

“REIMAGINE ADELINE”: Summary of Community Feedback

EXECUTIVE SUMMARY

This report provides a summary of the public’s response to an exhibit prepared as part of the Adeline/South Shattuck Corridor community planning process. The exhibit—called “Reimagine Adeline”—included 3-dimensional models showing how the Adeline Street right-of-way might be reconfigured to improve safety, aesthetics, pedestrian and bicycle circulation, and neighborhood character. The exhibit presented three conceptual alternatives, distinguished by the way they distribute the public space within the right-of-way.

Of the three options for reconfiguring Adeline Street, the option which created a linear park on one side of the street (Option A. Gardens and Parks) emerged as the clear favorite. More than 62 percent of those answering this question selected it as their preferred choice. Option B “Gates and Gateways” was the second choice, and was selected by about 27 percent of the respondents. “Key Route”, option C, was selected by about 11 percent of the respondents.

Major themes emerging in the comments related to affordable housing, community character and preservation, green space and parks, cultural arts, and the need for better maintained public spaces. A large number of comments related to traffic—with some of respondents arguing that additional changes were needed to improve pedestrian and bicycle safety and parking management.

The most frequently given reason for choosing “Gardens and Parks” was that it would result in more usable and functional park space than the other options. Those favoring this option liked the idea of keeping the open space together as a cohesive unit (e.g., a single linear park) rather than breaking it into a series of smaller open spaces on multiple sites. Other reasons given for supporting this option included its potential to be an inviting space and aesthetic improvement, and the fact that it seemed more walkable, with pedestrians buffered from vehicle traffic. There were also a number of negative comments about Gardens and Parks. These included concerns about capital costs, park maintenance and safety, homelessness, and the ability of the space to support recreation given its linear shape and intersecting cross streets.

While Gates and Gateways was selected by a smaller number of people, those who chose it felt it represented a better distribution of open space than Gardens and Parks. Respondents felt it was fairer and more equitable to have an equal amount of open space on both sides of the street, and that a larger number of households would benefit.

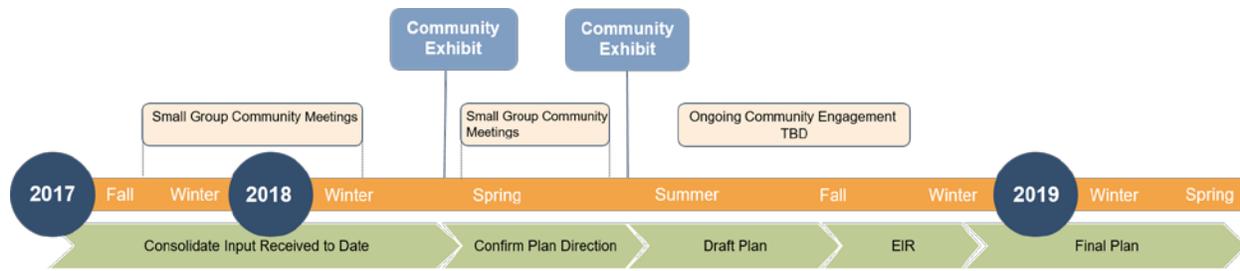
Key Route generated the largest number of negative comments, and a relatively small number of positive comments. Those selecting this as their preferred option believed it would be less costly, more practical to implement, and the best configuration to support new housing and commercial development along Adeline Street. Those who did not favor this option were

concerned about the difficulty of accessing the median space, and potential hazards for pedestrians crossing busy travel lanes.

The Exhibit also presented hypothetical ideas for three specific areas along Adeline Street—the “Northern Gateway” (near Shattuck), the BART Station area (near Ashby), and the “Southern Gateway” (near Stanford). A variety of comments were received on these ideas. Visitors to the exhibit also provided feedback on broader questions about the future of South Berkeley, and priorities for future investment. These are summarized in the last part of this report.

The feedback gathered during the Re-Imagine Adeline exhibit and summarized in this report is informing the next phase of the larger planning process to develop an Adeline Corridor Specific Plan. This will include a more detailed analysis and refinement of the right-of-way concepts that will be brought back to the community for further comment along with proposals for the Plan’s direction in other topic areas at the next multi-day community open house exhibit anticipated in March 2018. Following this exhibit, the planning team will incorporate community feedback while continuing to meet with stakeholders and participate in small-group community meetings. In mid-2018, there will be a second community exhibit to show a more refined direction for the Plan, followed by a public draft plan and environmental impact report in late 2018.

Timeline for the Adeline Corridor Planning Process



INTRODUCTION

This report provides a summary of the public’s response to an exhibit prepared as part of the Adeline/South Shattuck Corridor community planning process facilitated by the City of Berkeley. The exhibit—called “Re-imagine Adeline”—included 3-dimensional models showing how the Adeline Street right-of-way might be reconfigured to improve safety, aesthetics, pedestrian and bicycle circulation, and neighborhood character. It also included 3-dimensional models showing hypothetical developments on key sites along the corridor, and a series of display boards with background information on the area and goals for the future. Figure 1 shows the boundaries of the Plan area.

The exhibit was hosted in the public rotunda at the Ed Roberts Campus at 3075 Adeline Street for two viewing periods. The first viewing period took place between January 28 and February 4, 2017 and began with a “kickoff” event including remarks from City officials. The second viewing period took place between March 25 and March 31, 2017. Additionally, a web-based version of the exhibit was created, including a video and on-line questionnaire that included the same questions presented at the exhibit itself.

“Reimagine Adeline” synthesized technical analysis and community input from the first two years of the planning process to create three possible configurations for Adeline Street. Two feedback forms (referred to in this report as “questionnaires”) were provided to exhibit visitors. The first questionnaire asked for feedback on three right-of-way options; the second questionnaire solicited feedback on hypothetical development scenarios (referred to as “What If’s?”). A total of 189 paper questionnaires were returned by visitors to the exhibit.¹ Another 72 questionnaires were submitted electronically. The questionnaires included a combination of multiple choice questions and open ended questions through which participants could elaborate on their choices. This report provides a summary of both types of responses.

This report serves to document the “Reimagine Adeline” exhibit, including an overview and summary of the various design concepts and the public’s feedback in order to inform further analysis and refinement of one concept or a hybrid of the concepts that address concerns and issues that were raised. The report provides a summary of other comments and ideas raised by the community in response to the exhibit. These include comments related to Adeline Street itself, and broader comments relating to the future of South Berkeley.

¹ 177 paper questionnaires provided feedback on the right-of-way options; 39 provided feedback on the “What If” options for key sites along the corridor.

