

Downtown Berkeley Association (DBA)

Parking Vision, Principles and Recommendations

July 27, 2010

I. DBA Parking Vision

The Downtown Berkeley Association (DBA) envisions a vibrant, welcoming and prosperous Downtown Berkeley that is a wonderful environment to visit, work, learn, shop, live and play, with convenient access via public transportation and ample parking for private vehicles. Visitors, customers, residents, employees, and arts patrons need ready, affordable, and friendly access to downtown, via parking or transit, or they will take their business elsewhere. A number of steps can and should be taken to alleviate current parking challenges, particularly regarding limited supply of on-street parking (see Addendum A). Moreover, we should take prompt action to support our merchants, nonprofits, arts organizations, and property and business owners in these difficult times. The DBA seeks to optimize parking as an asset to facilitate a vibrant downtown and to stimulate City revenues.

We also must plan for future growth. The DBA expects to bring thousands of more visitors into a cleaner, safer, more welcoming downtown with the implementation of a new Property-based Business Improvement District (PBID) in 2012. The DBA also supports the City's new Downtown Area Plan, encouraging increased density and sustainable development of new residential, commercial, and office properties. While many of these new visitors, residents and workers will walk or take public transit, a large percentage will depend on private vehicular travel. Hence convenient and affordable parking for private vehicles is a critical infrastructure requirement for a successful downtown.

We foresee a "Green Smart Parking" future for Downtown Berkeley. As much as we encourage people to escape their cars and take public transit, most people prefer the convenience of "personal transport". The good news is that, over time, drivers will be converting to cleaner and smaller electric and hybrid vehicles, and to alternative modes of personal transport including bicycles, scooters, motorcycles, etc. Berkeley can hasten this transition to Smart Green Parking by providing incentives for electric and small vehicle parking, efficiently configuring parking for all types of transport, and providing other incentives that efficiently utilize our parking resources during the day, evenings, and weekends.

II. DBA Draft Parking Principles

To meet our vision of current and future needs, we have grouped our principals and recommendations into three categories as follows:

A. Maintain Baseline of Current On-Street and Off-Street Parking

1. No Net Loss of Any ON-STREET Parking

While the DBA supports most of the anticipated improvements in the Street and Open Space Improvement Plan (SOSIP) (see Addendum B), as a baseline, any new SOSIP projects must have "neutral" impact with regard to on-street parking. We define "neutral" as no net loss of on-street parking, and parking that is replaced by similar on-street parking within two "short" blocks, or one

“long” block. (“Short” blocks run north-south and measure roughly 250-300 feet in length; while “long” blocks run east-west and measure roughly 500-600 feet.) We believe that, if replacement parking is too far away, many customers will not bother to park and will take their business elsewhere. Also, the City must engage merchants and other businesses in discussion of any loss of parking, and what specifically is considered as replacement parking in their case; as well as special needs such as drop off and pick up, loading and unloading, or disabled parking.

2. No Net Loss of Any OFF-STREET Parking

In addition, we need to maintain our current inventory of off-street parking in garages and lots to accommodate current and future needs. In particular we must not lose the **Berkeley Way Lot**. There is a dearth of other readily accessible parking in this part of downtown. In the event this lot is developed, all public parking spaces must be readily maintained and/or expanded in a manner that maximizes access and visibility (not repeating problems with conversion of the Oxford Lot into the Oxford Garage). Moreover, we need to add parking capacity for tenant occupancy in a commercial and/or residential building above the parking. Also, while we recognize the need to seismically upgrade and redesign the **Center Street Garage**, work must be done in a highly compressed timeframe, and with sufficient mitigation for relief parking. The arts district and other neighboring businesses are highly dependent on this garage to service their customers.

B. Effectively Manage Current Parking Resources

1. Effectively Manage and Optimize Current Resources Through Pricing and Other Incentives

Use pricing and other incentives to efficiently utilize and fill parking resources (e.g., monthly parking in garages, appropriate rates for on-street and off-street parking.) Moreover, the city is losing significant revenue potential by not providing incentives to fill Center Street and Oxford garages.

2. Optimize Customer Experience

Implement new measures to create positive parking experience: clean lots and garages, safe lighting, speedy automated payment, etc. On-street, surface lot and garage parking are the first and last impression for many people visiting downtown. In particular, garages must provide a clean, efficient, straight-forward, affordable, safe, and welcoming experience.

