

**Supplemental
Correspondence
(Received before 12 pm
September 16, 2025)**

Supplemental Correspondence

From: Horner, Justin
Sent: Monday, September 15, 2025 4:03 PM
To: Supplemental Correspondence; Ramakrishnan, Uttara
Subject: FW: The Elmwood Business District proposal

Follow Up Flag: Follow up
Flag Status: Completed

From: Mary Oram <mary@erihomes.com>
Sent: Monday, September 15, 2025 3:55 PM
To: Horner, Justin <JHorner@berkeleyca.gov>
Cc: Humbert, Mark <MHumbert@berkeleyca.gov>
Subject: The Elmwood Business District proposal

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

9/15/2025

Dear Mr. Horner,

I own and work at a real estate company in the Elmwood Business District, and live in the neighborhood. I have lived and worked here for approximately 40 years. I have watched this neighborhood evolve over that period of time. Berkeley makes it particularly challenging to run a business, but since my business is primarily focused on finding people to live in this neighborhood, I have kept the office here in the Elmwood.

The College Avenue Corridor plan, if it passes, will, in my estimation, destroy it, slowly, over the next 20 years.

The main problem is that most of the business owners in this area do not control their own destiny since they do not own the building where their businesses are located. When their lease expires, they need to renegotiate with the property owner. If the property owner has died and the heirs want to sell, or if the property owner wants to sell, if this proposal passes, the most likely buyer for the property will be a developer. The existing building will be torn down, and will be replaced with another, larger (and in my estimation, out of scale) building. (As an example, look at what has been approved to replace the existing building at 2942 College Ave.) There may be commercial on the ground floor, but the business that had to leave will no longer exist. As an example, The Fine Arts Cinema was evicted, their building was replaced with a new residential building that included a space on the ground floor for them, but by the time the construction was finished, the Fine Arts Cinema no longer

existed. Businesses do not go into suspended animation. If they lose their location, they need to move (which is expensive and they may lose their customers) or close. I doubt that a developer who builds a building in the Elmwood Business District will have much of a connection to the neighborhood. Their main interest will be renting out their units and the commercial space for as much as they can get in order to service the loan on the property.

The disruption that destroying the existing building and replacing it with another will have a negative effect on the businesses around it. College Avenue is a very narrow street. There is no room for all the construction materials and equipment to be stored. There is no parking for the construction workers. I live across the street from Willard Park. I observed how much area was needed (for almost a year and a half) to build the new community center in the park. The workers took up almost all the street parking M-F 7:30-4. I see that the project that is being built on the north west corner of Telegraph and Derby is taking up the parking lane and one traffic lane to support the construction. This will not work on College Avenue.

Also remember that the 51 AC Transit bus goes down College Avenue. I believe that this is the most heavily ridden route in the entire AC Transit system.

Berkeley is already about the most dense city in California. (Depending on who is reporting, it is between most and 4th most dense.) Berkeley needs housing, but we also need to maintain the businesses that support the population. These businesses also provide income to the city through sales taxes and business license fees.

The Planning staff say they are business friendly and that certain special businesses (such as Chez Panisse) will be protected. First, why do some businesses get special treatment? And second, how are these special businesses going to be protected? If Chez Panisse rents their location and the owner decides to sell, how is the City going to protect them?

The rest of the City has already been up-zoned. Let it end with here. Please drop this proposal for College Avenue and the other two locations. If this proposal is passed, I expect in 20 years we will not recognize the Berkeley that everyone now professes to love.

I would come to the meeting Wednesday night but I have a rehearsal I have to attend, so I cannot attend. As a substitute, I send you this email. Please consider these concerns seriously. And please make more opportunities for real outreach and exchange of views so that the Planning staff can hear what the neighbors are really thinking.

Sincerely,

Mary E. Cram

Broker, ERI Property Management
DRE License #01127310
2980 College Ave. #5
Berkeley, CA 94705
(510) 883-7070 ext. 301

Supplemental Correspondence

From: Elizabeth Haydel <ehaydel@columbus.rr.com>
Sent: Tuesday, September 16, 2025 6:54 AM
To: Horner, Justin
Subject: Elmwood shopping District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Good morning. I am writing about the proposed up zoning of the historic Elmwood shopping District.

I was born in Berkeley at the hospital near that neighborhood and have spent much of my life in the area around the Elmwood shopping district at the Berkeley public library, the old pharmacy, the bird shop, and more.

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.

These small businesses serve the local neighborhood and all of Berkeley.

These businesses create the character of Berkeley and create community in the area.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Thank you for registering my opposition to this plan.

Supplemental Correspondence

From: janet hurwich <drhurwich@mac.com>
Sent: Tuesday, September 16, 2025 6:15 AM
To: Horner, Justin
Subject: The Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Mr. Horner,

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department. The area has charm, history and is full of character. The new buildings will make the Elmwood more crowded, parking harder, they will block out light and do nothing to improve Berkeley. There are enough under-developed areas in Berkeley that could be revitalized by adding apartments and shopping areas- please turn your attention to the many empty commercial buildings that could be re-zoned to residential.

Please do NOT allow this re-zoning to happen,

Sincerely,

janet hurwich

Supplemental Correspondence

From: Melissa Winters <mk_winters@yahoo.com>
Sent: Tuesday, September 16, 2025 6:04 AM
To: Horner, Justin
Subject: Elmwood up-zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Justin Horner,

I'm opposed to the up-zoning of Berkeley's Historic Shopping District. The Elmwood neighborhood doesn't have the infrastructure to support the proposed level of housing density and College Ave. is too narrow for 5-6 storey apartment buildings. Up-zoning will also harm the existing small businesses in Elmwood and destroy 100-year-old historic architecture.

Sincerely,

Melissa Winters

Supplemental Correspondence

From: Lisa Bruce for Berkeley Together <info@berkeleytogether.org>
Sent: Tuesday, September 16, 2025 5:05 AM
To: Horner, Justin
Subject: SAVE The Elmwood - STOP Up-Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

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Save the Elmwood

The Elmwood merchants have asked us to help save the Elmwood. The City is proposing up-zoning for the Elmwood neighborhood which will destroy the Elmwood shopping district.

They are asking for three actions:

1) Send an email to the Berkeley Planning Commission on Tuesday,
September 16th (12:00 Noon)

Berkeley Planning Commission Secretary

Justin Horner

Email: jhorner@berkeleyca.gov

2) Sample Email Message to the Berkeley Planning Commission:

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.

These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

3) Attend the Berkeley Planning Commission on Wednesday, September 17 @ 6:00 PM

North Berkeley Senior Center, 1901 Hearst (@ Martin Luther King Jr., Way)

4) Sign the "Save the Elmwood/Stop the Up-Zoning" petition.

You will find the petition at the shop **Your Basic Bird** at 2940 College Avenue (between Russell & Ashby Avenue).

Thank you for your support!

To Subscribe to Our Newsletter: BerkeleyTogether.org

For more information: [Livable California](https://LivableCalifornia.org) and [United Neighbors](https://UnitedNeighbors.org)

About Berkeley Together

Berkeley has a long tradition of progressive movements. Over the years, Berkeleyans have fought for building with nature, saving the bay, neighborhood preservation, housing and school equity, undergrounding BART, context and scale in the built environment, clean water, parks and recreation. Berkeley Together strives to pursue a good and fair life for all—the best of Berkeley—in the face of new mandates and challenges.

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You are receiving this email because you've expressed interest in the campaign against SB-9.

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Berkeley Together
P.O. Box 3261
Berkeley, CA 94703

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Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).



Supplemental Correspondence

From: Mark Jonikas <markjonikas@gmail.com>
Sent: Tuesday, September 16, 2025 6:27 AM
To: Horner, Justin
Subject: Opposed to the up-zoning of Berkeley's Historic Shopping District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Mark Jonikas
2954 Hillegass Ave, Berkeley

Supplemental Correspondence

From: Mary McDonald <mlmcdonald2010@gmail.com>
Sent: Tuesday, September 16, 2025 6:11 AM
To: Horner, Justin
Subject: Elmwood Up-zoning Proposal

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am opposed to both up-zoning proposals for the Elmwood retail district.

College Avenue is too narrow at 60' for the proposed additional density.

College Avenue/Ashby is already gridlocked from 3 pm daily and on Saturdays most weeks.

Telegraph Avenue is better suited to additional density and traffic and is within easy walking distance of College Avenue shops and services.

Don't crush the thriving historical commercial district cherished by all residents of Berkeley!

