

Part 6 - NARRATIVE

1. Introduction/Vision

The City of Berkeley proposes a Specific Plan process for the South Shattuck and Adeline corridor. The Plan will provide a strategy for a “complete community” in South Berkeley, using quality design to create neighborhood structure with livable features and services. Goals for the South Berkeley complete community include transportation amenities for bicycles, pedestrians, transit riders, and drivers; better connectivity between the greater South Berkeley neighborhood and Ashby Bart, Downtown and the East Bay corridor; and a cohesive, connected commercial district with more shops, restaurants, professional services, and jobs for existing and future South Berkeley residents. Objectives of the planning process include:

- Identify community goals, including affordable housing, local jobs, historic preservation, and an arts district
- Identify priorities for physical improvements, such as a cohesive streetscape design, public art, pedestrian safety, increased accessibility, and complete streets
- Assess the role the Ashby Bart parking lot could play in achieving these community goals
- Evaluate the boundaries of the two existing Priority Development Areas (PDAs) in order to better position the city to receive funding for physical improvements

Growth and density: In the next 30 years, fewer than 400 of the projected 150,000 regional new units are expected in the South Shattuck/Adeline corridor PDAs. The Berkeley housing element identified 13 opportunities sites within the two PDAs with potential for over 700 units. This Specific Plan will allow the community to discuss where projected growth may occur, what shape it will take, and how the PDAs could accommodate more households. The process will address how development in the area can help achieve greenhouse gas reduction goals for the whole community. The process will also include a programmatic EIR to allow streamlined CEQA review for future projects.

Planning Area: South Berkeley includes two contiguous PDAs (South Shattuck and Adeline Corridor), which run south 1.3 miles from Dwight Way past the Ashby BART station to the city border at 62nd Street. The PDA areas encompass approximately 100 acres including the surrounding streets and right-of-way. As part of this process the city proposes to potentially combine the PDAs into one, identify logical growth opportunities, and define the larger planning area where community amenities are needed to support growth in the PDAs and connectivity between the PDA and greater vicinity.

Area Background. The area includes the Lorin District commercial area, the Ed Roberts Campus, and the Berkeley Bowl/Walgreen's/Any Mountain shopping area. The area is also home to several performing arts venues and hosts a distinctive retail mix that includes antique stores, art galleries and active artist studios. Adeline Street hosts popular public events, including the Ashby BART Flea Market, the Juneteenth Festival, and the Tuesday farmers market. An average of 4,800 riders use the Ashby BART Station each weekday. Adeline is also well served by AC Transit and bicyclists access the area via Class II bike lanes on Adeline and the Russell and Milvia Bicycle Boulevards.

The area has been transit-oriented neighborhood for over 130 years. In 1973, the Ashby BART Station was built. While an important asset, the BART station creates physical discontinuity on Adeline, which combined with the street width and traffic volume, separates the Adeline-Alcatraz commercial district from the regional shopping area to the north. The neighborhood also has a disproportionately low income and minority population relative to the city as whole, and has been designated as a Community of Concern by MTC.

2. Existing Policies

Affordable Housing. The City of Berkeley makes use of all affordable housing strategies available under current law, including a Housing Trust Fund (HTF) used to develop permanently-affordable housing units. The HTF is funded by an affordable housing mitigation fee on new for-rent housing and condominium conversion fees, as well as HOME and CDBG allocations. The city will prepare a nexus study to allow a fee on for-sale (condo) projects by the end of this year. The city also has development impact fees for affordable housing and affordable childcare for commercial projects over 7,500 sq. ft. Additionally, the city regularly implements State Density Bonus Law, resulting in both affordable units and increased housing supply. Just cause for eviction laws and the city's rent stabilization program ensure existing tenants are not displaced due to rising housing costs.

Economic Development. Over the past 5 years, the City's Office of Economic Development (OED) has prioritized the Adeline corridor and has worked closely with merchants and property owners to assist in the revitalization of the greater area. OED has helped to rebrand the commercial district through development of a comprehensive marketing strategy and has leveraged grant funds to assist businesses with façade improvements and exterior lighting upgrades. The goals of this neighborhood approach have been to enhance the sense of place in the 'Lorin' District, promote economic vitality, and improve access to goods and services. One notable success had been the opening of the Ed Roberts Campus in 2011 which created approximately 260 new jobs in the area, and attracts an estimated 30,000 visitors per year.

Transportation. This area has been included in two significant transportation planning efforts within the last 10 years: The South and West Berkeley Community-Based Transportation Plan (CBTP), completed in 2007, and a UC Berkeley Department of City and Regional Planning Transportation Studio of the Adeline Corridor in 2010. Both planning efforts contain useful land use and traffic analysis and numerous ideas worth further study and refinement. Additionally, the city adopted its first Pedestrian Master Plan in 2010, which prioritized numerous improvements in the Adeline PDA. BART has also included Ashby BART in their Station Access Planning and Station Modernization efforts. Within the adjacent downtown PDA the city is testing parking demand management strategies as part of the goBerkeley Pilot Program.

