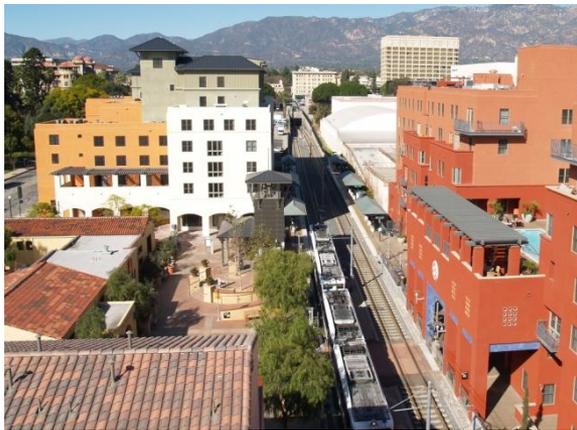


International Blvd. TOD Plan: A Plan for Converting an Arterial into a BRT Corridor



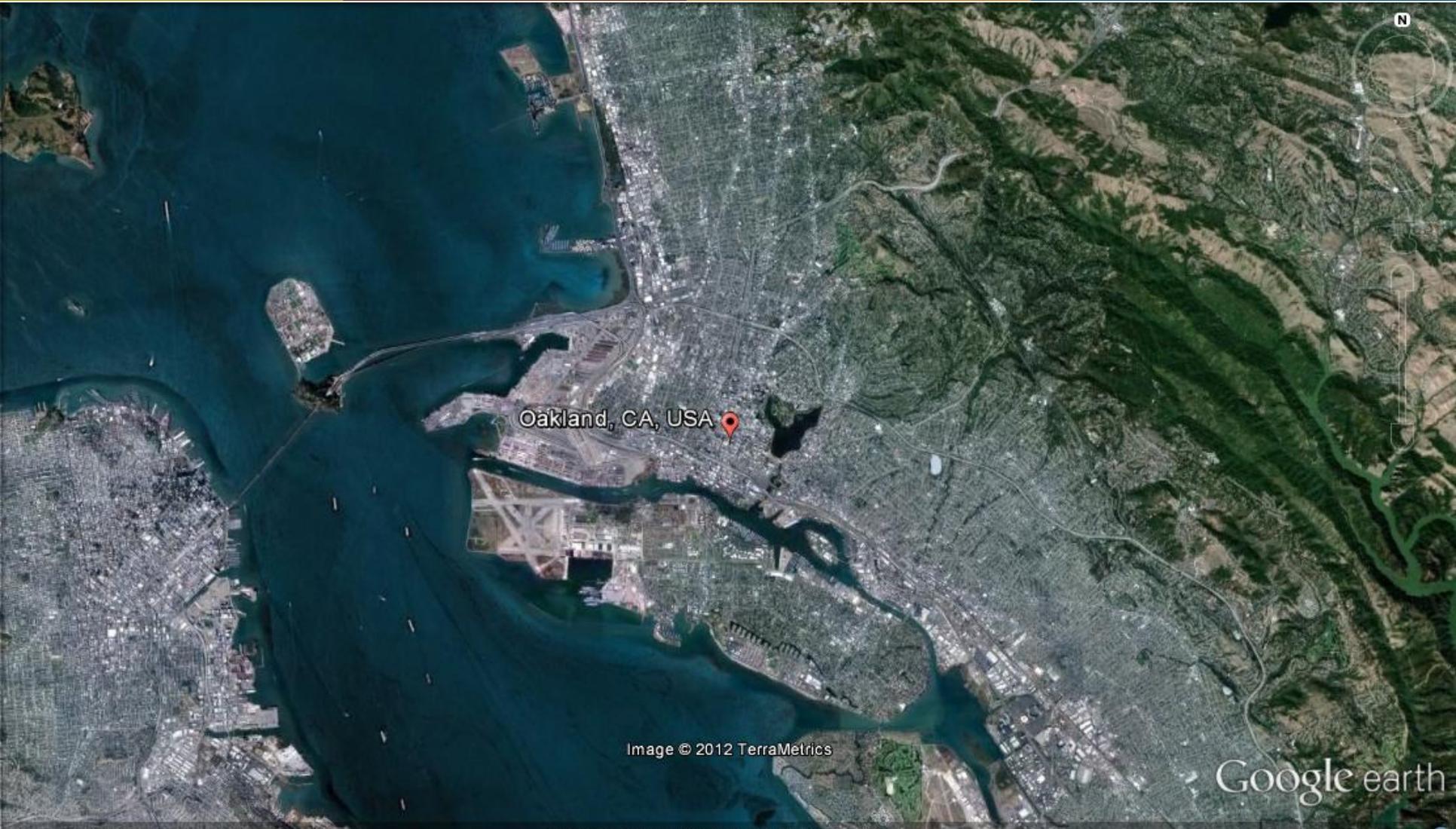


raimi+
associates
the nature of community

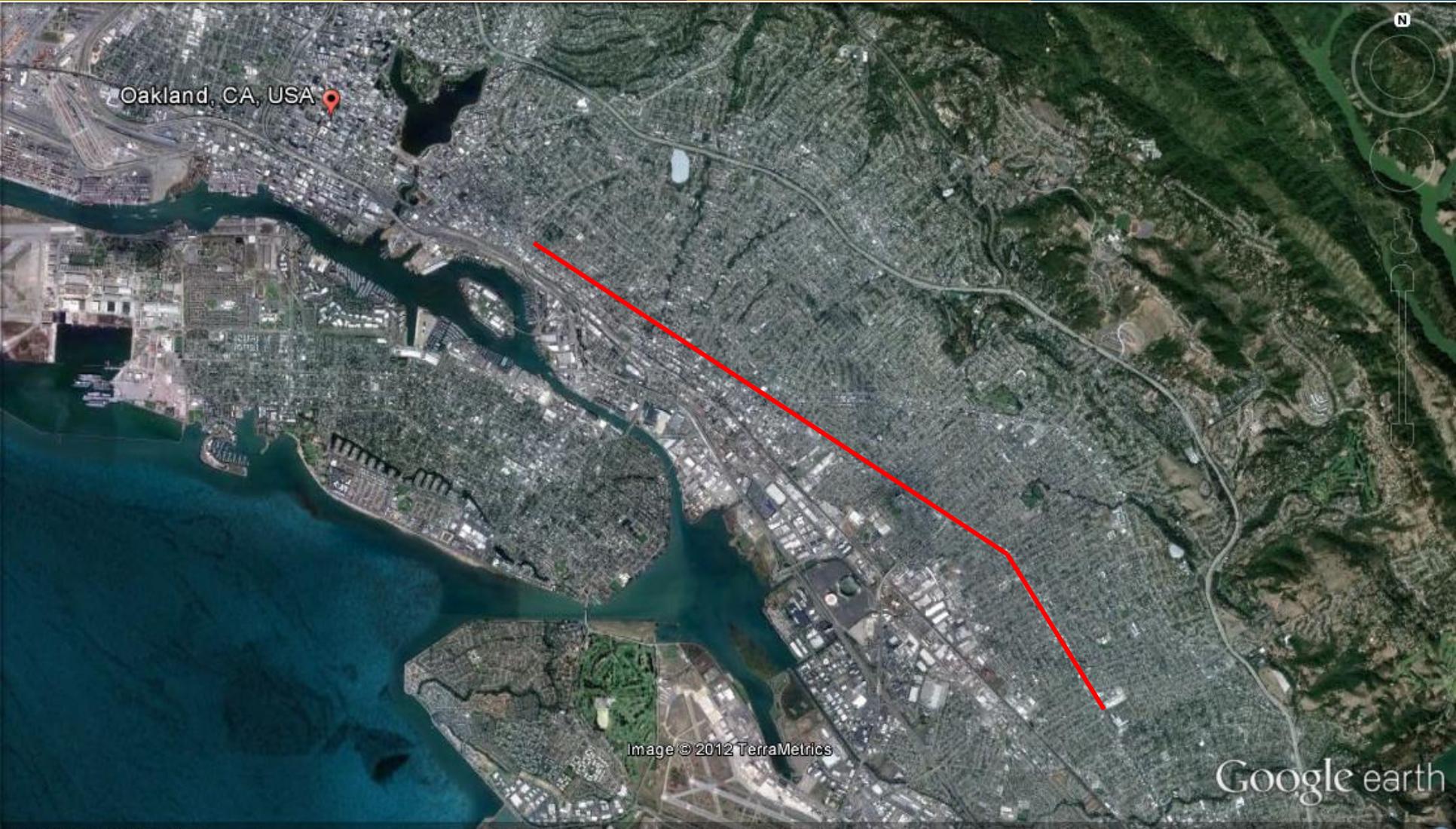
- Planning and design firm with a focus on:
 - Comprehensive planning – TOD corridors, General Plans, Specific Plans
 - Sustainability – CAPs, LEED-ND, Sustainability Plans
 - Public health – Health Elements, HIAs, predictive modeling
- Offices in Berkeley, Los Angeles and Riverside

Background

Location



Location



INTERNATIONAL BOULEVARD

TRANSIT - ORIENTED DEVELOPMENT ASSESMENT REPORT

BASE PLAN - EXISTING CONDITIONS
OAKLAND, CALIFORNIA



Plan Area

Legend

-  San Francisco Bay
-  Context Area
-  Project Area
-  Parks

0 1000 3000 5000

Project Purpose



- Examine opportunities for developing TOD Projects along International Boulevard
- Lay the foundation for implementing TOD Projects at appropriate locations
- Identify a variety of flexible & far-reaching actions to implement the TOD Plan
 - ▣ Private investment
 - ▣ Public funds over time
 - ▣ Community-based organizations