PLANNING AREA

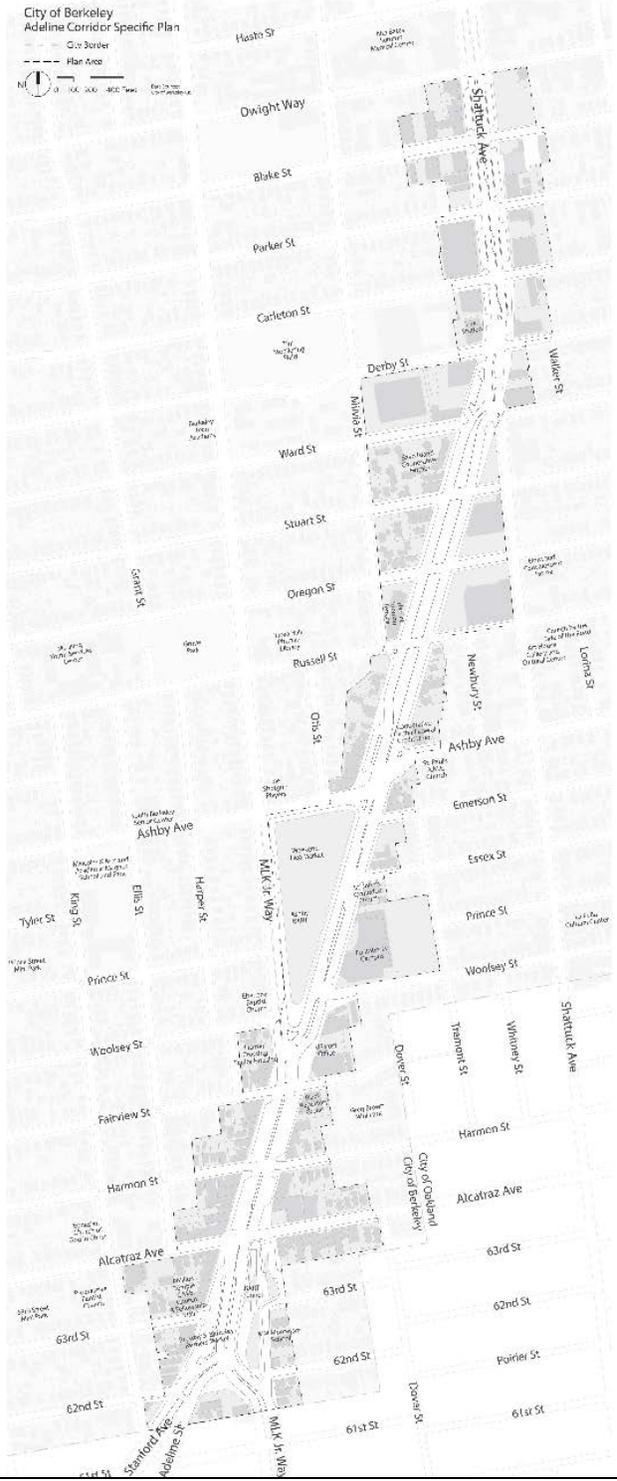


Figure 1:
Map of Adeline/South Shattuck Planning Area

OVERVIEW OF THE EXHIBIT

The Adeline/ South Shattuck Planning Process

The Adeline/ South Shattuck Planning Process was initiated in January 2015. The study area includes two “Priority Development Areas” (PDAs) that have been regionally recognized by ABAG/ MTC² as logical locations for future growth and transit-oriented development, given their proximity to transit and location within an urbanized area.³ ABAG/ MTC provided grant funding for a specific plan to articulate local goals and strategies for future development and community preservation. An important focus of this planning effort is to develop recommendations for anti-displacement strategies, local economic development initiatives, affordable housing incentives, community amenities, and transportation and streetscape improvements.

The City worked with a consulting team on the first phase of the project for approximately one year. Initial tasks included an “Existing Conditions” report and a number of community workshops, walking tours, interviews, and surveys. The community engagement exercises resulted in a large volume of data on local ideas, concerns, and objectives for the future. Much of this information related to the physical condition of Adeline Street, and issues concerning traffic, pedestrian and bicycle movement and safety, open space, the Ashby Flea Market and South Berkeley Farmers Market, and the long-term use of different properties along the street. This information provided the foundation for the Re-imagine Adeline Exhibit.

In Fall 2016, the City commissioned Hood Design Group (Oakland) and Barry Miller Consulting (Berkeley) to explore design alternatives for the Adeline Street right-of-way based on the community feedback collected to-date. The intent was to synthesize the public’s feedback from 2015 and 2016 and to begin a conversation about land use, transportation, and design options for Adeline Street and key adjoining properties. Three alternatives were created, with the hope of identifying one alternative—or a combination of alternatives---as a “preferred” option to be further developed during the Specific Plan. Feedback on “Reimagine Adeline” will help inform Specific Plan policies and actions, as well as potential capital improvement projects after the Plan is adopted.

The City is now moving to the next phase of the process, which is to develop a set of options that responds to community goals that will inform the overall direction and framework of the specific plan. **The community’s desire is to create a non-traditional specific plan that is organized around principles of equity, cultural preservation, and neighborhood empowerment.**

² ABAG/MTC is the Association of Bay Area Governments/ Metropolitan Transportation Commission, a public agency providing regional land use and transportation policy guidance for the nine-county Bay Area.

³ In [2007](#), the City designated “primary transit corridors and transit centers” as “Priority Development Areas” including: University Avenue, San Pablo Avenue, Telegraph Avenue (which was later amended to include the Southside area), Adeline Street, South Shattuck Avenue and the Downtown, in order to be eligible for State/regional funding for PDAs.

Exhibit Components

Re-Imagine Adeline included (see Appendix for images of the exhibit components):

Presentation boards (mounted on easels) with background information on the corridor and planning process, including:

- Station “1” boards: (a) Welcome/How does this Exhibit work?; (b) About this Exhibit; (c) Toward a Specific Plan; (d) Aerial photo of South Berkeley
- Station “2” boards: (a) A Rich History (history of the corridor); (b) Key Route History (large maps from 1903, 1911, and 1950 showing parcels and building footprints)
- Station “3” boards: two boards listing five goals, and key objectives for each goal, with the content distilled from community feedback collected to-date
- Station “4” boards: (a) Focus on the Street (providing the context for the three options) and (b) Three Futures (site plans showing the three options in parallel)
- Station “5” boards: (a) What If’s (hypothetical development scenarios); (b) What Next

Three “right-of-way” models, each approximately 10 feet long and 2 feet wide, displaying three right-of-way options for Adeline Street. A description of the three options is provided in the next section. Each model used small foam blocks to show current building massing.

Nine illustrative “street sections”, showing a street level view of Adeline at three different locations along the corridor. For each location, the section showed how the view would appear under each of the three right-of-way options.

Nine “What If models,” including three models each for three different locations on the corridor. The locations were labeled Northern Gateway/Redwoods (Adeline and South Shattuck between Carleton and Stuart Streets), BART Station Area (Adeline between Ashby Avenue and Fairview Street), and Southern Gateway (Adeline from Harmon Street to the Oakland border). For each location, a model of existing conditions was also provided. The other models showed potential futures (assuming a different right-of-way configuration in each case, and a different “theme”).

Overview of Right-of-Way Alternatives (“Three Futures”)

The three right-of-way alternatives (referred to in the exhibit as “Three Futures”) are summarized below. The underlying assumption for each alternative is that the 180-foot wide Adeline Street Right-of-Way is not being used to its full potential and could be reconfigured to benefit the community. The existing right-of-way design reflects the street’s origin as a streetcar line and its continued use as a transit spine (with BART running beneath the street) for the last 45 years. The street’s high traffic volumes, angular alignment across a grid, large curb-to-curb width, and limited streetscape create the perception that it is a barrier—a place designed for cars rather than people. All three of the alternatives strive to turn the street from a divider into a connector—a gathering place, a walkable street with shops opening to the sidewalk, a great civic space, and a place with abundant greenery, open space (e.g. park and/or plaza space), and art. Each alternative is highly conceptual in order to provide a starting point for discussion; the concepts will be further analyzed and refined based on the input collected, and in light of the

multiple and complex functions the right-of-way space serves (e.g. for emergency vehicle access, existing property owner access and multi-modal needs).

For reference purposes, the three alternatives were labeled A, B, and C—each also received a more descriptive thematic name. The alternatives are distinguished by the way they distribute the open space and travel lanes within the Adeline right-of-way between Shattuck (on the north) and Stanford (on the south). In each scenario, the area dedicated to vehicle travel is reduced and the area dedicated to bicycle and pedestrian amenities and open space is increased.

In Option A (Gardens and Parks), open space is generally shifted to one side of the right-of-way (replacing the existing central median), creating a linear park from Shattuck Avenue in the north, to the point where Adeline meets Martin Luther King Jr. Way in the south. A 6-foot median separating the two lanes of traffic in each direction will serve as a pedestrian refuge. In Option B (Gates and Gateways), the existing large central median is replaced in favor of evenly distributing open space on the east and west sides of the right-of-way. Again, a 6-foot median separates the two lanes of traffic in each direction. The road is configured as a parkway, with wider sidewalks and large green spaces on both sides. In Option C (Key Route), the open space is focused in the center of the right-of-way, and the existing central median is widened or extended.

Figure 2 shows the three options side by side. More detailed drawings are included in an Appendix to this report.

Option A: Gardens and Parks

This alternative moves the travel lanes to the east side of the road in the area between Shattuck to the north and Fairview to the south. A “drive aisle” (or local access road) would be provided to access properties on the west side of the street north of Ashby, but most of the western half of the right-of-way would become a linear park, similar in size and scale to parts of Ohlone Park (above the BART tracks along Hearst Street in north Berkeley). Travel lanes would be moved to the east side of the right of way, adjacent to commercial land uses such as the Berkeley Bowl and Walgreens. On the BART site, about one-third of the west parking lot (including all the Adeline frontage) would become parkland---carrying the linear park concept across Ashby and southward to Martin Luther King Junior Way. South of Fairview, existing open spaces would be enhanced. A limited amount of road space would be reclaimed as plaza space in the vicinity of the Farmers Market.

