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8. ECONOMIC DEVELOPMENT

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STRATEGIC STATEMENT

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Downtown is the heart of the city, where the community comes together to shop, to work or play, to eat or read, to exercise or just to walk. A thriving, economically successful Downtown is essential to the health of Berkeley, economically, socially and environmentally. To succeed, Downtown must build on its competitive advantages, especially its relationship to its cultural, educational, and historic assets.

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CULTURE AND THE ARTS

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Downtown is a center for cultural and the arts. Downtown should build on its role as a destination for drama, music, films, and fine arts and support their health and growth. The Arts District has brought together a strong complement of theatre and music venues, and cultural destinations are located throughout Downtown. As a consequence, Downtown Berkeley has experienced a cultural renaissance in the past few years, with an explosion of music, theatre and art venues.

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Major new contributors to the Downtown scene are on their way. As this Plan is adopted, the University Art Museum and Pacific Film Archive is well on its way to constructing a world-class building that is sure to become a sought-out destination. The Magnes Museum also has plans to relocate Downtown, to take advantage of Downtown's accessibility and be part of its large community of cultural uses.

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Downtown is also fortunate to have exceptional architectural and historic assets. Moving forward, it will be important to build on the foundation that these assets represent, as Downtown's competitiveness depends on the unique sense of place that its historic and architectural treasures afford.

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The contributions of the arts and culture cannot be overestimated. In Berkeley, there are more than 130 arts and cultural organizations that collectively form one of the City's largest employment sectors. The arts provide some 3,400 jobs, reach an annual audience of 1.7 million people, and have a combined budget of \$70 million. Theater and music venues can also take some credit for the success of many restaurants and unique retailers in Downtown, and economic advisors to the DAP have recommended Downtown retail strategies build on these current strengths.

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RETAIL REVITALIZATION

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Downtown continues to be a significant employment center and attracts tourists and visitors, it is no longer a major retail destination in the East Bay. Because of its distance from the freeway, dearth of large ground-floor retail space, and a perceived lack of convenient parking, economic advisors have indicated it is unlikely Downtown will attract a major "anchor" retailer or become a major regional retail center.

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Downtown can, however, increasingly serve Berkeleyans and visitors with attractive shops, diverse restaurants, urban amenities, and an appealing and lively urban environment. Downtown provides many needs that are not met in Berkeley's neighborhood commercial centers, and offers an option for

3924 Berkeleyans to shop locally instead of driving to other cities. Good transit connections between
3925 Berkeley residential neighborhoods and Downtown are an essential part of a sustainable Berkeley.

3926 Downtown also offers opportunities to enjoy a blend of small shops, restaurants, and services, which
3927 are often unique. Downtown has many small retail spaces, as the median size of Downtown's 317
3928 ground-floor spaces is only 1,460 square feet (2008). Downtown also has synergies among small
3929 retailers that make it a one-of-a-kind retail destination, such as a cluster of bookstores and game
3930 stores in the Shattuck Square area.

3931 The quality and character of Downtown is essential for Downtown to compete with other destinations.
3932 In Downtown an array of local goods and services are available within a pedestrian-oriented district
3933 that has exceptional transit service, where a positive sense of place can be cultivated. It is important
3934 that visitors, residents, students and workers find clean, safe and well-designed streets and open
3935 spaces.

3936 **RESIDENTIAL FOUNDATION**

3937 Downtown is also a growing residential neighborhood. Downtown residents and businesses are
3938 mutually supportive. Downtown shops and services make it possible for more people to meet their
3939 daily needs by walking, and the patronage of residents encourages healthy and successful local
3940 businesses.

3941 The growth of Downtown into a great urban residential neighborhood is an essential part of the
3942 foundation upon which Downtown's economic success must build built. Housing supports Downtown
3943 businesses and contributes to the city's vitality -- while also offering a car-free environment that helps
3944 minimize transportation-related greenhouse gases.

