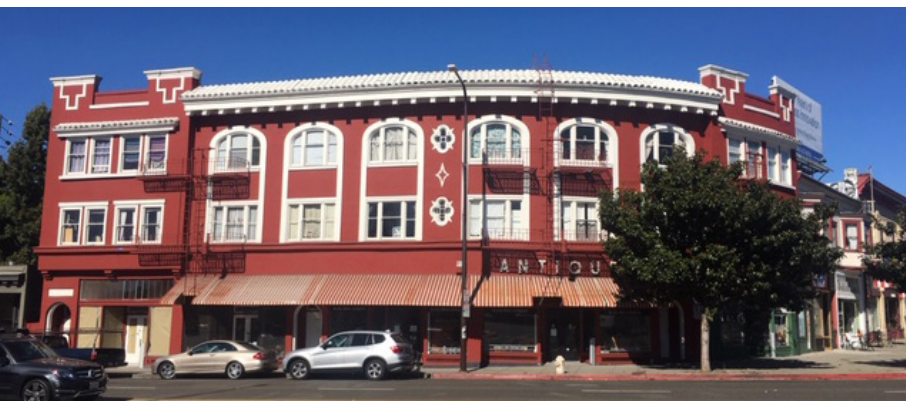


city of berkeley
ADELINE CORRIDOR
specific plan



DECEMBER 2020

1947 CENTER STREET
BERKELEY CA 94704



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chapter 1: introduction

can a community plan a long-range plan for 120 years past culturally and neighborhoods. South along Adeline important role in the history of the City of Berkeley and Japanese-American community members throughout the accelerated pace of change in the City of Berkeley threatens to erode the characteristics and the place of the City of Berkeley.

mitted to carrying out the vision of the Adeline Corridor Specific Plan, the City of Berkeley will require the City to adopt a plan that will preserve the

historic sites and structures that make the community unique, while also articulating a vision that proactively directs future community development.

The Adeline Corridor Specific Plan articulates a community vision and planning framework that will serve as a guide for the City and other public agency decision-makers, community members and other stakeholders over the next 20 years. The goals, policies, and strategies in this Plan are grounded in the reality that no single plan for a limited geographic area can comprehensively address all of the issues faced by a community. At the same time, a planning document like a Specific Plan is one of the best tools we have to directly and explicitly state a vision for the community and enact mechanisms to achieve it. Long-term success of the plan will rely not only on the City and other public agencies that fund and maintain public improvements and services, but on the people who live, work, and visit here. This is a community plan to support a community vision.



LOCATION

The Adeline Corridor Specific Plan Area ("Plan Area") is located in the southern portion of the City of Berkeley and extends approximately 1.3 miles north from the Berkeley/Oakland border along Adeline Street and a portion of Shattuck Avenue. It serves as an important gateway to Berkeley's Downtown (to the north) and to Oakland (to the south). The 86-acre Plan Area includes approximately 38 acres of right-of-way (e.g. streets and sidewalks) and a wide range of commercial, civic, cultural, and residential land uses as well as the Ashby BART Station, a regional transit facility. In addition to BART, there is also frequent AC Transit bus service throughout the Plan Area via multiple fixed routes. The northern Plan Area boundary is also within 0.5 miles of the Downtown Berkeley BART station. Figure 1-1 shows the Plan Area's regional location and Figure 1-2 focuses on the local context of the Plan Area.

The majority of land surrounding the Plan Area is dedicated to residential uses and is characterized by well-established neighborhoods with a mix of single-family and small multi-family developments. To the north and northeast of the Plan Area, where Downtown and the UC Berkeley campus are located, land uses are characterized by more intensely developed residential, office, and institutional uses. The Plan Area is home to a range of important community assets and landmarks, as shown in Figure 2-1. This includes well-known shopping areas such as the Lorin District, the Antiques District, and the Berkeley Bowl, as well as important community institutions, churches, arts organizations, non-profits, social service providers, and markets such as the Berkeley Flea Market and the South Berkeley Farmers' Market.

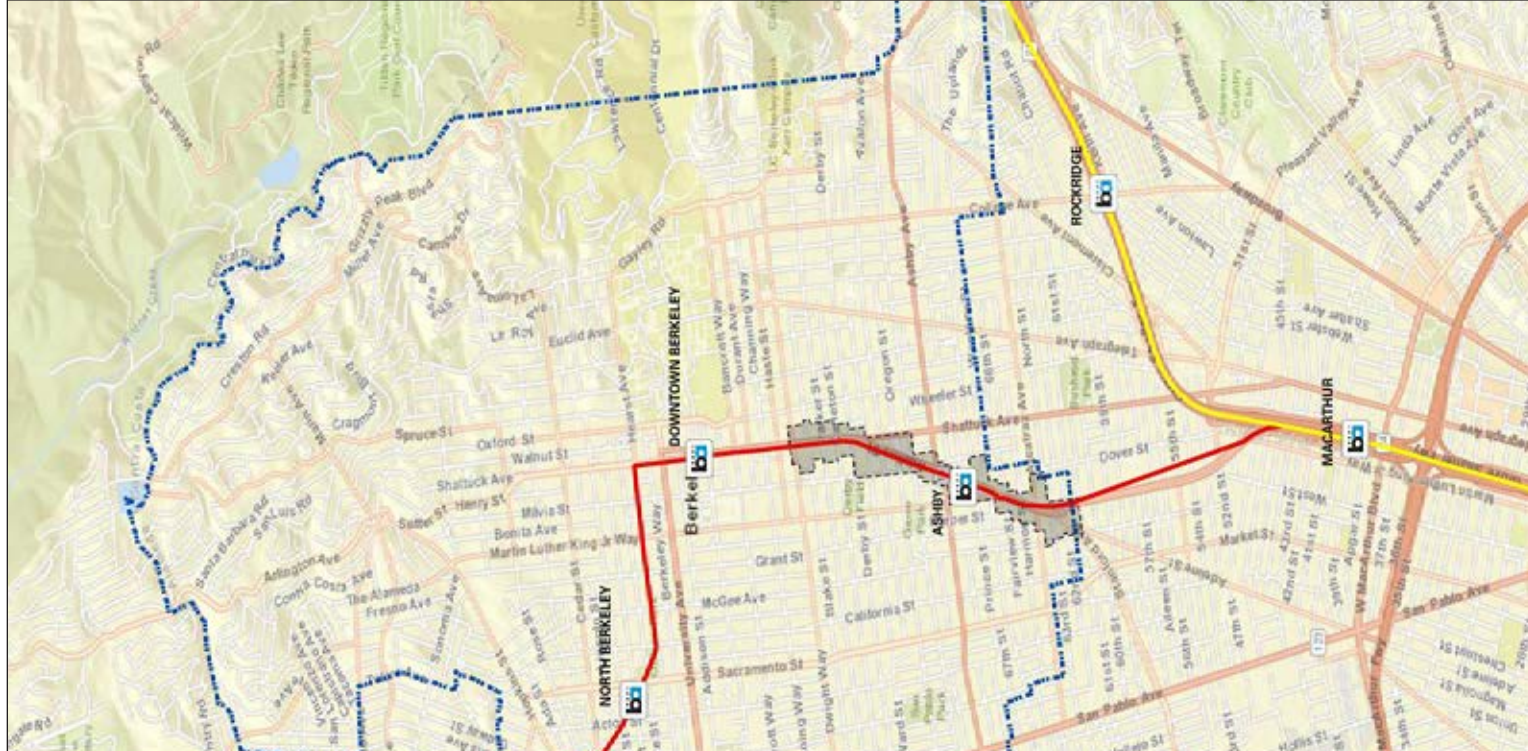
The Adeline Corridor Specific Plan ("the Plan") applies within the Plan boundary shown in Figure 1-2, which includes the street itself (Adeline Street between the Oakland border and its termination at Shattuck Avenue), and an additional four-block stretch of Shattuck

Avenue from Downtown Berkeley to Shattuck Avenue. The Plan Area also includes parcels of land owned by the City of Berkeley and the University of California, Berkeley. The Plan Area also includes parcels of land owned by the City of Berkeley and the University of California, Berkeley. The Plan Area also includes parcels of land owned by the City of Berkeley and the University of California, Berkeley.

PLAN PURPOSE

The Adeline Corridor Specific Plan provides a comprehensive planning framework that will guide future public and private development in the Plan Area. The Plan Area is the foundation for the City's efforts to improve the quality of life for its residents and to achieve the vision of the City of Berkeley. The Plan Area is the foundation for the City's efforts to improve the quality of life for its residents and to achieve the vision of the City of Berkeley.

Figure 1-2 Plan Area



TO USE THIS DOCUMENT

the Plan Area, including goals, policies, and implementation strategies for the Plan Area, and identifying topics raised by the community during the planning process:

Chapter 4)

(Chapter 5)

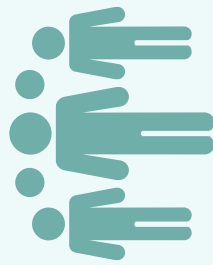
Chapter 6)

(Chapter 7)

Implementation Chapter (Chapter 8) that summarizes implementation

Community Member

Community members who are interested in learning about the Plan Area and helping you understand the vision and key goals for the Adeline Corridor the next 20 years. Chapters 3, 4, and 5 provide detailed information about land uses, transportation programs that you could expect in this plan (implementation) describes some of the specific goals and strategies needed for the area.



Property Owner or Developer

Individuals or organizations interested in developing in the Plan Area. They are familiar with the Plan's overall planning goals and are in Chapter 2. Development applications need to be consistent with the Specific Plan standards and guidelines (Chapter 3), as well as the Housing Affordability (Chapter 4), Transportation (Chapter 5), and Transportation (Chapter 6), and other relevant policies (Chapter 7).



Employee or Decision-Maker

City staff, you will be responsible for implementing the Plan's goals and objectives. The City will use this plan to evaluate the progress of planning public improvements to the Plan Area. It is consistent with the overall vision of the Plan Area, including mobility, and public infrastructure, mobility, and public infrastructure. The Adeline Corridor should regularly monitor the progress of projects, programs, and implementation (Chapter 8 (Implementation)).



REGULATORY CONTEXT

The Adeline Corridor Specific Plan will be administered by the City of Berkeley as an integrated part of its citywide long-range planning efforts, consistent with the City's General Plan and Municipal Code. As a long-range planning document, it sets the long-term vision for the area in coordination with other ongoing City initiatives, programs, and capital improvement efforts that will continue to occur over the time horizon of this Plan (through the year 2040).

AUTHORITY TO PREPARE

A "specific plan" is a planning and regulatory tool "for the systematic implementation of the General Plan" according to the Governor's Office of Planning and Research. By way of its policies, programs, and regulations, a specific plan establishes an intermediate level of detail between the General Plan and individual development proposals within a defined geographic area – in this case, the Adeline Corridor Specific Plan Area. The Adeline Corridor Specific Plan is consistent with state guidance for the preparation of a specific plan, as identified in State Government Code §65450-65457.

RELATIONSHIP TO EXISTING PLANS AND ORDINANCES

The Adeline Corridor Specific Plan is intended to be adopted concurrently with amendments to the City's General Plan and Municipal Code, which will provide the implementing regulatory framework for future land use and development decisions. The Specific Plan will be consistent with, and serve as an extension of, the City of Berkeley General Plan, providing both policy and regulatory direction specific to the Plan Area. It replaces and supersedes previous plans for the Area, including the 1990 South Berkeley Area Plan, the 1998 South Shattuck Plan, and other previous studies and plans.

The amendments to the General Plan and City of Berkeley Municipal Code ("Municipal Code")

will be adopted as part of the City's action so that the future without the Plan will supersede the General Plan with situations where a particular specific plan, the General Plan and to apply. When future projects are brought before the City, project makers will use the review. Projects will be with the intent of conformance with design guidelines.

ENVIRONMENT

The Adeline Corridor is a "project" under the Quality Act (CEQA) evaluated for its environmental effects. The requirements, and (EIR) has been potential direct impacts associated with the implementation.

While the Plan changes design forces to create address displacement 4), development the Plan Area with the market-driven landowners make it difficult to project of future development. Although no specific projects were evaluated of potential physical impacts based on reasonable development the

Buildout projection) through subareas of the retail in Chapter 2: (net) residential dwelling units and commercial space. Existing vacant or underutilized built out in the future.

for flexibility in the quantity and profile of future development within each subarea, and between subareas. Proposed projects that would result in development exceeding buildout assumptions of the EIR would be subject to further environmental review.

The environmental review of the Specific Plan is also intended to expedite the processing of future projects that are consistent with the Plan. The City intends to use the streamlining/tiering provisions of CEQA to the maximum feasible extent, so that future environmental review of individual projects within the Plan Area is expeditiously undertaken without the need for repetition and redundancy, as provided in CEQA Guidelines Section 15152 and elsewhere.

Specifically, pursuant to CEQA Guidelines Section 15183, streamlined environmental review is allowed for projects that are consistent with a specific plan for which an EIR was certified, unless such a project would have environmental impacts peculiar or unique to the project site. Likewise, Public Resources Code section 21094.5 and CEQA Guidelines Section 15183.3 also provide for streamlining of certain qualified, infill projects. In addition, CEQA Guidelines Sections 15162 – 15164 allow for the preparation of a Subsequent (Mitigated) Negative Declaration, Supplemental or Subsequent EIR, and/or

Addendum, respectively, to a certified EIR when certain conditions are satisfied. Moreover, California Government Code section 65457 and CEQA Guidelines Section 15182 provide that once an EIR is certified and a specific plan adopted, any residential development project, including any subdivision or zoning change that implements and is consistent with the specific plan is generally exempt from additional CEQA review under certain circumstances. That said, the above are merely examples of possible streamlining/tiering mechanisms that the City may pursue and in no way limit future environmental review of specific projects.

HOW THIS PLAN WAS PREPARED

In 2015, the City of Berkeley started a community planning process to develop a long-range plan for the Adeline Corridor. From the outset, a primary objective was to reflect community aspirations in the Plan. Equity was a consistent theme throughout the process and is a central theme of the Plan itself. Providing a community engagement process structured to providing multiple opportunities and avenues in order to increase inclusion and participation in sharing input about potential Plan recommendations was a high priority for the City.

Buildout Projection (through 2040)^{1,2}

Residential (Dwelling Units)	Commercial (Square Feet)
300	20,000
200	-5,000
850	50,000
100	0
1,450	65,000

¹ All use on upper floors with ground floor commercial (retail or small-scale office) space.
² (net) residential dwelling units and commercial space. Existing vacant or underutilized built out in the future.

This Plan has been developed with input from a broad range of stakeholders, including local residents, workers, property owners, and community organizations. Also included public comments, the Alameda County Board of Supervisors, the Alameda County District, and the Alameda County Board of Supervisors below for more details.

In addition to the public input, the Plan takes into consideration existing adopted plans at the City, regional, and state levels. This Plan balances the needs of diverse groups of stakeholders, as well as initiatives with community goals.



Community Forum (January 31, 2015). The Community Forum hosted by and then-District 3 Councilmember Max Anderson, was intended to engage City, and consultant staff and to solicit community ideas about the the community prior to starting the planning process.

IDEA Centers (April – June 2015). The “IDEA Center” provided a unique opportunity for community members to participate in the planning process. Held-in during this 3-month period to learn about the Adeline Corridor and its role in community goals related to affordable housing, local jobs, historic preservation, and other topics; and discuss ideas and priorities for physical corridor such as streetscape design, public art, pedestrian safety, and City and consultant staff were available at the Firehouse Art Collective for 2 weekdays per week and on five Saturdays at different locations during the visioning phase of the planning process in April – June 2015.

Ilkling/Bike Tours (June 13, 2015). The primary goal of the “pop-up” public input on how to better use public spaces along Adeline and South temporary “pop-up” ideas for the future of the Adeline/South Shattuck along a normally quiet sidewalk area into a bustling public plaza complete art, and community activities, the 150+ event participants were able to in potential changes within their community. The event also included one biking tour for community members to share their thoughts on cyclist experience along the Adeline/South Shattuck corridor. Over 50 participated in the three tours.

Existing Conditions and Visioning (August 31, 2015). The visioning members of the community with an opportunity to review and discuss community feedback collected to-date and the data in the Existing Conditions report. The workshop also provided a large-scale forum for residents and staff to work collectively to develop a clear vision for the character of the community.

consultants, in partnership with the community, conducted several surveys to gather information about needs and opportunities. Surveys conducted included: Opportunities and Needs Survey (April – June 2015 – 1,118 responses); Survey of Community Needs (June 2015 – 1,118 responses); May 2015 – 102 responses out of 340 mailings – 30% response rate); Survey of Community Needs (December 2015 – Feb. 2016 – 41 responses); Shopper/Employee/Visitor Survey (December 2015 – Feb. 2016 – 41 responses); Shopper/Employee/Visitor Survey (May – June 2017).

Sessions (November 2015 – April 2016). In response to community feedback, the City staff organized a series of “groundwater sessions” that included speakers from City departments, other public agency partners on the following topics: affordable housing, zoning and streets” (planning for all modes of transportation to increase safety,

DEVELOPING PLAN DIRECTION

Community Workshop: Building the Plan Together. Affirming Exploring Options for Transportation/ROW and Publicly-Owned primary goals of the community workshop were to review and affirm to discuss options to identify the community's preferred direction and uses of both right-of-way (ROW) opportunity areas and public community goals.

Re-Imagine Adeline Open House Exhibits (January/March 2018) was to present refined design concepts to redesign the right-of-way feedback collected over the past two years with technical staff consultants. The exhibit consists of display boards and 3-dimensional potential changes to the Adeline corridor. The exhibit was hosted at 3075 Adeline Street for two viewing periods. The first viewing was January 28 and February 4, 2017 and began with a “kickoff” event with City officials. The second viewing period took place between March 10-11. Additionally, a web-based version of the exhibit was created, and a questionnaire that included the same questions presented at the open house.

Adeline Corridor Open House and Workshops. Plan Concept Members of the public were asked to provide input about draft design alternatives to become the basis for preparing a draft Plan. The open house was a one-week exhibit along with four topic-specific workshops about economic development, community benefits, redesigning the public right-of-way to improve pedestrian safety, increase open space, and strategies to foster economic opportunities at the Ed Roberts Campus at 3075 Adeline Street from March 10 - 11, 2018. A web-based version of the open house exhibits was created titled “Berkeley Considers” to give the public additional opportunities to provide input through June 3, 2018.

Community Meeting about a Vision for the Ashby BART Station

Mayor Jesse Arreguin, Councilmember Ben Bartlett, and BART Director Timothy Burroughs provided brief opening remarks to a community meeting to have a deeper conversation about the BART Station Area. The Mayor, Councilmember, Director Simon and written community input was documented and incorporated into the Plan.

Stakeholder/Focus Group Meetings. The project team conducted focus group meetings with community groups and individuals throughout the planning process, including the Market Board and vendors; the South Berkeley Farmer's Market NAACP; Friends of Adeline; Lorin Business Association; groups of pastors of (historically black) churches in the area; Healthy Black Bay Center for the Blind; senior housing residents; youth group (homeless); non-profit affordable housing advocates/development providers in the area.

Adeline Corridor Specific Plan Subcommittee Meetings. The established an Adeline Corridor Specific Plan Subcommittee, which the May 2019 to review documents and develop guidance and/or draft the full Planning Commission. Agendas for the meetings are available on the commission webpage (www.cityofberkeley.info/PC).

- Subcommittee Kick-Off Meeting
- Land Use and Housing Affordability
- Use and Housing Affordability (cont'd)
- Transportation and Public Space
- Economic Opportunity and Workforce Development
- Overview of Proposed General Plan and Zoning Amendments
- Overview of Responses to Plan and EIR Comments
- Additional Information on Proposed Zoning and Discuss Subcommittee on Draft Plan, General Plan and Zoning Amendments and EIR ("Plan documents")
- Discuss Subcommittee Recommendation on Plan and Associated
- Analyze Subcommittee Recommendation - Meeting cancelled due to
- Analyze Subcommittee Recommendation (cont'd)
- Analyze Subcommittee Recommendation (cont'd)
- Analyze Subcommittee Recommendation

1. The Planning Commission will consider its Subcommittee's prepare a recommendation from the full Commission to the City Adeline Corridor Specific Plan and associated General Plan and Zoning of the Environmental Impact Report (EIR).

Council will consider the Planning Commission's recommendation and adopts and certifies the Final Adeline Corridor Specific Plan and associated Zoning Amendments and certification of the Environmental Impact Report

and community engagement will continue throughout the Plan Review and Adoption phase.

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chapter 2: vision + planning framework

ON

Adeline Corridor is to extend its legacy as a culturally diverse community, while infusing **equity, justice, and inclusion** into all decisions about the community's future — preserving the neighborhood's history and contributions of African-American, Japanese-American, and others. It also looks forward — to a future of **greater equity, safer streets, more housing choices**, and a **thriving environment** for all residents.

Over the years, the Adeline Corridor will become a national model for development. Existing affordable housing will be preserved, and **new affordable and market rate housing** for all income levels will be added. The corridor will provide local jobs and opportunity through independent businesses, community organizations, community markets, and an array of services and service providers. It will feature public spaces that are **green, and accessible** to persons of all ages and abilities. The corridor will be the center of a **healthy community** that cares for its residents, cherishes its elders, nurtures its youth, and respects the needs of all types. It will be a place where the community and its institutions that have made South Berkeley what it is today are honored and celebrated. It will be **a place where all** are welcome.

Creating this vision will not be easy. It will require market interventions, public investment, sustained capital and programmatic investment, and community support. Adeline Street itself. Through adoption of this Plan, the City will work in partnership with residents, businesses, and community institutions to make it a reality.

PURPOSE of this chapter

This chapter serves several purposes:

- It expresses the vision for the Plan Area.
- It establishes the context for the Specific Plan, including the history of the neighborhood, the role that Adeline Street has played in that history, and the opportunities facing the community today.
- It lists the goals and objectives that provide the framework for the Specific Plan.
- It identifies five “strategic goals,” one for each topical chapter.
- It identifies five “big ideas” that will help the City and its partners achieve the vision in the coming years.
- It describes physical planning concepts for the corridor, organized into five topics: (South Shattuck, North Adeline, Ashby BART, and South Adeline).

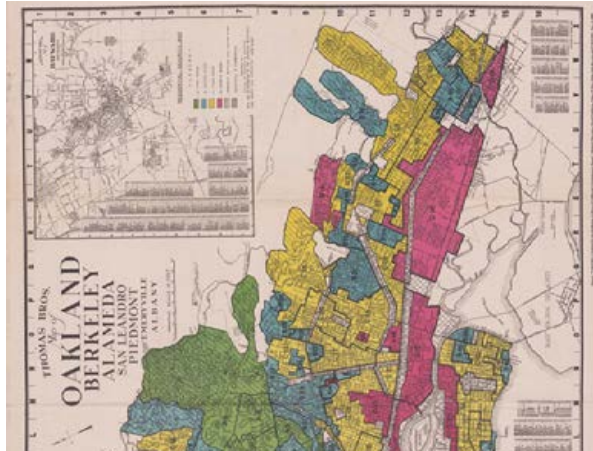
the LEGACY of adeline street

Adeline Street has played a defining role in Berkeley's history. Through the years, the community members emphasized the importance of recognizing the historical and social fabric of South Berkeley. These conditions shape the core values of the community today, including diversity, inclusion, and social justice.

For its first 3,000 years of human settlement, South Berkeley was home to a mix of Mexican-American and European-American settlers arrived in the early 19th century. Subdivision began in the second half of the 19th Century. By the 1850s, the area now Adeline Street connected the young cities of Berkeley and Oakland. Alcatraz, Ashby, Dwight Way, and Center Street in Downtown Berkeley. Berkeley developed around Lorin Station, located at the intersection of Alcatraz and Center Street, which was annexed to Berkeley.

The first two decades of the 20th century were boom years for the community. It led thousands of displaced San Franciscans to permanently relocate to Berkeley. The Route 24 electric streetcar system enabled the development of “streetcar suburbs.” Adeline Street became a thriving commercial and residential district, with many bus stations and on the blocks in between.

By the 1930s, South Berkeley had become one of the most racially diverse communities in the city, was in part due to discriminatory real estate practices in other parts of Berkeley. The loss of property to non-white households. South Berkeley was a point of entry for people of color throughout the early and mid-20th Century.



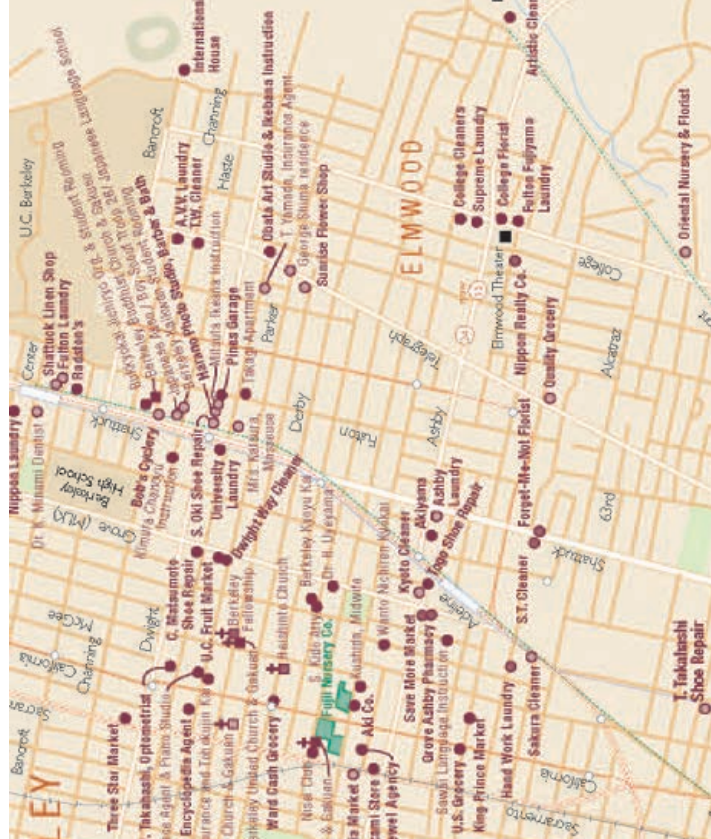
In this 1937 Home Owners Loan Corporation (HOLC) map the Federal government identified large portions of the South Berkeley as unsafe for investment, due in part to the racial composition of the neighborhood. Green "A" grade areas were deemed more desirable to make loans; blue "B" grade areas were deemed less desirable; yellow "C" grade areas were considered "in decline"; and red "D" areas were considered to be in "full decline," where loans would not be federally insured and lenders should avoid lending. This history of racially-based federal "redlining" and systemic racism created significant economic barriers and areas of segregation for communities of color, including in southwest Berkeley and along the Adeline corridor.



Key System three-unit westbound trip, Essex and Adeline Streets



Community Activist



BART Construction at Ashby Avenue, circa 1967

... was a sizeable neighborhood. Residents were stripped and relocated to hundreds of jobs were created to support the war effort. Community, which was larger and more

undergrounding the BART facilities was a victory for the community, construction of the tunnel and clearance of several blocks for Ashby Station disrupted a thriving African-American neighborhood. Many homes and businesses were displaced, and the neighborhood businesses that remained struggled through the multi-year construction phase. Service to Ashby Station began on January 29, 1973.

took center stage
peace, war, poverty,
like William Byron
as at the national
Howard fought
justice at the local
formed the Bay
central cities and
side between East

The past five decades have seen the continued evolution of South Berkeley and the Adeline Corridor. The Berkeley Flea Market was established in 1976 on the west Ashby BART parking lot. It has become a neighborhood institution and continues to operate on weekends. A few blocks to the south at 63rd Street, the South Berkeley Farmers' Market has been operating for the last 25 years in South Berkeley and at its current location since 2012. The Ed Roberts Campus opened in 2010, providing a home for several regional organizations serving persons with disabilities. New multi-family housing, including both affordable and market rate projects, has been built along the corridor, and locally-owned businesses and arts organizations have become cherished community institutions.

[illegible]

also played an
that resulted in
themselves for a
grounding of not
ation but also the
ons, as well as 3¼

of the Richmond
g to a subway
thward, including
t Ashby. While



Figure 2-1 illustrates community assets and amenities along the corridor today.

ENGES and TUNITIES

much of the long-ley has focused t, neighborhood nity identity. In South Berkeley overarching goals support of a vital vitalization of the he 1990 Plan did ut rather focused nd strengthening nity institutions. nent, workforce bility, community improvements, ut displacement. nity prepared the nity which covered nue from Dwight of Adeline Street ne 1998 Strategic ement the 1990 sed on economic on, residential design strategies. were successes

- including the preservation of historical buildings, establishment of community cultural arts organizations, and establishment of local community services – but many Plan goals were not realized. In actuality, many ideas included in the plans could not be implemented. Some were outside the City's ability to control, and in other cases there was inadequate public funding.

Many of the same issues identified in the 1990 Plan and the 1998 Strategic Plan still exist today and have been amplified by regional demographic and economic changes. Foremost among these, the African-American population in South Berkeley has continued to decline. In 1990, the Census reported that 47 percent of the population in the census tracts comprising the Adeline Corridor was Black/African-American. By 2017, the American Community Survey reported this figure had declined to just 17.6 percent.

Demographic changes have been fueled by rapid increases in housing costs. Between 2012 and 2018, the median home price in ZIP code 94703 (which includes most of the Adeline

Corridor) more than doubled, from \$517,000 to \$1,140,000. More than two-thirds of the households in the Adeline Specific Plan Area are renters. Although many long-term tenants are protected by rent stabilization or affordability restrictions, market rate units are out of reach for most existing households. In January 2019, the median asking rent for a market rate 2-bedroom unit in South Berkeley was \$3,768. As a result of high housing costs and the lack of a safety net for the community's most vulnerable residents, there is also a growing population of unsheltered residents and persons at risk of becoming homeless.

