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3. Questionnaire
"Re-imagine adeline"

Please share your feedback with us!

welcome!

Thanks for sharing your time to plan the future of the Adeline Street/ South Shattuck neighborhood.

This exhibit imagines three possible futures for Adeline Street between the Oakland city limits and Shattuck Avenue and a small section of South Shattuck Avenue between Ward Street and Dwight Way.

It is intended to spark an important discussion about the future of our neighborhood and the potential for Adeline Street to be safer, more beautiful, and more welcoming than it is today.

We encourage you to study the models and diagrams, and offer your feedback.

We want to hear from you.

What do you like about what you see?

how does the exhibit work?

+ Please take a self-guided questionnaire and visit the stations located in the exhibit room.

+ Study the models and graphics and answer the questions on your questionnaire.

+ Add any comments, suggestions, or ideas regarding the exhibit.

+ Where indicated, participate in the interactive activities at each station.

+ Return your completed questionnaire to the Questionnaire Drop Box.
This exhibit is intended to spark an important discussion about the future of our neighborhood and the potential for Adeline Street to be safer, more beautiful, and more welcoming than it is today.

HOW DID WE GET HERE?

This exhibit has been prepared as part of a three-year planning program led by the City of Berkeley to make the South Berkeley neighborhood more prosperous and resilient, while creating opportunities for new affordable housing, jobs, arts and culture, parks, and community services. It suggests ideas for the redesign of Adeline Street as well as public space along the street. It also provides background information on the planning process.

The ideas shown here are based on the community input and technical studies conducted over the last two years. Your feedback will enable us to move on to the next phase of the planning process, which includes a preferred concept for the public right-of-way as well as a Specific Plan for the area.

The planning process began in April 2015. The initial objectives were to increase housing and jobs for local residents, boost transit ridership, improve conditions for bicyclists and pedestrians, and locate key services and new retail in the area. Community members have also emphasized that a critical goal is preventing the displacement of lower income households due to high housing costs, and preserving the heritage of South Berkeley as a multi-cultural neighborhood and the heart of Berkeley’s African-American community. Adeline Street and South Shattuck Avenue present many opportunities for positive change, but such change must not take place at the expense of existing residents and businesses.

Following a year of community outreach and technical studies, the City is now launching the next phase of the project. This phase will begin with identifying a “preferred concept” for reshaping the Adeline Street right-of-way (eg. streets, sidewalks and other connected spaces in the public realm) which will influence other parts of the specific plan addressing issues such as affordable housing, arts and culture, historic preservation, public safety, local services and neighborhood businesses. It will culminate in 2018 with a Specific Plan for the properties along Adeline between Oakland and Shattuck, and along Shattuck between Adeline and Dwight Way.

Your continued input in this planning process is essential and will help create a plan that works for everyone. We encourage you to study the models and diagrams, and offer your feedback.
A specific plan is a legal document that is adopted by a city to establish standards for the development of a particular area. Although the plan would cover only those properties in the Adeline / South Shattuck plan area boundary, the relationship between this area and the larger South Berkeley neighborhood also would be considered.

**WHAT’S IN A SPECIFIC PLAN?**

The Specific Plan for the Adeline District will likely address:

- **An overall vision for the District**, laying out core values and goals for the future.
- **Land use** including the types and densities of development that may take place and the future uses allowed in existing buildings. The plan will address topics such as the height of new buildings, minimum (and maximum) setbacks, floor area ratios, and allowable ground floor and upper floor uses.
- **Equitable development**, including affordable housing, economic opportunity, and strategies to help residents and businesses stay in the neighborhood despite rising costs.
- **Circulation, access, and parking**, looking at how the needs of pedestrians, bicycles, transit users, and motorists will be balanced. The circulation plan will include revised designs for streets and intersections, and opportunities to “repurpose” portions of the road not needed for vehicles, as well as strategies to improve traffic safety.
- **Urban design** including design guidelines for new buildings, measures to preserve historic buildings and landscapes, provisions for public art, and guidance for public spaces such as curbside areas, sidewalks, and plazas.
- **Infrastructure** focused on how existing utilities may need to be improved or modified to achieve the vision for the planning area.
- **An Implementation plan**, focused on roles, responsibilities, timelines, and funding for the actions listed in the Plan (including public improvements). Implementation will focus on the areas where the City has the greatest influence - the public right-of-way, public real estate, and regulations.