3945 Downtown Berkeley can be a model for integrating economic development and environmental
3946 protection. A "green" and sustainable Downtown should be integral to its economic development.
3947 Green means not only abundant tree canopy and attractive landscaping and open spaces but also
3948 the use of cutting-edge technologies that protect water quality, conserve resources and reduce
3949 energy consumption. Downtown should attract and support "green" businesses and should be
3950 promoted as a destination for visiting green businesses and seeing best environmental practices up
3951 close.

3952 In addition to building on the strength of its existing commercial, residential, and institutional uses,
3953 Downtown must also build on its locational strengths. While relatively distant from a freeway, it has
3954 some of the best transit access in the Bay Area. While cars are not the preferred mode for going
3955 Downtown, it is important to provide adequate parking for patrons of Downtown businesses, while
3956 simultaneously discouraging automobile commuters. As part of an economic development program,
3957 it is also important that appropriate signage and pricing be used so that people can find parking easily
3958 and also so parking is used efficiently.

3959 Downtown forms the heart of the Berkeley community. Not only is it centrally located, but it is also
3960 Berkeley's symbolic center. As such, it must provide services, goods, and cultural resources that
3961 meet the needs of Berkeleyans of all incomes and ethnicities, as well as the needs of people of all
3962 ages and household types including families, the elderly, and students.

3963 **CENTER OF EMPLOYMENT & EDUCATION**

3964 Downtown is the heart of a “city of learning.” Downtown contains or is next to major educational
3965 anchors including the University of California, Berkeley City College, Berkeley High School, the
3966 Central Library, and a concentration of learning-related businesses and institutes.

3967 Downtown is one of two major employment centers within Berkeley, the other being West Berkeley.
3968 Downtown’s professional, technical, government and service offices serve the community and the
3969 Bay Area. Jobs in Downtown range from entry-level opportunities to the highest levels of professional
3970 and academic achievement. Several job training and job placement programs are located Downtown.

3971 Downtown has had a relatively low vacancy rate in offices through the ups and downs of the
3972 economy, and rental rates for offices are relatively high compared to many portions of the Bay Area.
3973 The low vacancy rate is partly because most of Downtown’s office space serves the needs of the
3974 University or Lawrence Berkeley National Laboratory. In light of its growing needs, the University’s
3975 plans to construct an additional 800,000 square feet of office, research and cultural space in and
3976 adjacent to the Downtown Area, and UC staff and employees will continue to make significant
3977 contributions toward Downtown’s economic vitality.

3978 Because many businesses are eager to be near to the University and Lab, and because the
3979 University tends to spin off new businesses, a strong demand for Downtown office space is likely to
3980 continue. A 2006 study indicated that since 1997, 104 start-up companies began as spinoffs from
3981 research activities at the University and at the Lawrence Berkeley Lab. However, only 14 of these
3982 companies remain in Berkeley, and the study suggested that approximately 25 more could have been
3983 retained if Berkeley had more medium- and large-sized space and policies that encouraged retention
3984 of such businesses.

3985 **BUILDING ON STRENGTHS**

3986 Downtown’s commercial area is very large for a city of about 100,000 people. City policies and
3987 programs can help recruit retail uses that are complementary to existing uses or fill an unmet market
3988 niche. For Downtown, these include games, books, apparel, home furnishings, computers,
3989 electronics, bicycles, and shops or restaurants relating to cultural uses. In addition, new office and
3990 residential uses will bring higher levels of spending, while minimizing local and regional traffic
3991 impacts.

3992 In order for an economic development strategy to “build on strengths,” it must also emphasize
3993 targeted strategies that follow a fine-grain understanding of existing uses and characteristics in each
3994 subarea -- resulting in healthier and more diverse retail. This does not necessarily mean establishing
3995 significantly different zoning use standards for different Downtown commercial areas, but perhaps
3996 establishing policies that recognize the importance of certain types of uses in certain locations
3997 through incentives and special.

