

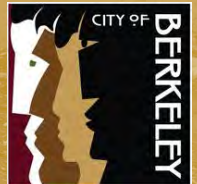
January 14th 2020

City Council Worksession

Berkeley Civic Center Vision and Implementation Plan

KEEP OFF
LEDGE

Gehl + **SIEGEL & STRAIN** Architects | + **TAECKER**
PLANNING & DESIGN | +  STRATEGICECONOMICS



What we're covering today

1 Introduction

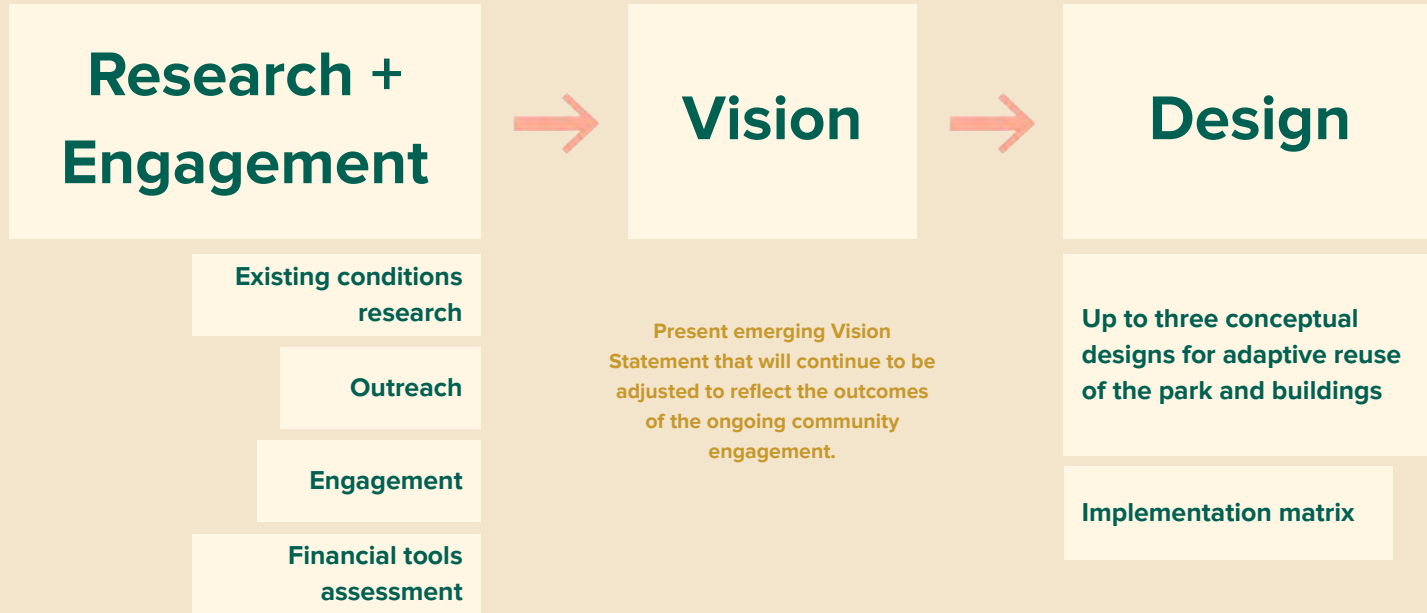
2 Research + Engagement

3 Vision

4 Design Opportunities

5 Next Steps

Scope and Process



Timeline

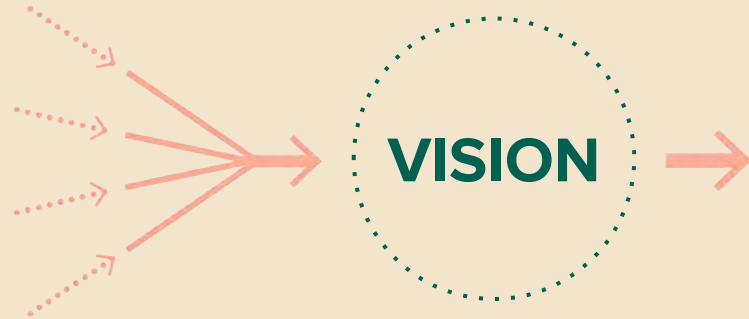


**PUBLIC SPACE,
PUBLIC LIFE SURVEY**

**HISTORIC STRUCTURES
RESEARCH**

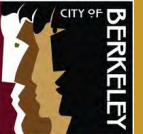
**COMMUNITY AND
STAKEHOLDER
ENGAGEMENT**

POLICY RESEARCH



**DESIGN
OPPORTUNITIES**

Research + Engagement



Historic structures preliminary findings



Berkeley Civic Center Historic District

National Register and Berkeley Local Landmark #211
Listed in 1998

Contributing Resources

- 1 Maudelle Shirek Building
- 2 Martin Luther King Jr Civic Center Park
- 3 The Veterans Memorial Building
- 4 The Federal Land Bank Building / Civic Center Building
- 5 Berkeley High School Theater
- 6 Young Men's Christian Association Building
- 7 United State Post Office
- 8 State Farm Insurance Companies Building
- 9 City Hall Annex
- 10 Hall of Justice (demolished)

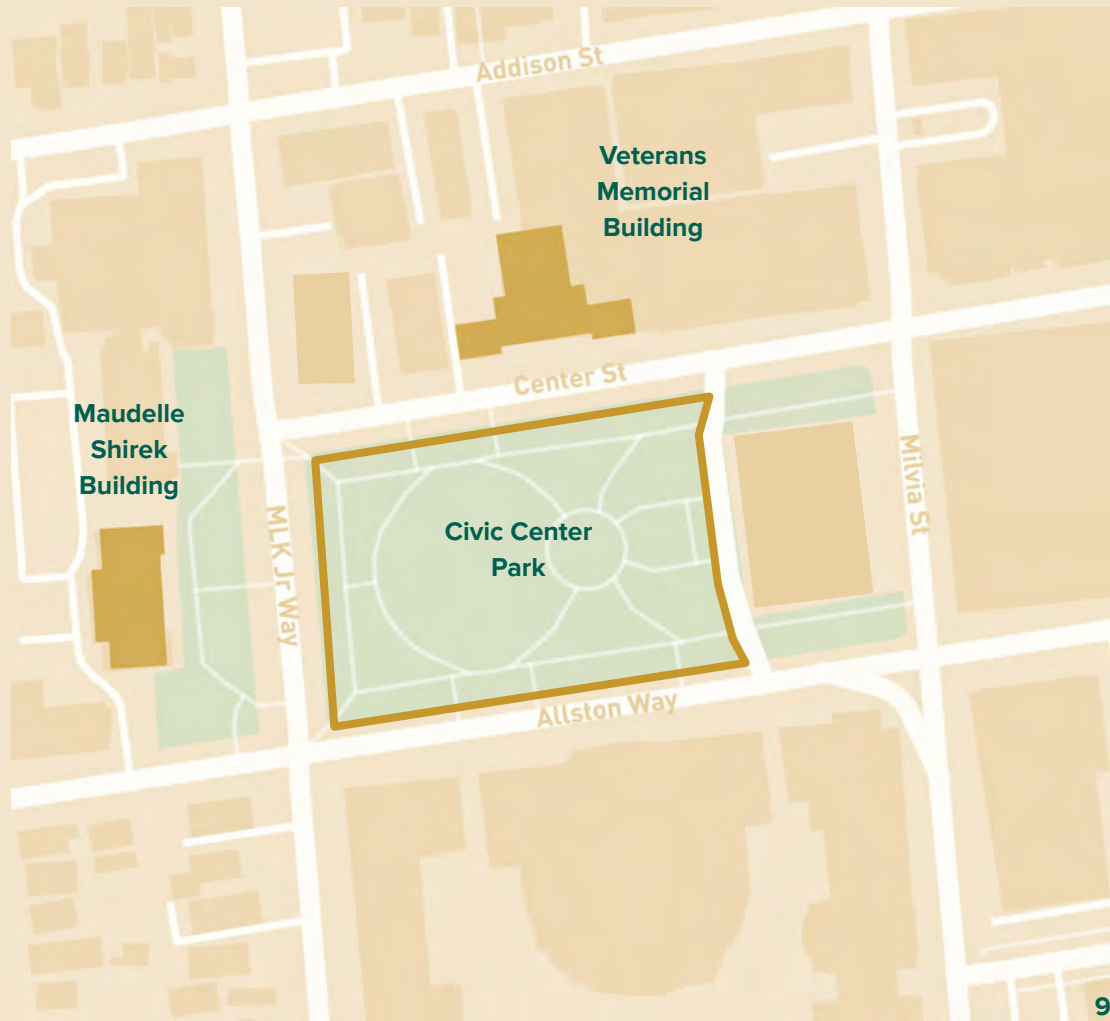


Focus of Work

- 2 Historic Structure Reports
- Historic Landscape Assessment

Historic Structure Reports

- Understand and frame the historical and cultural **significance and context**
- Identify the **character-defining features**
- Verify that the resource retains **integrity** per the Secretary of the Interior's Standards
- Record **existing conditions**
- Formulate an **approach to future rehabilitation**



Veterans Memorial Building

Historic Structure Report



Existing Conditions



The building **INTERIOR** shows signs of excessive water damage



The building **EXTERIOR** has consistent cracking and staining

Existing Conditions

City Hall Maudelle Shirek Building

Historic Structure Report



Inappropriate building material



Deferred maintenance



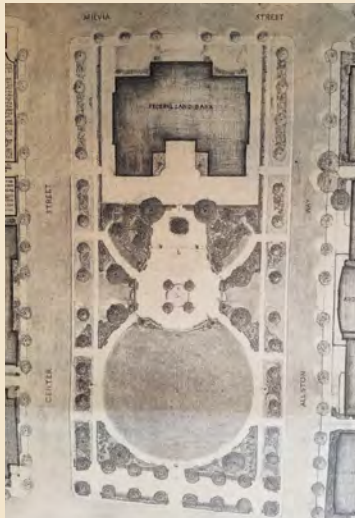
Overgrown planting



Damage

Martin Luther King Jr Civic Center Park

Historic Landscape Assessment



Existing Conditions



- Overall layout remains largely unchanged
- Changes to accessory functions over time (shuffleboard, playground)
- Plantings have matured



