

**PROCLAMATION
CALLING A SPECIAL MEETING OF THE
BERKELEY CITY COUNCIL**

In accordance with the authority in me vested, I do hereby call the Berkeley City Council in special session as follows:

Tuesday, January 14, 2020

6:00 P.M.

SCHOOL DISTRICT BOARD ROOM - 1231 ADDISON STREET, BERKELEY, CA 94702

JESSE ARREGUIN, MAYOR

Councilmembers:

DISTRICT 1 – RASHI KESARWANI
DISTRICT 2 – CHERYL DAVILA
DISTRICT 3 – BEN BARTLETT
DISTRICT 4 – KATE HARRISON

DISTRICT 5 – SOPHIE HAHN
DISTRICT 6 – SUSAN WENGRAF
DISTRICT 7 – RIGEL ROBINSON
DISTRICT 8 – LORI DROSTE

Preliminary Matters

Roll Call:

Worksession

- 1. Civic Center Vision and Implementation Plan**
From: City Manager
Contact: Eleanor Hollander, Economic Development, (510) 981-7530
- 2. goBerkeley Program Update - January 2020**
From: City Manager
Contact: Phillip Harrington, Public Works, (510) 981-6300

Public Comment - Items on this agenda only

Adjournment

I hereby request that the City Clerk of the City of Berkeley cause personal notice to be given to each member of the Berkeley City Council on the time and place of said meeting, forthwith.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the City of Berkeley to be affixed on January 9, 2020.



Jesse Arreguin, Mayor

Public Notice – this Proclamation serves as the official agenda for this meeting.

ATTEST:



Date: January 9, 2020
Mark Numainville, City Clerk

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Office of the City Manager

WORKSESSION

January 14, 2020

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Jordan Klein, Economic Development Manager

Subject: Civic Center Vision and Implementation Plan

SUMMARY

This worksession provides an update to City Council on the work that has been accomplished to date to develop a vision and implementation plan for Berkeley's Civic Center area, which includes the following:

- Veterans Memorial Building;
- Maudelle Shirek Building ("Old City Hall"); and
- Martin Luther King Jr. Civic Center Park ("Civic Center Park").

The City's Veterans Memorial Building, Old City Hall, and Civic Center Park are important cultural resources, not only due to their age, but also their architectural significance, central location, and history as the center of City government.

The project commenced in summer 2019 and the goal of the project is to conduct an inclusive and transparent community process, engage meaningfully with all stakeholders, and provide a shared vision and implementable plan for the Civic Center area that supports current and future community needs while respecting and celebrating the area's rich past and historically significant structures. The project is funded through Phase 1 of the Measure T1 infrastructure bond designated to repair, renovate, replace, or reconstruct the City's infrastructure, facilities, and buildings.

The Office of Economic Development (OED), along with its partners in the Parks, Recreation and Waterfront, Public Works, and Planning and Development Departments, selected a consultant team led by Gehl Studio and supported by Siegel & Strain Architects, Strategic Economics and others. In this worksession report, the Office of Economic Development (OED) summarizes the progress of this initiative to date, and shares selected work products from the consultant team including the stakeholder engagement strategy, a summary and the results of the Public Space Public Life Study (PSPL) conducted in October 2019, initial findings of the historic structures report, a list of focus group interviews conducted through December 2019, a summary of the public 'visioning and values' workshop from December 12, 2019, and a draft vision statement for the Civic Center's next act.

CURRENT SITUATION AND ITS EFFECTS*Project Timeline*

The project began in the summer of 2019 and is anticipated to be completed by the second half of 2020, according to this approximate timeline:

- | | |
|--|-------------------|
| □ Consultant Contract Authorization by Council | July 2019 |
| □ Project Commencement | August 2019 |
| □ Public and City Engagement: Visioning | |
| ○ Technical Advisory Committee | September 9, 2019 |
| ○ “Super” Subcommittee Meeting of the Public Works, Parks and Civic Arts Commissions | September 9, 2019 |
| ○ Site Tour #1 | September 9, 2019 |
| ○ Technical Advisory Committee Meeting | November 14, 2019 |
| ○ Super Subcommittee Meeting | November 21, 2019 |
| ○ Small Focus Group Interviews | Oct. – Dec. 2019 |
| ○ Workshop #1: Vision and Values | December 12, 2019 |
| □ Public Space Public Life Study & Historic Structures Research | October 2019 |
| □ Council Worksession (Draft Vision Statement) | January 14, 2020 |
| □ Public and City Engagement: Draft Design Concepts | |
| ○ Workshop #2: Youth Focus at Berkeley High | Winter 2020 |
| ○ Workshop #3: Pop-Ups & Site Tour #2 | Winter 2020 |
| ○ Technical Advisory Committee Meeting | Spring 2020 |
| ○ Commission Engagement | Spring 2020 |
| ○ Workshop #4: Design Concept Share & Selection | Spring 2020 |
| □ Council Presentation (Preferred Design Concept and Plan) | Summer 2020 |

Summary of Meetings and Outreach to Date

The consultant team, led by Gehl Studio and supported by staff from OED and other City departments, kicked off the project with a series of public meetings in late August 2019 and early September 2019, including a site tour of both buildings and the park on September 9, 2019. The public outreach effort is displayed visually in the project's Stakeholder Engagement Strategy Map (Attachment 1).

Technical Advisory Committee (TAC). The TAC is composed of City of Berkeley staff from a variety of departments, and its purpose is to provide subject matter expertise and feedback throughout the process. TAC members represent a cross-section of knowledgeable participants with an interest and stake in the Civic Center. The TAC met for the first time prior to releasing the project RFQ in late 2018, and has since gathered formally twice with the consultant team: at the project kick off meeting in September 2019, and to review the Public Space Public Life Study (PSPL) results in November 2019. In addition to formal meetings, ad hoc consultations with individual TAC members (e.g., the City's special events coordinator, real estate manager, City Clerk, and public works facility staff) have made essential contributions to the project team's research and outreach process.

Super Subcommittee of City Commissions. In order to efficiently engage with City Commissions that have an interest in this project, a "super" subcommittee meeting structure was established. Three City of Berkeley Commissions—the Public Works, Parks and Waterfront, and the Landmarks Preservation Commissions—already had established ad-hoc subcommittees to address projects funded by Measure T1 bond improvements, and the Civic Arts Commission established an ad-hoc standing subcommittee for the Civic Center visioning process in order to participate. This larger group of subcommittees met twice in publicly noticed meetings at 2180 Milvia Street, first to kick off the project in September and again in November to review and comment on the findings of the PSPL and initial research of the historic structures report (Attachment 2).

Site Tours. Since releasing the RFQ in early 2019, City staff members have received many requests to tour the two buildings. The first tour of both buildings and the park was held in conjunction with the project kick off and super subcommittee meeting on September 9, 2019. A second tour is tentatively scheduled for late February 2020, to be held in conjunction with a "pop-up" public workshop.

Focus Groups and Interviews. From October through December 2019, staff and the consultant team conducted 27 one-on-one or small group interviews with Civic Center stakeholders in Berkeley, including the current Civic Center tenants, City Council Members (and/or their staff) from each district office and the Mayor's office, representatives from the Berkeley Unified School District including the District Superintendent and principal of Berkeley High School, planners of annual community events that occur in Civic Center, arts organizations, business associations, local media outlets, city staff, and architectural heritage groups. See Attachment 3 for a complete list of interviewees.

Public Space Public Life Study

In October 2019, the Civic Center project area was analyzed using the consultant team's unique exercise for assessing public life in civic spaces. The result of more than 40 years of research and development, Gehl's Public Space Public Life Study (PSPL) is

a comprehensive ethnographic analysis of the relationship between human activity and the built environment in the public realm. At Civic Center, the team conducted a targeted PSPL in the surrounding streets and the park, using volunteers and digital tools to gather fine-grained, human-scale data (Attachment 4). These data, coupled with the project's public engagement process, are fundamental in helping craft future design options that directly respond to what was observed and heard. Gehl uses pedestrian counts and stationary activity surveys to understand where and how people move and what they do when spending time in a place. Gehl also assesses the quality and condition of outdoor seating, façade conditions, the quality of paving materials and other qualitative factors that affect the public realm. Data is then distilled, and can be compared across cities, or used to better understand how people are using (or not using) a particular public space.

The full results of the PSPL are presented with detailed images and data in the accompanying Attachment 5: *Berkeley Civic Center PSPL Insights*. A description of the PSPL method begins on page 5, and more detail on each of the study's ten key findings follows on page 9.

Vision and Values Workshop

On December 12, 2019, staff and the consultant team hosted a **Vision and Values Workshop** at the YMCA Teen Center (Attachment 6). Approximately 40 community members attended the session, which was designed to generate thoughts about the underlying purposes and functions of our Civic Center, and to inform the project's Vision Statement. The consultant team organized the session into fast-paced group exercises, with opportunities for discussion in small groups and 'share-backs' with the whole group.

When asked to articulate qualities about a favorite place in Berkeley, participants described public spaces for commerce, like the Farmer's Market, and cited many Berkeley parks that draw diverse users and have diverse activities available. When asked to select and rank values that should be at the core of a future Civic Center, **Inclusion** and **Gathering** got the most votes, followed by **Equity, Accessibility, and Diversity**.

Workshop participants were also asked to select and rank images of civic activities in other cities that "most resonated with the group," and describe the qualities depicted in the photographs as desirable or not. Top vote getters included images with green space, fountains, trees to hang out under, and trees with canopies for shade. Other top images showed people gathering in open spaces that are inclusive, with outdoor communal activities and performance. Finally, images that depicted play, including kids entertainment, distinctive play equipment, and intergenerational activities, were also popular.

Finally, participants were asked to identify essential programs, uses, events, or features of a future Civic Center. The most responses were for **Culture and Amenities**, emphasizing a desire for performance spaces that can accommodate a variety of events (music, festivals, theater, and speakers) and improved amenities like restrooms, water fountains, and seating. Workshop participants were also asked to send a postcard from Civic Center in 2030. The team collected over 30 postcards and 8-10 community members read their postcard aloud. Enshrined in the text of the cards, is a deep spirit of optimism, a sense of community, descriptions of opportunities to come together, appreciation of historic buildings, modern amenities, and space for gathering, celebrating, and reveling in the performing arts.

Workshop attendees, City staff, and the consultant team noted that there was a strong spirit of collaboration among the attendees, and broad consensus around core values for the future of Civic Center (Attachment 7).

Vision Statement

Four key themes emerged from the engagement that has been conducted to date. In the future, Civic Center can be experienced as:

- A **Civic Commons** that is a place for democracy, public gatherings and civic buildings;
- A vibrant and varied **Place for Youth, and for all**, to spend time;
- A **place for Arts Venues and Cultural Activities** that encourage conviviality; and
- A place for **daily needs**, including meeting, eating, errands, exercise.

The consultant team, in consultation with staff, is developing a working vision statement (Attachment 8) that distills the results of the community outreach to date, and will be used to guide the subsequent phases of the project.

Questions for consideration by City Council regarding the vision for Berkeley's Civic Center:

- As we re-imagine Berkeley's Civic Center, what **values** should be at its core? Does the draft vision statement (Attachment 8) adequately capture those values?
- How can the **qualities** of these values be **expressed in a public place**?
- What do you see as **essential programs, uses, events, or features** of your Civic Center?
- Consider the **next generation's use** of Berkeley's Civic Center. What will bring them here? What will they see and enjoy in this place?

Next Steps

In early 2020, the public engagement process will continue and include a second building tour (tentatively scheduled for a Saturday in late February) that is open to members of the public. The tour date will coincide with a second public workshop that

will elicit feedback from the community in an alternate meeting format, such as a “pop-up” stall at the Farmers’ market or at Civic Center Park. This will be an evolving public visioning session, the team will be sharing design work that seeks to translate the vision statement into spatial options and iterating on those options based on feedback received during the session.

Another public workshop, in early February 2020 will explore design concepts for the Civic Center area with students from neighboring Berkeley High School (BHS) in partnership with BHS’s Career Technical Education program.¹ This workshop would still be open to the general public, but will seek to elicit targeted feedback from students who were identified in the PSPL as bringing “the magic of youth” to Civic Center Park. The final community session (anticipated in late March 2020) will likely take the form of a participatory pinup where the team will present design concept options, hear community feedback, and discuss through visual case studies and voting exercises a final preferred concept to advance to City Council.

The consultant team will develop up to three conceptual design concepts for the adaptive reuse of both buildings and the Park. Proposed concepts and drawings will articulate how the Veterans Memorial Building, Old City Hall, and Civic Center Park could be used. The project team will gather feedback on the design concepts via a broad set of community engagement activities, and incorporate that feedback into a preferred design concept for presentation to and adoption by City Council in the summer of 2020.

The team will also be researching and recommending financial tools and potential revenue strategies to support renovation and ongoing operations, including public investment and public-private partnerships. During the winter and early spring of 2020, the team will be working to develop a potential funding strategy for vision implementation. The finalized recommendations and strategies will be delivered as a companion to the preferred design concept selection.

BACKGROUND

Originally conceived at the turn of the 20th Century, the Civic Center was master planned and molded by City Beautiful Movement principles, and anchored by the 1909 construction of Berkeley’s second City Hall (now known as the Maudelle Shirek Building at 2134 Martin Luther King Jr Way). The plan transformed the City’s center into a cohesive group of civic buildings surrounding a central park by the 1940s. Today the Civic Center comprises portions of the area surrounding Martin Luther King Jr. Civic Center Park including the Maudelle Shirek Building ‘Old City Hall’ (1909) and the Veterans Memorial Building (1928) which flank the Park on the west and north sides.

¹ Berkeley Unified School District’s *Career Technical Education* program integrates academic curriculum with hands-on experience in job skills needed for the modern workplace, including careers in public service and civics. See: <https://www.berkeleyschools.net/teaching-and-learning/cte/>.

The larger Berkeley Civic Center District (codified by the Civic Center Overlay Zone, 2014) itself was listed on the National Register of Historic Places in 1998. In addition, many of the buildings in the Civic Center District, including the Maudelle Shirek Building, the Veterans Memorial Building, and the Park itself, have been individually recognized as City Landmarks. Since the 1940s seismic building codes have evolved, requiring different thresholds of required maintenance and upkeep depending on use, and presently the historic buildings show signs of deferred maintenance.

In 2016, Berkeley voters passed *Measure T1 Bond Funding for Infrastructure and Facilities*, which authorized the City to sell \$100 million of general obligation bonds to repair, renovate, replace, or reconstruct the City's aging infrastructure and facilities, including important City facilities and buildings. As part of the City's Measure T1 Bond Funding program, the Veterans Memorial Building and Old City Hall were slated for "Structural analysis and visioning of possible conceptual design alternatives, in concert with Civic Center Park, to help determine a direction for future capital improvements to restore and secure these facilities to maximize their community benefit."² Although the Civic Center presently serves a number of important functions for the City, in recent years City officials and community members have suggested that the space is underutilized. Community members have given voice to a variety of ideas and perspectives regarding the adaptive reuse of the buildings and open space that comprise the Civic Center including expanded recreation activities, art and cultural uses, human services, commerce, housing, and other ideas.

As such, this project takes on the development of a comprehensive community outreach strategy, to distill these wide-ranging and exciting ideas into a vision statement; an assessment of the existing supporting infrastructures of all three elements (Old City Hall, Veterans Memorial Building and Civic Center Park); and an evaluation of financial tools and ongoing resources needed to maintain the facilities and/or revenue generation strategies to sustain the ongoing upkeep and maintenance of the facilities. The anticipated outcome is a vision and implementation plan that will identify a preferred design concept for Civic Center and be adopted by the City Council.

