



Community Engagement

- 2.1 Engagement and Outreach Plan
- 2.2 Public Space Public Life Survey
- 2.3 Stakeholder Focus Groups
- 2.4 Vision and Values Community Meeting
- 2.5 Berkeley High School
- 2.6 Farmers Market Pop-up
- 2.7 Building Tours
- 2.8 Online Engagement
- 2.9 Engagement Overview

2.1

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.



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



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.



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 Maudie Shirek Building (aka Old City Hall) funded by the T-1 bond for infrastructure upgrades.

Your role

The City is at the beginning of a concept design process and we want **from you!** The vision for the Civic Center is shared and developed with the Berkeley community. We want you to be a part of the process by envisioning Civic Center and public community spaces for all of Berkeley.

Help Envision the Future of Berkeley's Civic Center!

Attend one of our upcoming workshops where we'll discuss ideas for Civic Center Park, The Veterans Memorial Building and Old City Hall. Everyone is welcome and we are looking forward to seeing you there!



Tours begin at 11am and 2pm. Meet outside 1931 Center St!

Tuesday, February 4
1 1:25pm and 2:40pm
At Berkeley High School
 Come take part in one of two 50-minute Youth-and-Park-Focused Design Charrettes.
 All are welcome to join! Please RSVP to the email below by 3pm on 2/3.

Saturday, March 7
2 11:00am and 2:00pm
Farmer's Market pop up + Building Tours
 Join us on a tour of Old City Hall and the Veterans Memorial Building.

Thursday, March 26
3 5:30pm - 7:00pm
At 2180 Milvia St, Cypress Room
 Presentation of Civic Center Conceptual Design Options. Come tell us what you think!

To engage with the project online, please visit: neighborland.com/berkeleycc

For questions or to add your email to the project mailing list, reach out to the project manager Eleanor Hollander EHollander@cityofberkeley.info (510) 981-7536

↑ Flyers distributed throughout the Berkeley Community to communicate engagement sessions

2.2

Public Space, Public Life Survey

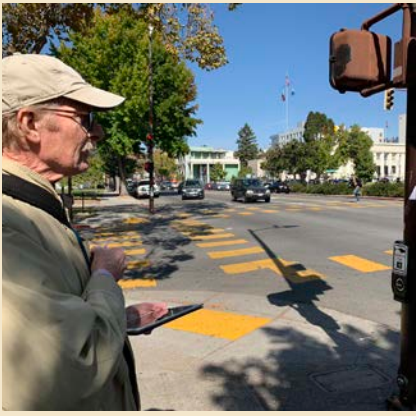
Decode the Everyday

One of the first engagement efforts was to advertise and recruit community volunteers to study the Berkeley Civic Center area. In the Fall of 2019, volunteers were trained on how to undertake a Public Space, Public Life Survey (PSPL). This was a great way for community members 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.

The Public Space, Public Life Survey uses empirical survey and mapping methodologies pioneered by Jan Gehl to develop a comprehensive understanding of how people move, how people use the public realm, and the character, quality and programming of spaces. 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.



↑ Survey Training Presentation for Volunteers



The Berkeley Public Space, Public Life Survey was conducted in October 2019. The survey occurred over the course of a weekday (October 15) and weekend (October 19) and enlisted the help of 21 volunteers including local residents and university students.



Berkeley's Civic Center

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/yxmxwuh>

↑ Survey Volunteers participated in the survey over a two-day period from 7am to 7pm.

↑ Flyer distributed to recruit volunteers

2.3

Stakeholder Focus Groups

From October 2019 to January 2020 the team met with stakeholder groups for thirty to sixty-minute conversations where we listened to people's wishes and concerns about the Civic Center area. We sat down in person with approximately 40 people, over 27 focus group sessions. To guide these conversation, we used a questionnaire, but the purpose of these immersion interviews (or informal conversations) was to allow the team to hear directly, and learn from, key project stakeholders in order to gain a richer understanding of the project area and its challenges and opportunities. These sessions, alongside the Community Workshop on vision and values were instrumental in the shaping of the Vision Statement.

Immersion: Stakeholder Conversations

Questions asked to interviewees

Big Open Question

- What's your relationship to the Civic Center, and what should we know about your mission?

Short Questions - Concise Responses

- In your opinion what is special about the Civic Center?
- What are your concerns/issues with the Civic Center today?
- What 3 words would you use to describe Civic Center?
- If Civic Center is to become the heart of Berkeley, what future transformations would you like to see happen?
- Rank in order of priority:
1) Nature and Biodiversity 2) Arts and Culture 3) Sports and Play 4) Amenities [public restrooms, water fountains, benches] 5) Food and Beverage services 6) Institutional Buildings and Services 7) Stores 8) Other; If you selected "Other", tell us what you mean.

Arts & Culture

- Berkeley Cultural Trust
- Berkeley Symphony
- City of Berkeley, Civic Arts
- Freight & Salvage
- RLA Conservation (Arts Collection Assessment)
- Shawl-Anderson Dance Center
- Turtle Island Foundation
- Visit Berkeley

Community + Services

- Berkeley Community Media (OCH tenants)
- Berkeleyside
- City of Berkeley Clerk
- City of Berkeley, Special Events
- Dorothy Day House (VMB tenants)
- Downtown Berkeley Association
- Ecology Center
- Former Elected Officials of Berkeley
- Options Recovery (VMB tenants)
- American Legion Post 7 (VMB tenants)

Elected Officials and/ or Representatives

- Berkeley City Council Member, District 1
- Berkeley City Council Member, District 2
- Berkeley City Council Staff, District 3
- Berkeley City Council Member, District 4
- Berkeley City Council Member, District 5
- Berkeley City Council Member, District 6
- Berkeley City Council Member, District 7
- Berkeley City Council Member, District 8
- Berkeley Mayor's office staff
- Berkeley Unified School District Board Director

Heritage + Built Environment

- Berkeley Architectural Heritage Association (BAHA)
- Berkeley Design Advocates
- Berkeley Historical Society (VMB tenants)
- Landmarks Preservation Commissioners
- McGee-Spaulding Hardy Historical Interest Group (MSHHIG)

Youth

- Berkeley High School Principal
- Berkeley Unified School District Superintendent
- Berkeley Unified School District Director of Facilities
- YMCA

Stakeholder Focus Groups

Key Takeaways

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.

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

Note: For a complete transcript of the 25 recorded sessions, please refer to the engagement transcripts in the appendix.

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!

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

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

Stakeholder Focus Groups

Engagement Summary

Today

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

We have concerns about the
conditions and safety of the
buildings.

The park is underused, uninviting

Tomorrow

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 happen in Civic Center.

The presence of youth is positive.

We want a Civic Center that welcomes civic participation, cultural events, community interaction, and where one can sit and relax.

2.4

Vision and Values Community Meeting

On December 12, 2019, we hosted a Vision and Values Workshop at the YMCA Teen Center. 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 session consisted of fast-paced group exercises, with opportunities for discussion in small groups and 'share-backs' with the whole group.

We noted a strong spirit of collaboration among the attendees, and broad consensus around core values for the future of Civic Center. This session, alongside the stakeholder focus group sessions, was instrumental in the crafting of the Vision Statement for Civic Center that was presented to City Council on January 14, 2020.

