

DRAFT SOUTHSIDE PLAN

FOR PUBLIC DISCUSSION

December 2001

City of Berkeley

**Planning Commission
Southside Plan Subcommittee Draft**

Table of Contents

| | |
|--|-----|
| Introduction and Plan Goals..... | 3 |
| <i>Note: this section is incomplete</i> | |
| Southside Planning Process..... | 4 |
| Related Planning Studies..... | 9 |
| Land Use and Housing Element..... | 16 |
| Transportation Element..... | 43 |
| Economic Development Element..... | 69 |
| Community Character Element..... | 85 |
| Public Safety Element..... | 106 |
| Southside Design Guidelines..... | 125 |
| Zoning, Introduction..... | 145 |
| Zoning - C-T Commercial District Zoning..... | 146 |
| Zoning - R-SMU Residential Southside Mixed Use District... | 158 |
| Zoning - R-S Residential Southside District..... | 165 |
| Zoning - R-3 Multiple Family Residential..... | 171 |

SOUTHSIDE PLAN - PLANNING COMMISSION SUBCOMMITTEE DRAFT

INTRODUCTION AND PLAN GOALS

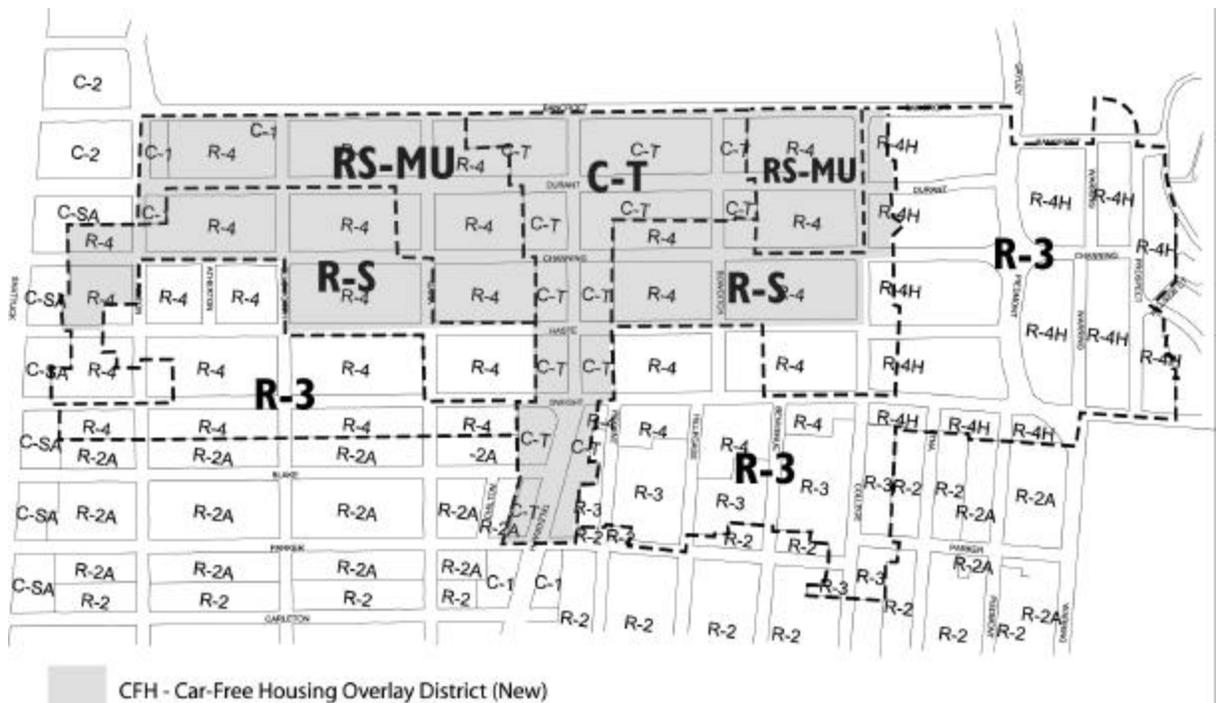
[Note: This introduction is incomplete and includes only the section on study area boundaries. The subcommittee discussed policies in detail but never got to a discussion of what the overarching goals of the plan should be. This draft includes revisions to Working Group drafts that were made by the Planning Commission's Southside Plan Subcommittee.]