South Berkeley continues to have median household incomes that are below the City and County medians, with 18 percent of its non-student population living below the poverty line. While unemployment rates are low, they exceed the regional average. Between 2005 and 2014, the Plan Area experienced a 25 percent decline in taxable sales and a high rate of business turnover. Leasing commercial space along the corridor or starting a business can be cost-prohibitive for local entrepreneurs due to a combination of factors such as length and uncertainty of permitting processes, and high employee wages and commercial rents. However, during the same time, there was a 12 percent increase in sales in the category of eating and drinking establishments, and more recently the emergence of stronger business association activity.

Adeline Street transportation a The street is one Berkeley, with a and a volume of continues to divid and west, and cro for pedestrians a present opportu which in turn cou parkland on repu BART surface pa immense opport all of the Plan's st and establish a with large amo economic-genera spaces, and oth community need

Conditions along traditional appr This Specific Plan or “reinvent” the empower long-ti leverage the e place in the Bay further loss of th ensure that all ca future. This will I interventions in development, tra — and a sustain land for public bee



STRATEGIC GOALS

underpin this Specific Plan and provide the framework for its chapters. Each goal is accompanied by a statement that are outlined in greater detail in the Plan. These goals are intertwined and are further linked by the overarching vision of social and racial equity in the decision-making process. This plan applies an “equity lens” to its recommendations and encourages the community to consider historical context and the root causes of the challenges faced along Adeline Street today, including institutional racial discrimination. The improvements outlined in this plan must respect the people, places, and processes that created South Berkeley. Future planning processes must actively solicit and respond to the needs of those who are most vulnerable, and those who have been under-represented in the City’s planning and decision-making processes.

Goals and objectives emerged during the planning process, and major areas of focus for this Plan. They correspond to the themes outlined in paragraph 7, respectively.

LAND USE AND COMMUNITY CHARACTER

The City of Berkeley will preserve the unique character and cultural identity of the community, sustaining the community as a place where all people can live, work, play, and thrive. The Plan’s land use and community character objectives are:

- Sustain a diverse mix of community spaces, including retail, housing, and work places
- Create increased capacity for housing and jobs
- Preserve and promote adaptive reuse of historic structures

- Ensure that neighborhood character is appropriate
- Focus new development on Station and areas closest to Downtown



FORDABILITY

ate equitable access to housing by preserving existing affordable housing, producing a substantial number of new affordable housing units. The objectives are to:

- Leverage public land to produce affordable housing serving very low and extremely low-income households
- Incentivize affordable housing through density and height bonuses
- Give preference to local residents as new affordable housing comes on-line.



ECONOMIC OPPORTUNITY

The City of Berkeley will foster economic opportunity for South Berkeley by facilitating job training and workforce development, active commercial environment for commerce along the Adeline Street/South Shattuck opportunity objectives are to:

- Support existing merchants, services, non-profits, and retail areas
- Promote and commemorate Adeline's Black and Japanese-American heritage and rich history (e.g. Key Route, disability and civil rights movement)
- Prioritize job and entrepreneurship opportunities and training for local residents, especially youth and people of color



ATION

de safe, equitable transportation options that meet the mobility needs age, means, and abilities, and that further the attainment of the City's ction goals. The Plan's transportation objectives are to:

- Improve transit and transit connections in coordination with BART and AC Transit
 - Create new bicycle facilities that are integrated with the citywide bicycle network.
- improve mobility
n disabilities



PUBLIC SPACE

The City of Berkeley will provide safe, sustainable, beautiful, healthy, and encourage social interaction, provide opportunities for recreation and support active community life in South Berkeley. The Plan's public space

- Include vibrant public space in plans for the Ashby BART Station
- Increase public space and neighborhood park acreage through the redesign of Adeline Street
- Provide outdoor space for community gatherings and institutions such as the Flea Market, the Farmers Market, Juneteenth,



...a number of “big ideas” that will help achieve the goals listed ... corresponds to a project or series of projects that will create ... transportation, or public space opportunities for residents and ... line corridor.

HOUSING. Ensure that at least 50% of all new housing units ... Adeline Corridor over the next 20 years are income-restricted ... at a range of income levels including for the lowest income and ... eholds. While it is not possible to perfectly predict the number ... its that will be built in the area, based on an analysis of available ... tilized sites, this Plan projects that a total of 1,450 new housing ... t in the corridor over the next 20 years. At least half of this total ... e target for affordable units for very low-, low-, and moderate- ... ds. (Chapter 1 under “Regulatory Framework” and the Draft ... pact Report, Chapter 2 Project Description provide a more ... n of the “buildout projection” through 2040.) The deepest levels ... l be provided on public land, including the Ashby BART Station ... where, new zoning standards will create incentives to include ... rs of affordable units within market rate projects. See Chapters ... for more information.

TRANSITATION. Redevelop the Ashby BART Station Area as a vibrant ... ter with high-density mixed-use development, ground floor ... vic uses, and new public space. The BART development should ... n construction and become a model for sustainable transit- ... nent. It should unify both sides of Adeline Street, and provide ... mmunity gatherings, special events, and civic celebrations. See ... 7 of this Plan for more information.

3

BUSINESS IMPROVEMENT DISTRICT. Create a District (BID) or similar entity, serving the Adeline Corridor, and/or property owners used to support physical improvement public safety, street cleanliness/maintenance, and programming to explore BID creation should extend to the broader corridor only existing business and property owners, but also not business advocacy organizations, and the unhoused. This to the Downtown and Telegraph Avenue BIDs and would the Lorin Business Association and other merchant groups. The City would be a partner in this effort and could provide money to get it started. See Chapter 5 of this Plan for more information.

4

STREET RE-DESIGN. Redesign Adeline Street from north to Derby Street, repurposing large areas of pavement reducing crossing distances, and making the street a more pedestrian and cyclist friendly. The redesign would retain Adeline cross-town thoroughfare while improving bike lanes and the street safer and more attractive. The most substantial the segment between Ashby and Shattuck Avenues, which shifted to one side of the right-of-way and improved as and in the area south of Alcatraz Avenue where open space extended and made more functional. See Chapters 6 and 7 for more information.

5

COMMUNITY ASSETS AND RESOURCES. Support that strengthen existing community institutions such as the South Berkeley Farmers Market and the annual June Festival as future institutions such as the African American Holistic Center. For example, this Plan commits to incorporating a large civic future redevelopment of the Ashby BART west parking lot and programmed to accommodate the Flea Market and Farmers Market, as well as support the Juneteenth Festival entertainment events. Space in new mixed-use development area and/or in a new or existing building elsewhere in the corridor potentially accommodate the African American Holistic Center community-desired uses. See Chapters 3, 5 and 7 for more information.

Figure 2-2 Plan Subareas

ating uses that
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o transit that will
and "complete

as rigid boundaries; rather, they are a way of communicating location-specific standards on topics such as building height, parking requirements, and specific desired uses. While some of the recommendations of this Plan apply to the entire corridor, others are communicated at the subarea level.

located at the BART station to Downtown San Francisco on affordable housing of household



SHATTUCK

Character

most subarea, extending along Shattuck and Russell Street. This subarea functions as Berkeley. It includes a range of land uses al businesses, small offices, housing, and has some of the same streetscape and venue in Downtown Berkeley, including aisles with diagonal parking bays. Some an-oriented stores and buildings, while ore auto-oriented uses.

will continue to have a range of retail, es during the lifetime of this Plan. While l intensity as Downtown Berkeley or the e of amenities, services, and locally-oriented buildings will be particularly important. A d on preserving long-tenured businesses and other active ground floor gs.

te location for higher-density mixed-use development, in part because of and the University of California campus, and the availability of relatively ings should be massed and oriented toward Shattuck Avenue, stepping e scale of adjacent residential uses. South Shattuck also has a relatively ousing, given the availability of publicly-owned sites such as the Fire nd some larger parcels that are vacant or sparsely developed.



South Shattuck



Existing businesses in the South Shattuck sub area



NORTH ADELINE

Context and Character

The North Adeline subarea stretches from Adeline Street's northern terminus at Shattuck Avenue/Derby Street to Ashby Avenue. It includes services, small-scale office space, housing, and a number of well-known retail stores, including the Berkeley Bowl grocery. The southern end of the subarea includes the historic Antiques District at the intersection of Ashby and Adeline. The District has been a center of commerce and transit over a century.

Planning Strategy

North Adeline will continue to support a range of land uses including retail and services, housing, and small-scale offices. Historic preservation and the adaptive reuse of culturally and historically valuable buildings will be particularly important. Infill development should help unify the area's historic buildings, while creating a more consistent and welcoming street environment. New amenities such as outdoor seating and streetscape improvements will be strongly supported.

This section of Adeline Street features a particularly wide median and a variety of sidewalk conditions. The wide right-of-way presents an opportunity to redesign the street, moving the travel lanes and creating a new linear park and/or plaza space and other public amenities that become a destination and community asset.



Existing senior housing



Historic mixed-use building in the North Adeline section



The Berkeley Bowl, one of the North Adeline subarea's well-known retail stores

STATION

Character

Comprised of two large parcels adjacent to the public street right-of-way and station parcels are owned by BART, but the City of Berkeley purchased the “air rights” over the parcel since 1964 when the station was conceived. Adeline is a 1.9-acre surface parking lot. a 4.4-acre surface parking lot, the northern Berkeley Flea Market on weekends.

subarea consists of wide, busy streets, with pedestrian, bicycle, and bus traffic. The safe and comfortable pedestrian activity as changes and design features that limit the station entrances.



The objectives for future development at Ashby Station (see Chapter 3) but for the Station itself. The design of future development is the subject of coordination between the City, BART, the community, the Berkeley Flea Market, and the Ashby BART subarea presents the Corridor’s best opportunity to achieve goals. It has the potential to become a complete neighborhood center for community housing, at a range of affordability levels, space for community-active public space for commerce, such as the Berkeley Flea Market and market, for community events and day-to-day interaction. Future changes to improvements to bicycle and pedestrian access, transit connections, technologies that make it easier to get to the station without driving. The station to create new public spaces and community-oriented facilities that as a neighborhood center.



Exterior view designed by adjacent to the Ashby



The Ashby BART Station

SOUTH ADELINE

Context and Character

The South Adeline subarea extends along Adeline Street between the Ashby BART Station and the Berkeley/Oakland border. The heart of the area is the Lorin District, a state-registered historic district including several landmarked structures. The Lorin District has long been a center of the Black community, with institutions such as Phillips Temple CM Church and the Black Repertory Theatre. It is also home to the South Berkeley Farmers' Market, and a diverse mix of stores, services, nonprofits, and community organizations. South Adeline also includes some of the corridor's most challenging intersections (at Stanford and MLK Way), as well as underused open spaces within the public right-of-way.

Planning Strategy

South Adeline will continue to sustain a diverse mix of retail, cultural, and community-based uses. Business success will be improved by attracting patrons from surrounding neighborhoods and growing the customer base as new housing is built. A strong focus on historic preservation and context-sensitive infill development will enhance this area's distinct identity. The area's relatively narrow parcels and strong historic fabric mean future development will be smaller in scale than elsewhere along the Corridor. Redesign of the Adeline right-of-way will provide an opportunity to expand public open space and create development opportunities, while improving safety for pedestrians and cyclists.



Existing mural in the S



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chapter 3: land use

EXISTING PLANS, PROGRAMS AND REGULATIONS

landowner, it has much more control over the type of development that occurs. For properties it does not own, the City must rely on tools such as zoning regulations, incentives, fees, and the ability to coordinate with property owners to influence development. Within the Plan Area, the City of Berkeley owns and controls very little property. However, the City and BART do control development at the largest undeveloped sites in the Plan Area at the Ashby BART station (a map of publicly-owned parcels is included as Figure 4.2 in Chapter 4). Thus, most future development would be by individual property owners. This Plan recognizes these conditions and tailors policies and strategies accordingly.

Although the Plan's geographic scope is limited (see Figure 1.2 Plan Area), it is also important to consider the relationship to the larger South Berkeley neighborhood and the City as a whole. The Adeline and South Shattuck corridors play an important role in the overall future of the City and the region, and it will be important to continue integrating Adeline-specific initiatives with citywide and regional efforts.

planning process, have repeatedly of reducing at the benefits of to the community. / assets – people, is an important goal. It is also the City's unique cultural and protect d encourage land e compatible with ater concentrates ools that the City oals. It includes mix of land uses dance for future to specific topics and neighborhood

and w land use and depending on by the City or by when the City is the

South Berkeley

Adopted in 1990, covers the Area of Way and west of goals, plans, and Elements (or chap Housing, Land Community Res Public Facilities. Plan would super Plan within the Sp

South Shattuck

The South Shattuck adopted in 1998 and the City to address housing, and transportation of the Plan all properties along Dwight Way to the south, and been and Ellsworth Street intended as a guiding policy decisions and following subject Urban Design, Recreation, and Transportation. Plan would super Plan within the Sp

Berkeley Municipal

The General Plan purpose plans a Berkeley Municipal and other City Ordinances occur within the in the Plan Area Shattuck Avenue, and Alcatraz Avenue (C-SA) South Area is residentially zoned districts: Restricted (2), Restricted Multiple-Family

The City has a range of existing plans and guidance related to land use, development intensity, and community character related to the Adeline Area. The most relevant of these are identified below.

City of Berkeley General Plan

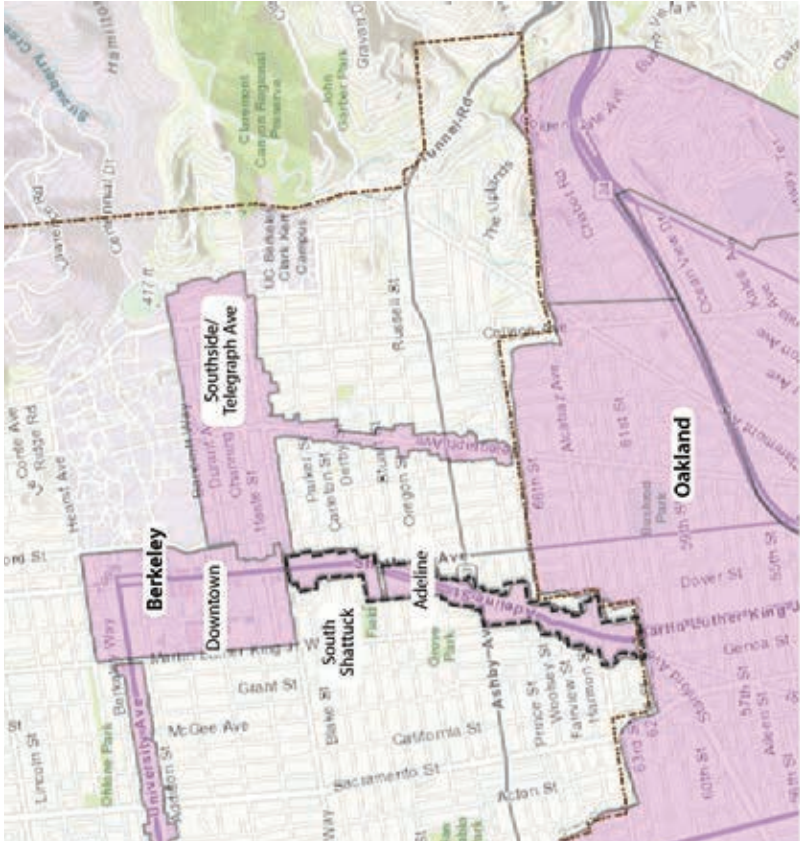
The City's current General Plan (adopted in 2001) defines a long-range vision and priorities for future growth, development, and conservation in the City of Berkeley. The City's General Plan consists of ten "Elements", including: 1) Land Use; 2) Transportation; 3) Housing; 4) Disaster Preparedness and Safety; 5) Open Space and Recreation; 6) Environmental Management; 7) Economic Development and Employment; 8) Urban Design and Preservation; 9) Citizen Participation; and 10) Implementation. With the exception of the Housing Element, which is required by State law to be updated on a regular basis, the General Plan has not been comprehensively updated since it was adopted in 2001.

Climate Action Plan (2009)

Adopted in June 2009, the Berkeley Climate Action Plan (CAP) outlines a vision for a more sustainable Berkeley and addresses policies and actions for transportation, energy, waste, community engagement, and climate adaptation, in order to achieve the goal to reduce community-wide GHG emissions 33 percent below 2000 levels by the year 2020 and 80% by 2050. The City regularly tracks and reports its progress towards its climate action goals. CAP goals and policies relevant to the Adeline Corridor Specific Plan relate to Sustainable Land Use and Transportation, Building and Energy Use, and Climate Adaptation.

Plan Bay Area also identifies a range of “Priority Development Areas” or “PDAs” around the Bay Area. PDAs were identified in coordination with the City of Berkeley and Bay Area Metro to promote sustainable development patterns for jobs and housing in walkable, transit-oriented, infill locations. Berkeley’s PDAs include: Downtown Berkeley and South Shattuck, University Avenue, and Southside/Telegraph Avenue. PDAs are eligible for regional transportation, infrastructure, and planning funding, and are a City and regional priority for jobs, transportation investments, and housing at a range of affordability levels.

Priority Development Areas



Regional PDA Berkeley Boundary

LAND USE GOAL: Preserve the unique character and cultural legacy of the Adeline Corridor, sustaining the community where all people can live, work, play, worship, dine, shop, and thrive.

3.1 OVERALL MIX OF USES

Encourage a unique, diverse mix of community spaces, services, retail, housing, and creative workspaces along the corridor.

- **Retail, community spaces, services, and housing**
These may occur as the ground and are part of ground floor existing nodes in Lorin District
- **Residential**
anywhere in alone residential project depends on 3.1), Housing is particularly the Ashby Bridge affordable housing standards later
- **Community**
Community, are allowed to continue community a priority for community spaces, museums, community-oriented

The overall land use strategy is to build on the unique character of land uses along the Corridor and its subareas (as described in more detail in Chapter 2) by supporting existing uses while facilitating new development to complement them. To maximize flexibility for new projects, to promote economic opportunity for residents of the Adeline Corridor, and to support a creative and diverse community, the zoning regulations will continue to allow a broad range of new, complementary land uses along the entire corridor. However, restrictions will apply to the uses that can occupy the street-fronting ground-floor use in certain subareas, in order to support a pedestrian-friendly environment, as noted below. (See Policies 3.3 – 3.6 for more detail related to development standards and design guidelines).

The following uses are allowed and encouraged throughout the Adeline Corridor Specific Plan Area:

is allowed along
continue to play a
role in the overall
s should be on
able workspaces
as, and including
the small office

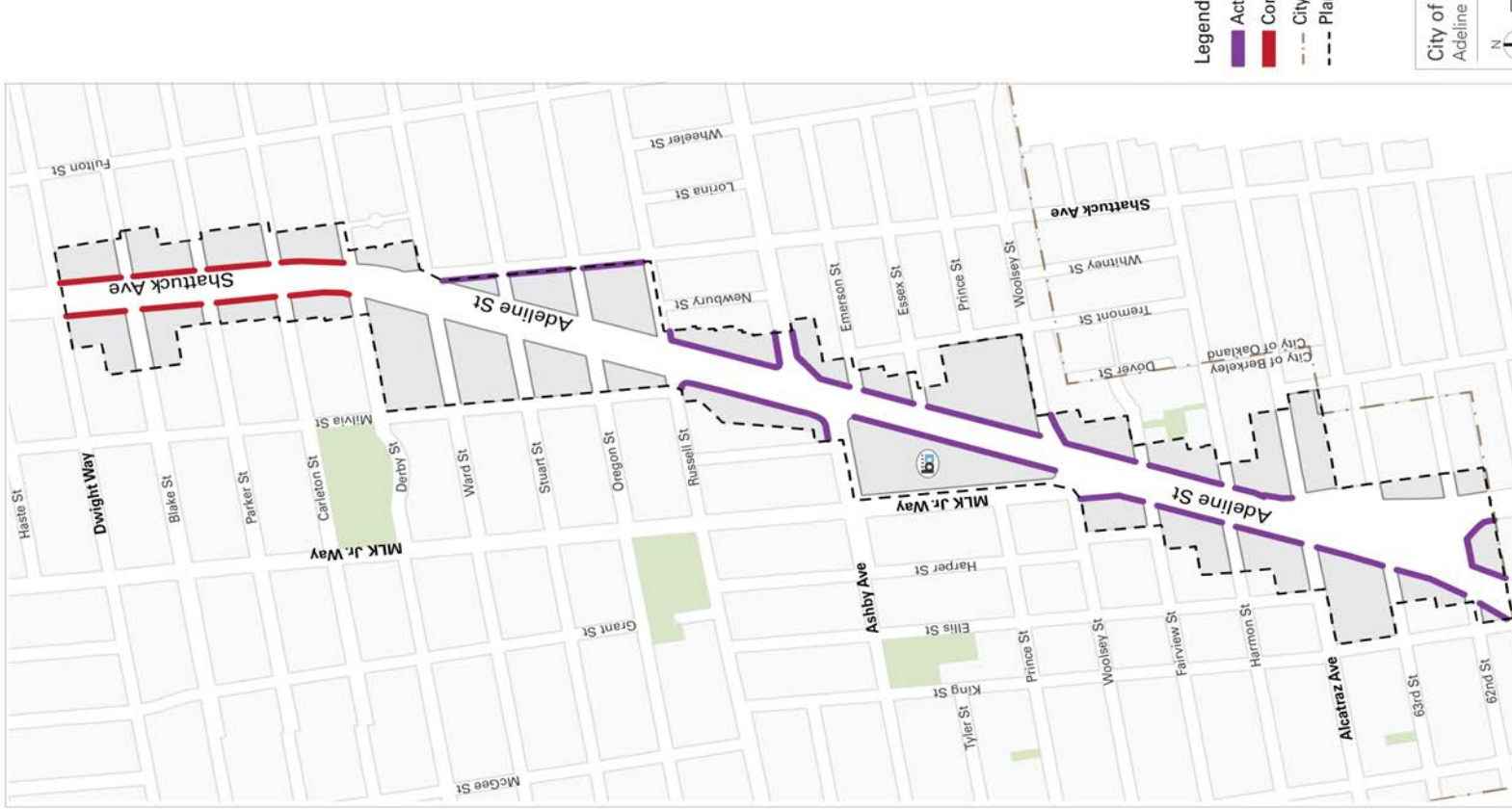
inment. Arts,
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dynamic presence
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uch as the Ashby
pedestrian areas
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Active Ground Floor Uses

Providing active ground floor uses that engage and add interest to streets are critical to establishing a pedestrian-friendly district and to creating a successful shopping environment. Such uses add vibrancy to the public realm and increase pedestrian activity. Active ground floor uses are those that generate regular and frequent foot traffic, are physically oriented to the public street, and typically have facades with a high degree of transparency that provides a visual connection between the street and the building interior. Thus, active uses are a combination of land use and physical design. Examples of active ground floor uses include retail stores, restaurants, cafes, markets, banks, galleries, and theaters. Small offices and residential amenities can also be considered active ground floor uses.

Use Requirements*		Permitted ground floor uses
and Derby		Commercial uses
and Russell		Active Commercial uses
and the City boundary		Active Commercial uses
		Active Commercial uses
f Adeline		Active Commercial uses
view to parcels with frontage on South Shattuck, Adeline Street, Martin Luther King Jr. Way, Ashby (Figure 3-2).		

Figure 3-2 Ground Floor Use Requirements



INCENT STANDARDS

Development incentivize the affordable

additional guidance for building design (Policy 3.3), neighborhood transitions (Policy 3.4), and ground floor facades (Policy 3.5). There are no requirements in the Adeline Plan Area for minimum lot area or building separation beyond what is required in the zoning code or for health and safety requirements.

Chapter 4 describes a supplemental affordable housing incentive unique to the Specific Plan Area that offers a bonus for development projects that provide high levels of affordable housing. Any additional density or development capacity pursued through this Adeline-specific affordable housing incentive, or through the State Density Bonus pathway, must be calculated starting from the residential density values (dwelling units per acre) shown in Table 3.2 Tier 1 Development Standards. If a development project pursues the various optional Adeline-specific affordable housing incentive tiers, it may achieve the additional development capacity shown in Tables 3.3, 3.4, and 3.5, as applicable to the project's affordability level and the following streamlined permit process:

- Table 3.2 Tier 1 Standards.** Streamlines permit process to require Use Permits for new construction and if applicable, for demolition. A Project Applicant may select to pay Affordable Housing Mitigation Fees in lieu of providing on-site units.
- Tables 3.3, 3.4 and 3.5 - Tiers 2, 3 and 4 Standards.** Streamlines permit process to require Use Permits for new construction and if applicable, for demolition. On-site affordable units at specified affordability levels required; no option to pay Affordable Housing Mitigation Fees in lieu of providing on-site units.

These density bonuses that are a part of the Adeline-specific affordable housing incentives are only applied to the dwelling units per acre development standard, and they are to be used in lieu of (and not on top of) the State Density Bonus.

In Table 3.2 are with and codified changes adopted to the Specific Plan. Unless standards apply to the Specific Plan, and are for subareas in the development standards they do not. The goal is to provide clarity and be allowed, while of good design and development standards of building types. In the vision and Chapter 2, while also for projects that le housing.

ities are focused (Shattuck area) and area), with more the North Adeline the goal of this and activity near the existing allowing context- the rest of the new affordable are development should increase businesses, and

ensity, Table 3.2 for lot coverage, and required open pools to encourage orientation, and provide foundational complemented by

Table 3.2 Tier 1 Development Standards

Subarea	Max height ¹		Max FAR	Max density (du/acre)	Max lot coverage		Required setbacks (from lot line) ^{2,3,4,5}		
	Stories	Feet			Interior lots	Corner lots	Front	Side	Rear
South Shattuck	4	45'	2.5	120 du/acre	60%	70%	0' min	0' min	0' min
North Adeline	3	35'	2.0	100 du/acre	60%	70%	0' min	0' min	0' min
South Adeline	3	35'	2.0	100 du/acre	60%	70%	0' min	0' min	0' min
Ashby BART	Any future development in the Ashby BART area would be subject to a negotiated development standard and objectives provided in this Specific Plan for the Ashby BART subarea, in Policy 3.7 of the Adeline Plan.								

Table 3.3 Incentive Development Standards (Tier 2: At least 14% of 50% Low and 50% Very Low)

Subarea	Max height ¹		Max FAR	Max density (du/acre)	Max lot coverage		Required setbacks (from lot line) ^{2,3,4,6}		
	Stories	Feet			Interior lots	Corner lots	Front	Side	Rear
South Shattuck	5	55'	3.5	170 du/acre	80%	90%	0' min	0' min	0' min
North Adeline	4	45'	2.8	140 du/acre	80%	90%	0' min	0' min	0' min
South Adeline	4	45'	2.8	140 du/acre	80%	90%	0' min	0' min	0' min
Ashby BART	Any future development in the Ashby BART area would be subject to a negotiated development standard and objectives provided in this Specific Plan for the Ashby BART subarea, in Policy 3.7 of the Adeline Plan.								

¹ In the case of a roof with parapet walls, building height shall be measured to the top of the roof structure above by up to five (5) feet as of right.

² For a lot that abuts the interior side or rear lot line of a residentially-zoned lot, new construction shall be set back from the interior side or rear lot line by 20 feet for the portion of the building that exceeds 35 feet in height.

³ For a lot that confronts (i.e. is located across the street from) a residentially-zoned lot, any new construction shall be set back from the street-facing property line where that portion of the building that exceeds 45 feet in height.

⁴ No side or rear setback required except if abutting a lot with R-district zoning, in which case the setback shall be as required by the zoning code.

⁵ Each square foot of such open space that is provided as publicly accessible open space shall be counted as one square foot of open space.

Development Standards (Tier 3: at least 21% of Total Units Affordable, Mix of									
Maximum Density (units/acre)	Max lot coverage		Required setbacks (from lot line) ^{2,3,4}			Usable open space (sf per unit) ⁵		Commercial Parking	
	Interior lots	Corner lots	Front	Side	Rear			MIN.	MAX.
100 units/acre	85%	90%	0' min	0' min	0' min	40 sf per unit	None or 1,000 sf, depending on size	None	1.5 per 1,000 sf
150 units/acre	85%	90%	0' min	0' min	0' min	40 sf per unit	None or 1,000 sf, depending on size	None	1.5 per 1,000 sf
200 units/acre	85%	90%	0' min	0' min	0' min	40 sf per unit	None or 1,000 sf, depending on size	None	1.5 per 1,000 sf

Ashby BART area would be subject to a negotiated development agreement, consistent with the policy specific Plan for the Ashby BART subarea, in Policy 3.7 of this Chapter.

Development Standards (Tier 4: at least 25% of Total Units Affordable, Mix of									
Maximum Density (units/acre)	Max lot coverage		Required setbacks (from lot line) ^{2,3,4}			Usable open space (sf per unit) ⁵		Commercial Parking	
	Interior lots	Corner lots	Front	Side	Rear			MIN.	MAX.
100 units/acre	90%	95%	0' min	0' min	0' min	40 sf per unit	None or 1,000 sf, depending on size	None	1.5 per 1,000 sf
150 units/acre	90%	95%	0' min	0' min	0' min	40 sf per unit	None or 1,000 sf, depending on size	None	1.5 per 1,000 sf
200 units/acre	90%	95%	0' min	0' min	0' min	40 sf per unit	None or 1,000 sf, depending on size	None	1.5 per 1,000 sf

Ashby BART area would be subject to a negotiated development agreement, consistent with the policy specific Plan for the Ashby BART subarea, in Policy 3.7 of this Chapter.

Figure 3-3 Plan Area Maximum Height by Subarea



DESIGN

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BULK

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New Buildings.
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Buildings. Design
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ts, plazas, open



Upper story setback and unique corner treatment

- **Use Ground Floor Articulation.** Use ground floor articulation (recesses, structural bays, varied setbacks, etc.) to create a pedestrian scale along the sidewalk.
- **Distinct Building Levels.** Design buildings with a distinct ground floor, middle, and top.
- **Vary Facade Details for Visual Interest.** Vary materials, color, texture, ornamentation, and/or other facade details to provide visual interest, reduce the perception of height, and distinguish between upper and ground floors.