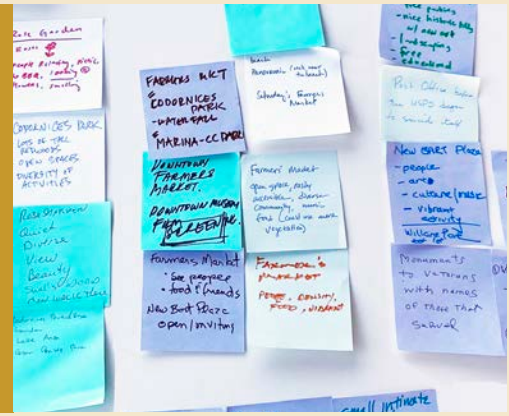
Community Meeting →
December 12, 2019





Outreach and engagement

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 other Berkeley parks that draw diverse users and have diverse activities available.



← 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. Images that depicted play, including kids entertainment, distinctive play equipment, and intergenerational activities, were also popular.

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. →



← 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.



← 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.

2.5

Berkeley High School

With over 3,000 students enrolled, and the park at their doorstep, the Berkeley High School community is a key stakeholder of the Civic Center project. In February 2020 we took the opportunity to engage with two classes of Berkeley High juniors and seniors, where we facilitated design charrettes with a focus on the Park design concepts and the students' ideas for improving their everyday interaction and use with the public space closest to their school.

The project team introduced the students to Public Life and its importance, and heard from the students how they engage with the park, what was missing and what they liked and disliked. In groups, the students came up with design concepts and described features, spaces and amenities they would like to see in the park. Group design proposals included:

- **Fun! - An all-around playground**
- **Better with Food**
- **Social, Relaxing, Biophilic**
- **Homeless-Friendly Park & Community**
- **Lights, Ledges & Liquidity**
- **A Social Space Multigeneration Park**

Popular ideas:

- Active areas for sports, skating
- Being allowed to sit on the ledge
- More seating (seats with tables, in the sun)
- Car free Allston Way
- Food Trucks during lunchtime
- Illumination of the trees
- Open other schoolgates between the School and the park
- Amphitheaters/ changes in elevation.

What is missing at the Civic Center Park?

- Seating and tables, outdoor furniture, places to sit in the sun (that's not wet grass)
- Seating for groups
- Water (drinking fountains, visual features), a working fountain
- School garden (gardening project)
- Cross walkway, bigger pedestrian area
- Activities, such as: basketball, rock climbing, Farmers Market, flea market, book fair.

What do you dislike at the Civic Center Park?

- The toddler's playground (nobody is playing there, it seems unused)
- Riding a bike through Civic Center is complicated
- The open grass area in the center is not very popular – it's wet most of the time
- The Ford bikesharing system is rarely used by school kids – takes too much space and blocks passage into the park from the main gate
- Shady fountain area.



↑ Project Opening & What is Public Life discussion



↑ Groups working on their design concepts



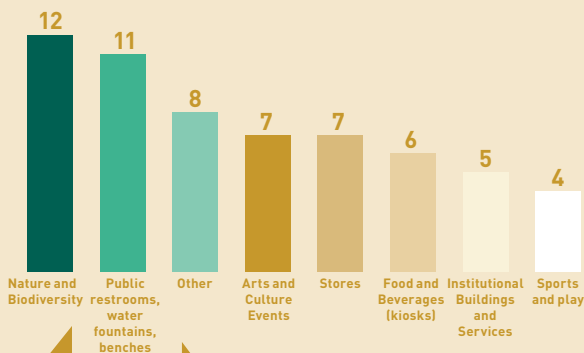
↑ Students describing their Park design ideas

Berkeley High School Questionnaire and Survey Results

Following the Civic Center designed charrettes with Berkeley High School we asked the students to complete a survey. Their answers helped us assess the students' sentiment about the park and the Civic Center area in general, as well as gain a better understanding of how students use the park today and what they would envision a transformed Civic Center might include. We collected 40 responses. A transcript of the engagement can be found in the Appendix.

What transformations would you like to see happen at Civic Center?

Highest priority



Nature was top on the students' list

Closely followed by park amenities

Overview of students' responses

Favorite things about Civic Center

- The ledge
- The grass
- The skate park

Least favorite thing about Civic Center

- There's a lot of trash
- It smells
- It's dark around the fountain

Words that describe Civic Center

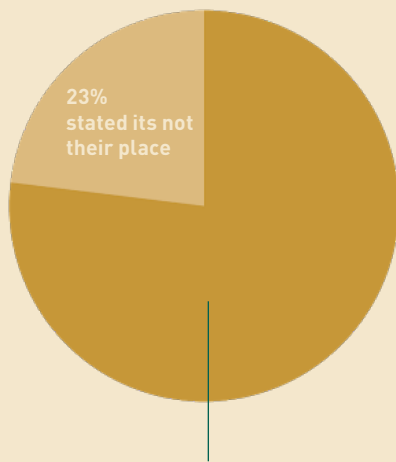
- Green, grassy, sunny
- Shady, dirty, unused
- Berkeley, social, open

What would make you go there more often?

- More events, craftspeople, food
- More seating, less mud
- Less homeless people
- More skate ledges
- Cleaner spaces
- A working restroom
- Barbecue grills

Survey findings

Is Civic Center your place?



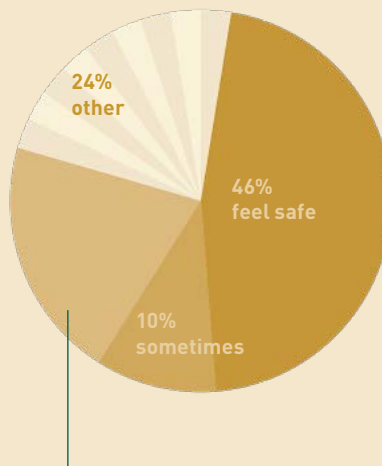
77% told us Civic Center is *their place*

“

I don't really identify with it at all or choose to go there other than to eat lunch.”

I don't have any particular affinity to the space.”

Do you feel safe?



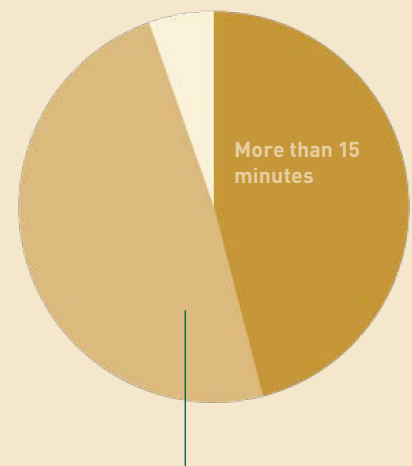
20% of students said they feel unsafe at Civic Center Park

“

I can see why others find the environment unsafe. The park tends to have homeless or drug-addict populations.”

Because it's not well lit.”

How long do you typically spend at Civic Center Park?



Less than 15 minutes

“

I would go there if other people went there. In other words, if it was a commonly enjoyed area, a meeting place.”

All quotes from Berkeley High School students

2.6

Farmers Market Pop-up

On Saturday March 7th, 2020 members of the project team went out to meet the community at the Farmers Market. Displays were set up and shoppers stopped by for conversation about what they would like to see in Civic Center. We asked people to write down their ideas on postcards and distributed flyers announcing a future design workshop and the project website.