3. Keep It Simple

While we must efficiently manage resources through effective pricing, it is important to keep pricing structures simple and easy for customers to understand. We believe complex pricing structures confuse and discourage repeat customers.

4. Recognize Regional Competitive Pressure from Other Neighboring Markets

The City must recognize the competitive options to shop, work, live, play, and launch and expand businesses, in other neighborhoods (e.g., Solano, Elmwood, 4th Street, San Pablo), other markets in the East Bay (e.g., Emeryville, Oakland, Albany, El Cerrito, Walnut Creek), and other areas (e.g., San Francisco, Marin, Silicon Valley). If we make it too difficult or expensive to visit downtown Berkeley, even more people, businesses, and organizations will choose to go elsewhere.

C. Plan for Future Growth

1. **Expand Parking and Transit for Future Demand**

Plan and expand parking and transit to accommodate growth and revitalization of Downtown Berkeley. We expect significant growth in visitors driven by: the DBA planned PBID clean and safe revitalization program; the new Downtown Area Plan; and the growth of UC Berkeley, Berkeley City College, and Berkeley High School in the downtown.

2. **Manage Parking for Peak Demand (during Daytime, Evening, and Weekends)**

With the continued growth of the arts district and other cultural venues, there is increasing demand for evening and weekend parking that must be effectively managed. For example, the UC Theater nightclub and the Berkeley Art Museum / Pacific Film Archive will be coming on line in the next couple years, placing significant additional demand on existing parking facilities. Also, we need to be mindful of how we monitor and manage a “perfect-storm” scenario, when most or all sports, entertainment, and cultural venues are activated and parking demand far exceeds capacity. While we understand we cannot economically build for perfect storm capacity, we need to get all stakeholders to agree on calculation of peak demand and parking capacity that we are planning and building for Downtown Berkeley.

3. **Encourage Public Transit, But Do Not Preclude Use of Personal Auto**

The City should continue to encourage pedestrian, bike, and public transit travel to and from Downtown, however it should not discourage or preclude folks who use personal autos to shop, visit, work, live, study, play, etc. As stated before, if we do not provide easy affordable access to parking, many visitors will take their business elsewhere.

III. DBA Draft Parking Recommendations

To meet the vision of current and future needs, we have grouped our recommendations into four categories consistent with the above principles:

A. Maintain Baseline of Current On-Street and Off-Street Parking

1. **Implement Nearby Angled Replacement Parking**

Some of the SOSIP projects anticipate the loss of on-street parking with angled parking replaced with parallel parking on Shattuck Avenue. Subject to thorough review by merchants and other businesses, the City must make SOSIP projects conditional upon implementing nearby replacement angled parking. For example, angled parking could be established on the east side of Shattuck and Berkeley Square, University Ave between Shattuck and Oxford, and Durant and Bancroft between Oxford/Fulton and Milvia. A net increase of spaces, in addition to replacing lost parking, would accommodate future demand and achieve goodwill with downtown merchants and businesses.

2. **Maintain Berkeley Way Lot Parking**

The Berkeley Way Lot is a critical resource for a key area of downtown with few parking alternatives. If the lot is developed, accessible affordable public parking should be expanded to accommodate current unmet needs in this area, as well as future growth.

3. Mitigate Loss of Parking with Rebuilding of Center Street Garage

Short-term loss of Center Street Garage could have disastrous impact on arts district and other neighboring businesses. The city must create replacement parking via new garage(s) and/or use of UCB garages. Design of the new garage should maximize flexible spaces, be easy to use, contain costs, minimize construction time, and encourage public / private partnerships to maximize benefits and financing options. Planning for a new garage should also be closely coordinated with input from arts district venues and other key stakeholders.

B. Effectively Manage Current Parking Resources – Pricing and Other Incentives

1. Normalize On-Street Meter and Garage Parking Rates

We need to provide incentives for full or partial day users to stop feeding meters and move into parking garages, and free up on-street space for short-term visitors, while simultaneously remaining competitive with other markets. Currently the city charges \$1.50/hr (90 minutes maximum), whereas most garages charge \$2.50-\$3.00/hr. Over time the City should probably normalize rates by decreasing garage rates (down to \$2.00/hr) and increasing street rates to \$2.00/hr. Private lots and garages will hopefully follow. If equal rates do not prove a sufficient incentive, the city should consider an additional price differential to incentivize longer term parkers to use garages. Also rates should not penalize in-and-out drivers who need to use their car during the course of day. And in normalizing rates the City must take into consideration pricing structures at private garages and lots. (e.g., Allston Way, Library Gardens, and Golden Bear garages.)