3998 For example, the area around the BART station forms a distinctive core that is ideal for supporting a
3999 highly intensive mix of offices and housing, which will support more varied and vigorous retail, in the
4000 “Core Area.” Based on existing conditions, such as high levels of foot traffic between BART and the

4001 University, the focus of such retail should begin on Shattuck and extend east on side streets toward
4002 the University.

4003 Near BART and west of Shattuck, cultural and governmental uses predominate. While some
4004 restaurants and boutiques might take advantage of these uses, this subarea is poorly suited for retail.

4005 Farther from BART but still within easy walking distance, the Downtown Area becomes progressively
4006 more residential. There is less intensity of activity and commercial activity tends to be more
4007 neighborhood-serving businesses. In these areas, a more neighborhood-focused retail strategy is
4008 recommended.

4009 **GOALS, POLICIES & ACTIONS**

4010 **GOAL ED-1: SERVE THE NEEDS OF THE NEIGHBORHOOD AND THE CITY, AND BE A MORE**
4011 **ATTRACTIVE REGIONAL DESTINATION BY: BUILDING ON DOWNTOWN'S UNIQUE BLEND**
4012 **OF CULTURAL, HISTORIC, ENTERTAINMENT, ART, EDUCATIONAL, AND COMMUNITY**
4013 **INSTITUTIONS; AND BY PROMOTING SUCCESSFUL RETAIL BUSINESSES AND OTHER**
4014 **ATTRACTIONS WITH DAYTIME AND NIGHTTIME POPULATIONS TO SUPPORT THEM.**

4015 **Policy ED-1.1: Shop Downtown.** Encourage shopping Downtown, especially by Berkeley residents
4016 and UC faculty, staff and students.

4017 a) Work with local organization, such as the Downtown Berkeley Association (DBA), the Convention
4018 and Visitors Bureau, the Chamber of Commerce, UC Berkeley, the Berkeley Cultural Trust to
4019 developed marketing and business support programs, attract appropriate tenants, and promote
4020 "best practices" for merchandising.

4021 b) Conduct surveys to help identify retail businesses not currently located in the area that could
4022 serve Berkeley residents and UC faculty, staff and students.

4023 c) Maintain and enhance "Shop Berkeley Programs" to encourage patronage of Downtown
4024 businesses, and to educate the public about the benefits of local independent businesses.

4025 d) Enhance safety and cleanliness on Downtown streets (see HC-6.3, OS-4.1 and OS-4.6).

4026 **Policy ED-1.2: Retail, Restaurants & Cultural Uses.** Support existing and encourage highly
4027 functional and viable new retail, restaurant, and cultural uses (such as theaters, music, museums,
4028 and galleries).

4029 a) Reduce discretionary review and streamline permits, to the extent feasible, for retail, restaurant
4030 and cultural uses.

4031 b) In new buildings, require ground-floor space devoted to retail, restaurant, and cultural uses to
4032 have a minimum floor-to-ceiling height of 15 feet (Policy HD-4.1).

4033 c) Along streets where a continuous series of shops, restaurants and cultural uses are attainable,
4034 amend Zoning provisions to require and/or encourage street-facing retail, restaurant, or cultural

4035 uses as part of new development or adaptive reuse (see Figure LU-4: Public-Servicing Frontage
4036 Required).

4037 d) To promote functional and viable retail, minimize street-level parking to the extent feasible (see
4038 AC-3.7 and HD-4.1).

4039 e) Consider alternatives to retail, restaurant and cultural uses where public-serving uses should
4040 meet the street, but market support for retail/restaurants may be limited (see LU-1.1).

4041 f) Focus economic development, historic preservation, street improvement, and maintenance
4042 resources toward promoting retail in well-defined subareas with the most opportunity for success
4043 and synergy.

4044 – Work with stakeholders such as the Downtown Business Association, property owners, and
4045 real estate brokers, to regularly consider the rate and location of vacancies, and to identify
4046 and recruit appropriate and complementary new tenant mixes.

