taking into consideration the character, "feel" and look of a neighborhood is not in opposition to the goals of increased housing and density around transit hubs. Such considerations are vital to long-term success of neighborhoods and should not be tossed aside as "NIMBYism" "Reactive" construction that is out of character with what makes the neighborhood desirable for residents, businesses and their customers is not good for anyone but the large developers/builders and the politicians they fund. It takes decades to create a vibrant neighborhood and its distinct "vibe" (made up of both the retail and residential) It takes one hasty project (championed by developer/builders' lobby+Scott Weiner style paternalistic politics) to destroy what made the neighborhood survive and thrive. Developers/ Builders are in the game to make money: they have an obligation to their investors and owners to maximize profit. There is no profit in long term impacts for which they are not financially liable. There is no profit in long-term vitality of the neighborhood, its residents or businesses. Likewise, quality and aesthetics don't generate profit (when considering the costs) So, by design they are incentivized to build fast, cheap and BIG. They have little incentive to consider quality or aesthetics or longer term impacts on everything from infrastructure to retail

vibrancy to property values to the overall success of the neighborhood. (Nevermind the disregard for the desires and well-being of current residents and business!) The goal in how we approach housing needs is not to line the pockets of developers/builders only to have overwhelmed sewer systems or half empty buildings or neighborhoods that die on the vine. (How about the unfinished projects on/nr Shattuck. Zero accountability for the developers/ builders!?) There is a way to create housing and expand neighborhoods with quality construction that countenances what makes the neighborhood a neighborhood and not just a conglomeration of buildings. The people and businesses who are invested in the neighborhood longer term shouldn't be dismissed as "NIMBYs", unlike the developers or the builders or the politicians or students or other people just "passing through" they have roots and are invested in the neighborhood in the now and for the long-term.

- I favor more affordable house and supporting our small, family owned business.
- The lack of foot traffic on the Berkeley section of Solano is hurting existing businesses and discouraging potential new businesses. More housing will help support the other priorities. This part of the city is too economically segregated and restricted affordable housing will bring the economy diversity we need.
We just need more housing period
- Because I oppose fundamentally altering the character and density of Thousand Oaks neighborhood.
- The above section is impossible to understand. We're not college age geeks. Something simpler might do better.
- I believe this is a great neighborhood that will only be made better and more vibrant by allowing more people to live in it. Solano is this neighborhood's "main street" and we should have a vibrant one!
- Please support ground floor retail requirement on all of Solano. The fact is that once we have ground floor residential it becomes almost impossible to dislodge it, and covert to retail. People always make the argument that higher density will support more commercial space. We are going to have so many new units with the upzoning of all of Berkeley, SB 79 etc. Solano Ave really is a commercial corridor, and it would be a shame if in 40 years, we have so many new neighbors, but not enough retail space. lets plan for the future of an urban walkable Berkeley, Keep Ground Floor Retail Please!.
- Solano needs to remain a good place to run errands and do business, and the solution to our housing crisis is all housing capacity.
- Solano Ave works because it blends retail close to residential, and one should not push out the other. But area housing has become unaffordable for most, and we need a way to keep (or recover) the diversity of residents.
- affordable housing is the only good reason to increase density. Adding density to this street will hurt businesses. Find ways to mitigate the harm caused by increase in cars.
- For Solano Avenue to “work” as a neighborhood serving commercial corridor, the commercial vibrancy is key - already upper Solano is somewhat sleepy and has vacancies — more residents from additional apartment units “should” help add more foot traffic and support more commercial, like we are starting to see on University Avenue. I’d hate to see us lose all our local independent businesses as a result of ongoing construction, limited parking, increased commercial rents.... A few corporate commercial chains is fine, but I’d hate to see the local merchants squeezed out. Can we have an alternative that allows 3 stories like current North Shattuck? That would get us buildings of 6-7 stories similar to the new apartment development at 1752 Shattuck - 7 stories. Not sure what density bonus was used on that project. And eliminate a 100% density bonus scenario which could be 10 stories with setbacks and I think out of scale with Solano Avenue.
- You are making a target of all the banks Currently I can park, go to the bank, then shop at Andronicos I'd have to drive to Chase at Gilman My son banks at Wells Fargo, my husband had his business account there Mechanics has been very civic minded and handles the accounts of various non profits I am involved with At least I'd only have to drive to Washington and San Pablo for them Residents NEED these services
- It is a commercial area. The commercial aspects, therefore, are the most important. Having a residential area surrounding the commercial area provides a livable neighborhood. If the commercial aspects are harmed, it's just another place to live where one has to get into one's car to access services and secure goods.

- My top priority, which wasn't a choice, is to enhance retail vibrancy. It's not vibrant enough now. The goal is to make it more welcoming. If new housing can be designed to do that then I approve wholeheartedly. If new housing makes the corridor flat, cold, and unconsidered, then I'm opposed. And by the way, the images shown below do not create a welcoming streetscape.
- The city does not need new housing complexes everywhere. It has over 120k residents in a relatively small footprint boxed in geographically on multiple sides. What is the endgame? More taxpayers? Or a heavy mix of more people that require city services and support from an already heavily burdened tax basis. Developer contributions are a one time offer. The city will be finding some of these new residents for infinity.
- To reduce a cold "urban" feel in what is a small neighborhood community. Creating ore housing can be done easily, if no thought to the community exists.
- We are concerned with view obstruction. One reason we purchase our home was for the view and walking accessibility to Solano avenue businesses.
- Buildings that are going to be four stories or higher are going to have a huge impact on residents and the ability to have privacy. Focusing on transitions and privacy would be appreciated. This is in addition to the impact of construction and parking that will no doubt be an issue already.
- The affordability and the lower height (not just "perceived lower height" are most important to me
- I feel that if we can increase the density of housing while maintaining ground-floor business and restaurant opportunities, we can make Solano Ave an even better place to live by making it easier to have a car-free lifestyle.
- Solano is one of the vital retail quarters in Berkeley. This is particularly true at the pedestrian level.
- I am a resident living Solano Avenue. I am interested in maintaining the intimate village quality of life along this corridor. I understand the need to include more affordable housing as well. I am concerned about the increased traffic load on Solano Avenue and the increased parking in our very narrow neighborhood streets. Parklets developed during the pandemic have a reduced parking availability on Solano Avenue and we bear the consequences. Parking and traffic must seriously be evaluated for additional development.
- Consider existing people most.
- Maintains the current small-town vibe
- Solano Ave is a drawing point to our current neighborhood, and small businesses should be further supported here. I am highly against rezoning for residential levels beyond 2 stories.
- The only two priorities should be maximizing housing and maintaining it as a commercial corridor. Everything else is an anti goal.
- High density housing above retail creates vibrant communities.
- Want to max out all housing and density, while maintaining retail
- The proposed zoning is too dense for both Solano and College. I want to see data that shows that the existng housing is not going vacant.
- We utilize the retail shops daily on Solano Ave. It seem like Berkeley doesn't really care at all about the existing residents and what they actually want. The council cares about more property tax revenue to spend on wasted projects under the guise of building more affordable housing.
- It's sad to see so many empty storefronts on some of the only retail corridors in a world class city. The more empty storefronts there are, the less people go out. Reduce barriers to starting businesses to liven up our depressed city.
- I think building should focus exclusively in downtown areas where there are already tall buildings and density. Preserve the neighborhoods outside of downtown as they are so that the city can avoid looking like Emeryville. The other thing as that none of the buildings being built have any architectural value and are uninspired and frankly ugly. I could see a 3 story building working, but anything over that just doesn't match the neighborhood. And it would need to be well designed. I think high density and tall buildings could be built downtown and everyone leaves the process happy. People that value their lower density neighborhoods can continue to enjoy them as they are and downtown could be built up with

new individuals and families in these units. Bart is there as well as access to Cal, main library, markets, farmers' markets, AC transit etc. Seems like a win-win doing this.

- Affordable housing and support of existing businesses are fundamental to survival in this area. More \$3400 apartments, even if filled to capacity, is the opposite of survival. Frankly that's my entire take home pay. I and no one else should have to live in a slum situation crowded in with 'roommates' in 'luxury apartments'.
- Housing is the goal. Makes everything better.
- Don't rezone and don't allow increased density along these corridors Berkeley has degraded a number of neighborhoods—downtown is a cold and empty wasteland—with its clueless but well intentioned planning errors Retain the existing zoning
- Creating any type of housing is the most important to me and then allowing a certain percentage of that to be affordable housing is the second most important. In creating more housing it is my belief that businesses will be more prosperous and therefore they are not my primary concern. I also do not mind the aesthetics of taller buildings in my neighborhood.
- It's a local business corridor and that is the number 1 priority for Solano Ave. All else is subordinate to keeping businesses existing and new.
- Solano has always been an important commercial corridor.
Commercial use most important; residential use of secondary importance, especially in 2 block closest to The Alameda
- I live walking distance form Solano. I like all the shopping that is available there. I believe it is important to support businesses that are already there.
- There's nothing wrong with multistory buildings. We need more housing and Solano is an appropriate corridor for density. Retail vibrancy makes great neighborhoods.
- Give Solano more of an urban feel.
- 1 because Solano avenue attracts visitors from all over the bay area who are familiar with many of our business. I love living walking distance from such treasures. 2. Because friends and family have been getting priced out of homes here. Homes here consistently sell for well over asking price making the only options to live either in smaller, older rentals or pay \$\$\$\$ to buy from locals who benefitted from their parents or grandparents buying when it was affordable here.
- Has previously noted want housing but built over retail/commercial ground floor and/or second floor uses and middle scale diverse housing types to serve diverse population needs including families that can't afford single family homes and a pleasant neighborhood shopping environment. I don't want to see 5-7 story housing blocks even for 100 percent affordable or SB-35 projects. Only want 2 to 3 stories at street faces and upper 1 or 2 floor levels set back at least 10 feet. Want good housing and housing open spaces such as terraces and courtyards. Quality over quantity. Let's think long term city and housing quality and not be a prisoner to the moment.
- No explanation needed. Don't ruin our neighborhood.
- Solano is a wonderful street to stroll, eat, shop on; to meet friends on; for teens to hang out on. Let's keep it vibrant and help out the businesses
- Because they are convenient for us
Because we do not have to drive a long distance to get there
Because they have stuck it out through every crazy scheme
- Retail vibrancy encourages community among residents. More housing will also increase the vibrancy of the area and make this beautiful neighborhood more available.
- I am concerned that Andronicos will become a tall apartment house with no grocery store- grocery stores draw the business for the other small stores
- I have lived all my life in Albany, which promotes the small town community, friendly atmosphere. I do not want to see high-rise or tall buildings on Solano Avenue. These would take away from the charm that Solano in Albany and Berkeleyhas.
- Small business on Solano Avenue are the reason it is a vibrant location. Allowing taller building heights will result in the emptying of buildings so that the structure can be demolished and rebuilt as housing.

We've seen it on Center Street in Shattuck Avenue and you are not able to protect the small businesses if you change the zoning.

Also, please exclude the Andronikos property at the top of Solano from all new zoning considerations. It's important to keep this centerpiece of Solano that attracts so many people and serves those in the hills as well as the Solano area.

- The small businesses in the neighborhood are a big reason why Thousands Oaks is a good place to live. They allow for local services and walkability. If we destroy this, then the area becomes less desirable to live in.
- The small businesses are at great risk of closing during construction and/or being priced out of new retail space. They deserve the economic support of the city in these transitions
- business needed to serve residents so they don't need to always travel away to get the services they need; at the same time, neighborhoods should be residential in character with greenery, open spaces, and lower buildings
- we need max capacity for developments to be financially feasible. The ground floor spaces should be conducive to active commercial uses, or gyms, but not blank walls, to maintain retail vibrancy.
- Retail vibrancy is what makes Solano ave special. Keep and extend it even as you address density needs.
- We are becoming an unaffordable community.
- Except for the rug stores, the current stores provide variety and some have been on Solano for decades.

Lower height at street front will create less shadows

- I'd like to see the city not completely alienate existing residents and small businesses.
- All residents need retail businesses. Solano is a prime example. Berkeley's antipathy to retail businesses has caused retail to relocate on Solano to the Albany section.
- Solano can lead the transformation of retail and civic spaces to accommodate more housing above a thriving storefront evolution. yes retail is changing-so is everything else! so we need to dig in with imagination and creatively approach a range of uses that benefit both community health and commerce~~~Other countries have done this successfully we can learn from their mistakes and successes. 🐾
- housing & business go hand-in-hand
- Housing prices are unattainable for a lot of average working families
- There is a housing shortage.
- More housing is needed + it provides traffic for the businesses
- The Berkeley portion of Solano Ave is not thriving, whereas the Albany segment is. I don't believe that adding high-density housing to the Berkeley segment is necessarily the solution - that isn't what is making the Albany portion work. The city should focus on addressing the problems that small businesses on Solano are facing now and invest in making Solano a vibrant and lively retail core.
- Solano Avenue has always been and always WILL be about local and long established businesses. It's not about housing. To change this Avenue into a housing zone is counter to the nature of this area. While affordable housing is indeed important, we need to support businesses here. Full stop.
- See my comments above and add to it the fact that this used to be a working- and middle-class neighborhood with a hardware store, shoe repair store, pharmacy, and other small businesses at the top of Solano. Now there are a bunch of empty storefronts, some struggling businesses, and a series of ridiculous attempts. And if you want to get people out of their cars, why not provide some reliable public transit, instead of constantly cutting back?
- I'm worried that existing businesses will face unsustainable rent increases due to prioritizing housing over commerce. I support affordability, but am concerned that construction costs are so high that this goal will be difficult to achieve.
- Local shopping and retail opportunities create our neighborhood feel and vibrancy.

- Small business is what makes Solano special
- Strong belief in increasing housing of all kinds will improve cost of living and accessibility. Want to make sure that Solano Ave is still a fun and useful area to spend time!
- Support existing businesses. Bigger is almost never better. Don't ruin Solano Ave
- Solano is a wonderful retail and commercial district. As more housing is built, we should make sure that it gets even better.
- Because of high vacancy in some areas
- All dense housing is affordable housing. Using "affordable" to mean "income restricted" is extremely confusing. Housing is affordable when there's a lot of it and landlords can't charge as much. Upper Solano feels less welcoming than the lower end in Albany. The city needs to do more to make it a desirable public space. Less parking, less through traffic and wider sidewalks with more cafe / restaurant spaces would be a big plus.
- No residential buildings over 3 stories
- The corridor itself is a retail corridor. Why not focus on that.
- The two are related -- affordable housing will bring people who use Solano businesses
- Ideal corridor for more housing, especially affordable housing. Existing grocery stores and other retail will benefit from more residents. Upper Solano needs more foot traffic. Has existing bus lines.
- I am tired of seeing great new, dense housing be built in Berkeley, but seeing its ground floor retail remain empty. Requiring retail subsidies should be a city priority.
- Retail doesn't pencil on local shopping streets and with inclusionary requirements it is too easy to use a concession to avoid retail. Adding housing without replacing or expanding the existing retail will reduce rather than increase vibrancy. Adding housing will reduce prices overall and while 100 affordable housing is good, we need the people who make too much to qualify for Affordable housing but far, far too little to buy a house around Solano.
- I want Solano to continue being a vibrant commercial area and not an overcrowded residential area that the infrastructure cannot support
- The existing businesses on Solano are integral to the woven fabric of this area. It draws people not only by car, but on foot, bicycle and bus. I am all for affordable housing, but it too needs to be woven into the fabric of the neighborhood.
- Solano Ave. needs to remain primarily a retail street for the liveability of area residents. Very tall apartments will kill the vibe.
- small independently owned businesses bring vitality to Solano as opposed to chain stores
- Solano is a great street for shopping and dining, and is one of our favorite places to go with our young kids. It feels safe and accessible, with parks in walking distance. I would love to see more businesses thrive there. But its smaller scale is part of its charm, and I don't think it needs the kinds of big developments we're seeing in downtown and south Berkeley.
- Berkeley needs housing. Building all housing will reduce costs for all levels of housing. Berkeley needs street life! And the city and the citizens can't be so afraid of gentrification that we deny ourselves beautiful, well-designed streets and outdoor spaces. William Whyte, wayyyt back when, did studies showing lively urban spaces need a mix of uses, including retail and commercial. California needs housing!!!
- As a resident of over 50 years, keep Solano Ave a vibrant, local neighborhood business area, which services our neighborhood and all of Berkeley
- Taller buildings on upper Solano is a terrible idea. It doesn't fit the neighborhood. And there is not enough parking for the buildings already there.
- We need to make housing available in this city and surrounding cities for people who are not affluent. At the same time, I would like to allow businesses on Solano Avenue to thrive so that we do not need to drive to go to grocery stores and restaurants.
- Solano Avenue is a vibrant functioning business district that does not need to be tinkered with. Instead please fix Downtown Berkeley which needs help!

- Access to a bustling retail corridor of lots of diff shops/restaurants is why I want to live here. And I want the people who work in these shops and our teachers in our local schools to be able to afford to live here, where they work, too
- I like our small town feel of Solano Ave, which will be lost if you drop huge building on our Street. It is nice to look up and see the sky not a blasted building.
Please think before you drop a huge building on our street. There is a place for everything, but Solano Ave, is Not where you need to be making a mess!
- Previous restrictions (e,g, #restaurants) have reduced upper solano vibrancy. See Albany nearby for comparison! Let's support the retail options for residents near and far
- I'm against more crowding of commercial areas. Those of us who don't live close by still need to drive in order to shop or go to restaurants. More housing means more cars, bikes and scooters, making it even harder to find parking. Mixed use streets are dangerous for everyone!
- This is an important small business district for our neighborhood. That said there are plenty of empty buildings that could be used as sites of affordable housing.
- Solano avenue is in decay. There are few new businesses anymore and it needs a revamp.
- Solano is very important as a retail street, to maintain our commercial appeal, taxes, etc.
- For Solano Ave to be the vibrant heart of North Berkeley and Albany, current businesses should be supported & new businesses encouraged. There are too many empty storefronts on Solano, suggesting businesses need support.
- Retail is struggling vs more vibrant neighborhoods. The neighborhood is an elderly demographic. If retail is not there. No amount of housing helps keeps the businesses viable. Parking matters. People in their 70s and 80s and 90s will not be walking or biking. That is this community for the next 20 years.
- Solano is a walking streets- it needs retail on the ground floors, not some mindless commercial space or wasted rental space
- Solano Avenue is one of the very few pedestrian-friendly commercial corridors left in the Bay Area. It would be optimal to preserve this aspect of the corridor to the greatest extent possible by leaving existing one-story structures intact. Other corridors (San Pablo Avenue, for example) have already been transitioned to multi-use corridors, additional housing can be added to these areas.
- We enjoy being able to walk to businesses on Solano, but it's dwindling, while the bottom of Solano, in Albany, is thriving. Can we do what they're doing? The city of Albany is apparently offering more support and incentives to businesses.
- The restaurants and shops in Solano is what make the east and west Washington and north Berkeley neighborhoods vibrant.
Increasing density of housing without increasing access to amenities is impractical and will only create traffic problems.
There is already a lot of apartments built in the city by corporate landlords, get them to first charge affordable rent.
Penalizing residential & mixed use neighborhoods, businesses and small landlords who do rent out houses and ADUs around Solano Ave is not the right answer.
Without a vibrant Solano, the cities will lose their character and attractiveness as a desirable residential destination.
- Solano is a retail corridor. It should not be converted to residential. Adding residential above the commercial is fine, as long as the goal is to enhance the commercial corridor, and not to diminish it.
- change is hard, but I wouldn't want to see the businesses who have been trying all these years to get screwed in the process.
- Business will thrive if there is a vibrant retail corridor and lots of resident who live nearby
- Solano is one of the few retail corridors in North Berkeley and should remain that way. Building huge apartment complexes without incorporating retail businesses has made downtown Berkeley a retail desert.
- See my comment at #3

- I think housing at all levels helps improve the cost of housing, and is easier to build quickly. I believe we need vibrant retail and spaces to maintain the essence of our community
- This is one of the only commercial stretches with restaurants and retail in North Berkeley and it is very important to the health of the surrounding community.
- Small shops have long been the joy of Solano Ave
- I'd love to see Solano as a vibrant commercial area with destinations that encourage people to visit. Mixed commercial and residential is great. Think European cities that encourage walking and biking and community
- I believe Solano Ave should mostly remain as a place for restaurants, other small businesses and entertainment for the enjoyment of all in the adjacent neighborhoods
- I would love to see the city do whatever it could to encourage innovative and interesting businesses to come to Solano Ave. supporting existing businesses is also a top priority.
- There are many new apartments in Berkeley. Continuing to increase density is a bad idea. If the number of new units hasn't decreased costs, clearly just continuing to build is not the answer.
- The downtown is cold, mechanistic and impersonal. A big failure. I have no faith in the city's understanding of planning.
- A mix of housing brings in diverse people. Solano is a renowned mom and pop shopping street however there are many closed storefronts (and rug stores). It needs thoughtful development, a plan. Look at how vibrant Solano in Albany is. Berkeley's portion is pretty sad.
- there are already so many empty store fronts because local businesses are not being supported. how can we add more housing without keeping / adding more essentials - grocery stores, pharmacies, restaurants, shops? Berkeley retail seems dead and depressing, don't make it worse.
- Solano Avenue is unique with the variety of shops and services and it would be lovely to keep it that way. New housing should not take away street level access to shops and services.
- Solano Ave retail is disappearing
- We need to maintain business districts to support local access and walkability in our neighborhoods.
- Respect for existing infrastructure, which includes businesses, jobs, and a community feel.
- I want the slower-paced neighborhood feel to be maintained. I want safety from crime to be maximized.
- Keeping Solano a small business zone is key! It is so charming. It keeps the neighborhood safer.
- The existing businesses have done a great job of keeping Solano Ave a vibrant location. Their needs should be prioritized while creating additional opportunity for all income levels to move into the area and add to its vibrancy and vitality.
- Solano Ave is a commercial corridor. We need to keep the commercial space because if we give up ground floor retail and make it residential, it's impossible or very challenging to ever change it back to retail. With upzoning across the city, we need to save the retail space
- Housing affordability is a major issue and needs to be the top priority.
- this is a vibrant local shopping area that makes living nearby enjoyable. It is cheaper and easier to order things online but the street provides a premium experience making it worth shopping in person (the same reason that premium malls can survive but the average one hasn't). Don't make it an ugly street just to add affordable housing or additional housing
- Affordable housing is a major problem in the area. Businesses need more support to re-establish retail on the avenue.
- Upper Solano residents support the retail and commercial that is already present; we do not want to see small businesses or neighborhood banks destroyed for big, fenced holes in the ground as on Center Street. If there is already a 13% vacancy rate why does the city want to build here, and not in other areas of vacancy? If the city wants more affordable housing, why isn't it getting at least 50% in exchange for upzoning?
- Affordable (not market-rate) housing is the only new housing we need. Expanding retail on Solano is crucial because we need more variety of things to buy, do and eat!

- More housing is needed, and some of it should be affordable and not just market rate. More housing and residents could help with business vitality.
- Vibrant retail makes this a desirable place to live. We need more housing overall, not just affordable housing. I agree with the Abundance principle of not adding too many strings to liberal objectives, just make it easy to build period.
- Importance of a vibrant mixed neighborhood with housing & services. Limit building heights to 5- 6 stories
- See comment above.
- What makes the area great is the people who live here, but housing is so expensive many can no longer afford to live here. Increasing both affordable and market rate housing will make the area better for everyone.
- Obvious
- "Commerce" is an essential part of the commercial corridor. I think we need to do everything we can to keep businesses there, and, when there's turnover, for make it so that new similar (small, mom and pop, weird) ones can move in.
- If there are no businesses here to shop at, why would anyone want to even come visit this area of Berkeley or live here. It's what makes this area fun and vibrant.
- Solano is a prime retail area that is currently underutilized. We need to prioritize efforts to bring more interesting stores and dining establishments to build up foot traffic and community vibrancy.
- People who contribute to our community (workers, business owners, grown children of residents) should be able to live in the community if they want to. It's important that they have access to housing they can afford. We have nothing but \$1m+ homes. The future must be affordable.
- Affordable housing is a NIMBY fig leaf. If we build more housing at any price, it makes all other housing more affordable. Build, build, build!
Just don't ruin the retail vibe of the street; commercial corridors are what makes neighborhoods fun and interesting. It's OK if some businesses turn over though; many of the existing businesses could be improved or replaced without hurting the overall retail experience.
- With both more housing and with new and expanded retail offerings, Solano avenue has so much potential. For that reason those two are my top choices, with new housing being the top.
- The commercial corridor is important to preserve and new development needs to integrate.
- All existing business must be guaranteed the same or better space, at their current rent, in perpetuity, if any new buildings are allowed to be constructed. Another failing of the current plan is that it does not taper or distribute the proposed development laterally away from the main street. The height cap should be at most two stories higher than any surrounding building, which will preserve a smooth, reasonable transition in visual mass and skyline. Furthermore, the setbacks along the corridor street should be far more aggressive: for example, 45 degrees (for each floor, step back by that floor's height). This is the only way to prevent creating a canyon devoid of light and air.
- Housing is vitally important
- We need more housing to make sure people can afford housing and maintain diversity and fairness
- We have plenty of expensive housing- we need affordable housing! We don't want to repeat what happens to downtown small businesses!
- Businesses on Solano are what makes the community vibrant. More density in housing should help businesses thrive I assume.
- We have plenty of expensive housing- we need affordable housing!! We don't want a downtown repeat of losing our local businesses either!!
- Affordable housing in the bay area is very important everywhere. I love the retail corridor and so that's why I kept that up near the top.
- Housing is needed at all levels to activate Berkeley and address generational justice (i.e. younger generations can't find housing in the Bay Area). Retail is key to a vibrant, urban environment and the two will reinforce each other.

- We have plenty of expensive housing- we only need affordable housing. What was done to downtown, stripped & killed the small businesses.
- Seems reasonable
- We can't live in Berkeley if there's not enough affordable housing.
- It's time to address the housing shortage after decades of restrictive zoning created the problem.
- To create a balance between affordable housing and retail vibrancy.
- Because they are intrinsic to the Berkeley sense of identity, community, and character
- Increased Housing is my priority.
- Meeting the RHNA goals and building more affordable housing for ELI, LI, and moderate income should be the highest priority of the city.
- Retail vibrancy & support for existing businesses seem the same to me; adding to our housing stock is critical, and unless we make it affordable, racist housing patterns are perpetuated.
- More housing supply is extremely important to stabilizing home prices, and prioritizing affordable housing will help make these high resource areas more inclusive and accessible to people of all economic backgrounds.
- Berkeley is and always has been a small city with smaller scale housing. I would move away from Berkeley if it becomes too apartment dense. So would many people I know.
- This part is very difficult to use.
- We need more housing at all levels. More residents living nearby will support the vibrancy of the commercial corridor.
- It is most important not to decimate the existing businesses for housing as has been done on Center Street, which has been altogether RUINED.
- There is a fifth of affordable housing in that area especially on the eastern half of Solano. We should have more affordable and elder housing in areas that are walkable to shopping, services, and schools like this area.
- Berkeley needs more housing and solano ave is actually doing pretty well, unlike University ave, so we should not mess that up.
- I believe there is a housing emergency.
- Local, generally small businesses are what helps make Berkeley an attractive city.
- When there is more housing, housing is affordable. Build as much as possible, without any "affordability" requirements (that in practice reduce affordability).
- It is absolutely essential to build housing - no matter for what population, no matter how businesses are accommodated around it. For decades we had perfectly fine zoning regulations in this country that allowed residents and businesses to co-exist in dense neighborhoods. Berkeley was among the first to outlaw these truly American neighborhoods, setting a precedent that has decimated housing and turned the Bay Area into a museum piece, making housing unaffordable for thousands of families, all in the name of a "neighborhood character" that would have been foreign to the people who created this city. Nothing matters to Berkeley, to the region, to the state, and to the global environment more than BUILDING MORE HOUSING! Everything else - character, affordability, environmental concerns - is a distraction from this goal and at best based on unfounded fear from today's NIMBys and at worst a ploy to prevent home values for falling for those who lucked out by buying in the 80s and 90s. My hope as a long time Berkeley resident is that we finally see the light and reverse this incredible self inflicted decline, a decline that we can't conveniently blame on "conservatives" and "neoliberals" as we do with every other issue in this benighted city. Save Berkeley, and let it grow to become again what it once was - a city where people live in close proximity, right above the stores and offices they work in and patronize! We've done it once, and we can do it again! Si se puede!
- We are in desperate need of housing. We've had so many great friends move away to areas they didn't want to move to but had no choice because the cost of housing here is so prohibitively expensive. I chose maximize housing capacity as my number one because this is a once in a generation or two change to an area where everyone would love to live. Two stories doesn't even move the needle. Why bother? And then I chose retail vibrancy. It's another reason people love these areas mentioned in the survey.

Walkability and being able to have access to supermarkets, retail, restaurants, communal spaces is the ideal combination. I want that vibrancy to continue irrespective of the house capacity maximization.

- The Bay area desperately needs more affordable housing options and housing overall
- We need more housing and more affordable housing. It's mutually beneficial to locate housing near established commercial areas with good access to public transit. Relating appropriately to the scale of Neighboring residential areas should be considered alongside many other design factors but should not impose unnecessary limits on housing development
- They maintain Solano Avenue as it currently is.
- We have a housing crisis, especially at lower cost levels.
- I'm tired of wealthy homeowners putting the burden of new housing on outlying communities. I want to build enough housing that the working class can actually afford to live in Berkeley this is an over abundance of vacant retail, which will benefit if we build more housing. We should not give up on good design standards to locate a handful of grumpy small businesses
- Maximizing housing and supporting businesses on Solano will go hand-in-hand. I know that many more people would love to be in walking distance from the shops on Solano. Together, these priorities promise to help create a sustainable, vibrant corridor and help this beautiful street live up to its high potential.
- It's important that we have affordable housing, but let's be honest: there's a lot of times in recent Berkeley politics where "perfect" has been the standard for doing anything, and we spend too long arguing and end up building no / very little housing, which of course, just lets the root problem grow worse over time
- We are in a housing crisis and need much more supply.
- Great neighborhood/high resource area for people to live in -- we need to build more housing of all income levels so more people have the opportunity to live in this neighborhood and prosper like the existing residents.
- More housing is crucial and beats all other responsibilities.
- The city needs more affordable housing, but if that's not possible, then more housing at other affordability levels would also be beneficial.
- There is already an existing community that needs help. When you help the people, both the city and the community benefits from it. When you work against the people, you will be held accountable.
- California needs more housing. Berkeley should lead the way here
- Awareness of how important affordable housing is and good environment for people to visit Solano ave.
- Stop the urbanization of our lively neighborhoods!
- Market rate housing is not affordable to most people in the Bay Area.
- Do not want to destroy neighborhood
- Huge buildings are not appropriate. There are other places to build. There will be insufficient parking. Build elsewhere. Near Fourth Street there are large unused lots and old warehouses.
- The health of a city is highly dependent on thriving retail/restaurant district.
- Solano Avenue should remain a retail corridor where people want to go and shop, dine, stroll, etc.
- I want my home of 38 years to be inclusive and welcoming and available
- I would like to maintain the existing character of Solano Ave.
- Affordable housing is a big need; existing businesses are part of the community..
- I think we have housing stock at the higher end so I rank new affordable housing highest.
- Housing of all affordability levels seems appropriate in these areas while retail vibrancy is what makes them special.
- We have few vibrant shopping areas in our city and this is one of them. It's the existing businesses that draw people to this area and provide the resources for nearby residents. I heard a lot of comments at the Planning Commission about how "sleepy" Solano is. Is the vision for the area to be filled with night life?

Is this what the existing and proposed new residents want? Current zoning allows 4 story buildings with the 50% state density bonus. Developers could get even higher heights by providing more low income units. The proposed alternatives give away higher heights at the expense of more low income housing.

- These are the most important to me.
- This is a wonderful and unique neighborhood that I'd like to see remain that way
- People come to shop on these corridors, important to support existing business. New buildings have high rent and tend to displace existing businesses and chains, losing the character of the existing neighborhoods.
- There are other places to build housing. The shopping district is an important part of the appeal of the neighborhood.
- New development drives out existing small businesses-like Center Street between Shattuck and Oxford. New buildings should blend in with the existing buildings and not tower over their neighbors and obstruct light to their neighbors
- Increasing affordability and maintaining a strong sense of place with key services and business go together toward making vibrant corridors in these higher resource neighborhoods
- I would to keep it the way it is. No more construction. We don't need more buildings.
- I want Solano avenue to remain what it is.
- Not enough affordable housing and we want our existing businesses to stay!
- Ranking didn't work for me. My top two are 6, 4, then 3
- Solano Ave is a very important commercial corridor the protection of which is not currently part of the upzoning effort. This area serves many neighborhoods as their commercial/retail center.
- reason i love solano ave - all about the businesses
- I love Solano as a shopping street with restaurants and small businesses. Some of my favorite places are there and I would be devastated to see them go.
- I prefer to maintain the vibrant Solano Avenue shopping district as it is, without adding high rise cookie cutter residential cubes. I oppose allowing the demolition of existing structures on Solano. I want this project stopped before it starts. It will ruin that which makes Solano Ave what it is. Build your high rises where they don't matter to the existing neighborhood. Make the developers include generous parking and outdoor space for each unit. And get AC Transit to run a bus line out there. Instant good neighborhood. The Pacific Steel site would be great for this.
- Because without vibrant retail areas the town won't have community gathering which engenders social and mental health. These areas need to preserve their welcoming feel to continue functioning as centers of activity. No one walks to or shops at the businesses under the new gigantic buildings such as on Shattuck south of downtown. It is like a ghost town compared with the areas named in this survey.
- We need more housing for both low and mid-income.
- We do not want more housing at the expense of open space and livable neighborhoods with with human scale buildings
- Keep it like it is now
- I want more housing at all income levels. This will generate more property taxes to allow greater subsidies for affordable housing.
- The housing shortage is a major problem.
- It's difficult to find affordable and available housing in Berkeley. Businesses are the lifeblood of any city
- As a Berkeley resident for over 30 years, I don't see these buildings as beneficial to the existing Berkeley community
- Affordable housing is in short supply and highly needed, and I don't want to see existing businesses pushed out
- Solano is already a walkable potentially very vibrant area. What it needs is more promotion and support of what's there and if you need to pay developers so they can contribute to political campaigns please maximize the use of defunct office space into affordable living space. The transition from taller to less

tall buildings should be on Solano not just the neighborhoods behind. Somebody needs to have a vision that includes retaining the sense of openness and viewing of sky and trees and placing strategic taller buildings if absolutely necessary in specific spots only not some blanket zoning for the whole area that allows increased height in every spot.

- These are historic business areas that are cherished resources for the entire city. Historic building should be left as is - to promote a sense of small-town charm which makes Berkeley the special place it is. We shouldn't be destroying what makes Berkeley actually have a soul today.
- It's important to acknowledge the feelings and properties of long-time residents. Shadows cast over solar panels, gardens, and windows, and noise from new buildings and commercial buildings can be improved by transitions and stepping back upper floors.
- I want Solano to stay as it is. All the rest is bad.
- Our local neighborhoods are suffering due to lack of safe bike and car parking, leading to lack of foot traffic. We need more people and more ways to access retail and lure retail back.
- support local businesses. hard working employees trying to support their families
- Retail is crucial to long term vitality of the area
- Doing business is already difficult enough. Don't make it more difficult. These neighborhoods are very vibrant and I am afraid that this may impact their character negatively
- Leave Soano Ave alone please
- I think Solano is an important community for Berkeley and has been over the 64 years I have lived here. Solano has provided a vibrant business district that reflects the community, that is accessible to our community and it provides a place for young and old, for mobile and non-mobile, for people of great diversity and camaraderie to gather as part of their shopping, eating, caring for one another, It works and has worked for years. Disturbing the general plan will change the nature of Berkeley in general - not just Solano. I do not feel there has been or is currently an opportunity for people in our community or in Berkeley to express their opinion. This survey is written in a way that asks for acquiescence not opinion. Hope that was not the intention but fear it was and think the city council must be aware of this as it does not meet the standards of Democracy in Berkeley.
- As a Berkeley native, maintaining the community's ethos is important. Turning Berkeley into just another high-rise city would diminish its original character and beauty.
- Need affordable housing while Keeping neighborhood vital And welcoming.
- Development at the cost of current businesses & residents is unethical & quite simply unkind.
- A large part of what makes Solano great is the retail vibrancy: it leads to a better community feel and more pedestrians. I think it's important to maximize housing capacity and it's counterproductive to focus on "affordable" housing. Focusing on the affordability aspect creates more procedural hurdles, slows down the process, creates more government/non-profit bloat. Just let the housing get built!
- Two words: housing crisis.
- what the city has shown thus far in the building of market rate student housing is local businesses are just collateral damage and empty storefronts reign. How many coffee shops and ramen restaurants do we really want?
- We all know more housing is needed to reduce pressure on costs. More housing on Solano will also support the businesses and generally add to the vibrancy of the street and neighborhood. I would like to see the vibrancy and dining successes along Solano to remain and to grow as an amenity for the community.
- Our housing goals should be any and all levels of affordability. Solano is a vibrant retail corridor that could be enhanced with more density.
- We are in a housing availability crisis. Our corridors need to support much more housing without having to bow down to the already privileged lower density owner/residents next to the corridors.
- Solano is a walking destination as well as a destination for hill folks and out of area folks who need to drive...supporting businesses is good for everyone.

- Businesses in these areas need to remain. Housing is important, but businesses are also very important.
- the most vibrant neighborhoods have a diversity in housing stock, demographics of residents. We live in a mixed world so let's make the spaces available to all walks of life.
- Berkeley needs to go back to the drawing board. This rezoning plan is being pushed through without proper consent and discussion with Berkeley residents. The community meeting structure and this questionnaire itself are examples of how this plan is being railroaded past the citizens.
- Solano has always been a shopping street, and should remain that way. Berkeley needs shopping/entertainment districts or it will turn into just another suburb
- Our North Berkeley community needs more affordable housing! So important to building a more inclusive and diverse neighborhood! I'd also love for Solano to be more appealing for local restaurants and coffee shops to move in. Would also love for it to have nice public green spaces that are walkable and bikeable -- it has so much potential to be a more lively community hub!
- Against destroying existing historic vibe.
- While I support maximizing housing and affordable housing in particular, im worried about the viability and sustainability of newer ground floor commercial across the city. Solano is one of the few walkable, vibrant commercial districts with spaces designed and occupied by local vendors and restaurants. Something works and killing that would be a disaster!
- These are shopping streets with small businesses that need protection to attract visitors, support the tax base, create serve residentsl.
- If it were up to me I would upzone every city in the Bay Area.
- The most important thing we need is more housing. All other issues in the city such as supporting existing businesses flow from this.
- New housing at all income levels will contribute to the overall commercial vibrancy of the corridor.
- I would like to see the absolute number of units maximized, including by considering that most lots are unlikely to be redeveloped, unless allowed major housing capacity.
- These choices are apples and oranges. The need for housing is a given — we wouldn't do anything if that were not true. So, these are important retail corridors (all of which are starting to be killed off by economics and over-reaching landlords). If these retail areas dry up, Berkeleyans will be forced out of town to do their shopping, eliminating the charm that makes us who we are as a city.
- I have only one priority; build more housing. The rest will take care of themselves (eg vibrant retail) or are relics of a racist past (strangling new production with vague rules about esthetics and setbacks). In fact these corridors should be replaced by a citywide upzoning to address a century of redlining and economic exclusion.
- We're in a housing crisis and a climate crisis. It is absurd that aesthetic issues like perceived height should factor into our decision-making. Imagine you're a super-commuter from Brentwood -- how would you prioritize these considerations?
- We're in a housing crisis. Thousand Oaks is one of the oldest neighborhoods in the country because of the terrible planning decisions that have been made over the past 50 years. This is killing our city. You cannot preserve a city in amber. If you want to preserve neighborhood character you have to build housing for the characters to live in the neighborhood.
- We need more affordable housing in Berkeley. Who will be able to afford to live in Berkeley in the future?
- Berkeley needs more housing, period. While other considerations are not 'entirely unimportant', getting more housing built is my #1 priority.
- Albany's part of Solano is better than Berkeley's in every way. Berkeley's needs more housing and fewer empty/under utilized ground floor retail spots. Albany has some nice mid size apartment buildings and lots of variety in retail.
- More housing makes for lower rents across the city
- These three corridors are all amazing. I love the vibrancy. But they need more density to keep growing.

- Solano is unique; that's why people want to live here. Keep as much of the retail character as possible and add more trees!
- Housing is important. Everything else will follow.
- I oppose all upzoning in the three neighborhood commercial districts. I oppose any displacement of the existing merchants even temporarily.
- Because Solano Ave. is a SHOPPING. Housing can be dispersed throughout the City and expanding it on this shopping corridor should never come at the expense of the shopping experience, which would be drastically undermined by the proposed increases to height limits.
- There is a great need for affordable housing within the bay area that supports all income brackets, but especially low-income households who have historically been excluded from these neighborhoods
- Capacity must be increased to meet demand, business taxes are needed to run city government.
- The lack of affordable housing in the region is shameful.
- We need more affordable and general housing in Berkeley!
- It doesn't make sense to claim to support walkable communities if there are no services to walk to
- We need housing but also we need to maintain places for people to shop and be in community. They can go together!
- Really Affordable housing is essential on this urban area where homelessness is so painful. Existing businesses are already hurt by online and big box stores
And they represent Berkeley at its finest
- Want to make sure businesses are supported + want to ensure supply of housing. With more supply will come natural affordability.
- we have an affordability crisis, not a housing crisis. if you have ample financial resources, it's simple to find a place to rent in Berkeley.
- Solano is one of the key corridors that makes Berkeley an attractive, walkable place to live. If these elements aren't preserved all of Berkeley will be poorer for it.
- The local businesses are an essential factor in establishing the character of Solano Avenue. To ensure that it retains its vibrancy, it will be crucial to implement policies that enable these businesses to weather the redevelopment process (e.g., relocation assistance, loans, etc.). Also important is maintaining the continuity of storefronts; while maximizing residential opportunities is valuable, interrupting a walkable commercial corridor with private residences risks diminishing the effectiveness of clustering the businesses together.
- Solano Ave should prioritize existing businesses.
- Berkeley is a unique, special place in the generally boring, generic cities of the United States. It is one of the few communities that has maintained its pre-World War II charm and beauty in a special architecture. We will destroy this if we tear down these beautiful commercial and residential buildings and build concrete and glass blocks. If we build all the housing we supposedly need in 10 years, we will be in the same place. And there will be another housing shortage. Not everybody could and should be able to live in Berkeley, and along the coast of California, it will destroy the environment for everybody. Also, nobody is addressing traffic congestion, and water shortages in this plan to build build build.
- These historic neighborhoods should NOT be rezoned!!!
- Berkeley is beautiful and desirable because of its current zoning. To destroy this is to destroy Berkeley and turn this town into any mediocre suburb where nobody really wants to live. Before building new dwellings ensure that existing space is fully occupied
- More residents of all income levels will make the corridors more vibrant places for all of us.
- Maintain livable neighborhoods. De- "Manhattanize" development.
- Best practices for vibrant small business areas. Solano should be a destination for all and a place for small independent businesses. It shouldn't become only for the wealthy and chain stores and franchise gyms. It could become a great vector for local seniors to transition into housing that is more accessible and open up their houses for purchase by younger buyers. To me that seems like the ideal guiding principle since it is a known issue that older homeowners don't want to leave.

- It's important to keep Solano a restaurant street
- We don't need to attract more people in general. Rather we need affordable housing for people already in Berkeley. Upper floor "step-backs are NOT effective for preserving visual space.
- Solano works well just the way it is; don't mess with success. We have too many vacant apartments and retail spots in Berkeley already.
- The city of Berkeley needs much more affordable housing. Lower wage workers need to be able to live near where they work. There should be a 50% affordable housing requirement.
- Small businesses across the board are being squeezed by online forces. The city should do all it can to support them.
- Don't ruin our neighborhoods
- Housing, housing, housing, to hell with everything else. More units (and building them creates more profits for developers and city politicians). These monolithic housing structures springing up all over the place look like a combination of Soviet era concrete blocks and Dr. Seuss cartoon skyscraper, and building them completely disregards the character of the city of Berkeley and why people have wanted to live here. It has not been to make money, which seems to be what all of this building, building, building of skyscrapers at any cost to our culture, way of life, or public health, is all about.
- Without vibrant retail and pleasant community spaces those residents will have to travel elsewhere to find entertainments and shopping.
- Solano Ave. is an appealing business district with good eateries, services and nice unique shops. Important to maintain this dynamic.
- I don't support any of the above increased density choices.
- Developers have already built lots of new apartment buildings in Berkeley. They seem to have high vacancy rates and to be largely rented out to college students, who don't patronize well-established shops. No restaurants.
- The above manner in which to respond makes no sense. What does the arrow supposedly indicate?
- I don't think there needs to be huge apartment buildings on Solano Ave, I like it the way it now
- retail traffic provides jobs, goods, and taxes and increases walkability resulting in lower greenhouse gases and better health outcomes. Visual space at the street level reduces anxiety and stress and provides a better psychological response to overcrowding.
- Protecting existing businesses will maintain the character of the neighborhood and keeping new development low keeps the area livable. Note: the Berkeley downtown development took all that away. Big mistake!
- Our existing businesses deserve stable commitment from the City, on every level. Their perspective is what matters most. And the patrons rely on a stable shopping district. Nothing else matters. Unless you honestly confer with the Solano Business Association, no autonomous, autocratic decision(s) will be acceptable.
- To preserve the look and feel of the neighborhood.
- Diverse occupancy (housing affordability and retail presence) is consistent with having a diverse and vibrant city from both a resident and an economic perspective.
- out of scale high density housing destroys existing neighborhoods and businesses. for an example look at downtown. incremental sustainable housing development at a scale consistent with the existing context supports the existing businesses while providing the support of new housing, NO new zoning required. adequate capacity exists under current allowable zoning-the state bonus law already allows a 50% increase.
- The post-pandemic economy, online shopping and entertainment, and Trump are destroying Berkeley's commercial districts and arts institutions. Upzoning would only accelerate the damage. Don't turn this city into a bland, culture-free, luxury-priced bedroom community for Silicon Valley. Where all that's left is unaffordable new market-rate housing and a few restaurants for the techies to order out.
- People need and deserve affordable living. Berkeley has 100s of empty units we don't need more housing.

