YMCA Teen Center

Center St

Veteran's Memorial Building

Maudelle Shirek Building

MLK Jr Way

Milvia St

2180 Milvia

Allston Way

Community Theater

■ Public Buildings

↑ **Public Buildings, Berkeley Civic Center**

↑ **YMCA Teen Center**

↑ **Maudelle Shirek Building**

↑ **Veteran's Memorial Building**

9 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 hot-spots are human-scaled and provide invitations to enjoy the positive aspects of the climate, like soaking up the sun.

The ledge at 2180 Milvia is a hotspot!

Weekday Heatmap at 12pm Peak People Staying, Civic Center

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

Lots of people on the edges!
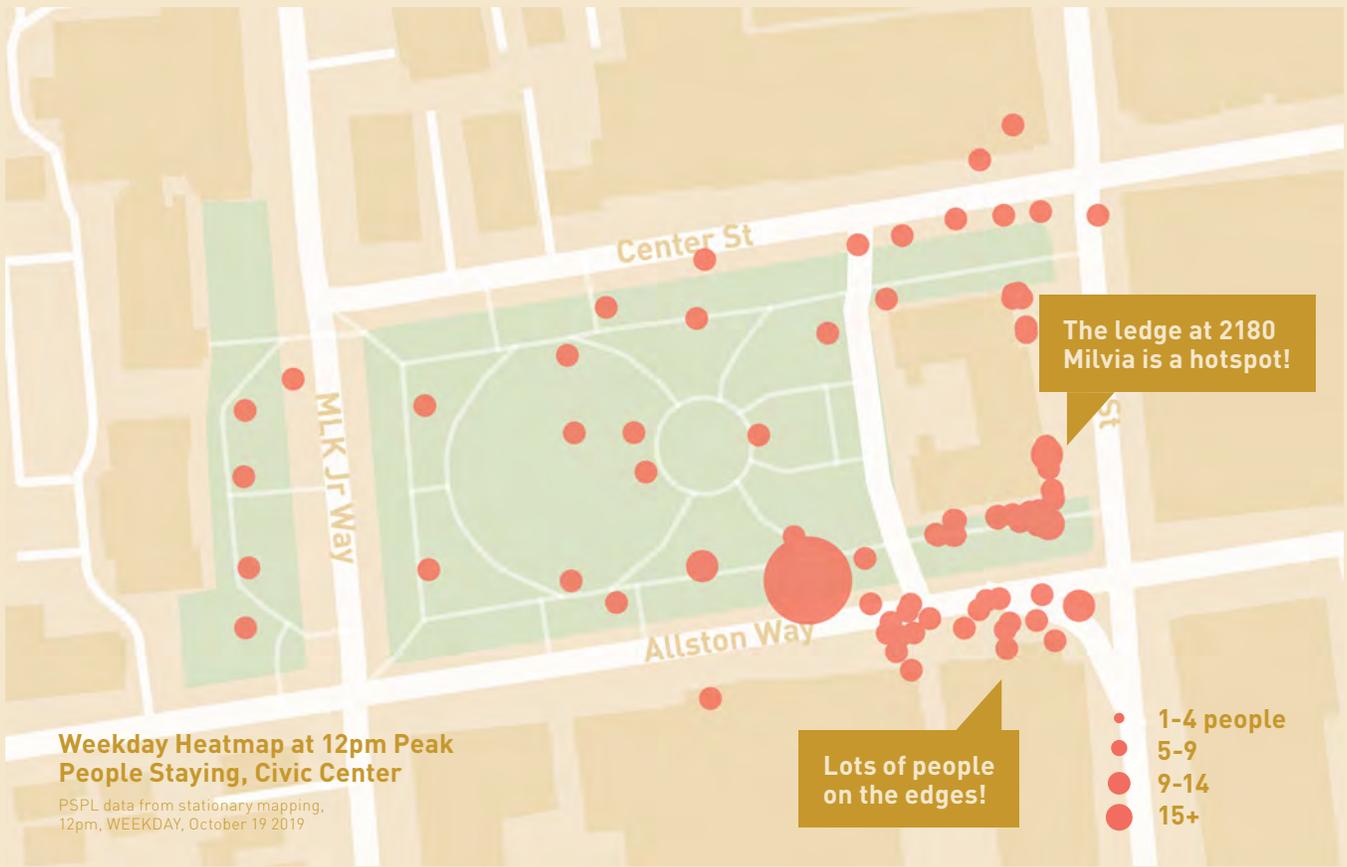
1-4 people
5-9
9-14
15+

Human-scaled spaces with comfortable micro-climates give people a reason to spend time on the edges and ledges.