Study Area Boundaries

For the purposes of the Plan, the Southside is defined as the area bounded by Dwight Way on the south, Bancroft Way on the north, Prospect Street on the east, and Fulton Street on the west including the properties fronting those streets. The study area also includes properties along Telegraph between Dwight Way and Parker Street.



During development of this Plan it became clear that many of the policy recommendations apply beyond the study area boundaries, such as the policies recommended for residential parcels that are located just outside the study area. Similarly, transportation and parking policies must extend and apply well beyond the study to be effective.



[NOTE: The above map needs to be revised. Southern boundary should be the edge of the current R-4 and should not include the current R-3 south of that. Map should show only the new zoning districts; underlying existing zoning should be removed from the map.]

SOUTHSIDE PLANNING PROCESS

I. THE ORIGINS OF THE SOUTHSIDE PLAN

In 1997, the City of Berkeley and the University signed a Memorandum of Understanding (MOU) recognizing “the desirability of maintaining a cooperative relationship and pursuing collaboratively long-range plans, studies and potential projects of mutual benefit and concern.” The MOU grew out of City and University negotiations over the University’s plans to expand the size of its indoor spectator sports facility, the Haas Pavilion, which is located on the central campus near Bancroft Way and Dana Street. A primary matter of mutual interest to the City and University was the preparation of a plan to guide growth and development of the area south of campus known as the Southside. The MOU states that “the City and the University will jointly participate in the preparation of a Southside Plan, an area plan for the near south campus area... The Southside Plan will be an amendment to the City’s General Plan. The Campus will acknowledge the plan as the guide for campus developments in the Southside area.” According to the MOU, the Southside Plan is to contain analysis and policies leading to “specified improvements in the Southside” in the areas of traffic, parking, pedestrian and bicycle travel, housing and seismic safety, design and historic preservation, land use, economic development and public safety.

II. A COMMUNITY PLANNING PROCESS

The Southside neighborhood has been the subject of numerous planning initiatives over the years. In the 1920s Berkeley became one of the first cities in the United States to adopt a rudimentary form of zoning to regulate land uses. Specific planning initiatives in the Southside date back as early as the 1930s when the City and the University cooperated on a traffic study in the vicinity of Edwards Track stadium, which the University was then developing on three residential blocks it had purchased. One of the results of the study was the widening of Bancroft Way west of Dana Street.

In the early 1950s, a study entitled "Students at Berkeley" was produced by the California Alumni Association. It documented inadequate student housing, recreational, and activity facilities, as well as the growing demand for parking spaces. Several of its recommendations--including the creation of the current Student Union complex on what had been the northernmost block of Telegraph Avenue--were carried out. Subsequent University plans in the 1950s proposed extensive property acquisition in the Southside, primarily for housing, parking, and recreation facilities. These plans led to an array of community objections, and negotiations were held between the City and the University over the extent, timetable, and location of land acquisitions, demolitions, and new developments. A primary result was keeping intact the traditional grid pattern of public streets, which some University studies had originally proposed be modified with new "superblocks" of development.

During the same era of the 1950s and 1960s, City policies in the Southside and surrounding neighborhoods were largely oriented to: modification of the streets to move cars more efficiently; development of parks, particularly Willard Park; code enforcement, and sometimes

encouragement of the demolition of "obsolete" older buildings; and encouragement of apartment development in the neighborhood.

In the late 1960s and the 1970s, planning changes in the Southside and Berkeley were often driven by activism or citizen ballot initiatives, often in reaction to City or University policies. Some of the major changes that affected the neighborhood included: the establishment of People's Park; the creation of a system of traffic barriers that diverted traffic, particularly commuters in cars, from residential neighborhoods adjacent to the Southside; the Neighborhood Preservation Ordinance and Landmarks Preservation Ordinance that led to downzoning, more protections for older buildings, and a steep decline in both demolitions and new construction in neighborhoods.

