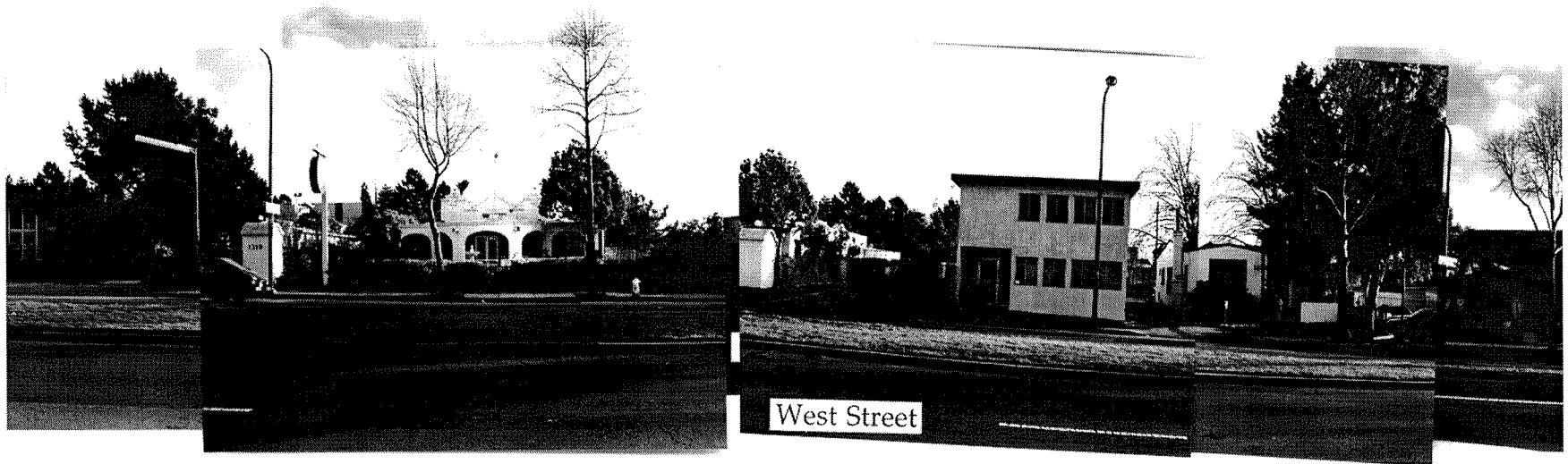


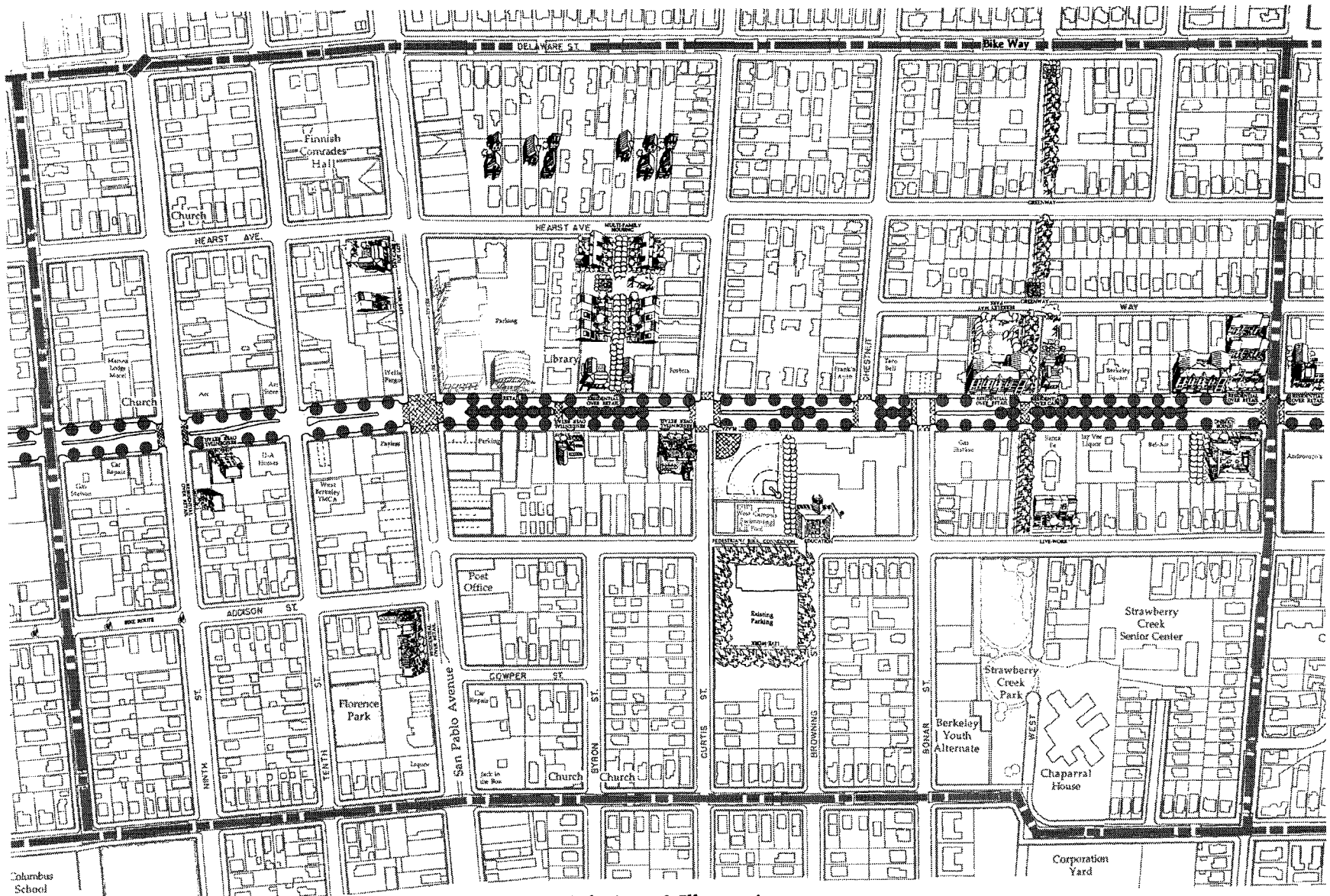
Sub-Area 2

Area-Specific Trends and Issues

Sub-Area 2 is the area along University Avenue which is bounded by Eighth Street to the west, Acton Street to the east, Allston to the south and Delaware to the north.

San Pablo Avenue is the commercial heart of this area and has recently experienced something of a renaissance. There is a wide variety of stores and businesses along San Pablo, including local-serving convenience shops, small restaurants and cafes, a bank, post office, discount household supplies, drug store, liquor store, car repair, and a U-Haul rental outlet. Anchors such as Bay Foods, Country Cheese, the Tea Spot, Middle Eastern Market, and Smart & Final serve pedestrians and transit-oriented customers, as well as residents of surrounding neighborhoods. This tree-lined avenue is both pedestrian-friendly in its fine-grained scale and a major auto/transit thoroughfare. Most older buildings come to the street edge and create a very active pedestrian environment. However, several of the more recently built structures place parking lots at the street edge, thus detracting from an otherwise healthy atmosphere.