4047 – In the near-term, give special attention to Shattuck Avenue from Kittredge Street to University
4048 Avenue, and secondarily along the segments of University Avenue, and Addison and Center
4049 Streets, between Shattuck to Oxford.

4050 **Policy ED-1.3: Rehabs and Reuse.** Encourage the rehabilitation and reuse of existing buildings.
4051 Alter administrative review procedures and consider other zoning modifications to expedite approval
4052 of appropriate exterior modifications to existing buildings (not including designated historic
4053 resources), when consistent with the Downtown Design Guidelines (see HD-1.1 and –4.1).

4054 **Policy ED-1.4: Larger Retail Spaces.** To make Downtown a stronger destination, promote the
4055 creation and retention of larger retail spaces of about 10,000 square feet or larger, to help attract
4056 larger retailers currently missing in Downtown. Identify larger retail types that may do well in
4057 Downtown (such as for electronics, computers, appliances, and apparel).

4058 a) Consider incentives to encourage the creation and retention of retail space over 10,000 square
4059 feet.

4060 b) Review and, if necessary, modify zoning provisions to discourage the subdivision of existing large
4061 spaces.

4062 c) Encourage the University to create larger retail spaces on University Avenue and Shattuck
4063 Avenue (see LU–4.1 and HD-5.1).

4064 **Policy ED-1.5: Entertainment & Culture.** Strengthen Downtown a prime regional destination for
4065 alternative and mainstream cinema and live theater and music.

4066 a) Work to retain and expand existing cinema and theater facilities.

4067 b) Work with cinema and theater owners to upgrade to state-of-the-art facilities.

4068 c) Evaluate the theater- and cinema-going experience in subareas where theaters are concentrated.
4069 Recommend public enhancements, possibly as part of the Street & Open Space Improvements

4070 Plan (see OS–1.2). Give special attention to improving the theater-going experience near
4071 Shattuck and Kittredge Street and near Shattuck and Addison, as well as the connection to
4072 nearby parking facilities.

4073 d) Promote the arts and cultural events, programs and activities

4074 **Policy ED-1.6: Families.** Promote family-friendly uses in Downtown, such as childcare and
4075 preschool , and cultural, recreational, and educational activities for children, such as Habitot and the
4076 YMCA .

4077 a) Consult with existing family-friendly businesses and organizations to determine what factors are
4078 critical to their retention and expansion. Consider incentives and programs that will support and
4079 retain existing family-friendly businesses and organizations.

4080 b) Work with DBA, property owners, real estate brokers, and other Downtown stakeholders to recruit
4081 new family-friendly businesses and organizations to Downtown.

4082 **Policy ED-1.7. Educational Uses.** Promote educational uses in Downtown, and enhance Downtown
4083 as a center of learning

4084 a) Work with educational institutions to retain and expand lectures, instruction, and public events in
4085 the Downtown Area. Such educational institutions include, but are not limited to: such as
4086 University of California, Berkeley Public Library, Berkeley High School, and Berkeley City
4087 College. Consider incentives and programs that might help encourage such activities.

4088 b) Encourage public awareness of educational activities in Downtown through City communications,
4089 and by encouraging organizations to publicize events of public interest.

4090 **Policy ED-1.8: Conference Facilities.** Seek to retain and expand meeting and conference facilities.

4091 a) Support efforts by the Convention and Visitors Bureau and the Downtown Berkeley Association
4092 (DBA), to inventory and publicize available meeting and conference facilities in Downtown.

4093 b) Encourage the inclusion of meeting and conference spaces to serve the private sector and the
4094 general public within new office and institutional development projects.

4095 c) Work with existing businesses and educational institutions to promote the use of suitable
4096 underutilized spaces as additional meeting and conference facilities.

4097 **Policy ED-1.9: Hotels.** Encourage hotels in the Core Area.