In the 1980s, the University and the City initiated a series of joint programs and efforts targeting specific problems and issues in the Southside such as crime, a growing homeless/street population, and housing and transportation issues. Some of the planning milestones and efforts in the past decade and a half include:

| | |
|---|-------------------|
| Southside Community Project/Coalition, staffed and funded by the University: | 1986-1990 |
| Southside Area Enhancement Committee: | 1990 |
| Mayor Hancock's Task Force on Telegraph Avenue: | 1992-1993 |
| First Telegraph Area Association (TAA) general meeting: | November 1993 |
| TAA/City/UC Community Workshops on Area Planning Issues | 1994 |
| Urban Revisions Project at the Berkeley Art Museum | 1995 |
| City-UC Memorandum of Understanding adopted: | March 1997 |
| First meeting of the City Council's Telegraph Avenue Subcommittee: | May 1997 |
| First Southside Plan Community Workshops: | April & May, 1998 |
| Telegraph Property and Business Improvement District (BID) Established: | 1998 |
| Telegraph BID begins operation: | 1999 |
| Release of joint staff Draft of the Southside Plan to the public: | January 2000 |

PLANNING COMMISSION-SPONSORED "WORKING GROUPS" WORK ON REVISIONS TO THE STAFF DRAFT: FEBRUARY-JUNE 2000

| | |
|---|-------------------|
| Planning Commission discusses Working Group revisions: | April-Nov. 2000 |
| Release of Southside/Downtown Transportation Demand Management Study: | March 2001 |
| Southside Subcommittee revisions to draft plan: | April - July 2001 |
| Release of Subcommittee draft for review: | December 2001 |

City and UC Staff Prepare First Draft

Preliminary work on the current Southside Plan began in October 1997 when City and University staff began compiling background data and recording existing conditions in the neighborhood and completing work on phase two of the *South of Campus Circulation Study*. In the spring of 1998, two “kickoff” community workshops were held, hosted by the three-person Planning Commission Southside Plan Subcommittee. At these workshops members of the community, including students, merchants, street artists, University personnel, residents, and surrounding neighbors identified major issues and concerns, suggested proposals for change, and provided input on the planning process.

Between August 1998 and March 1999 City and University staff held more than 35 meetings with stakeholder groups to identify the key concerns and ideas of different members of the community. More than 400 community stakeholders provided input, including students, area merchants and street artists, residents of the Southside and its surrounding area, church groups, and University staff and faculty who work in the area.

Following these initial workshops and concurrent with the stakeholder interviews, City and University staff drafted “issue papers” related to land use, transportation, economic development, historic preservation, and pedestrian quality of life. The issue papers presented background information on the different topics, and posed possible strategies and policy direction. During fall 1998, five public workshops were held at which staff made presentations and heard comments from community members about issues in the areas of land use and housing, parking and transportation, urban design and historic preservation, and economic development. The issue papers previously prepared by staff were used as a starting point for the discussions. The *South of Campus Circulation Study, Phase 2* was released and discussed at the transportation and parking workshop. At the fifth workshop, staff presented general planning principles and policies; participants were asked to decide which policies they agreed and disagreed with, and which policies required further development. While the responses of participants were not considered a “vote,” the results of the workshop helped indicate where general community consensus existed on an issue, and where more discussion and analysis was necessary.

The results of these community workshops and stakeholder meetings informed a draft “Planning Framework” that was released in May 1999. The Framework presented a general policy direction

for each element of the Plan. The Framework was discussed and refined at two public workshops in May 1999. Three smaller, more informal work sessions were also held to discuss the more complex unresolved policy issues presented in the Framework. Through the fall of 1999 and into the winter of 2000, staff prepared a first draft of the Southside Plan.

Working Groups Develop Proposals

In January 2000, the Planning Commission met to discuss the draft prepared by City and UC staff. The Commission decided to establish working groups composed of interested citizens to discuss the first draft in detail and to develop and recommend proposed revisions. Working groups on Land Use and Housing and on Transportation were established. Subsequently working groups were also established to discuss and recommend revisions to the Safety and Economic Development Elements.

The working groups included representatives of all the major stakeholder groups, including students, neighborhood groups, merchants, street artists, property owners, preservationists, bicycle advocates, developers, and environmentalists. Members of the Planning Commission's Southside Plan Subcommittee chaired working group meetings. There were also many informal meetings involving representatives of different stakeholder groups. Ideas and proposals that emerged from these meetings were presented at Working Group meetings.

The Working Group on Land Use and Housing proposed, and the Planning Commission agreed, that new zoning regulations should be developed concurrently with the Southside Plan. That working group proceeded to develop proposed zoning revisions along with changes to the Land Use and Housing element.