2. Expand and Market Monthly Parking

Increased availability of monthly parking permits in garages is needed for employee parking for current and new businesses to locate in downtown, and those employees who cannot take public transit. The City's current policy of limiting monthly parking in City garages discourages businesses from moving to downtown, and exacerbates the City's fiscal situation during a time of budget crisis. The City should market monthly spaces to help fill lots to 80-85% capacity, serving the downtown community and increasing City revenues. Moreover, the City should explore creative pricing to incentivize parking in garages up to occupancy of 80-85%, without significantly cannibalizing the current revenue base.

3. Consider Pricing That Encourages Carpooling

In addition to current monthly carpooling rates at the Center Street Garage, the City should, consider expansion of monthly carpool rates to Oxford Garage, as well as single-trip carpool pricing that encourages shared use and increases capacity of garages (and maybe on-street parking), particularly during peak periods and perfect-storm scenarios.

4. Consider Pricing and Restriping to Encourage Smart Green Parking

Aligned with its sustainability values, the City should consider lower pricing for electric and/or small footprint vehicles, particularly as new flexible parking spaces come on-line. The City may also want to consider restriping some spaces for smaller cars and charge a lower rate.

5. Consider Promotional Pricing to Fill City Lots to Near Capacity

The Oxford Garage is not fully utilized due to lack of awareness and signage. Moreover, upper floors of the Center Street Garage are often unused. The City should adopt temporary promotional pricing

as well as other measures (signage, publicity) to fill garages to 80-85% capacity in order to maximize revenue for the City of Berkeley and the Downtown.

6. Consider Special Early Evening Parking and/or Validation Parking

To further stimulate the local economy, the City should consider early evening parking rates and/or validation parking that encourages entertainment and arts patrons to come early eat and/or shop downtown before show times.

7. Consider Lower Parking Rates Outside Core

The City should consider lower parking rates in areas outside the core that are currently underutilized. Some people are happy to walk several blocks for a bargain.

8. Consider Evening and Sunday Metered Rates

Currently on-street metered parking fills up quickly in core areas after 6pm and on Sunday when parking is free, limiting availability for short visit users. The City should consider lower metered rates during evenings and weekends that encourages some of these longer term users to move into garages, thus freeing up on-street space for short term visitors. Please note however, that any charging for evening and/or Sunday use will need to be fully vetted with merchants (particularly given the adverse experience in Oakland last year.)

C. Effectively Manage Current Parking Resources – Customer Service

1. Regularly Clean and Paint Current Garages

The City must regularly clean and paint current garages, which often smell of urine, and are dark and gloomy.

2. Automate Garages

Automated payment systems should be installed at garages so cashier line does not back up multiple levels during peak period, driving away repeat customers.

3. Way-finding Signage for Garages

There is a pressing need for improved signage at garages, particularly the Oxford Garage. Also, clear signage must be installed along main thoroughfares guiding visitors to garages from University, Shattuck, MLK, and Oxford.

4. Better Lighting and Safety

The City must install better lighting inside and outside garages, and along major pathways, particularly to and from entertainment and arts district venues.

5. Merchant Validation Program

Encourage merchant validation programs at City and private garages that creates win-win of bringing more shoppers to Downtown Berkeley and more revenue to the city.

D. Plan for Future Growth

1. Create More On-Street Parking to Meet Demand

Anticipating future growth in Downtown with the Downtown Area Plan (DAP), PBID and other initiatives, and subsequent demand for additional parking, the City can create more on-street parking by adding angled parking on Durant, Upper University, and eastern side of Shattuck and Berkeley Square (with rerouting of traffic on west side).

2. Create More Garage Parking

Anticipating growth in downtown with the DAP and PBID, the City should add more garage parking, at a rebuilt and expanded Center Street Garage, UCB lot on the north side of Addison Street across from University Hall Garage, the HELIOS Center, and other new locations.

3. New Center Street Garage

Not only does the Center Street Garage need to be rebuilt for increased capacity, but the garage is problematic in its design particularly discouraging use of upper floors with narrow ramps, dark spaces, dismal maintenance, and limited stair and elevator access. And as previously stated, the City must minimize the construction impact for the arts district and other businesses, by minimizing the building time, and making available replacement parking at other nearby lots and garages (e.g., Berkeley Way Lot or future garage, UCB University Hall Garage, Arpeggio garage, and/or Allston Way Garage).

