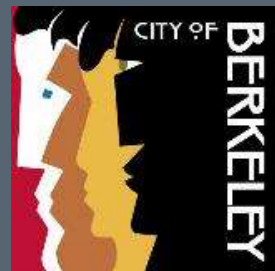


San Pablo Avenue Specific Plan

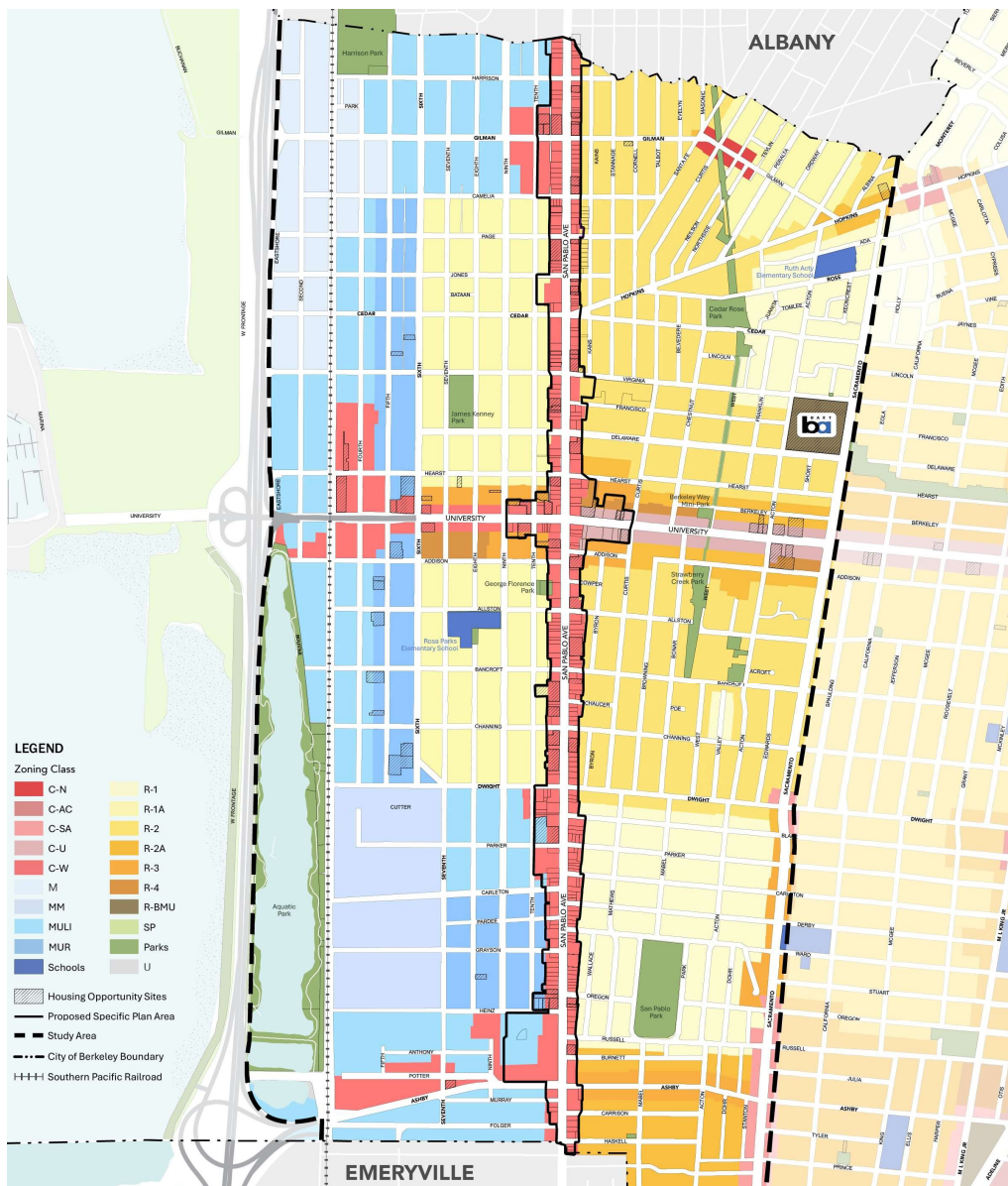
Status Update and Overview



Agenda