Mary McDonald
2961 Benvenue Ave
Berkeley
[Mlmcdonald2010@gmail.com](mailto:mlmcdonald2010@gmail.com)

Supplemental Correspondence

From: Jim Haydel <jim.haydel@outlook.com>
Sent: Tuesday, September 16, 2025 5:24 AM
To: Horner, Justin
Subject: Opposition To The Up-Zoning Of The Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Jim Haydel

Supplemental Correspondence

From: sara hartley <shartley@berkeley.edu>
Sent: Tuesday, September 16, 2025 6:19 AM
To: Horner, Justin
Subject: Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Please do not degrade the struggling but still healthy Elmwood neighborhood with zoning change. If affordable housing is the goal- upgrade neighborhoods to the west!

Destroying the landmarks & success of the Elmwood is woefully misguided. Traffic, utility shortage won't share the hood- it will decimate it.

Look at the dreadful failure of downtown Berkeley development: new zoning will simply kill the goose that lays the golden eggs!

Public health research has long made clear: walking neighborhoods with small local business are the best for citizens & commerce. Learn from experience! Developers are eager to carve into a wonderful residential & commercial area- under cover of sharing the good. Currently the demise of much retail has hurt College Avenue, leaving empty stores & attracting sleazy mall shops that lack the architectural coordination that gives the Elmwood charm.

It is easy to rationalize this rezoning, but rationalization is like watering a plant with toxic fluid.

Sara Hartley
2755 Prince St
Berkeley 94705

Supplemental Correspondence

From: John Adams <dogjam1@me.com>
Sent: Tuesday, September 16, 2025 6:08 AM
To: Horner, Justin
Subject: Strongly OPPOSED to Elmwood Corridor Up-Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Justin Horner

I moved to Berkeley in 1971 and my first job was as an assistant building manager at a building at Dwight and Telegraph. Over the years I've gained a family, and now am a proud grandparent who has lived in the Elmwood area for 34 years.

My wife and I are deeply disturbed by the Berkeley Planning Commission's plans to "up-zone" our neighborhood and encourage more building in the College Ave area. We consider it an historic area and feel the current panicky "green light" for more and bigger buildings that, following the model of what's happened on Shattuck and elsewhere, will most certainlyh destroy the nature of our neighborhood.

It was not long ago that Berkeley as a city would bend over backwards to honor its history and its uniqueness. Now everything has changed to a breathless command to build build build with little or no regard for the beauty and individuality of our neighborhoods.

I am vehemently opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

John Adams
114 El Camino Real
www.earbox.com

Supplemental Correspondence

From: Ariel Walden Carlin <arielwalden@gmail.com>
Sent: Tuesday, September 16, 2025 5:15 AM
To: Horner, Justin
Subject: Save the Elmwood/Stop the Up-Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.
Ariel Walden, 94705

Supplemental Correspondence

From: Horner, Justin
Sent: Tuesday, September 16, 2025 8:43 AM
To: Messner, Faye
Cc: Ramakrishnan, Uttara
Subject: FW: Elmwood Corridor Plan

From: James J Sheehan <sheehan@stanford.edu>
Sent: Monday, September 15, 2025 8:22 PM
To: Horner, Justin <JHorner@berkeleyca.gov>
Cc: James J Sheehan <sheehan@stanford.edu>
Subject: Elmwood Corridor Plan

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear J. Horner, I write to urge you to oppose the Elmwood Corridor plan, which would have a devastating impact on the fragile ecology of our neighborhood.

There are not many neighborhoods like this one, a blend of apartments, single family homes, and stores. Please help protect this endangered urban species.

Thank you for your attention.

Dr. James Sheehan
2742 Benvenue
Berkeley

Supplemental Correspondence

From: Horner, Justin
Sent: Tuesday, September 16, 2025 8:43 AM
To: Messner, Faye
Cc: Ramakrishnan, Uttara
Subject: FW: Elmwood Corridor U-Zoning

-----Original Message-----

From: Lynn Bradley <blacklab.bradley@gmail.com>
Sent: Monday, September 15, 2025 5:23 PM
To: Horner, Justin <JHorner@berkeleyca.gov>
Cc: Humbert, Mark <MHumbert@berkeleyca.gov>
Subject: Elmwood Corridor U-Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Ms. Horner,

I oppose Alternative 1 and Alternative 2 proposed in the Elmwood Corridor U Zoning. Any redevelopment in the Elmwood shopping district would severely damage the character of the neighborhood and would create unnecessary disruption to a popular neighborhood shopping district . Leave our small local neighborhood shopping districts alone. Building a multi story building in the middle of this charming and well populated neighborhood block is totally inappropriate.

Sincerely,

Lynn Bradley
2721 Hillegass Ave.
Berkeley

Supplemental Correspondence

From: Horner, Justin
Sent: Tuesday, September 16, 2025 9:05 AM
To: Messner, Faye
Cc: Ramakrishnan, Uttara
Subject: FW: Up Zoning

From: Barbara Malina <barbaramalina@comcast.net>
Sent: Tuesday, September 16, 2025 9:03 AM
To: Horner, Justin <JHorner@berkeleyca.gov>
Subject: Up Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Berkeley Planning Commission:

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Regards,
Barbara Malina
15 Hillcrest Rd

Sent from my iPhone

Supplemental Correspondence

From: Marc Stickgold <mstickgold@gmail.com>
Sent: Monday, September 15, 2025 8:11 PM
To: Planning Dept. Mailbox
Cc: Berkeley Mayor's Office; Humbert, Mark
Subject: Neighborhood destruction

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

The proposed plans to destroy some or all of the College Avenue corridor for high rise apartments is an atrocity. The special zoning ordinance passed years ago to protect those Elmwood businesses understood the critical nature of what makes a livable neighborhood and city.

Building overpriced generic apartment buildings to cash in on the need for student and young tech apartments at the expense of the thousands who rely on the services and amenities now there is shortsighted and destructive.

Not only will it destroy the heart of a 100 year old neighborhood, but will bring additional problems as well. Traffic; parking; safe walking, especially for older adults and children; crime risk with increased density of area; and displacement of businesses long relied on and revered.

There is plenty available unused or underused space on other main streets, already used to additional housing.

Thank you
Prof. Marc Stickgold
mstickgold@gmail.com

Supplemental Correspondence

From: Joanna Levine <joannalevine5@gmail.com>
Sent: Monday, September 15, 2025 8:23 PM
To: Planning Dept. Mailbox
Subject: ZONING CHANGE IN THE ELMWOOD CORRIDOR

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

To the Planning Commission:

My family has lived in the Elmwood neighborhood since 1978, at Russell St/Hillegass Ave. We have always treasured the local businesses, cultural history and community, architecture, and small town feel of College Avenue. The Avenue is narrow, and always filled with people enjoying the food, drink and local color!

But the traffic on Ashby highway 13 has changed the landscape enough! Now the streets are super crowded, filled with impatient drivers on their way to the suburbs. We don't need more people or car traffic shoved into a few tiny blocks!!

The idea of large apartment buildings, (maybe affordable-maybe not) adding to the crowded small streets, adding cars, bicycles and people is detrimental to the whole community... and unnecessary!

Many large buildings have rental apartments all over Berkeley!

Many are close to downtown, and campus too. Why invade another small corner of the town?

Who would benefit from greater development? Who would profit? What would happen to the local restaurants, shops, and precious longstanding community relationships.

Please! Do not rezone our neighborhood! Keep big builders away. UC needs to keep its octopus arms away too!

Thank you for your attention.

Joanna Levine

Sent from my iPhone

Supplemental Correspondence

From: Jposey <jpose9@yahoo.com>
Sent: Monday, September 15, 2025 11:09 PM
To: Planning Dept. Mailbox
Cc: Berkeley Mayor's Office
Subject: Upzoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

As a lifelong Berkeley resident and current homeowner, I am strongly OPPOSED to the City of Berkeley's proposed upzoning plans in the Elmwood neighborhood (and also Shattuck and Solano).

I understand that the State of California is requiring changes to allow for more housing, including affordable and inclusive, which is reasonable. However it is extremely important to point out that this does not mean that the City should disrupt iconic neighborhoods by transforming them from 2 story building heights to 6 or 8 stories!

The thinking should be: how do we comply with the State's mandates in a way that will enhance parts of our city, rather than detract. I'm sure you're aware that the Elmwood property owners and residents are seeking to have the Elmwood neighborhood designated as historic, so as to protect its charm. Bringing in developers and taller buildings will not enhance this area. Additionally, the Elmwood neighborhood, being in close proximity to UC Berkeley, is already densely populated and houses a large number of UC students and staff.

The areas of Berkeley that the City Council has earmarked for redevelopment have a long history of being unique neighborhoods that people flock to. People want to come there for various reasons. These neighborhoods are safe walking areas, attractive, and have unique stores and cafes and restaurants with long time customers. These neighborhoods have been integral parts of Berkeley for decades.

Bringing drastic changes to the landscape will be the start of the downfall of these iconic neighborhoods, the downfall of these small business owners, and consequently they will not be the energetic, thriving neighborhoods that attract people to Berkeley. The idea that you'll be able to "preserve the unique character of each corridor", is not realistic.

