

Thursday, April 22, 2010

City of Berkeley
Zoning Adjustments Board and City Council
c/o Aaron Sage, Senior Planner (asage@ci.berkeley.ca.us)
Planning and Development Department
Land Use Planning Division
2120 Milvia Street
Berkeley, CA 94704

RE: Letter of Support for Parker Place, 2598 and 2600 Shattuck Avenue

Dear Board members and City Council,

I am writing to express my support for the proposed project at 2598 and 2600 Shattuck Avenue (Parker Place). As a neighbor living exactly one mile south of the project I frequently walk, bike, and ride the bus by the proposed project site. My wife and I are often struck by the great potential and many opportunities for housing and retail along Shattuck (particularly between Ward Street and Dwight Way) that simply have not yet been taken advantage of. This project will finally start to turn Shattuck Avenue around from a dead zone separating two neighborhoods- to a bridge unifying the neighborhood and surrounding area.

I am excited about this project for many reasons:

- **Green Building:** As a certified green building, the project will be furthering the City's goals towards environmental sustainability.
- **Location, location, location:** The project is located on a major transit corridor close to many resources (BART, bus, Berkeley Bowl, Walgreens, the new Ed Roberts Campus, downtown Berkeley, many educational facilities, restaurants, and Grove Park). This is exactly where we need to be locating new housing opportunities!
- **Transportation:** Not only is the project located on a transit corridor, but it is one of the first buildings to be certified under the new GreenTRIP certification process. As a car-free household, we are thrilled that the proposed project includes both bicycle storage and repair areas. This is a model project: something that the City of Berkeley should be proud of.
- **Meeting housing needs of the community:** I am ecstatic that Park Place includes both BMR units, and universally/accessibly designed units. There is a severe shortage of both affordable housing and housing that is accessible for people with disabilities.

It comes down to is this: this is the type of place I would want to live with my family, and this is the type of project that Berkeley desperately needs.

Thank you,

Sara Billing
749 65th Street
Oakland, CA 94609

April 21st, 2010

City of Berkeley
Zoning Adjustments Board and City Council
c/o Aaron Sage, Senior Planner (asage@ci.berkeley.ca.us)
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Land Use Planning Division
2120 Milvia Street
Berkeley, CA 94704

RE: Letter of Support for Parker Place, 2598 and 2600 Shattuck Avenue

Dear Board members and City Council,

I am writing to express my support for the proposed project at 2598 and 2600 Shattuck Avenue (Parker Place). I grew up in this neighborhood- I've been living here since 1980. This stretch of Shattuck has had several empty lots my entire life. I've always felt that these few blocks were a "dead zone" developmentally between downtown Berkeley and the Berkeley Bowl area. I've been happy to see commercial development expanding southward on Shattuck from downtown, and northward from the Berkeley Bowl area. Parker Place would be a welcome addition to this trend- replacing stagnant empty lots with a continuous urban corridor. Commercial development here would make the neighborhood livelier and help tie the community together.

I've been involved with Citycentric's community meetings and have been impressed by their willingness to incorporate the feedback of the neighbors. Several changes have been made so that Parker Place fits more seamlessly into the neighborhood. I'm glad that the project is being developed to such a high "green" standard and hope that Berkeley encourages green standards in all future development projects.

I like the Parker Place architecture and think it fits the neighborhood well. My only concern is that I like the older color palette (white, dark brown, bright yellow, bright fuchsia) for the project rather than the new one (grey, yellow, orange). The old color scheme was lively, original, and bold. The juxtaposition of bright contrasting colors contributed to this effect. It makes a statement, and gives Parker Place a unique sense of place. I feel that the new color palette is less original- it feels safe, dull, and suburban to me. Berkeley has a unique cultural tradition- our architecture should reflect that. We don't want to be just another suburban town that plays it safe, building structures that don't offend anyone (with muted mid-tone color palettes). We should embrace the imaginative, original, and bold. Berkeley should be a place where a designer's vision can be realized despite being a bit off the beaten path. It better reflects and maintains Berkeley's unique character.

