

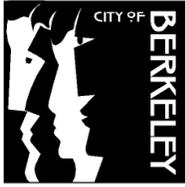
SACRAMENTO STREET ACTION PLAN



Prepared by the City of Berkeley's Office of Economic Development (OED) with assistance from the following City departments:

- Berkeley Police Department (BPD)
- Health, Housing and Community Services (HHCS)
- Parks, Recreation & Waterfront (PRW)
- Public Works (PW)
- Office of the City Manager

March, 2014



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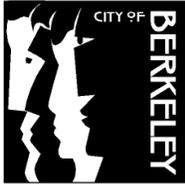
BACKGROUND

The Office of Economic Development (OED) has been working with merchants and property owners along Sacramento Street to address issues related to the commercial district for many years. But the focus in recent years has been the commercial district itself and not the neighborhood in its entirety.



In 2012, neighbors from Stanton/ Acton Street met with City officials to address the neighborhood's chronic challenges. In March 2013, neighbors along Sacramento Street came together to discuss possible solutions to these challenges including business improvement improvements amongst other issues. On May 31, 2013 there was a follow up meeting to discuss next steps to engage stakeholders in and around Sacramento Street. From this meeting, the City Manager tasked OED to create an action plan for the Sacramento Street commercial corridor.

From May to October 2013, OED staff met with the Sacramento merchants association and various resident groups in small group settings to provide the opportunity to discuss current needs and hopes for the future of the commercial corridor. These intimate discussions concluded with a larger meeting to vet common priorities identified across groups and ensure that major issues were not left out. All input was consolidated and is used as the foundation for this Action Plan.



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PURPOSE OF ACTION PLAN

This Action Plan is intended to address tangible priorities that are within the scope of each departmental work plan and budget.

Priorities that are beyond the scope of the Action Plan will not be excluded but will be taken into account for long term strategies for Sacramento Street.

ACTION PLAN

Office of Economic Development (OED) staff, with residents and merchants identified priorities at various resident block group and merchant meetings and vetted at the direction of these groups at a larger community meeting along with individual conversations with resident and merchant groups. Actions include:

Beautification of the Sacramento Street Commercial Corridor

There are a couple of measures that the City can implement to support the ongoing beautification of Sacramento Street including:

- Trash schedule and receptacle placement assessments

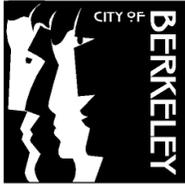
Staff will assess the current trash pickup schedule and receptacle placement to ensure that there are receptacles in areas of high demand.

The following receptacles will be installed:

SW corner of Fairview and Sacramento St

SE corner of Julia and Sacramento

SE corner of Dwight Way and Sacramento



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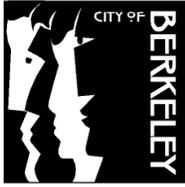
- Review tree canopy below Dwight Way and identify opportunities for new plantings

The City's Urban Forestry Management staff plant an average of over 600 street and park trees every year. Along Sacramento Street, residents and merchants have expressed the desire for a dense tree canopy. Staff has reviewed canopy below Dwight Way and has agreed that there may be opportunities to plant additional new trees. The caveat to this is that additional trees need to be planted along the sidewalk and are required to be adopted by property owners for maintenance. In the coming weeks, the City will be reducing its water usage by 10% per direction of East Bay MUD, and can be increased to 20% which can lead to a complete "brown-out" of medians and greenways throughout the City. This policy directive makes it important that requests for additional trees are prompted by the property owners themselves.

- Review tree wells for possible treatments for improvements
 - Berkeley Project Day treatments
 - Resident and/or business adoption
 - Permanent tree grates

In March 2013, tree wells from Oregon Street to Ashby Avenue were cleaned, planted and mulched by the Berkeley Project Day students. The focus was to plant drought tolerant plants understanding that there is no water source directly connected to these tree wells. To date, 50% of those plants survived without active maintenance.

On March 8, 2014, the City's Neighborhood Services Division organized a clean up along Sacramento Street with Berkeley Project Day. The Cal Julia Neighborhood Group also worked with Berkeley Project Day on March 15, 2014



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with the focus on painting a mural on the SE corner of Julia Street and Sacramento Street.

