



Office of the City Manager

CONSENT CALENDAR

March 7, 2006

To: Honorable Mayor and
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Claudette Ford, Acting Director, Public Works

Subject: Renaming Sather Gate Garage "Telegraph Area Garage"

RECOMMENDATION

Adopt a Resolution renaming the Sather Gate Garage, "Telegraph Area Garage".

FISCAL IMPACTS OF RECOMMENDATION

The only costs to the City associated with this action would be the cost of new signage for the facility. The estimated signage cost (which include materials and labor) would be approximately \$2,000. Funds are available in budget code 835-4942-410-3043.

CURRENT SITUATION AND ITS EFFECTS

The Telegraph Business Improvement District (TBID) and the Telegraph Area Association (TAA) are of the opinion that there are problems with visitor/customer recognition of the Sather Gate Garage and they feel that a name change that reflects the area would assist their visitors/customers in locating the garage.

BACKGROUND

As early as 1948, businesspeople in the Sather Gate Business District (Telegraph Avenue area) held discussions with officials of the City of Berkeley concerning the need for public off-street parking facilities. These discussions resulted in the acquisition of properties in 1952 and construction of the Sather Gate Parking lot, which was named to reflect the then name of the Sather Gate Business District.

On June 30, 1967 the City of Berkeley Sather Gate Garage Company, a Non-Profit Corporation, was formed for the following reasons:

- To render financial assistance to the City of Berkeley by financing and constructing a public parking garage
- To acquire, by purchase, lease or otherwise, real estate; to construct or otherwise acquire and/or equip buildings, structures or improvements which may be utilized for a public parking garage (by sale, lease, sublease or otherwise) make any part or all of such properties

available to or for the benefit of the public, the City or any one or more departments or agencies of the City.

On May 22, 1968 the City of Berkeley Sather Gate Garage Company entered into a contract for construction services with F. P. Lathrop Construction Company to construct a multi-level parking structure, including space for commercial uses on the site.

Resolution No. 44,147 designated the garage at 2450 Durant Avenue as a municipal off-street parking garage to be known as Berkeley Sather Gate Garage.

Recently, there has been interest within the TBID and TAA to rename the City’s parking garage in their area to a name which is more associated with the shopping district. They suggest that the Sather Gate Garage be renamed to incorporate the famous street name: Telegraph Avenue.

TBID Board of Directors discussed this matter and the Board decided to endorse the renaming of the Sather Gate Garage to the “Telegraph Channing Garage”. Their reasoning for this selection was because Channing Way is a two-way street and one of the two streets that access this garage. The other street, Durant Avenue, is a one-way street. Travelers going either eastbound or westbound can access the garage on Channing Way, but only eastbound travelers can access the garage on Durant Avenue. Additionally, drivers coming north on Telegraph Avenue can turn left toward the garage on Channing Way but could not do so on Durant Avenue.

The preference of City staff is “Telegraph Area Garage”, which is the most readily identified name. Furthermore, the City is about to improve the parking signage information system for the Downtown and Telegraph areas with an extensive static and changeable message signage system which will improve the visitor experience and make more efficient use of existing parking facilities. As part of this signage program signs will direct the public to this area with the words “Telegraph Area”. There will be good continuity of messages with the use of the same language on signs close to and at the garage itself: Telegraph Area Garage.

RATIONALE FOR RECOMMENDATION

It is the belief of staff, TBID and TAA that the name of the garage should reflect a name which is more associated with the shopping district. In the past, the area was known as the Sather Gate Business District, it is now known as the Telegraph Area. Therefore, staff recommends that the garage should be renamed Telegraph Area Garage instead of the Telegraph Channing Garage as suggested by TBID and TAA. Not only is it reflective of the area but also is consistent with the name that is being used in the City’s off-street parking facility sign plan.

ALTERNATIVE ACTIONS CONSIDERED

As mentioned above, the other suggested name for the garage would be Telegraph-Channing Garage (recommended by TBID and TAA), or leaving the garage name as is.

CONTACT PERSON

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Attachments:
1: Resolution

RESOLUTION NO. -N.S.

RENAMING SATHER GATE PARKING GARAGE “TELEGRAPH AREA GARAGE”

WHEREAS, the Telegraph Business Improvement District and the Telegraph Area Association have requested that the City rename the Sather Gate Garage a name which is more associated with the Telegraph area shopping district; and

WHEREAS, the City agrees that the name of the Sather Gate Garage should be changed to reflect the shopping area.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Berkeley renames the Sather Gate Garage “Telegraph Area Garage”, which is more reflective of the shopping district.