I walk by this site at least twice a day, and am looking forward to seeing it completed. Thank you for considering my comments. Please quickly complete whatever process is necessary so that our neighborhood can begin receiving the benefits that this project will provide.

Thank you
Frank Allen-Piccolo
2018 Parker St., Berkeley, CA

Elissa Gershon
1929 Parker Street
Berkeley, CA 94704
elissagershon@yahoo.com

April 20, 2010

Via email
asage@ci.berkeley.ca.us

City of Berkeley
Zoning Adjustments Board and City Council
c/o Aaron Sage, Senior Planner
Planning and Development Department
Land Use Planning Division
2120 Milvia Street

RE: 2598-2600 Parker Place, April 22 ZAB Hearing

Dear Zoning Adjustments Board Members:

My family and I have lived on Parker Street between MLK and Milvia Streets for over four years. We have young children and we made the decision to move to Parker Street in order for them to live on a quiet, residential block. We were therefore extremely concerned when we found out about a 150+ unit development on our street. I have made numerous inquiries about this project and have been pleased to learn about many of the environmental and disability access aspects of the project. Nevertheless, I remain greatly concerned about the impact of this project on the residential quality of our neighborhood in two respects:

1. Parker Place residents should not be allowed Area C Parking Permits unless needed for disabled parking. We already live in a neighborhood in which street parking is scarce on weekends and evenings. I am concerned about the impact of Parker Place in that: 1) there are fewer garage spaces than units; 2) it is likely that some number of residents will have more than one car; and 3) the garage spaces are undoubtedly more expensive than \$30 per year. It is very likely that we will see a huge impact on the availability of street

parking on our block and surrounding blocks, which also means more cars driving around looking for parking, pulling in and out of spaces, etc. Then there is the question of visitor parking, which the development doesn't account for at all.

The conditional certification by GreenTrip is premised, in part, by the limitation on parking spaces in the project itself. Moreover, the endorsement of the Greenbelt Alliance emphasizes the car-reduction aspects of the project. These environmental benefits are, however, completely negated if residents of Parker Place have unlimited access to street parking permits, to the detriment of current residents. While the project contains some incentives to lessen reliance on car ownership and usage, I believe that it must also contain disincentives and restrictions in order for these outcomes to be realized.

2. Retail use should be limited to businesses which enhance the community. I understand that the zoning for the project allows for “general retail” including restaurants, which could potentially enhance the neighborhood. However, certain businesses and food establishments could negatively impact the family-friendly neighborhood as well as the positive environmental aspects of the project. For example, businesses that would likely generate a great deal of car traffic, such as auto supply stores, should be prohibited. Moreover, commercial establishments that could encourage loitering and potentially increase crime (e.g., fast food franchises and liquor stores) should be banned. Without reasonable limitations on the commercial aspects of this project, the potential positive impacts will be diluted or negated.

Thank you for your attention to these concerns.

Sincerely,

/s/
Elissa Gershon



Transportation
Consultants

Vision That Moves Your Community

April 20, 2010

Mr. Mark Rhoades
CityCentric
5715 Claremont Avenue
Oakland, CA 94618
Via e-mail only: mrhoades@citycentric.net

Subject: Impact of 2600 Shattuck Avenue Development on Carleton Street, Berkeley

Dear Mark:

In response to your request, TJKM is pleased to provide an impact analysis of the 2600 Shattuck Avenue development on Carleton Street. A detailed traffic impact study was recently completed for the proposed mixed-use development. The proposed project is expected to generate 44 net, new outbound trips during the a.m. peak hour and 32 net, new inbound trips during the p.m. peak hour. Without any turn restrictions at the entrance/exit driveway on Carleton Street, it is expected that trips from the following origin/destination would use Carleton Street:

- To/from west via Dwight Way – 11%
- To/from north via Martin Luther King Jr. Way – 29%

The trip distribution percentages above show that approximately 40 percent of the trips entering and exiting the project driveway would use Carleton Street west of the project site.

