



Office of the City Manager

01

Worksession Item

WORKSESSION

June 10, 2014

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Eric Angstadt, Director, Planning and Development

Subject: Telegraph Project Status Report

INTRODUCTION

This work session will detail the results of the Fiscal Year 2014 project that focused on Telegraph Avenue. The project was a multi-department effort to make sustained progress on a number of previously approved projects design to improve Telegraph Avenue.

CURRENT SITUATION AND ITS EFFECTS

There were 14 actions identified by staff that could be substantially advanced or completed within FY 2014 that would impact Telegraph Avenue. Ten of the 14 items were completed and the other four were substantially advanced. The items and their status are detailed in the following paragraphs:

Planning Actions:

Parklets. A pilot program for parklets was authorized by City Council in July of 2013. While there are parklet proposals in various areas of the city, there has not been a proposal on Telegraph Avenue to date.

Floor Area Ratio Increase. The City Council passed an ordinance in April of 2014 increasing the floor area ratios for development projects on Telegraph Avenue.

Review of Food Service Quotas. Planning staff extensively researched the over 100 food service establishments on Telegraph Avenue. Approximately 25% of those are not operating in conformance with their zoning permits. The two most common types of non-conformance are businesses permitted as a carry out operation that have added seats and businesses permitted as a full service establishment converting to a quick serve format.

Office Uses Above the Ground Floor. This item has not been fully completed. The Planning Commission will hold a public hearing in May and is expected to forward a recommendation on ordinance amendments for action in July.

Public Works Actions:

LED Street Lights. New LED lights were installed on Telegraph Avenue in January of 2014.

Two Way Bancroft/Durant Study. This item was not fully completed. A consultant was selected and engaged to study the costs and effects of two way traffic on Bancroft and Durant. A draft report was produced for staff review in May of 2014 and the final report is expected to be completed after the June 10 work session.

Lights Across Telegraph. This item was not fully completed. The UC Chancellor's grant to place lighting across Telegraph Avenue was advanced during FY 14. The type, model and method of suspension of LED lights across Telegraph was selected. A one block test installation is planned. If the test is successful, funding will be sought to complete the installation on Telegraph Avenue.

Economic Development Actions:

Sunday Street Closures. The Mayor's Office and the TBID organized a succession of Sunday festivals ("Sundays on Telegraph"), including closure of Telegraph Avenue, during the summer months of 2013. Attendance had increased markedly by the last festival in September, and the same organizers are planning a new series, with better publicity and more entertainment, beginning July 13, 2014.

Public Art. Two utility box art projects were fully funded, locations picked and artists selected to produce the art. In addition, an inventory of other possible locations was compiled and approved to allow additional boxes to be decorated as funds are secured. Finally, the Public Arts Commission voted to allocate \$10,000 to support public art as part of the streetscape program proposed by the Police Department.

Business Attraction and Retention. This item is on-going. Economic Development staff targeted a number of specific types of retail businesses for Telegraph Avenue but noted that larger "anchor" businesses will require creation of larger format retail spaces, probably on the ground floor of new mixed-use buildings. Staff has worked with developers and property owners to encourage such mixed-use development. The Sequoia Apartments, which burned down in November, 2012, now has all of the permits needed to rebuilding and the project includes restoration of the popular Intermezzo Restaurant and Raleigh's Pub under the same management as before. There is currently a development proposal for the Center for Independent Living property, 2539 Telegraph, and staff is working with the developer to find an appropriate ground floor tenant. A new restaurant, Pieology, is drawing many customers into the fourth block of Telegraph (Haste to Dwight Way), and Artichoke Basile's restaurant at Bowditch and Durant is also very successful.

Police Actions:

Joint Operations with UCPD

Crime Prevention Through Environmental Design (CP TED). The Police Department designed a streetscape project using CP TED principles to improve the bicycle and pedestrian environment on Telegraph Avenue. This project will be detailed during the work session by the Police Department staff.

