

IMPLEMENTATION CHECKLIST

The following action items are necessary to implement the recommendations of the Strategic Plan. Approximate time-frames are suggested for each item to guide future staffing and funding decisions. Additional recommendations related to funding mechanisms is provided in the next table.

Projects Underway

- Community policing program is underway, including an increase in bike patrol units for University Avenue.
- Neighborhood and merchant associations formed and meeting regularly.
- New clinic service at Sixth and University facility.
- Street tree planting in University Avenue median according to community's design recommendations.
- Bike racks being installed at selected locations along the Avenue.
- Arts District plan and partial funding approved for Addison Street.
- Seismic Rehab Revolving Loan Fund pilot project initiated.
- Zoning changes in process to clarify Home Occupations and Live-Work.
- Housing Trust Fund guidelines have been revised.
- New residential and mixed-use development projects underway on several sites along the corridor.
- City currently working with property owners at Acton/University Avenue node.
- Redevelopment Agency funds available for West Berkeley improvements (e.g. Spenger's parking lot redevelopment and bicycle/pedestrian bridge to waterfront.)
- Aquatic Park Master Plan is in process.
- Civic Center Master Plan is in process.

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<p>Area-Wide Implementation Strategies</p> <p>Public Safety</p> <ul style="list-style-type: none"> • Develop comprehensive Public Safety Program. ✓ • Community Policing: establish a regular meeting forum between police, merchants, residents, and property owners. ✓ • Develop an on-going system of crime data collection; link crime statistic data sets to an electronic map of the corridor. ✓ • Develop safety audits, to be conducted by the Police Department, to assess commercial buildings and neighborhoods. ✓ • Develop a set of public safety criteria to address design issues; establish a police review process for all new development proposals; establish a record-keeping database on how safety concerns have been addressed. ✓ • Form new merchant and neighborhood associations where none currently exist. ✓ • Develop a targeted graffiti and litter removal program between the merchants and the Public Works Department. ✓ <p>Land Use</p> <ul style="list-style-type: none"> • Create a special Zoning Overlay designation for University Avenue. <ul style="list-style-type: none"> - Establish Avenue Nodes and Avenue Residential areas as distinct land use designations within the zoning overlay. ✓ - Reduce the amount of on-site open space required and relax parking standards for residential projects on University Avenue. ✓ - Set minimum and maximum building height limits for residential, mixed-use, and commercial buildings within Avenue Nodes and Avenue Residential areas. ✓ - Incorporate the University Avenue Strategic Plan Design Guidelines. ✓ 			

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
- Discourage or prohibit new alcohol-related establishments, auto-oriented uses, and industrial/warehouses along University Avenue.	√		
Urban Design <ul style="list-style-type: none"> • Festival lighting system installed in University Avenue median. • Prepare detailed design of streetscape improvements, identify phase one components, and refine cost estimates and funding sources. • Plant trees in parking lanes and repair sidewalks. • Improve crosswalks and construct sidewalk corner “bulb-outs.” • Install street furniture and safety telephones. • Install improved transit shelters and self-cleaning public restrooms. • Install median irrigation system. • Expand design review authority to include all new and renovated buildings along University Avenue. • Institute a process to work with developers to implement streetscape improvements along property frontages. • Create a public arts program for University Avenue. • Revise and strengthen sign ordinance enforcement efforts. • Work with local merchants to create an integrated public signage and banner program for the Avenue. • Increase funding for building code enforcement, develop a target list of properties that are in need of significant repair, and aggressively work with property owners. • Consider strengthening the anti-blight ordinance. • Fund a youth program to remove graffiti on a continuing basis. • Review the City’s parks maintenance programs and provide strategies for more effective maintenance. 	<ul style="list-style-type: none"> √ √ √ √ √ √ √ √ √ √ √ √ √ √ √ √ 	<ul style="list-style-type: none"> √ √ √ √ √ √ √ √ √ 	<ul style="list-style-type: none"> √ √

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<p>Economic Development</p> <ul style="list-style-type: none"> • Create a coordinated marketing program and annual promotional events series with University Avenue merchants. • Focus new business attraction efforts on bringing more small, locally-owned neighborhood-serving businesses to the area, particularly within Avenue Nodes. Target key “anchor” tenants (see also each sub-area). • Maintain on-going communication with existing anchor tenants in each node to ensure their stability and long-term viability. • Review the effectiveness of all of the City’s small business support programs, such as the Citywide Loan Fund and the Facade Improvement Grant. • Establish an education and training program that links merchants with private financing sources and management techniques. • Establish linkages to entrepreneurship training programs and the Alameda County Small Business Development Center. • Target the Business and Real Estate Assistance Program to University Avenue merchants. • Investigate options for funding future merchant efforts and physical improvements, such as a Business Improvement District, assessment districts, and redevelopment authorities (see Financing Strategy) 	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	<p>√</p> <p>√</p> <p>√</p> <p></p> <p></p> <p>√</p> <p></p>
<p>Housing (See also Land Use)</p> <ul style="list-style-type: none"> • Create a package of incentives aimed at encouraging developers to build new market rate housing along the University Avenue corridor. • Use the City’s Housing Trust Fund to provide financial assistance to residential projects on University Avenue. 	<p>√</p> <p>√</p>	<p>√</p> <p>√</p>	<p></p> <p>√</p>