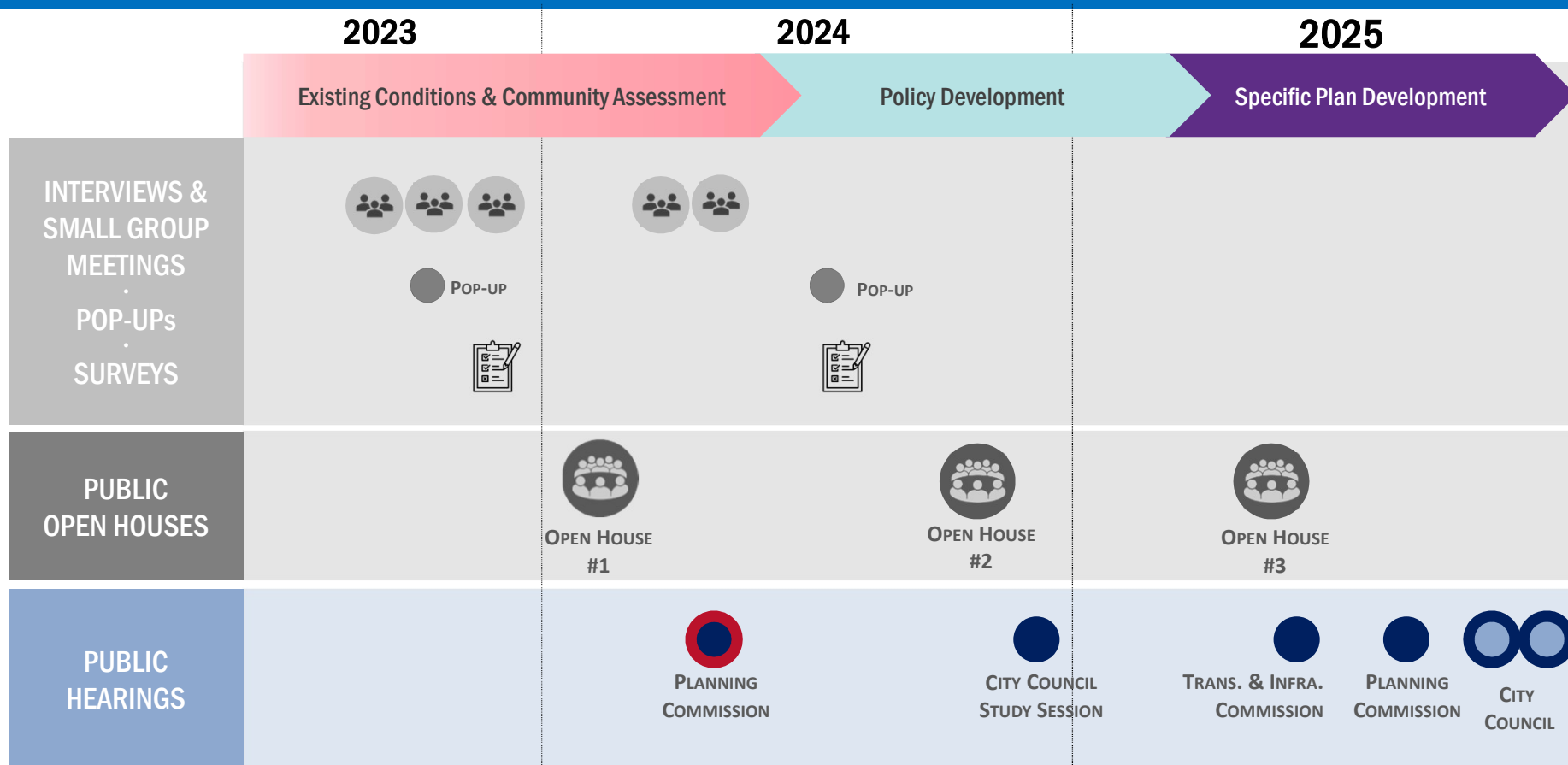
1. Status Update
2. Key Existing Conditions Data
3. Community Open House Overview
4. Questions and Discussion