Option B: Gates and Gateways

This option distributes open space equally on each side of the road, and aligns the travel lanes down the center. It also maintains a drive aisle on the west side of the street to serve local businesses. At the BART station, this option would create a one-acre plaza (approximately located where the station exit/entrance is situated, but on the podium level of a future structure with parking beneath). Just north of Stanford Avenue, this option includes a half-acre plaza that provides a permanent home for the Farmers Market. The name “gates and gateways” is taken from the memorable streetscape, art, and open space treatments that would occur at the north and

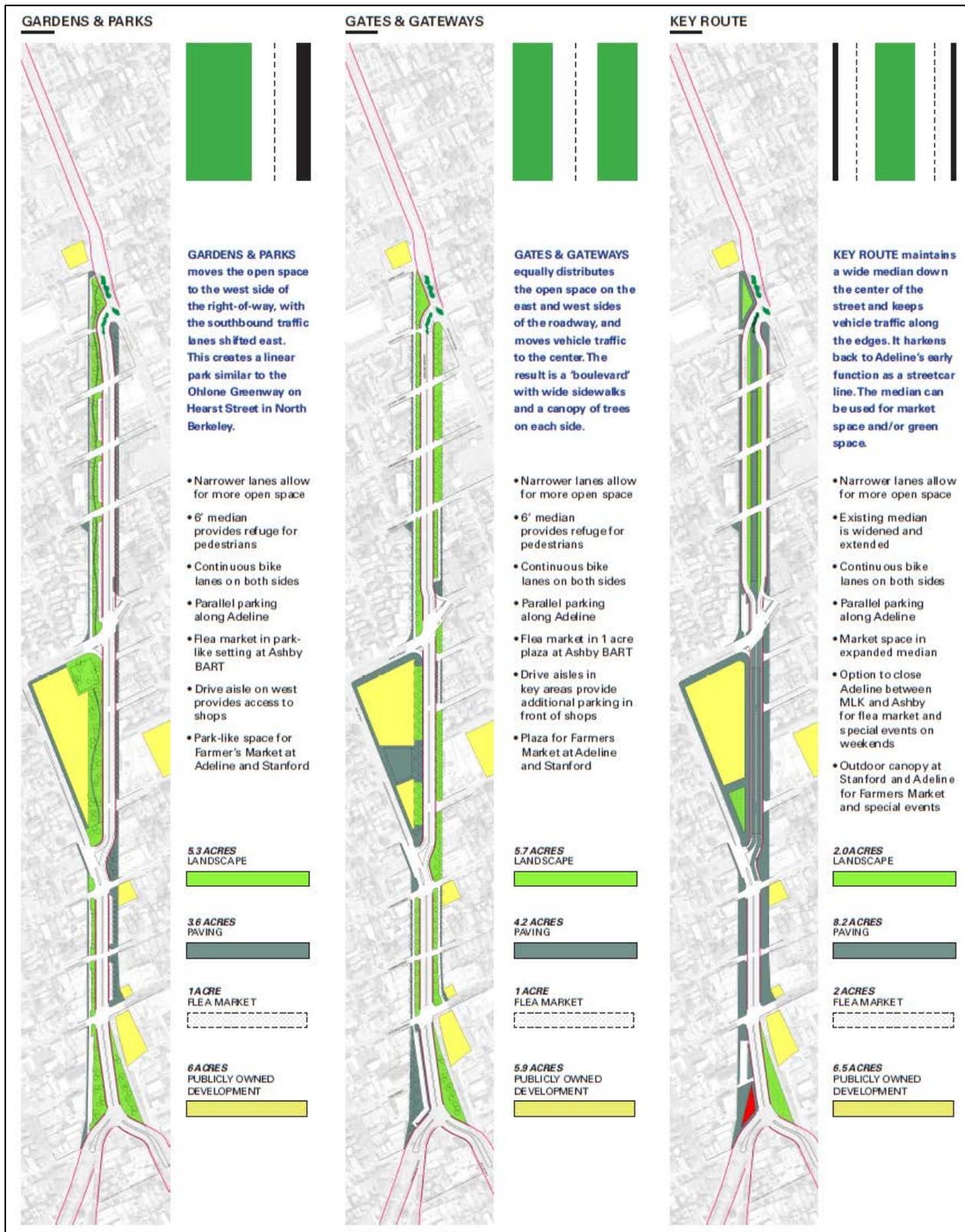


Figure 2:
Three Options (A, B, and C) for Adeline Street Right-of-Way

south ends of the corridor, and at the Ashby BART station. Public spaces would be enhanced around Adeline/Shattuck and Adeline/Stanford. The sections in between would become much more attractive, with trees planted and landscape added on both sides of the street, wide sidewalks, bike paths, and other amenities created on space reclaimed from travel lanes.

Option C: Key Route

The Key Route option recalls Adeline Street's origin and evolution as a transit spine. Rather than eliminating the median (which once supported the Key Route streetcar), this option celebrates the street's history by enhancing it and widening it. North of Ashby, the median width would be widened slightly. Between Ashby and Fairview, the character of the street would change, with the pavement modified to accommodate weekend closures to vehicles and conversion of the space into a public plaza. Part of the street could be redesigned with special paving to support a relocated Flea Market (either between Ashby and Shattuck, or between Ashby and Fairview). This alternative is more urban than the others, with a greater emphasis on civic plazas and commemorative works (recalling the streetcar and other elements of neighborhood history). Like the other options, this option also envisions improvements around the Stanford Avenue intersection, including a large canopy structure for the Farmers Market.

Overview of “What If” Scenarios

The “What If” scenarios take the three right-of-way alternatives a step further, looking at possible future scenarios for three areas along the Adeline Street right-of-way. The three areas represent the locations along Adeline Street with the greatest potential for change. Reconfiguration of the right-of-way could catalyze that change and spark public and private proposals like the ones shown in the models.

Whereas the three right-of-way alternatives are intended as practical approaches to humanizing the street, the “What If” alternatives were intended to be more provocative. The intent was to inspire exhibit visitors to “think big” and to generate discussion about the future of the three areas. The options depicted in the “What If” models **are not actual proposals**. They are ideas designed to incorporate key themes based on the community input provided during the first phase of the project. Residents expressed an interest in more civic gathering places, more public art, and more local-serving business and commerce. The “What If” options respond to these aspirations by incorporating these uses to different degrees in each location. Each “What If” option assumes a different configuration of the right-of-way, incorporating the alternatives in the larger right-of-way models (the “three futures”).

The What If scenarios include:

At the “Northern Gateway” area around Shattuck and Adeline (between Carleton and Stuart):

- The “Arts” scenario adds art installations and “kiosks” (small stalls or booths from which vendors sell items) to the open space on the west side of the street, new upper-story artists' space over the (existing) fire station, and an arts center with upper story housing on the privately-owned triangular parcel bounded by Adeline, Shattuck, and Stuart

- The “Civic” scenario adds kiosks to the open space areas on both sides of the street, housing above the fire station, and a new mixed use building on the privately-owned triangular parcel bounded by Adeline, Shattuck, and Stuart
- The “Commerce” scenario moves the Ashby Flea Market to an expanded center median area, places “co-working” space (office space where individuals are working independently but sharing amenities like conference rooms and lunchrooms) above the fire station, and adds a new commercial building on the privately-owned triangular parcel bounded by Adeline, Shattuck, and Stuart

In the “BART Station” area, which includes the west parking lot at the Ashby BART station, all three options presumed the surface parking lot is redeveloped with a partially below grade parking structure, capped by a podium level that is flush with Adeline Street on the east and Martin Luther King Junior Way on the west. All three options further presume a combination of open space and mixed use development on and above the podium level. The site plan and mix of uses is different in each option:

- The “Arts” scenario depicts an architecturally “edgy” contemporary building that includes ground floor retail and residential uses above, with a one-acre plaza and covered canopy that provides a potential Flea Market site in the center
- The “Civic” scenario closes Adeline Street on the weekends, with the Flea Market taking place in the temporarily closed street. Retail and residential uses are developed above the BART parking podium, with the building designed to be four stories along Martin Luther King Junior Way, and taller as it approaches Adeline Street, with terraces facing west. A new park is created in the area where Adeline meets Martin Luther King Jr. Way.
- The “Commerce” scenario depicts a large retail tenant, a ground level public market or food court, a linear park along the west side of Adeline Street, a plaza at the corner of Adeline and Ashby that could support a relocated Flea Market, and retail along the ground floor facing Martin Luther King Junior Way. Housing would be located above several of the structures.

