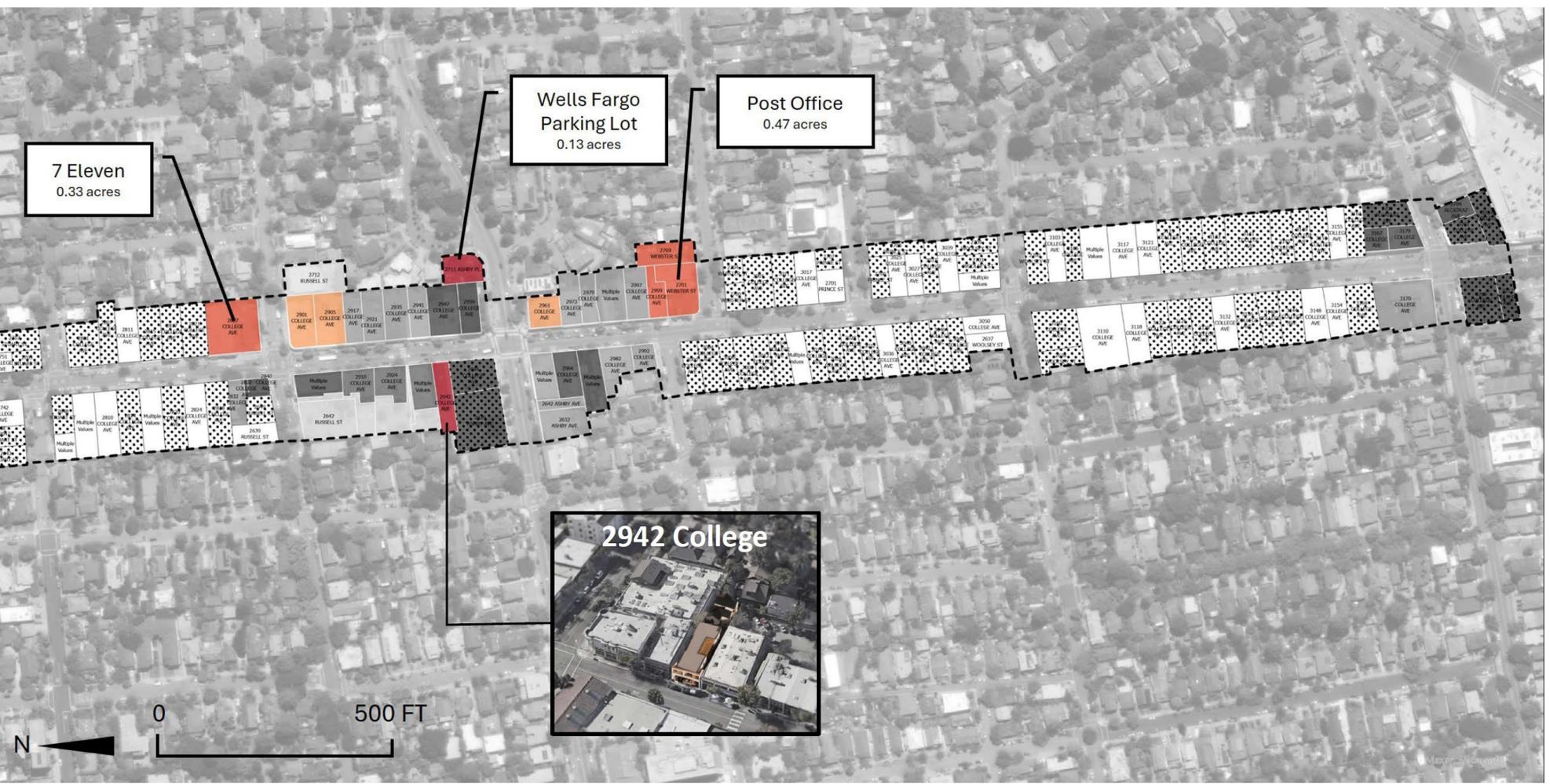


**Project to
Increase
Telegraph
Claremont
Housing**

Why PITCH?

- **Corridors upzone: <150 units in SE Berkeley**
- **Dramatically increases housing opportunity**
- **Auto-oriented uses on Telegraph/Claremont**
- **Improves urban fabric**
- **Increased tax revenue**

Redevelopment Potential



- A. High Redevelopment Potential**
- Vacant or Corporate Ownership
 - Real Estate Asset
- B. Modest Redevelopment Potential**
- Corner and Large Infill Sites
 - Small Infill Sites
- C. Special Conditions**
- Grocery Store
 - City Owned
- D. Very Low/No Redevelopment Potential**
- Sites with Thriving Businesses, Construction Staging Challenges, or Potential Historic Significance
 - Challenging Site Conditions
 - Historic Sites, Recent, Planned or High-Density Development

