

Sub-Area 3

Area-Specific Trends and Issues

Sub-Area 3 is the area along University Avenue which is bounded by West Street to the west, McKinley Street to the east, Allston to the south and Delaware/Hearst to the north. This area has two nodes of business activity that provide local-serving destinations.

Andronico's supermarket at Acton and University functions as this area's primary neighborhood center. It demonstrates the feasibility of local-serving shopping along University Avenue, although the store probably draws from a much larger market area and is not as strong as other stores in this chain. 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. Strawberry Walk, a new retail development adjacent to Andronico's, is not yet leased up, but could serve as an important additional anchor to this node. (See Sub-Area 2 for recommendations related to the Acton Node.)



Living Foods/Wild Oats Market is an important "anchor tenant" for Sub-Area 3. Every effort should be made to retain this and other key tenants.



Sub-Area 3 Illustrative

A secondary neighborhood center is emerging at the intersection of University Avenue and California Street. This area already includes a few local-serving businesses, such as a food store, several small furniture stores, and other service-oriented businesses, but it also houses a number of vacant storefronts. Two projects are proposed for the area:

- North Beach Pizza – renovation of the old International House of Pancakes building is currently underway at California and University.
- 1627 University – 36 units of condominium housing with ground floor retail are proposed at this location. As planned, the project will reserve 20% of the units for very low income households (households earning no more than 50% of the Alameda County Area Median Income).

Sacramento Avenue is a four lane residential boulevard that provides a primary link between North Berkeley, BART, and South Berkeley. Although its median is planted with large trees and either side of the street is lined with porches and residential entries, the speeding traffic along Sacramento creates a pedestrian barrier. The walking and bicycling environment further declines at the intersection of University and Sacramento, where automobile serving businesses are placed at each of the four corners (two gas stations, a convenience store, and a video outlet). Here, numerous curb cuts and generous turn lanes make street crossings dangerous. Further, the wide expanses of pavement

(public and private) create more of a void than an urban center within a few short blocks of a major transit hub.

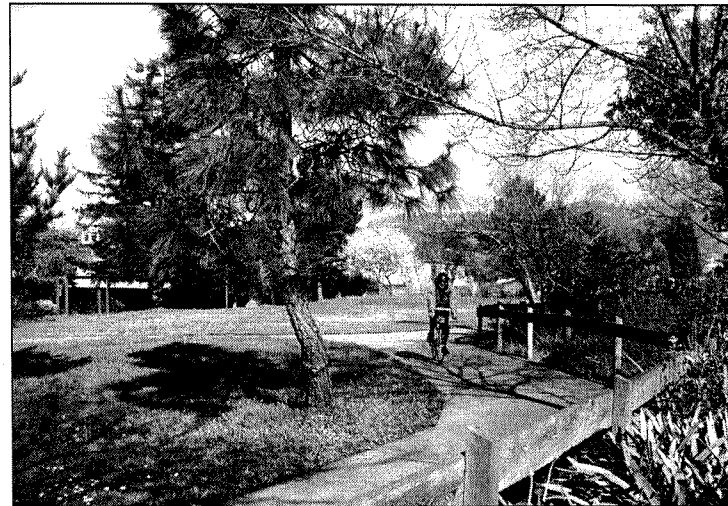
Sub-Area 3 Revitalization Catalysts

The following map illustrates recommended interventions (or revitalization catalysts) on opportunity sites within Sub-Area 3. 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.

- Create an activity node around California Street. Solicit community-oriented eating and drinking establishments, with full daytime and nighttime service in the area between California and Sacramento, such as cof-

fee shops, bookstores, a “brew on premises” personal brewery, restaurants, and entertainment-oriented uses. Discourage or prohibit additional liquor stores. Due to the area's proximity to BART, it may be an opportunity to draw patrons from the regional transit system and at the same time add vitality to the area.



Ohlone Park is a wonderful neighborhood amenity.

- Work with property owners and merchants to retain existing local-serving businesses in the California Node.
- Improve the signage and pedestrian connections to the North Berkeley BART station along Sacramento and California. This provides a significant opportunity that is not presently captured by either current land use patterns or the area's street design.
- Ohlone Park is a wonderful neighborhood amenity. Access to and from the park should also be reinforced with pedestrian/bicycle friendly features.
- Kelley Moore Paints, the U.C. Cafe, and several other underutilized businesses could also be redeveloped or renovated that would further enhance the Avenue's important role in the City.
- Do not permit additional gas stations within this area, and work to redevelop the stations at the intersection of Sacramento and University to higher intensity, transit-oriented office, retail and residential uses.