**SOUTH BERKELEY’S PLANNING LEGACY**

The Adeline Specific Plan will build on previous plans completed for South Berkeley in the 1990s. These include the South Berkeley Area Plan, which was adopted in 1990, and the South Shattuck Strategic Plan, which was adopted in 1998. Both of these plans sought to preserve South Berkeley’s legacy as a culturally diverse, mixed income neighborhood. Many of the core values expressed by these plans remain relevant today and will be incorporated.

**LIMITATIONS OF A SPECIFIC PLAN**

While a specific plan can help guide future public and private investment, a plan alone is not enough to implement a vision. The success of any plan depends on many factors, including the choices of individual property owners and the City’s ability to pay for capital improvements or expanded community services. **In addition, some issues can be more effectively addressed on a citywide basis rather than a neighborhood-by-neighborhood level.** For example, affordable housing in Berkeley is a citywide and regional issue. It is difficult to tackle for an individual neighborhood or commercial district alone. Likewise, the potential for community benefits from new development is a citywide issue that requires a broader perspective than Adeline Street. While these subjects will be covered in the Specific Plan, the dialogue will take place in the context of broader citywide discussions.

Finally, the Specific Plan is a physical planning document. By definition, its focus is on land use, urban design, transportation, infrastructure, and capital improvements. The Specific Plan will recognize additional priorities in the community, but it is not intended to address services such as education and health care. Other planning and programmatic documents may be identified to address these critical needs and issues.

**Today’s challenge is to make Adeline a more attractive and livable street, while simultaneously helping residents to remain and prosper in their community.**
where do we live?

Place a dot on the map to indicate where you live
South Berkeley has played an important role in the history of Berkeley and particularly, in the history of Berkeley’s African-American community. For more than 120 years, the community has been one of the most culturally and economically diverse neighborhoods in the city. Extending this legacy will require policies and actions to prevent displacement, support local institutions, and preserve the historic sites and structures that make the community unique.

**PRE EUROPEAN**
Prior to the 1800s, South Berkeley was inhabited by Native Americans who fished and hunted on the East Bay Plain. Shell mounds along the Bay indicate the Ohlone people may have been present in the area for some 3,000 years before the first European missionaries arrived.

**EARLY SETTLEMENT**
In 1820, the east side of San Francisco Bay was part of a land grant issued by California’s last Spanish governor to Luis Peralta. The land was split among Peralta’s sons in 1842, and was subsequently settled by squatters and homesteaders arriving during the Gold Rush era. Two of the earliest settlers were Mark Ashby and Richard Dana Harmon. Ashby owned the area that is today bounded by Alcatraz, Ashby, Adeline, and Telegraph. Harmon owned the area west of what is now Adeline Street in the same vicinity.

**A COMMUNITY IS BORN**
In the 1870s and 80s, Ashby and Harmon each subdivided their land and began selling home sites. Leland Stanford purchased land from them to build a railroad connecting Berkeley to Oakland. In 1876, railroad stations were built at present-day Alcatraz Avenue (“Lorin” Station) and at Ashby Avenue (“Newbury” Station). By the 1880s, a small village had developed around Lorin Station, with a church, a school, a post office, and several shops. By 1889, the village had grown to about 150 homes. In 1890, Lorin was annexed to Berkeley.

**BOOM YEARS**
The first two decades of the 20th Century were boom years for South Berkeley. The Key Route electric train system began operating streetcars on Adeline, with stops at the Lorin and Newbury stations. Growth reached record proportions after the 1906 earthquake, with thousands of displaced San Franciscans permanently relocating to Oakland and Berkeley. California Mission and American Colonial style homes were built along the street grid and many new commercial buildings were added along Adeline Street.