Overall, we collected 26 comments written down on postcards with ideas ranging from cafes along the park, to space for forest school activities, improved lighting, movie nights, better bike storage. These ideas have informed the conceptual design of the landscape and public realm options. Please refer to the Appendix for a transcript of the community ideas collected at the Farmers Market Pop Up.

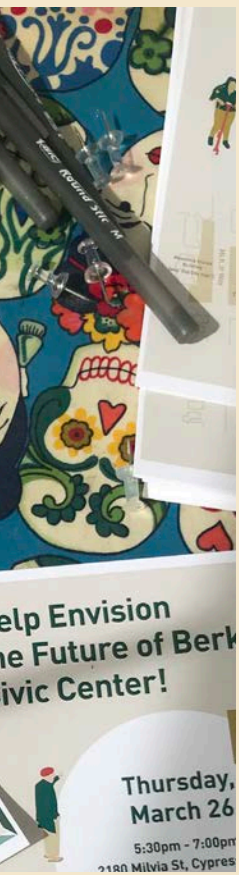
Many thanks to the Ecology Center who facilitated a table, shelter and a great spot, right opposite the Veterans Memorial Building.



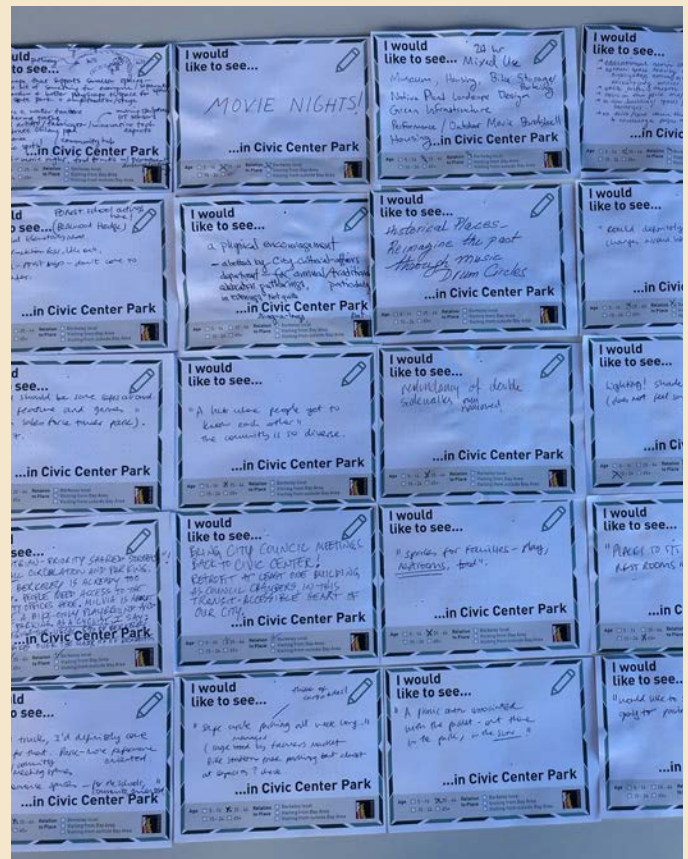
↑ Community Feedback Cards



↑ Farmers Market Pop-up



↑ Pop-up boards



↑ A record of community ideas

2.7

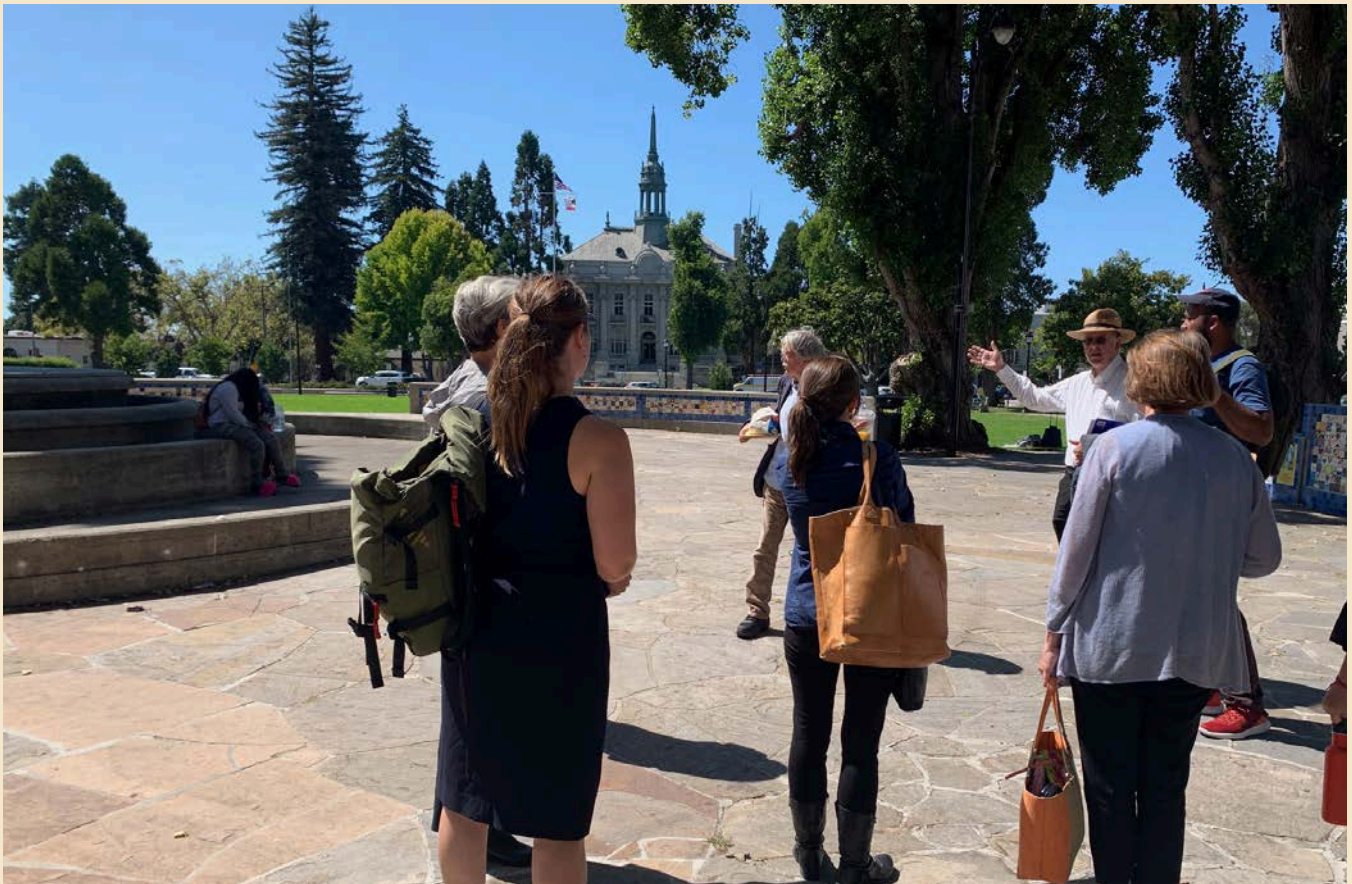
Building Tours

On two stages of the Vision project —at project inception, in September 2019 and in March 2020, when the Vision Statement had already been presented to City Council — the City and design team organized Building Tours open to the public. This was a great opportunity for the community to see inside these great buildings, assess their current state and imagine their future.