City Manager and City Attorney Actions:

Sidewalk Display Space. Ordinance amendments to allow stores on Telegraph Avenue to display and sell goods in front of their establishments were passed by City Council in September of 2013.

Vacancy Tax Proposal. The City Attorney drafted a proposed ballot measure to allow for the collection of a tax on vacant commercial property. The proposed text was presented to City Council in February of 2014. The City Council considered the measure but ultimately decided not to place the item on the November 2014 ballot.

BACKGROUND

This project was put together to focus resources from multiple departments on one area for one fiscal year. The idea was to focus on delivering previously approved or authorized projects by regularly bringing assigned staff together under a team lead to review progress, determine obstacles and find resources to overcome the obstacles. By having responsible parties from all departments in the same meeting people were able to help each other navigate projects through the multi-department process to produce a finished result. Most of the projects in the list required resources from at least two different departments within the City structure.

ENVIRONMENTAL SUSTAINABILITY

The overall focus of the project was to enhance the Telegraph Avenue area as a high density mixed use district and to improve pedestrian and bicycle access. This would reduce the emission of green house gases by reducing automobile traffic in the area. In addition, the LED lights reduce the amount of electricity used, thereby reducing the production of green house gases from production of electricity.

POSSIBLE FUTURE ACTION

There are two possible actions the City Council could take based on the information in this work session. Each action would require a referral on a future Council agenda.

- 1) Refer the CP TED streetscape to the City Manager for action and exploration of grant or other funding opportunities to find the funds to construct the proposed improvements.
- 2) Refer to the Planning Commission the issue of food service quotas on Telegraph Avenue to consider options including removal, either temporarily or permanently, of quotas, changes in the number of allowed uses in each food service category and/or legalization of existing non-conforming uses.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Impacts of potential future actions are not known at this time but would be considered as part of any action returned to Council following a possible referral.

CONTACT PERSON

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Attachments:

1: CP TED PowerPoint

Telegraph Avenue CPTED

Attachment 1

Crime Prevention Through Environmental Design



OVERVIEW:

This Telegraph Avenue CPTED (Crime Prevention Through Environmental Design) design takes a block-by-block approach to revitalizing Telegraph Avenue from Bancroft Way to Dwight Way. This CPTED design approach embraces the unique and eclectic spirit of Telegraph Avenue.

Some topics in this CPTED are general topics that are applicable to all four blocks. The foundational idea is to create a welcoming space and point of interest for people to visit, while incorporating CPTED principles throughout. In the spirit of CPTED and Telegraph Avenue's unique place in modern history, the recommendation is to help turn Telegraph Avenue into a point of interest and a historical walk.

While taking into consideration Telegraph Avenue's historical place in modern history, we recommend creating a theme for each block:

- **Block One (Dwight to Haste):** Telegraph the early years
- **Block Two (Haste to Channing):** The free speech movement
- **Block Three (Channing to Durant):** The musical impact
- **Block Four (:Durant to Bancroft):** UC Berkeley

Roadway

Currently, Telegraph Avenue is a two-lane, one-way roadway. Telegraph Avenue has a high volume of bicyclist traffic.

The police department recommends that the east or west side of the roadway be extended into the east or west sidewalk to create a designated bike lane. This would ensure the safety of bicyclists in the area and prevent bicyclist/automobile/pedestrian traffic conflicts.

On the opposite side of the street from the bike lane, we recommend that each block have one zone for commercial loading and unloading (yellow zone – 24 hours) and one zone for police and fire department parking (red zone – 24 hours). This would assist vendors on Telegraph Avenue to insure there is a place to load and unload without double parking and blocking traffic. Additionally, the creation of police and fire only parking would help insure there is regularly parking on the block so they are not forced to double park. It would also serve to encourage a greater presence on Telegraph Avenue. Currently the parking spots on Telegraph Avenue are often taken up by private vehicles.

Examples of Roadway Improvements



Light

The four blocks of Telegraph Avenue have many lamp poles and lights. These lights are yellow colored gas bulbs which can create a hazy look to the area thus causing safety issues.