Public Space, Public Life

Understanding Civic Center today



People Moving



Mode Movement Counts

Age & Gender Movement Counts

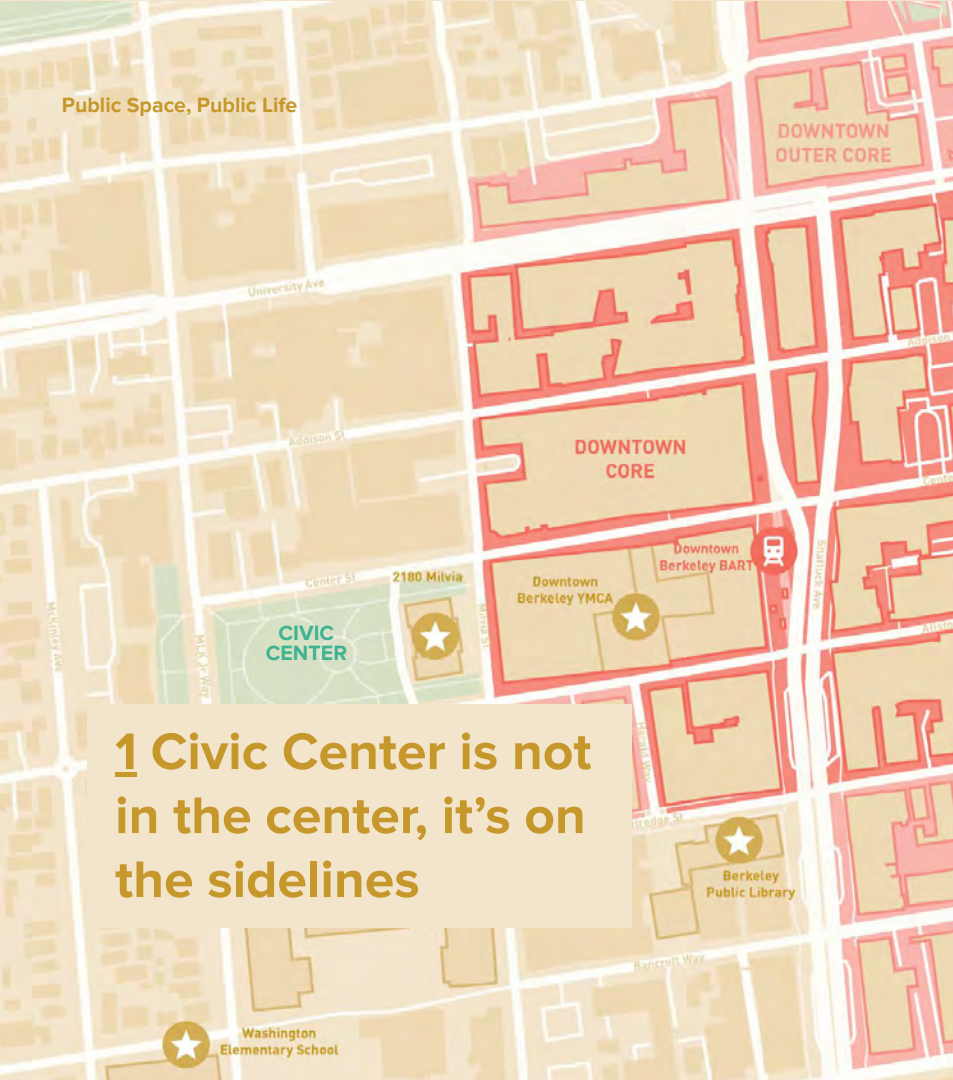


People Staying

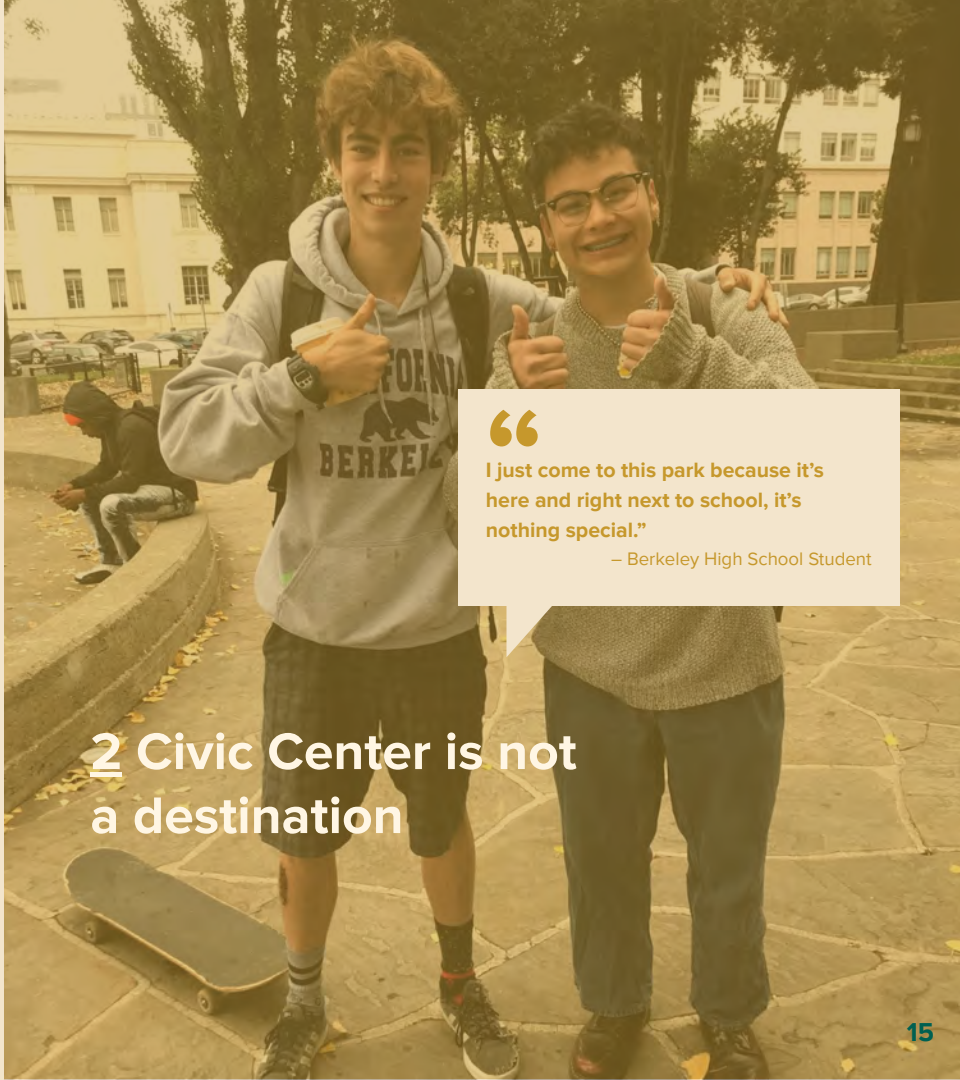


Stationary Activity Mapping

Public Space, Public Life



1 Civic Center is not in the center, it's on the sidelines



“

I just come to this park because it's here and right next to school, it's nothing special.”

– Berkeley High School Student

2 Civic Center is not a destination



A blank wall

3 Civic Center does not attract



People are here ...

...but not here

4 During Farmers' Markets, there's not much spillover into the park

It's not very clean in here

Careful of sharp objects in the fountain!

5 There aren't many park activities in Civic Center Park

6 A few dominant activities negatively impact the perception of safety

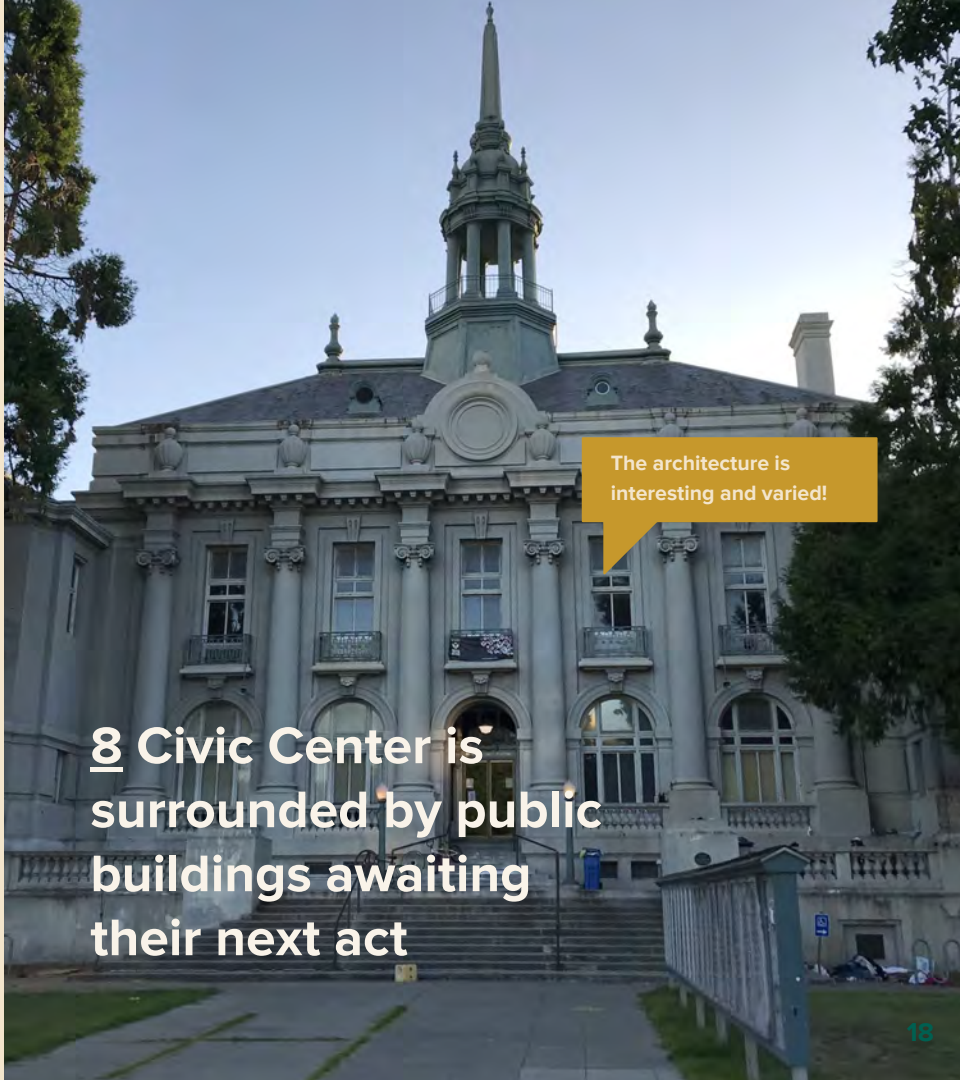
Only a few people around which impacts the perception of the park greatly.