Please please look for alternative locations for the housing projects. Thank you for your time and attention.

Julie Posey
2724 Piedmont Ave.
Berkeley 94705

Supplemental Correspondence

From: Shelley Roberts <smomii@gmail.com>
Sent: Tuesday, September 16, 2025 6:59 AM
To: Berkeley Mayor's Office; Humbert, Mark; Planning Dept. Mailbox
Subject: Proposed Elmwood Corridor Plan

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Mayor Ishii, Councilmember Humbert, and the Berkeley Planning Commission:

We in Elmwood don't want to look like Walnut Creek. Keep Elmwood the charming, friendly, welcoming neighborhood that it is.

If it ain't broke, don't fix it.

Over 50 years in the Elmwood and still loving it here,

Shelley Roberts

Sent from my iPad

Supplemental Correspondence

From: Thea Davison <theadavison@gmail.com>
Sent: Tuesday, September 16, 2025 9:28 AM
To: Horner, Justin
Subject: Save the beauty of the Elmwood district shopping area

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am hoping you will see the beauty of the small historical shops and shopping center of the Elmwood area. Please don't propose development if this area, especially with high rise buildings. It is a "historic landmark " in its beauty and long history as a small shopping area. I hope you will preserve it as it is.

Thank you,

Thea Davison (Berkeley resident for 74 years)

Supplemental Correspondence

From: Laura Spiekerman <laura.spiekerman@gmail.com>
Sent: Tuesday, September 16, 2025 9:16 AM
To: Horner, Justin
Subject: Upzoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hi, I just wanted to write that I'm in favor of upzoning the College Ave retail district.
I think it'll be great to have density in this neighborhood.

I'm a neighbor at 2740 Prince St, Berkeley, CA 94705.
Thank you for your consideration.
Laura Spiekerman

Supplemental Correspondence

From: jjbrogan@gmail.com
Sent: Tuesday, September 16, 2025 9:22 AM
To: Horner, Justin
Subject: FW: SAVE The Elmwood - STOP Up-Zoning

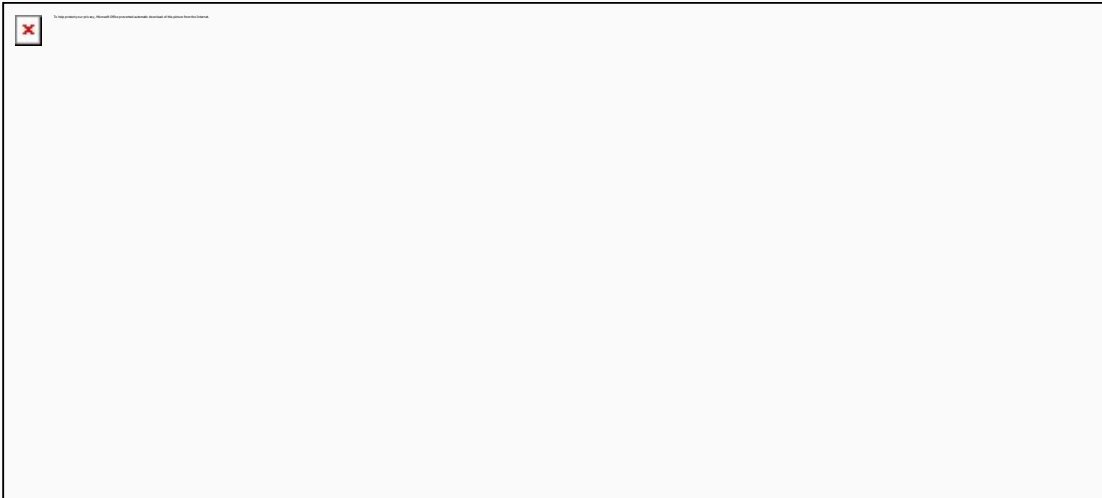
WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

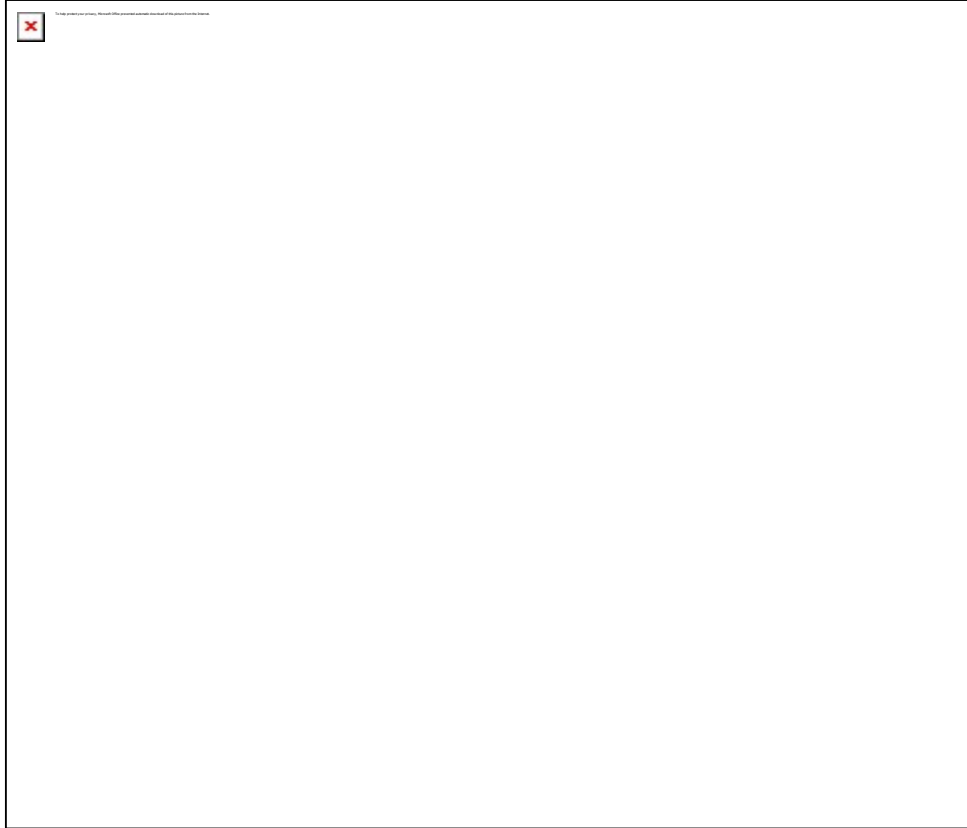
Please don't upzone the Elmwood, College Avenue is already impassable.

John Brogan
Elmwood Resident

From: Lisa Bruce for Berkeley Together
Sent: Tuesday, September 16, 2025 5:05 AM
To: jjbrogan@gmail.com
Subject: SAVE The Elmwood - STOP Up-Zoning

[View this email in your browser](#)





Save the Elmwood

The Elmwood merchants have asked us to help save the Elmwood. The City is proposing up-zoning for the Elmwood neighborhood which will destroy the Elmwood shopping district.

They are asking for three actions:

1) Send an email to the Berkeley Planning Commission on Tuesday, September 16th (12:00 Noon)

Berkeley Planning Commission Secretary

Justin Horner

Email: jhorner@berkeleyca.gov

2) Sample Email Message to the Berkeley Planning Commission:

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.

These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

3) Attend the Berkeley Planning Commission on Wednesday, September 17 @ 6:00 PM

North Berkeley Senior Center, 1901 Hearst (@ Martin Luther King Jr., Way)

4) Sign the "Save the Elmwood/Stop the Up-Zoning" petition.

You will find the petition at the shop **Your Basic Bird** at 2940 College Avenue (between Russell & Ashby Avenue).

Thank you for your support!

To Subscribe to Our Newsletter: [BerkeleyTogether.org](https://berkeleytogether.org)

For more information: [Livable California](https://livablecalifornia.org) and [United Neighbors](https://unitedneighbors.org)

About Berkeley Together

Berkeley has a long tradition of progressive movements. Over the years, Berkeleysans have fought for building with nature, saving the bay, neighborhood preservation, housing and school equity, undergrounding BART, context and scale in the built environment, clean water, parks and recreation. Berkeley Together strives to pursue a good and fair life for all—the best of Berkeley—in the face of new mandates and challenges.

[Join Berkeley Together's Email List Now](#)

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You are receiving this email because you've expressed interest in the campaign against SB-9.

Our mailing address is:

Berkeley Together

P.O. Box 3261

Berkeley, CA 94703

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Supplemental Correspondence

From: Hannah Love <goatsforhannah@gmail.com>
Sent: Tuesday, September 16, 2025 9:10 AM
To: Horner, Justin
Subject: No up-zoning please.

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am writing to speak up against the proposed up-zoning, which will destroy the treasured Elmwood Shops and the history of this beloved neighborhood district.