2. HORIZONTAL AND VERTICAL ARTICULATION

Incorporate the following design strategies for horizontal and vertical articulation in new buildings:

- **Vary Horizontal Length of Facades.** Incorporate massing breaks, projections, architectural details, and variations in materials and color to break up the horizontal length of facades. Provide some form of architectural articulation every 25 to 50 feet to promote visual interest and a comfortable pedestrian scale.
- **Varied Architectural Elements or Roof Forms.** Integrate architectural elements or varied roof forms at regular intervals to articulate long horizontal rooflines along street frontages.
- **Break Up Vertical Height of Buildings.** Use setbacks, recesses, structural bays, articulation in wall planes, architectural details, and variations in materials and color to break up the vertical height of buildings.

3. DISTINCT BUILDING FORMS AND MATERIALS

Incorporate the following design strategies for distinct building forms and materials to distinguish development along the Adeline Corridor:

- **Custom Details.** Incorporate custom details to avoid generic architecture.
- **Compelling Architecture.** Leverage the angled orientation of Adeline Street to create interesting and compelling architecture. Flatiron buildings are encouraged on angular lots.



Horizontal and vertical



Vertical and horizontal structural bays and materials

TREATMENTS

unique attention
ing strategies:

Minimize setbacks
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public entrances
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lements such as
ation, variation in
ency, and unique

As an alternative
accessible plazas
building frontage.

the design
obile parking
t the pedestrian
e following design

arking and vehicle
thin, or under

shallower lots (less
, surface parking
ructured parking
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up more of the
an the building.

ways and garage
ssing sidewalks.

tage. Structured
s a frontage onto
use appropriate
x facades, green
etc.) to minimize



Special corner treatment



Parking lot located behind building

3.4 NEIGHBORHOOD TRANSITION

Ensure that new development provides appropriate transitions in height, bulk, and intensity to adjacent residential neighborhoods along the Adeline Corridor.

New development should seek to transition to lower-intensity through the following strategies:

- **Rear Massing** – New development should seek to transition to lower-intensity through the following strategies:
 - **Rear Massing** – New development should seek to transition to lower-intensity through the following strategies:
- **New Development** – New development should seek to transition to lower-intensity through the following strategies:
- **Privacy for Residents** – New development should seek to transition to lower-intensity through the following strategies:

Context-sensitive design transitions are an important strategy for ensuring that new development is aesthetically integrated with the neighborhood and respectful of its existing character and scale. Height transitions are particularly important across the street from existing residentially-zoned properties, or in places where development is adjacent to the rear of lower-intensity residential parcels. The guidelines below help to focus the bulk of buildings toward commercial areas and along Adeline Street, while stepping down to existing low-intensity residential neighborhoods. This strategy has been used along other corridors in Berkeley – including along University Avenue, San Pablo Avenue, and Shattuck Avenue.



Examples of an architectural and massing transition between higher intensity houses

GROUND FLOOR FRONTAGE AND FACADES

Ground floor uses the Adeline to contribute to experience and

level front of a important strategies pedestrian-oriented facade design play a role that contribute to memorable and defined ground floor and interesting

details can make the sidewalk feel more inhabited and active, discourage crime by providing “eyes on the street,” and contribute to a feeling of ownership and stewardship for those that visit, live, and work along the corridor. There are some elements of good frontage design that should be used in all types of buildings, and others that may vary by ground floor use, as described below.

1. GUIDELINES FOR ALL GROUND FLOOR USES

The following design guidelines apply to all types of ground floor frontages in the Plan Area:

- **Setback Regulations.** Locate buildings according to the setback regulations in Table 3.4 Site Development Standards.
- **Minimum Setback.** When possible, build to the minimum setback to establish a streetwall close to the pedestrian realm. Minor variations in building facade and publicly accessible plazas or open spaces are also encouraged.
- **Active Uses.** Wherever possible, active uses of all types are strongly preferred



Murals and historic architecture create an attractive, interesting frontage

on ground floors. This includes retail and services, restaurants and cafes, community rooms and kitchens, building amenities, small professional offices, recreation and arts facilities, residential lobby spaces, and/or individual residential unit entrances and stoops.

- **Facades Facing Public Street.** For non-residential space, design all facades facing a public space (street, sidewalk, open space, or walkway) to be active, transparent, and visually interesting. Variations such as changes in color, material, and/or texture are encouraged.
- **Reduced Blank Walls.** Blank walls (facades without doors, windows, landscaping treatments, or other elements of pedestrian interest) should be less than 30 feet in length along sidewalks, pedestrian paths, or open space.
- **Humanizing Design Elements.** Provide awnings, signage, and other humanizing design elements to generate a pedestrian scale.
- **Vary Ground Floor Facades from Upper Floors.** Design the street-facing facades of ground floors with a distinctly different character from upper floors (distinguished by a greater floor-to-ceiling height, greater articulation, finer design details, unique colors, enhanced ground floor entrances, and/or architectural variation).



Setback provides an



Changes in color and

Table 3.6 Summary of Numerical Frontage and Facade Guidelines

Ground Floor Use	Minimum Height	Minimum Transparency % ¹
Commercial	15' floor to floor 12' floor to ceiling	65% - 75% based on location
Residential	12' floor to floor	30%

¹ Transparency percentages apply to the portion of the facade between 3' and 10' above ground

3. GUIDELINES FOR RESIDENTIAL FRONTAGE AND FACADES

The following design guidelines apply to ground floor residential frontages and facades whenever they occur in the Adeline Plan Area:

- **Private Frontage and Public Right of Way Transition.** Provide a physical and visual transition between the public right-of-way and private frontage by including features such as landscaping, stoops, terraces, and/or porches.
- **Direct Pedestrian Access.** Provide direct pedestrian access from all ground floor residential lobby spaces or individual units to the adjacent street, sidewalk, or open space.
- **Ground Floor Minimum Height.** For the ground floor, provide a minimum 12-foot floor-to-floor height.
- **Elevate Ground Floor Residential Units.** Elevate ground floor residential units a minimum of 24 inches and a maximum of 48 inches from the sidewalk plane.
- **Residential Lobby Width Limits.** Limit residential lobbies to a width of 40 feet along street-facing frontage.
- **Transparent Doors and Windows.** Provide at least 30% transparency between 3 and 10 feet (doors and transparent windows) to allow maximum visual interaction between



Example of transparent active retail frontage

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Example of transparent active retail frontage

sidewalk areas and the interior of residential units. Do not use dark or mirrored glass.

- **Entrances.** Provide an average of at least one entrance for every 50 feet of street-facing frontage.

4. GUIDELINES FOR COMMERCIAL FRONTAGE AND FACADES

The following design guidelines apply to ground floor commercial facades along frontages designated for Commercial Uses whenever they occur in the Adeline Plan Area:

- **Front Setback Area Designs for Guests and Employees.** In front setback areas, include landscaping or seating for guests and employees, public amenity areas, and other spaces that promote gathering, social activity, and pedestrian activity.
- **Ground Floor Minimum Height.** For the ground floor, provide a minimum 12-foot indoor floor-to-ceiling height.
- **Employee Entrances.** Provide at least one main entrance for employees and the public accessed from the primary street frontage or adjacent sidewalk.
- **Transparent Doors and Windows.** Provide at least 65% transparency between 3 and 10 feet (doors and transparent windows) to allow maximum visual interaction between sidewalk areas and the interior of office spaces. Do not use dark or mirrored glass.
- **Window Glazing.** Window glazing should provide a high degree of light transmittance and be non-reflective.
- **Entrances.** Provide an average of at least one entrance for every 100 feet of street-facing frontage.

5. CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Use Crime Prevention through Environmental Design strategies (CPTED) in the design of new buildings and building frontages, particularly where there are transitions from public to private space:



Door yards provide private space

- **Location.** Locate spaces along
- **Eyes on the street** through lighting.
- **Private and physical** and private and p
- **Prevention.** Landscaping t into unmonit
- **Maintenance** space; remov broken prop
- **Doors.** Ens facilities are controlled. C building entr units should a

RESOURCES, HISTORIC N, AND ADAPTIVE REUSE

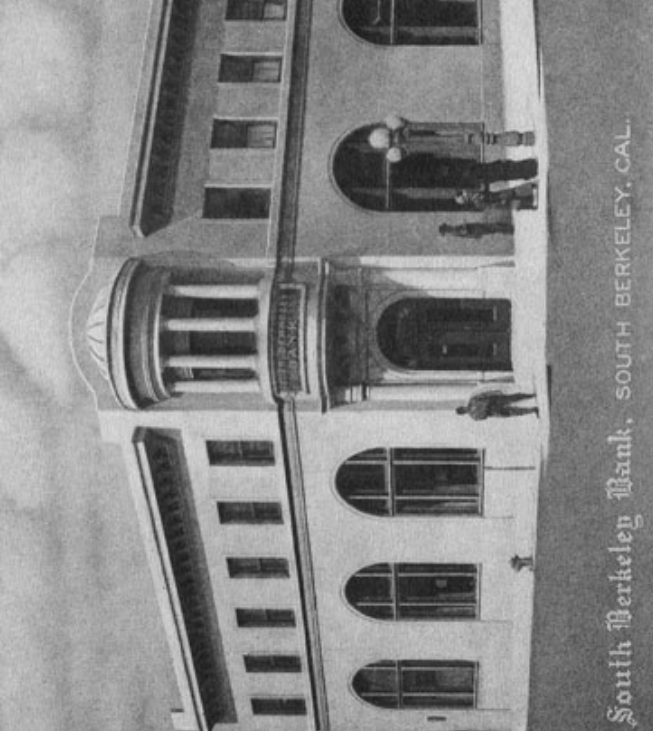
Strategies to support adaptive reuse:

Adapt, and
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- **Historic Preservation Zoning Incentives.** CEQA historic resources or potential CEQA historic resources will not be required to provide new parking or open space to convert from a commercial to residential use or vice versa. Also, if a CEQA historic resource or a potential CEQA historic resource is incorporated as part of a larger project, that area that is incorporated will be exempt from parking and open space requirements.
- **Historic Resource Evaluation.** Identification of historic and cultural resources is an important step to historic preservation. The City currently requires project applicants to prepare Historic Resource Evaluations (HRE) for projects involving demolition or major alteration to a structure or building that is more than 40 years old. In addition to this practice, the City could consider seeking grant funding to prepare a Plan Area-wide HRE (as was prepared for the Downtown area) to identify any remaining resources that should be protected.

- **Historic Recognition.** Appreciation for historical resources within the Plan Area, including physical and online interpretative materials on the history of the area and its communities should be implemented whenever possible. Examples include enabling the placement of history plaques and ensuring the City's online GIS Portal featuring Historical Resources and Districts is updated periodically with the most up-to-date information. Uplifting community assets and history are also discussed in Policy 5.7 Placemaking and 7.4 Streetscape Amenities, Lighting and Wayfinding.

Many structures of the Adeline Plan historic districts. Resources are shown in the description serving historical critical strategy for character, promoting community, provide a valuable economy, image and long-term to the long-term values and historic buildings sizeable landmarks ide an emotional e that cannot be historic structures for smaller-scale asses looking for accessible to the oric preservation ne South Adeline portions of the ne North Adeline ques District and nted around the nd Ashby Avenue.



Historic: South Berkeley Wells Fargo Bank



Historic: Lorin Theater



Current: Rest



Current: Phi

Table 3.7 Known Historical Resources

Figure 3.3

ID #	APN	Address	Year Built	Name
1	54-1722-6	2750 Adeline St	1906	Frederick H. Dakin
2	53-1598-16	2970-2976 Adeline St	1905	Adeline St
3	53-1598-17	2982 Adeline St	1910	
4	53-1598-18-1	2988-2990 Adeline St	1905	Hoffman Building
5	52-1592-16	3021 Adeline St	1901-02	
6	53-1592-15	3025 Adeline St	ca. 1901	
7	53-1592-14	3027 Adeline St	1905	William Clephane C
8	53-1595-9-3	3031-3051 Adeline St	1922	Hull & Durgin Fune Chapel of Flowers
9	53-1703-7	3061 Adeline St	1910	
10	52-1551-8-1	3192 Adeline St	1909	T.M. Luicks Nichelol
11	52-1530-5	3228 Adeline St	1903	Carlson's Block
12	52-1531-1	3250 Adeline St	1903	India Block
13	52-1531-2	3258 Adeline St	1923	
14	52-1531-3	3264 Adeline St	1925	
15	52-1531-4-2	3278 Adeline St	1928	
16	52-1531-5	3280 Adeline St	1953	
17	52-1531-6	3286 Adeline St	1906	South Berkeley Bar
18	52-1532-4-3	3332 Adeline St	1920	Lorin Theater
19	53-1598-20	1979-1981 Ashby Ave	1907	
20	53-1598-19	1985 Ashby Ave	1905	Webb Block
21	55-1823-13	2120-2122 Dwight Way	1905	Luther M. Williams
22	53-1703-1	1900 Essex St	1936	
23	52-1531-16	1808 Harmon St	1909	IT Theatre, Haws Pl
24	54-1723-2	2727 Milvia St	1940	Berkeley Iceland
25	55-1822-1	2500 Shattuck Ave	1923	George A. Mattern/
26	55-1822-6	2526-2530 Shattuck Ave	1905	Berkeley French La Washing Well

15: Individually listed in the NRHP & CRHR

25: Individual property determined eligible for NR by the Keeper. Listed in the e

35: Appears eligible for NR as an individual property through survey evaluation

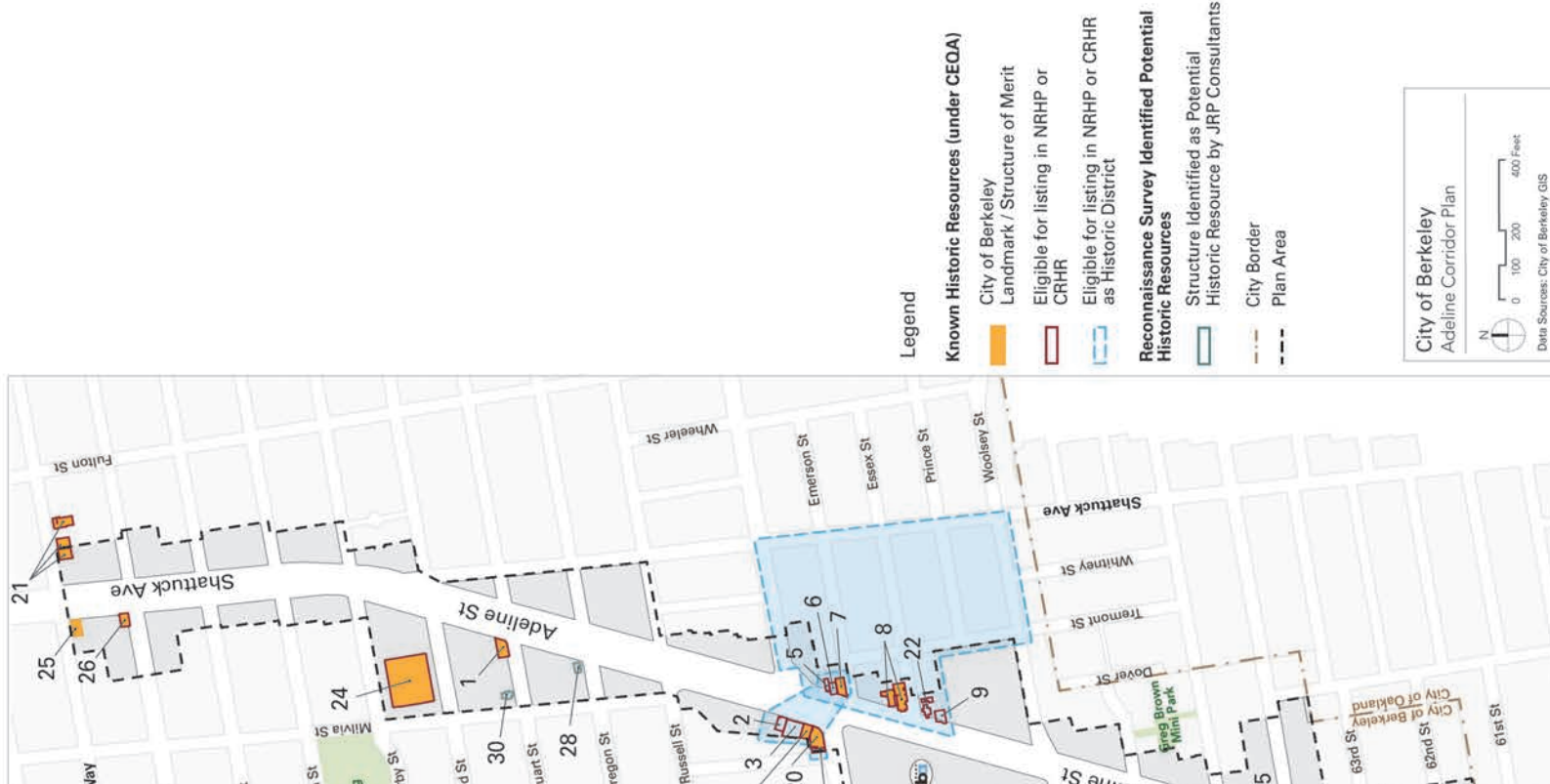
3B: Eligible for listing in the NRHP or CRHR as an individual property and as a c

3D: Eligible for listing in the NRHP or CRHR as a contributor to a historic district

3S: Eligible for listing in the NRHP or CRHR as an individual property

BLM: City of Berkeley Landmark

BSOM: City of Berkeley Structure of Merit



Address	Year Built
1719-1721 63rd Street	1907
2820 Adeline Street	1895
3350 Adeline Street	1920
2005 Stuart Street	1895

...cts potential significance for architectural merit and retention of integrity based on survey only.

...rical Consultants 2015 and City of Berkeley

3.7 ASHBY BART

Future development within the Ashby BART subarea shall provide public space, community-oriented facilities, and affordable housing, consistent with the objectives, parameters, and process outlined in the Adeline Corridor Specific Plan.

The Ashby BART Station is one of the most prominent landmarks and amenities along the Adeline Corridor, with the potential to support and advance all five key topic areas addressed in this Plan – land use, housing, economic opportunity, transportation, and public space.

As stated in Chapter 2, the Ashby BART subarea is envisioned to be redeveloped as a vibrant neighborhood center with high-density mixed-use development that unifies and knits back together the east and west sides of Adeline Street. The Ashby BART development will be a model for sustainable transit-oriented development, incorporating high and complementary commercial and civic uses; public space for community and civic celebrations; and green construction.

The Plan lays the groundwork for future engagement with the community objectives that apply to future development and describing a process for proposals for these sites. Future development in the Ashby BART subarea seven objectives below, which shall be incorporated into any future agreements with potential developers.

OBJECTIVE 1. AFFORDABLE HOUSING. Future development in the Ashby subarea of well-designed, high-quality, transit-oriented development that maximizes restricted affordable homes, serving a range of income levels (e.g. Extraordinary Moderate) and could also include supportive services or other spaces



New development preserves the historic storefront facade



Ground-Floor Uses. As noted in Policy 3.1, the following types of uses shall be required for ground floor uses for the Ashby BART subarea:

- Adeline Street frontage: Ground floor retail or active commercial use required.
- Ashby Avenue frontage: Ground floor commercial use required.
- Martin Luther King Jr. Way: Residential or commercial use allowed on ground floor.
- Tremont, Woolsey and Fairview Streets: Residential or commercial use allowed on ground floor.

Additional Land Uses. Additional land uses that would be encouraged in the Ashby BART area include the following:

- Potential space for a new African American Holistic Resource Center (see Chapter 5 for more information)
- Ground floor retail, restaurants and family-oriented entertainment;
- Affordable space for neighborhood non-profits
- Small, affordable workspaces
- Universally-accessible community event and recreation space, or performance venues.

Construction Phasing. Future development should minimize construction impacts to the Flea Market and other existing businesses, including extensive outreach and engagement as part of developing potential construction phasing plans.

OBJECTIVE 4. PUBLIC ART. Future redevelopment should maximize opportunities to incorporate permanent and/or temporary public art installations that celebrate neighborhood history, cultural heritage and identity (see Chapters 2, 5 and 7 for more information).

music and entertainment events. This space could include dedicated flexible space on the site and/or in a nearby location such as on Adeline Street. The space should be designed with the general and specific needs of the Flea Market and Farmers Market (if the operators of the Markets are interested), as well as allow flexibility for other programming such as the Juneteenth Festival, music and entertainment, civic events, or other public uses – at different times of the week or in complementary locations. This could include dedicated flexible space on the site or in a nearby location such as on Adeline Street. The City will oppose the relocation of the Flea Market away from the BART parking lot without the consent of the designated representative of the vendors, currently Community Services United. The City is committed to supporting the Berkeley Flea Market as it works with BART to redevelop the Ashby BART subarea through the process outlined in the Memorandum of Understanding adopted by City Council and the BART Board of Directors (Dec. 2019 and Jan. 2020, respectively). This process will include engagement with the Berkeley Flea Market individually and through the Community Advisory Group (CAG), which will include a representative from Flea Market management, currently Community Services United.

OBJECTIVE 3. ADDITIONAL DEVELOPMENT PARAMETERS. The following general development parameters will be further refined as implementation steps of this Specific Plan:

Building Height. To achieve the affordable housing goal, climate action goals and maximize community benefits from development of public land, high density mixed-use development is envisioned that are generally up to four to seven stories. The City will continue to coordinate with BART as it refines development parameters as part of implementation of Assembly Bill 2923. In general, development fronting on Adeline Street and Ashby Avenue should “step down” or transition to lower heights where development fronts on Martin Luther King Jr. Way, Woolsey, Tremont and Essex Streets.

community benefits. public land for a significant amount of to safeguard the diversity treasured have correlated neighborhood's improving health for a goal of 100% using, prioritizing Low affordable nished through ent. The amount rdability shall be cess outlined in rstanding (MOU) City Council and Dec. 2019 and Jan. together to develop ealey BART station olve community ffordable housing I land use and ncluding analysis o inform further munity Advisory sion and broader

CE. Any future e or more publicly ated onto the the Ashby BART uld potentially be pace, pedestrian ble event space, e spaces that are perating elements ese elements is (per 7).

Ashby BART west ate a large civic and programmed Flea Market and s Market, as well estival and other

OBJECTIVE 5. I CONNECTIONS. include pedestrian serve users of all a of the west parki following key bicy consistent with t and as described of this Plan:

- Connection c boulevard fac
- Provision of facility along and the inter

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ays (no additional
ity required).

S

s must have Level
s installed (a DC Fast
installed in place
stations).

s to be equipped
ays (no additional
y required).

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ith the exception
and structures,
shall install solar
ms in compliance
pted ordinance.⁶
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chapter 4: housing affordability

is central to families, and Adeline Corridor members have more affordable housing displacement. "hom?" frequently concern that many "e" units are not residents in the

opted a number of programs, to preservation of so taken steps to remove potential development (ms)." While many regional economic feasibility, legal ability to adopt factors continue meeting affordable

This chapter focuses on a four-pronged approach: producing new housing, preserving existing housing, adopting anti-displacement strategies, and addressing homelessness. It recognizes the different constraints and feasibility of various policies and strategies at the Plan Area-level and citywide level; and the importance of the different contexts of City-owned/public land and privately-owned land in order to achieve the goal of maximizing affordable housing. Production of new affordable housing units on vacant and underutilized sites must be a very high priority along this corridor. One of the top priorities of this Plan is ensuring that a high percentage of new housing is affordable. Some projects may be 100% affordable, some may include a combination of affordable and market rate housing (e.g., "mixed-income"), and some may be entirely market rate. The "Affordable First" strategy outlined in this chapter commits the City of Berkeley to a goal that at least half of all new housing development in the Adeline Corridor over the next 20 years is income-restricted affordable housing, including housing for the lowest income, highest need populations. The Plan also recognizes the need for housing at all income levels and aspires to affordable housing goals that are achievable. This means that affordable housing must be built concurrently with market-rate development, and that the City's requirements do not inhibit construction or result in untenable development costs.

IT?

process by which a household is forced to move from its residence - into a neighborhood that was previously accessible to them because of

ment Project

Figure 4.1 Existing Affordable Housing



LE HOUSING"?

ed affordable if housing costs do not exceed 30 percent of household generally discussed in terms of different income groups. Households as **Extremely Low-Income**, **Very Low-Income**, **Low-Income**, or in household size and how household income compares to the Area her households of the same size. Income limits for each household established annually by State and Federal agencies. These income e the maximum rents or sales prices for "affordable housing" units.

r sales price restrictions is often called "affordable housing." Berkeley ress affordable housing including non-profit income-subsidized units (single development) and "Below Market Rate" or BMR units (included velopment project). Affordable housing generally provides housing ise could not afford adequate housing at market rates.

oes not build affordable housing. Rather, the City collects fees from al or commercial development that it pools with State and federal ty's Housing Trust Fund (HTF). With approval from the City Council, support non-profit developers' affordable housing projects. Market- tion to pay fees into the HTF or build affordable housing units (at ility) on-site as part of a proposed project. The developer signs a hat the units are income restricted for the life of the project.

eley



A rendering of 1601 Oxford St.
Image: HKIT Architects

cls

WHAT IS "AREA MEDIAN INCOME"?

Percentages of Area Median Income (AMI) are frequently used in affordable projects. The area median income is the household in middle -- household in a region. Typically, to be eligible, your income of the AMI for your size household, depending on the property. Sample person or four-person household is shown below.

Table 4.1 Income Categories

Household Size	Extremely Low Income (ELI) <30% AMI	Very Low Income (VLI) Up to 50% AMI	Low Income Up to 80% AMI
One Person	\$26,050	\$43,400	\$69,000
Four Person	\$37,150	\$61,950	\$98,550
Unit Size			
Studio	\$651	\$1,085	\$1,736
One Bedroom	\$697	\$1,162	\$1,860
Two Bedroom	\$837	\$1,395	\$2,232

Source: U.S. Department of Housing and Urban Development 2019 Sample Income L Allocation Committee (TCAC). Note that the TCAC does not set 120% rents; these were TCAC's methodology.

NS, PROGRAMS AND

strong history of protect existing displacement and affordable housing. are administered by the City and Community Development Department. Housing Department and Planning Department.

City's General Plan for housing goals, existing and increasing affordable housing. 2015-2023 Housing Department period of 2023 as required by the City Law. The most recent is summarized below.

Information

Information and below-profit and below-market developments including leasing and development. www.cityofberkeley.org also includes information on affordable housing and homeless housing in the region, including the Home Bay Area.

Bond Funding

Voters authorized the issuance of bonds to finance a variety of projects for a variety of purposes and target areas.

Affordable Housing, Anti-Displacement and Homeless Funding (Measure U1 and Measure P funding from the City's General Fund)

Voters in Berkeley approved Measure U1 in 2016 which included an increase in the Business License Tax charged on properties that consist of five or more residential units. In 2018, Berkeley voters approved a one percent tax increase on property sales and transfers over \$1.5M to help fund services for Berkeley's homeless population.

Affordable Housing Mitigation Fee

The City enacted an Affordable Housing Mitigation Fee in response to a court ruling preventing cities from requiring affordable rental units be included in new developments. As a result, developers of new market-rate rental projects must pay a fee of \$37,962 per unit, which is adjusted bi-annually to reflect the California Construction Cost Index. Developers can reduce this fee by including units affordable to low-income households, and the fee is waived if at least 20% of a development's units are affordable (with half affordable to Very Low-Income households and half to Low Income households.) Revenues generated from these fees go to the City's Housing Trust Fund and are used to develop or preserve affordable housing. The legislature has recently enacted new laws that could allow the City to require that new rental development projects include affordable units instead of the mitigation fee; the issue is being studied further.

Commercial Linkage Fee

The commercial linkage fee is levied on developers of new commercial development to support affordable housing. Fees range from \$2.25 to \$4.50 per square foot, depending on building use, and increase bi-annually based on the California Construction Cost Index. Revenues from these fees go to the City's Housing Trust Fund.

Condo Conversion Limits

The City's Condominium Conversion Ordinance restricts property owners from converting rental units to condominiums. Condominium conversion removes multi-family rental housing from the market, which can decrease the number of units available to renter households. Berkeley's ordinance limits condominium conversions to 100 units per year, and assesses a fee per unit that goes to the City's Housing Trust Fund. Property owners can reduce this fee to under 10% of the sales price of the condominium if they enter into a regulatory agreement that limits rent increases on their tenants. Tenants also are provided the first right of refusal to purchase the property at time of sale.

Demolition Ordinance

Berkeley's Demolition Ordinance regulates the demolition, conversion and elimination of Berkeley's existing housing stock. Property owners or developers who wish to demolish tenant-occupied housing are required to provide existing tenants with a one-time allowance for relocation expenses, compensation for moving and storage expenses, and to subsidize the displaced tenants' rent differential in a comparable replacement unit until new units are ready for occupancy. Tenants who are displaced due to demolition are provided with the right of refusal to move into the new building at the rent that would have applied if their former units had remained in place. Owners or developers are also required to either pay a mitigation fee for each demolished rental unit or to create permanently affordable replacement units.

Density Bonus

The State's Density Bonus Act encourages residential development with a density greater than is allowed by the project inclusionary income housing ordinance and calculates a bonus on the number of income level targeted by the proposed project.

Ellis Act Implications

The Ellis Act establishes the rental market for residential rental property owners of the intent to vacate the market (one-year or disabled tenants) or relocation assistance to re-establish the rental market within the market.

Eviction Prevention

The City's Housing Department provides financial assistance to non-profit households can to \$5,000 to provide permanent housing in the East Bay Community Development Corporation program.