The police department recommends LED lights similar to the lights on San Pablo Avenue. It is recommended that these lights be directed to the ground by using a lamp style that would direct light downward and outward rather than up into the sky. These lamp poles and lights should be vandal resistant.



Graffiti

The police department recommends that all businesses paint all store fronts and/or power wash the store fronts. By painting the store fronts, it will cover some of the graffiti on the Telegraph Avenue and give it a fresh look. It is recommended that TBID require **all** businesses to cover **all** graffiti within 24 hours.



Planter Boxes

To bring some beauty and color to Telegraph Avenue, have planter boxes made of galvanized steel (possibly recycled) in the extended 'S' shape. These planter boxes should have colorful and drought resistant plants. These boxes would be carefully chosen with CPTED in mind.



Plants

- Plants will provide color and viability to the area. The following plants provide color and are drought resistant:
 - Lantana
 - Darwin Barbary
 - Globe thistles
 - Spider flower
 - Dwarf Gravillea
 - Bottle Bush
 - Spanish bayonet
 - Lavender
 - Rose bushes

Examples of plants

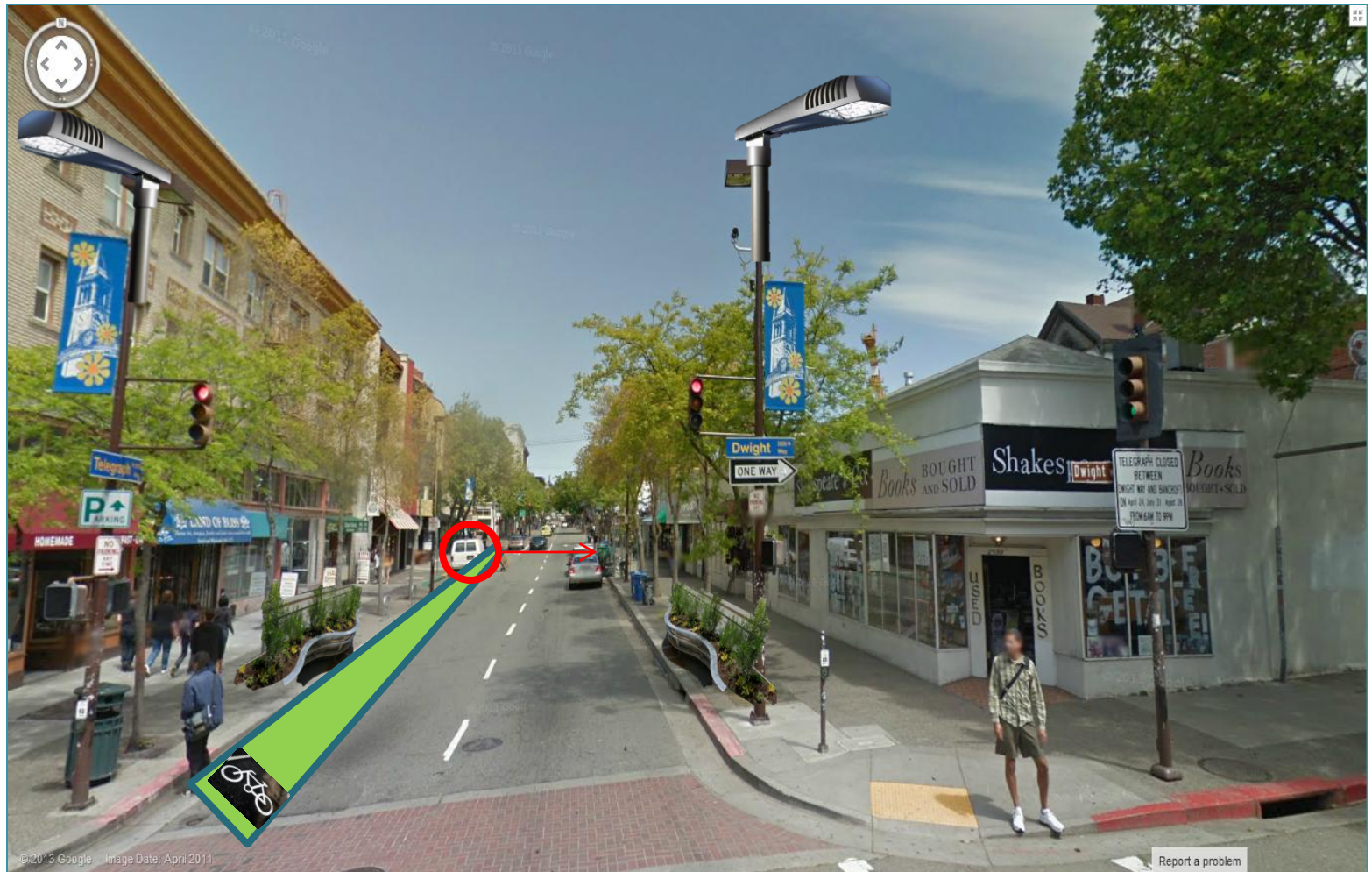


First Block :

(Telegraph Avenue between Dwight Way and Haste Street)



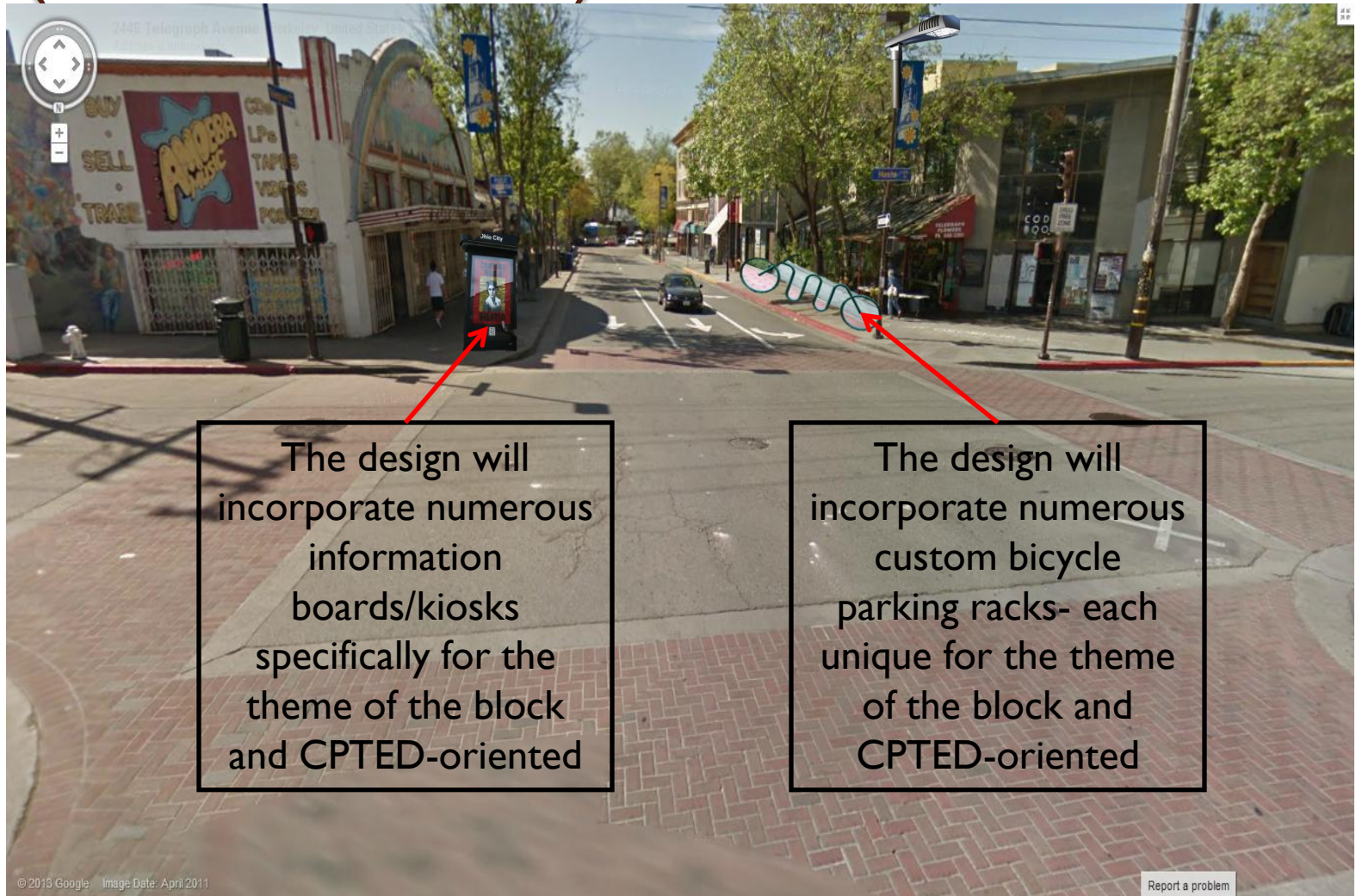
First Block of Telegraph Avenue (Northern view)