On March 14, 2019 the City of Berkeley released a [Request for Qualifications](#) to inform the engagement of qualified firms, teams, or individuals to provide professional consultant services to assist in the completion of this project.³ The proposal by Gehl Studio was selected based upon the following criteria: qualifications and references, including relevant experience of project team/personnel; project understanding and approach; overall quality of the response, including completeness, clarity, organization, responsiveness; and demonstrated efficient and effective level-of-effort articulated in the project approach. Gehl is one of the world's leading urban design and architecture firms.

² This \$376,430 contract is funded entirely by Measure T1 bond proceeds (budget code 511-54-623-677-0000-000-444-612310) with \$80,000 of the funding dedicated towards a historical resources study of the Veterans Memorial Building and the Maudelle Shirek Building (commonly referred to as "Old City Hall").

³ City Council approved this solicitation at its regular meeting on January 22, 2019, [item 4](#).

They are headquartered in Copenhagen, Denmark and opened a San Francisco office in 2014. They are known for their 'people-centered' design strategies; in recent years, they've led successful redesigns of many famous public spaces, including Times Square in New York City and San Francisco's Civic Center.

Historic Building/Landmarks Analysis

Siegel & Strain Architects, part of the Gehl team, is leading a team of subconsultants including architecture + history llc, PGA Design, and Architectural Conservation, Inc. to prepare **historic structures reports** for the Maudelle Shirek Building (Old City Hall) and the Veterans Memorial Building, as well as a Historic Landscape Assessment for Martin Luther King Jr Civic Center Park. All three resources are contributors to the larger Berkeley Civic Center Historic District, listed on the National Register and designated locally. These resources have played a major role in the development of Berkeley's civic pride and are key elements of Berkeley's civic space.

The purpose of these reports is to verify the relevant historical information and historic context contributing to each resource's significance; understand their physical modifications and changes of use over time; document their character defining features and current physical conditions; generate cost estimates for their future rehabilitation; and develop treatment and future use recommendations. Work to date has included gathering background data from various local archives, obtaining and comparing historic and renovation drawings with existing conditions, and completing field work (Attachment 2).

Maudelle Shirek Building (Old City Hall)

Designed by architects Bakewell and Brown and completed in 1908-09, Old City Hall is an example of Beaux Arts Classicism. It was the first of Bakewell and Brown's major California City Hall commissions, pre-dating the larger more elaborate buildings in San Francisco and Pasadena. Conditions assessment surveying at Old City Hall has revealed that, for its age, the building is in relatively good condition. Water intrusion has occurred at the intersection of the primary hipped roof and flanking hipped roofs. At the south wing third floor, the original wood casement windows have been replaced with inappropriate aluminum sash, and a series of post- World War II additions at the west elevation are not in keeping with the character of the older building.

Veterans Memorial Building

The Veterans Memorial Building was completed in 1928, one of about a dozen Alameda County Veterans Memorials constructed in the late 1920s. Research has revealed that Mildred Meyers, daughter of Henry H. Meyers, to whom the building is attributed, played a much larger role in the design of the building than originally known. The building suffers from severe water infiltration at both interior stairwells; likely caused from material failure at the roof. A remarkable amount of historic fabric, including light fixtures and historic finishes remain at the first and second floors.

Martin Luther King Jr Civic Center Park

The Civic Center Park was completed in 1942. Berkeley had intended for a Civic Center Park years earlier, but complications of land acquisition and competing design interests prevented an earlier result. A committee of well-known architects and landscape architects resolved the decades-old problem, the park opened to great fanfare and celebration when it was finally realized during WWII. The overall layout of the park has remained relatively unchanged over the Park's 77-year history. The edge conditions of the Park are most visibly different, having originally been planted with many trees and shrubs. These plantings have been removed over time to accommodate new plaza areas and parking spaces. Their removal greatly changed the way a user perceives and uses the park.

The team is currently working on a 75% draft of each historic structure reports, which will be submitted for review by the City's Technical Advisory Committee (TAC) in late January.

Seismic Safety and Analysis

Old City Hall and the Veterans Memorial Building were evaluated in 2002 for seismic safety. The assessment included rough cost estimates for retrofitting the structures. These 2002 figures were updated for consideration of current building code, under the direction of the City's Public Works Department. The cost estimates and engineering solutions for addressing seismic safety in Old City Hall and the Veterans Memorial Building were released in late April of 2019 and the full reports are available to the public online.⁴

The engineering reports found the Veterans Memorial Building, a 90 year old, three story, heavy concrete perimeter wall building with wood framed floors and roof, to be seismically deficient and to pose life safety hazards to building occupants. Two concept seismic retrofit schemes, one to meet the lower Basic Seismic Performance Objective (BPOE) and one to meet the higher Immediate Occupancy (IO) - Enhanced Seismic Performance Objective, were projected. The grand total project cost and budget (including construction, consultant, management and permit costs and testing and inspection fees) was estimated at \$17,707,538 for the BPOE scheme and \$61,886,725 for the IO scheme.⁵

The seismic evaluation for Old City Hall, a 110 year old, three story, non-ductile concrete building indicated that the building is seismically deficient and poses life safety

⁴ ASCE 41-17 Tier 2 [Seismic Evaluation of Berkeley Old City Hall](#) at 2134 Martin Luther King Jr. Way, Berkeley, California, IDA Structural Engineers, April 2019 and ASCE 41-17 Tier 2 [Seismic Evaluation of Berkeley Veterans Memorial Building](#) at 1931 Center Street, Berkeley, California, IDA Structural Engineers, April 2019.

⁵ Cost estimators were engaged to determine ball park *construction* budgets for both schemes in the Veterans Building; the estimated cost for the BPOE scheme is \$11,275,000 and for the IO scheme is \$39,392,000.

hazards to building occupants; potentially the building could collapse or partially collapse in a major earthquake proximate to the site. The grand total project cost and budget (including construction, consultant, management and permit costs and testing and inspection fees) for Old City Hall was estimated to be \$13,030,311 for the BPOE scheme and \$32,844,985 for the IO scheme.⁶

These cost estimates and the results of the historic structure reports together will continue to inform the subsequent vision and implementation planning process.

ENVIRONMENTAL SUSTAINABILITY

Successful initiatives that repurpose existing buildings and civic space for subsequent generations' fruitful use promotes beneficial environmental, civic, and economic sustainability.

POSSIBLE FUTURE ACTION

Using the vision statement as a guide, the project team will generate design concepts regarding Civic Center and its future uses. Via a broad set of community engagement activities, a preferred design concept and accompanying implementation strategy will be advanced for review and adoption by City Council.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

The exact fiscal impacts of the finalized adopted vision and implementation plan for Civic Center are yet unknown. As noted above, the adaptive reuse of Old City Hall and the Veteran's Memorial Building will require seismic improvements, the total costs of which would likely range from \$30M to \$95M (including both buildings). Subsequent phases of the project will include the development of cost estimates and financing strategies for the proposed implementation.

CONTACT PERSON

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Eleanor Hollander, Economic Development Project Coordinator, (510) 981-7536

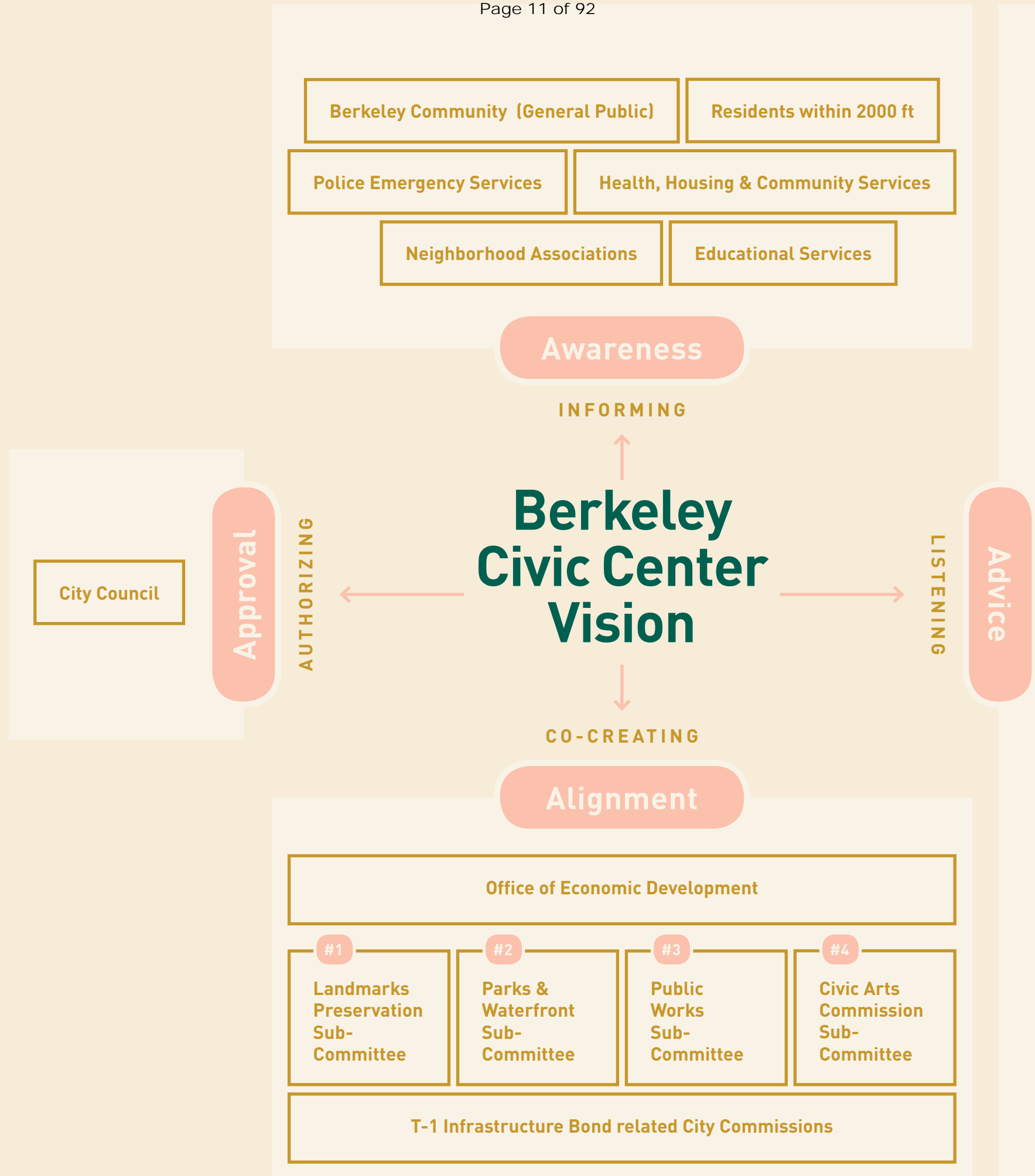
Attachments:

- 1: Stakeholder Engagement Strategy Map
- 2: Update to the Subcommittees, Existing Conditions & Historic Structures Report
- 3: Small Focus Group Interviewees
- 4: Public Space Public Life Study, Call for Volunteers
- 5: Berkeley Civic Center PSPL Insights
- 6: Public Workshop Meeting Flyer, December 12, 2019
- 7: Civic Center Community Workshop Meeting, December 12, 2019
- 8: Draft Vision Statement

⁶ Cost estimators were engaged to determine ball park *construction* budgets for both schemes in Old City Hall; the estimated cost for the BPOE scheme is \$9,983,000 and for the IO scheme is \$25,163,750.

Who Stakeholder Mapping

Our goal is to reach to a broad representation of the community — to hear many voices, and diverse voices. In a spirit of creative collaboration, we will listen and engage with a variety of stakeholders, inform community groups, service-providers and organizations, and align research and thoughts with key City of Berkeley teams and Committees.



Berkeley Community (General Public)

Stakeholders:

Youth

- Berkeley High School (BUSD)
- Teen Center / YMCA

Arts & Culture

- Berkeley Design Advocates
- Berkeley Cultural Trust
- City of Berkeley Art Collection assessment partners (RLA)
- Group advocating for museum space

Community & Civics

- Downtown Berkeley Association
- Group, including District 4, working with the Veteran's Memorial Building and MSHHIG
- Current tenants of the Veterans Memorial Building and the Maudelle Shirek Building
- Ecology Center/Farmers Market
- Local media/ Clerk's office

Heritage & Built Environment

- Berkeley Historic Society
- Berkeley Architectural Heritage Association
- Turtle Island Foundation
- Owners of building between Teen Center and VMB
- Local theatre and music venues (Berkeley Repertory Theatre, Freight

Technical Advisory Committee (TAC)

- Parks, Recreation and Waterfront Department
- Planning Department
- Public Works Department
- City Manager's Office

Berkeley

Civic Center

Work in Progress
Update to the Subcommittees

November 21, 2019



Existing Vision & Policies

Overarching Themes

▶ **Community driven**

▶ **Inclusive**

▶ **Cohesive**

▶ **Context sensitive**

▶ **Secure**

▶ **Thriving**

▶ **Livable**

▶ **Amenity-rich**

▶ **Culturally-rich**

▶ **Well-maintained**

▶ **Pedestrian- & Bike-oriented**

▶ **A great place!**

Land Use

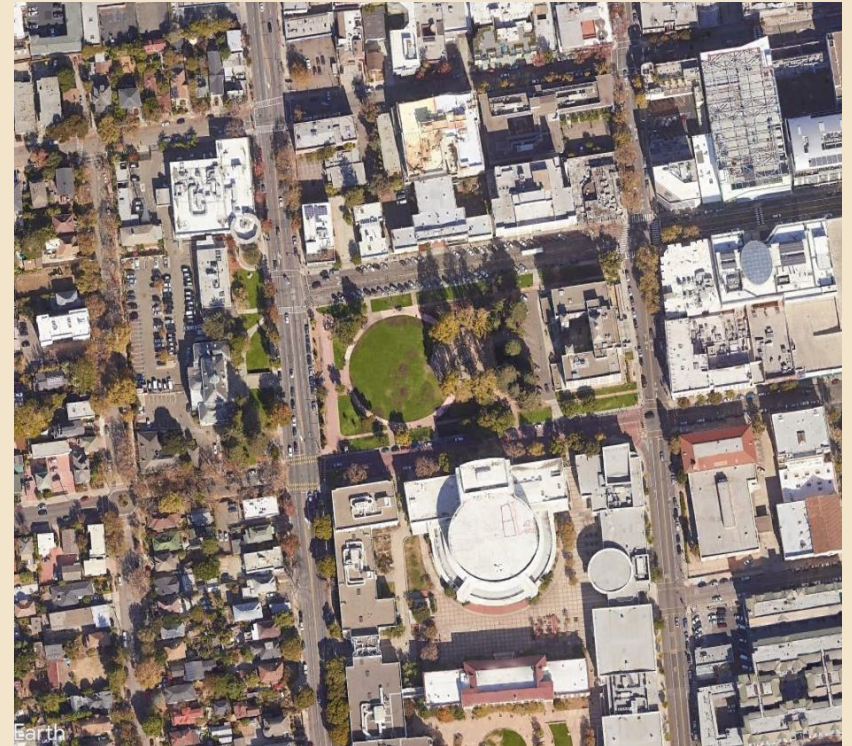
Transportation

Open Space

Buildings

Land Use

- ▶ **Civic focal point & destination** (Park, government, farmers market, events, Arts District)
- ▶ **Government & community services**
- ▶ **Housing** (DAP emphasis on diversity & affordability, but not allowed by Zoning overlay)
- ▶ **Office** (DAP encouraged if for local workforce and start-ups, but not allowed by Zoning overlay)