A lunch spot
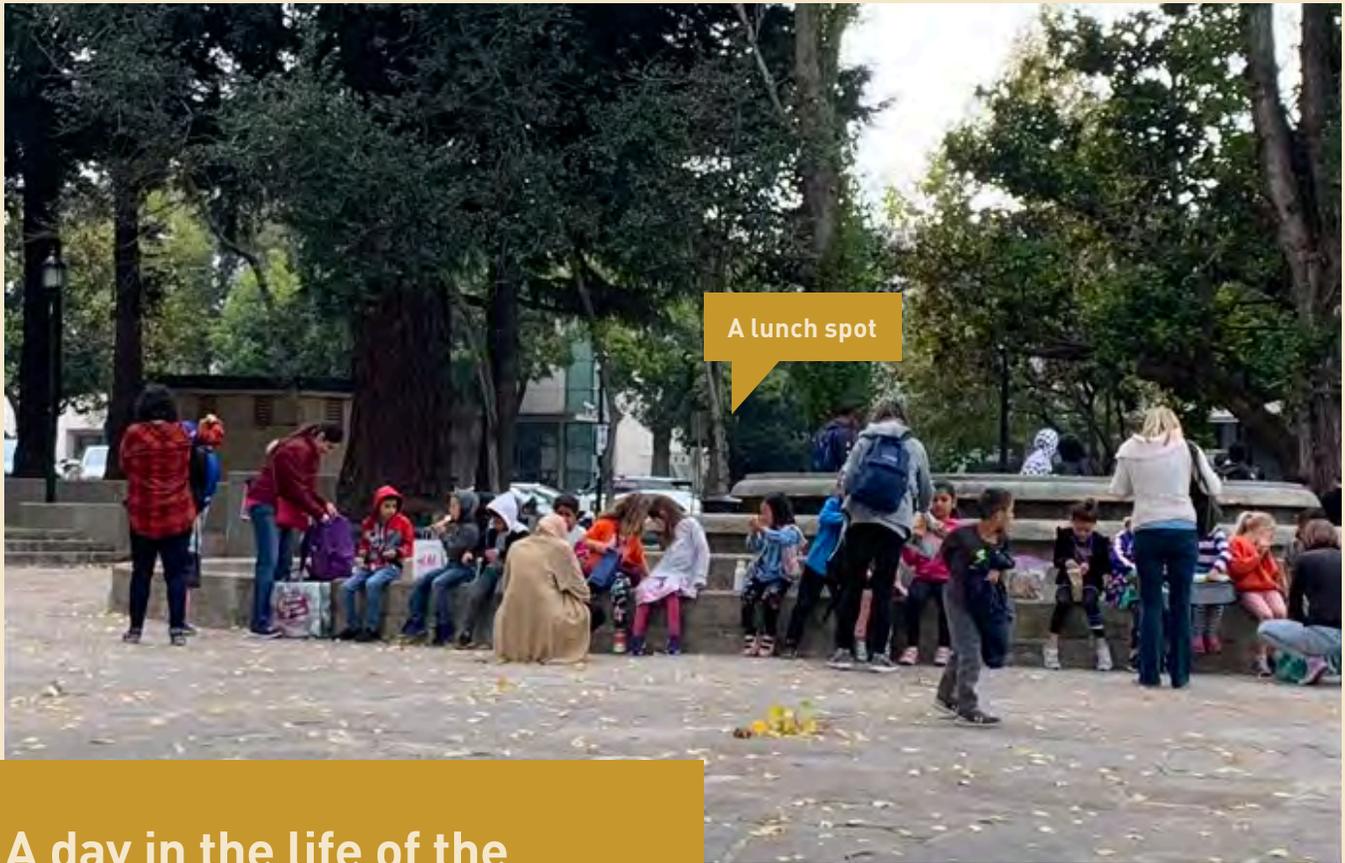
A day in the life of the Civic Center Park Fountain