Housing Trust Fund

A Housing Trust Fund is a public fund dedicated to affordable housing. The Trust Fund in 1991 was established from a variety of funding sources including Affordable Housing Bonds, Commercial Linkage Fee, Development Block Grant, federal HOME Investment Partnerships Program, Community Service Block Grant, Request for Proposals, and other housing sponsors.

the construction, of local affordable sponsors typically outside funding credits, to finance g developments. f funds available significantly with the ds have declined nt for a significant

Rent Stabilization Program

The Rent Stabilization Program provides information and counseling to landlords and tenants, calculates and certifies rent ceilings, offers free mediation to resolve rental housing disputes, conducts hearings related to habitability complaints and rent adjustment disputes, and offers a variety of free workshops and seminars for both landlords and tenants.

Rent Stabilization Board

The Rent Stabilization Board is a government body composed of nine elected commissioners. The voters amended the City Charter to have the elected Rent Board implement the Rent Stabilization Ordinance, and its staff provide information and counseling to landlords and tenants, calculate and certify rent ceilings, conduct hearings related to rent adjustment disputes, and maintain a database of registered rental units. The Rent Board collects fees from rental properties, which funds the administration of programs related to the Rent Stabilization Ordinance.

Senior and Disabled Home Rehabilitation Loan Program

The Health, Housing and Community Services Department manages the Senior and Disabled Rehabilitation Loan program, which facilitates essential health, safety, and accessibility repairs for low-income senior and disabled homeowners; enabling them to remain safely in their homes. This program provides eligible Berkeley homeowners with interest-free, deferred payment loans of up to \$100,000.

Small Sites Program

The City is developing a "Small Sites" multifamily housing loan program to preserve existing, "naturally occurring" affordable rental units in Berkeley, and protect tenants vulnerable to Ellis Act evictions. Through the Small Sites program, the City will provide funds to affordable housing developers to acquire multi-family properties, renovate them to address urgent health and safety issues, and record long-term regulatory agreements to preserve affordability.

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Tenant Buyout Ordinance

The Tenant Buyout Ordinance provides rights and obligations to tenants and landlords entering into "buyout" agreements. Such agreements include a promise by the tenant to permanently vacate a controlled rental unit in Berkeley in exchange for compensation from the landlord. Landlords must provide tenants with a written disclosure of tenants' rights prepared by the Rent Board prior to making any buyout offer. Tenants have the right to rescind any buyout agreement at any time during the first 30 days after all parties sign.

Tenant Protection Ordinance

The Tenant Protection Ordinance prohibits illegal evictions through the use of fraudulent and/or misleading representations, intimidating conduct, and coercive conduct. The ordinance requires landlords to provide notice to tenants disclosing the existence of the Ordinance's protections on a form prepared by the city. This disclosure notice is required to be provided at the inception of any tenancy beginning after April 2017, and must be included with any eviction notice. Failure to include this notice is a defense to an eviction.

HUD's Mainstream Voucher Program

The U.S. Department of Housing and Urban Development (HUD) issues notices for housing authorities to apply competitively for allocations of Mainstream Vouchers. Berkeley's Housing Authority (BHA) has been allocated two rounds thus far: 40 Mainstream Vouchers in 2018 and 30 in 2019. These vouchers support a specific target population of non-elderly (between the ages of 18 – 61) disabled, homeless or at risk of homelessness; current clients in supportive or rapid re-housing; at risk of institutionalization or already institutionalized. Referrals for these vouchers come from BHA's partner organizations: the Homeless Coordinated Entry System (operated by BACS), and two agencies servicing disabled and/or institutionalized populations and the Center for Independent Living, and East Bay Innovations.

HUD's VASH Program

Through HUD-funded applications, the Housing (VASH) and their families housing, while provided through the Affairs (VA). VA HUD-VASH families authorities. Berkeley has received a total HUD, in 2017-2018

Source of Income Non-Discrimination

The City of Berkeley and preserving for all income levels. Berkeley Municipal discrimination in 13.31.010). The July 25, 2017 to provide on the basis of rental assistance or non-profit address program. While procedures to evict ability to pay rent with insufficient income landlords may not refuse to rent source of income

Coordinated Entry Source Center

Berkeley's Coordinated Entry is a policy that the County's comprehensive homelessness strategy. CES sets a standard at least able to serve providing standard coordination. In the Entry happens at the (HRC) which operates system to help emergency shelter other homeless households

Program rents in new

cludes privately-
artments created
using (IHO) (BMC
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ordinances. This
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total of 471 BMR
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Section 8 Housing Choice Vouchers

The Housing Choice Voucher Program, commonly referred to as “Section 8”, provides rental subsidy to low-income families. This tenant-based rental assistance program allows families flexibility in selecting a community or neighborhood in which to live. The voucher covers a portion of the rent and the tenant is expected to pay the balance. The tenant’s share of rent is an affordable percentage of their income, which is generally between 30 to 40 percent of their monthly-adjusted gross income for rent and utilities. Seventy-five percent of new vouchers issued must be made available to families earning less than 30 percent of the area median income (AMI). The program is the largest United States affordable housing program funded by the Department of Housing and Urban Development (HUD).

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HOUSING AFFORDABILITY GOAL
EQUITABLE ACCESS TO HOUSING
BY PRODUCING NEW AFFORDABLE
HOUSING, PRESERVING EXISTING
AFFORDABLE HOUSING, AND PREVENT
DISPLACEMENT.

4.1 NEW HOUSING BALANCE - 50% AFFORDABILITY TARGET

Ensure for at least 50% of all
new housing units produced
along the Adeline Corridor
over the next 20 years as
income-restricted housing and
affordable at a range of income
levels including the lowest
income and highest need
households.

The Adeline Corridor includes a small number of sites that would be appropriate for additional housing to help meet the neighborhood’s (and region’s) dire need for more housing. But many in the community fear that this scarce opportunity for building will be used primarily to meet the needs of higher income residents. It does not have to be this way. This plan commits the City of Berkeley to the goal of ensuring that at least 50% of all new housing built in the Adeline Corridor over the next 20 years will be income restricted permanently affordable housing serving a range of incomes. A 50% goal is not a panacea, but it helps ensure the benefits from new development will serve lower-income residents.

This will not be done. The strategy will facilitate the City’s goal.

The proposed strategy is a combination of including low income and larger 100% affordable housing. The strategy builds on key publicly owned housing funding tools to increase affordable housing site affordable housing market rate projects plan’s height and 3, Policy 3.2). make it practical affordable housing incomes. Building as possible now in permanently remains vibrant generations to come.

While it is not possible to increase the number of new housing units in the Plan Area, but

this plan projects
units over the next
Specific Plan Draft
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detail on projected
these sites were
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CON

unities, South Berkeley already has a high share of income-restricted
cent years, research on economic mobility has led to a growing concern
fordable housing. Research has shown that children, in particular, are
high concentrations of poverty. This has led policymakers at the local,
a higher emphasis on economic integration and 'access to opportunity'
fordable housing. In light of this trend, some may argue that planning
housing in the Adeline corridor is inappropriate. But it is important
of the history of disinvestment in the area, the Adeline Corridor is a
ghborhood, with very strong transit access, access to jobs, high quality
care facilities.

ate of future development is modest, even if a high share of *new* housing
d affordable housing. the majority of all housing in the neighborhood

100 units of deed-restricted affordable housing.
The on-site affordable housing incentive
described in Chapter 3 aims to encourage a
higher share of projects to choose to provide
on-site affordable units and provides benefits
to projects that include as much at 50% of base
units as affordable housing (half low-income and
half very low income). However, our economic
analysis indicates that, even with the incentives,
including such high shares of affordable housing
will not be economically feasible for most
projects. As a result, it is likely that the share of
affordable units in mixed-income buildings will
remain well below 50%.

However, assuming that even a handful of key
public sites (most notably the BART parking
lots) are reserved primarily for affordable
housing buildings, it is possible to achieve an
overall affordable housing share above 50%
of new housing and a total of more than 725
new affordable housing units. Avoiding a one-
size-fits-all strategy enables a more ambitious
outcome. By maximizing the existing affordable
housing opportunity sites to build primarily
affordable housing buildings in addition to
mixed-income buildings, we can build far more
permanently affordable units than would be
practical any other way. This approach requires
greater transparency and accountability - a
simple requirement of a specific percentage
of affordable units in all projects is easier for
community stakeholders to monitor, but the
benefits of a more nuanced strategy are worth
the trouble.

HOUSING BALANCE ACCOUNTABILITY AND TRANSPARENCY

Accountability is a key concern for many in the
community. There is a widespread perception
that the City has not delivered on promises
made in prior plans for the South Berkeley
neighborhood. How can community residents
be sure that every effort will be made to ensure
that proposed level of affordable housing will
actually be built?

There is no easy way to guarantee that affordable
units will be built. New affordable housing
development relies on complex, layered funds
from a variety of public and private sources. Due
to relatively limited funding and high demand,
there is high competition across the state to
access necessary funds, which are awarded on
a project dependent basis. The proposed levels
of affordable housing will only be possible if
public subsidies are available and much of the
subsidies needed to implement this plan will
require approval by Berkeley and/or Alameda
County voters. In particular, the rate at which
the anticipated affordable housing is built will
depend on the availability of bond financing
(see below). But because the key sites for this
housing are currently publicly owned, the City
has greater ability to ensure that these sites are
not used for another purpose.

In order to ensure that the proposed housing
balance is achieved, the City will annually
produce a summary report identifying the
number of market rate and affordable units
permitted and built since adoption of this plan.

If at any time the number of new unrestricted
market rate units built since adoption of this
plan exceeds the number of new affordable
units built, the area will be considered 'out of
balance.' Once an annual report finds the area is
'out of balance' based on the count of completed
units, the City will review current affordable
housing plans, examine obstacles that may be
impacting the imbalance and discuss strategies
to overcome any barriers in the annual report.

ITE AFFORDABLE HOUSING

ffordable n market / creating for on-site

on-site affordable housing incentive, we can achieve an even higher share of affordable units in exchange for higher densities than current practice would allow.

Chapter 3 outlines a new set of base development standards for the Adeline Corridor. Projects that take advantage of the State Density Bonus will continue to be able to increase the overall density by 35% above this new base in exchange for providing affordable units (either 11% of base units for Very Low Income or 20% for Low Income households). While the specifics vary from site to site, in general the proposed densities are roughly consistent with what recent multi-family housing projects have been able to achieve in the Corridor through the use of use permits together with the State Density Bonus. However, in order to increase the share of affordable units, the City will develop an Adeline Corridor-specific on-site affordable housing incentive program. This program will allow density bonuses of up to 100% in exchange for up to 50% of base units as affordable housing (with half serving Very Low Income and half **Low-Income** households).

concern about ongoing rate of residents suggests affordable units new market rate key goal for the number of units will not solve the take an important neighborhood.

the share of on- through two related ing new density a higher number om market rate oose to apply the by offering a new

le Housing Incentive

Shattuck Subarea		North Adeline and South Adeline Subareas		
Max Density (du/acre)	Max FAR	Affordable Units as % of Total Units	Max Density (du/acre)	Max FAR
120	2.5	(0%)	100	2
168	3.5	14%	140	2.8
204	4.3	21%	170	3.4
240	5.0	25%	200	4.0

If be provided at Low Income (LI) and half at Very Low Income (VLI) levels.
ent in the Ashby BART subarea will be subject to a separate negotiated development
3.8 for more information.

The economic feasibility of the proposed affordable housing incentive program was evaluated during the planning process and is described in more detail in Appendix C. The analysis found that the profitability of typical projects at the increased density together with the increased affordability requirements would be similar to what would be realized by projects using the State Density Bonus (with lower density and less affordable housing). While many projects will not choose to include the highest levels of affordability available under the new Adeline-specific program, the proposed program makes high levels of affordability a practical option under current market conditions and this option may become even more attractive as market conditions, state laws, and available financing tools change in the future. It may be desirable to offer additional options to providing the required on-site affordable housing in order to maximize the creation of deed-restricted affordable housing. Options include providing the required affordable units off-site as newly constructed units or through the acquisition and rehabilitation of existing development as permanent, deed-restricted affordable housing under certain circumstances. A potential framework to consider for an off-site affordable program for the Adeline Corridor should include:

- Replacement ratio of units;
- Location requirement (e.g. off-site units should be located in South Berkeley
- Timing: units at the “receiving site” should be made available either concurrently or prior to the units at the “sending site”;
- Acquisition and Rehabilitation: a physical needs assessment should be developed to identify that the units being acquired are rehabilitated to a comparable level of amenity and useful life to the otherwise required amount of (new) on-site affordable housing. Additional research would be

WHY NOT AFFORDABLE

As part of the Adeline Corridor, a series of “what-if” scenarios were developed to determine the feasibility of housing requirements. The analysis showed that, in some cases, indeed, support for higher densities would be too high to move forward. So instead, the City is moving forward with a density incentive program for affordable housing. As well, in order for the program to work,

required to development enforcement ensure compliance well as how of units (a have some requirement

- Length of constructed required to be for either the of the initial During the plan expressed a the amount housing alone explore additional or incentivized corridor, such Housing Miti eliminating t on-site deve

DEVELOPMENT

provide the most for significant development. To a large extent, the goals outlined in the Housing Tax Allocation with BART to provide affordable housing units

been completed, and it is not clear how many units will be built on each lot. The map indicates that the sites are between 500 to 650 units in size, with the east side of the map having 150-250 units. It is not clear whether they could be used for other types of housing.

The sites are used primarily for housing, and in order to achieve the housing goals, the sites would need to be set aside for development of affordable housing. To raise additional funds, the sites could be sold to private developers. For example, the sites could be sold to private developers along with the frontage could be sold to private developers. The public subsidy and the existing sites would be the greatest benefit to the existing sites. This would be the greatest benefit to the existing sites. This would be the greatest benefit to the existing sites.

BART sites for affordable housing is that it is not clear how many units at a time. The sites are heavily used for affordable housing units. The sites are heavily used for affordable housing units. The sites are heavily used for affordable housing units.

the California Tax Credit Allocation Committee (CTCAC), in recent years the average size of projects receiving tax credit allocations has been 81 units and only 2% of the nearly 5,000 projects ever funded in California have included more than 250 affordable units. For this reason, building these sites out as primarily affordable housing will likely require building three to five separate projects in phases over a number of years—or including a market rate component in the development program for the site.

Figure 4.2 Publicly Owned Parcels



QUALITY LEVELS AND TENANT / HOUSING

affordability
enant types
evelopment
orridor.

- Student housing (primarily closer to campus in the South Shattuck area)
- Artist housing
- Workforce housing

This Plan calls for an ambitious combination of on-site affordable units included in otherwise market rate projects and new 100% affordable housing projects built with public subsidy in many cases on public land. Under the City's current inclusionary housing program new ownership projects must include 20% of units at prices affordable to households earning 80% or less of Area Median Income (AMI). As described above, for rental projects, developers may choose between paying the Affordable Housing Mitigation Fee for each new unit or providing 20% onsite affordable housing (with half of those units affordable below 80% of AMI and half below 50% of AMI).

By including 100% affordable housing projects, the strategy can reach much further down the income ladder and provide housing for households with even lower incomes and generally greater needs. The Low-Income Housing Tax Credit program is restricted to households earning less than 60% of AMI and the majority of units are priced to be affordable to households earning much less. Table 4.3 shows the mix of incomes served by LIHTC projects statewide. The largest group of units are limited to households earning 40-50% of AMI but 20% target households below 30% of AMI.

Served by Low Income Housing Tax Credit (LIHTC) Projects. Categories)

-40% AMI	40-50% AMI	50-60% AMI
15%	44%	21%

4.5 EXPANDED RANGE OF HOUSING OPTIONS

Encourage new and non-traditional housing models and types targeted towards lower and middle-income residents.

Berkeley has long been a pioneer in new housing models. In order to meet the varied housing needs of the community, the City will continue to encourage and actively recruit new and non-traditional housing types in the Adeline Corridor Area, such as:

- Housing cooperatives
- Co-housing
- Group housing
- Land trusts
- Affordable live-work units
- Below market rate ownership units

As part of this effort, the City could collaborate with existing local community resources, such as Savo Island Cooperative Homes (at Adeline and Ward) or the Northern California Land Trust, to provide education and technical assistance to other groups pursuing similar models of non-traditional housing ownership. The City is currently developing a citywide "Small Sites" multi-family loan program which will provide funding for some of these project types.

4.6 NEW EXPANDED SOURCE

Continue to controlled expand funding to fund affordable

While the Adeline public and private development of to ensure that diverse, a key funding for these

Affordable housing ranging from \$10 per unit dependent served and the to the project. B necessary to achieve housing at the ir could require mo

Luckily, the great State and federal the federal Low program routine to build afford the presence of the Adeline Cor competitive appl as state resource and Sustainable C

However, in order federal and state must provide ke local funding is a outside funding t local projects.

ending affordable housing units in the Bay Area, the City would and 130 million in the 20-year period amounts to \$2.5 million. More than five separate units from the City of Federal housing has been rising it is somewhat can continue for them likely that the increase faster than this additional

property to create and preserve affordable housing. Measure O's affordable housing directive restricts all funding to capital costs related to affordable housing development and preservation. This includes development hard costs (i.e. materials and construction), soft costs (i.e. architecture and legal fees) and delivery costs (i.e. project administration costs). Other important housing affordability programs, such as rent subsidies, operating reserves, or tenant legal services, are not eligible for financing with Measure O funds. The City Council created a Measure O Bond Oversight Committee which is tasked with ensuring that all expenditures are consistent with the slated intention of Measure O.

programs, such as rent subsidies, operating reserves, or tenant legal services, are not eligible for financing with Measure O funds. The City Council created a Measure O Bond Oversight Committee which is tasked with ensuring that all expenditures are consistent with the slated intention of Measure O.

Public Land Donation. When a public agency provides free or reduced cost land for an affordable housing project that reduces the project's need for cash subsidy (by reducing the overall cost). At the time of writing of this Plan, land costs for affordable housing projects in the East Bay range between \$20,000 and \$100,000 per unit depending on the location and density of the project. Providing free or reduced cost land for the proposed affordable housing developments in the Adeline Corridor could reduce the need for cash subsidy by \$10 million or more.

ities and counties using affordable local resources funding for new programs the agree to add an property tax bills to the city or county amount of money by ke pension funds y loaning the city affordable housing annual property bond holders. voter approved sized \$580 million able housing (of tion is specifically erkeley). While a tifically target the y that projects in from any increase using resources.

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4.11 HOMELESSNESS

Continue to implement the 2018 Strategic Update to the Alameda County EveryOne Home Plan to End Homelessness and the City's 1000 Person Plan.

Homelessness is a key concern for the Adeline Corridor, the City and region. Homelessness has been steadily increasing since 2009 in Berkeley, but the last several years have seen an acceleration of this trend—between 2015 and 2017, the last year for which data are available, homelessness in Berkeley is up 17%, such that 972 people experience homelessness on any given night in Berkeley. Over two-thirds of those experiencing homelessness sleep unsheltered, in cars, encampments, bus stops, or other places not meant for human habitation. In January of 2016, the City of Berkeley recognized the growing problem of unsheltered homelessness by declaring a shelter crisis. Since that time, the City has responded with a sustained effort to address the problem on two levels: first, by investing in strategies that address the root cause of homelessness, which is the lack of access to affordable housing; and second, with interventions that alleviate the suffering of those living on the streets and the impacts they have on surrounding communities.

General fund contributions through 2019 have totaled \$6.5 million for services alone, and the City receives an additional \$9.8 million in State, County, and Federal funding as well. To help guide these and future investments, on March 12, 2019 Berkeley became the first jurisdiction in Alameda County to adopt the 2018 Strategic Update to the countywide EveryOne Home Plan to End Homelessness, and on February 26, 2019, City staff delivered a comprehensive analysis and cost estimate to end homelessness in Berkeley with the 1000 Person Plan. The strategic recommendations in these two plans will ensure Berkeley spends its limited homeless resources as effectively and efficiently as possible towards the goal of ending homelessness.

CITY OF BERKELEY ACTIONS TO IMPLEMENT A TWO-PRONGED STRATEGY TO ADDRESS HOMELESSNESS CRISIS

1. To alleviate suffering and neighborhood impacts; the City:
 - o **Increased Shelter Beds.** Increased the number of shelter beds continuing 52 bed, low-barrier shelter in the Veterans Building, the city's first Navigation Center, the 45-bed STAIR Center at the June of 2017;
 - o **Piloted Downtown Storage Program.** Piloted a downtown storage program in the courtyard of the Veteran's Building, which opened October of 2017;
 - o **Enhanced Street Outreach.** Enhanced street outreach by leveraging Homeless Outreach Services Act (MHSA) resources for the Homeless Outreach Program, which works with individuals experiencing symptoms of mental health issues, UC Berkeley to hire a full-time outreach worker in People's Park;
 - o **Fund Other Shelter Programs.** Funds four other year-round shelter programs: beds for single adults and 18 beds for families; funds four transitional housing units with 64 beds for transition-aged youth, families, people recovering from substance use and women fleeing domestic violence;
 - o **Fund Access to Basic Needs.** Funds and supports access to basic needs including laundry, food, sanitation and toilets, income and benefits, and other services;
 - o **Fund Increased Trash and Sanitation Services.** Will administer the Emergency Aid Program (HEAP) funds to increase trash collection, support shelter programs, increase the number of second locker program, and perform outreach to people living in unsheltered housing.
2. To improve the availability of affordable housing options, the City:
 - o **STAIR Center.** Opened the East Bay's first Navigation Center, a 45-bed, low-barrier and service-rich shelter that targets people experiencing homelessness for intensive case management and time-limited housing subsidies to permanent housing;
 - o **Permanent Supportive Housing Subsidy.** Administers 260 permanent housing subsidies for homeless people with disabilities;
 - o **Coordinated Entry System.** Became the first jurisdiction in Alameda County to implement the Federally-mandated Coordinated Entry System in 2016, providing a centralized system for homeless people seeking shelter, housing, and case management;
 - o **Berkeley Way.** Prioritized the development of Berkeley Way as a new housing project ever, which would add 53 permanent supportive housing units for homeless people;
 - o **Measure P.** Received approval from the voters in November 2016 for a high-value real estate transactions (Measure P) to generate \$100 million in services, and issue a \$135M bond (Measure O) to create and fund a new homeless services center in Berkeley.

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chapter 5: economic opportunity

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of Lace and Textiles, a well-known specialty
store in lace and needlework for artisans
and Stone Mountain & Daughter, a specialty
fabric store that features classes, events,
and exhibits. These stores attract customers
from throughout the Bay Area and beyond.

- **Goods and Services.** A few long-standing
businesses attract customers from areas
beyond the Plan Area such as Berkeley Bowl,
an iconic Berkeley business that is among
the City's largest private sector employers.
Sports Basement is one of the largest
retailers in the City. In the northern part of
the Plan Area, new and long-standing auto
dealerships contribute substantial sales tax
revenue.

- **Outdoor Markets and Festivals.** The
Adeline Corridor is home to the Berkeley
Flea Market, a neighborhood institution
established in 1975 that operates on
weekends at the Ashby BART Station
west parking lot, and the South Berkeley
Farmers' Market that has been operating
on Tuesdays at its current Adeline and 62nd
Street location since 2012. In addition, the
five-block area of Adeline between Ashby
and Alcatraz Avenues has also been home
to the annual Juneteenth Festival since
1986—a celebration that attracts visitors
from all over the region and beyond.



The Black Repertory Group

- **Non-Profits and Community Organizations.** In addition to public social
service agencies, the Adeline Corridor is
home to a wealth of non-profit community
service organizations and churches that
provide a range of services such as job
training, legal assistance, housing, medical
and mental health services, and banking/
financial assistance for the community,
including the homeless, low-income,
seniors, youth, and disabled communities.
Examples of these organizations include:
the Drop-In Center, Healthy Black Families,
Inter City Services, Ed Roberts Campus,
East Bay Center for the Blind, Youth
Spirit Artworks and Rebuilding Together.

During the planning process, many community
members voiced their desire to enhance local
qualities that could attract more businesses and
customers to the Corridor while simultaneously
addressing the issues that currently create
challenges for the business community such
as the cost, time and complexity of permitting
processes, cleanliness of streets and sidewalks
and need for additional services to assist the
homeless population. A survey of businesses
within the Adeline Corridor found that more
than two-thirds intend to stay and grow,
suggesting sustainability and business strength
in the Corridor. This Plan calls for supporting
that strength and helping to grow existing
businesses, as well as helping new businesses
thrive and expand.

BERKELEY JUNETEENTH FESTIVAL

The first Berkeley Juneteenth Festival took place along the Adeline Corridor in 1986, the same year that news of Lincoln's signing of the Emancipation Proclamation reached the city. The festival has since become the longest running celebration. This free festival features a variety of ethnic food vendors, as well as live entertainment that showcases African American artists and spoken word. The festival is produced by Berkeley Juneteenth Cultural Center, an organization whose mission is "to promote greater societal cohesiveness and pride within the community in historical, family, and cultural activities pertaining to the African American experience."

This chapter outlines strategies to promote businesses, entrepreneurs, and physical environment. Signs, awnings, and cases, these strategies, the City and in other private entities/o/ of both. Fostering intertwined with base, safe and street environment upon these issues Land Use, Housing and Public Space

During the planning process, many community members voiced their desire to enhance local qualities that could attract more businesses and customers to the Corridor while simultaneously addressing the issues that currently create challenges for the business community such as the cost, time and complexity of permitting processes, cleanliness of streets and sidewalks and need for additional services to assist the homeless population. A survey of businesses within the Adeline Corridor found that more than two-thirds intend to stay and grow, suggesting sustainability and business strength in the Corridor. This Plan calls for supporting that strength and helping to grow existing businesses, as well as helping new businesses thrive and expand.



ness, many community members have expressed the concern that with age in the neighborhood, local histories are in danger of being lost and any community-lead efforts to document and commemorate the area's age in the form of public art, oral histories, documentaries, photos and

need to ensure that the assets created from these efforts are preserved, the public in perpetuity. The City should continue to support community-ops to preserve and disseminate existing assets and to build upon past e younger generations, current residents, visitors to the area, the City of aware and respectful of local history.

ous community-lead initiatives to celebrate local history include (from The Invisible Becomes Visible (2018), a community mural about South y muralist Edythe Boone; HereStories, South Berkeley Seniors (2007; recordings and murals at Malcolm X Elementary School based on South South Berkeley Oral History Project (2016), a community oral history community elders, Youth Spirit Artworks, historian Susan Anderson, UC e Project, Berkeley Community Media and the City of Berkeley; Love is a play by Marcus Gardley about the history of South Berkeley performed welcome to the Neighborhood (2018) a documentary about the history of li; and Altars in the Street (1997); a memoir by Melody Ermachild Chavis, neighborhood in South Berkeley in the 90s.



EXISTING PLANS, PROGRAMS AND REGULATIONS

There are a number of existing efforts to celebrate, preserve, and build on the existing economic and community development assets in the Plan Area. These include community-led efforts as well as services offered by the City of Berkeley's Office of Economic Development and Health, Housing, and Community Services Department, which assist local businesses, neighborhood institutions, community organizations, artists, and workers. Major efforts are identified below.

Lorin Business Association

This group of independent business owners and managers, nonprofits, artists, and other stakeholders has existed for decades in various iterations, and has been meeting monthly for several years. In 2014, the group took critical steps towards formalization, including electing officers and establishing a membership structure. In 2017, LBA adopted its own Lorin/Adeline Economic Development Plan for the Lorin District and presented it to the City Council. In addition to establishing a regular forum for businesses and stakeholders, the group markets the District, advocates for policies, and implements other activities to support the neighborhood.

Streamlining City Permitting and Zoning

The City continuously evaluates ways to adjust the zoning and permitting regulations based on market conditions and trends, and reduce barriers and costs for small businesses that want to expand, relocate, or open a second location in this Area. With ongoing feedback and collaboration with the business community and the LBA, City staff will continue to submit recommendations for zoning modifications to support small businesses.

Small Business Development Program

The City of Berkeley's Office of Economic Development provides a variety of services and prospective business owners, including technical assistance, resources, networking opportunities, and strategic advice for the future of the business. The City's Office of Economic Development serves independent businesses that are at risk of closure. During the Adeline/Lorin District process, the City's Office of Economic Development will continue to serve independent businesses, organizations, and members alike. The City's Office of Economic Development will continue to serve independent businesses, organizations, and members alike. The City's Office of Economic Development will continue to serve independent businesses, organizations, and members alike.

Marketing Berkeley

The City of Berkeley's Office of Economic Development works independently with its partners and its partners to highlight Berkeley as a retail and service destination. Berkeley as a place of entertainment, in destination marketing, attract visitors from

Small Business Education

The City of Berkeley's Office of Economic Development provides a series of educational opportunities for small businesses on how to enhance marketing efforts. In addition, these opportunities provide networking opportunities for small businesses.

Workforce Development

The City's Health, Housing, and Community Services Department also pursues strategies to increase livable wage employment opportunities by supporting related community services and working with public and private regional partners. The City has supported local workforce development organizations to provide training, education and job placement for low-income, under-employed, and unemployed residents. These include:

- **Inter-City Services.** Located on Adeline Street in the Plan Area, provides employment, training, and education.
- **Youth Spirit Artworks.** Located on Alcatraz Avenue provides art-related jobs and job training for homeless and low-income San Francisco Bay Area youth, ages 16-25.
- **Biotech Partners.** Operates the Biotech Academy at Berkeley High School, targeting youth from under-represented populations (African American, Latino, South East Asian, female and low-income youth) and those who may be in the fields of science and biotechnology at risk of not graduating from high school.
- **The Bread Project.** Located on University Avenue, provides training in culinary arts and bakery production, and includes the formerly incarcerated and refugees as their target population. They operate a social enterprise (wholesale bakery) that creates opportunities for trainees to obtain crucial on-the-job experience.
- **Rising Sun Energy Center's Green Energy Training Services (GETS).** Provides pre-apprenticeship training for the building and construction trades and careers in green and clean technologies, including solar installation, through classroom and hands-on training.

g Loan Fund (RLF) businesses and or retaining jobs ns to businesses onal commercial d terms that are e used to fund sets, equipment, ate. The City of n Board reviews gible businesses des support and repreneurs and s, maintains, and economy on an es key indicators rkeley's economy cy, commercial graphic statistics n decisions, and aff compiles this South Berkeley, cific Plan Area.

ation

otes sustainable oration with the ss Program. The e and certification lement industry-reenhouse gas waste, improve water, decrease loyee health, and landfill. Certified g advantage with onsumers, while ental impacts.