In the “Southern Gateway” area, which extends from Alcatraz to Stanford Avenue, the plans focus on options for the existing Tuesday Farmers Market, a widening of the open space on both sides of Adeline, and changes to a City-owned property and right-of-way at the southeast corner of Alcatraz and Adeline (where the BART tracks transition from above to below grade).

- The “Arts” scenario depicts a permanent new iconic “canopy” type structure on the current site of the Farmers Market that would provide an attractive and distinctive visual landmark, as well as shade and protection from inclement weather. The site on Adeline at Alcatraz is developed for housing, and a monumental new piece of public art appears to “encase” the BART tracks as they transition from above to below grade.
- The “Civic” scenario depicts a series of permanent structures and kiosks designed to accommodate the Farmers Market. The site at Alcatraz and Adeline developed as a new community arts center with housing above. Green space on both sides of Adeline is expanded at 63rd Street.

- The “Commerce” scenario depicts the Farmers Market in small, permanent kiosks along the west side of Adeline between 63rd and the Adeline/ Stanford intersection, with adjacent parking. The public parcel at the southeast corner of Alcatraz and Adeline is developed as a mixed use project combining co-working space and housing. A new gateway art installation is added at the corner of Stanford, Adeline, and Martin Luther King Jr. Way.

Overview of Questionnaires

As noted, two questionnaires were provided at the exhibit (and in the on-line version of the exhibit). All visitors to the exhibit were strongly encouraged to complete the questionnaire for the three right-of-way options. However, the questionnaire for the “what if” displays was framed as “optional” in order not to discourage people from completing the survey because of its length. Given this emphasis, the number of “right of way” questionnaires completed was more than double the number of “what if” questionnaires completed.

Table 1 below summarizes the content of the first questionnaire (about the three right-of-way options), while Table 2 summarizes the content of the second questionnaire (about the “What If” options). Questionnaire 1 included a combination of multiple choice questions and open ended questions. Questionnaire 2 was entirely open ended, with the questions focused on elements of the exhibit that visitors liked or disliked. Responses to the open-ended questions were transcribed literally, and then post-coded based on common themes.

Table 1: Summary of Questionnaire for the Three Right-of-Way Options

Question	Type of Response
If you had to select one of these (three) futures, which one do you like the best?	Multiple Choice, pick one—A, B, or C
Why?	Open ended
Are there any features from the other options that you’d like to see included?	Open ended
Put an “X” in the box beside the ones you like (four features from each of the three right-of-way options are shown, resulting in a total of 12 choices)	Multiple Choice, pick as many as you like
Are there any features from any of these options that you really don’t like—and why?	Open ended
Feel free to tell us more	Open ended

Table 2: Summary of Questionnaire for the “What If” Options

Question	Type of Response
Which “big ideas” do you like the most and why? (Question asked three times, one for each of the three locations listed)	Open ended

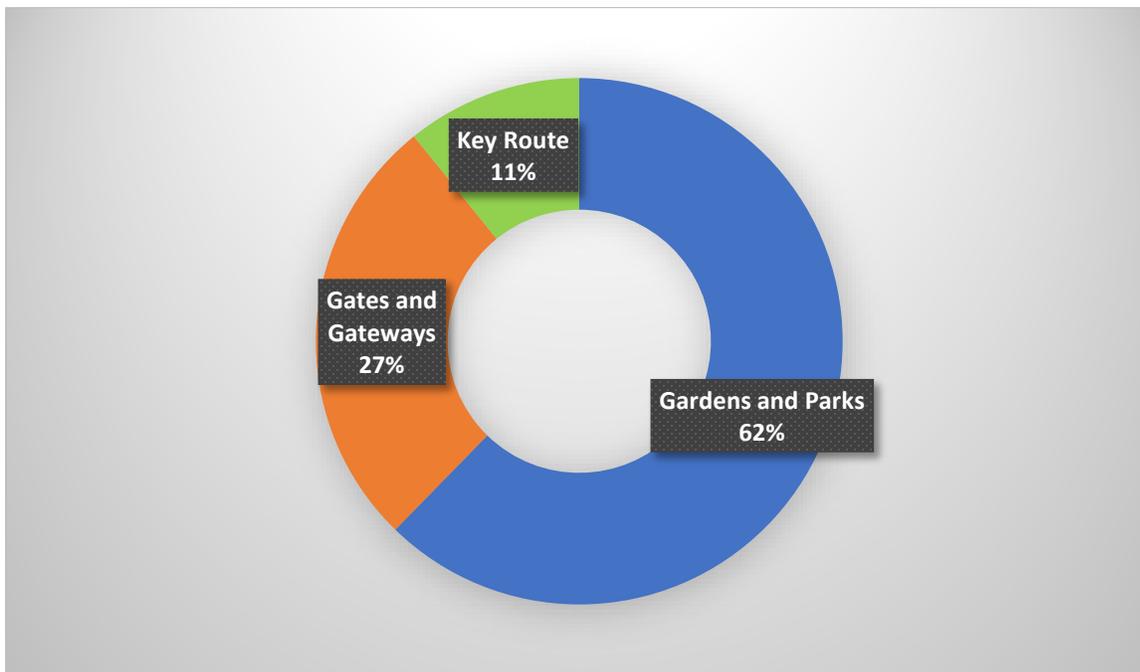
Which “big ideas” do you like the least and why? (Question asked three times, one for each location)	Open ended
What are YOUR “big ideas” for this area? What other uses and activities should be considered for this area?	Open ended

EVALUATION OF RESPONSES: THREE RIGHT OF WAY OPTIONS

Preferred Right of Way Option

Of the three options for reconfiguring Adeline Street, “Option A: Gardens and Parks” emerged as the clear favorite. More than 62 percent of those answering this question selected it as their preferred choice. Gates and Gateways was the second choice, and was selected by about 27 percent of the respondents. Key Route was selected by about 11 percent of the respondents. The results are shown in Figure 3 below.

Figure 3: Preferred Right of Way Option (N=223)*



(*) 223 replies, excludes 38 who did not respond to this question.

Overview of Responses to Each Option

When selecting their preferred option, survey respondents were also asked to explain why they made their choice, and if there were aspects of their second and/or third choices that they’d like to see included. About 78 percent of those expressing a preference for a particular option went on to provide written comments.

Major themes emerging in the comments related to green space and parks, traffic and safety, pedestrian and bicycle movement, the future of the flea market, and the need for better maintained public spaces. A large number of comments related to traffic—with some of respondents arguing that all three options were “too car-focused” and others arguing that additional changes were needed to reduce traffic (or conversely, that changes should be avoided because they would make traffic worse). Many of the comments specifically addressed circulation issues, including the use of “drive aisles” to access individual properties along the east and west sides of the street, the possible removal of parking, reduction in the number of vehicle lanes and lane width, and the location of bicycle lanes within the right-of-way. Some 88 percent of all responses expressed an interest in more green space.

Gardens and Parks (Option “A”)

Figure 4 shows excerpts from the questionnaires explaining why people chose “Gardens and Parks” as their preferred option and illustrates a range of responses and reactions. Figure 4 also shows why some respondents did not like this option, or felt it could be improved.

The most frequently given reason for choosing “Gardens and Parks” was that it would result in more usable and functional park space than the other options. Those favoring this option liked the idea of keeping the open space together as a cohesive unit (e.g., a single linear park) rather than breaking it into a series of smaller open spaces on multiple sites. Some supporters of this option listed specific recreational facilities that might locate in the new park, such as a dog play area, basketball courts, a children’s playground, and community garden space. Other reasons given for supporting this option included the ability to connect with nature, its potential to be an inviting space and aesthetic improvement, and the fact that it seemed more walkable, with pedestrians buffered from vehicle traffic.

