ENVIRONMENTAL SUSTAINABILITY

GOAL ES-1: INTEGRATE ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT AND PRACTICES IN DOWNTOWN, AND IN EVERY ASPECT OF THE DOWNTOWN AREA PLAN.

Policy ES-1.1: Sustainability as Comprehensive. Consider and develop programs for environmental sustainability in a comprehensive way to: reduce the generation of greenhouse gases, minimize the use of non-renewable resources, minimize impacts on effected ecosystems, improve public health, promote social equity, and communicate Berkeley’s commitment to sustainability.

Policy ES-1.2: Model Best Practices. Improve the environmental performance of Downtown Berkeley, and model best practices applicable to urban centers.

GOAL ES-2: MODEL BEST PRACTICES FOR SUSTAINABILITY, AND PROMOTE DOWNTOWN TO BUSINESSES, INSTITUTIONS, AND RESIDENTS WHO ARE COMMITTED TO ENVIRONMENTAL SUSTAINABILITY.

Policy ES-2.1: Public Awareness & Promoting Downtown as Green. Promote Downtown as a model of sustainability and a place that will attract visitors who want to see how “green” a city can be. Increase public awareness of environmental features and programs Downtown.

Policy ES-2.2: Green Businesses. Encourage new “green businesses” to locate Downtown, and existing businesses to go “green.” Encourage businesses to adopt environmental practices. Seek to attract East Bay Green Corridor Partnership uses to Downtown.

Policy ES-2.3: Local Food & Businesses. Promote strategies that connect Downtown residents, businesses and visitors with local sources of products, services, and healthful foods (see Policies ED-5.3 & ED-5.4). Retain and expand farmers markets in the Downtown Area.

Policy ES-2.4: Downtown Energy & Water Facilities. Consider sustainable infrastructure that can serve several parcels, or several blocks, in Downtown and abutting areas.

Policy ES-2.5: Environmental Leadership. The City of Berkeley should demonstrate leadership in environmental sustainability through its own actions. Specifically, the City-owned Berkeley Way parking lot should become a “super-green” affordable housing project with zero net energy use¹, while simultaneously avoiding a reduction in off-street parking spaces in the area (see Policy ES-4.3).

GOAL ES-3: ENCOURAGE HIGH DENSITY, HIGHLY LIVABLE DEVELOPMENT TO TAKE ADVANTAGE OF DOWNTOWN’S PROXIMITY TO REGIONAL TRANSIT AND TO IMPROVE THE AVAILABILITY OF DIVERSE WALK-TO DESTINATIONS -- SUCH AS RETAIL, SERVICES, CULTURE, AND RECREATION.

Policy ES-3.1: Land Use. Encourage development with high intensities close to transit, and encourage a mix of uses that allows most needs to be met on foot (see policies under Goal LU-1).

Policy ES-3.2: Streets & Open Space. Make major enhancements and additions to sidewalks, parks, plazas, midblock pedestrian walkways, streets, and other open space, and incorporate ecologically beneficial features (see Policy LU-2.3 and policies under Goal OS-1).

¹ Zero net energy projects generate sufficient energy on-site to equal or exceed the on-site energy used for heating, cooling, lighting, and other building operations.
Policy ES-3.3: Urban Design. Encourage exceptional, high-quality new architecture, and minimize noise, wind, glare and other impacts from development (see policies under Goals HD-4 & HC-2).

Policy ES-3.4: Alternative Modes. Enhance and expand transit service, walking and bicycle use, as an alternative to the use and ownership of private vehicles. (See Access goals and policies.)

Policy ES-3.5: Pedestrian Priority. Streets and other public improvements and programs, should give pedestrians priority in Downtown. (See Access goals and policies.)

GOAL ES- 4: PROMOTE “GREEN” BUILDINGS.

Policy ES- 4.1: Energy Efficiency & Generation. Promote highly energy-efficient buildings and on-site energy generation through design and construction techniques. Require energy performance of LEED Gold or equivalent in all new non-UC buildings, substantial additions, and substantial renovations. For buildings exceeding 75 feet in height, significantly exceed State Title 24 energy requirements (see policies under Goal LU-2). Encourage UC to go beyond its LEED Silver standard in its Downtown projects. At the recommendation of the Landmarks Preservation Commission and at the discretion of the Zoning Adjustments Board, requirements may be waived to encourage the adaptive reuse of older buildings (see Policy LU-2.1).

Policy ES-4.2: Comprehensive Performance. Buildings should have exceptional environmental performance across a spectrum of concerns. Require an overall building performance of LEED Gold or equivalent in all new non-UC buildings, substantial additions, and substantial renovations (see policies under Goal LU-2). Encourage UC to go beyond its LEED Silver standard in its Downtown projects. At the recommendation of the Landmarks Preservation Commission and at the discretion of the Zoning Adjustments Board, requirements may be waived to encourage the adaptive reuse of older buildings (see Policy LU-2.1).

Policy ES-4.3: "Super-Green" Projects. Allow projects that are LEED Platinum or zero net energy to defer building permit fees.

Policy ES-4.4: Water Conservation & Reuse. Promote substantial water conservation and water reuse as part of new construction, renovations, site improvements, and landscaping.

Policy ES-4.5: Green Materials. Encourage use of environmentally preferable materials for building construction and maintenance to: maintain healthful indoor air quality; reduce exposure to harmful materials during their production; install and disposal; protect threatened & endangered species; and reduce consumption of natural resources.

Policy ES-4.6: Noise. Evaluate and strengthen noise mitigation measures as appropriate to Downtown’s active mixed-use environments (see Policy HC-2.2).

Policy ES-4.7: Longevity. Promote buildings and features that require less frequent maintenance or replacement.

Policy ES-4.8: Solar & Wind Impacts. Design and locate new buildings to avoid significant adverse solar- or wind-related impacts on important public open spaces (see Policies LU-4.2 & HD-4.2).

Policy ES-4.9: Adaptive Reuse. Encourage adaptive reuse of older buildings by promoting their rehabilitation, and allow intensification, where appropriate (see Policy HD-1.1).

GOAL ES-5: PROMOTE ECOLOGICALLY BENEFICIAL LANDSCAPING AND STORMWATER FEATURES THROUGHOUT THE DOWNTOWN TO: FILTER POLLUTANTS CONTAINED IN URBAN RUNOFF, PROTECT AND RESTORE CONNECTED NATURAL ECOSYSTEMS, REDUCE FLOODING DOWNSTREAM, AND EXPRESS BERKELEY’S COMMITMENT TO SUSTAINABILITY.

2 LEED is the "Leadership in Energy & Environmental Design" program of the US Green Building Council. BuildIt Green’s GreenPoint Rated system might be adapted to be LEED Gold equivalent.
Policy ES-5.1: Stormwater Quality. New development and public infrastructure should provide “best-practices” to protect and improve ecological quality and functions relating to stormwater, by treating urban runoff, retaining stormwater, and attaining no net increase in runoff from Downtown (see Policy LU-2.1).

Policy ES-5.2: Ecological Landscaping. New development and public infrastructure should promote extensive landscaping and “best-practices” for landscaping that benefit and help restore natural systems throughout the Downtown Area (see policies under Goal OS-2).

Policy ES-5.3: Natural Areas on UC Campus. Encourage the University to maintain and enhance natural areas adjacent to Downtown, such as near Strawberry Creek (see Policies LU-6.1 & OS-1.1).

GOAL ES-6: MINIMIZE WASTE GENERATED DOWNTOWN, AND STRIVE TO MAKE DOWNTOWN A “ZERO WASTE ZONE.”

Policy ES-6.1: Recycling & Reuse. Maximize recycling and reuse opportunities for Downtown residents, workers, visitors, businesses, and institutions. All new development shall provide on-site recycling facilities (see Policy LU-2.1).

Policy ES-6.2: Adaptive Reuse. Encourage adaptive reuse of older buildings (see Policy HD-1.3).