First Block of Telegraph Avenue (Mid block , western view)



First Block of Telegraph Avenue (Southern view)



The design will incorporate numerous information boards/kiosks specifically for the theme of the block and CPTED-oriented

The design will incorporate numerous custom bicycle parking racks- each unique for the theme of the block and CPTED-oriented

Sidewalk:

To expand on the idea of the historical walk theme, create this second block into the early years of Telegraph Avenue. On the sidewalk, have important facts and photographs from the early years of Telegraph Avenue.

To incorporate more of a historical walk feel to Telegraph Avenue, have kiosks in the area that educate visitors on the important facts of Berkeley's development and history. Some of this information could be obtained from the Berkeley Historical society and UC Berkeley.



Bicycle Racks

A significant amount of people ride bicycles in the area of Telegraph Avenue to visit shops and vendors however there is a minimum amount of bicycle parking.

To increase the amount of bicycle racks without the racks being a blight, bicycle racks would double as art pieces with bright colors.

Each block will have a different theme and the racks will function as pieces of art that reflect the blocks historical impact. Each bike rack would be carefully chosen for it's CPTED impact.

For the first block, the focus should be the early years of Telegraph Avenue. This would embrace that communication impact Telegraph Avenue had on the Bay Area. The bicycle racks should be telephones, trains, and other important figures associated with the early years of Telegraph Avenue.

Amoeba

The police department recommends that Amoeba repaint the outside of their business and replace the awning. The new awning should be bright and colorful and should have gaps to allow natural light to penetrate to the sidewalk.

On the north side of the building, Amoeba has a large mural. This mural has been defaced with graffiti and other markings. The mural needs to be retouched to add more vivid colors and to rejuvenate the Telegraph Avenue area. The police department recommends having a special gloss applied to prevent graffiti from damaging the mural in the future.

Amoeba



Second Block:

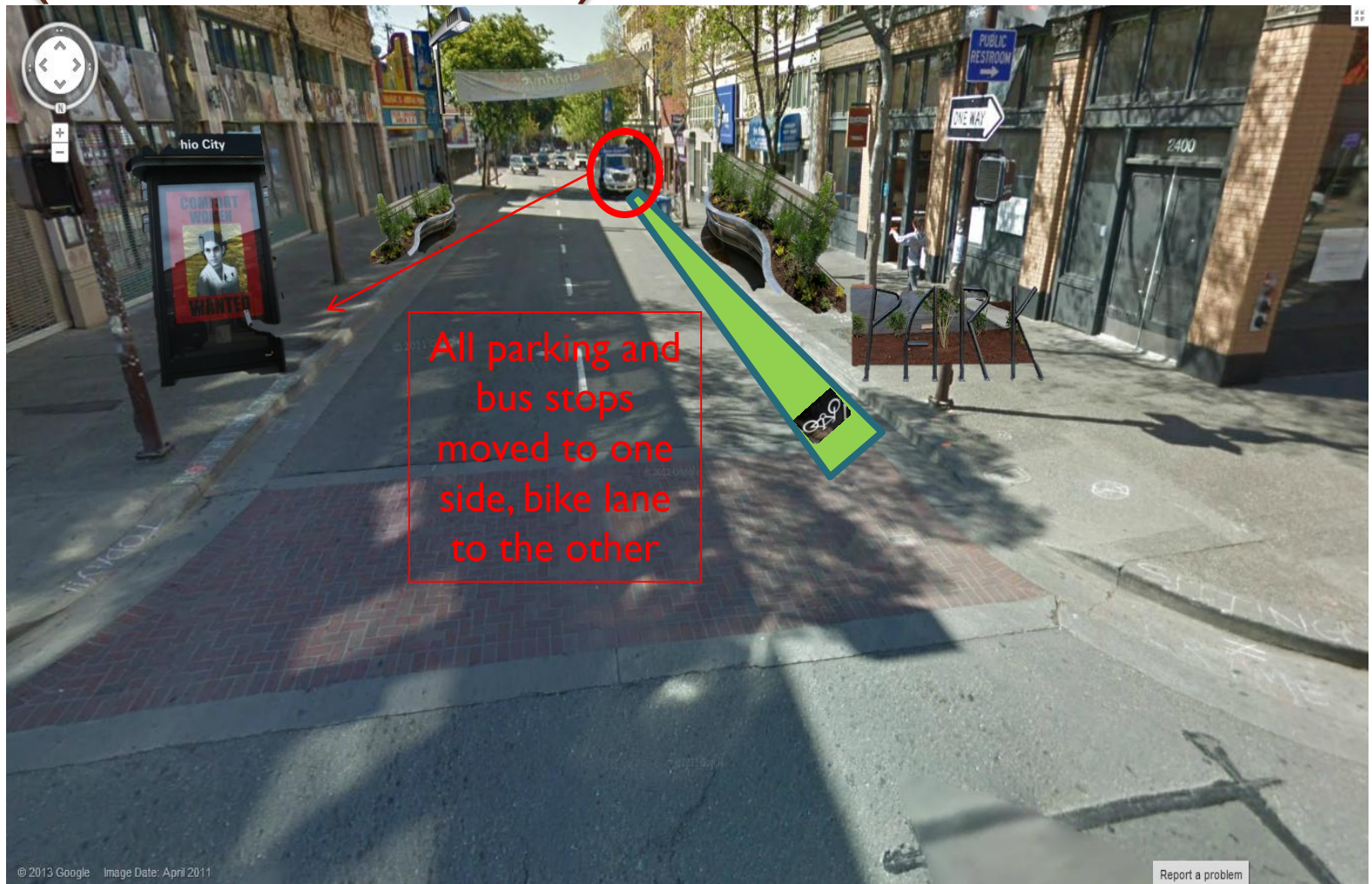
(Telegraph Avenue between Haste Street and Channing Way)



Second Block of Telegraph Avenue (Northern View)



Second Block of Telegraph Avenue (Southern view)



Sidewalk

Expanding on the idea of a historical walk, turn the second block into the historical free speech block.

To incorporate more of historical walk feel to Telegraph Avenue, have kiosks in the area that educate visitors on important facts and history with photographs of free speech leaders and events.

On the sidewalk, have Savio's speech on the west side and on the east side Joan Baez song, lyrics "We shall overcome".