Open Space

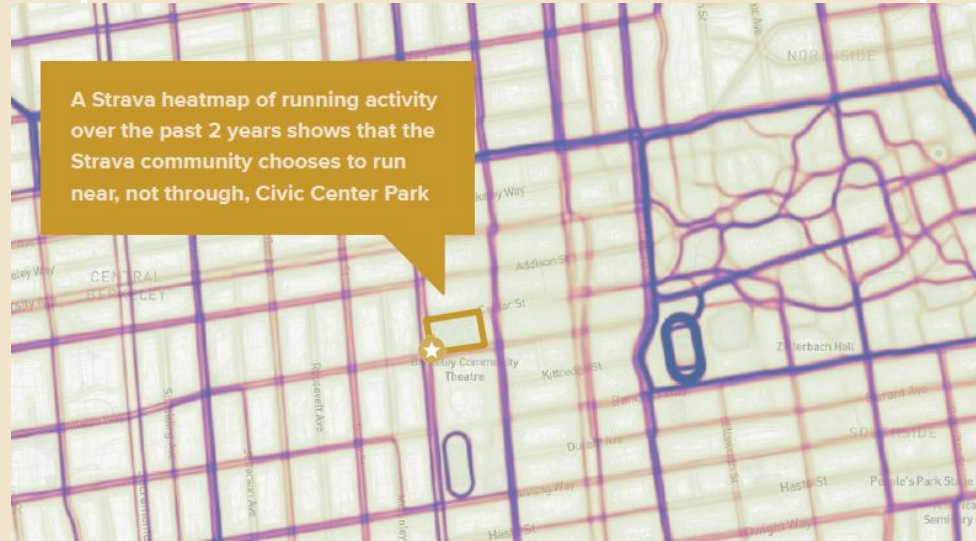
- ▶ Recreation
- ▶ Gathering & civic engagement
- ▶ Festivals & fairs
- ▶ Art & music
- ▶ Farmers market

- ▶ Green infrastructure / reveal watershed



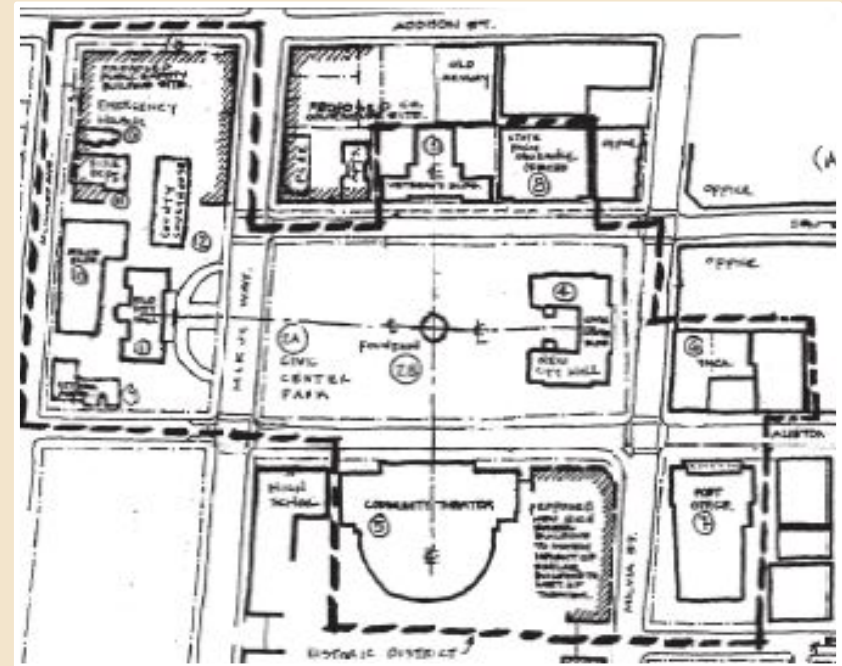
Transportation

- ▶ **Streets as civic space**
- ▶ **Prioritize pedestrians**
- ▶ **Bike-friendly** (Milvia Bikeway planned)
- ▶ **Traffic calming** (especially crossing MLK)
- ▶ **Reduce car use / TDM** (move City staff's on-street parking to garage, manage BHS drop-off)
- ▶ **Wayfinding**



Buildings

- ▶ Restoration & adaptive reuse
- ▶ Streetwall continuity & build-to line
- ▶ Tripartite with aligned cornices
- ▶ Compatible materials, color, rhythm, modulation, recessed openings
- ▶ Recognize that heights vary downtown
- ▶ Model green building practices



Historic structures preliminary findings



Historic Structures Reports

Berkeley Civic Center Historic District

National Register and Berkeley Local Landmark #211
Listed in 1998

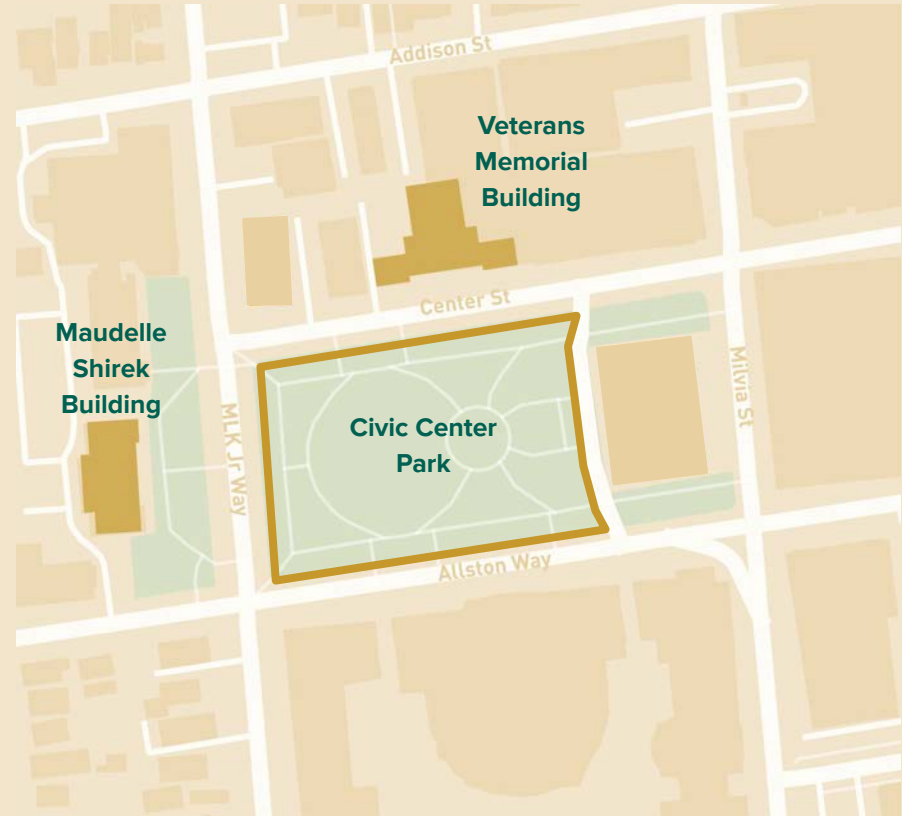
Contributing Resources

- 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)

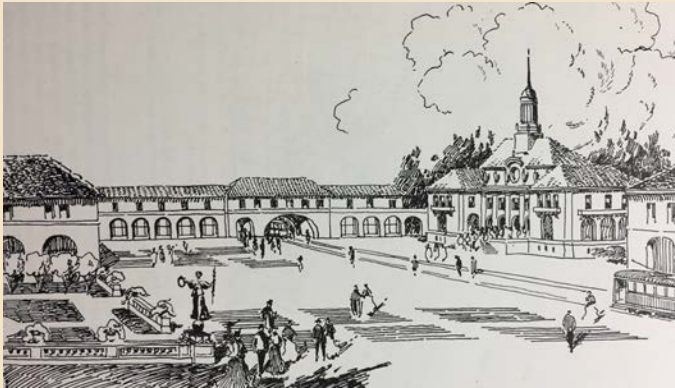


Focus of Work

- 2 Historic Structure Reports
- Historic Landscape Assessment



Historic Structure Reports



Proposed sketch of Berkeley Civic Center, 1914

Photo credit: The Architect and Engineer of California, June 1916

- ▶ 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**

Work to Date

- Field work and research
- Compare original drawings to existing conditions to determine extant historic fabric
- Determine chronology of alterations
- Research chronology of use
- Assess conditions of common materials and features



- Veterans Memorial Building -

Historic Structure Report



Building Chronology



Veterans Memorial Banquet Dedication Banquet,
Nov. 11, 1928

Photo courtesy Berkeley Historical Society

Veterans Memorial Building

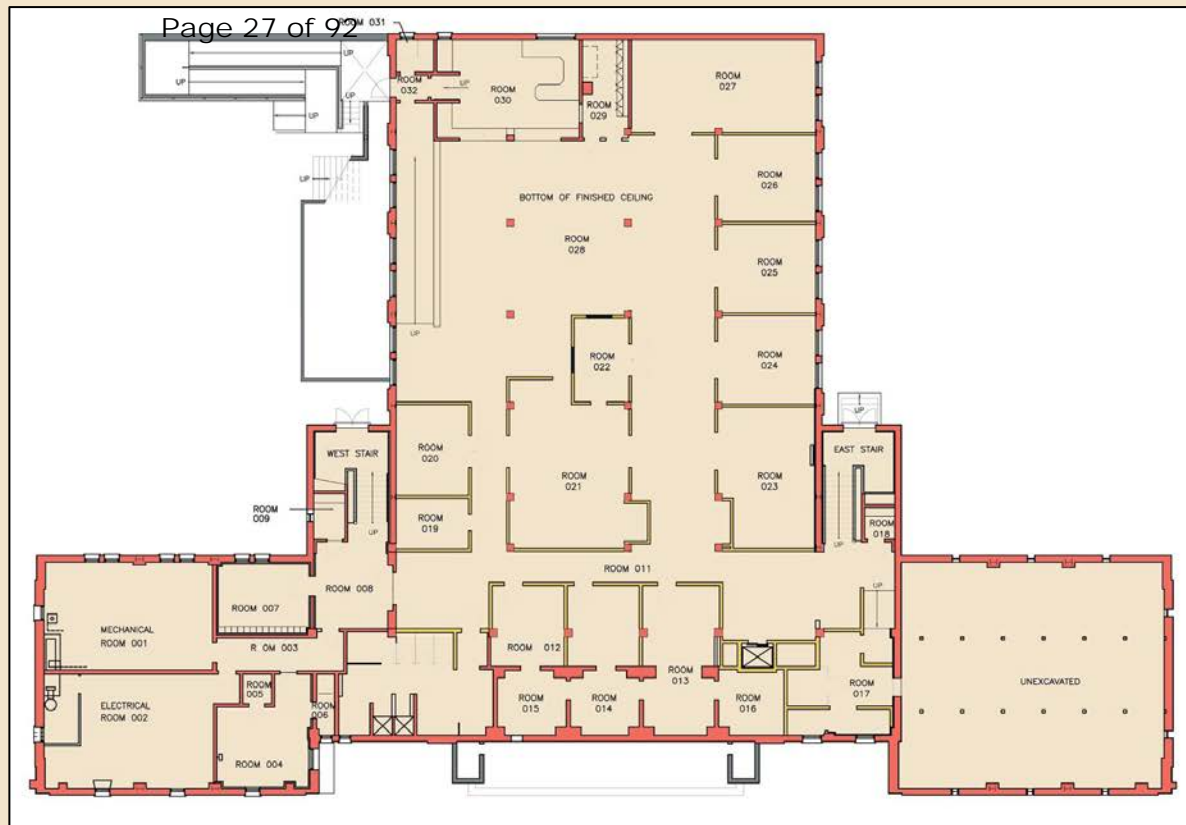
- ▶ **1928** - Veterans Memorial Building opens;
Designed by Henry H. Meyers and Mildred Meyers
- ▶ **1948** - Elevator added to building
- ▶ **1985** - Designated City of Berkeley Landmark #91
- ▶ **1990** - Basement floor converted to
homeless shelter;
Rear entry made accessible
- ▶ **1992** - Berkeley Historical Society moves in
- ▶ **1995** - Front entry made accessible
- ▶ **1998** - Listed as contributor to National Register/ Local
Civic Center Historic District

Extant Historic Fabric



There is limited physical fabric remaining at the basement level.

Veterans Memorial Building



Current Basement Floor Plan

ORIGINAL

NEW

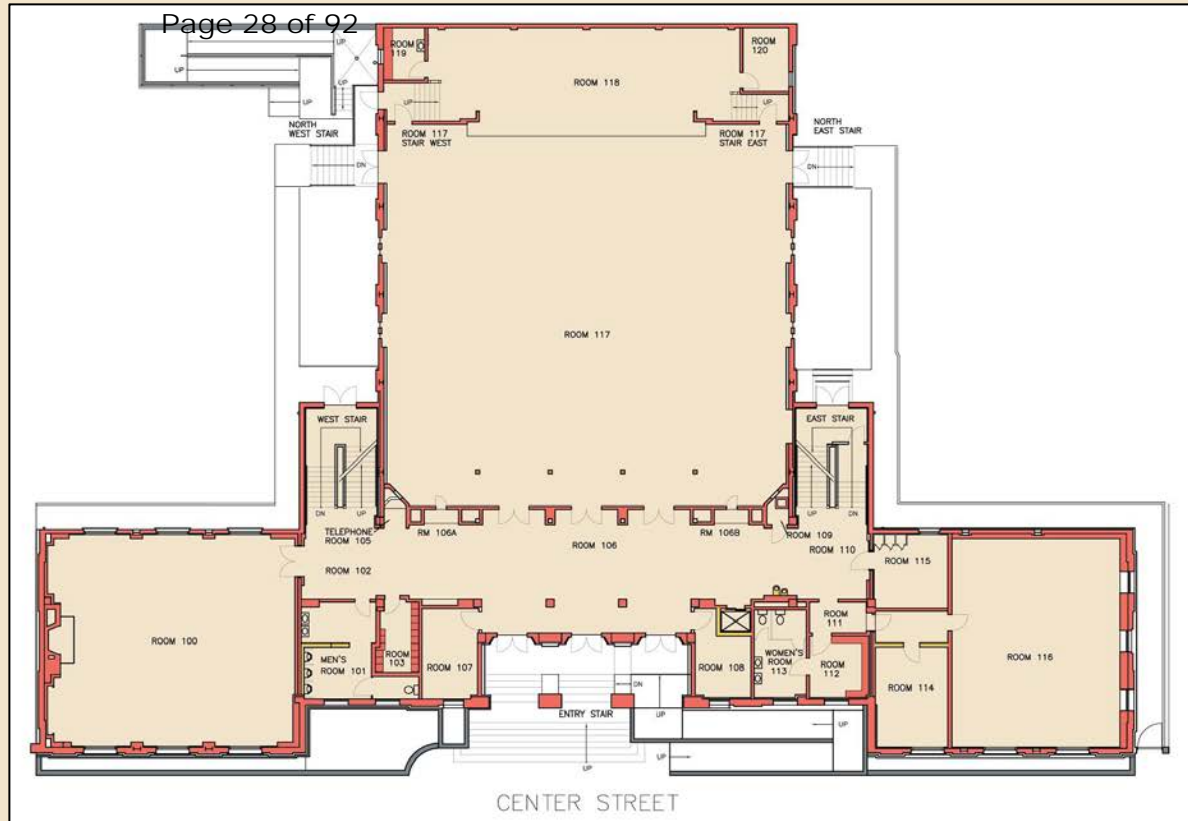
Building Fabric

Extant Historic Fabric



There is a large amount of historic fabric remaining at the first floor.