4. Reliable Access to UC Berkeley Parking

UC Berkeley parking is generally available to the general public during evening and weekend hours, however that availability is unreliable to due to special event conflicts. There is a need to make UCB parking availability more reliable, and/or dynamic signage indicating real-time availability.

5. Create Parking Benefit District

Create Parking Benefit District to fund parking, pedestrian and other improvements for Downtown Berkeley, similar to successful programs in Boulder and Pasadena.

Addendum A: Parking Problems

The below list of parking problems is not exhaustive, but illustrative of the problems faced by merchants, businesses and visitors in Downtown Berkeley:

A. On-Street Parking Problems

1. Merchants, workers, and visitors feed meters to take advantage of lower on-street parking rates.
2. Merchants, workers, and visitors park on street particularly to avoid penalty of leaving a garage for mid-day meetings.
3. Osher Lifelong Learning Institute seniors feed meters to save money on garages and elect not to stay to eat or shop in Downtown Berkeley because of the high cost of parking.
4. Cars with handicapped placards often park for the full day in key on-street parking spaces. It's not clear that everyone with those placards are using them legally.
5. Casual diners are not able to find evening short-term on-street parking because of "free parking" after 6pm taken up by full evening users, and are not willing to pay to pay \$5 garage flat rate fee to buy a \$5-10 dinner.
6. Removal of 10 minute parking in front of Flamingo Cleaners on MLK risks putting them out of business.
7. Parking has been removed on Fulton and Oxford, and Addison between Oxford and Shattuck for bus stops.

B. Garage Parking Problems

1. Visitors avoid going to Center Street Garage because of grime and smell of urine, as well as tight turns navigating garage ramps.
2. Approximately 200 spaces were lost with construction of Library Garden apartments and garage.
3. Limitations on monthly parking at Center Street Garage adversely impacts use and city revenues.
4. Highly visible Oxford lot with 132 spaces replaced with the smaller 98 space (and less visible) Oxford Garage.
5. Poor signage at Oxford Garage results in low usage of garage.
6. Exit queue backs up six stories at Allston Way Garage, taking 20 minutes to exit.
7. Arts district customers cannot find parking during UCB special events and turn in tickets at box office and go home (e.g., football games, Greek Theater performances)

C. Other Parking Problems

1. On University Avenue near Milvia, a visitor approached a business owner on the street to ask if there was anywhere to park for more than 90 minutes because there were no clear signs directing her to parking garages.
2. Visitors and residents cannot see and do not know about Berkeley Way Lot.
3. Because our arts district is a regional attraction (with a large number of patrons from Marin, San Francisco, Contra Costa County and beyond), many arts district customers would have to take 2 to 3 forms of public transportation in order to arrive to the theater from their homes, which is not feasible especially for some of the older patrons.

ADDENDUM B

Downtown Berkeley Association:

PRINCIPLES & PRIORITIES: STREET & OPEN SPACE IMPROVEMENT PLAN (SOSIP)

June 1, 2010

A. PRINCIPLES

The Downtown Berkeley Association welcomes the opportunity to have significant input into the SOSIP and other downtown planning initiatives. Downtown businesses and organizations have a vital financial interest in the outcome of these planning efforts, and can provide a day-to-day, critical perspective on what is needed to create a welcoming, vibrant, and prosperous downtown. In addition to a deep understanding of the daily visitor experience, the DBA understands that specific issues, such as parking and retail strategy, can be impacted by decisions around street improvement, open space, or other plans, and may be otherwise overlooked in the process. By participating in and being well-informed about the process, the DBA can in turn assist the City in outreach to merchants, property owners, and other businesses as part of planning and design process. And with the hoped for implementation of a new Property-based Business Improvement District (PBID) in January 2012, the DBA will soon play a larger role in partnering with the City and other key stakeholders to improve the downtown area. In alignment with the DBA's strategic goals to create an attractive, welcoming and vibrant downtown, we have identified the following key principles for integrating in the SOSIP planning process:

1. Finish what we started

It is our understanding that downtown improvements begun in the 1990's were planned to include new lampposts, landscaping, and other street improvement throughout the entire length of the Addison arts district, along University from Milvia to Oxford, and perhaps further along the Shattuck corridor. We also understand that a number of problematic street trees were slated for replacement. Funding was used to study improvement of the fountain in Civic Center Park but the project was not completed. We recognize that the initial investment into these projects would be wasted if we don't finish what we started. We should ensure that these projects are completed as we contemplate new ones.