GOAL ES-7: CONTINUOUSLY IMPROVE CITY STANDARDS AND PROGRAMS PROMOTING SUSTAINABLE PRACTICES.

Policy ES-7.1: Continuous Improvement. Regularly evaluate sustainability programs and standards, using environmental, social and economic measures in relation to sustainability practices and progress Downtown.

LAND USE

GOAL LU-1: ENCOURAGE A THRIVING, LIVABLE DOWNTOWN THAT IS A FOCAL POINT FOR THE CITY AND A MAJOR DESTINATION FOR THE REGION, WITH A UNIQUE CONCENTRATION OF HOUSING, JOBS AND CULTURAL DESTINATIONS NEAR TRANSIT, SHOPS AND AMENITIES.

Policy LU-1.1: Downtown Uses. Encourage uses that allow people who live, work and learn in Downtown to meet daily needs on foot. The following uses are allowed in mixed-use areas (i.e. Core Area, Outer Core, and Buffer areas):

- commercial uses (such as retail, restaurants, offices, cinemas, nightclubs, hotels, personal services, professional services, fitness centers);
- multifamily residential uses (such as apartments, condominiums, townhouses, and “live-work” lofts/townhouses);
- cultural & community uses (such as libraries, theaters, museums, art galleries, visitor services, supportive services, childcare, government, health care & health-related facilities);
- educational uses (such as classrooms, student and staff services, recreation facilities, and research facilities); and
- public and private open space.

For use provisions applying to residential designations, refer to Berkeley’s Zoning Ordinance.

Policy LU-1.2: Culture & Entertainment. Encourage unique cultural and entertainment uses that serve the city and region, including museums, live theater, and cinemas (see Policy ED-1.5).

Policy LU-1.3: Complementary & Active Businesses. Cultivate synergy between restaurants, shops and other businesses, combined with Downtown’s focus on cultural and educational uses, to encourage a thriving and diverse retail environment (see policies under Goal ED-1).
**Policy LU–1.4: Civic Focus.** Focus City government and civic activity in the Civic Center area, and recognize Downtown’s central role in providing community services.

**Policy LU–1.5: Downtown Intensities & Building Heights.** To advance Downtown as a vibrant city center and encourage car-free options near transit, accommodate urban intensities by using building heights that are appropriate and feasible. Generally allowed maximum heights in the Core Area and Outer Core (see Figure LU-1) should – with a Use Permit for height -- permit buildings as tall as 75 feet to permit the tallest extent of woodframe construction allowed, and to be just ten feet taller than the Shattuck Hotel. In the Core Area and some parts of the Outer Core, allow a limited number of buildings to exceed the generally allowed maximum (see Table LU–1). At the same time, provide appropriate transitions to Medium-Density Residential areas that surround Downtown’s mixed-use areas, by further limiting building heights (as described in Policies LU–4.2 and LU–7.2).

**GOAL LU–2: NEW DEVELOPMENT SHALL CONTRIBUTE ITS FAIR SHARE TOWARD DOWNTOWN UPGRADES.** COORDINATE PUBLIC UPGRADES, DEVELOPMENT FEES AND OTHER FUNDING OPPORTUNITIES FOR THE ORDERLY AND ATTRACTIVE TRANSFORMATION OF DOWNTOWN.

**Policy LU–2.1: Contributions Required of All Development.** New buildings, substantial renovations and substantial additions, regardless of height, shall provide the following public benefits:

- Meet LEED Gold or equivalent.
- Provide on-site recycling opportunities.
- Pay into a Public Open Space Fund (see Policy LU–2.3).
- Provide on-site open space for public use & urban run-off, or pay in lieu fee for Downtown open space improvements (see Policy LU–2.3).
- Have no new net stormwater run-off, or pay in lieu fee for Downtown stormwater improvements.
- Pay into a Downtown Transportation Management Demand (TDM) fund. \(^3\)
- Provide on-site parking, or pay an in lieu fee for Downtown parking and TDM improvements.
- Provide carsharing opportunities.
- Have on-site bicycle parking.
- Provide AC Transit passes (i.e. “eco-passes”) and pretax transit commuter benefits to residents and employees;
- Pay an affordable housing mitigation fee and/or provide affordable housing per City policy.
- Pay child care mitigation fee.

In addition, such projects will:

- Rent parking spaces separate from dwelling units or commercial space (unless project financing cannot be otherwise obtained).
- Waive eligibility for City’s Residential Parking Permits.

Specific requirements (including development standards) will be defined in the context of citywide provisions. At the recommendation of the Landmarks Preservation Commission and at the discretion of the Zoning Adjustments Board, requirements may be waived to encourage the adaptive reuse of older buildings. Also consider zoning provisions to define thresholds where substantial renovations and substantial additions to existing buildings may be exempt.

In addition, procedures for verifying and monitoring compliance will be developed, along with penalties for non-compliance. These requirements and procedures will be returned to City Council for approval before new zoning provisions for new building heights are adopted. With the approval of the City Council, specific requirement thresholds may be adjusted after further analysis — so long as significant contributions are maintained.

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\(^3\) A “Transportation Demand Management” fee would promote alternatives to the automobile and more efficient use of parking, and is synonymous with a “Transportation Service Fee” (see Goal AC–3).
**TABLE LU-1. ALLOWABLE BUILDING HEIGHTS. (1, 2, 3)**

<table>
<thead>
<tr>
<th>Use</th>
<th>Minimum Building Height (4, 5)</th>
<th>Generally Allowed Maximum</th>
<th>With Use Permit for Increased Height (6)</th>
<th>Limited Number of Buildings Allowed to Exceed Generally Allowed Height (7, 8, 9, 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Area</td>
<td>50'</td>
<td>60'</td>
<td>75'</td>
<td>Core Area Only (11): Maximum of 2 Residential buildings with height comparable to existing tall buildings. Maximum of 1 Hotel with height comparable to existing tall buildings. Core Area and where allowed in Outer Core: Maximum of 2 Office or Residential buildings up to 120 feet (non-UC) Maximum of 2 UC Buildings up to 120 feet Buildings over 75 feet are not allowed in Outer Core areas designated as &quot;75' maximum&quot; (see Figure LU-1).</td>
</tr>
<tr>
<td>Outer Core</td>
<td>40'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixed-Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buffer</td>
<td>None</td>
<td>50'</td>
<td>65'</td>
<td>no exceptions</td>
</tr>
<tr>
<td>Resid (downzone from R-4)</td>
<td>none</td>
<td>See Zoning Ordinance</td>
<td></td>
<td>no exceptions</td>
</tr>
<tr>
<td>R-2A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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(1) All new buildings must provide public benefits and buildings over 75 feet must provide additional benefits, as described in Policies under Goal LU-2.

(2) Maximum building heights shall be lowered to reduce impacts on residential areas and the new linear park on Shattuck (see Policies LU-4.2 and LU-7.2 and Figure LU-1).

(3) Height dimensions are to roof, and do not incl. parapets, mechanical penthouses, appurtenances, & decorative features. The ground floor of mixed-use buildings should have a height of at least 15 feet.

(4) Community, entertainment, and museum buildings are exempt from minimum height requirement, as are projects for the adaptive reuse of existing buildings.

(5) The minimum building height may not be attained by using parapets, roofs, or floor-to-floor heights that exceed typical dimensions for proposed use(s).

(6) Significant contributions toward public benefits and/or affordable housing may result in a Use Permit for increasing heights to those stated in this column. UC projects are not subject to Use Permit provisions.

(7) UC buildings may be built to 100 feet and without stepbacks in Core Area and Outer Core, on parcels controlled by the University as of July 2009.

(8) Portions of buildings that are over 75 feet above grade shall be stepped back & adjusted to avoid significant adverse solar, visual, or wind impacts on public streets & open spaces.

(9) Where street rights-of-way have a width less than 90 feet, separate buildings at least 120 feet to further reduce aesthetic & shade impacts.