ECONOMIC OPPORTUNITY GOAL
economic opportunity for South residents and businesses by facilitating job training and workforce development opportunities, active community a thriving environment for community the Adeline Street/South Shattuck

5.1 EXISTING BUSINESS RETENTION AND EXPANSION

Continue to strengthen and maintain existing businesses and non-profits by providing financing assistance, case management, consulting, and other relevant services.

Helping existing businesses survive and grow is a vital strategy to preserve the unique and eclectic character of the Adeline Corridor and ensure its continued economic success. This is particularly important as many of the longtime businesses along the Adeline Corridor are micro- and very small businesses or non-profits that face increasing rents and a changing market for their products and services.

Berkeley's Office of Economic Development (OED) currently provides a range of services to existing and prospective Berkeley businesses, including offering assistance that helps businesses better understand and navigate City processes, as well as connecting potential business operators with commercial real estate brokers, training, networking, and loan/grant opportunities. OED will continue to offer these services and partner

with qualified non-profit or specialized staff business assistance loans, or other profits that the could partner with Renaissance Entrepreneur Equity, East Bay Area Organization (BAOEB), Prosperity City Advisors, Northern California

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rea on Shattuck
o Carleton Street.



The City will leverage partnerships and collaborations with business associations such as the LBA, as well as other long-standing neighborhood institutions in the Plan Area, such as community groups, merchants, non-profits, local churches, and service providers. The City should continue to provide strategic support to assist in the expansion of the activities of existing business associations, including implementing new projects related to building networks and partnerships between new and existing businesses in the Corridor as well as neighborhood marketing, branding, events, and other activities to raise the profile of the neighborhood. For example, the City will continue to use Berkeley Business District Network (BBDN) meetings to connect the network of representatives from the City's commercial district associations and business membership organizations with the City Manager and other City staff and resources. These meetings are critical opportunities to share information on local trends and conditions affecting small businesses, district events, policy issues, and other relevant topics.



Job training and career development services

5.3 BUSINESS IMPROVEMENT DISTRICTS/ORGANIZATIONS

Explore the potential
to establish Business
Improvement District(s) or
similar entity.

A Business Improvement District is an independent non-profit organization funded primarily through property-owners and/or business owners who agree to assess (or tax) themselves an amount that is proportional to a defined set of capital improvements and/or services (beyond those that the City provides). A BID would provide a management entity with reliable resources and transparency requirements (e.g. a Board, work plan and budget) that has a unified voice. This increases a District's clout and ability to work effectively with the City and other civic and social organizations within the community. A BID could be the lead for a number of the strategies in this chapter to: operating "ambassador programs" (where BID's hire staff who usually wear distinctive uniforms, for safety, cleaning, hospitality, outreach, and landscaping services), clean-up and beautification programs, District marketing and promotions, and volunteer coordination and special events.

The concept of a BID has been critical to the success of numerous commercial corridors in Berkeley including: Downtown Berkeley (whose business district now includes the northern portion of the Adeline Corridor from Dwight Way to Carleton Street), North Shattuck, Telegraph, Solano, and Elmwood. A BID could be an effective mechanism to provide property and business owner services and funding to supplement City services. A BID could include the entire Plan Area or a subsection of the Area.

Because approval of a BID requires a majority vote (with votes weighted by the calculated benefit to the property or business), an important first step is for the community to demonstrate that there is support among property owners and business owners to form such a District.

During the co was expressed sometimes be in community goals the unhoused. E community supp should include st existing business particular Black religious instituti Community Fleed ununused people corridor to deter entity could best district. Discussi development of e boundary, desire improvements an to draw upon ir around the cou Denver, Seattle, portion of the p the Downtown B property-based B which collects fe fund Downtown Association (LBAA organization that choose to explor of Economic Dev community group the process.

Figure 5.1 shows well as the geog businesses in the

MENT DISTRICTS (BIDS)

BID formation is a multiple step process that includes preparation of a d engineer that identifies the type of district, its geographic boundaries, activities and budget. Both business-based and property-based BIDs ncil by adoption of an ordinance. Both require a public hearing and ail. If approved by a majority of businesses, the BID is established and d. Types of improvements and activities to be financed are specified at D is limited to improvements or activities specified during formation and py a licensed engineer. BID formation and continued operation requires

Assessment determined? Assessments can be property-based and/or amount and methodology of assessment is determined by the business to the assessment. By law, the amount of each assessment is equal to the ent being provided. Assessment cost is relative to improvement costs services provided.

Figure 5-1 Business Associations and Districts



MARKET AND FARMERS MARKET

Goals and of the Plan outdoor Flea h Berkeley

operating on the lot of the Ashby Market, an important businesses and an temporary social Berkeley's Black Market : The Flea Market it attracts many e of whom may enticed to return local businesses, ions.

Market has been on in the parking 63rd Street since Street at Martin before moving to market is operated open-air market duce and farm- by growers and Farmers Market is ernoons.

s, many people Farmers Market as me also felt that ely supported or lan commits to a ea Market and the an play a greater y, supporting the micro-businesses munity gathering assets, the Plan sage about what what it can be in

The Plan calls for the future redevelopment of the Ashby BART west parking lot to incorporate a publicly accessible plaza that could potentially accommodate both markets,as well as other support community events such as the annual Juneteenth Festival. While this requirement will add some financial challenge to the already ambitious affordable housing goals for the Ashby BART area (see Chapters 3 and 4), retention of the Flea Market in the Plan Area is a key community priority. Building an attractive, new multi-purpose plaza can generate widespread benefit for all the businesses in the Plan Area, as well as the community at-large.

The new public plaza/market space would include improved physical infrastructure and other amenities that both markets currently lack such as: public restrooms, a public stage, electrical and water access, permanent storage space, and weather protection. The plaza would be designed in a way that celebrates the community's cultural history. Refinement of a plaza design should include further consultation with the Flea Market staff and vendors, Farmers Market, and the members of the community. By focusing revitalization efforts around existing assets, the benefits of new development will enhance what the community already values.



Vending and performance at the Berkeley Flea Market

5.5 NEW BUSINESSES AND USES

Attract and encourage new businesses and uses.

Attracting and encouraging new businesses and uses would enhance the vibrancy of the Adeline Corridor. Local business associations are the best positioned to work with property owners of existing space, as well as with developers and property owners of new development to prioritize desired uses. Some of the desired uses identified during the planning process include:

- Food and beverage services, including restaurants and cafes
- Office space, including co-working, artist/maker space, and traditional office space
- Grocery stores and smaller markets with healthy produce
- Entertainment venues and performance spaces
- Theaters
- Family-oriented entertainment

- Community n
- Health cent medical and
- Gyms and fitn
- Food trucks
- Breweries
- Specialty reta

In addition, non-service providers of the Adeline Corridor while promoting job training, ec neighborhood re also home to a r long been neighb venues for co institutions and to remain a valu and will be critica goals for equity opportunity.

AFRICAN AMERICAN HOLISTIC RESOURCE CENTER

The African American/Black Professionals & Community Network (AABHCN) have been leading efforts in the City for the creation of an African American Holistic Resource Center (AAHRC) for the past eight years. The City of Berkeley incorporated plan Berkeley, as a priority, and it is reflected in the Mayor's and Council Member's as well as the City's Strategic Plan (Goal 4, Priority 4.4). The mission of the

"Eliminate inequities and disparities by using community-defined best practices. Culturally responsive services are offered in order to address social determinants of mental wellness and equity across the life span. The AAHRC provides a range of services for an array of educational issues, legal matters and program social and recreation. A strong focal point is on promoting self-awareness and self-empowerment by fostering unity in the African American community."

A 2019 AAHRC Feasibility Study was funded by the Berkeley City Council, the Department of Housing and Community Services Department. According to the study, the "state-of-the-art green building ranging in size of 5,000 - 6,000 square feet, featuring a multipurpose room, library, medical screening room, two therapy rooms, a studio, game room, kitchen, and an office with a reception area."

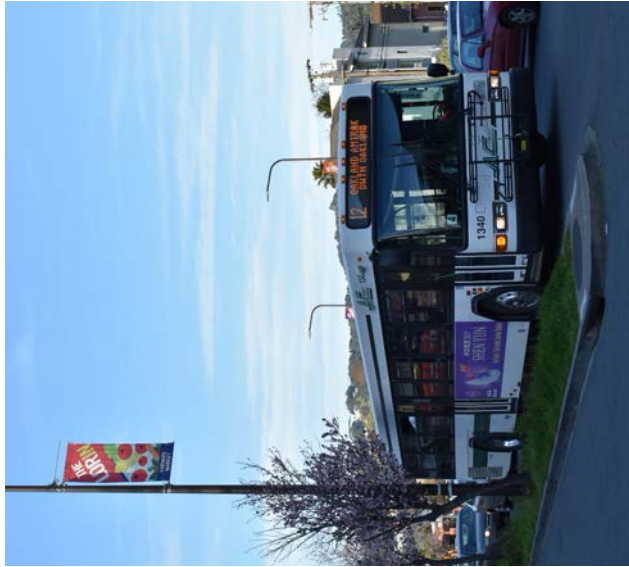
The Feasibility Study identified several potential locations for the AAHRC, including the site of the former Berkeley City Council building, the site of the former Berkeley City Council building, and the site of the former Berkeley City Council building.

BRANDING AND MARKETING

Branding, support.

Strategy can help can be a powerful ities, merchants, n use to attract

scape elements, g materials, social help establish the e of place for the e Adeline Corridor and informational ne's rich cultural y the Corridor's e app could be deline to visitors, featuring cultural t attractions.



Lorin District Banner



Lorin District Plaque

5.7 PLACEMAKING

Ensure private and public realm improvements and programming enhance the identity of the Corridor and the pedestrian and retail environment.

Arts, culture, and placemaking can fuel creativity and innovation, stimulating the local economy and strengthening civic engagement. A more distinctive and active private and public realm would encourage more residents and visitors to come to the Corridor for shopping, dining, and arts and cultural experiences. Programming and improvements should be designed to complement and support Plan Area businesses, non-profits, artists, and other ground floor commercial spaces and users. Examples of private and public realm improvements and programming are provided below. Chapter 7 of this Specific Plan includes additional detail about design and programming for public space along the Adeline Corridor.

- History and Heritage.** The Adeline Specific Plan Area is a diverse community known for its African-American and Japanese-American heritage and history. It also is known for once being part of the Key Route System and civic activism around undergrounding the BART track and civil rights. Economic development efforts should commemorate, celebrate, preserve, and enhance this cultural and historic identity. Examples of policy-based strategies to promote cultural or historic identity include establishing a cultural or historic district, such as the Lorin Historic District, to enhance and promote the cultural identity of the Area.
- Public Art.** Building on the existing murals, sculpture and wealth of artists and art organizations in the Area, an Adeline Corridor public art program could include temporary and permanent installations, and

live performance, cultural identity within the Corridor. City should encourage artists living and working in the Corridor to develop programming as a monthly artists and walking tour. art installation Adeline Corridor associated with improvement and corner curbside. **Public Space** improvements bicycle corridor amenities co-art or a visual that is distinctive subarea. **Visual Gate** important social Area and to the Downtown design treatment visually reinforcing passersby. **Storefront** storefronts; that have a and adequate create a positive pedestrian Area also has buildings that unique character this Specific about design neighborhood pedestrian ac-



Laurel Village Gateway



Laurel Village Gateway



5.8 WORKFORCE DEVELOPMENT

Explore development of a targeted hiring program.

The City has a number of existing hiring programs and requirements. These include Community Workforce Agreements, the First Source Program and the Housing and Urban Development Department's Section 3 program. The City should explore building on these programs to develop a targeted hiring program that requires new businesses in the Adeline Corridor to hire a required percentage local resident that meet defined criteria for construction and non-construction jobs. Examples of criteria that could be used include: low income and/or formerly incarcerated, chronically unemployed or homeless or paying more than 50% of income for shelter, formerly in foster care, lacking a GED or high school diploma, a custodial single parent, receiving public assistance or a US Veteran. Exploration of such a program would include analysis of options to administer, monitor and enforcement mechanisms, as well as potential for linkages to job training programs.

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chapter 6: transportation

oped and divided throughout its history. Commercial districts of the Key Route in the 20th Century. The Ashby in the 1970s removed its, disrupting an American cultural. A legacy of this binary width: at its 80 feet wide. The Plan Area is 160 multiple travel and more in width.

pecific Plan Area, and regional a range of users, transit vehicles, to accommodate movement (e.g. addition to BART are also important the streets.

ess, an important ng safety and the Corridor – an of destinations opulations such people living with the right-of-way rtunity, as well as of the street has

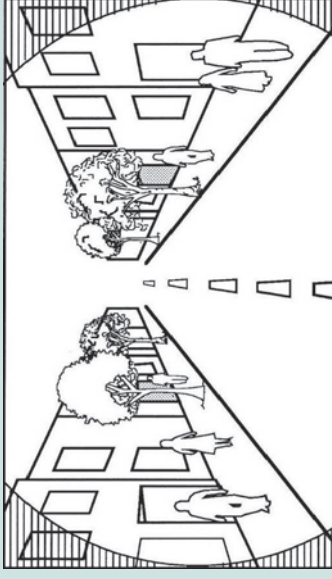
an impact on the mode of transportation people choose to use – whether it be walking, bicycling, transit, or driving – which in turn has an impact on the City’s greenhouse gas emissions and ability to meet the ambitious goals of its Climate Action Plan and Resilience Strategy. In addition, recent innovations in transportation technology – such as on-line ride hailing services, bike-sharing, electric scooters and autonomous vehicles – have dramatically changed the way people get around, and planned mobility improvements in the area need to address these new forms of transportation.

This chapter describes the past and current transportation context for the Adeline Corridor, including existing plans and policies that govern the many layers of transportation planning for the area. It provides overarching policies, a long-term, transformative vision for redesigning the right-of-way, and interim multi-modal transportation improvements that are implementable in the nearer-term. Opportunities for public right-of-way uses other than transportation, such as public space for parks, plazas and/or green infrastructure, are discussed in Chapter 7. All design illustrations in this chapter are conceptual, and will require continued design, engineering, and coordination with local agencies and community stakeholders as they are implemented in the future.

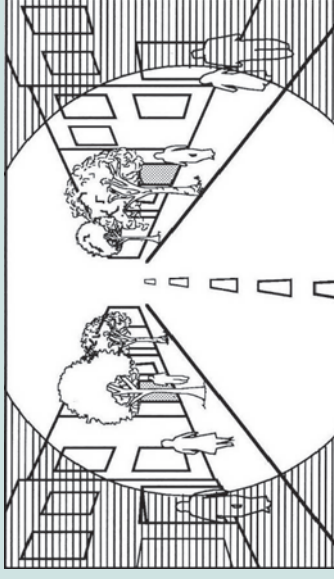
the needs of people walking, driving, cycling, and taking d space. The best street design also adds driving to the value schools located along the roadway.”

DESIGN GUIDE, NACTO (NATIONAL ASSOCIATION OF I OFFICIALS)

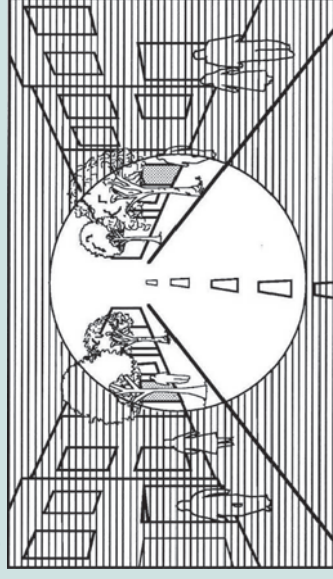
15 MPH



22 MPH



25 MPH



30 MPH



The diagram at left speed reduces the pedestrians, bicy them. It also incre fatality or major i posted speed on hour, though the street widths mea



MISSION GOAL: Provide safe and transportation options that meet needs of all residents, regardless of abilities, and that further goals of the City's greenhouse gas reduction strategy.

REDESIGNING THE STREET

Transportation options that meet needs of all residents, regardless of abilities, and that further goals of the City's greenhouse gas reduction strategy.

humanize what is currently a very auto-oriented street. Adeline Street is designated by the City as a "Complete Street Corridor Study" location in the City's Bicycle Plan. Future infrastructure and mobility improvements along the Corridor should focus on providing safe and convenient travel for all transportation modes and all users, including (note the categories below are not mutually exclusive):

- Seniors, youth, families and persons with disabilities
- Pedestrians
- Bicyclists
- Users and operators of public transportation
- People driving motor vehicles
- Emergency responders
- Movers of commercial goods

COMPLETE

A comprehensive, multi-modal network with safe and accessible streets for all transportation modes, providing a connected network of routes.

6.2 STREET RIGHT-OF-WAY DESIGN

Redesign the Adeline Street and Shattuck Avenue rights-of-way to provide better public space, improve multi-modal transportation access, create a more attractive street, and improve safety for persons of all means and abilities.

LONG-TERM IMPROVEMENTS

Policy 6.2 "Street Right-of-Way" chapter describes how the long-term concept is implemented.

The long-term right-of-way and is anticipated to include refinements and options such as study lanes. This will improve community stakeholder input, City staff, as well as design work including:

- Detailed circulation and curbside deliveries, bus services to provide
- Assessment and curbside deliveries, bus services to provide
- Detailed design details and modes
- Coordination of locations and
- Detailed assessment of capacity of the tunnel
- Detailed landscaping, of the tunnel
- Detailed programming
- Detailed maintenance
- Detailed assessment of needs resulting

Adeline Street presents an exciting opportunity to transform a street that is currently very auto-oriented, challenging for pedestrians and bicyclists, and lacking in usable public space. Figure 6-1 provides a long-term redesign concept for the Adeline Street right-of-way, as well as a portion of Shattuck Avenue. The concept is the result of extensive community feedback to "re-imagine" the street so it functions safely for multiple modes of transportation, while providing more public space for recreation, relaxation, socializing, and civic life (see Chapter 7 Public Space). The right-of-way redesign also supports other community goals, such as providing more sustainable infrastructure and green space, enlivening the street to support commerce and economic activity (see Chapter 5 Economic Opportunity), and creating potential sites for new community facilities or affordable housing (see Chapter 4 Housing Affordability).

The redesign concept is a refinement of street and public space concepts initially presented at the Re-Imagine Adeline public exhibit in 2017, and further refined and presented at a community workshop and online survey in 2018. It reflects community feedback received throughout the Adeline planning process, as well as detailed analysis of issues like emergency access, intersection alignment, bicycle and pedestrian facilities, and the location of underground utilities and the BART tunnel.

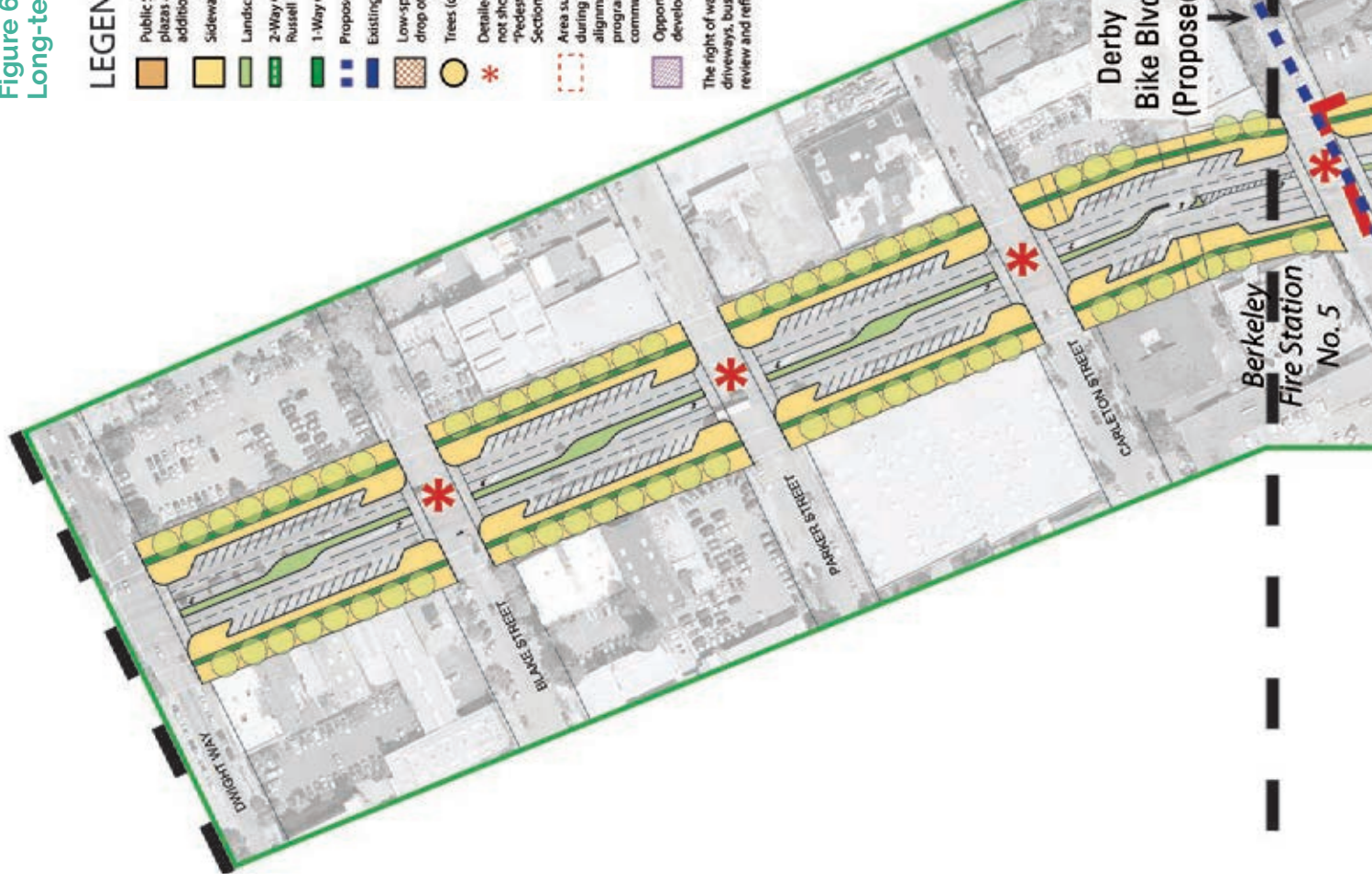
ide an overview
ements included
ay improvement
figure 6-1. These
I design details
segments in each
h Adeline, Ashby
designs included
ould be refined or
ther design work
s such as exact
cle facility types
crossing facilities,
t trees and public
fferent segments
s or concurrently.

(SHATTUCK WIGHT AND

venue (shown in
figured Shattuck/
rest of Shattuck
ards. Downtown
tes the boundary
c Plan and the
which is covered
and Open Space
At this location,
transition to the
nue proposed in
gn transition, the
e Adeline Specific
r north of Dwight
could choose to
r south of Dwight

Way, or resolve this design transition in some other way. Proposed improvements along South Shattuck include the following key features and design elements:

- **Eliminate Medians and Consider Back-In Angled Parking.** Elimination of the existing side medians between travel lanes and the parking access aisle, and consider the conversion of angled parking to back-in angled parking.
- **Raised One-Way Cycle Track.** Raised one-way cycle track (Class 4, separated bikeway) on both sides of Shattuck Avenue.
- **Tree-lined Sidewalks.** Tree-lined sidewalks widened to 20 feet.
- **Ingress and Egress Accommodations.** Design the intersection of Shattuck Avenue and Derby Street to accommodate all ingress and egress needs of the Fire Station located at the northwest corner of the intersection while still improving conditions for people walking across Shattuck at this intersection.



ADELINE STREET AND ASHBY

cept for North Avenue and Ashby It is consistent making Adeline cycling, more residents, and blic spaces. f-way concept along one onsiderations for North

vehicle travel n separated by ne center of the an is paved and epartment access s on the east side

c of Intersection. lignment of the Shattuck Avenue, tunity area for a ty or affordable e intersection on

on of the 56- median into an de linear public side of the street oed open space, ized programmed er 7 Public Space ussion of these

rive aisle provides fences, and other of Adeline. Drive narrow vehicular d cycle track, all ire Department's nd staging area wnness of the lane rs to travel at or

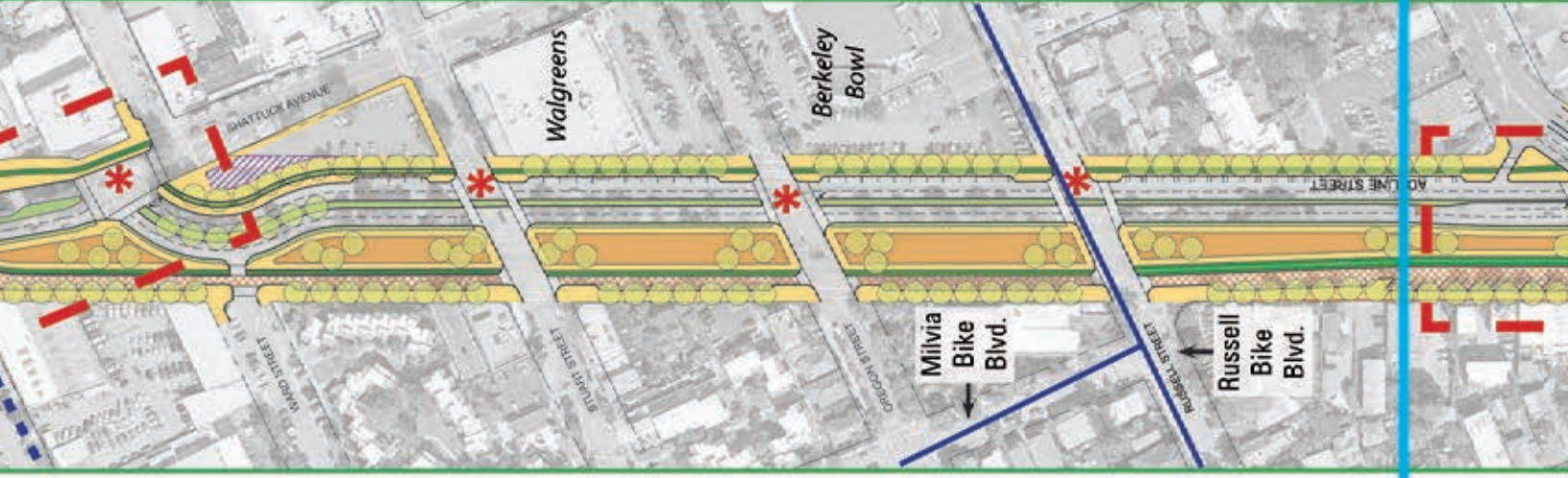
below the speed limit. To further convey that the drive aisle is a low-speed environment for cars, it should be constructed using a paving material that is different from regular asphalt. In addition, the entry and exit points of the drive aisle should be raised above the adjoining roadway surfaces on Adeline and cross streets by up to 3 inches.

- **Back-in Angled On-Street Parking.** Back-in angled on-street parking along one-lane drive aisle on west side of the street at commercial uses (north of the Ashby intersection to approximately Russell Street)
- **Parallel On-Street Parking.** Parallel on-street parking on east side of the street.
- **Raised One-Way Cycle Track.** Raised one-way cycle track (Class 4, separated bikeway) on east side of Adeline has a beveled curb so that its width can be included in the 26-foot clear space required for fire access.
- **Two-Way Cycle Track.** Two-way cycle track on west side of street between Russell Street and Ashby Avenue establishes convenient connection between the existing Russell Street and Milvia Street bicycle boulevards to Ashby BART to the south of Ashby Avenue.
- **Tree-lined Sidewalks.** 13-foot and 16-foot wide, tree-lined sidewalks on the west and east side of Adeline, respectively.
- **Senior Housing Access Needs.** On streets adjacent to senior housing, street configuration should take into account loading and unloading, emergency vehicle access, and bus access that doesn't block vehicle, bicycle, or pedestrian access.

LEGEND

- Public Space Opportunity: plazas and programmed additional details.
- Sidewalk
- Landscaped medians and
- 2-Way Cycle Track (Class 4): Russell Street and MLK Jr.
- 1-Way Cycle Track (Class 4): Proposed Bike Blvd
- Existing Bike Blvd
- Low-speed drive aisles for drop off zones, as well as
- Trees (denoting rows of trees)
- Detailed design of pedestrian not shown, will occur during "Pedestrian Circulation" a
- Section 6.3 "Intersection Development"
- Area subject to further review during future planning alignment, intersection configuration, programming, or configuration community-oriented facilities
- Opportunity Area for potential development (additional)

The right of way concept and drive aisles, bus stops, and passenger review and refining as the plan c



Location of Figure 6-4

3. ASHBY BART (ADELINE STREET BETWEEN ASHBY AND MARTIN LUTHER KING JR. WAY)

The redesign of this segment of Adeline Street (Figure 6-5), which runs adjacent to the Ashby BART Station between Ashby Avenue and MLK Jr. Way, is intended to improve access for all transportation modes while supporting new public space opportunities at the BART Station and in the street right-of-way. This street segment links the major intersections of Adeline at Ashby and Adeline at Martin Luther King Jr. Way. Design of this segment will need to be coordinated with the design of these intersections and redevelopment of the Ashby BART sites (see Policy 3.7 and Policy 6.3 Intersection Design for more information). The proposed typical cross-section for this segment, consistent with the long-term right-of-way concept, is shown in Figure 6-6. Important design features include:

- **Eliminate Existing Median.** Existing median is eliminated to narrow the curb-to-curb street width and support temporary closures of the street for public events, including a potential future site for the Berkeley Flea Market and/or the South Berkeley Farmers' Market (see Chapters 5 and 7 for more information about public space programming and the markets). To further convey that the roadway is used for special events, it should be constructed using a paving material other than regular asphalt.