During the spring of 2000, working groups presented their proposals to the Planning Commission for discussion. Central to the Land Use and Housing Working Group proposal was an attempt to balance the concerns of different stakeholder groups. Throughout the Southside Plan process students had called for more housing in the area for students and others, while neighbors had expressed concerns about impacts resulting from additional development, in particular increased automobile traffic, and preservationists has expressed concern about impacts on historic resources.

That working group's proposals, embodied in the current draft, called for allowing increased density and encouraging housing along transit corridors close to the UC campus, while allowing less intense development of housing only (no offices) in areas close to the established residential neighborhoods immediately adjacent to the plan area. The proposal identified the type of sites that should be targeted for development, while calling for preservation of historic resources. Students and members of the Berkeley Architectural Heritage Association jointly presented the consensus proposals at Planning Commission meetings in March and April of 2000.

The Transportation Working Group, while agreeing on many policies, was not able to reach agreement on what changes should be made to traffic circulation on Bancroft and Durant. Should those streets (and other east-west streets) remain one-way or be converted to two-way streets as recommended by the consultants who prepared both the first and second phases of the Southside of Campus Circulation Study.

The Draft is Further Revised

In April 2000, the Planning Commission directed staff to revise the plan elements and develop zoning for the area based on the Land Use and Housing Working Group's proposed revisions. Staff was also asked to prepare an analysis of the Working Group proposals. Revised elements and zoning language were subsequently discussed by the Planning Commission at a series of meetings during the latter half of 2000.

Between April and July of 2001, the Southside Plan Subcommittee held eight well-attended meetings to discuss and refine the working group draft elements and zoning language. Amendments were suggested and voted on. The current draft of the Plan includes the changes to the working group drafts recommended by the Subcommittee. Three meetings were also held to discuss the Design Guidelines and the Community Character elements and the Subcommittee voted on a series of proposed changes that emerged from those meetings.

The Subcommittee, also agreed on a number of transportation issues, but was also unable to make any decision about Bancroft and Durant. Issues about these two streets remain unresolved in this draft.

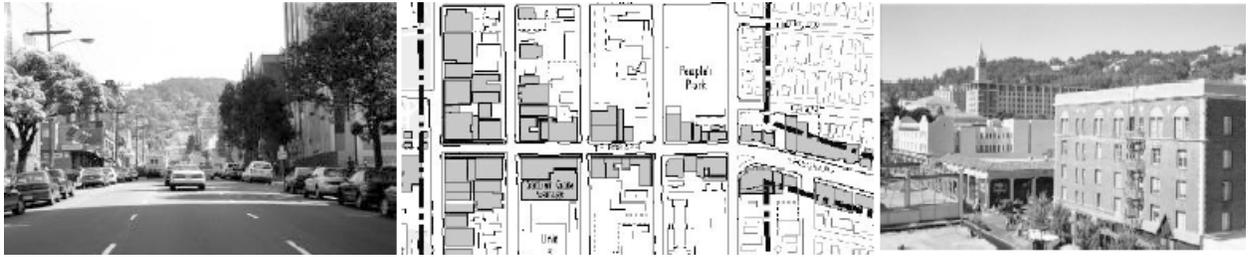
III. PLAN ADOPTION AND USE

The MOU signed by the City and the University in 1997 provides direction about how the Southside Plan will be used by the City and the University as a planning document. The MOU states "the Southside Plan will be an amendment to the City's General Plan. The Campus will acknowledge the Plan as the guide for campus developments in the Southside area."

Once it has finished making revisions to the current Subcommittee Draft of the Plan, the City of Berkeley Planning Commission will forward the Southside Plan to the Berkeley City Council for approval and adoption. When the Plan is adopted by the City Council, it will become an amendment to the General Plan, and the City's approved planning policy for the Southside neighborhood. Other City policy documents that apply to the area, such as the Zoning Ordinance, will then need to be updated to reflect the policies of the Southside Plan. Zoning changes approved by the Planning Commission will be submitted to the City Council for approval along with the draft Southside Plan.

The Plan will help direct changes when a Southside property owner is interested in making changes to his or her private property or the City is interested in making changes to public property. The Southside Plan will be used by the University to guide its planning and development efforts in the Southside. In addition, the University will use the Southside Plan to inform the New Century Plan, scheduled for completion in late 2001. The New Century Plan will establish a strategic vision to guide changes to the University's facilities (See this draft's Related Planning Studies chapter for more information). While the University is exempt as a state agency from local planning regulations, the University does comply with the California Environmental Quality Act (CEQA).