Public Space, Public Life

Lots of people moving around!

7 Civic Center is surrounded by a high density of life + legacy of gathering



The architecture is interesting and varied!

8 Civic Center is surrounded by public buildings awaiting their next act

A comfortable ledge to hang-out

9 With the right invitations, people do want to spend time here

10 Civic Center is a multigenerational space

The magic of youth! It's pretty special there are so many teens here.

Public Life, Public Space — Key Findings

1

Civic Center is not in the center, it's on the sidelines

2

Civic Center is not a destination

3

Civic Center does not attract

4

During Farmers' Markets, there's not much spillover into the park

5

There aren't many park activities in Civic Center Park

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A few dominant activities negatively impact the perception of safety

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Civic Center is surrounded by a high density of life + legacy of gathering

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Civic Center is surrounded by public buildings awaiting their next act

9

With the right invitations, people do want to spend time here

10

Civic Center is a multigenerational space



Outreach and engagement – Insights to date

Engagement and Outreach Strategy



Outreach and Engagement at a Glance

21

Community volunteers
took part in the Public Space Public Life survey

27

Focused engagement sessions

36

Stakeholders interviewed

150⁺

Flyers distributed

30⁺

Postcards from the Future

4

Planned community sessions
First community session on Vision and Values
took place in December 2019

3

Commission Meetings
Parks & Waterfront, Public Works, Landmarks and
Civic Arts – Sep and Nov 2019, and Mar 2020

2

Site Tours

1

Project website
Will be live in February and March 2020

Synthesis of findings

Today

Civic Center is not a destination and is not on people's mental map. There's not enough of a draw.

Concerns about the conditions and safety of the buildings.

The park is underused, uninviting and lacks the right infrastructure.

Future

A city needs a central civic space: this is our commons.

Everyone should feel comfortable at Civic Center.

The Park and the buildings should be used by the community.

City Council meetings should be in Civic Center.

The presence of youth is positive.

A place designed for civic participation, cultural events, community interaction, and where one can sit and relax.

Stakeholder Focus Groups

Youth	Arts + Culture	Community + Services	Heritage + Built Environment	Elected Officials and/or Representatives
<p>Berkeley High School Principal Berkeley Unified School District Superintendent Berkeley Unified School District Director of Facilities</p>	<p>Berkeley Cultural Trust</p>	<p>Berkeley Community Media (OCH tenants)</p>	<p>Berkeley Architectural Historic Association (BAHA)</p>	<p>Berkeley City Council Member, District 1 Berkeley City Council Member, District 2</p>
	<p>Berkeley Symphony</p>	<p>Berkeleyside</p>	<p>Berkeley Design Advocates</p>	<p>Berkeley City Council Staff, District 3</p>
	<p>City of Berkeley, Civic Arts</p>	<p>City of Berkeley, Clerk</p>	<p>Berkeley Historical Society (VMB tenants)</p>	<p>Berkeley City Council Member, District 4</p>
<p>YMCA</p>	<p>Freight & Salvage</p>	<p>City of Berkeley, Special Events</p>		<p>Berkeley City Council Member, District 5</p>
	<p>RLA Conservation (Arts Collection Assessment)</p>	<p>Dorothy Day House (VMB tenants)</p>	<p>Landmarks Preservation Commission</p>	<p>Berkeley City Council Member, District 6</p>
	<p>Shawl-Anderson Dance Center</p>	<p>Downtown Berkeley Association</p>		<p>Berkeley City Council Member, District 7</p>
	<p>Turtle Island Foundation</p>	<p>Ecology Center</p>	<p>McGee-Spaulding Hardy Historical Interest Group (MSHHIG)</p>	<p>Berkeley City Council Member, District 8</p>
	<p>Visit Berkeley</p>	<p>Former Elected Officials of Berkeley</p>		<p>Berkeley Mayor's office staff</p>
		<p>Options Recovery (VMB tenants)</p>		<p>Berkeley Unified School District Board Director</p>
		<p>American Legion Post 7 (VMB tenants)</p>		

Key Takeaways: what we've heard so far

Youth

- **An extension to the school, not always positive**
- **Concerns about homeless population, drug use, inappropriate interactions, safety of children and students**
- **Need School-City-Police to work together**
- **A positive kids culture around the Park: teen spaces that feels legit**
- **A better community shared space: involving kids in the design and stewardship**

Key Takeaways: what we've heard so far

Arts + Culture

- **Location! In central Berkeley and near: residences, schools, work, the Y, services, public transportation, strong cultural & arts institutions, downtown hotels**
- **A great opportunity to support and strengthen the local performing arts community. Not enough evening classroom spaces, and performance spaces (especially for smaller groups)**
- **An arts and cultural component needs strong management**
- **Concerned that people who are struggling will be displaced. No desire to push anyone out.**

Key Takeaways: what we've heard so far

Community + Services

- **Berkeley has been a place where things tend to begin**
- **Most people in Berkeley haven't been to Old City Hall and don't notice the Park**
- **Park and buildings should be used by the community**
- **Purpose and need of who occupies the buildings, mission alignment, creative focus**
- **We want everyone to feel comfortable at Civic Center: no matter who you are and where you're from, you fit in here**
- **The Farmer's Market is not just a place to buy food but a placemaking event**
- **It's important to Veterans to be in the Veterans Building, ours has very low participation**
- **Civic Center Park is a key space during a disaster**

Key Takeaways: what we've heard so far

Heritage + Built Environment

- **Everything could come together in this one space**
- **Civic Center Park needs a focus**
- **Old City Hall and The Veterans Memorial Building are jewels, must be protected and should be public buildings**
- **Landscape updates will attract people and pollinators**
- **Let's make a plaza that's brilliant from the recreation standpoint**

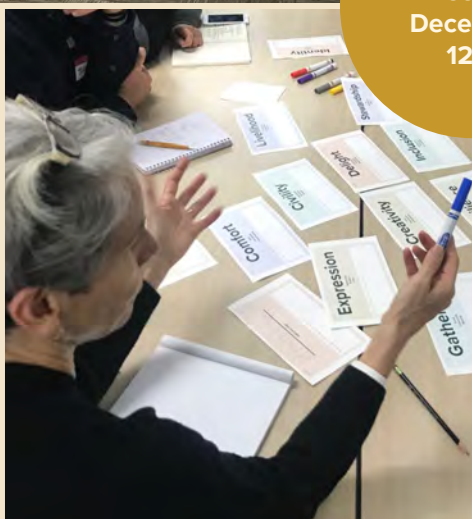
Key Takeaways: what we've heard so far

Elected Officials and/or Representatives

- **It is the heart of the city and it feels empty now**
- **Not a place to go or be, not enough of a draw**
- **Civic Center is the cornerstone of our democracy: a place that we should defend and also glorify**
- **We need better and more accessible meeting spaces**
- **Bring City Council Chambers back to Civic Center**
- **Huge potential, wonderful opportunity: this is our commons!**