Third Block:

(Telegraph Avenue between Channing Way and Durant Ave)



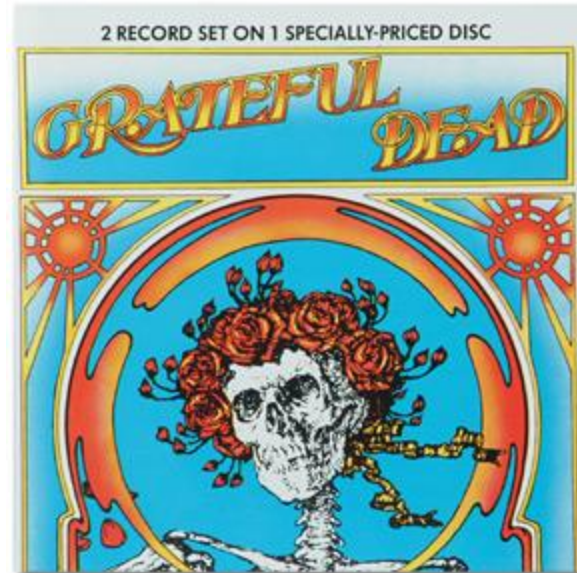
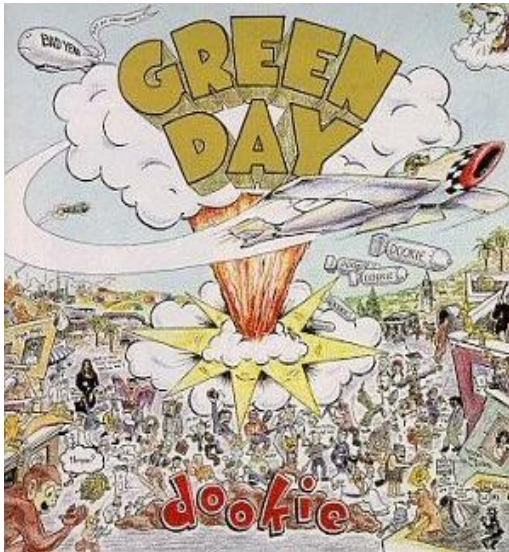
Third Block of Telegraph Avenue (Northern view)



Third Block of Telegraph Avenue (Southern view)



Examples of sidewalk murals

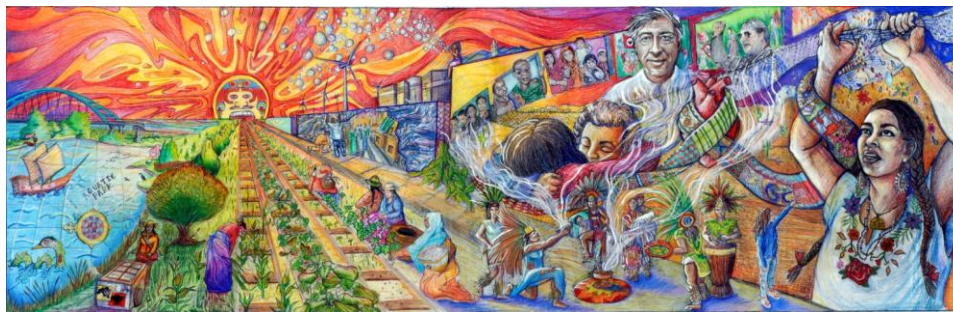


MARS Clothing



Mars clothing store is a fixture on Telegraph Avenue. To rejuvenate the business, clean the outside by either power washing the walls or repainting the business.

Mars has a large unused wall on the south side of the property that is marred with graffiti. The police department recommends a mural on the side of Mars with musically inspired themes.



Sidewalks

Expanding on the idea of a historical walk, create this third block into the historical music block.

On the sidewalks, have album style that represents some of the music that came from or through Berkeley. Since Rasputin's has a deep knowledge of the musical history of Berkeley, utilize their expertise.

