

Summary Harvest Festival Pop-Up Event

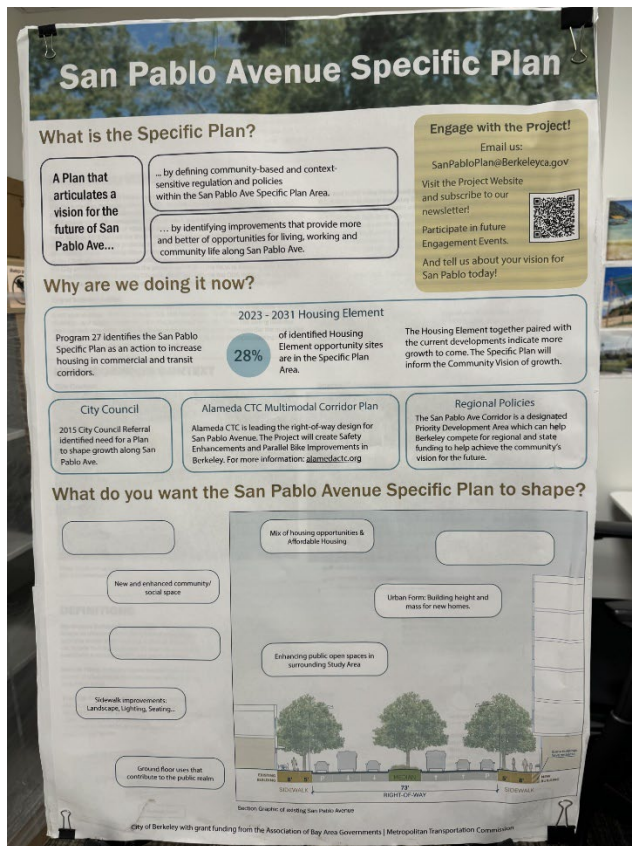
Date: 2/9/2024

To: Hannah Chan-Smyth, Urban Planning Partners; Phil Erickson, Community Design + Architecture

From: Robert Rivera, City of Berkeley

Background

On Saturday, October 21, 2023, City of Berkeley Planning Department participated in the annual Harvest Festival to meaningfully engage with the Berkeley community. The event was held in Cedar Rose Park from 11am to 4pm. Planning staff managed a booth where residents could ask questions and learn about the Specific Plan planning process. Prepared materials included four boards where residents were able to ask questions, express their opinion and provide their feedback.



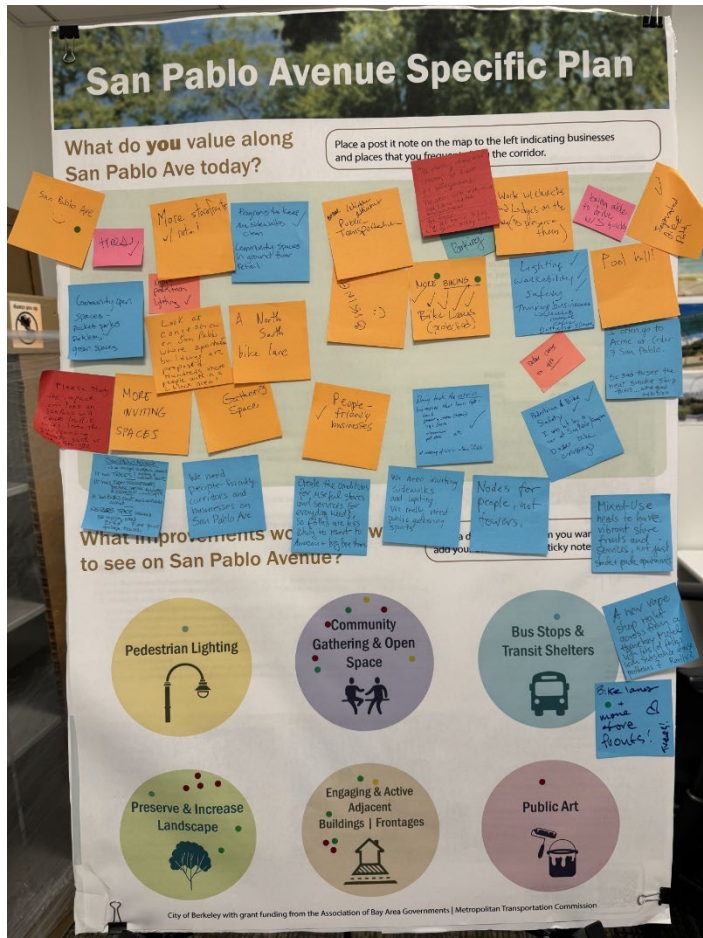
Board 1. San Pablo Avenue Specific Plan

The first board provided background information on the San Pablo Avenue Specific Plan with links to additional resources on the project webpage. The board provided background information of the San Pablo Avenue Specific Plan and provided information about City Council's referral, the Housing Element, and Alameda CTC Multimodal Corridor Plan. Many residents and community members used the QR code to direct themselves to the project website. Residents then had the ability to subscribe to the mailing list or email staff for further information.