Project Team

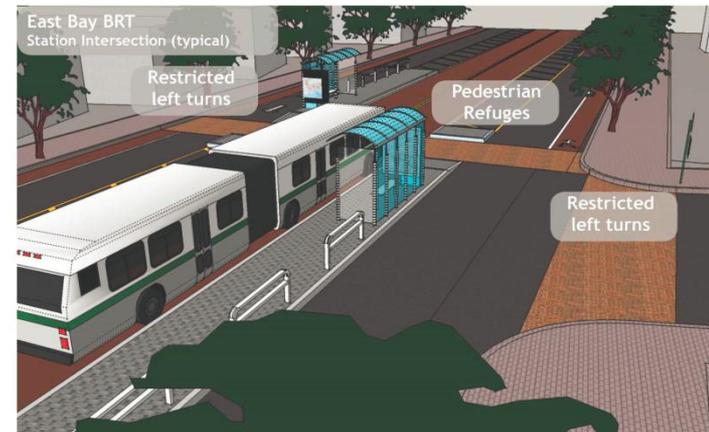
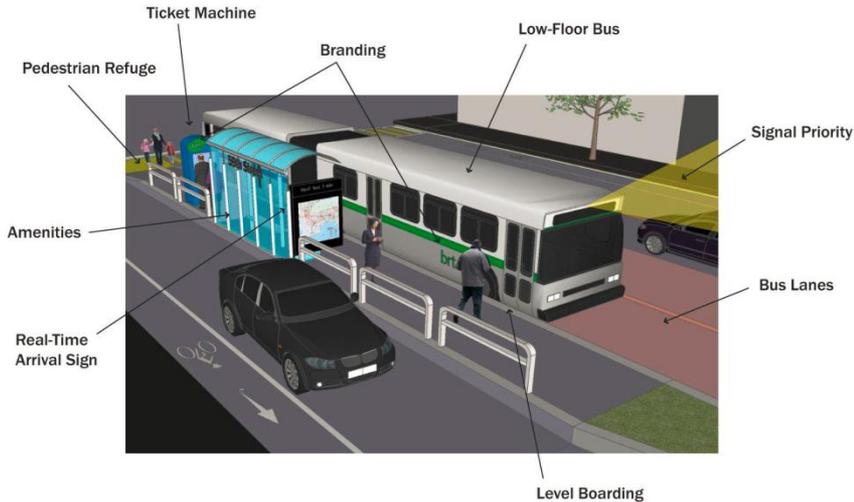
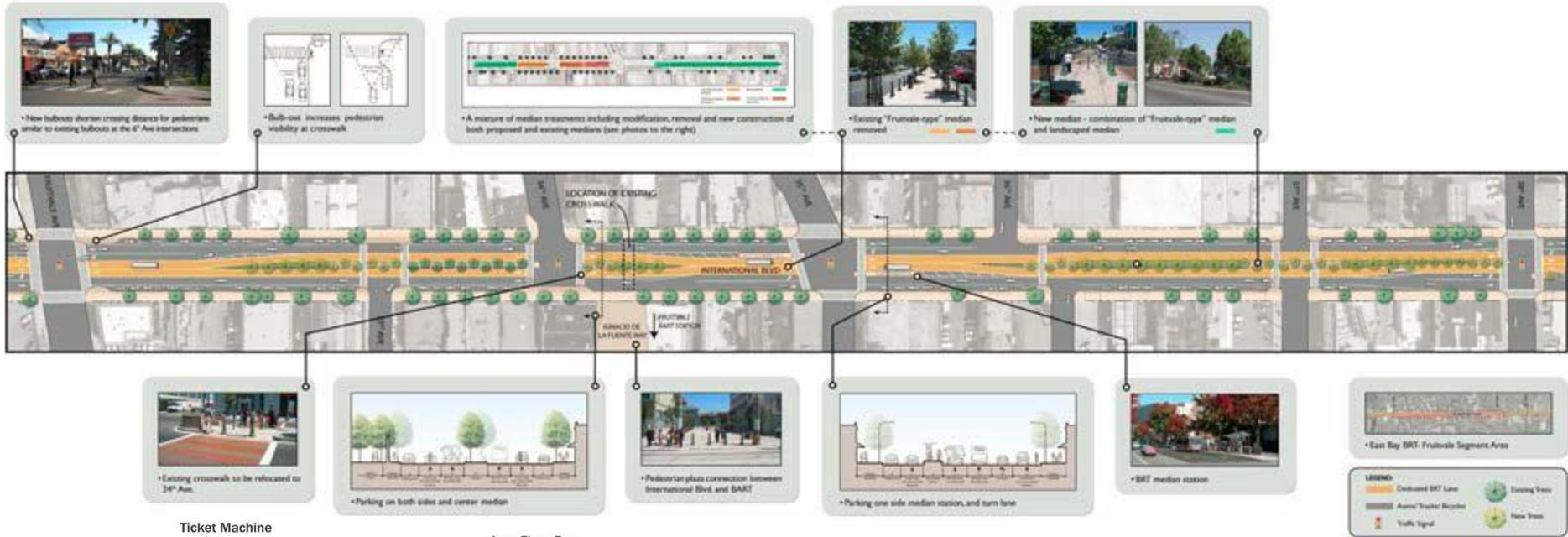


- City of Oakland (project lead)
- CalTrans
- TransForm & Oakland Community Organizations
- Consultant Team
 - Raimi + Associates (project management; land use; health)
 - Sargent Town Planning (urban design)
 - Conley Consulting Group (market, economic and housing)
 - Nelson\Nygaard (transit)
 - Dowling (traffic modeling)
- Community Advisory Committee
- Technical Advisory Committee

Existing Conditions

BRT

East Bay BRT Fruitvale Sample Segment International Blvd: Fruitvale Ave to 38th Ave



INTERNATIONAL BOULEVARD

TRANSIT - ORIENTED DEVELOPMENT ASSESSMENT REPORT

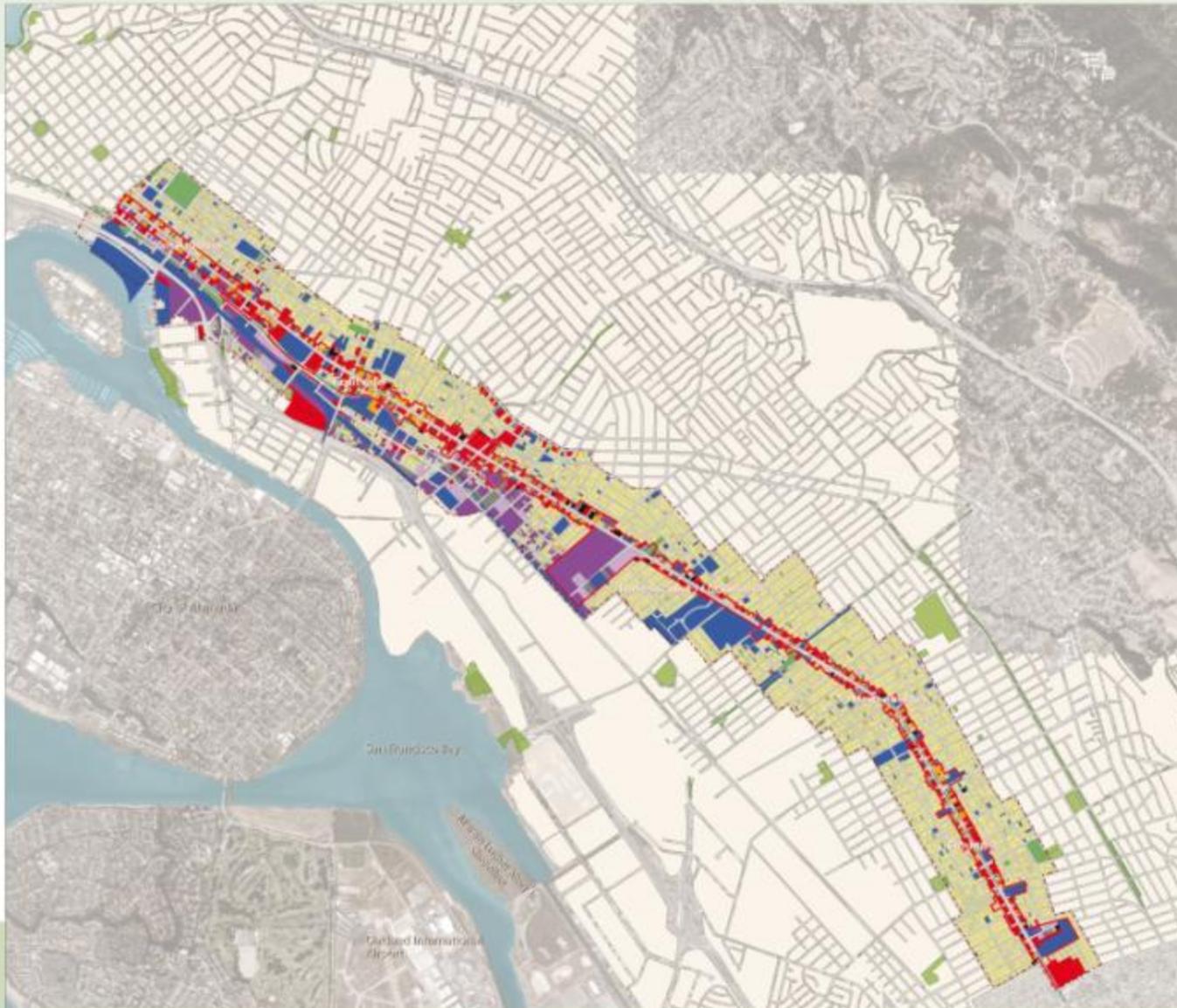
BASE PLAN - EXISTING CONDITIONS
OAKLAND, CALIFORNIA

Land Use: Existing

Legend

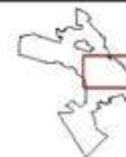
- Commercial
- Industrial
- Industrial (Light)
- Institutional
- Mixed Use
- Residential: Multi-Family
- Residential: Single Family
- Park
- Parking Lot
- Vacant
- San Francisco Bay
- Context Area
- Project Area
- Parks