- I don't want developers to ruin my city without considering the ramifications: traffic, stretched thin emergency services, etc.
- The vibrancy of the corridor is what makes it a desirable high resource area and contributes to the character of Berkeley. We need more housing but it needs to be integrated with the retail business.
- My highest priority is that housing is more affordable at all levels. I especially want more affordable housing for people with low incomes. But I think the most effective way to do this is to just prioritize building more housing of every kind. It might seem odd then that I put maximize affordable housing so low, but that's I think the best way to get housing prices down is just to build a lot more housing. And after that, I put the vibrant street life because we all want to live somewhere vibrant and energetic!
- Creating a thriving walkable mixed-use area is my top priority. So we need maximized housing along with thriving businesses.
- Solano has struggled with city rules and regulations. Businesses have suffered. Please help bring small businesses back to Solano. Look at lower Solano in Albany for a thriving example of success
- BECAUSE downtown Berkeley is DEAD. DEAD. DEAD. THESE ARE commercial areas -- like BEAUTIFUL HOPKINS. WHY KILL THEM????
- I feel that the only real way to lower housing costs is to increase supply. I don't believe that government driven affordable housing works, unfortunately. It's a well intentioned but poor of funds that often adds to future debt it seems.
- We need a balance between affordable housing + maintaining retail vibrancy. SO many old, COOL Berkeley businesses cannot afford to keep their doors open.
- Local, accessible retail shops and restaurants are vital to this city's vitality.
- I depend upon many of these businesses for my daily needs. You have destroyed these resources in our Downtown. Why favor more desolation?
- I would like these retail areas to remain quaint and easy to maneuver around, free of huge lines, crowds and parking difficulties
- Save what's there! Do not be so disruptive. Only new housing for extremely low income Berkeley folks.
- Affordable housing is a crisis. But solving it should've come at the expense of the small businesses which make the neighborhood desirable and are run by our community members.
- It's important to support existing businesses with streets that are not jam packed with cars and people avoid shopping or driving there. Parking accessibility and availability are important factors as well. It is frustrating to spend 30 minutes driving from one section of the city to another due to the inordinate amount of traffic on any given day, including weekends. Building additional housing will further congestion an already congested city. Enough!
- you are overbuilding market rate housing for the wealthy and short term student housing. Our city needs low income housing, at neighborhood scale plus support for our small businesses.
- Local livability has to take precedence over the drive for development.
- Increasing density will not lower costs of housing, commercial or residential. If it does show me where.
- I want to see more housing in Berkeley, keeping our retail corridors! I don't want to see the level of vacancy we see downtown.
- We need to support our business & business growth, especially vibrant cafes, restaurants, parklets, area for gathering as lower Solano in Albany has been successfully doing. Charm, attractive so oriole want to be there.
- Because I couldn't say 'no new out-of -scale buildings'
- You didn't offer me my preferred alternative - maintain the current height limits, so this was as close as I could come.
- I am opposed to UPZONING the corridors.
- Please leave it as is and do not rezone.
- Keep current zoning
No tall(over 6story) buildings

- We are in the middle of a worsening housing crisis that is decades in the making and especially acute here in California. The need to increase the stock of housing at all income levels and to increase affordable housing in particular is an existential issue, especially for young people, and we half-ass this undertaking at our peril.
- Having local shopping options is important for the feel of the neighborhoods, getting people out and about, supporting local jobs and artists, etc. And it goes without saying that we need more housing!
- Because I oppose the project. Development should be elsewhere
- Housing is a human right. Berkeley folks may claim they're all about human rights, but when it comes to housing they fight tooth and nail against it. Our representatives should proceed with what is right for the majority rather than continuing to cede to house owners.
- Berkeley is experiencing twin crises in housing and climate. A critical tool in promoting housing affordability for all and climate resilience is land use. We must maximize housing density in high opportunity areas that have reliable bus service, even if it might cast some shadows on some people's backyards. If Berkeley wants to operationalize its progressive values, it must do everything in its power to increase housing affordability. Research suggests that Increasing housing supply in high opportunity neighborhoods creates residential filtering - a process whereby housing becomes more affordable on for all, but some of the largest gains in affordability for lower income households. Ideally we would support more market rate housing AND more affordable housing. But the goal must be MORE HOUSING.
- Because there aren't enough places for people to live in Berkeley and the Bay Area
- In our current state of housing, Anything that maximizes affordable anything is an immediate benefit to the entire city. Next, maintaining retail vibrancy helps the neighborhood by providing local job opportunities.
- Rezoning is not necessary to create more housing and affordable housing. The density bonus already exists and has not been utilized. Why not? City is putting the car before the horse. The City has not done the proper homework on this. City documents fail to cite how much new housing is possible within existing zoning, and fail to identify the barriers to maximize housing under existing zoning. Also City docs should compare building costs and resulting affordability for different heights (i.e. wood frame vs concrete & steel).
- I live in North Berkeley, but Solano Avenue is where I pretty much do all of my shopping and eating at this point because downtown Berkeley has sadly become very unwelcoming and has lost what charm and restaurants and bookstores that it had because of the search for developers, who were going to build giant high buildings, and now we have empty holes in the ground and no theaters - let's retain the retail vibrancy variety and attractiveness of Solano
- We have very few still relatively vibrant business corridors in Berkeley and their attractiveness lies in their open, relatively safe spaces. If you kill that with tall buildings, taking away light, the result will be like downtown: loss of businesses, especially small businesses and entertainment. A really bad idea with unfortunate results in way too many US cities!
- How is "affordable housing" defined? From what I have heard, there is always too little of it, and homeless folks cannot afford it. So building more housing without solving the real issues (see above) just makes Berkeley a worse place to live. Again, look at all the businesses downtown that have closed.
- We need more housing in Berkeley, of all types. And I believe the best plan, as in European vibrant cities, combines retail on first floors, and residences above.
- There are so many new high-rises in Berkeley. There is no reason to destroy longstanding, lovely and charming neighborhoods that make Berkeley unique and desirable.
- I am opposed to upzoning. The uniqueness and character of our neighborhoods and small businesses will be destroyed. The two design options below are horrifying.
- **BUSINESSES PAY TAXES; SMALL BUSINESSES ARE ALREADY STRUGGLING; SMALL COMMUNITY BASED RETAIL AREAS ARE THE HEART OF LIVEABLE URBAN LIVING. BUILD HOUSING ON THE EDGES; BUILD FOUR AND FIVE PLEXES SO THEY ARE 1000 SQ FEET SO THEY ARE BEGINNING HOMES; THERE'S ENOUGH LARGE COMPLEXES BUILT AND LARGE COMPLEXES HAVE STALLED. STOP IT**
- Dire housing shortage especially affordable housing

- No additional housing, please! Have some appreciation for what was preserved and handed down to us. Let's keep the high quality of life here. Less additional housing the better.
- solano neighborhood lacks apartments to round out the mix in the community
- As I explained at length in my previous response, the primary concern for this neighborhood will be preserving Solano Avenue as a vibrant neighborhood commercial center. Functional districts for local, independent businesses are increasingly rare. They are essential to high quality housing, enabling complete neighborhoods, walkable access to essential services and quality of life that residents at all affordability levels deserve and depend on. While adding housing, it is imperative to preserve this neighborhood-scale commercial district, which can be thought of as a sensitive ecosystem full of endangered species (small local businesses) that require thoughtful care to preserve so they can continue to serve future generations of residents in the neighborhood. (As an aside - Businesses on this street are already hampered by onerous curfew hours which should also be extended. The ice cream store should not have to close at 9, people want dessert after dinner!)
- Creating housing is more important than anything else
- What we need first in Berkeley is affordable housing, not more market rate, to maintain our city's economic diversity. Height transitions are a must!
- I love being able to walk to all of the lovely neighborhood small businesses. More housing = more customers to support these businesses.
- Housing is key while keeping street life for safety
- We have a housing affordability crisis, which requires us to prioritize new housing above other valid concerns. New housing will have a cascade of positive effects for the local economy, including existing small business. Aesthetics are the least important concern.
- Housing insecurity is much more crippling than the other concerns
- Juxtaposing 5+ story buildings next to 1-2 story existing structures destroys the small town aesthetic that makes Solano Ave so appealing to many. Soften the blow.
- I think it is most important in rezoning to take the opportunity to maximize the possible affordable housing and housing for all types to house a diversity of income levels. Historically, 100% affordable housing became neglected, so it is important to have a mix of income levels.
- Solano Avenue is essential to Berkeley as an attractive destination and urban resource for its residents and visitors. Without the businesses and restaurants, Berkeley's reputation and attractiveness would be greatly diminished.
- I'd like to ensure that the housing solution enables a larger group of young adults coming from wide range of professions, to live in Berkeley.
The number of people who need affordable housing increases each year.
- Because we need to think on the current people
- Affordability is critical to employment
- We're in the midst of a housing crisis; it's a no-brainer to prioritize more affordable housing in all forms.
- Berkeley needs more housing! Berkeley and the Bay Area have some of the most expensive housing in the country, building more housing has proven to lower rents.
- Because they both directly target the economy and housing, and our city's prosperity stems from us resuscitating the corpse of our once great city by empowering families of mom and pop business owners and their workers first and foremost
- We need more affordable housing in Berkeley!!
- There is a housing crisis in Berkeley, especially for affordable housing
- Housing is too expensive!!! Most of the residents in these corridors are students.
- The most important part of upzoning is building more housing, and we need more affordable housing in historically exclusive and high resources parts of the city.
- Given our housing crisis, building as much housing as possible is extremely important.

- allowable building designs should keep population density at the present density - - do not let this area become more population dense, it is already crowded and parking has become difficult
- Many of these long time businesses are independant and family owned and beloved. There is no reason to go to Downtown any more and we need these businesses. And I say this as someone who worked Downtown for almost 40 years and loved it. Please dont do to the rest of the city what you have done to Downtown
- We need more housing at all levels, but keeping the bottom floor retail makes sense.
- More housing is needed
- Preserve much of the look and feel of a longstanding successful and attractive district of our City.
- I hate the idea of changing the character of these neighborhoods. Lower buildings should exist somewhere in our increasingly over-developed and architecturally boring bland urban areas.
- Solano is unique. Let's keep it that way. Gilman would be a better location for large scale housing & retail
- If you kill the business viability of Solano Avenue you start to kill the town. Tall buildings built flush to the sidewalk would be an aesthetic nightmare.
- i oppose very large buildings or buildings that appear to be very large.
- We desperately need more housing, and we need to increase affordability as much as possible.
- More housing because we need to expand housing opportunity in the city as a whole and these neighborhoods do not offer opportunity other than single family homes and to ensure pedestrian traffic that sustains neighborhood businesses.
- Upper Solano has not recovered from Covid but Albany Solano is vibrant. Assuming this is owing to high rents and tax burden in Berkeley. This thoroughfare is near a major highway exit and suffers from high turnover with many businesses closed and plenty of commercial space long empty.
- We need housing. Period.
- This is an important and useful shopping corridor and should remain that way. Any upzoning should consider first and foremost creating a more pleasing suburban enviroment.
- Let people live where they want to live.
- We need places for people to live and places for people to do things. More housing reduces housing prices, and more commercial space reduces commercial rents so we can have more third spaces.
- Solano Ave. Berkeley is already struggling to keep its vibrancy because Albany is so much a better place to have a business. Don't make it EVEN HARDER for our businesses to flourish.
- The housing shortage in Berkeley is appalling. The Worker class that helps run Berkeley and its older residents can not afford to even rent (forget about owning anything) in the city.
- More housing is the priority.
- We need more housing!
- We need more affordable housing! Fewer homeless people benefits all of us
- Immediately address housing shortage
- affordable housing near transit is one of the most important things we can do as a community to ensure that the city of berkeley remains livable, reduce ghg emissions, and promote equity
- More housing and more retail will create a vibrant neighborhood with many options for local residents as well as a destination for others to visit.
- 1 - Solano Ave. has an interesting, pleasant, distinctive desirable character, and should not be reduced to "anywhere boring". 2 - New buildings should not be standout eyesores, and the scale of buildings greatly influences the perceived positive elements of Solano ave.
- If Solano does not have retail vibrancy, we have to drive further distances to get our shopping done.
- Diverse neighborhoods with good resources result in more walking and sharing and connection and safe neighborhoods where everyone is invested.
- Berkeley meeds to maintain or strengthen it's diversity - in population, and businesses!

- Housing near jobs!
- Housing is a basic need that is not being met. I support efforts to build housing.
- Businesses provide tax base, employment and they are what makes Berkeley alive.
- There is a huge need for additional housing at all affordability levels in Berkeley, and the Solano corridor is underperforming as a retail corridor on the Berkeley side—compare Albany!
- Housing is all that matters. Affordable Housing should not come at the expense of market rate. No unfunded mandates - the misleadingly called "inclusionary zoning."
- Housing is the core problem
- We don't need more housing, support the businesses
- we need housing!
- Mixed housing is essential in keeping an economically diverse population in contact with each other. When housing segregates by economic level, society also self-segregates, leading to people at different income levels not coming into contact with each other as people, just as the servers and the served. In order to create a diverse society that can see other groups' points of view (and will support and vote for policies that benefit society as a whole, not just themselves personally), we must be in regular contact with those other groups.
Second, we must maintain the retail vibrancy of Solano, because the entire reason Solano Avenue is a transit corridor is because of its retail vibrancy - because people want to go there.
- None of these are my priorities. My priority is good urban design. You have made the survey to simplistic and binary. The priority is to create human scaled spaces that are walkable, accessible to all and all forms of transportation. It's not hard, just look at the existing multi-story bldgs on solano and you will be able to see what works. There are several at the top of solano that fit in well. There should also be a mix of housing types, condos, town houses, 1-4 bedroom apts, co-housing. Please don't do what you have done on shattuck ave with private equity soviet style housing blocks.
- Existing small scale retail is why residents have historically visited Solano Avenue. This is an economic engine for North Berkeley. Retail business success is hard to maintain and even harder to recreate when businesses are disrupted due to construction, and reductions in on-street parking for auto dependent populations who have difficulty walking.
- Because we have killed off entire blocks of retail and vibrancy in Downtown Berkeley. Like Center street, and the block around the former shattuck cinema which is now a crater. Leave the vibrant and walkable neighborhoods alone.
- Downtown Berkeley is a shell of what it used to be. Don't make Solano Avenue the same way!
- Solano Avenue is an important retail and entertainment area for much of North Berkeley and Albany. It is a convenient and affordable area for residents to eat, walk, etc. Local small businesses need to be supported and access needs to be guaranteed. The feel of space and neighborhood need to be preserved via setbacks of upper floors. Housing is necessary but if we are not able to enjoy where we live, that is too high a price for everyone to pay.
- We need more housing period. Even adding solely top-rate apartments reduces the pressure on existing units and helps affordability for everyone. Supply and demand.
- I am against buildings that are over 3 stories high, they block the sunlight.
- Horrible to have larger buildings looming over open friendly neighborhoods
- Berkeley has a desperate need for workforce and affordable housing. And Berkeley's policies to date have undermined and dislocated retail businesses upon which neighborhood vibrancy depends.
- The region is short millions of homes. If we care about housing costs, greenhouse gas emissions, generational equity, and health outcomes, we need to build more homes. Maintaining corridor vibrancy is important. People benefit from having shops they can walk to. Although supporting existing businesses is laudable, the broader goal of supporting businesses is more important, not who got their first (although I still support independent, small businesses over chains).
- The longterm health of our region depends on building much more housing and maintaining efficient business operations.

- Housing shortage is acute, and keeping Solano as a destination is what will make the area attractive to the community.
- I want more people to be able to live in Berkeley, at all economic levels. And I want our city to be dense and walkable.
- There is not enough affordable housing in this area at the top of Solano.
- The more people that live there, the healthier the demand for products and services
- We need much more housing. And we need to avoid what happened on Center Street!
- There is a housing crisis.
- I feel affordable housing will help make Berkeley a place where regular folks can live. I also feel it is important to have stores so people can mingle and have a walkable neighborhood
- Supporting the existing businesses and retail vibrancy is the first order of priority for any commercial district. Healthy commercial districts are critical to creating a sense of community for all residents of the city.
- NA my top two priorities are 1. Don't upzone the three corridors and 2. Don't allow the current Bkly City council to destroy the vitality of the three corridors and turn them into Downtown-Berkeley style wastelands
- These two make a vibrant and healthy city. Attempting to implement the others is useless or actively harmful. Just let people build stuff.
- We need these neighborhoods made accessible to everyone not just the wealthy
- More housing is the only viable solution to the ever-growing housing crisis.
- I do not support new large buildings on this corridor. Your survey presupposes that it's a foregone conclusion. There are no options to express that I don't support this in any way.
- More housing by any means necessary
- We're in a housing crisis and a climate crisis. It is absurd that aesthetic issues like perceived height should factor into our decision-making. Imagine you're a super-commuter from Brentwood -- how would you prioritize these considerations?
- The reality is that the standard for affordable housing as defined by the city is truly unrealistic. It is so overly restrictive with income requirements that it disincentivizes the creation of any units of housing due to the high cost burden of creating this "affordable housing", that very few individuals qualify. It is important that we instead prioritize the creation of housing across all affordability levels because the shortage is not just limited to this "Very Low Income" band.
Further, these corridors only remain attractive if the amenities that make them high resource remain after the transformation. I have lived in other cities, such as Denver and Chicago, who can serve as models for these types of transformations. Denver has destroyed many of these high resource corridors by not ensuring that retail options remain accessible on the ground floor. In contrast, Chicago neighborhoods thrive because, even though the city builds very tall, these retail opportunities are a high priority in future developments. It should be top of mind for the city.
- We SO desperately need the housing!
- Housing is what matters.
- Berkeley, the Bay Area, and California in general all desperately need more housing stock. Busy corridors like this are the perfect place to add it, will help maintain the liveliness of Berkeley and prevent it from becoming a shell of its former self.
- The Bay Area's housing crisis is unconscionable. We call ourselves progressive, yet artificially restrict housing supply to suit the aesthetic (or discriminatory) preferences of existing, predominantly whiter and wealthier homeowners. The simplest solution is to allow more to be built. Enabling market rate housing is the first step, and the most important one. I'm all for as much subsidized affordable housing as we can create, too. Compared with increasing housing supply, the other goals in the survey seem far less impactful or significant.
- Affordable housing, a mix of rental and owned, is my highest priority. I want my kids and their friends and families to be able to live here

- Upzone as much as possible. Increasing supply is more important than providing “affordable” housing. Support existing businesses and encourage new ones, we can’t lose any more.
- To preserve what draws people to come and live in Berkeley. Similar developments should be encouraged along more of downtown between Carlton and Ashby Bart, Solano, Sacramento, Telegraph, and even Claremont. Doing away with existing vibrant shopping districts makes no sense.
- Affordable housing in Berkeley reduces long commutes for low wage workers - reducing income equity and environmental destruction. Market rate housing WITHOUT affordable housing increases long commutes for low wage service providers. Stepping back upper floors helps to create pleasant and inviting streets and public spaces - more people in public equals more community interaction and less crime. High and low income residents sharing the same public spaces builds societal cohesion.
- The vitality of the Solano corridor will be best served by overall income diversity and long-term retail vitality, not just one income level or one existing set of businesses.
- Maintaining livability, access to light and air and quality public open space are essential.
- Housing affordability affects people's lives much more than how the buildings look or what businesses stick around.
- Solano Avenue is an incredibly expensive neighborhood to live in, due to the fact that very little new housing is built there because of exclusionary zoning laws that date back to our city's shameful history of redlining. I think Berkeley should correct this historical injustice by legalizing tall, dense housing of all income levels so that Solano can remain an economically accessible neighborhood to low-income families.
- should have more housing
- Fairness and addressing the housing crisis in Berkeley
- I fall into the camp that increasing the housing stock will lower rents broadly. I would love to see a range of housing added to the area! I hope to see continued support for retail development in the described regions as well. One of the reasons these areas are so vibrant and desirable currently is because of their walkability!
- Vibrant commercial corridor is essential to a healthy city.
- We only have one chance to build housing in this generation. If construction is going to be disruptive, we should maximize the opportunity.
- Vibrant commercial corridors that are pedestrian and bicycle friendly will contribute to overall community health and profitability.
- Build as much as possible! I want more friends!
- Berkeley has lost too much local, interesting retail already and it's become more necessary to have a car and drive sometimes several miles to shop for basic items.
- We desperately need more housing and these are great areas to build it given the commercial activity
- I am opposed to further expanding Berkeley's population and creating de-vegetation and pollution and overcrowding by upzoning and constant construction.
- Local retail businesses deserve our continuing support.
- I think we need to incentivize builders to come, and if the city says only affordable units they will refuse. That said we should not allow them to build a ton of studio or 1b/1ba units, then charge \$4k/mo because they put in fancy countertops. Long term density means families with children need to see living in shared buildings as viable, and they need bedrooms.
- We have too much congestion in Berkeley already. We don't need more people or cars
- More housing is most important
- More homes are entirely compatible with mixed use areas and create a strong customer base for new business - a cohesive strategy creating a comprehensive place is second only to building more homes. Everything else is much lower.
- More housing is the top need. Retail will follow. People who are against the tall buildings are selfishly trying to preserve their house values.

- Keep big box business out of the neighborhood; locally owned business okay
- We are in a housing crisis. More housing above neighbor gripes.
- To maintain the vibrancy and attractiveness of the neighborhood it is very important to support our local retail while creating housing available at all income levels
- The retail businesses are what draw foot traffic and make the neighborhood attractive to residents and visitors. Please don't push out small businesses that are well established or can't afford the astronomical rent of new buildings.
- It's an important street for retail and restaurants. We need that to be a community. I use it all the time,
- don't block views of the bay !!!
- I disagree with the approach of "maximizing" housing. Housing should be designed to fit into a section of the city, not "maximized"
- We need more affordable housing while not to ruining a vibrant retail area
- I want Berkeley to retain a "small town feel" to the degree possible, and tall buildings are contrary to that.
- we need more housing
- We need more (mixed) housing in Berkeley.
- Balance the priority to provide housing with maintaining the retail vibrancy and community feel.
- Berkeley needs more housing and affordable housing options. I support any efforts to build.
- More housing is the key to everything
- reflects neighborhood. too much housing already built
- I lived in a low income unit in a more expensive complex I couldn't otherwise have afforded in Sunnyvale in my twenties and it gave me a sense of dignity and allowed me access to outdoor green space and to feel proud of my home. I want this for everyone, and it hurts no one if we have units that are priced to people's incomes/have housing that is affordable to everyone. Housing in general should be more affordable! This should be a top priority for city leaders.
- We need more housing. Period.
- I am a young person in my late 20s who recently had the privilege of buying my first home. In all of my social circles, I am the only young person who has done so or is even within financial reach of doing so. I am not afraid of density being built in my neighborhood—time and time again, research has shown that housing prices will not fall until we build more housing (at all affordability levels). I want my friends and other young people to be able to build their lives in a place that they love and have contributed to for years
- Be nice to the people who already live and work there
- You do not list my top priority which is STOP w/ the horrid tall buildings!
- "Luxury" housing frees up high income renters from their existing housing, allowing a hermit-crab-like upgrade process eventually reaching lower incomes at a reduced ratio. If full-market rent gets someone to build units when they otherwise wouldn't, that results in more housing for everyone.

Retail vibrancy is one of Berkeley's strengths and is a good thing.

- More housing is needed in Berkeley
- We need housing, not to pander to NIMBY lies and fear mongering.
- Building more housing is the most important thing. I live a 15 minute walk from this corridor and would love to see more housing and businesses and density.
- Housing needs to be built yesterday. As many units as possible. Design and affordability are secondary. If we add too many requirements about what types of units can be built and what they look like, it will just make real estate projects take longer to build while people are living on the streets in the mean time.
- We should be a proper city like Arlington VA. Not a suburban filled with small houses.

- All the neighborhoods listed for taller building are valued highly precisely because they have human scale and charm. I support taller structures on the college Shattuck and Solano, but resent the apparent inability of the city of Berkeley to hold builders accountable for the infrastructure problems taller buildings create. If building that has such an impact on population density is undertaken, I'd like to see infrastructure improved proportionately...power lines buried, and streets repaired, affordable transportation to name a few.
- Please build more housing!
- The reason these are high resource areas is because they are nice. If you screw them up then no one's gonna wanna live there.
- See above comments
- Maximize new housing
- There are a lot of academic studies that show that more housing density is overwhelmingly positive and will improve the cost of living situation.
- I would like to see the City maintain the character of the neighborhood.
- The cost of housing is way too high. I believe that increasing supply will bring down rent for everyone, or at least slow price growth. One of the main benefits of residential density is that you can support diverse and interesting businesses in high traffic areas.
- The Bay Area has a severe housing shortage. I want the highest density possible.
- We're in a housing crisis in the bay area and we need as many homes as we can get. After maximizing number of units, the city can provide density incentives to also allow for affordability
- I think one of the highest priorities in California (and Berkeley) should be to build more housing. I also think Solano is an amazing business corridor, and hope that can be maintained and supported, while increasing the density of housing.
- Affordable housing is key because our country and region is so slanted to the wealthy. Vibrancy is key because that's a core Berkeley value and plain good sense
- Affordable housing is extremely important for allowing people to live. More housing needs to be built to keep Berkeley from getting even more expensive. Retail makes Berkeley really nice to be in.
- Maintaining retail maintenance and desirability of the Neighborhood along with the character, and maximizing capacity at all levels frees up affordable options throughout the city
- If we aren't maximizing housing capacity, we'll be missing the opportunity. And if we don't maintain corridor retail vibrancy, it will reduce the value of the rezoning.
- We desperately need housing both to help with homelessness issues and to ensure we have a vibrant and robust community. Retail is what helps the city feel alive so it's also important
- Because I've lived here for over 30 years, and I've seen what developers do to a neighborhood. More housing on the south east side of Cal is also an alternative.
- We desperately need more housing! More housing is good for local businesses, too!
- Small businesses and business owners are the foundation of a vibrant neighborhood. There are too many empty storefronts in the bay area and neighborhoods suffer for it.
- More density equals better market prices for housing. It's the only reasonable long-term solution. I'm proud of Berkeley city leaders for embracing this agenda. I have lived in Berkeley for over 20 years and have been a homeowner for over 10.
- Market rate housing and supporting businesses are key because they make the neighborhood more vibrant and are economically sustainable.
- Build stuff and make it walkable.
- The small businesses on Solano are a big driver of the quality of life in the area.
- Housing affordability is our #1 housing problem. I am one of many residents considering a move out of Berkeley to a more affordable town. Of course I would much rather stay in Berkeley. Solano Ave is an iconic part of Berkeley and I think it important to maintain it's character as much as possible.

- More housing is needed, plenty of people can afford it. Business districts like this are at the heart of Berkeley as a community.
- we need more housing for everyone and to support for existing local businesses, unless they're against density and street safety.
- This a successful retail district. Don't disrupt it by upzoning
- It's about housing people.
- We need housing capacity to make living more affordable, and we need more people around of all income levels to support local
- We need more housing at all affordability levels, because overall increase in supply will lower rent prices.
- Housing crisis
- We need a young, diverse population to keep Berkeley vibrant
- To create the most affordable housing
- More housing will make more affordable housing. Retail makes it a nice place to live
- Berkeley has passed the inclusionary zoning ordinance, and as a city, we must implement this policy citywide.
- It's a business district! Many of us patronize existing businesses. Berkeley has lost enough businesses. Don't force out more!
- We need to support our existing successful small businesses in Berkeley. We cannot afford more dead zones like downtown and other areas of the city.
- Clearly, I do not support introducing more housing or extending height levels on any of these corridors. Berkeley is becoming a city with no appeal or charm.
- housing capacity is most important to a vibrant corridor
- Neighborhoods of mixed income levels are more vibrant and new housing will never happen unless it is financially feasible, otherwise it will never be built. It's important that this important neighborhood retail corridor become even more vibrant, which requires careful design, land use and multi-modal access strategies.
- We need to retain and support the EXISTING small businesses and the remaining (but endangered) retail vibrancy.
- Solano is a designation for families of all ages and it is because businesses have been there for a very long time. We can keep and expand that. (Albany has already done some very great things to make their end more vibrant than ours.)
- Density is beautiful. I see no reason to require these assets to be clad in some way that denies their purpose" To be a big housing resource
- Housing supply in Berkeley is very limited compared to the demand. Affordable housing is for many a wish rather than a possibility.
- As most economists would agree, "affordable housing" is detrimental to increasing housing supply overall. Let's focus on increasing overall housing supply and bringing business to North Solano. That is such a high-potential area that is seriously lacking in terms of commercial/small business investment. Make Solano cool again!
- Housing is critical, and want to continue to support longstanding businesses.
- We need more housing in Berkeley. It should offer the kinds of places people are happy to come home to. And most of it needs to be affordable enough that a full-time retail clerk + a full-time garbage truck driver could handle the rent and/or mortgage payment. "Maintaining the corridor retail vibrancy" is insufficient. Retail vibrancy hasn't yet recovered from the pandemic. It should be expanded!
- We need more housing, period.
- This neighborhood could withstand more residential units! So that seems like a priority. I assume it will be more tolerable for the directly adjacent neighbors if visually the transition seems more subtle.

- Housing and retail are more important than perceived aesthetics.
- Berkeley is not a driving town. Solano Avenue is a gathering place for errands and socializing. I wouldn't want residential to take over and remove that one-stop value that Solano has to get errands done and being people together in a public space. There are not a lot of places like that in Berkeley and we need to protect and nurture those we have. I'm sad that Berkeley flea in south Berkeley will be getting displaced due to the building on that site. I hope it can continue in some way.
Affordable housing is desperately needed in Berkeley. South Berkeley has a bunch of new apartment buildings and they are all expensive. Students cannot afford to live here. Single non white collar people cannot afford to live here. Berkeley is an urban center, not the suburbs. Diversity is important to its character. You won't know what you've got til it's gone. Keep housing affordable.
- All the other concerns are not important. All new housing will be affordable compared to the existing single family homes that monopolize this high amenity corridor.
- There is a need for affordable housing. There is plenty housing for people that can afford it but there is affordable housing that is lacking. The business that exist need our support to stay open.
- Development is great, but it should add to and improve best current features.
- The whole reason that Solano Avenue is an attractive neighborhood is because it has numerous small local retail businesses - shops and restaurants. If you lose those, the neighborhood is no longer a vibrant, active, neighborhood. Which is why disrupting Solano to build more housing is a bad idea. There are other better locations.
- more housing is needed!
- The businesses attract residents
- The only justification for massive disruption is building truly affordable housing. Otherwise, leave Berkeley be.
- i think the places where people spend time and money end up contributing the most to the feel of a neighborhood and i wouldnt want new chains coming in and reducing neighborhood feel
- First time home buyers and small business owners are already squeezed out if the market - they need more opportunities to thrive
- If we want to live up to what we say we stand for, we need to maximize housing when we have opportunities like this. And the retail of this area is part of what makes our city great, so this project should serve to bolster that.
- We need more housing density.
- We need more housing ASAP. Especially affordable housing.
- We must allow for growth and new housing and commercial spaces along our corridors. But to maintain vibrancy, we need to ensure that new buildings continue to have smaller and more affordable commercial spaces (ideally buildings with shorter street footprints) instead of overly wide buildings with large retail spaces designed for national chains that can sit vacant for long periods of time
- Allowing for more housing while maintaining a vibrant retail corridor are the two key priorities.
- Because we don't need to build skyscrapers and unless the city is putting in public housing, more housing won't be affordable
- Highest priority needs to be safety.
- Solano is the nicest retail walk- stroll dine area we have, keep it up
- This is a neighborhood and commnity shopping corridor and retail/commercial uses are needed in the community.
- Shared public spaces are important.
- A solid wall of buildings will look terrible.
- Solano is a vibrant street. Supporting businesses during transitions and adding housing for all income kevels will help support this
- Must have more housing at all levels, benefit to the whole city to retain retail vibrancy
- Berkeley needs housing. period. and affordable housing especially

- Retail is suffering throughout the city
- The business's are why we love it there! Listen to them and their needs
- Retail and restaurant on the street please
- Affordable housing is necessary but not at the loss of existing businesses
- i care about ending homelessness and solving the housing crisis, and enabling housing production is one tool the city has to do this.
- It's no good for anyone without the vibrancy
- Most important is supporting the folks and businesses who created the current community without which there will be economic slow down
- Maintain (improve) retail vibrancy: The ambiance of the street needs to be improved, similar to what Albany did with lower Solano Ave. Narrower street, bulb-outs, wider sidewalks, outdoor dining.

Step backs on taller buildings: Again ambiance will be harmed with massive (relatively) buildings so at the minimum step-backs.

- Preserve historic architecture and character of Berkeley. Stop developers from destroying the unique character of our town!
- Idk
- We have a severe housing crisis and need to build housing urgently at all levels. Vibrant commercial corridors attract more business
- Housing is our number one priority as we need to expand the supply to meet the demand.
- Solano has always been a great retail hub. Supporting current businesses is key for maintaining the vibe of the area
- Affordable housing and maintaining the businesses are the most important. Less cars would be best.
- This area serves as a local commercial corridor for wide swathes of north Berkeley which are exclusively residential. It is vital to preserve this walkable commercial strip for the neighborhood, while still adding more residential units and better links to downtown/the rest of the bay
- Concerned that too much new housing in Berkeley is fundamentally unaffordable, and that Berkeley does too little to prevent commercial vacancies.
- We love having a vibrant commercial area with beloved businesses. We need to provide more affordable housing to partially address homelessness crisis
- Leave Solano Ave with business and existing housing. Do not add more housing on this street.
- As a Berkeley renter, we need more options! More housing will help lower our rent costs, keep our neighbors in Berkeley, and bring in new neighbors to be local business customers and community members
- We need to maximize housing supply at all levels. More housing supply will bring down rents. Maintaining the corridor vibrancy is crucial to building community for the people who can live there.
- Building any kind of housing improves housing affordability. Retail and local business help make an area a desirable place to live.
- Part of what makes Berkeley unique are the small businesses.
- Reducing rent burden is the number one priority. It doesn't matter if the housing is explicitly 'affordable', any new housing will help reduce rent burdens and make Berkeley more affordable
- Numerous units in the city are uninhabited while affordable entertainment is almost non-existent for the people that do live here, much less the imagined tenants the culture is being destroyed for.
- We're in a housing crisis, and this should be the top-priority.
- We need more housing and retail for the neighborhood to function well.
- Important to maintain healthy retail so these areas stay desirable + more housing to reduce costs of living

- I'm against tall buildings on Solano all together. The lack of parking, blocking light to existing buildings and destroying the neighborhood feel are what tall buildings will bring.
- The character of the neighborhood should be maintained. It should not become like downtown Berkeley
- just open up the zoning to include high buildings for multiple purposes and ignore the NIMBY people. the more berkeley has done this already the better it has become. im 55 year old born in berkeley guy and berkeley has improved more and more with any increase ins density and deveepoment. you (the city), we (the whole world), me cant control every last thing. just do this and the rest will follow. all the city planners, urban planners, etc all know that this works.
- More housing and exciting active commercial corridors is far more important, and what people experience. Heights and step downs are not important.
- To maintain the character of Solano.
- I want to see the current sense of locality preserved as much as possible.
- I don't want any new housing on Solano period!!!!!! I'm fed up with the progressive mentality of crowding more people into a small area that cannot accommodate them!!!! We already have way too much traffic for our streets and freeways. This building frenzy is crazy. The cities of Berkeley an Albany are tiny. Building should take place in cities with far more space to expand.
- Housing remains a top priority both locally and statewide, especially affordable housing. However, providing it at all affordability levels makes construction more feasible and encourages social integration across different socioeconomic strata. Secondly, Berkeley needs to improve or at least maintain its retail vibrancy in order to increase foot traffic, quality of life, and economic activity. Without a strong revenue source, small businesses struggle under the weight of rent and tax.
- We desperately need more housing. It should be whatever the market will bear - let the developers figure that out. Every market rate apartment that gets built in Berkeley lowers rental rates of existing units - it's the law of supply and demand. More units will get built if we relax rent control regulations. Build build build! I have no design concerns about setbacks or transitions. However, I am extremely concerned that we maintain the retail vibrancy and support existing businesses. What is Albany doing so much better than we are? Our city's retail is dying! How do we require developers that buy up-zoned property to leave their retail alone until right before they build so we don't have a fiasco like what has occurred on Center Street Downtown?
- We need housing, period. Trying to target housing at specific income levels is a mistake. It will create a two-tier market, with no one providing housing in the middle. Also, provide housing/condos for purchase, not just rent!
- Housing is by far the most important issue in California.
- Need businesses to provide tax revenue for the city; need businesses to make the city a pleasant place to live in
- Local retail drives community and a sense of place, and current housing prices indicate more housing of all types is sorely needed.
- These three corridors provide essential commercial services and as such create valuable public open space and community experience. Enhancing these corridors for commercial should be primary. Maximizing housing could destroy these corridors if it's not done well. Look at European precedents. American low-income housing is atrocious, typically.
- We love the character of this neighborhood and wouldn't want any large buildings to tower over the surrounding areas.
- It's important to build housing that supports a wide variety of income levels for good vibrant neighborhoods. We should aim to preserve long-standing businesses.
- I think if these are going to be places we want to live- the retail corridors are SO important.
- Solano is an extremely special street. The businesses are many and varied and all serve the local community. Several have been there for years, all are beloved to the community. Preservation of the "village" like atmosphere is a draw to the neighborhood and newcomers. One of the main reasons we bought in Thousand Oaks was walking proximity to the Solano High Street. I'm sorry I'm doing something.

- We need housing more than anything else.
- We need more housing
- no affordable housing
- Because you are destroying the character of our neighborhoods. Stop it.
- While affordable housing is valuable, the reality is that only a mix of housing at all affordability levels is going to produce the desired results. It's become such an expensive area, that there's a dearth of housing options that fall anywhere below a million dollars. If we focus only on affordable housing, we risk creating a yawning gap in the middle-income range that's sorely needed everywhere, and ultimately alienating existing homeowners. We want vibrancy and diversity, which requires a diverse range of options for new homeowners. For #2: The great retail street is what attracted us to this neighborhood, and is a huge reason why we love it so much. I want to see the empty storefronts filled with cool new places to eat and shop and spend time. While I think adding housing will support existing businesses as well, I'm sure that there may be some turnover as the needs of the neighborhood change (do we really need 6 rug shops?).
- Upper Solano has gone from being a busy, vibrant area to being seemingly dead.
- California has a housing crisis, so building more housing at all affordability levels is critical. Also, I enjoy the vibrancy of the corridors--they help make Berkeley a special place to live
- affordable housing should be a priority, but not at the expense of supporting and maintaining retail vibrancy. One only needs to look at what happened on Center Street to know that the businesses were shafted.
- MUST support small local businesses, prevent displacement. Solano Ave is now a shopping district and businesses were there first: don't push them out or deteriorate the business district in order to add residential.

The most appealing neighborhoods to live in high density urban style buildings are the ones that have vibrant street life, which relies on businesses. When everyone compares places like NY/Paris or other European cities as a model for higher density urban places with smaller dwelling units where people still want to live, those places have cafe/bars/restaurants/small grocery within a block of each dwelling unit if not on the same block. Compare that with the lack of appeal of downtown Oakland, which should otherwise be a fabulous place for high density: downtown Oakland only got a housing boom in the last decade as a bedroom community for SF workers, but for being so central to the bay, extremely well connected by transit, closeby to Lake Merrit open space..etc.. it's not a place as DESIRABLE as Rockridge which has a bustling business street. When I briefly lived in downtown Oakland decades ago, it was over a mile to get fresh produce, and the closes cafe was donuts five DESOLATE block away. Surprisingly now with dozens new housing towers, it STILL doesn't have a grocery or pharmacy, and streets are still largely deserted. Developers seem incapable of building functioning retail districts or street vibrancy, so if the retail on Solano gets killed off in order to build residential, it will not be successful urban infill, will lose walkability, and instead be like a super high density suburbia.

- My selected priorities were chosen to provide harmony within the corridor with the existing built environment. The juxtaposition of a new tall, blockish building without regard to the existing built environment is jarring and creates an uncomfortable, uninviting space to live and shop. Small green spaces along the corridor are important as they are calming to residents and shoppers alike.
- retail vibrancy adds a positive feeling to the community. existing businesses are hurting and need to be supported
- We need more housing at all levels and only building luxury housing will not help with that
- Affordable housing with lower height limits.
- Solano is a fantastic gathering place for all kinds of people because of the retail there, an economic and social driver. More housing there will make that even more possible and bring more kinds of people.
- The city tax revenues will be greatly benefited by maximizing density, which returns back to all community members and the cost of housing in the city and California generally is destroying the ability of people to live in this community.
- We have a housing crisis!
- Unlimited housing plus commercial density!

- The most important thing is more housing. I don't want anything that stands in the way of that, even affordable housing. But maintaining a vibrant retail corridor will make the area more appealing and I think the best housing is where both housing and retail is present in a vibrant mix.
- Housing affordability has been conclusively demonstrated to be primarily a supply issue (zoning restrictions, along with building and permitting costs are also a factor). Market rate projects get built faster and bring more housing online quicker, which creates more space for everyone. It's not trickle down - its expanding the pie.
- Building more housing (at any price level) makes all other housing more affordable. Don't fall for the NIMBY excuse for not building housing.
At the same time, commercial corridors is what makes a neighborhood fun, so please make sure there's lots of retail along with redevelopment. I think it's OK if some businesses are replaced with new ones, though. As long as there's a lot of restaurants and retail, I don't think retaining existing businesses is that important to the neighborhood.
- The most pressing crisis of our city is the housing shortage. It has to be the highest priority to add as much new, dense housing as fast as possible. And not just affordable housing, but housing at all price brackets.
- These vibrant commercial areas are not the right places to maximize affordable housing. These are places many people come to from elsewhere to frequent the businesses. The priority in these areas (not all of Berkeley but these specific areas) should to make them accessible to everyone as well as safe for pedestrians and bikers while supporting businesses that add to the liveliness of these spaces. I do, however, support putting a few more stories of apartments above some of the businesses because that should increase rather than decrease that liveliness.

North Shattuck

Design and Land Use Considerations - Comments

Please feel free to add additional design considerations and provide any additional comments to support your ranking of the design considerations above.

Total responses = 298

- Please survey people currently living in apartments on their biggest issues regarding living in their current apartments in the area.
For us, sound isolation from road noise is extremely important. Street facing sections of the building should be very well isolated from outside noise.
Another important aspect for the improvement for the quality of life in an apartment building is a common space to do small projects like fixing a bike.
- I'd suggest eliminating or reducing inclusionary housing requirements in this area to stimulate housing production.
- I already answered the questions. I wanted to add something. I would really like to see consideration of no right turn on red at Cedar at Shattuck and at Shattuck and Vine. It's way too dangerous now.
- My highest priority would be maximizing comfort and safety for pedestrians and people in wheelchairs. The question about curb cuts was very unclear. I don't know why you would be talking about minimizing curb cuts for that purpose. Do you mean maybe minimizing side slopes at driveways? That would make a lot of sense. Having wide driveways is very bad where they create side slopes for wheelchairs. And also because it encourages people to drive in and out of them too fast. Every driveway should have speed bumps in and out and stop signs going out. And minimizing widths would also be great.
- Increased pedestrian-friendly retail, cafes, bars, and restaurants are critical to creating a place that really should be a thriving commercial and community gathering place. High end urban design features, lighting, more interesting paving than concrete sidewalks, and landscaping are needed to create a more "European" feeling.
- Add more housing!! The students need somewhere to live
- The addition of buildings that are so much bulkier and by comparison extremely tall will impact all three neighborhoods adversely. Some moderately tall buildings 4 stories would be best in conjunction with making renting less onerous for landlords of a few properties. Large scale landlords should have the same constraints landlords of older buildings. That would make rentals more abundant.
- maximize natural lighting in zones to be developed (do not shade out public spaces)
- Scale is a high priority. Don't allow developers to sneak in additional stories by promising rewards for the city. The scale of buildings in Berkeley is getting exaggerated. Maximum heights should be 5 or 6 stories. Don't make the city a concrete jungle which destroys the neighborhood feel of these corridors. We have lost and are losing why Berkeley was a desirable place to live and raise a family.
- The above questions are based on a false premise that massive densification must happen, and don't even ask if residents oppose the city's proposals for more runaway development. The residents don't want this build, baby, build agenda that Berkeley elected and unelected officials are trying to push down the throats of of the residents on behalf of developers and others who stand to profit from the densification and decrease in quality of life in Berkeley.
- Don't build tall buildings, it takes away sunlight and makes Berkeley very unattractive! Plus who's going to live there? Students?
- Berkeley has had a history of keeping view corridors with tiered construction. What is the reason besides housing for turning a commercial corridor to maximized housing with 88-foot tall structures? Without variances by City Planners the height limits should be compelled to use current regulations. Or the voters and city leaders should change the regulation.