(10) For buildings that exceed 75 feet, limitations on use apply to upper floors only.

(11) For reference, building permit documents show the height of the Great Western building to be 179 feet to the top of its structural system, and show the height of the Wells Fargo building to be 173 feet to the top of its penthouse (and about 165 feet to the roof over its occupied space).

For Figure LU-1: Land use & Building Heights, see Attachment.
Policy LU-2.2: Additional Community Benefits for Buildings Exceeding 75 Feet. Developors of buildings in excess of 75 feet must provide significant community benefits beyond what would otherwise be required. These may include: affordable housing, supportive social services, green building, open space, transportation demand management, job training, and/or employment opportunities.

Policy LU-2.3, Voluntary Green Pathway. As an expedited alternative to the standard entitlement process described in Municipal Code Chapter 23, a Voluntary Green Pathway development approval process shall be available to projects that provide exceptional environmental and community benefits. All projects opting for the Voluntary Green Pathway must provide all contributions required of all development (see Policy LU-2.1) plus meet the following requirements.

- Significantly exceed Title 24 energy requirements
- Provide additional on-site open space for public enjoyment, or pay an additional in-lieu fee to Public Open Space Fund.
- Reduce or eliminate on-site parking requirement by making significant additional payments into the Transportation Management Demand (TDM) fund.
- Provide 20% affordable housing on-site or elsewhere within the Downtown Area, or pay an in lieu fee to Berkeley's Housing Trust Fund.
- Waive any right to State Density Bonus for Affordable Housing.
- Employ approximately 30% of construction workers from Berkeley and, if sufficient workers are not available in Berkeley, from other cities in the East Bay Green Corridor (i.e. Oakland, Richmond and Emeryville).
- For buildings with more than 100 units of housing or office buildings above 75 feet, prevailing wages must be paid for construction workers. In addition, about 16% of the workforce for these projects should be apprentices from state-certified apprenticeship programs.

Before this alternative is implemented, procedures for verifying and monitoring compliance -- and penalties for non-compliance -- will be developed and returned to City Council for approval. With the approval of the City Council, specific requirement thresholds may be adjusted after further analysis -- so long as significant contributions are maintained.

Developers who choose the Voluntary Green Pathway will be subject to the following expedited entitlement process.

For buildings at or below 75 feet:
- Submit Landmarks application to City staff for City-conducted analysis of historic value.
- When complete, submit this analysis to Landmarks Preservation Commission (LPC) to determine whether building qualifies as a Landmark or Structure of Merit (SOM). LPC shall complete this determination within 90 days, and this determination shall remain in effect while use permits are being actively pursued. LPC action may be appealed to City Council.
- Design Review Committee (DRC) has up to 90 days to determine whether project conforms with Downtown Design Guidelines. DRC action may be appealed directly to City Council. If it is finally determined that the subject building qualifies as a Landmark or Structure of Merit, then the proposed project shall not qualify for the entitlement process of the Voluntary Green Pathway and the standard entitlement process shall apply.
- A Zoning Certificate is issued at the completion of this process. No Zoning Adjustment Board review is required.

For buildings over 75 feet:
- Submit Landmarks application to City staff for City-conducted analysis of historic value.
- When complete, submit this analysis to Landmarks Preservation Commission (LPC) to determine whether building qualifies as a Landmark or SOM. LPC shall complete this determination within 90 days, and this determination shall remain in effect while use permits are being actively pursued. LPC action may be appealed to City Council.
• The project review process for Design Review Committee (DRC) and Zoning Adjustment Board (ZAB) shall not exceed a combined total of 210 days. If it is finally determined that the subject building qualifies as a Landmark or Structure of Merit, then the proposed project shall not qualify for the entitlement process of the Voluntary Green Pathway and the standard entitlement process shall apply.

• ZAB action may be appealed to City Council.

Policy LU-2.4: Developer Contributions for Open Space. New development shall contribute to a Downtown Public Open Space Fund to help pay for streetscape and public open space improvements and maintenance. In addition, allocate significant portions of new parking revenues and hotel tax (i.e. transient occupancy tax) revenues toward Downtown streetscape and open space improvements, while also addressing other City budget priorities. Public street & open space funding and priorities should be analyzed in a comprehensive way.

In addition, new development shall provide adequate on-site street-level open space for public use and for capturing rainwater & urban run-off, but may make additional payments to a Downtown Public Open Space Fund in lieu of on-site requirements (see Policy OS-3.1). Street-level open space requirements are in addition to private open space requirements for occupants of residential projects (see Policy OS-3.2).

Policy LU-2.5: DAP Evaluation & Updates. The City Council should review the Downtown Area Plan five (5) years after adoption, to evaluate whether the Downtown Area Plan is meeting goals relating to aesthetics, livability, economic vitality, housing growth and affordability, sustainability, and other factors -- and whether negative impacts are acceptable and positive benefits can be increased. City Council may consider adjustments to DAP policies and development regulations to better attain desired benefits and address unacceptable impacts.

GOAL LU-3: CULTIVATE DOWNTOWN AS AN ATTRACTIVE RESIDENTIAL NEIGHBORHOOD WITH A RANGE OF HOUSING OPPORTUNITIES, AND AN EMPHASIS ON AFFORDABLE HOUSING AND FAMILY HOUSING.

Policy LU-3.1: Housing Needs. Accommodate a significant portion of Berkeley’s share of regional housing growth as defined by Regional Housing Needs Assessments (RHNA) within the Core Area, Outer Core, and Buffer areas, as compared with other appropriate subareas within the city.

Policy LU-3.2: Housing Diversity & Affordability. Offer diverse housing opportunities for persons of different ages and incomes, households of varying size and the disabled, and give Downtown a significant role in meeting Berkeley’s continuing need for additional housing, especially affordable housing (see policies under Goals HC-3 & HC-4).

GOAL LU-4: NEW DEVELOPMENT SHOULD ENHANCE DOWNTOWN’S VITALITY, LIVABILITY, SUSTAINABILITY, AND CHARACTER THROUGH APPROPRIATE LAND USE AND DESIGN.

Policy LU-4.1: Transit-Oriented Development. Encourage use of transit and help reduce regional greenhouse gas emissions, by allowing buildings of the highest appropriate intensity and height near BART and along the Shattuck and University Avenue bus corridors (see Policy LU-1.5).

Policy LU-4.2: Development Compatibility. Encourage compatible relationships between new and historic buildings, and reduce localized impacts from new buildings to acceptable levels (see policies ES-4.8 & HD-4.2). The size and placement of new buildings should: reduce street-level shadow, view, and wind impacts to acceptable levels; and maintain compatible relationships with historic resources (such as streetwall continuity in commercial areas). In Outer Core areas along Shattuck Avenue and between Durant and Haste, new buildings should not exceed 75 feet and should be stepped back so as not to exceed 65 feet adjacent to streets.

Policy LU-4.3: Historic Resources. Preserve historic buildings and sites of Downtown, and provide where appropriate for their adaptive reuse and/or intensification (see Policy HD-1.1).
GOAL LU-5: ENHANCE DOWNTOWN AS A CENTER FOR EMPLOYMENT AND INNOVATIVE BUSINESSES.

Policy LU-5.1: Office Space. Encourage new office space to serve the growth needs of existing and start-up businesses, recruit private-sector spin-offs from the University, and provide jobs for Berkeley's workforce (such as professionals and high-tech workers who now commute elsewhere).

GOAL LU-6: ENCOURAGE UNIVERSITY USES IN DOWNTOWN THAT WILL BENEFIT THE GREATER DOWNTOWN AREA.

Policy LU-6.1: University Land Uses. Encourage the University to use its Downtown sites for uses that serve the public or are of general interest, such as creating a new public health campus and relocating the Berkeley Art Museum and Pacific Film Archive to Downtown. To the extent possible, UC buildings should line streets and public open spaces with retail and other public-serving uses that encourage activity and meet the needs of Downtown residents, workers, and visitors (see policies HD-5.1 & HC-7.1).