The first tour took place at the start of the project, and members of the Technical Advisory Committee composed of city staff, members of the Berkeley Historical Society, Commissioners from the T1 Bond Subcommittee (Public Works and Parks) as well as Landmarks and Civic Art groups joined this tour, where we were able to visit all accessible spaces in the Veterans Memorial Building and the Maudelle Shirek building. This was also an important moment for the design team to see the buildings inside for the first time and ask questions to members of the Landmarks commission and City staff.

The second day of public tours took place on Saturday, March 7th, 2020, and two tours at different times of the day were offered. Members of the community were able to see inside the Veterans Building and Old City Hall. Concurrently with the tours, the project vision statement, urban design concepts and design ideas were set up on boards at the Farmers Market for community input.

Approximately 30 people attended both the September and March tours. Many thanks to the Berkeley Historical Society who advertised the tours, opened up the whole building and acted as co-guides — answering many questions, and setting up relevant materials from part of their extensive archive.



↑ The first tour on September 9th, 2019



↑ One of the Veterans Memorial Building tours on March 7th, 2020

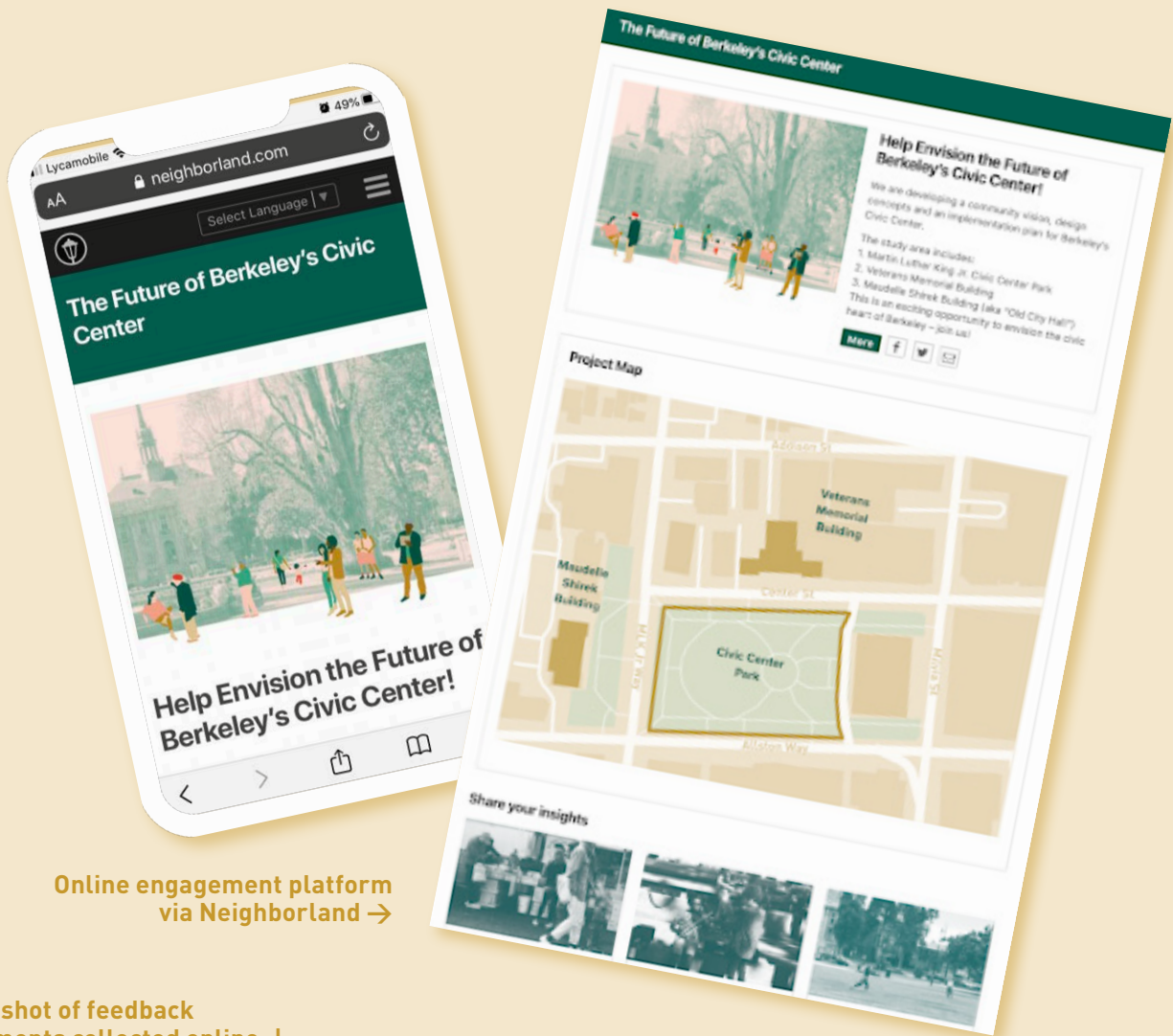
2.8

Online Engagement

With help from digital engagement specialists Neighborland, a project website was set up in early February 2020. The first iteration of the website included project information, scope and timeline, as well as an overview of community events and project milestones. It also included invitations for people to tell us what works well today at Civic Center, to map their favorite parks and community places, and to share ideas of what they would like to see.

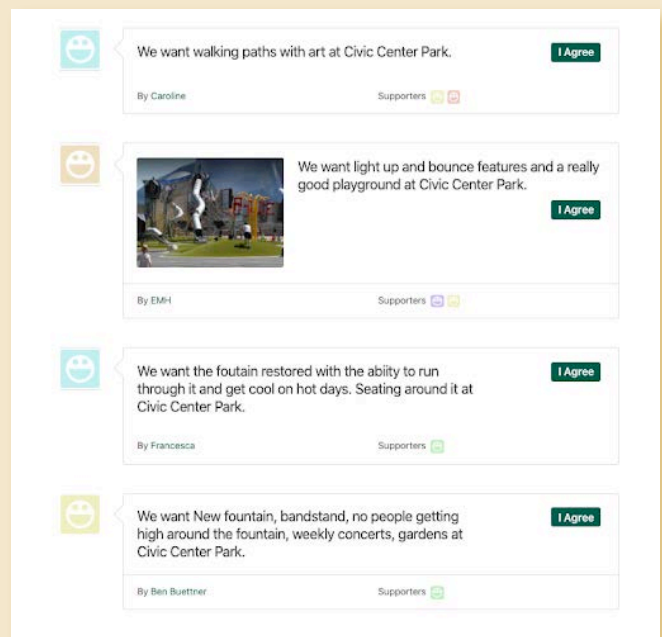
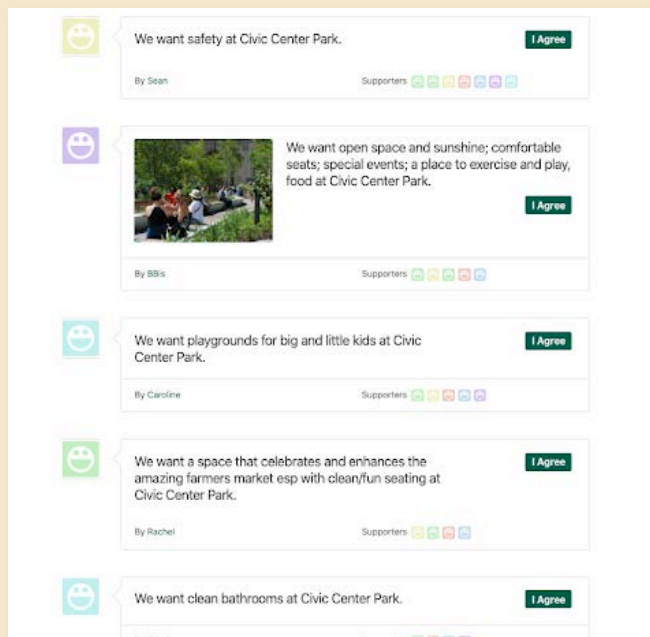
The second iteration of the online engagement, that went live on March 22, 2020, included the Vision Statement, the ‘big design moves’ germane to all the design options and a description of the three emerging conceptual design options. Our last community workshop was canceled due to the COVID-19 pandemic emergency, so the website became a key communication tool. Videos — where the project team explains the design process and goes through various design elements, program distribution and the conceptual options — were quickly added.