- Focus planning efforts on experience on the sidewalk, median, and street to prioritize pedestrians and transit. Let housing do what it needs to within the private development site. Suggest adding the JCC site to the planning area boundaries to anticipate its repositioning.
- I hope you mean minimize curb's means to have LESS curb cuts. The bike lanes and curb cuts have taken away so many parking spaces and lanes of traffic.
- Maintain current building limits. Preserve CVS as essential neighborhood business and find commercial base for old B of A
- All this is relevant only if NO MORE market rate units are provided. We already have a glut of market rate housing, unaffordable for all those who are being pushed out of Berkeley by high rents and high sales prices.
We can only get the housing we need with NON-PROFIT DEVELOPERS!
- I oppose the upzoning of the Elmwood, North Berkeley, and Solano Avenue corridors.
- High rises on N Shattuck will not result in affordable rent for residents.
- You haven't yet demonstrated much success with the existing developments. Moderate (at best) success with rentals. Almost zero success with retail. Limited success with affordability because of all the stupid Berkeley regulations. Affordability will never happen unless you make serious concessions.
- The CVS store is the only full service pharmacy and "drug store" in North Berkeley. Thousands of people get vaccinated there, fill prescriptions there, and shop there for everything from canes through cosmetics to greeting cards and vitamins. The only alternative would be to drive to Walgreens on lower Gilman.
- The population of Berkeley has skyrocketed resulting in overcrowding. There are too many cars, too many people, and no parking in our main arteries. This is a small city with too many people already.
- I don't understand how minimizing curb cuts is more safe for pedestrians. So, to clarify I want the most to be done for pedestrian and bike safety. I do not feel neutrally about this but did not understand the question above addressing this.
- I'm confused about the goal of minimizing curb cuts. Is there an alternative other than traditional, not accessible curbs?
Making the buildings look nice/fit in with the styles of building already on the block would be a nice consideration as well.
- Stop overcrowding Berkeley - it is unhealthy.
Reduce the city speed limit to avoid the continuing death of pedestrians and cyclists.
- Although affordable housing is key, I do not support it along North Shattuck. It will ruin the neighborhood's design and make it even more congested.
- A controlling question is water. We are not making more water. Let us not build another house or business until we restrict water from someone else.
- More market rate housing is not needed for California's population, and this plan ruins our successful shopping area.
- Buildings should not be allowed anything above 3 stories. 8 stories is way, way, way too tall for this corridor.
- The added density in the downtown has done nothing to enhance the merchant community and the retail experience. The legacy of successful small businesses along North Shattuck should be seen as valuable and well worth preserving.
- We have enough tall buildings. I oppose any more market housing and tall buildings.
- Seven story apartment at Francisco is totally out of scale! 3-4 stories fine. What about parking? How about free and improved bus service along corridors?
- more protected bike paths, pedestrian safety measures, open space
- Many of the buildings are historic. I think it is also important to not create wind tunnels and shade corridors. there is already a significant vacancy rate in Berkeley and I would oppose rampant new building until vacant units are full. I also think it is important to think about what the city infrastructure can support as well as to preserve the feeling of community and neighborhood which would be lost if

lots of tall buildings were built to the present sidewalk. In New York builders are mandated to create open public spaces either inside their buildings or in courtyards I would support this here as well.

- Why don't you guys stop building anymore. There are too many unoccupied new apts in Berkeley already. Whatever you built are NOT easily affordable. Please stop taking grafts from developers. Spend your time to preserve an "old town" Berkeley like so many cities did.
- Please do not add to the congestion in people cars, parking, traffic by building tall housing in a neighborhood - already mixed with significant rental and owner owned housing. Our neighborhood punches above its weight with housing for low income seniors, college students and grad students, families and seniors along with middle school, private school and after school programs. Additionally AC transit just made significant cuts to bus routes in the area making public transit harder to reliably use. The city has chosen to remake the downtown so focus there. You have plenty of work left to do fixing the hollowed out downtown
- This area should have all affordable housing for long term residents. This area mostly rents housing to students and rental prices are kept high.
We don't need anymore market rate housing, the city has enough market rate housing. It is time for developers to provide affordable housing or none at all!
- The curb cut question is confusing--pedestrian & bike safety is of extreme importance and should be maximized.
- There doesn't seem to be a place to comment on the height of the buildings but to allow 9 story buildings in this area is totally out of character of the neighborhood. Things a 300% increase in the height of current buildings.
- Stop looking for more neighborhoods to fuck up, you've done quite enough already.
- Stop ruining our town with ugly buildings period. we already built more than our share in the past few years and neighboring cities do nothing.
- The plan is still too restrictive. We need more than nine stories to support ground-floor retail.
- Parking for all these new residences? Public transportation (jitneys, etc) so people can get around town?
- The more units the better!
- North Shattuck is one of the last functional places to walk, shop, and enjoy the sunshine. I do not see a need to add more apartments here. Downtown, the waterfront, and San Pablo and University Avenue have successfully added to our school apartment stock, and often displacing the staple businesses. Please leave this one area where we can access a drug store, grocery, and a place to eat within walking distance of each other. Also, there are many permitted, yet unbuilt projects already downtown. Please don't add to this list.
- None of this has import if the buildings are ugly to begin with. The proposed buildings in the illustrations below will deaden the neighborhood. Want to know why? Ask to see my Keynote presentation on the subject. "Architecture, Seeing With The Body. This shows the big why.
- The sites that are suggested are important community resources, how would those resources be included in the plan? I definitely support the medium heights rather than the tallest.
- In terms of existing businesses, I would prioritize CVS. With a distant second being BMO, which is now the only remaining bank in the neighborhood
- The issue of height - likely 8 stories - is my primary concern. The buildings to the south, like the one opposite Corso, is an appropriate height for the neighborhood. That seems to be off the table, turning the corridor into an extension of downtown. If this happens, views will be lost and the attractions that make it such a wonderful destination will be forced out by higher rents.
- have objective design standards that maximize variety of building styles
- Parking for residents and for business visitors
- Mixed use, mixed economics, mixed architecture. Variety would reflect the neighborhood well.
- Any development along this corridor needs to be combined with improvements in public transit. The level of traffic and parking is already degrading the quality of life in N Berkeley. Simply adding housing without the appropriate improvements in infrastructure is simply unacceptable.
- Build build build

- I support the existing businesses in Berkeley many of which are threatened by the city's development. I oppose new buildings over four stories in the city.
- I'm very worried about reduced access for neighbors who eat and visit this neighborhood. We need to include parking. How will parking for customers not living in immediate apartments be included? Lots of older people drive from nearby neighborhoods and need to park to patronize these businesses.
- I do not support constructing tall buildings above four stories in Berkeley. They are absolutely unnecessary, especially since Berkeley has so many empty storefronts and underused buildings that are already there.
- Build lower family friendly, adding a bunch of buildings that only appeals to students does nothing for the Berkeley families
- Slow down traffic on N Shattuck/Henry: Rose to Eunice is currently a racetrack!
- Maintain character of corridor as new buildings are constructed.
- There need to be design requirements mandated by the city that developers must adhere to. As of now, the city has not used its authority to limit developers' designs or building sizes in any way. Building heights should be limited to four stories. As of now, my understanding is that out of a building with 26 units, only 6 need to be "affordable." This makes the whole plan a give-away to developers. The higher buildings will just provide them with greater profits and destroy the way of life we value so much. If Berkeley is so dedicated to providing affordable housing, it would demand that developers create aesthetically pleasing buildings in which ALL the units are affordable. But of course, that would cut into developers' profits too much.
- I don't want to lose the charm of my neighborhood with tall buildings (over 4 stories). It would completely change the character, and make it less pleasant, not attracting as many visitors who love the current feel. Build affordable housing downtown where there are already tall buildings with vacancies- modify office space to housing, make them mixed use, allow more ADUs to be built (give people a tax credit), just don't RUIN the charming Chez Panisse historic neighborhood.
- I don't want to have tall buildings and there is already too much building in Berkeley that is both empty and too tall!
- If it ain't broke, don't 'fix' it.
Invoking 'fairness' is a red herring, especially as the 'fix' here proposed will kill the very reason these commercial areas thrive (for everyone).
- Make it taller! Stop prioritizing the aesthetic preferences of millionaires over the ability of residents to live in walkable transit rich areas. Why are there height limits at all? What possible reason is there for setting maximums except classism(or worse).
We are in a climate crisis and places like Berkeley have the mild climates and more people should be moving here.
- They key is adding more housing to this corridor. Increasing the maximum heights to the adjacent blocks would also help. I'm ok with flexibility about requiring commercial on the ground floor (e.g. not required for affordable housing).
- I do not understand your question about minimizing side cuts. They are important for disability access.
- Traffic calming would be very welcome all the way from university to the tunnel.
- Given the size and somewhat odd shapes of the available lots I feel it is important that the city investigate the implementation of single stair (point access blocks) buildings to reduce the lot coverage that occurs with much larger double load corridor buildings to allow for more green space and the creation of more family sized units instead of just studios and one bedrooms.
- I love my City and want it to thrive. Hopefully you can maintain and create walkability, a charming atmosphere and lower buildings with high quality architecture in North Berkeley/Solano. We also need good quality condos so people in the hills can downsize. This is a very underserved population bc they have no feasible alternatives in this city. A high quality, charming district will be desirable for the city's coffers as well. Please don't create low quality buildings and keep in mind the charm of the area. WIN WIN!
- The corridor zoning update should consider rezoning the whole area within one or two blocks beyond Shattuck Ave, i.e. east to Oxford and west to Milvia. The surrounding blocks could allow higher density

housing while Shattuck retains the locus of commercial/pedestrian activity. Then the surrounding blocks could act as transition zones to the lower heights of surrounding neighborhoods instead of forcing step downs on individual lots/buildings.

- There are many vacant business/retail spaces that have sat empty for years. This area doesn't need more of that type of blight. Developers could use the ground floor for housing and reduce the height of the building to minimize the visual impact of the new buildings. Anything over 5 floors is vastly out of scale with the current buildings.
- Include parking garages for residents of new buildings. I know that some pretend that people in apartments won't have cars, but that is simply untrue and unrealistic. Many people drive and park to visit restaurants and businesses on North Shattuck. We need to keep enough parking to accommodate those who aren't fortunate enough to live within walking distance of this area.
- If choosing Alternative 2 (more stories) then it is even more important to require setbacks at higher levels and transitions with surrounding buildings. Do not allow changes to zoning unless the following are commitments as well: Ensure adequate SECURE bike parking spaces, including for e-bikes. Increase frequency of public bus service (with some offering mobility supports) along Shattuck but reduce bus size significantly. Ensure new buildings include realistic car parking, including public spaces for visitors, along with EV charging stations. Do not underestimate the value of trees and other landscaping for public health and human scaling. We want charm and comfort over mass. Do not squeeze width of sidewalk, especially when increasing population density. More room for outdoor cafe seating. Underground the electrical cables while modernizing. Accommodate mobility issues for a significant portion of the population (disabled, young, old, caregivers of the young/old, pets). Adequate # of public restrooms! Space for public gatherings (farmer's market, block parties).
- The needs of existing and long-term residents must be protected and valued.
- We need green space along the so-called corridors, not just interior courtyards and balconies. Also it is extremely important to require additional parking space when adding more residences to an existing community.
- The premise of this plan is flawed. The stated goal is to provide dense housing near the desirable concentrations of services (grocery stores, banks, small-business retail) along the three corridors. Unstated is that the need for such additional housing exists because much of Berkeley (especially the southwest) lacks those services. In my view, this makes the solution obvious: Berkeley should make substantial new investments, supported by zoning changes if necessary, in places most distant from the three corridors and most lacking in services. That will achieve two aims that the discourse so far has wrongly claimed are in conflict: preserving the physical scale and use character of the corridors and providing lots of new affordable housing near transit and services.
- Cal Students probably would and should live in affordable apartments in this area
- I'm not opposed to an occasional taller building, but it should have more open space for occupants
- Eliminate bicycles.
- Market rate housing seems more appropriate here than other 2 areas. Local businesses here include iconic locations that must be protected.
- Perhaps consider also incorporating ornamentation as part of design considerations - murals, floral patterns or other decorative features on new building facades that emulate historic architectural elements would help make new buildings less boxy and more unique.
- Changing the current design with high-rise buildings will destroy this neighborhood. It is already a crowded street, whose paving has been seriously neglected for years.
- Again, let's keep Berkeley the way it is. We don't need to duplicate Emeryville or Oakland.
- No taller buildings. No new buildings that require the demolition of an already standing building/business.
- Build elsewhere. 4th Street area has large unused lots and warehouses.
- I want my home of 38 years to be inclusive and welcoming and available to all
- Avoid creating an elite neighborhood. Follow the tenets of AFFH -- make sure that all income levels live here.

- Reduce parking available to incentivize bike/walk/transit
- This area of Shattuck Ave is already going to be impacted by SB 79 as it is close to BART and rapid bus lines. Why do we need to change the zoning even more? How will businesses like the Cheese Board and Safeway be impacted by increased traffic if large developments bring in more cars? The businesses along this corridor are already spread out so much that it's a less cohesive shopping area. I worry that a couple of large apartment buildings without vibrant ground floor shops will eliminate the ability to walk from one shop to the next and businesses will fail because people won't be able to find parking.
- That's what's important to me.
- Must prioritize other modes of transit other than parking for cars to create vibrant communities!
- I would to keep it the way it is. No more construction. We don't need more buildings.
- I want North Shattuck to remain the way it is.
- Objective design standards are needed to guide the redevelopment which will follow the proposed upzoning.
- Keep it the way it is
- More housing!
- I would like to see small businesses and arts institutions prioritized. I feel locations identified for redevelopment in Berkeley lean heavily in small businesses and leave larger corporations to stay
- No new construction
- Maximize shared open space and trees. Don't rid the area of all view of openness and sky.
- These are historic business areas that are cherished resources for the entire city. Historic buildings should be left as is - to promote a sense of small-town charm which makes Berkeley the special place it is. We shouldn't be destroying what makes Berkeley actually have a soul today. There is not shortage of opportunities to add housing on corridors that are struggling today. Let those become new areas of vibrancy.
- That's already a congested area. I can see high-rise apartments being added but not new homes. I guess taller buildings wouldn't hurt.
- Oppose rezoning. The choices do not permit me to express my preference.
- Lack of foot traffic and retail has made this corridor dark and less safe at night. Let's reverse that. Also, many people who don't qualify for low income housing still cannot afford to live here. Please assist the middle class.
- Stop rezoning!! Berkeley = Los Angeles? No, thanks. I am against all ideas as outlined herein.
- support local businesses & families
- please see comments for Solano. Furthermore curb cuts are important and Berkeley was one of the early cities to advocate for people with disabilities and ADA. Please do not reverse that in favor of bikes which are often ridden by aggressive riders who do not obey rules..
- Please leave north shattuck alone. It does not need more buildings or congestion
- We have yet to see the impact of already approved projects and projects under construction. From ACCI on please stop. The most affordable housing is that housing that already exists. Grocery stores need parking lots. Big 8 and 10 story buildings with a straight up wall like the Planning Commissioners like are overbearing and unpleasant. I love the Cheese Board and shop at Andronicos. Your plans worry me looking at what has happened to the downtown.
- People crave a sense of openness right next to a sense of enclosure. Shattuck, ideally with wider sidewalks, provides the openness. A street wall created by buildings right against the sidewalk (ideally without parking lots interrupting the pattern) provides the enclosure. We also need buildings with lots of doors every several yards. Long blank expanses kill economic vibrancy and safety. Allow for very small lots and doors to homes on the ground floor to break up the monotony. Lastly, don't think that building articulation will solve this. It just makes the buildings more expensive.
- More housing without sacrificing yield and volume for low density neighbors. Berkeley needs to embrace urbanism in all of its neighborhoods.

- Please make parking available for residents from other parts of the city to come to the area. We want an integrated city, not neighborhoods cut off by lack of parking and transportation
- This Qx assumes that the proposed zoning change is acceptable. It is not.
- Woud love more public green space in this area!
- Please leave everything alone!
- Step downs to adjacent low density neighborhoods should be required.
- I would like to see thin & narrow buildings encouraged, by allowing wall-to-wall buildings with zero side setback, allowing much greater height, and setting a rule such as maximum floor plate depth or maximum lot coverage. This will provide for better-quality housing units, with more air and light for residents.
- My previous comments apply.
- See my comments on previous corridor
- We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses. We need to zone higher, minimize setbacks and step downs, allow greater lot coverage, and apply this upzoning not just to parcels abutting the corridor but also for 2-3 blocks along the corridor as well.
We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses. We need to zone higher, minimize setbacks and step downs, allow greater lot coverage, and apply this upzoning not just to parcels abutting the corridor but also for 2-3 blocks along the corridor as well.
- There are so many schools in this area, it's important to provide more housing, especially affordable housing, here.
- Just let people build the housing they want. All of the traditional, historic buildings that we love were built before the city started enforcing arbitrary rules about setbacks and stepdowns in a failed attempt to satisfy NIMBYs. Let people build normal buildings. The purpose of these buildings is to provide desperately needed housing, not make a bunch of housing secure homeowners feel better about a shadow.
- Berkeley needs more housing, period. While other considerations are not 'entirely unimportant', getting more housing built is my #1 priority.
- I oppose all upzoning in the three neighborhood commercial districts. I oppose any displacement of the existing merchants even temporarily.
- Same as my previous response, the main consideration is housing, supply needs to go up no matter what. Everything else is incidental, businesses are supported by more density, height doesn't matter (childish concern, we have architectural techniques to handle earthquakes), and builders will build what will bring "profit", too much focus on affordable housing wont make the development attractive to investors, and increasing the supply should have a similar effect, where people residing in older units move into the newer buildouts in the desirable areas, and the older more affordable housing should become available for lower income folks.
- This area of Shattuck could use more life and vivacity. More housing would help!
- This area is two blocks from a fire zone and needs to be kept at current density to provide safe evacuation routes
Essential
Also homelessness is sadly high so truly affordable housing is essential.
Solid studies show when more buildings are built in an area, it hurts homeless populations, it does Not aid them, as one flawed study claims to have found.
- don't want overcrowding
- It is vital that the facade design of any new construction maintain the existing street wall that exists on North Shattuck Ave. higher ceilings, interesting window designs that draw people in, doors every 30 feet or so that encourage shopping, maintain articulation of the facades and do not allow for blank windows or walls anywhere along the street or on immediate side streets. I think the projects should prioritize public space and walkability

- We have an affordability crisis. For those with ample financial resources, it's easy to find housing in Berkeley.
- North Shattuck is architecturally eclectic, and it would be good to maintain this aspect rather than let it become a monoculture.
- There should be no high rise buildings built in historic neighborhood centers!!! And no rezoning!!
- I have a hard to visualizing ground floor residential, but definitely think more affordable housing is important to creating a vibrant and livable corridor.
- The block with chez Panisse is historic. While the b of an and its lot wouldn't be bad for a development having the bank between Safeway and the cheeseboard become a tall building seems like it would be a stain on the historic shopping district. It seems like Shattuck needs block by block zoning, not a blanket rule.
- Best to only use unused space to fill in with apartment buildings and limit height so as not to completely destroy the light open feeling of this neighborhood. Upper floor "setbacks" are not effective for preserving light & visual space.
- Build height should be your story maximum.
All residential buildings should have 50% affordable housing minimum.
- The lower the better. No skyscrapers. You can only pack so many bodies into living spaces and streets before people start treating each other like rats in a cage.
- Please ensure there is adequate parking for residents AND visitors to these buildings.
- I don't support any of the above increased density choices.
- Same response as previous stated.
- This is a retail district that serves its neighborhood well. Leave it alone. Focus on raving downtown Berkeley instead of messing up other parts of town,
- If you have to build new homes please provide at least one parking space per home
- Sadly, Berkeley, home to the university and its architecture school has boring art and boring architecture. We need to honor the craftsman architecture by creating spaces that harmonize with that aesthetic while offering 21st century improvements in construction and energy usage. Where buildings ignore that style, the building should be memorable and help to create new vibrant relationships between commerce and nature while offering distinctive and memorable designs that signal Berkeley's important history as a forward thinking, ecological, humane community.
- Keep height to 4 stories, maintain current stores and restaurants, maintain neighborhood character.
- Once again, consult and confer with ALL the businesses along North Shattuck. It's their voices that matter. Disruption caused by any major up-zoning project(s) would disrupt the stability and financial well-being of the existing businesses.
- NO new zoning is required to meet housing need, Adequate housing capacity already exists for contextual in-scale incremental development coupled with 50% state density bonus.
- 1. What are you doing by identifying the CVS store, Cheese Board Collective, Andronico's, or Safeway as "opportunity sites"? The Cheese Board is a unique worker cooperative. This CVS is the last surviving drugstore anywhere near central Berkeley. Andronico's is a unique market that will never be replaced if you kill it off (like other Andronico's stores). Safeway is an essential resource for neighbors like me, as are all of the other sites you're targeting. How dare you.
2. I don't support upzoning North Shattuck at all. This is my home, I live in a high-density apartment building within the commercially zoned corridor. Upzoning would kill off surviving small businesses.
3. What does "Minimize curb cuts...for pedestrian and bike safety" mean? Is this a mistake? Curb cuts benefit wheelchair users and some people who walk with assistive devices. They don't otherwise affect pedestrians or cyclists at all.
- Provide all affordable living units.
- THE GROUND FLOOR BUSINESSES IN NEW buildings that have killed the businesses in the existing commercial areas are hideous. they do NOT REPLACE commercial. THESE ARE THREE ESTABLISHED FANTASTIC AREAS. WHY KILL THEM? these new buildings are hideous -- HID-JUSSSSSSSS.

- I feel that the only real way to lower housing costs is to increase supply. Seattle spent crazy money on affordable housing that now costs almost the same as market rate with loads of bureaucracy that makes it hard to live there. It seems like a well intentioned waste of money. more supply will reduce costs over time. Also, I have lived between North Berkeley and Solano shopping districts since 1997 and have watched that part of Shattuck go from empty lots and a KFC to 4 or 5 story condos and honestly it's been a significant improvement in pretty much every way.
- I reject your premise that high-rise residential buildings will be built. I want to see my crucial daily resources maintained, not kicked out by developers.
- ONE BIG CONCERN I have for all the corridors is parking for these residents. Already parking is in issue in these neighborhoods. PLEASE ADDRESS!!
- I don't want to live in Manhattan. Downtown is bad enough. What about maintaining Berkeley as Berkeley?
- Please leave 4 blocks of Shattuck alone!
- Take all city money for this and put it into finding commercial tenants and upgrading the existing bldg stock.
- Stop wrecking our city with hideous over-development that doesn't demand anything at all from the for-profit developers. Some development is good on this corridor, but NOT multistory towers for the rich and/or transient.
- Increasing density will not solve the problem of affordability.
Show us where increased density lowers costs.
Many more units commercial and residential units have been built in the last 50 years.
Are units more or less affordable now? ...No because density does not create affordability.
50 year resident.
When I moved to 50 years ago, there was a density situation.
Yes I care about young people who want live here.
Density is not a solution for affordability it is a bandage on a financial situation.
- Same as comments for Solano Ave.
- There is no option to express objection to out-of-scale monster buildings. Why not?
- Berkeley should maintain the current character of the neighborhood, without building more tall buildings.
- I am opposed to Upzoning.
- Please leave it as is and do not rezone
- The southern end of this corridor is within 1000 feet of both BART and the main campus of UC Berkeley. We need to think BIG here!
- I oppose upzoning in this area. It should be maintained as it is. There are far better locations in Berkeley for housing development
- More people rather than car friendly.
- Rezoning is not necessary to create more housing and affordable housing. The density bonus already exists and has not been utilized. Why not? City documents 1. fail to cite how much new housing is possible within existing zoning, and 2. fail to identify the barriers to maximize housing under existing zoning. Also City docs should compare building costs and resulting affordability for different heights (i.e. wood frame vs concrete & steel). City is putting the car before the horse. The City has not shown proper homework on this.
- See comments for Solano. It is even more important in this neighborhood as the small businesses would suffer enormously if you changed the character of the neighborhood through high buildings blocking out light.
- I live about five blocks from Shattuck and Vine - the vibrant and pleasant commercial area created by the Cheese Board Chez Panisse, Saul's Deli other restaurants and grocery stores it's wonderful and should not be disrupted. Sadly, we've already lost our bookstore and some other types of small businesses, but we'd rather get them back then build lots of tall buildings which are not consistent with these

surrounding neighborhoods. We need beauty and peacefulness and not chaos and empty holes in the ground.

- As above, I do not believe that Berkeley has the infrastructure-- ie, police, parking, control of crime, homeless people, and mentally ill people on the streets, to bring more people into our neighborhoods. Without improvements, this is a colossal waste of resources.
- This is a neighborhood that has longstanding one of a kind businesses. Construction of high rise buildings will destroy the neighborhood, contribute to an existing parking problem, and vastly lower the quality of life in the neighborhood
- I am opposed to upzoning. It ruins neighborhoods and small businesses. Small business and low buildings are what Berkeley is about.
- Looks like the city politicians what all of Berkeley to look like downtown. It's ugly. Not affordable and dead.
- WE HAVE A HANDFUL OF SMALL RETAIL AREAS; PROTECT THEM;; DON'T DESTROY THEM. BUILD HOUSING ALONG THE EDGES; OR ALLOW 2 OR THREE STORY BUILDINGS. WE ARE BUILDING ONE AND TWO BEDROOM APARTMENTS WE ARE NOT BUILDING STARTER HOMES OR CONDOS. ENOUGH. THIS HAS NOTHING TO DO WITH EQUITY BUT HAS TO DO WITH URBAN LIVEABLE CITIES;
- This is a tourist area with terrible congestion and poor transit. Not a good place for redevelopment, unless it's for a tourist hotel.
- There is a legitimate historic character to this neighborhood, which I do not think will be negatively impacted by housing development, and it's extremely difficult to zone for quality design in any case, but echoing my comments on Solano Avenue, prioritizing criteria that enhance livable density and preserve the functional character of this neighborhood are critical - the ability for residents, students, and visitors to safely access this iconic commercial corridor through multiple and alternative transit modes, places to wait, sit, and enjoy world-class food and other attractions available here, preservation of trees and open space, are all critical. Again, height is not the enemy, but quality can be creatively incentivized by zoning in a way that attracts the type of developers who will bring the desired product to the neighborhood. It's very difficult for non-profit affordable developers to build mixed use buildings, so consider public programs to subsidize commercial occupancies, and centralized parking structures to alleviate some of the infrastructure burden from individual projects if they will be replacing existing commercial structures. Infilling with flexible live/work occupancies is a great way to preserve the possibility of future commercial use while also allowing day 1 residential occupancy, but should be ideally located on side streets, probably not facing directly onto Shattuck. I feel the need to comment on why I am recommending the lower height option for upzoning - it has been proven in multiple studies that broader-based upzoning at a lower height is equally as effective as more limited upzoning at greater heights in increasing the number of units available in communities. I know that the hills of Berkeley are not a fantastic place for micro infill density due to access and fire risk, so I understand wanting to go higher along the corridor, and I'm not against it, but again, if every lot goes to 8 stories that will be more than sufficient, and if someone really wants to go higher let them provide more affordability to get a density bonus or let them go through a zoning review process to make sure the design is high quality.
- I perceive Shattuck as a bit more dangerous for a pedestrian compared to Solano and would hope for traffic calming measures.
- Build housing
- Allow for no front and side setbacks!
- Ground level retail should be mandatory in every new building. Provide adequate set-backs for greenery and landscaping and ground level. Mandate a % of units for seniors as this area would be desirable.
- North Shattuck is essential to Berkeley as an attractive destination and urban resource for its residents and visitors. Without the businesses and restaurants, Berkeley's reputation and attractiveness would be greatly diminished.
- It's a low-rise, high use corridor. Keep it charming and human scale.
- Suggest adding green areas on roofs and side walls to improve the look of the house, and help climate change challenges.
- Good, frequent public transportation

- allowable building designs should keep population density at the present density - - do not let this area become more population dense, it is already crowded and parking has become difficult, the survey appears to completely ignore the importance of street parking availability at the lowest possible price
- the same as I said for Solano
- Maintain a successful and livable neighborhood!
- My comments re Solano apply here.
- again, i oppose very large buildings.
- Small green spaces or parklets would be great along this main drag.
- Build more housing! And maintain commercial real estate. We need more housing and more third spaces
- I think a pedestrian mall, amphitheater and permanent home for farmers market stalls, etc should replace the useless road and parking between CVS and Kamado Sushi. The CVS and Andronicos parking lots would be perfect for a large housing project.
- We need more affordable housing
Please make streets safer for pedestrians and bikes
- same comment as before - i think design considerations are important here and a lot can be done to preserve neighborhood character with taller buildings if the buildings are thoughtfully designed
- There are many smaller buildings and parking lots that sit unused. Increasing the density will bring more businesses, more residents and more commercial activity to the area, increasing foot traffic will lead to more successful business, fewer empty storefronts and more opportunities to shop, dine and enjoy the neighborhood.
- A building does not need to be ugly or lack sense of place, in order to be affordable. Please create an aesthetic planning requirement.
- Don't build a generic ugly highrise condo next to the Cheeseboard. Don't turn Berkeley into the god awful Walnut Creek. Prioritize DESIGN.
- Businesses are the lifeblood of Berkeley.
- Same responses to solano ave. Think about urban design, don't let private equity build Soviet style apartment blocks like what has been built on shattuck ave.
- I support and understand the need for truly affordable housing. We don't need any more market rate units. That said, we all need to enjoy where we live. It is not either/or, housing or pleasant neighborhoods. All of us need some trees on the street. and breathing space to enjoy where we live. Feeling enclosed by buildings taller than 4 stories does not make for happy living. Local merchants are needed to meet the needs of residents and must be supported. North Shattuck is enjoyed by many people for walking, dining, meeting friends for coffee, etc. That must be maintained as we add housing.
- We have enough market rate apartments for students in downtown already. Affordable housing for families and seniors!
- I am against buildings that are higher than three stories; they block the sunlight.
- I oppose increased height restrictions
- The nine story proposal next to the Cheeseboard is absurd and consistent with the duplicitous and bizarre incompetence of the Berkeley planning process. And there has been NO mention of the the one story store and the big parking lot on the East side of Shattuck south of Cedar. Why not?
- Curb cut question is confusing. If you are asking if pedestrian and bike safety is extremely important, my answer is yes.
- Absolutely critical to support existing businesses. North Shattuck is a wide street and we could strengthen its retail vibrancy by creating a more pedestrian friendly experience- wider sidewalks, and consistent street level retail. Currently the southern half is disjointed in terms of that so perhaps a focus on strengthening the nodes of retail. The parking at the north end is important for businesses but it is doesn't seem very efficient.
- We do not need more building
- Just let people build what they want to build.

- End the discrimination of putting all new housing in South and West Berkeley.
- We already have changed the character of Berkeley far too much with all of the out of scale behemoth buildings downtown. This is a terrible urban planning mistake and will be looked upon unfavorably years in the future. I do not support any more development of these massive apartment buildings.
- We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses.
- fireproof buildings.
- We are in a housing crisis, which is especially severe for poorer residents and people of color. Supply is artificially reduced to far below demand. We need to eliminate zoning barriers to build housing. Considering these alternatives: imagine we choose to cap buildings at 4 stories, rather than 6, or 6 instead of 8. To do so will mean so many fewer units of housing. It will mean average rents that much higher, and that many more people forced to live on the streets, that many more families unable to afford groceries or save for the future. Is that cost worth it, so a few (wealthy, white, older) neighborhood busybodies can have the aesthetic satisfaction of looking from their \$1.5m house at a shorter building, and have fewer of "those people" as neighbors? That we would even credit such regressive, often-racist preferences in a city like Berkeley is lamentable. We need to build, and build, and build more. It's about justice.
- See above
- In addition to private open space (courtyards and balconies), additional public open space needs to be a requirement of new development - either providing as part of the development or payment of an lieu fee for new city owned and maintained open space and parks. Spaces for strolling and sitting outside, playgrounds, ball parks, a place to walk the dog - these are critical to the livability of more densely developed areas in our city. A park/open space plan needs to be part of and planned into any zoning revision proposals. This was failure of the previous densification plans for South Shattuck, University and San Pablo. Now that hundreds of units have been built in these areas, quality open space is a missing ingredient and one that needs to be rectified. More housing means more people means more need for more quality, usable open space and parks. Without a requirement for more quality open space, I cannot support more housing projects.
- See my answers for Solano Ave please
- Make it a real city.
- We only have one chance to build housing in this generation. If construction is going to be disruptive, we should maximize the opportunity.
- Vibrant commercial corridors that are pedestrian and bicycle friendly will contribute to overall community health and profitability.
- I live in south Berkeley near Shattuck Avenue and I've been sad to see walkable and useful retail disappear as new high rises have come in. Do not develop other retail corridors until you have fixed what you broke along south Shattuck Avenue.
- Do not ruin this cozy community area with development of taller buildings. People who like large tall gray buildings now have the new Downtown (ugh)
- Minimize the shadowing of existing residential housing.
- Same comment on curb cuts. Here, Live Oak Park is nearby so open spaces outside are a perk not a necessity
- Having community spaces in apartment complexes might help minimize the feelings of isolation that have not completely disappeared since covid forced everyone to isolate. And please make them more physically aesthetic - most of what is being built is butt ugly.
- More housing is most important
- Just build! We are in a massive hole and need more housing of all types and sizes everywhere. This should be paired with things that make it a pleasant area to live, like pedestrian friendly streets and green areas, but when it comes to the homes I do not care what they look like or how "luxurious" they are. Height limits are not necessary since the ROI on height drops of steeply after 7-8 floors - it's not necessary to legislate that, and if it makes financial sense to go higher it means the area is valuable enough to justify it.

- Shattuck, Telegraph, Alcatraz, Adeline, University, Ashby - all heavily used transit corridors.
- High density is greener, will bring down rents, and help to reverse the segregated zoning of the 1960s.
- Disagree with "maximize" housing as policy goal - street should be designed as coherent whole place, not a warehouse for extreme amounts of housing.
- Please have curb cuts everywhere
- Mix of rental and condos
- We need TRULY affordable housing. Stop with the tall buildings! Keep Berkeley as Berkeley. We need much more GREEN SPACE, not just for bldg occupants but for everyone. Demolish the monstrous bldg on Peoples Park and turn it into a real park, with as much maintenance as any other park.
- North Shattuck is tragically underdeveloped. It has the transportation links and neighborhood features to support many more people and families with little reduction in neighborhood quality.
- I walk along this corridor every single weekday to get to work and strongly believe that more housing density and more opportunities for businesses would benefit Berkeley.
I also want to make sure I can keep going to Cheeseboard and Guerilla.
- Please allow the most housing to be built as quickly as possible. Design and affordability are not as important as just getting housing built.
- I will not vote for or support any politicians who more who advocates for more apartments in an already overcrowded city
- These proposals jeopardize the neighborhood, small-town feeling of our neighborhood.
- Same as for Solano - more density in that area will be great and will revive the shopping area.
- The Bay Area has a severe housing shortage. I want the highest density possible.
- The Oakland Chinatown Pacific Renaissance Plaza is an absolute gem and I think a great example of how public space, density, retail and public services can come together on a bigger lot. I think there's potential on North Shattuck for that type of multi use development.
- The new buildings being built in Berkeley look like every other new development in the country---and even a lot of the major cities across the globe. It is important to keep the charm and uniqueness of Berkeley. If new buildings are going to be built, at least have buildings with soul, character, and the quirkeness that is known to Berkeley. What is the point of people moving to Berkeley if it looks like every other city filled with corporate chains?? That is the joy of Berkeley! Its love for local businesses. But these new developments seem to only attract chains...If you are going to build new buildings, please don't make them high or so god damn ugly. Support local architects that actually care about the city, it's needs, and community vibrancy.
- Same as my comments for Solano
- YIMBY!
- Please keep all development south of University and west of Sacramento
Because I've lived here for over 30 years, and I've seen what developers do to a neighborhood
Additionally, having lived in close proximity of the affordable, subsidized, and section 8 housing. I can assure anyone, particularly those who do not, that they don't know what they are talking about, and they really do damage a neighborhood.
- There is not currently much ground floor residential. Building up is better.
- Build build build
- Is a community garden for these new residents even a remote possibility?
- Add protected bike lanes, plazas, rooftop/balcony restaurants and bars, cooling architecture like fountains, shaded courtyards, and natural ventilation. This creates a pleasant experience for residents and customers. recreation should also be considered due to the proximity to Tilden Park.
- Upzoning will have a negative impact and should be rejected. North Shattuck works the way it is now.
Don't fuck it up.
- More apartment is more better

- This is a business district and we NEED those businesses. The existing residential buildings with no ground-floor retail are a huge mistake. I used to walk north Shattuck 2x/day, to and from work. It should have vibrant businesses and restaurants. There are other places for residential building. Also, it never works to say you'll build and then move the original tenants back in. Remember the Fine Arts Theater?
- Don't change zoning.
- The goal should be to transform North Shattuck into a great boulevard, with wide sidewalks, continuous street trees, concentrations of ground floor retail, multi-modal access, and well-designed continuous residential architecture. No quick-build, plastic junk, but durable, well-built, timeless, humanly-scaled design.
- Please stop all efforts to kill what remains of Berkeley's charm and character. Further destroying them will backfire on those in power.
- The energy around the Cheese Board should be a model of what we want in Berkeley--free music, a diversity of people enjoying the weather, food and each other. The sidewalk issue is problematic for pedestrians and people with disabilities. Double parking is hideous and interrupts flow of traffic, creates safety problems, and someone should enforce the traffic laws before making changes to the curbing. The corner of Hopkins and MLK is an example of what not to do. You cannot turn right off of Hopkins onto MLK without swerving into the left-hand lane and risking a frontal collision or ruining your tires by going over the barrier. Don't make that mistake and how about fixing it?
- We have empty storefronts and the only real solution is more residents. I live in this corridor and like the progress but we can do more.
- With wider sidewalks and safe bike paths, curb cuts are not a hazard to walkers/bikers. Curb cuts are essential for wheelchair users, stroller pushers, luggage rollers, etc. Please do your best to follow Copenhagen's urban planning guidelines in Berkeley, consistent with our different climate.
- Of the three options, this section seems like the best suited for significant redevelopment. It's already heavily commercial, and has meaningful access to both grocery stores and transit. I would strongly advocate for this being the dense residential zone of the three proposals.
- Curb cuts- again it's unclear what "minimize" means. I think the amount there are currently is good, I wouldn't want fewer.
Also here I think cheeseboard, Saul's and chez panisse need to be paid special attention since they are Berkeley institutions and we want to make sure they keep their charm.
This corridor is less charming than Solano, so I think it needs some work to avoid making it a cold, tall narrow corridor for cars. Providing more spaces for pedestrians, walking, and sitting and biking would probably help. On the other hand it's a major thoroughfare so you really couldn't reduce car traffic. It's a challenge.
- Same situation exists here. Many people that I know that are disabled or elderly can't visit places here because parking can be so hard to find. Leaving these communities unable to enjoy Berkeley. Any housing that is built should have 1 designated parking spot for each apartment. If not the people have to find parking around the apartment. Which clogs up parking spots for people visiting businesses.
- Substantial space on north Shattuck to build high and deep
- More housing! More density! Build!
- Please have the housing be in line with the character of the neighborhood and not the ugly gentrification apartments that are popping up all over Berkeley.
- The study and plan needs to take into account the likelihood of development at the various sites. Basically, if only some sites can be developed, then those need to be taller / denser to allow for needed housing.
- North Shattuck is fine
- Pedestrian and bike safety needs to be top priority in light of the many vehicular murders that continue to happen in Berkeley. Vibrancy of a neighborhood also relies on making sure the neighborhood remains safe - we can not continue to allow people to take over streets living in their unsafe RVs.
- Getting people out of their cars and walking. Creating desirable spaces to be in. Parklets.

- Garage parking is a must for more people living on Shattuck.
- Prioritize empty, no historical properties and spaces for development. Do not displace existing businesses.
- Why not develop the existing corridor along Shattuck, Telegraph, and San Pablo Avenues where empty buildings are abundant? End the blight before destroying the neighborhood shopping areas.
- We must build as much new housing as we can, urgently.
- Development on north Shattuck should be intense to provide a taper from the nexus of high density that is emerging at the university/Shattuck intersection. With Shattuck consisting of 4 lanes through the study area, considering reallocating space to bus/bike lanes for quick transit times to downtown
- Commercial property owners should be penalized for multi-year vacancies, which leave downtown feeling like an empty husk. Groundfloor retail opportunities that go unfilled are worse than nothing at all. (Finally, removing the pandemic era parklets and outdoor restaurant seating — or charging so much for it that it incentivized restaurants to get rid of it — has done nothing to help downtown Berkeley feel more vibrant. Restaurants and cafes close at 9 or earlier, and parking remains over-prioritized.)
- Leave business areas alone.
- Crime and congestion impact must be assessed before increasing population density.
- Adding housing at the cost of community well-being is short-sighted and not too bright. The eradication of movie theatres and mom&pop businesses to appease developers is ruining the City of Berkeley's culture bit by bit.
- what is all this coded stupid language for these questions above? which ones do i select if i want more building? high density? normal development that people do all over the world except stupid suburban minded car people like americans?
 "do you want to increase the zoning allowed for height and density?" YES I DO.
 "how much do you think would be good?"
 i think A LOT would be good. like 10 stories.
- Do not build multistory units along this part of Shattuck, see comments about Solano Avenue.
- NO MORE BUILDING PERIOD!!!! WE DON'T HAVE THE SPACE, ROAD CAPACITY OR INFRASTRUCTURE TO SUPPORT THIS!!!!!!!!!! THIS HAS GOTTEN WAY OUT OF CONTROL!
- We desperately need more housing. It should be whatever the market will bear - let the developers figure that out. Every market rate apartment that gets built in Berkeley lowers rental rates of existing units - it's the law of supply and demand. More units will get built if we relax rent control regulations. Build build build! I have no design concerns about setbacks or transitions. However, I am extremely concerned that we maintain the retail vibrancy and support existing businesses. What is Albany doing so much better than we are? Our city's retail is dying! How do we require developers that buy up-zoned property to leave their retail alone until right before they build so we don't have a fiasco like what has occurred on Center Street Downtown?
- Maximally up zone the corridor.
- maximum building height should be five stories. focus on maintaining and improving the commercial corridor/district quality. Be sure to allow adequate temporary parking for patrons.
- There are already too many dead zones along Shattuck where there are no retail spaces, only ground-level parking, apartment building fences/landscaping, or blank walls.
- Shattuck needs safe bike infrastructure to keep the shops busy and support new growth. Protected bike lanes are a must with increased density.
- North Shattuck is the beating heart of Berkeley- keeping a revitalizing businesses there is what will keep it a wonderful place to live and thrive
- 1) New development should be required to create green/park space for residents and the neighborhood.
 2) new development must supply parking (preferably underground) for all new residents.
 3) rents for existing businesses cannot be raised as a result of new development.
- All the housing please
- more trees, benches and trashcans

- Please stop ruining Berkeley by destroying neighborhoods this way. This is a terrible step toward development greed and will destroy the character of the city's best neighborhoods.
- 1.MUST support small local businesses, prevent displacement. Shattuck is FIRST a shopping district and businesses were there first: don't push them out or deteriorate the business district in order to add residential.
2.Reduce privatize amenities in buildings, and instead make sure the amenities are shared among the whole community:
Such as open spaces: building occupants can have some limited private open space, but seek a means to create open space plaza or mini parks for whole community to enjoy together; or prevent private gym space in bldg and thereby support local gym business that everyone in the community can enjoy; if there is going to be car-share or electric vehicle charging inside new bldg make sure to allow community access to these; and other possibilities. Each new bldg doesn't need to repeat its own amenities if we can get amenities to be shared in the community —it might save space in bldgs to not each offer overlapping amenities, could create opportunities for people to meet neighbors outside, support businesses, support people walking locally which creates foot traffic for other businesses
- I believe that it does not matter what the citizens desire because the developers and all that follow them will do as they please.
- north shattuck is a unique world-renowned area. please don't despoil it with high-rise buildings. there are plenty of other ways to solve the problem of homelessness without destroying this precious berkeley jewel
- Tiered view corridors and height limits.
- North Shattuck already has a bunch of tall buildings, and it's a very wide street, so they're in proportion. Transitions between them are basically invisible to anyone walking or driving on the street. The more people who live there, the more people will go to all the great retail options.
- There is so much space dedicated to cars and parking in this neighborhood. Please dedicate some of that space to people for housing, walking, biking and enjoying public space
- Unlimited housing plus commercial density!
- The most important thing is more housing. I don't want anything that stands in the way of that.
- More housing!
- This is my neighborhood and daily shopping and socializing space. North Shattuck could be so much better. There are long stretches with no retail, minimal street activation, and few pedestrian protections. Shattuck north of Vine especially needs major intervention. There's no need for cars on Shattuck Ave north of the split with Shattuck Place. The whole thing should be a highly activated pedestrian plaza / park, hosting the farmers market and other events. Shattuck place can also be narrowed - I never see traffic backed up there, and the current layout encourages speeding. And of course many of the buildings along the whole strip are 1 story (!) with no housing. More people would bring more community and revenue. We've got some great businesses here. Let's support them with more customers and more neighbors.
- Either ground-floor residential or ground-floor commercial / retail should be allowed along the entire corridor, and developers can respond to what is appropriate to current demand.

North Shattuck

Prioritization of Key Concepts - Comments

Please explain why you identified your top two priorities.

