San Pablo Avenue Specific Plan

What is the Specific Plan?

A Plan that articulates a vision for the future of San Pablo Ave...

... by defining
community-based
and contextsensitive regulation
and policies within
the San Pablo Ave
Specific Plan Area.

... by identifying improvements and innovative programs that provide more and better of opportunities for living, working and community life along San Pablo Ave.

Why are we doing it now?

2023 - 2031 Housing Element

Program 27 identifies
the San Pablo Specific
Plan as an action
to increase housing
in commercial and
transit corridors.

20%

Of identified
Housing Element
opportunity sites
are in the Specific
Plan Area.

The Housing Element together paired with the current developments indicate more growth to come. The Specific Plan will inform the Community Vision of growth.

City Council

2015 City Council Referral identified need for a Plan to shape growth along San Pablo Ave.

Regional Policies

The San Pablo Ave Corridor is a designated Priority Development Area which can help Berkeley compete for regional and state funding to help achieve the community's vision for the future.

Alameda CTC Multimodal Corridor Plan

Alameda CTC is leading the right-of-way design for San Pablo Avenue. The Project will create Safety Enhancements and Parallel Bike Improvements in Berkeley.

For more information: <u>alamedactc.org</u>

Specific Plan Boundary and Study Area

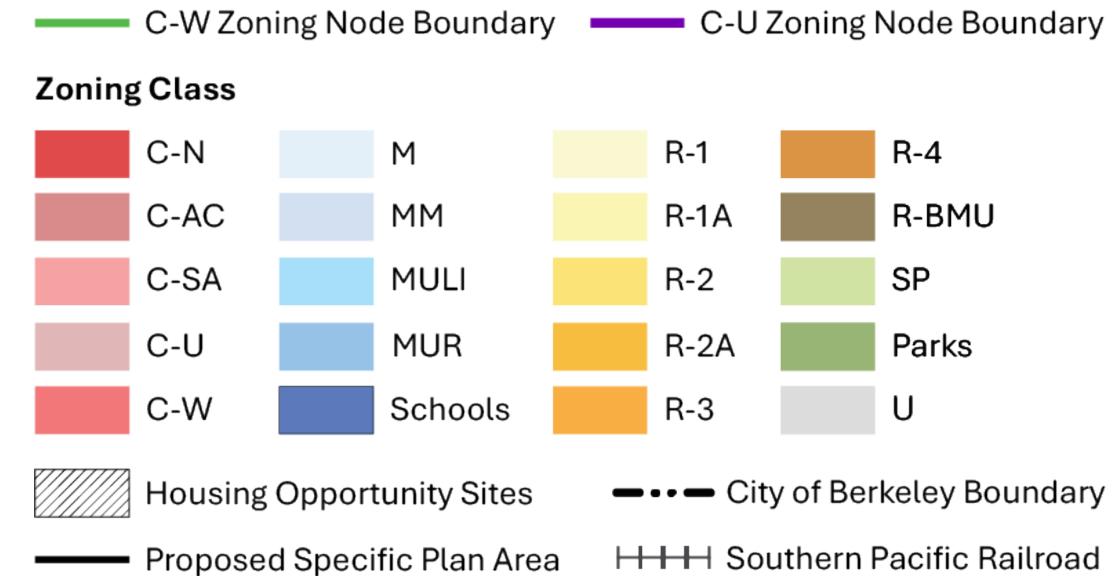
Specific Plan Boundary

Most of the parcels within the Boundary are part of existing West Berkeley Commercial district (C-W).

Study Area

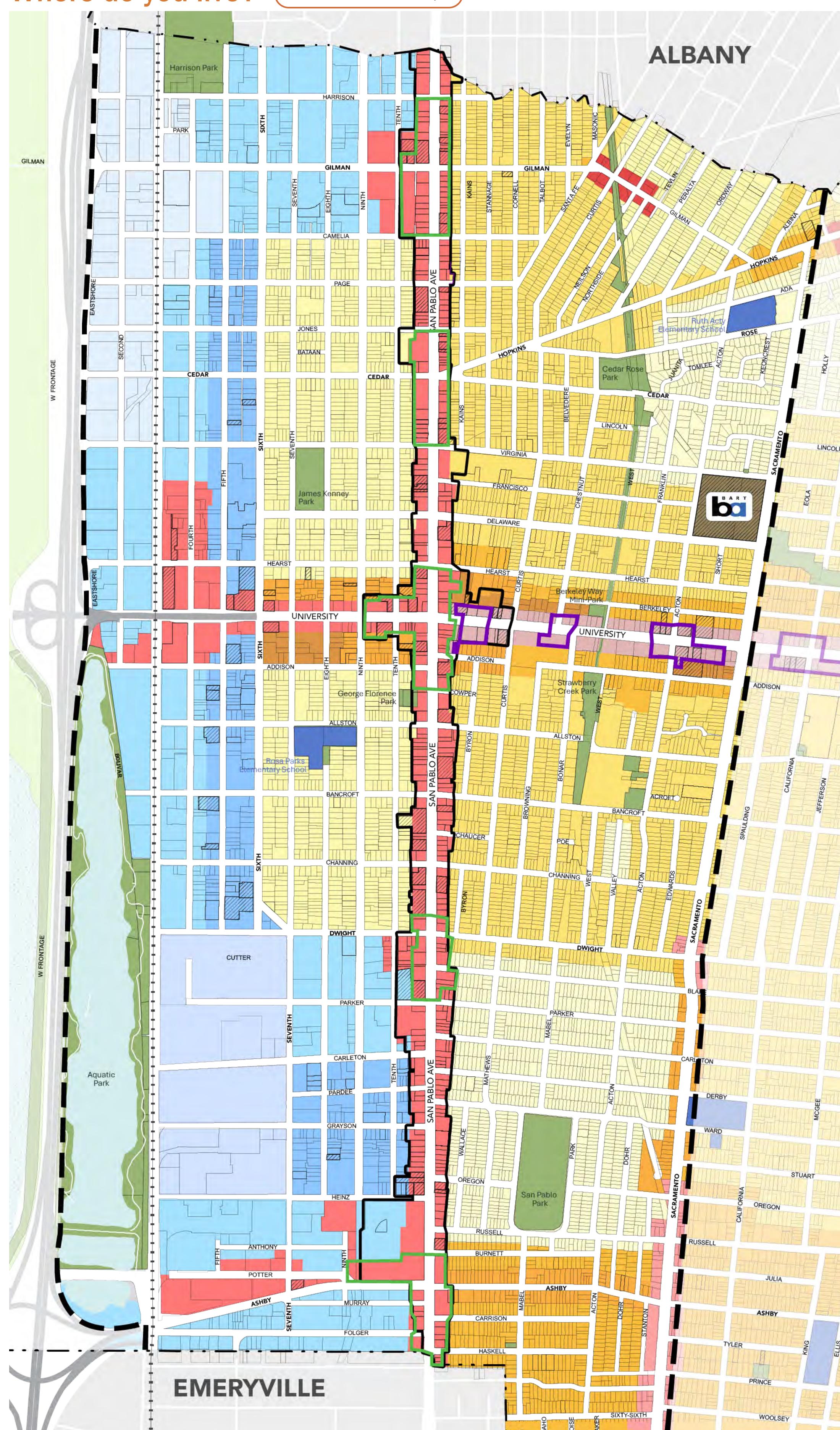
Adjacent neighborhoods with strong relationship to San Pablo Ave area, and part of community engagement process.

Legend



Where do you live?