Specific Plan Boundary and Study Area

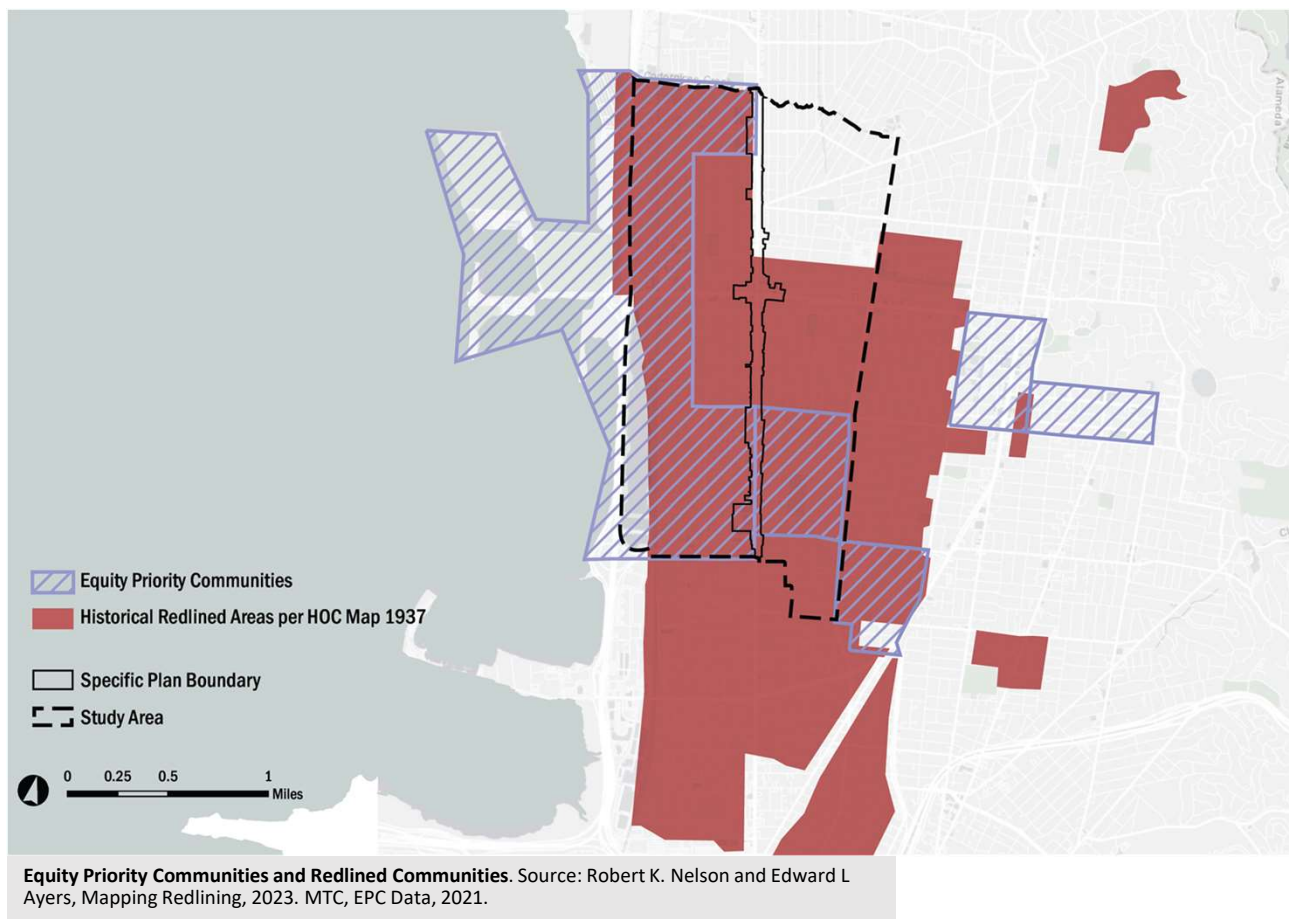


- **Specific Plan Boundary:** Most of the parcels are part of existing West Berkeley Commercial district (C-W)
- **Study Area:** Adjacent neighborhoods with strong relationship to San Pablo Ave area, and part of community engagement process