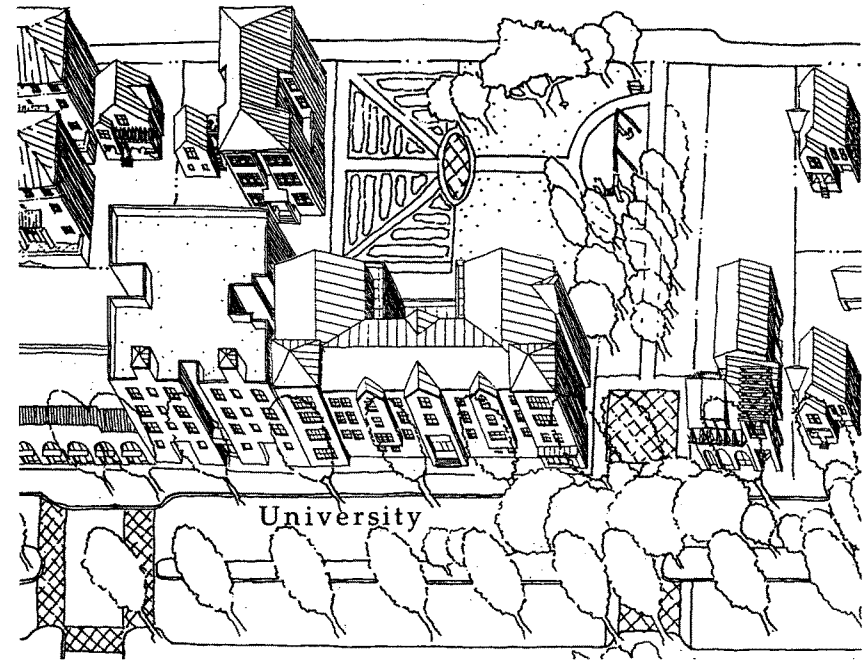




Sub-Area 2 Illustrative

University Avenue between San Pablo and Acton is dominated by rundown businesses, vacant lots and storefronts, a scattering of older apartment buildings, fast food outlets, and liquor stores. The Berkeley Plaza Motel site on University between San Pablo and Curtis has been closed for some time and represents a significant development opportunity site. Additionally, the intersection of Acton and University comprises one of the most important opportunity areas within the area. It is possible that three of this intersection's four corners will go on the market for future development and include a State of California public health facility that is closing, the State of California Employment Development Department offices which are relocating to Oakland, Ledger's liquor store, and a small building with a restaurant. This corner's proximity to the Andronico's supermarket and the newly developed "Strawberry Walk" shops make it an excellent candidate for a catalyst project.