TIRE (Traffic Infusion on Residential Environments) index methodology is typically used to gauge the impact of increased traffic volume on residential streets. TIRE index methodology assigns a numerical value to “residents’ perception of traffic effects on activities such as walking, crossing the street, and maneuvering out of a driveway.” TIRE index is based on the daily volumes on the residential street. As shown in Appendix A, TIRE index considers a 25 percent increase in volume on a residential street to be an impact. Table I summarizes the expected increase in traffic volume on Carleton Street during the a.m. and p.m. peak hours. Existing traffic volumes on Carleton Street are based on counts conducted in March 2000 as provided by City staff.

Table I: Increase in Traffic Volume on Carleton Street

| Roadway Segment | Existing Conditions | | Existing + Project Conditions | | Percentage Change in Traffic | |
|-----------------|---------------------|---------|-------------------------------|---------|------------------------------|---------|
| | AM Peak | PM Peak | AM Peak | PM Peak | AM Peak | PM Peak |
| Carleton Street | 74 | 106 | 91 | 118 | 23% | 11% |

With the addition of the proposed project, the increase in traffic volume on the residential street is expected to be less than or equal to 23 percent during the peak hour. The results indicate that the addition of project traffic would not increase traffic volume significantly on Carleton Street according to the TIRE index.

Impact on Carleton Street would be further reduced if turn restriction signage is provided on the project driveways to prohibit right turn out of the driveway to Carleton Street and left turns into the driveway from Carleton Street. These restrictions would force all project traffic to go east

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Fresno, CA
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and use Shattuck Avenue rather than using the residential streets to access Martin Luther King Jr. Way and Dwight Way.

The proposed project will install a new signal at the intersection of Shattuck Avenue and Carleton Street. Based on the traffic report prepared for the proposed project, the new signalized intersection is expected to operate at level of service (LOS) A with less than five seconds of delay per vehicle during both the a.m. and the p.m. peak hours under 2030 plus Project Conditions. If turn restrictions were imposed on project driveways, it would add 17 eastbound vehicles during the a.m. peak hour and 12 southbound vehicles during the p.m. peak hour to the intersection of Shattuck Avenue and Carleton Street. The signalized intersection has enough capacity to accommodate the additional eastbound and southbound traffic volumes without significantly increasing the intersection delay and queuing.

The implementation of the turn restrictions at the project driveways are expected to reduce project traffic on Carleton Street. However, given the width of Carleton Street it may be difficult to design the driveways that would physically constrain drivers from making the right turns out of the driveways and the left turn into the driveways. These restrictions would need to be implemented with signage only, without any physical barrier. The effectiveness of turn restrictions through signage is entirely dependent on the level of enforcement provided at the location. Without proper enforcement, drivers may tend to make illegal turns creating an unexpected hazardous condition for pedestrian, vehicular and bicycle traffic on Carleton Street. In addition, some drivers, in their quest to respect the driveway turn restrictions, may utilize other parallel side street (Parker Street and Derby Street), thereby increasing the traffic volume on those streets.

Conclusion

In conclusion, the proposed project is not expected to increase traffic volume on Carleton Street to a noticeable level. Implementation of turn restrictions at the project driveways will further reduce the use of Carleton Street by traffic generated from the proposed project. Turn restrictions will force all project traffic to use the intersection of Shattuck Avenue and Carleton Street. The intersection of Shattuck Avenue and Carleton Street has sufficient capacity to handle the project traffic volume. However, turn restrictions based only on signage may not be adequate and may result in unexpected conditions due to illegal turns in and out of the driveways.

Thank you for the opportunity to provide this analysis. Please do not hesitate to contact me with your questions and/or comments.