**BERKELEY’S MELTING POT**
Until the 1950s, real estate practices in much of Berkeley were openly racist, prohibiting the sale of property to non-white households. South Berkeley was the exception and provided a point of entry for immigrants and persons of color throughout the early 20th Century. The neighborhood had a sizeable Japanese population until residents were stripped of property rights and relocated to internment camps in WWII. Hundreds of jobs were created to support the War effort, and the Black community in South Berkeley, which was already well established by this time, grew larger and more cohesive.

**LATE 20TH CENTURY**
In the 1960s and 70s, Berkeley took center stage in the national dialogue on race, war, poverty, and free speech. Residents like William Bryan Rumford fought for civil rights at the national level, while leaders like Mable Howard fought for social and economic justice at the local level. With the loss of the Key Route system and the construction of BART, Adeline Street was reconfigured again. Many neighborhood businesses struggled through the construction, and some homes and businesses were removed. While there were instances of blight and loss of population, the sense of community and identity remained strong.

**SINCE 2000**
The last 16 years have seen the continued evolution of South Berkeley and the Adeline Street Business District. The Ed Roberts Campus opened in 2011. Meanwhile retailers, arts and cultural organizations, and non-profits have continued to enliven commercial storefronts. The Berkeley Flea Market, a neighborhood institution since the late 1970s, has continued to operate on weekends at Ashby Station. Neighborhood demographics have shifted substantially. Housing has become unaffordable for long-time residents, creating stress and uncertainty about the future.
The diagram shows parcel boundaries, building footprints, and streets at three points in the Adeline corridor’s history. It highlights the relationship between the former streetcar line and the neighborhood around it. The first map shows Adeline Street in 1903 - the year the Key Route streetcar system began operating. While much of South Berkeley had been subdivided, there were still many vacant lots and a few remaining farms and rural homesites. As the middle of the map shows, things were very different just 8 years later. Following the 1906 earthquake, many of the vacant lots were developed and much of the commercial district took shape. The map on the far right shows conditions in 1950. Note that the area now occupied by the Berkeley Bowl and Walgreens was a switching station for streetcars - while the modern-day BART station site was developed with homes and businesses. The blue properties on this map indicate important historic buildings that still stand today.

The Key Route was a privately owned company that provided mass transit which connected Oakland and Berkeley to other East Bay cities. The Key Route operated from 1903 until 1960, when it was replaced by the newly formed AC Transit public agency.
For more than a year (April 2015-May 2016), the South Berkeley community came together to discuss priorities for the future of Adeline Street. Dozens of meetings, workshops, surveys, and small discussions revealed diverse opinions but many shared goals. Foremost among these goals is a proactive strategy to stop the displacement of lower income households and persons of color from the neighborhood, and to provide affordable housing and affordable commercial space as the area grows. While change may be inevitable, it must also be equitable.

**Phase 1 Community Engagement**
- Adeline Corridor Outreach Team (ACOT) meetings
- Adeline Technical Advisory Group meetings
- Adeline Community IDEA Centers (pop-up workshops)
- Four Surveys
- Stakeholder and Focus Group Meetings
- Community Forum
- Two community workshops
- Walking and Bike Tours
- Community Learning Sessions
- Adeline booth at Juneteenth Festival

**Key Goals Articulated by the Community**

**Preserve & Create Affordable Housing**
- Recognize safe, decent housing as a basic right, and protect the rights of tenants to remain in their homes
- Maximize the share of new housing units that are affordable, especially on public land
- Support non-traditional home ownership and development models
- Enforce City rules to mitigate displacement and educate residents about tenant rights
- Minimize private vehicle parking requirements for new development to make housing more economically feasible
- Protect existing affordable housing development
- Encourage acquisition and conversion of existing market rate apartments to affordable units
- Partner with private and non-profit organizations to support affordable housing development and preservation