Community Meeting
December 12th



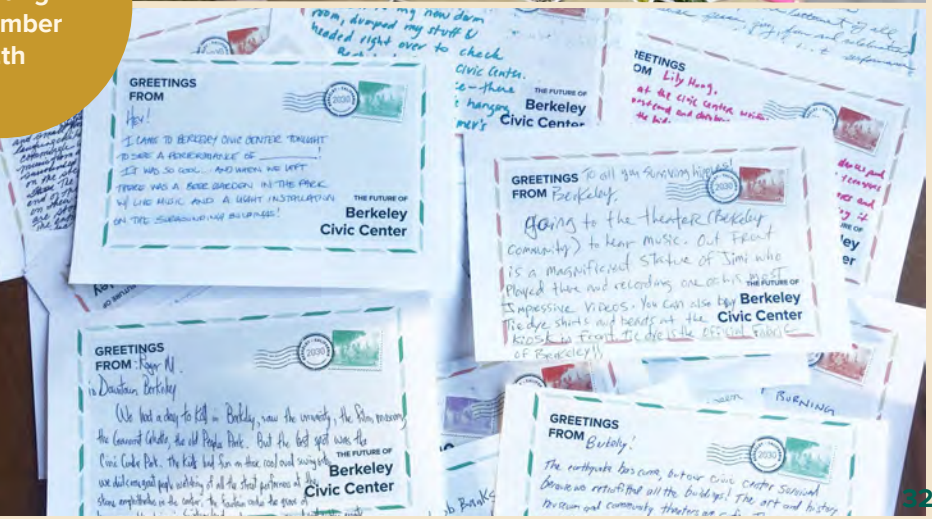
Outreach and Engagement

A Complete Civic Center

What do your programs, us features of you
Place your ideas on the



Community Meeting
December 12th



Vision

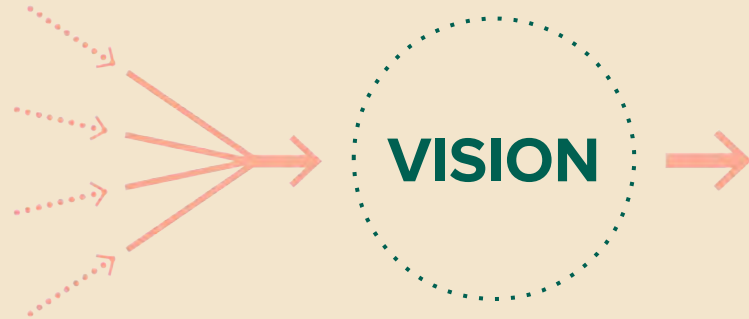


**PUBLIC SPACE,
PUBLIC LIFE SURVEY**

**HISTORIC STRUCTURES
RESEARCH**

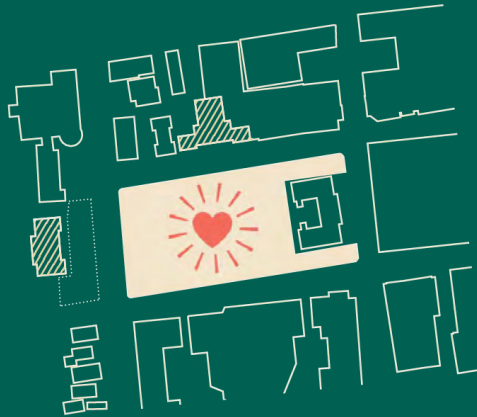
**COMMUNITY AND
STAKEHOLDER
ENGAGEMENT**

POLICY RESEARCH



**DESIGN
OPPORTUNITIES**

A Vision for Berkeley's Civic Center



Civic Center will be the heart of Berkeley's community. Civic Center will be the prime space for civic life, culture, and the arts. It will reflect the city's diverse identities, celebrating its history, and contributing to shaping its future. A place of shared resources and a platform for free expression accessible to all, Civic Center aims to manifest the city's values, advance social justice, and demonstrate the power of true public space.

Three dimensions of the Vision

1 The Heart of Berkeley's community

Civic Center will be an epicenter of Berkeley's public life— enlivened by activity day and night, and a preferred center stage for all important civic occasions. A place where all members of the community will have a chance to meet with one another, Civic Center will represent Berkeley's diversity and foster social cohesion.



Three dimensions of the Vision

2 Prime Place for Civic Life, Culture, and the Arts

The Civic Center will concentrate some of Berkeley's most important civic functions, it will harness the pulse of Downtown activity on Shattuck Avenue and connect with the adjacent Arts District through new art and culture programming. Heritage will be preserved while shaping the city's future.



Three dimensions of the Vision

3 Expression of the City's Values

Civic Center will respect and build upon the area's natural systems, and demonstrate Berkeley's commitment to environmental sustainability in all aspects of its transformation — from the energy consumption of its buildings, to the mobility patterns it will encourage. A true commons, the Civic Center will be both a place of collective assets, readily accessible to all members of the community, and a platform for self-expression.



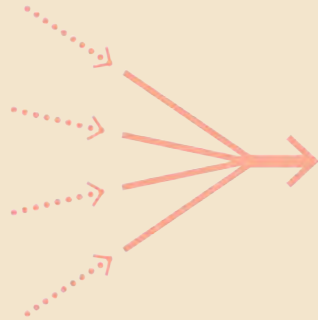
Design Opportunities

PUBLIC SPACE,
PUBLIC LIFE SURVEY

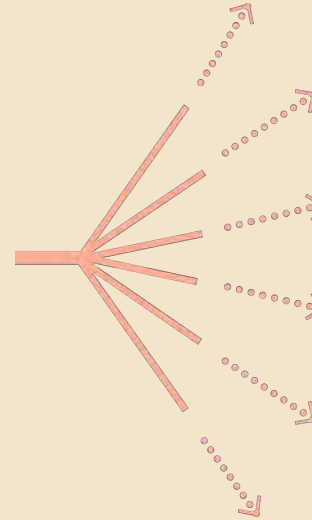
HISTORIC STRUCTURES
RESEARCH

COMMUNITY AND
STAKEHOLDER
ENGAGEMENT

POLICY RESEARCH



VISION



DESIGN OPPORTUNITIES

.....

1 BEYOND THE SITE

2 AT THE SITE LEVEL

3 HUMAN-SCALE

.....

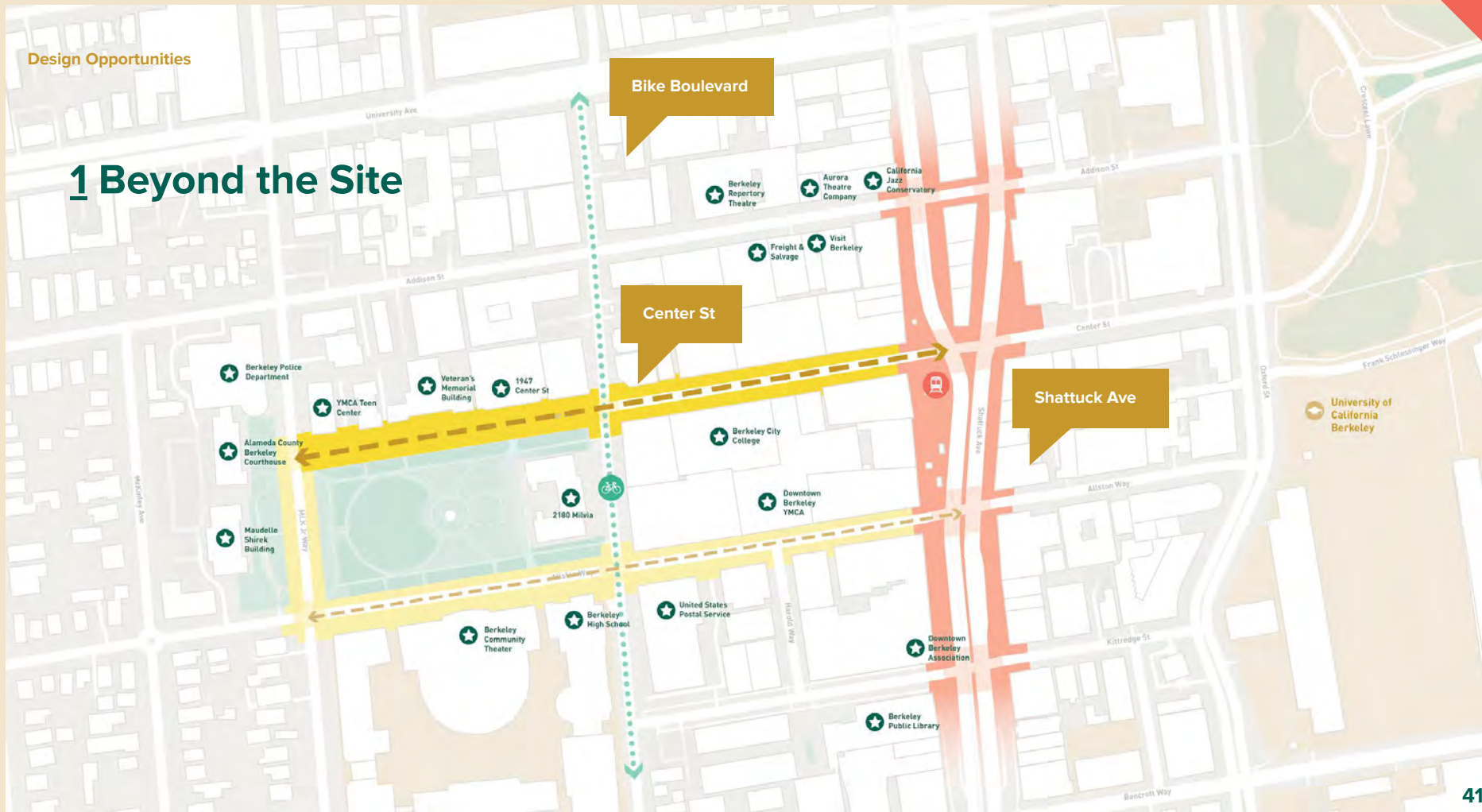
4 PROGRAMS

5 STEWARDSHIP

6 FUNDING

.....