A number of those choosing this option expressed a preference that the open space be moved to the east side of the right of way rather than the west side. Some respondents felt the space would be more complementary to existing uses on the east side, would provide better connections to the adjacent neighborhood, and could avoid a “wall” of new park-oriented development on the west side of the street. Others conditioned their support for this option on changes to the parking and circulation arrangements (particularly the location of drive aisles), and the protection of bike lanes from vehicle traffic.

There were also a number of negative comments about Gardens and Parks. These included concerns about capital costs, park maintenance and safety, homelessness, and the ability of the space to support recreation given its linear shape and intersecting cross streets. Some respondents felt this option provided a nice amenity for the northern part of the corridor, but did not do enough for the southern area (near Stanford Avenue). They suggested ways that the southern area might gain park space as well (including realigning Adeline Street so it ran closer to the BART tracks at Stanford).

The questionnaire asked respondents to weigh in on particular design elements for each option. The four elements highlighted for Gardens and Parks were: (a) the linear park on the west side of Adeline Street between Shattuck and the south end of the BART parking lot; (b) drive aisles

along the outside edge of the right-of-way that provide access to properties along the park edge; (c) relocation of the Flea Market to a designated one-acre space in the new park at the southwest corner of Adeline and Ashby; and (d) Farmers Market in a park-like setting at Adeline and Stanford. The responses to these four elements are shown in Figure 5 below.

Figure 4: Excerpts from Questionnaires Related to the Gardens and Parks Option

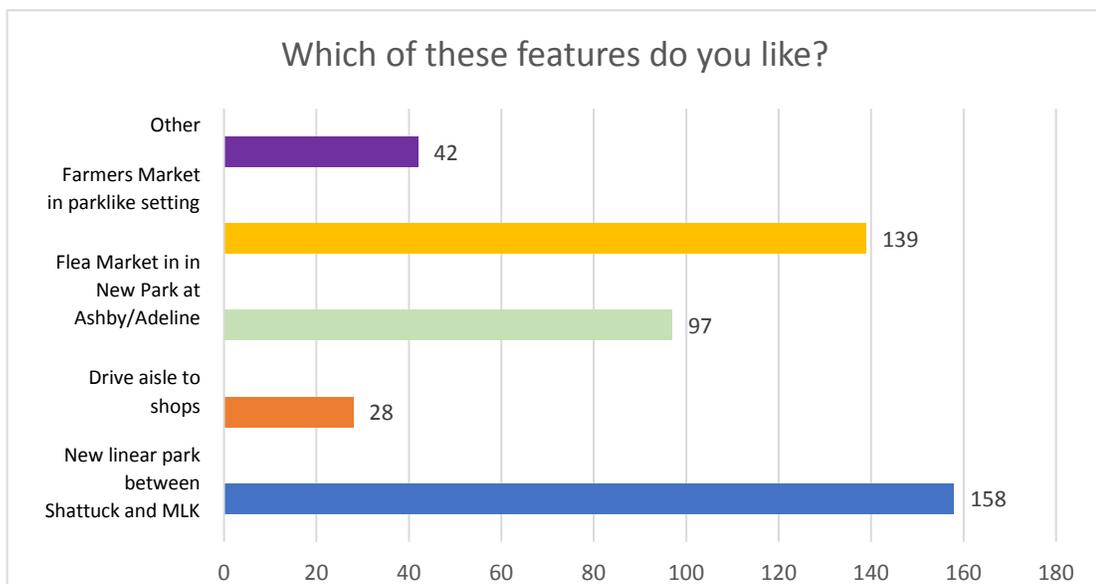
In support:

- “Seems to best consolidate uses to maximize the amount and usability of each. Also seems to have good flow for various uses and maintains permanent space for flea and farmer market without road closure.”
- “Large open space contiguous to pedestrian attractions”
- “More consolidated green space—I think it’s better to have a wider swath of green”
- “Layout seems more focused on pedestrians and bikes, would feel more park-like”
- “Seems to maximize public, walking, gathering, and green space”
- “I think the green space is easier to utilize if it is on one side of the road and wider”
- “(This option) makes the biggest difference in making the City livable”
- “It could represent Berkeley’s commitment to ecologically sound landscapes”

In opposition (or conditional support):

- “I have serious concerns about homeless encampments that might take over”
- “Put (the park) on the EAST side of Adeline where there are fewer driveways, and where solar access is best”
- “The park will kill one side of the street”
- “I’m worried it will attract crime and filth”
- “Green space should be equal and shared on both sides”
- “The park is still too narrow to be an attractive destination”
- “Appears to inadvertently create a “wrong” and “right” side of the tracks”

Figure 5: Support for the Design Elements of Gardens and Parks



As Figure 5 indicates, there was strong support for the continuous park idea, with more than 60 percent of all survey respondents checking this as an item they liked. No other design element in the survey (for any of the three options) received a higher level of support. For those answering this particular question (206 of the 261 survey respondents), about 77 percent selected the continuous park as an item they liked.

There was also strong support to enhance the setting of the Farmers Market near Adeline and Stanford. More than half of the total survey respondents liked this idea, and more than two-thirds of the respondents who answered this question selected this as a feature they liked. The idea of moving the Flea Market slightly east of its current location, to a new Ashby/Adeline park on the northeast corner of the BART parking lot, received support from 37 percent of the respondents (and 47 percent of those answering this particular question). The drive aisles were decidedly less popular, with only about 10 percent of the respondents indicating they liked this element. Many of the annotated comments addressed the drive aisles, with most feeling they should be eliminated or reduced.

Gates and Gateways (Option “B”)

Figure 6 illustrates some of the comments in support of—and in opposition to—this option. While Gates and Gateways was selected by a smaller number of people, those who chose it felt it represented a better distribution of open space than Option “A.” Respondents felt it was fairer and more equitable to have an equal amount of open space on both sides of the street, and that a larger number of households would benefit. Others felt this option was more practical, and had better potential for economic benefits, given the wider sidewalks, space for outdoor dining, and boulevard character. A number of respondents felt this approach would produce a more scenic street and would avoid some of the perceived shortcomings of the linear park in Option A. Some felt this option would create a safer or more pleasant environment for walking and bicycling.

The four design “Gates and Gateways” design elements highlighted in the questionnaire were: (a) the equal amounts of open space added on both sides of the street (with the road moved to the center), (b) the drive aisle and parking in front of the shops; (c) the Flea Market relocated to a new one-acre plaza near the BART station entrance (on the podium level of a future mixed use development with underground parking); and (d) the Farmers Market in a half-acre plaza near Adeline and Stanford. The responses to these four elements are shown in Exhibit 7 below:

In this case, 91 respondents indicated they liked the idea of equal open space on both sides of the right-of-way. This represents 35 percent of the total survey respondents (and 44 percent of the respondents answering this question). This is a higher percentage than selected “Gates and Gateways” as their preferred option, most likely indicating strong support for additional open space regardless of how it is configured. The enhanced Farmers Market was liked by a nearly equivalent number of respondents (84 “likes”), with the idea of the Flea Market in a new urban plaza not far behind (75 “likes”). There was much stronger support for the drive aisles in Option B than there was in Option A, with more than double the number of “likes.” This may be due to the different function that drive aisles would play on a “boulevard” versus in a linear park.

