




**Message from the President, cont'd.**

The report is available to the public by contacting the office.

Board elections will take place during May and June for one and two-year terms beginning July 1st. Property owners and their delegates are eligible. Please contact our office if you are interested in serving in the board or need more information. 

Dana Ellsworth  
Board President

# NORTH SHATTUCK ASSOCIATION BERKELEY

**North Shattuck Association  
Board of Directors**

Dana Ellsworth, Ruegg & Ellsworth  
Laszlo Tokes, Grant Green Partnership  
Margo Lowe, M. Lowe & Co.  
Pam Coddington, Elephant Pharmacy  
Cathy Goldsmith, The Cheeseboard  
Collective  
Soheyl Modaresi, Elite Properties

**North Shattuck Association Contact  
Information:**

Heather E. Hensley, Executive Director  
phone: 510-540-6444  
fax: 510-540-6944  
email: northshattuck@netzero.net



**City of Berkeley Liaisons**

**Community Information Center:**  
981-CITY

**Economic Development  
Development & Zoning:**  
Ted Burton...981-7536

**Public Works**  
Customer Service: 644-6620  
Trash Receptacles/Pick-up:  
Greg Daniels...812-5152  
Street Lighting:  
Mike Lyola...644-6622 ext.220  
Newsracks: Roy Phelps...981-7200

**Parks & Recreation**  
Street Trees: Jerry Cook...644-6566  
Landscaping: Garth Keehan  
(District Gardner) 644-9566

**Police Department**  
Bike Patrol:  
Ofr. Frank Onciano...981-5821  
Liaison for beat officers:  
Ofr. Kevin Schofield...981-5806

**Neighborhood Services Coordination**  
Taj Johns,  
Asst. to the City Manager...981-2491

**City Council**  
Office of Councilwoman Dona Spring:  
981-7140  
Office of Councilwoman Mim Hawley:  
981-7150

*The North Shattuck Association's*  
**Spice of Life Street Festival**  
**Sunday October 19th, 2003**

- *A celebration of world food, arts, and culture featuring*
  - *Fine Food and Drink from Area Restaurants*
  - *Cooking Demonstrations by Local Chefs*
    - *Health & Wellness Presentations*
    - *Unique Selection of Arts & Crafts*
    - *Live Music & Dance Performances*
    - *Children's Art & Learning Activities*
  - *Silent Auction to Benefit the Berkeley Schools*

*Please call the Association for more information or to get involved!*

**North Shattuck Association Newsletter**

North Shattuck Association  
1678 Shattuck Ave. #318  
Berkeley, CA 94709



*North Shattuck in the News-  
Check out the article savoring the  
Gourmet Ghetto in the May/June  
issue of VIA, the magazine  
of the AAA!*





# NORTH SHATTUCK ASSOCIATION NEWSLETTER

May 2003

## Message from the President

As the beginning of a new fiscal year for the Association nears, the Board is looking forward to continuing implementation of the North Shattuck Management Plan in collaboration with Association's committees. Committees made up of area property owners, merchants, and residents are working on projects related to marketing, economic development, and design/beautification of the district.

The Marketing Committee is overseeing the design and production of a Business Directory and website for the district, and is planning a Food and Arts Festival in October to celebrate and highlight the district. A marketing consultant has also been retained to develop and implement an area marketing and promotions plan.

The Design Committee is continuing to focus on maintaining a clean and safe business district, with plans for additional street tree plantings, a lightpole banner project, and information kiosks to create an improved pedestrian environment and enliven the district.

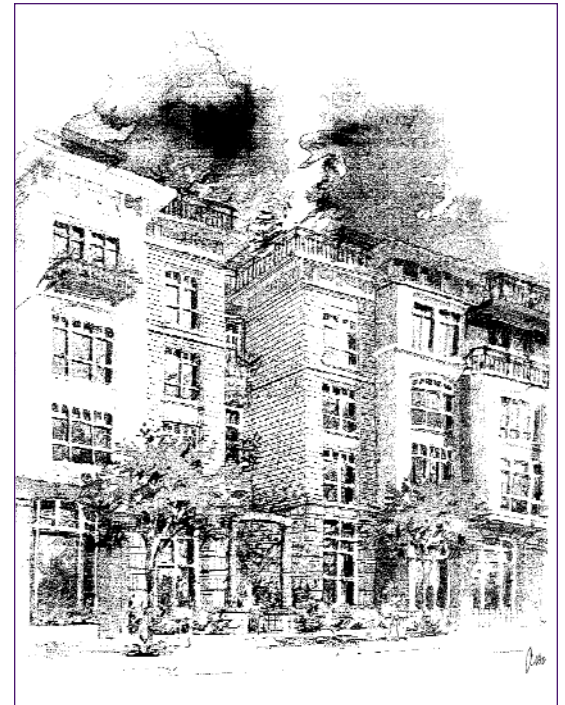
The Economic Development Committee is working on a business attraction package and working to fill vacancies in the district. The committee will also focus on zoning, security and parking issues.

