

GOALS



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Placemaking. Make Downtown a more vibrant, attractive, and memorable destination. Increase enjoyment of Downtown by favoring pedestrians. Create a more beautiful Downtown with appealing street elements, lush vegetation, and public art. Enhance cultural and aesthetic connections between Downtown and the UC Berkeley campus.

Public Life. Engage people of all ages and abilities with social, cultural, and business activities in Downtown. Meet diverse community needs, while also promoting Downtown as a visitor destination. Establish public gathering places in the heart of Downtown. Emphasize Shattuck Avenue as Berkeley's principal commercial "main street," especially near BART.

Health & Comfort. Provide safe environments for daytime and evening activities. Maintain pleasant settings that encourage walking and bicycling – important forms of physical activity. Calm traffic to minimize injuries. Increase pedestrian-scaled lighting, especially near evening destinations. Increase recreational opportunities Downtown, particularly for residents.

Access:

- a. Improve transportation access to Downtown for all modes, with priority given to pedestrians and bicyclists.
- b. Make Downtown a welcoming pedestrian-oriented destination.
- c. Promote Downtown as a regional transit center. Support reliable transit service and increase transit ridership.
- d. Improve the availability of on-street parking and manage all parking more effectively.

Sustainability. Make a great and green Downtown. Help Berkeley attain Climate Action Plan goals. Minimize human impacts on – and raise awareness of – ecosystems to which Downtown connects through watershed management and green infrastructure, by increasing trees and vegetation, and by promoting alternatives to the car.

Facing Page: Community-Making. Plazas can play an important role in nurturing a shared sense of community. Staff photo.