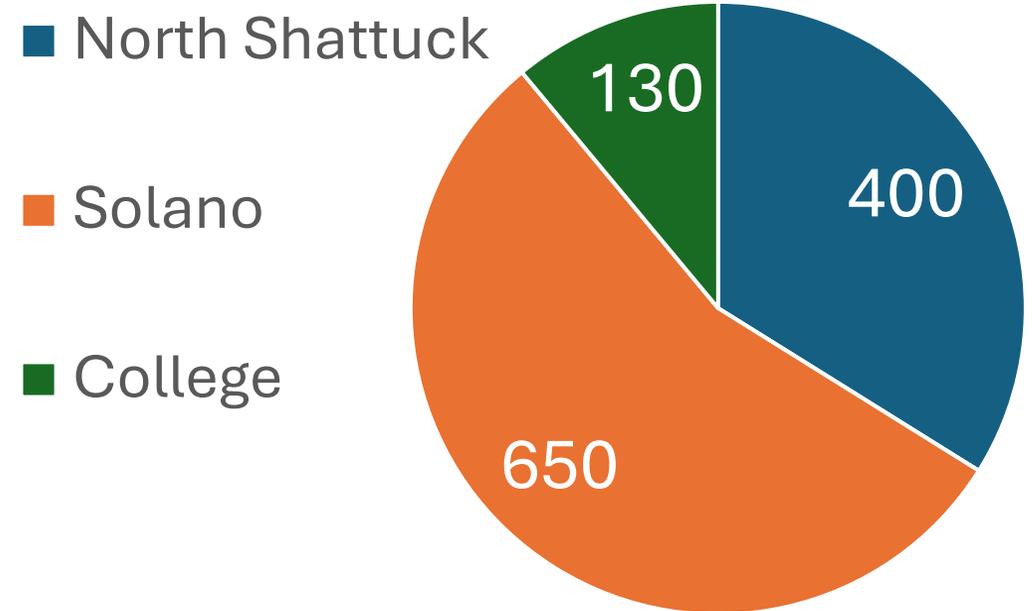
Low “bang for buck” on College Ave

Estimated Potential Residential Growth

	<u>Alternative #1</u> Medium Density + 50% State Density Bonus	<u>Alternative #2</u> Higher Density + 50% State Density Bonus
Solano Avenue (C-SO)	400 - 550 units	450 - 650 units
North Shattuck (C-NS)	650 - 850 units	750 - 1,000 units
College Avenue (C-E)	50 - 80 units	80 - 130 units
<i>Total</i>	<i>1,100 - 1,600 units*</i>	<i>1,300 - 1,780 units*</i>

“Optimistic” scenario

	Units
North Shattuck	400
Solano	650
College	130



College Ave is, at most, 11% of corridors units





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than you think!

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GORDON

8VAS704



What would **PITCH** seek to do?

Along Telegraph Avenue:

Rezone C-C (Commercial-Corridor) to
C-T (Telegraph Avenue Commercial)

Goal: Base zoning of 8 stories/85 feet

Claremont Avenue auto-use parcels:

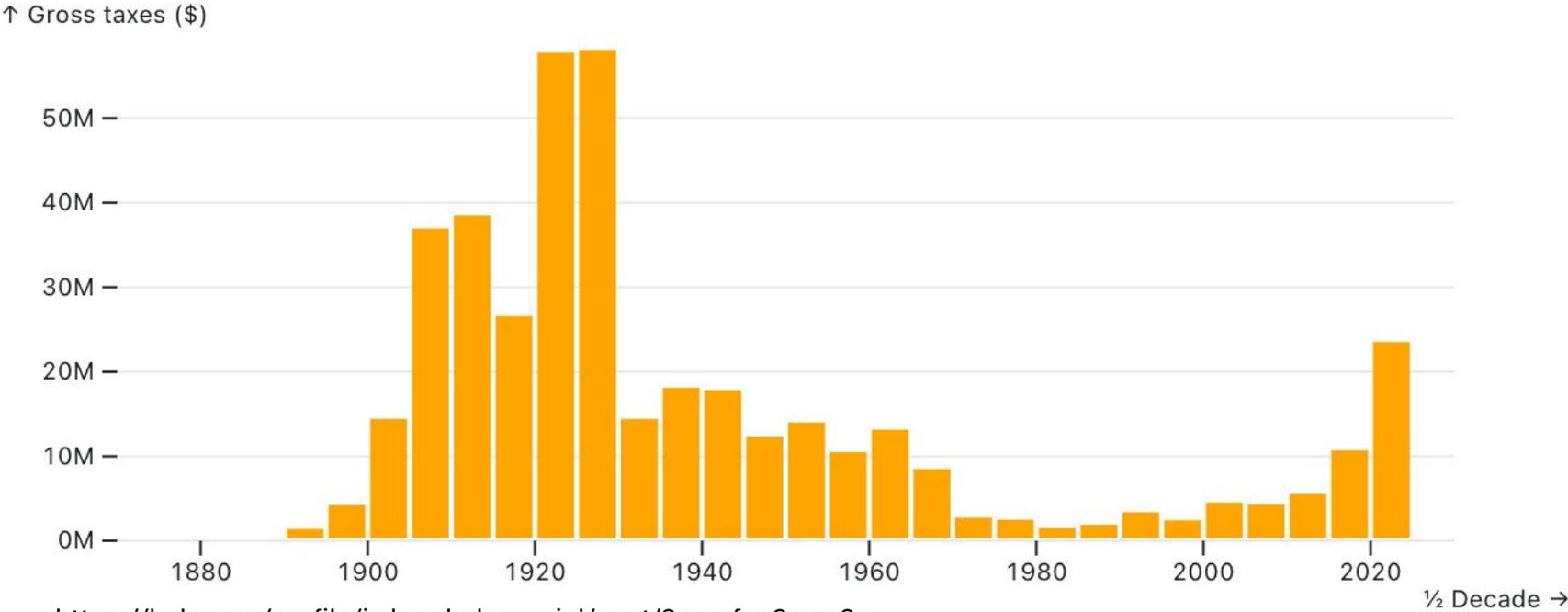
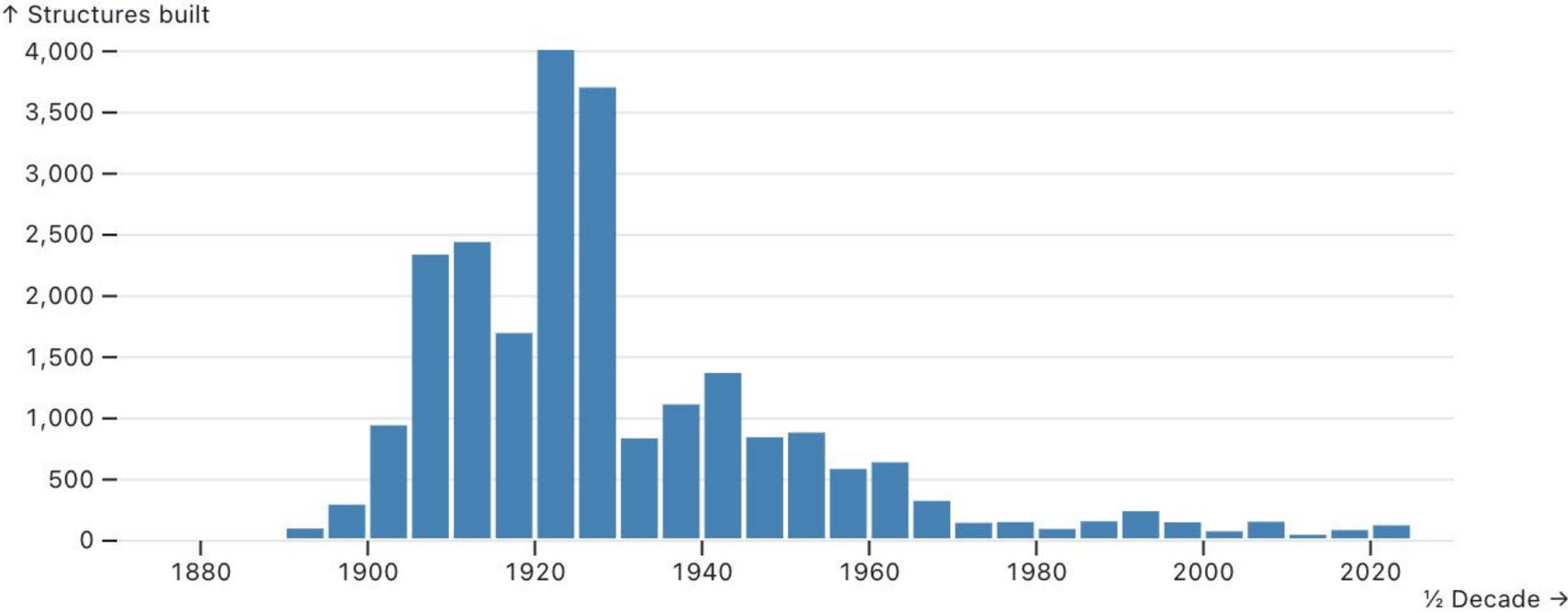
Rezone C-N (Neighborhood Commercial) to
new Claremont Ave zoning district

Goal: Base zoning of 4–6 stories

What would **PITCH** cost?

- **Staff estimate ~\$250,000 cost**
 - **Mostly in-house, includes CEQA**
- **CM Humbert: proposes contributing:**
 - **\$100k from FY2026 remaining budget**
 - **\$50k from FY2027**
 - **Accounts for FY2027 ~12% office budget cut**
- **Long term revenue benefits for City**

Berkeley Property Ages vs. Tax Revenue



<https://bsky.app/profile/jwbee.bsky.social/post/3macfcp3mys2g>

Projected **PITCH** outcome

~5700 unit potential along Telegraph Avenue
and auto-oriented Claremont Avenue parcels



Projected **PITCH** outcome

~5700 unit potential along Telegraph Avenue
and auto-oriented Claremont Avenue parcels



Summary and Conclusion

PITCH

- Substantial increase in housing opportunity
- Promotes geographic equity
- Potential to enhance Telegraph/Claremont retail
- Expands tax base