Policy LU-6.2: UC Housing. Encourage the University to create more housing Downtown, possibly in cooperation with private developers. For the northeast portion of the Golden Bear site, the R-2A height limit of 35 feet should be retained, except for projects with affordable housing or publicly-accessible parking -- but no commercial space -- in which case a maximum height of 65 feet should be allowed.

Policy LU-6.3: Business Synergies. Encourage University uses in Downtown that will enhance it as a center of employment and innovative businesses (see Policies LU-5.1 & ED-8.2), especially research & development uses associated with the East Bay Green Corridor Partnership.

GOAL LU-7: MAINTAIN THE EXISTING SCALE AND CHARACTER OF RESIDENTIAL-ONLY AREAS.

Policy LU-7.1: Neighborhood Protections. Seek to reduce development pressures in residential-only areas, to promote the preservation and rehabilitation of older structures -- and to conserve the scale of their historic fabric. Maintain the R-2A zoning designation and downzone R-4 areas to R-3 (as shown on the Land Use Map), except for the north side of Dwight Way east of Shattuck Avenue. Along the north side of Dwight east of Shattuck, zoning should remain zoned R-4, and affordable housing projects should be allowed to have street-facing community services and retail. Development on parcels that remain residentially zoned shall be controlled by applicable residential zoning provisions. Private development should not be subject to DAP private development requirements or procedures unless explicitly called for in the DAP or in residential zoning provisions.

Policy LU-7.2: Transitions. Avoid abrupt transitions between residential-only neighborhoods and projects built in Outer Core and Buffer areas. Along Martin Luther King Jr. Way, new buildings should not exceed 55 feet. For projects that abut or confront an existing residential building on a residentially designated property, the new building should not exceed 45 feet at the sidewalk or 55 feet where a 10-foot setback is provided. No project should exceed 65 feet within 40 feet of any residentially designated property (see Figure LU-1).

GOAL LU-8: MAINTAIN AND EXPAND COMMUNITY HEALTH CARE FACILITIES AND SOCIAL SERVICES IN THE DOWNTOWN AREA.

Policy LU-8.1: Herrick Site. Encourage the retention of community-serving health services on the Herrick Hospital site. Work with Alta Bates Summit Medical Center to retain all or a portion of the Herrick site for health services to the extent feasible. The City should redesignate the Herrick site as "Buffer," if the proposed project incorporates health care for the community on the Herrick site or in its general vicinity. If only housing is proposed on the Herrick site, the housing should be consistent with its residential neighbors and Policy LU-7.1.

Policy LU-8.2: UC Health Services. Encourage UC to move health services and programs that
serve the general public into the Downtown Area, such as a new public health campus on Shattuck at Berkeley Way.

Policy LU-8.3: Other Care Providers. Support public, non-profit and for-profit agencies in Downtown that provide health-related and social services (see Policies HC-5.4 & HC-7.1).

ACCESS

GOAL AC-1: IMPROVE OPTIONS THAT INCREASE ACCESS TO DOWNTOWN ON FOOT, BY BICYCLE, AND VIA TRANSIT. MAKE LIVING, WORKING, AND VISITING DOWNTOWN AS CAR-FREE AS POSSIBLE.

Policy AC-1.1: Street Modifications. Modify Downtown's streets and street network to better serve the needs of pedestrians, bicyclists, and transit (see policies under Goal OS-1). While recognizing that automobiles will be an important transportation mode for the foreseeable future, reduce and avoid negative impacts from the private automobile upon pedestrians, transit, and bicycles (see policies under Goals AC-2, AC-4 & AC-5). Development projects that are adjacent to designed street improvements should finance a fair-share of these improvements as part of their project.

Policy AC-1.2: Single-Occupant Vehicles. Discourage the use of single-occupant vehicles (SOVs) by commuters to Downtown and encourage commuting with transit, ridesharing, bicycles, and on foot. Require larger development projects to provide ridesharing parking and support on-going ridesharing operations. Strengthen parking policies that discourage all-day SOV parking while encouraging alternative modes (see Policy AC-3.1).

Policy AC-1.3: Alternative Modes & Transportation Demand Management (TDM). New development shall support alternative travel modes, consolidated publicly-accessible parking facilities, and Transportation Demand Management (TDM) programs (see requirements under Policies LU-2.1 & LU-2.5). A Downtown Transportation Management Demand (TDM) fund should be established to support alternative modes and other Transportation Demand Management programs. A significant portion of new transportation- and parking-related revenues from the Downtown Area should be used to reduce Downtown car use, while simultaneously supporting the parking needs of local merchants and cultural/entertainment uses. Encourage all Downtown businesses to reward customers and employees who arrive by transit, by bicycle, or on foot, or who use off-street garages instead of on-street parking (see Policy AC-4.2).

GOAL AC-2: GIVE PEDESTRIANS PRIORITY IN DOWNTOWN, AND MAKE WALKING DOWNTOWN SAFE, ATTRACTIVE, EASY AND CONVENIENT FOR PEOPLE OF ALL AGES AND ABILITIES.

Policy AC-2.1: Pedestrian Safety and Convenience. Improve the safety, attractiveness and convenience of pedestrian routes within Downtown -- and to and from surrounding areas. Design and implement pedestrian enhancements through the development of a Streets & Open Space Improvements Plan (see policies under Goal OS-1).

Policy AC-2.2: Pedestrian Amenities. Encourage a wide range of conveniences and destinations within the Downtown Area to meet the needs and interests of those who live and work in and near Downtown (see Policy LU-1).

Policy AC-2.3: Universal Access. Provide safe access to all Downtown streets and pathways for people of all abilities, per citywide standards.

GOAL AC-3: PROVIDE PARKING TO MEET THE NEEDS OF DOWNTOWN, WHILE DISCOURAGING COMMUTER PARKING AND ENCOURAGING MOTORISTS TO PARK THEIR CARS AND EXPERIENCE DOWNTOWN AS A PEDESTRIAN.

Policy AC-3.1: Effective Parking. Manage parking more effectively to promote Downtown economic vitality and minimize the amount of all-day parking. Promote efficient use of parking by using
technologies that: communicate the location of available parking, and use pricing strategies that increase the availability of on-street and short-term parking for retail and cultural uses -- while simultaneously discouraging all-day parking by commuters.

**Policy AC-3.2: New Parking.** Provide sufficient parking for expected growth by evaluating future parking needs, funding parking facilities, and promoting alternatives to the car. In addition, replace on-street parking lost to street and other improvements within off-street garages. Consolidate parking in shared facilities to the extent possible.

**Policy AC-3.3: Pedestrian Impacts.** Locate and design new parking in ways that minimize negative impacts upon the pedestrian quality of Downtown (see Policies HD-4.1 & ED-1.2). With new development, discourage parking on-site to increase the space available for street-level retail and activity. Minimize driveway curb cuts to make Downtown more safe and attractive for pedestrians.

**Policy AC-3.4: University Cooperation.** Encourage the University to review existing parking programs, and work with the University in developing comprehensive parking strategies for: planning parking facilities, managing parking more effectively, and making more UC parking available to the public (see Policies AC-1.3, AC-3.1 & AC-3.2).

**Policy AC-3.5: Equitable Access.** Mitigate impacts of transportation measures that may make access to Downtown difficult for low-income Berkeleyans.

**Policy AC-3.6: Residential Parking.** In neighborhoods near Downtown where parking demand by non-residents is high, offer residents options for managing the supply of on-street parking and lessening the impacts of parking by non-residents.