Veterans Memorial Building



Current First Floor Plan

□ ORIGINAL

□ NEW

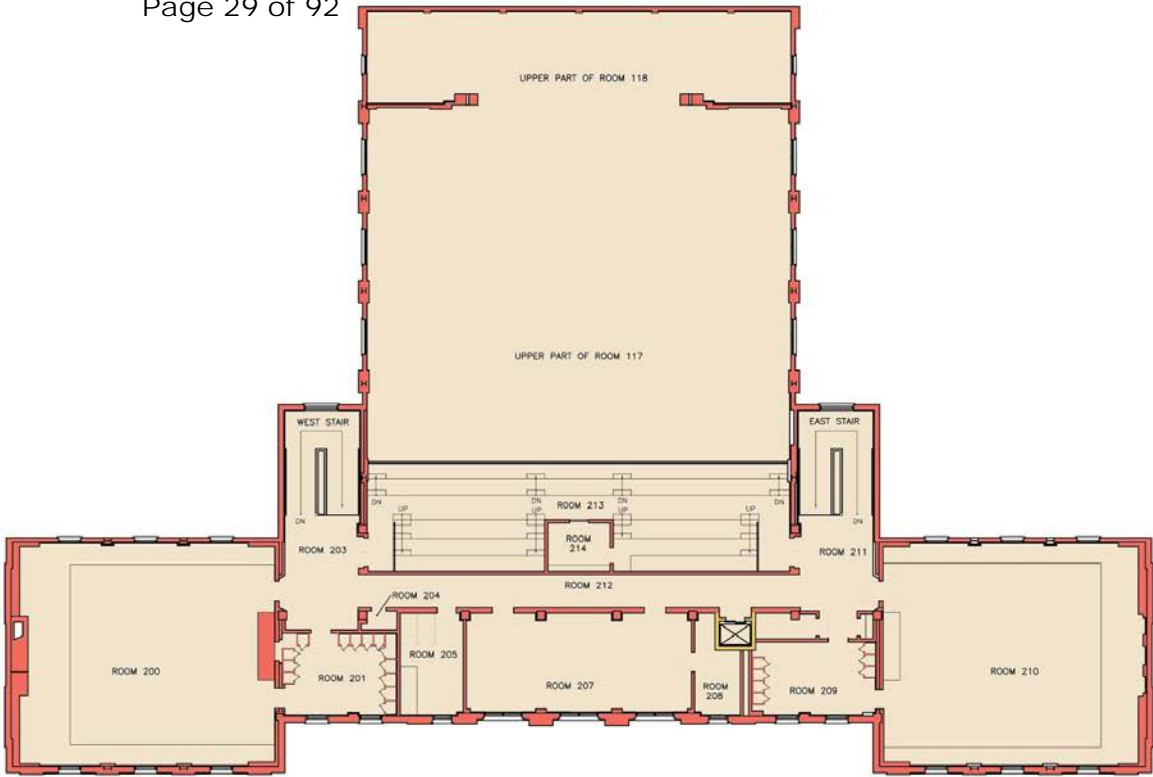
Building Fabric

Extant Historic Fabric



There is a large amount of historic fabric remaining at the second floor.

Veterans Memorial Building



Current Second Floor Plan

ORIGINAL

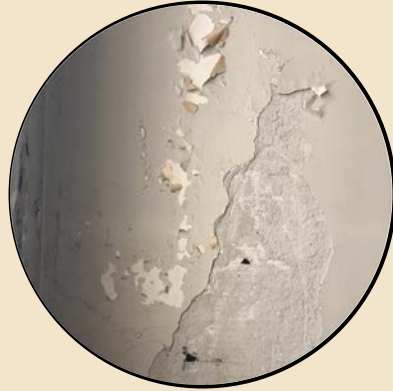
NEW

Building Fabric

Existing Conditions



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



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



Veterans Memorial Building

- City Hall - - Maudelle Shirek Building -

Historic Structure Report



Building Chronology



Maudelle Shirek Building

- ▶ **1909** - Berkeley City Hall opens;
Designed by John Bakewell and Arthur Brown, Jr.
- ▶ **1964** - Addition completed at rear north side
- ▶ **1975** - Addition completed at rear south side
- Designated a City of Berkeley Landmark #7
- ▶ **1977** - Becomes administrative home of BUSD
- ▶ **1998** - Listed as contributor to National Register/Local
Civic Center Historic District
- ▶ **2018** - City Council meetings moved out of building
- Berkeley Community Media moves in
- Building used for emergency homeless shelter

Existing Conditions



Inappropriate
building material



Deferred
maintenance



Overgrown
planting



Damage

Maudelle Shirek Building

- Civic Center Park -

Historic Landscape Assessment



Park Chronology

1942 - Park opens

Designed by Henry Gutterson, John Gregg,
Julia Morgan, Bernard Maybeck et. al. /
Federal WPA

1991 - New playground installed

Paving around fountain changed to flagstone

General Findings

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

Civic Center Park



Existing Conditions



Wear and tear



Some unhealthy trees



Well-"disguised" amenities

Civic Center Park

Attachment 3: Small Focus Group Interview Participants (Conducted Fall 2019)

Interviewee	Organization	Date Interviewed
Angie Chen	Berkeley City Council staff - District 7	06-Nov
Ann Harlow	Berkeley Historical Society	24-Oct
Anna Marie Taylor	MSHHIG McGee-Spaulding Hardy Historical Interest Group	24-Oct
Anthony Bruce	Berkeley Architectural Heritage Association	02-Dec
Anthony Bruzzone	Berkeley Design Advocates	02-Oct
Arlene Silk	Berkeley Architectural Heritage Association	02-Dec
Arnett Moore	American Legion Post 7	17-Dec
Barbara Hillman	Visit Berkeley	06-Nov
Becky O'Malley	Landmarks Preservation Commission	12-Dec
Brent Stephens	Berkeley Unified School District Superintendent	17-Dec
Brian Scott	Berkeley Community Media	24-Oct
Carle Brinkman	Ecology Center	24-Oct
Cheryl Davila	Berkeley City Council District 2	06-Nov
David Flores	Berkeley Community Media	24-Oct
David Snippen	Turtle Island Foundation	24-Oct
David Stegman	Dorothy Day House	17-Dec
Deborah Durant	Turtle Island Foundation	24-Oct
Emilie Raguso	Berkeleyside	24-Oct
Erin Schweng	Berkeley High School	17-Dec
Hae Won Rhow	YMCA	24-Oct
James Chang	Berkeley City Council staff - District 3	08-Nov
Jennifer Lovvorn	City of Berkeley - Civic Arts	24-Oct
Jill Randal	Berkeley Cultural Trust/Shawl-Anderson Dance Center	06-Nov
Jim Tibbs	Berkeley Symphony	06-Nov
John Aronovici	Berkeley Historical Society	24-Oct
John Calise	Berkeley Unified School District	17-Dec
John Caner	Downtown Berkeley Association	24-Oct
Julie Sinai	Berkeley Unified School District Board Director	17-Dec

Attachment 3: Small Focus Group Interview Participants (Conducted Fall 2019)

Interviewee	Organization	Date Interviewed
Kate Harrison	Berkeley City Council District 4	06-Nov
Kerry Birnbach	Berkeley City Council staff - District 8	08-Nov
Lars Skjerping	Berkeley Mayor's Office - staff	06-Nov
Loni Hancock	Former Mayor of Berkeley	24-Oct
Lori Droste	Berkeley City Council District 8	08-Nov
Mark Numainville	City of Berkeley, Clerk	24-Oct
Nina Scoville	Ecology Center	24-Oct
Phil Allen	Landmarks Preservation Commission	04-Nov
Rashi Kesarwani	Berkeley City Council District 1	06-Nov
Rigel Robinson	Berkeley City Council District 7	06-Nov
Rosa Lowinger	RLA Conservation (Arts Collection Assessment)	24-Oct
Ruscal Cayangyang	Berkeley City Council staff - District 2	06-Nov
Sarah Griffin	RLA Conservation (Arts Collection Assessment)	24-Oct
Shallon Allen	City of Berkeley, Special Events	06-Nov
Sharon Dolan	Freight & Salvage	06-Nov
Sophie Hahn	Berkeley City Council District 5	06-Nov
Steven Finacom	Berkeley Architectural Heritage Association	02-Dec
Susan Wengraf	Berkeley City Council - District 6	08-Nov
Tom Bates	Former Mayor of Berkeley	24-Oct
Tom Gorman (+ staff member)	Options Recovery Services	24-Oct

Help Envision the Future of Berkeley's Civic Center!



Volunteer for a mini-Public Life Survey organized by Gehl

What we're doing

Developing a community vision, design concepts and implementation plan for Berkeley's Civic Center. Our study area includes Martin Luther King Jr. Civic Center Park, the Veterans Memorial Building, and the Maudelle Shirek Building (aka Old City Hall).

What's a Public Life Study?

Understanding patterns of life and activity for Berkeley's Civic Center will form the basis for a design vision that puts people first. We will be outside studying how people move to and through this area and how the built environment impacts how people use the space. Volunteering for this survey is a great way to play an active role in future changes to Civic Center and to learn about the Gehl approach to people-first urban planning and design. Public Life Studies have been putting people first in the city-change process for over 50 years, from Shanghai to Times Square to San Francisco Civic Center. To learn more visit: www.gehlpeople.com/story

Survey Dates

Pick one or more shift on Tuesday, October 15 and/or Saturday, October 19. We invite you to do a Tuesday *and* a Saturday shift.

Tuesday, October 15	Saturday, October 19
7:00am - 11:00am	7:00am - 11:00am
11:00am - 3:00pm	11:00am - 3:00pm
3:00pm - 7:00pm	3:00pm - 7:00pm

Recommended video training session

Thursday, October 10
11:00AM - 12:00PM
Online video call via <https://tinyurl.com/y5n2mrpt>
(no camera necessary, but web access required)

What you'll need to bring

A curiosity about how people use space, water and comfortable shoes and clothes. We'll provide the rest: clipboards, pens, iPads, clickers etc. Letters to supervisors, professors or teachers available upon request.

To confirm your participation and for questions, email Aja: Aja@gehlpeople.com

Can't survey but want to know more about the Berkeley's Civic Center project? Visit: <https://tinyurl.com/yxmxwuw>

Berkeley

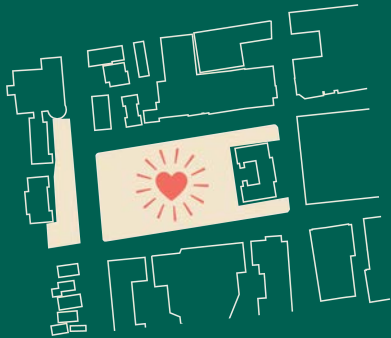
Civic Center

Work in Progress

December
2019

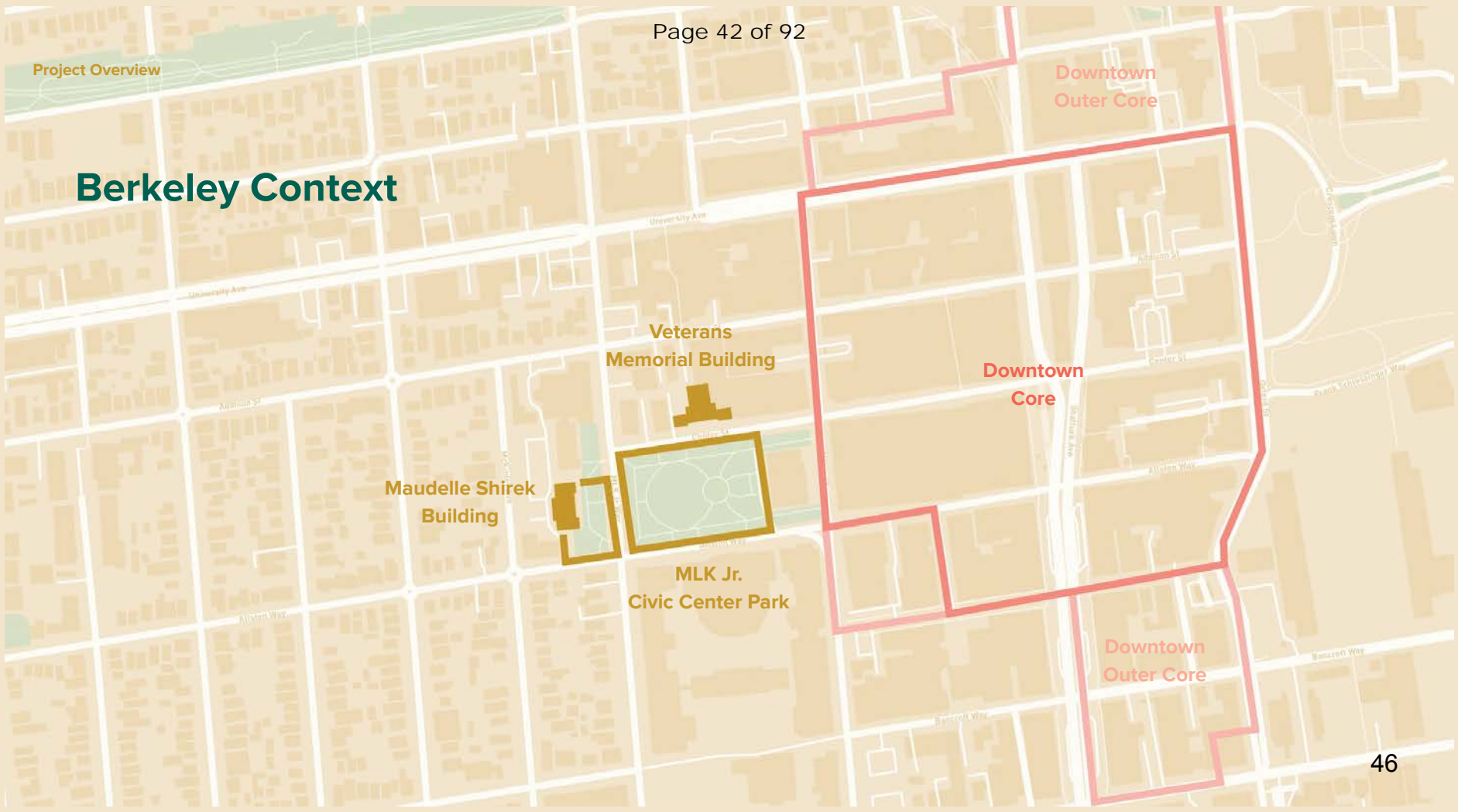


**Project mandate –
Reimagining the
heart of Berkeley**



**This is a once in a lifetime
opportunity to remake a
vibrant Civic Center –
bringing the right activities
and programs, and
completing the downtown’s
public space network.**

Berkeley Context



Scope and Process



Public Life Study – Putting people at the center of urban change

All cities conduct detailed analyses of traffic and parking. Motor vehicles are ever-present in the planning process. It is unsurprising then that many plans and policies are oriented around the behaviour of cars, instead of people. A growing number of cities now count and observe how people actually use the city, how they move through the city and what they do when they spend time there.