0 1000 3000 5000



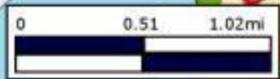
Central East Oakland

Murders and Robberies 90 Day



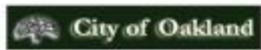
Legend

- Incidents
 - Murder
 - Robbery
- Freeways
- Major City Streets
- Water
- PARKS
- Council District
- CITY LIMITS

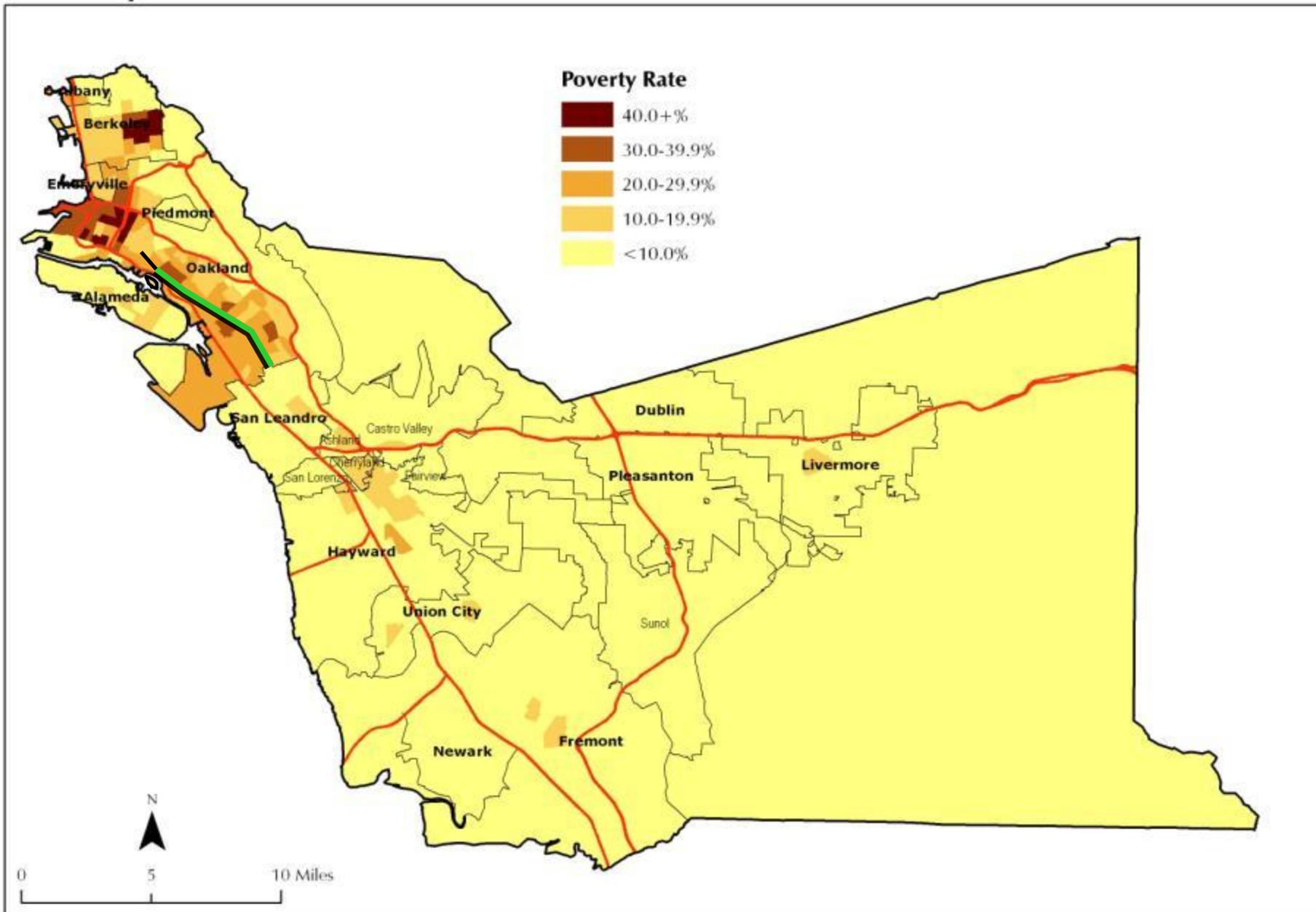


This map application does not reflect official crime index totals as reported to the FBI's Uniform Crime Reporting program. The crime icons do not reflect the exact location of any particular crime. The listed crimes are subject to change for a variety of reasons, including late reporting, reclassification of some offenses and discovery that some offenses were unfounded.

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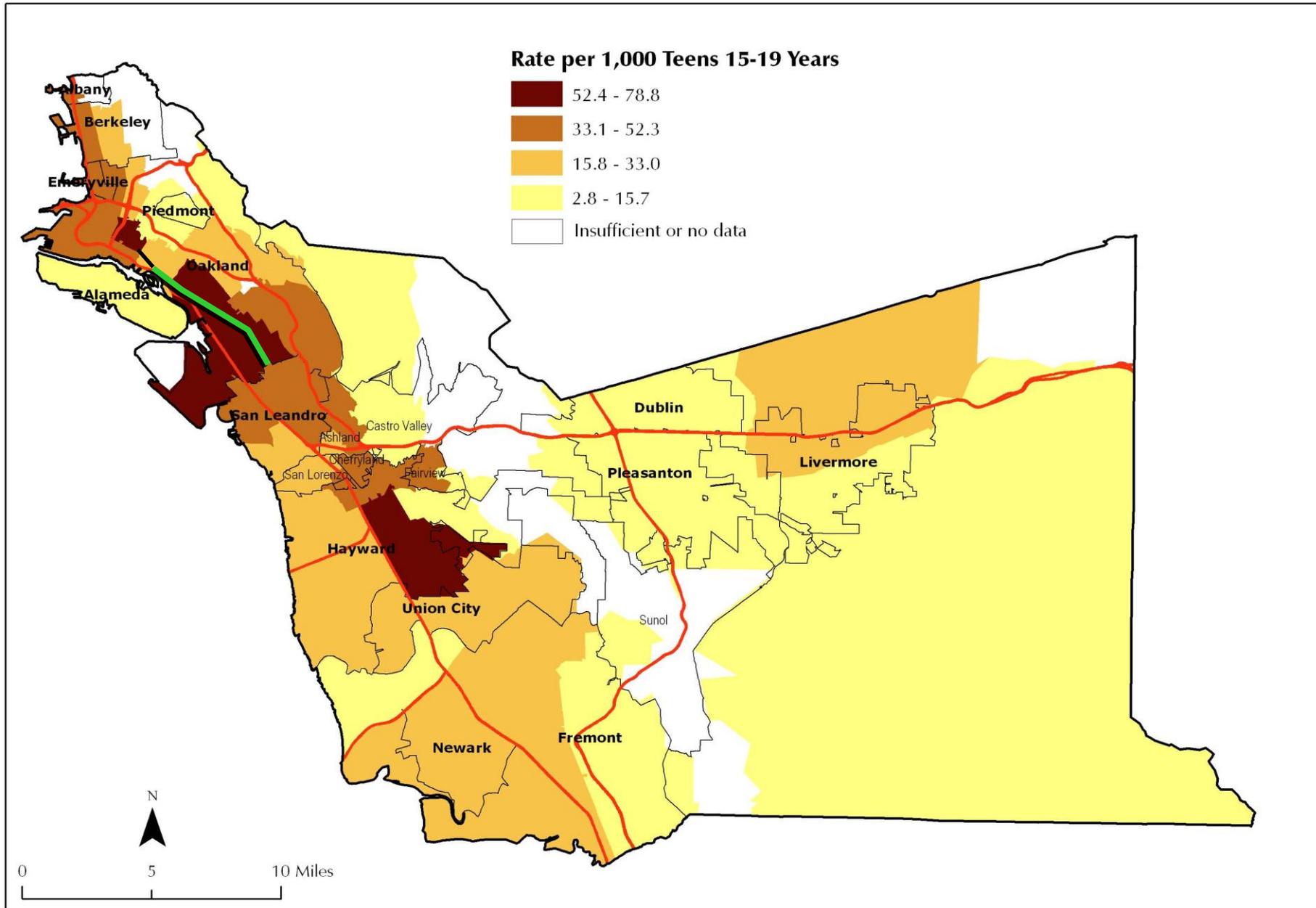