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<ul style="list-style-type: none"> • Establish a First Time Homebuyer Downpayment Assistance Program to help existing low and moderate income residents in the study area to purchase new housing within the study area. • Encourage and remove barriers to creative ownership programs, such as limited equity coops, sweat equity housing, co-housing, and conversion of rental housing to ownership. • Work with local private developers and non-profits to construct at least one additional senior housing project along the University Avenue corridor. • Expand the Residential Rehab Loan Fund to apply to the University Avenue planning area. • Work with residents to establish a Community Management Task Force to provide advice and coordination of issues relating to the management of housing and social services. 		<p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p>	<p style="text-align: center;">√</p>
<p>Transportation (See also Urban Design.)</p> <ul style="list-style-type: none"> • Work with AC Transit and U.C. to study the feasibility of creating a special University Avenue Electric Shuttle System. • Implement the University Avenue Electric Shuttle System. • Work with appropriate agencies to implement commuter rail service on the SPRR train tracks and provide timed bus transfers to buses along University Avenue. • Prepare a Master Plan for the Spenger's parking lot that creates a multi-modal transportation hub (see Transportation section for preferred uses and design). • Use Redevelopment Agency funds to assist development of a Fourth Street parking structure. • Complete the Bicycle Master Plan and, at a minimum, identify bicycle routes within the University Avenue corridor that place bikes on parallel routes. 	<p style="text-align: center;">√</p>	<p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p>	<p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p> <p style="text-align: center;">√</p>

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<ul style="list-style-type: none"> • Implement the current program to provide additional bicycle racks and other bicycle amenities along University Avenue. • Re-time the signal system along University to encourage slower speeds and to improve the overall flow of traffic. • Work with property owners to reduce the number of mid-block curb cuts along University. • Study problem intersections (Sixth Street, San Pablo, Milvia, and Shattuck) and identify appropriate improvements to reduce congestion, while ensuring safe pedestrian crossings. • Extend parking meter times to two hours along the length of University Avenue. • Conduct a Comprehensive Parking Study and consider creating new public off-street parking locations on currently underutilized properties. 	<ul style="list-style-type: none"> √ √ √ 	<ul style="list-style-type: none"> √ 	<ul style="list-style-type: none"> √
<p>Community Services</p> <p>(Note: these strategies are specific to University Avenue; additional actions recommended for City-wide implementation are also mentioned in the Community Services section above).</p> <ul style="list-style-type: none"> • Create site specific neighborhood boards to help with planning, operations and program development activities. • Conduct neighborhood meetings with agencies, service providers, non-profits and the community; encourage providers to sponsor regular open houses to better publicize services. • Develop a program for neighborhood residents on how to cope with problematic behavior; what resources to call; how to develop neighborhoods strategies, etc. • Conduct regular monitoring and program evaluation, including data collection and mechanisms for gathering information about what is and is not working. 	<ul style="list-style-type: none"> √ √ √ √ 	<ul style="list-style-type: none"> √ √ √ √ 	<ul style="list-style-type: none"> √ √ √

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<ul style="list-style-type: none"> • Examine the following specific issues: areas of program overlap; levels of efficiency; funding sources; impact on neighborhoods; “fair share” distribution within the city. • Develop a health and social services needs survey for University Avenue neighborhoods and the business community. • Increase the use of mobile intervention units; clearly post phone numbers publicly. • Further promote job development; employ social services recipients to keep the corridor clean. • Identify problem individuals; emphasize case management and a continuum of care. 	√ √ √ √	 √ √ √ √	 √ √ √
<h3>Sub-Area Implementation Strategies</h3>			
<p>For each Sub-Area, specific action items have been identified. These actions are <u>in addition</u> to the Area-Wide implementation strategies listed above.</p>			
<h4>Sub-Area One</h4>			
<ul style="list-style-type: none"> • Improve signage from I-80 ramps to the frontage road. • Prepare a master plan for the Spenger’s parking lot that creates a multi-modal transportation hub, satellite parking facility, mixed-use development and public open space. • Use Redevelopment Agency funds to assist development on the Spenger’s parking lot. • Finalize plans for a pedestrian/bicycle bridge to the waterfront extending from Aquatic Park. • Build pedestrian/bicycle bridge to the waterfront. • Hold “Gateway Design Competition.” • Build/plant “Gateway.” • Consider placing a left turn signal at Sixth Street and at San Pablo. 	√ √ √ √ √	 √ √ √ √	 √ √ √