Total responses = 505

- A city cannot sustain itself in the long term without affordable housing. Labor shortages are inevitable with continuously rising housing prices. People working lower wage jobs simply won't have enough incentive to work here if housing remains unaffordable. Businesses will either shut down or increase their prices to compensate for the higher pay to attract more workers. The local population will suffer in either case.
- Berkeley needs more dense housing along its key corridors.
- I already own a home, so housing isn't important to me, but what is important is for Berkeley to have an active commercial street life like in Europe. Your North Shattuck study area has so much potential to be so much more!! Let's do it!
- We need to add more housing to Berkeley, one of the most expensive housing markets in the planet.
- I think more housing in this area would be great for business and is a very walkable area so great spot for some big apartments!
- The vibrancy of these three neighborhoods depends on the businesses that have developed organically over time. Many small retailers will find it challenging to remain especially if they have to compete with corporate chains on the bottom floors of the proposed high rises.

Careful thought and design strategies such as wider set backs will help pedestrians on sidewalks. Stepping down can ameliorate the shade issues as well as keep the streets becoming canyon like.

- Downtown Berkeley taken as an example, incentives for developers to maximize occupancy (regardless of affordable housing) on existing plot ultimately created dead zones of vacant retail spaces - many local businesses were unable to afford jacked-up rent and were lost. Existing businesses must be considered and supported or these neighborhoods will lose their individuality. Development leads to higher rent for local businesses and for residents.
Simply creating more housing does not address the high living costs that enable lower income populations to reside in the area. Many people who work in these neighborhoods cannot afford to live nearby. Requirements for affordable housing need to be stricter for potential developers and property owners.
I support Alt #1 with reservations
- Existing businesses are extremely important as part of the neighborhood. If you're increasing residential capacity, more residents will need services.
- Maintaining corridor retail vibrancy and supporting existing businesses is one idea to me. The businesses are what give Berkeley its vibrancy. Of course we need more affordable housing for everyone, but let's not destroy our city in the process.
- I frequent the area on foot or bike to shop since I live close by.
- Berkeley needs to concentrate on what is already there rather than this poorly thought out developer/profit driven runaway development scheme that will decrease the quality of life in Berkeley.
- The reason for North Shattuck corridor's attractiveness are its businesses. Support the local businesses, shops, restaurants. Keep the area clean. Don't pack us like sardines.
- I don't like your questions they are leading and not good for the city of Berkeley to maintain a quality of life
- The character and charm of N. Shattuck is the charm of a neighborhood. Coffee shops, cafes, butcher, supermarkets, bakery, restaurants, small retail shops.

To build very tall structures will create the shadow canyons and create more negative environmental effects. Effects such as congestion for tenants moving in and out, parking in already crowded local neighborhood parking, noise from housing, people, vehicles, large HVAC machinery and more.

- Berkeley is fortunate to have these retail corridors and the emphasis should be on maintaining this retail vibrancy (by allowing more housing that supports retail financial feasibility and as customers).
- North Shattuck needs help for businesses and the more we support those business the more vibrant the neighborhood will be.
- Need more modernized/updated housing units that are affordable along North Shattuck.
- Because I am a renter and purchasing a home is very much out of reach but I have lived in this community for 25 years. I would like to have a chance to stay in Berkeley and own my living space. I think small businesses in the area should be supported to remain local as they give the flavor and is unique.
- Support current businesses and maintain current building heights and neighborhood character of Berkeley. Do not create more downtown highrise structures in neighborhoods! Do not create more density and traffic!
- There is an extreme shortage of affordable housing which affects people who work here but cannot afford to live here.
Existing businesses show continuity in the neighborhood which creates a sense of enduring community
- Because Berkeley is losing, not providing middle and low-income housing—in favor of market-rate units.
Because developers are destroying Berkeley businesses—our treasured Shattuck Cinemas and nearby cafes; a whole block of the vibrant cafes on Center between campus and Shattuck.
- Unless retail goes the way of the movie theaters and we all become The Borg, we will still want to shop and gather and maintaining the aesthetics of our beautiful city and environment is important to me. It's almost October and this is the first time in 33 years that I remember seeing "For rent" signs on buildings in late September. And there's sooooo much building - WHERE WILL WE GET THE WATER TO SUPPORT THIS MASSIVRLY INCREASED POPULATION IN THE NEXT DROUGHT???
- Increasing housing capacity at any level ultimately increases the availability of affordable housing. A primary reason for living in North Shattuck is the availability of retail, especially food.
- I think retail is crucial for the city.
- Keep neighborhoods alive with people on the street shopping and interacting
- Most businesses have closed the city has no life soon the city will be composed of only low income housing options
- It is abundantly clear that new construction equals two to three years of trouble or even permanent closure for existing businesses. Existing small businesses are exactly why people like N Shattuck.
- Because the city has Zero success with retail. Absolutely zero. And when it comes to protecting existing businesses, even less.
- The North Shattuck retail corridor is central to the character of North Berkeley. The CVS pharmacy is essential for seniors and people with chronic health problems. Many of us don't have easy access to public transit so removing major businesses would force us to drive to distant alternatives.
- Our existing businesses on our main corridors are already vibrant. What you are proposing will be damaging to the charming small businesses that will be shut down during the building process and unlikely to afford returning.
- Affordable housing seems to be in very high demand (although so does all housing) and making sure these denser housing additions don't create unpleasant environments for existing residences (and businesses) will ensure less pushback for future denser housing projects.
- We need NO more ugly tall buildings; please stop.
Focus on homes for families; calm neighborhoods and less traffic.
- It's the businesses that bring people to this corridor. If it's going to be mostly housing, the area will be dead.

- I support existing businesses, not redesigning North Shattuck. It will change the feeling from that of a small village to that of a congested yuck!
- Because the existing businesses are what make the neighborhood special.
- There aren't enough places to live in Berkeley and that makes things too expensive.
- Water.
- I moved here from the hills to enjoy walking to retail and services. Forcing me to drive for these is against our climate goals.
- Our shopping areas serve all of North Berkeley and beyond, and increasing tall housing will ruin it. Business rents will increase and there will be few businesses and vacant stores.
- These are the only two priorities that address building height. My strong opinion is that 5-8 story buildings should *not* be allowed at all.
- As a 45 year resident of North Berkeley, I am simply accustomed to the scale and density of our neighborhood. I welcome higher density in the downtown, at North Berkeley BART, along San Pablo, and perhaps Shattuck below Virginia (possibly Cedar)
- For over 20 years, many new apartment buildings with retail spaces below have been erected on North Shattuck. Their rents are high for tenants and businesses such that many business spaces are vacant for years. The need for housing is an important issue in the state, but the prevailing mindset of Berkeley's decision makers is to champion housing without considering the impact large scale development will have on our businesses, transportation systems, schools, and parks. New development and bike lanes are not necessarily solutions especially when they change the nature of the city and its communities. One only need to look at downtown to see how business unfriendly Berkeley is becoming.
- We need affordable housing without urban canyons!
- There is way too much vacant ground floor retail in the neighborhood and city.
- Businesses are vital to vibrant community areas and assist with the tax base of Berkeley. They provide jobs and bring people out of their homes and into the community. There is entirely too much online retail and dining activity. City's are vibrant when people are out and about, when the sun is allowed to permeate the streets, when there is room for outside dining and markets. There is a dearth of vibrant businesses in Berkeley and it's my understanding that there is already a high vacancy rate in residential use. If high rises are to be constructed I suggest that they be built in the downtown area where there are already entire blocks of abandoned businesses rather than disrupting already thriving (or struggling) businesses in the North Berkeley area.
- Some items Gloucester ask to prioritize assume an endorsement of development which I don't. No more development. Just leave things alone. Being a council member does not mean having authority to develop.
- Please do not ruin this neighborhood and commercial corridor. Please focus your attention on the pressing problems of homelessness - new housing in north Berkeley will not fix this issue that you allow to fester in public parks and on Harrison st. Additionally fix the streets as promised years ago when you ask for funding. Use the soda tax \$ and make an effort to maintain and improve city infrastructure. Do not ask for more taxes. You do not use \$ wisely. Start by getting your own house in order. Do not fund staff aids for council members and mayor. Don't freeze hiring for parks and public works before you cut your own staff. We have a city administrator form of governance. Use it
- Because we need more affordable housing, not more market rate housing and our businesses that are currently there need to be protected.
- Affordable housing is a dire need in Berkeley, and I believe that INDEPENDENT businesses should be supported (having two grocery stores owned by Safeway is one too many), and we only patronize CVS because there's no independent option.
- Taller buildings will block light and create a lot of shadow. Just look at what happened to Oxford where the new residence hall is. I feel sorry for people with homes behind that will now have their sunlight blocked. Focus for high density is more appropriate downtown and redeveloping old buildings there. Some increase might be acceptable it not up to nine stories!
- Because leave it the fuck alone already.
- We need both affordable housing and thriving businesses. They are synergistic.

- This is a functional, beloved business community that supports residents within a wide radius (and vice versa). I am concerned that over-development with big-box towers will destroy it.
- I support our businesses and the area draws visitors because of its existing look and feel. No more ugly big buildings. Enough already.
- My top two priorities are not listed:
 - 1) Allow the market to respond to high housing prices, even if economical building heights are greater than 9 stories..
 - 2) Listen to developers, especially on design and use issues like ground floor retail. They have the expertise to determine what is viable.
 - 3) No parking mandates. Developers should be free to calculate how much parking is needed to make a project viable.
- I support retail vibrancy, safe streets for pedestrians, bicyclists and cars. I do not support new zoning rules that will destroy the nature of North Berkeley.
- Traditional neighborhoods should not be a target for change and those who support smaller and independent retailers labeled NIMBYS. Adding more low density apartments of 3 to 4 story's is fine. Incentivize small builders and contractors not big, out of state firms who build monstrosities like several of those on South Shattuck that have no architectural value, block the sun and create an urban cavern in a small city.
- Build affordable housing so people can afford to live and work in Berkeley. Business are closing all over Berkeley for various reasons.
- Additional development should not change the character of the neighborhoods
- The CVS is really important for the local North Berkeley community. Please don't turn it into a construction site.
- More units helps everyone
- Same as above. This is a functional thriving retail/dining zone where people come together to enjoy meals and chat and do daily errands. This seems to be the last place you can navigate without a car and get all your daily business done. Also, Private Open Space for a few a rooftop is not the same thing as access to sun on the public sidewalk. The unbuilt (yet permitted) projects that have shuttered many businesses downtown are an indicator that the market is cooling.
- One of the main reasons people love Berkeley, and have loved Berkeley, is because of the vibrant architecture and mix of buildings. I think it is important to do our utmost to keep it that way when balancing all the needs for housing.
- Anything to minimize the boxiness of it all is better.
- We need walkable full service commercial areas throughout Berkeley. North Shattuck can support more housing some at a somewhat higher level, but it would be a huge loss to eliminate how that neighborhood functions now to meet the needs of many residents.
- Affordable housing in such a convenient, great neighborhood trumps aesthetics
- Because further upzoning of the corridor will produce formulaic boxy crap, as elsewhere in the city, that will undermine its attractiveness. To break that formula, continue the pattern established to the south (four to five stories), It works. In other words, stick with existing zoning.
- Housing at all levels creates a diverse community.
- Existing residents made corridor what it is, don't ruin it.
- We desperately need more housing. Supporting local business helps preserve the neighborhood feel while allowing for more building/housing
- Maximize housing. It doesn't necessarily need to be "affordable" because it's an affluent part of the city, and more housing indirectly makes all housing more affordable. Just more housing, full stop. Secondly, the existing long-term local businesses in the area *are* the neighborhood. Peet's, Cheeseboard, Chez Panisse, the wine store, everything, this is why people are attracted to my the area, and why I used to live in the neighborhood. All business in the neighborhood is good and welcome, but the existing businesses are responsible for why this is a desirable neighborhood to begin with, so those businesses should be considered key for preservation.

- Creating a zone of brutalist box architecture would ruin the neighborhood.
- More housing is needed.
- Housing is expensive and I'd like to see Berkeley offer more affordable housing.
- Environmental stewardship is increased density
- Retain character of North Shattuck.
- The neighborhood is defined by its small businesses.
- I support the existing businesses in Berkeley, many of which are threatened by the city's intense hi-rise development and reduced parking.
- Buildings should be attractive and maintain a neighborhood feel. Many people depend on at least some of the existing businesses. Will we still have a Farmers Market? Will we still have a pharmacy? I'm concerned that these uber housing plans are making Berkeley unlivable.
- The remaining long-standing businesses that have not been pushed out in order to build high-rises, must have the opportunity to continue operating. Relocating is not a viable option: Ace Hardware, for example, has very little business and no place to park. It is a vestige of what was there before. This is only one example of what is happening over and over again.
If you are (and it seems like the City is going ahead without seriously considering any opposition) constructing buildings that are taller than four, five, and six stories, you could at least minimize the appearance of those monoliths.
- Keep Berkeley cozy, just fill in where there are no buildings, make sure they are set back to add greenery and livability for everyone
- We need more foot traffic on N Shattuck to support businesses - see Solano!!
- You should try to maintain and enhance what is already there. I live in the community and want to continue to enjoy the neighborhood, its retail and its vibe.
- I do not believe in trickle down from construction of housing at all levels of affordability; rather, I think affordable housing construction is the highest priority, especially low-income housing.
The corridor must keep a vital business capacity when more residents are attracted by new housing construction.
- I'd like to keep long standing community businesses within the community — and I also want there to be designates retail zones within the city. North Shattuck has been known for that.
- Because the building heights proposed by this “rezoning” are undesirable and the projects are just give-aways to developers. And because the City of Berkeley is unwilling to set real guidelines on what kind of design criteria developers will be required to meet. The criteria listed in this survey are the most basic, general requirements imaginable. What about making some requirements concerning the style of the buildings and the type of materials that will be used?
- Because the vibrancy of retail and supporting existing businesses both align with keeping the charm of the neighborhood, which is what I care about
- I would like the charm of the neighbor to stay in tact.
- If it ain't broke, don't 'fix' it.
These Manhattanization plans will ruin what currently works, for everyone.
Currently domestically-scaled streetscape with historic structures is exactly why North Shattuck 'works' as a pedestrian-friendly social and commercial space.
Note that developers will not tolerate the 'trickle-down' housing model that undergirds the pious assumptions here--they will want very high returns for all but the required few units. The assumption that rents will fall across the board is super naive.
- Stepping back upper floors reduces the total number of units, and that's bad. We need to be maximizing the number of units built in the city.
- I want to bring back racial and economic diversity to North Berkeley, where I live. So, more housing at all affordability levels is the key, with new affordable housing right after that.
- For the health of some businesses, they need to be surrounded by enticing other businesses to create a pedestrian and neighborhood feel that exists and new people will want to frequent and live around.

- We desperately need more housing yesterday. We need LESS community input. Just legalize building. I do not want to fill out these surveys. Berkeley elected a pro-housing council, and anti-housing candidates have routinely lost. I do not care if taller buildings are next to shorter buildings. That doesn't matter.
- This is a key corridor and should be a regional draw comparable to College Ave. There are too many un- and underutilized spaces. Just fill them in, the more the better.
- Because the cost of owning a home in Berkeley is out of reach for most with the average home costing \$1.4M and even rentals being unaffordable for many.
- Quality of living experience.
- Small retailers provide foot traffic. It adds to the unique vibe of this corridor. The longstanding existing businesses have a great reputation and should be able to remain.
- It will be good for the city to have a vibrant, quality walkable retail area with good quality apartments and condos, shops and restaurants. People in the hills need feasible alternatives to downsize. If the City leans into the strengths of Solano and North Berkeley's charm, it will be a win for the entire city. More families can move into houses and older people can move to good condos in North Berkeley.
- More people and housing is needed to lower rental/property prices and support a vibrant retail corridor.
- the obvious solution to a housing shortage is to build more housing.
- Clearly more abundant housing at a lower cost is necessary. However, it will be challenging to incorporate very tall buildings which will radically diminish the charm and vibrancy of the neighborhood. North Shattuck is close to a wildfire danger as well as close to an active fault. Increasing the population is going to create an evacuation challenge, particularly as UCB continues to add thousands more people to the area with their finished and proposed new housing. Prudent consideration of these challenges should be seriously considered.
- North Shattuck is a vibrant and sought after location because of its existing businesses. Don't ruin what is already there in the process of adding housing.
- Don't throw out the baby with the bath water.
- Retail vibrancy attracts all residents to stay/live/work/walk/bike in Berkeley. Architectural aesthetics has a HUGE impact on sense of comfort, well-being, community connection, and will create attraction to stay by residents and visitors (very underestimated in current Berkeley).
- Berkeley doesn't need hyp-dense housing.
- The things we should care about are more housing and keeping our streets lively. The rest is details. Love details but don't need to center them.
- Same as before ...new, dense housing most important, followed by enhancing the retail offerings. Even more than Solano, north Shattuck has such exciting potential
- All existing business must be guaranteed the same or better space, at their current rent, in perpetuity, if any new buildings are allowed to be constructed. Another failing of the current plan is that it does not taper or distribute the proposed development laterally away from the main street. The height cap should be at most two stories higher than any surrounding building, which will preserve a smooth, reasonable transition in visual mass and skyline. Furthermore, the setbacks along the corridor street should be far more aggressive: for example, 45 degrees (for each floor, step back by that floor's height). This is the only way to prevent creating a canyon devoid of light and air.
- Housing is the most important need
- We have plenty of expensive housing- we need affordable housing!! We don't want another downtown Berkeley where we lose small local businesses!!
- I would think planning should focus on Cal student housing in this area. Maintain the current vibrancy of businesses.
- We need affordable housing everywhere in the Bay Area and we also need retail maintained in the area
- Dense housing at all income levels is critical to Berkeley's sustained vibrancy as a city and generational justice. Retail vibrancy will be critical to an active, engaging neighborhood, and the two will be mutually reinforcing.

- I grew up in Berkeley between Shattuck and College and went to BHS I FEEL Shattuck has been destroyed. It is unrecognizable. Devoid of any charm. Cal is like a cancer on Berkeley. Pays no tax.
- I believe that it is important to preserve existing character of Berkeley
- It's time to address the housing shortage after decades of restrictive zoning created the problem.
- Can't live in Berkeley if there's not enough affordable housing.
- They are intrinsic to Berkeley's sense of identity, community & character.
- Increased housing is my priority.
- Same
- This area deserves higher income residents, but some affordable units should be included. Existing businesses are iconic and must be protected.
- Housing affordability is the biggest issue facing California, and we cannot meaningfully address it without maximizing the supply of new homes at all income levels and prioritizing affordable housing development.
- I want to always keep housing affordable in Berkeley which it currently is not. Many north Shattuck merchants are long term and I feel loyal to them.
- The businesses in areas of Berkeley that have been RUINED with high rise residential buildings have all but failed. With a 13% vacancy rate, why the push to add more units?
- Dense housing can support businesses and these two uses together can combine to form a vibrant corridor of housing, and walkable services, transit, etc
- I believe there is a housing emergency.
- We don't need to change. New growth should be in those communities with expanding businesses - like SF.
- See my note for Solano Ave.
- We need more housing and more affordable housing. It's mutually beneficial to locate housing near established commercial areas with good access to public transit. Relating appropriately to the scale of neighboring residential areas should be considered alongside many other design factors but should not impose unnecessary limits on housing development
- The bay area desperately needs more affordable housing and housing overall
- It keeps the area the way it currently is
- We have a housing crisis, especially at lower cost levels.
- These neighborhoods need more housing at all income levels. We need to minimize parking and maximize the number of people using public transit and bicycles
- Housing crisis.
- This neighborhood is so close to downtown and yet there is so little housing supply. This is a nice neighborhood that could and should support so much more density
- Also need more housing
- The city needs more affordable housing, but if that's not possible, then more housing at other affordability levels would also be beneficial.
- Existing businesses and residents need help. I hear the words creating affordable housing and all I hear is "new apartments for tech transplants." Give BERKELEY RESIDENTS the resources they need so our cities can thrive again.
- California needs more housing and Berkeley should lead here.
- Housing affordability is important, as well as supporting local businesses.
- Stop the urbanization of our lovely neighborhoods!!
- Cannot destroy a neighborhood.
- Build elsewhere, as previously commented. Huge buildings in these locations will ruin Berkeley. Traffic and parking will become issues.

- A vibrant retail/restarant district-corridor is key to a healthy city.
- North Shattuck should change as little as possible
- Affordable housing is a huge need; existing businesses are part of the community.
- existing businesses and maintaining vibrancy on the street must be protected.
- Housing of all affordability levels seems appropriate in these areas while retail vibrancy is what makes them special.
- It is the thriving businesses like the restaurants, shops like the Cheese Board, CVS,and Safeway that draw people to this area to shop and gather with friends. We need to support these important resources that serve the entire city. Furthermore, don't give away extra height to developers without getting lower income units. 5-6 stories is already allowed if they provide a few units below market rate. This is the purpose of the State Density Bonus. Alternative 2 gives away the 6 story option without gaining any lower income units.
- That's whats important to me.
- New planned developments have driven out some local businesses Currently Center Street between Oxford and Shattuck has been sitting empty for a long while. Such a main thoroughfare that lost its vibrancy. Not a great welcome for people coming to Berkeley by BART Keep building heights in line with the neighborhood to keep its character.
- Existing business keep the area alive. Also prefer that the area not turn into all chain stores due to high rents in new buildings.
- There are other places to build housing. The shopping district is an important part of the appeal of the neighborhood.
- Affordability is key but we have to maintain retail to provide the services needed for vibrant neighborhoods
- I would to keep it the way it is. No more construction. We don't need more buildings.
- I want North Shattuck to stay the way it is.
- We don't have enough affordable housing. We want to keep our businesses that have been here for years.
- Ranking didn't work. Top 2 are 5, 4, then 6
- North Shattuck is an important retail corridor that serves several neighborhoods and must be protected. No more Center Street disasters in Berkeley!
- best part about shattuck - businesses
- I want to keep the existing businesses and add affordable housing.
- I don't want the Shattuck retail corridor destroyed by high rises. See my comments regarding Solano Avenue.
- Same answer as for Solano. Tall residential buildings make shopping areas turn into ghost towns
- We need more housing at both low and middle income levels
- maintain exisiting zoning for buildings on a human scale
- Keep it the way it is now
- More housing
- Most of the new traffic engineering in Berkeley is annoying and seems dangerous
- There are already too many vacancies in the area due to businesses being shut down, and nothing has come of it. No affordable housing has been built, yet many businesses off Shattuck have been shuttered.
- These are historic business areas that are cherished resources for the entire city. Historic buildings should be left as is - to promote a sense of small-town charm which makes Berkeley the special place it is. We shouldn't be destroying what makes Berkeley actually have a soul today. There is not shortage of opportunities to add housing on corridors that are struggling today. Let those become new areas of vibrancy.
- Creating co-ops, with wealthier residents subsidizing lower-income tenants, might work well here.

- I oppose rezoning the choices do not permit me to express my preference
- Stop this nonsense!
- money for wars but cant feed the poor.
- Maintaining retail is crucial to the long term vitality of the area
- want to keep North Berkeley the vibrant, diverse community it is and not have flight because we are not looking at the big picture.
- It's hard the do business already. Don't make it harder . Character of existing neighbors is important to preserve
- I prefer North Shattuck to not be developed. The newly developed areas, like San Pablo Ave, are hideous.
- North Shattuck is a vibrant and quaint residential area of Berkeley that has maintained its calm and laid back vibe whilst the downtown area has grown immense and dense and loud and crowded. Please keep an area of Berkeley that still feels like a town and a community.
- Don't destroy something that's already working. These corridors are popular because of what already exists there.
- A large part of what makes North Shattuck great is the retail vibrancy: it leads to a better community feel and more pedestrians. I think it's important to maximize housing capacity and it's counterproductive to focus on "affordable" housing. Focusing on the affordability aspect creates more procedural hurdles, slows down the process, creates more government/non-profit bloat. Just let the housing get built!
- Housing crisis
- Because you have destroyed the downtown.
- More housing density supports more retail businesses.
- The most important thing we need is more housing. All other issues in the city such as supporting existing businesses and pedestrian safety flow from doing this.
- Housing first.
- We need more housing in Berkeley across all income levels. We also need places for people to shop. There is a strong trend for Berkeley residents to shop in Albany, Emeryville, in Walnut Creek. We should get that sales tax revenue to improve our city.
- Proposed changes are out of scale with existing neighborhoods.
- This has always been a retail corridor, and Berkeley needs retail businesses.
- Affordable housing is so important!!
- Leave it as is!
- Transition to adjacent residential lots affects the neighborhoods but also the homes to the east as this is a north south street.
- Same as my thoughts on Solano.
Berkeley needs mixed use spaces. Nobody is outside if they can't walk and enjoy commercial activities in their neighborhood.
If we don't find a way to do commercial spaces thoughtfully and effectively, I worry we'll lack a vibrant neighborhood despite additional density.
- If it were up to me I would upzone every city in the Bay Area.
- Same as before. More people will mean more commercial opportunity for businesses.
- The Bay Area is in a really difficult place right now, with construction and financing expensive and rents still high. Maximizing the total number of homes possible is the best way to make sure that at least some of these lots get developed by the end of this housing cycle.
- See comments on Solano Ave.
- We need as much housing as soon as possible. They should be connected by pedestrian and cycle paths.
- See previous commenys

- We're in a housing crisis and a climate crisis. It is absurd that aesthetic issues like perceived height should factor into our decision-making. Imagine you're a super-commuter from Brentwood -- how would you prioritize these considerations?
- Berkeley needs more housing in high-resource areas. Don't let the NIMBYs win
- We're in a housing crisis. It's destroying the tax base of our city, it's forestalling the next generation from starting families. Do we care more about the future or about shadows?
- More housing makes for lower rents across the city
- Same as previous survey.
- Housing is most important
- I oppose all upzoning in the three neighborhood commercial districts. I oppose any displacement of the existing merchants even temporarily.
- Because N. Shattuck is a SHOPPING. Housing can be dispersed throughout the City and expanding it on this shopping corridor should never come at the expense of the shopping experience, which would be drastically undermined by the proposed increases to height limits.
- There is a great need for affordable housing within the bay area that supports all income brackets, but especially low-income households who have historically been excluded from these neighborhoods
- Housing supply must increase, business taxes are needed to fund city government.
- There is a dearth of affordable housing in this highly trafficked, BART accessible, and sought after area. Creating more units will help ease our current crisis.
- Same as with Solano, we need affordable housing
- It makes no sense to claim to support walkable communities if there are no services to walk to
- We need more neighbors to support the shops.
- First, the evacuation of fire zone residents must come before anything. Parking in high density areas also crowds the streets for evacuation routes and fire engines.
Again, there is so much homelessness. Many aspects to this but actual truly affordable housing is one. The neighborhood is already losing ground in terms of vibrancy. I have lived here for forty years and it is so sad to see.
- Want to make sure businesses are supported + want to ensure supply of housing. With more supply will come natural affordability.
- North Shattuck Ave provides one of the most important neighborhood hubs and shopping districts in Berkeley. Its continued vitality is critical to the well being of the city as a whole. Existing businesses have created the welcoming environment of N. Shattuck. They have invested in the community and the City should return the effort.
- We have an affordability crisis. For those with ample financial resources, it's easy to find housing in Berkeley.
- North Shattuck has much capacity to accommodate more housing by building up. As on Solano, supporting local businesses through the redevelopment transition will be critical.
- The politicians and administrators who run the city of Berkeley have a responsibility to maintain and improve the quality of life for residents who already live here. They need to think about traffic, congestion, parking and water shortages before they have unlimited building. One can build all the building and housing one thinks the community needs, but in five or 10 years will be an exact same place.
- There should be no new zoning and no high rise buildings built in historic neighborhood centers!!!!
- North Berkeley is a historic neighborhood that is highly sought after. Ruining this community by building does not benefit the city of Berkeley. Before building massive structures in residential neighborhoods, fill existing unoccupied dwellings. Build out other areas. If North Berkeley is ruined then people are going to leave the city and what is left will be a bunch of junk
- Housing affordability is a big issue and more people will make this a more walkable and vibrant area
- Maintain livable neighborhoods. De-"Manhattanize" development.

- Berkeley needs destinations both for residents and for visitors. As mentioned for Solano, a focus on seniors to get people out of their houses and into accessible units in the flats seems like a win for all.
- Ground level retail/restaurants should be encouraged.
- This area is charming & functional. Don't spoil it! We need more affordable housing, NOT more rich folk apartments.
- North Shattuck would benefit from more businesses, not more housing. Existing zoning allows up to 6 stories; that is enough.
- Berkeley need more affordable housing so workers can live near where they work.

Small businesses are being threatened by online forces and need the support of the city.

- Keep Berkeley as it is. Nobody is going to want to live here if it's full of giant buildings. Haven't you noticed how much people dislike what has happened to the downtown area?
- A vibrant thriving community will allow all residents to stay in their community and have less need to travel elsewhere to find entertainment and shopping
- Another vibrant business district, very appealing. It is accessible, attracts people from all over Bay Area for shopping and eating. The scale is also charming, a very important feature.
- I don't support any of the above increased density choices.
- New Bike lanes and parking restrictions have already made it difficult to patronize some of our favorite small businesses—like Model Shoe Renew—that are holding on by a thread. I don't see that we really need more housing for college students. We need much better public transportation and policies less hostile to seniors who who need their cars to get around and to shop.
- Same response as previous stated
- I don't want there to be just giant apartment complexes all over North Shattuck Ave, I like it the way it is now
- see my prior comment about maintaining healthy economic opportunities while addressing human and humane concerns.
- Maintains neighborhood shopping and livability. Don't kill the neighborhood with plans like we're used to "revitalize " the downtown!
- To keep the look and feel of the neighborhood.
- Diverse occupancy (housing affordability and retail presence) is consistent with having a diverse and vibrant city from both a resident and an economic perspective.
- NO new zoning is required to meet housing need, Adequate housing capacity already exists for contextual in-scale incremental development coupled with 50% state density bonus.
- The post-pandemic economy, online shopping and entertainment, and Trump are destroying Berkeley's commercial districts and arts institutions. Upzoning would only accelerate the damage. Don't turn this city into a bland, culture-free, luxury-priced bedroom community for Silicon Valley. Where all that's left is unaffordable new market-rate housing and a few restaurants for the techies to order out.
- People mist have housing they can afford
- No development without infrastructure considerations: traffic, emergency services, sewage, etc. north Shattuck, and Berkeley on the whole cannot support more density without first addressing notoriously poor infrastructure. Roads are in terrible shape, parking is impossible, police/fire stretched thin as it is, etc
- The vibrancy of the corridor is what makes it a desirable high resource area and contibutes to the character of Berkeley. We need more housing but it needs to be integrated with the retail business.
- I want housing prices to go down, especially at the low income level, and I believe the best way to do that is to just build a ton more housing
- Again, I'm interested in walkable, mixed-use areas so I want to maintain and promote businesses for those of us in the surrounding neighborhoods. I'd also be very interested in moving into this corridor with my family if the increased housing made it affordable.

- the city has already done little TO help existing businesses ie people who aren't on the city payroll with pensions. ie not protecting them from having people block doorways, scrounging for parking meter money which discourages business. you can tell if you're in albany or berkeley on solano by seeing if there are meters in front of businesses. albany: no. berkeley: of course.
- North shattuck could be a vibrant area.
- I feel that the only real way to lower housing costs is to increase supply. I don't believe that government driven affordable housing works, unfortunately. It's a well intentioned but poor of funds that often adds to future debt it seems.
- I do not want to see the vibrant character of Berkeley destroyed.
- SAME AS LAST TIME. Balance between affordable housing & maintaining retail vibrancy.
- We need local businesses and adjacent parking to support residents.
- Keep some of historical Berkeley the way it is. Leave wonderful North Shattuck alone
- Already we have too many hi-rise intrusions. No.Shattuck just needs sprucing up.
- Affordable housing is a crisis. But solving it should've come at the expense of the small businesses which make the neighborhood desirable and are run by our community members.
- We have a housing crisis and retail vibrancy will increase walkability.
- You are overbuilding market rate housing for the wealthy and short term student housing. Our city needs low income housing, at neighborhood scale plus support for our small businesses. Stop evicting them for soul-crushing big towers that only chain stores can afford to rent for retail.
- Shattuck is already busy and dense. Adding further development - unless parking is included - will impact the surrounding residential streets too much.
- Same reason I gave in the other survey.
- I want to see more housing in Berkeley and to maintain the retail corridor as it is now in terms of businesses
- Same as Solano comments
- My priority is to prevent these monster buildings altogether. You provide no option to express that.
- I am against building more tall buildings on North Shattuck. That wasn't one of the listed priorities, so I came as close as I could.
- I am opposed to UPZONING
- Please leave it as is and do not rezone
- Again these are mainly builder questions. Where is the overall plan for how the city should look and feel??
- We are in the middle of a worsening housing crisis that is decades in the making and especially acute here in California. The need to increase the stock of housing at all income levels and to increase affordable housing in particular is an existential issue, especially for young people, and we half-ass this undertaking at our peril.
- Maintaining a vibrant shopping location and local businesses and shops is important for residents and the local economy. And of course we need more housing!
- To oppose the entire project. It is difficult to register opposition in this survey
- We are in a housing crisis - build as much as we can!
- Berkeley is experiencing twin crises in housing and climate. A critical tool in promoting housing affordability for all and climate resilience is land use. We must maximize housing density in high opportunity areas that have reliable bus service, even if it might cast some shadows on some people's backyards. If Berkeley wants to operationalize its progressive values, it must do everything in its power to increase housing affordability. Research suggests that Increasing housing supply in high opportunity neighborhoods creates residential filtering - a process whereby housing becomes more affordable on for all, but some of the largest gains in affordability for lower income households. Ideally we would support more market rate housing AND more affordable housing. But the goal must be MORE HOUSING.

- Because there aren't enough places for people to live in Berkeley and the Bay Area
- Do not let Solano Avenue deteriorate like has happened in downtown. Prioritize affordability for people who have been shut out.
- Same as for Solano - maximize affordable housing to bring the biggest immediate benefit to city residents. Retail vibrancy helps neighborhoods
- Same as for Solano
- North Berkeley has been a place for excellent gourmet food and other amenities since I began to live here in the mid-1970s. It is still a lovely area and supports the residential areas around us. It does not need to be destroyed by lots of high density tall building buildings. Even under the current zoning, we're gonna wind up with five and six story buildings, which is more than we currently have or than I would like to see we certainly don't need higher buildings than that.
- If you don't support existing businesses and retail vibrancy, then anything you add will just make our city worse.
- We need more housing in Berkeley, of all types. And I believe the best plan, as in European vibrant cities, combines retail on first floors, and residences above.
- There is no need to destroy a residential neighborhood by erecting more high rises. There will already be housing at No. Berkeley Bart, and downtown, both closer to transit than this neighborhood. The cost of ruining the neighborhood will be far greater than the benefit to the city.
- I am opposed to upzoning. This is very disturbing. I have lived in Berkeley for fifty-five years. This is really sad. You are ruining our community. The two options below make me feel like vomiting.
- SUPPORT OUR BUSINESSES; SUPPORT SMALL INTIMATE SHOPPING AREAS; BUILD HOUSING ON THE EDGES NOT 7 TO 9 STORY MONOLITHS IN THESE AREAS; THE AMOUNT OF HOUSING ADDED ARE INSIGNIFICANT COMPARED TO DEVELOPMENT OF THE BART STATIONS; OF THE NEW UC HOUSING; OF THE HOUSING ON SHATTUCK. CONSULT THE BUSINESSES; CONSULT THE NEIGHBORS. FOLLOW STATE LAW BUT DON'T DESTROY THESE SMALL SHOPPING AREAS. WE NEED THE TAX BASE;
- Dire housing shortage especially affordable housing
- This area is too congested without BART station, and the character of the area is more about tourism and fancy restaurants, which isn't the right place to build modern high-rise
- This is a beloved and iconic neighborhood-serving commercial district. It would be short-sighted to replace this essential identity with housing without preserving the commercial character, as local independent business areas like this are essential to livable density, access to services, and quality of life for residents and visitors. It's like an ecosystem, and it's important to preserve all aspects. These small businesses are already hanging on by a thread, so they really need active support to thrive and grow. And prevent corporate takeover. Consider incentivizing micro-ownership, cooperative, and live/work models also, to enhance opportunities for business owners /residents.
- We need more housing!
- Same answer as for Solano
- There are a lot of wonderful strong businesses here that should be supported. Repeating my previous comment that more housing = more consumers.
- Housing and street life are key. Dense housing and retail vibrancy make spaces safer
- AFFH!
- We have a housing affordability crisis, which requires us to prioritize new housing above other valid concerns. New housing will have a cascade of positive effects for the local economy, including existing small business. Aesthetics are the least important concern.
- I grew up in a neighborhood during fast densification (2 stories on commercial corridor turning into 7 stories) and I don't believe it destroys the character of the neighborhood. That area is more walkable than ever and the new neighbors support local businesses.
- The proposed building envelopes on N Shattuck should be evaluated on a block by block by basis, as some blocks have little to no residential on the backside and others have architecturally significant structures which should not be dwarfed by a 6 story bldg.

- There is a housing crisis, so maximizing affordable housing is extremely important. It's important to have a mix of income levels to create diversity.
- Berkeley is already too dense. It should concentrate on bringing in businesses not residents. Our vacant buildings, our homeless population, the departure of theatres and cinemas is turning Berkeley into an unattractive place to live. High density apartments will make it more so.
- really self-evident
- It's important to me to encourage the move of young adults (including our kids) from a wide range of professions, to Berkeley
- Berkeley is in a housing crisis, especially for affordable housing
- Housing is too expensive. Most of the residents in these corridors are students!
- Berkeley needs more housing! Berkeley and the Bay Area have some of the most expensive housing in the country, building more housing has proven to lower rents.
- Given our housing crisis, building as much housing as possible is extremely important.
- allowable building designs should keep population density at the present density - - do not let this area become more population dense, it is already crowded and parking has become difficult, the survey appears to completely ignore the importance of street parking availability at the lowest possible price
- Solano, North Shattuck and the Elmwood are the only places left to shop in Berkeley. Downtown is a barren wasteland from what used to be a very vibrant city center.
- Maximizing housing while also maintaining bottom floor retail makes it feel pleasantly European.
- More housing is needed, especially along vibrant corridors
- Preservation of a successful and livable neighborhood.
- Don't want the character of any of these neighborhoods to change. They are such a breath of fresh air from all the boringly tall buildings in other parts of town, and they are part of our architectural history.
- Gilman is a better opportunity for 7 story residential over retail
- You can't kill all retail in Berkeley. We will become in town with only housing and university. We need housing at all income levels not just affordable. The more housing you build the more affordable it will be for everyone.
- the retail establishments here are a vibrant and important part of the neighborhood, now and for the future. local business must not be destroyed. i still oppose very large buildings.
- Need more housing, more affordable housing.
- This neighborhood more than the other three really needs the built in pedestrian traffic from housing to support the businesses. When the cheeseboard is closed it feels like a ghost town. It's really unfortunate that the Safeway didn't incorporate housing into the design of the update to that store/site years ago.
- Again tons of commercial space empty. Parking can be a hassle.
- We need a lot more housing in this dense corridor.
- This is an important restaurant and shopping strip, with potential to be even more lively. At the same time, shadows from taller buildings (including the one currently going up) threaten to cast the corridor in gloomy shade.
- Let people live where they want.
- We need lower rents and lower commercial rents. We need third spaces but commercial rents are too high to support them
- Same as before, need more housing for working class people
- More housing and walkable corridors should be the priority.
- Need more housing! Rents are too high
- We need more affordable housing! It benefits all of us to have less homelessness
- Housing shortage
- expanding affordable housing is important for economic prosperity, reductions in ghgs, equity

- Again, more density means more demand for goods and services, and having them close by will reduce driving or delivery service use and create a vibrant and enjoyable neighborhood.
- Each neighborhood has a distinctive character, which should be not only maintained, but nurtured. Berkeley should not be reduced to "anyplace boring" USA. Architecture is important aesthetically to most, if not all of us, and creates a sense of place. Desirable place. You can make an ugly picture or a beautiful picture with the same paint.. Affordable housing does not need to be ugly.
- Retail vibrancy is key to the other outcomes.
- With two grocery stores and pharmacy etc it's great for everyone
- North Shattuck businesses have a unique character that is essential to the city and neighborhood. Lots of construction could be very detrimental.
- Housing plus jobs! Win, win.
- Housing is needed. People need a place to live.
- Businesses are extremely important in this part of Berkeley.
- This is a great location for additional housing density, with proximity to shops and restaurants and easy pedestrian access to the university and to BART. commercial viability should be increased by turning some of the parking lots and undistinguished one-story buildings into multi-story housing
- Housing is what matters and affordable housing should be funded by general taxes, not "inclusionary zoning" mandates.
- Housing is the core problem we need to address
- Mixed housing is essential in keeping an economically diverse population in contact with each other. When housing segregates by economic level, society also self-segregates, leading to people at different income levels not coming into contact with each other as people, just as the servers and the served. In order to create a diverse society that can see other groups' points of view (and will support and vote for policies that benefit society as a whole, not just themselves personally), we must be in regular contact with those other groups.
Second, we must maintain the retail vibrancy of North Shattuck and the Gourmet Ghetto, because the entire reason this area is a transit corridor is because of its retail vibrancy - because people want to go there.
- we need housing!
- The City of Berkeley has lost retail vibrancy downtown. Existing businesses are difficult to operate and face many challenges. Business disruption during construction is often difficult to survive and residential development can occur in many locations where retail businesses can not be successful. Compatibility between existing commercial businesses and new residential adds further complexity for business operators and has the potential to harm the retail sales tax base of the City of Berkeley.
- See # 8 above. It is important to maintain the vibrancy of North Shattuck that is currently enjoyed by so many and needs to be preserved for new residents. It is also critical not to create a feeling of being surrounded by buildings over 4 stories. Everyone deserves to feel good about where they live, including new residents of proposed housing. Please make sure new housing fits, architecturally, into what is already in the North Shattuck area. It does not have to be ugly and institutional appearing.
- Please look at Center street Downtown or the block around the former shattuck cinemas. Dead zones after developers were given the keys
- See above
- I am against buildings higher than three stories, they block the sunlight. I want to support small businesses, too many existing new buildings have retail space but no small businesses.
- North Shattuck is an important retail and restaurant area. Let's keep it a vibrant area for salability and build up above the shops for expansion of places to live.
- I oppose increased height restrictions
- they are what Berkeley needs
- The region is short millions of homes. If we care about housing costs, greenhouse gas emissions, generational equity, and health outcomes, we need to build more homes. Maintaining corridor vibrancy

is important. People benefit from having shops they can walk to. Although supporting existing businesses is laudable, the broader goal of supporting businesses is more important, not who got their first (although I still support independent, small businesses over chains).

- Supporting the existing businesses and retail vibrancy is the first order of priority for any commercial district. Healthy commercial districts are critical to creating a sense of community for all residents of the city.
- I would like to see more housing in this area.
- More housing = more vibrant retail
- We need much more housing. And we need to avoid the disaster that occurred on Center Street.
- There is a housing crisis.
- The same as previous answer
- These two make a vibrant and healthy city. Attempting to implement the others is useless or actively harmful. Just let people build stuff.
- Develop these areas consistent to what the city is approving in historically black and brown neighborhoods in south and west Berkeley
- More housing is the only viable way to address the housing crisis.
- We already have changed the character of Berkeley far too much with all of the out of scale behemoth buildings downtown. This is a terrible urban planning mistake and will be looked upon unfavorably years in the future. I do not support any more development of these massive apartment buildings.
- More housing by any means necessary
- We're in a housing crisis and a climate crisis. It is absurd that aesthetic issues like perceived height should factor into our decision-making. Imagine you're a super-commuter from Brentwood -- how would you prioritize these considerations?
- The reality is that the standard for affordable housing as defined by the city is truly unrealistic. It is so overly restrictive with income requirements that it disincentivizes the creation of any units of housing due to the high cost burden of creating this "affordable housing", that very few individuals qualify. It is important that we instead prioritize the creation of housing across all affordability levels because the shortage is not just limited to this "Very Low Income" band.
Further, these corridors only remain attractive if the amenities that make them high resource remain after the transformation. I have lived in other cities, such as Denver and Chicago, who can serve as models for these types of transformations. Denver has destroyed many of these high resource corridors by not ensuring that retail options remain accessible on the ground floor. In contrast, Chicago neighborhoods thrive because, even though the city builds very tall, these retail opportunities are a high priority in future developments. It should be top of mind for the city.
- More housing please!
- housing is what matters
- Berkeley, the Bay Area, and California in general all desperately need more housing stock. Busy corridors like this are the perfect place to add it, will help maintain the liveliness of Berkeley and prevent it from becoming a shell of its former self.
- We need more housing. The housing crisis has far greater urgency than any of the other goals.
- Affordable housing, a mix of rental and owned so my kids, their friends, and families can live here. Ideal in all corridors would be to have the rental housing be public (ie, the city or state is the landlord).
- Upzone as much as possible. Build more housing! Support businesses in the area.
- See above
- Affordable housing in Berkeley reduces long commutes for low wage workers - reducing income equity and environmental destruction. Market rate housing WITHOUT affordable housing increases long commutes for low wage service providers. Stepping back upper floors helps to create pleasant and inviting streets and public spaces - more people in public equals more community interaction and less crime. High and low income residents sharing the same public spaces builds societal cohesion.