**Strengthen Community Character & Protect South Berkeley’s Heritage**
- Sustain the Adeline neighborhood’s identity as the cultural center of Black life in Berkeley through partnerships with local institutions
- Preserve historic structures and commemorate historic sites and events with public art and other markers
- Encourage the development of space for local artists and performance groups
- Promote the reuse of older buildings, with ground floor uses along Adeline Street that create a safe, pedestrian-friendly environment
- Improve the appearance and cleanliness of streets and outdoor spaces
- Sustain the Berkeley Flea Market as an important neighborhood asset
- Avoid generic “cookie-cutter” style architecture, instead staying true to the architectural heritage and traditions of the South Berkeley neighborhood
- Establish stronger connections between Adeline Street and the neighborhoods around it, including North Oakland and West and Central Berkeley
3 adeline speaks

FOSTER ECONOMIC OPPORTUNITY FOR NEIGHBORHOOD RESIDENTS & BUSINESSES

- Provide technical and financial assistance to small, local, and independent businesses
- Provide job training and placement for residents and local hiring by businesses
- Encourage non-traditional markets, events, and retailing
- Increase restaurant and entertainment uses
- Protect existing businesses from displacement due to rising rents
- Strengthen the area’s identity as an arts and cultural district
- Ensure that new development provides appropriate community benefits
- Support and strengthen local businesses and organizations
- Encourage businesses that provide healthy, fresh food options
- Retain and support community services in the corridor, including non-profit and for-profit uses
- Develop effective programs to address graffiti, crime, litter, anti-social behavior, blight, and other factors which negatively impact the quality of life for residents and businesses

IMPROVE MOBILITY & SAFETY FOR PERSONS OF ALL ABILITIES & MEANS

- Calm vehicular traffic on major thoroughfares, especially Adeline Street
- Redesign major streets to meet the needs of pedestrians, bicyclists and transit users, and not just motor vehicles
- Improve transit service
- Create a bicycle network that serves persons of all ages and abilities
- Create safe crossings of Adeline Street, especially for pedestrians and bicyclists
- Ensure all pedestrian paths are accessible to persons with limited mobility
- Improve the physical environment around transit to encourage ridership and increase safety
- Effectively manage local parking

ENHANCE PUBLIC SPACES

- Transform Adeline Street into a place where residents can come together—healing the divide created by the railroad, the streetcar, BART, and the automobile.
- Enhance and activate public space throughout the neighborhood through programming and new amenities
- Repurpose underutilized right-of-way and other public spaces to create new parks, plazas, and community gathering places
- Identify locations for community gardens and edible landscapes to support access to healthy food
- Use signage, landscaping, and public art to create an identity for the distinct neighborhoods and business districts along Adeline Street
- Improve connections and access to existing open space and parks between Adeline Street and the South Berkeley neighborhood
- Ensure that the height, scale, and design of private development along Adeline Street contributes to the livability of the neighborhood and the character of adjacent streets and sidewalks
- Increase landscaping and greenery along Adeline Street to improve the appearance of the street and create a more welcoming environment
focus on the street

This exhibit focuses on only one aspect of the Specific Plan—the design of the Adeline Street right-of-way along the one mile stretch between the Oakland city limits and Shattuck Avenue. Other parts of the Specific Plan will address issues such as affordable housing, arts and culture, historic preservation, public safety, local services, and neighborhood businesses.

We are focusing on the street because that is where the City has the greatest control over what happens in the future. Much of the Specific Plan will focus on the “Three R’s” - right-of-way, real estate and regulation. The three large table models show options for the right-of-way. The small “What if?” models show possible scenarios for key pieces of real estate. The last “R”, regulation - includes zoning and other requirement for how land may be used and development may take place.

While all elements of the Plan are important, the future of Adeline Street itself is particularly critical. It is the single feature that unifies and defines the surrounding neighborhood. The street is South Berkeley’s “common ground” — it’s future will shape the ultimate identity of the community around it.