Joy Bhattacharya, P.E., P.T.O.E
Senior Associate

Enclosures

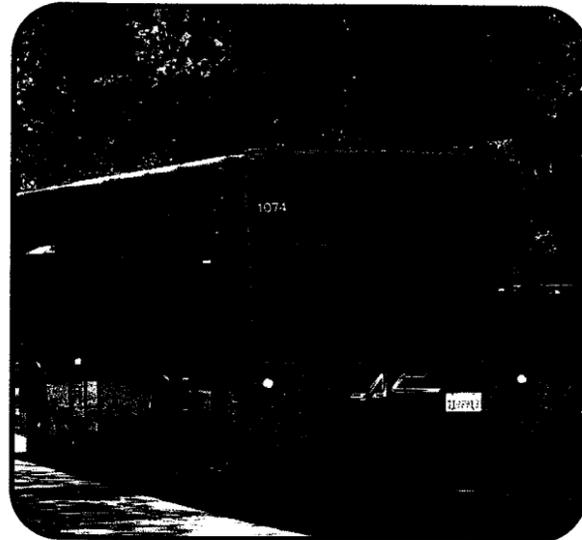
Appendix A – TIRE INDEX

TIRE Index Ranges

| TIRE Index | Start Daily Volume | End Daily Volume | Volume to Cause +.1 Change in TIRE | | Traffic Volume Descriptio | Recommen ded Purpose |
|------------|--------------------|------------------|------------------------------------|------|---------------------------|----------------------|
| | | | Midpt- | Pct. | | |
| 1.0 | 0 | 28 | N/A | N/A | Low | Residential |
| 1.5 | 29 | 35 | N/A | N/A | | |
| 1.6 | 36 | 44 | 8 | 25% | | |
| 1.7 | 45 | 56 | 11 | 26% | | |
| 1.8 | 57 | 70 | 13 | 26% | | |
| 1.9 | 71 | 89 | 17 | 26% | | |
| 2.0 | 90 | 110 | 20 | 25% | Moderate | |
| 2.1 | 111 | 140 | 26 | 26% | | |
| 2.2 | 141 | 180 | 35 | 28% | | |
| 2.3 | 181 | 220 | 40 | 25% | | |
| 2.4 | 221 | 280 | 50 | 25% | | |
| 2.5 | 281 | 350 | 65 | 26% | | |
| 2.6 | 351 | 450 | 85 | 27% | | |
| 2.7 | 451 | 560 | 105 | 26% | | |
| 2.8 | 561 | 710 | 130 | 26% | | |
| 2.9 | 711 | 890 | 165 | 26% | | |
| 3.0 | 891 | 1,100 | 195 | 24% | High | |
| 3.1 | 1,101 | 1,400 | 255 | 26% | | |
| 3.2 | 1,401 | 1,800 | 350 | 28% | | |
| 3.3 | 1,801 | 2,200 | 400 | 25% | | |
| 3.4 | 2,201 | 2,800 | 500 | 25% | | |
| 3.5 | 2,801 | 3,500 | 650 | 26% | | |
| 3.6 | 3,501 | 4,500 | 850 | 27% | | |
| 3.7 | 4,501 | 5,600 | 1,050 | 26% | | |
| 3.8 | 5,601 | 7,100 | 1,300 | 26% | | |
| 3.9 | 7,101 | 8,900 | 1,650 | 26% | | |
| 4.0 | 8,901 | 11,000 | 1,950 | 24% | Very High | |
| 4.1 | 11,001 | 14,000 | 2,550 | 26% | | |
| 4.2 | 14,001 | 18,000 | 3,500 | 28% | | |
| 4.3 | 18,001 | 22,000 | 4,000 | 25% | | |
| 4.4 | 22,001 | 28,000 | 5,000 | 25% | | |
| 4.5 | 28,001 | 35,000 | 6,500 | 26% | | |
| 4.6 | 35,001 | 45,000 | 8,500 | 27% | | |
| 4.7 | 45,001 | 56,000 | 10,500 | 26% | | |
| 4.8 | 56,001 | 71,000 | 13,000 | 26% | | |
| 4.9 | 71,001 | 89,000 | 16,500 | 26% | | |
| 5.0 | 89,001 | N/A | N/A | N/A | | |

TIRE = Traffic Infusion on Residential Environments.

Source: Goodrich Traffic Group.



How Is EasyPass Pricing Calculated?

The program is valid for a defined population—all residential units within the residential development. There is a minimum requirement of 100 units or more and one EasyPass per unit. Owners must provide passes for all units in the development regardless of current or anticipated pass usage. The EasyPass is not refundable or transferable to anyone else. EasyPass pricing factors in the size of the residential development; the level of AC Transit service offered to the development; and some pass production and program management costs.