- Livability is key! For new residents and existing residents. Let's not throw the baby out with the bath water.
- North Shattuck is a transit-rich neighborhood that is ideally suited to dense housing. Make it legal to build!
- See my answers for Solano Ave please
- Retail is key to the vibrancy of the city.
- We only have one chance to build housing in this generation. If construction is going to be disruptive, we should maximize the opportunity.
- Vibrant commercial corridors that are pedestrian and bicycle friendly will contribute to overall community health and profitability.
- More people to enjoy Cheeseboard!
- Unique local shops are part of what makes Berkeley special. You have already destroyed Telegraph Avenue and south Shattuck Avenue. I live in south Berkeley and would love to see other parts of Berkeley absorb their "fair share" of low income housing but not at the expense of the remaining retail corridors.
- I like North Shattuck the way it is. You will ruin it.
- Local retail businesses are important.
- Same comment as in the prior survey for Solano: incentivize building companies to come.
- There are so many empty storefronts and abandoned development projects in Berkeley, so many small business going under, being kicked out because of unrealistic rents by greedy landlords and developers. This directly affects corridor vibrancy. I support small business, not developers. The developers get the contracts, build without any regard as to how it will affect the neighborhoods in the future and then leave. They have no investment in the quality of the neighborhood going forward. I appreciate the possibility for community input. I hope it makes a difference.
- More housing in the top need. Retail will follow. People who are against the tall buildings are selfishly trying to preserve their house values.
- Same as for Solano, both more housing and keeping and supporting existing retail is very important for city
- These complex commercial corridors are essential for Berkeley's future and should not be seen as just housing sites.
- We need more affordable housing while not ruining a vibrant retail area
- we need more housing
- We need more density and housing in Berkeley and less surface parking lot space.
- We need more housing, period. I'll support all efforts to build.
- area better for taller housing
- I lived in a low income unit in a more expensive complex I couldn't otherwise have afforded in Sunnyvale in my twenties and it gave me a sense of dignity and allowed me access to outdoor green space and to feel proud of my home. I want this for everyone, and it hurts no one if we have units that are priced to people's incomes/have housing that is affordable to everyone. Housing in general should be more affordable! This should be a top priority for city leaders.
- We need more housing!
- I am a young person in my late 20s who recently had the privilege of buying my first home. In all of my social circles, I am the only young person who has done so or is even within financial reach of doing so. I am not afraid of density being built in my neighborhood—time and time again, research has shown that housing prices will not fall until we build more housing (at all affordability levels). I want my friends and other young people to be able to build their lives in a place that they love and have contributed to for years
- Respect current businesses and neighbors

- You don't list my priorities: Green Space and low buildings. To solve the housing crisis, simply stop allowing UCB to enroll so many students unless UCB builds enough dormitories east of campus. Our city has been taken over by UCB, which doesn't begin to pay its fair share of city services, so it's our taxes that fund the school. Yes, it's a good school, and we're proud of it, but stop letting it take over our town.
- Housing is good, business vibrancy is good. North Shattuck has strong public transportation links.
- More Housing
- We need housing, not pandering to NIMBY lies and fear mongering about density.
- More density is what Berkeley needs.
The bottom two also seem fine though (transitions & stepbacks), as do the middle two, except that more housing == affordable housing, and prioritizing affordable housing specifically will likely lead to less housing and less affordable housing.
- Please allow the most housing to be built as quickly as possible. If there are too many design and affordability requirements it will take even longer for projects to get built. Lack of housing is a crisis.
- We should be a proper city like Arlington VA. Not a suburban filled with small houses.
- Same as above, these neighborhoods are historic, and deserve a place in the city
- Build more housing!
- See above
- I want to preserve the character of the neighborhood at all costs. Larger buildings don't belong here.
- Density creates affordability which is a top priority for me.
- N Shattuck has some of the most unique and interesting businesses in Berkeley. We should add new housing in a way that integrates with them but doesn't push them out
- The Bay Area has a severe housing shortage. I want the highest density possible.
- Similar to my previous feedback, we need more housing overall ,and more affordable housing as well.
- Same as Solano comments
- Affordable housing is extremely important for allowing people to live. More housing needs to be built to keep Berkeley from getting even more expensive.
- Maintaining retail maintenance and desirability of the Neighborhood along with the character, and maximizing capacity at all levels frees up affordable options throughout the city
- Because I've lived here specifically for over 30 years, I'd rather not sacrifice a beautiful neighborhood on the alter of capatlism to line developer pockets.
Please keep all development south of University and west of Sacramento.
- Build and make it walkable.
- Affordability is the #1 housing problem and must be addressed head on. Shattuck/Gourmet Ghetto is a nationally-recognized neighborhood for it's charm and forward-thinking food offerings, and therefore important to keep intact as much as is possible.
- More housing is needed, plenty of people can afford it. Business districts like this are at the heart of Berkeley as a community.
- We need more housing and a pleasant space for gathering, shopping, and eating.
- North Shattuck works the way it is. Taller buildings and construction of those buildings would be very disruptive.
- I hope workers and customers will be able to live in the neighborhood.
- Housing crisis
- Create the most affordable housing possible
- More housing makes all housing more affordable and retail/restaurants make the area enjoyable to live in
- Businesses all over Berkeley are going OUT of business! Don't add to it. We need the ones we have!

- We need to support our local small businesses and our successful commercial districts for the sake of all residents of Berkeley. We cannot afford more dead zones like downtown and other areas.
- I do not want zoning changes.
- Same answer as Solano Ave.
- Existing businesses and retail vibrancy are what is needed in Berkeley, not MORE expensive characterless housing riddled with vacancies.
- North Shattuck has several 4-, 6-, and 8-plex buildings, newer larger building serving low-income and disabled citizens, charming historic buildings. It is a destination for many people in Berkeley thanks to Live Oak Park, Cheese Board, the Farmer's Market, and a plethora of small businesses that have been there forever.
- The supply of housing in Berkeley is very limited relative to the demand. Affordable housing for many is a wish rather than a possibility.
- Again, housing is very needed.
- We need more housing. It should be affordable, near all kinds of amenities, and a pleasant experience when you come home.
- Housing is more important than aesthetics.
- This is a great location for housing density. There will need to be some careful consideration if this housing isn't intended for cal students, as they could become a significant demographic. If it's not the intent to create student housing - that should be considered in how the units are developed (sized, for example) and rented or sold. It would be so great to have for sale condos or something similar in this zone.
- I already explained above why supporting certain existing businesses is important. Having said that I think this is a less charming area, so I think it is a good area to maximize affordable housing.
- This is a great neighborhood and as many people should have the opportunity to live here as possible.
- Affordable housing is very necessary in this city. So many people that were born and raised here in Berkeley have been pushed out due to the cost of living in the city they once loved.
- Again, it's important to maintain the character and vibrancy of our commercial areas, to keep Berkeley a great place to live.
- Like Solano, the attraction of this area is the retail businesses, shops and restaurants. That said, it is a wider street than Solano, and portions of it are less dense with retail businesses, so more housing could be added without as much disruption as on Solano.
- More housing is needed!
- The businesses support neighborhood needs
- Support first time home buyers
- If we want to live up to what we say we stand for, we need to maximize housing when we have opportunities like this. And the retail of this area is part of what makes our city great, so this project should serve to bolster that.
- Berkeley needs more housing density.
- We need more housing urgently.
- We must allow for growth and new housing and commercial spaces along our corridors. But to maintain vibrancy, we need to ensure that new buildings continue to have smaller and more affordable commercial spaces (ideally buildings with shorter street footprints) instead of overly wide buildings with large retail spaces designed for national chains that can sit vacant for long periods of time
- allowing for housing and maintaining retail vibrancy are the two critical needs.
- North Shattuck is great. Don't ruin it to please developers
- Same as prior
- We have enough expensive housing- get affordable!

- North Shattuck serves as a retail district that supports the community.
- Taller buildings should be in downtown. These areas can be less tall and still achieve housing goals.
- Businesses on North Shattuck make the neighborhood
- Must increase housing to keep Berkeley/CA vibrant at all levels, important to support retail and businesses that make people want to come to this area
- Berkeley needs housing! Especially affordable housing
- Retail is suffering throughout the city. Creating vibrant retail corridors provides important public spaces for socializing and community engagement and resources.
- We cannot park and shop downtown so we choose to go to 4th st where there is parking and variety of shops/restaurants. Give the retailers good deals to new spaces- bright light and parking.
- Same answers as before
- I care about maximizing housing production near walkable places.
- Vibrancy good
- Maintain (improve) corridor retail vibrancy: This is what brings people to a commercial corridor. Even if taller buildings are built there if the vibrancy is missing residents will go elsewhere to eat, drink, shop. Stepbacks for tall buildings: again prioritize retail vibrancy
- Preserve old Berkeley. Stop greedy developers.
- Why not develop the existing corridor along Shattuck, Telegraph, and San Pablo Avenues where empty buildings are abundant? End the blight before destroying the neighborhood shopping areas.
- Building at all affordability levels is the best way to bring housing costs down across the board. Maintaining a vibrant commercial district attracts foot traffic from the neighborhood.
- Housing is our number one priority as we need to expand the supply to meet the demand.
- Low income housing!
- Downtown Berkeley has already built an enormous amount of market rate housing over the past decade, all of which is wildly expensive.
- Housing can be built in areas that do not impinge on business areas. Housing should not be more than 4 stories.
- As a Berkeley renter we need more housing! And more affordable housing. This will give us lower rent and let us sustain more local businesses to keep the community vibrant!
- Maximizing housing across all levels to increase supply is the most critical thing we can do anywhere in Berkeley. We want more people, we want to build a larger tax base, and we want to build on the community vibrancy and support businesses in the area.
- Small businesses make Berkeley what it is.
- More housing will reduce rent burdens and make Berkeley more affordable
- Numerous units in the city are uninhabited while affordable entertainment is almost non-existent for the people that do live here, much less the imagined tenants the culture is being destroyed for.
- We're in a housing crisis, and this should be the top priority.
- This is an important commercial area already with good connections to BART; lower cost housing would allow my family to live there
- Functional neighborhoods need both retail and housing
- This is one of the last vibrant neighborhoods in Berkeley that you're going to ruin with massive buildings and no parking just like you did with downtown. There are already so many projects built or being built with hundreds of empty apartments why do you keep building. The only people who want this are developers making money. You're making a town no one will want to live in.
- Maintain the character and functionality of the neighborhood
- just open up the zoning to include high buildings for multiple purposes and ignore the NIMBY people. the more Berkeley has done this already the better it has become. I'm 55 year old born in Berkeley guy

and Berkeley has improved more and more with any increase in density and development. You (the city), we (the whole world), we can't control every last thing. Just do this and the rest will follow. All the city planners, urban planners, etc. all know that this works.

- Housing and a great commercial corridor is what matters.
- Keep character of neighborhood and Berkeley.
- Keep the sense of neighborhood and historically important businesses.
- I ONLY HAVE ONE PRIORITY - SUPPORT EXISTING BUSINESSES - NO MORE BUILDING, PERIOD!!!!!!!
- Housing remains a top priority both locally and statewide, especially affordable housing. However, providing it at all affordability levels makes construction more feasible and encourages social integration across different socioeconomic strata.
Secondly, Berkeley needs to improve or at least maintain its retail vibrancy in order to increase foot traffic, quality of life, and economic activity. Without a strong revenue source, small businesses struggle under the weight of rent and tax.
- We desperately need more housing. It should be whatever the market will bear - let the developers figure that out. Every market rate apartment that gets built in Berkeley lowers rental rates of existing units - it's the law of supply and demand. More units will get built if we relax rent control regulations. Build build build! I have no design concerns about setbacks or transitions. However, I am extremely concerned that we maintain the retail vibrancy and support existing businesses. What is Albany doing so much better than we are? Our city's retail is dying! How do we require developers that buy up zoned property to leave their retail alone until right before they build so we don't have a fiasco like what has occurred on Center Street Downtown?
- The city and state need dense housing after years of manufactured shortages.
- There are vibrant, successful stretches of commercial district that should be maintained as-is (ie. Cheeseboard area). Focus on improving the less successful stretches occupied by vacant banks, etc. This commercial corridor has potential to become much better. Don't sacrifice this opportunity for too tall buildings, or stretches without retail that breakup pedestrian shopping experience.
- This is a busy thoroughfare that could support some taller buildings because of the wider streets.
- We need vibrant neighborhoods at all income levels.
- Upper Shattuck is home to many vibrant and historically important businesses. They must be maintained and protected.
- We need housing more than anything else.
- appropriate for commercial area downtown
- Keeping & supporting local businesses vital to our community.
- Because you are ruining our neighborhoods. Stop this madness.
- We need diverse housing options that cater to all income levels AND to maintain the vibrant retail spaces that make these desirable neighborhoods to live and work in.
- California has a housing crisis, so building more housing at all affordability levels is critical. Also, I enjoy the vibrancy of the corridors--they help make Berkeley a special place to live
- We need affordable housing in Berkeley. It need not come at the expense of retail and small businesses. In fact without the charm of retail on this corridor, it could be anywhere in suburbia USA. Berkeley residents should be able to preserve that look and feel. It's disheartening to see what has happened in downtown on Center Street. The city, its residents and small businesses are left holding the bag in what now looks like a wasteland.
- The most appealing neighborhoods to live in high density urban style buildings are the ones that have vibrant street life, which relies on businesses. When everyone compares places like NY/Paris or other European cities as a model for higher density urban places with smaller dwelling units where people still want to live, those places have cafe/bars/restaurants/small grocery within a block of each dwelling unit if not on the same block. Compare that with the lack of appeal of downtown Oakland, which should otherwise be a The most appealing neighborhoods to live in high density urban style buildings are the ones that have vibrant street life, which relies on businesses. When everyone compares places like NY/Paris or other European cities as a model for higher density urban places with smaller dwelling units

where people still want to live, those places have cafe/bars/restaurants/small grocery within a block of each dwelling unit if not on the same block. Compare that with the lack of appeal of downtown Oakland, which should otherwise be a fabulous place for high density: downtown Oakland only got a housing boom in the last decade as a bedroom community for SF workers, but for being so central to the bay, extremely well connected by transit, closeby to Lake Merrit open space..etc.. it's not a place as DESIRABLE as Rockridge which has a bustling business street. When I briefly lived in downtown Oakland decades ago, it was over a mile to get fresh produce, and the closes cafe was donuts five DESOLATE block away. Surprisingly now with dozens new housing towers, it STILL doesn't have a grocery or pharmacy, and streets are still largely deserted. Developers seem incapable of building functioning retail districts or street vibrancy, so if the retail on Solano gets killed off in order to build residential, it will not be successful urban infill, will lose walkability, and instead be like a super high density suburbia. place for high density: downtown Oakland only got a housing boom in the last decade as a bedroom community for SF workers, but for being so central to the bay, extremely well connected by transit, closeby to Lake Merrit open space..etc.. it's not a place as DESIRABLE as Rockridge which has a bustling business street. When I briefly lived in downtown Oakland decades ago, it was over a mile to get fresh produce, and the closes cafe was donuts five DESOLATE block away. Surprisingly now with dozens new housing towers, it STILL doesn't have a grocery or pharmacy, and streets are still largely deserted. Developers seem incapable of building functioning retail districts or street vibrancy, so if the retail gets killed off in order to build residential, it will not be successful urban infill, will lose walkability, and instead be like a super high density suburbia.

- Unlike the Solano corridor where many apartment residents may have need for cars due to it's distance from many amities, the North Shattuck corridor with its adjacency to nearby downtown Berkeley and the University are a prime location for denser housing as the need for personal transportation is less. Additionally, the green medium strip down the middle of Shattuck should be preserved to provide a calming relief to the area. A small park/playground is also needed somewhere along corridor if there will be additional housing.
- see above. also, there may be buses along this stretch, but it is not near bart. fill in density close to bart by developing the empty lots/buildings along shattuck south of downtown. that is an eyesore. this is a jewel.
- We need more housing and we need more than just luxury housing
- Height limits and housing for employees.
- It's *already* a major residential and retail corridor. That's great! I don't see how adding more of the same jeopardizes what's there, or the "neighborhood character."
- City tax revenue maximization and resident concern minimization (#1 resident concern is the cost of living)
- We have a housing crisis!
- Unlimited housing plus commercial density!
- Housing is the most important thing and I think it works great in a mixed use neighborhood.
- Building more housing (at any price level) makes all other housing more affordable. Don't fall for the "not enough affordable" NIMBY excuse for not building housing. Just make sure that lots of fun, quirky retail isn't prevented. Commercial corridors are what makes neighborhoods (and Berkeley overall) interesting. But it's OK if we need to replace or upgrade existing businesses. Turnover is fine, but please try to avoid what's happened in the Trader Joes building or at University & Shattuck where the only tenants are things like banks that aren't very fun for most neighborhood residents and visitors.
- Housing affordability has been conclusively demonstrated to be primarily a supply issue (zoning restrictions, along with building and permitting costs are also a factor). Market rate projects get built faster and bring more housing online quicker, which creates more space for everyone. It's not trickle down - its expanding the pie. And Shattuck is a big street. There are already tall buildings there - more would not make much of a design difference, and would likely only be built slowly anyway.
- The housing shortage is the most important issue in Berkeley; we need as much new, dense housing as possible, as quickly as possible, and at all price points.

- Again, this is not the place to put in too much housing. It is a busy retail area and should be encouraged to become even more so. The main place where space is poorly used is at the intersection of Shattuck and Rose. This could be turned into a small park or even a small apartment building. Right now, it is wasted space, and the entire layout of the roads is convoluted and, because it is confusing, it is also dangerous.

College Avenue

Design and Land Use Considerations - Comments

Please feel free to add additional design considerations and provide any additional comments to support your ranking of the design considerations above.

Total responses = 434

- Please keep historic elmwood the way it is and support small independent businesses. Build tall buildings and affordable housing in the downtown area or elsewhere. We don't need taller buildings and more people and traffic on College Ave. It's already bumper to bumper down a very narrow Avenue during peak times and there isn't much parking.
Also, the housing building being built next to Whole Foods on Telegraph and Prince is such an eye source and creating more congestion. I pray they are building an underground parking garage as there is no where to park for the residents and employees who take up all the parking. In the last few months, red curbs have suddenly appeared on certain streets.
- Architectural style should comport with existing buildings (unlike the Dreyer's building). Design to encourage street life.
- No additional height should be permitted in the Elmwood district
- Anything new should be reviewed by neighborhood residents for design compatibility.
- when looking up toward College Avenue from the west side ,, it is critically important to be able see the distant trees and hills above the buildings on College.
- have max 3 stories
- The area of college avenue is one of the only functional and thriving businesses areas in the city. Leave it alone and focus elsewhere, or if you must destroy it, please only do so at the expense of affordable housing, not more luxury buildings.
- Keep College Ave. as nice and as safe as it is currently -- a good walking and window-shopping street.
- Do not a
- I do not feel that College Avenue provides sufficient space for additional housing or higher building due to heavy traffic at peak times and narrowness of College Ave. itself. There is no parking available for additional cars of would-be residents. Quality of life of the surrounding neighborhood would suffer.
- -Affordable housing in this area will be taken up by students and not by people who need it . So I am afraid of the large apartment buildings will make College like down town Oakland. Large. buildings and no retail is not what we want.
- Berkeley has MANY other neighborhood s better suited buildings taller than 2 - 3 stories that are in desperate need for redevelopment and rejuvenation. Shattuck and San Pablo avenues are prime examples of corridors that are totally under utilized and in bad/sad shape.
Adding taller buildings along the Elmwood corridor will have a detrimental impact on the lovely and lovely community place which is currently thriving there.
IF the others areas of west Berkeley, Shattuck and San Pablo had already been fully built out and fully utilized THEN we could consider these upsizing plans.
- I think any design changes on College Ave should depend on existing buildings, not imposed on them, so that the charm of the neighborhood isn't destroyed.
- Limit the height of new construction and require neighborhood input on design of new construction.
- Do not add anything else to this neighborhood - it's working very well for the businesses here, and there is plenty of multi-family and student housing already in the area. Please leave it alone. Thank you
- I wish you could raise zoning to 4-5 stories but not higher.
- traffic is bad enough without more residents

- The idea of increasing housing density on this already high traffic two-lane street is ill-conceived. The traffic situation at both Ashby & College and College & Alcatraz is a bottle-neck most of the day and it is very unsafe for pedestrians and bicyclists. Not to mention the level of pollution caused by all the cars and trucks. If the idea is to build apartment complexes in "high-resourced" (i.e. wealthy) neighborhoods, Claremont Ave. at the intersection with Ashby and with Alcatraz would have been a much better choice. Claremont is a 4-lane street and there are already commercial buildings at those locations: An under-used gas station and a car repair garage and an under-used medical building and one-story small commercial buildings that change tenants frequently.
- Do not turn college ave into residential high rises. There are many unoccupied buildings throughout the city that need to adjust their entry level price.
- do not change the Elmwood District
- There is no question about traffic. College and Ashby are already severely impacted by congestion. Adding dozens and dozens of new units this far from Bart makes no sense. Surprised car congestion and the choice of these zones is not part of the survey!
- At the St. John's meeting, the planners recognized that zoning opportunities are limited in the college Avenue commercial district. What saddens me is the lack of recognition towards resources for middle and low income people that are not housing. For example, the most possible places to build in this district are the corners, which all have resources that are not only used by the neighborhood, but many neighbors and myself who live outside the district and frequently come in. We use the laundromat quite a bit, of which there are now already fewer and serve middle/low income people..
A planner seemed to dismiss the need for an in person bank or post office, (that are on the corners. But with increasing dangers of going online, I know more and more people who prefer to use the services in person. It's also place where you may run into someone which is part of building community.
. One of my biggest concerns is the construction noise, losing many special small businesses.. with the huge building boom of the last few years and more to come, many of the small businesses that have given Berkeley, part of its special character have had to close. Having spent 16 months across the street from the big construction going on at Sylvia Mendez school, I'm certain we would lose more and more of that character whenever contraction is happening next to the commercial district, even louder in such tight quarters.
College Avenue now has sewing and knitting shops that bring groups of people together. I've seen more families coming on college Avenue since 5 Little monkeys opened up at College and Russell.
The restaurants are good, but reasonably priced for the Bay Area.
Please consider the quality of life for all current and future residence when making these decisions. Please also consider negotiating more from developers, who are approved here,. I understand that in some European cities for every big building that is built, things like Parks and improved roads are part of the deal.
Again, it's about quality of life for everyone. C Hi sweetie
- Focus on Bart areas & transportation corridors and finish what has already been started! By the way, I live below MLK/Ashby area. Allow duplexes & ADU in more areas.
- Please keep the Elmwood as it is. One of the few neighborhoods not ruined in the City of Berkeley
- It would be nice for the buildings to have setback requirements to allow for some greenery to soften the aesthetic instead of having hardscape-to-hardscape.
- The main concern of mine is an increase in automobile traffic if residential units are added in these business districts.
- Ideally this strip should be pedestrians-only with a single, bollard-protected cut-through for buses only. Trying to accommodate cars and humans in the same tight space is not possible, and if cars win, the whole plan falls apart.
- tall building will significantly alter the beloved College ave corridor. sunlight will be limited to a few hours a day. Put it elsewhere....housing is important but NOT in the main shopping blocks.
- i think this is a stupid idea
- College Avenue is beautiful. Please do not destroy it with ugly tall structures that block views.
- The area is already crowded with shops, foot traffic, and especially, cars. Build multi-story buildings elsewhere, like on Shattuck or Telegraph.

- Restricting height requirements for housing maintains a community feeling the promotes families and small businesses.
- I don't want any changes to the College Avenue retail zone. Leave this area alone and build on another street like Telegraph Avenue
- I am completely opposed to this. By taking out the current, historic buildings, you will be ruining the Elmwood and any pedestrian shopping.
- **PUT NEW HOUSING ON ASHBY AVE, NOT COLLEGE!!!**
 There are so few areas in Berkeley that draw people to its uniqueness. Please don't take that away from this small section of College Ave. Please alert the commission that it makes more sense to put new housing on Ashby Ave, which can handle more traffic than College Ave. And where is the traffic and impact study?
 Also the designs I've seen do not fit in with this neighborhood. Please redesign to maintain the character, a softer, less austere look. If the main purpose is to provide more affordable housing, then more units should be designated to be affordable (without increasing height!!)
 These land use considerations above can be construed in so many different ways that it's difficult to respond, because each can mean a different intent to each reader.
 Balconies are not often attractive and are sparsely used. Open spaces are preferable.
 I think most people are in favor of affordable housing. It's the way you're trying to force a square peg in a round hole, in this neighborhood, that is disconcerting.
- The big issue in Berkeley's economic corridors is retail vacancies, and the way that this intersects with inequality - pushing out local businesses and favoring developers and landlords. That is AGAINST the values of inclusion and economic opportunity for all that so many of us are trying to live here in Berkeley. I don't want to see current businesses in the Elmwood pushed out so that developers and landlords can raise rents, I don't want to see vacant retail space that local businesses can't afford. And I do want to see policy solutions for this persistent problem of retail vacancies from the City of Berkeley. I am really frustrated with the City for prioritizing landlords and developers, and I want to know how you will keep retail space affordable so that we can support East Bay business owners and entrepreneurs (e.g., setting rent fee ceilings, vacancy taxes, fees for delayed construction).
 Look, I'm a YIMBY. I am 100% behind building more dense housing in Berkeley - I live off Telegraph and am supportive of the 6 story building that has been zoned to be built literally next door to my house. But we don't need every microneighborhood to look the same. I don't really believe the Elmwood neighborhood should be prioritized for housing. That is not why people walk up to this neighborhood. We go to the Elmwood - our neighborhood Main Street - to go out with friends, to buy birthday gifts, to get a book from the library, to enjoy work over a coffee. It's an economic and social zone, and it offers something different that they higher density housing and transit we are building out along Telegraph and Adeline and south of campus. We don't need or want everywhere in Berkeley to be the same - we all benefit from the different features of each area.
 If you guys are really going to do this - build out housing along the Elmwood - please please please remember that people already live and work here. You cannot keep doing development in Berkeley and expect people to continue to support it if you don't solve for the problems that it is creating - pushing out businesses, creating retail space that sits vacant for years, allowing buildings to be demolished without financing in place to actually build.
- You cannot make changes tot the Elmwood and expect it to look unchanged. You can't make modern changes and expect it to blend with the historic atmosphere of College Avenue. **TALL, HIGH-DENSITY BULDS WILL NOT FIT. THE CITY OF BERKELEY IS ABSORBING AN IMMENSE AMOUNT OF NEW CONSTRUCTION.**
- Elmwood/College Ave. currently functions as a high-density business district and transit corridor and there's no need to increase housing on this narrow 2-lane street. Housing is plentiful on College in the stretches between the Elmwood and UC campus, between Ashby and Alcatraz, and in the surrounding neighborhoods east and west of College. There are many apartment buildings and multiple-unit houses. Most lots on College already contain more than one house, and ADU zoning changes are increasing the number of units per lot now. The 2-block long street I live on (west of College) already contains 2 apartment buildings and 3 multi-unit houses. In the past year, 2 new houses have been built per relaxed ADU permitting and a third house is beginning construction now. The College corridor is already a high-density neighborhood, and neighborhood quality will suffer from the impact of construction of high-rise housing and increased population.

- Maintaining the vibrancy of the commercial establishments is very important.
- This section of College Avenue is an inappropriate location for taller buildings regardless of design. And affordability is a myth.
- You don't ask several very important questions including: parking questions (where are all these new residents going to park their cars?) and also architectural - and also, light - with the exception of Ashby, the streets are narrow. Tall buildings will choke off the sunlight.
- Stop trying to destroy our neighborhoods!!!!
- Do not remove any of the existing buildings built before 1960. Many are already mixed use. Developers do not create affordable housing-they just pay the city more money. Its vile. Unethical.
- Seems like a push poll meant to show support for tall buildings. I disagree. Berkeley is one of the few places around with interesting architecture and neighborhoods. And I say this as a renter, not a nimbby.
- If the added housing is not entirely affordable, what is the point? The largest employer in Berkeley is UC. Take a look at what the staff earn and see if a \$3000 rent is "affordable."
- *Any new building should be compatible with their surroundings by thoughtfully referencing the scale, forms and materials of the historic context, rather than overpowering it.
 - *Scale and massing; The design might incorporate strategies to reduce its perceived mass at street level, such as using setbacks or stepped facades. For example the lower floors might align with the 2 story buildings, and the tower portion would step back, making it less imposing to pedestrians.
 - *Breaking up the buildings facade into smaller, varied sections to help create a sense of human scale that reflects the rhythm of the surrounding 2 story structures.
 - *Use materials, colors and textures that engage in a "dialogue" with the historic structures. This could involve using a brick or mason base to match the historic buildings before transitioning to more modern materials like glass or steel on the upper floors.
 - *Simplified elements Instead of copying historic details, the high-rise can abstract and simplify the architectural features found in the Elmwood, such as reflect the proportions of the windows or rooflines of its neighbors in a contemporary form.
 - *Contrasting yet harmonious: The design may employ contrast to intentionally highlight the deference between old and new. This works well when the contrast is purposeful and the newer elements do not overpower the historic character.
- WHY ARE YOU NOT PROPOSING THESE CHANGES FOR SHATTUCK SOUTH OF DWIGHT? SHATTUCK IS ALREADY COMMERCIAL WITH 6 LANES FOR CARS: PARKING + 2 LANES IN EACH NORTH/SOUTH DIRECTION. COLLEGE AVE. IS WAY TOO SMALL & OFFERS LITTLE PARKING.
- Current zoning already allows for taller buildings than there are on that part of college. I feel there is no need for up-zoning and that it would ruin the current charm and functionality of the street.
- I fear the city will not pursue sensitive design. There are already tall building corridors on Adeline, Telegraph, and San Pablo - please don't screw up this corridor with more thoughtless, ugly buildings. Use sensitive, SMALL SCALE infill.
- When you say maintain ground floor retail along the entire corridor, I am assuming it is just the two areas that are currently heavily commercial and not the residential stretch between them.
- By not important at all it means I oppose the considerations proposed. I do not want taller buildings on College Ave.
- No change is needed
- The choices are all high density. If state law essentially leaves these as the only options open to cities, that should be made clear to the stakeholders. There's an impression among residents that they can stop what state law allows for new housing development
- Keep as is
- I want things to stay the way they are
- The Elmwood district should remain as it is as a place popular to frequent by the whole city and surrounding cities as a vibrant shopping and dining corridor without high rise buildings.

- Please leave the Elmwood alone. As it is now is very pleasant and serves us well. We do NOT want any additional development on College Ave. We do not want the charm of the Elmwood diminished by more development.
- College between roughly Russell and Webster is PRIMARILY a low-rise commercial district. That needs to be maintained.
- I am completely opposed to taller buildings along College Ave. This will substantially change the neighborhood and result in deterioration in the quality of life for residents as well as long time business owners. Moreover, traffic, which is as already congested, will only worsen. This will no longer be a destination walking neighborhood. The questions above are phrased in a manner that assumes the change will occur. Where is the demonstrated need that more housing is needed on College Ave? Why not stick to already zoned areas like Telegraph and other streets that do not have the same historical feel and significance?
- i don't want any part of Elmwood destroyed
- There are way more appropriate places in south Berkeley to maximize housing. College avenue is NOT an appropriate place, in my opinion.
- For a high-rise building to fit into an historic area of two-story buildings, the architectural design should be contextual architecture or sensitive infill development. This design aims to create a harmonious relationship between the new, larger structure and its smaller, historic surroundings, rather than simply standing out. The lower floors would ideally match the two-story height of the historic street line, and the tower portion rises above and behind it. The historic buildings on either side remain the dominant feature from the street level. The ground floor and lower levels should have a human scale and incorporate detailing, window patterns, and entrances that are in dialogue with the historic surroundings.
While the new building should not replicate the historic one, it can incorporate simplified architectural features that reflect those of the historic building. This approach maintains a balance between differentiation and compatibility.
- I don't think the old existing buildings on college avenue should be replaced by taller buildings. I don't understand some of the questions like curb cut, and also patios in relation to college ave. I hope the neighborhood retains its charm and is revitalized by finding a way to encourage landlords to rent their empty storefronts. I also think there are better uses of taxpayer money than reengineering college avenue sidewalks.
- Please think about the charm and view of businesses and residential communities.
- Berkeley is getting too crowded!
- I do not support the addition of additional housing on top of existing businesses in the elmwood district
- "I strongly oppose the rezoning or upzoning of College Avenue. This plan will permanently alter the historic and architectural character of Elmwood and force out the long-standing merchants who have served this community for decades. Increasing building height and density will not create affordable housing — it will invite speculative development, raise rents, and destroy small businesses. I urge the City to remove College Avenue from the Berkeley Corridors Zoning Update and preserve the Elmwood Commercial District as a historic, small-scale retail neighborhood."
- College is a very small area. We don't need to expand housing in this historic neighborhood. The area is already so congested with traffic and tables on the sidewalks making it difficult to get to or maneuver around, Look at what has been done with these many high rise projects? They block off the sidewalks and streets with their construction vehicles and build right up to the sidewalk with no open or green space. Look around at how many spaces Gordon Reality has up for sale or leases. College has managed to keep most buildings occupied and maintain its quaint and historic nature. DO NOT BUILD UP IN THIS CORRIDOR!
- Please retain the existing businesses along College in the Elmwood. People come from all over Berkeley to enjoy the attractive shops and restaurants. Do not increase the current height standards.
- There seems to be so much "private open space" downtown in the new buildings that we don't see much evidence of residents as part of our community .
- College Ave is a NARROW, very busy traffic street. But, because of the classic buildings and sunny sidewalks, it's a warm+friendly pedestrian walking street. Adding tall residential buildings without

parking will not only increase the nightmare traffic but will also create a dark corridor that is cold and unfriendly. I understand your desire to offer residential housing, especially low income, around the most popular pedestrian shopping streets but College Ave is far more narrow than the other targeted corridors Solano Ave and Shattuck Ave. I do support taller building on the wider commercial streets within walking distance of College Ave (i.e. Telegraph Ave, Ashby Ave)

- Maintain the character of the existing neighborhood!
- The proposed upzoning is too open ended. I went to a presentation on the Elmwood and it was clear that once the upzoning occurs, we've lost all control due to (the argument) state law. I felt like the Planning Department presentation was deceptive
- The most important thing is to keep the commercial area of College Avenue in tact to support the businesses and maintain the sense of community. Adding housing to this small corridor will not measurably improve the housing situation or reduce costs. There will be so few housing units added. Building on the outskirts of these small commercial areas makes sense. I VOTE FOR NO ZONING CHANGES ON COLLEGE AVENUE.
- DON'T CHANGE THE ELMWOOD! It works well as it is and has a distinctive character that "city planners" (HA!) seem to want to destroy. There are OTHER areas of Berkeley that COULD use redevelopment and solve the same problems (to the west, closer to the bay) - or are you afraid of displacing the homeless who are already there??? In the meantime, you will create a huge nuisance in an already-established area that it will then take you years to revamp. Neighborhoods that developed organically over the past century-plus have thrived for a reason - they are inviting and pleasant ... at the same time other areas (often in the "lowlands," close to former manufacturing and transportation hubs) are decaying and decrepit - THOSE are the ones you should focus on to make a better living experience for all. I understand that you're trying, but (as usual), politicians and developers often get it wrong. They have no over-all vision for the area as a whole. They focus on already vibrant areas, and that is what you are currently doing with your plan for these three corridors. You should look at areas that NEED redevelopment, not areas that don't!
- I am completely opposed. Elmwood is a historic neighborhood and shouldn't be turned into more housing for Cal students.
- Keep College Ave. the way it is..successful.
- I do not think any tall buildings are appropriate for the Elmwood district
- I support retention of the two-block College Avenue business district the way it is. It is a joyful place to congregate, shop, eat and do business. Its human scale is a big part of its continued success.
- Leave College Ave as is. Too dense and trafficked already
- Should not add building above 2 stories AT ALL!!
- College Ave is too narrow to accommodate these proposed large buildings. Unlike Shattuck and Telegraph.
- These questions all presuppose that I am in favor of new tall buildings on College Avenue, which I am not.
- Maintain ADA accessibility — need mid block ramps, need full width even with tables out front of restaurant. Also should only be affordable housing—100%. We're one of the wealthiest neighborhoods and it is time to diversify.
- Do not build in the Elmwood!! Respect the neighborhood!!!
- No tall buildings please.
- Please, no new buildings that degrade this lovely historic stretch of College Ave.
- College Ave. should be left as is and not turned into a housing project!
- plans as presented are horrific. Leave the Elmwood district alone. fine as it is now. It is where I shop for clothing, shoes, go to movie house, the only one left in Berkeley and eat at the restaurants.
- I am not in favor of any change to the buildings along my neighborhood shopping area. Any construction even adding one story would significantly change the nature of this area and cause significant disruption

in the neighborhood. Additional people that would be living in the area together with additional vehicle traffic would be intolerable. Don't turn it into an urban eyesore wind tunnel. NO REZONING IN THIS NEIGHBORHOOD

- As a 3rd generation Berkeley person I think it's important to keep the existing buildings along College Ave. Don't lose what makes Berkeley unique. I remember when the Maybeck Newman Center (a beautiful building) was demolished and an ugly parking structure or ugly 60's style block building was built in its place. A great loss and a stupid choice. Please do not make this mindless choice again.
- Housing in Berkeley is desperately needed and College Ave represents a great opportunity to increase housing density; at the very least, creating student-friendly housing that will "soak up" demand and allow other areas of the city to house long-term residents without that pressure. 2 and 3-story housing already exists in many areas of the College ave, corridor, and as long as the buildings are aesthetically adequate it wouldn't change the character of the neighborhood much--and in fact would add much-needed youth and vitality to a mostly-elderly population.
- Existing building facades should be maintained as much as possible - historical neighborhood appearances need to be preserved since they've been lost throughout Berkeley - future visitors will greatly appreciate it -
- the proposed density development with tall buildings planned will absolutely destroy what makes the neighborhood lovely now. HIGHLY OPPOSE!
- UNLESS there are major changes to provide bicycle safety, bicycles should NEVER BE ALLOWED ON COLLEGE AVE!!! Traffic on College Ave goes far too fast = typically 40MPH when traffic is not at a standstill = and traffic is far too crazy!!!
- The College Avenue district is historic and adding a multi story apartment building to the site is not desirable. It is important to keep the charm of the existing shopping district in tact. There is space for a multi story building on Ashby and Telegraph. Don't ruin the historic character and charm of one of Berkeley's most desirable area--there are other places to build more housing along major transportation corridors such as Telegraph, Shattuck, Ashby, San Pablo and University Avenues.
- First, please fix your diagram. The red lines suggest the R-2 zoning along College between the two C-E and C-N existing Corridor zones will become C in the future. Is that what you mean, or do you just want to scare people? Second, your questions are so poorly phrased they will elicit spurious negative responses. "Maximize new housing" simply lies by suggesting the City can maximize anything without direct City investment. "Build new housing at all affordability levels", or "Enable development of new housing at all affordability levels" or "Support", or, to be more proactive for C-zoned areas, "Subsidize the construction of" might work. Third, why suggest curb cuts are bad for pedestrian and bike safety? We fought for years to cut curbs for wheelchairs, walkers, and baby carriages, and spent a lot of City money to do it; in parts of West Berkeley, it was easier to do than along College. Are the people who wrote this question new to Berkeley or just ignorant of accessibility law? And this is question 1, not question 2. Learn to build a web page.
- Keeping sunlight on the street, for a welcoming environment.
- maintain the charm that has kept this corridor special for decades
- College is extremely congested with minimal parking for existing residents. There are alternative corridors nearby (such as Claremont) that are much less congested. Traffic flow is already not well regulated between Alcatraz and Ashby. This leads to erratic driving and unsafe conditions for pedestrians. In addition, Berkeley has limited business corridors. It seems unwise to further limit business opportunities to create housing when other areas can be explored. And why limit public services such as the post office? There are plenty of neighborhoods in the city that are residential only. Increase occupancy in those areas. Many are near to the college corridor.
- Keeping the existing feel of College Ave is very important...adding taller building on this street is not what will continue to this feeling of the neighborhood
- Nothing over 4 stories. Do not create wind tunnels. Do not create dark areas where the sun cannot shine.
- Explore developing other Areas Telegraph Ave., Sacramento, University Ave., San Pablo Avenue
- Apartment houses everywhere has ruined downtown Berkeley. Don't do it again in the Elmwood!
- This assumes defacto that this has passed. This survey is bogus.

- I support creating more housing and maximizing land use. Nonetheless, the Elmwood isn't something you can remake. In the pursuit of doing better, can't we preserve what's good (two blocks of a historic town center) and improve upon what could be better (single family housing everywhere surrounding it).
- College Ave is already congested with traffic. It is a narrow street that is overwhelmed often by the volume of cars. Drivers get frustrated and when they get an opening, they speed. Unsafe and difficult already for pedestrians. More housing Donna's good on the face of it, but College Ave is not built for more traffic. It is already overwhelmed.
- THIS SURVEY IS BOGUS! Other than the city parking lot and possibly the 7-11 lot, the proposed locations are not appropriate for tall buildings. Also, the Ashby corridor west of College is more amenable to high density development.
- Stop upzoning and focus on revitalizing downtown.
- STOP BUILDING!! I'm a 4th generation Berkeley resident and this city is becoming unrecognizable and TOO DENSE
- I own a home within a block of College Ave., and I love the neighborhood and I think we need more housing. I support building more housing along the corridor. I also think more housing could help make the neighborhood even more vibrant and appealing.
- The area is tight, but Berkeley needs more housing options and it can't always be in someone else's neighborhood. My main concern is with projects that displace existing businesses, particularly long-standing and unique businesses (such as the Elmwood theater).
- First, you assume that I am in favor of building taller buildings on the College Ave corridor. I can't even answer many of the questions in this survey because I don't even want the taller buildings on the College Ave corridor.
You either need a more open survey or to ask specific questions like, Do you support allowing taller buildings in the College Avenue corridor? If so, answer questions 1-5, or something like this.
Question 4. Is exactly to this point. This is a biased survey.
I feel like I have no voice in Berkeley right now.
- Height limitations SHOULD NOT be increased along the College Ave corridor. This survey does not allow residents to object. We are only able to select between options that are aligned with your views. Where do we give our input?
- In the context of already having radically changed zoning for all the Berkeley Flats - please slow down the massive changes. We already have many changes that will increase density, impact parking, have environmental impact.. Now, beloved businesses and views of the hills will disappear; we will lose something precious to our community and broad-based appeal. You don't have to turn this into Emeryville.... We don't need another high-density shopping zone. Please leave College Avenue alone. There are already vast changes ahead - and tons of building downtown and throughout Telegraph, Ashby, Etc. but developers' greed know no limits. Please leave college Avenue alone. Please stop.
- New buildings should be designed in a way that maintains the small town feel of the neighborhood.
- Let's not change college avenue's small town feel.
- support the Elmood, support pedestrian only blocks, limit cars on college avenue at all costs.
- Minimize the already excell density on College
- Transparently address and mitigate the consequences of rezoning Elmwood. Adding this much density means Fire and earthquake safety and evacuation routes for current Berkeley residents are threatened. First responders and safety experts must approve the plans and assure the public they are safe. Home owners must be guaranteed that their home insurance rates won't go up or be cancelled as has happened all over California in dense and disaster prone areas. Traffic congestion on side streets (Cherry, Piedmont, Russell, Webster, Linden, Pine, Magnolia) must be prevented. Unfinished development in Berkeley must be finished and filled with tenants before Upzoning Elmwood is considered. Provide transparency on how many units are under construction in Berkeley already and establish a goal of how many more we need, if any. Your goal has to have a rationale beyond that people want to live in the Elmwood and Berkeley. . We already have Middle housing zoning in effect and hundreds of apartments and thriving retail and restaurant life in the Elmwood. Don't mess with success. SB79 will affect Elmwood. Wait for that before considering Upzoning. Berkeley has been developed greatly in the past twenty years. You're acting like it's an emergency, Take a pause. College ave is too

narrow for the height and density you propose. It just is. The city has no power to impose consequences on developers who stop construction, leaving a ruined neighborhood behind, which has happened to 17 projects in Berkeley. Center st is not the only one. Until you can make developers hurt if they abandon construction, the city shouldn't be rezoning and opening the floodgates to even more building

- Bus lane and less street parking
- I'm opposed to all development in the corridor. Few neighborhoods of beauty and historical significance remain in Berkeley, and these are what make our city special.
- This project is I'll advised and will have serious unintended consequences. A full EIR must be completed.
- There is no option that mentions that Ashby and College is already a very busy and intense intersection , which does not have a protected green light for turning. Russell and College has a stop sign and Hildegard's and Ashby have a very confusing partial light signal that operates like a stop sign with a light. The traffic flow in these areas already needs better traffic logistical improvements, with added housing it would be important to address the current strained traffic flow before adding more population increase to the neighborhood.
The word choice of "maximize" for the first two areas of the survey seems to be a very interesting word choice over the word increase. It almost sounds that based on that particular word choice that there is a lot of push and drive behind it.
- Getting rid of the post office parking lot and the Wells Fargo parking lot and the stores along college Avenue will kill the Elmwood. Building affordable housing in Berkeley is important but killing neighborhoods is not the way to go about it.
- I do not want developers to try to maximize the height by having affordable housing. It would be great to get more housing options but the merchant area is already so hard to get to. Please don't make it that the developers block the road and don't allow the small business owners to keep their business' viable.
- Elmwood district and College Avenue way too dense already and not adequate width of street to sustain too high buildings.
- Taller buildings on this narrow street will create a "canyon" effect and destroy the longstanding character of the neighborhood
- I am strongly opposed to allowing taller buildings on College Avenue; the current neighborhood is one of the few low-rise, historically significant and user-friendly mixed-use areas in Berkeley, and the proposal would inevitably lead to destroying what makes it special. Very, very dumb idea.
- While I had to say yes to transitions and perceived heights, I'm not in favor of adding more than a second story, perhaps a third in some cases, which would make those other questions moot.
- College avenue retail is very small scale and fragile. the plan goals would jeopardize it.
- The existing two-block commercial district of College Avenue is the heart and soul of the Elmwood. The low profile buildings and niche small businesses it supports are truly my family's biggest consideration in purchasing a home in this neighborhood. It is heart breaking to think destroying that essence is even in consideration.
- The last thing South West and South central Berkeley needs is more Elmwood commuters driving their cars through our neighborhoods up and down Ashby Ave. to get to and from Elmwood every day. Please do NOT increase density in Elmwood in any way that would invite car owners. Elmwood drivers' only option to get to the I-80 freeway is to pollute their way through downhill neighborhoods via ashby. These drivers bisect, divide, and degrade what would otherwise be pleasant and walkable neighborhoods in South central and south West Berkeley. These drivers cut off the crucial King St. bike boulevard that connects South Central Berkeley to downtown, strawberry Creek Park, UC Berkeley, and the rest of the city. They roar their way past Malcolm X Elementary playground and the senior center across the street. They make walking to Whole Foods for groceries loud and unpleasant. They worsen the asthma of historically disadvantaged South Central Berkeleyans.
Bottom line: Elmwood residents have a substantial and outsized negative impact on their westerly neighbors in South Berkeley every single time these Elmwood residents choose to drive. Please foresee the externalities that more Elmwood commuters would dump upon their historically disadvantaged neighbors as they commute to their cushy homes in the hills, and do NOT invite more drivers to this neighborhood.