Poverty



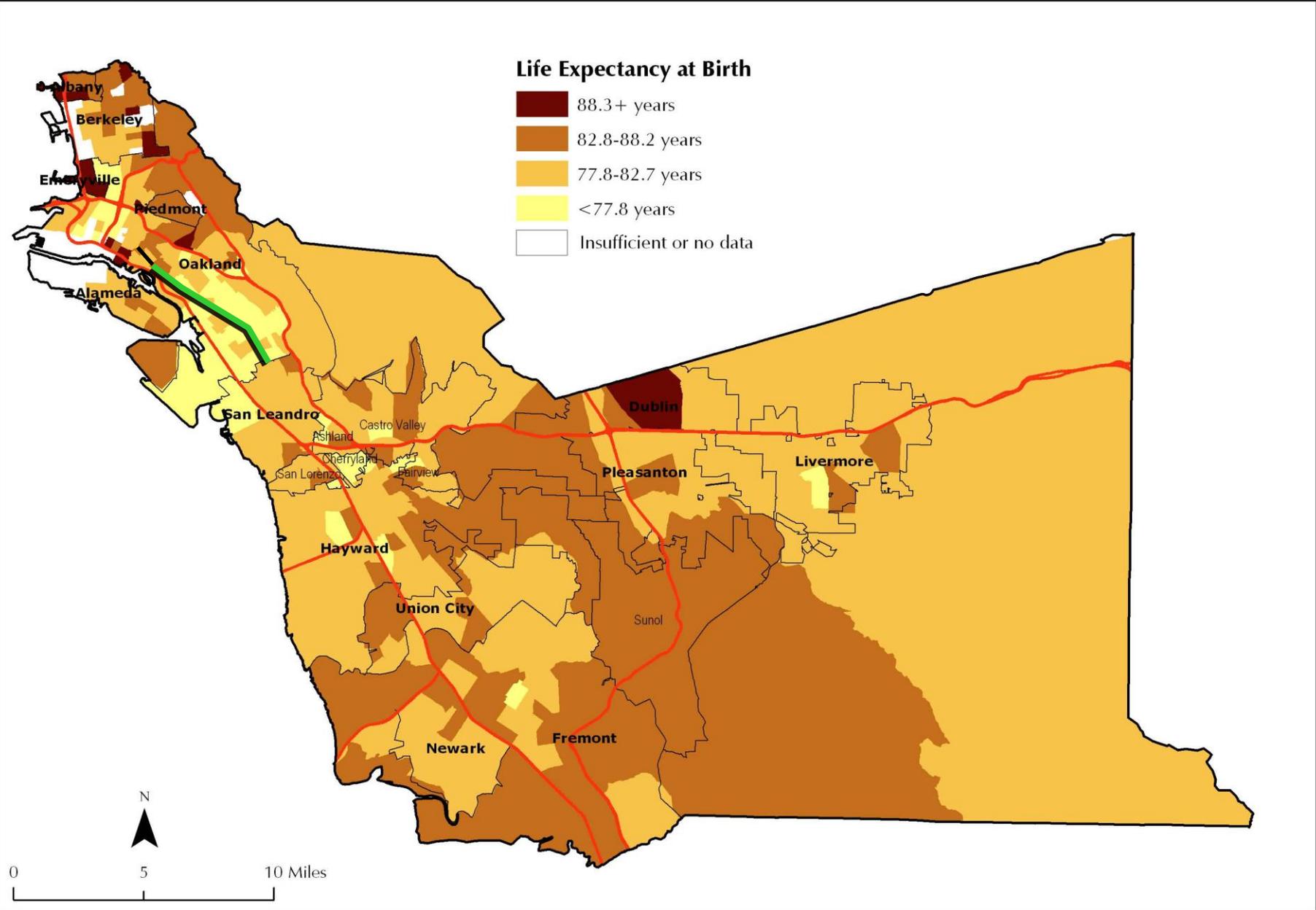
Source: CAPE, with data from Census 2000.

Teen Birth Rate



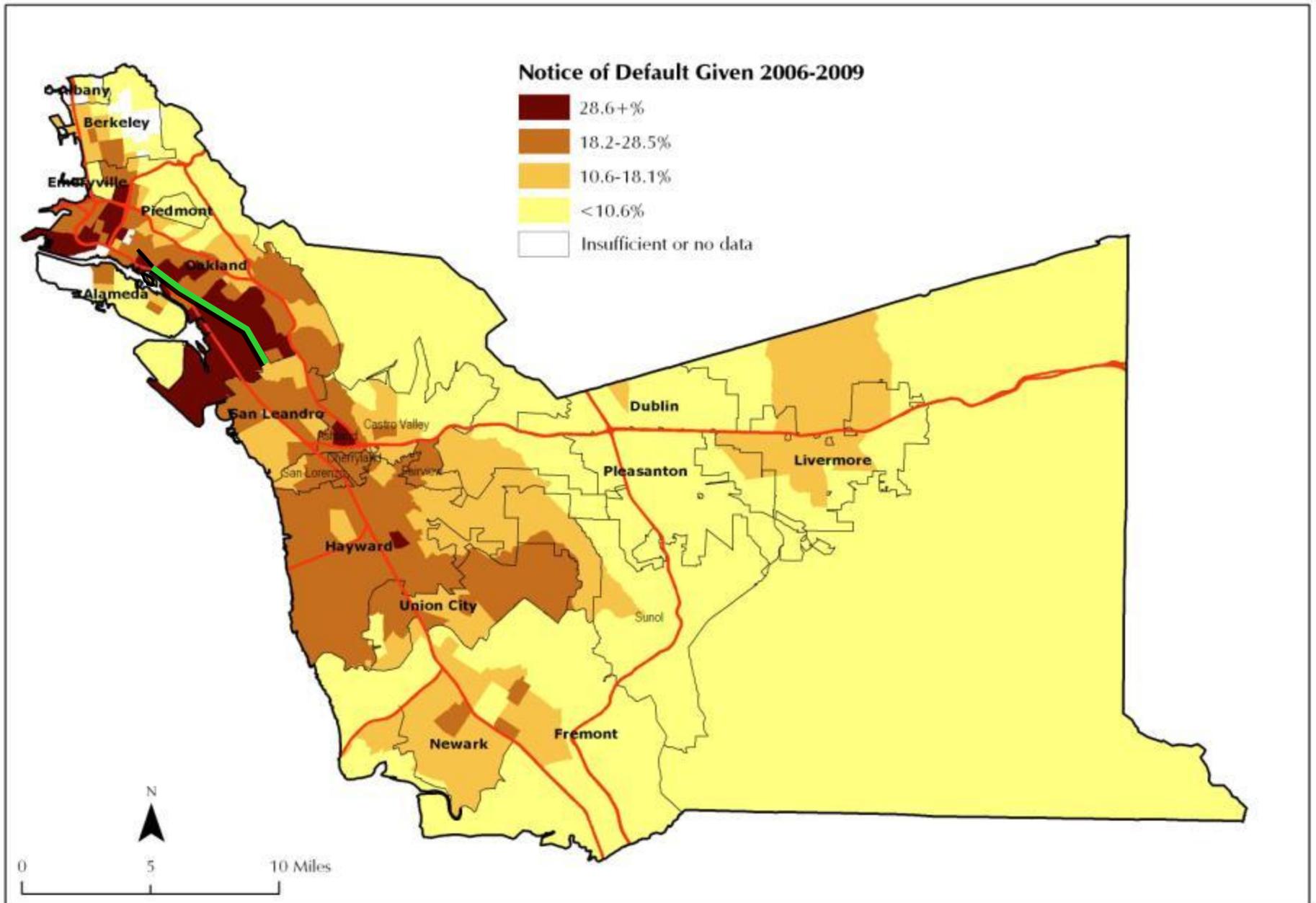
Source: CAPE, with data from Alameda County Vital Statistics Files, 2006-2008.

Life Expectancy



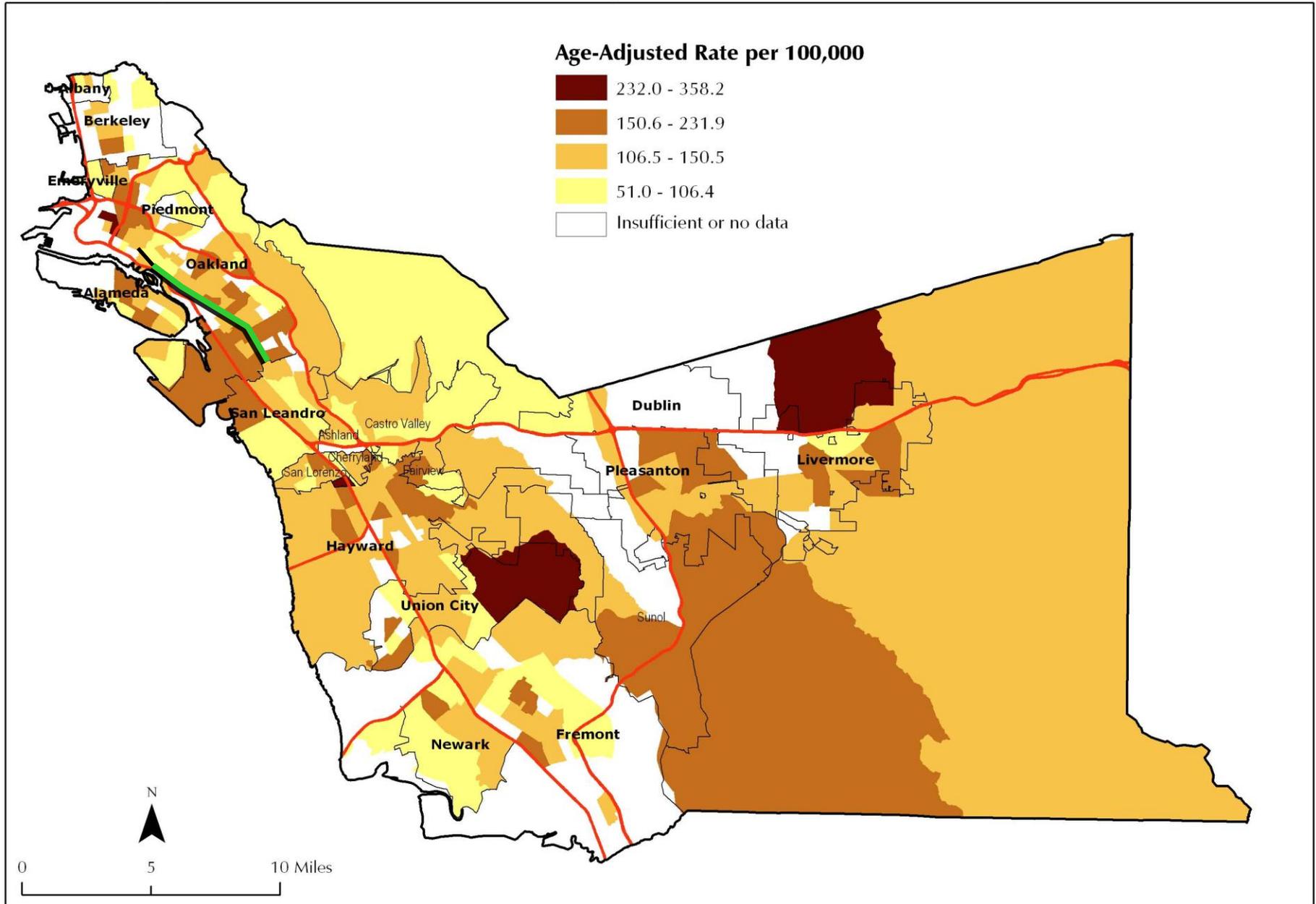
Source: CAPE, with data from Alameda County Vital Statistics Files, 2006-2008.