- **Raised Two-Way Cycle Track.** Raised two-way cycle track (Class 4, separated bikeway) on the west side of Adeline continues two-way cycle track north of Ashby and establishes direct and convenient connections between existing bicycle boulevards on Russell and Milvia Streets, and proposed bicycle boulevard on Woolsey Street.

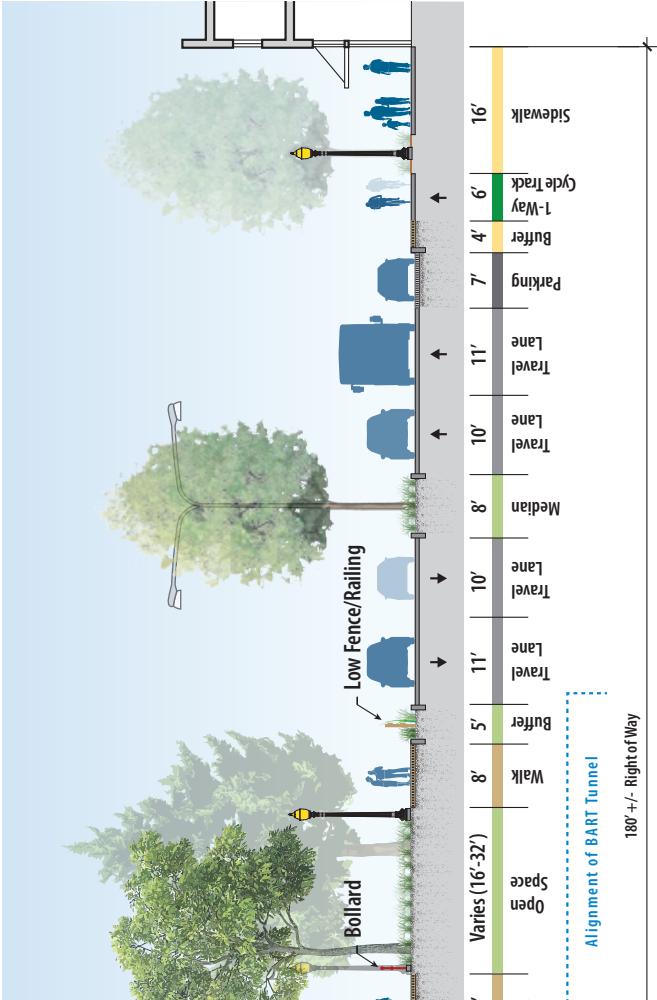
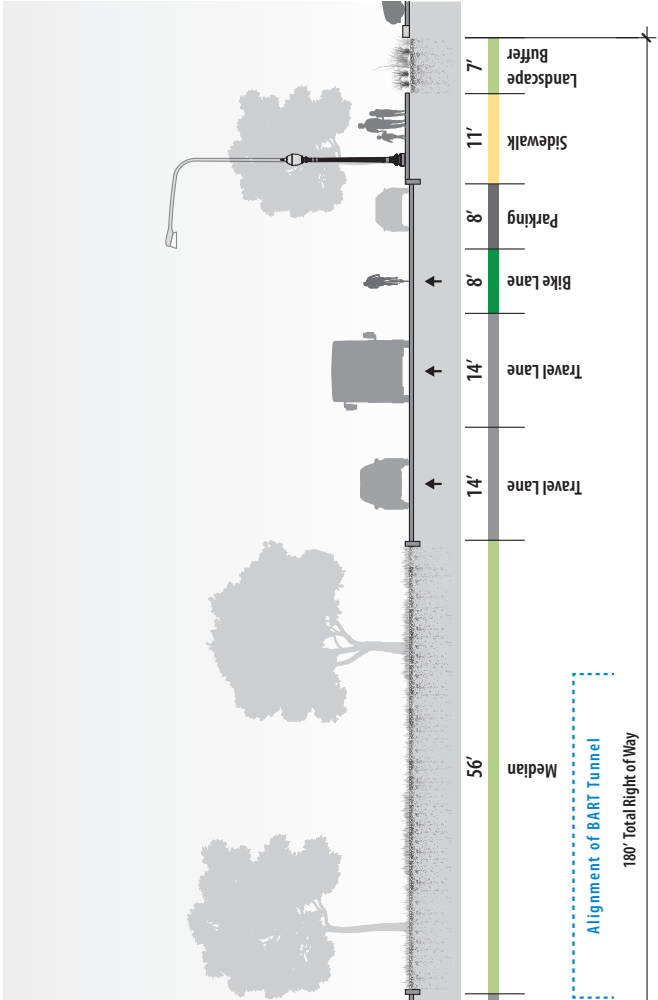


Figure 6-6 Adeline at Ashby BART Proposed Street Section (Adeline betw



Figure 6-6 Adeline at Ashby BART Proposed Street Section (Adeline betw

- Figure 6-6 Adeline at Ashby BART Proposed Street Section (Adeline betw

Figure 6-6 Adeline at Ashby BART Proposed Street Section (Adeline betw



**ELINE STREET
HER KING JR.
(ANFORD)**

7) for this street
BART Station and
the intersection of
reduces the number
three to two while
cycle safety and
e improvements.
section for this
long-term right-of-
6-8.

tion, the design variations in orth, and median the BART Station order. The detailed ons will need to and engineering, from community and City staff, as City of Oakland.

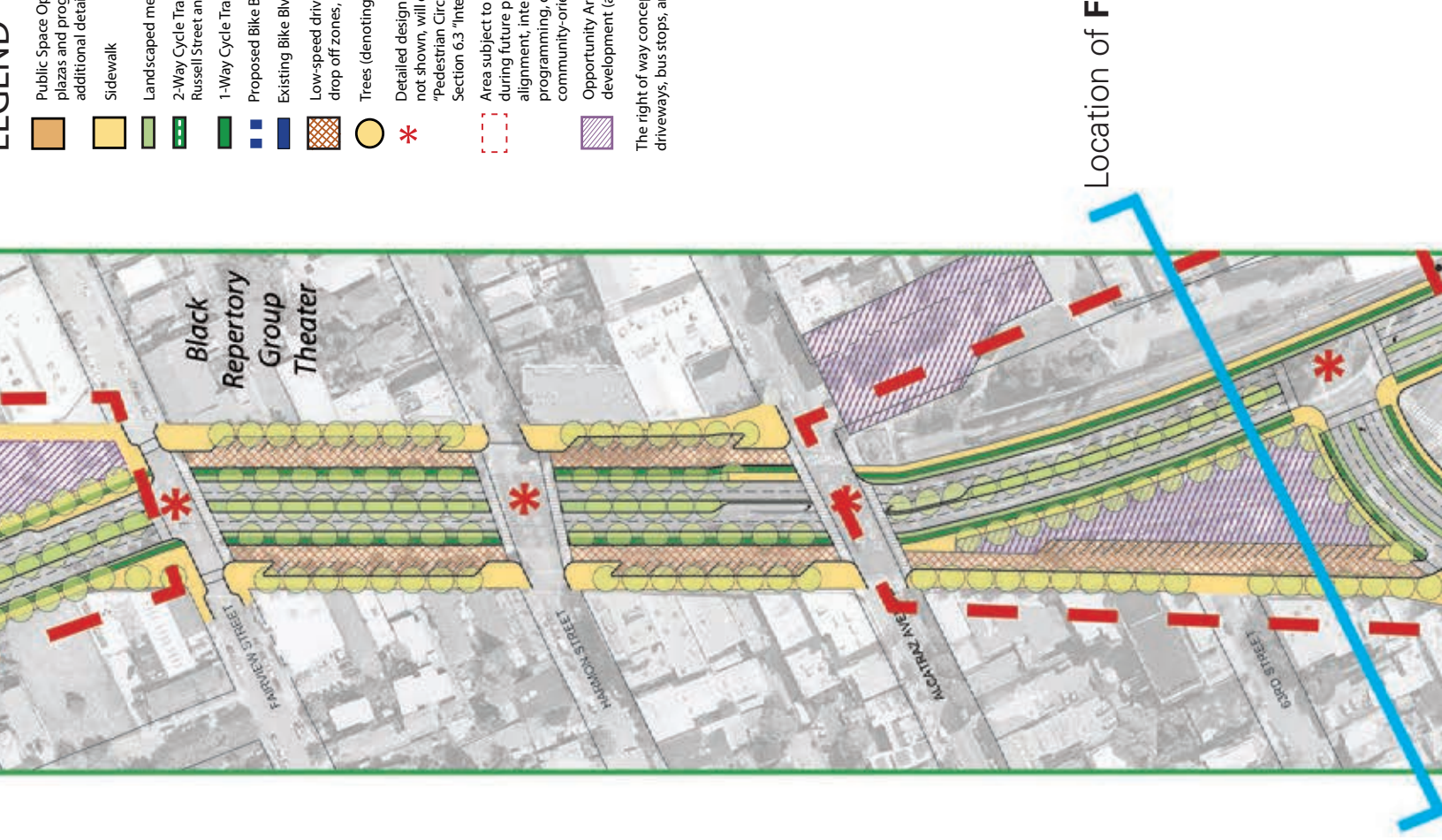
g questions that reform refinement as whether this redevelopment ers Market (See information).

his street segment

- Reduce number from three to two lanes
- Ashby BART and

- **Raised One-Way Cycle Track.** Raised one-way cycle track (Class 4, separated bikeway) on both sides of Adeline, and continuing on toward Stanford Avenue to connect to the buffered bike lanes on Adeline Street in Oakland. Portions of cycle track alongside medians and access aisles have beveled curbs so that their width can be included in the 26-foot clear space required for Fire Department access.
- **Perpendicular Alignment of Intersection.** Perpendicular realignment of the intersection of Adeline/MLK Jr. Way/Stanford Avenue, which improves intersection safety for all modes of transportation and creates an opportunity area for a major public space, community-oriented facility, or affordable housing. See Policy 6.3 Intersection Design for more information about this location.
- **Landscaped Medians.** Narrower medians can include trees with a narrower columnar leaf canopy; wider medians can include trees with a larger canopy.
- **Sidewalks.** Drive aisle-facing sections of sidewalk kept clear of vertical objects for Fire Department access.
- **Median Potential.** The median at the currently unsignalized intersections at Fairview and Harmon Streets can accommodate a future dedicated left-turn lane if needed.
- **Dedicated Left-Turn Lanes.** Dedicated left-turn lanes maintained in the north and southbound directions at the intersection of Adeline Street and Alcatraz Street.

K and W	Between Fairview and Alcatraz	Between Alcatraz and Oakland City Limit
Tree-lined	14-foot wide tree-lined sidewalks	8-foot wide tree-lined sidewalks along Adeline travel lanes; 20-foot wide tree-lined sidewalks along building frontage
Parking	No on-street parking along Adeline; back-in angled parking along	No on-street parking along Adeline; angled parking along western



Location of **F**

6.3 INTERSECTION DESIGN

Develop and implement improved multi-modal designs for key intersections, prioritizing safety, multi-modal access, public space, and community use of public land.

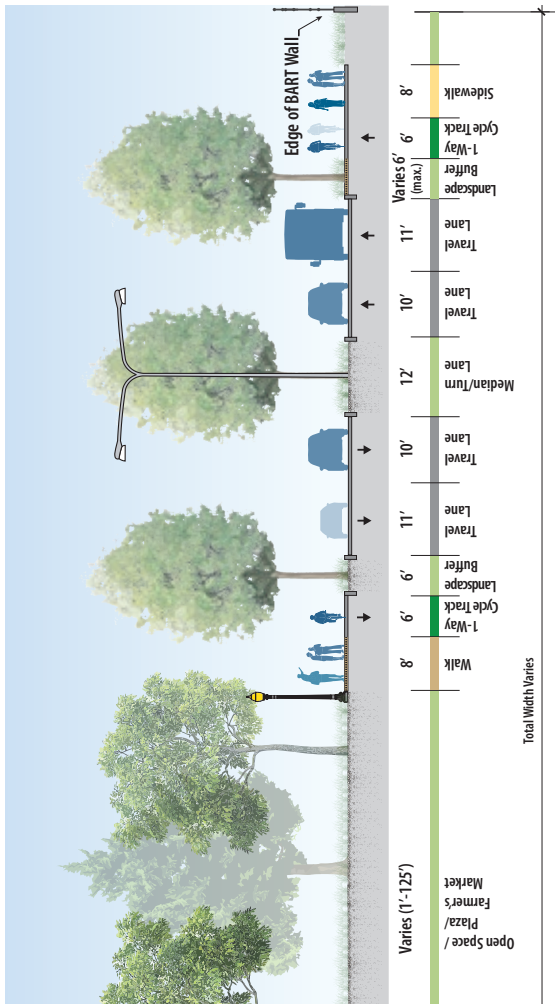
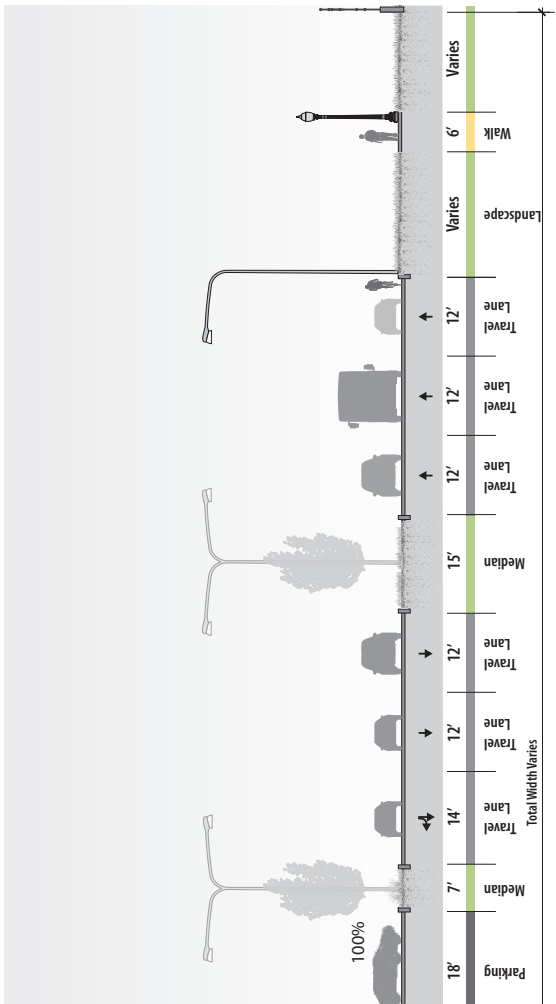
The design of intersections plays a key role in making a street safer and more convenient for all travel modes. The long-term right-of-way concept plan shown in Figure 6-1 depicts the generalized alignment of curbs at intersections and intersection alignments. Details of these conceptual intersection alignments are described below for the following key intersections:

- 1. SHATTUCK AND ADELINE
- 2. ADELINE AND ASHBY
- 3. ADELINE AND MARTIN LUTHER KING JR. WAY
- 4. ADELINE/MARTIN LUTHER KING JR. WAY AND STANFORD

The description of intersection locations is consistent with the of-way concept shown in the intersection concept plan. The design require further detailed planning work and could include the following:

- Refinements
- Full assessment of turn lanes
- The location of visibility crosswalks and turn treatment
- Location-specific median refuges
- The detailing
- Signalization
- Curb ramp placement
- Transit facility
- Paving materials, walk design, etc.
- Other design details for all transportation

The further refinement of intersection improvements for the Plan Area shown in the established best practices of complete streets Design Guidelines, Bikeway Design Guidelines, and of Berkeley guidelines.



MARTIN LUTHER KING JR. WAY AND STANFORD

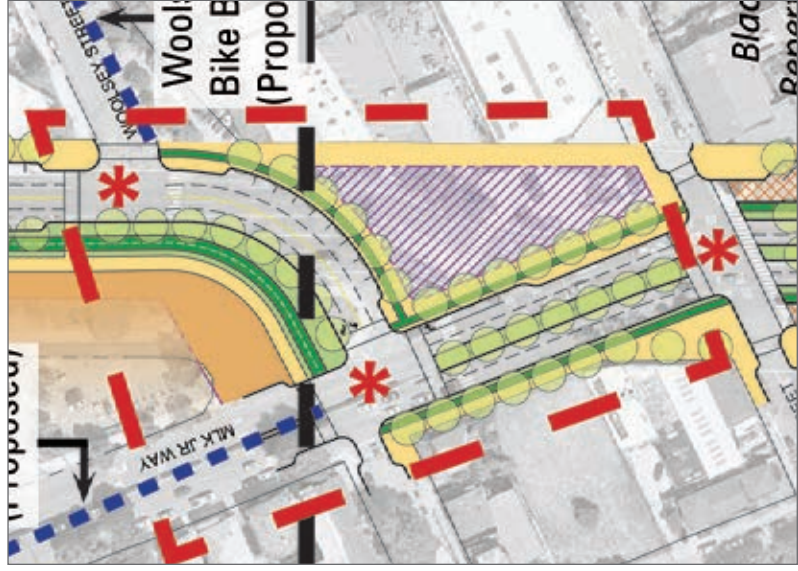
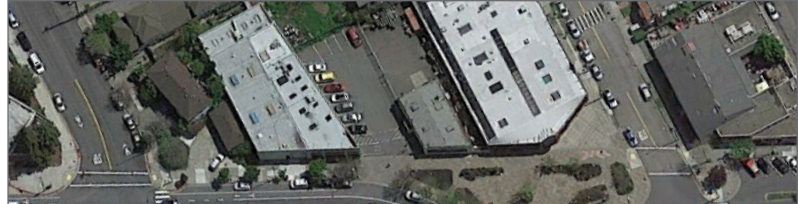
Shattuck Avenue is at the existing Adeline Street and the challenging for several bicycle injury in recent years. include significant, an unsignalized, Adeline Street onto angled alignments King Jr. Way, and on one side of v crosses Adeline.

The realignment of the intersection of Adeline and MLK Jr. Way shown in Figure 6-11 (and consistent with the Long-Term Right-of-Way Concept in Figure 6-1) brings the northern leg of Adeline into a more perpendicular alignment while providing an improved bicycle crossing and access to BART.

4. ADELINE/MARTIN LUTHER KING JR. WAY AND STANFORD

Similar to the other major intersections, the intersection of Adeline Street with Stanford Avenue and MLK Jr. Way poorly accommodates people walking and cycling in its existing condition. Challenges include the large north and southbound traffic volumes, the high number of travel lanes on Martin Luther King Jr. Way and Adeline (three in each direction), long pedestrian crosswalks, and lack of a crosswalk across the northern leg of Adeline Street. The intersection also does not accommodate bicyclists, and lacks a connection to the existing buffered bicycle lanes on Adeline Street as it continues into Oakland.

of Adeline and MLK Jr. Way



tion of Adeline and

Design concept for the intersection of Adeline Street and MLK Jr. Way. See Figure 6-1 for map legend. The design will be refined in the future with additional engineering and design details.

than vehicle movement. Street is also subject to tracks, which signal the triangular area. Farmers' Market major opportunities public space that spatial needs of remain at this location. Chapter 3, Policy alternate location. It can also accommodate events and lands. 7 Public Space for public space for There is also the space could be community-oriented housing. However, further study regarding constraints (e.g., legal issues, etc.).

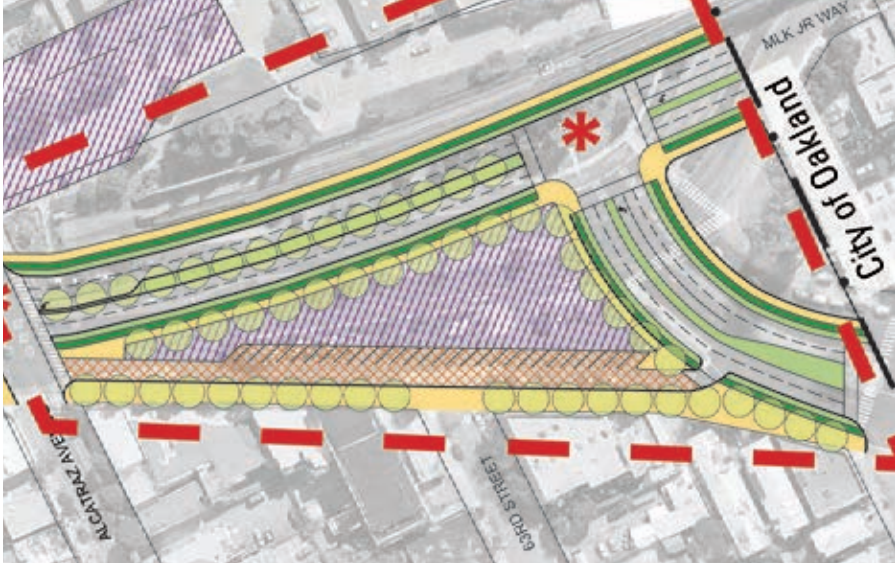
The final design surrounding space and may include programming.

6.4 UNIVERSAL ACCESSIBILITY

Encourage universal accessibility improvements along the corridor, and continue to work with the community to identify priority locations for improvements for those with disabilities.

The City of Berkeley strives to be a leader in providing accessible public facilities. Providing safe and accessible streets, sidewalks, and public spaces helps support an inclusive community and promotes safety and independence for seniors and those with disabilities. The Adeline Corridor is a particular priority for designing for those disabilities, given the presence of the Ed Roberts Campus, the Ashby BART Station, the East Bay Center for the Blind, multiple service providers and non-profits, senior housing projects, and other important destinations and facilities regularly used by those with a wide range of abilities.

The overarching goal is to improve accessibility throughout the Plan Area's public rights-of-way. This will be done through the design of crosswalks, curb ramps, pedestrian signals, and other features that provide ease of access for wheelchairs and people with disabilities. When designing improvements to the pedestrian right-of-way, the City should consult with accessibility and other special needs groups to prioritize improvements and ensure that all needs are accommodated.



Design concept for the intersection of Adeline Street and Stanford/MLK Jr. Way. See Figure 6-1 for map legend. The design will be refined in the future with additional engineering and design details.



Intersection of Adeline and

Universal design implemented including accessible curb ramps, crossing improvements, Pedestrian Improvements for audible pedestrian curb ramps included at Alcatraz, and along the corridor.

Around senior housing should be made to people with disabilities.

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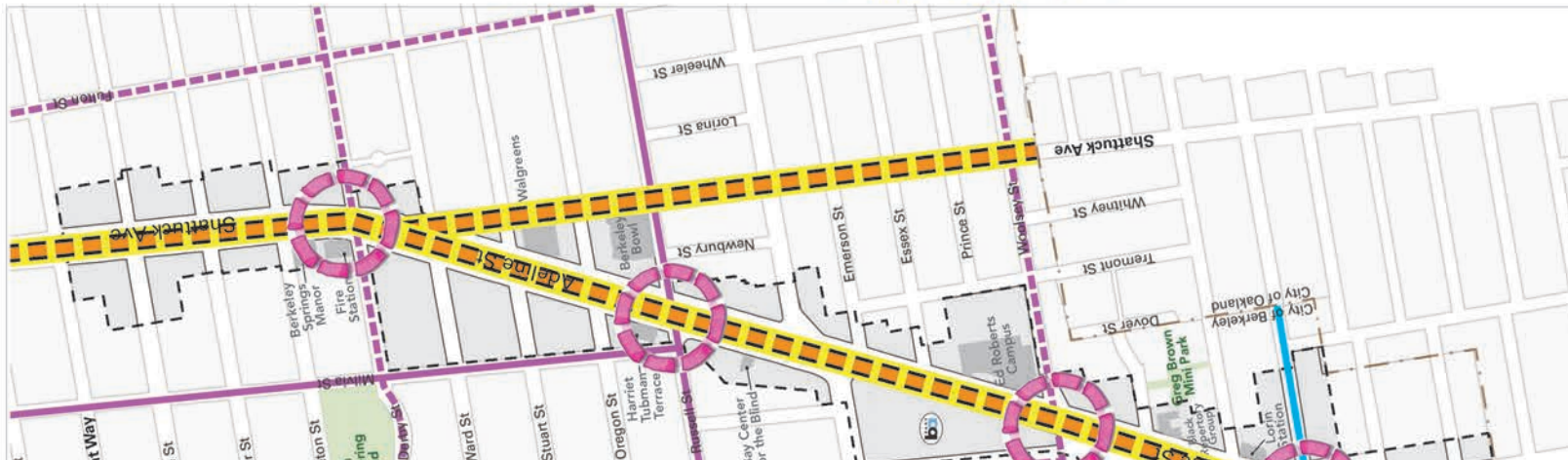
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For example, crossing improvements are not only important where the crossing distance is very large, such as at Ashby Avenue, but also at secondary intersections with long crossing distances and heavy pedestrian activity, such as at Derby, Russell, and Fairview Streets. Recommended interim improvements include high visibility crosswalks, curb extensions or bulb-outs, pedestrian signals or beacons, and median pedestrian refuge islands. There are also near-term opportunities along Adeline to improve signal timing, which could reduce speeding and improve traffic flow.

Off the Adeline and Shattuck Corridors and within adjacent neighborhoods, traffic calming measures could include new stop signs, chicanes, speed humps, special striping or textured pavement, diverters, turn restrictions, or traffic circles on certain streets. These treatments are typically not appropriate for major arterials like Adeline, Ashby, or Alcatraz, but are important strategies for improving pedestrian connections between the Adeline Corridor and surrounding neighborhoods.



Figure 6.13 Interim pedestrian improvements



BIKEWAY CLASSIFICATIONS

CLASS I BIKEWAY

Provides a completely separated right of way for the exclusive use of bicycles and pedestrians with crossflow minimized.

CLASS II BIKEWAY

Provides a striped lane for one-way bike travel on a street or highway.

CLASS III BIKEWAY

Provides for shared use with motor vehicle traffic, typically on lower volume roadways.

CLASS IV BIKEWAY

Provides a separated path for one-way bicycle travel adjacent to a street or highway. Bicycles are separated from motor vehicle traffic by a raised curb, bollards, parking with a painted buffer, or other vertical physical barrier.

Legend

- Priority Bike Crossing
- Complete Street Corridor
- Cycletrack Study proposed
- Existing Bike Blvd
- Recommended Bike Blvd (Bike Plan)
- Existing Bike Lane
- Recommended Class 2B Bike Lane (Bike Plan)
- Recommended Class 3 Sharrows (Bike Plan)
- City Border
- Plan Area

*Complete Street Corridor Studies are proposed multimodal transportation studies, not planned projects. Class IV Cycle Tracks and other bikeway types that might impact transit operations, parking, or roadway capacity will not be implemented without Complete Street Corridor Studies that will include a traffic study, environmental analysis, public process, and coordination with all affected State, County and local transit agencies. Potential Bikeways studies will be evaluated in the context of the modal priorities established by the Berkeley General Plan Transportation Element and the Alameda County Transportation Commission Countywide Multimodal Arterial Plan, as well as recommendations from AC Transit's Major Corridors Study. For further information, see Section 5.7 of the Berkeley Bicycle Plan.

City of Berkeley
Adeline Corridor Plan



Data Sources: City of Berkeley, GIS

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ridership along the Adeline Corridor. Continued coordination with AC Transit (and other local/ regional transit agencies as needed) will be key to improving service in the Plan Area.

In the near term, the City will coordinate with AC Transit to identify opportunities for improved transit efficiency and reduced bus-stop dwell times through the provision of bus boarding islands, transit signal priority at appropriate intersections and signal timing favorable to transit operations, and for improved bus stop waiting areas and their environs to increase safety and encourage ridership. Existing bus shelters should be improved so they all meet a minimum standard by adding benches, lighting, and signage. This is especially important at high-value destinations such as Ashby BART, locations where multiple lines intersect, and/or at major street connections such as Alcatraz Avenue. Longer-term concepts for the Adeline Street right-of-way, which would require coordination with AC Transit, are described in Policy 6.2.

There may be future opportunities to provide local shuttles to major employers, the university, major housing sites, BART stations, or other destinations. This could occur in coordination with AC Transit, with local employers and institutions such as UC Berkeley, or in coordination with service in neighboring cities such as the Emery-Go-Round shuttle operated by the Emeryville Transportation Management Association. Expansion of service on the existing West Berkeley Shuttle, which connects Ashby BART to the West Berkeley employment district, also could be considered.



Figure 6-13 Existing Transit Service

6.9 PARKING AND TRANSPORTATION DEMAND MANAGEMENT

Implement innovative strategies that make efficient use of existing parking resources while reducing demand for additional parking.

Parking in the Plan Area should balance the needs of both commercial businesses and residents, while encouraging transit use, carpooling, bicycling, and walking. Providing too much parking unnecessarily adds to development costs, further encourages driving to the Plan Area and makes it harder for the City to achieve greenhouse gas reduction targets. For example, building structured parking typically adds \$50,000 - \$60,000 per space for a development project, which could otherwise be spent on building housing units or other community amenities.

This Plan encourages the following strategies to reduce overall parking demand and maximize its use, and encourage alternative modes of transportation:

- **Reducing off-street parking required.** Requirements for off-street parking amounts are included in Policy 3.2 Development Standards (Tables 3.1 through 3.4) and Policy 3.8 Ashby BART in Chapter 3. In recognition of the presence of high-frequency transit, to lessen the cost of newly built units, and to reduce traffic congestion in the Plan Area, the City encourages reduced amounts of parking in new development projects.

- **Shared parking.** To the extent feasible, the City will work with project applicants, property and business owners to share parking within and between different developments. "Shared parking" is defined as the ability to share parking spaces as the result of two conditions: variations in the accumulation of vehicles by hour, by day or by season at individual land uses, and relationships among land uses that result in visiting multiple land uses on the same auto trip. An example of shared parking is where an office or institution has high use during the day/week and restaurant and/or theater uses the same spaces in the evening; or churches on the weekends.