- Keep the existing character of the historic Elmwood business district. Berkeley is the most dense City of a comparable size in the US already.
- The city is proposing putting buildings in against other properties that were purchased when specific height limitations were in place. Adding these buildings, especially if they are pushed up against the adjoining property owners property line will decrease the value of that adjoining property. This is in essence a breach of contract. Will those property owners affected be compensated? Also, what is the city going to do about parking. A reasonable assumption is that each unit added will add 1 1/2 cars. Having those cars park on the street will adversely affect the neighborhood.
- I am opposed to tall buildings in the Elmwood. You need to MAXIMIZE curb cuts no minimize them. If the housing is for additional uc students i oppose it. This is a uc problem to be solved on their campuses. For working residents in the city - teachers, fire fighters etc great.
- College Avenue should not be upzoned as it is too narrow, there are too many historic buildings and it is too close to residential. Higher density housing can be built along wider streets in the area (Telegraph, Ashby).
- We don't have the luxury of these onerous height restrictions. Berkeley needs more housing.
- Housing should not allow long term rentals. Housing should allow residents of the buildings to get equity in there living space (so not just rentals).
- What an amazing initiative!
- Keep the buildings as low as possible and fit into the existing scale
- I believe that the people who work on College should also be able to live there. Smaller, more affordable building spaces should be created to allow small businesses to survive. By building up, more retail space will become available for small businesses to rent in.
- More sidewalk space has more impact than set backs, in my opinion. Maintaining businesses is highest importance.
- Density is great! Move commerce-related parking to rear or under buildings, not leave it on street.
- Let the corridors build as tall as they want, the surrounding area will catch up over time
- I am NOT in favor of any new development in the Elmwood district.
- Maintaining character and feel of college Avenue is very important
- Do not rezone this neighborhood. This is the wrong neighborhood for buildings more than 2 stories. There are so many other areas in Berkeley where this would not be so highly disruptive. Please develop buildings over 2 stories elsewhere if it is really needed.
- Why haven't you included the most critical question:
"Leave things as they are" EXTREMELY IMPORTANT
Sorry, but City of Berkeley Planning Department is pathetic at getting ideas shared with the public, and now it seems like you are only trying to make the people feel involved, when in reality, you only want to please the pathetic measures that some silly mandate has prescribed.
LOOK AROUND. WE HAVE TOO MANY EMPTY VACANT APARTMENTS ALREADY.
You are causing more damage to the city than anything.
- The design of the buildings should match the architecture of the neighborhood
- More density along college ave is important for the health of the neighborhood
- Making the street friendlier to bike down would be a plus
- We need a lot more housing. I'm tired of seeing neighbors move to Texas.
- Keep the designs similar to neighboring buildings, rather than super modern. And maintain ground floor commercial spaces in
- There are plenty of places in Berkeley where you can increase height, or add buildings without destroying the Elmwood neighborhood. The idea that you would hold community meeting but not let anyone speak is ludicrous. I hope someone has the cash to sue the city if this plan goes forward. Spread it around. Why target our neighborhood and try to destroy it.
- Three comments:
Firstly, Density is good, it's about time.

However, the last time Berkeley densified, over 100 years ago, it also build a public transit infrastructure. This is mandatory to further densification efforts! No new residents without matching transit capabilities!

Secondly, the two blocks of Elmwood along College/Ashby have one or two significant buildings (Wells Fargo!) and all remaining facades contribute to the characters. I wouldn't mind rebuilding some of them, as long as all the facades stay.

Finally, the road is narrow and the new, higher constructions should not shade the College.

- Density should increase in the residential areas around the Elmwood commercial district. College is too narrow to support taller than 5 stories. So few opportunities for development very u like to have change.
- I want to maximize housing & density in this area.
- This survey is skewed as it only allows for consideration of the upzoning proposals. It does not allow the residents to vote against these proposals that will ruin this historic small neighborhood
- The historic character of commercial architecture on College is significant to its commercial viability and sustainability. New construction that disrespects that character will diminish that vitality, tenuous as it is. College Ave is very narrow. Claremont Avenue is a superior candidate for the stated housing goals.
- I am opposed to the demolition of existing buildings in the Elmwood business district. If you demo the buildings, many of the existing merchants will close shop and move away - destroying a vibrant "small business" district and ending up with chain stores or just vacant store fronts.
- Don't ruin the Elmwood shopping district for the sake of more housing. The City owns plenty of more suitable lots.
- Additional height is welcomed up to 3 stories and above with setbacks.
- Make sure it's not ugly and don't shade yards and houses to the west.
- Please restrict hedge funds from funding these developments.
- please - thoughtful design and quality construction that preserves what's left of the neighborhood.
- Maintain or replace existing trees -- the Elmwood ginkgos are a special feature of the neighborhood. Add more green spaces and public gathering spaces. Maintain historic buildings -- history is what creates meaning for people and you can't bring it back
- 1. Height of buildings: Please build only to the currently allowable 3 stories and avoid up zoning and the State overlays which open the possibility of 7 stories.
2. Please keep the shop fronts, casement windows, local shops. Keep the facades, save the shops, enhance the current alleyways behind College Ave shops and have the residential tenants enter from the alleys. Please put entries, egress, lobbies, and bike facilities on the back alley, not on College.
3. Please keep stores where the current 7-11 and laundromat are, if not the same ones.
- Housing is important. Housing on College Avenue has many bad aspects. Larger streets (Claremont Ave for instance) have similar amenities but could be built up. Housing with amenities could be provided by increasing amenities at, say, Ashby BART, San Pablo Ave, Adeline, Shattuck, Telegraph. Instead of destroying a business district.
- Traffic on College is already very congested - street is too narrow to allow more density - how about more density on Telegraph which is very close to Elmwood amenities and has good transportation links?
- Allowing major new construction on College Avenue in the commercial district will devastate existing local businesses. High rises would change sunny pedestrian- friendly nature of commercial corridor. I would encourage more ADU's in surrounding residential areas rather than to encourage or allow high rises in commercial corridor.
- Scale is the most important issue. The Elmwood is a special two blocks with a small village feel. Large (4-6) story buildings do not belong there and are out of scale with the surroundings. College Avenue is too narrow to support larger buildings without it feeling like a dark tunnel.
- Would be great if the designs of the housing kept with the character of the neighborhood. With the additional density of more people living in the area, it would be great to see a common area that can be shared between residence and people shopping/ walking/ hanging out.

- Making a canyon out of College Avenue would seriously impact its success as a welcoming retail destination. Many areas that have had mid rise housing are now retail dead zones/
- Maintain habitability for neighbors. This includes not having nonstop construction near them with air horns all day as is happening with Telegraph Ave construction.
- College Avenue in the Elmwood district is narrow enough already. Construction would hurt the many small independent businesses which make the Elmwood so special. We don't want development in this neighborhood!
- Maximum height of buildings should be 3 stories.
- Keep intimate scale and sunlight on the street. A canyon would kill the ambiance.
- Please make sure there is parking in these new residential buildings!!!
- College Ave between Russell and Webster is the last of what is left of Berkeley's charm. It's what makes Berkeley *Berkeley*. It's also the neighborhood where I was born and raised and would prefer it to be preserved as is, and no cookie cutter out of scale residential or mixed use buildings that belong in San Ramon or some other suburb.
- I don't want skyscrapers in my neighborhood
- Do not put these monstrosities in the Historic Elmwood District. It is already very congested.
- a) HEIGHT: Build to the currently allowable 3 stories and avoid up zoning and the State overlays which are allowing for 7 stories.
- b) UTILITIES: Don't destroy a thriving district and replace it with mandated sidewalk-facing electrical vaults (PG&E no longer allows these to be under-grounded), water stand pipes, apartment lobbies, fire control rooms (mandated), "trash rooms". These will all take up the street facades and face the sidewalks. Gone will be the shop fronts, casement windows, local shops. This is destruction in the false name of equity.
- b) FACADES: Save the facades, save the shops, enhance the current alleyways behind College Ave shops and have the residential tenants enter from the alleys, much like at Baker & Common/Elmwood Cafe site, yet even more fully by putting entries, egress, lobbies, and bike facilities on the back alley, not on College.
- d) LAUNDRY: Mandate that the neighbor-serving laundromat on the current 7-11 lot be mandated to continue on whatever apartment block is built there, in the same manner that the cinemas were mandated to be part of the program requirements of the tower on the Shattuck Cinema/Hink's lot downtown.
- We have a healthy supply of small, local businesses in this area. Some local residents are worried that construction of a new, taller building for housing could take 10-20 years. That seems highly unlikely to me - can you address construction time based on actual projects in a future presentation? The fear is that extended construction would strain the existing local businesses. Overall, I support the rezoning. I have to imagine that many of the people who own or work in these local businesses can't afford to live here, and that seems incredibly unfair.
- Please don't let what happened in downtown Berkeley happen in these three corridors. Please be sure developers will be able to continue with their projects, do not evict early, and leave empty store fronts and buildings. Please keep some sunlight on the street.
- I'm very confused how this area is designated single family homes when nearly every house in the neighborhood is an apt building, a duplex, has an adu, or is rented by room. Could not the City focus on supporting keeping existing rental housing liveable so landlords will stop taking their private multi-unit properties out of circulation on the housing market? (Also see apt fires) Or help the permitting of building adus that has been stymied for YEARS ON END by lack of communication from city offices? Also since Berkeley has successfully killed off EVERY small business in their Downtown or on the core of Telegraph due to rampant rebuilding projects, you must blindly destroy the remaining vibrant districts in the city? Create a study on how to retain and help small business in Berkeley navigate the horrors of triple net leases, complete retail buildouts and finding ways for their employees to get to their jobs now that public transit has been decimated. I am so tired of having my jobs be killed off by this city and its building projects.
- Please do not allow buildings taller than 3 stories along College. The street is too narrow and the neighborhood too charming for such high buildings. Also there are so many empty storefronts in

Elmwood, and along Shattuck, that requiring ground level commercial space seems unnecessary. Finally, all the new apartments along Shattuck have 'for lease' signs. Do we really need more apartments???

Seems like not — many will probably end up being Air BNBs.

If density is allowed, apartments should be required to have outdoor space on the roof or wherever.

Willard Park is already so crowded now — I can't imagine it accommodating tons of new neighbors with no alternative outdoor space.

- Sorry, College Ave. is just the wrong location for the project. Try Claremont Av.
- It is important to preserve the local, independent businesses that already exist in these neighborhoods. What we've seen in downtown Berkeley does not inspire confidence. Numerous businesses shut down for building projects that never materialized, including the destruction of the Shattuck cinemas, which is now just a giant open pit. The Rialto Cinemas Elmwood is THE LAST first-run movie theater in the city of Berkeley. When I moved here in 1991, there were numerous movie theaters. It is vitally important to preserve the character of our neighborhoods as well. College Avenue is already a fairly congested traffic zone. It seems like the comparable stretch of Telegraph Avenue, which is a much wider street, would lend itself to taller building projects.
- This is an awful idea and will ruin the charm of the Elmwood. There is plenty of housing in fact, many vacant units and retail Gordon properties all over town.
- Will the city help the businesses affected by construction if more housing is built right at street frontage? How can the city avoid empty lots while development takes place?
- I've answered the above questions but they do not at all address my concerns. The questions assume that the project will go forward and I am absolutely opposed to this plan for the Elmwood area. Nowhere taken into account is the unique charm of the Elmwood. It's the human scale of these blocks on College Ave that help make Berkeley a distinctive place to shop and stroll. The huge apartment buildings that UC Berkeley is erecting on Bancroft, Bowditch, Shattuck and other places combined with the City's determination to change the character of the city's human-scale architecture is turning a unique community into something more akin to Hartford, CT or any other personality-less city you know of. I strongly believe that College Ave should be exempted from the City's rezoning project.
- Street trees are crucial, as are buildings tall enough to provide shade on the sidewalk most of the day. It's a mistake to step back heights at the top of buildings or limit building heights to prevent shade; humans WANT shade, and if you walk down any busy Berkeley street during most of the year, you'll see people preferring the shady side of the street.
- Why not develop along South Shattuck which has been a wasteland for years instead of ruining a charming neighborhood like the Elmwood which already has density/parking problems?
- Elmwood - College Avenue is already congested! There is lack of parking. Huge concern to have more people living and parking in those few blocks of charm and healthy businesses.
- Two things: 1) Please add design guidelines so the new developments are more interesting than the big faceless black and white glass boxes on Shattuck. There are some new buildings in DT Berkeley that have great character. How do we get more of those? John King from the SF Chronicle has written thoughtfully on this. 2) Please shrink the sqft requirements for ground floor retail. That will help local businesses afford the space, and will help sustain a more varied mix of tenants. Too many huge ground floor retail spaces go vacant because only so many CVS's can occupy them.
- I moved to elmwood because of the businesses and charm. change to this would be detrimental to the entire community
- It is very important to support and maintain small businesses.
- I'm not sure I understand the "minimize curb cuts" issue
- Walkability and pedestrian safety are extremely important to me, especially as someone with young children. So I strongly support curb cuts and other traffic calming measures. But there needs to be something worth walking to, so let's maintain ground-floor retail and allow people to spill out onto the sidewalks. And creating more housing puts more people on the streets and supports more businesses.
- must carefully assess and consider local and city-wide impacts of additional traffic generated by new residential development
- I think the most impactful thing for the College Ave corridor would be to improve outdoor spaces, wider sidewalks etc for pedestrians/outdoor dining, make people want to be there and stay. I like to dream

about what it would be like if the city parking lot behind Baker and a Commons was converted to a green 'Elmwood Commons' town square.

- No sensible options are listed! Building larger buildings between the 7-11 and the Post office will destroy existing businesses. Moreover, any construction trucks on College will create a traffic mess. I have no concern about larger buildings at the 7-11 or the PO, but not in between. There may be space behind the existing buildings, particularly on the east side, but the paucity of housing units that can reasonably be built in this area does not justify the destruction of the district.
- I am opposed to any upgrade of zoning in this very tiny few blocks space of College Ave. Adding several 5 to 7 story residential units will not have a major impact on our housing problems. Housing projects have stalled all over Berkeley creating dead urban spaces. The neighborhood groups all oppose this upzoning. Let's build up the resources and housing in Berkeley vs. Destroying the few small intimate retail spaces we have. Upzone on the outskirts of the College Ave area. Other small areas in the bay area like corte madera, eg. are not destroying their smaller spaces.
- Do not destroy the most complete, beautiful, vibrant, enjoyable neighborhood in all of Berkeley! Do not rezone, to set any new development in motion
- Present building height is optimal for maintaining the neighborhood charm and attractiveness for pedestrians.
- Please leave the business district alone. If the owners of the properties that are rented to businesses are allowed to sell to developers who can demolish what is there and building something bigger, I think the eventual outcome will be the disappearance of the business district. College Avenue is narrow with limited parking. Remember what happened when a developer was allowed to destroy the Fine Arts Cinema and building a new building including a movie theater on the ground level. By the time the building was finished, there was no Fine Arts Cinema to move back in.
- We need green space along the so-called corridors, not just interior courtyards and balconies. Also it is extremely important to require additional parking space when adding more residences to an existing community.
- Maximize this area
- The premise of this plan is flawed. The stated goal is to provide dense housing near the desirable concentrations of services (grocery stores, banks, small-business retail) along the three corridors. Unstated is that the need for such additional housing exists because much of Berkeley (especially the southwest) lacks those services. In my view, this makes the solution obvious: Berkeley should make substantial new investments, supported by zoning changes if necessary, in places most distant from the three corridors and most lacking in services. That will achieve two aims that the discourse so far has wrongly claimed are in conflict: preserving the physical scale and use character of the corridors and providing lots of new affordable housing near transit and services.
- I think upzoning Elmwood is a terrible idea
- Keep Historic Elwood
Support business
Keep parking spaces open for community and business needs
- Eliminate bicycles.
- Many iconic businesses. Congestion already a problem, adding too many new residents will make gridlock permanent. Hard to imagine transportation upgrades that will solve problem, More minority residents must be attracted.
- Perhaps consider also incorporating ornamentation as part of design considerations - murals, floral patterns or other decorative features on new building facades that emulate historic architectural elements would help make new buildings less boxy and more unique.
- Building height should be relative to street width.
- The businesses need to be preserved. There is no demonstrated need to add more units to a city with a 13% vacancy rate.
- Sidewalks should be wider if at all possible. Building setbacks should be mandatory. Why can't we have charming cities like in Europe.

- We also should up zone the surrounding neighborhoods- these are much larger lots and would create really impactful opportunities for housing supply increase if developers could build here at a higher density. It would also improve housing equity across all parts of the city and not continue to segregate wealthy areas from affordable housing.
- It keeps the neighborhood the way it currently is
- At the street level, retail is preferable. However, retail demand doesn't support retail development everywhere along the commercial streets, so street level residential should be allowed.
- I would like to see good architecture, but I do not want a litany of design requirements which will limit the opportunity for interesting and unusual structures. We need a variety of housing type
- Keep groundfloor retail spaces small and inexpensive.
- We don't need new buildings, let alone taller buildings. What kind of question even is that. Why doesn't the city start worrying about the hundreds of businesses still struggling to stay afloat, the people who can't afford rent anymore, and the people sleeping in the streets without a warm meal and a roof over their heads. Yet again, the city is creating more problems for people. The revolution will not be kind to any of you.
- Build elsewhere. Around 4th Street where there are large unused lots and warehouses.
- I want my home of 38 years to be inclusive and welcoming and available to all
- supporting the local businesses is key.
- This is the smallest of the three corridors with the narrowest street, highest foot traffic and some of the most successful businesses. Visit the area on any weekend and you see people wandering the shops, catching a movie, and having a meal. Perhaps this is because it has the critical mass of shops to draw people here to spend an afternoon with friends and family. It should be a model for what you are trying to build on the other 2 corridors. Building tall buildings necessitate first floor infrastructure like mail rooms, elevator lobbies, and garbage facilities, leaving little room for a shop. Building apartments with ground floor residential and curb cuts will further separate the shops and dilute the critical mass of businesses that keep the area vibrant. Will people walk the extra 1/2 block, past 2 apartment buildings to get to the last 3 shops at the end of the block? Balconies and courtyards may be needed where there are not nearby places for residents to gather as a community, but there is already a vibrant community in this area that we want the residents to join. Add too much housing and congestion and people will start avoiding this area.
- NA
- Must prioritize other forms of transit over parking for cars!
- I would to keep it the way it is. No more construction. We don't need more buildings.
- I want
- We need to keep the character of the Elmwood District, a lovely area for Berkeley shoppers, and also a wealth creator for our city.
- More setbacks from sidewalk, trees and greenery, pocket dining, more interesting construction than massive rectangular boxes
- Design standards are needed to maintain the character of this shopping district. Where are they?
- We would like to maintain the current zoning to keep the general character of the existing neighborhood
- Keep it the way it is now
- I would like to see small businesses and arts institutions prioritized. I feel locations identified for redevelopment in Berkeley lean heavily in small businesses and leave larger corporations to stay
- New construction unfairly impacts long term residential communities
- Shared open space with views of sky and trees is more important than clogging up this area with even more building. It seems rather insane to call this a corridor when it's mostly a traffic jam. Berkeley planners are not ready for the challenges of this area in any way shape or form. For that reason most of this needs to be put on pause.

- I recall the sidewalks in residential areas being rather narrow. The street is also narrow. Encourage co-ops - new customers for small businesses! And for new high-rises, please require parking as part of the development.
- These are historic business areas that are cherished resources for the entire city. Historic buildings should be left as is - to promote a sense of small-town charm which makes Berkeley the special place it is. We shouldn't be destroying what makes Berkeley actually have a soul today. There is not shortage of opportunities to add housing on corridors that are struggling today. Let those become new areas of vibrancy. Why are you looking to destroy the only areas that are unquestionably healthy and beloved today?
- I oppose rezoning. The choices do not permit me to express my preference.
- Please leave College as is. No high rise buildings. No bollards and bike lanes. No change.
- I want Elmwood to remain as it is.
- help local business and families
- see above
- It's hard to do business already. Don't make it harder. Very important to preserve the character if this neighborhood
- College ave is a rare gem of history. It has remained vibrant since I was a kid in the 1960's. Leave it alone.
- Create additional sidewalk space with setbacks (not by removing street parking). Require ADEQUATE off-street parking for taller buildings (spaces for residents, visitors, shoppers)--surrounding neighborhoods DO NOT have the capacity to absorb additional needs.
- You have put the most wonderful shopping neighborhood on the chopping block for destruction. SHAME!!!!
- College Ave is much too narrow to allow highrise buildings to be built there...it would cut out all the light and create a tunnel effect....also the older buildings have architectural character and should stay
- See my comments for this question in the previous commercial corridors.
- We need more housing of all levels.
- The city needs to go back to the drawing board. The proposed 7+ story buildings are out of scale for a neighborhood. We need to find different solutions to increase available housing. The current plan is a set up.
- If you have to build up one area, I guess this is the one to do it to. But it should keep the retail space-- Berkeley needs retail corridors
- Leave it alone! This is an historical neighborhood, and should be maintained as such! No new development!
- College has been successful because it has small scale commercial spaces. New development needs floor plans that work for small scale retailers looking to take a chance. We can't risk endless ground floor vacancy and lose one of our only walkable commercial districts.
I also think we need to consider revising allowable uses, including expanding alcohol permits. There's no bar on this stretch, and as the neighborhood ages we risk this becoming a daytime only destination.
- College Avenue attracts shoppers from afar as well as serves residents and neighbors. Maintaining the existing businesses is critical for economic activity.
- I'm very concerned that 4 stories is the maximum the City is considering here. There's no reason to limit heights in these areas. The height limits should certainly be at least as permissive as in North Shattuck and Solano.
- See previous comments
- See earlier comments
- We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses. We need to zone higher, minimize setbacks and step downs, allow greater lot coverage, and apply this upzoning not just to parcels abutting the corridor but also for 2-3 blocks along the corridor as well.

- Taller buildings are good, and Elmwood/Claremont needs to do its part to provide housing for future Berkeleyans
- Can you explain why these three corridors are getting shorter height limits than areas like Telegraph or San Pablo? What makes these corridors more special? We all know about the racist history of Berkeley trying to protect these neighborhoods from 'undesireables.' Are we going to undo that history and have equitable zoning or is the Elmwood more special for some reason than West Berkeley?
- More housing makes for lower rents across the city
- I oppose all upzoning in the three neighborhood commercial districts. I oppose any displacement of the existing merchants even temporarily.
- The main consideration is housing supply, this needs to go up no matter what. Everything else is incidental, businesses are supported by more density, height doesn't matter (childish concern, we have architectural techniques to handle earthquakes), and builders will build what will bring "profit", too much focus on affordable housing wont make the development attractive to investors, and increasing the supply should have a similar effect, where people residing in older units move into the newer buildouts in the desirable areas and the older, more affordable housing should become available.
- Include heavy soundproofing in any new residential buildings
- Again, we need more neighbors in Elmwood! It's very close to campus yet feels very removed and isolated due to the lack of affordable housing.
- Again, g h i s is already a highly populated and car laden route with many shoppers and little evacuation space
- It is vital that the facade design of any new construction maintain the existing street wall that exists on College Ave. higher ceilings, interesting window designs that draw people in, doors every 30 feet or so that encourage shopping, maintain articulation of the facades and do not allow for blank windows or walls anywhere along the street or on immediate side streets.
- We have an affordability crisis. For those with ample financial resources, it's easy to find housing in Berkeley.
- Given that relatively few parcels are likely to be redeveloped, taller buildings can fit into the streetscape without compromising the overall character. This corridor must prioritize quality design and support existing businesses through the redevelopment transition. I would love to see more projects like the Artisan building at 2072 Addison St.
- This area is so unique in terms of charming and historic architecture. It is one of the few neighborhoods in cities in the United States that is not bland, boring, and generic. By replacing these historic buildings with concrete and steel blocks will destroy everything unique and special about college Avenue in Berkeley .
- There should be no new high rise buildings built in historic thriving neighborhood centers!!
- We should try to encourage restaurants/ retail
- This is a charming neighborhood. It would be a shame to completely distroy its character with too tall buildings! It would be a cultural disaster to take away the Elmwood theater!
- Buildings should not be taller than four stories.

50% of new residential units should be affordable housing.

- Create adequate parking for all of these bulinfings for residents AND visitors
- This is a very busy area. Vibrant with mix of shops and eateries and only movie theater in Berkeley! Parking already difficult and traffic congestion most of the time. Overbuilding here would ruin area.
- I don't support any of the above increased density choices.
- Same response as previous stated
- This part of town is desperately congested as it is. It should not be developed further unless and until College and Telegraph are both served by frequent, reliable tram service.
- If you are building new homes, please provide at least one parking space per new home

- Ashby is Highway 13 and as such it is part of a historic and important district. Alta Bates Hospital is part of that historic and important district serving all of Berkeley and beyond. As such it is critically important to support access to that area and those services. Height restrictions are not critical in that area and increased density would serve well the communities needs while taking into consideration the importance of access to all services throughout Berkeley and surrounding areas. Increased density in that area would also aid in meeting the university's need for additional student and faculty housing.
- Maintain the neighborhood shopping/dining district character at all cost, keep new development low with consideration to the neighborhood to avoid creating another dead area like the downtown, modern-clean but not vibrant.
- NO new zoning is required to meet housing need, Adequate housing capacity already exists for contextual in-scale incremental development coupled with 50% state density bonus.
- 1. What are you doing by identifying the Rialto Elmwood Cinemas and Peet's as an "opportunity sites"? The Rialto is the last functioning movie theater in Berkeley – do you want to accelerate this "arts" city's descent into a culture desert? We've already lost a Peet's and 2 Starbucks downtown, and another Starbucks in North Berkeley – do you want to accelerate the city's descent into a coffee desert? How dare you.
2. I don't support upzoning College at all. Upzoning would kill off longtime small businesses that have somehow survived, along with innovative new businesses that are struggling to achieve profitability. Somehow, a bookstore, stationery store, wine store, and cooperative bakery have hung on in the Elmwood. Don't mow down these local-serving businesses, which benefit real residents, to jam in hypothetical future residents. Who might never arrive, given the cost of current construction and resulting high rents and prices.
3. What does "Minimize curb cuts...for pedestrian and bike safety" mean? Is this a mistake? Curb cuts benefit wheelchair users and some people who walk with assistive devices. They don' otherwiset affect pedestrians or cyclists at all.
- We must provide all uniys to be affordable housing.
- Fix our infrastructure before adding density.
- OMG -- ARE YOU KIDDING? THIS is the wildly cherished two blocks -- two blocks -- of sweet businesses - - with very narrow street. you cant to kill that and make a dark canyon? beautiful beautiful beautiful buildings -- not the hid-jussssssssss new architecture. do this somewhere else -- the areas on shattuck around parker and south where there are dead buildings already and no retail "vibrancy" -- omg. SUPPORT DECADES OLD BUSINESSES BY NOT KILLING THE AREA.
- I feel that the only real way to lower housing costs is to increase supply. Seattle spent crazy money on affordable housing that now costs almost the same as market rate with loads of bureaucracy that makes it hard to live there. It seems like a well intentioned waste of money. more supply will reduce costs over time. Also, I have lived between North Berkeley and Solano shopping districts since 1997 and have watched that part of Shattuck go from empty lots and a KFC to 4 or 5 story condos and honestly it's been a significant improvement in pretty much every way.
- Planners should devote themselves to the safety and efficiency of life for Berkeley citizens, not bring in the wrecking ball. Your egos know no limits.
- Keep existing zoning
- As stated before, how will parking be addressed with all these units? Even if they have parking in their building, the congestion is BAD enough in these neighborhoods. This is NOT ADDRESSED.
- Leave 4 blocks of College Ave alone. There is zero parking, tons of traffice, dense housing is not the answer to everything in Berkeley. ENOUGH
- The stores on College Ave.have been there for years and are part of the community. The only eyesore is the 7-11 lot. Drug users&homeless use the Elmwood laundry to warm up and bathe in the sink and to shoot up. This adjacent to the wealthiest section of Bkly separated by a tall bush. Fix that. Give them low low cost housing, showers, a place to shoot up and a 7-11. They deserve a decent place.
- We need to support local small businesses first, and while we need AFFORDABLE and LOW INCOME housing, the Elmwood can't support much of it as it's only 2 blocks long. Stop wrecking our city with hideous over-development please!
- Same reasons I gave in the other two surveys

- Same as Solano comments
- No new out-of m-scale buildings is not presented as an option.
- The list of possible priorities doesn't include one key one shared by a larger number of Berkeleyites - maintaining the current character of the neighborhood, without building overly tall buildings.
- I am opposed to UPZONING
- Please leave it as is and do not rezone
- Builders desires are framing the questions
What is the overall look and feel to Berkeley in the future
Most people prefer a vibrant living town, not a glass and steel desert.
- I oppose the upzoning proposal. This area should be preserved as a unique and historic iteration of Berkeley culture. Housing should be added elsewhere
- People friendly over cars
- See remarks for Solano and North Shattuck. Since this area is closer to UC dorms it might have higher needs for affordable housing. However, there must be more suitable areas along Ashby that do not change the appeal of this attractive shopping/entertainment space so much through higher buildings
- Rezoning is not necessary to create more housing and affordable housing. The density bonus already exists and has not been utilized. Why not? City documents 1. fail to cite how much new housing is possible within existing zoning, and 2. fail to identify the barriers to maximize housing under existing zoning. Also City docs should compare building costs and resulting affordability for different heights (i.e. wood frame vs concrete & steel). City is putting the car before the horse. The City has not shown proper homework on this.
- Just as I answered (above)
- This is a beautiful neighborhood, and a destination for people throughout the Bay Area and beyond. It should be preserved as it is.
- Im am opposed to upzoning. The Elmwood is very special. The politicians ruined downtown Berkeley and now are planning to ruin the Elmwood which is a gem. LEAVE OUR NEIGHBORHOODS ALONE!
- SUPPORT OUR BUSINESSES; BERKELEYSIDE REPORTS REZONING COULD ADD ABOUT 50 UNITS. IT'S NOT THE RISK TO COLLEGE AVE AND THE LIVEABLE RETAILSPACE WHICH SERVES ALL OF BERKELEY; LET BUILDING BE FOUR OR FIVE PLEXES ON THE EDGES; THERE'S OVER 600 RENTALS ON COLLEGE ALRADY AND MANY RENTERS; FOLLOW STATE LAW BUT LISTEN TO THE BUSIENSSES AND NEIGHBORS;. WE'VE ALREADY CREATED DEAD ZONES IN DOWNTOWN BERKELEY.. STOP THIS WASTE OF MONEY AND TIME
- I realize this is just feedback for a zoning update but having already completed this same questionnaire for Solano and Shattuck these questions are becoming somewhat alarming for the highlighted parcels. I'm not sure why we are incentivizing destroying the rare and vital small and local business district that has thrived here rather than doing more moderate upzoning for the entire neighborhood so that density can be added in more grass roots and less disruptive way. Maybe there are plans to do both, which I would support. Maximizing the allowable height along these existing thriving business corridors just incentivizes for-profit developers to tear down existing businesses that currently make economic sense because it now makes more sense to replace them with housing that can be sold or rented for a premium. So I think it's important to differentiate between zoning changes that promote affordable housing and livable density and those that incentivize profit grabbing by those who don't have values aligned with those of the community.
- Build housing
- The elmwood is a perfect place to put walkable residential density.
- Please do not eliminate the City parking lot!
- What makes Berkeley special is the beauty of its houses and trees and gardens and the small, non-chain businesses that its residents patronize. High density apartments are inappropriate in areas with small business and neighborhood community. They will change the character of Berkeley for the worse.
- Suggest adding green roofs and building walls

- allowable building designs should keep population density at the present density - - do not let this area become more population dense, it is already crowded and parking has become difficult, the survey appears to completely ignore the importance of street parking availability at the lowest possible price
- I go to the only movie theater left in Berkeley and there is often no parking...this would make it impossible.
- Maintain this livable, successful district. Provide better parking possibilities.
- Don't mess with this highly successful retail area. The scale is important. The adjacent residents care about the neighborhood serving, locally owned businesses that are here.
- There's no reason why you need to put retail in areas of college that do not currently have it.
- very large buildings would destroy this neighborhood, so i oppose them. local business create the character of this neighborhood, and this must be preserved.
- The design considerations/capacity here seem somewhat different because the street is narrower. So definitely no curb cuts/mid-block car traffic entering the street.
- Integrate area along Ashby with more retail along the parkable streets.
- Build build build!!! We need housing and we need third spaces. Everything is too expensive and high commercial rents are part of the problem!
- Street parking needs to be eliminated between Russell and Webster. The sidewalk is just too narrow for a pleasant walking experience.
- Build on the existing neighborhood characteristics, rather than creating eyesores.
- Again, more density means more demand for goods and services, and having them close by will reduce driving or delivery service use and create a vibrant and enjoyable neighborhood.
- Housing is what matters, and affordable housing should be funded with general taxes, not "inclusionary zoning."
- The Elmwood is enjoyed and treasured by many from all over the Bay Area. We can add housing without destroying what makes the area a pleasant place where people want to gather. Housing can be added without losing that feeling.
- Developers have killed the vibrancy of downtown berkeley. Don't give away our last remaining walkable and vibrant areas.
- The Elmwood is a thriving, vibrant area. Don't ruin it! It is already congested. High rises will make it unlivable.
- I am against buildings higher than three stories, they block the sunlight. I want to support small businesses, too many existing new buildings have retail space but no small businesses.
- Unlike upper Shattuck and Solano, the streets on and around College are narrow (including Ashby, which is a narrow main corridor). And there are no obvious empty spaces. That area should be left along. And NO, I do NOT live in that area; I live on Allston Way below MLK. But increasing density in that area is stupid, which is why you'll likely do it.
- I oppose tall buildings looming over pedestrian friendly neighborhoods
- curb cut question is confusing. Pedestrian and bike safety is extremely important to me. Sidewalk widening and bike safety may be challenging due to the width of the road.
- College Ave Commercial is a much smaller scale than the others and more pedestrian friendly than the others so it is critical to maintain these qualities while allowing more density. I think it is more important to increase the density of the College Ave residential zoning all along College Ave to the University and to Alcatraz Ave.
- no new building
- Develop these areas the way the city is approving permits for South and West Berkeley. Enough with the preferential zoning for the wealthy in our city.
- We already have changed the character of Berkeley far too much with all of the out of scale behemoth buildings downtown. This is a terrible urban planning mistake and will be looked upon unfavorably years in the future. I do not support any more development of these massive apartment buildings.

- We're in a housing crisis, and this is one of the most exclusionary neighborhoods in Berkeley. We need to house more people here, and those people will in turn support local businesses. We need to zone higher, minimize setbacks and step downs, allow greater lot coverage, and apply this upzoning not just to parcels abutting the corridor but also for 2-3 blocks along the corridor as well.
- housing is what matters
- We are in a housing crisis. People are homeless, and working families struggle to put food on the table. We can hardly call ourselves progressive if we artificially reduced housing supply to placate the aesthetic and discriminatory preferences of wealthier, whiter, and older residents. We desperately need housing - so let's build it
- Affordable housing, a mix of rental and owned so my kids, their friends, and families can live here. Ideal in all corridors would be to have the rental housing be public (ie, the city or state is the landlord).
- See comments above. Solano and Elmwood are in more established longer term property holding residential districts. The development of business in these two areas shd be limited to maintain the neighborhoods.
- In addition to private open space (courtyards and balconies), additional public open space needs to be a requirement of new development - either providing as part of the development or payment of an lieu fee for new city owned and maintained open space and parks. Spaces for strolling and sitting outside, playgrounds, ball parks, a place to walk the dog - these are critical to the livability of more densely developed areas in our city. A park/open space plan needs to be part of and planned into any zoning revision proposals. This was failure of the previous densification plans for South Shattuck, University and San Pablo. Now that hundreds of units have been built in these areas, quality open space is a missing ingredient and one that needs to be rectified. More housing means more people means more need for more quality, usable open space and parks. Without a requirement for more quality open space, I cannot support more housing projects.
- See my answers for Solano Ave please
- That intersection is a disaster. Tall buildings with elevated walkways would be better
- We only have one chance to build housing in this generation. If construction is going to be disruptive, we should maximize the opportunity.
- Vibrant commercial corridors that are pedestrian and bicycle friendly will contribute to overall community health and profitability.
- I live in south Berkeley and have been disappointed to see the disappearance of retail along Shattuck Avenue as new high rises have gone up. While I would like to see other parts of Berkeley absorb their fair share of low income housing, not at the loss of our few remaining retail neighborhoods. College Avenue is a particularly bad location for higher density due to traffic along Ashby Avenue.
- Same as before; but to the extent that existing businesses want to fight housing development, I do not support them and will not patronize them.
- Like North Shattuck, corridor is too small to support taller buildings and more density. Its fine the way it is.
- See earlier comments on survey for other neighborhoods
- Having community spaces in apartment complexes might help minimize the feelings of isolation that have not completely disappeared since covid forced everyone to isolate. And please make them more physically aesthetic - most of what is being built is butt ugly. College Avenue is a narrow corridor. Higher buildings will cut off the beautiful light that makes the neighborhood so special.
- Just build! We are in a massive hole and need more housing of all types and sizes everywhere. This should be paired with things that make it a pleasant area to live, like pedestrian friendly streets and green areas, but when it comes to the homes I do not care what they look like or how "luxurious" they are. Height limits are not necessary since the ROI on height drops of steeply after 7-8 floors - it's not necessary to legislate that, and if it makes financial sense to go higher it means the area is valuable enough to justify it.
- Shattuck, Telegraph, Alcatraz, Adeline, University, Ashby - all heavily used TRANSIT corridors.
- High density is greener, will bring down rents, and help to reverse the segregated zoning of the 1960s.

- Disagree with "maximize" housing as policy goal - College is a narrow, already at capacity street and should be designed as coherent whole place, not a resource for extreme amounts of housing.
- we need more housing
- Curb cuts everywhere! Keep wheelchairs able to go everywhere
- Mix of rentals and condos
- Same. NO MORE TALL BLDGS. Create truly affordable housing, not student housing. Since UCB accepts too many students (reneging on prior promises), let UCB build their housing east of campus. We need green space (parks), NOT skyscrapers.
- College avenue has much more limited transportation links than other corridors of the city, but still can comfortably support many more people in a pleasant neighborhood. In the time since Elmwood was built up, Berkeley's actual population has doubled and interest in residency has grown beyond that. Elmwood should contribute to housing as many people in its world-class neighborhood as it can - reasonably- accommodate. In a conflict between housing and access it needs stronger transportation links first.
- Please allow as much housing to be built as possible with minimal requirements for design or affordability which will just make projects take longer.
- We should be a proper city like Arlington VA. Not a suburban filled with small houses.
- Put housing on top of all the single story retail spaces; it's a waste to have just a 1 story building here! The sidewalks are too narrow, and too much street space is devoted to car parking along College.
- I will not. Vote for or support any politician who advocates for these changes
- I don't want to lose the small-town character of this neighborhood.
- The Bay Area has a severe housing shortage. I want the highest density possible.
- same thing that is said earlier! Elmwood's charm is beautiful and is hub for all ages and backgrounds. The small businesses there have a beautiful community that gives the last remaining bit of small town charm to Berkeley.
- Same as previous comments
- YIMBY!
- I think that area is fine for development
- I am a former resident of Elmwood and I know the residents there think of their neighborhood as higher and mightier than the rest of Berkeley. Please do not cave to that point of view. Increasing the housing options in our town is a burden that ALL neighborhoods must bear, if not equally than at least to some extent. To give Elmwood a pass is to show a bias that reeks of privilege.
- Build build build. Also: walkable
- Add protected bike lanes, plazas, rooftop/balcony restaurants and bars, cooling architecture like fountains, shaded courtyards, and natural ventilation. This creates a pleasant experience for residents and customers.
- College Avenue is too narrow for additional development. Sidewalks are narrow. Any construction would be extremely disruptive, especially for restaurants with outdoor seating
- More apartments means more people can live here which is good
- Keep and improve this area as a walkable business district. DON'T endanger current businesses; we need more, not less!
- I do not want zoning changes
- The goal should be to transform College Avenue into a great boulevard, with wide sidewalks, continuous street trees, concentrations of ground floor retail, multi-modal access, and well-designed continuous residential architecture. No quick-build, plastic junk, but durable, well-built, timeless, humanly-scaled design
- College Ave works the way it is now. Please don't kill it.
- See notes from Solano

- College Ave is already congested and narrow for traffic. It's also a straight shot to near the top of the Cal campus and should provide a pool of student housing options.
- I formerly lived on this corridor, the traffic here can be heavy and the parking is a significant issue. There is no bike lane and it is somewhat unsafe for biking. If possible I would recommend considering traffic flow as a part of this plan. This section of college for better or for worse is a residential street that functions as a commercial corridor. Adding dense residential could exacerbate this issue.
- Curb cuts- unclear if you mean to reduce the existing number or simply not add any new ones. I'd keep it the same as it is now.
- Berkeley needs affordable housing not all housing but housing that is affordable. There are people struggling to find a affordable place to stay in this city that were born and raised in this city. Parking should be available with each unit.
- This one is odder, in that you have a small, vibrant retail section, plus a larger residential section. Building more/larger housing in the residential areas make sense. Given the small size of the retail/commercial section, disrupting businesses there to build housing is generally a bad idea.
- If we want to live up to what we say we stand for, we need to maximize housing when we have opportunities like this. And the retail of this area is part of what makes our city great, so this project should serve to bolster that.
- Hire an actually talented architect with interesting design ideas that go along with the character of East Bay instead of the current state of new gentrification housing in the bay area.
- The plan needs to take into account the likelihood of development of the sites. Basically, if only a few sites are likely to be developed, then those sites would need to be taller / denser to have any benefit.
- This need to change zoning is a waste of time
- Pedestrian and bike safety needs to be top priority in light of the many vehicular murders that continue to happen in Berkeley. Vibrancy of a neighborhood also relies on making sure the neighborhood remains safe - we can not continue to allow people to take over streets living in their unsafe RVs.
- This is a historic (even if not official) street-car suburb retail district that should be preserved. Objective design standards should be adopted with any change in zoning. This corridor should have a historic resource inventory completed and obtain local designation for both the district and individual historic properties.
- More parklets.
- Elmwood is historic and should not be destroyed- years of construction may not be survivable as a small business with only street parking.
- We can have more density and still have trees and green spaces. There are ways to combine greenery and buildings that make for lovely urban spaces. And having more people on foot will support local businesses.
- This is a very walkable neighborhood but some businesses like the only remaining movie theater have ppl driving in. I am very concerned about the impact increased parking demands will cause to these businesses!
- particularly in an area where a lot of Cal students live, it seems important to enable housing production for all income levels.
- Maintain (improve) retail vibrancy.
- Preserve historic berkeley
- Why not develop the existing corridor along Shattuck, Telegraph, and San Pablo Avenues where empty buildings are abundant? End the blight before destroying the neighborhood shopping areas.
- We need to maximize our housing supply at all levels of affordability.
- Leave Retail area alone.
- The Elmwood is Berkeley's only operating Theatre. Losing it would be criminal. Adding housing at the cost of community well-being is short-sighted and not too bright. The eradication of movie theatres and mom&pop businesses to appease developers is ruining the City of Berkeley's culture bit by bit.