These small businesses serve the local neighborhood and all of Berkeley. The charm of having districts like this is slowly being eroded over all of Berkeley.

The 100 yr old Historic architecture will be destroyed. Are we that careless as a city?

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am vehemently opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department!!!!

Thank you for hearing this.

Hannah Love (former resident of the Elmwood district).

Supplemental Correspondence

From: Robert Riemer <robert@av.co>
Sent: Tuesday, September 16, 2025 9:17 AM
To: Horner, Justin
Subject: Urgent Commentary regarding UpHousing Zoning on College Ave.
Importance: High

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commissioners,

As a concerned Berkeley resident, I write to share serious concerns about the City's proposed College Ave. Uphousing, and to respectfully request that you consider key revisions before advancing this legislation further.

I support the City's **stated goals** of increasing housing options for middle-income residents. But as written, this ordinance risks undermining those goals—while also threatening the long-term character, functionality, and diversity of our neighborhoods and small business districts.

Here are the core issues I hope you will address:

- **Design Review Is Being Eliminated**

This ordinance removes all discretionary oversight—including traditional design review for new multi-unit construction. Projects will be approved “by right,” with no public input or expert architectural review. That opens the door to out-of-scale development that could permanently alter the look and feel of our residential communities.

- **California's Housing Mandates Don't Require Development at Any Cost**

State housing law does not prohibit local governments from exercising thoughtful planning. **Berkeley has misinterpreted the mandate as requiring development even at the expense of valued neighborhood assets—including historic small-scale commercial corridors.** A more balanced approach is not only possible—it's necessary.

- **Affordability Is Not Guaranteed—and the “In-Lieu” Option Undermines It Entirely**

The ordinance includes no requirement for affordability, and developers may simply pay a fee “in lieu” of providing affordable units. **This creates the real risk of entirely market-rate development, offering zero benefit to middle-income residents.** Many in the community view this as a thinly veiled revenue tactic—and staff appeared notably uneasy defending it at the last public meeting.

- **Small Businesses Face Likely Displacement Without Protections**

The plan enables redevelopment of parcels currently occupied by local, independent businesses—**with no guarantee those businesses can return.** The case of Center Street is a clear warning: once vibrant, now shuttered, with no visible plan for preserving cultural or neighborhood identity. If businesses do return, they risk doing so in sterile, high-cost shells devoid of their former character.

- **Residents Have Acted Respectfully—Despite Deep Distrust**

Contrary to Councilmember Mark Humbert's recent comments, the voices raised at the College Avenue meeting were not disruptive, but **brief, mild, and born out of frustration.** Citizens are understandably skeptical after a series of planning decisions that appear increasingly detached from public input. That distrust is real—and should not be dismissed.

• **This Ordinance Must Be Improved Before Moving Forward**

I strongly urge the Planning Commission to consider two key revisions:

1. **Restore traditional design review for new multi-unit projects.**
2. **Remove the “in-lieu” fee option unless it delivers enforceable affordability.**

These common-sense changes would help the ordinance deliver on its stated objectives—without sacrificing the neighborhoods and local businesses that make Berkeley unique.

Thank you for your time and consideration,

Robert Riemer
3025 College Ave.
c: 415.517.9498
e: robert@av.co

Supplemental Correspondence

From: Andy Peterson <apeterson@gmail.com>
Sent: Tuesday, September 16, 2025 9:50 AM
To: Horner, Justin
Subject: YES to up-zoning the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

YIMBY!

I live in the Claremont/Elmwood district and I am in favor of the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will aid the housing crisis in California, reduce traffic, improve the climate, support local business, support public transit, and make Berkeley more equitable.

I am in favor of both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Thanks!
Andy Peterson
10 Oakvale Ave.

Supplemental Correspondence

From: Gillian Ludwig <gillianludwig@gmail.com>
Sent: Tuesday, September 16, 2025 9:50 AM
To: Horner, Justin
Subject: Fwd: Elmwood development

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello,
We wanted to send you our email below regarding the Elmwood.
Thank you very much for your attention in this matter.
Alison and Gillian Ludwig
Sent from my iPhone

Begin forwarded message:

From: Gillian Ludwig
Date: 16 September 2025 at 09:14:20 GMT-7
To: mayor@berkeley.ca
Cc: Alison Ludwig
Subject: Elmwood development

Dear Mayor Ishii,

We are an old Berkeley family and we've owned commercial property in the Elmwood since the 1970's.

We feel it is vital to preserve the uniqueness and charm of the Elmwood neighborhood. This is what attracts people to the area and contributes to its vitality.

Please use your influence as mayor of Berkeley to preserve this beloved neighborhood!!

Best wishes,
Alison and Gillian Ludwig
Sent from my iPhone

Supplemental Correspondence

From: Kelly HABERER <kellyh@berkeley.edu>
Sent: Tuesday, September 16, 2025 9:44 AM
To: Horner, Justin
Subject: Don't Ruin Our Historic Commercial Districts

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Moderate change is possible; give your constituents something more creative to consider than big boxes like the apartment buildings on South Shattuck.

Regards,

Kathleen Haberer

Sent from my iPhone

Supplemental Correspondence

From: Bruce Feingold <drbrucefeingold@gmail.com>
Sent: Tuesday, September 16, 2025 9:36 AM
To: Horner, Justin
Subject: College Ave Corridor

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Mr. Horner,

I am opposed to the up-zoning of Berkeley's Historic Shopping District.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

The proposed up-zoning will severely hurt and potentially damage the Elmwood Shops as the traffic of construction and uncertainty about the viability of their business will threaten their existence.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave. and destroy the older buildings. For example, the historic Wells Fargo Bank is mentioned as a possibility for development. I invite you to visit this marvel of architecture.

These small businesses serve the local neighborhood and all of Berkeley, and urban planners and local experience demonstrate how important smaller, community commerce areas are to the vitality of urban living. Fourth Street, Solano Avenue, Hopkins Street, and North Shattuck are all examples of smaller commercial spaces which support small businesses and liveable communities.

One reason people love Berkeley is because it isn't dominated by big box stores and dehumanizing larger complexes. Why are we threatening these areas? Rather than threaten these areas, which give Berkeley their character, urban vitality and add to the tax base, let's build up other areas which need our support and attention.

Berkeleyside reports that about 50 extra housing units could be added in this small area. In my opinion it's a risk-reward equation. Is it worth adding such a small amount of housing units which might threaten a valued, viable resource and which contributes to the city of Berkeley tax base? Many in the corridor and surrounding neighborhood feel this is a terrible trade-off.

Also, there are over 600 apartments in this area according to my understanding and a high percentage of renters. There are housing units above College Avenue businesses, and I invite you, the commission, the Council and the Mayor to walk in either direction with neighbors, business owners and neighborhood groups and you will see that College Avenue is dominated by apartment buildings with 4 or 6 units.

I urge the Planning Department to conduct a scientific, empirical polling of businesses along the corridor and of the surrounding neighborhood to gauge our opinions. I urge the commission to sit down with the community to discuss different options.

Sincerely,

Bruce H. Feingold, Ph.D.
Berkeley, CA

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Supplemental Correspondence

From: J M <demeterjan819@gmail.com>
Sent: Tuesday, September 16, 2025 9:30 AM
To: Horner, Justin
Subject: Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear mr Horner - in Berkeley's zeal to create housing opportunities for developers, we risk losing the chatacter of the city which is our great appeal.

I am backing the business owners in the Elnwood district. Please do not rezone the Elmwood.
Thank you
Janice Murota

Supplemental Correspondence

From: Ramakrishnan, Uttara
Sent: Tuesday, September 16, 2025 12:27 PM
To: Messner, Faye
Subject: FW: Comments for 9/17 Planning Commission Meeting

Follow Up Flag: Follow up
Flag Status: Flagged

From: Drew Detsch <drewdetsch@gmail.com>
Sent: Tuesday, September 16, 2025 11:59 AM
To: Planning Dept. Mailbox <Planning@berkeleyca.gov>
Subject: Comments for 9/17 Planning Commission Meeting

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am writing to express my opposition to the Elmwood UpZoning. This proposal was brought forth without public input. The “Workshop” allowed no public questions or comments. As a professional with extensive experience in urban planning this is wrong. These are a few of my concerns:

The historic Elmwood shopping district is over 100 years old, it includes over 93 small independent businesses, all of which will be destroyed as a result of the upzoning.

