



Office of the Mayor

ACTION CALENDAR
April 30, 2013

To: Members of the City Council
From: Mayor Tom Bates
Subject: Increase Floor Area Ratio in Southside Plan

RECOMMENDATION:

Request the Planning Commission consider amending the Southside Plan and increase the Floor Area Ratio (FAR) on Telegraph Avenue to allow greater density.

FISCAL IMPLICATIONS OF RECOMMENDATION:

Increased tax revenue and employment opportunities.

BACKGROUND:

The City Council adopted the Southside Plan on September 27, 2011. Three of the plans major goals are:

1. Housing: Create additional housing, including affordable housing, at appropriate locations to help meet demand by students and people employed nearby;
2. Land Use: Provide for a high density residential and commercial mixed use edge to the University of California campus and the “spine” of Telegraph Avenue;
3. Economic Development: Enhance the commercial district so that it better meets the needs of the wide variety of users who frequent the neighborhood.

The City has already taken a number of actions to implement the Southside Plan since its adoption. The entitlement process has been streamlined to allow businesses to open more easily and the City Council recently adopted an ordinance to allow businesses to stay open for 24 hours. Staff will present ordinance changes in the near future to allow merchants to display and sell their merchandise on sidewalks.

The current FAR and the maximum building height limitations create significant discrepancies between the Southside Plan and current zoning. Current development standards allow an FAR of three, and in some cases 3.5 only if 100% of the second floor is for residential use. In addition, the maximum height of a building is five stories, up to 65 feet, but only if more than 50% of the total building floor area is designed for residential use.

The current FAR is not large enough to accommodate the building heights that were intended for Telegraph Avenue as laid out in the Southside plan. This discrepancy

significantly impacts the City's ability to capture the increasing value of the land in regards to additional development capacity, thereby significantly impacting future potential city revenue and constraining potential housing and other uses.

CONTACT PERSON:

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Mayor

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