- This survey is skewed towards the options that the City has already developed. It does not ask for criteria that is important for this respondent in terms of building on College Avenue.
- what is all this coded stupid language for these questions above? which ones do i select if i want more building? high density? normal development that people do all over the world except stupid suburban minded car people like americans?
"do you want to increase the zoning allowed for height and density?" YES I DO.
"how much do you think would be good?"
i think A LOT would be good. like 10 stories.
- See Solano Avenue comments. This is my neighborhood where I have lived for over 30 years. Multistory buildings on this part of College Avenue will ruin the character of the neighborhood and Berkeley. There are already multistory residential buildings elsewhere in Berkeley that have empty units. Why is Berkeley feeding developers?
- NO MORE BUILDING IN BERKELEY - PERIOD!!!
- Immediately upzone this crucial corridor. Local NIMBYs fetishize existing designs and boutique businesses but the right public goal is tall, dense, housing with supporting retail and transit
- maximum building height should be five stories.
- Higher density needs safer streets with protected bike lanes. This also will help bring more people in to visit businesses
- The shopping districts from Derby to the Rockridge be preserved. These businesses are beloved by the neighboring communities! Their rents cannot rise as a result of new development.
Any new residential space between Derby and the campus MUST be affordable for students, who face a housing crunch.
Any new residential building on the residential blocks from the Elmwood to Rockridge should also be affordable for seniors!
- More housing, tallest of tall buildings please.
- need for more stop signs, lights or pedestrian lights on crosswalk between ashby and claremont. + need more street lighting, very dangerous for a family friendly neighborhood.
- Please stop ruining Berkeley by destroying neighborhoods this way. This is a terrible step toward development greed and will destroy the character of the city's best neighborhoods.
- As this is a university area that's already a bit more built up, the need for affordable housing options becomes greater. Since this is already a thriving area to walk at all hours, pedestrian safety also becomes a little more of an issue to manage.
- Of all of the corridors, this one seems the most difficult to develop for a number of reasons. Primarily, there is only two way traffic and that area is the hub of one of the busiest intersections in Berkeley. The street gets jammed up with traffic at all hours. How will buses be able to operate during building? What will density of housing do to already strained traffic on College Ave?
Dense building on the street will KILL the local businesses, not just during the building process. Is this the sacrifice the city wants to make?
- I am less knowledgeable about this corridor, so I don't feel I can adequately address design and planning issues.
- The width of College Ave is too small to try and shoehorn in more density. Even closing off one sidewalk and parking spaces for construction would kill the retail, and completely mess up walkability of the area. What happens to the bus lines on College when half the street is blocked off for a construction site? What about multiple construction sites at a time, or alternating construction that drags on continuously for 7+ consecutive years? It will kill the retail.
Why not instead considering upzoning Claremont Ave near retail at Ashby and Uplands, where the street is incredibly wide?
The Elmwood shopping district is FIRST a shopping district. Do not allow the replacement of a vibrant business area with residential. Businesses must be supported throughout any changes.
- help revitalize this classic Berkeley shopping area. don't ruin its character with taller buildings.
- Tiered view corridors.

- It's great that College Ave is a charming residential neighborhood, but it's that way because of a racist and classist history, and it should bear the same responsibility for building welcoming new housing as the rest of the city. College and Ashby is already a transit hub, and more places to live along College would put more people in walking/biking range of Rockridge BART.
- Make college into a transit only shared space! It is currently a car sewer with teeny narrow sidewalks. Give more space to people.
- Unlimited housing plus commercial density!
- College Ave, unlike North Shattuck and Solano that are both very wide streets with 2 traffic lanes in each direction, is a narrow street that seems less likely to be able to absorb a lot of taller buildings and more housing, and would be more disruptive to usage during construction.
So I'd be more inclined to see more development on wider streets (for example, on Alcatraz west of College) but less redevelopment on College Ave itself.
- The most important thing is more housing. I don't want anything that stands in the way of that.
- This is not my neighborhood. I am only doing this survey because the survey design did not allow me to do both Solano and Shattuck (which are both my neighborhood) without also doing College.
- New development should not be required to include setbacks or transitions to shorter buildings; these would just whittle down the total amount of housing we could add, and prolong the housing crisis.

College Avenue

Prioritization of Key Concepts - Comments

Please explain why you identified your top two priorities.

Total responses = 651

- There is a ton of new housing all over Berkeley- it's not as pedestrian friendly and the people scaled retail and housing is preferable over high rises that create shade and make it less neighborhood like
- Housing and overall 3rd spaces are key for sustainable community
- We are fortunate to have two blocks of College Avenue with continuous 1910–1930 retail buildings that are vibrant, active, and successful. The higher the allowed building heights (upzoning), the greater the chance existing owners will sell and we'll lose independent businesses.
I want to see the existing zoning preserved - I enjoy visiting the nearby shops and restaurants by foot, in the established commercial corridor, and support our local businesses. I believe we have plenty of better areas in Berkeley for tall housing options. Please 🙏 preserve college ave
- This is our local, charming, retail street (and it's very narrow). Big buildings could destroy the charm, as they have on parts of upper Shattuck.
- I want people to live in houses and not on the street so we need more housing at all levels but definitely more affordable housing. Hoping more affordable housing will help people not slip through the cracks.
- Businesses on College Avenue require support, not additional housing, not 3,4,5 or 6 story buildings next door to them causing parking and traffic nightmares.
- The college corridor is small, important, and successful. It depends on its aesthetics and accessibility in spite of small streets (incl College). It can't afford even one big modern box nor the disruption of years of construction.
- businesses are the heart of the neighborhood.
- this is the miracle and uniqueness of our area to be near and view the trees and mountains.
- the city of Berkeley needs sales tax dollars to pay Berkeley for socialist cost.
- Don't get rid of a good thing that actually exists in your quest for perfection; that's simply gambling with people's livelihoods as the pieces.
- I enjoy walking along College Ave. It is a pleasant walking area, has good restaurants and interesting shops, is not particularly overcrowded, and I feel that residential areas are better located along the side streets, not mixed with the commercial areas.
- Do not add more tall buildings to the corridor
- I don't approve of these zoning changes and my future votes will be determined by the outcome of this initiative. And, despite being a long time Sierra Club supporter, I will actively disengage from the organization
- I think the need to maintain the charm and vibrancy of College Ave - Berkeley's ONLY retail space that attracts locals and tourists (other than 4th St), FAR outweighs the need for affordable housing, if the university can find underused space for constructing housing, why can't the city of Berkeley?
- Keep retail strong will keep more dollars in Berkeley and local.
- Because the Elmwood corridor is one of the best eating and shopping areas of Berkeley and the proposed new construction will overcrowd the area and destroy its charm and draw.
- Because the neighborhood works well as it is, and cannot really deal with more cars from (unnecessary) additional housing. It's got good parking options for businesses that have decades of history here, and are a vibrant draw. Please leave the neighborhood as it is. Thank you
- The most important thing to me and my husband as Elmwood residents is that the College Ave corridor, between Russell and Webster, remains the same with its historic charming character.

- Maintain vibrant mix with smaller shops -- reduce transit to big box stores -- reduce homogenization of food and entertainment options
- I think that we need to do our part to support our future neighbors in The Elmwood. Plenty of people would like to move to Berkeley to flee red-state bullshit and we need a place to house them
- Supporting existing businesses promotes safety, retains jobs, helps make the residential areas feel worth living in.
- Retail businesses are much more important than residential.
- College ave retail is what creates community. Small businesses hire workers and pay taxes.
- Don't build where there is more room and more than two lanes of highway. Dumb dumb. is not helpful as there are just too many people in a very small place. You should build somewhere else.
- This survey presumes that the person being surveyed accepts the concept of upzoning in the Elmwood. Wrong ides in the wrong place. Period. Stop.
- Support for local small businesses
- do not change the Elmwood District
- When this building boom first began, I remember lots of meetings where renters were screaming for more and affordable housing. This seem to be with a belief that more housing would make it cheaper. It seems to me that the devil helpers have really scammed us because there hasn't been a drop or much of a drop in rents. But lots and lots of buildings have been built and more art on the books. I certainly support the affordable housing building that was put where my beloved credit union used to be on Adeline. Those are the affordable housing projects I can get behind. Personally, I am part of the solution by renting a couple of bedrooms in my own building and never charging a lot for them.
Please also considering changing your software for the above ranking. Like many people, I can't read small print, and whenever I enlarged the font here, it was very difficult to negotiate setting up my rankings. This needs to be more accessible.
- This rezoning proposal is misguided. Adding affordable housing makes sense in an area that is closer to Bart.
- Building more housing is more important than affordability on College Avenue.
- We need areas of charm & vibrancy to remain. Stop spreading and destroying character. There are other ways to increase "equality" Backyard Cottages for example. Loosen rental restrictions and permit process costs.
- College Ave is a historical corridor that serves a larger community
- In order to keep the neighborhood friendly.
- Berkeley needs a solid tax base. Maintaining corridor retail vibrancy can do that as well as contribute to the human scale charm of College Ave. As for housing capacity at all affordability levels, I think having a mix of economic levels adds to vibrancy of a community.
- This corridor already has a diverse mix of housing, per City. It doesnt have traffic capacity for local businesses to survive major construction.
- These existing shops, restaurants and small businesses are a signature part of the area and accessible by the surrounding residential areas.
- I think the shopping area is very charming as it is and I like the variety of shops and especially like the movie theatre.
- It is not the government's job to support businesses or worry about aesthetic concerns regarding building heights. The government has an interest in housing for humans, and maintaining a pro-business environment.
- put the tall housing projects o wider streets, like Telegraph, NOT on 2 lane streets like College
- The Elmwood business district is a vibrant, successful and beloved retail area. It is the heart of a lovely, walkable neighborhood and should not be tampered with. These are "mom & pop" businesses that range from very long standing "heritage" stores like Your Basic Bird, to slightly newer but very successful shops like Mrs. Dalloway's bookstore, to "newbies" like Imageknit knitting supplies. (I could go on, Baker

& Commons, Trader Bill's Post, etc.) They provide a wide range of goods and services and would not be replicated if new construction were to occur. These places would disappear and the community would most likely be homogenized with bigger retail spaces have far less personality. There is need for more housing, and it can be gained by creating denser housing in the residential sections of College Ave. Do not destroy a unique retail neighborhood that represents what people love about Berkeley.

- It's a commercial zone arriving the residents of the surrounding neighborhoods. It should continue existing as a commercial hub
- College Avenue is beautiful. Please do not destroy it. It is a wonderful place with successful merchants. I do not want to turn it to Emeryville which I hate and do not shop.
- See comments above.
- I believe it is extremely important to support existing and new businesses in these traditionally neighborhood-serving retail districts to maintain walkable services for new and existing residents. If housing wipes out any existing, or opportunities for new, retail/service business, it defeats the entire purpose of building new, denser housing along the corridors.
- Quality of life. Once your proposals go into effect, Berkeley will be forever changed. The Elmwood's character will be altered and what was once charming will be utilitarian and won't actually achieve your claimed goal of affordability. It will more clutter, noise, traffic and single room apartments. No community space. No good.
- I don't want any changes to the College Avenue retail zone. Leave this area alone and build on another street like Telegraph Avenue
- Do not tear down the historic and charming buildings in the Elmwood. None of these ideas are good.
- I prefer that the character of the neighborhood be retained as it is -what I consider to be a tiny, historical area worthy of preserving.
- More affordable housing is needed and more neighbors will help support existing business and encourage vibrancy
- Need more housing, but affordability is more important. Need to maintain current commercial area.
- Maintaining and creating affordable economic opportunity here in Berkeley for local businesses, entrepreneurs, and creatives is my top priority. This is an important part of addressing the affordability crisis, in addition to our city-wide efforts to build out housing/affordable housing.
- Re-zoning DOES NOT HAVE SUPPORT OF RESIDENTS. this survey is strategically designed to mute opposition. Myself and others are photo-documenting the many sites under construction to increase housing at all levels in the city of Berkeley. Why alter the most historic?
- College has a unique atmosphere that I feel should be kept. Not far from College is Telegraph, where affordable housing can be built without changing its vibe (and indeed are built)
- Elmwood/College Ave. currently functions as a high-density business district and transit corridor and would be negatively affected by construction of 4-6-story apartments.
- Vibrancy of retail corridor is hugely important. It is similar to having a park in the neighborhood. It is a major amenity to the residents in a wide area around it.
- This is a vibrant, thriving, neighborhood shopping area. Decimating it is NOT a solution to the need for more housing. There could easily be more housing in Elmwood if the rent board would stop treating home owners as evil landlords. No one wants to give away the rights to their own home in order to rent an ADU or flat.
- Small businesses struggle to survive. Up zoning in the Elmwood would be their death knell.
- Our neighborhood businesses are the lifeblood of our neighborhood. Some are actually owned by people who live in the neighborhood. Tall buildings don't belong in the Elmwood!!!
- There are many other places to build more affordable housing. Please keep the character of the neighborhood. Concerned about the traffic impact during construction and thereafter.
- We should promote existing businesses because otherwise the Elmwood, like so many other urban areas, will DIE. Also, your poll is misleading. Asking how we feel about "transitions between taller buildings on College Ave and adjacent lower-scale residential neighborhoods" means you already have a

plan in place. Totally misleading as if we have a say. But you know this already, right? I mean, you did make this poll...

- Why mess with a historic vibrant commercial strip? College avenue is a destination and Berkeley should be preserving it. Do not change the zoning.
- People come from all over the Bay Area to shop and eat in the Elmwood. It's historic character and charm are some of the draws. This could easily be ruined by heavy-handed planning choices.
- Beauty, peacefulness, historical significance, community spirit, and health: small buildings have them, big ones don't.
- Affordable housing needs to be the top priority as that is the greatest need. I have some otherwise lovely neighbors who don't realize how lucky they are to own their nice homes - while people who work here, who provide services they need, have to struggle just to have a roof.
At the same time, the businesses in the neighborhood really define the place and contribute much toward what makes it a desirable place to live. (Frankly, they could also use rent control protection. But that's for another day.) If we get affordable housing, but all the businesses go away, we end up as a suburb. No one wants that!
- Maximizing affordable housing isn't my priority for Berkeley. I don't trust City officials here to make good decisions about zoning. We don't need more thoughtless crappy construction with short life spans. We are incentivizing diversity the wrong way. I'm 50 but when I was 30 and in SF I wanted to live atop Pacific Heights but no one built me a crappy apartment building. Nor should they have. It would have destroyed the neighborhood. And would have worked against everything that made that neighborhood special. We don't always get what we want. And sometimes that's the best outcome.
- Importance of supporting established merchants
Importance of supporting and maintaining small retail establishments.
- I like the corridor the way it is, and would like to see it thrive. Construction is not it.
- This feels like the only options are turning Berkeley into LA and lose what makes Berkeley Berkeley.
- No one - and I mean no one - wants ugly, tall, shadow-casting buildings along College Ave. Use sensitive, SMALL SCALE infill to preserve neighborhood character while changing needs.
- The retail vibrancy is critical. We can house people anywhere. It does not have to be at the expense of these commercial corridors. For example, TRAFFIC and PARKING are key items that are not being addressed. And don't just say people shouldn't drive. They do.
- This is a prime retail area, with lots of small businesses. Construction would be a concern given the lack of alternative routes up and down the corridor.
- Taller buildings don't have to be on College Ave. where the retail businesses are thriving. they are thriving because of the street appeal. And do not replicate the bike lanes in Temescal with all the big plastic barriers - it is crazy! the streets are too small to add bike lanes.
- These are the most important issues Berkeley faces, among those listed.
- College Ave is a rare vibrant retail corridor, a pleasure for pedestrians. There are other currently dead areas like most of Shattuck past Berkeley Bowl that would benefit for higher density and affordable housing
- Small, mom and pop retail is the main reason people like the Elmwood district. Super sizing buildings will force building pellets to seek unwanted chain stores.
- I do not support any taller buildings.
- I value the character and the liveliness of the Elmwood area along college Avenue over the other issues. I want more vibrancy and positive human activity.
- College Avenue is a relatively narrow street compared to Telegraph, San Pablo and other N-S arteries. Also it is a neighborhood commercial district serving a local area.
- I want things to stay the way they are
- I want this neighborhood to have enough foot traffic such that more businesses come to College Ave. Currently businesses seem to have high turnover partly due to (I suspect) not enough foot traffic from demographics that actually would spend in a way to keep these businesses afloat.

- It's what makes the area special. Please also consider parking which is already very challenging.
- Neighborhoods need a vibrant, varied, business district for convenience and social well being.
- It is a vibrant commercial corridor, and it's why people move here - to be able to WALK to the services and shops they need.
- Per my comments above. We care about our neighborhood. We are long time residents because we live the nature and pace of living and seeing the same merchants thrive for years. This neighborhood is historic and meaningful for local residents as well as a destination for others. We need to support Berkeley businesses. Berkeley is very business unfriendly. You should not be chasing these long time dedicated local merchants who care about our neighborhood away.
- I don't want the existing neighborhood and buildings destroyed
- Keeping traditional retail
Zones is important to the vibrancy of the area. Housing should be maximized along Telegraph, Shattuck, Alcatraz, Ashby, etc and NOT college.
- Long established merchants are the heart of the district.
Importance of maintaining at least some historic feel to the district. Not feeling like big block buildings are overwhelming the existing structures.
- It's great as it is and needs more thriving businesses
- The businesses having support and maintaining is the most important. We have housing, we need the university to stop enrolling people and creating our housing crisis.
- Less ugliness this way
- I rely on the businesses in the Elmwood district
- "I strongly oppose the rezoning or upzoning of College Avenue. This plan will permanently alter the historic and architectural character of Elmwood and force out the long-standing merchants who have served this community for decades. Increasing building height and density will not create affordable housing — it will invite speculative development, raise rents, and destroy small businesses. I urge the City to remove College Avenue from the Berkeley Corridors Zoning Update and preserve the Elmwood Commercial District as a historic, small-scale retail neighborhood."
- College Avenue is already very congested and keeping businesses vibrant is very important
- Look around Berkeley and see how many shops and apartments are vacant. These "affordable housing" projects do not benefit Berkeley natives - they create tiny, sterile, cheap apartments to cram more and more students into the area. Students don't contribute to our neighborhoods. When they move out they leave their trash on the street. They skew the city voting without living with the consequences once they leave. With rent control no one ever moves out of the "affordable" spaces. This proposal will ruin the quaint nature of our smaller shopping districts.
- Since 1974, when I moved here, the Elmwood shopping area including the shops and restaurants south of Peets have drawn people from Berkeley and surrounding areas to enjoy shopping for clothing, beauty goods, imported goods, pets (Your Basic Bird) and excellent food. The store owners here really care about the Elmwood and the rest of the neighborhood.
- The charm and existing businesses are most important. The area is already crowded.
- Because I believe College Ave is an inappropriate street for really tall buildings due to the narrowness of the street. Please consider designating other wider nearby streets (such as Telegraph Ave) which are within a short walk from College Ave
- Our mom and pop stores need support, construction on congested College Ave would only force many to close
- College Avenue as it is now has character and is a thriving business area. Don't destroy it by destroying the very things that make it such an attractive retail destination.
- The shops and stores and theater in Elmwood add to the character and charm of Berkeley. The businesses bring in important revenue for the city. These are small businesses that are getting squeezed out by corporations like Amazon. It is critical that we continue to support these small businesses and maintain the character and charm of this area. This is what makes Berkeley unique and special -- and draws people in from all over the city, state, and country.

- To maintain the vibrancy of our wonderful neighborhood, we need to prioritize maintaining local businesses (restaurants, shops, etc.) and encouraging new ones.
- Why live in Berkeley if its character is destroyed by the real estate lobby
- Berkeley has few retail corridors. The College Ave one is significant to the value of the neighborhood- without these small and diverse businesses and walkability, fewer people would be willing to pay \$2+ million for a run-down house. The community would suffer.
- The businesses on College Avenue are already struggling financially. We need to support our businesses. This is good for the tax base in Berkeley. Adding housing to this 3 block area doesn't measurably improve the housing situation but it will harm the business community in this area as well as take away the community feel. There are already many rentals in this area.
- Please take care of businesses
- See comments in box above. You're destroying the neighborhood. Your plan will disrupt the lives and businesses of merchants along College Avenue - and possibly put some of them out of business. Didn't you talk to the merchants in Chinatown/SF during the central subway construction, which took years longer than anticipated and made their lives (not to mention those of the residents and shoppers) incredibly trying for over a decade - ?
- I do not want Elmwoods unique neighborhood to become something that could be in any city in America.
- I support the Elmwood district and love the current businesses and encourage new retail businesses to be attracted to opening their shops in this area.
- I want the "corridor" to remain successful with mostly neighborhood-serving businesses well into the future for myself and others.
- No building should replace the post office or Wells Fargo parking lot
- College Ave should be preserved as small business corridor with character
Additional housing and tall buildings not appropriate in this otherwise residential area
- We need a mix of all housing affordability levels, a good mix contributes to the vibrancy of the community.
- Greater housing inventory and more affordable housing will increase the density college avenue for local residents to frequent the retail shops and restaurants thereby helping to maintain the commercial vibrancy of the neighborhood.
- There is a sunny, upscale charm to the Elmwood Retail District and it would be a shame to ruin that by making large housing developments in the at area.
- We need housing and local businesses to thrive!
- Same response. I am not in favor of new taller buildings.
- Need affordable housing — avoid overpriced, small units for students. Protect small businesses— no box store.
- I have lived in the Elmwood my entire life and want it to stay a historic couple of blocks! Please don't ruin my neighborhood!!
- Those businesses have created the mood and historic vibrancy of the neighborhood.
- This is an historic district already beset with troubles since the Pandemic and increased rent. I want the Elmwood to remain as it is. NO up floor building beyond 2 stories. There is already possibilities of expanded stories for the Avenue to the north and south of the Elmwood shopping district. We should not be voting for the developers to make more money, which is what upzoning will do. Impact on creating affordable housing will be VERY little on your alternatives. Keep the Elmwood as it is. KEEP EXISTING ZONING WITHOUT 50% DENSITY BONUS. 4 STORY BUILDINGS WILL DESTROY BUSINESSES AND CHARACTER OF THE NEIGHBORHOOD. AND ALLOW DEVELOPERS TO MAKE MONEY... THIS WILL NOT SOLVE OUR HOUSING CRISIS.
- College should not become a housing development given the scale and poor aesthetics of what Berkeley is allowing.
- keep the Elmwood as it is. hands off what works and meets the needs of the community. do not know now to point out which 2 are my priorities.

- Local retail is vital to the College corridor. It is one of the few walkable neighborhood restaurant and shopping areas.
- Maintain retail viability
- We need to support existing businesses because the proximity to them is one of the most attractive features of the neighborhood. We also desperately need affordable housing in Berkeley or we'll become an exclusive city of rich people.
- No rezoning no building. This lovely neighborhood shopping area is just perfect the way it is. This area is already impacted with traffic and cars parking in the neighborhood. These plans to have more people living in this area will only make it so much worse for residents already here paying property taxes.
- I think I explained my priorities in additional comments.
- Again, students will pay a premium for housing that will reduce pressure on pricing in other parts of the city, while affordable units can help long-time Berkeley residents stay in the Berkeley and contribute to the community. I'll also say that retail vibrancy is critically important, but is inherently linked more to commercial rent prices and care with how new projects are built: downtown Berkeley shows the hazards of taking on projects without sufficient capital, so massive dead zones form dragging down the entire area.
- College Avenue is currently one of Berkeley's few vibrant retail neighborhoods, boasting a near zero vacancy rate.

The proposed upzoning would significantly disrupt the continuous retail storefront pattern by mandating the inclusion of residential building requirements such as lobbies, electrical rooms, and required exits. It is important to note that "design standards" will not mitigate this issue, as building codes, fire codes, and PG&E/utility requirements will ultimately dictate the appearance of the street front. The remaining retail spaces would likely be residual, not optimally configured for retail needs. Furthermore, the rental rates for new construction buildings are expected to be prohibitively expensive for the local businesses that currently thrive on College Avenue. This upzoning would effectively destroy College Avenue as it exists today.

While I acknowledge the city's need for more housing, I question why it is necessary to sacrifice one of Berkeley's most beloved and successful neighborhoods in the process, especially for 6-7 story housing structures. It appears this increased density is being forced onto College Avenue because the city previously allowed only 3-4 story developments on Shattuck Avenue—a street that could genuinely support high-density housing with minimal displacement of retail businesses.

I am deeply disappointed by the apparent lack of foresight from the planners, planning commission and council, and the disingenuous nature of the upzoning process. For example, why has no sketch been provided depicting the proposed upzoning with a 100% density bonus? If the corridor is upzoned, it is highly probable that a project with 100% density will be built in the future. This omission raises concerns about transparency.

- Berkeley has reduced the attractiveness and viability of neighborhood retail too often - new construction too often has no character or soul, losing all sense of the uniqueness of our neighborhoods -
- THIS PROPOSED DEVELOPMENT WILL DESTROY A REALLY NICE NEIGHBORHOOD. JUST HELP THESE BUSINESSES SURVIVE AND LEAVE THE REST ALONE.
- In New York City, Robert Moses intentionally produced "instant slums" by demanding construction of "poverty islands" by destroying functional neighborhoods Robert Moses deemed to be "slums"! Robert Moses wanted to make it that "rich New Yorkers" didn't have to see hard-working New Yorkers Robert Moses deemed to be "low class"! The cruelty of Robert Moses' "improvements" in the City of New York have stood as examples of just how to degrade the fabric of a city!!! NEVER EVER BUILD "INSTANT SLUMS" BECAUSE, NO MATTER HOW "HANDSOME" ANY "INSTANT SLUM" IS, HISTORY HAS DEMONSTRATED "INSTANT SLUMS" INCREASE POVERTY AND CRIME!!!
- I own a small business in the College Ave. corridor. College Ave. is only two lanes of traffic and is already very impacted. There is absolutely no way that the Avenue can handle the guaranteed significant increased traffic that additional residential units in the corridor, no matter how much Berkeley discourages driving. Anyone that doubts me should spend a couple of hours in The Elmwood on a busy Saturday afternoon watching the traffic pattern. Really, come on down. It will be very eye-opening.

- To prevent a wall of tall buildings from blocking off College Ave. from the rest of the neighborhood
- The greatest benefit is from the highest number of housing units.
- Because your "consideration" phrasing is redundant, simply missing the major point about RHNA-6 (which dooms this survey): Berkeley needs 7,280 HU more, by the end of 2030, with "maximum" 1,780 HU from the 3 "priority" Commercial corridors, if developers decide to invest based on design requirements and conditions, as yet unspecified. Your Elmwood Corridor estimate seems to be 50 to 130 HU over the next 5 years, or 10 to 16 a year. And, aside from not mentioning this in this Elmwood "Survey", you show a truly stupid graphic of maximum volume, apparently horizontally translated from the actual location of the existing Russell intersection. Perhaps I'm wrong, it's hard to tell. A smarter way to ask Elmwood residents about preference for alternatives would be to estimate how much additional housing each alternative might result in. You have the skills to estimate the Housing Units a developer might design under each alternative. Since you chose to show a first-year architecture student homework problem using Autocad or ChatGPT image, you missed a key opportunity to actually ask Elmwood residents for innovations, positive suggestions, investments, and commitments to build more housing. We need a community process that builds community commitment, and your process, at the moment, is a massive failure. Really, who is responsible for not showing setbacks.....of you six firms responsible for the Corridor planning process, some of you are soon going to be saying, "Well, I didn't make that call, it must have been one of our interns. I'm licensed."
- The Elmwood is a uniquely successful and welcoming retail district, it needs to be protected.
- Quality of life
- It is the local businesses that make this corridor special. No need to make everyone suffer with years of construction.
- Berkeley has limited areas with healthy retail. Yes housing is important, but no matter the total volume/capacity created, home ownership remains elusive to even those of us at the high end of middle class. I'm willing to make the sacrifice of home ownership to be in an area that supports local business and creates an urban lifestyle in the middle of what is really the suburbs. We have the best of both worlds in the Elmwood. That is driven by the businesses here. Take that away, you take away the charm and structure of the neighborhood.
- Adding taller buildings is not conducive to continuing the feel and simplicity of design which is what exists.increasing traffic and pedestrian flow is also not a good idea for this already congested area.
- I think these are crucial issues especially in the Berkeley area with the current housing crisis.
- The elmwood is a quaint shopping area. If you don't support the existing businesses and maintain retail vibrancy then you have ruined the Elmwood.
- Maintain the integrity of the neighborhood. There are other areas in Berkeley that need updating especially university Ave and San Pablo Avenue.
- See comment above
- This is a business district
- I am concerned that we will lose our lovely walkable neighborhood.
- Don't make Elmwood downtown Berkeley. Its retail has charm and should be preserved. Change everything around it, but just keep the "downtown."
- Traffic issues with new housing and retail — levels of traffic are already at maximum. Many unsafe hours for pedestrians and frustrating hours for motorists and buses
- The existing business density as well as the presence of a post office and library makes for a lively, livable neighborhood.
- A lovely and vibrant commercial district.
- Stop upzoning Elmwood and focus on revitalizing downtown.
- See above
- The Bay area needs more housing. I would like to see more affordable housing, and I hope you'll maximize the amount of affordable housing. I also think we need more housing at a variety of affordability levels.

- The challenge is to add housing units without destroying the existing character of a neighborhood. Preservation of unique existing businesses (Elwood theater, bookshops) and transitions between taller and lower buildings does this. But clearly, some change will be required if new units are to be added.
- Question 4. assumes I want the taller buildings.
- Height limitations SHOULD NOT be increased along the College Ave corridor. This survey does not allow residents to object. We are only able to select between options that are aligned with your views. Where do we give our input?
Maintaining existing neighborhoods and businesses should be top priority. Adding housing and businesses must involve traffic studies. It is already too crowded.
- In the context of already having radically changed zoning for all the Berkeley Flats, allowing for 4-5 x increase housing capacity throughout the flats... please slow down the massive changes. We already have many changes that will increase density, impact parking, have environmental impact.. Now, beloved businesses and views of the hills will disappear; we will lose something precious to our community and broad-based appeal. You don't have to turn this into Emeryville... We don't need another high-density shopping zone. Please leave College Avenue alone. There are already vast changes ahead - and tons of building downtown and throughout Telegraph, Ashby, Etc. but developers' greed know no limits. Please leave College Avenue alone. Please stop.
- The only way to keep our existing businesses is to maintain lower rents provided by existing buildings. New buildings mean much higher rents, which means only corporate owned chain stores will take over.
- Maintaining College Avenue as a vibrant commercial corridor supports the surrounding housing and is the reason people want to live in the neighborhood. I'm in favor of increasing affordable housing in residential neighborhoods.
- Aesthetics and neighborhood feel
- Maintain esthetics and neighborhood style
- more apartments does not mean better neighborhoods.
- The retail vibrancy of the Elmwood and Rockridge neighborhoods keep going the high quality of life. Density of traffic is already a problem. Parking also difficult. Why add to that?
- The current feel of College Ave. should be maintained. It is a critical retail district for our family, that we can walk to, which is particularly important to us at our age.
- Elmwood already has existing businesses and retail vibrancy.that's what I want. We also have middle housing zoning and more than 330 multi unit buildings, 56% renters, and just 70 single family homes. No one has explained persuasively why Elmwood actually needs high rises. The young adults in my family live in Oakland and love it. What's wrong with that? Bring more resources to the rest of Berkeley. Don't destroy my neighborhood.
- we need to keep the small businesses and feeling of community neighborhoods
- A community needs businesses
- Densifying corridors means more residents, meaning a more lively neighborhood, making maximizing housing capacity my top priority. Housing in the Bay Area is very expensive, so I also think it's important to maximize affordable housing. I've had good experiences living near affordable housing in downtown Berkeley.
- I love walking down College Ave and maintaining the walkability and small commercial storefronts is important to that. It's currently a neighborhood with limited affordability and I wish this could be a space that communities across socioeconomic conditions could enjoy.
- Nearly everything that attracted me to Berkeley when I moved here in the late Seventies has been destroyed or driven out, and I refuse to believe that my sadness about this amounts to nothing more than nostalgia. Berkeley used to be an interesting town, balancing the desires of cultural and ethnic communities with the needs of business and a flourishing economy. Now it's nearly indistinguishable from any other place in the East Bay.
- This project should not proceed in this historic Elmwood neighborhood

- We have a thriving business district now which promotes walkability. Replacing buildings and likely increasing commercial rents seems to defeat the notion of concentrating housing and resources. We see all over town vacant first floor (for years!) commercial spaces in new apartment buildings.
- I work at Focal Point Opticians and I enjoy the neighborhood and supporting the local businesses in the Elmwood district.
- If you kill business, post office and banking on College Avenue, the neighborhood will be destroyed. How does this help a few people who will be able to afford new housing? It just helps the real estate industry and landlords.
- Housing is a must have. Everything else on here is a "nice to have."
- Keeping the businesses viable. It is so hard for the store owners to stay in business and construction will hurt that so much.
- Existing retail businesses need to stay strong and not go out of business.
- Berkeley needs more housing, period. Designating some as specifically affordable is great, too. For too long, predominantly white and wealthy neighborhoods have shifted the burden of housing onto others.
- In order to save the current neighborhood from ill-advised planning ideas.
- The Elmwood is a special place. People like to walk to it. It's a bit crowded, but workable. Six story housing would ruin the place. There is NO ROOM for that kind of density. Parking? Traffic? Emergency vehicles? The construction would be a nightmare. No privacy for neighboring streets. The business would close. Housing on those blocks is a dreadful idea.
- see first comments
- Like I said, the retail corridor is the heart and soul of the Elmwood. Places like this are quickly disappearing during a time we need them most. You are handing the city over to corporations and billionaires and small businesses are not going to survive it.
- Need vibrant businesses to maintain the reason people want to live in Elmwood. Need only 3 stories with setbacks to maintain the charm of Elmwood neighborhood. Big buildings nihilate the desirability of the neighborhood.
- The historic fabric that is this area of Berkeley is not recreatable within our current building climate.
- So the city does not destroy the neighborhood. I know it is a vain hope, and that the politicians do not give a rat's ass about this neighborhood but you asked my opinion.
- I do not approve of this zoning and this survey is poorly thought out.
Are you going to raze existing buildings after seizing them by eminent domain?
There are other areas that have open space particularly in west Berkeley where you wouldn't be displacing a lot of people & businesses. This seems like a land grab for developers.
- I see 1+3 and 2+4 as connected. More housing is more housing but the neighborhood will only stay vibrant if we support businesses. We can do both.
- College Avenue should not be upzoned as it is too narrow, there are too many historic buildings and it is too close to residential. Higher density housing can be built along wider streets in the area (Telegraph, Ashby).
- We are in a massive housing shortage, and anything that we can do to add housing units is a huge public good. This is definitely more important than preserving the current zoning of the neighborhood, or the current aesthetic/feel of one story buildings.
- We need to prioritize increasing the housing supply so as to improve housing affordability
- We need more housing, and want to make sure that local businesses can still thrive.
- College av is a rare urban corridor with many individually owned businesses. It contributes enormously to the unique environment of Berkeley. DON'T destroy it! Center st is a horrible example of development gone wrong, i know the developer pulled out but those unique businesses will never come back.
- The corridor was created by local businesses and their presence is important to the Elmwood community.
- Solving housing issue by densifying our beloved elmwood will bring more happy neighbors, bikers and walkers and folks to support the local businesses.

- It's unfair to tower over the adjacent single family housing on Cherry street. 2 to 3 floors at most 4 to 6 is too much. Keep the scale - keep independent businesses - no chains
- Existing businesses define the culture of College Avenue, and their biggest expense is rent. By building affordable housing for all income groups, we can expand their customer base while allowing employees to live nearby
- The Elmwood is what it is because of a few blocks of businesses. Take those away and it goes away. Other options in the greater Elmwood area are better for housing of all kinds. While I would say that housing is a very high priority I see no reason why it must be right on College Avenue.
- Housing density can support public transit, Community and even retail.
- More housing is more important than aesthetics
- I am NOT in favor of any new development in the Elmwood district.
- this is what creates a neighborhood. additionally this is what the constituents want and not what the employees or the councilman - who has no connectivity to the neighborhood.
- Maintaining character and feel of college Avenue is very important
- Elmwood is an excellent neighborhood to live in - I want to preserve those qualities and make it accessible to more people.
- Just let the free market figure this out.
- College Avenue is wonderful as it is. Fine to develop great new retail and residential in underutilized lots such as the post office and 7-11 - but do NOT do so will new buildings that are taller than appropriate (2 stories, maybe 3?) for the vernacular that makes our neighborhood so special.
- My top two are not apparent options on your list. So you know what to do with your list. Screw the "state density bonus crap" - we already have too much housing, and too much construction ruining our city.
- We need more affordable housing in this neighborhood
 - great to build more housing. and make it attractive to build by minimizing the number of restrictions on the site - eg like with a high number of below market units.
 - while still allowing this to be a strong area for commerce, that is a nice/safe place to be. so ground floor retail, walkable. honestly more density would help the businesses.
- Housing is the most important of any of these issues
- We need more housing, but not at the expense of the retail corridor. The two are not at odds and increased density can only help the vibrancy of the area.
- Any housing added increases affordability of other housing. Let's make Berkeley the Hong Kong of the west!
- We can build more housing and maintain our wonderful commercial corridor, we can do both.
- 1. Build apartments and prices will lower. Don't hamstring building with arbitrary affordability requirements.
- 2. Ground floor retail will allow walkability for residents.
- Targeting the Elmwood district is ridiculous. There is plenty of space in Berkeley where adding housing would benefit the area. The Elmwood is not one them.
- Berkeley is small and any Berkeley residents can take advantage of the resources the Elmwood provides with the proper transit infrastructure. Easy access with public transit is much more important than maximizing any kind of housing on these few blocks. Might I suggest the commission takes a few trips to Europe/East Asia and see how density and vibrancy is achieved? Why doesn't the alternatives allow for comments? I would welcome Alternative 1 with set back above the existing facade, and that set back should be used as an outdoor space for the building... or the 3rd floor resident. Imagine a cafe or restaurant there?

- The Elmwood is a shopping gem. There is a lot of density between UCB. But there is not a lot of density around the other two districts in this project.
- I want a dense, vibrant, efficient neighborhood. We're already a retail hub but we need more housing here. Having taller multi family buildings is part of building a world class city!
- Again this assumes the upzoning is approved.
- See my written comments on answer #3
- Small businesses on College are what make that a vibrant business district. They will of necessity need to move if their current storefronts are demolished for new construction. Without those small businesses we will end up with chain stores or just vacant storefronts.
- As above, building 7-story residential bldgs along college at Elmwood would destroy the small-town vibe that makes it special in the first place.
- We need more housing. More density will support more retail. And we need to keep this a thriving residential neighborhood.
- Because there are a lot of empty units in Berkeley and Borth Oakland that are new but not affordable. City staff and council members believe or are on pockets of developers and not berkeley residents.
- affordable housing is a false promise. the long lasting effects of building plans will persist for all
- the vacancy rate is appalling
- Support for small businesses that drive the local economy and access to affordable housing are two of the most important things impacting quality of life in Berkeley
- The transitions with heights stepping down to three stories, and having 15-foot setbacks (or as much as possible) from property line to the building structure, are important. Overshadowing existing property owner's bedrooms, gardens and patios with looming buildings and dozens of eyeballs is unfair. The building height should step down to 3-stories on any property line abutting currently existing residential use, on the main corridor as well as on the back side of any new multi-unit buildings.
- Housing -- good. Housing ON COLLEGE -- possibly destructive of neighborhood.
- I support more affordable housing, but area is too congested already - why not more density on Telegraph which is in easy walking distance to College Ave,
- The Elmwood shopping district as is provides a remarkable array of shopping and services which alleviate the need for car trips for people in this area of Berkeley. That's environmentally sustainable, sound, and friendly.
- Important to maintain the special character of the neighborhood. What the Elmwood retail corridor really needs is a strong and more proactive merchants association that can identify the retail mix that it desires and then go out into the community and recruit those specific restaurants and shops to open a new location in the Elmwood.
- Increasing housing supply helps affordability, allows job growth, and increases the tax base. It reduces the need for outward expansion, preserving natural habitats and green spaces. It reduces reliance on cars, leading to less pollution, reduced carbon emissions, and more efficient use of resources like water and electricity. Supporting the construction of more housing near jobs, schools, and public transportation to increase transit use and reduce traffic. Yes, the neighborhood will get busier, but wake up folks, we live in an urban area! I've strolled through other densely built places like New York and Rome and I find those places beautiful!
- I think housing at all levels of income are important, not just affordable housing. Allowing a range of housing options fosters economic diversity and helps counteract exclusionary legacies of single-family zoning. College Avenue is a key commercial-transit corridor—maximizing housing here leverages public transit infrastructure, reduces reliance on cars, and supports environmental goals. For retail vibrancy, as someone who lives near by and often visits restaurants, participates in classes and buys groceries the retail area is an important part of the neighborhood value and culture of the area.
- College Ave is the most vibrant retail corridor in the city.
- Businesses are what make the corridor.

- We want to support our local businesses and keep the Elmwood vital and walkable. This is not the place to add housing or development! Please do not destroy the Elmwood with construction and development! The street is narrow and small independent businesses are important to this area!
- Traffic and parking are already tough in the area
- I want existing businesses to remain intact. Housing is very expensive in this neighborhood; I want students and families to be able to afford living here.
- College Avenue is one of the most successful retail districts in the Bay Area. It's not broken and most of the proposals would break it.
- I live in the area and shop and dine frequently on this street with my kids!
- keep the nature of the neighborhoods intact
- To preserve Elmwood's charm, as is with nothing beyond cosmetic renovations of existing buildings.
- I cannot make the sequencing function work, and I don't know what is meant by retail vibrancy. I would put 1 first, and 5 or 6 second.
- Historic ncommercial neighborhood
- Keep the existing charm of the neighborhood and don't drive families out
- We are in a housing crisis and should maximize housing, especially on commercial corridors like this one.
- These are what make the Elmwood corridor as vibrant and popular as it is now.
- construction of these monstrosities would kill the existing retail, and ruin the character of the neighborhood.
- The transitions with heights stepping down to three stories, and having 15-foot setbacks (or as much as possible) from property line to the build structure, are important. Overshadowing existing property owner's bedrooms, gardens and patios with looming buildings and dozens of eyeballs is unfair and not a way to create equity, or address historical injustices. It would be an injustice. As for heights, it is much more than "perceived" ; it is indeed factual. The building height should step down to 3-stories on any property line abutting currently existing residential use, on the main corridor as well as on the back side of any new multi-unit buildings.
- Those existing businesses are a major reason why this neighborhood is great. I see other areas where ground-floor retail is almost gone and don't want Elmwood to look like that. We clearly need more housing, and wouldn't it be great if the people who work in these local businesses could find affordable housing here?
- I am very concerned about "dead blocks" appearing as they have in downtown Berkeley.
- If I have to explain, you seriously don't understand the problem. Look at the map of businesses downtown 20 years ago. Now look at it. This is what I am talking about. Look at a map of businesses on Telegraph 5 years ago. Now look at it. New buildings sacrifice existing businesses that cannot afford to buildout/or sign triple net leases/or afford the extremely high rents. We lose jobs and we attract only corporate cookie cutter businesses with this model. Look at Durant - note how it remains a vibrant street with nightlife, but under every new housing build there are only corporate leasors like Taco Bell or Crumbl or Panda Express.
- We have loads of empty storefronts in Berkeley. And lots of vacant rentals. The only housing shortage we seem to be addressing is with this horrible approach is for students (since families would not likely want to live in the apartments being built). Why not cluster them along Shattuck where transportation, infrastructure and parking can support them?
By the time all this ugly construction gets done, no one will want to live here except short-timers. It feels ruinous to the notion of Berkeley as a city of mixed-aged residents with families living alongside students. This new approach will only be appealing to students and tech bros. Not families or artists or retirees. Ask the developers how many of THEM live in high rise apartments. I bet not many. Also regarding the list above, how about reducing 'actual height' instead of 'perceived' height. Put the density along the empty lots on Shattuck. Not in the Elmwood.
- College Ave is primarily a retail corridor and existing locally owned businesses should be supported, especially during a time when people are spending less money, but the corridor also should have

affordable housing opportunities near transit (so, near the Oakland border; within a half mile of Rockridge BART.)

- We don't just need new housing, we need affordable housing. I'm not sure you can get that.
- It is important to preserve the character of the existing neighborhood. Inevitably, any large scale buildings that are created for housing purposes will be unsightly boxes similar to those already being built elsewhere in Berkeley. I agree that affordable housing is important, but housing affordability is driven by the market, not by development. Unless you build entire developments where every single unit is "affordable", this 20% affordable requirement will never be a solution.
- It's a priority for our neighbors to not move ahead with this plan.
- It is hard to legislate good design which will be key to the success of upzoning. The setbacks and sensitivity to the adjacent neighboring houses is one area that can be prescribed through zoning. We need more housing and the upzoning is actually a chance to improve our retail corridors. A diversity of housing and income types seems crucial to integrating the new housing with the existing neighborhood.
- If we need more housing there are other ways to increase opportunity in areas where businesses are not affected. If we want vibrancy and fairness a retail corridor must be supported!
- If you walk through the Elmwood you can see many businesses with signs protesting this rezoning plan. The businesses rightly see that construction of huge buildings will create unbelievable traffic problems and threaten their livelihood. They also understand that the draw of Elmwood lies in its human-scale charm.
- I'm the parent of a 3-year-old, and I'd like them to be able to live in Berkeley one day. Given the cyclical nature of housing construction and long lead times for projects, it's crucial we plan for a large amount of housing now, so that the housing market in 20 years when he's ready to move out on his own allows him to afford to stay nearby, even if he's not making a huge tech or finance salary.
- We need the housing and we need to support local businesses.
- As a former business owner on College Ave for 17 years, and an Elmwood resident for 41 years, I appreciate the small-town aspect of the neighborhood.
- Businesses are successful now. More large buildings will decrease charm. Almost all the new buildings are never in keeping with the architectural traditions of local buildings. These tall buildings never seem to add to the neighborhoods attractiveness. In college - Elmwood majority of these new buildings seem to be filled with Cal students who are transient and not part of permanent community.
- I picked design elements as the top two because design is the only way we can upzone AND keep neighborhood character.
- We need to make this neighborhood more affordable and accessible to ALL households. Don't let the NIMBY's use the need for Affordable housing as a way to kill all housing. We need it at all income levels.
- this is what makes elmwood elmwood, why would we destroy what is good for local businesses and our community?
- College Ave is home to small businesses that are an integral part of Berkeley. Elmwood is a unique area that should be maintained.
- We are in a housing crisis
- A high density of people + lots of ground-floor retail make for a vibrant, livable neighborhood
- I am worried about the potential of blocky vertical walls making sidewalks narrow and eliminating the easy indoor-outdoor transition we have now on college Avenue.
- lousy set of options in this and other questionnaire items; findings will be tainted by bias inherent in the set of choices
- Existing businesses have kept the Elmwood alive all these years, and will continue to do so, only if we support them.
We NEED more affordable housing,
- Addressing housing shortage is a broader, more urgent priority than anything else, and in my view if Elmwood became a denser neighborhood with more consumers to spend, that would have a bigger impact on retail vibrancy/businesses than anything else. I put reducing the perceived height of buildings

by stepping back the upper floors as number 2 because I see design choices like this as potentially easy wins to increase housing while maintaining the neighborhood feel.