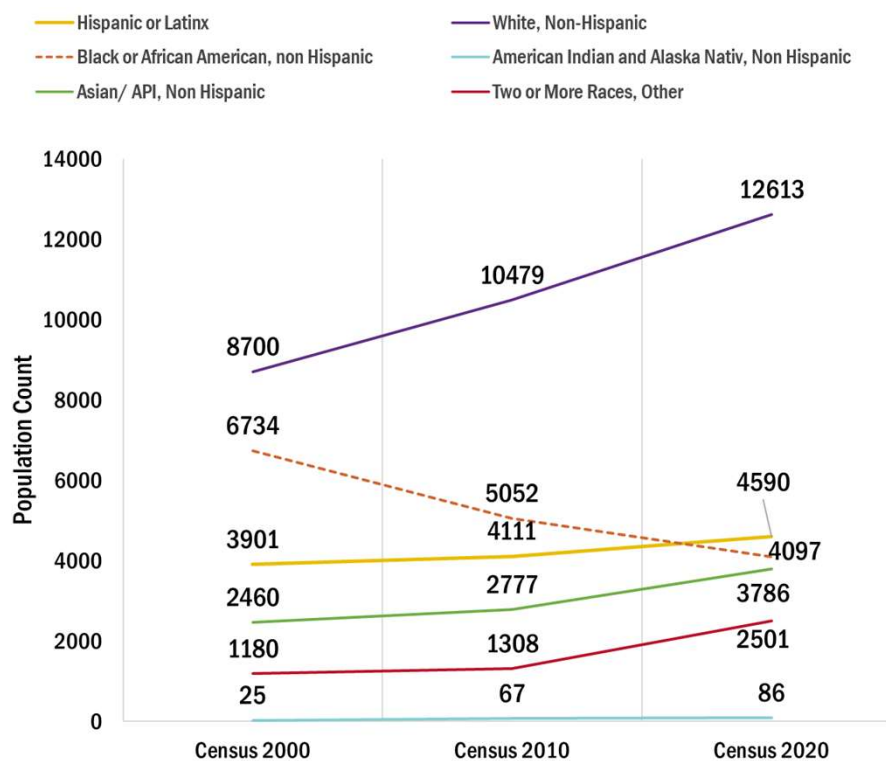
Project Timeline



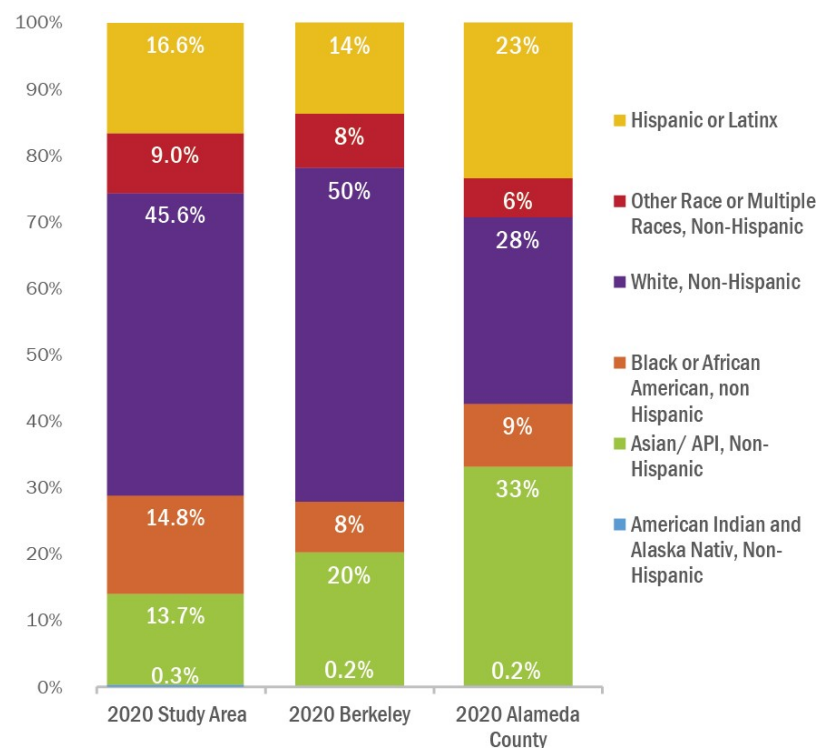
Community Demographics and Equity



Community Demographics and Equity



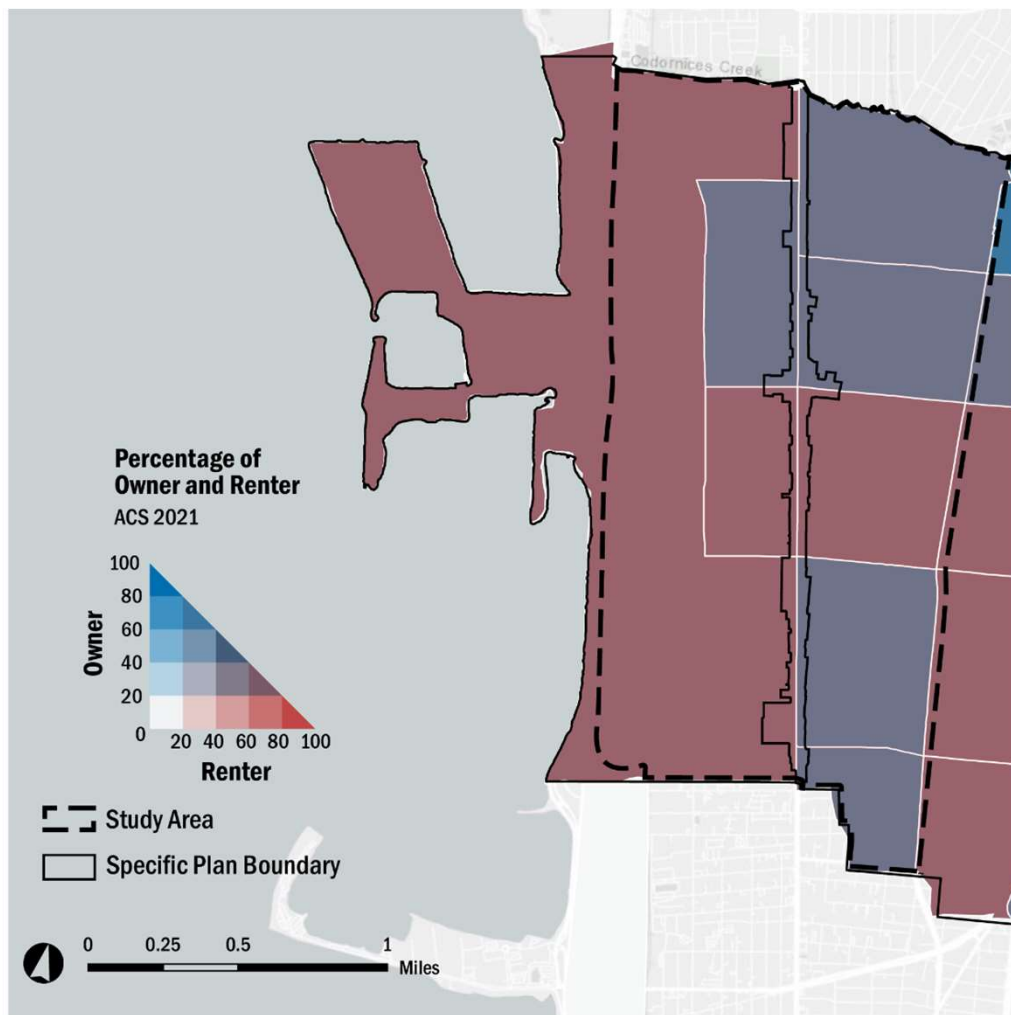
Racial and Ethnic Composition in 2020, Source: U.S. Decennial Census 2020 Table P9