For an overview of the community opinions collected online please refer to the end of Chapter 5; in the Appendix you will find the full report on the online engagement.



Online engagement platform via Neighborland →

Snapshot of feedback comments collected online ↓



2.9

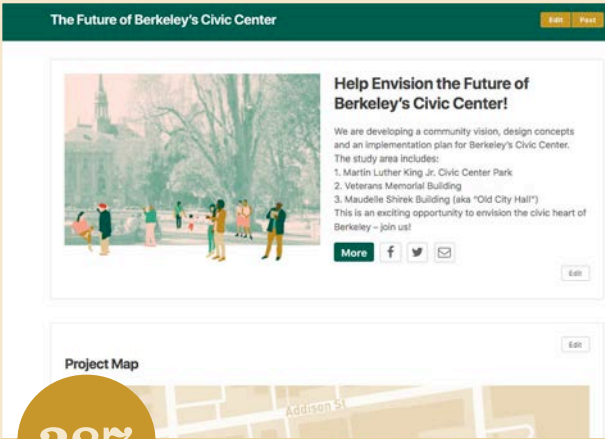
Engagement Overview

At-a-glance

Our goal has been to reach to a broad representation of the community — to hear many voices, and diverse opinions — and we're proud to have achieved it! In a spirit of creative collaboration, we have listened and engaged with a variety of stakeholders in varied forms.

Over the last seven months, through workshops, events, design charrettes and comments that got to us via email and the project website*, we've engaged with over 600 individual community members.

*Project website views: 2,395 unique users, reported by Google Analytics.






The Future of Berkeley's Civic Center

Help Envision the Future of Berkeley's Civic Center!

We are developing a community vision, design concepts and an implementation plan for Berkeley's Civic Center. The study area includes:

1. Martin Luther King Jr. Civic Center Park
2. Veterans Memorial Building
3. Maudelle Shirek Building (aka "Old City Hall")

This is an exciting opportunity to envision the civic heart of Berkeley — join us!

More   

Project Map

387 Contributors on the project website February - April 2020



2 Two Community Site Tours, in September and February 2020

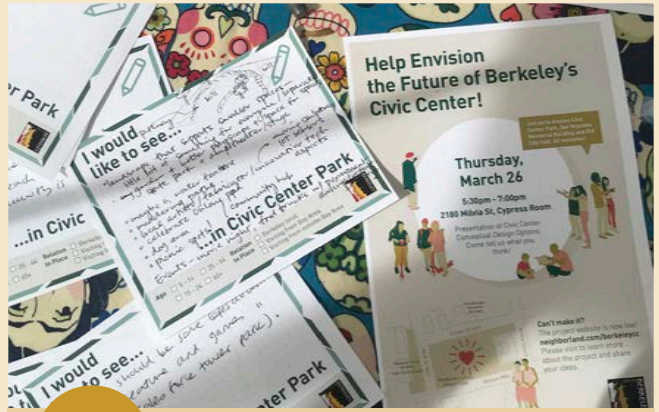


3 Commissions Meetings
Parks & Waterfront, Public Works, Landmarks and Civic Arts – Sept and Nov 2019, and March 2020



40

Community members participated in the Vision and Values workshop



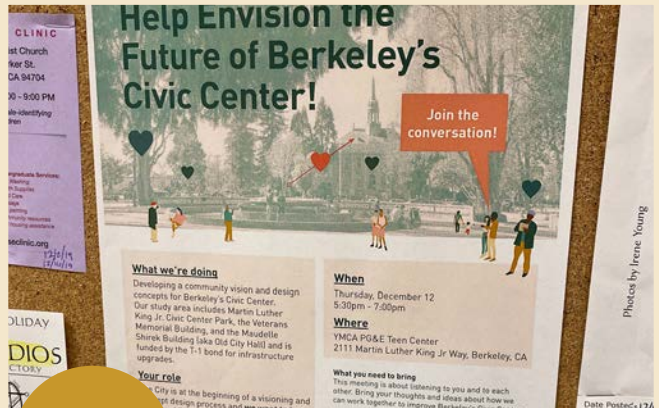
26

Ideas on postcards collected during a Pop Up at the Farmers Market



21

Community Volunteers took part in the Public Space Public Life Survey



300+

Flyers distributed in and around Berkeley



27

Focused engagement sessions, where we spoke to more than 40 stakeholders



50

Berkeley High School students took part in Design Charrettes



Vision

3.1 Vision Statement

Crafting a Shared Vision

A shared vision is only achieved through inclusive participation and engagement with the community — the people who know Berkeley’s Civic Center well, who will rally to make it better, and who will enjoy it for generations to come.

As described in the previous chapter, the Berkeley community has been incredibly interested and participative — engaged with the big picture and the detailed thinking. By listening to stakeholders, drawing with Berkeley High School students, chatting with farmers market shoppers and reading hundreds of online comments, we invited the community to be part of the creative process.

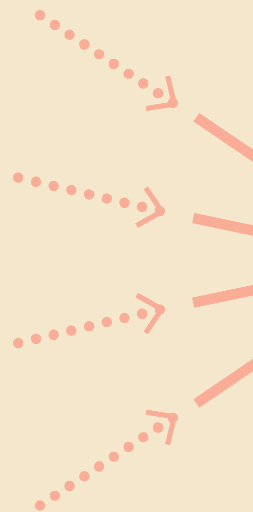
Setting a project Vision that is aspirational and reflects what the community values is the first step in setting a clear and collective purpose. The vision statement, described in this chapter, is the project’s north star — what we go back to as we iterate on design scenarios, and what keeps us all aligned, clear and motivated to take this project to implementation.