Measuring how people use space allows cities to optimize public space for people's comfort and active mobility, allowing for holistic solutions that take all users of the public realm into account.

Guiding questions



- ▶ What are the daily patterns of life in Civic Center?
- ▶ Who does Civic Center invite and who is missing?
- ▶ How are the surrounding buildings supporting (or repelling) Public Life?
- ▶ How is Civic Center connected to the pulse of activity on Shattuck Ave?

Survey methods

People Moving



Mode Movement Counts

Measures how many people pass through a space and by what means. Notes whether people are moving as a pedestrian, cyclist, mobility-impaired person, or on an e-scooter/skateboard.

Age & Gender Movement Counts

Measures how many people pass through a space while also noting the age and gender representation of each person.



People Staying



Stationary Activity Mapping

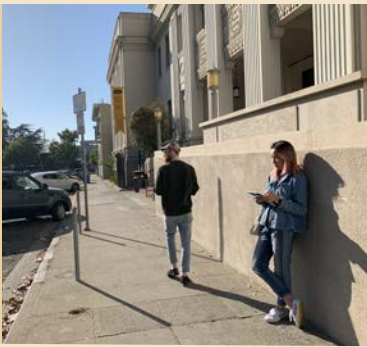
Provides insights into where people are spending time, what they are doing, and how they are occupying space. It provides a snapshot of all the activities happening in the survey area at a given time. It also records people's observed age and gender representation.



21 volunteers

2 typical survey days (no special events), 1 weekday, 1 weekend day

Thanks to all of our volunteers who observed the Public Life in Civic Center!



Public Life, Public Space — Key Findings

1

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

2

There's no *heart* there - Civic Center isn't a destination

3

Civic Center repels, it doesn't attract

4

There's not much spillover from the Farmer's Market into the park

5

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

6

A few dominant activities negatively impact the perception of safety

7

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

8

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

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



Downtown Berkeley land use



DOWNTOWN OUTER CORE

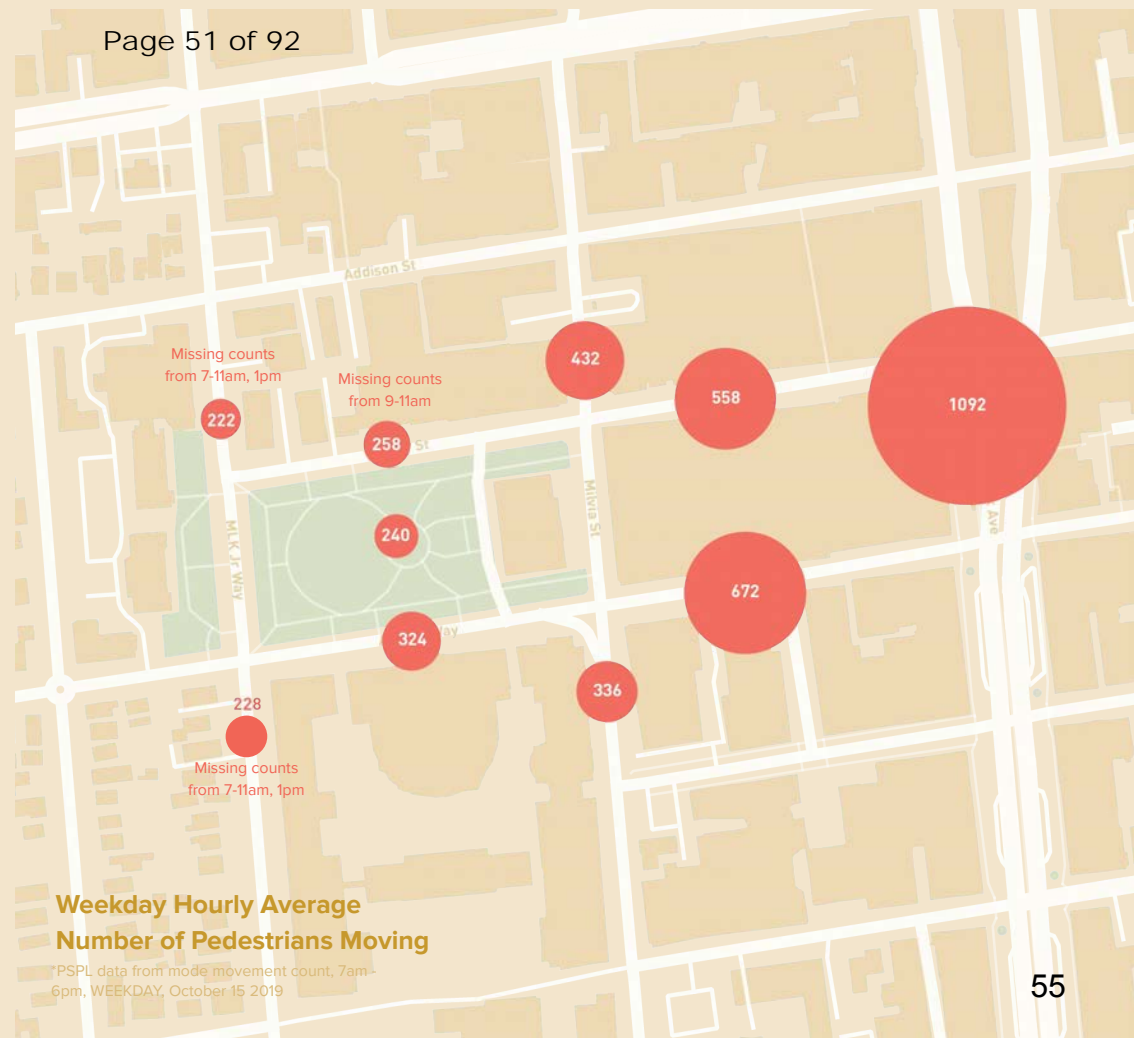
DOWNTOWN CORE

UC BERKELEY CAMPUS

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

People aren't choosing Civic Center

Despite the proximity to the downtown commercial core, UC Berkeley, and other major destinations, people aren't moving through Civic Center.



MAP VIEWS

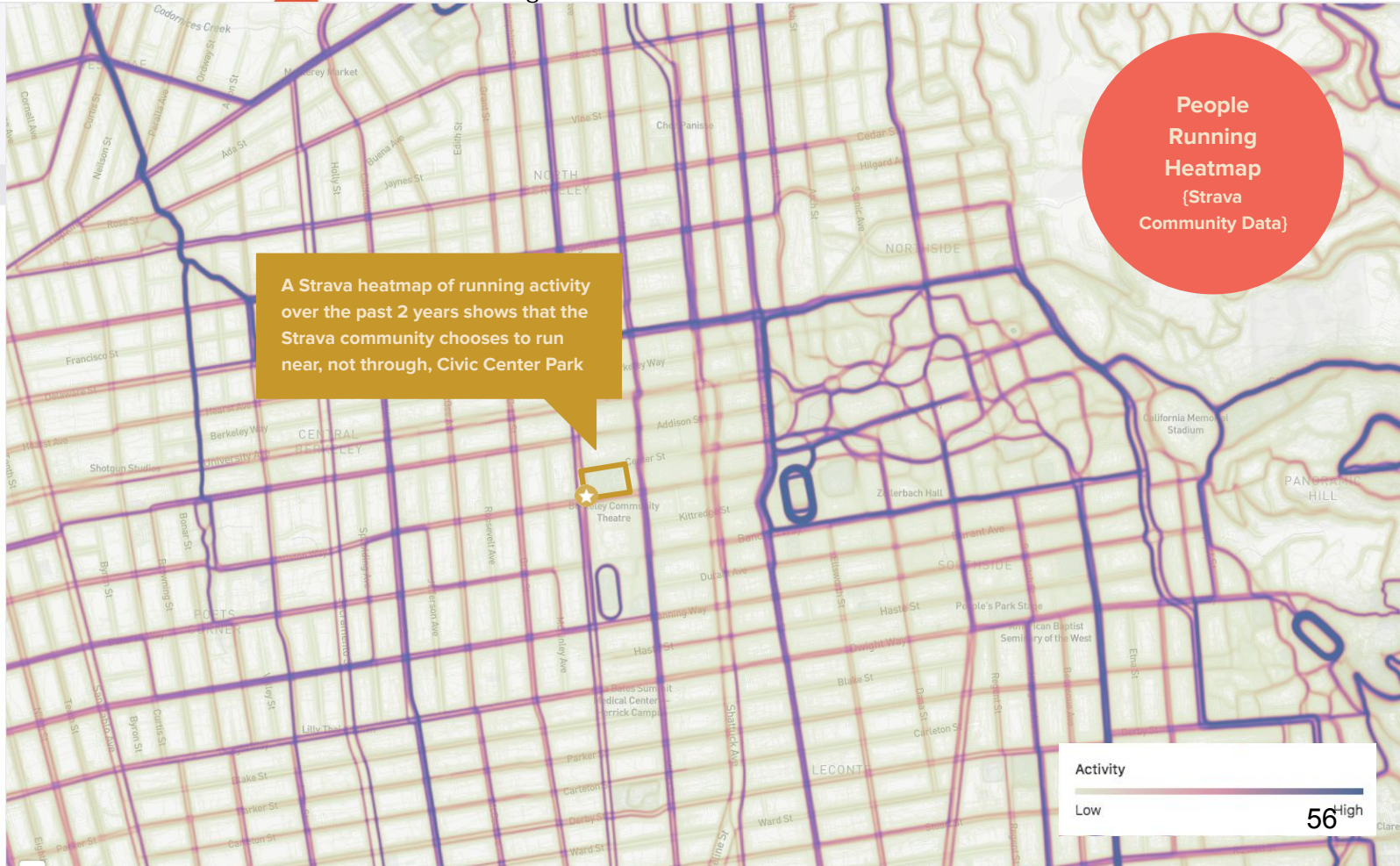
- Streets
- Corridors
- Routes
- Heatmap**

FILTERS

Time period
November 2017 - October 2019

Activity type



People Running Heatmap
(Strava Community Data)

A Strava heatmap of running activity over the past 2 years shows that the Strava community chooses to run near, not through, Civic Center Park



MAP VIEWS

- Streets
- Corridors
- Routes**
- Heatmap

FILTERS

Time period
November 2017 - October 2019

Activity type

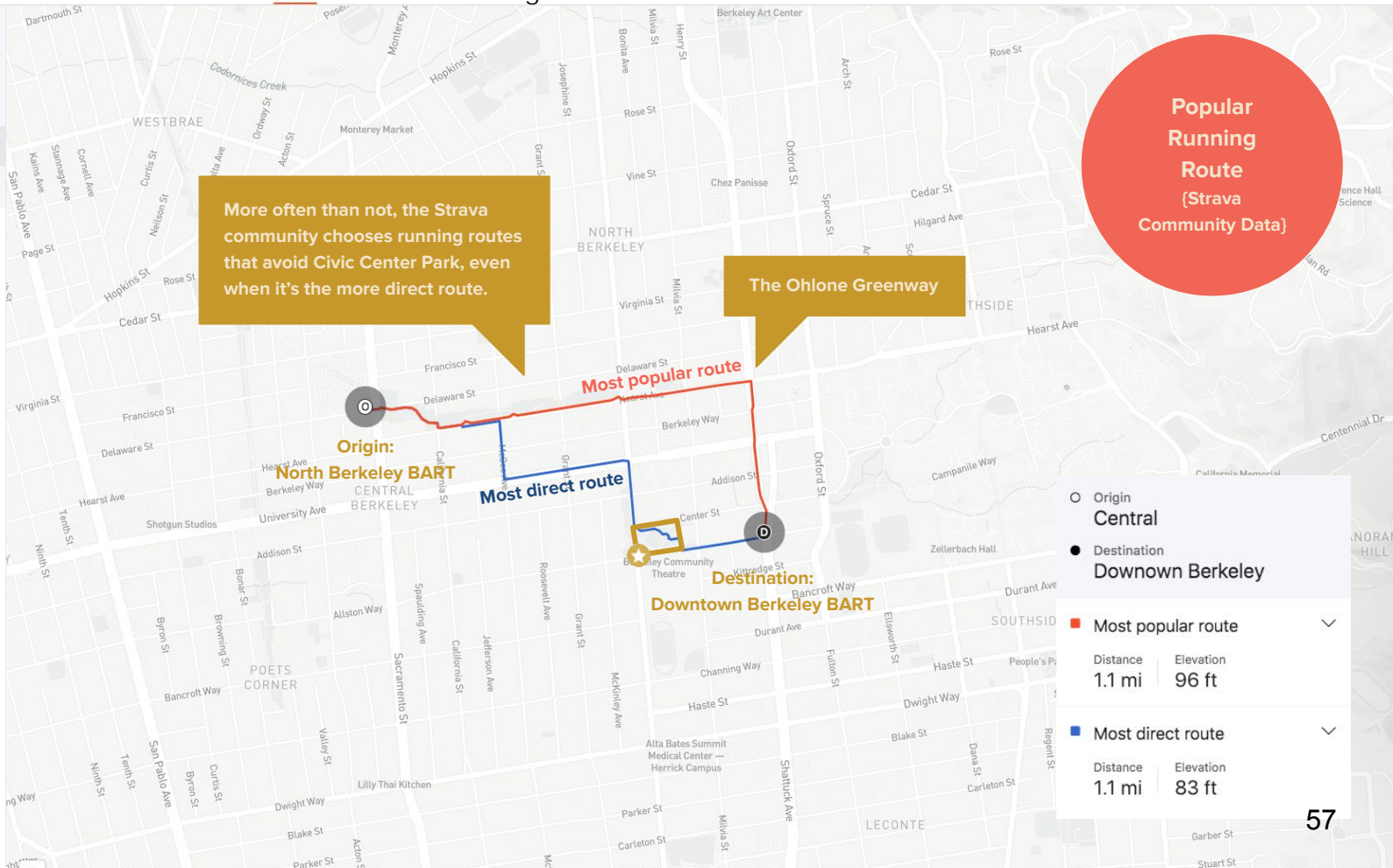


Show most popular route

Show most direct route

Show custom route

Direct Popular



2 There's no *heart* there – Civic Center isn't a destination

“

It's a general meeting place. It's not anyone's turf, it's like Switzerland.”

– Frequent Civic Center Visitor



“

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

– Berkeley High School Student



There's no there there – Civic Center isn't a destination

People aren't choosing to spend time in Civic Center

Civic Center Park isn't inviting people to spend time. Especially when compared to other civic spaces and public squares, Berkeley's Civic Center is falling short of its potential to act as a center of public life and activity.



Stationary Activity, Hourly Average

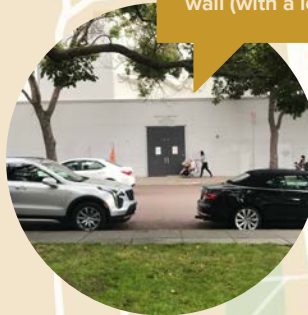
*PSPL data for the number of people staying in MLK Jr. Park from stationary mapping, 7am - 7pm, OVERALL, October 15 + 19 2019

3 Civic Center repels, it doesn't attract

Center Center repels, it doesn't attract

Monumental buildings give their back to the park

Several buildings around the edge of Civic Center have inactive facades and treat the park as their 'back of house' with blank walls, loading entrances and exit doors facing the public space.



The facade of the Berkeley Community Theater is a blank wall (with a loading door)!



