

COMMUNITY WORKSHOP #1

May 1, 2025

Agenda

I. Introductions (5 mins)

II. Project Overview (10 mins)

III. Existing Conditions (20 mins)

▶ **Small Group Discussions** (60 mins)

▶ **Report back** (20 mins)

I. Next Steps (5 mins)

Ground Rules



Be open: Listen and be willing to consider different perspectives and opinions



Be considerate: Take turns speaking and avoid interrupting others



Be respectful: Avoid name-calling, stereotyping, and personal attacks

Meeting Facilitation

During the presentation, if you have comments or questions, please drop them in the chat window. During the small group discussion please also use the “Raise Hand” function to be unmuted to share your verbal comment.

Chat

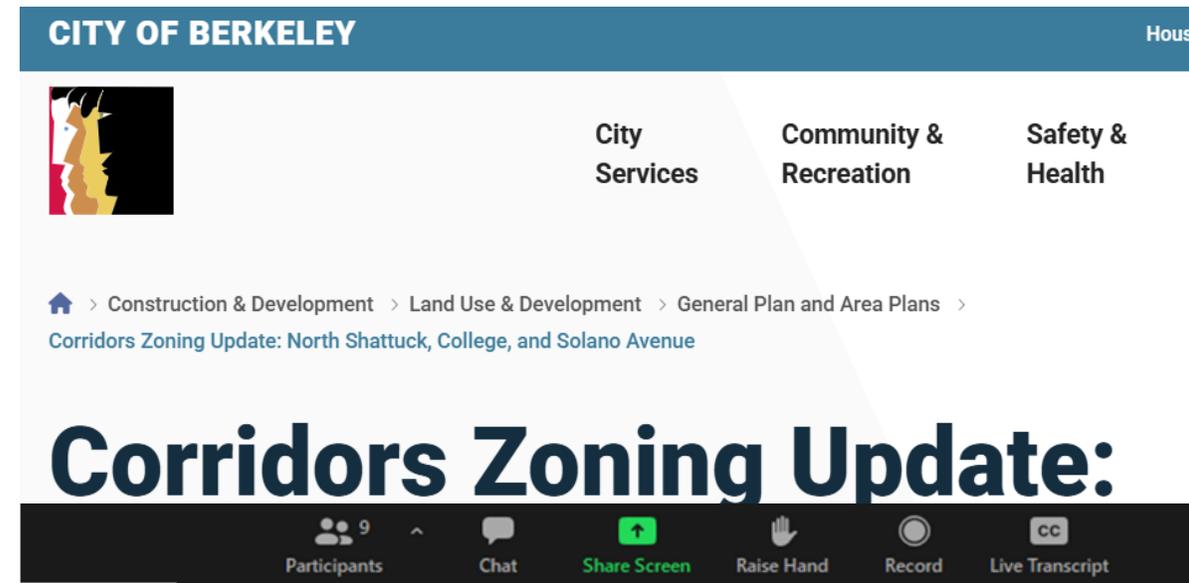
Share your thoughts in the chat window.

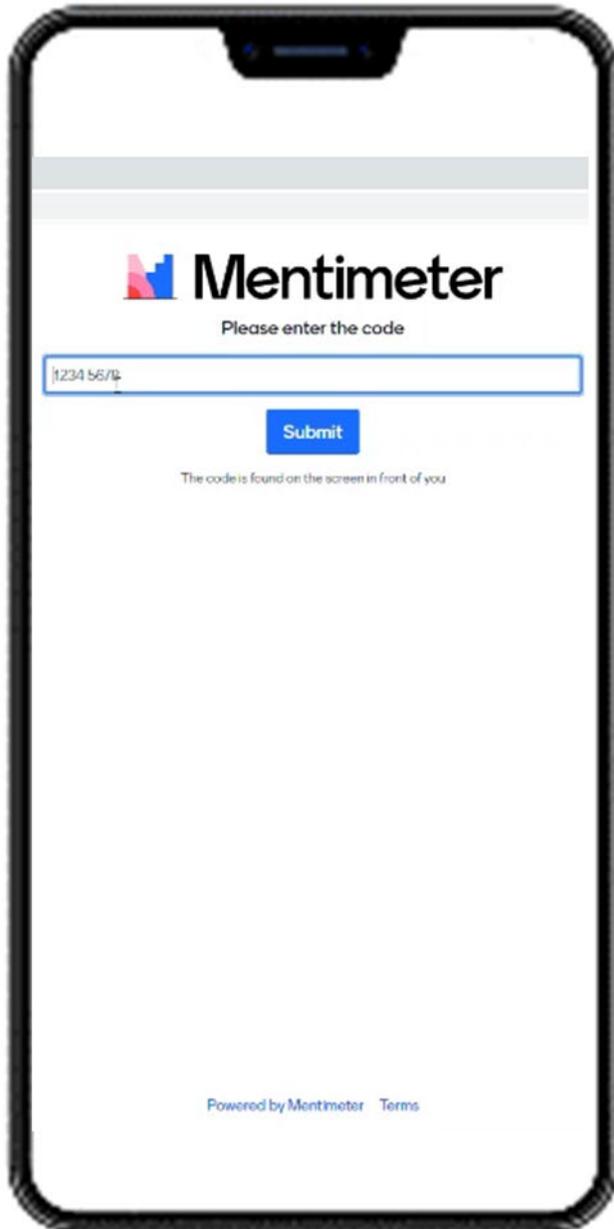
Raise Hand

virtually and you will be unmuted.

Phone

Dial *9 to raise your hand and you will be unmuted.





Participant Live Poll

Go to www.menti.com

Enter code: **3390 0698**



Or use QR code

I. Introductions

Project Team

**City of
Berkeley**

Jordan Klein, Director
of Planning and
Development

Anne Hersch, Land
Use Planning Manager

Justin Horner,
Principal Planner

Uttara Ramakrishnan,
Project Manager

Raimi + Associates

Project Lead

**Strategic
Economics**

Economic Analysis

**Yes Community
Architects**

Architectural Support

**Rincon
Consultants**

Environmental Analysis
& CEQA

**Kittleson &
Associates, Inc**

CEQA Transportation
Analysis

Plan to Place

Community Engagement

Design Consultant Team

II. Project Overview

Project Description

Adopt new zoning for three priority corridors, designated in the City's Housing Element 2023-31



▶ KEY TERMS EXPLAINED

What is Zoning?

- Zoning is a set of local laws that define how land is used, how buildings are placed on it, and the types of buildings that can be built on it.

Key Project Goals

Expand Housing Capacity

Encourage development opportunities for new housing

Promote Sustainability

Align development with Berkeley's broader goals of environmental and social resilience

Foster Equity and Inclusion

Create development standards that prioritize fairness and community benefit

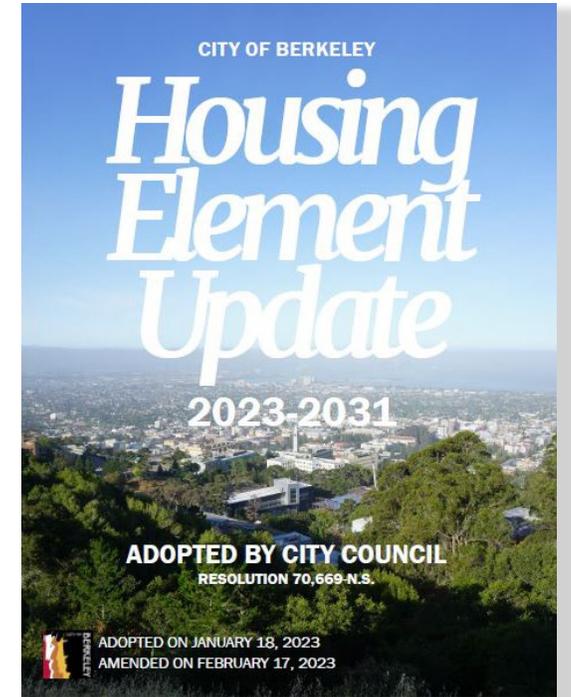
Support Local Businesses

Strengthen vibrant commercial activity

Housing Element

Program 27

- Increase housing opportunities along commercial and transit corridors, particularly in the **highest-resource** and **highest-income** neighborhoods



▶ KEY TERMS EXPLAINED

What is a Housing Element?

- A Housing Element is a mandatory part of a City's General Plan that analyzes a community's housing needs for all income levels, and outlines strategies (Programs) to address those needs and meet the State's mandate to increase housing in the City.

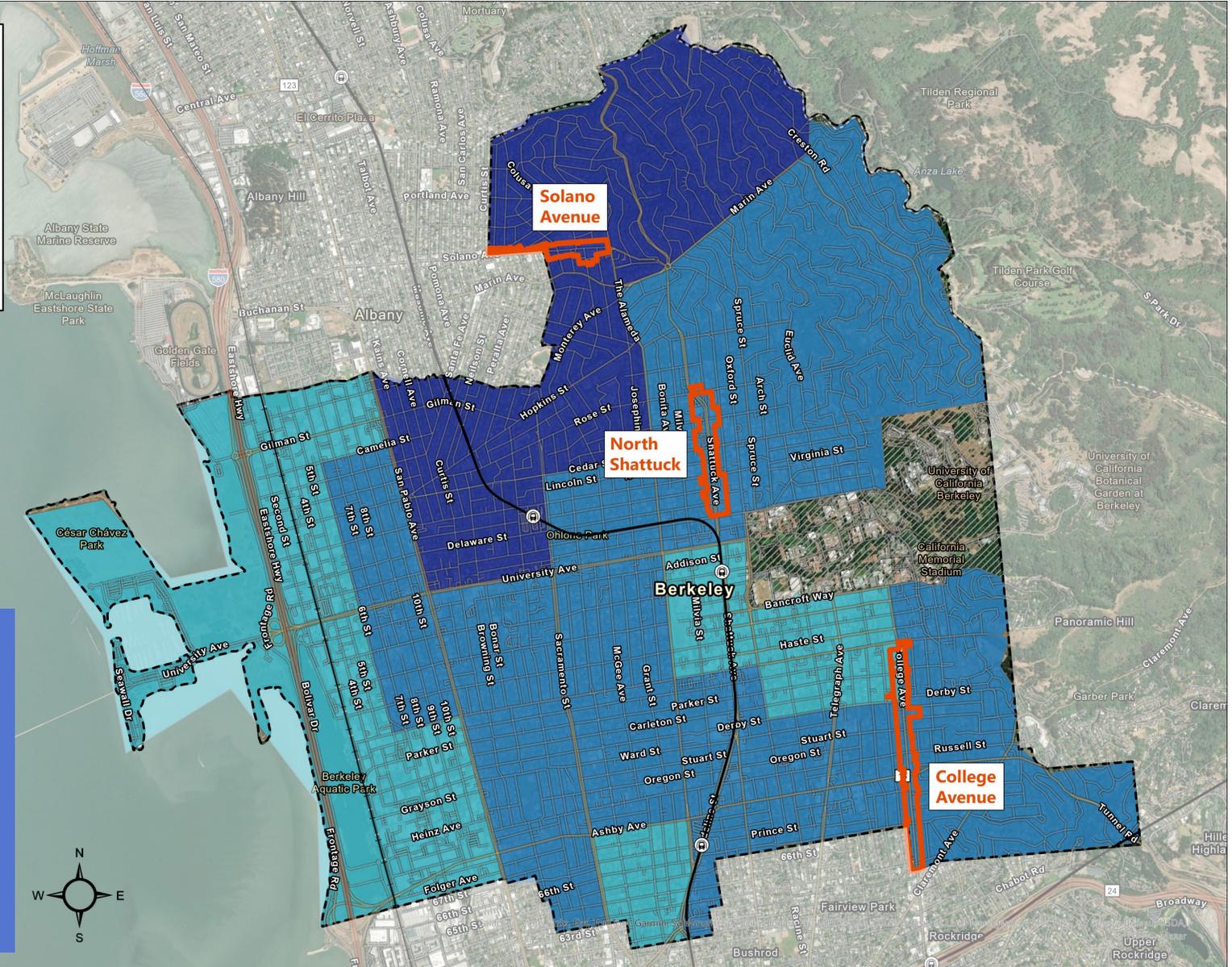


- Essential Amenities
- Health Food
- Transit
- Bike
- Boulevards
- Safe Streets
- Schools
- Jobs