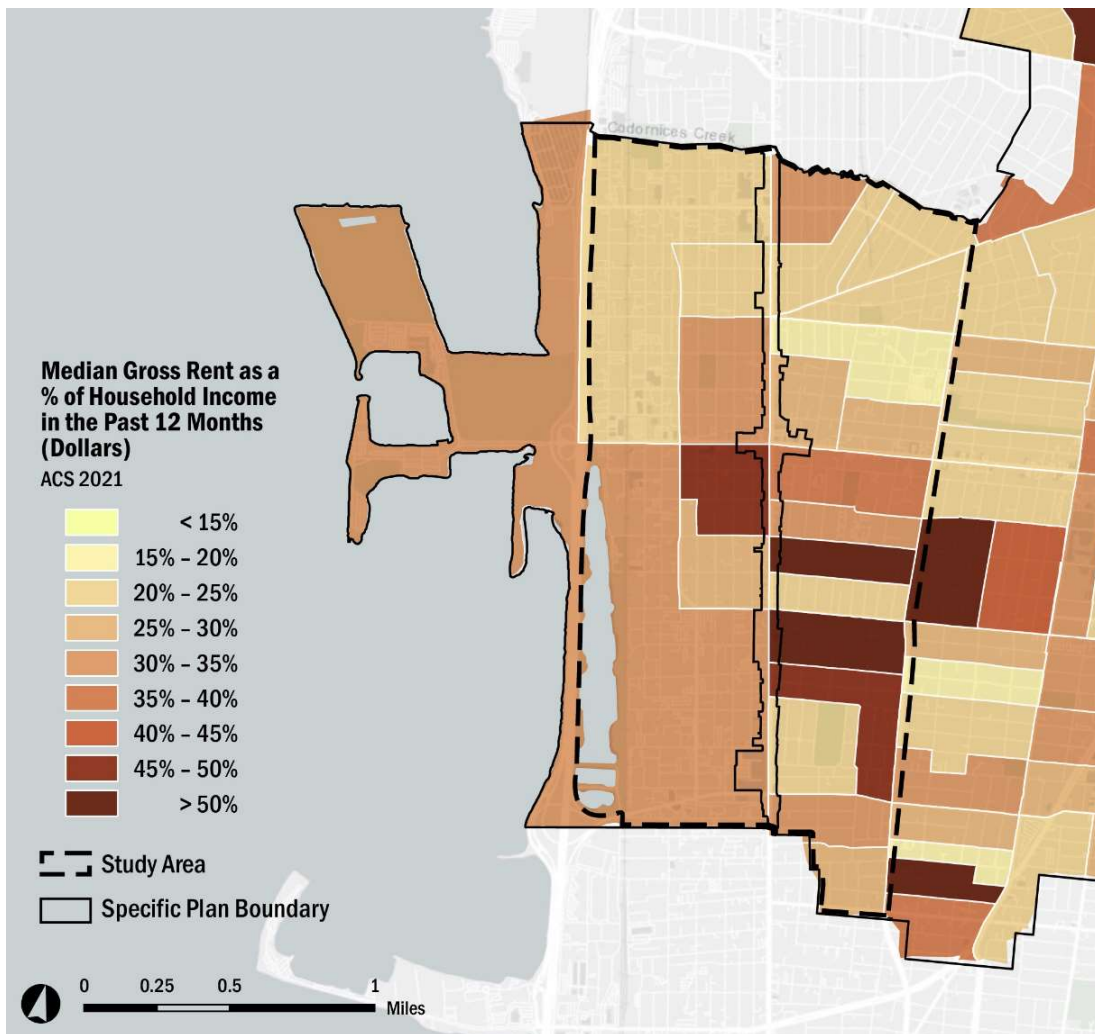
Racial Shift in Study Area by Census Tracts, Source: U.S. Decennial Census, 2000 Table P7, 2010-2020 Table P9

Household Conditions

- The Study Area (**10,781 units**) has a higher share of renters (55.3%) relative to owners (44.7%).
- In 2021, the Study Area contained 319 overcrowded units **30% of overcrowded housing citywide**
- In the area, **Owners' housing costs are a lower share of their income**



Mix of Households that Own or Rent in Berkeley. United States Census Bureau. ACS. 2021, Table DP04.



Median Gross Rent as a Percentage of Household Income in the Past 12 Months (Dollars), ACS 2021 (5-year Estimates)

Household Income and Housing Cost

	Less Than \$10,000:	\$10,000 To \$19,999:	\$20,000 To \$34,999:
Total:	395	602	762
Less Than 20.0 Percent	0	0	6
20.0 To 24.9 Percent	0	0	3
25.0 To 29.9 Percent	18	51	42
30.0 To 34.9 Percent	8	53	41
35.0 To 39.9 Percent	7	24	15
40.0 To 49.9 Percent	0	172	101
50.0 Percent Or More	286	284	548
Not Computed	76	18	6