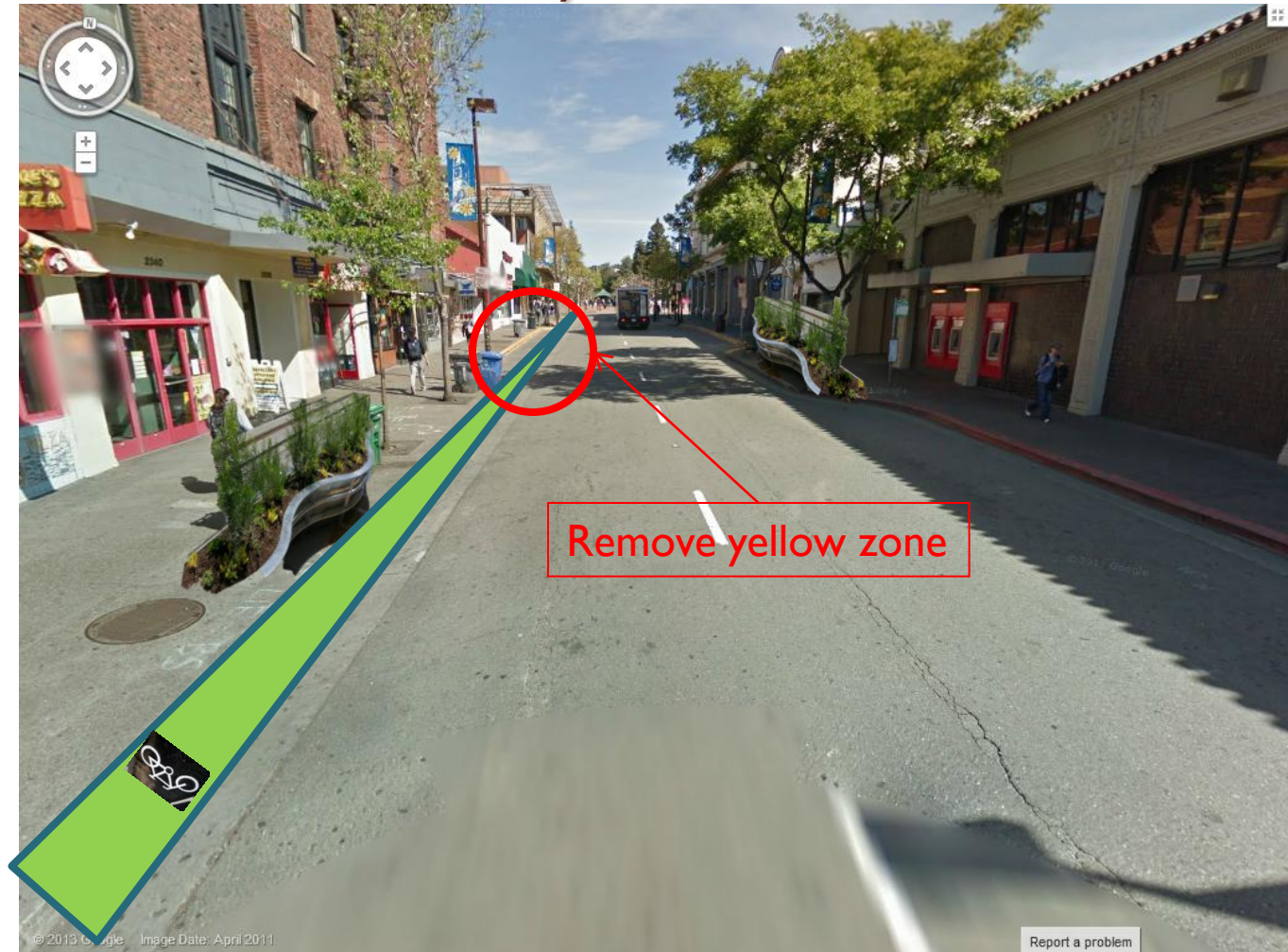
To incorporate more of historical walk feel to Telegraph Avenue, have kiosks in the area that educate visitors important facts and photographs of historical musicians, bands and music.

Fourth Block:

(Telegraph Avenue between Durant Way and Bancroft Way)



Fourth Block of Telegraph Avenue (Northern View)



Fourth Block of Telegraph Avenue (Southern View)



Sidewalk

Expanding on the idea of a historical walk, create the fourth block as the UC Berkeley block and a transition block. On the sidewalks, have historic speeches and quotes from UC Berkeley alumni. In the area, have kiosks in the area that educate visitors on important facts, history, famous alumni and photographs from UC Berkeley. Utilize UC Berkeley contacts for this information and possibly funding.