2180 Milvia turns its back to Civic Center park



- Vibrant
- Active
- Passive
- Inactive

Facade Quality Mapping



A big space but not a lot of people here



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



**Farmer's
Market (Center St)**

1,092

**hourly moving
peak
weekend - 11am**

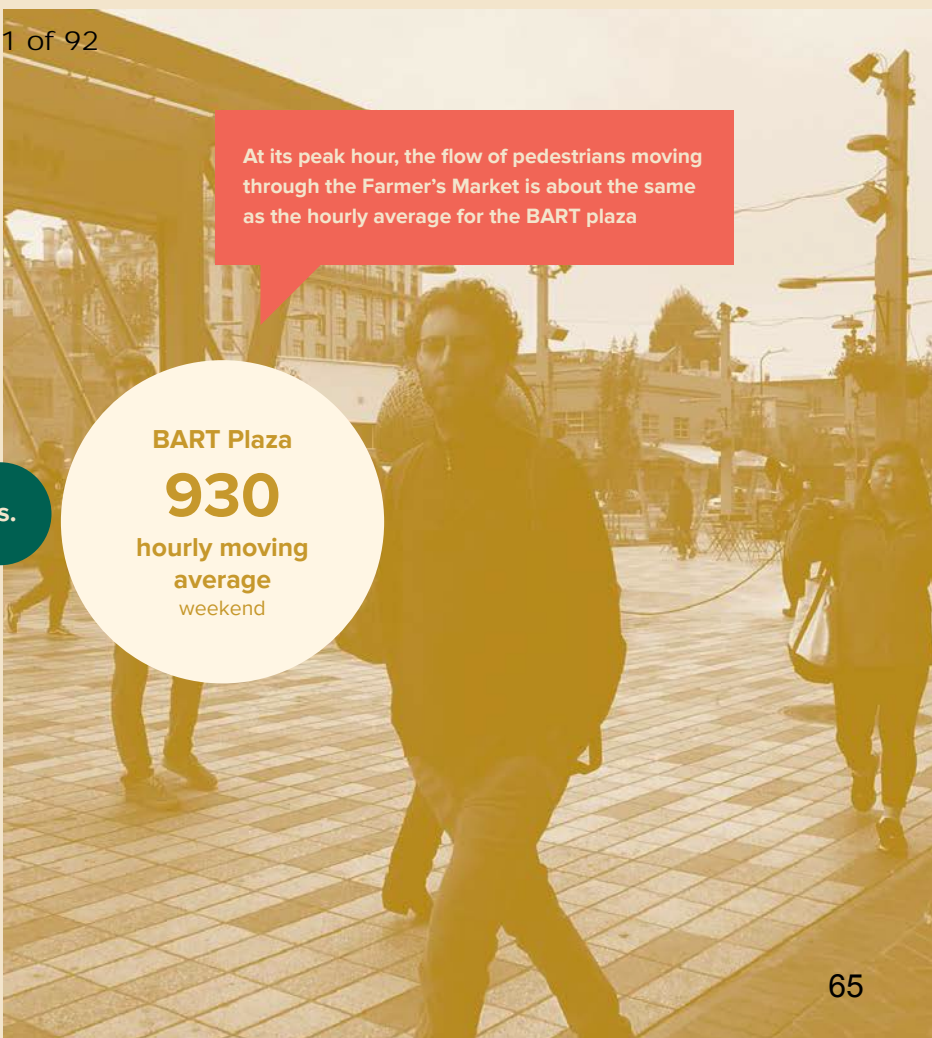
vs.

BART Plaza

930

**hourly moving
average
weekend**

At its peak hour, the flow of pedestrians moving through the Farmer's Market is about the same as the hourly average for the BART plaza



Even during Farmer's Markets, there's not much spillover into the park

The influx of people during the Farmer's Market doesn't bring more people to Civic Center Park

The number of people who are spending time in Civic Center Park don't change much over the course of the day despite the increased number of people coming to Center Street for the Farmer's market midday.



BE YOU
YOU'RE OK
IT'S NOT A DUMB IDEA

People are here ...

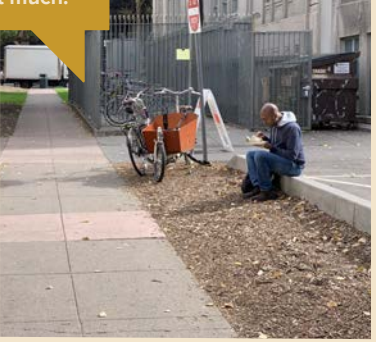
...but not here



A few near the edges



A little spillover activity, but not much!

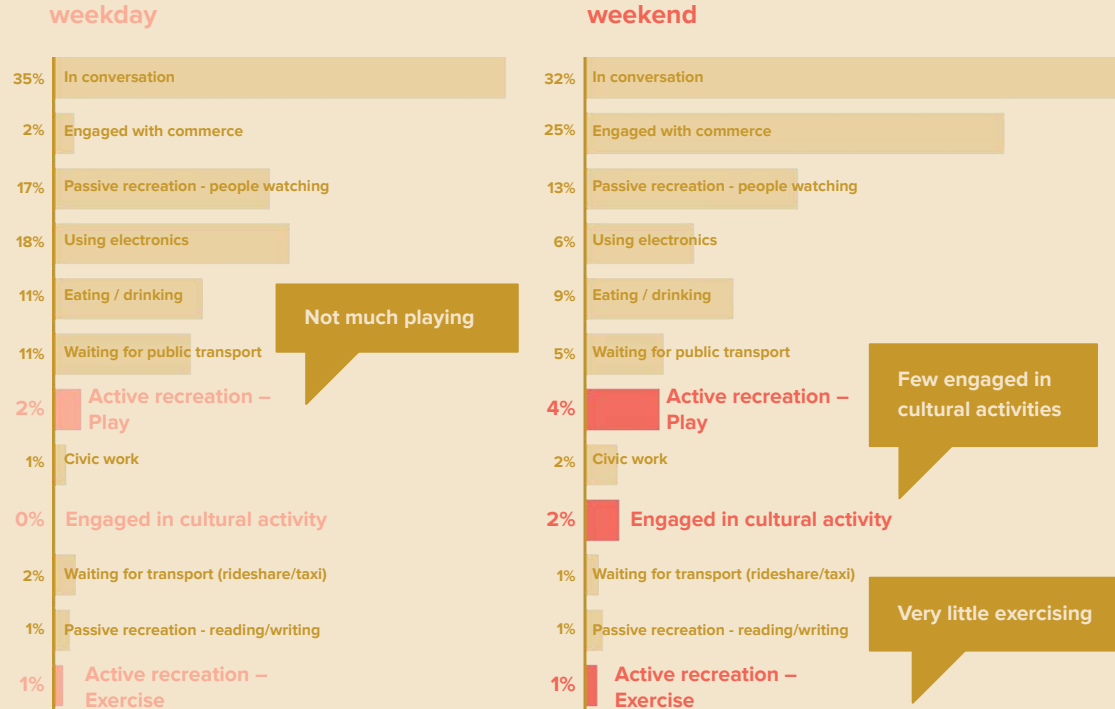


5 There aren't that many park activities in Civic Center Park

There aren't that many park activities in Civic Center park

People aren't engaged in many cultural or recreational activities

The activity breakdown of people in Civic Center shows that people aren't spending time playing, exercising or participating in cultural events or performances – all activities that you would expect to happen in a park!



Stationary Activity Breakdown Civic Center

*PSPL data from stationary mapping, 7am - 7pm,
OVERALL, October 15 + 19, 2019

There aren't that many park activities in Civic Center park

There aren't many little kids spending time in the park

Civic Center Park isn't very sticky for toddlers and kids! **Stickiness is the ratio of people moving through (pedestrian counts) per person spending time (stationary activities).** The 'stickiness' ratio for toddlers and kids shows that this age group isn't choosing to spend time in Civic Center Park.



Weekend Stickiness, 0-4 and 5-14 year olds Civic Center Park

*PSPL data from age and gender movement counts, 7am - 7pm, WEEKEND, moving peak for toddlers + kids at 3pm, October 19 2019

Stickiness is the ratio of people moving through (pedestrian counts) per person spending time (staying activities)



Singular use

Swings only for young kids

No place to sit for families



Careful of sharp objects in the fountain!

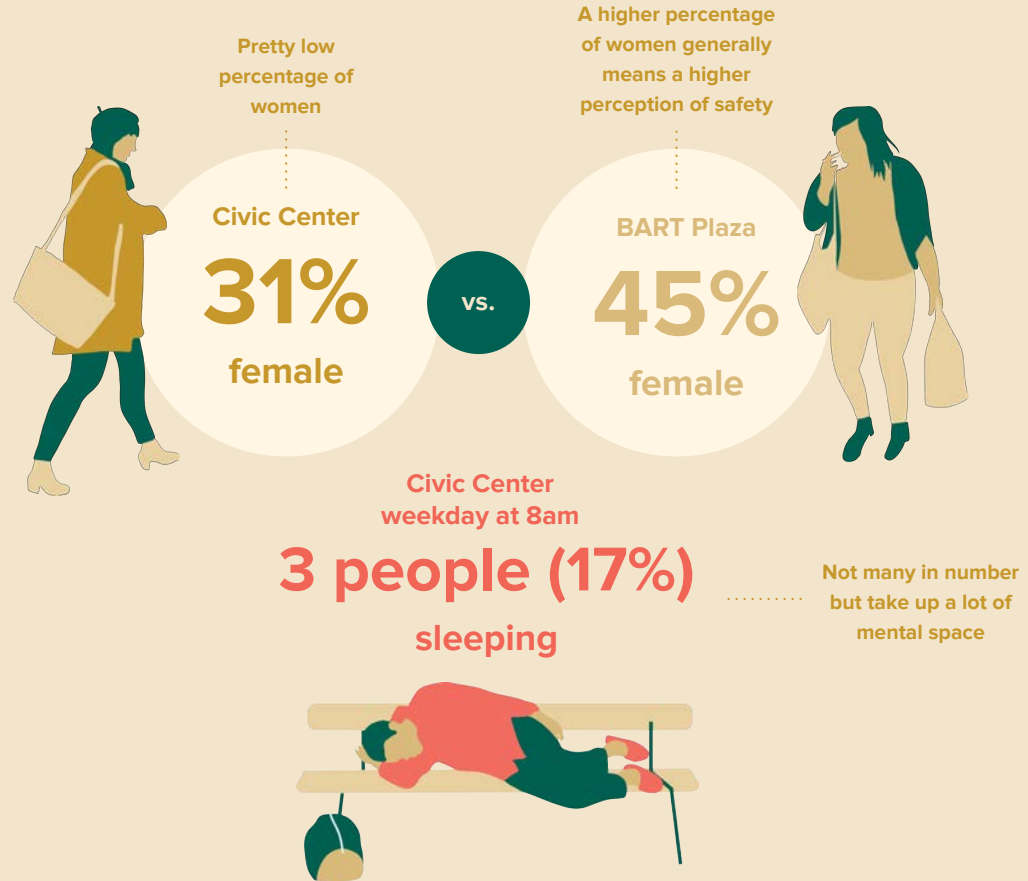
It's not very clean in here

6 **A few dominant activities negatively impact the perception of safety**

A few dominant activities negatively impact the perception of safety

The gender breakdown in Civic Center Park is unbalanced

Generally, public spaces that have a balanced (or higher) ratio of women indicates that the space has a high perception of safety. In the park in Civic Center, the low ratio of women could indicate an underlying sense that the space doesn't feel safe or welcoming.



*PSPL data from stationary mapping, 7am - 7pm, OVERALL, October 15 + 19 2019

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

Patricia's Green in Hayes Valley, San Francisco, is an example of an open space that invites a range of uses and users, where one single activity doesn't dominate the space.

... if there are many activities happening, a single activity (like 'encamped'), doesn't impact the space very much

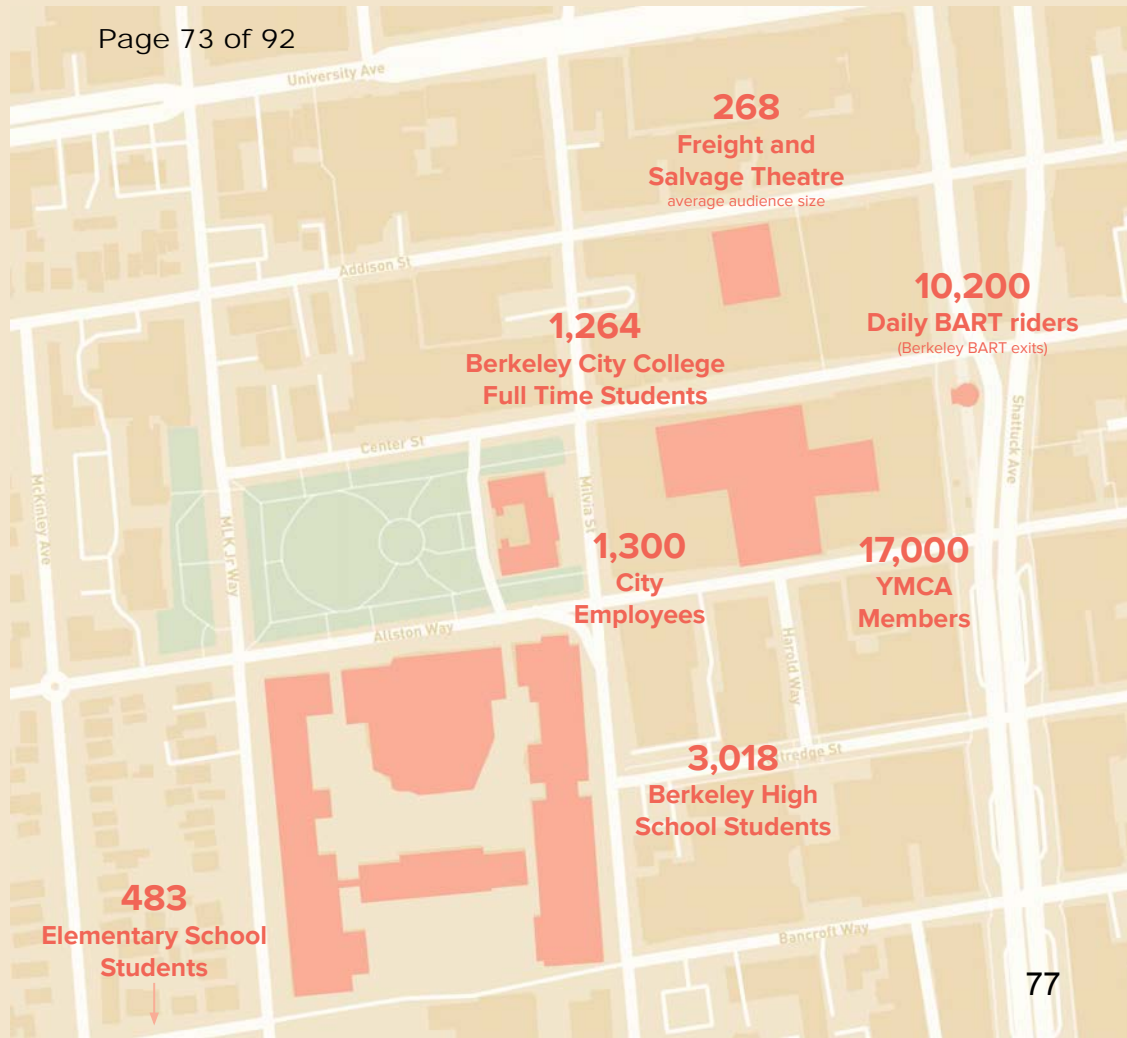
7 **YET, Civic Center is surrounded by a high density of life + legacy of gathering**