4098 a) Allow greater building height for major hotels than is generally allowed (see LU-1.1 and

4099 b) Consider other incentives for major hotel projects, commensurate with the unique public benefits
4100 that hotels are likely to deliver.

4101 c) Partner with hotel developers to seek State and/or Federal funding that may support hotel
4102 projects and/or associated public improvements.

4103 **Policy ED-1.10: Attractive Signage.** Improve public signage to make it more attractive and reduce
4104 “visual clutter,” such as by eliminating unnecessary signs or avoiding unnecessary variety in style.

4105 a) Seek ways to consolidate new and existing signs.

4106 b) Develop guidelines for the appearance and placement of signs, possibly as part of the Streets &
4107 Open Space Improvements Plan (see Policy OS-1.2).

4108 **Policy ED-1.11: Visitor Signage.** Enhance and expand signage and other features to help visitors
4109 navigate Downtown, such as to find transit, public parking or major destinations.

4110 a) Develop a “wayfinding” masterplan for directional signs and information kiosks, possibly as part of
4111 a Streets & Open Space Improvements Plan. Give consideration to:

4112 – the location of common destinations, especially cultural venues;

4113 – points of interest, such as historic resources and environmental sustainability features ;

4114 – visitor arrival points, such as near BART and larger parking garages;

4115 – transit stops and stations with real-time bus and BART train arrival times;

4116 – signage showing real-time parking availability in larger garages (see Policy AC-3.1).

4117 **Policy ED–1.12: Parking.** Address perceived parking availability problems associated with retail,
4118 restaurant, cultural, educational, entertainment, and hotel uses (see AC-3.1 and AC-3.6).

4119 **GOAL ED-2: MAINTAIN SAFE AND INVITING STREETS, PARKS & PLAZAS, WHICH**
4120 **CONTRIBUTE TO THE SUCCESS OF BUSINESSES AND THE WELL-BEING OF RESIDENTS.**

4121 (See chapter on "Streets and Open Space" for design-related policies for this goal.)

4122 **Policy ED-2.1: Activity & Safety.** To promote activity and safety in public open spaces, encourage
4123 outdoor dining, street fairs, outdoor merchandising and other private uses, as appropriate.

4124 a) Review existing City policies and procedures that may pose barriers to outdoor dining and street
4125 fairs on public property. Also consider other private uses that could help enhance public spaces.
4126 Eliminate barriers to the extent possible, while also assuring that private users pay a fair share of
4127 public maintenance costs.

4128 **Policy ED-2.2: Public Conveniences.** Establish new and enhance existing publicly accessible
4129 convenience facilities such as restrooms, drinking fountains, and other amenities.

4130 a) Publicly accessible convenience facilities should be an integral part of planning for public spaces,
4131 such as through the creation of a Streets & Open Space Improvements Plan (see OS-1.1 and
4132 1.2).

4133 b) Publicly accessible convenience facilities should be maintained to highest practical standards,
4134 through the allocation of adequate City resources and through public-private cooperation.

4135 **Policy ED 2.3: Clean Public Spaces.** Promote clean and well-maintained streets, parks, and
4136 plazas.

4137 a) Allocate portions hotel transient occupancy tax (TOT) revenues, future increases in parking
4138 revenues, and/or revenues generated by new development, to help pay for street and open space
4139 improvements and the upkeep of the public realm (see LU-8.1 and AC-3.5).

4140 **GOAL ED-3: TO MAKE DOWNTOWN MORE ATTRACTIVE AND ECONOMICALLY**
4141 **SUCCESSFUL, ENCOURAGE PLACE-MAKING THROUGH THE PRESERVATION OF HISTORIC**
4142 **BUILDINGS, STREET AND OPEN SPACE IMPROVEMENTS, AND HIGH-QUALITY NEW**
4143 **CONSTRUCTION.**

4144 *See Historic Preservation & Urban Design and Street & Open Space" chapters.*

4145 **GOAL ED-4: ENSURE THAT UC IS A PARTNER IN PROMOTING A HEALTHY AND VITAL**
4146 **DOWNTOWN.**

4147 **Policy ED-4.1: Guiding and Cooperating with UC.** Provide guidance to the University regarding
4148 actions that they can take regarding the Downtown Area Plan, and cooperate with the University in
4149 carrying out the Plan.