What is a **high-resource** neighborhood?

TCAC/HCD Opportunity Map



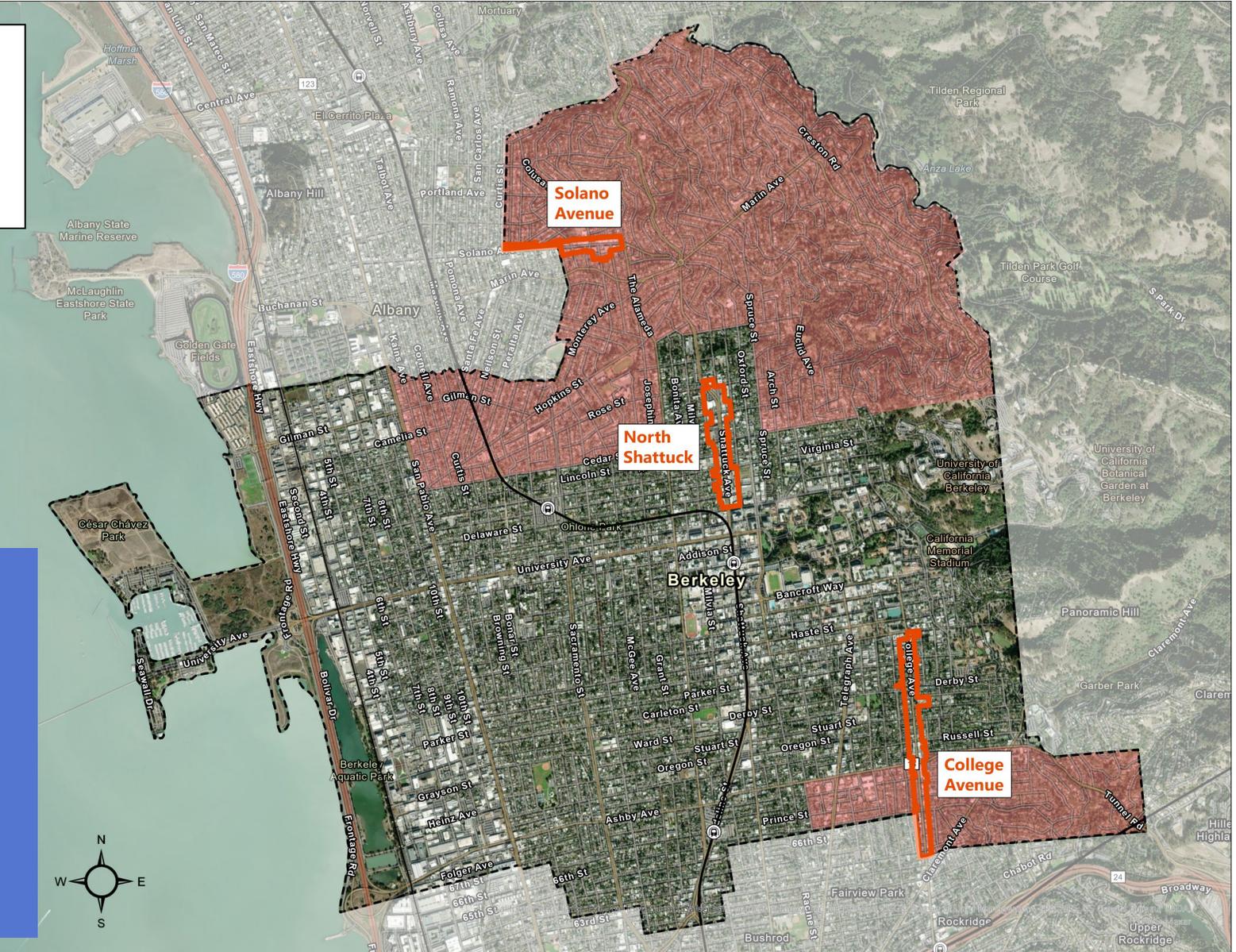
▶ KEY TERMS EXPLAINED

What is a High-Resource area?

- Area strongly associated with positive economic, educational, and health outcomes for low-income families

RCAA Map

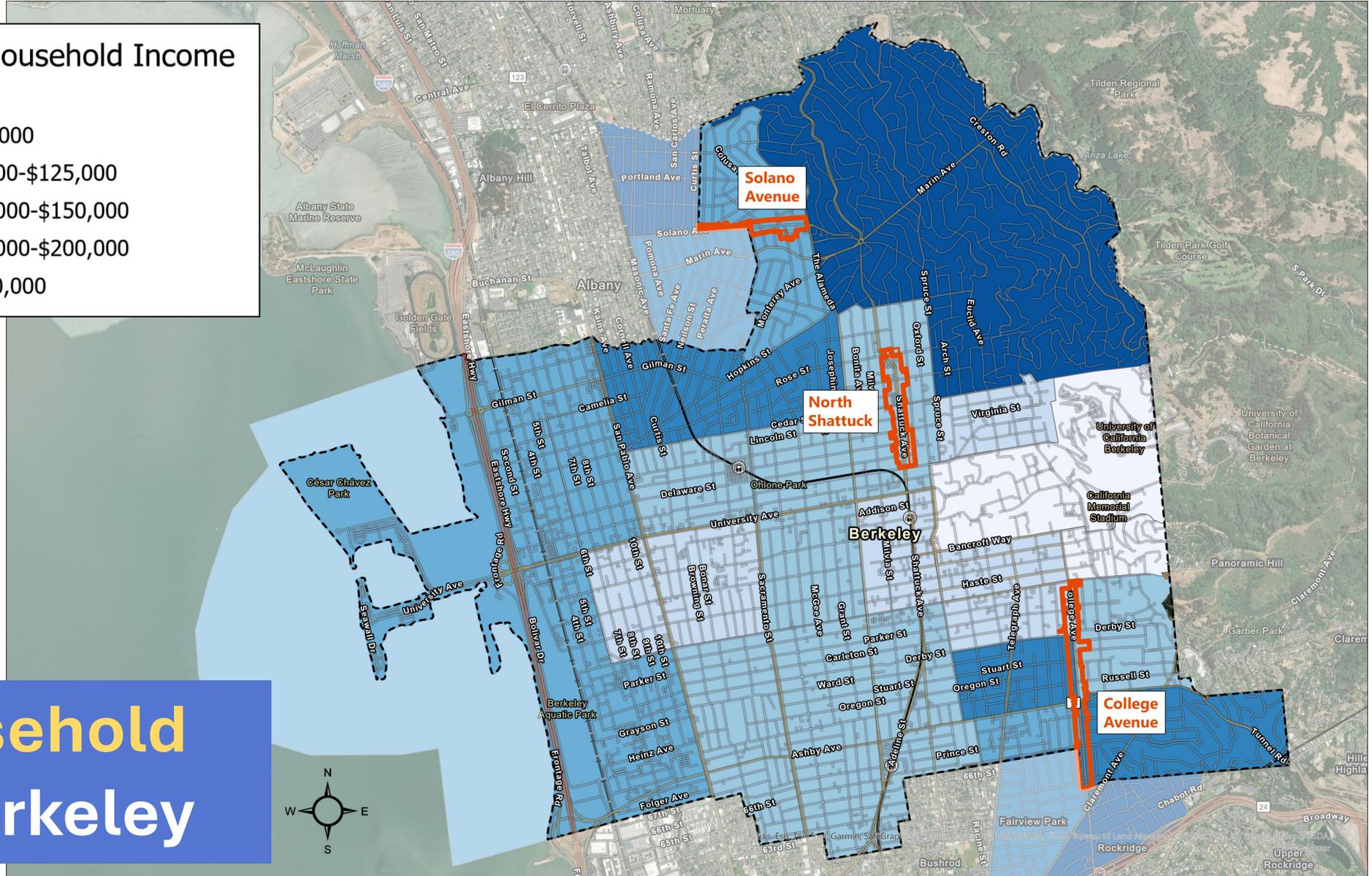
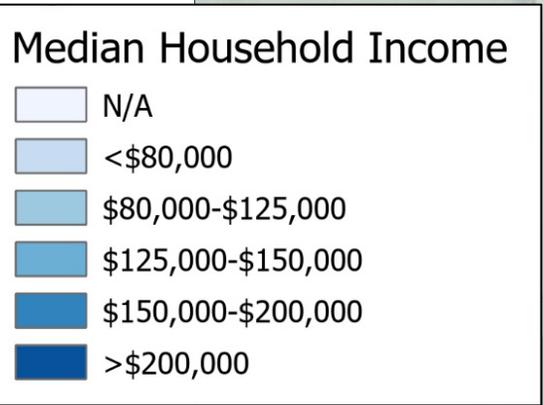
 Racially Concentrated Area of Affluence



▶ KEY TERMS EXPLAINED

What is an RCAA?