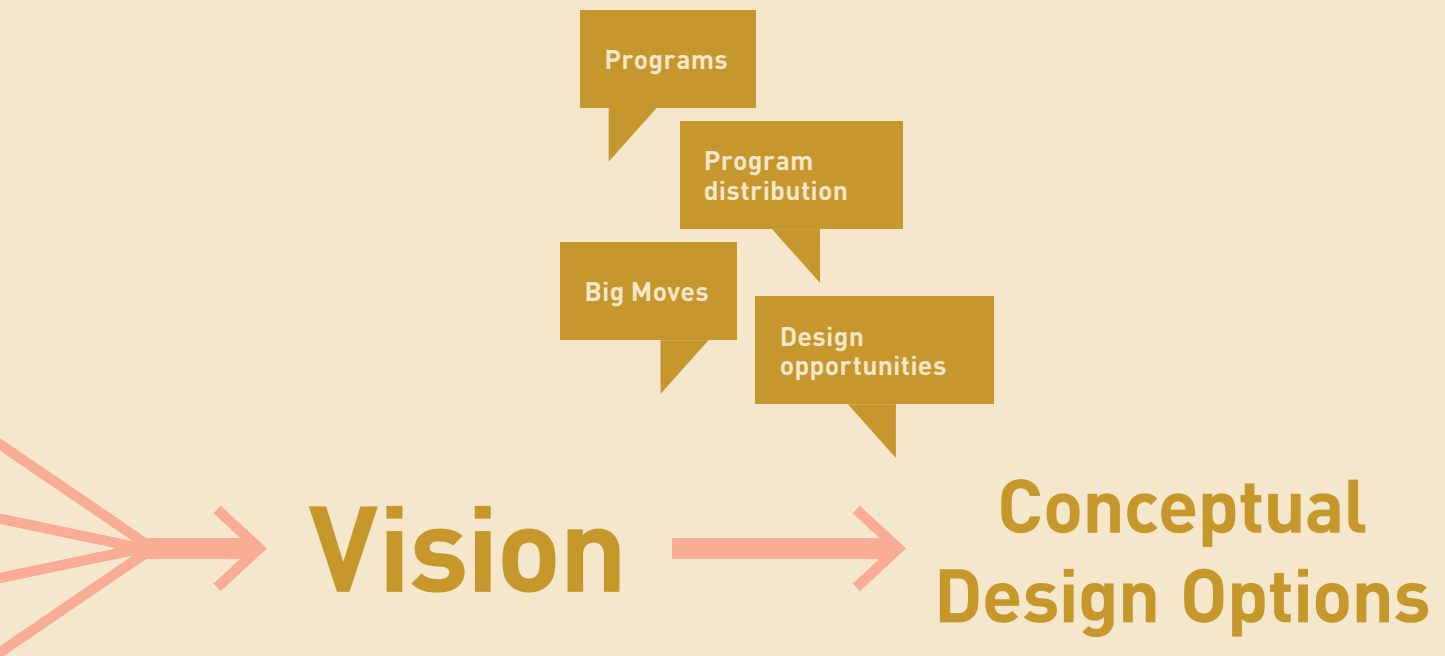
**Public Space,
Public Life Survey**

**Historic Structures
Research**

**Community &
Stakeholder
Engagement**

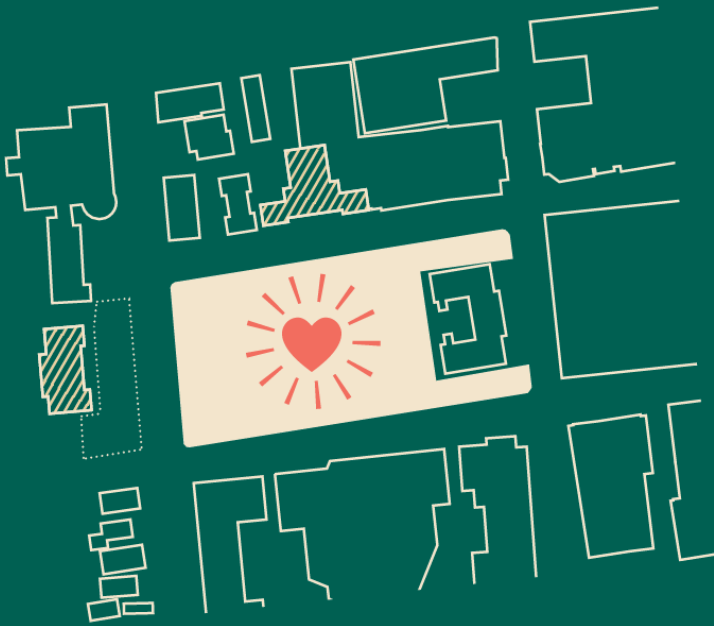
Policy Research





3.1

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.

Vision Dimension **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.



Vision Dimension **2**

Prime space 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.



Vision Dimension **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 Development

4.1 Design Opportunities

4.2 Programs Matrix

4.3 Big Moves

4.1

Design Opportunities

Following the site analysis, public life study, historical research, and engagement, the design team started to identify high level design opportunities and concepts. Three ideas emerged as key project components:

Berkeley's Cultural Hive

Civic Center is adjacent to the Arts District and Berkeley High School. The Veterans Memorial Building lends itself to a great mixed arts venue, with performance spaces and educational arts programs — a link between the High School, a major youth stakeholder, and the Arts District.

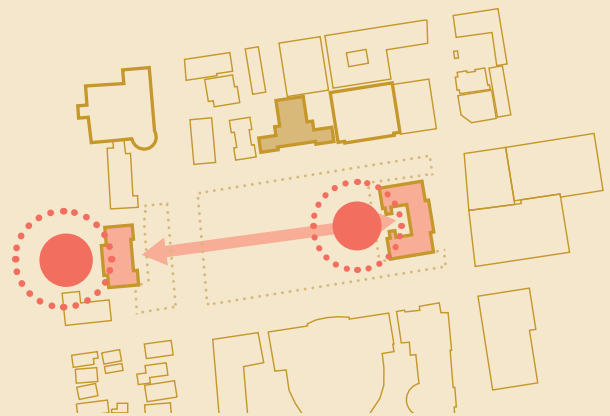
The Berkeley Center

A hybrid museum/cultural/educational facility focusing on a constellation of local history, social justice, food... including the Berkeley Historical Society and spaces for community meetings and events.

Council Chambers

A Civic Center needs a meeting place for the Council, but where is the best place for it? Extending Old City Hall could be a

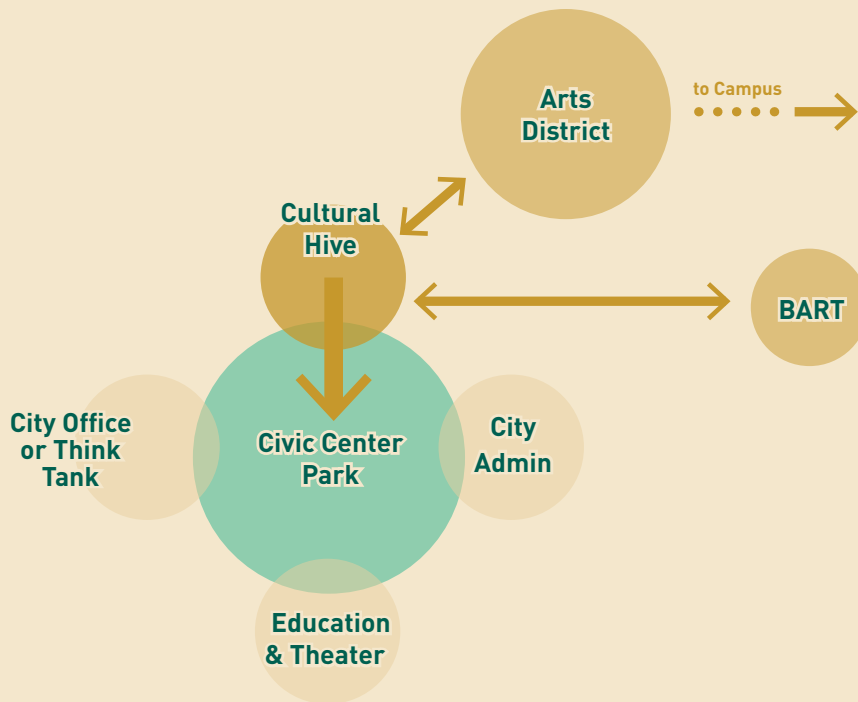
possibility, as could the west side of 2180 Milvia — providing a new front door on the park.