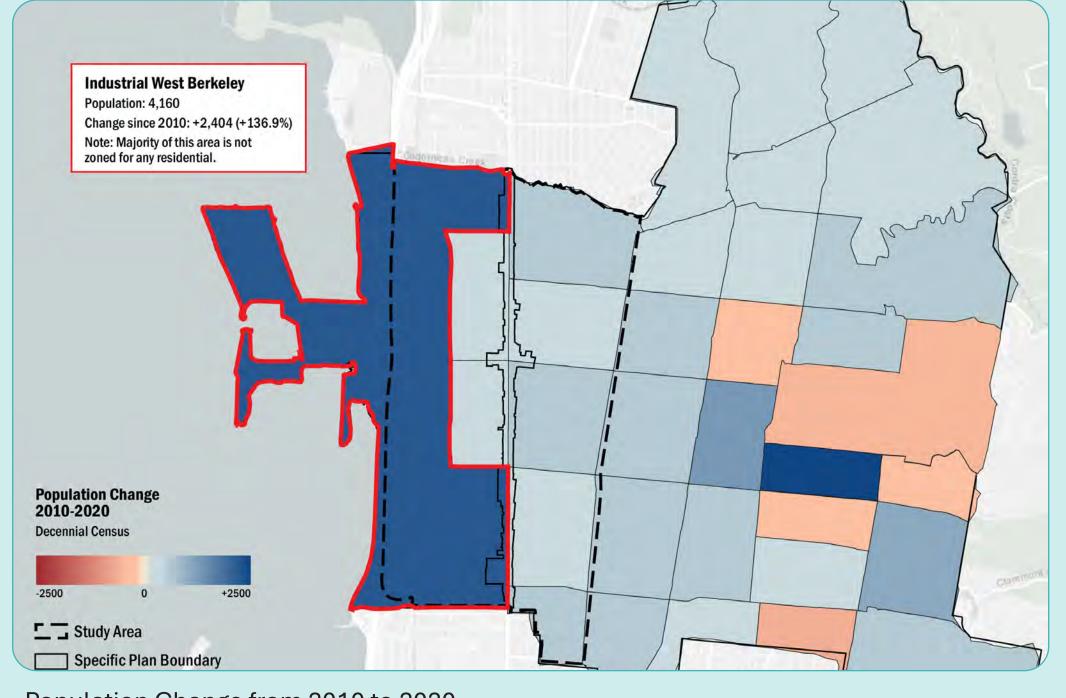
Place a dot on the map.



Demographics & Housing Affordability

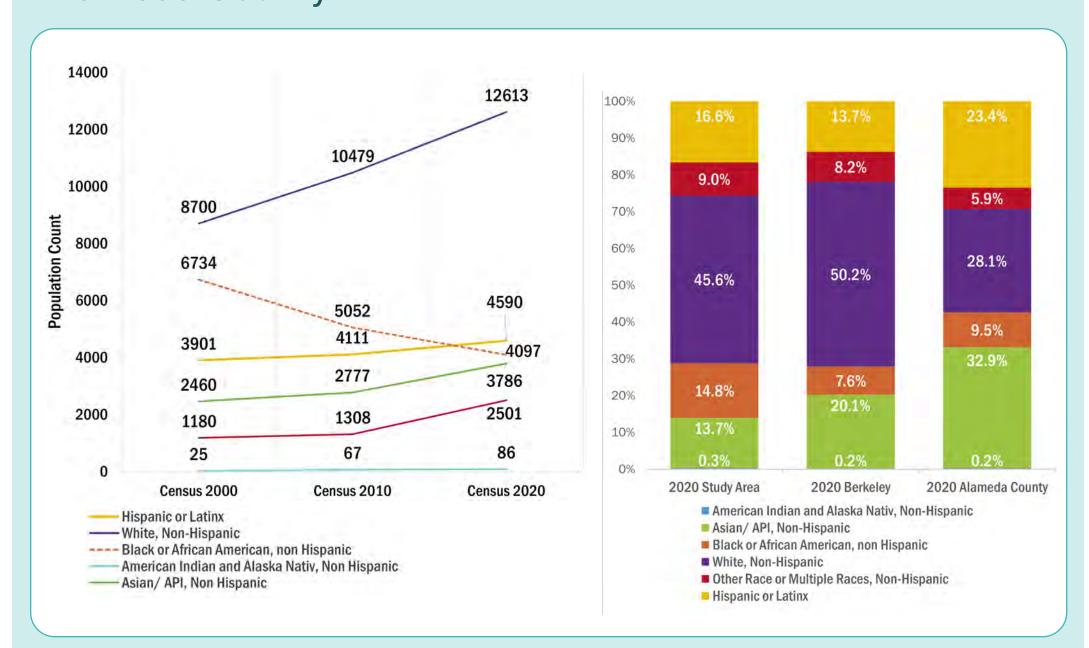
Demographics

Berkeley's population grew by 9% from 2010 to 2020, to 122,580 people. In contrast, the Study Area grew by 16% in that time, to a population of 26,360 people, 22% of Berkeley's total population.



Population Change from 2010 to 2020. Source: United States Census Bureau. Decennial Census. 2010, 2020, Table P1.

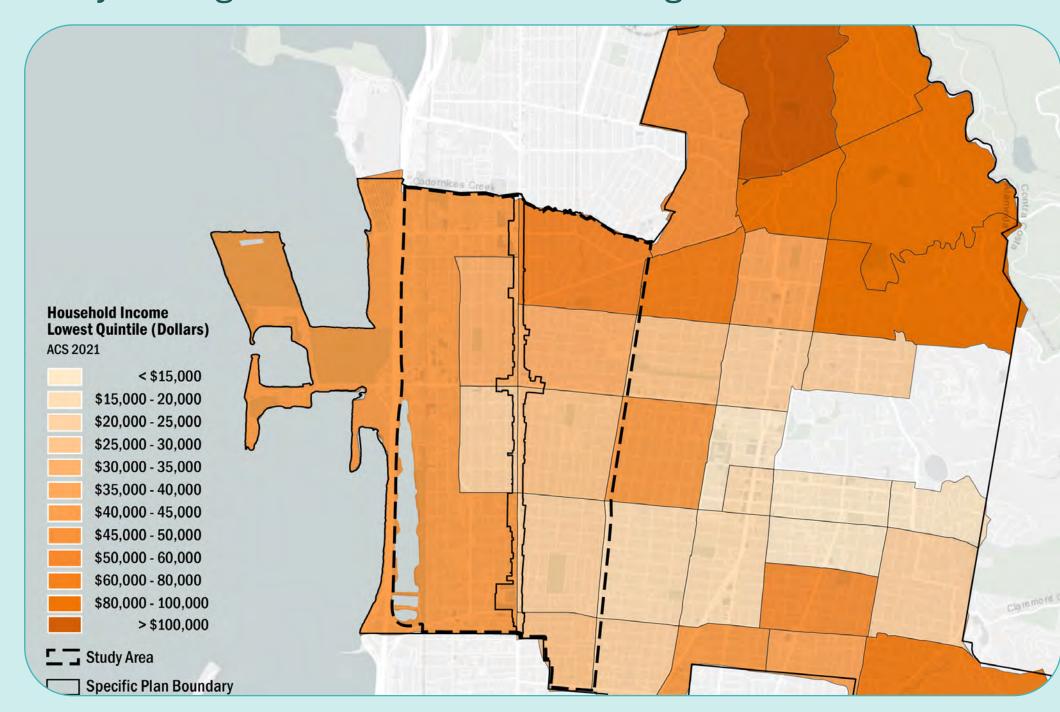
Over the past 20 years, Blacks/African Americans were the only racial group to decline in the Study Area. However, the Study Area continues to have higher percentage of Black/ African American population compared to Berkeley or Alameda County.



Left: Population Shift by Race and Ethnicity in Study Boundary. Right: Comparison of Racial Composition Source: United States Census Bureau. Decennial Census. 2010, Table P7. 2020, Table P1.

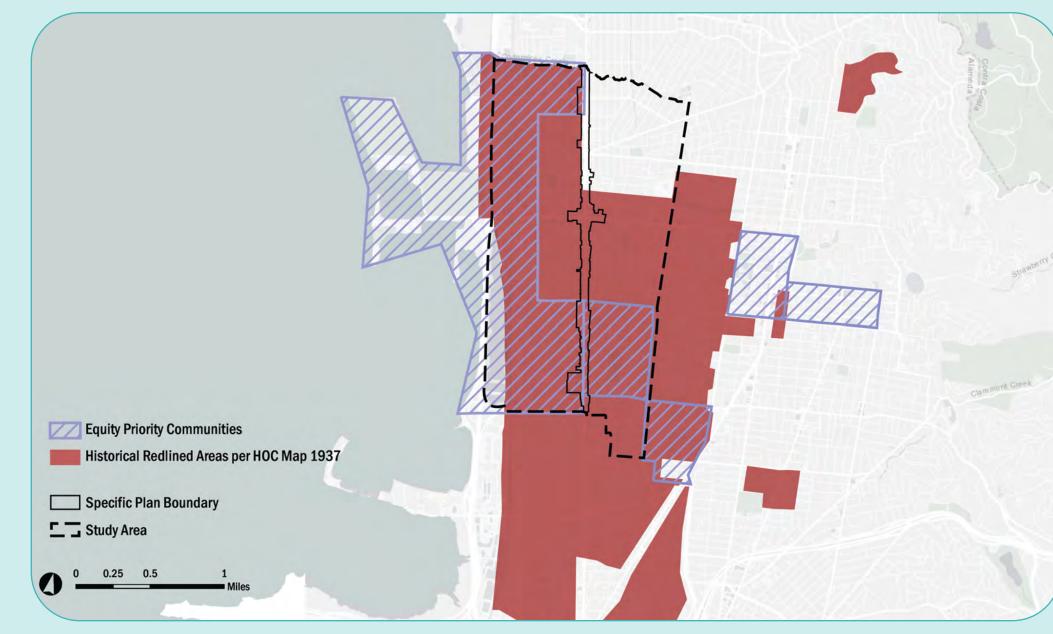
Household and Housing Characteristics

Roughly half of the Study Area households earn less than 80% of Area Median Income (\$93,871) and a third earn less than 50% of Area Median Income. These households would likely be eligible for affordable housing.