The street’s width is a legacy of its origins as a railroad and streetcar line. In the first half of the 1900s, Adeline’s streetcars connected Berkeley to Oakland and points beyond. The Lorin/Adeline business district was the community’s heart and soul—the place where the community came together. With the demise of the streetcar in the late 1940s, the right of way was repurposed. Today, up to 38,000 vehicles a day use the street and Adeline has become one of Berkeley’s busiest (and widest) thoroughfares. The challenge today is to “humanize” the street so that Adeline can once again unite the South Berkeley community, rather than divide it.

Redesigning Adeline Street can make the street safer, more attractive, and more comfortable. It can also create new open spaces, community gathering places, and development opportunities on repurposed land. Some of the spaces that would be created through a redesign are large enough for new parks, plazas, open air markets, or even development sites. Since the land is publicly owned, the City has a great deal of leeway in deciding how land should be used. Where development takes place, affordable housing and other “public benefit” uses will be a priority.
The tabletop models illustrate three possible futures for Adeline Street between Shattuck Avenue and the Oakland city limits. Each option modifies the street to create more open space, improve bike lanes and sidewalks, and potential new development sites. The options have been named to reflect their defining qualities: (A) Gardens & Parks, (B) Gates & Gateways, (C) Key Route. One of these options - or a hybrid of two or more - should be identified as the “preferred option” for further refinement in the Specific Plan.

**A. Gardens & Parks**
- Moves the open space to the west side of the right-of-way, with the southbound traffic lanes shifted east. This creates a linear park similar to the Ohlone Greenway on Hearst Street in North Berkeley.
- Narrower lanes allow for more open space
- 6' median provides refuge for pedestrians
- Continuous bike lanes on both sides
- Parallel parking along Adeline
- Flea market in park-like setting at Ashby BART
- Drive aisle on west provides access to shops
- Park-like space for Farmer’s Market at Adeline and Stanford

**B. Gates & Gateways**
- Equally distributes the open space on the east and west sides of the roadway, and moves vehicle traffic to the center. The result is a ‘boulevard’ with wide sidewalks and a canopy of trees on each side.
- Narrower lanes allow for more open space
- 6’ median provides refuge for pedestrians
- Continuous bike lanes on both sides
- Parallel parking along Adeline
- Flea market in 1 acre plaza at Ashby BART
- Drive aisles in key areas provide additional parking in front of shops
- Plaza for Farmers Market at Adeline and Stanford

**C. Key Route**
- Maintains a wide median down the center of the street and keeps vehicle traffic along the edges. It harkens back to Adeline’s early function as a streetcar line. The median can be used for market space and/or green space.
- Narrower lanes allow for more open space
- Existing median is widened and extended
- Continuous bike lanes on both sides
- Parallel parking along Adeline
- Market space in expanded median
- Option to close Adeline between MLK and Ashby for flea market and special events on weekends
- Outdoor canopy at Stanford and Adeline for Farmers Market and special events
Help us imagine a better Adeline Street. This part of the exhibit explores options for three different areas: the Redwoods (at Shattuck), BART (at Ashby BART station), and the Southern Gateway (at Stanford). Three “outside the box” futures are shown for each site. Each one would create a new destination and gathering place for the community.

Imagine if...

### REDWOODS
This area includes properties around the intersection of Adeline, Ward, and Shattuck. It includes a number of median “islands” with mature redwood trees. Opportunities for future change include a large privately owned “triangle” (now used as parking) and Berkeley Fire Station #5.

### BART
This area includes the Ashby BART parking lots on the west side of Adeline Street. The combined lots include 450 parking spaces. The northern parts of the west parking lot hosts the Berkeley Flea Market on weekends.

### SOUTHERN GATEWAY
The Southern Gateway includes the intersection of Adeline, MLK Jr Way, and Stanford just north of the Oakland city limits. It includes the “Here/There” sign, the Farmers Market, and the transition point between BART’s subway and elevated tracks. This is an important point of entry into Berkeley from the south, with ample right-of-way for future opportunities.
what happens next?

The City has released a Request for Proposals (RFP) for a consultant to lead the next phase of the planning process.