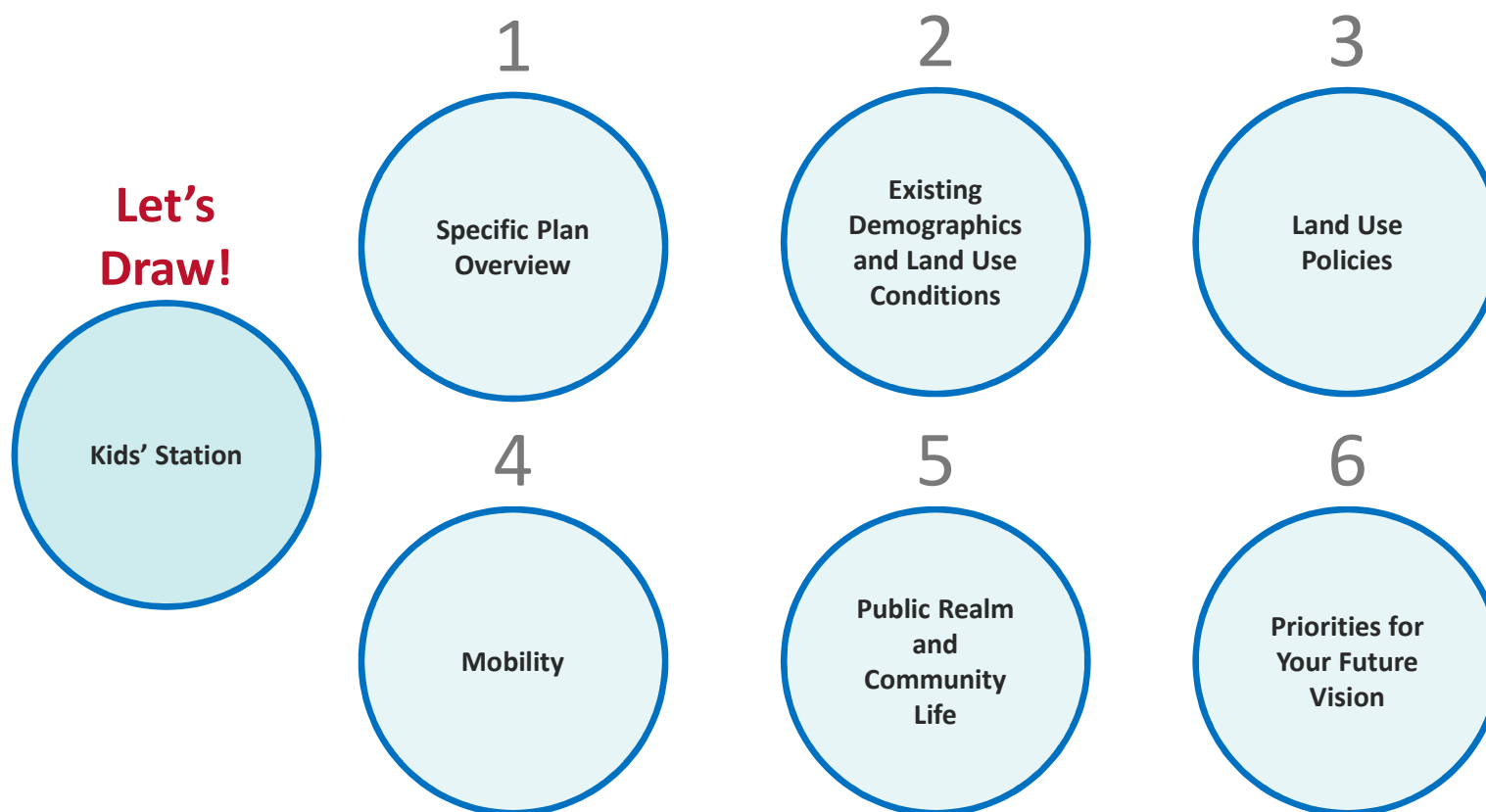
Rent Burden by Household Income in the Past 12 Months (Dollars), ACS 2021 (5-year Estimates)

- More than half of tenants are cost burdened
- Over 1,100 renter households earn less than \$35,000 and pay more than 50% of their income for rent.

Community Open House – January 24, 2024



Community Open House – January 24, 2024



Community Open House – Housing

Demographics & Housing Affordability

Demographics

Berkeley's population grew by 9% from 2010 to 2020, to 122,286 people. In contrast, the Study Area grew by 16% in that time, to a population of 35,340 people, 7% of Berkeley's total population.

Household and Housing Characteristics

Roughly half of the Study Area households earn less than 50% of Area Median Income (\$93,871) and a third earn less than 30% of Area Median Income. These households would likely be eligible for affordable housing.

In the Study Area, more than half of tenants are cost-burdened, meaning they spend >30% of their gross household income on rent each utility.

Over the past 20 years, Black/Mexican American were the only racial group to decline in the Study Area. However, the Study Area continues to have higher percentage of Black/Mexican American population compared to Berkeley or Alameda County.

What types of housing are most needed in San Pablo Avenue?

← Not all important → ← Extremely important →

- Affordable Housing (rental)
- Condominium (owned)
- Group Living!
- Artist Housing
- Senior Housing

Group Living can take many forms: multi-generational housing, or other community specific groups.

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Projected Housing Development

Current Housing Units

As of As of 2020, there were 2,588 existing housing units in the Specific Plan Area.

2018	2020
Single Family	242
Multifamily (2-4 units)	328
Multifamily (5+ units)	

The Housing Element

The Housing Element presents the City's 8-year plan to meet the housing needs of our community including a sites inventory to accommodate the Regional Housing Needs Allocation established by the State.

The Housing Element was recently revised and adopted in early 2022 following an 18-month public outreach and planning process.

Learn more about the Housing Element at the City's website here: [QR Code]

The City's Housing Element

is one of nine elements in the City's General Plan.

The General Plan

is a comprehensive and long-range statement of priorities and issues developed to guide public decision making.

All land use decisions must be consistent with the goals, objectives, and policies of the General Plan.

51 Opportunity sites

were identified by the Housing Element within the Specific Plan Area.