**GOAL AC-4: PROMOTE TRANSIT AS AN EFFICIENT AND ATTRACTIVE CHOICE -- AND AS A PRIMARY MODE OF MOTOR-VEHICLE TRAVEL.**

**Policy AC-4.1: Commute Priority.** Promote transit as the primary mode for commuting to and from Downtown.

**Policy AC-4.2: Promote Transit.** The City strongly supports improved local and regional transit service to and from Downtown. Require that new development provides AC Transit bus passes (i.e. “eco-passes”) and promotes use of alternative modes (see Policies LU-2.1 & LU-2.4). Require that businesses provide pre-tax commute-by-transit vouchers and free bus passes to employees. Encourage retail, restaurant, theater, cinema, and cultural uses to promote transit and/or provide transit vouchers.

**Policy AC-4.3: Attractive Transit.** Improve transit options and give transit priority over personal vehicles. Address daytime and nighttime conditions that may discourage transit use. Make transit an efficient and attractive choice by improving speed, reliability and pedestrian comfort. Give consideration to transit-supportive street and facility improvements in the Downtown Area, in collaboration with AC Transit, other transit providers and community stakeholders. Beneficial improvements might include: transit signal priority, queue jump lanes, left turn phasing, bus curb extensions, bus stop amenities, pre-pay fare vending machines, superior bus stop locations, concrete bus pads, and raised platforms. Implement “complete streets” concepts that enhance pedestrian and bicycle routes to transit.

**Policy AC-4.4: Multimodal Transit Center.** Improve access to BART and enhance the Downtown BART Station as a transportation hub for other transit providers. Explore alternatives for creating a Downtown Transit Center to link AC Transit to other modes, including UC shuttles, bicycles and bike rentals, arrival by car, and walking. Consider how bus turn-around, bus layover, and visitor information facilities might be incorporated.

**Policy AC-4.5: Local Connections.** Improve transit connections between Downtown, University destinations, and Berkeley neighborhoods, especially connections to: neighborhood commercial areas, facilities for transit-dependent residents, concentrations of potential but poorly-served riders,
and concentrations of single-occupancy vehicle (SOV) trips. Collaborate with AC Transit to obtain funds to improve service to poorly-served areas. Consider the possibility of a transit fare-free zone in Downtown or within a larger area.

Policy AC-4.6: Shuttle Service. Consider ways to provide frequent and low-cost local shuttle services that connect multiple destinations within Downtown, the University, and Berkeley neighborhoods.

Policy AC-4.7: Bus Stops. Maintain safe, attractive and weather-protected bus stops.

Policy AC-4.8: Paratransit. Accommodate taxi service and on-demand transport service providers.

Policy AC-4.9: Transit and Bikes. Encourage bicycle access to Downtown for local and regional transit trips.

Policy AC-4.10: Transit-Supportive Uses. Concentrate housing, jobs, and cultural destinations in Downtown to be near transit, shops and amenities (see Policies LU-1.5 & LU-4.1).

Policy AC-4.11: Events. Give priority to transit during major events to reduce traffic congestion that from Cal football games, Berkeley High School morning drop-off, arts and theater events, etc.

GOAL AC-5: MAINTAIN AND ENHANCE SAFE, ATTRACTIVE AND CONVENIENT BICYCLE CIRCULATION WITHIN DOWNTOWN, AND TO AND FROM SURROUNDING AREAS, FOR PEOPLE OF ALL AGES AND ABILITIES. PROMOTE BICYCLING DOWNTOWN.

Policy AC-5.1: Bikeways & Bike Lanes. Give bicycles priority over personal vehicles on many streets Downtown, by providing bikeways on low-speed low-traffic streets, and bike lanes where appropriate.

Policy AC-5.2: Bicycle Parking. Increase the supply of convenient, secure and attractive short-term and long-term bicycle parking throughout the mixed-use portions of the Downtown Area.

Policy AC-5.3: Bike Sharing. Encourage the creation of “bike sharing” (i.e., convenient bike rental) programs Downtown, and their use by employees, residents, and visitors, especially near BART.

Policy AC-5.4: Business/Institutional Support. Make it easier for Downtown employees to use bicycles, especially employees of the City, University, and BUSD.

HISTORIC PRESERVATION & URBAN DESIGN

GOAL HD-1: CONSERVE DOWNTOWN’S HISTORIC RESOURCES AND UNIQUE CHARACTER AND SENSE OF PLACE.

Policy HD-1.1: Historic Buildings & Sites. Preserve historic buildings and sites of Downtown, and provide where appropriate for their adaptive reuse and/or intensification. Retain Landmarks and Structures of Merit, and designate, where appropriate, additional properties as Landmarks or Structures of Merit. In addition to applying the Landmarks Preservation Ordinance, proposed additions or modifications shall be evaluated for conformance with the Secretary of the Interiors Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings. Where applicable, the Secretary of the Interiors

4 Additional analysis will be needed to determine with certainty the merit of resources that were noted as “Contributing” (and in some cases noted as “Significant”) in the 1990 Plan but that have not been designated as Landmarks or Structures of Merit, or documented as historic resources. Ongoing efforts and analysis may elevate some of these to be designated Landmarks or Structures of Merit. Other undesignated properties that were noted as “Contributing” or “Significant” in the 1990 Plan may be deemed to be not historic after evaluation required under CEQA and vetting through local procedures.
Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes," shall also be applied.

Policy HD-1.2: Evaluation of Potential Resources. Encourage historic resource surveys that evaluate potential resources that may qualify as a Landmark or Structure of Merit -- especially those potential resources called out in previous plans or surveys and on underutilized parcels suitable for future development.

Policy HD-1.3: Repairs & Alterations. When substantial repairs or alterations are proposed for buildings over 40 years old, the City will encourage the restoration and repair of any lost or damaged historic features when feasible and appropriate. Allow flexibility in parking, open space, and other standards, when historic resources are substantially and appropriately preserved or restored as part of new development.

Policy HD-1.4: Public Awareness. Enhance citizen awareness of Downtown’s architectural heritage and of its unique historic circumstances.

Policy HD-1.5: Residential Character. Conserve the scale of residential-only neighborhoods within the Downtown Area, and reduce development pressures that lead to the loss of older buildings that contribute to the overall character of these neighborhoods (see policies under Goal LU-7).

GOAL HD-2: ENHANCE AREAS OF SPECIAL CHARACTER IN DOWNTOWN, SUCH AS CLUSTERS OF HISTORIC RESOURCES.

Policy HD-2.1: Special Subareas. Identify areas with special character that might be highlighted with streetscape improvements and other public and private design features.

Policy HD-2.2: Historic Subareas. Protect and reinforce the character of discrete subareas where historic resources are concentrated, while also recognizing that sensitive change may occur within such subareas. Make sure that within subareas where historic resources are concentrated, building alterations, new construction and public improvements are designed with particular concern for compatibility with their surroundings. The Landmarks Preservation Commission may designate one or more historic subareas as Historic Districts to protect historic resources and promote compatible new development -- while also acknowledging the importance of continued growth, increased building densities, and design creativity.

GOAL HD-3: PROVIDE CONTINUITY AND HARMONY BETWEEN THE OLD AND THE NEW IN THE BUILT ENVIRONMENT.

Policy HD-3.1: Contextual Design. To promote continuity between old and new, new construction and building alterations should meet streets and public spaces in contextual ways that line streets with building streetwalls and support a pedestrian-oriented public realm. Review and, if needed, strengthen the Downtown Design Guidelines to further encourage continuity and harmony between old and new construction.

Policy HD-3.2: Continued Variety. Recognizing building height, massing and scale, allow for continued variety that respects Downtown’s context.

GOAL HD-4: IMPROVE THE VISUAL AND ENVIRONMENTAL QUALITY OF DOWNTOWN, WITH AN EMPHASIS ON PEDESTRIAN ENVIRONMENTS THAT ARE ACTIVE, SAFE AND VISUALLY ENGAGING. ENCOURAGE APPROPRIATE NEW DEVELOPMENT DOWNTOWN.