- A census tract in which 80 percent or more of the population is White and has a median income of at least \$125,000



Median Household Income in Berkeley

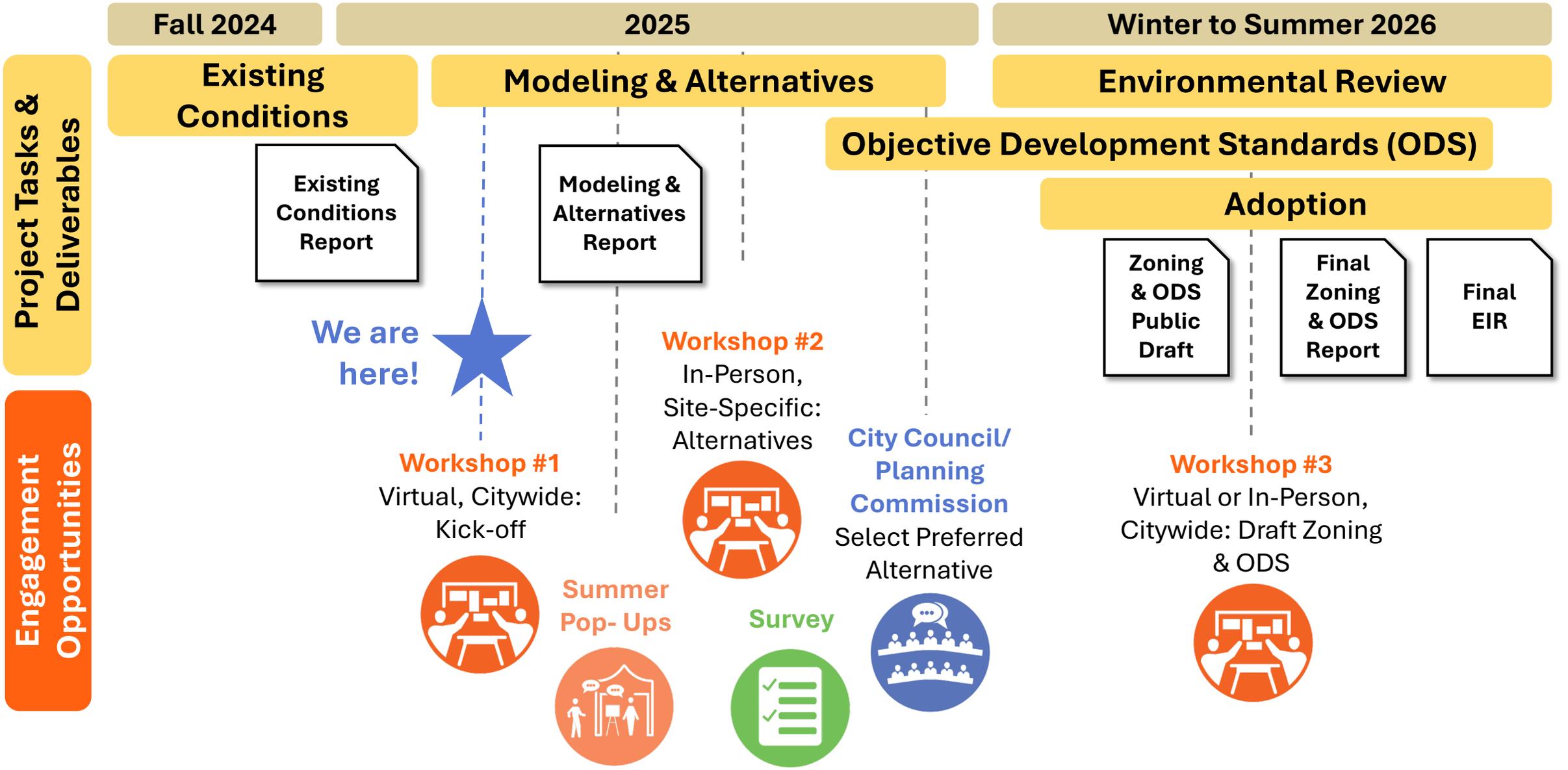


The Berkeley Corridors Zoning Update will...

- Encourage landowners or developers to build mixed-use and/or residential development along the three corridors
- Change zoning to increase allowable building heights and density along the corridors
- Establish clear development standards to ensure that the appearance of potential new, higher-density development matches the community's vision and priorities for the three corridors

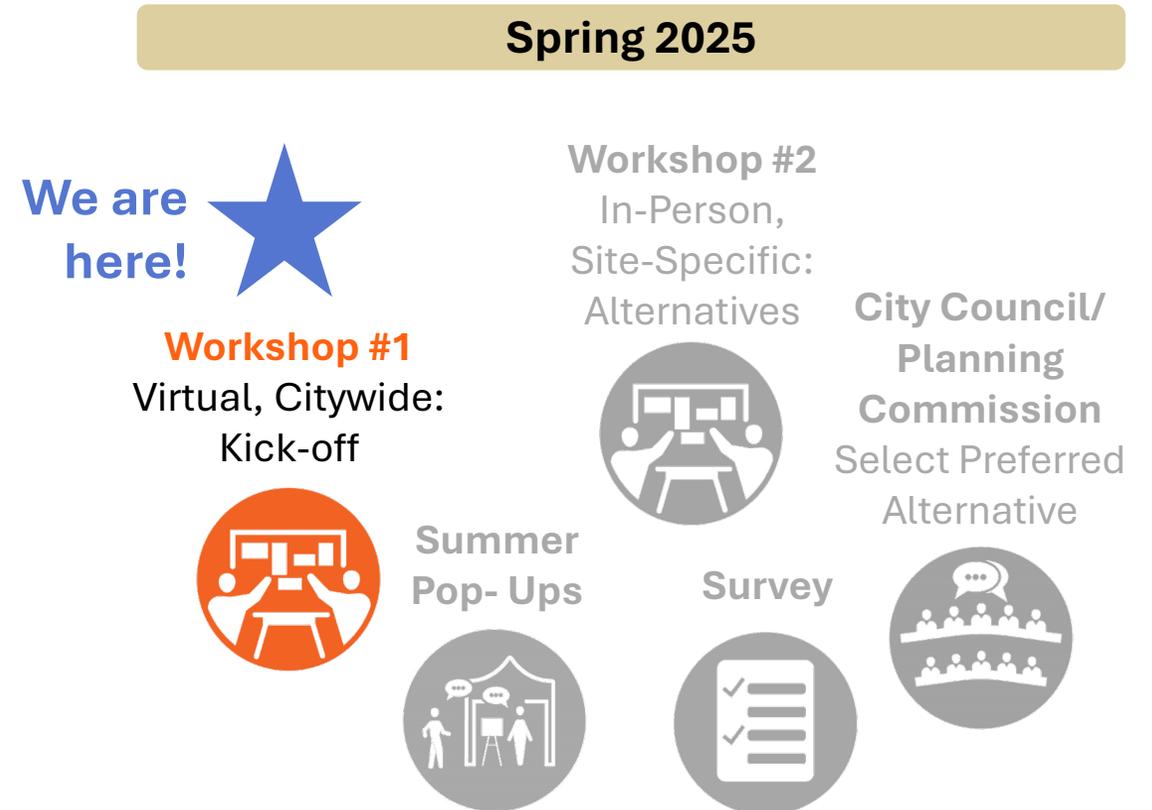
The Berkeley Corridors Zoning Update will not...

- Approve or build new mixed-use and/or residential development along the corridors
- Create new parks or public open spaces
- Redesign streets, sidewalks or the public right-of-way along the three corridors



Purpose of Today's Meeting

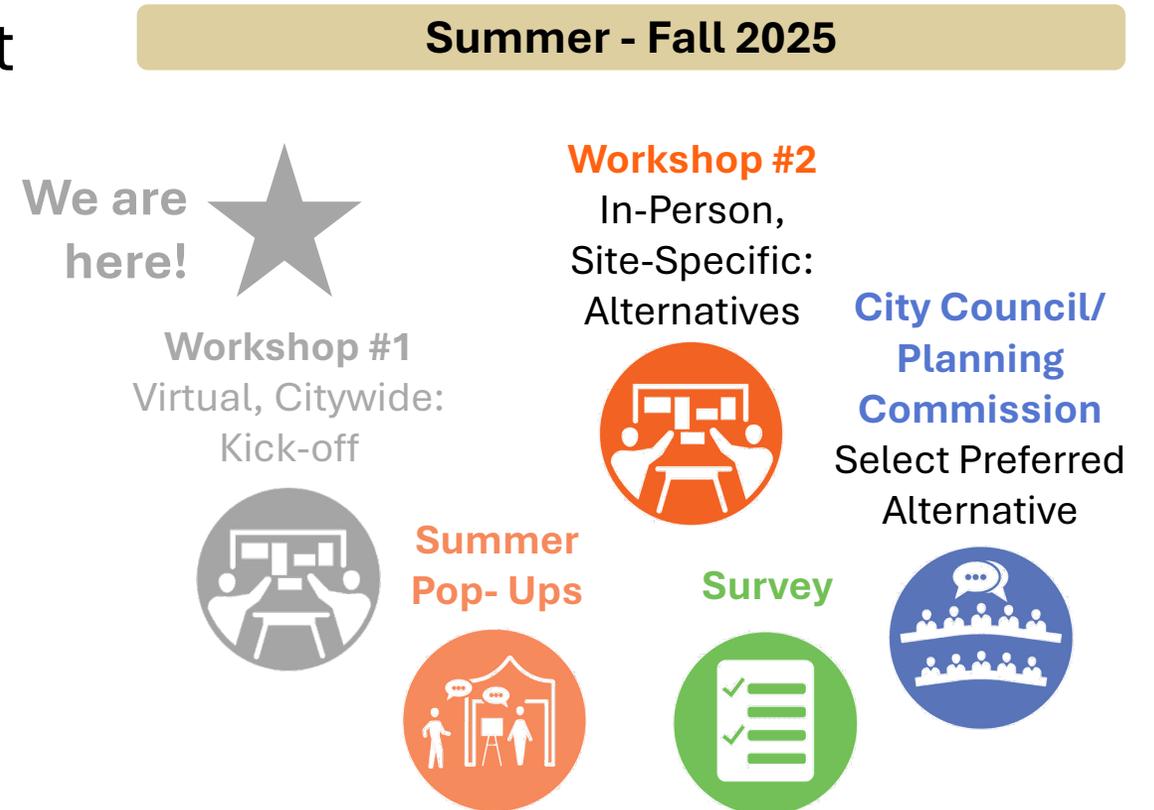
- Introduce zoning and the Housing Element to provide project context
- Share general information to establish a foundation
- Offer a forum for community members to share housing-related desires and concerns along the three corridors



Next Steps

Draft zoning alternatives and solicit community input on:

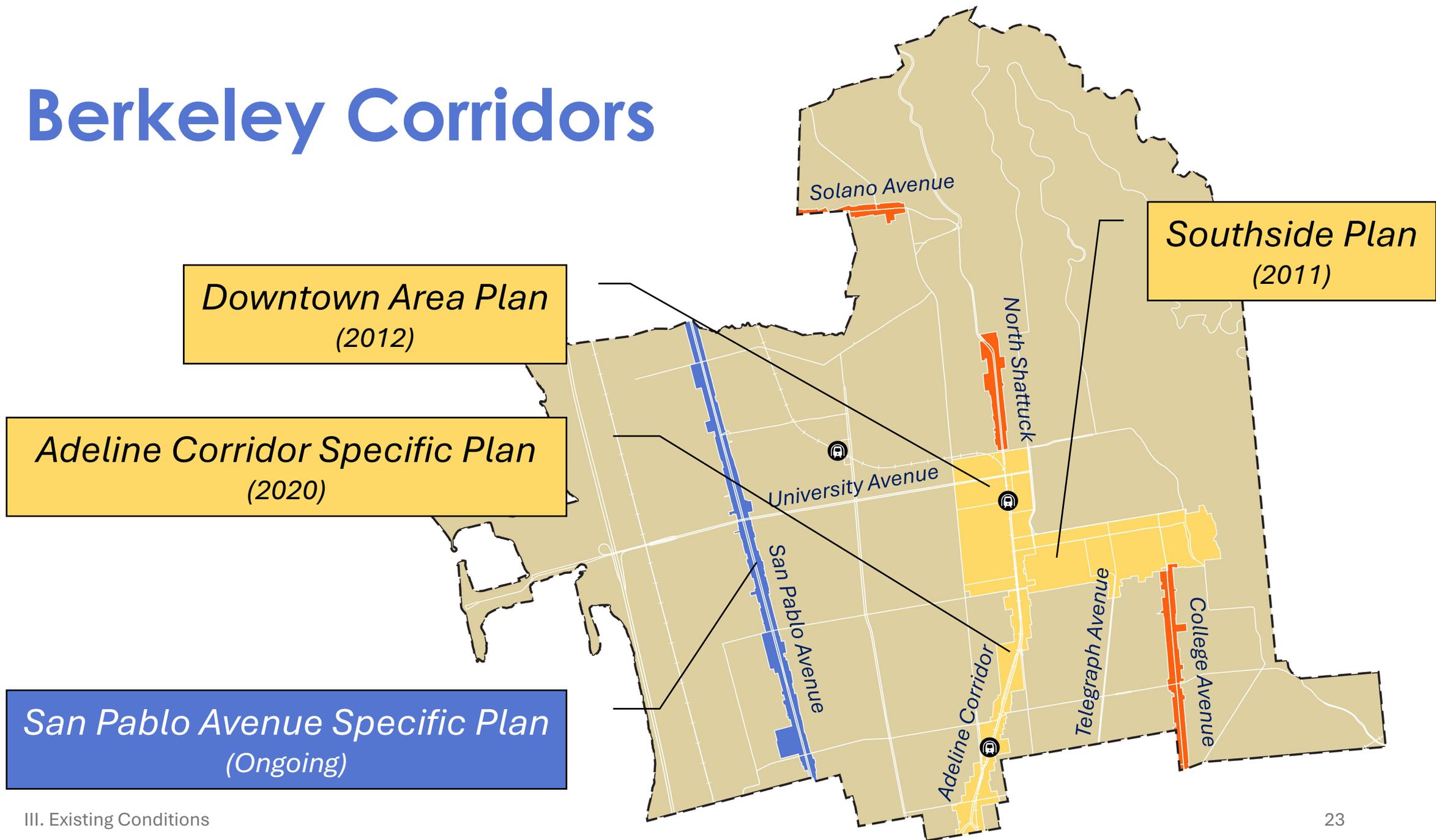
- Proposed options for maximum allowable height and density
- Standards for bulk and appearance of potential new development



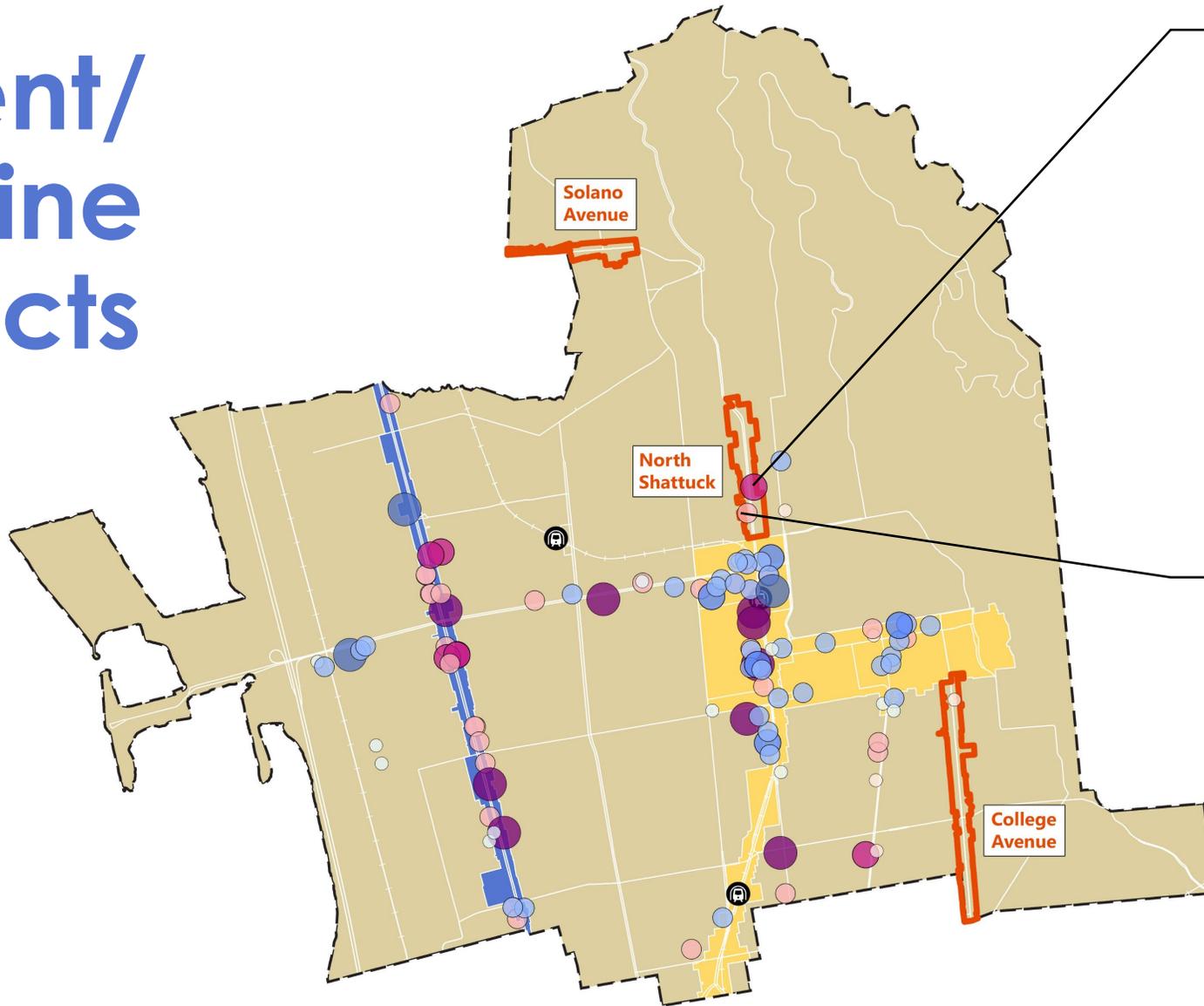
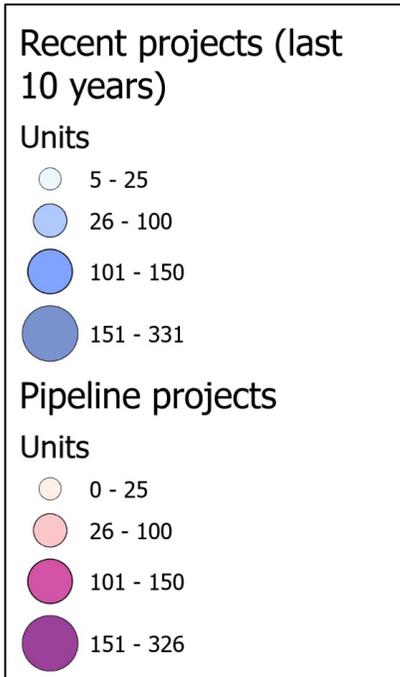
III. Existing Conditions