Opportunity sites include:

- Vacant or underutilized sites with near-term potential for residential or mixed-use development.
- Some sites used in the 5th cycle Housing Element but remain available for development.

Policy Highlight: Berkeley Affordable Housing Preference Policy

In July 2023, Berkeley adopted a policy to provide preference for current residents and descendants of residents of the city's historically redlined areas. Households with ties to the area receive priority in leasing new City funded or regulated affordable units. Because much of the Study area is within the historically redlined area in Berkeley, many former and current residents may qualify for this preference.

Housing Project Inventory

Approved as of fall 2023	Total Units	100% Affordable	Count	Percentage
Approved as of fall 2023	589	63	52	19.7%
Under Review as of fall 2023	2000	100	200	15%
Housing Element Opportunity Sites based on current zoning and density bonus	2000-3000	100-170	200-300	~15%
Total All Sites	4,500-5,500	350-450	500-600	15-16%

Plan Area Housing Element Update Housing Sites Inventory

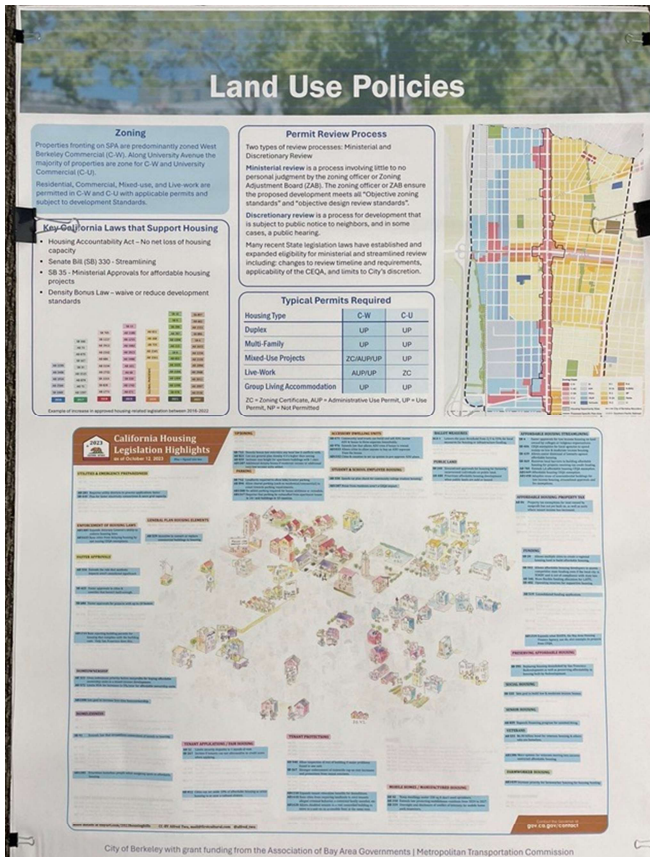
Source: City of Berkeley, Housing Element Update 2023 2027 - 01.17.23

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- Overall support for increased housing options
- Affordable housing, condominiums and senior housing are seen as the most important.

“Different kinds of housing. Not just tall apartment buildings and mix of socio-economic groups.”

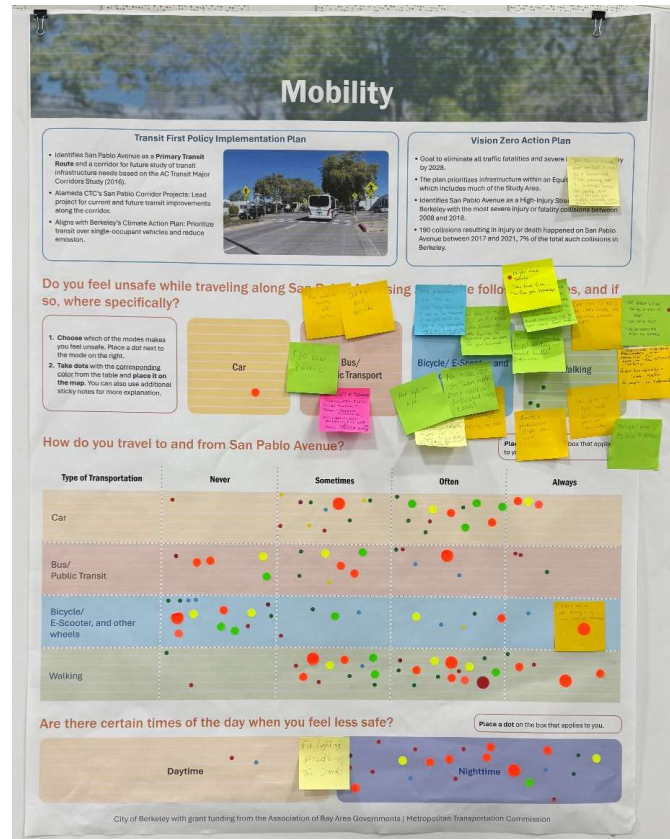
Community Open House – Land Use Policy



- Community gathering spaces, entertainment and nightlife were the most important and most strongly desired ground floor uses

“Community plaza: public open space with green nature at San Pablo Avenue & University”

Community Open House – Mobility



- Walking is identified as the most common mode where participants feel unsafe, especially at night.
- Community members note that San Pablo Avenue at its current state causes stress and serves as a barrier dividing the surrounding neighborhood instead of a community gather and commercial hub.