Further, this plan is in violation of the Berkeley General Plan, Land Use Element: Objectives and Policies:

- Maintain and preserve the character of Berkeley.
- Protect Berkeley’s character by identifying, restoring, and preserving historic buildings

As an urban plan it is in direct conflict in character, scale and transportation planning:

- Character: A key goal in urban planning is walkable streets, with scale and texture and shops that serve the community and the city itself. The existing small shops that serve this purpose will be replaced by larger, more heavily capitalized businesses.
- Scale: College Ave. is a two lane road, only 60’ wide, including the narrow sidewalks. This proposal to build tall buildings to the lot lines on both sides of the street will create a tunnel, blocking light and air. Air, especially during commute time when traffic stays backed up for blocks.
- Transportation: College Ave, at two lanes, can never become a Transit Corridor to allow mass transit or dedicated bus lanes. Tall buildings need to be build where Transit Corridors can be created.

Supplemental Correspondence

From: Ramakrishnan, Uttara
Sent: Tuesday, September 16, 2025 12:27 PM
To: Messner, Faye
Subject: FW: Opposition to Proposed Zoning Changes in the Elmwood Historic District

Follow Up Flag: Follow up
Flag Status: Flagged

From: Carole Burns <carolegoodlife@gmail.com>
Sent: Tuesday, September 16, 2025 10:05 AM
To: Planning Dept. Mailbox <Planning@berkeleyca.gov>
Subject: Opposition to Proposed Zoning Changes in the Elmwood Historic District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Planning Commission,

I am writing to express my strong concern about the proposed zoning changes for the Elmwood Historic District that would allow six-story apartment buildings in an area currently limited to two stories. While I understand the need for thoughtful development in Berkeley, this particular plan threatens to permanently alter the character and livability of Elmwood.

First, the proposal overlooks the devastating impact it will have on our small merchants. The assumption that they can simply move into the ground floors of new mixed-use buildings is unrealistic. During the lengthy construction period—likely two years or more—these businesses will be forced to shut down. As we have seen on Center Street in Berkeley, once long-established merchants are displaced, they rarely return. Elmwood’s independent shops and cafés are what make this neighborhood unique, and their disappearance would cause irreparable harm.

Second, the proposal does not adequately address traffic concerns. College Avenue is already a congested, two-lane street that becomes nearly impassable during rush hour and weekends. Adding hundreds of new residents and vehicles will only make conditions worse. The suggestion that most new residents will exclusively “walk or take public transportation” does not reflect the reality of how people live and travel.

Finally, while I am not opposed to all development, this plan disregards Elmwood’s historic character. Allowing six-story buildings in a district known for its human-scale architecture and charm is inconsistent with the values that make Berkeley such a desirable place to live. Development can and should be pursued, but it must be done in a way that respects both the history of the neighborhood and the small-scale businesses that sustain it.

I urge the Planning Commission to reconsider this zoning change and work toward a more balanced solution that allows for growth while preserving the unique character and vitality of Elmwood.

Sincerely,

Carole Burns

2720 Piedmont Ave.

Berkeley CA 94705

Supplemental Correspondence

From: martinarvs@aol.com
Sent: Tuesday, September 16, 2025 11:56 AM
To: Horner, Justin
Subject: The Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Please don't upzone the shopping area around The Elmwood! It's a cherished neighborhood.

Martina Reaves

1708 Beverly Pl
Berkeley CA 94707

Supplemental Correspondence

From: Sally Smith <sksmithart@gmail.com>
Sent: Tuesday, September 16, 2025 11:55 AM
To: Horner, Justin
Subject: Not in favor of Corridor Up-Zoning in Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

To: Berkeley Planning Commission
cc: Justin Horner, Planning Commission Secretary

Dear Berkeley Planning Commissioners,

I am strongly opposed to the proposed up-zoning of Berkeley's historic shopping districts, especially the Elmwood corridor.

I also see the "in-lieu" payment option as more of a revenue generator than a real housing benefit.

Center Street warns us of what would happen to other neighborhoods.

I am opposed to both alternatives proposed by the Planning Department for corridor up-zoning in the Elmwood.

I will be attending the the September 17 Planning Commission meeting.

Sincerely,
Sally Smith
2844 Forest Avenue

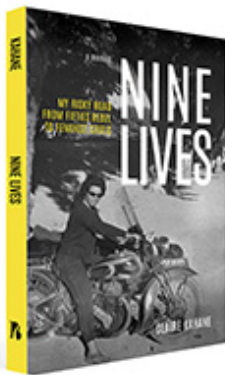
Supplemental Correspondence

From: Claire Kahane <crkahane@berkeley.edu>
Sent: Tuesday, September 16, 2025 11:53 AM
To: Horner, Justin
Subject: Save the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

As a longtime Berkeley resident who values the Elmwood district for its great small shops and general ambiance, I urge you not to destroy this district and its existing shops.

Claire Kahane, Ph.D.
Visiting Scholar, UC Berkeley
Professor of English Emerita
University at Buffalo
Graduate, San Francisco Psychoanalytic institute
Website: clairekahane.net



NINE LIVES
a memoir

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Supplemental Correspondence

From: Carla Woodworth <carlawoodworth27@gmail.com>
Sent: Tuesday, September 16, 2025 11:51 AM
To: Horner, Justin
Subject: Upzoning in the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

BY EMAIL:

Justin Horner
Berkeley Planning Commission
1947 Center Street, Third Floor
Berkeley, CA 94704

Subject: Upzoning in the Elmwood Commercial District

Dear Mr. Horner,

I am writing to oppose both Alternatives of the Corridor Up-Zoning proposed for Berkeley's Elmwood.

From 1990-1996, I served as a city councilmember representing the historic Elmwood shopping district. As a councilmember I worked closely with the merchants on College Avenue to protect and promote the Elmwood as a shopping district that would serve neighbors, Cal students, and people from all over the East Bay.

I also worked to keep the Elmwood Theater open. It is one of only two surviving movie venues in Berkeley. I am fearful that the upzoning and construction turmoil will harm this beloved neighborhood institution.

The proposed up-zoning will destroy existing businesses. Construction will displace small businesses which will never return. I have observed plenty of new, overpriced construction projects with empty apartments and storefronts all over town--as well as closed businesses on Center Street in downtown Berkeley where residential construction never commenced. The Elmwood's splendid variety of bookshops, stores featuring toys, gifts, clothing, and shoes, restaurants, ice cream parlors, chocolate and wine shops, photo-copy businesses, eye-glass clinics and even its post office will all be at risk from the fallout from either Alternative.

College Avenue is very narrow as it is only 60 feet wide. Construction of tall apartment buildings (5 to 6 stories) will create a tunnel, eliminating the sunshine that make the cafes and restaurants enjoyable to so many. Elmwood cafes have invested in outdoor seating that creates a livelyIt will transform a successful pedestrian street to a cold, wind tunnel.

I urge the Planning Commission to reject both College Avenue Corridor plans.

Carla Woodworth
2335 Parker Street #2
Berkeley, CA 94704
Land line: (510) 849-3048
Email: carlawoodworth27@gmail.com

Supplemental Correspondence

From: Judy MacLean <judymac@igc.org>
Sent: Tuesday, September 16, 2025 11:49 AM
To: Horner, Justin
Subject: Don't upzone Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

Look at what happened to Center Street and the block of Shattuck north of Kittredge. Small businesses and well-attended restaurants were destroyed and now it's all boarded up, with delays starting construction because of problems with "financing." Let's see if the developers can fill up the blocks they've already destroyed before they are allowed to destroy any more neighborhoods.

Judy MacLean
2610 Regent St. Apt 201
Berkeley, CA 94704

Supplemental Correspondence

From: Budd Shenkin <buddshenkin@gmail.com>
Sent: Tuesday, September 16, 2025 11:47 AM
To: Horner, Justin
Subject: upzoning of commercial corridors

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Justin:

Please accept this email as an opposition view of the proposed upzoning for the commercial areas of Berkeley. I believe that it will fatally contaminate the look and feel of Berkeley as the town has always been, to no real good purpose.

Berkeley is already the second densest city in California, according to the Fire Chief, and making it even denser in the proposed way will be destructive. Destruction is so much easier than constructive improvements. Thoughtful construction that does not destroy should be preferred. There are certainly ways to do that. But to fly into the these ill-thought out proposals is just destructive. Livable space should be the answer, not more congested, less desirable inferior ill-thought out space.

Higher buildings, more shadows, more congestion on the streets -- this will destroy the look and feel of Berkeley.

I dissent.

Budd N. Shenkin, MD

--

Budd N. Shenkin, MD, MAPA
BuddShenkin.blogspot.com

"It is better to be roughly right than precisely wrong."
— [John Maynard Keynes](#)

"Every great cause begins as a movement, becomes a business, and eventually degenerates into a racket." -- Eric Hoffer

Supplemental Correspondence

From: Fredrica Drotos <fredrica.drotos@sbcglobal.net>
Sent: Tuesday, September 16, 2025 11:47 AM
To: Horner, Justin
Subject: Stop ! Support the Elmwood Neighborhood Community and Shopping District

Importance: High

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commissioners,

Thank you for your service.