Citywide Context

Berkeley Corridors



Recent/ Pipeline Projects



1685 Shattuck Ave



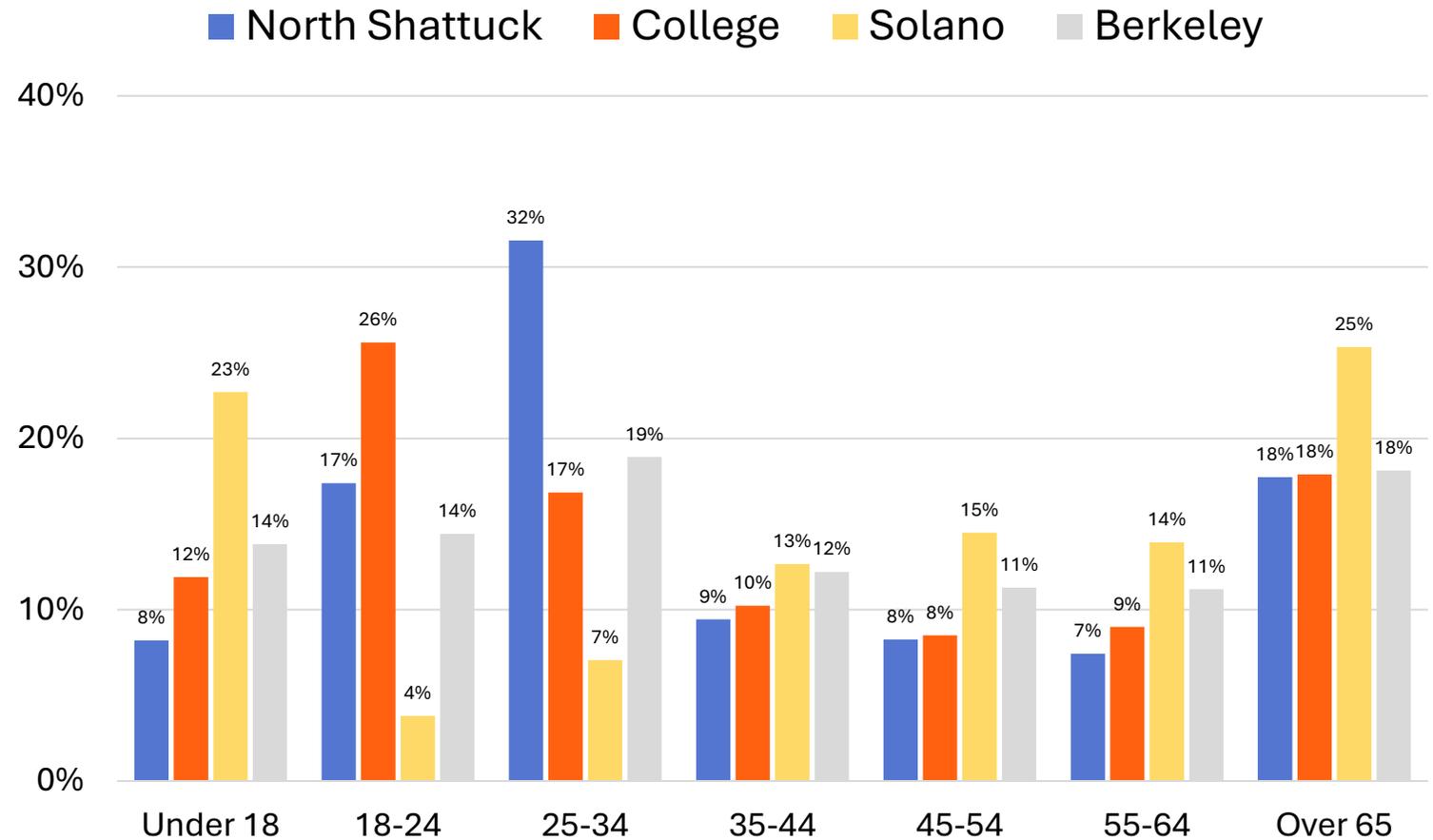
1752 Shattuck Ave



Demographics

Age

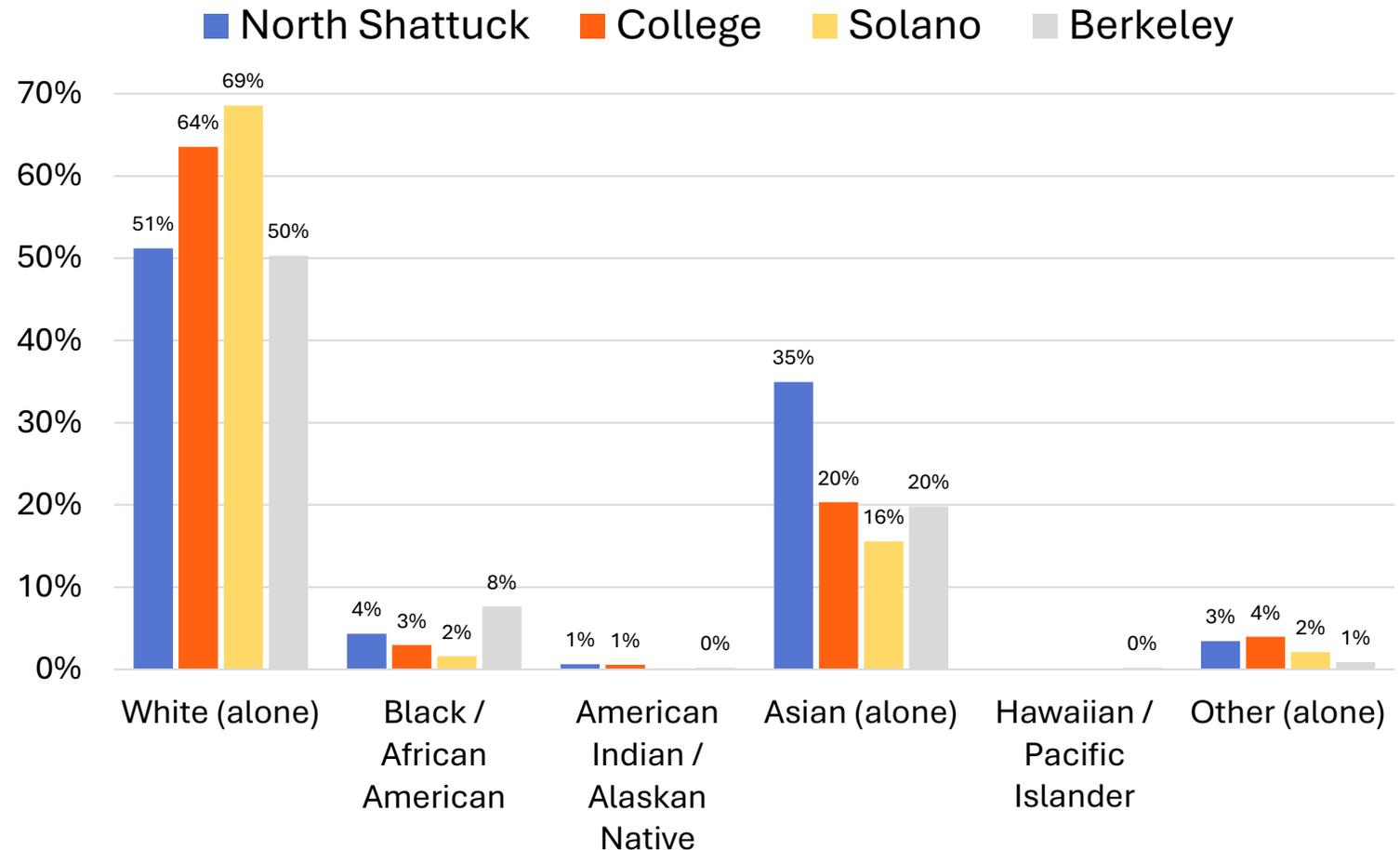
- Solano has more families and households with retirement-age persons
- North Shattuck and College are more student or working-professional-focused areas



Demographics

Race/Ethnicity

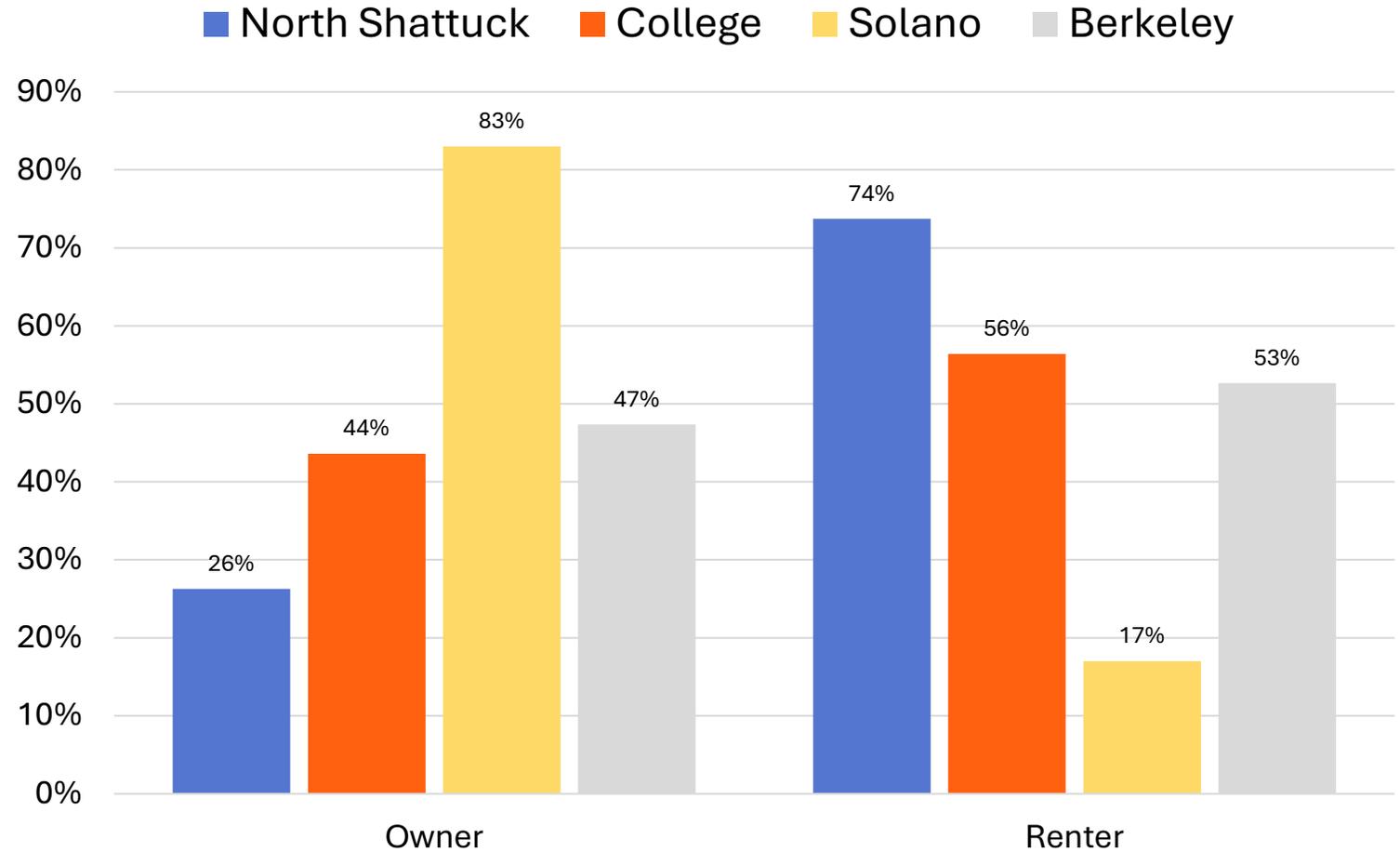
- North Shattuck appears to be the most ethnically diverse, particularly with a larger Asian presence
- Solano is less diverse
- College strikes a middle ground between the two