**— so important but often
difficult to achieve**

Civic Center is surrounded by a high density of life

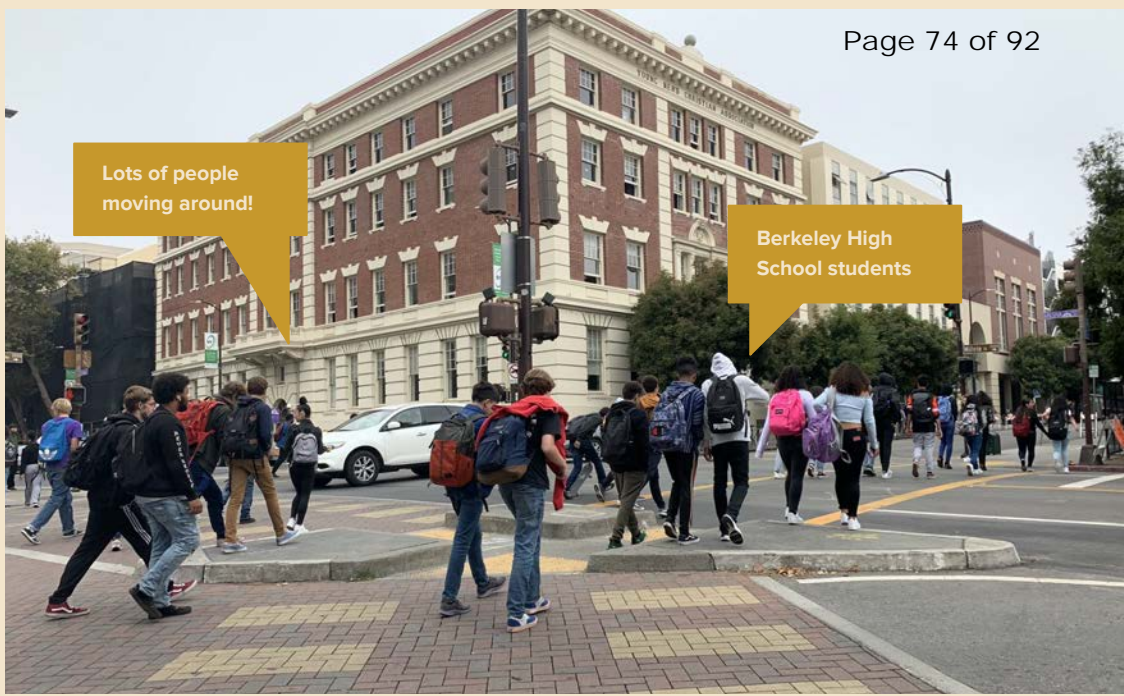
People are already around Civic Center

A challenge for any public space is attracting people to the area but in the case of Berkeley's Civic Center, the park is already surrounded by numerous institutions and downtown destinations with high volumes of people.



Lots of people moving around!

Berkeley High School students



YMCA members



On Saturdays, the Farmers' Market attracts a large number of people



**Civic Center is both a
space for the everyday
and for special events ...**



Civic Center
Park, 1952

Berkeley Historical Plaque Project Photo
BAHA Archives



Photo courtesy of the Nick DeWolf Foundation
© the Nick DeWolf Foundation

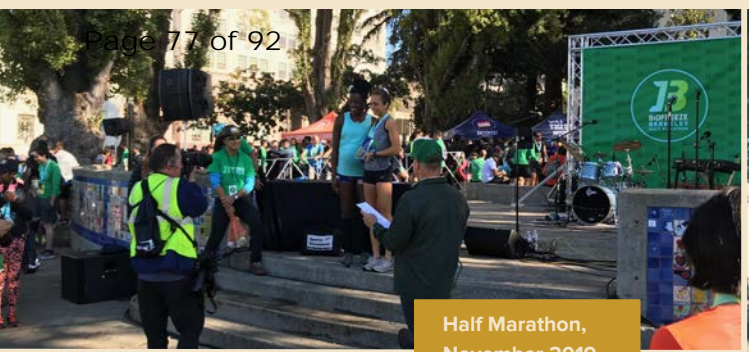
Civic Center
Park, 1971



Photo courtesy of the Nick DeWolf Foundation
© the Nick DeWolf Foundation



PowWow,
October 2019



Half Marathon,
November 2019



Old Time Music Festival,
September 2019



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

Civic Center is surrounded by public buildings awaiting their next act

The architecture is interesting and varied – lots of potential!

There are several public buildings surrounding Civic Center park that are architecturally very interesting and varied in character.



YMCA Teen Center

YMCA Teen Center

Veterans Memorial Building



The VMB

Maudelle Shirek Building

MLK Jr Way

Center St

2180 Milvia

Milvia St



Maudelle Shirek Building

Community Theater

Allston Way

Public Buildings

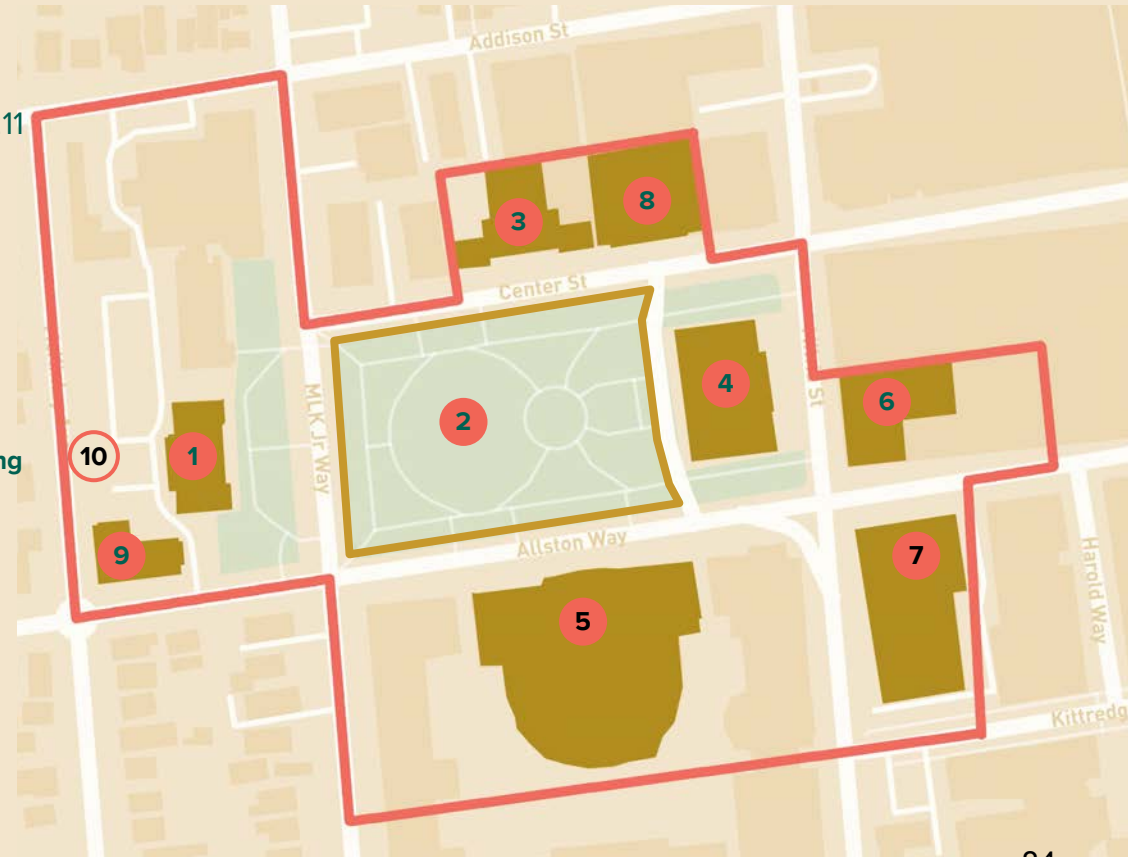
Historic Structures Reports

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)



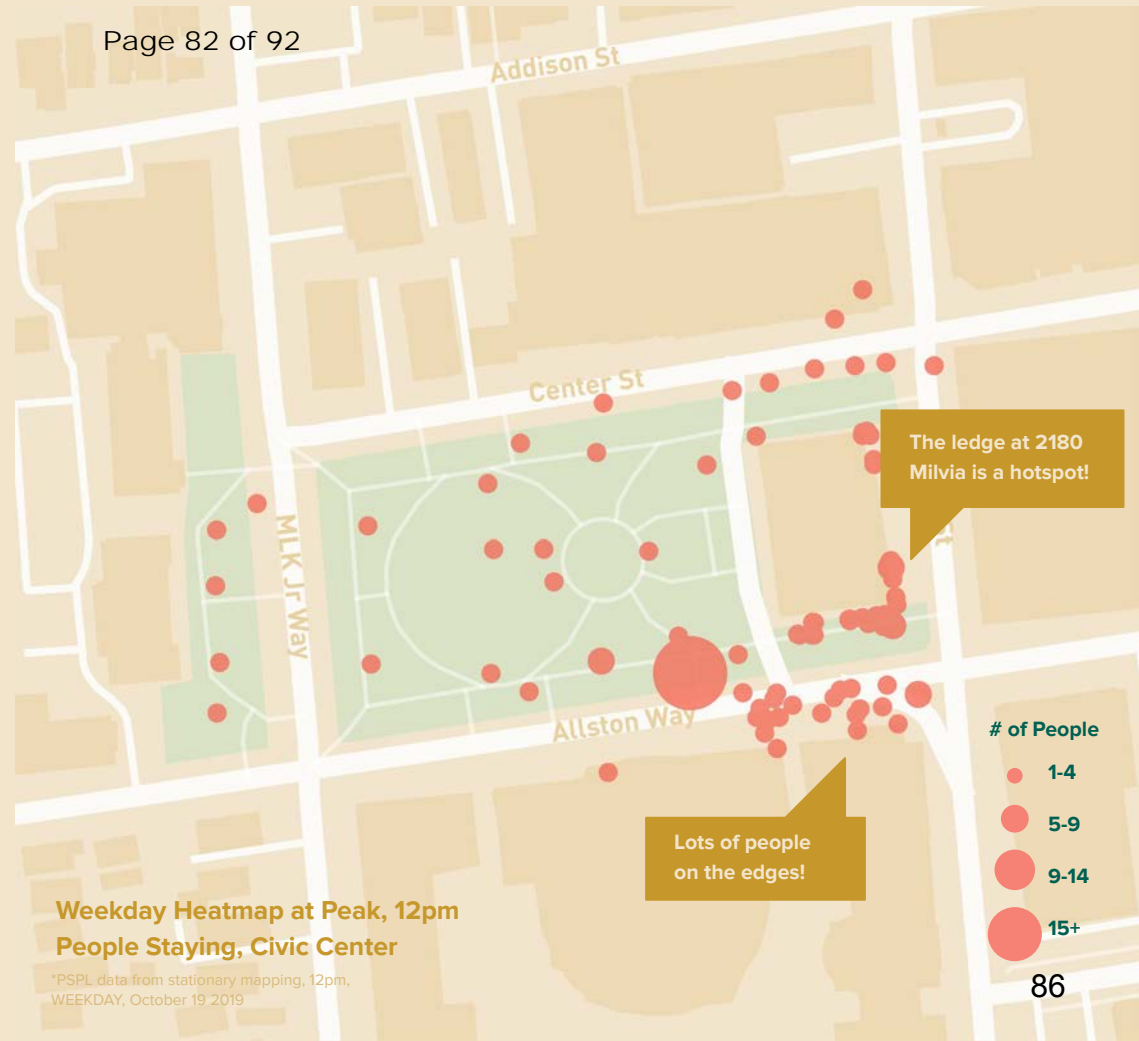
— Historic District Boundary

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

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

2180 Milvia's edges and ledges are magnetic – people spend time where they're comfortable

There may not be a lot of people spending time in Civic Center Park but, when they are there, they spend time on the edges and ledges. These hotspots are human-scaled and provide invitations to enjoy the positive aspects of the climate, like soaking up the sun.



Weekday Heatmap at Peak, 12pm
People Staying, Civic Center

*PSPL data from stationary mapping, 12pm,
WEEKDAY, October 19 2019




An outdoor living room


A place to catch up with friends



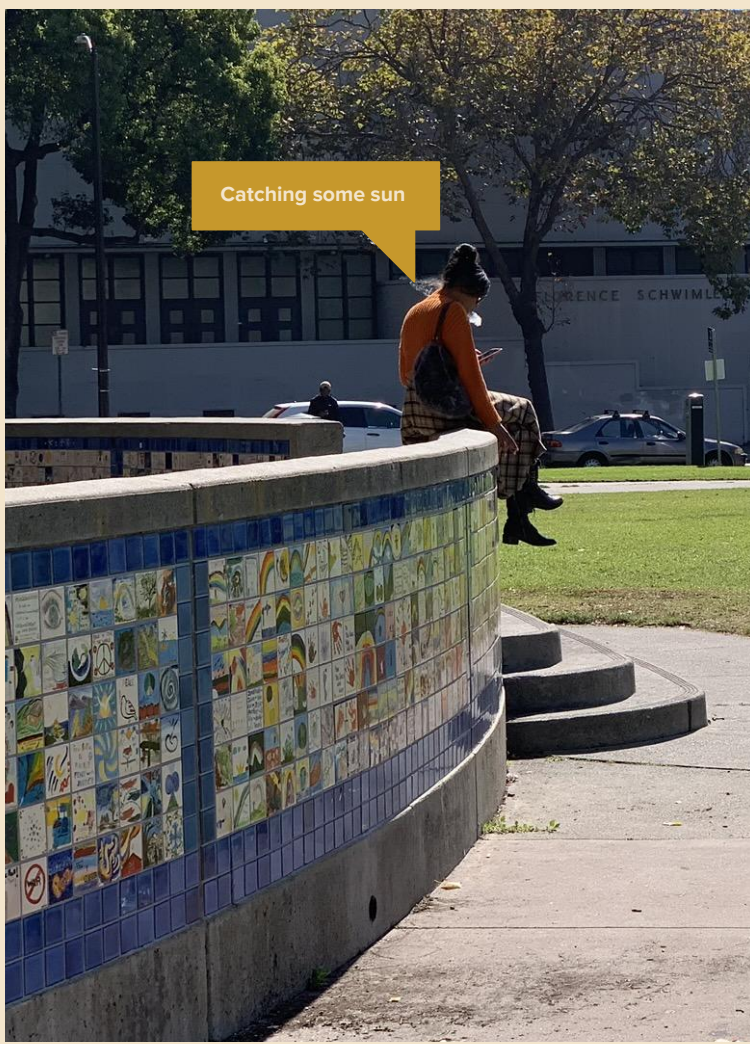
The ledge at 2180 Milvia is human scaled with a comfortable microclimate, giving people a reason to stay.



People spend time on the edge despite the 'keep off ledge' signs



A sunny spot for a midday break



Catching some sun



Lots of greenery!

Opportunities to enjoy the sun and shade give people a reason to spend time on Civic Center's edges and ledges.



A day in the life of the Civic Center Park fountain ...

A performance stage

The area around the Civic Center fountain is scaled to the human body, and invites numerous people throughout the day to stay.

