



Office of the Mayor

ACTION CALENDAR
April 30, 2013

To: Members of the City Council
From: Mayor Tom Bates
Subject: Temporarily Relax Quota System on Telegraph Avenue

RECOMMENDATION:

Request the Planning Commission consider zoning changes on Telegraph Avenue in the Southside area to allow a temporary relaxation of the quota system for three years.

FISCAL IMPLICATIONS OF RECOMMENDATION:

Increased sales tax revenue and employment opportunities.

BACKGROUND:

The City Council adopted the Southside Plan on September 27, 2011. Some of the major goals include the following:

1. Land Use: Provide for a high-density residential and commercial mixed-use edge to the University of California campus and the “spine” of Telegraph Avenue;
2. Economic Development: Enhance the commercial district so that it better meets the needs of the wide variety of users who frequent the neighborhood.

The City has already taken a number of actions to implement the Southside Plan since its adoption. The entitlement process has been streamlined to allow businesses to open more easily and the City Council recently adopted an ordinance to allow businesses to stay open for 24 hours. Staff will present ordinance changes in the near future to allow merchants to display and sell their merchandise on sidewalks.

There are currently numerical and size limitations on the number of Barber/Beauty Shops, Food Service Establishments, and Gift/Novelty Shops in the C-T Telegraph Avenue Commercial District. Currently these uses are allowed by zoning certificate, however, uses subject to quota limitations may be exceeded by administrative use permit (AUP) or public hearing (UPPH). This change would remove the need for an AUP, making only a zoning certificate required.

In 2009, the City Council voted to end a moratorium on restaurant uses on University Avenue from Oxford Street to Martin Luther King Jr. Way. This change created a tremendous amount of new activity along University Avenue allowing properties that were vacant for many years to be put back into productive use.

In 2010, the City Council voted to temporarily end quota limitations on Solano Avenue in conjunction with the streamlined entitlement process. This has resulted in new businesses being established.

Temporarily relaxing the Telegraph quota system in conjunction with the streamlined entitlement process could assist in implementing Goal 4 of enhancing the commercial district to better meet the needs of those who frequent the neighborhood.

CONTACT PERSON:

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Mayor

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