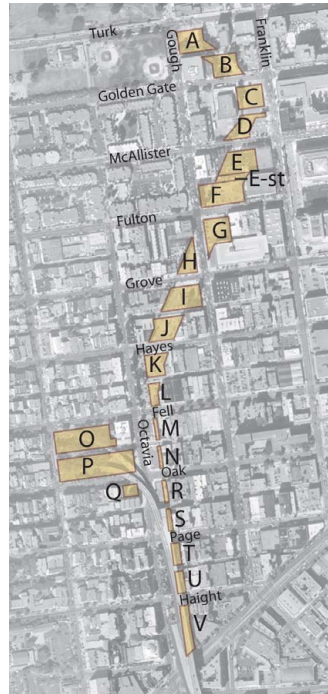


Key Sites



Central Freeway parcels are named by letter from "A" to "V" running north to south.

OBJECTIVE ENSURE NEW DEVELOPMENT IS INNOVATIVE YET CAREFULLY INTEGRATED INTO FABRIC OF AREA



SAFEBAY

Policy

Encourage the redesign of the Church and Market Street supermarket site with a mix of housing and commercial uses, supportive of Church Street's importance as one of the city's most well-served and important transit centers and integrated into the urban character of the area

Block 3536, bounded by Market, Church and Duboce Streets, is a large opportunity site outside of the Central Freeway parcels. It has been occupied for several decades by a supermarket. The triangular block is surrounded by a mix of large and small residential buildings, as well as small-scaled retail shops along Church Street and Market Street to the west. The structure housing the current supermarket is located at the rear of the site, with a large surface parking lot facing onto Market Street. Several small retail storefronts line the eastern side of the structure, fronting on the parking lot. This siting of the supermarket creates a 800 foot void in the streetwall along Market Street and diminishes its quality as a distinct public space. While a supermarket-type of use is appropriate here, the configuration and low level of development is not appropriate to the level of transit service provided to this site and the area by the city nor to the level of importance and prominence of this key intersection. Given its size, location, and layout, the site presents an opportunity for a mixed-use housing and retail development.

The site has been the subject of much discussion as part of the community planning process. The potential for this site to create a stronger presence along Market and Church Streets is a clear goal of the community, as is better integrating it with the scale and character of the area. The potential for a new mixed-use development that incorporates a fully functional supermarket while improving the area cannot be overlooked it is an excellent opportunity to strengthen Market Street and focus activity around the transit connections here. The supermarket is an important amenity to the area; any proposal for reuse of the site should feature it as an essential part of the site and maintain its viability.

Future proposals for the site should also balance the operation of a supermarket with following goals:

- Build to the street wall along Market and Church Streets, at a height appropriate for a street of its scale.
- In keeping with the development pattern of the area, integrate the supermarket into a mixed-use program for the site, including a significant amount of housing on upper floors.
- Ensure adequate transportation choices for the continued use as a supermarket: encourage the use of delivery vans, transit, taxis, and transportation alternatives where possible and supply an appropriate amount of parking necessary for supermarkets.
- Respond sensitively to the view corridors of Buena Vista Park, the United States Mint, and the Saint Francis Lutheran Church.
- Any large redesign of the site should occur in the context of a community planning process that involves both the community and other stakeholders, including the property owners and supermarket operators.

Since the redesign of the current supermarket site will involve a voluntary proposal from the property owners, input from both the City and the neighbors, a future community planning process should produce a site-specific plan that follows the general principals established in the Market & Octavia Neighborhood Plan.

THE UC BERKELEY LAGUNA STREET CAMPUS

Policy

Recognize the importance of public land and preserve it for future uses.

Publicly zoned land is crucial to the functioning of a healthy city and neighborhood. Publicly zoned lands provide opportunities for crucial facilities such as schools, firehouses, libraries, recreation centers, open space, city institutions and public utilities. Over time, acquiring public land has only become more difficult and more costly. When public land becomes surplus to one specific public use, the General Plan states that it should be reexamined to determine what other uses would best serve public needs. The Open Space Element of the General Plan states that public land designated as "surplus" should first be considered for open space. If not appropriate for open space, other public uses should be considered before the release of public parcels to private development. The Market and Octavia Neighborhood has many large and small public lands that should generally be retained for future public use even when there is no immediate public use foreseen.

Policy

Any future reuse of the UC Berkeley Laguna Campus should balance the need to reintegrate the site with the neighborhood and to provide housing, especially affordable housing, with the provision of land for public uses such as education, community facilities, and open space.



Policy

Any subsequent change in the zoning of the UC Berkeley Laguna Campus should occur in the context of a focused community planning process that involves residents and other stakeholders.

The University of California, Berkeley officially closed the Laguna extension campus in late 2003. While a few activities continue, the site is largely vacant. The University has proposed to make the site available to a private developer through a long-term ground lease. The private developers have hosted a number of workshops with residents and proposed approximately 350-400 units of housing on the site, including about 19% inclusionary housing.

5.8 acres in size, the reuse of this site is the largest property under single ownership in the plan area. The site is surrounded by a mix of small-scale, 2- and 3-story walk-ups and a scattering of larger apartment buildings, with significant retail and cultural uses to the south along Market Street. Any new development on the site should be carefully organized around a comprehensive master plan that responds to the unique challenges of such a large site surrounded by a relatively fine-grained urban fabric within a cluster of historic buildings. This master plan should be developed through a series of collaborative workshops, which should include the prospective developers of the site, local residents and relevant city staff. As part of this master-planning process, consideration shall be given to the many needs that "publicly" zoned land can provide for a neighborhood; from open space to educational and other public-service uses. Any change to this "public" zoning must balance the important need for providing housing, especially affordable housing, with the public uses that could be provided. Ideally, a large portion of the site would continue to meet the "public" needs of the neighborhood. This proposal should be developed in keeping with the overall approach of the Market & Octavia Plan."

FREEWAY PARCELS

Specific Guidelines for Each Parcel

In keeping with the general urban design guidelines, each freeway parcel has its own specific guidelines which address the specific physical conditions and challenges. The parcel-specific guidelines reiterate core ideas and the basic land use and height controls.

Sample Design Guidelines (taken from Parcel Q)

- Active ground floor uses are encouraged along Octavia Boulevard, with prominent entries at the corner.
- Parking is not required nor encouraged. Parking and loading access, if provided, should not be from Octavia Boulevard and should be fronted by other uses and solid building treatment to maximize screening.
- The tallest portions of the building should be concentrated at the intersection Oak Street and Octavia Boulevard.
- Residential entries to individual units are encouraged at the ground floor.
- Street trees should be provided at minimum 20-foot centers along all building frontages and on Octavia Boulevard, according to the planting plan in the boulevard design.