RELATED PLANNING STUDIES



There are many City and University planning and transportation studies either recently completed or currently underway that have bearing on the Southside planning effort. These plans and their relationship to the Southside Plan are summarized below.

I. CITY OF BERKELEY PLANNING STUDIES

A. City of Berkeley General Plan

The City of Berkeley is in the process of updating its General Plan, which is the foundation upon which land use and capital improvement decisions for the City of Berkeley are based. The new General Plan, scheduled to be adopted by the City Council in late 2001, will contain city-wide policy recommendations in the areas of land use, transportation, housing, open space, conservation, noise, public safety, economic development and employment, urban design and preservation, and citizen participation. The City's more detailed planning documents, called area plans, previously adopted by the City Council, will be readopted as part of the new General Plan. Similarly, when the Southside Plan is adopted by the City Council, it will be adopted as an amendment to the General Plan. Since all General Plan and Area Plan policies must be internally consistent and are of equal importance, the Planning Commission will work to ensure that the policies of the two documents are consistent.

Elements of the General Plan

Land Use Element
Transportation Element
Housing Element
Open Space and Recreation Element
Environmental Management Element
Disaster Preparedness and Safety Element
Economic Development Element
Urban Design and Preservation Element
Citizen Participation Element

Area Plans and Strategic Plans

Waterfront Plan
West Berkeley Plan
South Berkeley Plan
South Shattuck Strategic Plan
University Avenue Strategic Plan
Downtown Plan
Bicycle Plan
Southside Plan

B. City of Berkeley Bicycle Plan

The City's Bicycle Plan, adopted in January 1999, established bicycle-related policies and identified a bicycle network for the City. The recommended bicycle network includes bicycle lanes, routes and paths. In addition, the Plan established two new bikeway types: the class 2.5 bikeway and the bicycle boulevard. Seven bicycle boulevards form the backbone of the City's bikeway network. The City's bicycle network also includes planned and existing UC campus bikeways. During the development of the Bicycle Plan, cyclists mentioned many problems with bicycle circulation and parking in the Southside area. As a result, the Bicycle Plan makes recommendations for bikeway routing in the Southside area, which are discussed in more detail in the Transportation and Parking Element.

II. UNIVERSITY PLANS AND STUDIES

A. The University's Long Range Development Plan, 1990-2005

The University's Long Range Development Plan 1990-2005 (LRDP), adopted by the Board of Regents in 1990, is the University's overall plan to guide growth and change on the central campus and University-owned property off the campus. The Long Range Development Plan sets out specific facilities needs in terms of uses, square footage, potential locations, and changes in campus population. The LRDP describes the following vision for the Southside: "the Southside is, and should be, a place where students, faculty and community can develop an intellectual synergy supported by a mixture of bookstores, shops, coffee houses, and other commercial and recreational facilities in an environment that is attractive and safe, both day and night. It's a place where students living in nearby campus housing can find contrasts and relief from institutional living with an odd-hour meal, a study space without the constrained atmosphere of traditional study halls, or an opportunity to meet friends for casual conversation in a well-lit and safe neighborhood. And it is a place where pedestrians and bicyclists are given priority and feel safe on the streets, where through-traffic is separated from local traffic, and where parking demand is controlled." This vision has informed the goals of the Southside Plan. The LRDP recommends that the following types of uses be located off the central campus and, to the extent possible, in the Southside.

- Academic support activities and offices
- Administrative offices, such as Housing & Dining and Parking & Transportation
- Cultural facilities, such as the UC Berkeley Art Museum/Pacific Film Archive
- Organized research units, such as the Institute of Industrial Relations and the Survey Research Center
- Parking for faculty, staff, students, and visitors
- Student life facilities including residence halls, dining facilities, and recreational space

- Student services and support facilities such as the Anna Head Child Care Center and the Tang Center, University Health Services

Many of these uses are already located in the Southside.