1 Beyond the Site



2 At the Site Level

Mckinley Ave

MILK JT Way

Center St

Milvia St

Allston Way

Existing Conditions

Facade Activation

- Active
- Inactive
- Highly inactive

2 At the Site Level

Veterans Memorial Building

2180 Milvia St

Center St

Milvia St

MILK Jt Way

Allston Way

Opportunity:
Activated
Buildings

- Active Facade
- Activity Spillover

2 At the Site Level

McKinley Ave

Center St

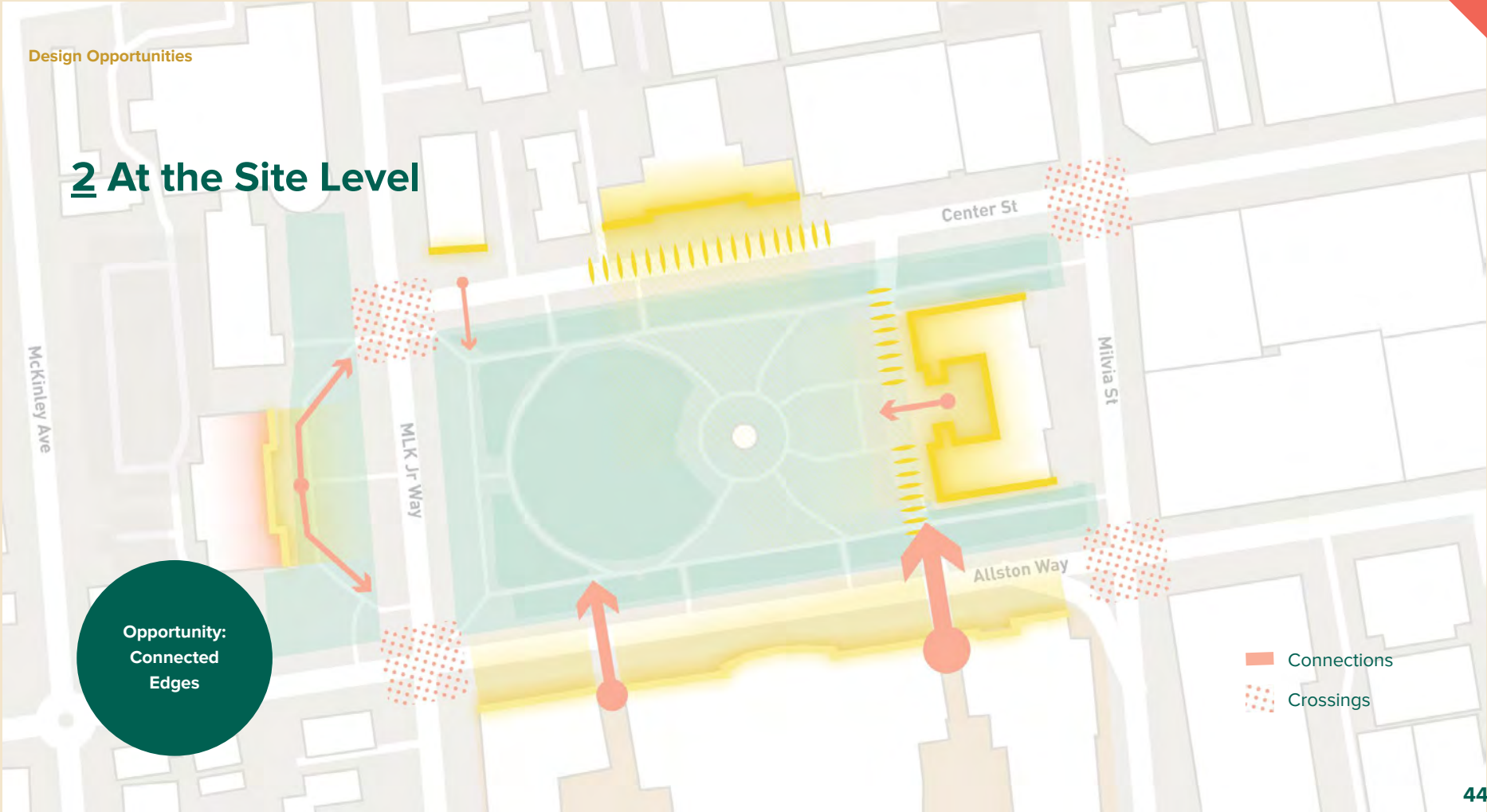
Milvia St

MLK Jr Way

Allston Way

Opportunity:
Connected
Edges

- Connections
- Crossings



2 At the Site Level

McKinley Ave

MLK Jr Way

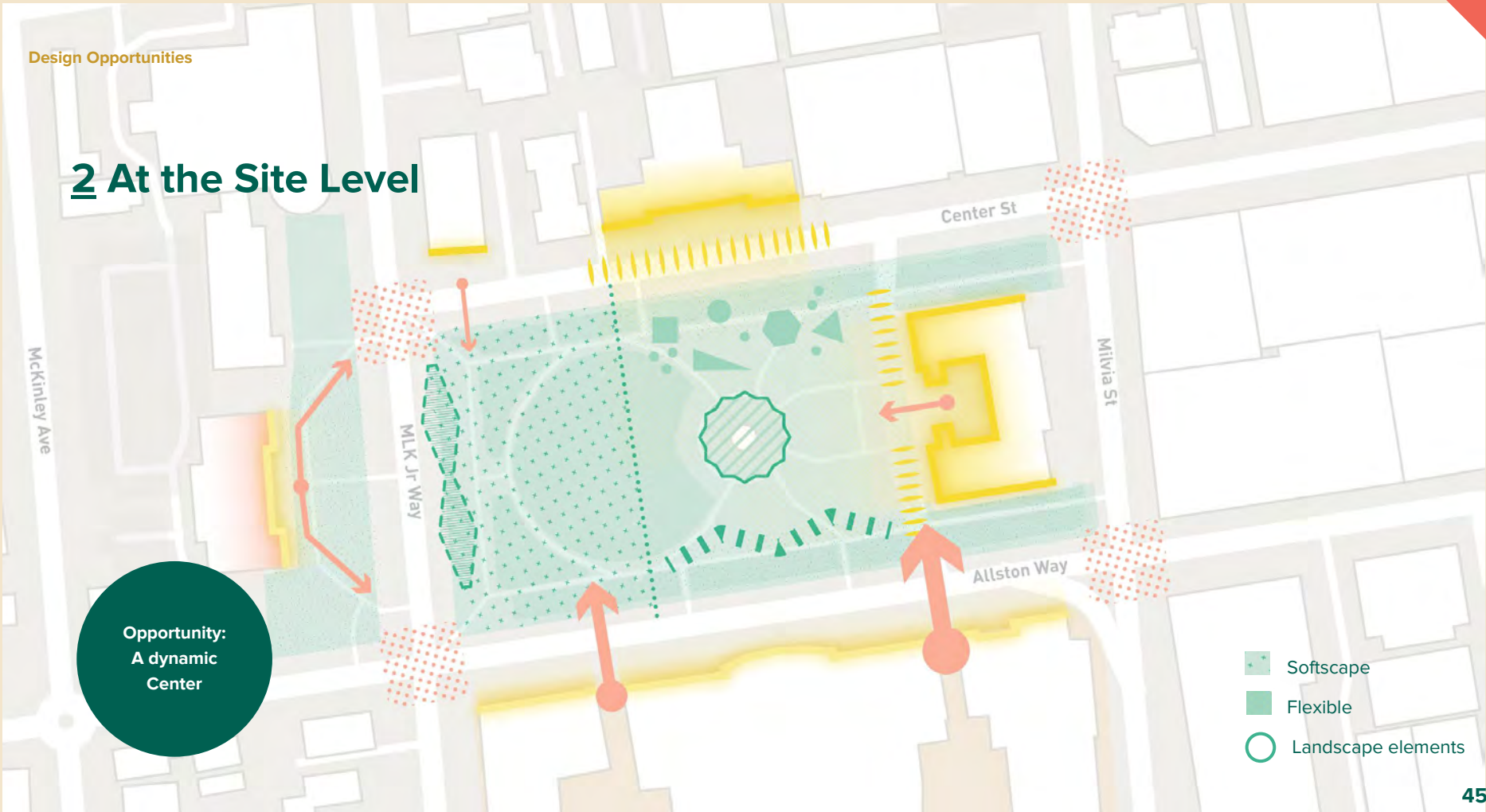