Demographics

Owners/Renters

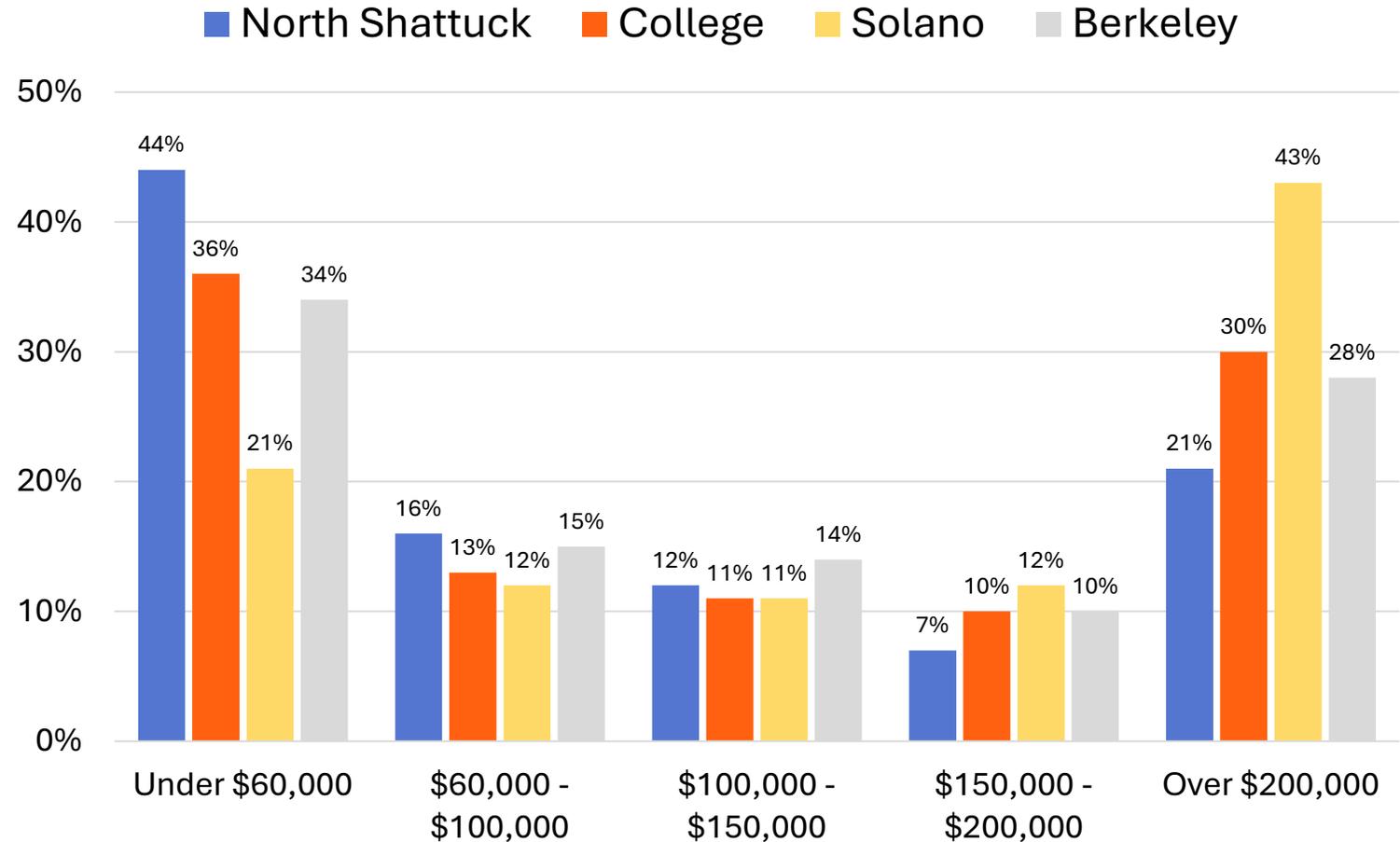
- Solano represents a homeowner-dominated area
- North Shattuck leans more toward a renter-heavy, potentially more mobile community
- College falls in between



Demographics

Income

- Solano is the wealthiest area
- North Shattuck appears more economically diverse, with a mix of high and low incomes
- College has some economic diversity



Neighborhood Context

- What characteristics do you want to make sure are maintained in this neighborhood?
- How would you like to see this neighborhood evolve and change?
- What do you think about adding housing in this neighborhood?
- What types of housing would you like to see in this neighborhood?

College Avenue

History & Character

- Main commercial corridor of the **Elmwood** neighborhood
- Area developed in the early 20th century as a **streetcar suburb**
- Since a 1960s development boom, there has been a **lack of new development**
- **102 businesses**



Study Area

City Parking Lot

Rialto Cinemas Elmwood

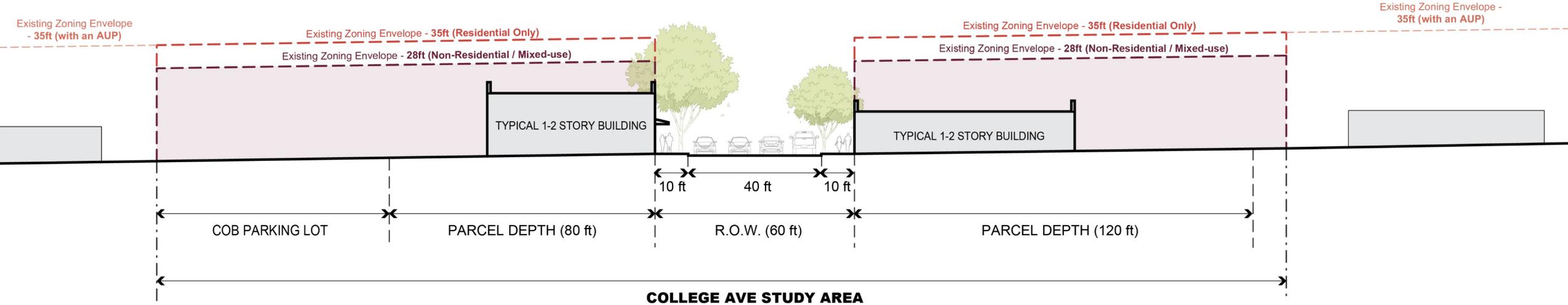


Post Office

Peet's Coffee



Typical Street Section



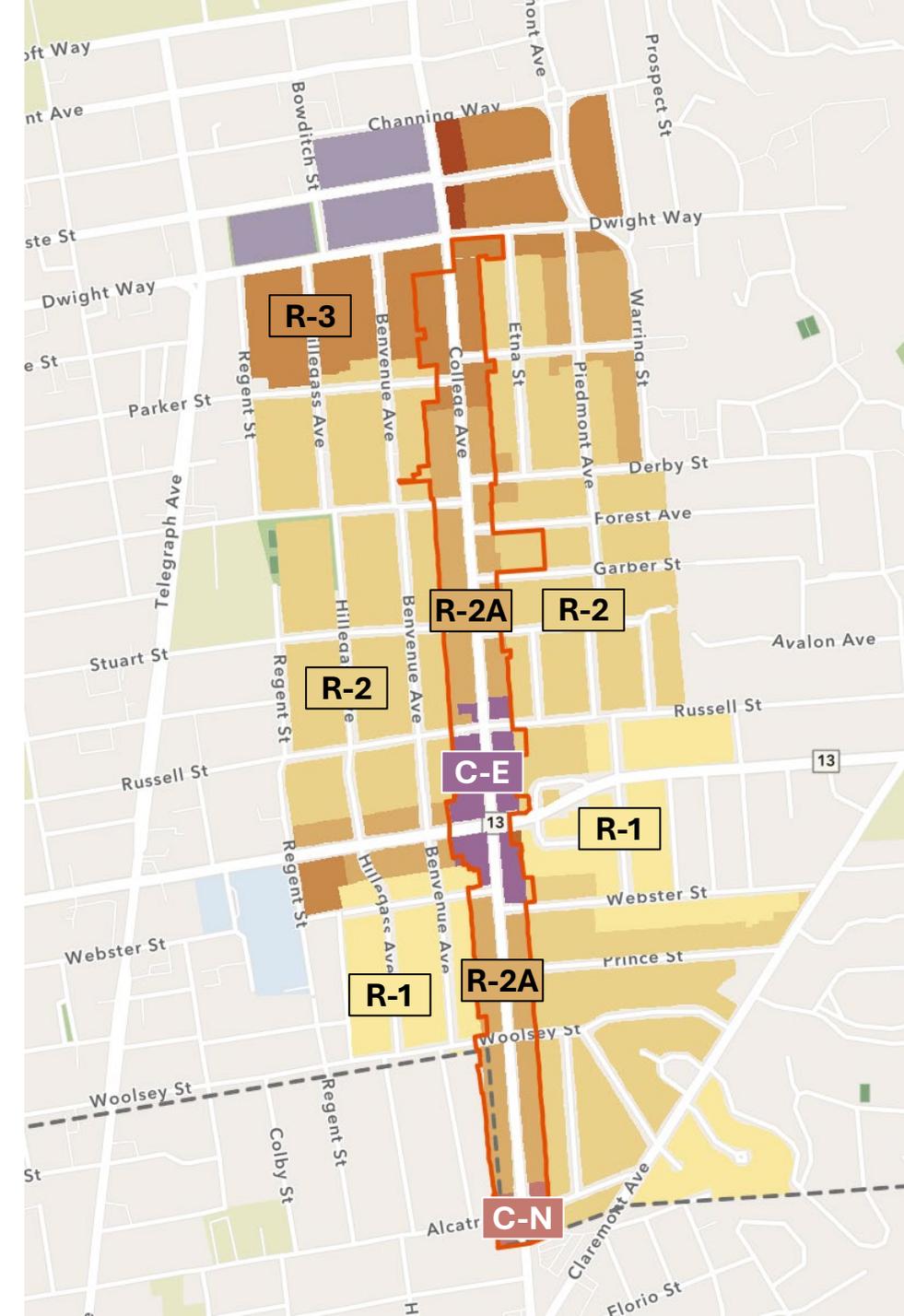
Existing Zoning

Elmwood Commercial (C-E)

- Non-Residential Max Floor Area Ratio (FAR): **1.0**
- Max Height: **28 ft, 35 ft for residential only**
- Max Stories: **2, 3 for residential only**

Neighborhood Commercial (C-N)

- Non-Residential Max Floor Area Ratio (FAR): **3.0**
- Max Height: **35 ft**
- Max Stories: **3, 2 for commercial only**





Solano Avenue

History & Character

- Main commercial corridor of **Thousand Oaks** and **Northbrae**
- Area developed in the early 20th century as a **streetcar suburb**
- Has seen **little to no development** since the turn of the century
- **138 businesses**