West Campus, formerly part of Berkeley High School, is the largest single use within the University Avenue corridor. The site occupies close to two blocks of the central part of this sub-area. The 10,000 or so students that attend the Adult Education Center support the local businesses and approximately half of the students come from the Berkeley community. The programs that are provided include an academic program, English as a second language, career/prep. vocational education, program for older adults, a severely handicapped program, and community service special courses. The school uses all of its 42 classrooms, but several of the older buildings on the site are unsafe and under-utilized. The campus is equipped with a cafeteria/kitchen, an auditorium, wood shop, gym, a 600 seat theater and a swimming pool. The school provides meals and daycare. Two portions of the site are underutilized: a former playground that faces University Avenue at the corner of Curtis Street and the southern half of the site south of Addison Street between Curtis and Browning.



Andronico's supermarket, at University and Acton, functions as the Acton Street node's primary destination. Its success demonstrates the feasibility of local-serving shopping along University Avenue, although the store probably draws from a much larger market area. Its design also works with the neighborhood, in that auto and pedestrian access is provided from both the Avenue and from Addison, allowing neighbors to easily walk or drive to the store without having to get onto University. The Acton Street Node presents a major opportunity along the University Avenue Corridor and is within walking distance of the North Berkeley BART station. One parcel, a State-owned health facility, is potentially available to the City as surplus property. The Employment Development Department is planning to move out of the area within the next year and may become a second

opportunity site. In the future, other sites within this node may also be placed on the market for new development. The Acton Street node should be made a top priority for the development of new housing targeted to a mix of incomes and a priority location for completion of the University Avenue streetscape improvements.

This portion of the Avenue also includes several additional public uses and parks, including the West Berkeley Library, Berkeley Way Park, and Strawberry Creek Park. Behind University, to the south, are several higher density residential complexes, including Strawberry Creek Senior Center, U.C. faculty housing on the former Preservation High School site, the Bonar Street housing project, and the Chaparral House. There are also a number of public buildings, including the Chinese Community Center, St. Joseph's school and church, and Berkeley Youth Alternatives. The Strawberry Creek Design Center, located in a set of renovated warehouses that face the park, represents the area's only office use. To the north of University Avenue, the fabric is defined by a fine-grained neighborhood of bungalows and small apartment buildings.

A unique feature of Sub-Area 2 is the former railroad right-of-way that extends from Strawberry Creek Park to the historic train station (now the Santa Fe Bar & Grill), and across University Avenue to follow the mapped, but unimproved West Street right-of-way. Currently, each

segment of this right-of-way is fenced off to prevent loitering, but it provides an opportunity to bring a "green" corridor into and through University Avenue.

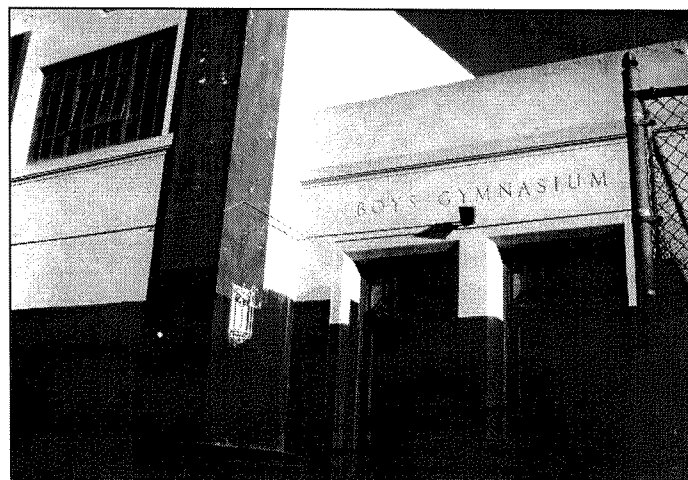
There are two major projects currently underway in Sub-Area 2. These are the retail project at the corner of San Pablo and University Av-

enues, which will house a video store, a sandwich shop, and another small tenant, and the rehabilitation of the Bel Air Motel into Single Room Occupancy units.

Sub-Area 2 Revitalization Catalysts

The Sub-Area 2 map illustrates recommended interventions (or revitalization catalysts) on opportunity sites within Sub-Area 2. For the purposes of this plan, "Opportunity Sites" represent locations where significant renovations or new construction may occur over the lifetime of the Strategic Plan.