A lunch spot

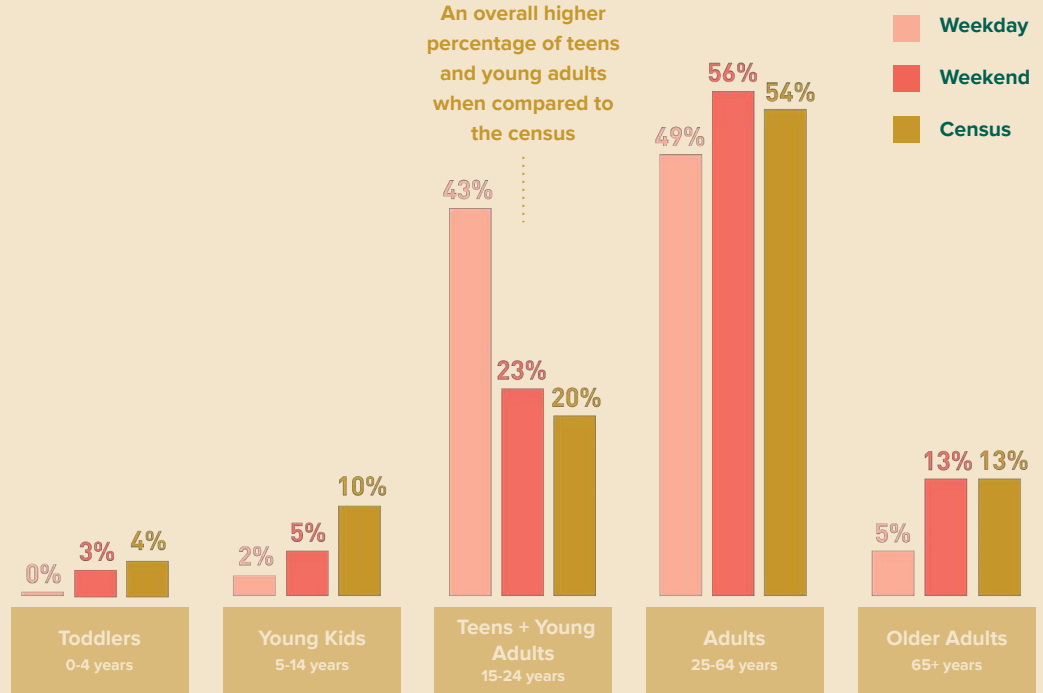
A jungle gym

A running track

10 Civic Center is a multigenerational space

People of all ages are at Civic Center

A breakdown of people's observed ages in Civic Center (based on the people who were moving through) shows that all age groups are represented in the public space. However, when compared to Berkeley's census data, certain groups could be more present, especially toddlers and kids whose weekday and weekend representation is quite low.



People Moving, Age Breakdown Civic Center

*PSPL data from age and gender movement counts, 7am - 7pm, OVERALL, October 15 + 19 2019



Teens



Kids



Toddlers



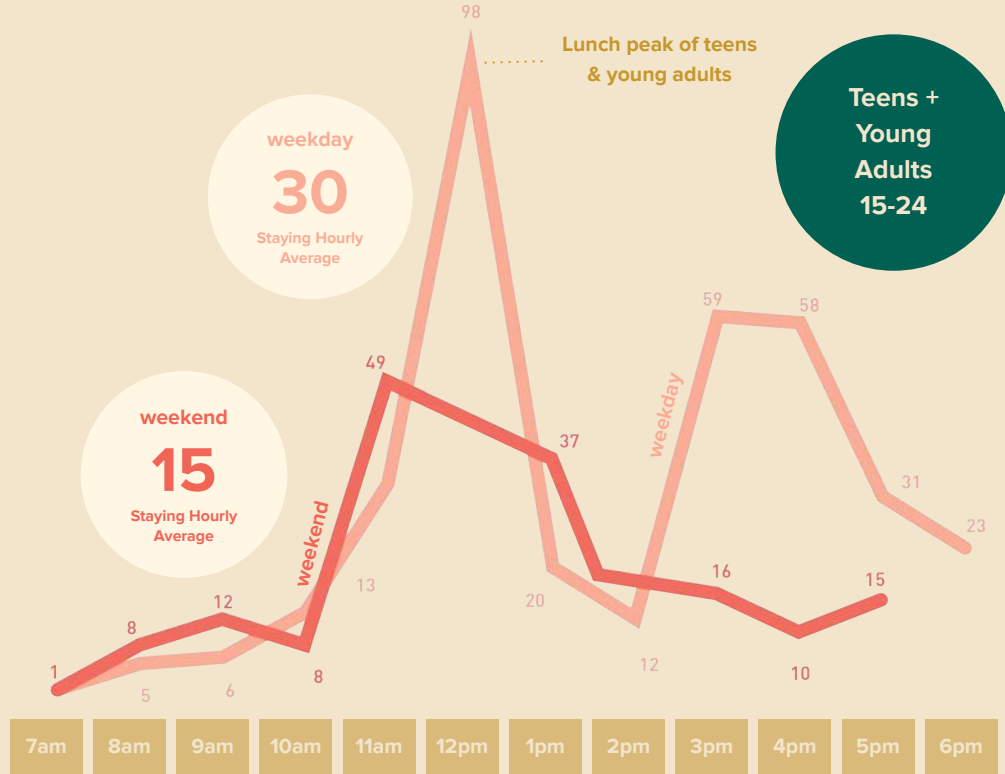
Older adults

Young families

Civic Center is a multigenerational space

The magic of youth! It's pretty special that there are so many kids here

Looking at the people who spend time in Civic Center across the day reveals that teens and young adults are quite present in the public space, especially around lunchtime and the early afternoon during the weekday.

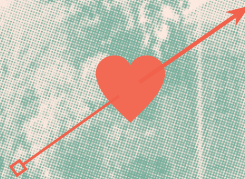


**People Staying, Daily Rhythm
15-24 year olds, Civic Center**

*PSPL data from stationary mapping, 7am - 7pm,
OVERALL, October 15 + 19 2019

Help Envision the Future of Berkeley's Civic Center!

Join the conversation!



What we're doing

Developing a community vision and design concepts for Berkeley's Civic Center. Our study area includes Martin Luther King Jr. Civic Center Park, the Veterans Memorial Building, and the Maudelle Shirek Building (aka Old City Hall) and is funded by the T-1 bond for infrastructure upgrades.

Your role

The City is at the beginning of a visioning and concept design process and **we want to hear from you!** The vision for Civic Center will be shared and developed through co-creating with the Berkeley community. We invite you to be a part of the process as we work toward envisioning Civic Center as a gathering space and public commons — Berkeley's heart — for all of Berkeley.

When

Thursday, December 12
5:30pm - 7:00pm

Where

YMCA PG&E Teen Center
2111 Martin Luther King Jr Way, Berkeley, CA

What you need to bring

This meeting is about listening to you and to each other. Bring your thoughts and ideas about how we can work together to improve Berkeley's Civic Center.

What if you can't make the meeting?

There will be other Public Meetings and Events in early 2020. If you prefer to engage online, a web forum is being set up and will be live in December.

For questions and to add your email to the project mailing list, reach out to the project manager:

EHollander@cityofberkeley.info, (510) 981-7536

To learn more about the project, visit:

<https://tinyurl.com/yxmxwuwH>

Berkeley Civic Center Vision + Values Workshop

December 12, 2019



CoB and Gehl team welcome the community



Snapshots exercise



Values exercise



A Complete Civic Center — shareback



Postcards from the Future exercise



A Complete Civic Center — compiled exercise responses



Snapshots of What Could Be — compiled pictures and notes



Postcards from the Future exercise — sharing with the whole group

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.

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.

Prime Place for Civic Life, Culture, and the Arts

The place 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.

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.



Office of the City Manager

WORKSESSION
January 14, 2020

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Phillip L. Harrington, Director, Public Works

Subject: goBerkeley Program Update – January 2020

INTRODUCTION

goBerkeley is a baseline program comprising parking management strategies and projects that support economic vitality and reduce greenhouse gas emissions in the City of Berkeley. This report provides an update on current and future goBerkeley activities and initiatives, including the grant-funded Residential Shared Parking Pilot project.

CURRENT SITUATION AND ITS EFFECTS

Operationally, goBerkeley's primary tool is demand-responsive parking pricing. Staff periodically analyze parking activity to verify that there are at least 1-2 open spaces (or 65-85% occupied) on most block faces¹ in an area. If this target is reached, then no price adjustments are needed. If blocks are too full, then prices need to be increased; if blocks are too empty, then prices need to be lowered. As a secondary tool, time limits are used to reinforce turnover in some areas or entice a shift of demand to areas with longer time limits.

As of January 2020, goBerkeley activities include initiating the grant-funded Residential Shared Parking Pilot project, expanding the existing demand-responsive parking program to other commercial districts, and evaluating evening and special event pricing to address high parking demand after 6 p.m.

goBerkeley Residential Shared Parking Pilot

The goBerkeley Residential Shared Parking Pilot (RSPP) is a grant-funded pilot project with goals of increasing parking availability, reducing greenhouse gas emissions, and improving travel and mobility in the Elmwood and Southside/Telegraph neighborhoods.² Inspired by feedback received during the initial goBerkeley pilot, the project is designed to support several groups of people currently sharing residential parking during the day, including residents, local employees, business owners, and visitors. While existing Residential Preferential Parking (RPP) restrictions may work well for residents, the two-

¹ Block face - one side of one block, e.g., the north side of Center Street between Milvia Street and Shattuck Avenue.

² February 23, 2016 Council Meeting: <http://bit.ly/2me6EHN>

hour time limits are challenging for people who need to stay longer, and some non-permitted users move their car every two hours to avoid a citation. This practice causes traffic congestion in neighborhoods, frustration and lost productivity for employees and their employers, and increased pollution from circling for parking, even in areas that have adequate parking availability.

The RSPB project is currently in its information gathering stage, with a consultant team supporting data collection, public outreach, and communication efforts.³ In fall 2019, staff held the first meeting of a Technical Advisory Committee (TAC), which provides feedback on the operational feasibility of the project. The City has also created a brand identity for the project, *goBerkeley SmartSpace*, and a project website is now available at <http://smartspace.goberkeley.info>. In January 2020, staff will convene a Community Advisory Group (CAG), providing opportunities for local neighborhood groups and other representatives to help shape and evaluate the pilot project. Staff will also use a range of public outreach tools to ensure that all voices are heard so the pilot best responds to community needs.

Broader community outreach will occur this spring. With assistance from the CAG, staff will develop a set of pilot recommendations for Council approval this summer and implementation in fall 2020.

Managing goBerkeley in Existing Areas

goBerkeley currently manages public parking resources in the Downtown Berkeley, Southside/Telegraph, Northside (Euclid/Hearst), North Shattuck, and Elmwood commercial districts, including three City-owned parking garages and two off-street parking lots. The expansion to Northside in fall 2018 was the first since the pilot program was made permanent in 2015. On January 1, 2020, the North Shattuck parking meter district joined the goBerkeley program.

The next set of price and time limit adjustments, resulting from data collected in fall 2019, will go into effect February 1, 2020.⁴

Expanding Demand-Responsive Parking Management

Staff are currently working to expand demand-responsive pricing under the goBerkeley program to the Fourth Street and University/San Pablo commercial areas. Each expansion effort includes an analysis of parking occupancy rates to determine where price adjustments may be needed, coupled with in-depth outreach to the local business community to ensure that goBerkeley policies reflect the unique needs of each district. Ultimately, staff are prepared to expand goBerkeley to all metered commercial districts in the City where merchants express interest in better parking demand management.

³ July 24, 2018 Council Meeting: <http://bit.ly/2me7og3>

October 2, 2018 Council Meeting: <http://bit.ly/2lOz4bf>

⁴ December 10, 2019 Council Meeting: <http://bit.ly/37rnogQ>

Evaluating Parking Management for Evenings and Special Events

On-street parking meters in both goBerkeley and non-goBerkeley areas operate from 9 a.m. to 6 p.m., Monday through Saturday. Parking occupancy studies for recent goBerkeley program adjustments have consistently shown that demand in Downtown Berkeley, Southside/Telegraph, and Elmwood is very high after 6 p.m., particularly on Saturdays, as restaurants, event venues, and other attractions continue to generate demand well after meters are no longer enforced. With off-street parking facilities continuing to charge for parking until midnight or later, drivers are incentivized to circle to find free parking on-street. This is the opposite of the goBerkeley model, which strategically prices public parking garages and lots lower than on-street rates to reduce circling for a spot. Recognizing the need for parking management in the evening, other cities in the Bay Area charge for on-street parking after 6 p.m., including Santa Cruz, Santa Rosa, and Walnut Creek (until 8 p.m.); and certain areas of Sacramento and San Francisco (until 10 p.m.).

Likewise, during evening special events such as UC Berkeley concerts and sporting events, parking in localized areas near event venues becomes difficult to find and may also lead to circling for a spot, which increases greenhouse gas emissions. Several cities in the region have instituted special event pricing at on-street parking meters, including Sacramento, San Francisco, and San Jose.

In 2014, staff conducted a survey to better understand evening parking needs in goBerkeley areas, and concluded that in some cases, employees were parking in front of businesses after 6 p.m. This information was shared with merchants, which generated interest in an evening metering pilot in Downtown Berkeley and the Elmwood but a pilot was not pursued at that time. However, the demand for parking after 6 p.m. in certain areas remains. Staff will evaluate the need for and merchant interest in evening and special event pricing at on-street meters and expect to bring a proposal to Council in 2020.

Finally, expanding the goBerkeley Program is a Strategic Plan Priority Project, advancing our goals to:

- Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities;
- Foster a dynamic, sustainable, and locally-based economy;
- Be a global leader in addressing climate change, advancing environmental justice, and protecting the environment; and
- Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.

BACKGROUND

In 2015, the City was awarded a \$950,000 grant from the Metropolitan Transportation Commission (MTC) for the goBerkeley Residential Shared Parking Pilot (Resolution No. 67,382–N.S.). The pilot will test policies to increase parking availability for residents, employees, and visitors; reduce circling for parking; and expand access to non-

motorized means of transportation within Residential Preferential Parking (RPP) areas in the Southside and Elmwood neighborhoods.

The goBerkeley program comprises a suite of strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions. goBerkeley features improved parking availability that in turn improves pedestrian and bicyclist safety by reducing the likelihood of incidents of distracted driving as drivers search for parking. Clearer signage and longer on-street parking time limits also provide better customer service.

ENVIRONMENTAL SUSTAINABILITY

According to the State of California Legislative Analyst's Office, transportation was the largest source of greenhouse gas emissions in California in 2016, with 69% of these emissions generated by passenger vehicles.⁵ Reducing greenhouse gas emissions produced by vehicular traffic is one of the City's 2009 Climate Action Plan goals. Parking management based on user demand should ultimately improve parking availability in commercial and residential areas, and lessen traffic congestion and vehicle emissions as drivers are anticipated to spend less time searching for available parking spaces.

POSSIBLE FUTURE ACTION

Staff will manage the goBerkeley Program, including the Residential Shared Parking Pilot project, as described above and will return to Council for input, updates, and/or approval of new programs and initiatives as needed.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Precise fiscal impacts depend on the nature and scope of future goBerkeley expansions and/or new programs. In most cases, these actions will require their own Council Reports to implement, and fiscal impacts will be presented to Council as part of these efforts. In general, however, fiscal impacts are difficult to forecast as demand-responsive parking pricing may result in increased or decreased parking rates in different areas, and parking behaviors resulting from these price adjustments may vary.

CONTACT PERSON

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⁵ Legislative Analyst's Office Report, December 21, 2018 *Assessing California's Climate Policies—Transportation*: <http://bit.ly/2kKfcFN>