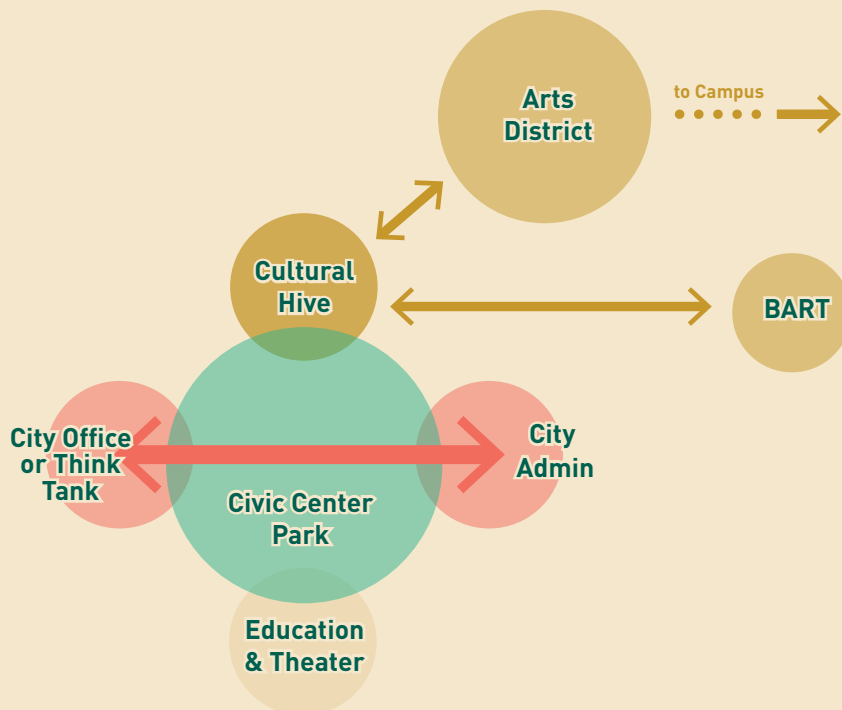
↑ An opportunity for Council Chambers to return to the heart of Berkeley's Civic Center

Civic Center Park

Alongside a great suite of programs, the transformation of the Park and its surrounding streets will make the Civic Center the heart of the community and a great public space. A place of gathering, concerts, evening events, everyday lunch meeting, family picnics ... It will be flexible, green and lush.



↑An opportunity to transform the Veterans Memorial Building into Berkeley's Cultural Hive



↑An opportunity for Civic Center Park to be activated by a higher concentration of programs – from performing arts and cultural events, to a food venue and community gathering spaces

These initial ideas or design hunches' were presented at the January 14, 2020 City Council Worksession and were well received by council and the public present. The conceptual design options in Chapter 5 further build on these key concepts.

4.2

Programs Matrix

Successful activation of Civic Center depends on the amount and mix of uses and programs in its buildings, and how much those programs help enliven the public realm. During our engagement process, many desired programs were identified, and overwhelmingly we heard about Arts and Culture as a great complement program to Civic functions. This is where the idea of a Cultural Hive in the Veterans Memorial Buildings started to take place. Flexible meeting spaces, for both government and community uses were widely mentioned. The lack of a large meeting hall, where Council meetings could take place became an important, (currently non-existing), program desire voiced by many. The need for better park amenities, such as restrooms, and a yearning for a friendlier, much improved public realm for pedestrians and cyclists came up as a key point in making Civic Center the place it deserves to be.

Civic Center must be a place of great civic and cultural significance in Berkeley, nothing less than any of the great public spaces around the world.

EXISTING PROGRAMS

The Berkeley Historical Society	Options Recovery Services
Farmers Market	Berkeley Community Media
Veterans Meeting Space	Emergency Shelter
Dorothy Day House	Park Restrooms

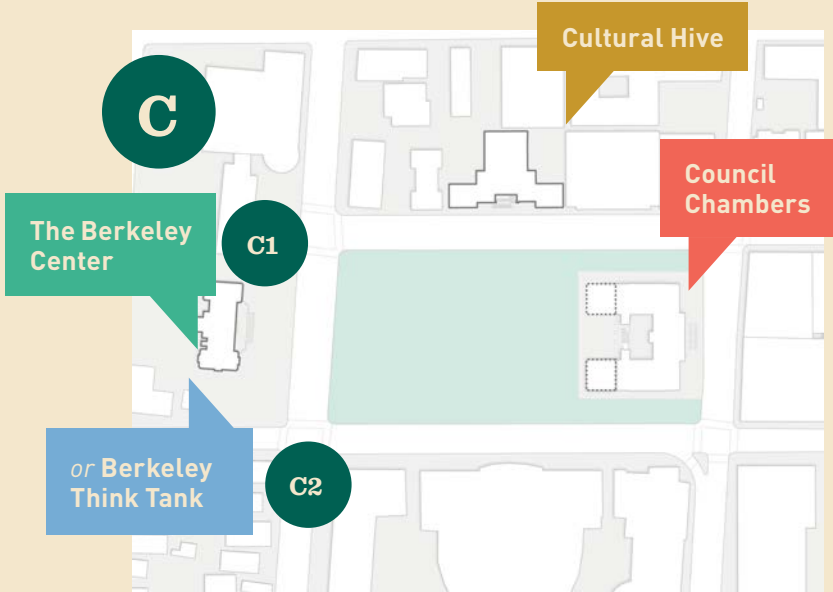
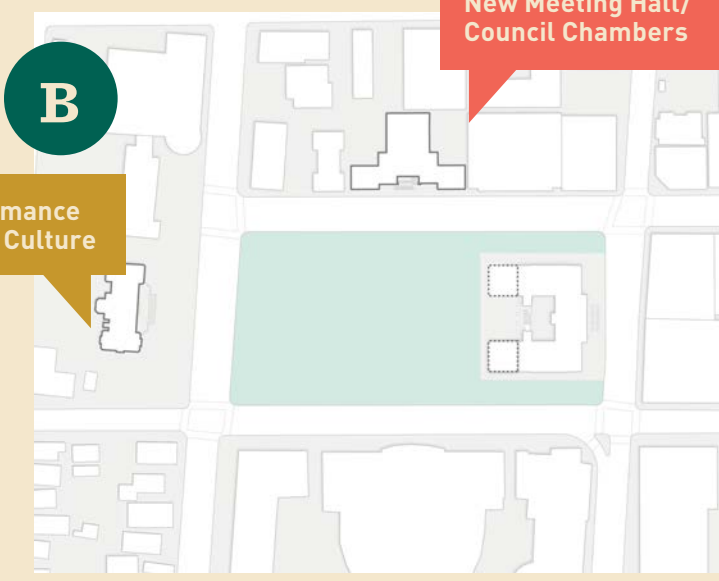
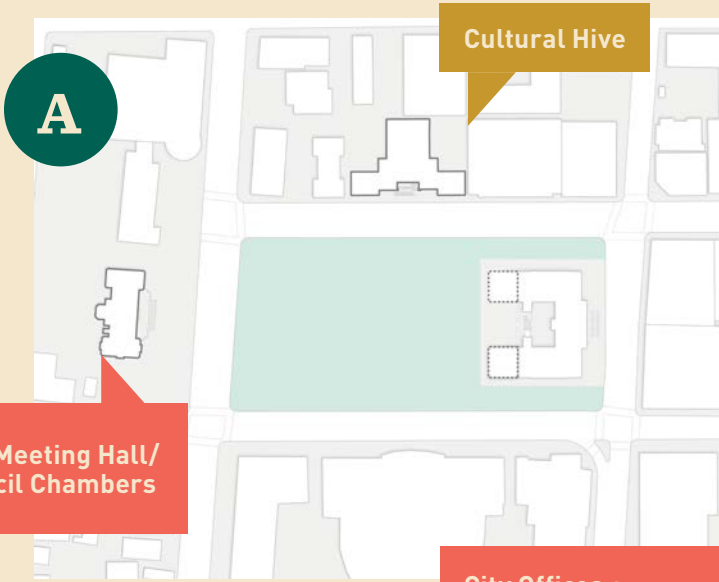
ADDITIONAL DESIRED PROGRAMS