Study Area

Thousand Oaks School

Former Oaks Theater

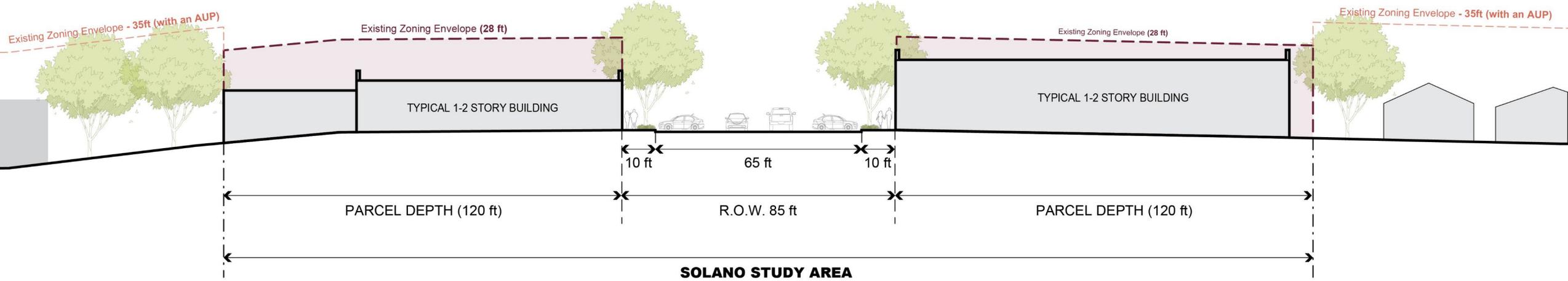


Solano-Peralta Park

Andronico's



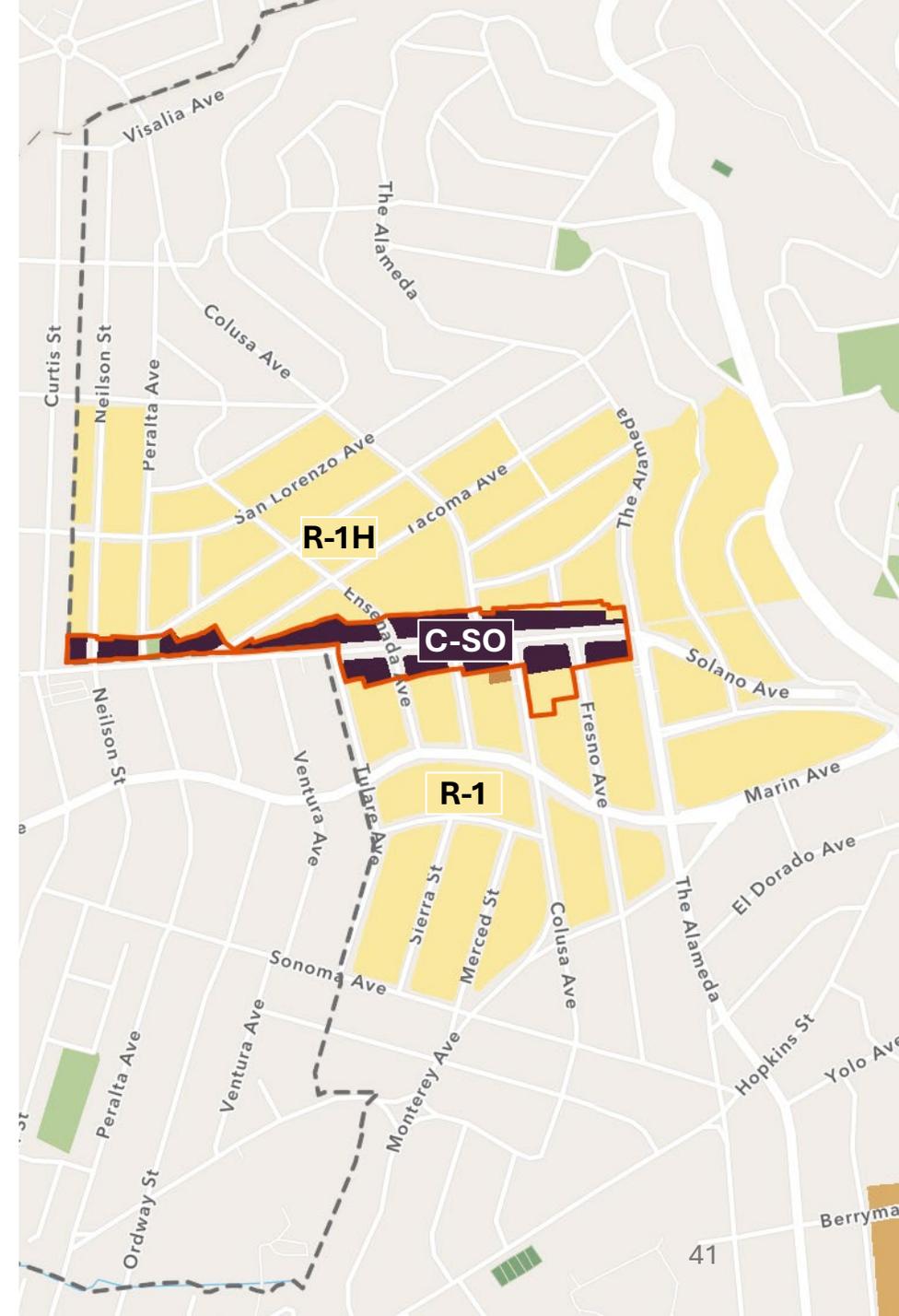
Typical Street Section



Existing Zoning

Solano Commercial (C-SO)

- Non-Residential Max Floor Area Ratio (FAR): 2.0
- Max Height: 28 ft
- Max Stories: 2





North Shattuck

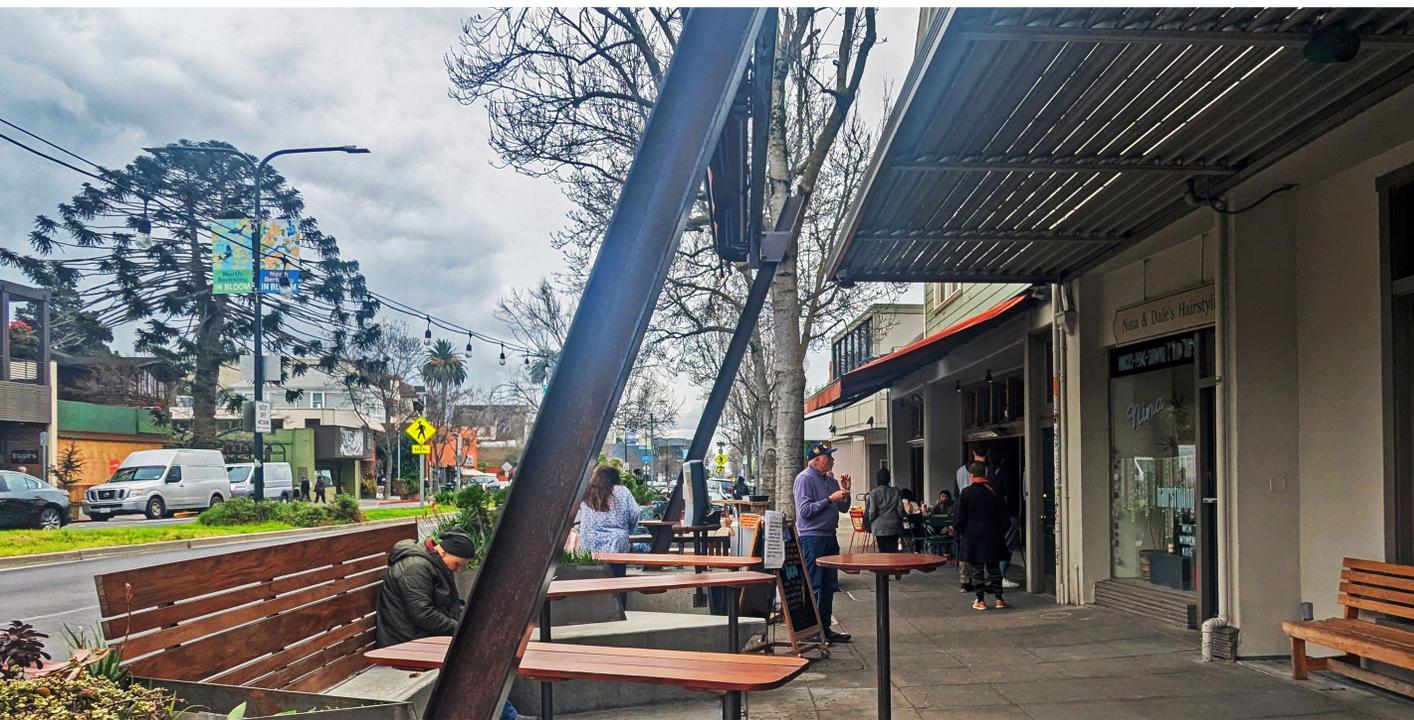
History & Character

- Main commercial corridor in **North Berkeley**
- First developed and expanded due to **rail and streetcar extensions**
- **Most change** out of the three areas in the last 20 years
- Key area in the development of **California Cuisine** and the **farm-to-table movement**
- **155 businesses**

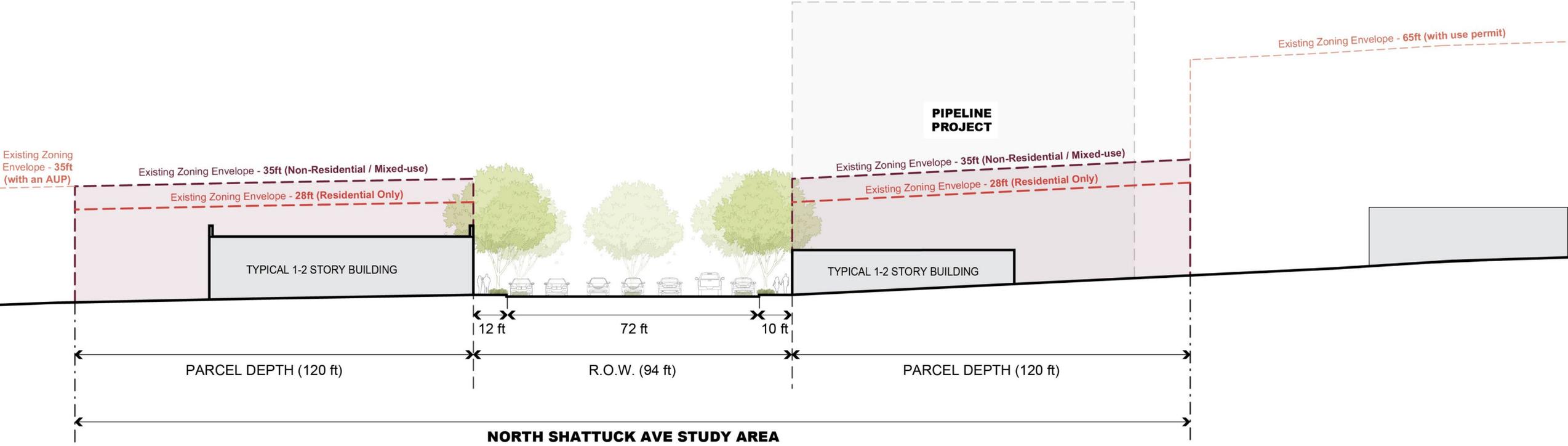


Study Area





Typical Street Section



Existing Zoning

North Shattuck Commercial (C-NS)

- Non-Residential Max Floor Area Ratio (FAR): 1.0
- Max Height: 35 ft, 28 ft for residential only
- Max Stories: 3, 2 for residential only

Corridor Commercial (C-C)

- Non-Residential Max Floor Area Ratio (FAR): 3.0
- Max Height: 40 ft, 50 ft with use permit, 35 for residential only
- Max Stories: 3, 4 with use permit, 2 for non-residential only



