



Office of the City Manager

October 22, 2019

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: Shattuck Avenue East Renaming Project

This memo provides an update on the process of renaming two blocks of Shattuck Avenue East from University Avenue to Center Street. The renaming process is designed to be inclusive and transparent, and to generate civic pride, excitement, and an awareness of the transformation of Downtown Berkeley, one of the most visited and economically vibrant parts of the City of Berkeley.

*Background*

As part of the [Shattuck Reconfiguration and Pedestrian Safety Project](#), the two-block western segment of Shattuck Avenue will be converted to two-way traffic and the eastern segment of Shattuck Avenue will maintain its current configuration of one-way traffic heading north.

Staff is facilitating a dynamic process to solicit community input to rename the eastern segment in order to reduce confusion for residents, visitors, first responders, customers, transportation service providers, and others. The western segment of Shattuck Avenue, the western-facing Shattuck Square and Berkeley Square block faces will be Shattuck Avenue. The eastern leg of Shattuck Avenue, the eastern-facing block faces on Shattuck Square and Berkeley Square will adopt the new street name.



*City Process for Naming a Street*

The [City of Berkeley Policy for Naming and Renaming Facilities](#) establishes that the names of public facilities (such as parks, streets, recreation facilities, pathways, open spaces, public building, bridges or other structures) should enhance the values and heritage of the City of Berkeley and be compatible with community interest. Section 5 of the policy, which establishes procedures for renaming public facilities, authorizes the City Manager to request that a public facility be named or renamed. Per the policy, the City Manager shall refer the application to the appropriate lead commission, which is the Public Works Commission, for the Commission's formal recommendation to the City Council for final approval.

*Shattuck Avenue East Renaming Outreach Process*

The Office of Economic Development will conduct an inclusive and transparent outreach process, as illustrated in the attachment.

A Naming Advisory Committee (NAC) is in the process of being formed and will include City Commissioners, other residents, local historians, staff from the Downtown Berkeley Association and Visit Berkeley, local business and property owners, students, and other stakeholders. Individuals that are interested in joining the NAC can contact the [Office of Economic Development](#) and should be prepared to attend at least two meetings and the City Council meeting where the new name will be selected. The NAC's role will be to provide input on the outreach process, ensure that submissions fit the naming criteria, and select a final list of options for the Public Works Commission to consider.

The general call for names will be open through November 30, 2019 and will include at least one general community meeting. Submissions will be gathered through public meetings, online polls, written submissions to [kslaught@cityofberkeley.info](mailto:kslaught@cityofberkeley.info) and a public *Idea Wall* at 2023 Shattuck Avenue. Once the open call is closed, the NAC will recommend 10 names to the Public Works Commission. The Public Works Commission will select 5 names for inclusion in a vote via Berkeley Considers. Staff will refer the results of the process to City Council with a recommendation to vote on the new name in early 2020.

The first public meeting on the Shattuck Avenue East Renaming Project will be held on **October 24<sup>th</sup>, 2019 from 3:00 pm – 4:00 pm** at the Veggie Grille, 48 Shattuck Square (at University Avenue). At that meeting, staff will share information on the renaming process and launch the open call for new names.

To learn more about this process please contact Jordan Klein, Economic Development Manager, at [jklein@cityofberkeley.info](mailto:jklein@cityofberkeley.info) or (510) 981-7534.

Attachment: Shattuck Renaming Implementation Process

cc: Paul Buddenhagen, Deputy City Manager  
David White, Deputy City Manager  
Jenny Wong, City Auditor  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager  
Jordan Klein, Economic Development Manager  
Phillip Harrington, Public Works Director