"Revitalization Catalysts" are projects that were either in process at this time this plan was being prepared, or should be considered as important first steps for implementation of the University Avenue Strategic Plan. In some cases a "catalyst" is not a physical building, but an economic development or social service program.

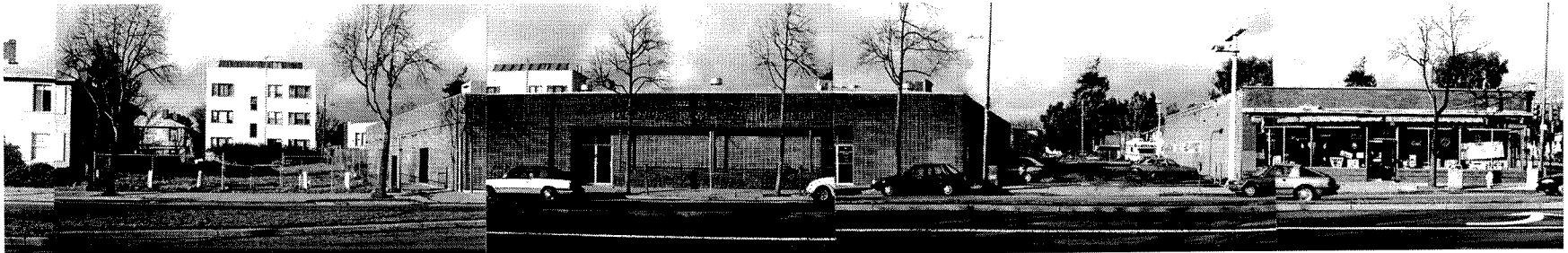


The West Campus Adult Education Center is a significant neighborhood asset. A Master Plan, jointly prepared by the School District would set an agenda for future renovations.

- San Pablo Avenue retail is a good example of local-serving retail and is a major asset to the neighborhood. Every effort should be made to maintain the local-serving nature of businesses in this area, particularly the food-related anchor tenants. New uses, such as a produce market or bakery, could provide additional anchors to this already active retail node.
- A facade renovation program should be targeted to merchants and property owners along San Pablo. The design of new structures should fit with the historic character of the street.
- Undertake a pilot program to “Grow A Business” in the San Pablo node, focusing on developing an opportunity for a produce market.
- The Acton/University Avenue node should receive 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 this node.

- Work with property owners to identify potential tenants for Strawberry Walk and support the economic viability of Andronico's.
- The Berkeley Plaza Motel on University Avenue next to the library is a major opportunity site. One of the few large parcels that extends through the block to Hearst Avenue, its location in an area that is struggling makes it a potential anchor of stability. The City should work with property owners to prepare a plan for the site that includes a mixed-use development, with urban housing and ground floor retail that faces University. The portion of the site that faces onto Hearst should be lower in massing and scale to respect the surrounding neighborhood. A mix of unit types, rental and ownership housing, and incomes should be accommodated in any project proposed for this location. A central public plaza and/or through-block walking connection should also be considered.



University Avenue, particularly from Chestnut to Acton Streets, needs general clean-up, building renovation, and a strong emphasis on obtaining new, more local-serving tenants. Every effort should be made to encourage new housing within this sub-area as a strategy for building in a permanent customer-base for nearby businesses.

- The West Campus Adult Education Center is a significant neighborhood asset that also generates customers for local businesses. Many nearby residents expressed an interest in working with the Adult School to make it more accessible to the surrounding community, while maintaining its primary mission as an educational facility. In addition to the need for building renovations, there are at least two underutilized portions of the site that may be opportunities for revitalization. With this in mind, the City should work with the School District to jointly prepare a Master Plan for future rehab and use of West Campus. Particular attention should be directed to improving public access to the play area, creating a permanent pedestrian/bicycle passageway through the site along the Addison Street right-of-way, maintaining the current parking supply, and opening up the recreation facilities to the general public. Coordinate this project with the recommendations of the West Campus Adult School Site Review Committee. Discourage low-income housing on the Adult School parking lot, since there is already a substantial concentration of subsidized, low-cost housing in this area.
- The former railroad right-of-way that extends from Strawberry Creek Park along West Street should be developed as a continuous pedestrian and bicycle oriented greenway. Additionally, several vacant and under-utilized sites along the West Street right-of-way could be developed to create activities that would provide “eyes on the greenway,” (landscaping, bikepaths, lighting, community gardens, totlots, basketball, day care, cafes, etc.). Renovation of the West Street right-of-way should incorporate restoration of Berkeley Way Park.
- Organize a Special Events program for Strawberry Creek Park.
- Target University Avenue, particularly from Chestnut to Acton Streets, for new housing as a strategy for building in a permanent customer-base for nearby businesses.
- 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 should be emphasized as important pedestrian routes to BART. Provide special lighting, signage, landscaping, and pedestrian-friendly intersections.