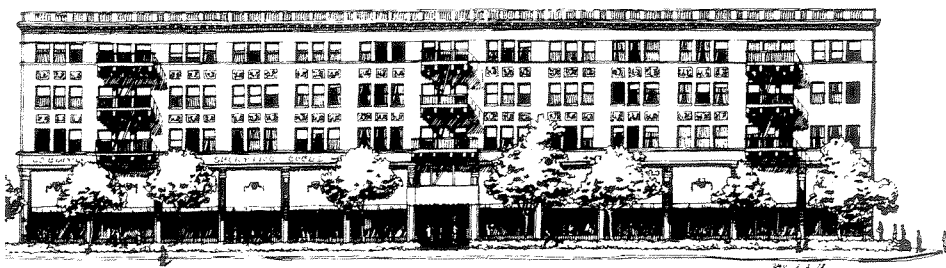


# INTRODUCTION

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- PURPOSE
- OBJECTIVES OF THE *DOWNTOWN PLAN*



*Downtown Berkeley*



*Artist: Yeo Hock Wah Source: Berkeley Architectural Heritage*

# INTRODUCTION

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## PURPOSE

These design guidelines are intended to implement the objectives and policies of the Historic Preservation and Urban Design Element of the Berkeley Downtown Plan. The Downtown Plan establishes policies to guide future physical development in the downtown area, and sets as a priority the preservation of historic buildings, and protection of the scale and historic character which they establish.

This document provides specific guidance on how to modify existing buildings and construct new ones in a manner which furthers the goals and objectives of the Downtown Plan. It also describes the sequence of City reviews and approvals leading to a building permit, as well as code and other considerations which may affect certain types of projects.

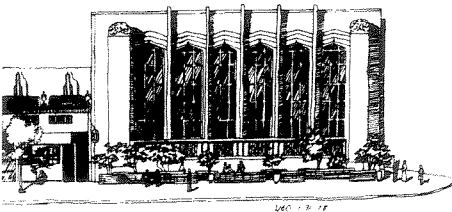
This document is written for property owners, building tenants, architects, designers, developers, city staff, and members of city boards and commissions who influence physical change in downtown. It is meant as a guide to ensure that future changes will protect, enhance, and be compatible with the historic character of Downtown Berkeley.

## OBJECTIVES OF THE DOWNTOWN PLAN

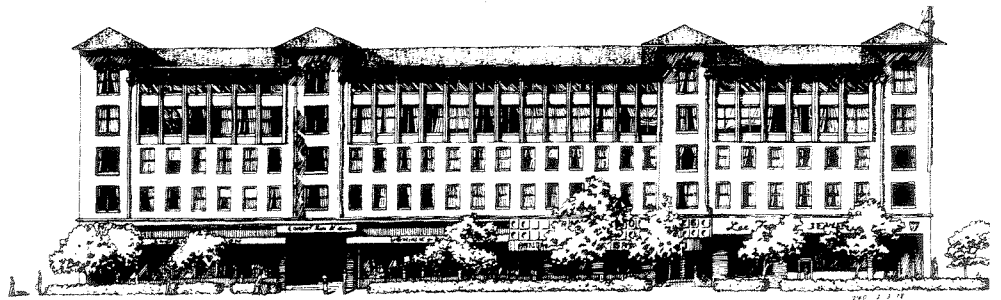
The Berkeley Downtown Plan establishes four objectives for Historic Preservation and Urban Design:

- Objective 1: Provide continuity between the old and the new in the built environment. Retain the scale and the unique character of the Downtown.*
- Objective 2: Strengthen the Downtown's identity, image and sense of place.*
- Objective 3: Improve the visual and environmental quality of the Downtown, with an emphasis on the pedestrian environment.*
- Objective 4: Enhance and improve the physical connection between Downtown and the surrounding neighborhoods and institutions.*

These objectives, and their respective policies, have already been incorporated in the design of several successful development projects in the Downtown area. Recent investments in historic rehabilitation, renovation, and suitably scaled new construction demonstrate that the multiple goals of economic viability, historic preservation, and sensitive urban design are complementary, and that good design is good for business.



*Downtown Berkeley*



*Artist: Yeo Hock Wah Source: Berkeley Architectural Heritage*