2. Financial feasibility and maximum long term impact

All stakeholders – the City, downtown businesses, and the citizens of Berkeley – will want to see maximum impact with limited resources. We believe that it is critical to ensure that there are sufficient resources to complete a given project, as well as to subsequently maintain it within the context of standard city protocols (e.g., public works, landscaping, public safety). Without this analysis and long view as we prioritize investing in proposed SOSIP projects, it is likely that we will simply add to the list of unfinished projects and not adequately improve the downtown.

3. Focus on areas most in need

With so much work to do and limited resources, we feel strongly that we should prioritize improvements to the more distressed areas of Downtown. These include Shattuck and Berkeley Square, upper University Avenue, and the core and connecting corridor that visitors first encounter when arriving in Berkeley via BART.

4. Focus on the core and its connecting corridor

- a. Start at BART Plaza hub and build out along Shattuck: BART Plaza at Shattuck and Center is the nexus point of Berkeley, and it is the gateway for thousands of visitors and commuters taking

BART and AC Transit each day. The redesign of BART Plaza is underway, and it makes sense to leverage that investment and create an attractive streetscape out from this central point along the Shattuck main corridor of downtown (subject to addressing parking, retail and other issues). We should connect from BART Plaza along Berkeley and Shattuck Square to the areas with upcoming new investments by UCB and other parties at the Helios Center and upper University, as well as the northern stretch of Shattuck from University to Hearst bordering the UCB Helios and eventual public health buildings.

- b. Make Shattuck and University an inviting and efficient corridor: Shattuck Avenue and University are wide and currently not particularly inviting for pedestrians. We support measures that calm and manage traffic, preserve parking, allow for efficient passage of traffic through downtown, and create more open space. These include measures such as narrowing lanes; removing the couplet around Shattuck Square (northbound left turn onto University followed by immediate right onto Shattuck); and making the west side two-way.

5. Programming that attracts all Berkelyans and supports local retail

Each proposed open space and streetscape project needs to come with a clear program that encourages a vibrant and welcoming downtown for all Berkeleyans. The DBA encourages policies, plans, projects, amenities, and services that encourage all ages and backgrounds to visit, shop, and seek recreation and entertainment, and even live Downtown. Downtown should be home to more than just students, discount stores and quick serve restaurants; or a pass through to transit commuters and drivers on the Shattuck corridor. Hence we encourage a wide range of improvements that attract all age groups and demographics to visit and/or linger in downtown, such as trees, landscaping, outdoor restaurant seating, chess tables, artistic benches and bike racks, play sculptures, play fountains, light canopies, other artwork and sculptures, murals, mosaics, living walls, information, food, and flower kiosks, performance spaces, multi-media panels, and way-finding signage. We also see a need for accompanying maintenance plans, analysis of the impact on existing business, and a strategy that supports retail that serves a broad population. And it is important to consider how improvements will impact current businesses and attract targeted new businesses to Downtown Berkeley. Additionally, open spaces will need to work visually and be inviting during peak hours of usage and pedestrian density, and they also must work well during off hours with low foot traffic and usage.

6. Create parking “neutral” plans and meet future demand

At minimum, any SOSIP project must have “neutral” impact with regard to parking, including on-street parking and possibly low level easy-to-access garage or off-street parking. Reliable, accessible, and affordable parking is often stated by merchants as the number one challenge in doing business in downtown, and by building owners and brokers in attracting new businesses to Downtown Berkeley. We need to engage merchants and other businesses in discussion of any loss of parking, and what is considered as “neutral” replacement parking. (For example, replacing a parking space from in front of a business with a space two to four blocks away is not “neutral” from a merchant or customer point of view.) Replacement parking needs to be nearby, equivalent, accessible, nearby and easy-to-find.