Center St

Milvia St

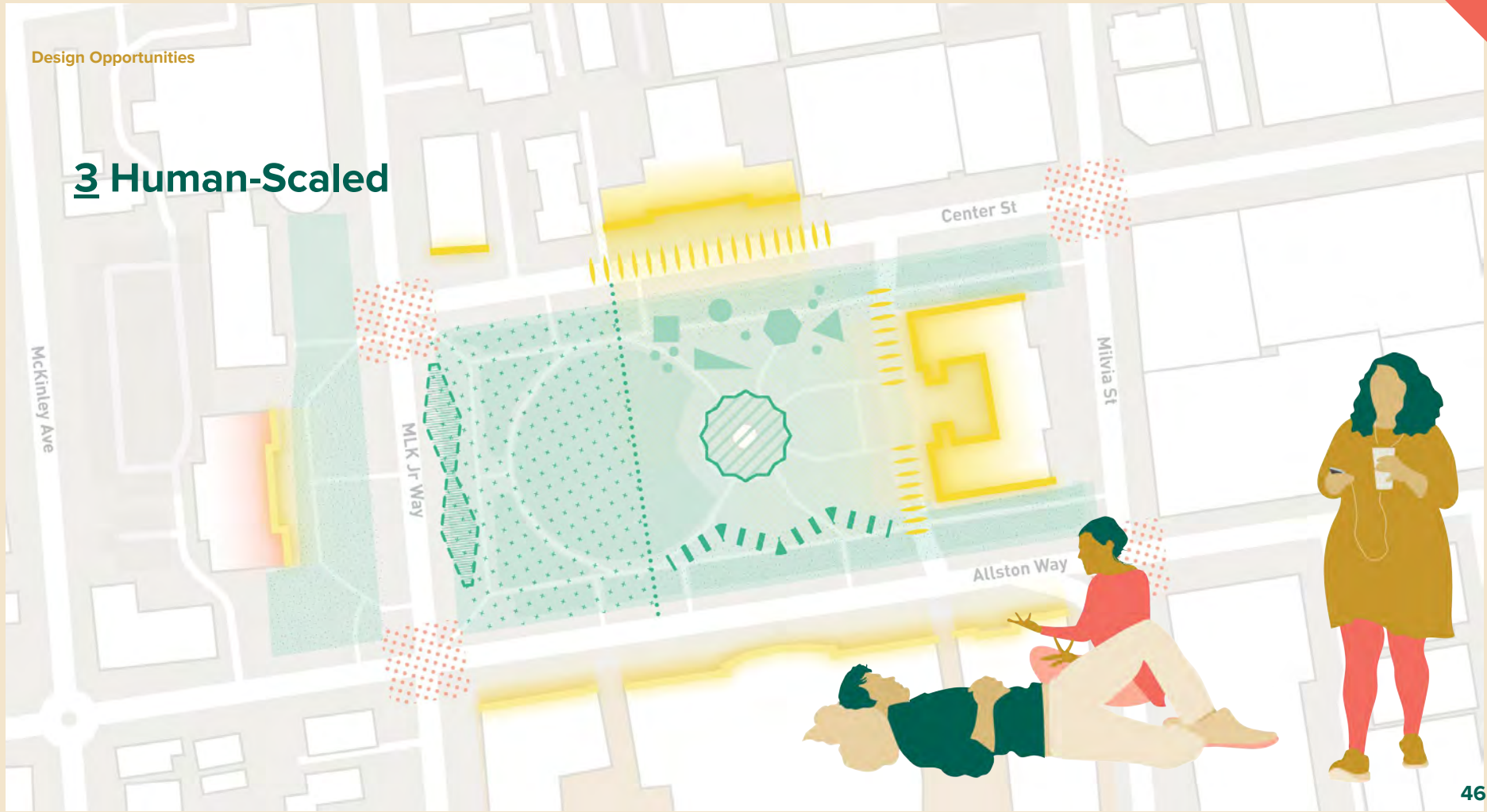
Allston Way

Opportunity:
A dynamic
Center

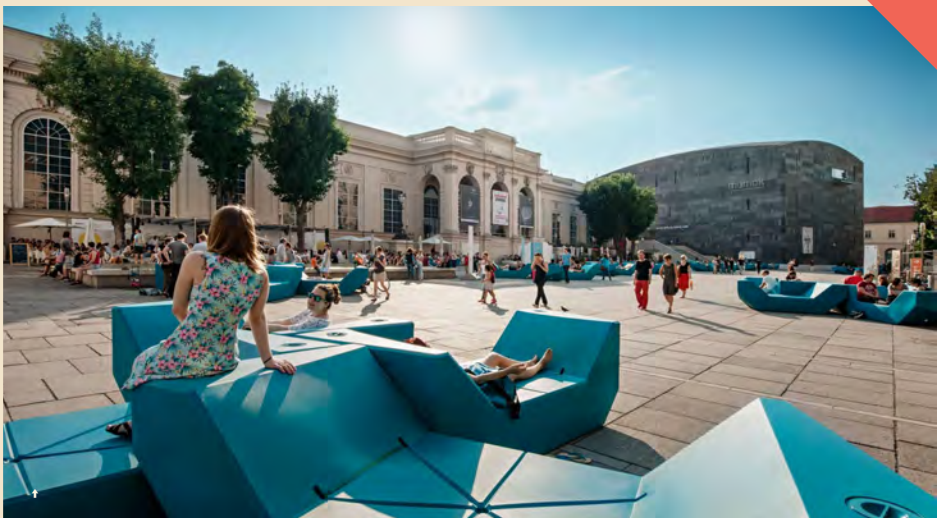
- Softscape
- Flexible
- Landscape elements



3 Human-Scaled



Design Opportunities

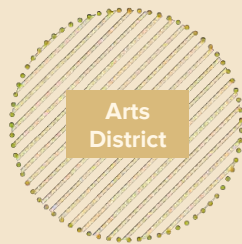
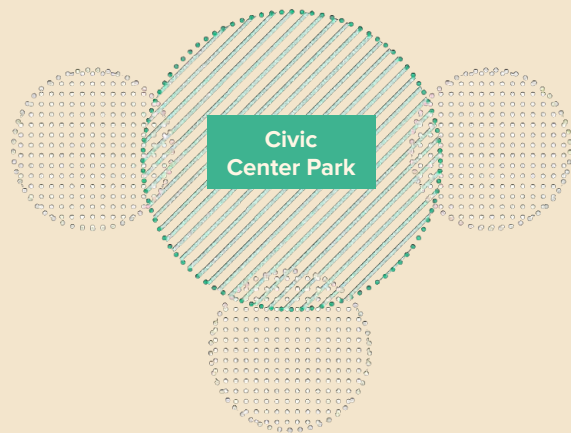


4 Programs



4 Programs

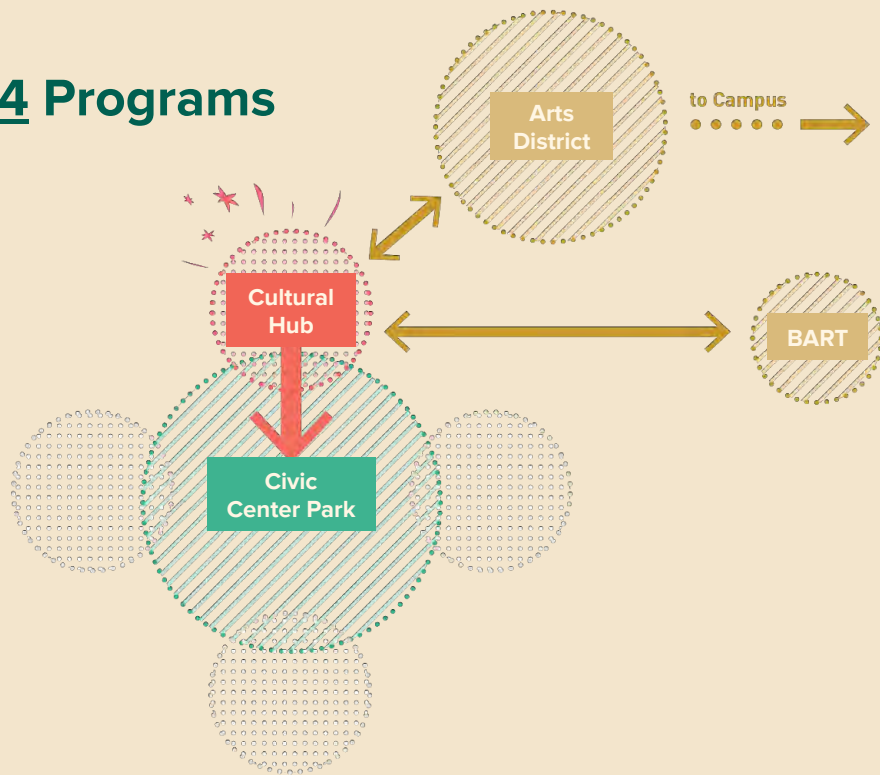
Existing Conditions



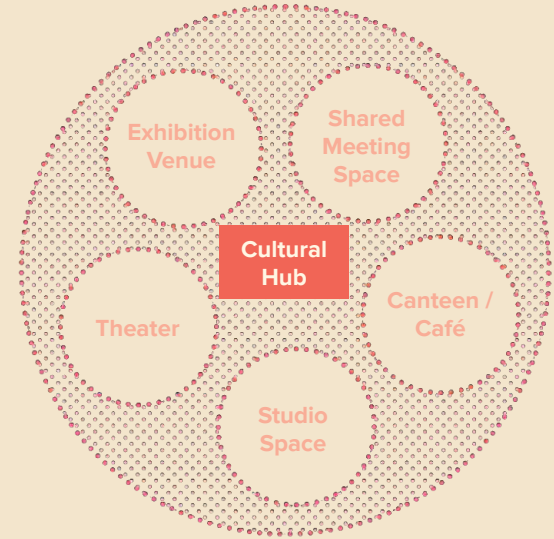
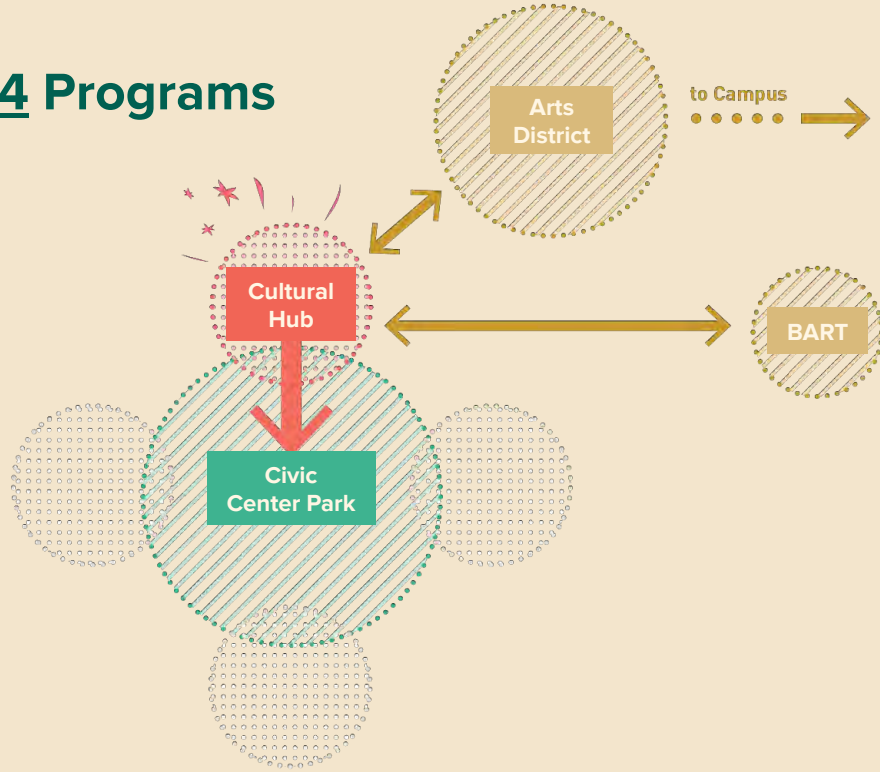
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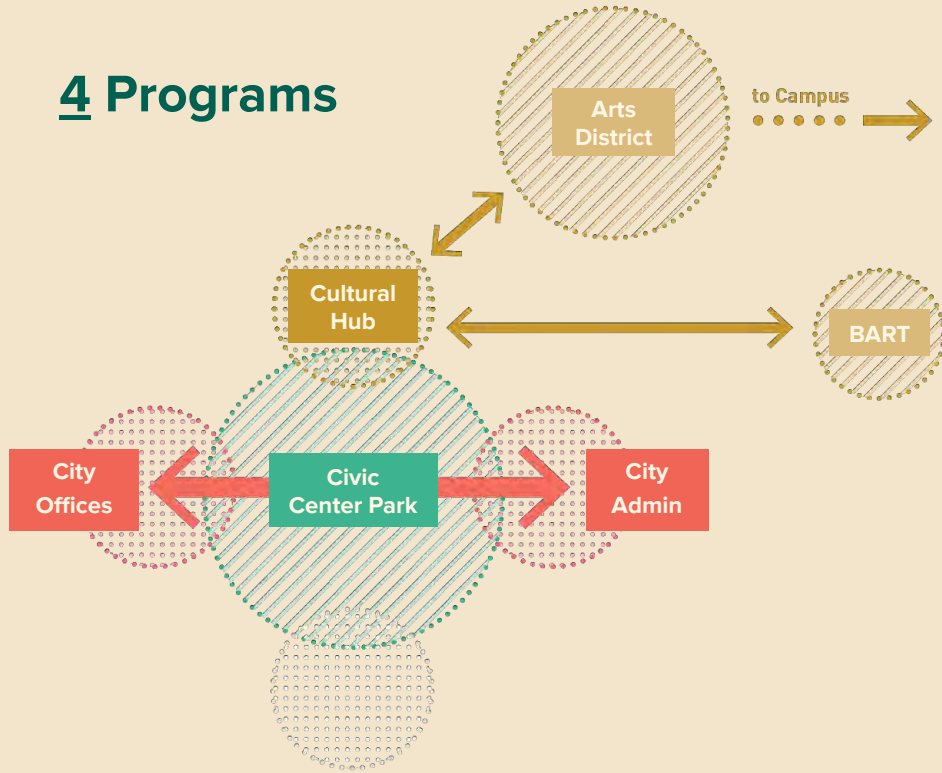
4 Programs