B. The University's Seismic Action Plan for Facilities Enhancement and Renewal (SAFER)

In 1997 the University completed a seismic safety analysis of its buildings on and off the main campus. The analysis revealed that nearly 27% of campus space is poor or very poor in terms of life safety in the event of a major earthquake and resulted in the SAFER 10-Point Action Plan for the University to follow. The analysis also ranked the seismic condition of University buildings so the campus could prioritize its seismic repairs program. The University has begun repairs on those buildings with the poorest ratings. In order to undertake the remaining seismic upgrades in a coordinated and strategic way, the University will utilize the policy framework of the New Century Plan to evaluate and prioritize future projects.

The SAFER Plan included these ten action items:

1. Create a new position titled Vice Chancellor for Capital Projects.
2. Form an Executive Campus Planning Committee.
3. Establish campus precinct planning committees.
4. Determine the need for full or partial closure of facilities.
5. Create a master plan for facilities renewal.
6. Streamline capital project management.
7. Develop plans for obtaining temporary space.
8. Initiate a multiple source financing plan.
9. Ensure comprehensive emergency preparedness and provide training.
10. Develop a comprehensive campus and community communications plan.

Most of these SAFER actions have been completed or are underway.

C. The University's New Century Plan

As part of its Safer 10-Point Action Plan, the University is preparing a strategic master plan that will define a campus planning vision to guide changes to the University's facilities. The New Century Plan will comprehensively address the seismic upgrading of campus buildings, the renewal and maintenance of facilities, housing and access strategies, and campus programmatic needs. It will also suggest priorities for the allocation of resources and identify alternative implementation strategies to realize its vision for the campus. The New Century Plan differs from the LRDP in that it develops a broad physical vision for the campus and a policy framework for investment decisions. The LRDP, on the other hand, defines the investment

program for a specific timeframe, based on this policy framework. Work on the New Century Plan, which began in the fall of 1999, will incorporate the goals and recommendations of the Southside Plan into its vision for the University's south of campus properties. The initial version of the New Century Plan, covering the core campus and adjacent blocks, will be completed in late 2001.

D. Underhill Area Projects

In 1993, the University had to immediately demolish the Underhill parking structure located along College Avenue between Channing Way and Haste Street when, during scheduled repair work, it was discovered to be structurally unsound and unsafe. Prior to demolition, the University stated its intent to rebuild the structure to its previous capacity including striped spaces and attendant parking, as well as to rebuild the sports fields located on the top deck of the garage.

The University restated its intent to rebuild the Underhill garage in the 1997 Memorandum of Understanding between the City and the University. The MOU states "the City acknowledges that, within the Plan process, study of and decisions about the Underhill parking replacement project will need to occur in advance of completing and adopting the entire Plan."

In 1997, the University undertook the Auxiliary Facilities Replacement Project, a plan to replace the parking garage and provide permanent buildings for the Housing, Dining, and Child Care Service's temporary facilities on the site. In early discussions about that plan, community members expressed opposition to the parking garage and argued that housing would be a better use for the site. The Long Range Development Plan had proposed 475-550 beds of housing for the block involved.

In 1999, after internal review of the initial project proposal, public input on the project, and public comment as part of the Southside Plan process, the University expanded the scope of its plan to include housing at sites proximate to the former parking structure, but continued to include an expanded three-level parking garage on the Underhill site despite community opposition. The University changed the name of the proposals to the Underhill Area Projects. Several public meetings were held in the spring of 1999, and extensive exchanges with neighbors and students on a Master Plan for the Underhill Area included a scoping session for the Projects' environmental impact report (EIR). The City, along with students, neighbors, environmentalists, and transit and bicycle advocates, continued to urge the University to consider alternatives to the proposed Underhill parking structure.