Figure 6: Excerpts from Questionnaires Related to the Gates and Gateways Option

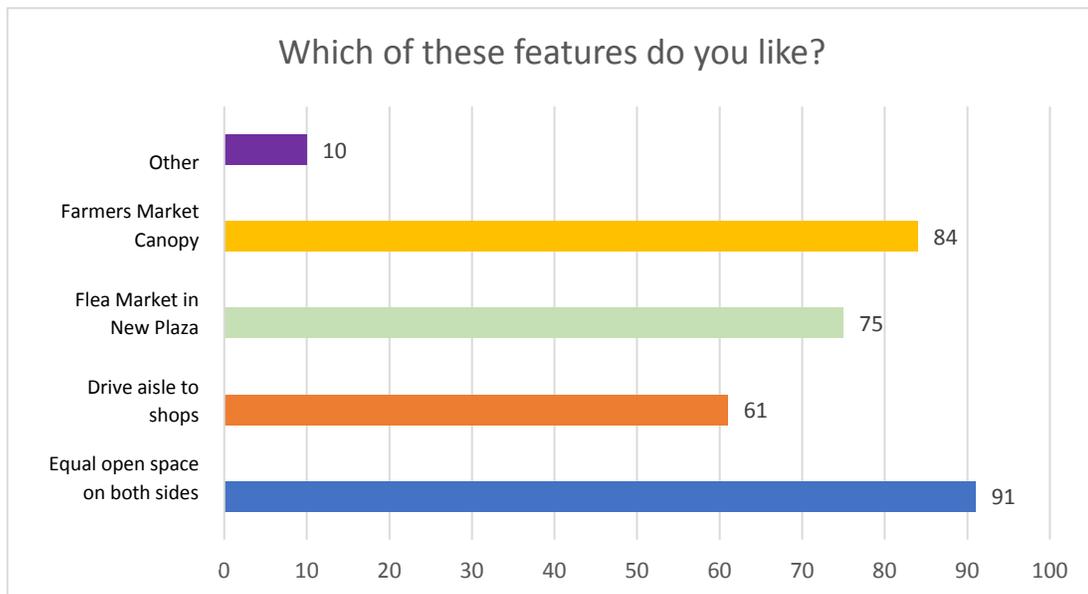
In support:

- “Open space on both sides is more welcoming and rewards the east and west sides”
- “This is equitable and gives all parts of the corridor green space. It will be great for shops/restaurants to have people near them.”
- “Great pedestrian experience”
- “People working or living on both sides have easy access to green space”
- “Seems like the most scenic while driving down the street and also pleasant for pedestrians”
- “Equal distribution of a rare and valuable community resource - green space! Both sides of Adeline and the neighborhoods adjoining will prosper.”
- “I like the idea of having a dedicated plaza for the Farmers Market”
- “Balances the reality of the traffic and the commercial nature of the corridor with spaces made for people - green buffers and plazas”

In opposition:

- “When you split up the park into two sections, each one is too small to really feel meaningful. I prefer to have one larger park, as in the Gardens & Parks layout.”
- “Would worry a little bit that very wide sidewalks and green space would lead to the corridor feeling empty and underutilized, rather than vibrant and urban.”
- “City can’t fill potholes, pay pensions, maintain the green median to the north, or deal with the encampment to the south. How about imagining Back to Basics.”

Figure 7: Support for the Design Elements of Gates and Gateways



Key Route (“Option C”)

Figure 8 illustrates the community feedback on Option C: Key Route. This option generated the largest number of negative comments, and a relatively small number of positive comments. Those selecting this as their preferred option believed it would be less costly, more practical to implement, and the best configuration to support new housing and commercial development along Adeline Street. Supporters of this option also liked that it eliminated the drive aisles along the sides of the street, and created a potentially interesting space in the center. At least one respondent felt that this option was truest to the heritage and history of the community, given the street’s historic design and function.

Those who did not favor this option were concerned about the difficulty of accessing the median space, and potential hazards for pedestrians crossing busy travel lanes. Others felt this was too similar to the current configuration, which was not successful. Several respondents felt that open space in the middle of a roadway would be inhospitable and unpleasant, and unlikely to serve the neighborhood as well as a linear park or boulevard. It was also observed that this option would do little to support nearby businesses, whereas the other options provided an amenity adjacent to local shops.

Option C also included one of the more controversial proposals among all three options, which was the weekend closure of Adeline Street between Ashby and Martin Luther King Junior Way, potentially to support the relocation of the Flea Market in the event the BART parking lot is developed. Some respondents felt very negatively about the closure due to the traffic impacts, while a roughly equal number were quite supportive and thought it was an exciting idea.

The four design elements highlighted for Key Route were: (a) an enhanced open space running down the center of the Adeline right-of-way; (b) the median between Ashby and Shattuck enhanced as a civic plaza; (c) weekend closure of Adeline for the Flea Market; and (d) an iconic outdoor canopy (permanent structure) for the Farmers Market at Adeline and Stanford. The responses to these four elements are shown in Figure 9.

The most “liked” aspect of this option, garnering 87 positive respondents, was the permanent canopy structure for the Farmers Market at Stanford and Adeline. Several respondents thought a canopy structure should be included in whatever option was selected. There were 63 respondents who liked the idea of closing Adeline Street on weekends to support a relocated Flea Market. This represents about one-quarter of all surveys returned, and about 31 percent of the respondents who answered this particular question. As noted above, the street closure idea also generated many negative comments.

The defining feature of this option—which is the location of open space in the center of the right of way—received the lowest levels of support. Only 44 respondents (about 17 percent of the survey total) liked the idea of a plaza in the median between Ashby and Shattuck, and only 31 respondents (about 12 percent of the survey total) liked the idea of focusing the open space in the center. This is consistent with the relatively low level of support for the Key Route concept expressed in the first survey question.

Figure 8: Excerpts from Questionnaires Related to the Key Route Option

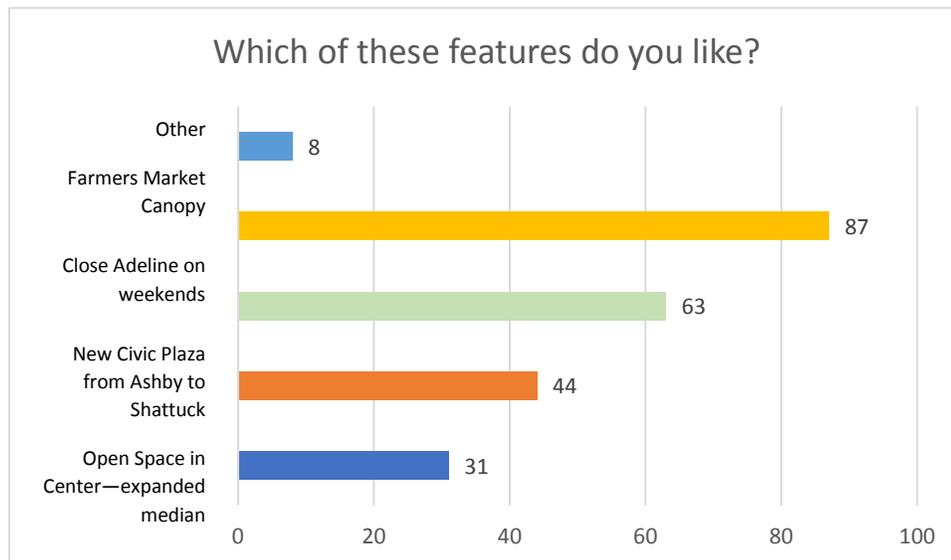
In support:

- “Smoother flow of traffic”
- “Does not impose high loads on the BART Tunnel”
- “Potentially least expensive and disruptive”
- “Best configuration for affordable housing”
- “Eliminates side drive-aisles”
- “Simple, cost-effective, and its useful design (has been) proven over the years”

In opposition:

- “Fewer green areas and more paving”
- “I don’t think the medians would be useful to the community”
- “I don’t think that green space in the center of the street is very kid-friendly”
- “No one will really use it”
- “A big waste of an opportunity”
- “It is not inviting and does not create a space that is useful”
- “We already have (medians) and we know what happens there—nothing”
- “Doesn’t seem particularly appealing or safe”
- “I absolutely hate the idea of being on a median with cars flashing by on both sides”
- “No direct access from street parking to shops”

Figure 9: Support for the Design Elements of Key Route



Other Comments

The last page of the questionnaire asked participants if they had anything else they wanted to share (“Feel free to tell us more”). Of the 261 questionnaires returned, 101 provided supplemental feedback here. Feedback ranged from a few words (“add EV Charging Poles,” “no permanent kiosks,” add community gardens,” etc.) to longer replies including sketches drawings, and general feedback on the exhibit, community engagement process, zoning changes, and transportation.