★ Berkeley Cultural Hive	☆ Community Meeting Space
★ City Council Chambers	☆ Food & Beverage
Berkeley Think Tank	Community Care
Berkeley First Center	Day Care
City Offices	☆ New Park Restrooms

★ Priority program

☆ Important program

Identified during the engagement process



**All options consider/
include:**

- Adaptive reuse of the historic buildings and the Park
- A large meeting hall with space for Council Chambers at Civic Center
- Activation of the west side of 2180 Milvia, removing parking and turning its current back into an active frontage toward the park
- Public realm improvements beyond the Park, to include Center St, Milvia Street, MLK Jr Way and key intersections.

- Performance Arts & Culture
- The Berkeley Center
- Council Chambers
- Social Services
- Think Tank (incl. City Offices)

4.3

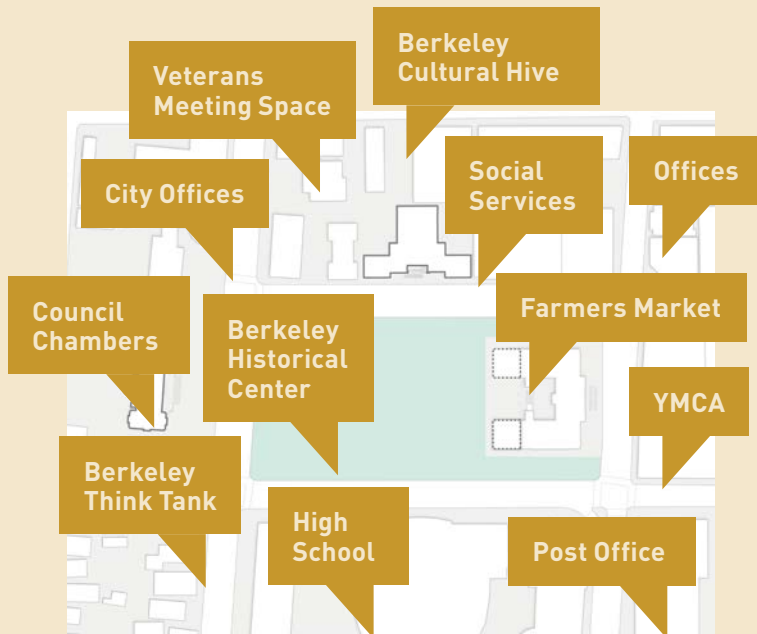
Big Moves

Spatializing the Vision

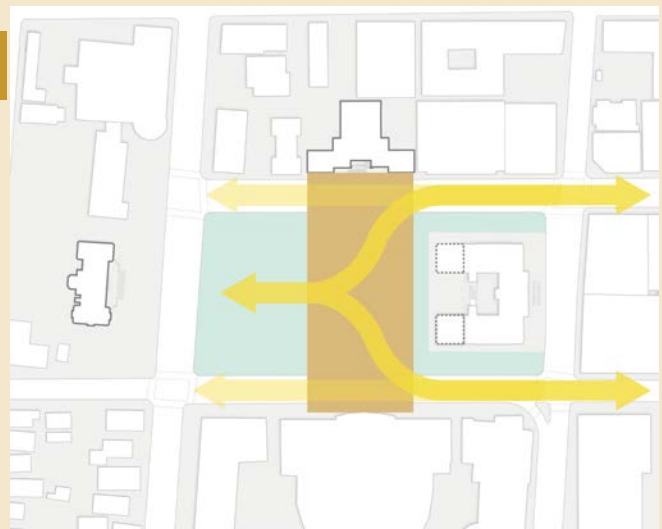
Stemming from the Vision statement, the Civic Center urban design concept can be summarized in seven big moves. These key spatial objectives anchor all the iteration and conceptual design options that follow.



2 Bring people here from Shattuck Ave and beyond.
BART to Park!



1 Activate the space with a suite of programs
More programs will bring more people and life to Civic Center!



3 Create a dignified plaza at the terminus of a green Center St.
A strong sense of arrival!



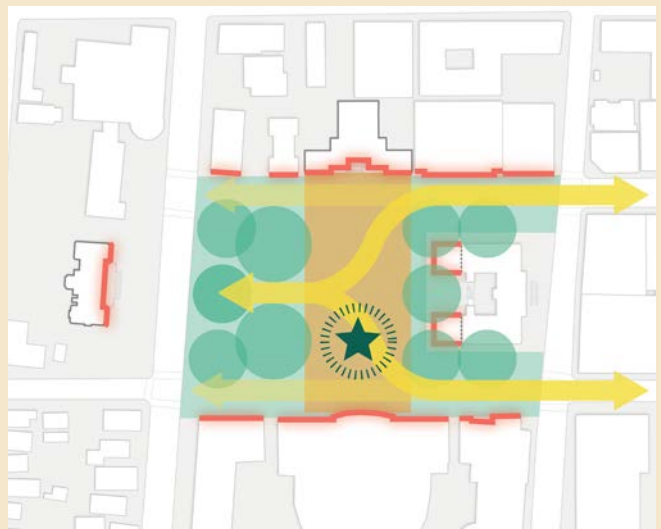
4 Energize the space with all of the surrounding buildings.
Face the park!



6 Subdivide the park into human-scaled spaces.
Right-size the room!



5 Consider the park as a space from building edge to building edge.
Wall to wall green carpeting!



7 Create a draw.
A distinct, regional attractor!