

## **Save Solano Shops: Merchant Outreach**

### **Suggested Script for Talking with Merchants**

- Hi! I live in the neighborhood and am talking to local shops to see if you've heard of the City's proposal to change Solano Avenue's zoning to allow buildings up to 11 stories tall.
- Most residents find this devastating because it threatens our local businesses and the character of the neighborhood. The value of the land will skyrocket because developers will be able to build large apartment blocks with most of the units at market rate.
- Developers will not be required to include parking spaces, so Solano and surrounding streets will be even more congested.
- The State has a "density bonus" that allows developers to build up to 100% higher than the City's zoning.
- The City of Berkeley allows developers to pay a fee to exempt them from including affordable units.

### **Follow-Up**

- Ask merchant if they own their building.
- Ask merchant to sign petition.
- Ask merchant to write to Berkeley planning commission: Justin Horner: [jhorner@berkeleyca.gov](mailto:jhorner@berkeleyca.gov)
- Ask merchant to write to Berkeley City Council Member Shoshana O'Keefe (she represents District 5, including Solano Avenue): [sokeefe@berkeleyca.gov](mailto:sokeefe@berkeleyca.gov)
- Ask merchant if OK to leave petitions with merchant to post for customers. (we will periodically come to pick up petitions)
- Ask merchant if OK to leave fact sheets for customers to take.
- Give merchant our email to send any questions or comments: [saveberkeleyshops@sonic.net](mailto:saveberkeleyshops@sonic.net)