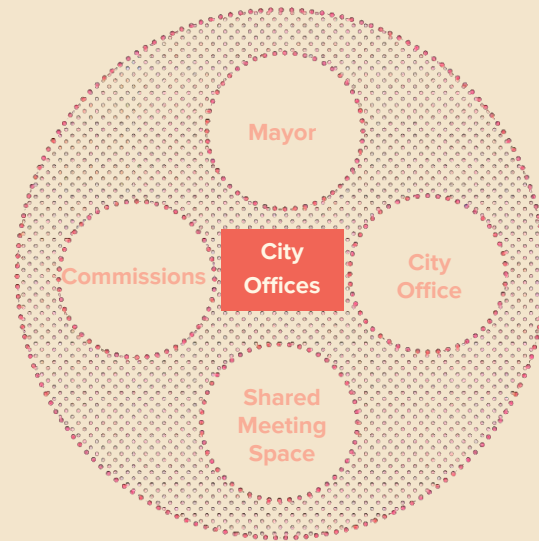
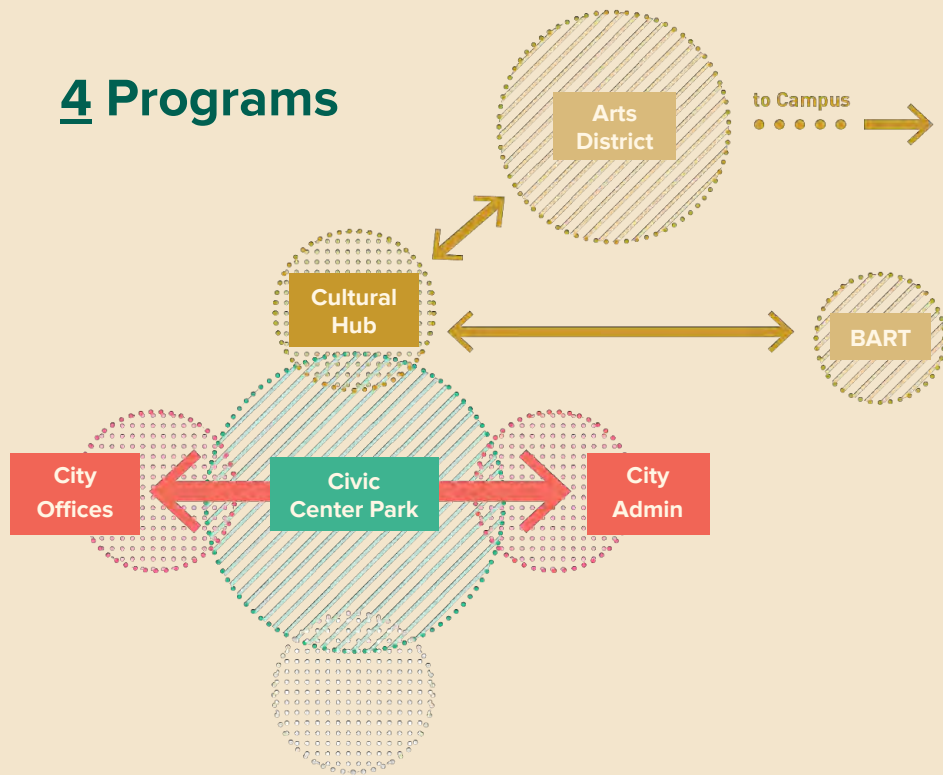
4 Programs