A running track

A jungle gym
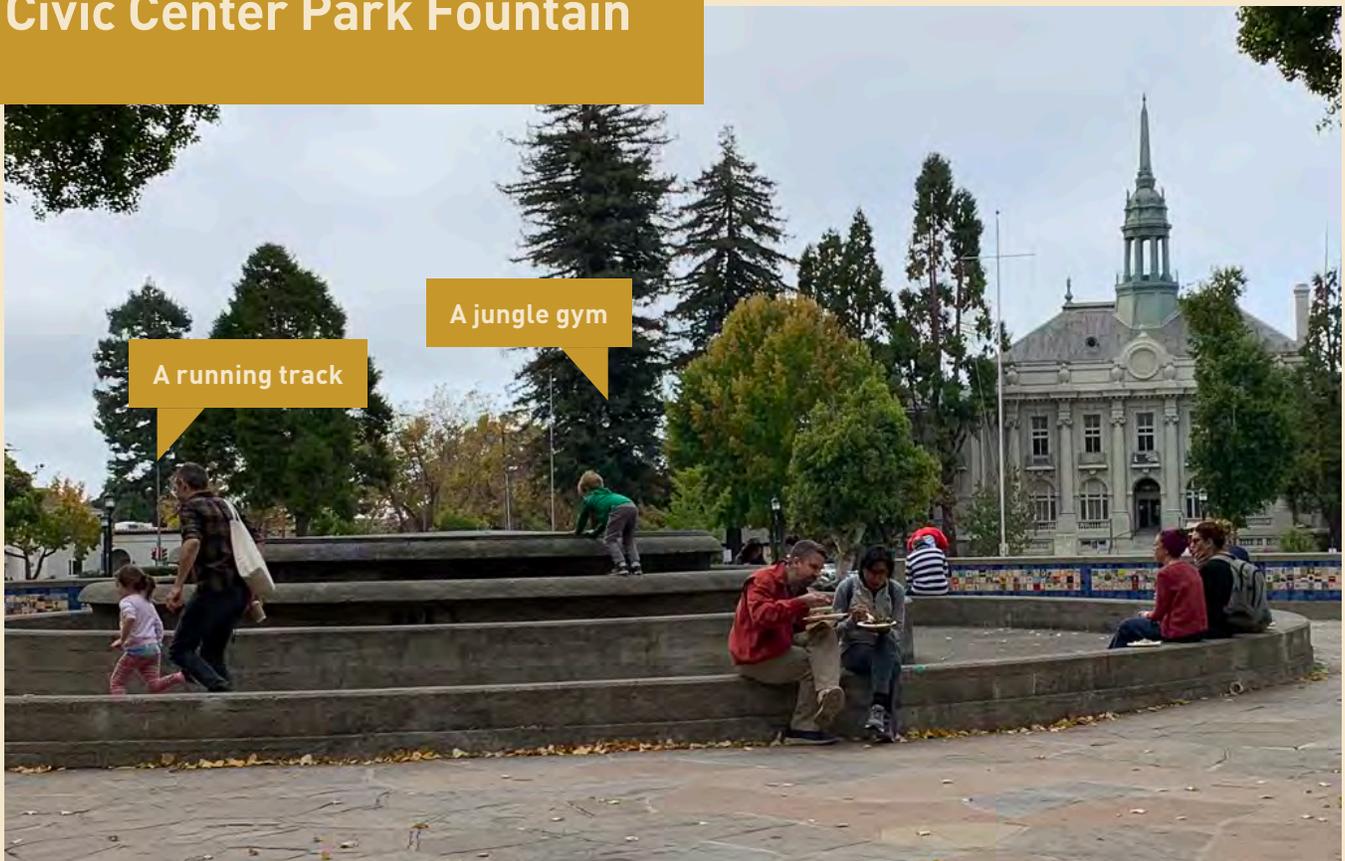
A performance stage

The Civic Center fountain hasn't been in working order for decades, and the area around it is mostly in the shade. However, because the fountain is **scaled to the human body**, it does attract numerous people and activities throughout the day. We observed that this location is where people tend to stay for longer periods of time.