Figure 10 provides excerpts of the additional comments made by respondents. Among the major topics raised were:

- The need for more housing, particularly affordable and workforce housing for neighborhood residents
- The need for safer bike paths, including buffered bike lanes (e.g., bike lanes that are protected from moving traffic lanes by a barrier) or off-road bicycle and pedestrian paths running through any linear open space that might be created (similar to the Ohlone Greenway in North Berkeley and Albany)
- The need for more focus on the southern part of the corridor (62nd and 63rd Streets), including more open space, preservation of existing open space, and reducing negative impacts from Adeline Street traffic
- The need for more space for visual and performing arts
- The need for more effective outreach to the African-American community in Plan development

Survey respondents also used this part of the questionnaire to note elements they felt were missing from the three options, or other ideas to be explored. Among the points raised were providing showers and restrooms for homeless persons, providing a dedicated bus lane on Adeline, daylighting creeks through the area, making the Ashby/ Adeline intersection easier and safer to cross, providing more accessible conditions for persons with disabilities, avoiding costly “gateways” and “iconic” buildings, and reducing the number of “kiosks” shown in the diagrams. Several respondents felt the options were too focused on the northern part of the corridor and did not create enough open space south of Alcatraz. Several also called for preserving the City-owned lot at Alcatraz and Ashby as open space. A few of the respondents (here and elsewhere on the questionnaire) said they didn’t like any of the options and felt the City’s priorities were misguided.

The questionnaires also asked participants if there were any aspects of the three right-of-way options they disliked. Most of the negative comments related to Option “C” (Key Route) and more specifically, the idea of placing additional open space in the center median. Some respondents also felt that all three of the options were too auto-focused. Other respondents expressed concerns about traffic. There were also comments about the future of the Flea Market, concerns about the size and mass of any future development on the BART parking lots, objections to creating a permanent structure for the Farmers Market, and general concerns about planning and zoning practices.

**Figure 10: Excerpts from Responses to Final Open Ended Question
("Feel Free to Tell Us More")**

- "It's great that protecting art is a goal of the project, but the way to do that is to dedicate space to art, galleries, performance spaces, studios.... not a bunch of bad sculptures dotted around the neighborhood"
- "Will the new developments create barriers for low-income residents' ability to engage in economic activity?"
- "I would LOVE super-solid, SAFE cycling infrastructure on this major access road to my neighborhood!"
- "Build new housing! In an area as expensive as the Bay, this should be the primary concern. Parks are nice, but do not matter if no one can afford to live by them."
- "I appreciate the urban design moves here that bring the streetscape to a PEDESTRIAN scale, versus a speedy car corridor"
- "Reunite the pieces severed by BART decades ago, and knit the city back together"
- "Real culturally responsive and inclusive focus groups need to be had with the community. A cultural inclusive focus group, reflective of the community that once existed here, means to have more than five African American people in the audience."
- "Excited to see more commerce and development along the corridor. Currently feels empty and deserted, not living up to its potential."
- "This could be a great opportunity for Berkeley to work with its un-housed community, especially members who are organized and self-governed (as those who occupied the Downtown Post Office), to develop an "urban campground" on a community land trust, tiny home village, or single-room-occupancy development that would serve the needs of community members that need shelter"
- "The way you are "reimagining" looks conservative, with more resources planned for the northern area vs. the southern gateway"
- "Too much street parking. This limits usefulness of AC Transit and limits housing options for people looking to live a car-free lifestyle."
- "Better street lighting! Make crossings safer and blocks more welcoming."
- "Please consider existing anchors of activity and build on them. Berkeley Bowl area has so many visitors, let's give people a reason to hang out in our neighborhood, enjoy lunch at an adjacent, inviting park with tables, maybe vendors or an expansion of Berkeley Bowl's offerings, an iconic play structure nearby for families... The worst things that could happen are: displacing current residents, catering to luxury high-income new residents, inviting chain retail stores and restaurants. We want our community to build upon its unique character and offerings."
- "I'd like to see more details on the zoning changes to implement this Plan: height, setbacks, density, protections for existing homeowners, parking, commercial uses..."
- "Mixed use developments are exacerbating a retail vacancy rate that's already on the brink of unhealthy. Zoning should support existing commercial spaces. Mixed use is currently just an excuse for extra height and creates more empty storefronts."

EVALUATION OF RESPONSES: “WHAT IF?”

As noted earlier, “Reimagine Adeline” included a “What If?” station with three-dimensional models showing hypothetical scenarios at three different locations along Adeline Street. A total of nine models were displayed. The questionnaire at this station asked respondents what “big ideas” they liked in each location, what “big ideas” they disliked, and what “big ideas” *they* had for these spaces. All questions were open-ended. Post-coding of the responses attempted to identify common themes and key words, as well as design elements that were popular or unpopular.

The “What If” station was intended to supplement the discussion of the three right-of-way options, rather than being a major focus of the exhibit. As a result, far fewer surveys were returned at this station. Nevertheless, the results are informative and should provide food for thought during the next phase of the project. Several respondents suggested that the hypothetical scenarios be fleshed out further, and combined with each other or tested on other sites.

In general, responses to the “What If” exhibits indicated strong support for additional housing in the corridor—particularly affordable housing, and particularly on the BART parking lots. Respondents also indicated strong support for additional retail and restaurant choices, and a strong preference for small local businesses rather than major national chains. There were divided views on the Flea Market (both on its location and its viability), and significant support for making the Farmers Market more permanent through a structure.

The “What If” responses also indicated overarching concerns about maintaining economic and racial diversity in the community, and protecting the history and heritage of South Berkeley. Other major themes included concerns about crime and public safety, homelessness, the need for trees and green space, and the lack of affordable space for the arts. There are also concerns about the maintenance of public space, infrastructure, street lighting, and public safety. Many expressed doubts about the feasibility of the scenarios, and were skeptical of certain design elements (e.g., kiosks) as well as the projects themselves (e.g., housing above the fire station).

Feedback for each of the three geographic areas is provided below:

Northern Gateway/ Redwoods

The three scenarios for this area were organized around the themes of arts, civic and gathering places, and commerce. The most popular scenario was the one in which the arts were emphasized, with many noting the need for affordable arts space and artists housing, and the benefits of the arts to the community. The civic and gathering space scenario also received a high level of support, primarily because it provided the most housing. A few respondents noted that housing was a more important priority than arts at this point in time. The “commerce” scenario was the least popular, largely because it showed the Flea Market being relocated to the center median of Adeline Street.

Figure 11 excerpts some of the positive and negative feedback on the three scenarios. Some of the elements that respondents liked were arts space, new housing, parks and green areas, protected bike lanes, mixed use with affordable housing above, and neighborhood-serving businesses. Some of the elements that respondents disliked were the excessive number of kiosks, the relocation of the flea market to the median, insufficient parking, drive aisles, housing over the fire station (too noisy), and too much paving,

Figure 11: Excerpts from Survey Respondents on the Northern Gateway Scenarios

Positive Aspects

- “I like the idea of a co-working, performing arts, or other community space over the fire station, because it brings the community into a closer relationship with those who perform a critical public duty”
- “I like the idea of an arts center with housing for artists, and the linear art park”
- “Makes the human scale of the street more tangible/livable”
- “Space for artists above the fire station seems more compatible with noise associated with fire trucks than performance space or housing”
- “Why can't we have housing above all of the civic, gathering, arts, and commerce buildings? If the zoning doesn't adequately allow for these types of mixed-use developments, then re-zone and re-capture the added value by requiring certain community benefits.”
- “Having an Arts space connecting South Berkeley to downtown sounds like a nice way to attract people to South Berkeley and to revitalize the area”

Negative Aspects

- “Too much art without funding mechanisms to pay for it (e.g. new market-rate housing)”
- “We are not short on commercial space”
- “Drive lanes: seem to create unsafe space for pedestrians”
- “Fire station should be only a fire station”
- “Kiosks would just cause crowding”
- “Ashby Flea needs to stay down near the BART station. I don't like the idea of it being broken up into kiosks surrounded on a median surrounded by cars.”
- “You do not provide parking for all these art and retail spaces”
- “To describe a building as “iconic” seems to say that it will not fit in.”