As a longtime resident I appreciate many of the improvements I see coming to fruition - for instance - along University Avenue at Oxford- building new community, servicing University students, professors, staff and alum alike.

I would like to make a plea for our highly functioning neighborhoods. Preserving the spirit of town and gown neighborhood and community; mixing residential with business in a lighthearted manner. Our last remaining independent movie theater (aside from the PFA) calls the Elmwood its home. Restaurants, bookstores, wine shops, walk shops, small galleries and toy stores thrive here. Preserving what we have is as important as growing what we don't have.

I encourage development along Shattuck Avenue in the derelict spots that still exist in large numbers - I encourage development along Telegraph Avenue in the derelict spots that are still too prevalent.

I encourage supporting the Elmwood neighbors and shop owners in every way possible and that means securing their futures by supporting the neighborhood nature of the status quo.

Change is inevitable and welcome. Every neighborhood does not need to be a transportation high rise corridor. To the contrary, the eclectic nature of our thriving shopping districts in Berkeley are a draw not a deterrent.

All of Berkeley doesn't need to look like University Avenue at Oxford Street - it's fine here and there - and it's fine to maintain diversity of shopping choices and small scale and intimate.

I vote to preserve the Elmwood's nature: thriving, gracious, wonderful and full of community.

Kind regards,
Fredrica Drotos

Supplemental Correspondence

From: Sheryl Rose <sherylr@sonic.net>
Sent: Tuesday, September 16, 2025 11:43 AM
To: Horner, Justin
Subject: Do NOT Upzone the Elmwood!

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

My husband and I live in northwest Berkeley, and we are Strongly Opposed to both alternative proposals for the upzoning of the historic Elmwood district. This will destroy the unique small businesses that all of Berkeley—and others—depend on. It will create an ugly enormous concrete wind tunnel that will desecrate the surrounding neighborhoods for miles. It will lead to loss of sales tax and parking meter revenue for Berkeley. The apartments/condos that might be built won't be affordable—they will be high market rate and many will be turned into Airbnb hotels. Please just leave the Elmwood alone! Such upzoning is a very, very bad idea for our city—whether in the Elmwood, on Solano, or elsewhere!

Thank you for considering my views.

Sheryl Rose

Supplemental Correspondence

From: Leni Siegel <leni.siegel@sbcglobal.net>
Sent: Tuesday, September 16, 2025 11:43 AM
To: Horner, Justin
Subject: Opposition to Elmwood Up Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Leave it to the City Council and the Planning Commission to find a way to destroy the fabric of our City with the plan to upzone the Elmwood.

Do you even care about the quality of life in our neighborhoods? With UpZoning, you will reduce the robust small businesses, add ugly infill and destroy pedestrian and family life in this bustling commercial zone.

Shame on the Planning Commission putting forward draconian measures that residents are opposed to. You are the same people who want parking meters in front of homes, behemoth structures that don't serve anyone except the wealthy, big donors to Council members and developers.

You have no concern for the Commons and our right to determine what is built and where.

I am opposed to both Alternatives of the Corridor UpZoning proposed in the Elmwood by the City Planning Department.

Leni Siegel
Sent from my iPad

Supplemental Correspondence

From: Amy Clyde <amyclyde12@gmail.com>
Sent: Tuesday, September 16, 2025 11:43 AM
To: Horner, Justin
Subject: Elmwood Upzoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Mr. Horner,

As a middle-income writer who lives in the Elmwood, I strongly oppose both upzoning proposal alternatives for our historic shopping district and will continue to do so vocally.

The proposed up-zoning will:

- ruin the Elmwood shops and merchants, small businesses that serve the local neighborhood and all of Berkeley
- destroy 100-year-old historic architecture
- allow developers, without guardrails or accountability, to do whatever they want, such as:
 - remove all the small businesses and then stop building if they feel like it as on Center Street, leaving desolate emptiness, inviting crime.
 - take a functioning, livable neighborhood for all ages and turn it into an anonymous, congested zone without light or greenery
 - add to traffic congestion, which is already significant.

You have not proved this is necessary. You have not provided the public with:

- plans to manage and improve traffic flow in the neighborhoods you want to upzone
- proof that the city can handle developers. If it could, building of the 17 already-approved new apartment buildings wouldn't be shut down and Center Street wouldn't be ruined. Developers would be accountable.
- evidence that the Elmwood neighborhood requires more apartments than already zoned for. Elmwood is already 56% renters. We have only 70 single-family homes and 316 multi-unit buildings.
- overview of how many new apartments in the city have been built in the last five-ten years
- overview of rents (how much affordable housing have you enabled?)
- a rationale for building more when so much development is left unfinished with neighborhoods ruined and Berkeley is already as dense as Philadelphia and Chicago and one of the densest cities in the region..
- evidence that you've fixed the environmental impact and development problems you've already created (Center St., congestion, parking issues)

Questions:

Why is the city disregarding existing city land use policy: "Maintain and improve Neighborhood Commercial areas such as Elmwood... as pedestrian-friendly, visually attractive areas... ensure they fully serve neighborhood needs" and "preserve the historic character"

Why has the city government chosen to turn Berkeley into Manhattan, when it is already as dense as Philadelphia and Chicago?

Why has the city not established guardrails around development that would maintain the livability of neighborhoods that work (like the Elmwood)?

Why do you fall for the argument that two stories is a fair exchange for one affordable apartment?

Why is Berkeley not prioritizing guaranteed affordable housing for hospital and city workers as European cities do?

Why has the city put developer profit before citizen livability?

What are the developers promising in exchange for carte blanche?

Why don't small businesses and artisans matter as much as big business?

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Sincerely,

Amy Clyde
2809 Webster Street
Berkeley, CA 94705

Supplemental Correspondence

From: Kitvanbuskirk <kitvanbuskirk@gmail.com>
Sent: Tuesday, September 16, 2025 11:35 AM
To: Horner, Justin
Subject: ELMWOOD UPZONING — OPPOSITION

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

To the Berkeley Planning Commission Secretary
Justin Horner

I am OPPOSED TO THE UPZONING of Berkeley's Historic Shopping District for these reasons—

The proposed up-zoning will DESTROY the Elmwood Shops and to destroy them will be to destroy the very reason Elmwood is DESIRABLE. I am in favor of everyone living in a desirable area, but to plant huge square apartment buildings on top of what used to be desirable makes the very thing we want to share with others NONEXISTENT. It is better to leave Elmwood where it is so everyone can visit it equally.

Likewise, small businesses serve the local neighborhood and ALL OF BERKELEY, not just the adjacent neighborhood. It is a JEWEL IN ALL OF BERKELEY.

Also, the 100 yr old HISTORIC architecture will be destroyed. It is beautiful, which is why the College Ave corridor has such great resources.

The 60' wide street will become a TUNNEL OF DARKNESS when 5-6 story apartments line College Ave. The public will no longer to see much of the sky by day or the stars and moon by night. The street will become a featurless monolith.

I am opposed to BOTH Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

KIT VANBUSKIRK

Supplemental Correspondence

From: Stephen Born <scborn@hotmail.com>
Sent: Tuesday, September 16, 2025 11:31 AM
To: Horner, Justin
Subject: No up-zoning in the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Berkeley Planning Commission Secretary
Justin Horner

As a citizen/taxpayer of Berkeley, and resident of the Elmwood, **I'm writing to oppose the zoning changes to the Elmwood district** recommended by the Berkeley Planning Commission. I would make my objections in person on Wednesday evening, but I have a previous engagement.

The proposed up-zoning will destroy the Elmwood Shops. These small businesses serve the local neighborhood and all of Berkeley. The 100 year-old Historic architecture will be destroyed. The 60' wide street will become a tunnel when 5-6 story apartments line College Ave. Traffic will become even more of a problem with cars speeding down parallel streets to get to UCB. Already two children have been hit by cars by the Academy on Benvenue Avenue. I also have grandchildren who need safe streets throughout residential Berkeley

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

I hope you will consider these valuable – but vulnerable! – assets when the city council takes up the proposed Elmwood Corridor Plan. Neighborhoods like ours grow organically - but can be destroyed within weeks. I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

We need a green city with more parks and green spaces; do not foster development of market rate housing that only benefits developers.

Sincerely
Stephen Born
2708 Benvenue Avenue
Berkeley, CA

Supplemental Correspondence

From: Monica Scott <monica@marthaandmonica.com>
Sent: Tuesday, September 16, 2025 11:28 AM
To: Horner, Justin
Subject: SAVE the ELMWOOD

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello -

Just a local resident here, wondering if you are all INSANE??????