The Association's Annual Report outlining accomplishments during the last fiscal year and setting out the goals and objectives for next year will be presented to Berkeley City Council in June.

*Continued on last page*

## Construction Underway on New Retail and Residential Project at Delaware and Shattuck

Construction has started on a new mixed-use building at 1797 Shattuck Avenue at Delaware Street by local developer Avi Nevo. The structure includes 65 apartment units on four levels and about 5,700 square feet of ground-floor retail space on Shattuck Ave. The project, named Hillside Village, will include new street trees, landscaping and public spaces along Shattuck Ave., with the residential parking to be accessed from Delaware Street. Rolnizky Architects designed the project, which will be articulated and finished with various building materials to create an interesting façade. Excavation work is presently underway at the site, with construction scheduled to be completed within a year. 🏗️



*Illustration of the Shattuck Avenue frontage of Mixed-Use project under construction at 1797 Shattuck Ave.*

## Weekly All-Organic Farmers' Market Begins in June

Elephant Pharmacy is set to host a new weekly certified all-organic farmers' market beginning in June on the parking lot adjacent to the store, pending approval of an operating permit by the City. Berkeley's Ecology Center, which currently operates two other award winning year-round certified farmers' markets in Berkeley, would run the North Shattuck Farmers' Market. The market features small farms selling only organic fruits and vegetables directly to the public and will host occasional educational events, cooking demonstrations, and live music to create a lively community meeting place.

**North Shattuck Farmers' Market @ Elephant Pharmacy**  
1607 Shattuck Ave. (at Cedar St.) Thursdays, 2-6 p.m.  
Scheduled to Begin June 5th!

Call (510) 548-3333 or visit [www.ecologycenter.org](http://www.ecologycenter.org) for more information.





Yoga class at the new YogaKula Studio opening on North Shattuck Ave.

## YogaKula—Yoga Studio & Holistic Center Opening in June

North Berkeley will soon have its own yoga and holistic center located on North Shattuck Avenue. Set to open June 14th at 1700 Shattuck Avenue, 2nd floor, YogaKula offers yoga classes for all body types, ages and abilities to improve strength, flexibility, circulation, digestion, as well as calming the mind and nervous system. Owner and director Saraswati Clere, originally from New Zealand, has been studying yoga in New York for the past 15 years.

YogaKula will offer a wide variety of classes and workshops, a curriculum of yoga philosophy and retreats, as well as a wide range of holistic services. In addition to yoga, Tai Chi, Improvisational Theater and Meditation Classes will be offered. For children, there will be ongoing Drama Classes and a Performing Arts Summer Program.

YogaKula will offer hatha yoga classes in progressive levels as well as vinyasa, restoratives, and gentle yoga, taught by a team of highly skilled teachers. Many of the teachers have studied Anusara Yoga with world-renowned yoga teacher John Friend, as well as being trained in the Iyengar system.

The teachers specialize in the therapeutic aspects of yoga and teach all levels of students, including advanced yogis, beginners, seniors, teens and children, as well as those with injuries and chronic misalignments.

Health Practitioner rooms as well as two large rooms are available to rent at the Center (900 sq. ft. & 700 sq. ft.) for workshops, and large events. Child-care will also be available.

**YogaKula—Yoga Studio & Holistic Center**  
1700 Shattuck Ave, at Virginia, (2nd Floor) Berkeley, CA 94709  
wwwYogaKula.com 510-486-0264  
**GRAND OPENING JUNE 14th & 15th**

## Evening Art Openings Scheduled for Mother's Day Weekend

Three area businesses with a fine selection of jewelry, art, and gifts will hold evening openings and special sales in celebration of Mother's Day.

M. Lowe & Co. will feature a fabulous exhibition of estate jewelry and oil paintings by Tracy Child. The store will stay open Friday May 9th until 8:00p.m.

Bohema will stay open from 6-10 p.m. Friday and Saturday to host an art show and reception benefiting the Children's Hospital Foundation. The show will feature multimedia works by local and international artists that capture the beauty and simplicity of life and nature. Selections and artists include: Emily DiFonzi acrylic & charcoal paintings on paper and canvas, Shuji Ikeda wood-fired Ikebana pottery, Hisndnskj baskets, and Yumiko Sakurai stained glass.

The ACCI Gallery presents a Mother's Day Jewelry Sale featuring pieces by Jennifer Cole, Carol Goldman, Kathleen Maley, Olga Segal, Barb Weissler, and Grant Diffendaffer. The Gallery will be open until 8:30p.m. Friday May 9th, and from 10-6 p.m. Saturday May 10th.

**M. Lowe & Co.**  
1519 Shattuck Ave.  
(510) 486-0613  
*Exhibition of Art & Jewelry*  
**May 9th 6-8 p.m.**

**Bohema Fine Arts-Home Décor-Flowers**  
1527 Shattuck Ave.  
*Art Show & Reception*  
*Benefiting Children's Hospital*  
**May 9th & 10th, 6-10 p.m.**  
Call (510) 540-9889 or contact bohema@pacbell.net to RSVP, or for more information.