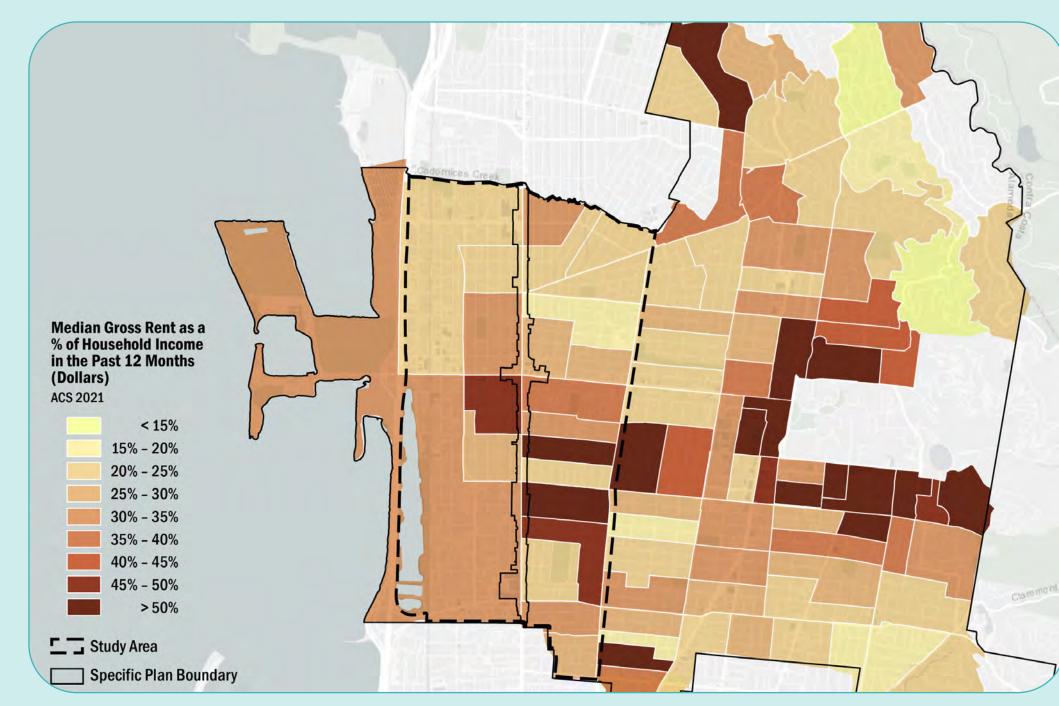
Household Income for Lowest Quintile. Source: United States Census Bureau. ACS. 2021, Table B19080.

As a result of historic discrimination, the Study Area is part of the Metropolitan Transportation Commission's Equity Priority Communities. The EPC designation helps provide funding and assistance to census tracts that have a significant concentration of under served populations.



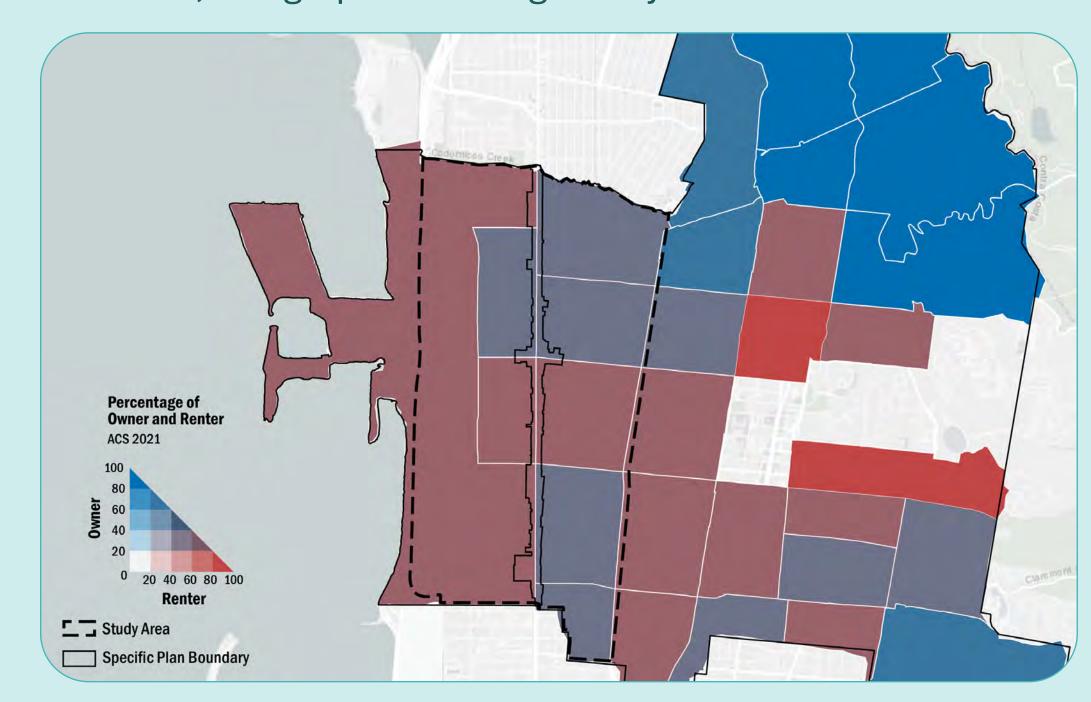
Equity Priority Communities and Historical Redlined Areas. Source: Robert K. Nelson and Edward L. Ayers, Mapping Redlining, 2023. Metropolitan Transportation Commission (MTC), Equity Priority Communities, 2021.

In the Study Area, more than half of tenants are costburdened, meaning they spend >30% of their gross household income on rent and utilities.



Household Income for Lowest Quintile. Source: United States Census Bureau. ACS. 2021, Table B19080.

Between 2010-2020, the number of housing units in Berkeley increased by 6%. New housing was primarily developed along major corridors, like San Pablo, University, Shattuck, Telegraph and Dwight Way.



Mix of Households that Own or Rent in Berkeley Source: United States Census Bureau. United States Census Bureau. ACS. 2021, Table DP04.

What types of housing are most needed along San Pablo Ave?

Place a dot along the scale below. Add sticky notes with other suggestions of housing types.

Not at all important		Extremely important	
	Affordable Housing (rental)		
	Condominium (owned)		
	Group Living ¹		
	Artist Housing		
	Senior Housing		

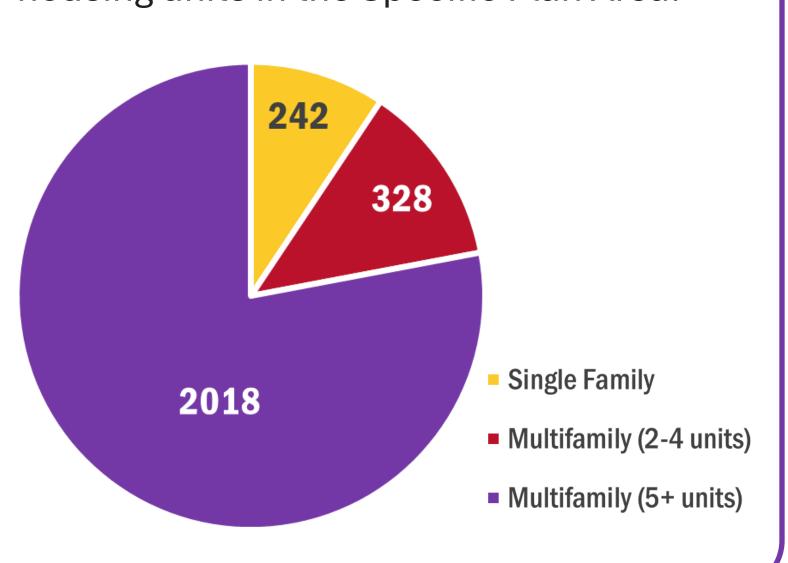
Place other suggestions here

¹ Group Living can take many forms, such as student housing, multi-generational housing, or other community specific groups.