3. Proposed Planning Elements

Below is a brief description of how the planning process will address each required Planning Element.

- 1) PDA Profile. The Shattuck/Adeline corridor and Ashby BART neighborhoods are within a MTC designated Community of Concern. According to the 2010 Census, African American and Latinos represent 27% and 14% of the area population, compared to 10% and 11% for the city as a whole. Based on 2000 Census data, the area population has disproportionately higher General Assistance cases, IHSS/SSI benefit recipients, Food Stamp Program clients, and MediCal clients, and disproportionately lower educational levels and health outcomes. The PDA profile report for the Specific Plan process will provide current demographic information on the Shattuck/Adeline corridor and greater planning area in order to identify community needs and inform the Community Involvement Strategy.
- 2) Community Involvement Strategy. The community outreach process will establish clear community goals for the Specific Plan early. In addition to community members and residents, the planning process will engage with developers, business owners, and faith based organizations and will attract community participation through established groups (churches, youth groups, merchant organizations, community service providers, and neighborhood groups).
- 3) Alternative Analysis. The planning process will evaluate alternatives for the PDAs and Ashby BART lot, including combining the two PDAs into one, modifying their boundaries where logical growth opportunities exist, and various land uses scenarios for the Ashby BART station. The alternatives

analysis will compare development potential under existing zoning parameters with options for increased density as appropriate to meet project goals.

- 4) Market Demand Analysis. The market demand analysis report will assess the potential for new employment, housing and commercial development. It will inform the Alternatives Analysis by identifying the economic factors that affect the Specific Plan goals and feasibility of impact fees.
- 5) Affordable Housing Strategy. The Specific Plan will discuss how best to leverage existing assets for the South Berkeley community, including identifying viable sites for higher density development that can produce a mix of affordable units. The plan will also discuss potential for new and preservations of existing affordable housing resources.
- 6) Multi-modal Access & Connectivity. A report focused on better connectivity between the greater South Berkley neighborhood and Ashby Bart, downtown and the East Bay corridor will identify improvements needed to a create a Complete Street Infrastructure Plan for the Adeline Corridor project area.
- 7) Pedestrian-Friendly Design/Placemaking Guidelines. The process will develop an Adeline Corridor Commercial District Streetscape Plan for a cohesive neighborhood commercial district connecting the areas on each side of the BART station. The Plan will build on the placemaking role of the existing historic buildings and add public art, pedestrian safety improvements, and transit amenities.
- 8) Accessible Design. The Adeline Corridor Commercial District Streetscape and Complete Streets Plans will address how the area can better accommodate persons with disabilities.
- 9) Parking Analysis. The planning process will evaluate parking requirements for new development, including reduced or eliminated minimums, and identify strategies for parking demand management.
- 10) Infrastructure Development & Budget. The planning process would include preliminary design development and cost estimates for Streetscape and Complete Street Plan proposals, such as street reconfiguration, sidewalk repair, transit, bicycle and pedestrian infrastructure, traffic signal upgrades, pedestrian scale lighting, public art, and streetscape design elements.
- 11) Implementation Plan & Financing Strategy. The planning process will evaluate developer impact fees and grant funding opportunities. It will also address integration of Streetscape and Complete Street Plan infrastructure with existing programs.

4. Project Readiness/Local Commitment

Developer Interest. The planning area includes two existing PDAs: South Shattuck and Adeline Corridor. Projects that have been approved since 2007 or are under consideration are discussed below by PDA. Most of these projects include affordable housing units from either density bonus and/or inclusionary ordinance requirements or contributed fund to the HTF. *South Shattuck PDA*: 2600 Shattuck (Parker Place), 150 units; 2701 Shattuck, 24 units; 2711 Shattuck, 22 units; in addition two mixed-use housing developments were approved within one block of this PDA (2107 Dwight, 99 units; 2201 Dwight, 77 units). *Adeline Corridor PDA*: 3132 Martin Luther King Jr. Way (Harper Crossings). 42 units, 100% below-market-rate senior housing. *Key Sites*. Additionally, the housing element identified 13 opportunities within the two PDAs with potential for over 700 units, including the Ashby Bart Station parking lot. This planning effort will facilitate interest in new development by illustrating a commitment to new growth and a complete community.

City Commitment. The city held a community meeting on March 22, 2014 to solicit community interest and ideas for this planning effort. The city will provide a staff member to coordinate the planning process with the consultant team and represent the project at city and community meetings. City staff will assist with preparation and adoption of new zoning language and General Plan amendments to implement the policies of the new plan. The city will also support and enact policies within the plan by adopting a programmatic EIR to allow streamlined CEQA review for future projects.