“San Pablo Avenue is stressful. It acts as a border, and I hate crossing over it. Increase space for people, less space for cars.”

Community Open House – Public Realm

Public Realm Assessment

Streetscape Conditions

Landscape
Street trees and landscaped median define the character of San Pablo Ave.

Sidewalk
The width of the street and the space needed for vehicles and the median constrain the public space of the sidewalk to a typical 13-foot width along San Pablo Avenue.

Lighting
Existing lighting along the street primarily illuminates the roadway and intersections. Negative sidewalk lighting levels tend to be low between intersections, unless storefront cases, buildings, or pedestrian storefront cases, buildings, or pedestrian lights at bus stops illuminate the sidewalk.

Street Furniture
Street furnishings such as benches and trash receptacles are always discoverable at bus stops. There are some businesses that provide street-side outdoor "cafe" seating.

Building and Site Frontages

Brick and Mortar Frontages
Many, but not all, brick-and-mortar frontages along the street have articulation, building form, and materials that create a visual relationship between storefront and sidewalk.

Art Along the Street
Painted storefronts with murals provide visual interest when the building does not allow for windows and can represent the culture and values of the local community.

New Mixed-Use Developments
While many of the new retail spaces remain vacant, some have contributed to the landscape character of the street by setting back the ground level of the building to provide additional sidewalk and space of landscape.

Vacancy
Vacant, abandoned, or poor maintained storefronts can create an environment that feels inactive and unsafe.

Activity and use of underused spaces
Some underutilized locations are used by food trucks with their patrons and outdoor seating activating the street.

Semi-Public Spaces
There are no public parks or plazas along San Pablo Avenue, but outdoor dining areas and cafe seating do provide semi-public spaces and life along the street.

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Public Open Space

Which Public Spaces do you use the most? Place a dot on the map.

What types of activities do you do in the Public Spaces? Place a sticky note below.

Sticky Notes:

- Places to sit with friends
- Active recreation: Nearby running or biking trails.
- Community Events
- Farmer's market/ Night market
- Art/ Performance Events

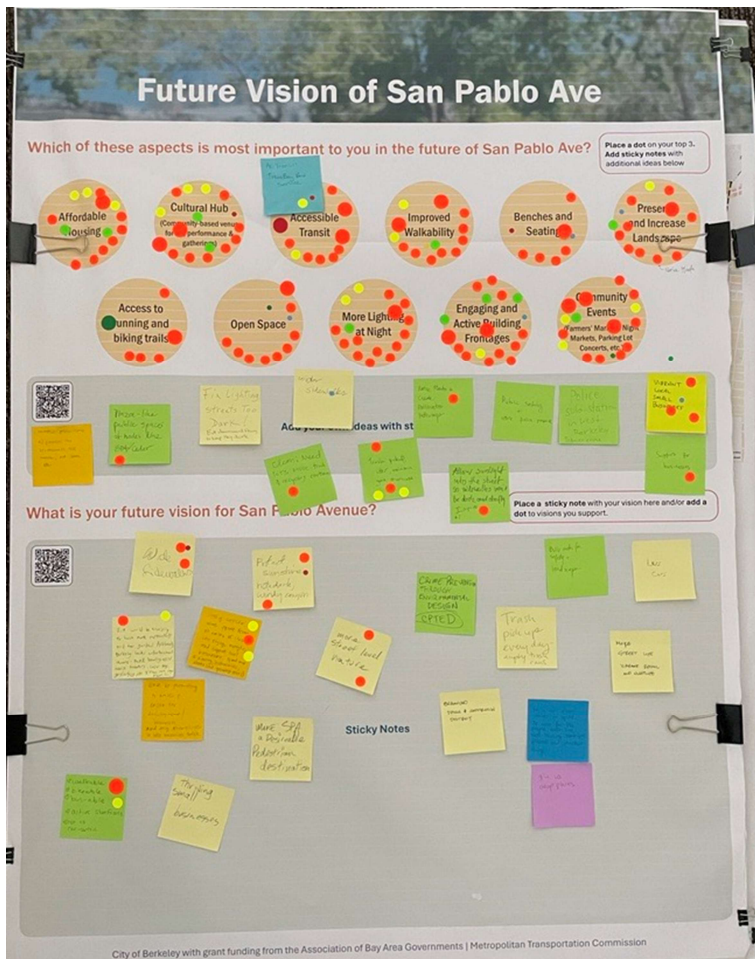
What Public Space improvements or activities would make San Pablo Ave more inviting? Place a dot and add sticky notes with additional ideas.

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- Lush tree canopy and open spaces are valued assets, with strong support for maintaining greenery and activating the public realm through art.
- Long term business owners along San Pablo Avenue noted a lack of communication and collaboration among businesses.

“Open public spaces at nodes to foster community, pull buildings back”

Community Open House – Future Vision



- Community members expressed a desire to see a more engaging and active San Pablo Avenue.
- The top three future aspects
 1. Engaging & Active Building Frontage
 2. Community Events
 3. More Lighting at night

“Lively corridor where people from all walks of life can enjoy, mingle, and support local businesses. Good mix of housing, restaurants, stores (and grocery stores).”

Project Timeline and Next Steps