Projected Housing Development

Current Housing Units

As of As of 2020, there were 2,588 existing housing units in the Specific Plan Area.





Mixed-Income housing on the corner of San Pablo Ave and Ashby Ave Source: Higby, 2023

The Housing Element

The Housing Element presents the City's 8-year plan to meet the housing needs of our community including a sites inventory to accommodate the Regional Housing Needs Allocation established by the State.

The Housing Element was recently revised and adopted in early 2023 following an 18-month public outreach and planning process.

Learn more about the Housing Element at the City's website here:

51 Opportunity sites

Vacant or underutilized sites with near-

term potential for residential or mixed-

Housing Element but remain available

Some sites used in the 5th cycle

were identified by the Housing Element

within the Specific Plan Area.

Opportunity sites include:

use development.

for development.



The City's Housing Element

is one of nine elements in the City's General Plan.

is a comprehensive and longrange statement of priorities

All land-use decisions must be consistent with the goals, objectives, and policies of the General Plan.

The General Plan

and values developed to guide public decision-making.



Affordable Housing "Margaret Breland Homes" on San Pablo Ave. Source: Phillips Win Architecture 2023

Policy Highlight

Berkeley Affordable Housing Preference Policy

In July 2023, Berkeley adopted a policy to provide preference for current residents and descendants of residents of the city's historically redlined areas. Households with ties to the area receive priority in leasing new City funded or regulated affordable units. Because much of the Study Area is within the historically redlined area in Berkeley, many former and current residents may qualify for this preference.

Specific Plan Boundary

Plan Area Likely Sites

Plan Area Opportunity Sites

Plan Area Pipeline Sites

Plan Area Housing Element Update **Housing Sites Inventory**

Source: City of Berkeley. "Housing Element Update 2023-2031", 02.17.23

Potential Housing Production

	Total Units	100% Affordable	Onsite Affordable	% Affordable
Approved as of fall 2023	589	63	52	19.7%
Under Review as of fall 2023	2000	100	200	15%
Housing Element Opportunity Sites based on current zoning and density bonus	2000-3000	100-170	200-300	~15%
Total All Sites	4,500-5,500	350-450	500-600	15-16%

Commercial Activity & Displacement Risk

Local Businesses are more vulnerable to displacement or closure

90%

Of Brick and Mortar businesses are locally owned.

21% are woman owned

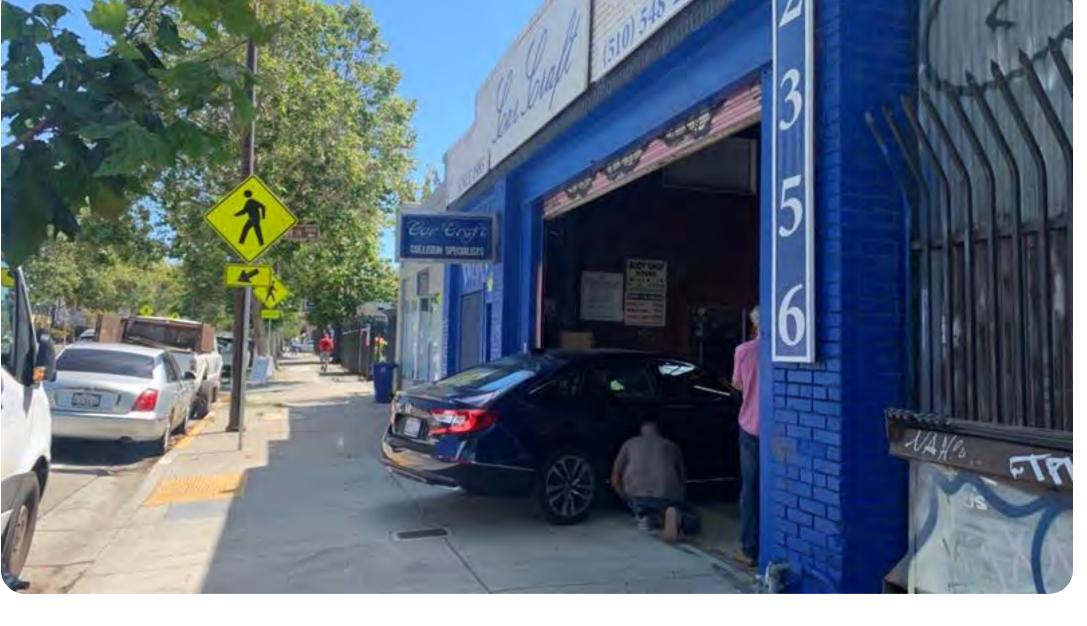
41% are people of color owned

Commercial Vacancy Rate on San Pablo Ave

2017 5.5% 2022 10.8% +5.3% The ground floor vacancy rate on San Pablo Ave doubled since 2017.



Brick and Mortar storefront at the corner of San Pablo Ave and Delaware



Auto repair shop fronting San Pablo Ave



Vacant brick and mortar storefront south of the intersection San Pablo Ave and University Ave

Which businesses or other uses do you visit the most along San Pablo Ave?

Place a dot on the map or write a sticky note with the name of the business.

Sticky Notes

Are there businesses or types of uses that you are concerned about losing from the corridor as it transitions to a denser and more mixed use place?

Place a sticky note below.

Sticky Notes



Locally-Owned, Brick-and-Mortar Business Mix

Source: Street Level Advisors and Gordon Consulting, 2023.

Land Use Policies

Zoning

Properties fronting on SPA are predominantly zoned West Berkeley Commercial (C-W). Along University Avenue the majority of properties are zone for C-W and University Commercial (C-U).

Residential, Commercial, Mixed-use, and Live-work are permitted in C-W and C-U with applicable permits and subject to development Standards.

Key California Laws that Support Housing

- Housing Accountability Act No net loss of housing capacity
- Senate Bill (SB) 330 Streamlining
- SB 35 Ministerial Approvals for affordable housing projects
- Density Bonus Law waive or reduce development standards

					SB 10	SB 897
					SB 9	AB 682
			SB 13		SB 290	AB 1551
		SB 765	AB 1180	AB 831	AB 787	SB 886
	SB 166	SB 1227	AB 1255	AB 168	AB 1304	SB 6
	AB 73	AB 2913	AB 1482	AB 725	AB 215	AB 2653
	AB 879	AB 2162	AB 2923	AB 2345	SB 8	AB 2234
	SB 167	AB 686	AB 1486	AB 1561	AB 602	AB 2339
AB 2299	SB 35	AB 3194	AB 101		AB 1029	AB 2094
AB 2406	AB 1515	AB 2732	AB 68	EMIC	AB 1584	AB 2668
AB 1934	AB 879	SB 1333	SB 330	GLOBAL PANDEMIC	AB 1304	AB 2011
AB 2584	AB 72	SB 828	AB 1743	BALF	AB 1398	AB 2097
SB 1069	AB 1397	AB 1771	AB 671	019	SB 478	AB 2536
2016	2017	2018	2019	2020	2021	2022
2016	2017	2018	2019	2020	2021	2022

Example of increase in approved housing-related legislation between 2016-2022

Permit Review Process

Two types of review processes: Ministerial and Discretionary Review

Ministerial review is a process involving little to no personal judgment by the zoning officer or Zoning Adjustment Board (ZAB). The zoning officer or ZAB ensure the proposed development meets all "Objective zoning standards" and "objective design review standards".

