

# GOALS



## 298 GOALS

299 **Placemaking.** Make Downtown a more vi-  
300 brant, attractive, and memorable destination.  
301 Increase enjoyment of Downtown by favoring  
302 pedestrians. Create a more beautiful Down-  
303 town with appealing street elements, lush veg-  
304 etation, and public art. Enhance cultural and  
305 aesthetic connections between Downtown and  
306 the UC Berkeley campus.

307 **Public Life.** Engage people of all ages  
308 with social, cultural, and business activities in  
309 Downtown. Meet diverse community needs,  
310 while also promoting Downtown as a visitor  
311 destination. Establish public gathering places  
312 in the heart of Downtown. Emphasize Shattuck  
313 Avenue as Berkeley's principal commercial  
314 "main street," especially near BART.

315 **Health & Comfort.** Provide safer environ-  
316 ments for daytime and evening activities.  
317 Maintain pleasant settings that encourage  
318 walking and bicycling – important forms of  
319 physical activity. Calm traffic to minimize inju-  
320 ries. Increase pedestrian-scaled lighting, es-  
321 pecially near evening destinations. Increase  
322 recreational opportunities Downtown, particu-  
323 larly for residents.

### 324 **Access:**

325 a. Improve transportation access to Down-  
326 town for all modes, with priority given to  
327 pedestrians and bicyclists.

328 b. Make Downtown a welcoming pedestrian-  
329 oriented destination. Support reliable tran-  
330 sit service and increase transit ridership.

331 c. Promote Downtown as a regional transit center.

332 d. Improve the availability of on-street parking  
333 and manage all parking more effectively.

334 **Sustainability.** Make a great and green  
335 Downtown. Help Berkeley attain Climate Ac-  
336 tion Plan goals. Minimize human impacts on –  
337 and raise awareness of – ecosystems to which  
338 Downtown connects through watershed man-  
339 agement and green infrastructure, by increas-  
340 ing trees and vegetation, and by promoting  
341 alternatives to the car.

**Facing Page: Community-Making.** *Plazas can play an important role in nurturing a shared sense of community. Staff photo.*