Planned Development

1752 Shattuck



C-C Zoning District

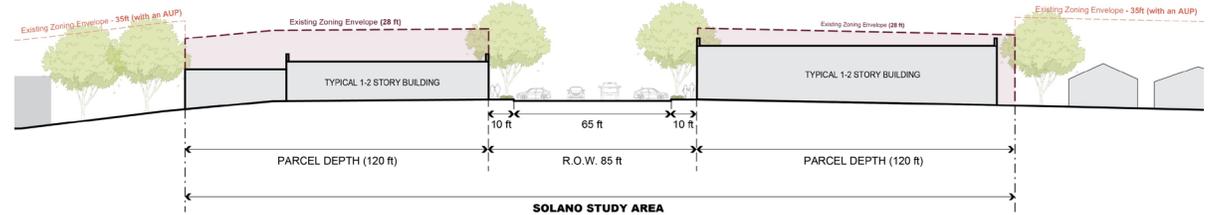
1685 Shattuck /
2109 Virginia St



C-NS Zoning District

Solano Commercial (C-SO)

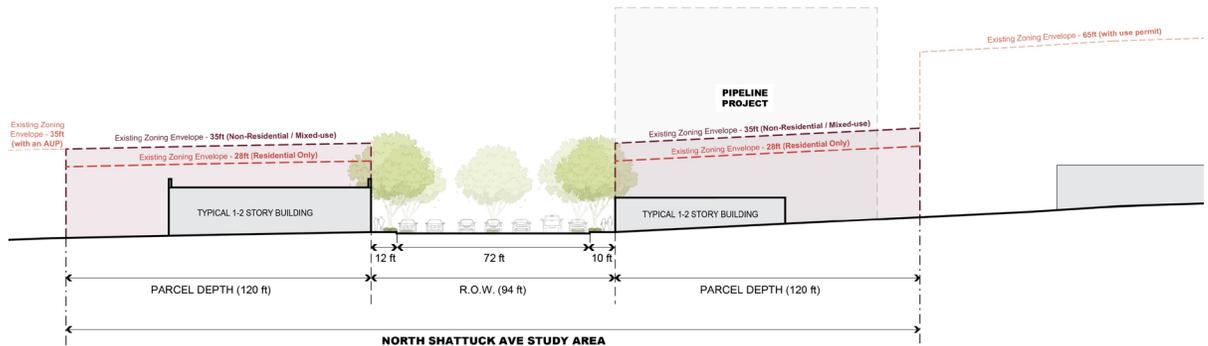
- Non-Residential Max FAR: 2.0
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- Max Stories: 2



North Shattuck

North Shattuck Commercial (C-NS)

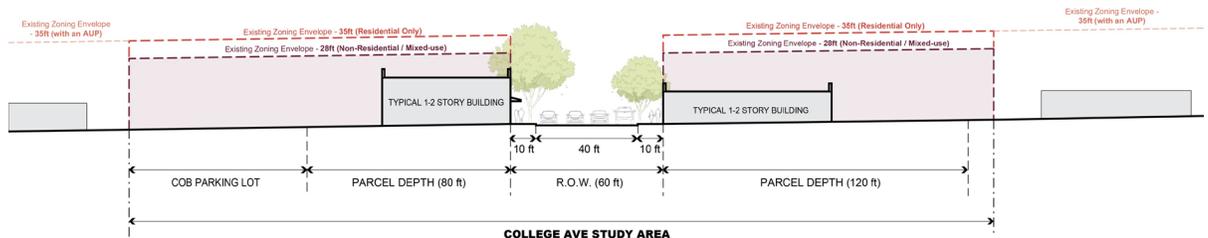
- Non-Residential Max FAR: 1.0
- Max Height: 35 ft, 28 ft for residential only
- Max Stories: 3, 2 for residential only



College

Elmwood Commercial (C-E)

- Non-Residential Max FAR: 1.0
- Max Height: 28 ft, 35 ft for residential only
- Max Stories: 2, 3 for residential only



Small Group Discussions

(60 mins)

Small Group Discussion

- Everyone will be randomly assigned to a virtual room for a Facilitated Discussion using a virtual whiteboard to record Verbal and Chat comments
- Approximately 20 minutes of discussion per corridor
- Followed by a Report Out on key themes with the larger group to highlight takeaways from the conversations

DISCUSSION

QUESTIONS

- What characteristics do you want to make sure are maintained in the neighborhood?
- How would you like to see the neighborhood evolve and change?
- What do you think about adding housing in this neighborhood?
- What types of housing would you like to see in this neighborhood?

NOTES

CONVERSATION SUMMARY

1) KEY TAKEAWAY 1
2) KEY TAKEAWAY 2
3) KEY TAKEAWAY 3
4) KEY TAKEAWAY 4

TOPIC

MAINTAIN & FAVORITE FEATURES | AREAS TO EVOLVE - CHANGE | THOUGHTS ON HOUSING

KEY

VERBAL COMMENTS | CHAT COMMENTS

[TYPE IN HERE] | [TYPE IN HERE]

SOLANO AVENUE CORRIDOR

SEGMENT 1 | SEGMENT 2 | SEGMENT 3 | SEGMENT 4

NELSON STREET | THOMAS AVENUE | COLUSA AVENUE | THE MARKET

Discussion Questions

- What characteristics do you want to make sure are maintained in this neighborhood?
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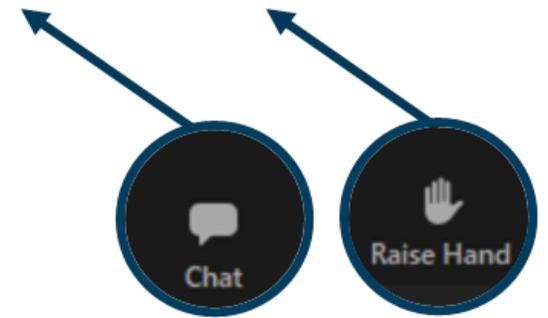
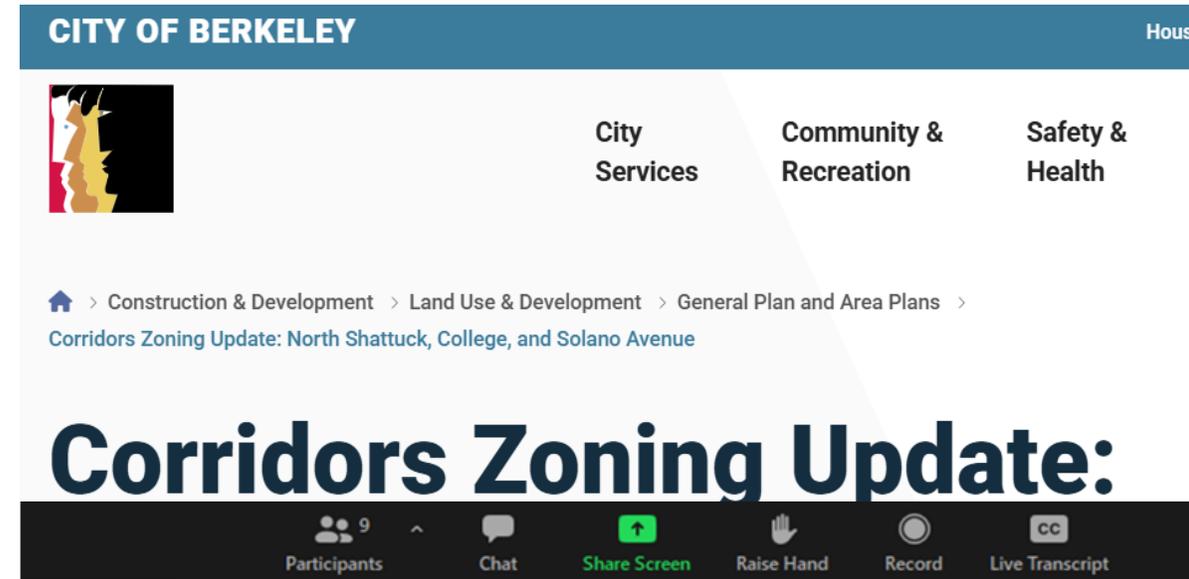
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Report Back

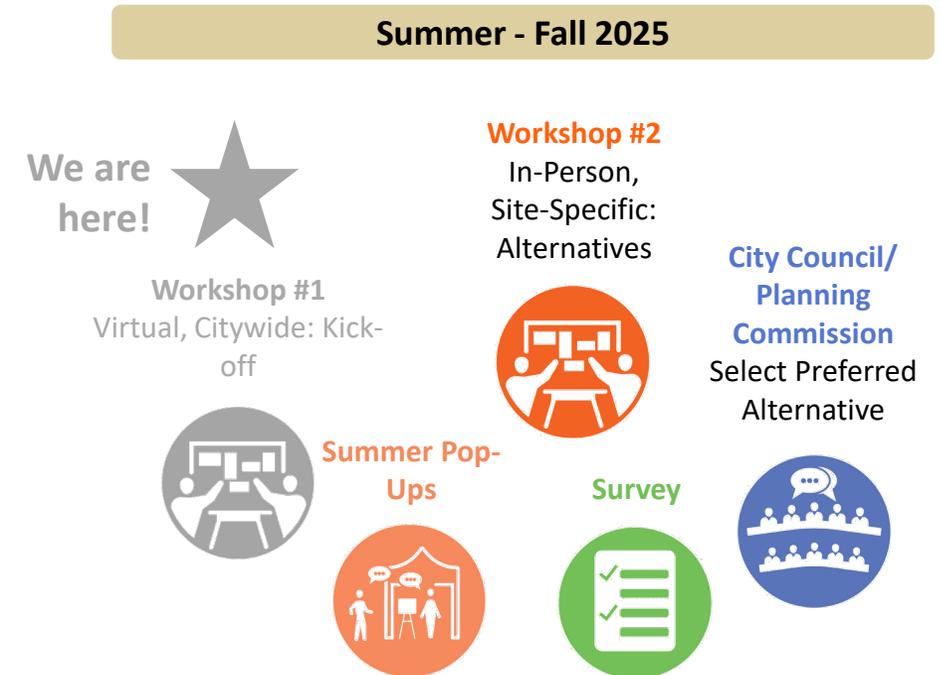
(20 mins)

IV. Next Steps

Next Steps

The City and Consultant team will:

- Use the feedback we received today to start developing **draft zoning alternatives** for the three corridors
- Attend pop-up events over the summer to **solicit community input on the alternatives**
- Present and discuss the alternatives at **Community Workshop #2** in late summer-early fall



How to Stay Involved

- Visit the City's [Corridors Zoning Update](#) website
- Follow the project's [Instagram](#) page
- Sign up for updates

Scan the QR code below to visit the project's **Instagram** page



Scan the QR code below to sign up for **updates**



Thank you!