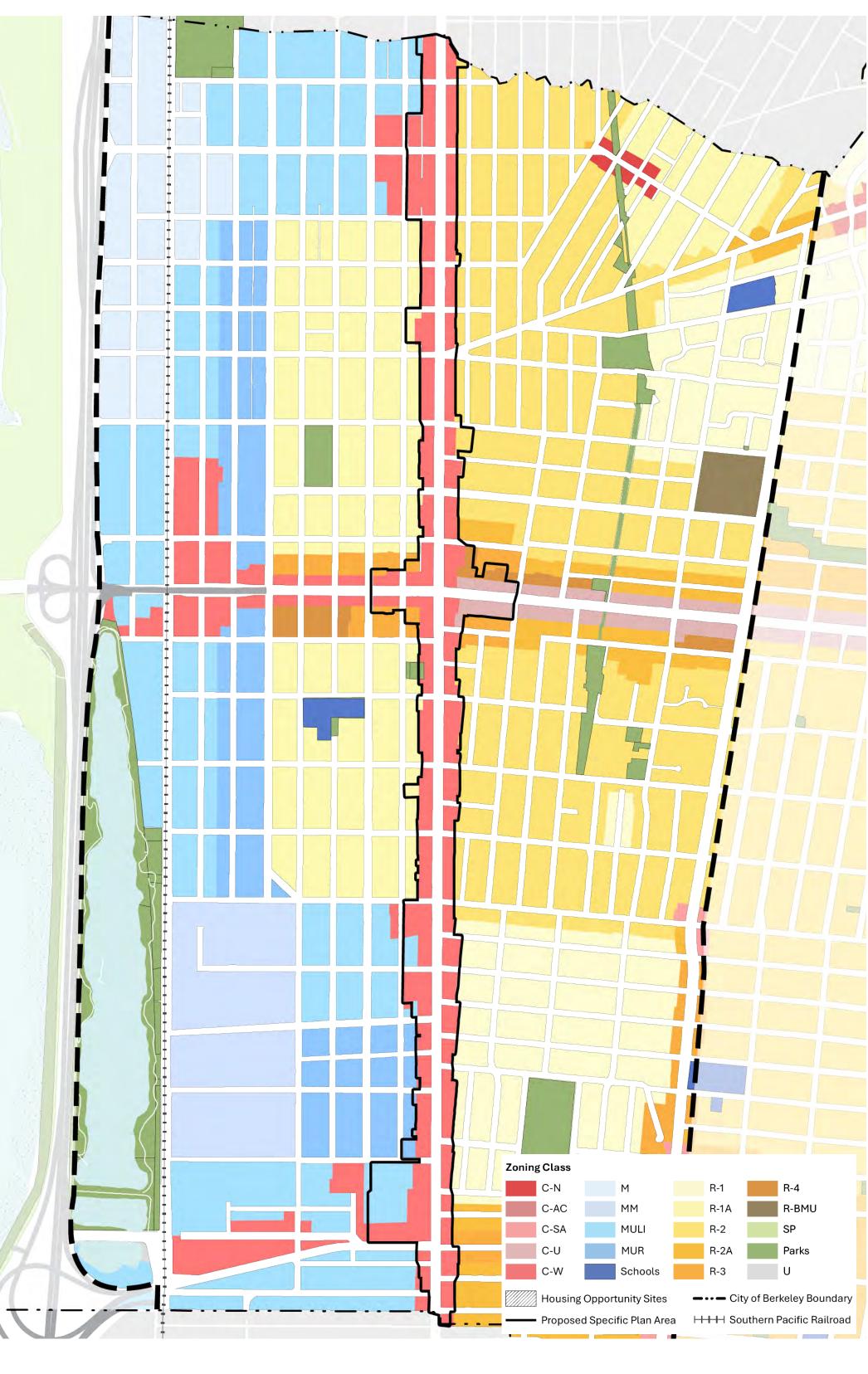
Discretionary review is a process for development that is subject to public notice to neighbors, and in some cases, a public hearing.

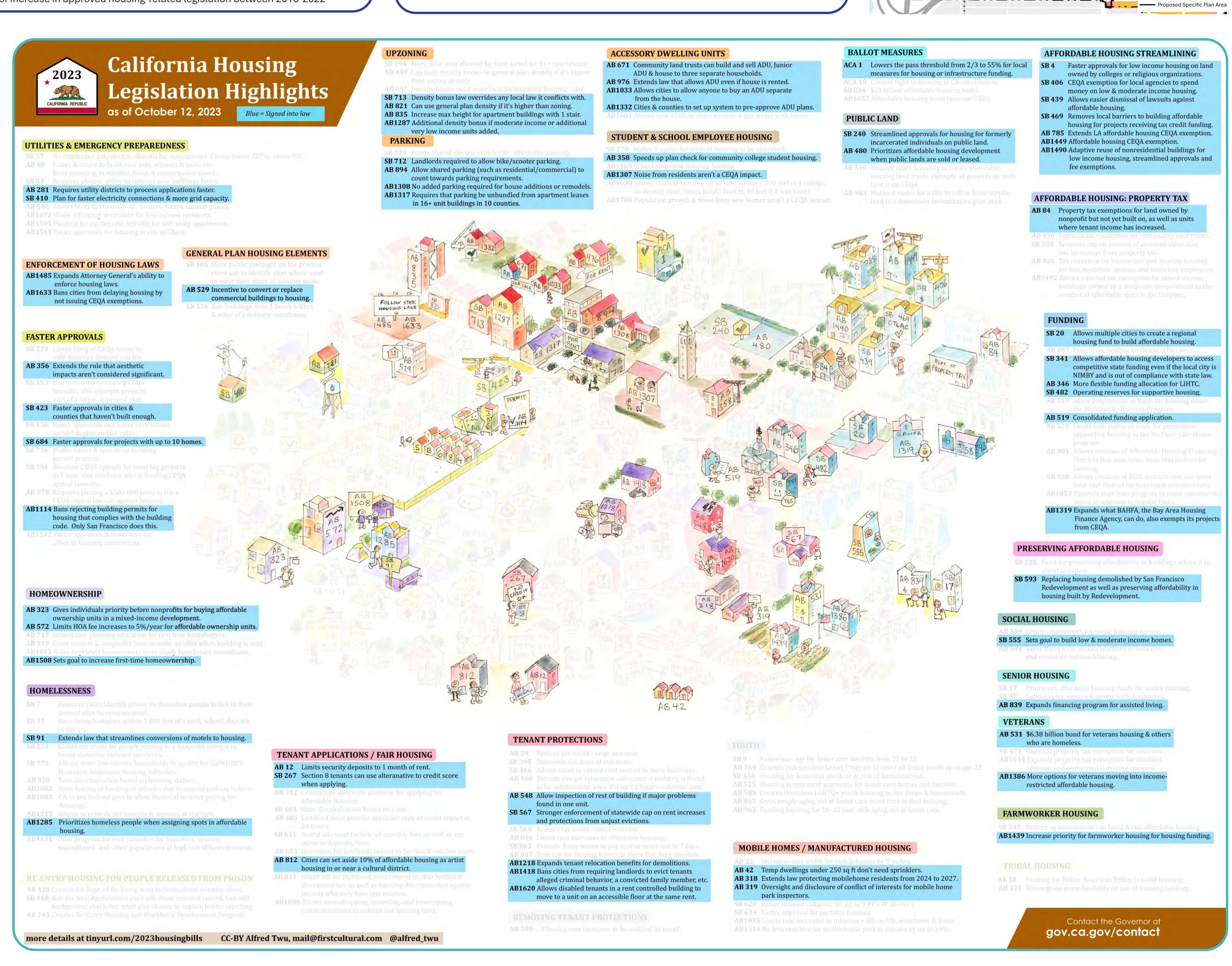
Many recent State legislation laws have established and expanded eligibility for ministerial and streamlined review including: changes to review timeline and requirements, applicability of the CEQA, and limits to City's discretion.

Typical Permits Required

Housing Type	C-W	C-U
Duplex	UP	UP
Multi-Family	UP	UP
Mixed-Use Projects	ZC/AUP/UP	UP
Live-Work	AUP/UP	ZC
Group Living Accommodation	UP	UP

ZC = Zoning Certificate, AUP = Administrative Use Permit, UP = Use Permit, NP = Not Permitted





Land Use Policies

What ground floor uses would you most like to see along San Pablo Ave in addition to typical retail, commercial, and service businesses?

Place a dot along the scale below. If there are specific locations or places you would like to see a new use, **place a sticky-note** on the map.

