



Office of the Mayor

ACTION CALENDAR
April 30, 2013

To: Members of the City Council
From: Mayor Tom Bates
Councilmember Kriss Worthington
Subject: Sunday Closures of Telegraph Avenue

RECOMMENDATION:

Request the City Manager identify the costs for possible inclusion in the FY 2014/15 Budget for the City Council to consider the feasibility of regular Sunday closures of Telegraph Avenue and/or adjoining streets in the Southside beginning in spring or summer 2014. The analysis should include estimates of costs for street closure, suggested street boundaries and variations, traffic diversion, event coordination, and other associated staff commitments. The analysis should also identify possible funding sources, partners, and implementation schedule.

FISCAL IMPLICATIONS OF RECOMMENDATION:

Staff time required for analysis.

BACKGROUND:

The City Council adopted the Southside Plan on September 27, 2011. The City has already taken a number of actions to implement the Southside Plan since its adoption: a streamlined entitlement process, 24-hour business hours, and an upcoming ordinance that would allow the display and sales of merchandise on sidewalks. One of the major goals of the plan is to “enhance the commercial district so that it better meets the needs of the wide variety of users who frequent the neighborhood.”

On November 27, 2012 the City Council held a work session to discuss the status of Telegraph Avenue. Berkeley Design Advocates (BDA) presented the results of a 2012 Telegraph Avenue design charrette. Three of their seven basic principles for Bettering Telegraph Ave were to:

1. Enhance Telegraph’s sense of place,
2. Strengthen Telegraph as a destination,
3. Make a center for music and arts.

One way to achieve these objectives is to close Telegraph on a regular basis and allow the avenue to be used for music festivals, arts and craft shows, and other activities that would attract more people.

Typically either individual streets or Telegraph from Bancroft Way to Dwight Way have been closed. Staff should also consider different possible combinations of streets.

In discussion with some area merchants Sunday closures is a day that would seem to have the most positive impacts. Merchant's suggestions and feedback should be considered.

CONTACT PERSON:

Tom Bates

Mayor

981-7100

Kriss Worthington

Councilmember

981-7170