Board 2. Zoning

The second board provided a large zoning map of the San Pablo Avenue Specific Plan Boundary and Study Area as a reference and guide. The board included a brief description of the Specific Plan Boundary and Study Area.



Board 3. What Do You Value and What Improvements Do You Want to See?

Board number three asked community members what they valued along San Pablo Avenue. Residents wrote on sticky notes and posted their comments below:

1. Trees
2. More storefronts with retail
3. A north, south bike lane
4. Gathering spaces
5. More inviting spaces
6. People-friendly businesses
7. Programs to keep the sidewalks clean
8. Community spaces in ground floor
9. More pedestrian lighting
10. Community open spaces, pocket parks, parklets and green spaces
11. Reliable efficient public transportation
12. Biking
13. Create the conditions for useful stores and services for everyday needs so folks are less likely to resort to Amazon + big box stores.
14. We need inviting sidewalks and lighting and public gathering spots
15. More biking, bike lanes (protected)

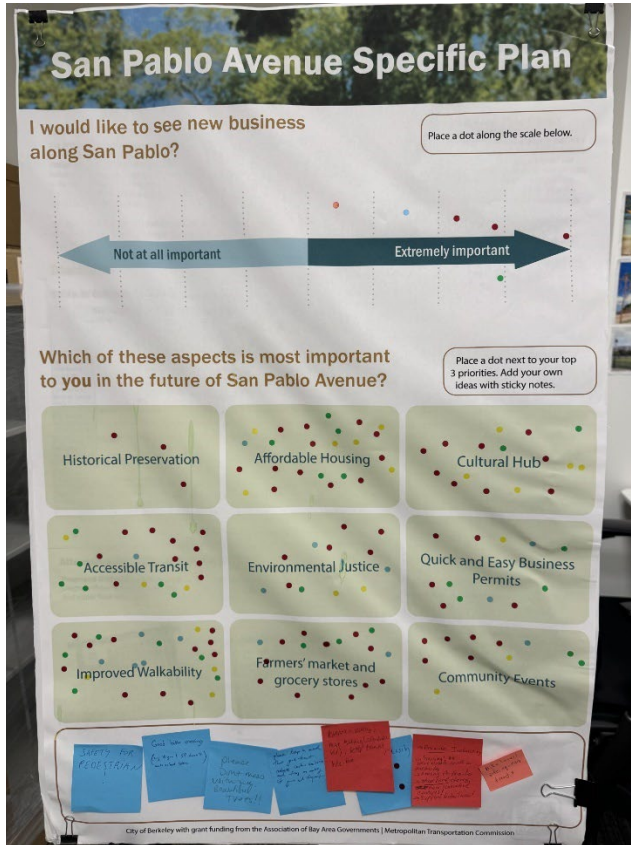
16. Deters cars on 9th
17. Bring back the service businesses that have left at the crossing of University & San Pablo;, Grocery store, 99 cent store, Pet store, Cleaners
18. Nodes for people not towers
19. Mixed Use needs to have vibrant store fronts and services, not just stack and pack apartments.
20. A new vape shop right across from homekey motel with lots of folks with substance abuse problems? Really?
21. Bikes lanes and more store fronts.
22. Pool hall.
23. Separate bike path.
24. Being able to drive N/S quickly.
25. Parking.
26. Work with churches and lodges on ways to preserve them.

The second activity on the board asked residents to place a dot on improvements they would like to see on San Pablo Avenue.

Pedestrian Lighting	1 dot
Community Gathering & Open Space	7 dots
Bus Stops & Transit Shelters	1 dot
Preserve & Increase Landscape	7 dots
Engage & Active Adjacent Buildings/Frontages	6 dots
Public Art	1 dot

Key Takeaway

Residents seem to have combined the questions and responded to both questions in their comments. There is a strong desire for public open space and more gathering spaces. Some community members also expressed the desire to fill vacant store fronts. Community members would like to see the spaces active while encouraging business along San Pablo Avenue.



Board 4. Business and the Future of San Pablo Avenue

The last board asked community members to express how important it is for new business to be on San Pablo Avenue. Six community members placed dots supporting new business, however all six dots were at different ranges of importance. Also important to note, most residents chose not to place a dot on the exercise and ignored the question instead focusing on the activity below.

The second activity on the board asked community members to place dots on aspects that are most important to them for the future of San Pablo Avenue. Approximately 142 dots were placed and are reflected in each section below:

- | | |
|--------------------------------------|---------|
| 1. Historical Preservation | 3 dots |
| 2. Affordable Housing | 26 dots |
| 3. Cultural Hub | 16 dots |
| 4. Accessible Transit | 20 dots |
| 5. Environmental Justice | 12 dots |
| 6. Quick and Easy Business Permits | 12 dots |
| 7. Improved Walkability | 25 dots |
| 8. Farmers Market and Grocery Stores | 17 dots |
| 9. Community Events | 11 dots |

Key Takeaways

Of all aspects, historical preservation received the least number of dots while affordable housing received the greatest number of dots. Affordable housing, accessible transit, and improved walkability were among the top three aspects that are most important to participants for the future of San Pablo Avenue. However, farmers markets and cultural hub both received many votes and speak to the strong desire of community members for public, programable open space. Combined, both aspects would be above affordable housing.