Not at all important	Extremely important
	Community Gathering Space
	Entertainment
	Night Life
	Art Studios
	Galleries
	Pop-Up Small Business Space
	Recreational Space
	Outdoor Community Space

Other important ground floor use:

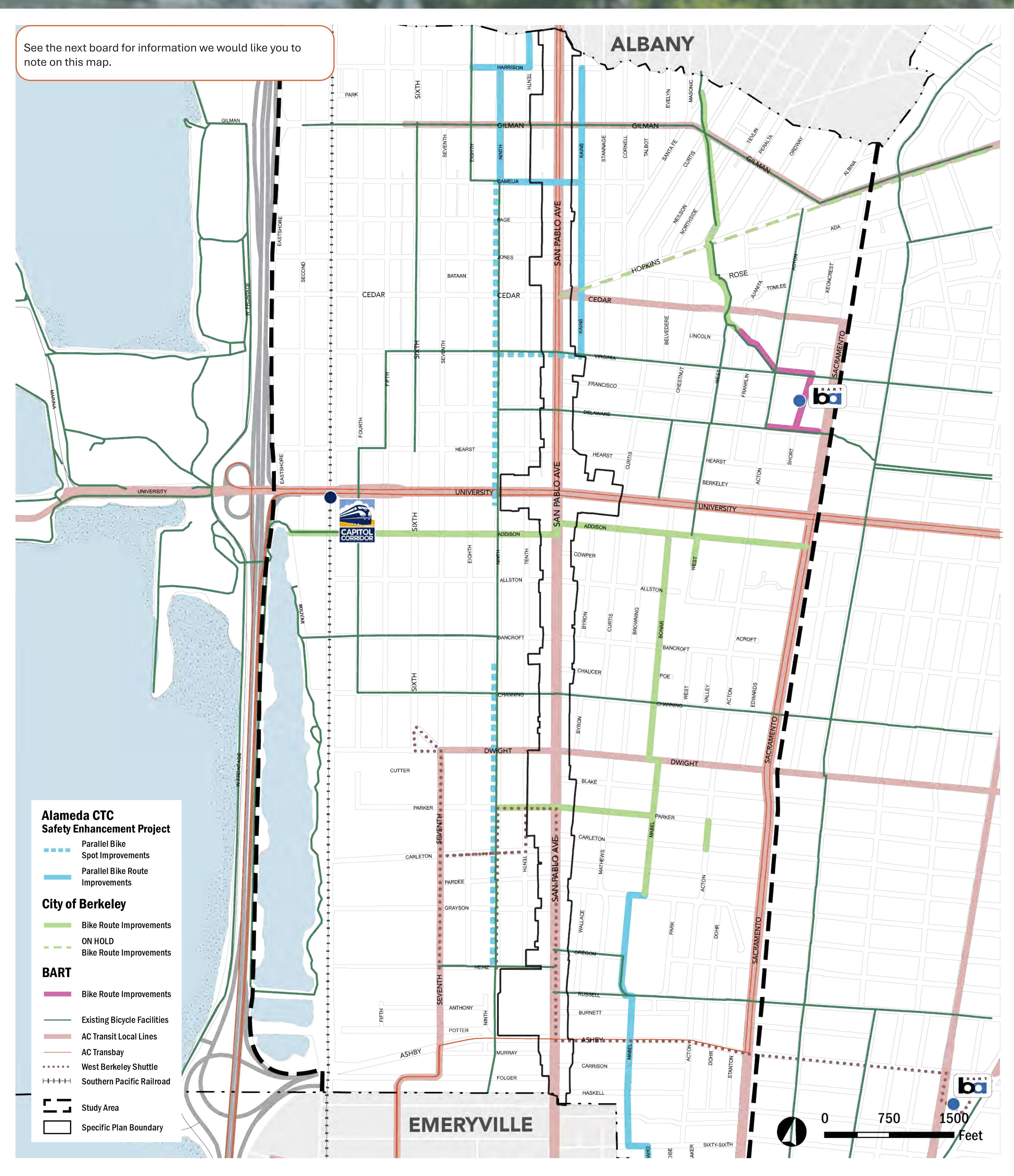
If there is a use we haven't listed, write a stickynote and place it below.

Sticky Notes



Ground Floor Use Map based on Land Use Codes Source: City of Berkeley, 2023. Alameda County Assessor's Office Parcel Data, 2023. CD+A, 2023.

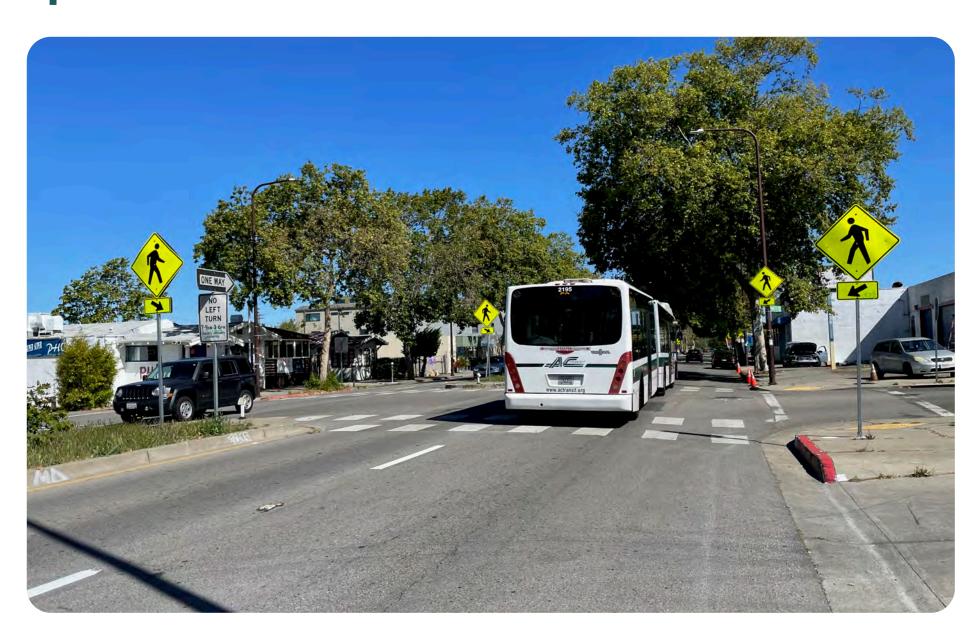
Mobility



Mobility

Transit First Policy Implementation Plan

- Identifies San Pablo Avenue as a **Primary Transit Route** and a corridor for future study of transit infrastructure needs based on the AC Transit Major Corridors Study (2016).
- Alameda CTC's San Pablo Corridor Projects: Lead project for current and future transit improvements along the corridor.
- Aligns with Berkeley's Climate Action Plan: Prioritize transit over single-occupant vehicles and reduce emission.



Vision Zero Action Plan

- Goal to eliminate all traffic fatalities and severe injuries in Berkeley by 2028.
- The plan prioritizes infrastructure within an Equity Priority Area, which includes much of the Study Area.
- Identifies San Pablo Avenue as a High-Injury Street, the streets in Berkeley with the most severe injury or fatality collisions between 2008 and 2018.
- 190 collisions resulting in injury or death happened on San Pablo Avenue between 2017 and 2021, 7% of the total such collisions in Berkeley.

Do you feel unsafe while traveling along San Pablo Ave using any of the following modes, and if so, where specifically?

- 1. Choose which of the modes makes you feel unsafe. Place a dot next to the mode on the right.
- 2. Take dots with the corresponding color from the table and place it on the map. You can also use additional sticky notes for more explanation.

Car

Bus/ Public Transport Bicycle/ E-Scooter, and other wheels

Walking

How do you travel to and from San Pablo Avenue?

Place a dot on every box that applies to you.

Type of Transportation	Never	Sometimes	Often	Always
Car				
Bus/ Public Transit				
Bicycle/ E-Scooter, and other wheels				
Walking				

Are there certain times of the day when you feel less safe?

Place a dot on the box that applies to you.

Daytime

Nighttime

Public Realm Assessment

Streetscape Conditions

Landscape

Street trees and landscaped median define the character of San Pablo Ave.