- **Unbundling parking.** When possible, parking should be unbundled (sold or leased separately) from new units to reduce housing costs for those without cars. Unbundled parking would help tenants or buyers understand the true cost of parking, and may influence a resident's decision to own a car. Unbundling parking typically reduces parking demand by 10 to 15 percent. It can also make housing more affordable by not forcing residents who do not own a car to pay for parking.

- **Paid parking and time limits.** Paid parking, at private off-street lots, or at existing time-limited on-street public parking spaces, is one of the most effective ways of increasing parking availability and efficiency, particularly in commercial districts.

- **Car-share or other electric mobility transportation sharing.** New developments should be encouraged to incorporate space and/or opportunities to participate in mobility-sharing programs. For example, including ample space for electric, hybrid or hydrogen vehicles to meet a range of needs (e.g. larger groups of adults and children, transporting large items, short urban trips etc.); or other micro mobility transport such as electric bicycles or scooters. Another possibility would be purchasing or providing passes to one-way car share (e.g., GIG), goBike, and future

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chapter 2: public space

EXISTING PROGRAM REGULATIONS

The City of Berkeley has a variety of plans, capital programs, and policies that provide public space in the city. Some of these are identified below.

City of Berkeley

As noted in Chapter 4, the City of Berkeley has a variety of policies or "Elements" that guide the city's guidance. The City's guidance includes goals, policies, and maintenance, including the City's open space plan, which includes parks, recreation, and other public spaces. The City's open space plan includes goals, policies, and maintenance, including the City's open space plan, which includes parks, recreation, and other public spaces.

Public Parks and Recreation Preservation Ordinance

In 1986, the voters of the City of Berkeley approved the Berkeley Parks and Recreation Ordinance, which requires the City to maintain existing parks and recreation facilities and to acquire and maintain new parks and recreation space in the City of Berkeley (per the City's open space plan and require any new parks and recreation space to be decided by a general election or a referendum. The Ordinance stipulates that the City must provide for the following priority public parks and recreation space: and funding of the acquisition, development, and maintenance of parks and recreation facilities; and the provision of two to three acres of public space per 1000 population.

Wherever existing public spaces are being improved or new ones created, they should be designed and programmed with specific community needs in mind. Public spaces that flexibly accommodate a broad range of activities and program elements identified by the community are more likely to be frequented, cared for, and supported by people who live in the neighborhood. This will increase a sense of safety, activity, and community ownership in these spaces. Public spaces also should be designed to serve users of all ages and abilities, offering a range of facilities, furnishings, and programming. Ensuring that maintenance needs and costs are factored in as part of the planning of new public spaces was an important priority expressed by community members and City staff alike during the planning process. Overall, good maintenance plays an important role in the safety of public spaces. The presence of graffiti, litter, vandalism, poorly maintained paths or planting can contribute to a perception of a lack of public safety.

This chapter provides a toolkit of potential streetscape and public space programming and design strategies for the Adeline Corridor. It also includes partnership and funding strategies that are critical due to a chronic shortage of funding for park construction and maintenance. The guidance in this chapter can be applied to existing public spaces, as well as potential future public spaces that may be created through redesign of the street right-of-way or intersections (see Chapter 6).

to parks that are not committed primarily to school use (see Table 7-1). The health and environmental benefits of well-maintained landscaping, public space and recreation programs are measurable, well-documented and quantified in numerous studies including:

- **Physical Activity.** Offers opportunities for physical activity which help to increase fitness and lower levels of obesity.
- **Connection with Nature.** Enables people to connect with nature, which is known to confer certain health benefits and enhance well-being.
- **Mental Health.** Improves mental health as attractive and well-maintained public space can serve as venues for stress reduction.
- **Climate Change.** Mitigates the effects of climate change, and air and water pollution impacts on public health.
- **Community Interaction.** Facilitates community interaction as parks can serve as formal and informal places where people meet.

the Adeline Corridor Plan Area

	Size	Features
	0.58 acre	sport courts, an open grassy lawn, playground, picnic areas, and a clubhouse the city leases out
	3 acres	baseball/softball field, a multi-purpose turf area, two full basketball courts, two lighted tennis courts, a volleyball court, play areas for both tots and school-age children; a picnic area with barbeque, a gym, and a recreation building/clubhouse
	0.15 acre	a playground and a picnic area, as well as a small turf area
	0.19 acres	playground and a picnic area, as well as a small turf area
	3.48 acres	primarily programmed for organized sports
Is Park	1.8 acres	Publicly-accessible when school is not in session; a full basketball court; a playground area; a community

Program (CIP)

Program (CIP) for the print for funding ents and other purchases based he City Council's The City's ability there are many ies. CIP funding ral Fund and a ue funds, as well of the CIP project

Green Infrastructure Plan (In Progress - 2019)

Scheduled to be completed by Fall of 2019, the Green Infrastructure Plan (GI Plan) will guide the identification, implementation, tracking, and reporting of green infrastructure projects within the City of Berkeley. The GI Plan includes mechanisms for prioritizing areas for GI project implementation and goals for the amount of impervious surface to be retrofitted in Berkeley by 2020, 2030, and 2040. The GI Plan includes general guidelines that call for coordination of street and public space improvement projects so that related improvements are constructed simultaneously to minimize conflicts.

PUBLIC SPACE GOAL: Provide sustainable, beautiful, healthy, and inclusive public spaces that encourage social interaction, provide opportunities for recreation, environmental health and active community life in South Bay

7.1 PUBLIC SPACE TYPES

Encourage a diversity of passive and active public open space types.

The Adeline Corridor should have a diverse range of public space types, tailored to satisfy identified community needs in different locations. This should include public spaces that accommodate fixed and flexible programming for social gatherings, outdoor performances and events, and children's play, as well as active and passive recreation. When possible, these spaces should seek to accommodate flexible uses and programming such as community events, mobile vending, pop-up parks, and temporary uses. Public spaces should be integrated with the overall pedestrian environment, to provide an aesthetically pleasing, comfortable and safe experience for people who are walking, relaxing, and socializing in the area. The following types and uses of public spaces are community priorities for the Adeline Specific Plan Area :

- Small and large
- Seating areas
- Parklets
- Small pocket
- Community gardens
- Landscaped areas
- Dog parks
- Tot lot(s) and
- Small-scale recreation activities or events
- Public restrooms
- Outdoor dining restaurants and food vendors along sidewalks
- Flexible public space transitions from private retail to public use
- Facility or accommodation that could be used for large and small events to offset costs for special operations and

Fighting

voters approved property owners to improvements to the water facilities to g, and protect the Bay.

7.2 PUBLIC SPACE PROGRAMMING

Activate public spaces through year-round programming and events.

- Night summer or other events

Community events can reinforce a shared sense of community. They also contribute to the active use of public spaces throughout the day and into the evening. Events that attract visitors from beyond the neighborhood have the potential to contribute to an area's identity and support local economic activity. Providing public spaces with a fixed program, such as a tot-lot or playground, should be balanced with spaces that allow flexible use and programming for different activities and events.

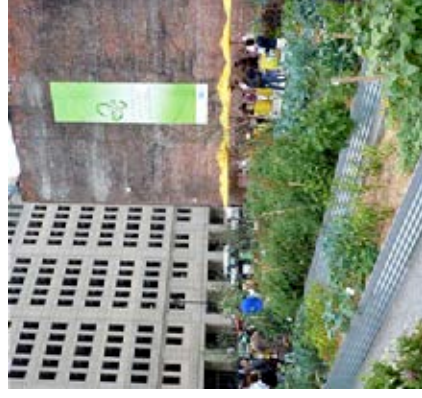
The programming of regular and special events in public spaces will largely be a shared responsibility between the Recreation Division of the Parks, Recreation, and Waterfront Department and local community groups and business organizations. Specific public space programming priorities for the Adeline Corridor are to:

- **Activate Public Spaces.** Activate existing and potential future public spaces of different sizes through programming and amenities (see Policy 7.3 for a discussion of existing and future public spaces).
- **Support Existing and New Events.** Support existing events and encourage new events and flexible or temporary uses that will activate public spaces along the corridor year-round and attract both local and regional populations (for additional discussion of temporary uses see Policy 7.8) such as:

- Berkeley Flea Market
- South Berkeley Farmers' Market
- Berkeley's Annual Juneteenth Festival
- "Sunday Streets" (or "Open Streets")



Seating area and landscaping



Community garden and public space



Flexible public space and public art





Playground



Ongoing events signage



Adventure course



7.3 PUBLIC SPACE OPPORTUNITY

Identify specific public space opportunity sites and improve public space in the Adeline Corridor.

Opportunities for public space improvements for the South Shattuck, North Adeline, Ashby BART, and South Adeline areas are discussed below and shown in Figure 7.1. These opportunities are consistent with the long-term right-of-way redesign concept in Chapter 6 (Figure 6.1), but also address interim improvements and refinements to existing public facilities such as parks, seating areas, plazas, landscaping, and curb extensions. A goal of this plan is to at least maintain, if not improve, the ratio of park area to residents in the Plan Area.

- side of Adeline and Ashby Avenue opportunities to public space type the planning process accommodate a elements such as
- **Landscaping** and native landscaping and "edible landscaping"
- **Program** elements, such as playgrounds and playgroups scale courts for stations.
- **Gathering Space** for organized pop-up or kiosks for other civic

Most opportunities for public space in the South Shattuck subarea involve improvements and refinements to existing sidewalk areas which have seating areas, curb extensions, small plazas, and other streetscape amenities. These small spaces play an important part of the overall array of the neighborhood's public spaces, providing opportunities for respite and greenery. Portions of the South Shattuck subarea are within the assessment boundary of the Downtown Berkeley Association (Property-based Business Improvement District) which may be able to facilitate the improvement and management of these small public spaces.

Substantially wider would also provide streetscape amenities and landscaping.

3. ASHBY BART

As noted in the BART subarea is a neighborhood center use development for community celebrations and open space with improve access from surrounding Station.

A major opportunity for redevelopment of a lot to establish a functions as a gathering space that can accommodate and potentially

1. SOUTH SHATTUCK SUBAREA

2. NORTH ADELINE SUBAREA

As described in Chapter 6 and shown in Figure 6.1, this Plan identifies a future long-term redesign of the South Shattuck – Adeline Street right-of-way: the conversion of the existing 56-foot median into a linear space ranging between 38 and 52 feet wide, that runs along the west

Figure 7.1 Opportunity for Public Spaces



activated with temporary physical park and plaza improvements. Such programming could include small community gathering events, food trucks, and kiosk-style vending. In the long-term and in conjunction with a re-design of the Martin Luther King Jr. Way intersection as part of the reconfiguration of Adeline Street between Ashby Avenue and Martin Luther King Jr. Way, the City will consider permanently converting this space into an active public plaza or park with programmed use, or a new community-serving facility.

- **Greg Brown Mini-Park Modification/Expansion.** Located just outside but abutting the Plan Area, east of Adeline Street and between Fairview and Harmon Streets, this 0.58-acre park is underutilized due to its limited access and visibility. Improvements to Greg Brown Mini Park should be explored in conjunction with further study of right-of-way and public space improvements for the Adeline and Fairview Streets intersection. Options that could be further explored include acquiring adjacent property that has frontage on Adeline Street from a willing property owner of an adjacent site to increase the amount of usable open space and to make the park's entry more visible and accessible to all users and/or to allow for development of all or a portion of the existing Greg Brown Park site.

- **West side of Adeline between Alcatraz and southern Adeline/Martin Luther King Jr. Way intersection.** Under the long-term concepts for a realignment of Adeline Street south of Alcatraz Avenue (described in Chapter 6), the City will pursue the transformation, and expansion, of the area currently used by the Farmers' Market into a public space that not only accommodates the Farmers' Market, but also includes a plaza and open space elements. If the Farmers' Market is accommodated on or adjacent to the Ashby BART site, then this southern open space could accommodate a larger area of active recreation, such as a larger children's play area. This space should commemorate the contributions of Mable Howard to the South Berkeley community.

ment of the west long-term right-of-way options to Adeline Street the street right-of-way City will work to determine if regular improvements, including the Berkeley Flea Market Farmers' Market, for more

for activating this d be explored in d Sunday Streets and up Shattuck way or from Ashby

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of the Adeline/ currently, this area with special paving g line, landscaped and shapes, and g and street abuts a bus stop d bike-bus lane. o-up event during s space could be



PAPE AMENITIES, LIGHTING, AND

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- **Planting Palette.** Provide a comprehensive planting palette for street trees, landscaped buffers, and medians that support public open space use.
- **Guidance on Consistency.** Provide guidance for whether the furnishing and/or color palette is consistent throughout the entire Adeline Corridor or has distinguished and “branded” sub-segments and areas, such as the Antiques District or the Lorin District.

STREETSCAPE ELEMENTS

Refinement of the long-term right-of-way concept described in Chapter 6 (Figure 6.1) should address the streetscape components listed below. Some of these components may be possible to implement in the interim or in stages, before completion of the long-term redesign. As noted in Policy 7.7 below, public art should be incorporated into streetscape components whenever possible.

- **Community-Focused Amenities.** Prioritize public space amenities favored by the community and having the most potential for drawing people to use these spaces. Amenities may include water features, public art, gathering areas, shade structures, drinking fountains, fitness stations, public toilets, or other features.
- **Amenities and Furnishings.** Streetscape amenities and furnishings to reflect the unique character and history of the Adeline Corridor.

- **Cultural and Historical Components.** Incorporate specific streetscape elements such as banners or signage and/or incorporate design elements in other streetscape amenities that acknowledge and preserve the neighborhood's African American and Japanese-American heritage,

an action of this long-term right-of-way (Figure 6.1) and streetscape plan identifies specific design palettes created with input from the community. The plan will be updated with regard to the Adeline Corridor or particular streetscape components as needed.

the desired “sense of place” for the new public spaces.

- **Wayfinding.** Provide a unified wayfinding system and color palette for the streetscape and roadway. This includes tree grates, trash enclosures, and other furnishing materials, and public art.

and/or other notable aspects of the area's history such as being part of the Key Route streetcar system.

- **Unified Wayfinding.** Unified wayfinding signage should be coordinated with the overall streetscape design concept to support distinctions of sub-segments and districts.
- **Gateways.** Install gateways with signature elements, materials, and plantings to create a sense of arrival and welcome visitors to the Adeline Corridor, and its subareas, districts, and landmarks.
- **Lighting Design Guidance.** Provide lighting design guidance or standards for the following elements:
 - **Evening Lighting Levels.** Recommended pedestrian-scale and roadway lighting levels that provide for safe public use in the evening

- **Pedestrian-Scale Lighting.** Lighting along the corridor should be defined as 1



Streetscape and furnishings

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estrian Lighting. Existing pedestrian- f the Adeline and intersection.

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nt. Plant trees exist or at other ed in the City of tory.

- **New Partners for Maintaining Existing Public Spaces.** Explore opportunities for allowing privately- or community-sponsored and -maintained planting areas within and adjacent to sidewalks and in existing bulb- outs and public open spaces.

- **Outdoor Seating.** Encourage the creation of privately-sponsored, publicly accessible outdoor seating areas, within and adjacent to the public right-of-way, to further enliven and activate the pedestrian environment.

- **Outdoor Dining.** Encourage outdoor privately sponsored dining and seating areas at restaurants and cafés where existing sidewalks and curb extensions provide sufficient width outside of the sidewalk's clear area for pedestrian travel. Consider parklets as an alternative approach to accommodating outdoor seating areas (see Policy 7.8, Pavement-to Parks Improvements).

- **Interim Transportation Improvements.** Other “interim” pedestrian, bicycle, and accessibility improvements are identified in Chapter 6 Transportation. These may include improvements to public spaces such as curb extensions or transit stops, and will increase overall access to the network of public space.

frontage and design is dis Land Use).

- **Programmin** activities that
- **Maintenance** maintenance
- **Temporary** commercial a be allowed an permitting an uses.
- **Landscape** areas that c groundcover: visibility into
- **Noise.** Land public art c ambient noise of noise from section of th District.

Safety and maintenance are critical and closely related aspects of ensuring the long-term success of public spaces. Well-maintained public spaces feel inviting and, if paired with attractive design and programming, foster increased activity. Poorly maintained public spaces, on the other hand, can feel blighted and lead to a decline in activity and use. The more neighbors you encounter in a public space setting helps to increase a general sense of public safety. While the community indicated that providing better and more usable parks and public spaces was a high priority, they indicated that maintaining such spaces and keeping them free of graffiti and litter was just as important.

Seating should functionally ne maintained by a adjacent business group. Seating e be designed to d designing new p solicit the Berke and coordinate p efforts, such as r district watch gro

7.5 SAFETY AND MAINTENANCE OF SPACES

Invest in public safety improvements and the maintenance of public spaces along the corridor.

Safety and maintenance are critical and closely related aspects of ensuring the long-term success of public spaces. Well-maintained public spaces feel inviting and, if paired with attractive design and programming, foster increased activity. Poorly maintained public spaces, on the other hand, can feel blighted and lead to a decline in activity and use. The more neighbors you encounter in a public space setting helps to increase a general sense of public safety. While the community indicated that providing better and more usable parks and public spaces was a high priority, they indicated that maintaining such spaces and keeping them free of graffiti and litter was just as important.

GUIDELINES: DESIGNING FOR SAFETY AND COMFORT

In designing new public spaces and improving existing streetscapes, parks, and playgrounds in the Plan Area, follow the basic principles of Crime Prevention Through Environmental Design (CPTED), including:

- **Lighting.** Thoroughly integrate good lighting and establish lighting levels recommended for public streets and settings.
- **Ingress and Egress.** Create well-defined and visible points of ingress and egress.
- **Eyes on the Street.** Establish natural surveillance by encouraging “eyes” on the street and public space from buildings, adjacent streets, and from within the public space. Ensure that buildings located adjacent to a public space frame its perimeter with an active or visually pleasing ground floor

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key factor in the spaces. Future anticipated early design process unt the available ely maintenance e when installing equire long-term onal landscaping. ctivities typically itter, emptying of raffiti, and timely , lights, plantings,

- **Plan for Maintenance.** Identify long-term maintenance needs and routines as part of the design process for public spaces and streetscapes.
- **Budget for Maintenance.** Bring design and associated maintenance needs for plants, hardscape, and equipment into a sustainable balance with the available maintenance budget.
- **Durable Materials.** Use durable materials and equipment as well as plants well-adapted to urban growing conditions and use green infrastructure, as appropriate, in order to reduce maintenance needs (also see Policy 7.6)

- **Maintenance Responsibilities.** Identify public, private, and community-based parties responsible for the execution of maintenance routines.
- **Unsheltered Residents.** Work with local social service and housing organizations to address encampments in public spaces, and develop permanent, sustainable solutions to house unsheltered residents. (also see Chapter 4, Policy 4.11)
- **Community Clean-Up.** Consider instituting community clean-up days and site-specific community maintenance sponsorships to increase the overall sense of ownership in new and improved public spaces as they are implemented.
- **Maintenance Funding.** Explore, identify, and secure funding for the maintenance of the full range of public spaces in the Plan Area. This could include pursuing grant funding, partnering with community organizations who might be able to fundraise from foundations or the general public, or when feasible, including some allocation for programming and maintenance as part of the initial project design budget.
- **Partnerships.** Creative partnerships with non-profits, business districts, neighborhood advocacy groups and other community organizations are critical to supplement City resources. In the Plan Area, the City should work with the Downtown Berkeley Association to coordinate and fund ongoing maintenance of public spaces in portion of the South Shattuck subarea that is within their Property-Based Business District boundaries, and work with the Lorin Business Association, community groups to coordinate and fund ongoing maintenance of public spaces in the North Adeline, Ashby and South Adeline subareas.

C-PRIVATE PARTNERSHIP

ard project brought together city departments, local businesses, and the t-tolerant pollinator garden in the first block of Dolores at Market Street and designed by a local landscape architecture firm and completed in -water, pesticide-free, pollinator-friendly plants that will bloom all year esthetically pleasing strip of color and texture, transforming the medians es and other pollinators with bay-friendly landscaping, and a public- community stewardship in on-going maintenance.



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in coordination with other City initiatives to
integrate green infrastructure and low-impact-
design into future projects. The primary
opportunities are:

- **Existing Public Spaces.** Integrate landscape-based stormwater management elements into the design of projects that create new or improve existing plazas, parks, or other open spaces.
- **New Public Spaces.** Integrate landscape-based stormwater management elements into streetscape improvements associated with the long-term right-of-way concept for the Adeline Corridor, including in medians, landscape buffers, and sidewalks with street trees, landscape strips, or planters.
- **Coordination of Private Development and Nearby Public Spaces.** Encourage or require adjacent new and redeveloped properties to integrate green infrastructure into streetscape improvements and public open spaces that the development may construct. The green infrastructure could also be designed to reuse stormwater from the development project for landscaping and similar purposes.

The City of Berkeley is preparing a Green Infrastructure Plan (GI Plan) that will be completed by September 2019. The GI Plan includes prioritization criteria and general

runoff from roadway, sidewalk, and plaza surfaces to slow peak flows and to remove sediments and other pollutants typically present in runoff. In addition, green infrastructure reduces localized flooding, expands green space, improves streetscape aesthetics and landscape health, provides cleaner and cooler air, enhances the pedestrian experience, and can increase economic vitality.

LANDSCAPE-BASED STORMWATER MANAGEMENT OPPORTUNITIES

Based on the current regional stormwater National Pollutant Discharge Elimination System (NPDES) permit, the improvements associated with the long-term concept for The Corridor described in Chapter 6 would be classified as a “C.3 Regulated Project,” and would require the incorporation of green infrastructure. The sizing and design of green infrastructure improvements would be guided by the Alameda County C.3 Technical Guidelines.

Even when not required by the regional permit, there are a number of landscape-based stormwater management opportunities in the Plan Area. These can be implemented

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ormwater runoff.
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mwater planters,
ormwater curb
vious pavement.
nts are designed
trate stormwater



Bay-friendly landscaping and signage



Integrated stormwater retention and sidewalk



T rt into spaces, es, and

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's unique history
unities for local
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nt. Public art can
or integrated into
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orporating public
and open spaces,
al Art Ordinance,
administered by
and Civic Arts
n of art in private
he Public Art in



Public Art Installation

Private Development Program. The Program gives developers the option to include on-site publicly accessible artwork valued at 1.75% of construction costs and/or pay an in-lieu fee to the Private Percent Art Fund valued at 0.8% of the construction costs. In addition, art can also be installed in public space using funding through grants and other means.

Through the planning process, community members expressed an interest in creating and implementing public art, possibly in non-permanent installations. Throughout the Corridor, public art should be incorporated into the design of publicly-accessible (or visible) spaces, streetscapes, streetscape amenities and wayfinding signage improvements. The following are overarching considerations for incorporating public art into the public-accessible space (whether public or private development):

- **Art Integration.** Art should be incorporated into new private and public development whenever feasible. Art should be placed in visible areas, particularly at gateways/intersections or within public or common open spaces. Art may consist of both permanent and temporary installations.



Community garden gate

- **Iconic Public Art.** The City should work with property owners to establish one or more iconic art installations in a public place in the Plan Area.
- **Wall and Street Murals/Art.** Art, patterns, murals or other means should be used to beautify blank walls and facades that face directly onto sidewalks or are prominently visible from the public realm of the street. (see also Policy 7.8 Pavement-to-Parks Improvements)
- **Site-Appropriate.** The design and placement of art should enhance and be coordinated with other streetscape improvements to ensure a coherent character for a particular area or corridor. Art should be:
 - **Locally-sourced.** New open spaces and private developments should offer opportunities for local artists to conceptualize and fabricate public art in the Adeline Corridor and to generally exhibit their work.
 - **Interactive.** Interactive art is encouraged, such as pieces that invite user participation or provide sensory stimulation through touch, movement, or sound.



Decorative Crosswalks

- **Interpretive.** Art should be used to tell the story of the community and its history, as well as to educate the public about the community and its history.
- **Functional.** Art should be used to enhance the community and its history, as well as to educate the public about the community and its history.



Leaf patterns on concrete



Playground Lizard Mural

PAVEMENT-TO-PARKS IMPROVEMENTS

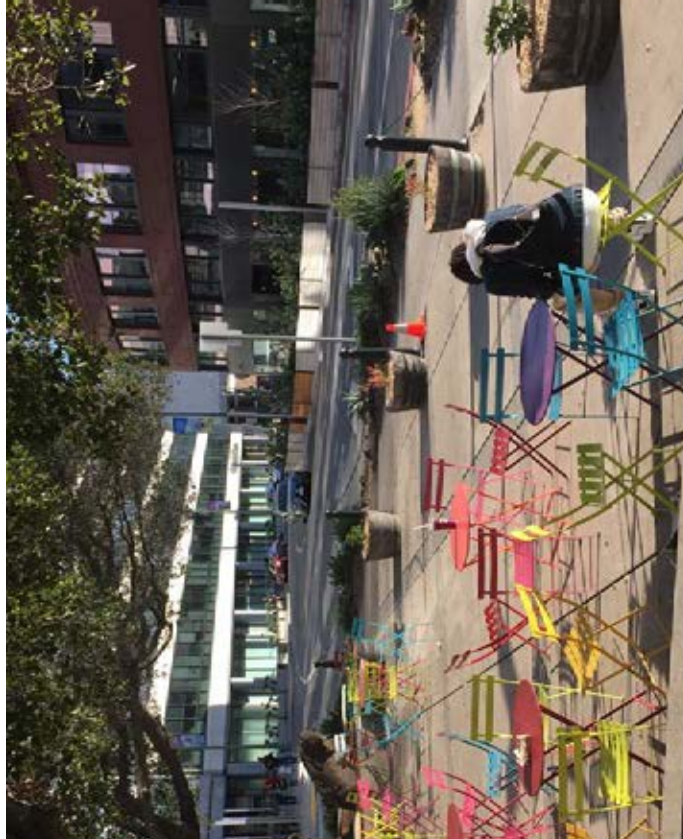
Open spaces

These improvements on-street parking paved areas within parking lots or y into temporary people to gather these temporary improvements s, and temporary blanting, bicycle along the amenities pavement-to-parks ally constructed d materials and ith little public on of pavement- opportunity for community ownership

PAVEMENT-TO-PARKS IMPROVEMENT PRIORITIES

For the implementation of pavement-to-parks improvements in the Plan Area, prioritize the following strategies and opportunity areas:

- **Public Rights-of-Way.** Prioritize pavement-to-parks opportunities within public rights-of-way such as roadways, existing bulb-outs, plazas, and sidewalks
- **Parking Lots.** Consider the potential use of underutilized portions of off-street parking lots as locations for pop-up public spaces.
- **Sponsors and Project Partners.** Identify potential sponsors and resources for the implementation of pavement-to-parks improvements among local community groups and business owners.



- **Pilot Installations.** Use temporary pavement-to-parks improvements to test what types of programming, activities, or improvements resonate with the community. The results can be used to inform the location, design, programming, and maintenance responsibilities for the long-term improvements envisioned by the community.

- **Accessibility.** Ensure the accessibility of pavement-to-parks improvements by persons with disabilities.

STREET MURAL OPPORTUNITIES

Similar to pavement-to-parks, street murals paint the pavement to provide a stronger community identity within the public right-of-way. As an example, the City of Oakland's "Paint the Town!" project has created a number of street murals that bring a sense of excitement, beauty, and community identity where they are installed. These improvements can be installed by volunteer community members and may or may not involve an artist.



Landscaped seating



Temporary activation



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chapter 8: implementation

The City has established an implementation team comprised of staff from the Planning, Public Works, Office of Economic Development, and Health, Housing and Community Services Departments (as well as other City entities as needed) that will meet to review progress, challenges and new opportunities and to update the Adeline Corridor Action Plan. In order to ensure that the City Council and the community stay informed about Plan implementation, the City will provide an annual report that includes a range of progress updates and metrics, such as the number and levels of affordability of new affordable housing units; status and next steps of Ashby BART development process; and status of funding sources and related projects, among other metrics related to the implementation actions listed in Table 8.1 below.

community vision and development; a range of income structure redesign, and making in the years. To realize this must be creative existing resources establishing new , and innovative

mentation measures of the Adeline Plan, and in t be considered e monitored and reflect progress, g circumstances, community priorities

Preliminary implementation actions, responsibilities, timeframe as well as potential funding sources are shown in Table 8.1. These actions should be considered in tandem with the corresponding goals, strategies and policies discussed in Chapters 3 through 7, which provide a more robust explanation and context. The timeframes shown are generally defined as short-term (0 to 3 years) or a continuation of ongoing activities. Although the implementation actions indicate lead responsibility to undertake and/or coordinate a particular action and partners, it does not preclude other responsible parties from being added or changed as Plan implementation takes place.

Some implementation capital improvements w BART redevelopment of-way redesign or program initi the City in coordin and other stakeholders of community affordable housing be led by community government in a

ABBREVIATIONS IN TABLE 8.1

City of Berkeley

- CMO – City Manager’s Office
- CAO – City Attorney Office
- HHCS – Health, Housing and Community Services
- OED – Office of Economic Development
- PLNG – Planning and Development Department
- PR&W – Parks, Recreation and Waterfront Department
- PW – Public Works
 - Transportation Division (“PW Trans”)
 - Engineering Division (“PW Eng”)
- RSB – Rent Stabilization Board and Staff
- BHA – Berkeley Housing Authority

Funding Sources

- See Funding Context Section on page 8-11

Note: Although the Specific Plan includes program initiatives and physical actions identified in the short-term to be able to move forward towards a long-term or are a continuation of on-going activities. To the extent feasible, the timeframes will be further refined and reflected in future annual progress reports and the Specific Plan.

Other Organizations

- AC Transit – Alameda County
- ACTC – Alameda County Transportation Commission
- Alameda County Small Business Development Center
- BART – San Francisco Bay Area Rapid Transit District
- BBDN – Berkeley Bay District Neighborhood
- Caltrans – California State Transportation Department
- DBA – Downtown Berkeley Association
- LBA – Lorin Berkeley Association
- SBA – Small Business Administration

Timeframe

- S – Short-term
- O – On-going

5	General Fund	HHCS, OED, PW Eng, PW Trans, PR&W	PLNG	Coordinate and monitor grant and other funding opportunities that relate to specific Plan priorities.