Please, do everything in your power to keep the fun, beautiful parts of Berkeley what they are:

local businesses, shopping: bookstores, restaurants, clothes, shoes, knick-knacks, retail therapy, paper, bank -
all these are what makes a sustainable city -

think UN Goals

no. 3 - good health - WALKABILITY, small town feel with outdoor eating, social interaction in a congenial atmosphere

no. 8 - good jobs and economic growth (locals owning businesses, locals shopping and supporting those businesses)

no. 11 - sustainability: walkability, less cars, can get to groceries and shopping WITHOUT driving.

no. 12 - responsible consumption: eat local, shop local, support local

Yes, there are housing issues - but KEEP WHAT'S WORKING, and find neighborhoods with zero atmosphere and regenerate those.

Thank you.

Monica Scott

Supplemental Correspondence

From: agol@aol.com
Sent: Tuesday, September 16, 2025 11:24 AM
To: Horner, Justin
Subject: Up Zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Mr. or Ms. Horner, I am strongly opposed to the proposed upzoning of the North Shattuck, Solano, and Elmwood shopping districts. These districts all have a unique character, which is why they are so successful.

Once they use this uniqueness through upzoning, they will likely fall into decline as what has happened to the Downtown. I urge city officials not to make the same mistake again.

Art Goldberg
1814 Cedar St.
Berkeley, Ca. 94703

Supplemental Correspondence

From: claudia hunka <yourbasicbird@gmail.com>
Sent: Tuesday, September 16, 2025 11:19 AM
To: Horner, Justin
Subject: Corridor College Ave.

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Justin,

Please provide this information to the Planning Commission

Development can occur under the current zoning in the Elmwood.

The Planning Department's proposed corridor plan would destroy the Elmwood Shops along College Ave. to allow 5-7 story apartment blocks. The 60' wide College Ave will become a tunnel. If these zoning changes are approved by the city big developers/investors will move in for the kill. The 100 yr old Historic Architecture of the Elmwood would also be destroyed.

Berkeley needs to invest in local businesses not developers.

All of the plans set forward in the corridor plan are to help big developers not local businesses. In fact this plan will destroy the Elmwood as we know it, by removing critical services/businesses. The Post Office, Elmwood Laundry, Arlene's Cleaners, 7-11, Wells Fargo all provide service for the community and for many within walking distance. All businesses in the Elmwood become vulnerable to major development with the proposed changes. Save the Elmwood

I am opposed to both Alternatives proposed by the Planning Department in the College Ave Corridor up zoning plan

Claudia Hunka
owner Your Basic Bird

Supplemental Correspondence

From: Mike Roche <mikesapan@gmail.com>
Sent: Tuesday, September 16, 2025 11:08 AM
To: Horner, Justin
Subject: Opposed to up-zoning in the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Mr. Horner,

I am writing to register my strong opposition to the proposed up-zoning revision being proposed for the Elmwood. The results of such a plan would damage local small businesses and the character of an historic neighborhood. It's puzzling that while Berkeley's population declines the city is proposing such drastic measures.

The answer to this puzzle is not hard to find: it is a power (and money) grab by developers to the detriment of Berkeley and North Oakland residents.

Please do all in your power to oppose this power grab.

Michael Roche
1363 Rose Street

Supplemental Correspondence

From: Barbara Bent <potteryluck@gmail.com>
Sent: Tuesday, September 16, 2025 11:06 AM
To: Horner, Justin
Subject: Elmwood shopping district reasoning

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Hello

As a 42 year resident of Berkeley and shopper in Elmwood I strongly oppose either rezoning plan currently planned. The streets are too narrow and traffic slow for added people and cars. You can't build apartments and tell the residents they can't have a car. Also the affordable units do not stay that way in perpetuity.

No one mentions the poor AC transit service which is taking away bus stops and holds up traffic on College Avenue.

Thank you for your consideration

Barbara

Supplemental Correspondence

From: Kenneth W Wachter <kenwachter@berkeley.edu>
Sent: Tuesday, September 16, 2025 10:41 AM
To: Horner, Justin
Subject: Oppose upzoning Berkeley historic shopping districts

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am writing to oppose upzoning Berkeley's historic shopping corridors, in particular the Elmwood along College Avenue where I live. For 45 years my wife and I have prized the opportunity to shop with friendly small local businesses.

The architecture with its human scale, some of which, I am told, goes back 100 years, creates a feeling of community. To allow six-story apartments there would destroy the attractions which make Berkeley a magnet for residents. I ride my bicycle to these shops, avoiding carbon emissions. It is a mirage to think that big apartment residents will not use cars and undermine our goals of sustainability. Since COVID, public transportation has become risky for many, especially the elderly. Upzoning the Elmwood and similar Berkeley districts is a mistake, and its implications have not been thought through. I urge you and the Commission to reject it.

Ken Wachter
85 The Plaza Drive
Berkeley, CA 04705

Supplemental Correspondence

From: Richard Ehrenberger <zquat2@gmail.com>
Sent: Tuesday, September 16, 2025 10:33 AM
To: Horner, Justin
Subject: College avenue upzoning being considered by the Commission

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Berkeley Planning Commission:

Along with my partner and numerous thoughtful and experienced neighbors and other citizens of our unique city I am opposed to the up-zoning of Berkeley's Historic Shopping District and hope that you will vote to deny this poorly conceived idea for these among other important reasons:

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

2) Sample Email Message to the Berkeley Planning Commission:
I am opposed to the up-zoning of Berkeley's Historic Shopping District

The proposed up-zoning will destroy the Elmwood Shops.
These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am also opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Penelope Kuyukendall 3121 Claremont Ave, Berkeley CA 94705

Supplemental Correspondence

From: Joe Magruder <joemagruder1@gmail.com>
Sent: Tuesday, September 16, 2025 10:19 AM
To: Horner, Justin
Subject: Elmwood up-zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Please support the up-zoning of the Elmwood District.
John Magruder
1625 Curtis St, Berkeley, CA 94702

Supplemental Correspondence

From: kerna1@aol.com
Sent: Tuesday, September 16, 2025 10:12 AM
To: Horner, Justin
Subject: Elmwood zoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Please do not destroy the few charming public areas that represent Berkeley. Plenty of people visit this area via car, bus, Bart. There is lots of public transit down College ave. so the argument that College ave. needs more access does not work.

Supplemental Correspondence

From: Carol Valk <cvalk65@gmail.com>
Sent: Tuesday, September 16, 2025 10:09 AM
To: Horner, Justin
Subject: Up zoning NO

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello Mr Horner

I am opposed to the upcoming of the Elmwood shopping district. One of the lovely aspects of Berkeley is these small shop districts. They provide original objects for sale and human sized store fronts that are charming. Why in the world would you want to ruin that. ??? It is an affront to all of us who already live here. We could move to places with malls and such, but choose to live in a decent personal town with places like the Elmwood. Please do not up zone these areas!!!!!!

Sincerely
Carol Valk
722 Cragmont Ave
Berkeley

Supplemental Correspondence

From: Jason Wayman <elements-e01@sbcglobal.net>
Sent: Tuesday, September 16, 2025 10:08 AM
To: Horner, Justin
Cc: Humbert, Mark
Subject: Fw: ZONING TALKING POINTS

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Regarding the planned development of the Historic Elmwood "Merchant" District:

Subject: ZONING TALKING POINTS

First we would like to see proof that the California mandate has not and will not be met with the construction already completed, in process and planned and being considered in other locations. Parking on the street and in the back lot that was donated to the City will be affected by any increased volume of users as well as use by the commercial tenants.

College Avenue is a single lane in either direction with three non traffic lighted crosswalks. Any construction as shown in the plan will cause tremendous congestion and disruption if surrounding businesses as well as reducing parking during construction. It will undoubtedly also result in increased danger to sidewalk and crosswalk pedestrians.

These buildings are very old. Many are on ancient foundations. As a result any planned additions to the building will require demolition or lifting the building to replace the foundation as well as earthquake protection. In essence, turning each project into a years long process. If this is done building by building as per the time and lease constraints on each location this kind of disruption could last many years.

During and after this "many" years long construction transition process, not only will businesses suffer a loss of even local customers, but they and the City will suffer a loss of revenue including that from tourism. A torn up Elmwood is hardly going to be a referral to patrons of the Claremont etc.

If the sidewalk is blocked disabled accessibility is unavailable. If the trees are an impediment they will be lost in the process.

Permit processing and residential surveys/hearings/approval will need to be added to the overall length of the entire process. Any estimate of time and cost will most certainly be more than the estimate.

Garbage, sewage and street maintenance will be a difficult task to maintain with this increased population.

Finally, this promise of affordable housing seems disingenuous, as nothing about this neighborhood is on the low income spectrum when apartments and houses here rival those of Palo Alto.