Foreclosure



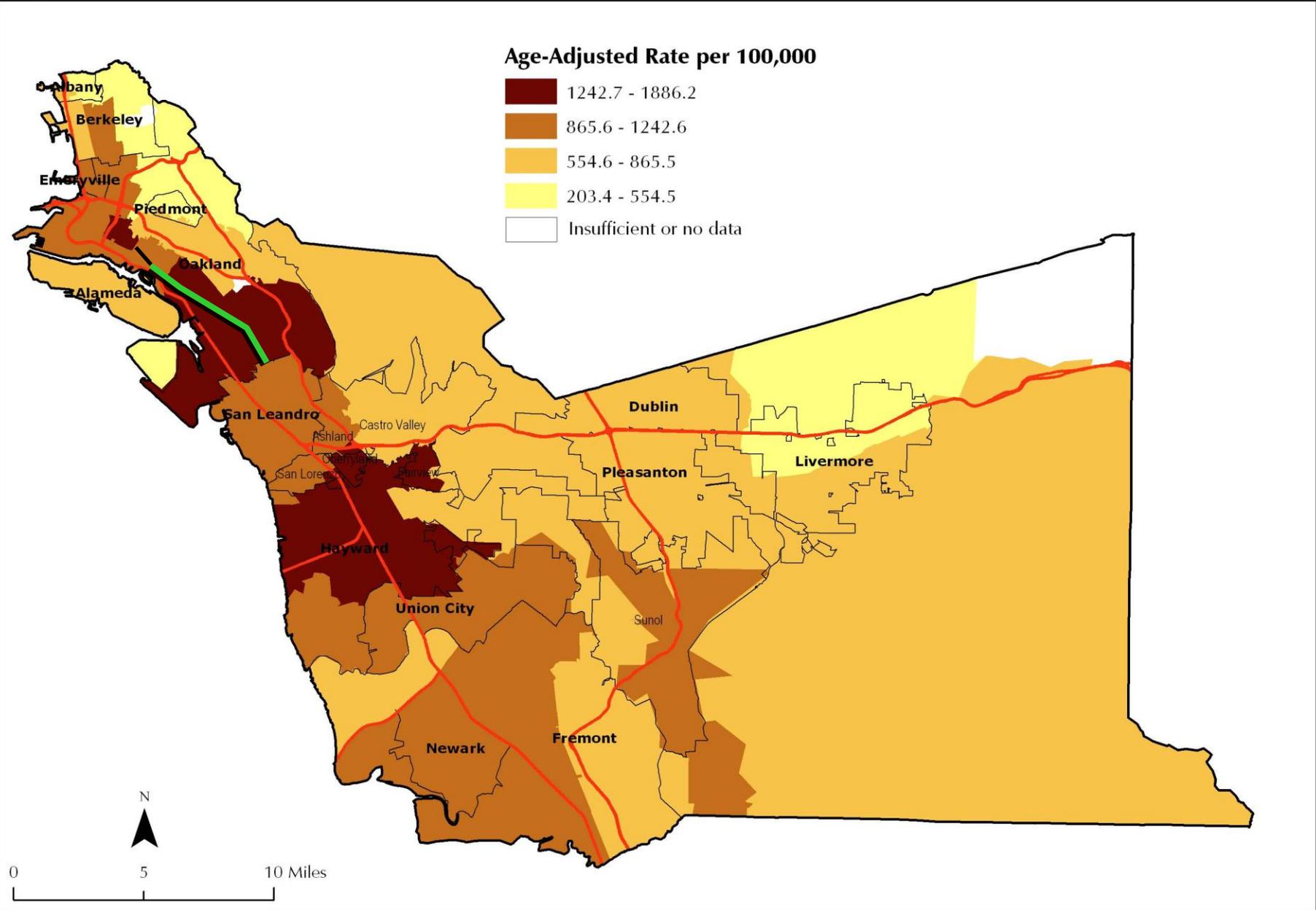
Source: CAPE, with data from ABAG, HUD, and Urban Strategies Council.

Coronary Heart Disease Mortality Rate



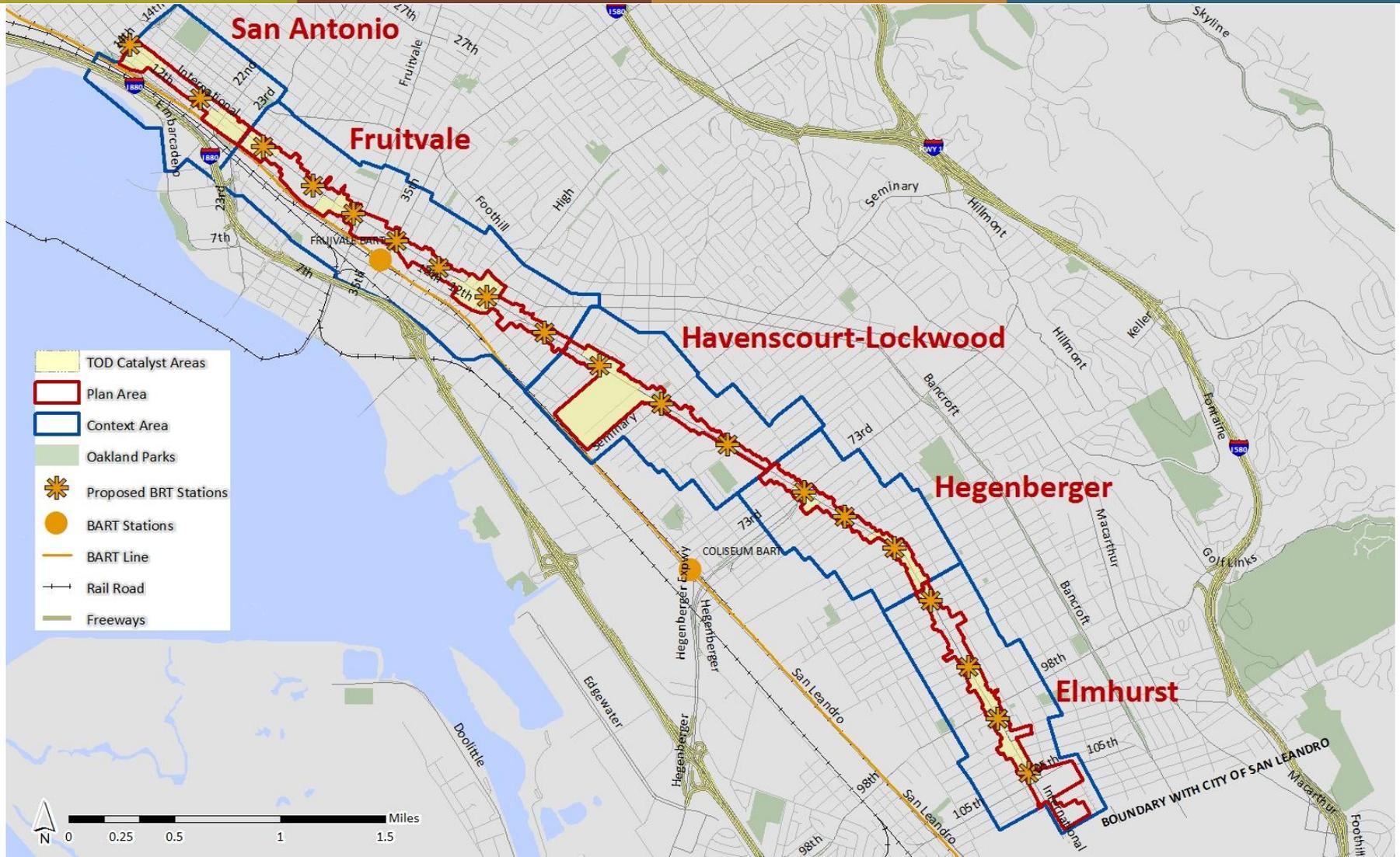
Source: CAPE, with data from Alameda County Vital Statistics Files 2006-2008.

Inpatient Diabetes Visits



Source: CAPE, with data from OSPHD, 2006-2008.