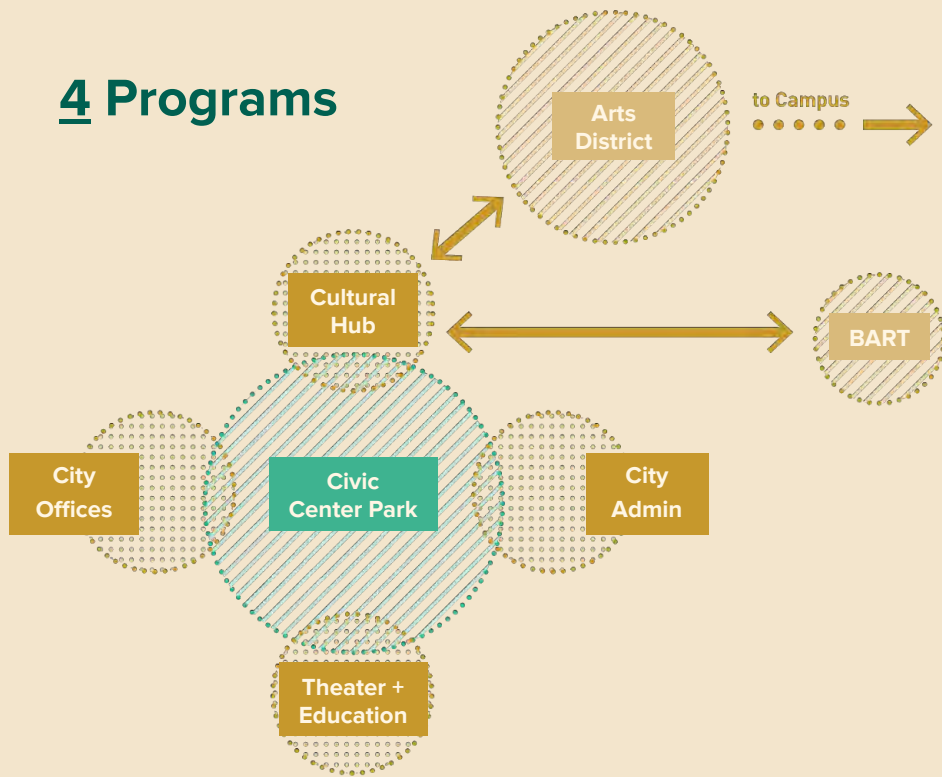
4 Programs



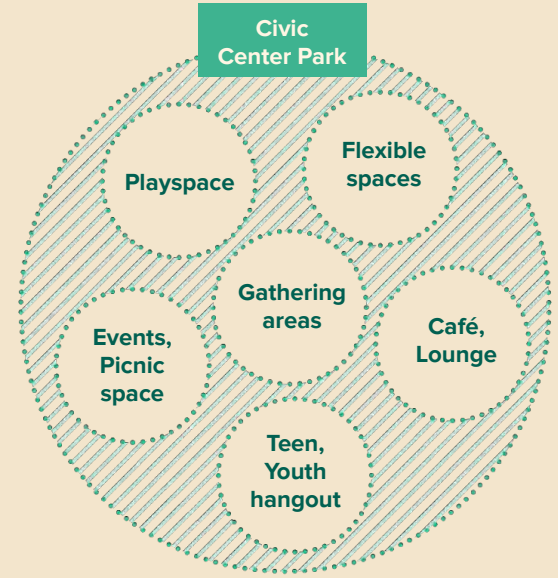
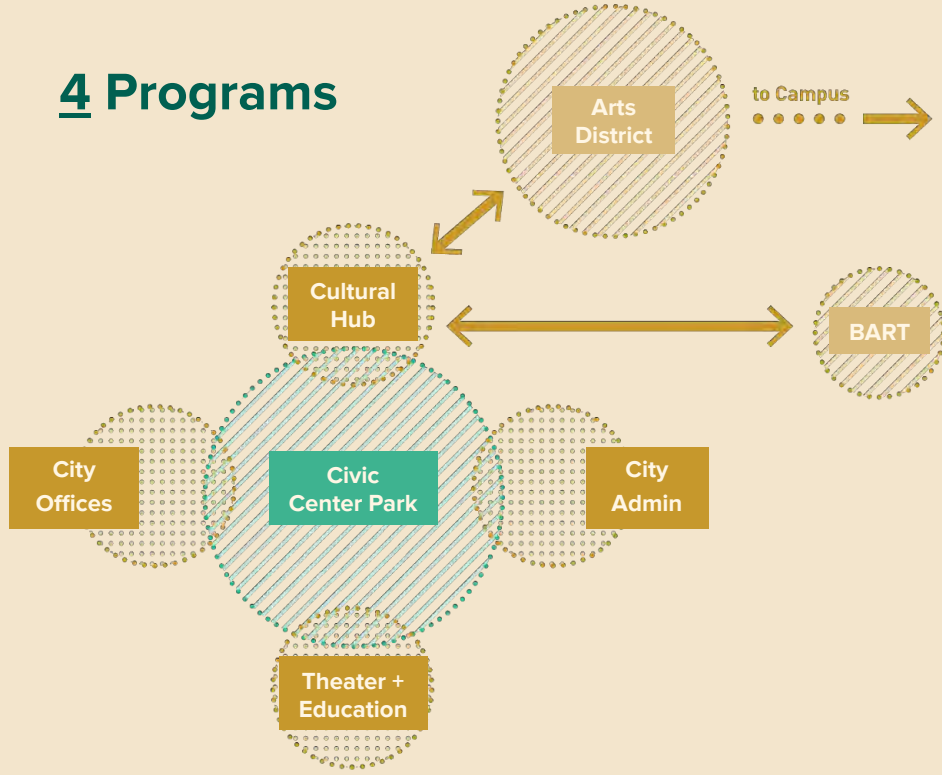
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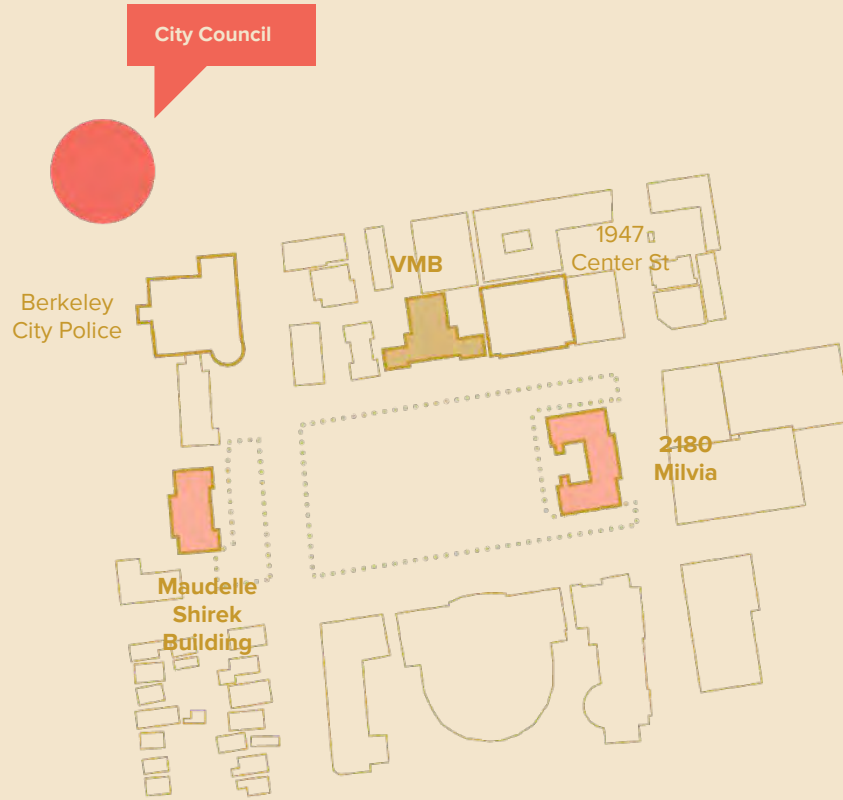
4 Programs



4 Programs



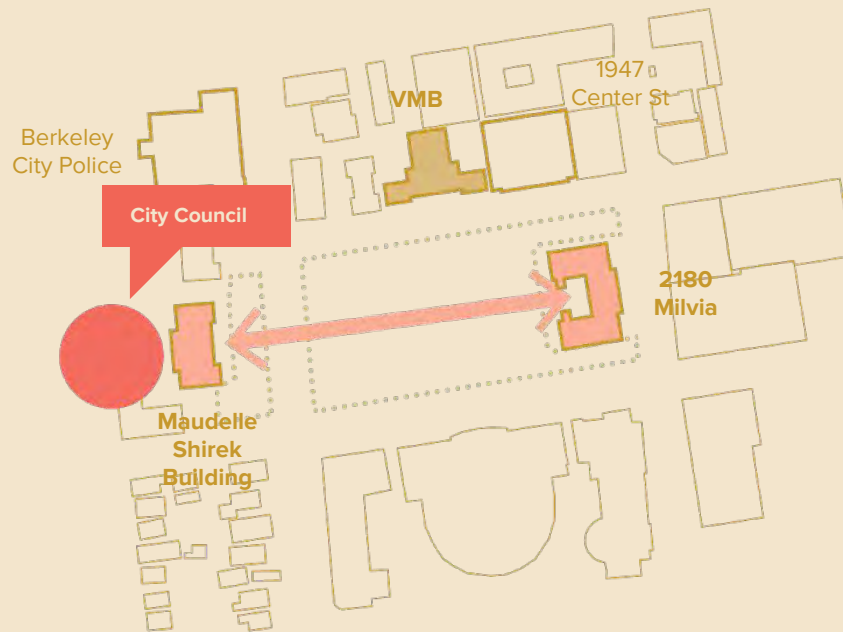
4 Programs



City Council
Today

-  Civic
-  Cultural

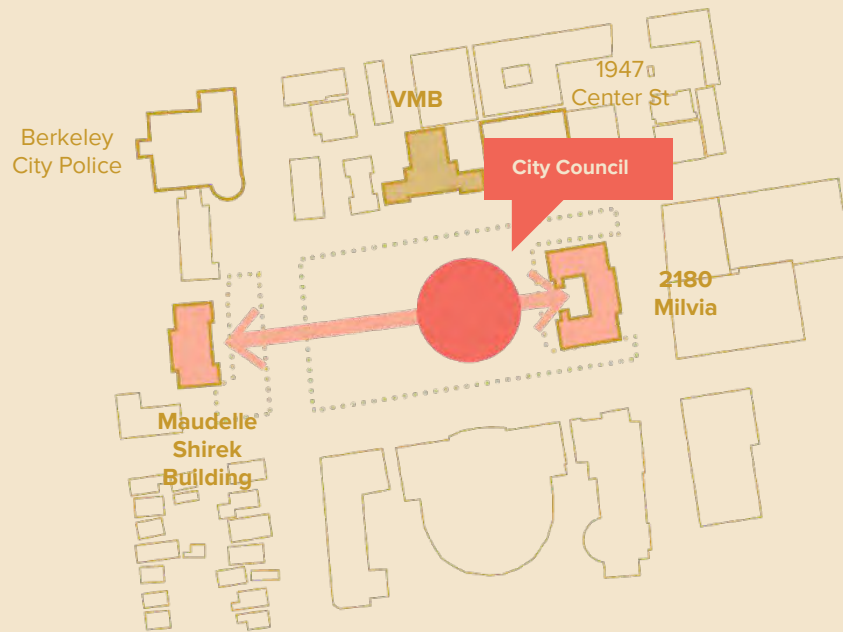
4 Programs



City Council Scenario #1

- Civic
- Cultural

4 Programs

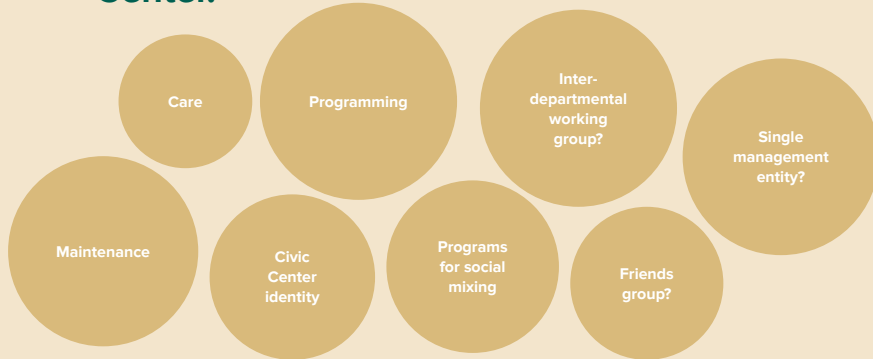


City Council Scenario #2

- Civic
- Cultural

5 Stewardship

Active management and coordinated stewardship – a strong strategy for stewardship, operations and maintenance will play a central role in the success of Berkeley's Civic Center.



↑ Bryant Park Maintenance Staff | Photo by Katherine Peinhardt via pps.com



↑ Friends of the Urban Forest | Photo via <https://hayesfarmstf.org/>

6 Funding

- **The Vision and Implementation Plan is a critical first step to developing a successful long-term funding/financing strategy.**
- **There will be many interim steps to implementing this Vision relying on a wide variety of funding sources, some strategic and others opportunistic.**
- **The long-term strategic financing sources could involve various forms of public/private partnerships.**



↑ Siena



↑ Vienna

Berkeley
Civic Center



↑ Barcelona



↑ Sonoma Plaza

Next Steps

Next Steps



Project website

February - March

Online engagement and project information

Community workshop 2

Tuesday, February 4, 1:30-3:00

Youth-Focused Design Charrette

Community Workshop 3

Saturday, March 7, 11:00-2:00

Pop up at the Farmers Market + Tour of Buildings and Park

Community workshop 3

Thursday, March 26, 5:30-7:00

Conceptual Design Options

We want your feedback!

Questions for consideration by City Council

Vision Statement

- **What do you like about the emerging vision statement?**
 - **What do you wish was different – what is missing or misrepresented?**
-

Design Opportunities

- **Of the design opportunities presented, what resonated with you, and why?**
- **Which concepts did not resonate, and why?**



Thank you

The project website will be live in February 2020.

For questions and to add your email to the project mailing list
please contact the City of Berkeley project manager:
EHollander@cityofberkeley.info / (510) 981-7536

A Vision for Berkeley's Civic Center

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