Respectfully,

Jason Wayman
ELEMENTS RETAIL GROUP

2937 COLLEGE AVE.
BERKELEY, CA 94705
510-548-6876 P
elements-e01@sbcglobal.net

Supplemental Correspondence

From: George Frost <georgejfrost@me.com>
Sent: Tuesday, September 16, 2025 9:57 AM
To: Horner, Justin
Cc: magnoliafrostfamily@gmail.com
Subject: Opposition to upzoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am an Elmwood resident, and have lived with my family at 2930 Magnolia Street almost thirty years. I am grateful for having purchased in a neighborhood that holds summer block parties, and cares about nurturing cafes, pedestrian traffic, small businesses, the library, a theater, two elementary schools with playing fields, and walking along narrow tree-lined streets, with beautiful old homes that have been fixed up over generations, and yards full of flowers and buzzing bees.

The next generation of Elmwood / Claremont families deserves a similar nurturing experience.

This is why I am opposed to both alternatives of the up-zoning of Berkeley's Historic Shopping District now being advocated by the City Planning Department.

The proposed up-zoning will destroy the few remaining Elmwood shops, small, often struggling businesses which have served the local neighborhood and all of Berkeley. The 100 yr old historic architecture will be destroyed, replaced by five or six story apartment boxes with no parking, setbacks or yards. College Avenue, only 60 feet wide, will become even more of a traffic-snarled tunnel, hostile to pedestrian and bicycle traffic.

Yes, this is a preservationist aesthetic. Is this dread NIMBYISM? Maybe so.

But performative, hasty, jam-it-down-their-throats YIMBYISM is much worse, and driven by the latest housing ideology, or developers' greed, is often not the grassroots neighborhood movement that it claims to be.

There is no rational justification to destroy a beautiful, historic and functioning neighborhood to create more housing, when much larger and more fully realized housing developments can be placed downtown, near the waterfront, and elsewhere in Berkeley, with more amenities and architectural grace. Think of the developments in Emeryville, or South of Market in San Francisco, where you will find dozens of large condo buildings, many with parking, charging stations, bike paths, pocket parks, athletic facilities etc.

We already have lost a lot in the Elmwood. The commuter traffic on Ashby and Claremont is awful, and our neighborhood barricades make it worse. Many fine little cafes and businesses shuttered years ago. But the neighborhood survives, and we look out for one another.

Bottom line: we should stand up for what has made this a good place to raise our children and make a living,

Don't destroy the village to save the village.

Thank you for your consideration.

George Frost

Supplemental Correspondence

From: Ann Kirkpatrick <eannk@yahoo.com>
Sent: Tuesday, September 16, 2025 10:38 AM
To: Horner, Justin
Subject: College Ave in the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

To the members of the Berkeley Planning Commission:

I am EXTREMELY alarmed by the proposed up-zoning of this Historic Shopping District.

I think the question that has gone unanswered is “WHY?” The Elmwood commercial corridor is PERFECT the way it is! We all love to go there, to walk past the beautiful houses and gardens on our way, to the small HUMAN-SCALED shops, businesses and restaurants to meet with friends and neighbors.

The surrounding neighborhoods have ALREADY been upzoned for more housing. The people living in the surrounding new housing will also love going there just like we do.

Let’s not destroy the best aspects of Berkeley that make it a joy to live here.

Most Sincerely,
Ann Kirkpatrick

Supplemental Correspondence

From: j w <mjwclub@gmail.com>
Sent: Tuesday, September 16, 2025 10:29 AM
To: Humbert, Mark; Horner, Justin
Cc: yourbasicbird@gmail.com
Subject: Not such a pretty picture

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It is interesting how the presentation shows such a nice final development.

Here is the reality:



This is what it will actually be for each development for at least one year, and possibly longer as this was an empty lot and these Elmwood buildings are old and cannot support any of this construction on existing buildings and foundations.

We notice that there is no discussion of doing anything like this on the newer buildings on Fourth Street. And in reference to Fourth Street, these buildings were developed in 2019 and while there are many residences that are rented out many are still not and the proposed retail spaces there remain mostly unleased still.



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This is what the community, and especially the residential voters around the Elmwood should be seeing.

Supplemental Correspondence

From: Sheila moran <moran.riemer@comcast.net>
Sent: Tuesday, September 16, 2025 10:23 AM
To: Horner, Justin
Subject: Opposed Corridor Up Zoning in Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commissioners,

I am writing to express my strong opposition to the proposed up-zoning of Berkeley's historic shopping districts—especially the Elmwood corridor. The change will destroy Elmwood Shops, erasing the small, local businesses that serve both the neighborhood and the wider city. Century-old buildings will likely be replaced, and a 60-foot wide street will become a tunnel when 5-6 story apartments line College Ave. I oppose both of the City Planning Department's proposed up-zoning alternatives for Elmwood.

I am also very skeptical of the City's concern here, as the **“in-lieu” payment option appears less a tool for affordability and more a revenue generator** for the city at the expense of real housing benefit. Many see it as a fee-grab.

The situation on Center Street provides a clear warning: multiple beloved restaurants have already closed or relocated due to high-rise redevelopment, leaving vacant storefronts and little chance for small businesses to return.

I am opposed to **both alternatives** proposed by the Planning Department for Corridor Up-Zoning in the Elmwood. Please do not sacrifice this vital neighborhood resource.

Sincerely,

Sheila Moran

Sheila

Supplemental Correspondence

From: Hawley Holmes <hsh1016@comcast.net>
Sent: Tuesday, September 16, 2025 10:18 AM
To: Horner, Justin
Subject: Elmwood District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Planning Commissioners.....please do not up zone the historic Elmwood Shopping District or the surrounding College Ave neighborhood.

The planned up zoning of Elmwood, Solano Ave, and north Shattuck Ave will destroy the character of these neighborhoods. There is so little left of neighborhoods with local small businesses that residents can walk to and enjoy.....please do not what's left of neighborhood charm in Berkeley.....Hawley Holmes, Berkeley resident

Supplemental Correspondence

From: Amy Beal <imamyb@gmail.com>
Sent: Tuesday, September 16, 2025 10:11 AM
To: Horner, Justin
Subject: I am opposed to the up-zoning of Berkeley's Historic Shopping District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

The proposed up-zoning will destroy the Elmwood Shops.

These small businesses serve the local neighborhood and all of Berkeley.

The 100 yr old Historic architecture will be destroyed.

The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department.

Amy Beal
1726 Stuart St
Berkeley, Ca 94703

Sent from my iPhone

Supplemental Correspondence

From: Dick Hackenberg <hack1276@yahoo.com>
Sent: Tuesday, September 16, 2025 10:09 AM
To: Horner, Justin
Cc: Blackaby, Brent
Subject: UP-ZONING IN BERKELEY

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Berkeley Planning Commission Secretary Justin Horner

Dear Justin Homer:

We need clarity in the current planning and proposals for Up-Zoning in Berkeley neighborhoods-- Elmwood, Solano and North Shattuck. One to two story additions seems to make sense, but I'm concerned about the 6 to 8 story potential.

So I am opposed to the up-zoning of Berkeley's Elmwood Shopping District unless it's clearly defined as one or two stories in areas under consideration.

Many are concerned the proposed up-zoning will destroy the Elmwood Shopping District. These small businesses serve the local neighborhood and all of Berkeley. And it's likely that some 100 yr old Historic architecture will be destroyed. And the 60' wide street will become a tunnel if/when 5-6 story apartments line College Ave.

I am opposed to both Alternatives of the Corridor Up-Zoning proposed in the Elmwood, by the City Planning Department. As a 25-year Berkeley resident I'm hoping we can keep the historic culture while meeting current and future housing needs.

I would be grateful for clarification on Up-Zoning

Sincerely,
Richard

=====
RB Hackenberg
Mobile 415-710-7570

Supplemental Correspondence

From: Amy Leventhal <amy.leventhal@gmail.com>
Sent: Tuesday, September 16, 2025 10:07 AM
To: Horner, Justin
Subject: Up-Zoning Disaster

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Justin,

I know that you are super pro-development, after everything I saw at the Middle Housing debacle that's going to ruin our neighborhoods, and I'm sure you'll ruin all of the rest of the charm that makes Berkeley a beautiful place to live, but in case you guys care about the rest of us who love it here and don't want to see the charm and character destroyed for more unaffordable housing, I just want to say that I am opposed to the up-zoning of Berkeley's Historic Shopping District in the Elmwood, and on Solano Avenue.

The proposed up-zoning will destroy the Elmwood Shops. The extra density and traffic will choke the life out of our current quality of life. These small businesses serve the local neighborhood and all of Berkeley, and you're making it very difficult for them to survive.

The 100 yr old Historic architecture will be destroyed. The 60' wide street will become a tunnel when 5-6 story apartments line College Ave.

We already live in one of the densest cities in California. Enough is enough!

A very concerned, and disappointed citizen who has lovingly called Berkeley home for 25 years,

Amy Leventhal