4150 a) Work with the University to develop a summary of UC-related policies and implementing actions
4151 contained in the DAP. Review this summary regularly, and consider ways to implement the DAP
4152 more effectively.

4153 b) Work toward the timely adoption of Zoning provisions and Downtown Design Guideline
4154 amendments in order to further guide UC development initiatives in the Downtown Area.

4155 **Policy ED-4.2: Community Uses & Economic Activity.** Encourage the University to locate
4156 academic and related programs that have a strong community component and can encourage
4157 economic activity Downtown (see LU-5.1).

4158 **Policy ED-4.3: Downtown Retail.** Encourage the University to use its development to strengthen
4159 Downtown retail (see LU-1.1).

4160 a) Encourage the University to make development along Shattuck and University Avenue a near-
4161 term priority, because of its economic benefits to Downtown. Work with UC Berkeley staff and
4162 administrators to accelerate UC's current 10-year development timetable for development in
4163 these locations.

4164 **Policy ED-4.4: Fair Compensation.** UC Berkeley should fairly compensate the City for taxes lost
4165 when the University leases, buys, or occupies space that was previously occupied by private tenants.

4166 a) The City should seek an agreement with the University to establish a mechanism such that if UC
4167 leases or occupies any space within private office/commercial development, or purchases land
4168 Downtown, it will provide to the City financial support equivalent to the taxes and/or fees that the
4169 City would receive if private users were leasing, occupying or owning the space.

4170 **GOAL ED-5: INCORPORATE SUSTAINABLE PRACTICES AS AN ESSENTIAL COMPONENT OF**
4171 **ECONOMIC DEVELOPMENT, AND ESTABLISH DOWNTOWN AS A RECOGNIZED CENTER FOR**
4172 **BUSINESSES AND INSTITUTIONS THAT ARE COMMITTED TO ENVIRONMENTAL**
4173 **SUSTAINABILITY.**

4174 **Policy ED-5.1: Green Businesses.** Encourage “green businesses” Downtown.

4175 a) Promote environmental business practices (see ES-2.2).

4176 b) Work with developers, real estate brokers, local companies, the University of California, the
4177 Convention and Visitors Bureau and the Downtown Business Association to promote Downtown
4178 as a model of sustainable design.

4179 c) Develop a marketing plan for attracting green businesses and initiatives that focuses on
4180 Berkeley's reputation for environmental innovation, education, research, entrepreneurship, and
4181 transit-oriented development. Encourage environmentally-focused organizations, conference and
4182 education venues, small businesses, “start-ups,” and research.

4183 d) Work to attract East Bay Green Corridor Partnership uses in Downtown, to demonstrate the City's
4184 and the University's leadership in promoting sustainability (see ES-2.1 and LU-5.3).

4185 **Policy ED-5.2: Public Awareness.** Increase public awareness of environmental features and
4186 programs Downtown (see ES-1.2).

4187 **Policy ES-5.3: Local Food and Businesses.** Promote strategies that connect Downtown residents,
4188 businesses and visitors with local sources of products, services, and healthful foods.

4189 a) Promote and support organizations that promote farmers markets, "community supported
4190 agriculture," and buy-local initiatives.

4191 b) Seek to retain Downtown's Saturday farmers' markets by continuing to make Center Street
4192 between Milvia Street and MLK Way available for farmers markets on Saturdays. Work with
4193 farmers' market providers to explore opportunities to serve Downtown on other days of the week.