**ACCI Gallery**  
1652 Shattuck Ave.  
*Mother's Day Jewelry Sale*  
(510) 843-2527  
**May 9th & 10th**  
**Open Late Friday to 8:30 pm.**

## Walnut Square Celebrates Spring With Free Events & Live Music

The Walnut Square Merchants Association is sponsoring a host of events through the month of May, including ice cream tasting, cooking demonstrations, and live music! The Association has produced a Walnut Square Directory listing the unique new stores and restaurants along with original favorites at North Berkeley's historic shopping center. It is full of great offers from Square merchants.

**Walnut Square Shopping Center**  
**Walnut and Vine Streets**  
*Walnut Square Free Events & Live Music in May*  
**Visit WalnutSquareCenter.com for more information.**





# North Shattuck Association

## Projects for 2003



### Walnut Square May Events and Music Calendar

WEEKENDS 12:00-2:00: A Taste of Hawaii – Sample gourmet Hawaiian ice cream from Lappert’s and Angel Falls Café every Saturday and Sunday in May

SATURDAYS: The Walk Shop – Meet representatives from Beautifeel, Stonefly-Italy, Mephisto-France, and Theresia-Germany all day every Saturday in May

SUNDAYS 2:00-3:45: Peet’s Coffee & Tea 101 – Two 45-minutes classes on coffee and tea by Peet’s Coffee and tea in the courtyard every Sunday in May

ADDITIONAL EVENTS:

Saturday, May 3rd 2:30-5:30: The Alex Buccat Quartet featuring Michelle Latimer, vocals and trumpet

Sunday, May 4th 1:00-4:00: The Gourmet Ghetto Trio with Greg Kehret, bassist

Saturday, May 10th  
2:30-5:30: Robb Fisher and Friends  
10:00-6:00: World Wall for Peace – Join the merchants of Walnut Square in supporting the children of WWFP and Food Tasting - Sweet Cheese crepes by Chester’s Bayview Café

Sunday, May 11th:  
11:00-2:00: Sonny Fitman, guitar, vocals  
10:00-2:00: Cooking Demo by Robin O’Donnell, local gourmet chef and caterer

Saturday, May 17th:  
2:30-5:30: Cecilia Long, vocalist/trio with guitarist and bassist  
1:00-3:00: Cooking Demo by Phoenix Pastificio at Wolf Station Housewares

Sunday, May 18th:  
11:30-1:30: Mary Freeberg and Trio, jazz standards sponsored by Keller Williams Associate Broker, Margaret Lin

Saturday, May 24th:  
10:00-2:00: Cooking Demo by Robin O’Donnell, local gourmet chef and caterer,  
Music TBA

Sunday, May 25th.  
Music TBA

Saturday, May 31st:  
Eric Burkhardt, guitar

The work program of the North Shattuck business improvement district is being organized according to the principles of Main Street, a nationally recognized economic development model which has been adopted by many small towns as well as downtown and neighborhood commercial areas of larger cities. Organizing along these lines allows the organization and its sub-committees to network and share information with other programs operating in the City of Berkeley, the region, and nationally. The model also brings together property owners, businesspeople, community members, and volunteer specialists in collaborative efforts to improve and market the district. Following is a description of each of the four areas around which sub-committees are developed and some of the proposed projects for each in the North Shattuck area. Those interested in getting involved in one of the committees are encouraged to contact the Association office.

#### ❖ Organization

This committee focuses on general oversight and direction of district activities and on developing relations with outside groups and agencies to raise the profile of the organization and attract needed volunteers and specialists for projects and programs.

Projects: 1) Oversee Development of Annual Workplan; 2) Liaison with Property Owners, Chamber of Commerce, Convention and Visitors Bureau, and neighborhood groups; 3) Volunteer Recruitment; 4) Board Recruitment and Nominations.

#### ❖ Marketing & Promotion

The goal of this committee is creating a unified, quality image for the district and implementing promotion strategies that

capitalize on the unique aspects of the area, including advertising, brochures, special events, holiday promotions, etc.

Projects: 1) Development/Implementation of a Long-Range Marketing Plan including image development, market placement, advertising strategies, media relations and proposed special events; 2) Publication of a Business Directory; 3) Development of a web presence with links to individual business sites, etc.; 4) Organization of holiday and other special events.

#### ❖ Beautification & Design

This committee deals with issues related to cleaning and maintenance of the district, landscaping and other streetscape improvements.

Projects: 1) Maintenance monitoring and needs assessment; 2) Banner Project and other public art activities, including artist selection process, placement options, and city approvals; 3) Street and median tree plantings; 4) Holiday season street tree lighting; 5) Other potential projects including business directory kiosks, pedestrian lighting etc.

#### ❖ Economic Development

The activities of this committee typically include business retention and recruitment, business education, and market analysis. The group also deals with new development, parking, transportation improvements, and safety and security issues.

Projects: 1) Develop Marketing Materials for business and site development; 2) Liaison with City to attract and assist new businesses; 3) Investigation of options to increase and/or better utilize parking; 4) Increase commercial security and pedestrian safety. ❖