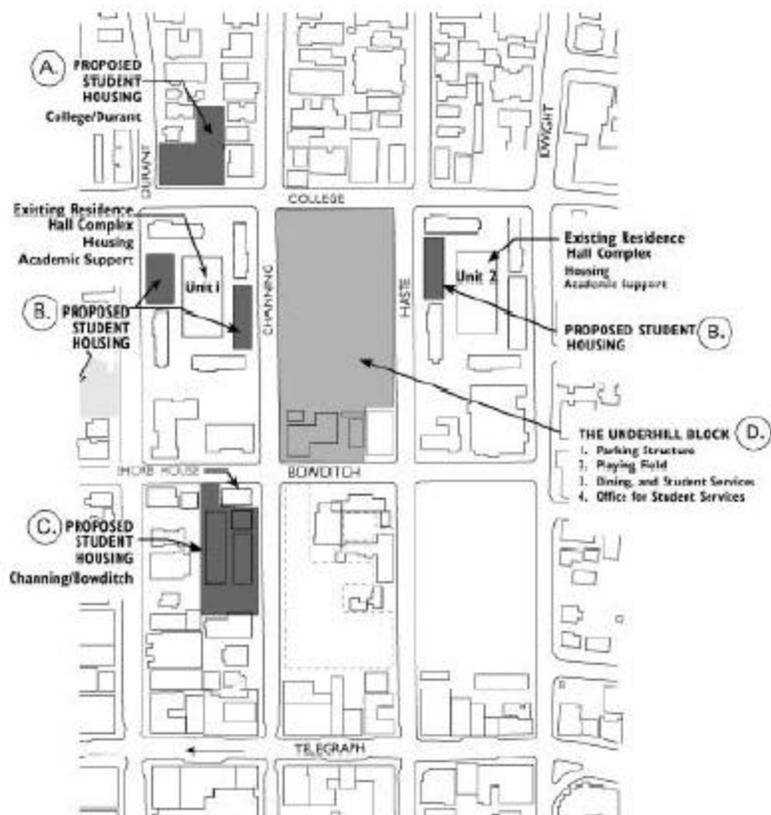
In November 2000 the UC Regents certified the Underhill Area Projects EIR and approved two of the examined projects: the College/Durant Apartments and the Centralized Dining and Student Services Building. As of this writing, construction currently underway in the Southside has led to the move and refurbishment of the historic Fox Cottage to permit construction of the CDSSB; construction of the College/Durant Apartments, the first new housing in the vicinity since Cleary Hall was built across from Unit 3 on Channing Way in the mid-1990s, is well underway and occupancy is anticipated for Fall, 2002.

The Underhill Area Projects, as examined in the 2000 EIR, included:

- Housing for approximately 120 students at the corner of College Avenue and Durant Avenue, replacing a UC surface parking lot.
- Housing for approximately 600 students at infill buildings along the street frontages of Residence Hall Units 1 and 2.
- Housing for approximately 275 students at Channing Way and Bowditch Street, replacing prefabricated office buildings currently used by Parking and Transportation services and a UC parking lot.
- Expanding the previous parking garage to include 1000 marked spaces and additional attendant parking for special events. If the campus parking inventory is reduced at other lots in the Southside, the parking spaces would be replaced at Underhill by increasing its capacity with attendant parking.
- Replacing the previous sports fields atop the parking structure.
- A new dining commons serving Units 1 and 2, replacing the existing dining pavilions for seismic safety reasons.
- An office building of approximately 51,000 gross square feet for the offices of Housing, Dining, and Child Care Services.

E. Campus Parking Studies

The University's office of Physical and Environmental Planning prepared a Campus Parking Study in 1998 that describes the University's parking needs, policies and operations. A 1999 study, prepared for the University's Physical and Environmental Planning Office and Parking and Transportation Services Department, recommends an optimum number of parking spaces for the main campus area. Data from these studies informs the Draft Southside Plan Transportation Element and was made use of in



Map RP-1: Underhill Master Plan Sites

preparing the Transportation Demand Management Study.

III. JOINT CITY AND UNIVERSITY PLANNING STUDIES

A. Southside of Campus Circulation Study, Phase 1 & 2

In 1996 the City and University undertook the first phase of a Southside of Campus Circulation Study, analyzing the existing traffic and circulation conditions in the Southside. The overall goal of the study was to identify ways to increase pedestrian and bicycle safety, reduce automobile speeds, and enhance transit service in the Southside.

The study examined returning all east-west streets from Bancroft Way to Dwight Way to two-way streets, returning only Bancroft Way and Durant Avenue to two-way, reversing the directions of Dwight Way and Haste Street, and closing Telegraph to auto traffic north of Haste Street. The consultants' preliminary recommendation was to convert Bancroft Way and Durant Street to two-way traffic with a ban on through automobile traffic on Bancroft Way at Telegraph.

