



Office of the City Manager

May 17, 2018

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: Update on Adeline Corridor Planning Efforts

We wanted to provide you with an update on the Adeline Corridor planning effort, which seeks to engage community members to create a vision for the area along Adeline Street and a portion of South Shattuck Avenue, empower community members with tools to do so and eventually create a “Specific Plan” that articulates a vision and also identifies specific recommended goals and actions.

After conducting dozens of workshops, forums, small focus groups, regular meetings and other events since 2015, the plan will focus on actions that advance these objectives:

- Housing affordability and preventing displacement;
- Economic opportunity, especially for local community members and small businesses;
- Honoring South Berkeley’s heritage as a cultural and historical center for Berkeley and the East Bay’s Black/African American and Japanese American communities;
- Attractive and enhanced public space;
- Safe and sustainable transportation for all ages, abilities and modes of travel.

The “tools” that a Specific Plan can employ to advance the above objectives are mainly land use/zoning changes and design recommendations for the public right-of-way. The Plan can make broader policy and program recommendations. The Plan will put the City in a better position to apply for grants and to secure other funding to implement plan recommendations.

We have engaged in a public process intended to empower the community with tools to help shape the plan by providing multiple opportunities and avenues for sharing input about potential plan recommendations. We have structured these engagement efforts, as with the rest of this project, to increase inclusion and equity.<sup>1</sup>

In March, the public was invited to a two-week open house that provided displays and took feedback about proposals to achieve community goals. There were also four topic-specific workshops held for those who wanted to engage in more in-depth discussions about equity, affordable housing and community benefits, redesigning the public Right-of-Way to improve

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<sup>1</sup> See project website for Adeline Corridor Existing Conditions Report and materials from all previous community engagement: <https://www.cityofberkeley.info/AdelineCorridor/>

mobility and safety and increase open space, and strategies to foster economic opportunity. People who may have missed the opportunity to visit the open house in person will also be offered an opportunity to provide input on the exhibits through [Berkeley Considers](#).

### **CURRENT STATUS AND NEXT STEPS**

In this second phase to develop a Specific Plan, we are developing and confirming the plan's direction, which will serve as the basis to write a draft plan and conduct the associated environmental review (as required by the California Environmental Quality Act). Over the next 12 months, staff anticipates the following schedule to complete the specific plan, EIR and any associated draft zoning changes:

- **Summer 2018:** Further refined content and ideas in the five key topic areas described above which will form the basis for writing a draft plan.
- **Winter 2018:** Draft Environmental Impact Report.
- **Spring 2019:** Final Plan and Environmental Impact Report (Public Hearings/Meetings at the Planning Commission and City Council to approve Plan and EIR).

There will be continued community engagements and meetings through the remainder of the planning process. More detailed information about specific meeting dates and other project updates will be announced (via email, printed flyers and postcards and on the project website) as location and agendas are confirmed.

The effort is grant funded by Bay Area Metro (BAM), formerly known as the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG).

### Attachments

1. Adeline Corridor Planning Area Map
2. Summary of Previous Community Engagement (2015 - Present)

cc: Jovan Grogan, Deputy City Manager  
Ann-Marie Hogan, City Auditor  
Timothy Burroughs, Director of Planning and Development  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager

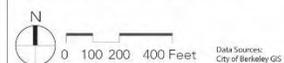
# Attachment 1: ADELINE CORRIDOR PLANNING AREA MAP



Project Area - Aerial

- Legend
- - - - City Border
  - - - - Plan Area

City of Berkeley  
Adeline Corridor Specific Plan



## Attachment 2: Summary of Previous Community Engagement (2015 – Present)<sup>2</sup>

- **Adeline Community IDEA Centers** – The “IDEA Center” provided a unique and convenient opportunity for community members to participate in the planning process. City and consultant staff were available at the Firehouse Art Collective (3192 Adeline Street) for 2 weekdays per week and on five Saturdays at different locations within the Plan Area during the Visioning phase of the planning process in April – June 2015. People could drop-in at their leisure to learn about the Adeline Corridor Plan process; share input on community goals related to affordable housing, local jobs, historic preservation, transportation, and other topics; and discuss ideas and priorities for physical improvements to the corridor such as streetscape design, public art, pedestrian safety, and improved connectivity.
- **Community Workshops and Other Events**
  - Community Forum (to introduce the project scope, City and consultant staff and to solicit community ideas about the best way to outreach to the community) – 1/31/15
  - Pop-Up Event and Walking/Bike Tours 6/13/15
  - Workshop #1: Existing Conditions and Visioning 8/31/15
  - Workshop #2: Building the Plan Together: Affirming the Community Vision, Exploring Options for Transportation/ROW and Publicly-Owned Land 5/21/16
  - Community Learning Sessions (a.k.a. “101 sessions”)
    - Affordable Housing 101 (11/14/15 - Presentations by East Bay Housing Organizations, Resources for Community Development, Satellite Affordable Housing Associates, City Health, Housing and Community Development Department Staff and Questions & Answers)
    - Zoning and Planning 101 (12/5/15 - Presentations by City Planning Department and Questions & Answers)
    - Complete Streets 101 (4/16/16 - Presentations by Jeff Tumlin of Nelson\Nygaard, BART, AC Transit and City Transportation Division)
  - Re-Imagine Adeline Open House Exhibits (Jan./Feb. 2017 – Exploring design concepts for the right-of-way to improve mobility and safety and improving public spaces)
    - Adeline Corridor Open House and Workshops (Mar. 10 – 23, 2018) – Two-week open house of exhibits showcasing options to achieve community goals and four topic-specific workshops about equity, affordable housing and community benefits, redesigning the public Right-of-Way to improve mobility and safety and increase open space, and strategies to foster economic opportunity
- **Surveys:** Community Assets, Opportunities and Needs Survey (April – June 2015 – 1,118 responses); Business Survey (April/May 2015 – 102 responses out of 340 mailings – 30% response rate); Flea Market Vendor Survey (December 2015 – Feb. 2016 – 41 responses)
- **Stakeholder/Focus Group Meetings** with various groups and individuals including but not limited to the business community, non-profit affordable housing advocates/developers; non-profit service providers, the faith community, the Flea Market Board and vendors; the South Berkeley Farmer’s Market, local neighborhood groups, such as Friends of Adeline.
- **Adeline Booth at Berkeley Juneteenth Festival**
- **Adeline Corridor Outreach Team (ACOT) Meetings** – Meetings with members of the community who volunteered to help the City engage people in the planning process.
- **Adeline Corridor Technical Advisory Group (TAG)** – including representatives from BART, AC Transit, Alameda County Transportation Commission, Caltrans, City of Oakland, City of Berkeley Departments including but not limited to: Planning, Health, Housing and Community Services, Economic Development, Public Works (Transportation and Infrastructure Divisions), Police and Fire.

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<sup>2</sup> All meeting materials (e.g. agenda, summaries, videos – if applicable) are available on the project website: [www.cityofberkeley.info/AdelineCorridor](http://www.cityofberkeley.info/AdelineCorridor). The list above does not include staff attendance at regularly scheduled meetings of established groups).