Corridor Sub-Areas



San Antonio



Fruitvale



Havenscourt-Lockwood



Hegenberger



Elmhurst

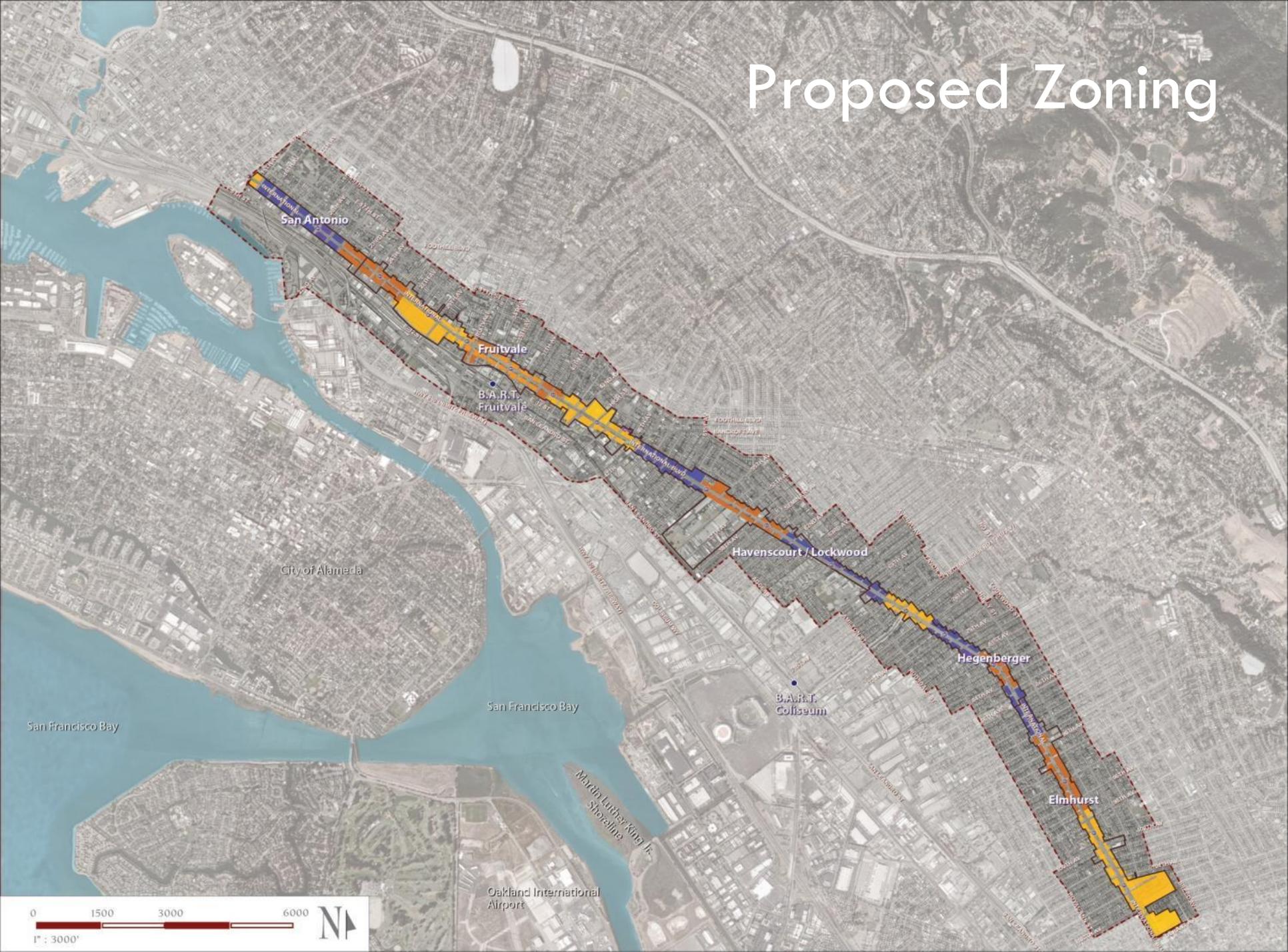


Proposed Zones



- Community Commercial (CC)
 - Larger scale ground floor commercial, residential upstairs
- Neighborhood Commercial (CN)
 - Smaller scale ground floor commercial, residential upstairs
- Urban Residential (RU)
 - Limited ground floor commercial, residential allowed on all floors

Proposed Zoning



0 1500 3000 6000

1" = 3000'



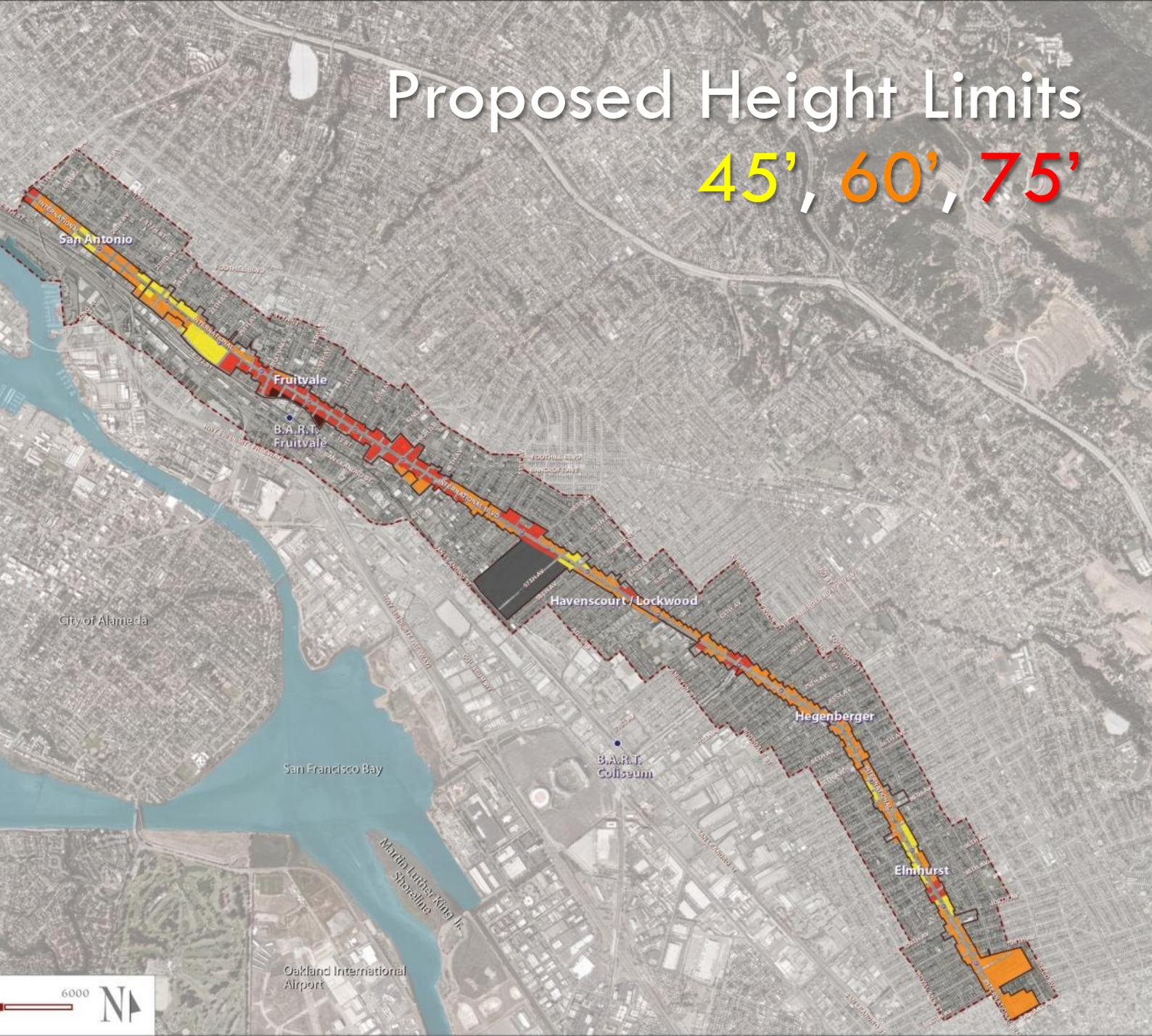
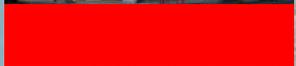
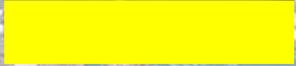
Oakland International Airport

Proposed Heights

- 35 feet – 2 or 3 stories maximum
 - Elmhurst neighborhood transition only – *not fronting International Blvd.*
- 45 feet – 3 or 4 stories maximum
 - Neighborhood transitions
- 60 feet – 4 or 5 stories maximum
 - Typical all areas
- 75 feet – 5 or 6 stories maximum
 - Major cross street nodes, and Fruitvale
- 90 feet – 7 or 8 stories maximum
 - Fruitvale Transit Village only – *not fronting International Blvd.*

Proposed Height Limits

45', 60', 75'



0 1500 3000 6000

1" : 3000'



Project Questions



- How do you engage the community along a long corridor?
- How can the plan be relevant for the community?
- Where do you focus efforts when most areas need help? How and where does change happen?
- What types of development can help transform a traditional auto-oriented corridor into a BRT corridor?
- What regulatory barriers need to be removed for development to occur?
- What does a over-worked and under-staffed City need to implement the plan?

Outreach and Participation

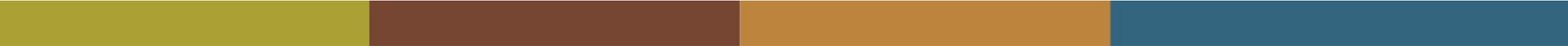
Public Process

- 5 Community Advisory Committee (CAC) Meetings
- Community Workshops
 - Workshop #1: September 2010
 - Workshop #2: October 2010
 - Workshop #3: January 2011
- 5 Focus Group meetings
- Stakeholder interviews and discussions
- Outreach to community groups
- Meetings with public agencies



Plan Structure

Plan Structure



- Introduction
- Existing conditions
- History of the process
- Vision and guiding principles
- Sub-area plans
- Design guidance
- Implementation recommendations
- Implementing the vision
- Detailed transportation recommendations

Vision and Guiding Principles

Vision



“Over time, and building on the successful implementation of AC Transit’s proposed Bus Rapid Transit (BRT) system, International Boulevard will be transformed from a forgotten regional thoroughfare with significant crime issues into a beautiful, attractive “main street” for the adjacent neighborhoods....”