Policy HD-4.1: Pedestrian-Oriented Design. Improve the pedestrian experience and the aesthetic quality of Downtown’s environments through appropriate design. New construction and building alterations should promote active, interesting, and pleasing streetscapes, open space, and street-level commercial spaces. Encourage street-level entrances and facades that contribute to the pedestrian environment. In commercial areas, buildings should generally maintain the urban tradition of no street-level setbacks from the street.
633 **Policy HD–4.2: Solar, Visual & Wind Impacts.** Design and locate new buildings to avoid significant adverse solar-, visual- or wind-related impacts on important public open spaces. Strengthen zoning and the Downtown Design Guidelines to better address solar access and wind impacts. For buildings exceeding 75 feet, use of solar, visual and wind simulations to evaluate and refine design alternatives. Also provide for adequate natural light in residential units through appropriate building form (see Policy HC-2.1).

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641 **Policy HD-4.3: Urban Open Spaces.** Create, enhance and maintain streets, plazas, midblock open spaces, and other urban open spaces to enhance the pedestrian environment and increase the number of people who will use Downtown. The design of streets and open spaces should complement the character of Downtown as a whole and the character of nearby architecture -- especially in subareas where historic resources are concentrated (see Policies LU-2.3, HD-2.1, HD-2.2, OS-1.1, OS-1.2 & OS-1.2).

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648 **Policy HD-4.4: Design Creativity & Excellence.** Continue Berkeley’s tradition of architectural excellence. Support design creativity during the development approval process and in the resulting construction. All new construction and building alterations should be of the highest quality and promote sustainability (see Policies ES-4.1 & ES-4.2).

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653 **GOAL HD-5: ENHANCE AND IMPROVE THE PHYSICAL CONNECTION BETWEEN DOWNTOWN AND THE UNIVERSITY OF CALIFORNIA.**

655 **Policy HD-5.1: Appropriate Buildings.** Encourage the University to use the Downtown Design Guidelines and Downtown Area Plan to guide the character and scale of its future development. Strongly encourage the University to design buildings that are appropriate to Downtown, and make all streets abutting University property pedestrian-friendly, such as would be required of any Downtown developer. Along street frontages of University buildings within Downtown, the ground floor should be pedestrian-friendly, have windows and entrances, and avoid blank walls. Encourage active street-level uses. Provide retail uses along Shattuck Avenue and the north side of University Avenue (see Policies LU-1.1 & LU-5.1).

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665 **Policy HD-5.2: Public Improvements.** Encourage the University to help enhance streets and public open spaces in Downtown (see Policies OS-1.1 & OS-1.2). Urge the University to make substantial and fair contributions for street improvements adjacent to their properties, and engage the University on how to fund other Downtown improvements.

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670 **Policy HD-5.3: Historic Buildings.** Encourage the University to respect historically important buildings, and strive to integrate them within its development. When proposed UC development includes or adjoins historic resources, consistent with provisions of the UC Berkeley 2020 Long Range Development Plan, the City expects that the University will consult with appropriate City entities early in the design process and will use the Secretary of the Interior's Standards.

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**STREETSCAPES & OPEN SPACES**

678 **GOAL OS-1: ENHANCE PUBLIC OPEN SPACES AND STREETS TO BENEFIT PEDESTRIANS, IMPROVE DOWNTOWN'S LIVABILITY, AND FOSTER AN EXCEPTIONAL SENSE OF PLACE. IN PARTICULAR, CREATE NEW PUBLIC GATHERING PLACES THAT SUPPORT NEARBY USES AND DOWNTOWN AS A DESTINATION.**

682 **Policy OS-1.1: Street & Open Space Improvements.** Make significant additions and improvements to Downtown's parks, plazas, and streets to be aesthetically pleasing, and support pedestrians and abutting uses. Use consistent features to help make Downtown distinctive. Special subareas and conditions may call for unique treatments. Emphasize the creation and enhancement of public gathering places. Develop and adopt a Streets & Open Space Improvements Plan (SOSIP) to guide the comprehensive design of significant positive alterations and additions to Downtown's parks, plazas, and streetscapes.
Policy OS-1.2: Street & Open Space Opportunities. Develop appropriate design options for the following street segments, and existing and potential open spaces (see Policy AC-1.1).

a) Center Street Plaza. Close Center between Shattuck and Oxford to create a pedestrian plaza with public gathering, and sustainable features referencing Strawberry Creek.

b) Center Street Greenway and Civic Center Park. Create a continuous green corridor and pedestrian connection between Civic Center Park, BART and Center Street Plaza.

c) Oxford-Fulton & UC Open Spaces. Create a “green boulevard” that complements Downtown, enhances abutting open spaces, and improves connections between the Campus and Downtown.

d) Kittredge Green. Support University plans to create a publicly-accessible open space between Edwards Field and Fulton Street -- at the end of Kittredge Street.

e) University Avenue Gateway. Establish a “Gateway” at the east end of University Avenue by widening sidewalks, increasing landscaping, and encouraging visitors information facilities.

f) Shattuck Avenue. Make Shattuck a world-class tree-lined “boulevard” that is exceptionally attractive, emphasizes pedestrians and bicyclists, and models sustainability.

g) Ohlone Greenway Extension. Extend the Ohlone Greenway from where it ends to the UC Campus by adding bicycle facilities, new street trees and greenery.

h) Allston Way as a Special Civic Street. Celebrate Allston Way and abutting community uses by installing decorative special features and making it more pedestrian- and bicycle-friendly.

i) Harold Way. As a connection between the Library and the YMCA and because hotel facilities might one day face onto it, consider making Harold Way a slow-street or pedestrian plaza.

j) Terminal Place. Consider improving Terminal Place (a public alley off of Addison near Shattuck) to become an active and attractive public open space.

Policy OS-1.3: Residential Area Improvements. Enhance the residential character and livability of Downtown's residential areas -- and surrounding residential areas -- through street and open space improvements. Work with residents to understand and address their recreational needs.

Policy OS-1.4: Maintenance. Maintain clean, safe and attractive streets, parks, and plazas (see Policy LU-2.4).

Policy OS-1.5: Open Space Improvements. Developers should provide open space on-site and/or pay an in-lieu fee for public open space improvements. Street and open space improvements, maintenance and cleaning should be adequately funded. (See Policies LU-2.1 through LU-2.4 to see developer contributions set forth by the DAP.)

GOAL OS-2: PROMOTE ECOLOGICALLY BENEFICIAL LANDSCAPING AND OTHER FEATURES. INCORPORATE NATURAL FEATURES THROUGHOUT DOWNTOWN TO IMPROVE ITS VISUAL QUALITY, HELP RESTORE NATURAL PROCESSES, AND REINFORCE BERKELEY’S COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY.

Policy OS-2.1: Ecological Features and Nature in the City. Promote ecologically beneficial features within the design of public open spaces, streets and on private property (see policies under Goal ES-5). Highlight “nature in the city” and its benefits. Maximize greenery, such as trees, shrubs, landscaping, and “micro-habitats” that support bees and birds.

Policy OS-2.2: Street Trees. New street trees should be planned and planted in ways that will encourage their healthy maturation. When planning, anticipate future streetscape improvements that could affect street tree placement and retention.

Policy OS-2.3: Existing Trees. Maintain mature trees growing on public land, wherever possible. Permit the elimination of mature trees only in instances of transmissible disease, public safety, or overriding public benefits. Establish standards and guidelines for the retention of trees -- and the replacement trees for instances when tree removal is unavoidable. Permit the elimination of trees only after findings have been made according to established criteria and after opportunities for public

Policy OS-3.1: Private Contributions to Beneficial Open Space. Private development should expand and enhance open spaces that serve the public, both on-site and as part of public improvements. Public serving open spaces that can be provided on-site include: plazas, courtyards, landscaped setbacks, rainwater retention and urban-runoff features, and mid-block walkways and open spaces. See policies under LU-2 for specific development requirements and funding provisions.

Policy OS-3.2: Open Space for Residents. Housing projects should serve residents' needs by providing adequate on-site open space, such as by providing courtyards, roof gardens, community gardens, etc.