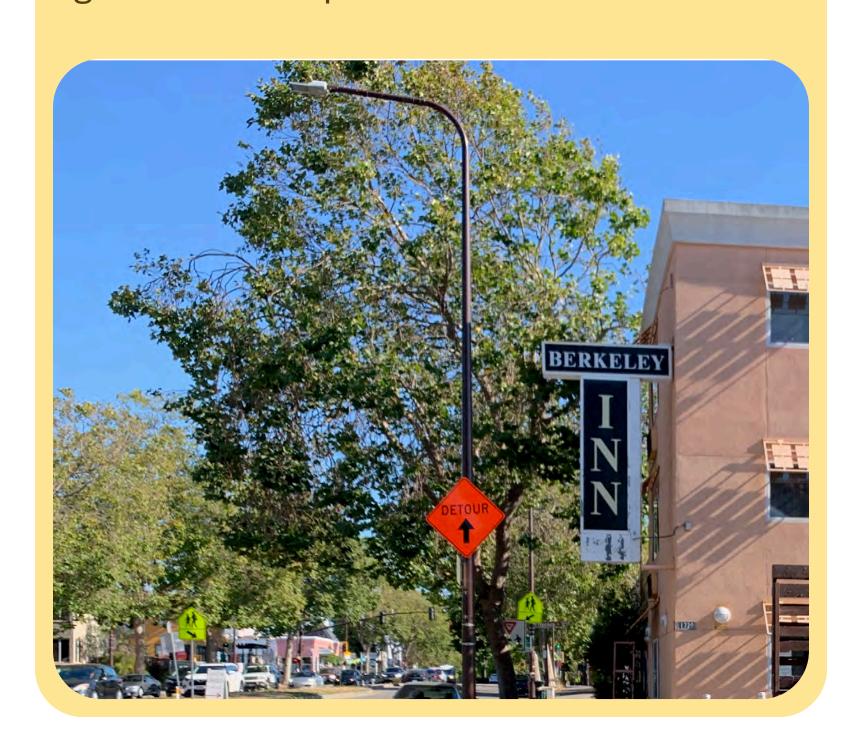
Sidewalk

The width of the street and the space needed for vehicles and the median constrain the public space of the sidewalk to a typical 13-foot-width along San Pablo Avenue.



Lighting

Existing lighting along the street primarily illuminates the roadway and intersections. Nighttime sidewalk lighting levels tend to be low between intersections, unless storefront uses, buildings, or pedestrian lights at bus stops illuminate the sidewalk.



Street Furniture

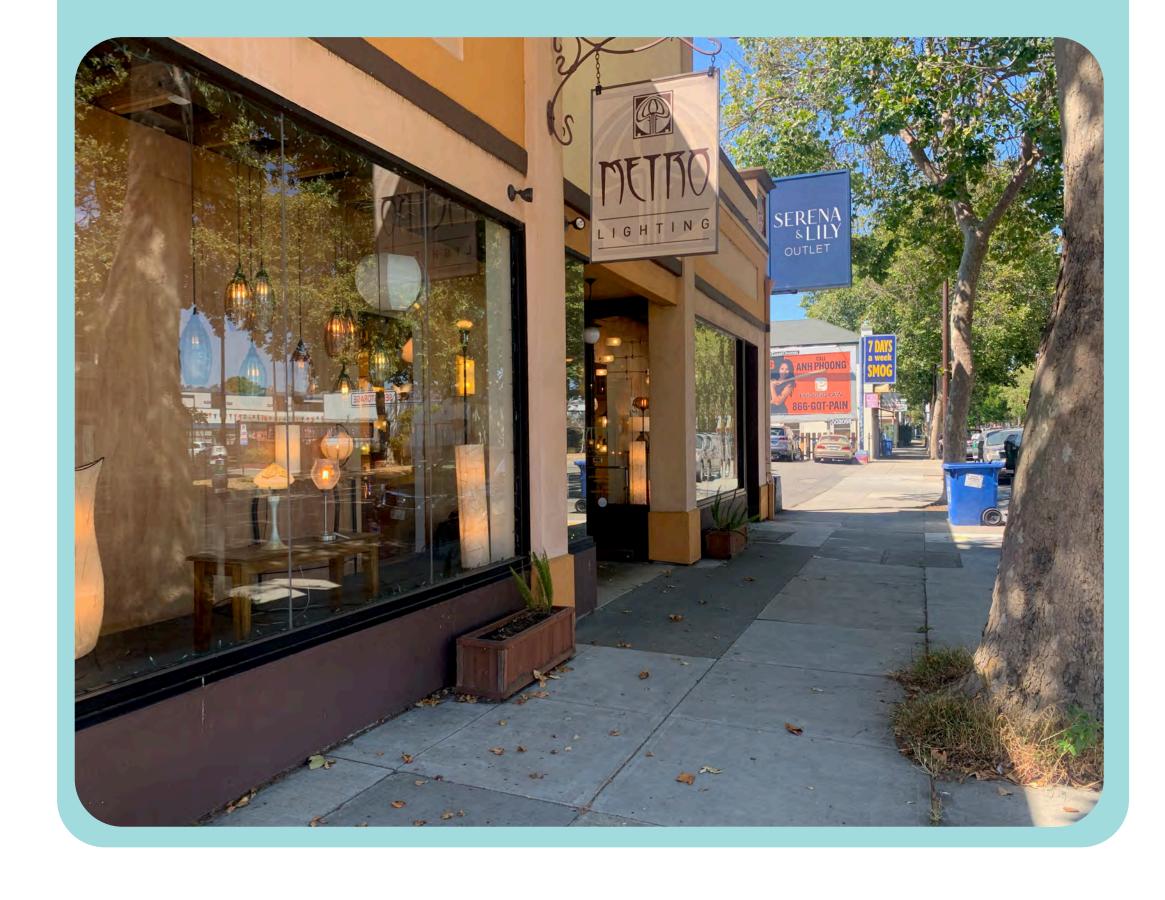
Street furnishings such as benches and trash receptacles are almost exclusively at bus stops. There are some businesses that provide street side outdoor "café" seating.



Building and Site Frontages

Brick and Mortar Frontages

Many, but not all, brick-and-mortar frontages along the street have articulation, building form, and materials that create a visual relationship between storefront and sidewalk.



Art Along the Street

Painted storefronts with murals provide visual interest when the building does not allow for windows and can represent the culture and values of the local community.



New Mixed-Use Developments

While many of the new retail spaces remain vacant, some have contributed to the landscape character of the street by setting back the ground level of the building to provide additional sidewalk and space of landscape



Vacancy

Vacant, abandoned, or poor maintained storefronts can create an environment that feels inactive and unsafe.



Activity and use of underused spaces

Some underutilized locations are used by food trucks with their patrons and outdoor seating activating the street.