Guiding Principles

1. Focused TOD as A Catalyst for Positive Change
2. A Safe and Healthy Community
3. Buildings That Support Transit and the Public Realm
4. Transportation Choices
5. Beautiful, Attractive Streets
6. Foster Jobs and Economic Development
7. Support the Neighborhoods' Need for Goods and Services
8. A Citizenry That is Engaged in Its Future
9. A Celebration of Ethnicity and Culture



TOD Development Strategies



1. Provide transit-oriented densities and mix of uses
2. Optimize development near BRT stops
3. Design buildings to provide “eyes on the street”
4. Locate buildings at or near the sidewalk with active ground-floor uses
5. Focus retail and services near TOD stops
6. Design buildings to be good neighbors
7. Provide a variety of housing opportunities
8. Integrate the public realm streetscape with adjacent ground floor uses
9. Integrate historic building scale into new development
10. Improve access from the neighborhoods
11. Minimize vehicular access from the corridor
12. Improve the visual character and pedestrian quality of buildings

Sub-Area Plans

5 Sub-Area Plans



- Existing Conditions – More detailed & sub-area specific.
- Key Issues – Lists key issues identified by the community.
- Vision – A forward-looking statement.
- Sub-Area Recommendations – Stakeholder- and community-identified strategies to help achieve the sub-area vision
- Community Priorities – Lists of the land uses and physical improvements most desired by the community for the sub-area.
- TOD Catalyst Areas – Each sub-area's TOD catalyst areas where resources should be focused

Sub-Area Visions



- San Antonio: *“a neighborhood-oriented mixed use corridor that builds on the diverse ethnicities in the San Antonio neighborhoods.”*
- Fruitvale: *“a thriving commercial corridor that will once again become the ‘second downtown’ of Oakland.”*
- Hegenberger: *evolve as a residentially-focused segment of corridor containing various social services, and supported by neighborhood-serving retail.”*
- Havenscourt-Lockwood: *“a pedestrian-oriented commercial district that provides services to surrounding residential areas.”*
- Elmhurst: *“a small-scale retail street with a significant amount of social and community services and a focus on music, arts and culture”*

TOD Locations

TOD Catalyst Areas

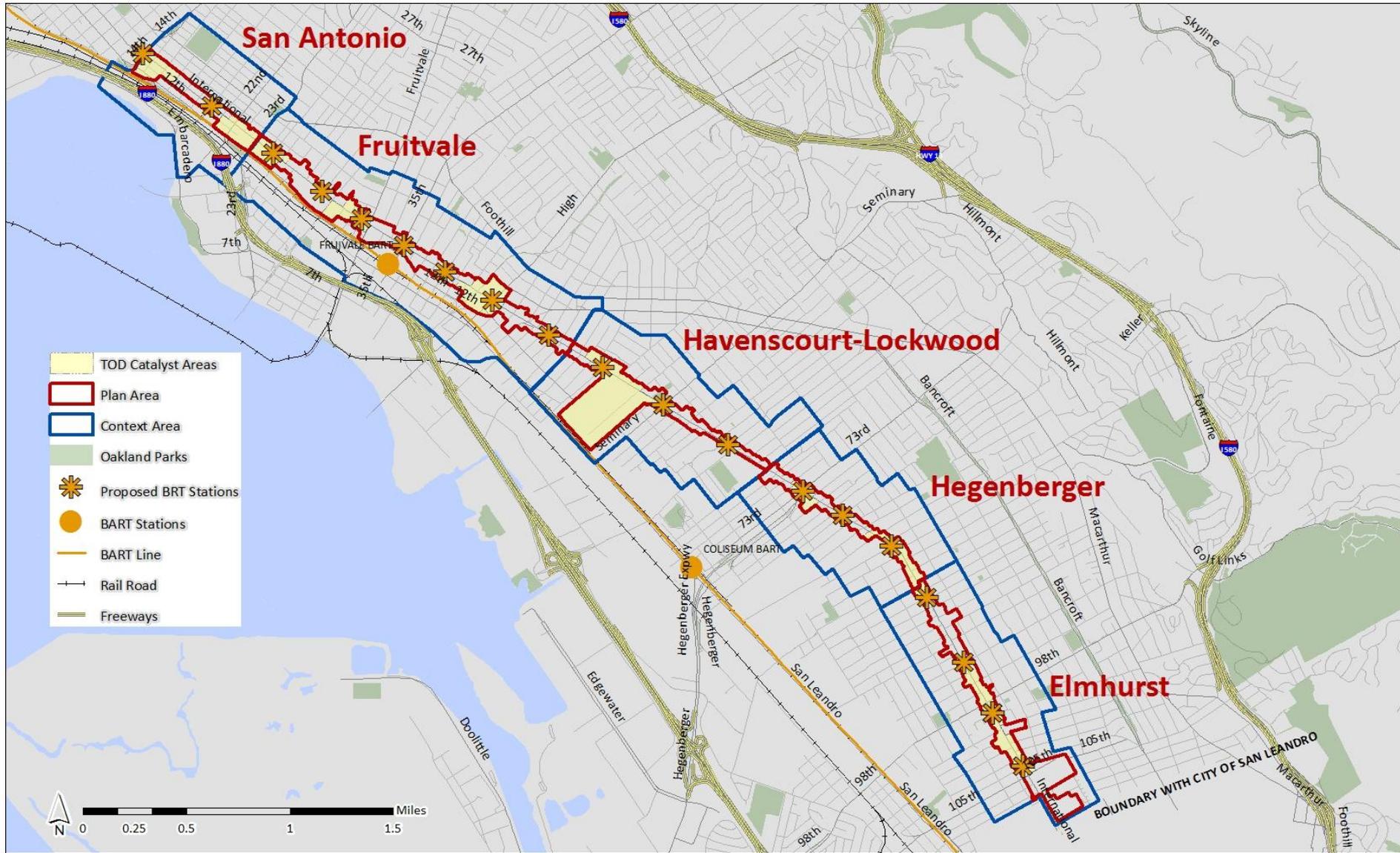
- Smaller areas within sub-areas
- Focus of initial resources
- Improvements will spread outwards from these areas along the rest of the corridor
- 8 catalyst areas identified along corridor



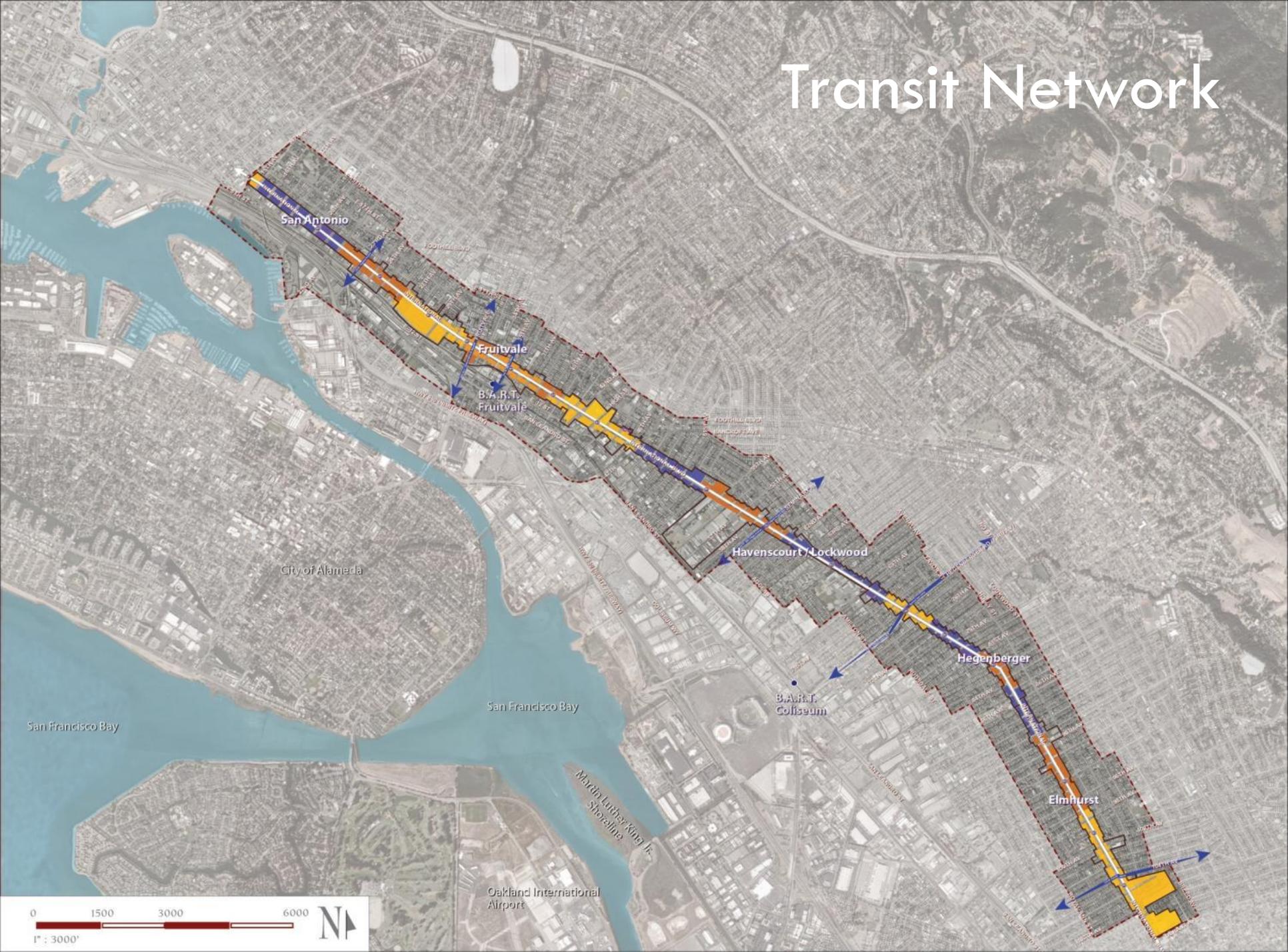
TOD Location Criteria



- ❑ Transit-availability and proximity
- ❑ Major crossroads and/or connectivity to adjacent areas
- ❑ Vacant and underutilized parcels
- ❑ Larger parcels and/or parcels under common ownership
- ❑ Close to existing community resources
- ❑ Attaching to existing/sound urban fabric