Policy OS-4.1: Safe Environments. Encourage safe environments by addressing unsafe conditions and inappropriate behavior. Provide adequate pedestrian-scaled lighting in parks, plazas, streets, midblock walkways, and other publicly accessible open spaces. Promote safety in publicly-accessible open space through design by encouraging activity -- and deterring unwanted behavior -- through appropriate programming and design, and by maintaining a high level of visual and physical connections from public streets into open spaces. Monitor locations and conditions where aggressive, abusive and unsanitary behavior occurs frequently; and engage merchants, the Police Department, mental health and social service providers, and homeless advocates in defining critical issues and actions.

Policy OS-4.2: Cleaning & Maintenance. Maintain clean and well-maintained streets, parks and plazas, as well as attractive street furnishings and other amenities (see Policy LU-2.3).

Policy OS-4.3: Public Conveniences. Establish new and enhance existing publicly accessible convenience facilities such as 24-hour restrooms, drinking fountains, and other amenities throughout Downtown.

Policy OS-4.4: Activity & Safety. Encourage safe environments by addressing unsafe conditions and inappropriate behavior (see policies under Goal HC-6). To promote activity and safety in public open spaces, encourage outdoor dining, street fairs, outdoor merchandising, and other private uses, as appropriate.

HOUSING & COMMUNITY HEALTH SERVICES

Goal HC-1: Encourage Downtown as a Thriving, Livable, Diverse Residential Neighborhood with a Mix of Supportive Uses.

Policy HC-1.1: Neighborhood-Serving Uses. Encourage neighborhood-serving uses that allow Downtown residents to meet daily needs on foot (see Policy LU-1.1).

Policy HC-1.2: Sufficient Open Space. Provide sufficient usable open space for residents within Downtown and as part of new residential projects (see Policies LU-2.1, LU-2.3, OS-3.1 & OS-3.2).

Goal HC-2: Maintain a Good Quality of Life for Residents of All Ages During the Day and at Night -- in Downtown and in Surrounding Residential Areas.
Policy HC-2.1: Residential Daylight. Provide adequate natural light in residential units (see Policy HD-4.2).

Policy HC-2.2: Noise Mitigation. Evaluate and strengthen noise mitigation measures as appropriate to Downtown’s active mixed-use environments. Recognize that Downtown’s mixed-use areas are different from residential neighborhoods in that Downtown has: a higher intensity of overall activity, nighttime activity (such as restaurants and music venues), and residential and commercial uses placed in close proximity. Encourage use of best available technologies by improving standards for sound insulation and mechanical noise.

Policy HC-2.3: Construction Noise. Minimize and mitigate noise and other disruptions attributable to construction activities.

GOAL HC-3: OFFER DIVERSE HOUSING OPPORTUNITIES FOR PERSONS OF DIFFERENT AGES AND INCOMES, HOUSEHOLDS OF VARYING SIZE, AND PERSONS OF VARYING ABILITIES. GIVE DOWNTOWN A SIGNIFICANT ROLE IN MEETING BERKELEY’S CONTINUING NEED FOR ADDITIONAL HOUSING.

Policy HC-3.1: Growth with Preservation. Allow for significant housing development in the Downtown Area while simultaneously preserving the scale of existing residential areas.

Policy HC-3.2: Affordable Housing & Supportive Services. Encourage the creation of new affordable housing projects for low- and very-low income housing, and the creation of associated supportive services (see Policy HC-4.2). New development should pay a Housing Impact Fee consistent with citywide policy and State legal requirements. In addition, development projects opting for the Voluntary Green Pathway should provide 20% affordable housing on-site or elsewhere in the Downtown Area, or pay an in lieu fee to Berkeley’s Housing Trust Fund (see Policy LU-2.4).

Policy HC-3.3: Larger Residential Units. Encourage larger residential units in the Downtown Area.

Policy HC-3.4: Home Ownership. Encourage market-rate ownership housing (such as condominiums) to generate substantial new fees for the Housing Trust Fund. (The Housing Trust Fund finances deeply affordable units for homeless individuals/families and other low income households.) Also encourage home ownership opportunities to encourage long-term residents in the Downtown – especially low- and moderate-income households.

Policy HC-3.5: Senior & Disabled Housing. Encourage the creation of affordable housing for seniors and persons with disabilities, especially housing with supportive services.

Policy HC-3.6: UC Housing. Encourage the creation of faculty, staff, and student housing on properties presently owned by the University of California (see policies under Goal LU-6).

GOAL HC-4: PRESERVE EXISTING AFFORDABLE HOUSING DOWNTOWN, AND EXPAND THE SUPPLY OF AFFORDABLE HOUSING FOR LOW-INCOME, VERY LOW-INCOME AND WORKING-CLASS HOUSEHOLDS.

Policy HC-4.1: Prevent Displacement. Prevent displacement of existing affordable housing in the Downtown Area, except where replaced by an equivalent number of permanent similarly affordable dwelling units. Mitigate the negative effects of relocation on tenants. Maintain and enhance incentives for creating affordable housing by rehabbing existing buildings.

Policy HC-4.2: Affordable Housing & Supportive Services. Promote the creation of permanent affordable housing with supportive services in the Downtown Area, especially for homeless individuals and families. Encourage the provision of appropriate supportive services for tenants at all functional levels.
GOAL HC-5: DELIVER IN DOWNTOWN EFFECTIVE AND COMPASSIONATE SERVICES FOR SENIORS, PARENTS AND YOUTH, AND PERSONS WITH SPECIAL NEEDS, INCLUDING INDIVIDUALS WHO ARE HOMELESS, HAVE PHYSICAL AND/OR MENTAL DISABILITIES, AND/OR SUFFER FROM SUBSTANCE ABUSE.

Policy HC-5.1: Youth Services. Serve youth in Downtown, and encourage their health, safety and welfare. Expand recreation and other uses that serve youth. Support internships for teens and young adults. Encourage developers to hire local youth who are enrolled in State-approved construction apprenticeships programs with a proven record of success.

Policy HC-5.2: Training & Skill Building. Encourage life skills, job training, job referral and job placement through programs and facilities that focus on Downtown (see policies under Goal ED-8).

Policy HC-5.3: Senior Services. Serve seniors in Downtown, and encourage their health, safety and welfare.

Policy HC-5.4: Social Services. Maintain and enhance Downtown’s 24-hour social services. Evaluate existing and future social service needs, and consider how they might be accommodated Downtown.

Policy HC-5.5: Communication Services. Ensure that all persons have access to communication services, particularly during emergencies.

GOAL HC-6: PROVIDE A SAFE, CLEAN AND ATTRACTIVE DOWNTOWN, IN PARTNERSHIP WITH THE COMMUNITY.

See Policy LU-2.3 and policies under Goal OS-4.

GOAL HC-7: MAINTAIN AND EXPAND INTEGRATED HEALTH SERVICES AVAILABLE IN DOWNTOWN TO ADDRESS HEALTH INEQUITIES.

Policy HC-7.1. Health Services. Encourage the retention and expansion of effective health care and health-related services in Downtown, especially to address the needs of those who would be most negatively affected by lack of accessible, centrally located health services. The City should encourage the owner of the Herrick site to include health services for the community as part of any redevelopment of the site (see Policy LU-8.1). Encourage UC to move health services and programs that serve the general public into the Downtown Area (see Policy LU-8.2).

ECONOMIC DEVELOPMENT

GOAL ED-1: SERVE THE NEEDS OF THE NEIGHBORHOOD AND THE CITY, AND MAKE DOWNTOWN A MORE ATTRACTIVE REGIONAL DESTINATION, BY BUILDING ON DOWNTOWN’S UNIQUE BLEND OF CULTURAL, HISTORIC, ENTERTAINMENT, ART, EDUCATIONAL, AND COMMUNITY INSTITUTIONS -- AND BY PROMOTING SUCCESSFUL RETAIL BUSINESSES AND OTHER ATTRACTIONS WITH DAYTIME AND NIGHTTIME POPULATIONS TO SUPPORT THEM.