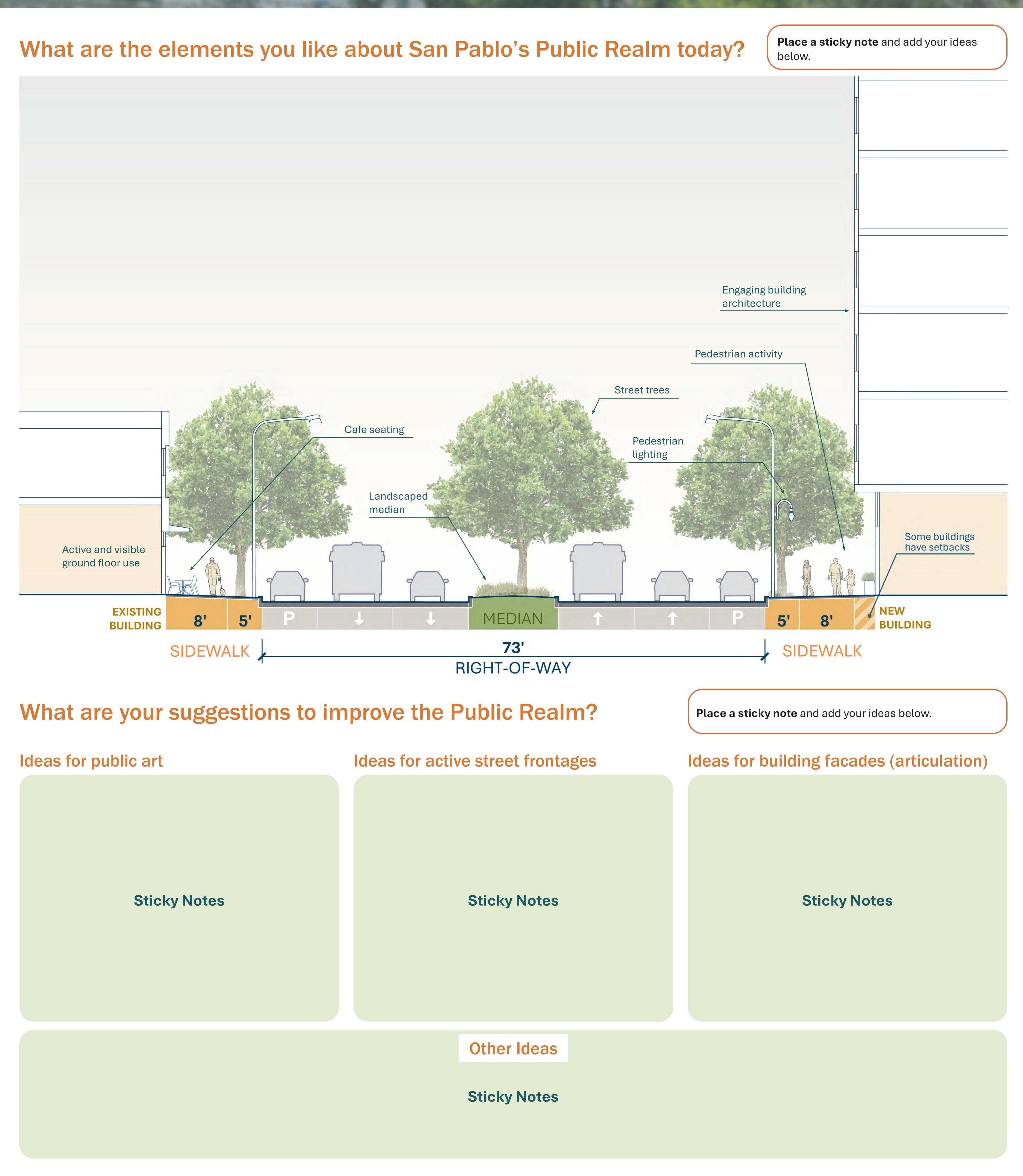


Semi-Public Spaces

There are no public parks or plazas along San Pablo Avenue, but outdoor dining areas and cafe seating do provide semipublic spaces and life along the street.



Community Life



Public Open Space

What types of activities do you do

Art/ Performance

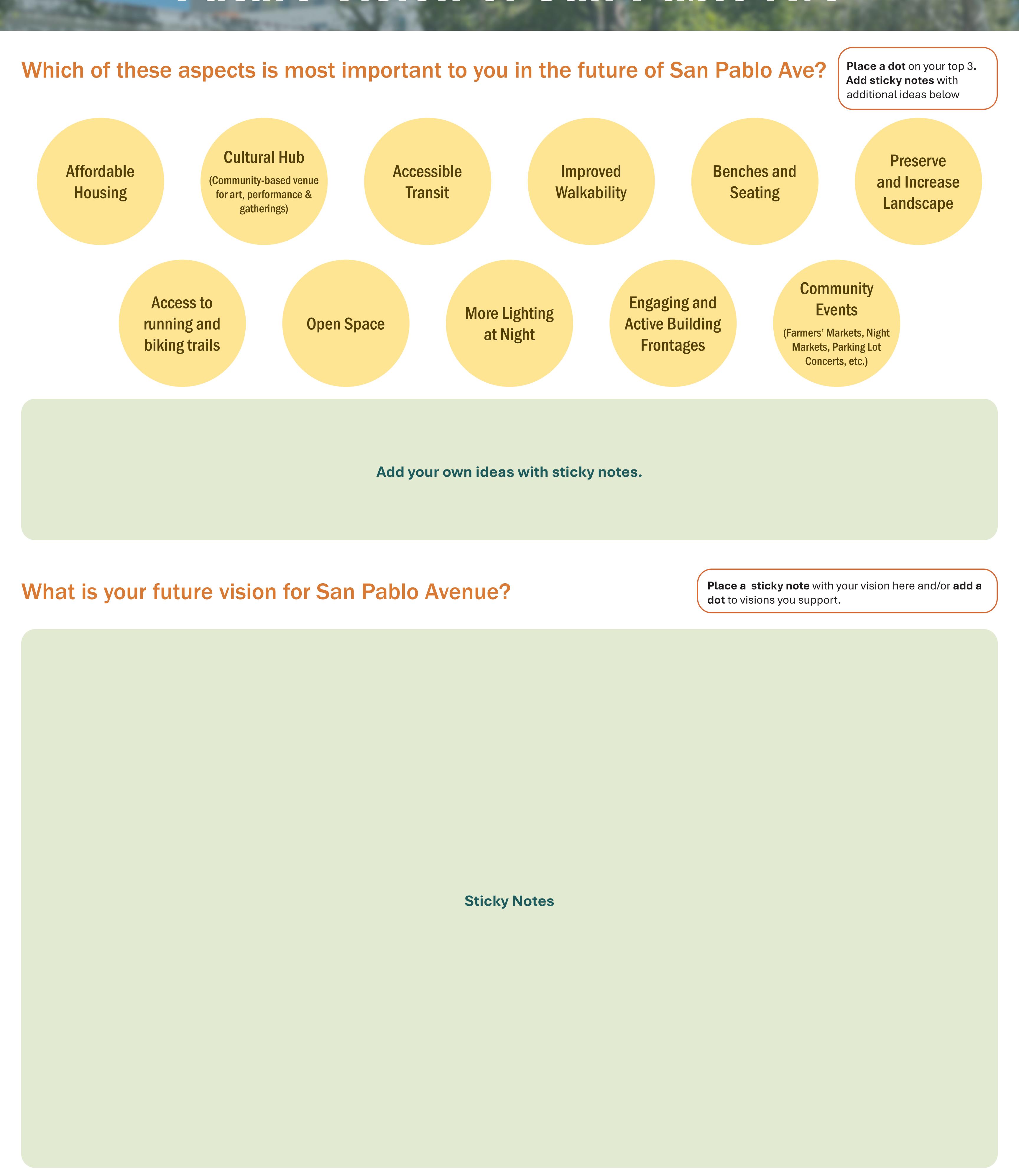
Events

Which Public Spaces do you use the most? Place a dot on the map. in the Public Spaces? Place a sticky ALBANY **note** below. GILMAN **Ohlone Greenway** Cedar-Rose Park **James Kenney Park Berkeley Way Mini Park** Strawberry Creek Park George Florence Park **Charlie Dorr** Mini-Park **Sticky Notes** Rosa Parks School Park Tree Coverage San Pablo Park Parks Specific Plan Boundary Study Area What Public Space improvements or activities would make San Pablo Ave Place a dot and add sticky notes with additional ideas. more inviting? **Active recreation:** Places to sit with Nearby running or **Community Events** friends biking trails.

Farmer's market/

Night market

Future Vision of San Pablo Ave



Next Steps

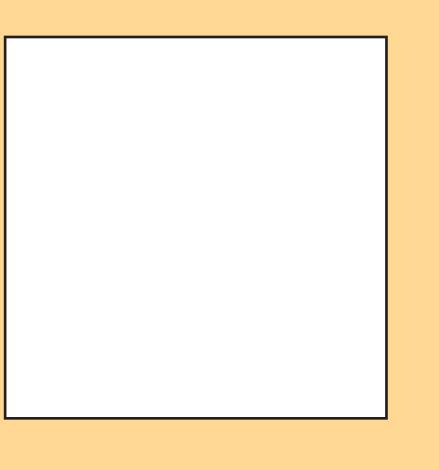
Project Schedule

	2023		2024		202	25
	Existing Conditions & Con	nmunity Assessment	Policy De	evelopment	Specific Pla	an Development
INTERVIEWS & SMALL GROUP MEETINGS POP-UPS SURVEYS	POP-UP		POP-UP			
PUBLIC OPEN HOUSES		TONIGHT OPEN HOUSE #1	OPE	N House #2	OPEN HOUSE #3	
PUBLIC HEARINGS		PLANNING COMMISSION	PLANNING COMMISSION	CITY COUNCIL STUDY SESSION	TRANS. & INFRA. COMMISSION	PLANNING CITY COUNCIL

Thank you, for participating at today's Public Open House!

Forgot to tell us something? No problem!

Use the QR code to leave any suggestions, comments or questions.



Stay in touch!

And participate in future Engagement Events.

Visit the Project Website and subscribe to our newsletter.

For general ideas and feedback, email us:
SanPabloPlan@Berkeleyca.gov