5	(Amenities) will be considered parallel to specific adopted	General Fund	PLNG	- Amend the City's General Plan, zoning regulations and zoning map, including changes to development standards to promote on-site affordable housing, to implement the Specific Plan. <i>Policies/Strategies: LU-3.1 – 3.7 and HA-4.2, HA- 4.4 and HA-4.5.</i>
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PROJ. TITLE	POTENTIAL FUNDING SOURCE	PARTNERS	LEAD RESPONSIBILITY	DESCRIPTION

5	General Fund, BART, Grant funding	HHCS, PW, OED, Measure o, Oversight Committee Council CMO Community Partners AC Transit, ACTC, Caltrans	PLNG, BART	- Want to the Memorandum of Understanding (MOU) between the City and BART to be unanimously approved by the Berkeley City Council and San Francisco BART Board, the City will: - Conduct needed technical analyses and engage with the Ashby and North Berkeley Community Advisory Committee (CAG) and the community to develop and to refine development parameters for the Ashby BART station area and on Specific Plan Objectives, and consistent with AB2923, City of Berkeley and other policies. - Discuss potential allocation of local affordable housing funding. - Coordinate with BART and other partners on next steps, such as preparing and submitting a Request for Proposal(s), to advance development in the Ashby BART area. - Coordinate with other public agencies and funders (e.g. AC Transit, Caltrans, MTC) to identify and leverage funding opportunities, and coordinate grant applications for affordable housing and capital improvements. <i>Policies/Strategies: LU-3.1 – LU -3.7 and HA-4.3 through HA-4.7.</i>
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ACTION DESCRIPTION					LEAD RESPONSIBILITY	PARTNERS	POTENTIAL FUNDING SOURCE	TI FRA
• Develop a preference policy to prioritize new affordable housing units for low-income households and/or Housing Trust Fund/subsidized units) to provide additional assistance to those who have previously been displaced from the neighborhood, as consistent with Fair Housing law. <i>olicies/Strategies: HA-4.7.</i>					HHCS	CAO, BHA, PLNG, EBCLC, Black-led community groups	General Fund, Grant funding, Und	
• Explore ways to strengthen the City's Housing Retention program including such as increasing funding allocation to the City's homeowner assistance programs. <i>olicies/Strategies: HA-4.9.</i>					City Council, RSB, HHCS	BHA	General Fund	
• Continue to work with property owners and tenants alike to provide technical assistance, and public information about protecting existing affordable housing. <i>olicies/Strategies: HA-4.10</i>					City Council, RSB, HHCS	BHA	General Fund	
• Identify additional funding sources, in addition to Measure P funding, to implement the City's 1000-Person Plan priorities, including seeking additional funding sources. <i>olicies/Strategies: HA-4.11.</i>					HHCS	Non-profit partners and other County organizations	General Fund, Measure P, Grant funding	
• Analyze additional alternatives to providing the required on-site affordable housing units in order to maximize the likelihood that below-market rate housing is constructed. Options should define requirements regarding replacement location/proximity of units, timing and rehabilitation/acquisition of existing units. <i>olicies/Strategies: HA-4.2.</i>					PLNG	HHCS	General Fund	Und
• As part of its annual progress report, the City will document the number of come-restricted affordable units within the Plan area (at the time of Plan adoption), in the event that the total number of income-restricted units falls below number at the time of Plan adoption, the City will, within 60 days of reporting decrease, propose that the City Council consider amendment(s) to the Plan would increase the number of restricted affordable units in the Plan area.					PLNG	HHCS	General Fund	

					3. Facilitate a shared marketing campaign among arts and cultural organizations to improve the visibility and awareness of the Plan Area as a location destination for the arts. <i>Policies/Strategies: EO-5.7 and EO-5.8.</i>
		Civic Arts Commission, LBA, DBA	OED - (Civic Arts Division)		4. Centralize and organize existing information about neighborhood history. Develop ways to share it and new efforts to document neighborhood history. <i>Policies/Strategies: EO-5.7.</i>
			LBA, DBA, Other Community Organizations	OED	(e.g. City of Berkeley, UC Berkeley Chancellor Community Partnership Fund, other national, state and local grants), Private Fundraising
		General Fund, Grant funding	OED		5. Explore building on existing City-funded programs to develop a targeted program that requires new businesses in the Adeline Corridor to hire local residents that meet a defined criteria for construction and non-construction jobs. <i>Policies/Strategies: EO-5.8.</i>
ACTION DESCRIPTION	LEAD RESPONSIBILITY	PARTNERS	POTENTIAL FUNDING SOURCE	TI FRA	
Amend the Berkeley Strategic Transportation (Best) Plan to include the Corridor as a priority so that the City can prioritize applying for grant funding and leverage other sources of funding.	PW Trans	PLNG	General Fund, Grant funding		
Refine public right-of-way concepts for each Plan Area subarea identified through the community process, including further study of additional roadway configuration options such as the potential of reducing travel lanes on Adeline Derby Street to Martin Luther King Jr. Way, developing planning-level cost estimates, and working with agency partners to identify and leverage respective funding sources.	PW Trans, PLNG	PW Eng, PR&W, Community	General Fund, Grant funding, T1		
Implement the City's Transit First, Complete Streets, Vision Zero, and pedestrian and bicycle safety policies by designing streets that prioritize travel by sustainable road users and sustainable transportation, prioritizing walking, bicycling, transit in all roadway design decisions.	PW Trans	PW Eng	General Fund, Grant funding		
Ensure process to Update Pedestrian Master Plan and Vision Zero are aligned with and help to implement the goals of the Adeline Corridor Specific Plan.	PW Trans	PLNG	General Fund, Grant funding		

				Coordinate with BART, AC Transit, ACTC and Caltrans to identify opportunities to partner on grant applications and to leverage related capital improvement projects and other funding sources available to each agency to advance Plan right-of-way improvements. <i>Policies/Strategies: LU 3.7 and T-6.1 – T-6.9.</i>	PW Trans	BART, AC Transit, ACTC, PLNG Caltrans,	General Fund, T1, Grant funding	
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Building on the public right-of-way concepts for each Plan Area, work with community to develop a comprehensive public realm and streetscape plan (see (T-1 above) <i>Policies/Strategies: PS 7.4 and 7.5.</i> <i>Also Implementation Action T-1 above.</i>	PW, PLNG	PR&W	General Fund, Grant funding
Work with BART and community stakeholders to refine Specific Plan concepts, including physical and operational parameters for a new civic plaza and public space as part of redevelopment of the Ashby BART west parking lot. <i>Policies/Strategies: LU 3.7, EO 5.4, T 6.1 and PS 7.3.</i> <i>Also Implementation Actions LU-2, EO-5 and T-2 above.</i>	PLNG, BART	PW Eng, PW Trans, PR&W	General Fund, Grant funding

NOTION DESCRIPTION	LEAD RESPONSIBILITY	PARTNERS	POTENTIAL FUNDING SOURCE	TIME FRAME
PUBLIC SPACE				

Assess scope, develop cost estimate and identify funding source to repair station line(s) serving a portion of the South Adeline subarea.	PW Eng	PR&W, PW Trans, PLNG	Capital Improvement Program, T1
Work with community partners to support temporary activation of public space such as pop-up pavement to parks events, street closures and street murals (Chapter 7)	OED	LBA, DBA, PLNG, CMO, PW	General Fund, Grant funding
Identify and pursue funding sources--such as Proposition 68, the next bond or future bond funding--for the creation of parks in the Adeline corridor.	PW Trans, PW Eng, PR&W	PLNG	General Fund, T1

Work with community partners to support temporary activation of public space such as pop-up pavement to parks events, street closures and street murals (Chapter 7) <i>Policies/Strategies: PS 7.2, PS 7.7 and PS 7.8.</i> <i>Also Implementation Action EO-7 above.</i>	OED	LBA, DBA, PLNG, CMO, PW	General Fund, Grant funding
Identify and pursue funding sources--such as Proposition 68, the next bond or T1 funding or future bond funding--for the creation of parks in the Adeline corridor. <i>Policies/Strategies: PS 7.4 and 7.5.</i>	PW Trans, PW Eng, PR&W	PLNG	General Fund, T1

Identify and pursue funding sources--such as Proposition 68, the next bond or T1 funding or future bond funding--for the creation of parks in the Adeline corridor.	<i>Policies/Strategies: PS 7.4 and 7.5.</i>	PW Trans, PW Eng, PR&W	PLNG	General Fund, T1
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affordable housing movements, and are a combination of potential funding sources described below.

Regional

Regional grant programs for public housing. These competitive and their source can change. And many require a percentage of local potential sources are monitoring

on Program administered by the ATP is to of active modes and walking. The federal and state , including the s Program (TAP), count (BTA) and ool into a single making California e transportation. **& Sustainable Program (Cap** these funds are strategic Growth ed through the of Housing and (HCD). The goal of the development nted affordable infrastructure and d programs that missions.

- Infill Infrastructure Grant Program (IIG).** This program is administered by HCD. The primary goal is to promote infill housing development by funding infrastructure improvements that support higher density affordable and mixed-income housing in infill locations. This program is only available to support residential development projects.
- One Bay Area Grant Program.** These federal competitive grant funds are distributed through the Alameda County Transportation Commission and the Metropolitan Transportation Commission/ Association of Bay Area Governments. The funds are targeted to projects in Priority Development Areas (such as the Adeline Corridor) to support efforts for focused growth. Funds can be used for street/road maintenance, streetscape enhancements, bike and pedestrian improvements, safe routes to schools projects, and transportation planning.
- Priority Development Area (PDA) Planning Grant, PDA Technical Assistance, and PDA Staffing Assistance.** The PDA Planning Program is an initiative to fund comprehensive planning in PDAs that will result in intensified land uses around public transit hubs and bus and rail corridors. The maximum award is \$800,000. Eligible projects include preparing specific plans, precise plans, EIRs, and zoning regulations. The technical assistance and staffing grants are to be used to formulate funding strategies, identify financing mechanisms, develop parking policies, and to plan and implement transit connectivity, bike and pedestrian plans.
- Senate Bill 2 (SB 2): California's Building Homes and Jobs Fund.** The City of Berkeley is eligible to apply for grants from California's Building Homes and Jobs Fund (created by SB 2) to support the Plan Area's housing supply. The City can use this money for (1) planning updates specifically

tailored to streamline and accelerate housing production, prioritizing affordable and deeply affordable housing, and (2) to develop rapid rehousing and transitional housing for households experiencing or at risk of homelessness, and the construction of affordable rental housing for low-income households. Funds will be available starting summer 2019 and must be spent by 2022.

City of Berkeley Resources

City of Berkeley voters have approved a number of ballot measures that provide potential funding sources to achieve Plan goals. Another important resource that can be leveraged to advance affordable housing and public realm improvements is publicly owned land. Existing City resources and potential new ways to generate additional funds for specific purposes are listed below in alphabetical order.

- Capital Improvement Program (CIP).** The Capital Improvement Program (CIP) represents the City's blueprint for funding for infrastructure improvements and other specific large-scale recurring purchases based on resource availability and the City Council's capital investment priorities. The City's ability to fund its CIP is limited, and there are many competing community priorities to repair and improve the City's existing aging infrastructure and public facilities. CIP funding resources include the General Fund and a number of other special revenue funds, as well as grants and loans.
- Civic Arts Program Grants.** The City, through the Office of Economic Development Civic Arts Program, provides annual grants for Berkeley-based arts organizations, individual artist projects, festivals and special events taking place in Berkeley.
- General Obligation (GO) Bonds and Property Tax Transfer Fee Increases.** City of Berkeley voters have, over the last two decades, approved a number of bond and tax measures for affordable housing, transportation, climate action and sustainable infrastructure, including:

- Measures**
 - to issue for streets flood infrastructure
- Measures**
 - Bonds. authori million rate of proper housing and m working seniors' studen other v
- Measures**
 - Transfe 2018, tax on from sales a to func establis panel.
- Measures**
 - Infrastr Improv in 201 the Cit Bonds or ree infrastr sidewa streets, and othe building allocate asphalti Street f
- Housing Tr**
 - created its H The program variety of loc including Af

age fees, federal Block Grant HOME funds. Request for affordable housing to support the and rehabilitation projects. Project loan to leverage including federal -profit affordable In recent years, ble for the HTF with the housing s have declined v account for a (see below and Programs and ails regarding the t fees to support

or properties. The assessments pay for infrastructure or other benefits above those facilities or services which are provided to the general public through use of tax revenue or other funding. Assessments are typically levied after formation of a special Benefit Assessment District. An engineering report is required to support calculations of the amount of assessment by benefit derived. Assessment districts may be created without voter approval but may also be eliminated based on the petition of a majority of property owners (weighted by assessment). Consequently, most agencies prefer to create assessment districts only at the request of property owners or after a majority vote of approval. A few types of assessment districts that may be particularly applicable to the Plan Area are described below:

- **Street Lighting and Other Infrastructure Assessment Districts.**

The City of Berkeley currently has a Clean Stormwater and Street Lighting Assessment District (which applies to all property owners citywide). Originally adopted in 1991 and 1982, respectively, City of Berkeley property owners voted to increase the assessment they pay as part of their property taxes to prevent flooding by repairing and replacing deteriorating stormwater infrastructure, and to repair and replace old, damaged light poles, and to provide new street lights in areas that don't have them.

- **Business Improvement Districts and Community Benefit Districts.**

Business Improvement Districts (BIDs) and Community Benefit Districts (CBDs) are formed by property owners or business owners to fund such things as street furniture, extra public security, median landscaping, graffiti removal and general sidewalk cleaning, parking, and hosting of events aimed at attracting consumers to the BID/CBD area. BIDs may be property-based and assessed or

business-based and assessed. CBDs are similar to BIDs but also include and assess residential property. BIDs/ CBDs require an engineering report to identify and allocate assessments by land use or business type. BIDs/ CBDs require a majority vote with votes weighted by the calculated benefit to the property or business. As noted in Chapter 3, Berkeley has a number of property-based BIDs, including the Downtown Berkeley Association (whose boundary area includes the northern portion of the Adeline Corridor Plan Area).

- **Development Impact Fees.** Development impact fees are a commonly used method of collecting a proportional fair share of funds from new development for infrastructure improvements and other public facilities to serve the development. With rare exceptions, development impact fees are restricted to funding capital costs. Adoption of impact fees requires "nexus" documentation demonstrating the benefit of the facilities to new development and the proportional allocation of costs to be funded by the fees. Impact fees must be adopted by a majority of the legislative body of an entity with the power to impose land use regulatory measures (e.g., Berkeley City Council). Impact fees are usually imposed either jurisdiction-wide or in other relatively large areas anticipating significant amounts of new development. Examples of different types of the City's development impact fees for new commercial and/or residential development include the Affordable Housing Mitigation Fee, Commercial Linkage Fee, Childcare Mitigation Fee and One-percent for Public Art on Private Projects.

- **Opportunity Zones (OZ).** Introduced into the tax code by the Tax Cuts and Jobs Act in December 2017, Opportunity Zones are federally designated census tracts that provide federal income tax benefits to taxpayers who invest in projects located within these zones. There are five census tracts in Berkeley that have been designated

as OZs in Berkeley and Adeline Corridor an OZ. As of federal government of investment The City will guidance will understand the benefits OZ funds will citywide go economic op sustainable d

- **Private Development.** In addition to above, the p to implement and/or utili including such treatments, or special development improvement by the private at the time c proposed dev
- **Private Grants.** Improvement public grant or recreation arts for unde have to provi for coordin maintenance arrangement

S, t Fees and and Private

assessments, grant ing sources that improvements and he Plan Area

istricts. "Benefit generally describe s supported by ers or business a, and developer/ improvements developments

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Figure A1: Opportunity Sites in Plan Area



Note: The City reviewed the Plan Area on a parcel-by-parcel basis to identify parcels that had the highest likelihood of change or re-development “opportunity” if met certain criteria (eg. over 15,000 sf and/or publicly-owned parcels) and further Plan vision and goals over the long-term. Inclusion on the map does not indicate that a site with an existing use should be replaced or eliminated from the Plan Area. Uses such as a fill-service grocery and a post office are important community-serving amenities and are encouraged to remain in or near the Plan Area. Parcels identified as Opportunity Sites do not imply that the sites will actually be developed. Development of most of the properties in the Plan Area would be implemented through the market-driven decisions that individual landowners make for their properties.

Parcels with a development application under review, already entitled or under construction/ constructed; as well as, parcels with a significant historic or cultural resources for the purposes of environmental review under the California Environmental Quality Act (CEQA) were excluded for the purposes of mapping “Opportunity Sites”. Parcels smaller than 10,000 sf were also not included unless they were adjacent to opportunity sites that would, when considered together, be greater than 10,000 sf.

- Legend
- Opportunity Site
 - Included in Draft EIR Projected Buildout Scenario
 - Publicly Owned

Opportunity Sites are numbered and color coded to indicate plan subarea location

- South Shattuck
- North Adeline
- Ashby BART
- South Adeline

- City Border
- Plan Area

City of Berkeley
Adeline Corridor Plan

N

0 200 400 800 Feet

Data Source: City of Berkeley GIS

Address	Owners	Current Use	Lot Size (SF)	Subarea
ght Way	Herrick Foundation	Surface Parking Lot	12,756	South Shattuck
ght Way	Alta Bates Corporation	Surface Parking Lot	41,293	South Shattuck
ge St	Berkeley Free Market LLC	Music Lovers(Retail) + Surface Parking Lot	13,500	South Shattuck
mer St	Thallaug Kirsten TR & Thallaug Haakon E	Viking Trader Furniture Store	18,220	South Shattuck
ttuck Ave	Valiyee Reza	Abandoned building + Surface Parking Lot	15,234	South Shattuck
mer St	Valiyee Reza	Surface Parking Lot	10,125	South Shattuck
ttuck Ave	Valiyee Reza	Best Auto Radio(Auto Repair)	26,700	South Shattuck
ttuck Ave	City of Berkeley	Berkeley Fire Station 5	17,300	South Shattuck
ttuck Ave	Valiyee Reza	Honda Dealership	15,800	South Shattuck
ttuck Ave	S H Kay LLC	DaVita Berkeley Dialysis Center	23,655	South Shattuck
ttuck Ave	2700 Shattuck LLC	McKevitt Auto Dealership	45,651	South Shattuck
line St	Shattuck Properties LLC & ETAL	Honda Dealership Lot	10,925	North Adeline
line St	2801 Adeline LLC	Walgreens	47,916	North Adeline
on St	2020 Oregon Street Lp & ETAL	Berkeley Bowl Grocery	84,506	North Adeline
line St	East Bay Center for The Blind Inc	East Bay Center for the Blind	10,000	North Adeline
y Ave	Cooperative Center Federal Credit Union	Cooperative Center Federal Credit Union + Surface Parking	26,303	North Adeline
line St	San Francisco Bay Area Rapid Transit District	Surface Parking Lot (Flea Market Site)	194,348	Ashby BART
line St	San Francisco Bay Area Rapid Transit District	BART Parking Lot (Behind Ed Roberts Campus)	79,542	Ashby BART
line St	Lee Kam M TR & Lee Kam M & Jai Audrey L TRS	Surface Parking Lot	6,850	South Adeline
*Publicly Owned				

Map ID #	APN	Address	Owners	Current Use
20	52-1552-18	3175 Adeline St	Lee Kam M TR & Lee Kam M & Jai Audrey L TRS	US Post Office
21	52-1529-20	3215 Adeline St	Chin Yong S & Pun S	Washington (Coin Laundry) Satellite Housing Parking Lot
22*	52-1528-15-4	Alcatraz Ave	City of Berkeley	Progressive Baptist Church School
23	52-1532-16	1728 Alcatraz Ave	Progressive Baptist Church	Progressive Baptist Church School
24	52-1527-15	1806 Alcatraz Ave	Bates Tommie T TR	Euwell's
25*	52-1527-14-3	M L King Jr Way	San Francisco Bay Area Rapid Transit District	Surface Parking Lot
26*	52-1532-6	Adeline St	City of Berkeley	BART Rail
27*	52-1525-7-4	3372 M L King Jr Way	San Francisco Bay Area Rapid Transit District	BART Rail
28	52-1434-5	3401 Adeline St	Splendorio Steven F TR	parking
29	52-1434-4	3407 Adeline St	Splendorio Steven F TR	Buslab Garage
30	52-1434-3	3411 Adeline St	Carmack Rashell L TR	Apartment
31	52-1434-8-8	1728 62nd St	Crisis Support Services of Alameda County ETAL	Therapeutic School
Included in EIR Buildout Scenario *Publicly Owned Source: Alameda County Assessor				

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appendix b: housing affordability background

CURRENT CONTEXT

The City of Berkeley's Housing Mitigation Fee ordinance (BMC 22.20.065) requires developers of any residential housing to pay a fee to the City's Housing Trust Fund. As of 2020 the fee is \$39,746 per unit built. The fee is adjusted annually. Developers who pay the fee early can pay a slightly reduced fee. Developers also have the option to lower or eliminate the fee by instead providing affordable units on-site within their projects. A project pays no mitigation fee if it includes 20% affordable housing with half of those units serving households earning no more than 50% of Area Median Income and the other half earning no more than 80% of AMI. Analysis of the economic feasibility of recently approved projects in the City suggests that, for most projects, it is currently more expensive to provide the on-site units than pay the fee.

In spite of the economics, many projects in Berkeley are choosing to provide at least some on-site affordable units. One reason for this is the State Density Bonus (Section 65915 of the California Government Code). This law allows developers who include affordable units to build more units than local zoning would otherwise allow. A project can include up to 35% more units than the base zoning if it provides either 20% Low Income units or 11% Very Low-Income units. Projects can provide fewer affordable units in exchange for lower levels of bonus density.

Table B.1: State Density Bonus Requirements

Very Low Income (50% of AMI)		Low Income (80% of AMI)	
% Units	Bonus	% Units	Bonus
5%	20.0%	5%	0%
6%	22.5%	6%	0%
7%	25.0%	7%	0%
8%	27.5%	8%	0%
9%	30.0%	9%	0%
10%	32.5%	10%	20.0%
11%	35.0%	11%	21.5%
		12%	23.0%
		13%	24.5%
		14%	26.0%
		15%	27.5%
		16%	29.0%
		17%	30.5%
		18%	32.0%
		19%	33.5%
		20%	35.0%

able Housing Mitigation Fee ordinance only exempts projects that provide half are priced for Very Low Income (30% to 50% AMI) households, developers Income (50% to 80% AMI) option under the State Density Bonus law. A project would need to pay Berkeley's full fee in addition to providing affordable units. Very Low-Income units a developer can reduce their mitigation fee and e State Density Bonus. So, for projects that value additional density, the 11% fee most beneficial. Projects that provide less than 20% affordable units must be proportional to the number of units that are not provided on-site.

ON-SITE AFFORDABLE HOUSING

proposes to increase the share of on-site affordable housing through two related g the way that the current zoning interacts with the State Density Bonus law, number of affordable units from buildings at the densities that are currently a new on-site Affordable Housing Incentive, we can achieve an even higher exchange for higher densities than current practice would allow.

ormance of the State Density Bonus

e Corridor is zoned with a designation that does not specify a density (Dwelling ult, applying the State Density Bonus is somewhat challenging. To calculate requires developers to determine the number of units that would be allowed if applicable zoning limits (Setbacks, lot coverage, height, etc.) without assuming d number of affordable units needed to qualify for the state density bonus is e in spite of the fact that nearly every project is likely to receive one or more Corridor, this base number (without use permits) is often very far below the s can achieve with a use permit. And projects that utilize the State Density ate law to request flexibility to exceed the densities that would otherwise be ts.

Bonus program is currently producing far fewer affordable housing units than and appropriate density standards. The Land Use chapter of this plan outlines (See Policy 3.2, Tables 3.1 – 3.4 that specify dwelling units per acre standards oning code, can be used to simplify and strengthen the State Density Bonus pted to provide 11% Very Low-Income units in order to qualify for the State b bonus would have to provide 11% of a larger number in order to qualify. For include up to 100 units with use permits might only qualify for 60 units without ent rules the project would only need to provide seven affordable units (11% 11 units (11% of 100) in order to qualify for the bonus which would allow them ts (35% bonus).

On-Site Affordable Housing Incentive Program

In addition to making better use of the State Density Bonus by adopting clear proposes to increase the share of on-site affordable units by offering a target Incentive program. The program will offer additional density increases and exchange for a significant increase in the share of affordable units provided

Chapter 3 outlines a new set of base development standards for the Adeline advantage of the State Density Bonus will continue to be able to increase the this new base in exchange for providing affordable units (either 11% Very Low While the specifics vary from site to site, in general the proposed densities are recent multi-family housing projects have been able to achieve on the corri the State Density Bonus.

However, in order to increase the share of affordable units, the City will develop on-site Affordable Housing Incentive program. This program will allow dens exchange for up to 50% affordable housing (with half serving Very Low I households).

Table B.2: On-Site Affordable Housing Incentive

	South Shattuck Subarea			North Adeline S	
	Minimum On-Site Affordable Housing Requirement	Max density (du/acre)	Max FAR	Minimum On-Site Affordable Requirement	M
Tier 1	(0%)	120	2.5	(0%)	
Tier 2	14%	170	3.5	14%	
Tier 3	21%	200	4.3	21%	
Tier 4	25%	240	5.0	25%	

Notes:

1. Minimum On-Site Affordable Housing Requirement refers to the % of total as deed-restricted affordable housing (half of which are provided at Low Income (VLI) levels). A different way to express these numbers would be level") of zoning, or that the Tier 2, Tier 3 and Tier 4 levels of zoning would the Tier 1 density as deed-restricted affordable housing. See "Percentage page for more information.
2. Future development in the Ashby BART subarea affordability levels will BART. See Chapter 3, Policy 3.8 for more information.

The program will allow developers to request less than the maximum additional proportional reduction in the share of affordable units. The State Density choose between either Very Low Income or Low-Income units. The proposed mix of both in each project. Table B.3 shows the proposed mix for each increment development standards (Lot coverage, Floor Area Ratio, etc.) that would apply Affordable Housing Incentive program are described in Chapter 3.

Summary of Economic Feasibility Analysis

In order to evaluate the impact of the proposed local Affordable Housing Incentive, the City developed a project proforma for a single prototypical multi-family rental unit on a hypothetical lot that is one-third of an acre (14,520 sf) and the development of a single family frame building over a concrete podium. They assumed an average unit size of 1,000 sq ft, comparable projects recently completed in Berkeley. In addition, they assumed construction costs of \$320 per foot. Both rents and construction costs vary considerably between different project types so it is important to present below apply only to this specific example which is intended to represent the average project. Current C-SA zoning requires 1 parking space per unit, recent projects have been approved with far less parking. Therefore, for the purposes of this analysis, we assumed 1.0 parking ratio but for the density bonus calculations and both plans assumed only .5 parking spaces per unit – which is slightly above the minimum required by Chapter 3. Reductions in parking below these numbers could increase the feasibility of the project.

All scenarios below assume consistency with the City of Berkeley's Housing Element analysis applies to all sites in the Plan Area except in the Ashby BART subarea where a higher intensity than the other areas along the corridor and would undergo a development agreement with BART and the City, with different targets for program elements. Thus, the scenarios presented apply to the South Shattuck and Adeline subareas.

Table B.4: Summary of Feasibility Analysis

	Est. DU/Acre	Units	Affordable % (of base)	# U Units	# VU Units
Current Zoning			28	0%	0
Current Zoning with Use Permits and Bonus			72	11%	0
Proposed Base	120		39	0%	0
Proposed Base with State Bonus	161		53	11%	0
Local Bonus A	170		56	20%	4
Local Bonus B	200		66	35%	7
Local Bonus C	240		79	50%	10

The Yield on Cost was calculated for the sample project under each proposed scenario. Cost is a commonly used metric for comparing the feasibility of different projects. It is calculated by dividing a project's projected Net Operating Income by its total development cost. Interviewing local developers, Street Level Advisors determined that project yields of greater than 6.0% would be considered feasible. Recent projects have achieved yields below this level. The further below 6.0%, however, the less likely a project is delivering yields below 5.5% are considered infeasible.

Under the base zoning, only roughly 28 units can be built and this configuration only 5.44 which is considered 'infeasible.' A project on the same site using the maximum FAR of 4.0 and then accessing the State Density bonus (by including a Yield of 5.96% which is considered 'marginal' but is very close to the target 6.0%) would be considered feasible.

The new proposed Base Zoning would result in an increase in the number of units allowed by current zoning but somewhat less than could currently be achieved with Use Permits. As a result, the yield for projects using this base are slightly below the maximum feasible yield.

ate Bonus – but still within the marginal range. A project using the base zoning would achieve a very slightly higher yield.

els of Affordable Housing Incentive. The first level, which offers approximately jects that include 20% affordable housing on site, provides a yield that is the e bonus alternative but this approach produces 8 affordable housing units

Increased density and affordability both produce yields in the marginal range the yield from the first tier. This suggests that while some developers may likely to be used somewhat less frequently than the 20% affordable option.

of affordable units that are required, we can measure the affordable units units or as a percent of the total units. This difference can lead to confusion irements.

calculates affordable housing requirements as a percent of the “base units” thout a bonus. So, with a 100 unit building you get an extra 35 units (total of dable units (20% of 100) but that means you end up with a building with only rdable (20/135). The same number of units (20) represents 20% of the base **units** of the final project.

ing Mitigation Fee, on the other hand, requires 20% of the total units be no density bonus this is simple but applying the City’s ordinance and Adeline e Housing Incentive simultaneously can lead to situations that are hard to calculate. For example a project using the proposed Affordable Housing would have to provide 20% affordable units but because the requirement is its the requirement would be less than 20% of the final total number of units would not be entirely exempt from Berkeley’s Housing Mitigation Fee (which e affordable for full exemption).

