



COUNCILMEMBER LINDA MAIO
City of Berkeley

CONSENT CALENDAR
July 11, 2017

TO: Honorable Mayor and Members of the City Council
FROM: Council Members Linda Maio, Cheryl Davila and Kate Harrison
SUBJECT: Vitality of University Avenue

RECOMMENDATION

Refer to the City Manager and Economic Development to analyze storefront vacancies on University Avenue and make recommendations on how to create a more vibrant streetscape on our main boulevard.

BACKGROUND

University Avenue is a main entryway into the City of Berkeley, one of the important commercial corridors of the City, and an important hub for the community. However, there has been a recent increase in the number of vacant storefronts and live-work frontages that are completely curtained off. This has a deadening impact on the social, community, and economic activity of University Ave. Our ordinances regarding live-work should be clear about the need to have windows that project some interest and not present a blank and covered window to the street.

In the past, small facade improvement grants have been used to provide incentives to building owners to improve the exterior appearance of their property. This could be a solution going forward. This item requests that our staff analyze the present situation of vacant storefronts and create an action plan to address their findings that would increase the attractiveness and vitality of University Avenue.

ENVIRONMENTAL SUSTAINABILITY

No environmental sustainability impacts.

FINANCIAL IMPLICATIONS

Staff time.

CONTACT

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