4194 c) Review City regulations and procedures to identify obstacles to sidewalk produce stands and
4195 consider eliminating such obstacles.

4196 **Policy ED-5.4: Local Businesses.** Encourage the retention and creation of small and locally-owned
4197 businesses (see ED- 8.2 and ED 9.1).

4198 **GOAL ED-6: INVEST IN CIVIC IMPROVEMENTS (SUCH AS STREETS, OPEN SPACES, AND**
4199 **COMMUNITY FACILITIES) TO ENHANCE DOWNTOWN AS A PLACE TO LIVE, WORK, AND**
4200 **VISIT.**

4201 ***See chapters on Land Use, Streets & Open Space, and Historic Preservation & Urban Design.***

4202 **GOAL ED-7: PROMOTE DOWNTOWN AS A REGIONAL CULTURAL CENTER AND VISITOR**
4203 **DESTINATION.**

4204 **Policy ED-7.1: Culture & the Arts.** Promote the arts and cultural events, programs and activities,
4205 especially those that embrace diverse traditions and are accessible to persons of all economic
4206 means.

4207 a) Support the Civic Arts Commission and cultural groups in Berkeley that support emerging local
4208 artists and cultural organizations

4209 b) Support Arts District stakeholders and other cultural groups that bring expressions of ethnic,
4210 religious, cultural, and minority institutions to Downtown.

4211 c) Encourage long-term and affordable space for arts, culture, and other desirable uses that cannot
4212 pay market rents (see LU-8.2).

4213 d) Consider establishing facilities for outdoor public performances of music, drama, dance, poetry,
4214 or other performance arts (see OS-1.1 & 1.2).

4215 **Policy ED-7.2: Tourism & Visitors.** Promote Downtown as a tourist and visitor destination.

4216 a) Strengthen retail and restaurants in Downtown (see ED 1.2).

4217 b) Encourage hotels in the Core Area (see LU 1.1 and ED 1.9).

4218 c) Support advertising for Downtown that emphasizes its history, commitment to sustainability,
4219 proximity to UC Berkeley, cultural uses, etc..

4220 d) Improve “wayfinding” signage that helps visitors navigate Downtown (see ED 1.10 & ED-1.11).

4221 e) Capitalize on the Berkeley Art Museum and Pacific Film Archive's arrival in Downtown, and
4222 possible connections to other theaters along Addison Street and creation of Center Street Plaza
4223 (see and LU 5.1 and HD 5.1).

4224 **GOAL ED-8: INCREASE THE NUMBER OF DOWNTOWN JOBS THAT GO TO BERKELEY**
4225 **RESIDENTS, AND SUPPORT THE DEVELOPMENT OF JOB SKILLS FOR BERKELEY**
4226 **RESIDENTS -- ESPECIALLY BERKELEY'S YOUTH.**

4227 **Policy ED-8.1: Job Development.** Connect Downtown businesses with the employment needs of
4228 Berkeley residents, and address existing chronic unemployment and under-employment among local
4229 populations. A special emphasis should be placed on providing Berkeley youth with job skills and
4230 entry-level job opportunities.

4231 a) Gather information on the types of employment available Downtown and make this information
4232 available to educational institutions and job training.

4233 b) Encourage job training (such as employment counseling, referrals, placement, and retention) and
4234 the development of life skills (such as parenting, grooming, and personal finances) for Berkeley

4235 residents and homeless populations by working with Downtown's public and private institutions,
4236 nonprofit organizations, and businesses.

4237 c) Strengthen citywide job referral and job placement programs for Berkeley's residents (such as
4238 "First Source"), and work with Downtown business and job training organizations to help Berkeley
4239 residents obtain Downtown employment. Consider requiring construction firms and labor unions
4240 that work on public improvements to participate in first-source hiring and on-the-job training for
4241 Berkeley residents, including Berkeley youth.

4242 d) Support job placement and professional internship programs for youth in the Downtown Area,
4243 such as at the YMCA and Berkeley High School, and help these programs network with
4244 Downtown business organizations.