The developer/owner pays an annual per-unit price based on the pricing matrix shown in this brochure. Developers/owners can choose to subsidize the entire cost, a portion of the cost, or pass the cost on to residents. The developer/owner is responsible for making all payments due to AC Transit.

How Do We Get Started?

Visit our Web site at www.actransit.org/easypass and click on the Residential Communities tab for more details. Then call (510) 891-4709 or email EasyPassInfo@actransit.org to get answers to your questions, or to request a meeting with the EasyPass team.

From Richmond to Fremont, and all communities in between, AC Transit runs 24 hours a day serving over 69 million passengers a year. With 105 bus lines (26 traveling to San Francisco, San Mateo, and Palo Alto) and more than 6,500 bus stops, AC Transit gets people where they need to go.

*baseline survey when riders sign up
contract w/developer 3 months before occupancy (C/O to provide sample)*



Alameda-Contra Costa Transit District
1600 Franklin Street
Oakland, CA 94612
Call 511

Visit www.actransit.org/easypass

reporting an option - website

0056-10

Marketing • April 2010

PROGRAM INFORMATION

AC Transit **EasyPass** for Residential Communities



What Is the AC Transit EasyPass Program for Residential Communities?

The AC Transit EasyPass program provides discounted bus passes, valid at any time on all AC Transit local and transbay buses to qualified residential communities with 100 or more units (one pass per unit minimum.) Similar programs are available to employers and colleges.

Why EasyPass?

The AC Transit EasyPass program is great for your bottom line and the environment. Enabling residents to use the bus instead of driving alone is one of the most effective ways to reduce their carbon footprint and help make the world a little greener. Getting residents to use EasyPass reduces parking demands, alleviates traffic congestion, and saves you money. Parking spaces are valued up to \$50,000 each in some cities.

The biggest benefit to having an EasyPass program for your residents is the awesome discount. When compared to buying fares at full price, users can realize big savings. In fact, the most expensive **annual** price for a residential EasyPass is less than the **monthly** price of a regular pass with equal service!¹ Residential developers may receive tax

¹ Adult transbay pass provides the same service as EasyPass on all AC Transit lines, but costs \$132.50 per month.

deductions and possibly parking mitigation from their city planning departments while providing an incentive for full occupancy in a competitive market place. Establishing an EasyPass program may help a developer qualify for green certification. The residential development's homeowner's association, building manager, leasing agency, or real estate developer can purchase EasyPasses for every unit/home within the community.

The program is easy to start and to administer. Once signatures are complete for the EasyPass proposal and agreement, AC Transit will create the EasyPass cards and work with the developer to form a process for distributing the passes to participants. EasyPass comes with basic marketing, reporting, and survey services, so employers can

assess how the program is working. Just using the AC Transit EasyPass two days a week will not only help the environment, but will pay for itself in a short time! Residents that use their EasyPass all year long can realize big savings.

How Does EasyPass Work?

EasyPass is loaded onto a TransLink® card, the regional transit-fare smart card, with the resident's name and photo on the back. EasyPass participants simply "tag" the card on the reader at the front of any AC Transit bus each time they board. The TransLink card is convenient and can also be used on BART, Muni, Golden Gate Transit and Ferry, and Caltrain when the resident adds electronic cash (e-cash) or other agency fare media to the card. If a resident moves away from the development (and the EasyPass benefit), AC Transit deactivates the pass portion from the card so the cardholder can continue to use the card by adding money for full fare passes.

AC Transit EasyPass Pricing Matrix for Residential Communities

| Level of Transit Service | Number of Program Participants (Annual price per participant) | | | | |
|--------------------------|---|-----------|-------------|--------------|---------|
| | 100-500 | 501-1,000 | 1,001-5,000 | 5,001-10,000 | 10,001+ |
| 1 | \$115 | \$98 | \$82 | \$65 | \$49 |
| 2 | \$103 | \$89 | \$74 | \$61 | \$46 |
| 3 | \$89 | \$78 | \$66 | \$55 | \$43 |
| 4 | \$77 | \$67 | \$59 | \$50 | \$41 |