# [10]{.underline} Civic Center is a multi-generational space

People of all ages are at Civic Center

A breakdown of people's observed ages in Civic Center shows that all age groups are represented in the public space, especially teens. However, when compared to Berkeley's census data, certain groups could be more present, specifically, toddlers and kids whose weekday and weekend representation is quite low.
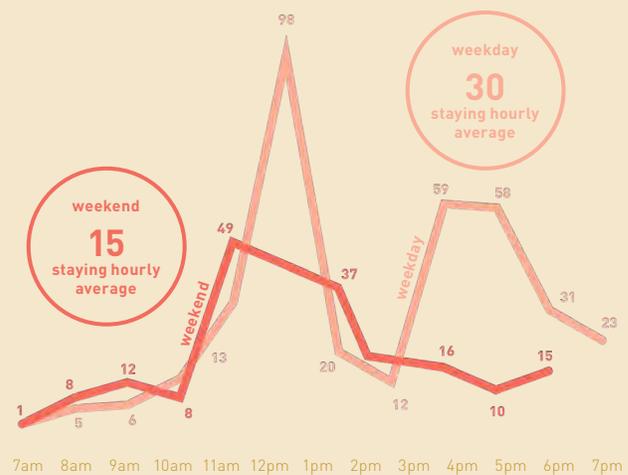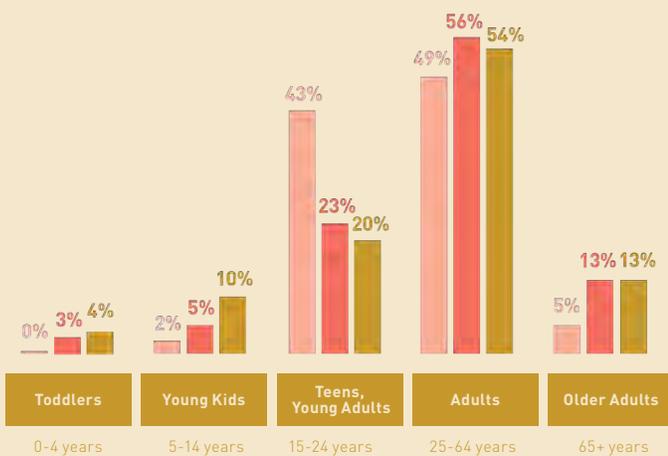
**People Moving, Age Breakdown
Berkeley Civic Center**

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

Toddlers — 0-4 years: 0%, 3%, 4%
Young Kids — 5-14 years: 2%, 5%, 10%
Teens, Young Adults — 15-24 years: 43%, 23%, 20%
Adults — 25-64 years: 49%, 56%, 54%
Older Adults — 65+ years: 5%, 13%, 13%

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

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

weekend **15** staying hourly average
weekday **30** staying hourly average
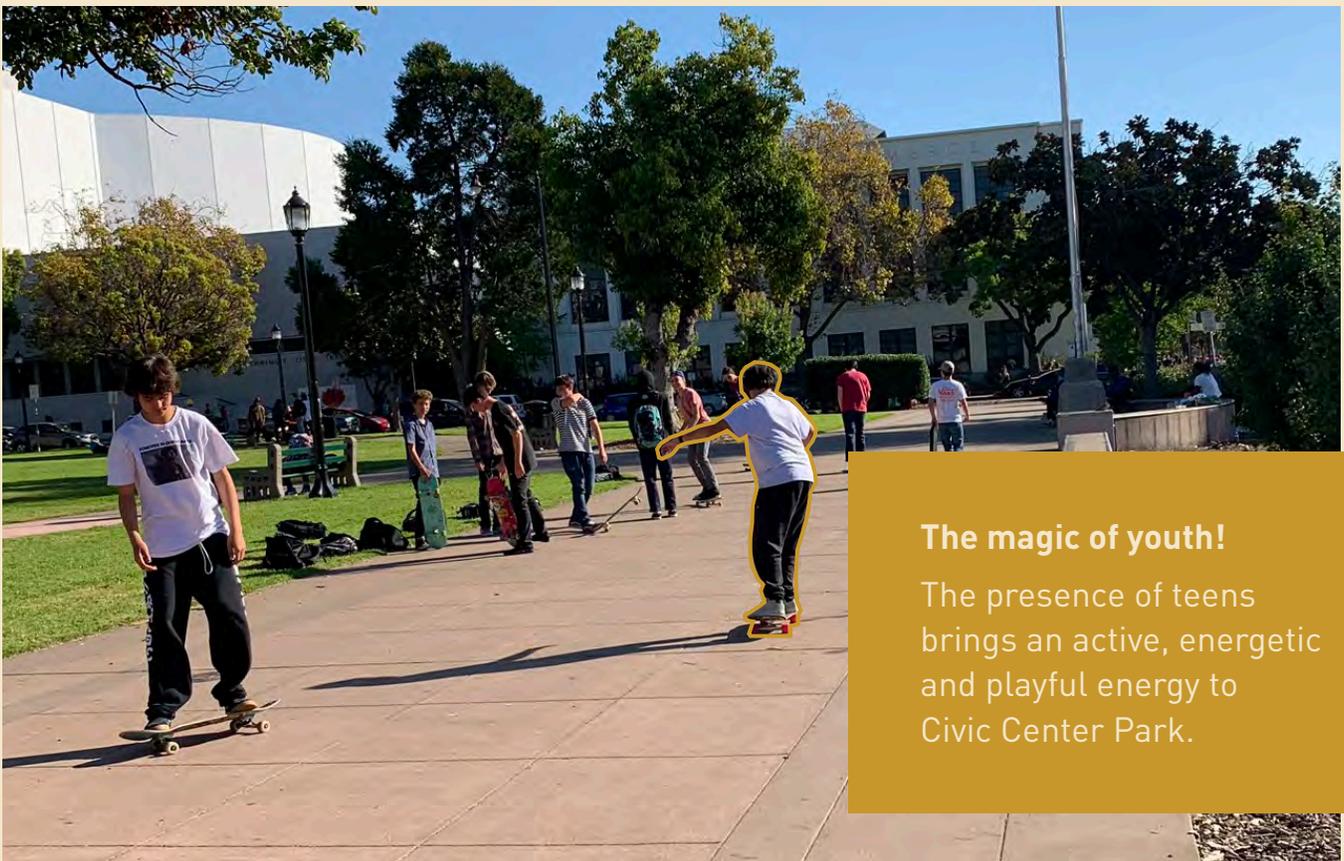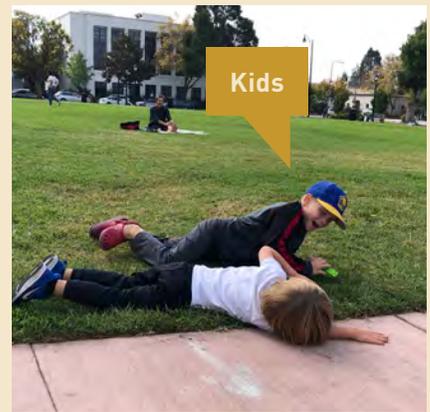
The magic of youth!