On both days about 30 Cal students volunteered to beautify Sacramento Street. On March 8th, students cleaned tree wells with a focus to expand the planting area to Alcatraz Avenue. There was also a crew that focused on the maintenance of the tree wells from Ashby Avenue to Oregon Street. EXPAND ON MARCH 15

Economic Development staff commits to working with merchants, property owners and residents along Sacramento Street to adopt these tree wells (similar to the adoption of planters along Adeline Street) to weed and water when needed.

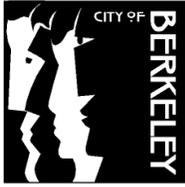
Permanent tree grates are not possible at this time.

- Explore opportunities of placing art in median with Parks and Civic Arts.

The Civic Arts Commission has allocated \$10,000 for public art design consultant for South Berkeley (Sacramento Street and Adeline Street) which will work with the neighborhood to identify possible public arts spaces and map them out, as funding and staff become available those choices would be laid out. The Commission has also allocated \$40,000 for a South Berkeley Public Art Project that would require leveraged funding.

- Provide periodic pressure washing of sidewalks to deal with sticky residue from trees.

Public works will conduct quarterly pressure washing of trash receptacles and bus stops in the commercial district.



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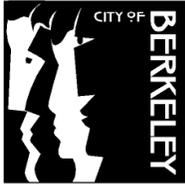
Increased Shopping Options

OED has been working with the Sacramento Street merchant association to address quality of life issues along the commercial the goal is to address long term vacancies, while assist current tenants in increasing/ diversifying product mix.

- Work with corner and liquor store owners to increase healthy options and review product placement.

Lifelong Medical Care has partnered with the City's Office of Economic Development and the Public Health Department, along with the Ecology Center, the UC Berkeley Center for Weight and Health, the Blood Pressure Project at UC Berkeley, and the Sacramento Street and Adeline Street Merchant Associations to submit a joint grant application to the UC Berkeley Chancellor's Community Partnership Fund to transform Bob's Liquor on the corner of Oregon St and Sacramento St to promote healthier food choices in South Berkeley. This transformation will include complete store redesign to increase available shelf space and install refrigerated produce bins for healthier products along with creating and implementing indicators to monitor the impact on store operations, profitability and marketing.

Additionally, Heart 2 Heart (H2H), a collaboration between the City's Public Health Division and Lifelong Medical Care, is a neighborhood program that targets a neighborhood along Sacramento Street. H2H uses a community based approach to addressing health inequities. H2H facilitates initiatives ranging from monthly mobile healthy van events (Sacramento & Oregon), blood-pressure screening and education in partnership with local businesses- such as health hubs at two barbershops along Sacramento Street, national take back days and mini grants for community driven projects



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- Address long term vacancies by working actively with property owners and brokers in promotion and marketing of spaces.

The Office of Economic Development has been working actively with property owners who have vacant spaces or potential developments to ensure that projects are completed and vacant spaces are occupied.

- Increase parking enforcement of commercial zones along Sacramento to encourage turnover of spaces for potential customers.

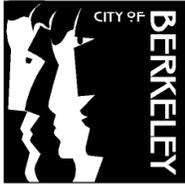
Berkeley Police Department has increased parking enforcement along Sacramento Street to address the concern that commercial parking was being used more than two hours.

Safety

The Berkeley Police Department and various City departments have been working consistently to make the neighborhood safer. Sacramento Street is not only a neighborhood serving district but a major artery to the I-80 corridor as well as gateway to/from Oakland. Addressing the following crime and quality of life issues will assist in providing a safe environment for residents, businesses, customers and visitors alike. Major issues along Sacramento Street include:

- General street behavior
- Alcohol and Drug Related Issues including open alcoholic containers, singles/ small bottles of liquor continuously and casual drug dealing along the street.
- Traffic related issues such as bike safety and speeding along Ashby Avenue.

The Berkeley Police Department has been working consistently on the three issues outlined above. They have been working collaboratively with the City's Homeless



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Outreach staff and the Mobile Crisis Team to address problematic street behavior. BPD and OED will continue to work with merchants to address selling alcohol to already inebriated individuals. Additionally BPD has increased enforcement for drug dealing and open alcoholic containers along Sacramento Street.

For bike safety, the City's Transportation Department will take this input into account when updating the upcoming Citywide Bicycle Plan.

NEXT STEPS

We have met with City staff from various departments to ensure that these actions can and will be completed in a realistic timeline. OED is planning on meeting with residents and businesses in March 19, 2014 to check in on these short term and long term action items.

Attached is a spreadsheet outlining action items according to priorities.