- Want to sustain vibrant business district... and still support Elmwood to do its share for new housing
- We just need housing, but these areas are some of the very few vibrant commercial/retail areas, so it's important to not disrupt them.
- College Ave is a super small area --- and large scale (5 to 7 story buildings) will do very little in the scope of solving our housing problems and the years of construction will hurt small businesses and will destroy the character of this area. Other communities in the bay area aren't destroying small intimate spaces; let's build up other areas vs tearing down the small intimate retail spaces we have. And, there's already a huge number of renters and apartments along college avenue as well. The city is pushing this through in the face of opposition and neighbors have little faith the city will listen to objections
- The business atmosphere on College presently has charm and good pedestrian traffic. New construction, as on Shattuck, will create an unattractive dead zone. Just look at Shattuck.
- I own a business on College Avenue and live in the neighborhood. I fear that if this change goes through it will (eventually) spell the end of the College Ave business district. Please leave College Avenue, at least the business part of it, alone.
- Affordable housing is even more important than market rate housing given our current speculative market
- Same as before. New dense housing is top priority followed by enhancing retail offerings. College has so much potential.
- All existing business must be guaranteed the same or better space, at their current rent, in perpetuity, if any new buildings are allowed to be constructed. Another failing of the current plan is that it does not taper or distribute the proposed development laterally away from the main street. The height cap should be at most two stories higher than any surrounding building, which will preserve a smooth, reasonable transition in visual mass and skyline. Furthermore, the setbacks along the corridor street should be far more aggressive: for example, 45 degrees (for each floor, step back by that floor's height). This is the only way to prevent creating a canyon devoid of light and air.
- Housing is essential
- We need affordable housing- we have plenty of expensive housing!! Elmwood is a neighborhood- it shouldn't look like our downtown which killed small local businesses!!
- I suggest two different building heights along this corridor with very high buildings close to Cal and lower further away to maintain residential feel.
- It's important to maintain vibrancy and have affordable housing
- Housing density is needed for sustained health of Berkeley and generational justice. Retail vibrancy and dense housing are mutually reinforcing.
- Maintain the historic Elwood
- It's time to address the housing shortage after decades of restrictive zoning created the problem.
- Housing.
- Because it is essential to Berkeley's sense of identity, community, & character.
- Increased housing is my priority.
- Same
- This corridor must have more housing, period. It must include many affordable units. Supporting existing businesses is synonymous with retaining retail vibrancy. This part of Berkeley must grow into more of a cityscape, and NIMBY advocates (the overwhelming majority of my friends) don't see the future clearly.
- Housing crisis bad. Need new supply at all income levels and maximize opportunities for affordable housing.
- I do not want to see new building construction on College. I believe it is ideal as it is.
- Don't ruin another part of Berkeley through these densification projects.

- We need more housing in Berkeley, and also small businesses are important.
- I believe there is a housing emergency.
- We like the College Ave the way it is. We don't want more or bigger non-human scale buildings. Let SF build if it wants to. We don't need to provide housing for SF workers.
- See my note for Solano Ave.
- We need more housing and more affordable housing. It's mutually beneficial to locate housing near established commercial areas with good access to public transit. Relating appropriately to the scale of Neighboring residential areas should be considered alongside many other design factors but should not impose unnecessary limits on housing development.
- The bay area desperately needs more affordable housing and housing overall
- It maintains the area the way it currently is
- We have a housing crisis, especially at lower cost levels.
- We need denser housing and more opportunities for workforce housing. We also need housing for retirees and disabled people that have elevators. I would love to see Berkeley legalize single stair design
- We need housing in Berkeley, especially on College Ave. In our current political environment, subsidized affordable housing will not be enough to make housing broadly affordable- it simply costs more than we're willing to put in as an electorate. For that reason, we need to prioritize housing at all income levels
- Housing crisis.
- This neighborhood is high resource and is amazing place to live but it's only available to a small number of people because of the low housing supply in this SFH neighborhood. There could be so much more housing density that would support all the businesses along College Ave.
- More housing, more floors!
- The city needs more affordable housing, but if that's not possible, then more housing at other affordability levels would also be beneficial.
- Because existing businesses matter. We don't need taller buildings, we don't need new buildings period. If you tear down the already existing buildings on elmwood you are erasing history. You will leave this community with nothing to show future generations except ugly and bland looking apartment buildings.
- Again, housing is important, and supporting local businesses is important.
- Stop messing with what ain't broken!
- Cannot destroy neighborhood
- Build elsewhere, per previous comments.
- Affordable housing is a huge need; existing businesses are part of the community.
- We have already too much housing in Berkeley - especially market rate housing. College avenue already is crowded. Notice it is the only place with a surviving movie theater! How stupid downtown was to kill all the movie theaters. The city needs to reassess what happened downtown and do a post mortem. It is a scary place!
- Housing of all affordability levels seems appropriate in these areas while retail vibrancy is what makes them special.
- Internet shopping already threatens brick and mortar retail. These businesses are what draws people to gather here every weekend. Without protections for our businesses, we will lose the very resource you are trying to make available to new residents. The existing zoning and state density bonus encourages developers to put some lower income units into their buildings to be able to build a 4 story building. My understanding is that anything over 4 stories requires an elevator (and 2 stair cases?), which would take up the entire first floor of these small parcels, so your 5 story alternatives would eliminate ground floor retail or make it so small that no business could operate there. Alternative 1 just gives away the 3rd floor without gaining any lower income units and the 4th story option is the same as already exists. These proposed changes make no sense.
- That's what important to me.

- Have seen loss of long time local business - new buildings tend to displace the business which at times close and never reopen. Keep new building heights in character with the neighborhood
- Vital to support existing businesses. New projects have high retail rents and will encourage retail and food chains to take over the neighborhood.
- There are other places to build housing. The shopping district is an important part of the appeal of the neighborhood.
- Affordability and having the key services to create a vibrant neighborhood must go together!
- I would keep it the way it is. No more construction. We don't need more buildings.
- I want College Avenue to stay the way it is.
- Because that corridor is currently vibrant, and doing so well, why would we want to make it less so?
- Couldn't figure out ranking. My top two are 4 and 6
- An iconic retail area that needs to be protected and supported (not undermined) by the City of Berkeley
- I want to support the existing businesses while adding affordable housing.
- To preserve the special retail space as a community gathering area.
- We need more housing at all income levels.
- More housing. Note that many current businesses that don't support development are obstructionist and don't reflect the values of the neighborhood!
- The neighborhood and traffic is sufficiently dense....more housing density will degrade the neighborhood.
- Keep it the way it is now
- Small business has been unfairly impacted by new development
- There needs to be a balance here. Local businesses shouldn't suffer, but housing is desperately needed. Need to prioritize on building up, and aiming for population density.
- Being able to run errands on foot is wonderful. Keeping business owners happy is part of that.
- This is a tiny business district -- that offers a wonderful sense of charm, or community, of civility -- for all of Berkeley, not just the people who live within walking distance. Its charm draws people from other neighborhoods -- in fact, from other cities. That will not be the case once you've destroyed what makes it alluring. It does not need to be, and should not be, more than what it is. We are literally talking about 2 blocks. How are you not celebrating what we have rather than looking to modify it into something that only a quick serve restaurant or cheap chain store would consider? Small local businesses do not thrive, and are not drawn, to new soulless strip malls. Why are you working to destroy something that's actually successful today?
- I oppose rezoning. The choices do not permit me to
- This is one area where retail is working. Let's keep it going.
- Leave the Elmwood as it is now.
- I like College as it is.
- why not build a homeless shelter.
- see above
- Retail is crucial to the long term vitality of the area
- Support the existing businesses. It's already hard to do business there. Very charming neighborhood. Will lose its character with higher buildings. Limited space available anyways. This is not the area to build higher
- I do not support any change on College Ave. It is thriving the way it is.
- Elmwood neighborhood is a historic neighborhood that should maintain its character and architectural charm.
- The quaint character of this neighborhood is the reason people are attracted to come (more town-ish rather than big city). Varied architecture from many eras, varied small businesses (not limited to high

end, unaffordable goods/services), lower buildings (not a canyon of high rise cubes), low-key night time lighting, less traffic/pollution. The street is so narrow & crowded already, it can't handle more congestion.

- A large part of what makes College Ave great is the retail vibrancy: it leads to a better community feel and more pedestrians. I think it's important to maximize housing capacity and it's counterproductive to focus on "affordable" housing. Focusing on the affordability aspect creates more procedural hurdles, slows down the process, creates more government/non-profit bloat. Just let the housing get built!
- College Ave is great as-is and already pretty congested. Don't want to make it worse.
- You have put the most vibrant neighborhood shopping area in the entire city on the chopping block for destruction. This is totally disgusting. I don't live in this neighborhood, but go there now because you have destroyed everything I enjoyed with your ambitious plans to remake Berkeley in my neighborhood.
- More density equals more retail activity
- it ain't broke...and doesn't need fixing.
- The most important thing we need is more housing. All other issues in the city such as supporting existing businesses flow from this.
- Elmwood is a bit different than the other two - it's a smaller area but still has good transit.
- We need more housing and we need more places to shop and dine in the city.
- The proposed zoning changes are not beneficial to the residence of Berkeley. It's necessary to scale down these oversized buildings to be in sync with the nature and culture of our city. Buildings up to six stories are acceptable, dependent upon the location.
- It's a retail area and should stay that way.
- Don't mess with our historical neighborhood!
- This neighborhood is one of the only walkable commercial districts in the city. The scale is charming and yet, we need to allow more housing.
It also holds Berkeley's last movie theater. We need to scale up housing in a way that maintains the vibrancy of the district. If we lose the small scale commercial retail, and get endless vacancies and cookie cutter business spaces, we'll have lost a real part of the city's heart.
- College Avenue is restaurant heaven, and the sense of place needs to be maintained. As a north south street the height of buildings affects homes to the east.
- If it were up to me I would upzone every city in the Bay Area.
- Need more student housing
- The Bay Area is in a really difficult place right now, with construction and financing expensive and rents still high. Maximizing the total number of homes possible is the best way to make sure that at least some of these lots get developed by the end of this housing cycle.
- See previous comments
- See earlier comments
- We're in a housing crisis and a climate crisis. It is absurd that aesthetic issues like perceived height should factor into our decision-making. Imagine you're a super-commuter from Brentwood -- how would you prioritize these considerations?
- We need more housing all over Berkeley
- We're in a housing crisis
- Berkeley needs more housing, period. While other considerations are not 'entirely unimportant', getting more housing built is my #1 priority.
- More housing makes for lower rents across the city
- Same as previous response
- Housing is most important
- College Ave. in the 2-block Elmwood area is a SHOPPING district along an already crowded 2-lane road. Housing can be - and is - dispersed throughout the City and especially in the Elmwood neighborhood,

which already has more apartments and mixed-income housing than most Berkeley neighborhoods. Expanding housing on this tiny shopping street is fine but I am 100% opposed to increasing height limits. Doing so would result in massive redevelopment that would make College Ave. dark and destroy its quaint village feel that draws shoppers.

- I oppose all upzoning in the three neighborhood commercial districts. I oppose any displacement of the existing merchants even temporarily.
- There is a great need for affordable housing within the bay area that supports all income brackets, but especially low-income households who have historically been excluded from these neighborhoods
- Housing supply must increase, business taxes are needed to run city government.
- There are very few units, let alone affordable units, in this attractive neighborhood that is situated so close to multiple forms of transit. Most people that live here have either owned their homes for decades or struck it rich in tech, making it difficult for the vast majority of the population to take up residence here. Creating more units would help to address the shortage we're currently experiencing, and help make Elmwood a more accessible and diverse community.
- It makes no sense to claim to support walkable communities if there aren't services to walk to AND existing business which created the vibrancy should be well supported, not threatened by eviction and new construction disruption
- More people need to be able to afford to live so close to campus. Doing so in a way to increase safety and transit performance would be a win. (The 51B is greatly impacted.)
- See above: evacuation routes are already crowded and College is one lane each firection! The area is vibrant and it helps liven up Berkeley
Homelessness is a real problem!
- Want to make sure businesses are supported + want to ensure supply of housing. With more supply will come natural affordability.
- dont want overcrowding of people/cars
- College Ave. her is the center of the Elmwood community. It provides a meeting place, vibrancy and value to the neighborhood. Additional housing and affordability are important but not at the expense of this vital neighborhood hub.
- We have an affordability crisis. For those with ample financial resources, it's easy to find housing in Berkeley.
- The local businesses are essential to Elmwood's character. To maintain this character, it will be critical to implement policies that enable these businesses to weather the redevelopment process (e.g., relocation assistance, loans, etc.). Also important is maintaining the continuity of storefronts; while maximizing residential opportunities is valuable, interrupting a walkable commercial corridor with private residences risks diminishing the effectiveness of clustering the businesses together.
- The uniqueness and charm of college Avenue is so special. It is the pre-World War II architecture that makes it so incredibly wonderful and different than the usual bland, boring strip malls in most cities in the United States.
- No new zoning in thriving historic neighborhood centers!!
- Maintain livable neighborhoods. De-"Manhattanize" development.
- Like Shattuck the Elmwood should be zoned on a block by block basis. Considering most earthquakes have been in this area is it really the time to be adding more housing here? The telegraph corridor seems more appropriate as a focus given the blocks between Ashby and Dwight have not had much success with restaurants etc.
- Affordable housing is the critical priority. Maintaining small businesses, especially those currently existing should be a priority along with not destroying the area charm and ease of getting around.
- College is a wonderful small, crowded commercial area. Existing zoning allows up to 4 stories; that is more than enough.
- 50%ofnew residential units should be affordable housing. Workers need places to live that are close to where they work.
Small businesses are being threatened by online forces and need the citie's support

- Vibrant thriving community's with ample parking allow for residents and their visitors to enjoy the community. Less need to go elsewhere. Keep money local.
- Another vibrant area of Berkeley that should not be greatly changed. Downtown Berkeley is ruined, not a place I frequent. Don't know who lives in any of the apartment buildings. Only draw for me there is Freight and Salvage.
- I don't support any of the above increased density choices.
- College Avenue still has some charm, but it is already clogged with congestion most of the time. Developers building newer taller buildings are not likely to help that. Let's try to maintain what remains of Old Berkeley instead of bulldozing it to build high rises for college students.
- Same response as previously stated.
- I like College Ave the way it is now, I don't think there needs to be giant apartment buildings along College
- small local commerce in this area supports Berkeley's reputation as an innovative urban leader offering examples of how all retail communities can best serve their communities and respond rapidly to the changing needs of our communities.
- To hopefully maintain the neighborhood character and livability. Please be modest in the changes you create and keep Berkeley a desirable place to live, even for new citizens that will occupy the increased housing space!
- To keep the look and feel of the neighborhood.
- Diverse occupancy (housing affordability and retail presence) is consistent with having a diverse and vibrant city from both a resident and an economic perspective.
- The illustrations are extremely deceptive and misleading.

Examples must be rendered in a similar level of design and detail-NOT white-out blocks of the zoning envelope.

- The post-pandemic economy, online shopping and entertainment, and Trump are destroying Berkeley's commercial districts and arts institutions. Upzoning would only accelerate the damage. Don't turn this city into a bland, culture-free, luxury-priced bedroom community for Silicon Valley. Where all that's left is unaffordable new market-rate housing and a few restaurants for the techies to order out.
- Affordable housing must be a priority
- I don't want new development, i want what we have fixed.
- The vibrancy of the corridor is what makes it a desirable high resource area and contributes to the character of Berkeley. We need more housing but it needs to be integrated with the retail business.
- My biggest priority is for housing costs to go down, especially at low income levels, and I believe the best way to do that is to just build a ton of housing.
And I think we all want to live somewhere vibrant and energetic!
- I'm more neutral on College Ave. As we don't visit that area that often. But it wasn't an option to just do Solano and Shattuck.
- because!
the city hasn't supported businesses even though THEY are the heart of the city for the people WHO LIVE HERE
NOT Cal. with downtown deader than a doornail, these three areas ARE the gathering spots. from ancient times -- THE FRIGGIN AGORAS -- THE MEETING PLACES --the city TRIED to scrounge some cash by putting parking meters in front of the HOMES near the Elmwood til people went berserk: you have struggling business people whose employees would need to go feed the friggin meter every two hours? do you have any idea what it's like to NOT live on a city of berkeley payroll and pension. THESE ARE BEAUTIFUL AREAS. PLEASE HANDS OFF. i look at these hid-juss albatrosses below and ask WHY????????????????????
- I feel that the only real way to lower housing costs is to increase supply. I don't believe that government driven affordable housing works, unfortunately. It's a well intentioned but poor of funds that often adds to future debt it seems.

- I rely on many of these businesses. Why would I want to see them killed like Downtown Berkeley?
- We need accessible local businesses.
- Leave it alone
- The existing businesses could use help and not the disruption you propose.
- Affordable housing is a crisis. But solving it should've come at the expense of the small businesses which make the neighborhood desirable and are run by our community members.
- Need more housing and want to preserve walkability and enjoy ability of neighborhood.
- The Elmwood is primarily a small scale neighborhood shopping zone. The streets can't support more. Fully support AFFORDABLE/LOW INCOME housing but Elmwood probably not able to provide as much as Solano and N Berkeley. Please stop overbuilding market rate housing for the wealthy and short term student housing. Stop the soul-crushing big towers that only chain stores can afford to rent for retail.
- This is a popular retail and dining area that should continue to serve local and out of town patrons.
- Same as I gave in the other two surveys
- I want to see more housing in Berkeley and to maintain the retail corridor as it is now in terms of businesses
- Same as Solano comments
- Because there is no option presented to express objection to the monster buildings g idea entirely.
- To best maintain the character of the neighborhood.
- I am opposed to UPZONING
- Please leave it as is and do not rezone
- We are in the middle of a worsening housing crisis that is decades in the making and especially acute here in California. The need to increase the stock of housing at all income levels and to increase affordable housing in particular is an existential issue, especially for young people, and we half-ass this undertaking at our peril.
- Maintaining local businesses and shops is important for residents and the local economy. And of course we need more housing!
- To oppose the upzoning project which is wrongly conceived and damaging to Berkeley. Areas which could accommodate new housing without damage to Berkeley's assets are Shattuck south of University, University west of Shattuck, and West Berkeley near the bay.
- Same as previous - affordable housing is the top priority
- Build as much housing as possible
- Berkeley is experiencing twin crises in housing and climate. A critical tool in promoting housing affordability for all and climate resilience is land use. We must maximize housing density in high opportunity areas that have reliable bus service, even if it might cast some shadows on some people's backyards. If Berkeley wants to operationalize its progressive values, it must do everything in its power to increase housing affordability. Research suggests that Increasing housing supply in high opportunity neighborhoods creates residential filtering - a process whereby housing becomes more affordable on for all, but some of the largest gains in affordability for lower income households. Ideally we would support more market rate housing AND more affordable housing. But the goal must be MORE HOUSING.
- Because there aren't enough places for people to live in Berkeley and the Bay Area
- See remarks for the other two corridors
- Don't let College Ave. deteriorate like has happened downtown. Prioritize affordable housing for people who have been shut out.
- College Avenue is particularly vibrant with bookstores restaurants, jewelers makeup stores, Opticians, restaurants and yay!!! Berkeley's only remaining movie theater. College Avenue is surrounded by one or two story residential neighborhoods and it supports them in wonderful ways. Let's not destroy our city as we have destroyed Berkeley's downtown by allowing developers to plan big projects which end up destroying the local economy and leaving us with empty holes in the ground.

- As explained, above.
- We need more housing in Berkeley, of all types. And I believe the best plan, as in European vibrant cities, combines retail on first floors, and residences above.
- This is a beautiful, charming neighborhood that should not be ruined. Between the existing University and private apartments, as well as the use of Ashby as a highway to Contra Costa County, this neighborhood simply cannot absorb any more traffic and housing.
- I am opposed to upzoning. You are ruining our neighborhoods and small businesses. The two options below are horrifying.
- SUPPORT OUR TAX BASE; SUPPORT SMALL RETAIL WHICH PEOPLE LIKE AND PREFER TO LARGE BOX/MALLS..CREATES COMMUNITY VS REZONING WHICH DESTROYS COMMUNITY. LISTEN TO THE NEIGHBORS; LISTEN TO THE BUSINESSES;
- Dire housing shortage especially affordable housing
- This neighborhood is an independent, local, thriving business district, something that is increasingly rare and under threat in our society where corporations tend to inevitably take over. They are an essential part of what makes this neighborhood a great place to live, and as more people start to live here they want to continue to enjoy the same level of quality. It's essential to really be thoughtful about what makes these local businesses able to survive and thrive here, and also to not think of them as dispensable. Local businesses are driven by specific people's passion and dedication, and they are our last line of defense against corporate takeover of our neighborhoods, and they serve all the residents, so they deserve as much support as residents.
- same as for Solano
- Compared to the other two sites, this one feels the most sleepy, residential, and a farther walk from bart.
- Housing and retail vibrancy make for street safety
- We have a housing affordability crisis, which requires us to prioritize new housing above other valid concerns. New housing will have a cascade of positive effects for the local economy, including existing small business. Aesthetics are the least important concern.
- A housing crisis is an everything crisis.
- College Ave has struggled with empty storefronts, I'm concerned about it staying a popular place to visit.
- Maximizing affordable housing with the housing crisis is extremely important and having a mix of income levels is important for long term sustainability.
- Without thriving retail business and restaurants Berkeley will fail to be a great city. Bigger is not better. We are a very expensive place to live and adding more units and people will not solve this. California should not focus on housing in already dense cities. Areas with more land in proximity to industry should be developed, not overly dense communities that run deficits, have homeless crises, greater crime, and high expenses.
- stop ruining our retail corridors! Look what you did to Center St. That's enough.
- It's important to me to encourage the move of young adults (including our kids) from a wide range of professions, to Berkeley
- Berkeley is in a housing crisis, especially relating to affordable housing
- Most of the residents are students! Make more affordable housing
- I love college Avenue bc of the cute shops and its vibrancy but I think affordable and high density housing is extremely important and will increase the local economy of this area
- Berkeley needs more housing! Berkeley and the Bay Area have some of the most expensive housing in the country, building more housing has proven to lower rents.
- Given our housing crisis, building as much housing as possible is extremely important.
- allowable building designs should keep population density at the present density - - do not let this area become more population dense, it is already crowded and parking has become difficult, the survey appears to completely ignore the importance of street parking availability at the lowest possible price

- there are really only 3 areas left in Berkeley to shop, dine or enjoy city life. Solano, North Shattuck and The Elmwood
- Maximizing housing while also maintaining bottom floor retail makes it feel pleasantly European.
- Housing is needed, especially along vibrant corridors like college Ave
- The neighborhood and its businesses have made longstanding contributions to our city.
- To maintain the architectural integrity and aesthetic of the existing neighborhood as much as possible, and not fill it with boring and bland tall buildings.
- Same comments as Solano and Shattuck.
- Again, a town without retail is not a town. Also, six stories is plenty high for a town the size of Berkeley. On streets this Small. Look at Brooklyn. Park slope. One of the most successful and attractive neighborhoods in the country. Nothing exceeds six stories there.
- again, i oppose very large buildings, and i support local retail establishments.
- More housing, more affordable.
- We need housing opportunity throughout the city!
- Proximity to campus, main corridor to CA13, safety for commuters to access BART.
- It needs housing and walkable retail to be a thriving space.
- This is Berkeley's most charming retail corridor and the only one with a cinema, and the top priority must be enhancing it as a retail and entertainment destination, which include maintaining a comfortable, human -- tree-height -- streetwall, without shadows from taller-than-tree buildings.
- Let people live where they want.
- We need housing and we need third spaces.
- Same as before, need more housing for working class people
- More housing is the priority.
- More housing!
- Need more affordable housing
- Housing shortage
- 1 - Retail vibrancy and support of local businesses define this unique neighborhood, a place where people might enjoy a sense of place. 2 - Affordable for real people, I hope.
- Again, more density means more demand for goods and services, and having them close by will reduce driving or delivery service use and create a vibrant and enjoyable neighborhood.
- There is a lot of beautiful residential architecture in this neighborhood that shouldn't be overshadowed, so I think the transitional height issue becomes more important here.
- Housing plus jobs!
- People need housing. There is not enough. We need to build build build.
- This is another great place to live, with tremendous retail access, proximity to transit, and within easy walking distance of the university and the hospital and even Rockridge BART.
- Housing is what matters, and affordable housing should be funded with general taxes, not "inclusionary zoning."
- Housing is the core problem we are addressing
- Mixed housing is essential in keeping an economically diverse population in contact with each other. When housing segregates by economic level, society also self-segregates, leading to people at different income levels not coming into contact with each other as people, just as the servers and the served. In order to create a diverse society that can see other groups' points of view (and will support and vote for policies that benefit society as a whole, not just themselves personally), we must be in regular contact with those other groups.
Second, I believe maintaining the retail vibrancy of these sections of College Ave is somewhat important (though less than for North Shattuck and Solano). The College Ave transit corridor is valuable partly

because of its retail vibrancy - because people want to go there - but also because it is already a route for college residents, who are heavily dependent on public transit. For this reason I believe affordable housing (that could serve college students, professors, and more) should be a higher priority than on the other two corridors. Building out high density housing in the dashed areas between the retail areas should be permitted and encouraged as well.

- we need housing!
- The College Avenue has very little viable additional residential development capacity. Existing retail businesses face many challenges and are hard to operate successfully. Business disruption due to construction or loss of on-street convenient parking for auto dependent customers can be fatal to small business survival. The City of Berkeley has much more viable multi-family housing sites elsewhere in Berkeley that are blighted portions of South Shattuck Avenue in former auto dealership spaces or University owned property south of Virginia Avenue at Walnut. Prioritizing College Avenue and other successful retail corridors for new housing including affordable housing will negatively impact already struggling small retail businesses and threatens to shrink the City's sales tax base.
- As I said above, quality of life includes having places near where you live to relax, enjoy friends and family, etc. Local, small businesses are essential for enjoyment of all who live and/or shop in the Elmwood. Housing can be added in a manner that fits into the neighborhood, rather than overtaking and dwarfing all that has made the Elmwood so enjoyable for so many decades.
- Because they are our last corridors that don't have 25% + retail vacancies and should be left alone.
- Retail is struggling and needs support, if Berkeley is going to have any local businesses. Otherwise it will become one giant student dorm.
- I am against buildings higher than three stories, they block the sunlight. I want to support small businesses, too many existing new buildings have retail space but no small businesses.
- More housing helps everyone's affordability by reducing demand for existing apartments. Also want to preserve the retailers who are making this area so charming.
- This area is inappropriate for large scale development. Just look at it. Don't be stupid and incompetent.
- I oppose taller buildings which will reduce neighborhood vibration
- The region is short millions of homes. If we care about housing costs, greenhouse gas emissions, generational equity, and health outcomes, we need to build more homes. Maintaining corridor vibrancy is important. People benefit from having shops they can walk to. Supporting small businesses in general is important, not who got their first (although I still support independent, small businesses over chains).
- Supporting the existing businesses and retail vibrancy is the first order of priority for this small commercial district.
I think it is more important to increase the density of the College Ave residential zoning all along College Ave to the University.
- This is an area that has a great mix of restaurants and attractive retail, and is also accessible by public transit. We should support the existing retail and main corridor vibrancy; higher density will help do this.
- More affordable housing needed
- More housing = more vibrant retail
- We need more housing. But we also need to avoid the disaster that occurred on Center Street. This is a thriving retail area that needs to be protected.
- There is a housing crisis.
- These two make a vibrant and healthy city. Attempting to implement the others is useless or actively harmful. Just let people build stuff.
- Housing opportunities in these wealthy areas is paramount to the city's goals for equity and housing development. Stop the history of preferential zoning for the wealthy
- More housing is the only viable solution to our housing crisis.
- We already have changed the character of Berkeley far too much with all of the out of scale behemoth buildings downtown. This is a terrible urban planning mistake and will be looked upon unfavorably years in the future. I do not support any more development of these massive apartment buildings.

- More housing by any means necessary
- We're in a housing crisis and a climate crisis. It is absurd that aesthetic issues like perceived height should factor into our decision-making. Imagine you're a super-commuter from Brentwood -- how would you prioritize these considerations?
- The reality is that the standard for affordable housing as defined by the city is truly unrealistic. It is so overly restrictive with income requirements that it disincentivizes the creation of any units of housing due to the high cost burden of creating this "affordable housing", that very few individuals qualify. It is important that we instead prioritize the creation of housing across all affordability levels because the shortage is not just limited to this "Very Low Income" band.
Further, these corridors only remain attractive if the amenities that make them high resource remain after the transformation. I have lived in other cities, such as Denver and Chicago, who can serve as models for these types of transformations. Denver has destroyed many of these high resource corridors by not ensuring that retail options remain accessible on the ground floor. In contrast, Chicago neighborhoods thrive because, even though the city builds very tall, these retail opportunities are a high priority in future developments. It should be top of mind for the city.
- This is an area where we desperately need more housing!
- housing is what matters
- Berkeley, the Bay Area, and California in general all desperately need more housing stock. Busy corridors like this are the perfect place to add it, will help maintain the liveliness of Berkeley and prevent it from becoming a shell of its former self.
- Housing is far more important than these other goals. Berkeley is nearly unlivable for all but the wealthiest - and that's a travesty for our ostensibly-progressive city. We need to build a lot more, and that'll mean stepping on the toes of wealthy homeowners who disproportionately have the time and luxury to show up for public comment. Let's build!
- Affordable housing, a mix of rental and owned so my kids, their friends, and families can live here. Ideal in all corridors would be to have the rental housing be public (ie, the city or state is the landlord).
- Upzone as much as possible. Increase supply of housing in Berkeley. Support existing businesses and encourage new ones!
- See above and re Solano ave.
- Affordable housing in Berkeley reduces long commutes for low wage workers - reducing income equity and environmental destruction. Market rate housing WITHOUT affordable housing increases long commutes for low wage service providers. Stepping back upper floors helps to create pleasant and inviting streets and public spaces - more people in public equals more community interaction and less crime. High and low income residents sharing the same public spaces builds societal cohesion.
- Livability for existing and new residents is key. Densification without requirements for access to light and air and quality public open space is not good or smart planning.
- I live in this neighborhood, and it saddens me that our local businesses and especially our movie theater struggle to stay afloat due to relatively limited foot traffic. Let's bring in new neighbors and customers by building dense housing for all income levels!
- See my answers for Solano Ave please
- This neighborhood needs a whole new rethink.
- We only have one chance to build housing in this generation. If construction is going to be disruptive, we should maximize the opportunity.
- Vibrant commercial corridors that are pedestrian and bicycle friendly will contribute to overall community health and profitability.
- More housing more people yes yes yes!
- Berkeley has lost too much retail already!
- The Corridor is fine the way it is.
- See prior comments

- There are so many empty storefronts and abandoned development projects in Berkeley, so many small business going under, being kicked out because of unrealistic rents by greedy landlords and developers. This directly affects corridor vibrancy. I support small business, not developers. The developers get the contracts, build without any regard as to how it will affect the neighborhoods in the future and then leave. They have no investment in the quality of the neighborhood going forward. If you wipe out the Elmwood theater you are DESTROYING THE LAST MOVIE THEATER IN BERKELEY. That this is true alone should be a crime. I appreciate the possibility for community input. I hope it makes a difference.
- More housing in the top need. Retail will follow. People who are against the tall buildings are selfishly trying to preserve their house values.
- same as above - both more housing and supporting existing retail is very important
- Elmwood is a delicate mix of businesses and housing - jamming high rise housing into it is just not sensible.
- More affordable housing while not ruining a vibrant retail area.
- Need more affordable housing in this area.
- We need more housing!
- I lived in a low income unit in a more expensive complex I couldn't otherwise have afforded in Sunnyvale in my twenties and it gave me a sense of dignity and allowed me access to outdoor green space and to feel proud of my home. I want this for everyone, and it hurts no one if we have units that are priced to people's incomes/have housing that is affordable to everyone. Housing in general should be more affordable! This should be a top priority for city leaders.
- We need more housing!
- I am a young person in my late 20s who recently had the privilege of buying my first home. In all of my social circles, I am the only young person who has done so or is even within financial reach of doing so. I am not afraid of density being built in my neighborhood—time and time again, research has shown that housing prices will not fall until we build more housing (at all affordability levels). I want my friends and other young people to be able to build their lives in a place that they love and have contributed to for years
- You don't list our priorities which are green space and low buildings, preserving what's left of the character of our beloved Berkeley. If "existing zoning" means lower buildings, that's what we want.
- Housing is good, retail vibrancy is good.
- More Housing
- We need as much housing as possible at all income levels.
- see prior responses
- Build as much housing as possible as soon as possible. Design and affordability requirements will just make projects take longer during a time when pack of housing is a crisis.
- We should be a proper city like Arlington VA. Not a suburban filled with small houses.
- Infrastructure congestion is already a problem... this corridor is constantly bottle necked and there are Bart and buses don't serve enough areas to make this really viable
- Build more housing and also allow for more retail along the corridor. Right now the Ashby area is kind of a commercial island. It would be nice to see commercial shops all along College to Peets and Safeway and Boichik.
- See above
- I want to retain the small-town character of this neighborhood.
- Maximize housing
- Lots of people want to live in Berkeley and I think we should accommodate them. Having density and thriving businesses is what makes a place interesting and exciting.
- The Bay Area has a severe housing shortage. I want the highest density possible.
- We need to add more housing density, and more affordable housing, in that order. If we do that retail businesses will benefit

- Same as above: community values and need for support for the non-super wealthy
- Affordable housing is extremely important for allowing people to live. More housing needs to be built to keep Berkeley from getting even more expensive.
- Maintaining retail maintenance and desirability of the Neighborhood along with the character, and maximizing capacity at all levels frees up affordable options throughout the city
- Its close to Cal and further from North Berkeley. Developers just want to build highrise luxury apartments like they did in downtown shattuck, trying to cash in on wealthy students, don't deserve to bilked by high rents and shoddy work, nor do they care for the town itself. And we have also seen what happens when development deals fall through.
If you want something done well, make apartments and condos that are sold only and not rented, and the owners must live in there units.
- Residents of Berkeley are screaming for affordable housing. Please hear us! All neighborhoods need to contribute to this urgent goal. The existing businesses of Elmwood are part of the neighborhood's charm and I'd like to see that remain intact if at all possible. (On the other hand, there is clearly high turnover of businesses, so it may be prudent to give long-term businesses some preferential consideration.). The fact that there is even a 3-story option for this neighborhood is alarming when other neighborhoods like my current one are experiencing 5+ stories. Please! Where is the Republic of Berkeley????
- Build walkable areas
- More housing is needed, plenty of people can afford it. Business districts like this are at the heart of Berkeley as a community.
- More housing is needed, especially for students and teachers. There are less businesses around so more residential makes sense.
- College Avenue works the way it is. There should be no change in the zoning. allowing any curb cuts for driveways would have a very negative impact. The street is way too narrow for buildings with greater than currently allowed height. Keep the zoning as is. Don't kill a successful commercial district.
- Because Berkeley will be better if more families of all kinds can afford to live here.
- Create the most affordable housing
- More housing means more affordability and more people can live here. Retail and restaurants make the area desirable to live in.
- We need our business districts! I like to walk this area. We are losing businesses! There are other places for more dense housing.
- We need to support our remaining small businesses and commercial districts in Berkeley for the sake of Everyone. We cannot afford more dead zones like downtown and other areas which have lost their vibrancy.
- I do not want zoning changes.
- Same answer as Solano Ave.
- Not much is working well in Berkeley right now, but College Avenue is. Stop trying to kill what is working.
- This area has fewer low-income options than other neighborhoods.
- We need more housing—along with the infrastructure to support its inhabitants, like grocery stores, adequate water lines, public transit, road maintenance
- Housing supply is more important than classist aesthetics.
- It would be great to have more housing density here if it didn't create a huge traffic issue.
- I can't stress enough how important affordable housing is. Obviously people who are already more well off (existing home owners) will not see this as a priority. It's an ongoing class divide issue. Being conservative about implementing change that would obviously ease suffering and widespread homelessness is short sighted and selfish. If you want to live in an urban area, you can't keep it suburban in the major commerce centers.

- Affordable housing is something many people in this city are struggling with. Retail businesses are also struggling and so many places are staying vacant which makes it an undesirable place to visit.
- Like the other two, College Avenue is an attractive area because of the small retail businesses. Disrupting or destroying them would be killing the goose that laid the golden egg, for very little gain.
- More housing is needed!
- The only justification for the massive disruption all alternatives will create, especially in Elmwood, is truly affordable housing. Otherwise the massive disruption and business destruction is not warranted.
- Support first time home buyers
- If we want to live up to what we say we stand for, we need to maximize housing when we have opportunities like this. And the retail of this area is part of what makes our city great, so this project should serve to bolster that.
- Berkeley needs more housing asap.
- We need housing desperately.
- We must allow for growth and new housing and commercial spaces along our corridors. But to maintain vibrancy, we need to ensure that new buildings continue to have smaller and more affordable commercial spaces (ideally buildings with shorter street footprints) instead of overly wide buildings with large retail spaces designed for national chains that can sit vacant for long periods of time
- Providing for new housing and allowing for retail vibrancy and the two critical priorities.
- We don't need to change zoning
- See prior
- Keep this walkable neighborhood for shopping and dining and entertainment
- This is a popular retail district and its focus should remain that way.
- Vibrancy of the street is a top priority.
- Design reasons. Narrowness of street
- Same as north Shattuck and Solano
- Must get more housing at all levels, support businesses that make people want to be in Berkeley in the first place
- Berkeley needs housing!! Especially affordable housing!!
- Don't build here, just don't
- This is a neighborhood that could be destroyed by too big of an increase in residential parking and traffic.
- Berkeley deserves more housing!
- Vibrancy good
- Maintain (improve) retail vibrancy: If this is missing people won't come to eat, drink, shop. Even inhabitants of taller buildings will go elsewhere if the vibrancy is missing.
- Preserve historic Berkeley
- Why not develop the existing corridor along Shattuck, Telegraph, and San Pablo Avenues where empty buildings are abundant? End the blight before destroying the neighborhood shopping areas.
- We are in a housing crisis and we need to build more housing everywhere.
- Housing is our number one priority as we need to expand the supply to meet the demand.
- This is basically Berkeley's only truly vibrant retail corridor!
- Leave retail areas alone. They help support Berkeley. More housing should not impinge on retail areas which are small anyway.
- As a Berkeley renter we need more housing!! It'll help bring down our rent and keep local businesses alive
- Affordability

- Numerous units in the city are uninhabited while affordable entertainment is almost non-existent for the people that do live here, much less the imagined tenants the culture is being destroyed for. The Elmwood is Berkeley's only operating Theatre. Losing it would be criminal.
- The benefits of College Avenue have developed because of its design and neighborhood. To keep the street vibrant you need to maintain what draws people to it.
- We're in a housing crisis, and this should be the top priority.
- Functional neighborhoods need retail and housing together.
- The street has a unique character and community functionality that should be maintained. We don't need another downtown Berkeley. Adequate parking for our aging population is important
- just open up the zoning to include high buildings for multiple purposes and ignore the NIMBY people. the more Berkeley has done this already the better it has become. I'm 55 year old born in Berkeley guy and Berkeley has improved more and more with any increase in density and development. you (the city), we (the whole world), we can't control every last thing. just do this and the rest will follow. all the city planners, urban planners, etc all know that this works.
- Vibrant corridor with lots of homes, please!
- Don't ruin the neighborhood.
- SUPPORT EXISTING BUSINESSES - NO MORE BUILDING!!!!
- Housing remains a top priority both locally and statewide, especially affordable housing. However, providing it at all affordability levels makes construction more feasible and encourages social integration across different socioeconomic strata.
Secondly, Berkeley needs to improve or at least maintain its retail vibrancy in order to increase foot traffic, quality of life, and economic activity. Without a strong revenue source, small businesses struggle under the weight of rent and tax.
- We desperately need more housing. It should be whatever the market will bear - let the developers figure that out. Every market rate apartment that gets built in Berkeley lowers rental rates of existing units - it's the law of supply and demand. More units will get built if we relax rent control regulations. Build build build! I have no design concerns about setbacks or transitions. However, I am extremely concerned that we maintain the retail vibrancy and support existing businesses. What is Albany doing so much better than we are? Our city's retail is dying! How do we require developers that buy up-zoned property to leave their retail alone until right before they build so we don't have a fiasco like what has occurred on Center Street Downtown?
- Housing needs to finally go into this neighborhood at scale.
- ditto previous comments.
- This is a tight and busy street with lots of cars and people moving through. Stepbacks would not fit into the existing look and feel.
- It's important to maintain the concentrated retail area around College/Ashby, but the rest of the corridor is already mainly residential with decent transit.
- Vibrant neighborhoods need residents at all income levels.
- This long stretch of College has clear and essentially separate residential areas and business areas. These must be maintained with any new developments. The shops along College are beloved, many for generations and must be supported.
Given proximity to the university, new housing must be affordable!
- Rent is too high. Build baby build.
- Supporting local businesses is vital to our community.
- Because you are ruining our neighborhoods.
- We need diverse housing options that cater to all income levels AND to maintain the vibrant retail spaces that make these desirable neighborhoods to live and work in. Affordable housing becomes more important for the student population, but we still need a diverse range of housing options on the area.
- California has a housing crisis, so building more housing at all affordability levels is critical. Also, I enjoy the vibrancy of the corridors--they help make Berkeley a special place to live

- These should be top priorities regardless of the corridor. Again, for a vibrant city, we need local businesses to attract people from other areas, not only serve its residents. Businesses on College Ave will not survive if traffic getting to and from them is too difficult, whether getting there by bus or by car. As it is, it is difficult to park in the neighborhood. Increasing density of housing will exacerbate the problem.
- Berkeley must retain the Elmwood theater.
- The most appealing neighborhoods to live in high density urban style buildings are the ones that have vibrant street life, which relies on businesses. When everyone compares places like NY/Paris or other European cities as a model for higher density urban places with smaller dwelling units where people still want to live, those places have cafe/bars/restaurants/small grocery within a block of each dwelling unit if not on the same block. Compare that with the lack of appeal of downtown Oakland, which should otherwise be a The most appealing neighborhoods to live in high density urban style buildings are the ones that have vibrant street life, which relies on businesses. When everyone compares places like NY/Paris or other European cities as a model for higher density urban places with smaller dwelling units where people still want to live, those places have cafe/bars/restaurants/small grocery within a block of each dwelling unit if not on the same block. Compare that with the lack of appeal of downtown Oakland, which should otherwise be a fabulous place for high density: downtown Oakland only got a housing boom in the last decade as a bedroom community for SF workers, but for being so central to the bay, extremely well connected by transit, closeby to Lake Merrit open space..etc.. it's not a place as DESIRABLE as Rockridge which has a bustling business street. When I briefly lived in downtown Oakland decades ago, it was over a mile to get fresh produce, and the closes cafe was donuts five DESOLATE block away. Surprisingly now with dozens new housing towers, it STILL doesn't have a grocery or pharmacy, and streets are still largely deserted. Developers seem incapable of building functioning retail districts or street vibrancy, so if the retail on Solano gets killed off in order to build residential, it will not be successful urban infill, will lose walkability, and instead be like a super high density suburbia. place for high density: downtown Oakland only got a housing boom in the last decade as a bedroom community for SF workers, but for being so central to the bay, extremely well connected by transit, closeby to Lake Merrit open space..etc.. it's not a place as DESIRABLE as Rockridge which has a bustling business street. When I briefly lived in downtown Oakland decades ago, it was over a mile to get fresh produce, and the closes cafe was donuts five DESOLATE block away. Surprisingly now with dozens new housing towers, it STILL doesn't have a grocery or pharmacy, and streets are still largely deserted. Developers seem incapable of building functioning retail districts or street vibrancy, so if the retail gets killed off in order to build residential, it will not be successful urban infill, will lose walkability, and instead be like a super high density suburbia.
- same as answer to 13.
- We need more housing and we need more than just luxury housing
- Affordable housing with height limits
- That corridor is already full of high-quality, in-demand retail with local character. We should have more of that, and one way to support that is if more people are within walking and biking distance of it.
- City tax revenue maximization and resident concern minimization (#1 resident concern is the cost of living)
- We have a housing crisis!
- Unlimited housing plus commercial density!
- Existing retail on College is both more dense and better than existing retail on Solano and Shattuck. College in Elmwood and Rockridge is a dense and vibrant commercial area with many great restaurants and stores... far more than on Solano and Shattuck. And as a one-lane-in-each-direction street, construction on College will be much more disruptive to businesses and visitors. So I'd be more interested in retaining existing College Ave businesses because they currently create a high-quality experience for visitors. Whereas on North Shattuck and especially Solano, there are lots of less-intensive commercial usage (e.g. real estate offices, consignment stores, empty boutiques) that IMO could and should be replaced with more intensive uses like restaurants, bars, workout studios, etc. And if many businesses had to close during or as a result of construction, that seems like more OK for those corridors than College.

- Housing at all levels is the most important thing. Mixed use neighborhoods are important and vibrant.
- We need more housing in Berkeley. Even if the university pauses enrollment increases, even if the AI bubble pops, we still need more housing, because it's already destructively expensive. Berkeley is not Berkeley if only rich people can live here.
- The most important issue in Berkeley is the ridiculous cost of housing. We badly need more dense housing built quickly and at every price point.
- There is plenty of space to build new housing without changing the zoning. Adding one or two floors would keep the feeling of the neighborhood while also increasing density somewhat.