The presence of teens brings an active, energetic and playful energy to Civic Center Park.

2

Community Engagement

Engagement and Outreach Plan

From project inception our intention has been to develop a vision for Berkeley's Civic Center, including Martin Luther King Jr. Civic Center Park, the Veterans Memorial Building, and the Maudelle Shirek Building that is a community vision. Our main goals have been to conduct an inclusive and transparent community process, to identify and engage meaningfully with stakeholders, and to provide an actionable vision and achievable plan for the Civic Center area. This was outlined in an Outreach and Engagement Plan submitted to the City in October 2019, which included stakeholder mapping and a proposed timeline for the engagement of stakeholders and the community in a variety of ways.

Outreach

Engagement

Existing conditions research

Financial tools assessment

PEOPLE-CENTERED

Goal #1:

To reach to a broad representation of the community — to hear many diverse voices. In a spirit of creative collaboration, we listened and engaged with a variety of stakeholders, informed community groups, service-providers and organizations, and aligned research and thoughts with key City of Berkeley departments and Commissions.

Vision

A shared vision is only achieved through inclusive participation and engagement.

Conceptual designs for adaptive reuse of the park and buildings

INFORMING
LISTENING
CO-CREATING

REACH OUT

DISTILL
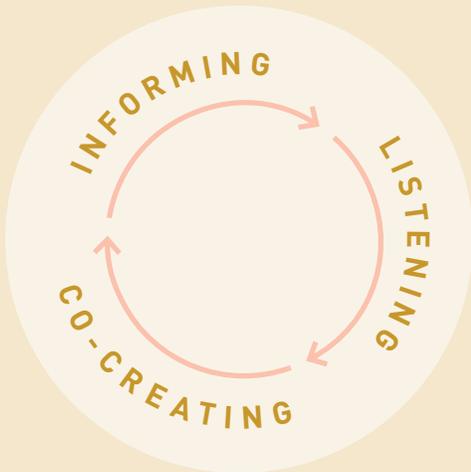
Goal #2:

To run a transparent, creative and participatory visioning and co-creation process that contributes to shaping the future of Berkeley's Civic Center in an imaginative and equitable way.

Goal #3:

To facilitate a variety of invitations to participation — meetings, pop-ups, interviews, website, questionnaires — so that people can find a way that works for them to contribute to the visioning process. Community outreach efforts have included: program communication, stakeholder information gathering sessions, digital engagement, community sessions, surveys — and distillation of relevant points into relateable themes.