



Kriss Worthington

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ACTION CALENDAR

April 2, 2013

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington

Subject: **Telegraph ACTION Plan of short term improvements for 2013 and 2014**, to provide direction as requested by City Manager at work session

RECOMMENDATION:

Telegraph ACTION Plan of short term improvements for 2013 and 2014. Provide direction to the City Manager as requested at the Telegraph work session, to prioritize staff attention amongst the many positive ideas presented.

BACKGROUND

On Feb 28, 2012 the Telegraph Livability Coalition's list of 21 improvements was referred to a work session, which was held on November 27, 2012. The packet included suggestions from the Telegraph Livability Coalition (TLC), Telegraph Property Business Improvement District (TPBID), U.C. Planning and Capital Projects, and Berkeley Design Advocates (BDA). Short term recommendations from each of these groups have been blended to create the proposed **Telegraph ACTION Plan of short term improvements for 2013 -2014**.

Many businesses and residents are eager to learn what the City will do to help Telegraph Avenue this year. If we prioritize some short term improvements, it will send a message that help is on the way. Last year the Sequoia Building fire directly hurt residents and stores. The damage to nearby businesses was substantial. The affected businesses desire and deserve a clear message from the City that we understand and will take action to help this year.

In the next few years multiple buildings are likely to be built and new uses added to existing buildings. These will provide long term gain but short term pain. The construction noise and traffic diversion will further hurt existing stores and residents. If the City Council gives direction to the City Manager, we can let people know that we understand the need for action this year. This could increase willingness for stores to stay in Berkeley and invest in improvements as partners with a City that has a short term improvement plan. **Other ideas proposed by these groups will still be considered for longer term improvement possibilities.**

FINANCIAL IMPLICATIONS

Refers \$50,500 to budget process.

CONTACT PERSON

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Attachment: 1. Telegraph ACTION Plan

Telegraph ACTION Plan of short term improvements for 2013 and 2014

A blending of suggestions from the Telegraph Livability Coalition (TLC), Telegraph Property Business Improvement District (TPBID), U.C. Planning and Capital Projects, and Berkeley Design Advocates (BDA).

Retail Tables Allow trial program to let 5 - 10 retail stores put merchandise tables in front of their stores- assure arts and crafts vendors this will only impact a few spaces & not change all other arts and craft vendor spaces.

Parking Signage Inform merchants and customers that City is actively exploring installing parking signage to let people know how many parking spaces are available in area parking lots and garages. Publicize that customers are allowed to park in UC lots at some times.

Parking Validation Consult with merchants on possible modifications to enhance effectiveness.

Lighting Evaluate cost effective safety lighting improvements in campus area (which has the highest number of crimes of any area of the City.)

Music Murmur Start monthly event building on success of Berkeley World Music Festival to have music in stores and on the street each month. Refer \$3,000 per month to the budget process.

Holiday Fair Build on this successful event with referral to budget process of an additional \$4,500 per year.

Drop In Center To be considered within the regular Commission/ City Manager/Mayor and City Council budget process.

Mural Provide matching funds for Mural creation and restoration. Refer \$10,000 to budget process.

Rent Storefronts City owns vacant storefronts and could gain rent money as well as add to the commercial activity level by renting spaces.

Quota Notice Notify all district restaurants when quota is proposed to be exceeded.

Pedestrian Safety Research grant proposal for pedestrian improvements at the triangle and area wide pedestrian lighting.

Transit Center Begin preliminary steps to explore grant availability to develop design concepts for a Dwight Way transit plaza at Telegraph, and apply for complete streets grant.