LORIN / ADELINE ECONOMIC DEVELOPMENT PLAN

Berkeley City Council Presentation
October 31, 2017
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Background

- Developed by the Lorin Business Association (LBA) community volunteers; staff participated solely in an advisory role.

- Prompted in part by, but distinct from, the City’s ongoing community planning process to develop a specific plan for the Adeline Corridor.

- Adopted by LBA in spring 2017; submitted to OED w/ request that it be presented to Council.
LBA Background

An association of small businesses, nonprofits, art organizations and others.


Boundaries: Adeline Street between Ashby Avenue and the Berkeley-Oakland border, as well as surrounding blocks.
Plan Creation Process

- Reviewed outreach results from Planning Department’s Adeline Corridor outreach; reviewed other district economic development plans.
- Started from a memo produced by the Planning Department’s economic development consultant.
- A committee of LBA members and stakeholders - including businesses, property owners, artists, a flea market representative - met 4 times to shape the economic development plan.
- Consulted with neighborhood groups & residents to gather input and refine the plan.
- Adopted by LBA in March.
Lorin Adeline Economic Development Plan: Key Components

- Lays out a vision for community & economic development.
- Supports the community’s social justice goals.
- A district that is accessible, walkable, safe, green; reflects and celebrates the neighborhood’s racial and socioeconomic diversity.
- The plan should inform the actions of the LBA, the City of Berkeley, and other partners.
Strategic Initiatives

1. Support retention and expansion of existing businesses.

2. Attract new businesses.

3. Improve the public realm and community life.

4. Encourage new mixed-use, transit-oriented development and affordable housing.
Q & A

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