



CITY COUNCIL
Linda Maio

ACTION CALENDAR
November 18, 2014

TO: Honorable Mayor and Members of the City Council
FROM: Councilmembers Linda Maio and Laurie Capitelli
SUBJECT: Future Development of the 4th Street Area

RECOMMENDATION:

Request that the Planning Commission return to Council with possible options to ensure that future development of the 4th Street area is harmonious with the successful existing retail district.

BACKGROUND:

The 4th Street shopping sector has been enormously successful and contributes a great deal to Berkeley's tax base as a regional economic generator. It is a major employment center generating in the neighborhood of 700 jobs.

With interest growing in further development of the area it makes sense for the City to guide the nature and character of new development through its zoning policies. 4th Street is successful because of its unique character.

The Planning Commission should develop guidelines that will enhance and protect this unique character. Consideration should include but not be limited to height, setbacks, step backs, parking, separation between buildings for light and air and commodious passageways, enhancing the link to the Rail Station, and design guidelines that will promote and enhance the ambiance that the sector has established.

FINANCIAL IMPLICATIONS:

Will require analysis and staff time.

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