Policy ED-1.1: Shop Downtown. Encourage shopping Downtown, especially by Berkeley residents and UC faculty, staff, and students.

Policy ED–1.2: Parking. Address parking availability problems associated with retail, restaurant, cultural, educational, entertainment, and hotel uses (see policies under Goal AC-3).

Policy ED-1.3: Retail, Restaurants & Cultural Uses. Support existing and encourage highly functional and viable new retail, restaurant, and cultural uses (such as theaters, music, museums, and galleries).

Policy ED-1.4: Rehabs & Reuse. Encourage the rehabilitation and reuse of existing buildings. Alter
administrative review procedures and consider other zoning modifications to expedite approval of
appropriate exterior modifications to existing buildings (not including designated historic resources),
when consistent with the Downtown Design Guidelines (see policies under Goals HD-1 & HD-4).

Policy ED-1.5: Local Businesses. Encourage the retention and creation of small businesses and
locally owned businesses.

Policy ED-1.6: Larger Retail Spaces. To attract larger retailers currently missing in Downtown,
promote the creation and retention of larger retail spaces of about 10,000 square feet or larger.
Identify larger retail types that may do well in Downtown (such as for electronics, computers,
appliances, and apparel).

Policy ED-1.7: Entertainment & Culture. Strengthen Downtown as a prime regional destination for
alternative and mainstream cinema, and live theater and music. Evaluate and enhance the theater-
and cinema-going experience in subareas where they are concentrated.

Policy ED-1.8: Families. Promote family-friendly uses, such as childcare and preschool, and
cultural, recreational, and educational activities for children, such as Habitot and the YMCA.

Policy ED-1.9: Educational Uses. Promote educational uses, and enhance Downtown as a center
of learning. Work with educational institutions to retain and expand lectures, instruction, and public
events in the Downtown Area.

Policy ED-1.10: Conference Facilities. Seek to retain and expand meeting and conference
facilities.

Policy ED-1.11: Hotels. Encourage hotels in the Core Area.

Policy ED-1.12: Attractive Signage. Improve public signage to make it more attractive and reduce
“visual clutter,” such as by eliminating unnecessary signs or avoiding unnecessary variety in style.

Policy ED-1.13: Visitor Signage. Enhance and expand signage and other features to help visitors
navigate Downtown, such as to find transit, public parking, or major destinations.

GOAL ED-2: MAINTAIN SAFE AND INVITING STREETS, PARKS & PLAZAS THAT
CONTRIBUTE TO THE SUCCESS OF BUSINESSES AND THE WELL-BEING OF RESIDENTS.

See Policy LU-2.4 and policies under Goal OS-4.

GOAL ED-3: TO MAKE DOWNTOWN MORE ATTRACTIVE AND ECONOMICALLY
SUCCESSFUL, ENCOURAGE PLACE-MAKING THROUGH THE PRESERVATION OF HISTORIC
BUILDINGS, STREET AND OPEN SPACE IMPROVEMENTS, AND HIGH-QUALITY NEW
CONSTRUCTION.

See goals and policies in “Historic Preservation & Urban Design” and “Streetscapes & Open Space.”

GOAL ED-4: ENSURE THAT UC BERKELEY IS A PARTNER IN PROMOTING A HEALTHY AND
VITAL DOWNTOWN.

Policy ED-4.1: Guiding & Cooperating with UC Berkeley. Provide guidance to the University
regarding actions that they can take regarding the Downtown Area Plan, and cooperate with the
University in carrying out the Plan.

Policy ED-4.2: Community Uses & Economic Activity. Encourage the University to locate
academic and related programs that have a strong community component and can encourage
economic activity in Downtown (see policies under Goals LU-5 & LU-6).

Policy ED-4.3: Downtown Retail. Encourage the University to use its development to strengthen
Downtown retail (see policies under Goal LU-6).

**Policy ED-4.4: Fair Compensation.** UC Berkeley should fairly compensate the City for taxes lost when the University leases, buys, or occupies space that was previously occupied by private tenants.

**GOAL ED-5: INCORPORATE SUSTAINABLE PRACTICES AS AN ESSENTIAL COMPONENT OF ECONOMIC DEVELOPMENT, AND ESTABLISH DOWNTOWN AS A RECOGNIZED CENTER FOR BUSINESSES AND INSTITUTIONS THAT ARE COMMITTED TO ENVIRONMENTAL SUSTAINABILITY.**

See policies under Goals ES-2 and ED-9.

**GOAL ED-6: INVEST IN CIVIC IMPROVEMENTS (SUCH AS STREETS, OPEN SPACES, AND COMMUNITY FACILITIES) TO ENHANCE DOWNTOWN AS A PLACE TO LIVE, WORK, AND VISIT.**

See goals and policies in “Historic Preservation & Urban Design” and “Streetscapes & Open Space.”

**GOAL ED-7: PROMOTE DOWNTOWN AS A REGIONAL CULTURAL CENTER AND VISITOR DESTINATION.**

**Policy ED-7.1: Culture & the Arts.** Promote the arts and cultural events, programs, and activities, especially those that embrace diverse traditions and are accessible to persons of all economic means.

**Policy ED-7.2: Tourism & Visitors.** Promote Downtown as a tourist and visitor destination.

**GOAL ED-8: INCREASE THE NUMBER OF DOWNTOWN JOBS THAT GO TO BERKELEY RESIDENTS, AND SUPPORT THE DEVELOPMENT OF JOB SKILLS FOR BERKELEY RESIDENTS -- ESPECIALLY BERKELEY’S YOUTH.**

**Policy ED-8.1: Job Development.** Connect Downtown businesses with the employment needs of Berkeley residents, and address existing chronic unemployment and under-employment among local populations (see Policy LU-2.4 for developer requirements). A special emphasis should be placed on providing Berkeley youth with job skills and entry-level job opportunities (see Policy HC-5.1).

**Policy ED-8.2: Business Opportunities.** Serve the growth needs of existing Downtown businesses, and support start-up businesses Downtown, especially ones that capitalize on the proximity of UC Berkeley. Take advantage of Berkeley’s existing workforce and its ethnic and cultural diversity (see Policy LU-6.3).

**GOAL ED-9: ENCOURAGE LOCAL BUSINESSES THAT REPRESENT THE CITY’S DIVERSE ETHNIC, CULTURAL AND INCOME GROUPS.**

**Policy ED-9.1: Local Businesses.** Encourage the retention and creation of small businesses and locally owned businesses.

**GOAL ED-10: SERVE THE HOUSING NEEDS OF ALL INCOME GROUPS AND PROVIDE A GROWING BASE OF RESIDENTS WHO SUPPORT A BROAD RANGE OF DOWNTOWN RETAIL AND OTHER BUSINESSES.**

See goals and policies in “Housing and Community Health & Services.”

**GOAL ED-11: PROVIDE ACCESS TO DOWNTOWN, WHICH SUPPORTS RETAIL, RESTAURANTS, ENTERTAINMENT, HOTELS AND CULTURAL USES.**

See goals and policies in “Access.”
GOAL ED-12: PROVIDE INCREASED REVENUE TO SUPPORT CITY GOALS, AND RETAIN A PORTION OF THAT REVENUE IN DOWNTOWN TO IMPROVE AND MAINTAIN A HIGH QUALITY OF ENVIRONMENT.

Policy ED-12.1: Revenues for Downtown. Retain a significant portion of any increased revenues from Downtown to provide public benefits and implement priorities of the Downtown Area Plan, when and to the extent compatible with other City budget priorities (see policies under LU-2). To do this, develop and coordinate financing strategies for parking & transportation, streets & open space, and other public needs, so as to identify sources of funding, estimate potential revenues, and prioritize potential improvements and programs.