



Office of the Mayor

CONSENT CALENDAR
April 30, 2013

To: Members of the City Council
From: Mayor Tom Bates
Subject: Extend Commercial Zoning on Fourth Street and Gilman Street

RECOMMENDATION:

Request the Planning Commission consider expanding Commercial West Berkeley (CW) zoning along:

1. Fourth Street to Virginia Street
2. Gilman Street from Sixth Street to San Pablo Avenue (see attached map for precise area)

FISCAL IMPLICATIONS OF RECOMMENDATION:

Increased tax revenue and employment opportunities.

BACKGROUND:

To offset ongoing and projected budget deficits, the City of Berkeley can increase revenue by expanding retail uses where appropriate.

Fourth Street has consistently been one of the most successful retail nodes in Berkeley, bringing in high revenue for the City. Currently Fourth Street is zoned for commercial use from Virginia Street to the CW line at the mid-block towards University Avenue. Extending CW zoning to include the entire block from University Avenue to Virginia Street would only include four to six parcels, yet significantly enhance revenue potential for the City. In addition, this would resolve conflicts caused by the CW line being drawn through the middle of blocks and in some cases the middle of buildings.

In the Gilman Street area, the current zoning along Gilman Street is a mix of CW and Mixed Use Light Industrial (MULI) from San Pablo to Ninth Street and solely MULI thereafter. The area suggested includes retail, office, and light industrial uses, with many businesses with ancillary or outlet type retail uses. Extending CW zoning to the area under consideration would create a new retail node anchored by REI, Walgreens, Office Depot, and Whole Foods by San Pablo Avenue and the retail outlet stores near Sixth Street. It would also take advantage of the frontage of the Berkeley Unified School District bus yard, which was specifically reserved for future retail opportunities.

CONTACT PERSON:

Tom Bates

Mayor

981-7100

Attachment:
1. Map