After review and public discussion of the analysis, Phase 2 of the South of Campus Circulation Study was undertaken. It examined more closely two options favored by the community: turning all streets in the Southside to two-way, or returning only Durant and Bancroft to two-way.. In either case, two-way bus and shuttle service would be placed on Bancroft. Other variations of these two options were also examined, including the creation of a bus only lane or lanes on Bancroft and Durant. Phase 2 recommended that the City pursue the option of returning Bancroft and Durant to two-way traffic. This would allow Bancroft to be used for two-way transit buses and shuttles, and would not preclude trolley buses or light rail transit from using Bancroft in the future. This would also improve travel and safety conditions for pedestrians and bicyclists. The study did not recommend converting Haste Street and Dwight Way to two-way at the present time because such a change would reduce the east-west vehicular capacity in the Southside by 40%, which would slow traffic to the point that drivers might seek alternate routes through the adjacent neighborhoods.

B. Transportation Demand Management Study (TDM)

In the Spring of 2001, the City and the University jointly published the Southside/Downtown Transportation Demand Management Study. The concept of the TDM study evolved out of the 1997 Memorandum of Understanding (MOU) between the City and University. In the MOU a “coordinated circulation and parking measures” study was outlined to be undertaken as part of the circulation planning portion of the Southside Area Plan. During the scoping period at the initiation of the planning effort, the City Council requested staff to address transportation and parking with a more comprehensive geographic and strategic scope. While this change caused delay in the commencement of a transportation study, it produced an agreement to do a TDM Study that addresses the Southside, the University, and the Downtown in its scope. The TDM Study commenced in fall 1999.

The Study found that 75% of commute trips to the Southside and Downtown are generated by employees living within five miles and that there is great potential to increase the share of trips made by transit, bicycle, and walking. The Study concluded that expected growth can be accommodated by mode shift from driving to use of alternative modes without adding new parking. Some perceived parking shortages can be eliminated by better management of existing parking.

The transportation policies in this Draft of the Southside Plan and in the General Plan incorporate recommendations of the TDM Study.

Recommended TDM programs and activities include:

- Development of an EcoPass program to provide area employees with transit passes
- Expansion of shuttle systems
- Installation of bus shelters and improved provision of transit information
- Working with AC Transit to improve frequency and reliability of transit service
- Promotion of bicycling as everyday transportation
- Additional bicycle parking

Better management of the existing parking supply

- Possible reallocation of existing parking to better serve users
- Refining the Residential Parking Permit program to reduce abuse
- Eliminating minimum parking requirements for housing
- Incentives for employees, students and visitors to live locally

IV. AC TRANSIT'S MAJOR INVESTMENT STUDY

AC Transit is currently undertaking a Major Investment Study for the Berkeley/Oakland/San Leandro corridor with the goal of evaluating alternative transportation improvements in the corridor. The Southside, the UC Berkeley campus, and Downtown Berkeley are at one end of the corridor. Representatives from the City of Berkeley and UC Berkeley sit on the technical advisory committee for this study.

There is a significant need to improve both the speed and reliability of bus service in the corridor. In addition, there are pockets of special needs in the corridor, with large concentrations of households with minimal or no access to automobiles. Economic development is key to a number of other communities along the corridor. Improved access to businesses in the corridor would enhance their economic vitality. Bus riders would benefit from faster travel times and faster, more frequent and convenient service would attract new riders who would use the services in the corridor.

The study identified and presented a set of alternatives for the corridor. The three alternatives presented were:

- Light rail
- Bus rapid transit (similar to light rail with its own right of way and stations)

- Enhanced bus (low-cost improvements to the existing bus system)

With respect to Berkeley, both Telegraph and College Avenue were considered for the improved service. The Berkeley City Council expressed its support for bus rapid transit.

In July 2001, an AC Transit steering committee recommended bus rapid transit with a Telegraph Avenue route alignment. The important features of bus rapid transit that are designed to improve service include:

- Dedicated bus lanes where buses would not have to compete with other traffic
- Bus drivers can trigger traffic signals so that buses don't get stuck at red lights
- Low floor, low-emission buses
- Stations with boarding platforms and pre-paid ticketing

Some removal of parking spaces would be necessary to implement bus rapid transit and achieve improvements in service. It is anticipated that bus travel time between Berkeley and Oakland would decrease from 30 minutes to 20 minutes. It is hoped that buses would run as frequently as every four minutes.

[NOTE: a paragraph should be added about what happens next and when construction would commence and be completed if Bus Rapid Transit receives final approval and necessary funding.]