There were 41 respondents who chose to share their own ideas for this area. Some of the ideas included:

- Playground or garden area
- Art piece or sculpture
- Better dining
- Community garden/ edible landscape/ urban agriculture
- Artists live work space

- Extend park north toward downtown Berkeley and south to Emeryville
- Make the new park a destination like the High Line in New York
- Smaller retail spaces and co-working space, including communal kitchens
- Flexible ground floor space that can be something other than retail while demand is low
- Daylight Derby Creek
- One single Big Idea is made up of many small ideas that benefit everyone
- A Lorin neighborhood museum
- Pop-up market
- Mix and match: the housing shown in Civic/Gathering and the Art Park shown in Arts
- Keep the redwoods
- Put City staff in the kiosks to stay in touch with residents
- More housing
- Improve walkability
- Reduce traffic even more
- More green space
- Eliminate parking and install bus rapid transit
- Upzone to allow more density
- Provide an outdoor hangout space for film screenings ,dancing, speakers corner
- A destination for artistic talent
- Flatiron building at Shattuck and Adeline
- Art studios and ground floor shops
- Light rail connecting Ashby and Downtown Berkeley

BART Area

As in the Northern Gateway, the three scenarios for the BART area were organized around the themes of arts, civic and gathering places, and commerce. The “commerce” scenario received high marks for including a significant amount of park space, but many negative comments for its inclusion of a large-format retail store. The “civic/gathering” scenario was popular due to the proposed civic plaza at the station entrance, but generated sharp differences of opinion on the question of whether Adeline Street should be closed on weekends to create a public space. The “arts” scenario was selected by those who liked the focus on smaller retail shops.

There were mixed feelings about the appropriate form of future buildings on the west BART parking lot—some disliked the idea of an “iconic” structure, while others felt the site needed bold design. Many respondents noted the need for housing here, regardless of which option they preferred. Respondents also expressed concerns about moving the flea market and placing “kiosks” in future park areas. Opinions were also split on parking, with some concerned that there was not enough parking, and others concerned that providing parking would perpetuate dependence on cars.

Figure 12 provides “positive” and “negative” excerpts from the questionnaires on the BART area scenarios.

Figure 12: Excerpts from Survey Respondents on the Ashby BART West Parking Lot Scenarios

Positive Aspects

- “Housing-- because we desperately need it and placing it near BART is the best approach”
- “Instead of creating "iconic" buildings, create buildings that are balanced, timeless, and handsome that fit in with the character of the area”
- “Adding housing – how awesome would it be to live with restaurants, green space, and Bart downstairs and Berkeley Bowl just down the street?”
- “I think that the best solution for the Ashby Flea is to have it on the street that is closed-down on the weekend”
- “Adding a retail village sounds more interesting and lively than adding one major retailer”
- “We have some interesting historical architecture here—need modern design as a contrast. The existing BART station is under-whelming except for its generous open plaza facing Adeline that begs for a paired urban plaza on the opposite side of Adeline that celebrates the station entrance and welcomes visitors.”
- “I don't think that all of these uses have to be mutually exclusive”
- “Develop the Ashby Bart lot with housing and ground floor retail! Yes to housing above retail. no to large retail floor plate/major retailer - it will be vacant.”

Negative Aspects

- All of the "striking" or "iconic" architecture is totally out of character for the neighborhood”
- What would a large grocery store do to Berkeley Bowl? A major retailer would almost certainly attract lots of vehicles. Neighborhood-serving retail is much more favorable, and encourages local business.”
- “Housing on the BART parking lot needs to be carefully considered and how it would impact the neighborhood such as the Fruitvale structure which hasn't been very successful”
- “I am very skeptical of the major retailer next to the very large green space with permanent kiosks, because these elements don't strongly support a diversity of uses concentrated in an urban-feeling center”
- “What we need is to repair the fabric of the neighborhood that the BART station disrupted-- repair it with pedestrian connections, housing and retail that connects with the existing neighborhood

There were 36 respondents who chose to share *their own* ideas for the BART station area. Some of these ideas included:

- A community center incorporating a public pool
- A cool bike parking structure
- A rooftop deck with rainbow lighting
- Outdoor performance or stadium space for live music
- A 20-story building with 50% affordable housing
- Bike and walking infrastructure

- 100% affordable housing and non-profit space instead of a public market
- No parking
- 3-4 story building integrated with open space
- Restaurants, bars, shops, and cafes
- A park covering the entire site
- Office space
- Make the street network continuous through the site
- Protected bike lanes
- High density mixed use development
- Ground floor retail with housing above, with the tallest buildings on Adeline, stepping down to MLK
- A rooftop farm
- Vibrant urban plaza surrounded by iconic architecture
- A thoughtfully located, permeably-paved plaza for the flea market, surrounded by smaller retail/ commercial uses on the ground floor and affordable housing above

Southern Gateway

As with the other two areas, the three scenarios for the Southern Gateway were organized around themes of arts, civic and gathering places, and commerce. The “civic/gathering” scenario was the most popular due to fact that it added park area. The “arts” scenario also scored well, with some respondents expressing support for the new housing shown. The “commerce” scenario received the lowest support, primarily because of the proposed kiosks and gateway art installation.

Housing was frequently mentioned as a priority in this area. Additional open space and parkland also was mentioned, including the need for community gardens, outdoor performance space, a dog park, and retention of open space on 63rd Street. There was strong support for adding permanence to the Farmers Market—either through a structure, or a more attractive and “green” setting. On the other hand, a number of respondents felt a Farmers Market structure was too much for the space, and did not like the description of this structure as “iconic.” A relatively small number of people liked the idea of a BART “enclosure” art piece, but a larger number simply noted that BART noise was a problem that should be mitigated. As in the Northern Gateway area, there were also concerns about the emphasis on cars and drive aisles. A number of respondents were specifically opposed to any future development at the southeast corner of Adeline and Alcatraz.

Figure 13 provides excerpts of the positive and negative responses to this question.

Figure 13: Excerpts from Survey Respondents on the Southern Gateway Scenarios

Positive Aspects

- “An iconic structure for the farmer's market sounds positive, because it creates a sense of permanence, shelter, and security for this farmer's market...a tensile structure with a canopy could be relatively inexpensive and beautiful to look at”
- “Expanding the green space on both sides of Adeline! This needs to be done with pleasant and useful landscaping.”
- “I like the housing from the Arts concept, the permanent market structure from the Civic Concept and the gateway structure from the Commerce concept. Best mix and efficient use of space while meeting community needs.”
- “The BART underground ramp is extremely loud and wakes us up every morning even though we are one-half mile away. An artistic sound buffer that envelops the BART and also creates space for art studios or flexible workspaces sounds the best!”
- “Creating a flexible, inviting space here to invite music, eating and dance -- like Farmer's Market in Davis, CA would be amazing! We need a gathering space like this to anchor our community!”

Negative Aspects

- “Do not put a building on the city-owned land between Alcatraz and 63rd. Instead, turn that area into a park - at most put an arts space there. Part of the Adeline project funding was to make 'equitable adjustments' to South Berkeley. Our major inequity is our lack of parks!”
- "Monumental" art piece. This is not LA Airport but a small community with a historic past. The money spent for monumental and iconic structures can go a long way to improve the entire neighborhood.”
- “There is no place for drive aisles in Berkeley’s future”
- “I don't think farmers markets need permanent spaces -- part of what makes them cool is that they can move around and morph to fit the spaces available”
- “Although it could be cool, I'm skeptical that the monumental art piece/housing project would result in housing that was affordable, by any measure.”
- “Any occupied use next to that BART tube will be very unpleasant”
- “We don't need 'kiosks' on Adeline; we need green space!”
- “I think you ought to focus on clustering the flea market in one area (perhaps near the BART station), and work to liven the rest of the area with neighborhood-serving retail and a road diet”

There were 35 respondents who chose to share *their own* ideas for the Southern Gateway area. Some of these ideas included:

- A park at the end of 63rd Street
- A museum specializing in the history of the Lorin neighborhood, combined with a learning center for children
- Light up the "Here and There" sculpture at night
- Get rid of “Here and There” and restore the green space

- More green space—this is not North Berkeley’s dumping ground
- Archway over the street to welcome people to South Berkeley
- Physically separated bike lanes
- Pool at Adeline and 63rd
- Statues of Ron Dellums and Jerry Brown
- Shift Adeline to the east near MLK to make the park more useful
- Double the amount of housing
- Eliminate street parking
- Make sure the Farmers Market canopy is a green roof
- Traffic calming at the Stanford intersection
- Less modern architecture
- Maintain views of the hills
- More space for artists and professionals
- More bars, restaurants, shops, etc.
- Skate park
- Create a canopy over the intersection that can become a public space
- Sanctioned urban campground or tiny home village for Berkeley’s homeless community, including urban garden and resource space
- Combine Flea Market and Farmers Market
- Preserve small businesses
- Co-working space developed collaboratively with Public Library

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