4245 e) Consider incentives for developers and new businesses to provide on-the-job training and
4246 employment opportunities, and consider inclusion of job opportunities for Berkeley's workforce as
4247 part of City-developer negotiations.

4248 f) Consider how job training opportunities might be joined with Downtown cleaning and landscaping
4249 activities (see HC-6.2).

4250 **Policy ED-8.2: Business Opportunities.** Serve the growth needs of existing Downtown
4251 businesses, and support start-up businesses Downtown, especially ones that capitalize on the
4252 proximity of UC Berkeley. Take advantage of the composition of Berkeley's existing workforce (such
4253 as professionals and high-tech workers who now commute elsewhere), and its ethnic and cultural
4254 diversity.

4255 a) Encourage new office space Downtown by allowing uses and building heights described in the
4256 Land Use chapter.

4257 b) Work with the University to encourage its faculty and recent graduates to locate new and/or
4258 existing businesses Downtown.

4259 **GOAL ED-9: ENCOURAGE LOCAL BUSINESSES THAT REPRESENT THE CITY'S DIVERSE**
4260 **ETHNIC, CULTURAL AND INCOME GROUPS.**

4261 **Policy ED-9.1: Local Businesses.** Encourage the retention and creation of small businesses and
4262 locally-owned businesses.

4263 a) Establish economic development strategies to retain existing small and locally owned businesses,
4264 and to encourage the establishment of new businesses with ownership structures that keep
4265 consumer dollars in the local economy.

4266 b) Maintain and expand "Shop Berkeley" promotion and education efforts specific to Downtown
4267 (see ED-1.1).

4268 c) Continue existing and consider new low-interest loans to encourage and support local small
4269 businesses in Downtown.

4270 d) Provide training to small businesses for their improvement and to make Downtown a more
4271 effective business district (see ED-1.1).

4272 e) Seek to recruit ethnically- and culturally-focused restaurants and other businesses in other cities
4273 to move to, or open another business in Downtown.

4274 f) Seek to avoid arbitrary or capricious displacement of business tenants, and mitigate the negative
4275 effects of temporary or permanent relocation on businesses.

4276 **GOAL ED-10: SERVE THE HOUSING NEEDS OF ALL INCOME GROUPS AND PROVIDE A**
4277 **GROWING BASE OF RESIDENTS WHO SUPPORT A BROAD RANGE OF DOWNTOWN RETAIL**
4278 **AND OTHER BUSINESSES.**

4279 *See chapter on Housing and Community Health & Services.*

4280 **GOAL ED-11: PROVIDE ACCESS TO DOWNTOWN, WHICH SUPPORTS RETAIL,**
4281 **RESTAURANTS, ENTERTAINMENT, HOTELS AND CULTURAL USES.**

4282 *See chapter on Access.*

4283 **GOAL ED-12: PROVIDE INCREASED REVENUE TO SUPPORT CITY GOALS, AND A PORTION**
4284 **OF THAT REVENUE SHOULD BE RETAINED IN DOWNTOWN TO IMPROVE AND MAINTAIN A**
4285 **HIGH QUALITY OF ENVIRONMENT.**

4286 **Policy ED-12.1: Revenues for Downtown.** Retain a significant portion of any of increased revenues
4287 from Downtown to provide public benefits and implement priorities of the Downtown Area Plan (see
4288 LU-8.1, LU-8.2, AC-3.6, and OS-1.4).

4289 a) To pay for Downtown improvements and programs, develop a Financing Plan (or Financing
4290 Plans) for the Downtown Area to identify potential sources of funding, project potential revenues
4291 and prioritize potential improvements and programs – and in the context of citywide priorities.
4292 Specifically, accompany a “consolidated parking strategy” and the Streets & Open Space
4293 Improvement Plan with Financing Plans (or one comprehensive Financing Plan).

4294