B. PRIORITY PROJECTS

Subject the above principles, and based on further information on cost and feasibility, the DBA recommends prioritizing development of SOSIP projects (in approximately in the following order) to achieve our goals of an attractive, welcoming, and vibrant Downtown Berkeley:

1. Start with Berkeley / Shattuck Square Area: As discussed above, we recommend starting at BART Plaza and moving outward from this central hub with streetscape development along Shattuck Avenue, which is our main thoroughfare and in greatest need of improvement. We recommend starting with Berkeley / Shattuck Square to the north from BART Plaza (versus Shattuck mid-blocks to the south) for the following reasons:

- Shattuck and Berkeley Square is under a lot of stress with a high proportion of vacancies. Currently there are eight vacancies on the perimeter of Shattuck and Berkeley squares.
- The east side of Shattuck and Berkeley squares sees even less pedestrian activity.
- Homelessness has also been a particular problem at night; and hence the City, DBA, Mental Health, and Police are targeting this area for a Safe and Welcoming Pilot program.
- By removing the couplet around Shattuck Square (northbound left turn onto University followed by immediate right onto Shattuck) and making the west side two-way, the Shattuck and University crossroad would be more inviting and safer for pedestrians. By making west side of Shattuck Square two-way with calming measures such as narrower lanes, there should be the double benefit of safer traffic, with overall reduced travel time passing through downtown with the removal of the problematic couplet.
- Development of this area will act as major pedestrian linkage to the anticipated development of upper and lower University from Oxford to Martin Luther King Jr. Way.
- There is the opportunity to make the distressed east side of Shattuck and Berkeley Square more attractive with angled parking and very slow single or double lane of traffic. Angled parking on the east side of Shattuck Square would also compensate for the potential loss of parking on the west side of the square with two way traffic. A neutral parking or slight addition in parking will be critical in gaining merchant support for this first new project.

2. Mid-Shattuck Blocks: If this can be accomplished with “neutral” parking impact, the development of the mid-Shattuck blocks to the south of the BART Plaza would be a second priority, working our way out from this key hub along our main corridor. Currently the street is probably too wide and traffic too fast, to make it an inviting pedestrian environment, reflected in the mixed success of retail in this area. If programmed correctly, wide sidewalks, additional landscaping, and/or bike lanes and other amenities are likely to make this part of Shattuck a more inviting and vibrant pedestrian and commercial area.

3. Upper University: Upper University between Oxford and Shattuck is ripe for new development. This is a broad street with little traffic past Shattuck, and a key visual gateway to the UCB campus. It links up to the BART Plaza, via the development of Shattuck Square. There is probably ample room for new angled parking, increased sidewalks, and new streetscape amenities. However, the development of this area should be conducted in conjunction with the development of this area by existing and new property owners, who may help fund the streetscape improvements.

4. Park Blocks: While the concept of park blocks on Shattuck Avenue on the southern stretch of downtown is attractive, we believe that these islands in the street need to be carefully designed programmed and maintained to succeed over the long term. There are a wide variety of options and a thoughtful process is key if this area is to be developed. Without a long-term plan and consideration of existing business, we are concerned about these becoming islands of neglect. In particular, we encourage caution when considering food carts. Several years ago, the City spent much time and effort to reduce shabby food carts in the BART Plaza area. Food carts can be visually blighting; present street

cleaning, health management, and restroom problems; and compete with existing storefront providers that are paying higher rents to landlords and fees to city. We would like to see multiple programming options in this area.

5. Hearst Bike Path: As a project on the periphery of downtown, this may need to be a lower priority. However, the project appears attractive in terms of bringing more cyclists safely to campus and downtown, and creating a green beltway on the edge of downtown. We may be interested in this project if it can be completed affordably (possibly with the support of UCB with development of the Helios and public health buildings).

6. Center Street: Upper Center Street (between Oxford and Shattuck) enjoys wide sidewalks and a thriving restaurant row, and is one of the few streetscape success stories in Downtown Berkeley. A good model of combining public and private investment, we feel that development of this area is a significantly lower priority with so many other areas in need of attention. We suggest that the development of a pedestrian-only mall should wait until the north side of the street is activated with a new museum and hotel. We would like to see all the pieces in place to insure a successful new project.

7. North Shattuck: While Shattuck north of University is not identified as a SOSIP project area, we believe it is important to not neglect this area, distressed due to a number of store closures, problem street behavior, and the construction of the UCB Helios Center. At minimum we believe the City should consider planting street trees from University to Delaware on both sides of Shattuck. We should also encourage UCB to plant trees in the planned parking lot to the west of the Helios Center abutting Shattuck Avenue between Hearst and Berkeley Way.