Consultant selection will take place in February 2017, with work to begin by April. The consultant will be tasked with drafting the new Specific Plan, including a detailed implementation strategy. The consultant also will prepare an Environmental Impact Report (EIR), evaluating the impacts of proposed changes on the environment and identifying measures to mitigate any adverse effects. Work from the first phase of the process, which was completed in May 2016, will be incorporated into this effort.

Community input will be solicited throughout the process, both through workshops and smaller meetings with established neighborhood groups and organizations. Ultimately, the Berkeley Planning Commission and the Berkeley City Council will hold public hearings on the proposed Plan. Adoption of the new Specific Plan is expected in 2018.

KEEPING IT REAL

Redesigning Adeline Street and imagining possible scenarios for BART and other properties is just the first step in a process that will take many years to implement. The cost of carrying out “big ideas” like the ones shown here will be substantial, and will depend on private and public investment. It would take a collaborative effort by the City, residents, businesses, and developers, as well as entities such as BART and local utilities to make this vision a reality.

The Specific Plan will include an implementation plan to determine the likely cost of improvements, the timing and sequencing of capital projects, and proposals for funding and financing. Once the Plan is adopted, more detailed design and engineering studies will be required. Additional housing and commercial development will be essential to create the revenue to achieve this vision—and additional programs will be needed to ensure that everyone benefits as this development takes place.
Thank you! Your feedback on these scenarios will shape the next phase of the planning process. Based on comments received on this exhibit and other factors, a “preferred” scenario will be developed during the coming months.

This will provide the framework for the Adeline Corridor Specific Plan, including new land use regulations, design proposals, housing and anti-displacement measures, pedestrian and bicycle improvements, and business improvement strategies.

This exhibit imagines three possible futures for Adeline Street between the Oakland city limits and Shattuck Avenue. It is intended to spark an important discussion about the future of our neighborhood and the potential for Adeline Street to be safer, more beautiful, and more welcoming than it is today. We encourage you to study the models and diagrams, and offer your feedback.

**how does the exhibit work?**

+ Take this exhibit guide & questionnaire with you and visit the stations in the exhibit area.
+ Stations 1-3 and 6 provide background about the planning process and next steps.
+ Station 4 is the focus of this exhibit and questionnaire. Please comment on the three models, which reflect the technical studies and community input gathered in the Phase One of this planning process.
+ Station 5 - If you have time, check out the “What if” ideas and let us know what you think.
+ Return your completed questionnaire on the box by the check-in desk.

**Please print clearly.**

Feel free to tell us more...

Sign up for automatic email announcements about the planning process at:

www.cityofberkeley.info/adelinecorridor

Questions? Call or email Alisa Shen at 510.981.7409 or ashen@cityofberkeley.info
The models in STATION 4 illustrate (3) possible futures for Adeline Street. Review each carefully and notice the different ways the open space, circulation, and opportunity sites are shown in each...

If you had to select one of these futures, which one do you like the best? (circle one of the letters below)

A  GARDENS & PARKS

B  GATES & GATEWAYS

C  KEY ROUTE

Why?

Put an X in the box beside the ones you like:

PARKS & GARDENS

- Continuous Park (like Ohlone Greenway) on the West Side of Adeline
- Drive Aisle along Park Provides Access to Shops
- Weekend Flea Market in a One-Acre Park at BART Station
- Farmers Market in Park-like Setting at Stanford Avenue

GATES & GATEWAYS

- Equal Open Space on Both Sides of the Street
- Drive Aisle & Parking in Front of Shops
- Flea Market in One-Acre Plaza at BART Station
- Farmers Market in Half-Acre Plaza at Stanford Avenue

KEY ROUTE

- Open Space in the Center of Adeline Street
- Median between Ashby and Shattuck Improved as Civic Plaza
- Close Adeline at BART on Weekends for Flea Market
- Iconic Outdoor Canopy for Farmers Market & Events

Are there any features from the other options that you’d like to see included?

Are there any features from any of these options that you really don’t like and why?