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<ul style="list-style-type: none"> • Paint the underside of the University Avenue Bridge and install lighting. Identify an appropriate location for murals or sanctioned graffiti. • Work with property owners and merchants in the Fourth Street Node to ensure that the mix of uses remains economically healthy. Encourage additional infill. • Work with property owners in the area south of University and west of Fourth Street to encourage new light industrial, small-scale office, and live-work. • Consider amending the West Berkeley Plan to allow nighttime entertainment uses south of University and west of Fourth Street. • Use the City of Berkeley Business Attraction Program to encourage new ethnically oriented businesses to locate in the West University Node. • Target the Residential Rehab Program to two areas: the dilapidated buildings at Ninth and Delaware and the blocks surrounding Columbus School. • Upgrade and renovate the primary care facility at 6th and University (West Berkeley Family Practice). 	<ul style="list-style-type: none"> √ √ √ √ √ √ √ 	<ul style="list-style-type: none"> √ √ √ √ 	<ul style="list-style-type: none"> √ √ √
<p>Sub-Area Two</p> <ul style="list-style-type: none"> • Design West Street (Santa Fe Pacific Right-of-Way) Greenway and identify potential funding sources. • Construct West Street Greenway. • Give the Acton/University Avenue node the City's highest priority in terms of planning, development review, streetscape improvements, and funding considerations because of its potential to truly transform the mid-section of University Avenue. Focus on building additional housing in the area. • Work with the property owners to prepare a site plan for the Berkeley Plaza Motel site. • Prepare a joint City/School District Master Plan for the West Campus Adult Education Center. 	<ul style="list-style-type: none"> √ √ √ √ 	<ul style="list-style-type: none"> √ √ 	

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
• Implement the Master Plan for the West Campus Adult Education Center.		√	√
• Organize a Special Events program for Strawberry Creek Park.	√	√	√
• Every effort should be made to maintain the local-serving nature of businesses in the San Pablo Node, particularly the food-related anchor tenants. New uses, such as a produce market and/or bakery, could provide additional anchors to this already active retail node.	√	√	√
• Undertake a pilot program to “Grow A Business” in Sub-Area 2, focusing on creating a produce market in the San Pablo Node.	√		
• Work with property owners to identify potential tenants for Strawberry Walk and support the economic viability of Andronicos.	√		
• Target University Avenue, particularly from Chestnut to Acton Streets, for new housing.		√	√
• Target Bonar/Browning streets neighborhood for Residential Rehab Program.	√	√	
• Plan and implement a Library Facade Renovation.		√	√
• As part of the overall University Avenue Streetscape Enhancement Program, provide an “all way” walk signal at San Pablo and University.		√	
• Acton and Sacramento, and California should be emphasized as important pedestrian routes to BART. Provide special signage, lighting, landscaping, and pedestrian-friendly intersections.		√	√
Sub-Area Three (See Sub-Area Two for strategies related to the Acton Node)			
• Solicit community-oriented eating and drinking establishments with full daytime and nighttime service in the area between California and Sacramento.	√	√	√
• Work with property owners and merchants to retain existing local-serving businesses in the California Node.	√	√	√
• Work with property owners to redevelop underutilized properties in this area, including Kelley Moore Paints and the U.C. Cafe.		√	√

Action Item	Phase 1 Immediate	Phase 2 Mid-Term	Phase 3 Long Term
<ul style="list-style-type: none"> • Sacramento and California should be emphasized as important pedestrian routes to BART and Ohlone Park. Provide special signage lighting, landscaping, and pedestrian-friendly intersections. 		√	√
<ul style="list-style-type: none"> • Do not permit additional gas stations within this area, and in the long term, work to redevelop the station at the intersection of Sacramento and University to higher intensity, transit-oriented office, retail and residential uses. 	√	√	√
Sub-Area Four			
<ul style="list-style-type: none"> • Initiate a pilot retail facade renovation program. Use the block between Milvia and Shattuck as the first intervention area. 	√		
<ul style="list-style-type: none"> • Proceed with the seismic rehab revolving loan fund pilot project to encourage renovation of unsafe buildings in the downtown area. 	√	√	
<ul style="list-style-type: none"> • Work with the UC Theater to initiate seismic renovations and possible expansion. 	√		
<ul style="list-style-type: none"> • Review the provisions of the SRO Ordinance and amend the conversion provision. 	√		
<ul style="list-style-type: none"> • Identify issues and propose options to facilitate SRO restoration and rehabilitation. 	√		
<ul style="list-style-type: none"> • Prepare a Master Plan for the future redevelopment of the State Department of Health facility. Coordinate and work cooperatively with the University of California. 	√	√	
<ul style="list-style-type: none"> • Target the City's Berkeley Way parking lot as a top priority for redevelopment with housing and replacement parking. The Oxford Street parking lot should be considered as a second priority site for similar re-use. 		√	
<ul style="list-style-type: none"> • Secure a mid-block passageway between the City's Berkeley Way parking lot and University Avenue. 		√	
<ul style="list-style-type: none"> • Target sites along Oxford and Allston for high density, arts-related uses due to their proximity to the Arts District and downtown. 	√	√	√