Transit Network



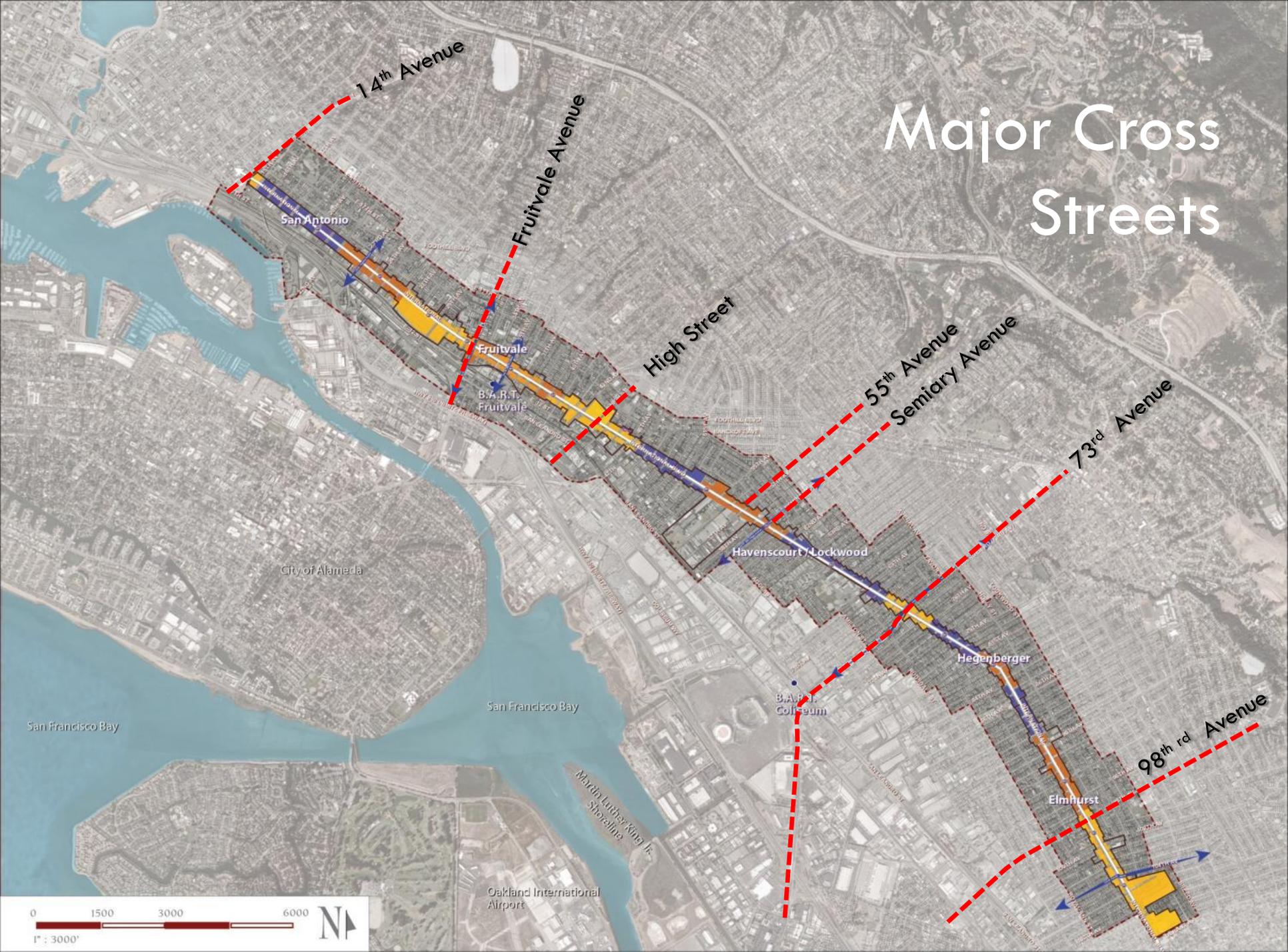
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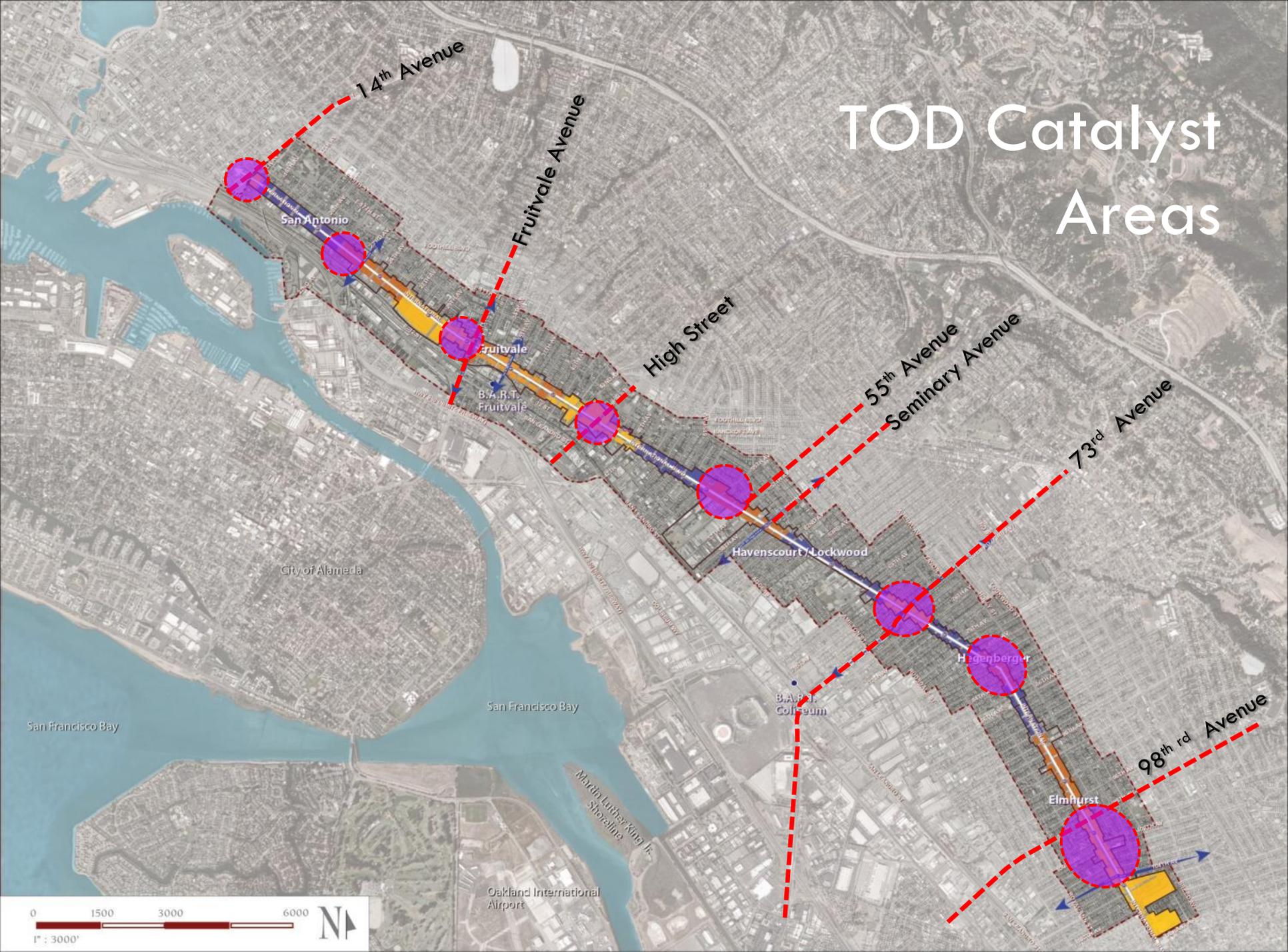


Oakland International Airport

Major Cross Streets



TOD Catalyst Areas



Development and Design Guidance



- Presents design guidance that would be appropriate for use for future development along the corridor.
 - ▣ Site Layout, Building Layout, and Walkable Streets
 - ▣ Access Parking and Service
 - ▣ Building Massing and Volume
 - ▣ Frontage
 - ▣ Open Space
 - ▣ Land Use
- Details out development and design potential for representative project sites.

Catalyst Area Site Plans – 102nd to 105th



Catalyst Area Site Plans – 80th to 84th



Catalyst Area Site Plans – High St.





Site #4 – 104th and International



Site #4 – 104th and International



Site #4 – 104th and International



Site #4 – 104th and International

“Rapid” HIA



- HIA = Health Impact Assessment
- Conducted a health impact assessment to understand health impacts/benefits of project
- Responded to most important community health issues
- Result: Combination of BRT, streetscape improvements and policy recommendations in plan can improve health and socio-economic conditions in the community

Implementation Recommendations

Implementation Recommendations



- Actions that could be undertaken to begin implementing the vision for the corridor with a focus on the TOD Catalyst Areas.
 - 15 broad recommendations
 - Corresponding implementation strategies
 - Implementation menu listing strategy, description, relative cost, timeframe, responsible party, TOD Catalyst Area-Specific or corridor-wide.

Implementation Recommendations

1. Focus resources in TOD Catalyst Areas
2. Address criminal activity
3. Improve the physical appearance of the corridor
4. Improve the pedestrian environment
5. Create clear TOD standards and guidelines
6. Streamline the environmental review process
7. Improve transit facilities
8. Improve the bicycle network
9. Create a comprehensive approach to parking
10. Manage motor vehicle traffic
11. Build partnerships and work with the community
12. Enhance job access and training
13. Recruit and promote new uses
14. Increase the availability of and access to healthy foods
15. Celebrate arts, ethnicity and culture

Focus Resources in TOD Areas (#1)

- Create TOD Catalyst Area policy
- Expand funding for Redevelopment Programs and focus in Catalyst Areas
- Target affordable housing funds
- Acquire vacant properties
- Identify contaminated sites and pursue funding for remediation



Improve the Physical Appearance (#3)

- Build the BRT or other transit
- Expand the façade improvement program
- Make streetscape improvements in TOD Catalyst Areas
- Expand graffiti abatement
- Clean streets and sidewalks regularly
- Create a “Clean Community” Education Program



INTERNATIONAL BOULEVARD AT 98TH AVENUE - PROPOSED

Top Priorities



1. Continue the IBCAC and IBTAC
2. Undertake stabilization efforts focused on crime, prostitution and liquor stores
3. Implement the BRT and/or streetscape improvement efforts
4. Target funding programs to the TOD Catalyst Areas
5. Codify the vision and recommendations in the TOD Plan
6. Pursue funding to implement the Plan

Results



- Community came together to share a common vision
- BRT was approved by the City Council
- City of Oakland received \$1M in Prop 84 funds to implement plan
- Awarded a grant from US EPA for a LEED-ND neighborhood assessment
- CAC has continued to meet and implement the plan
- Several development projects starting to move forward

Conclusion

Lessons Learned



- Be realistic about growth and change along the corridor – don't expect mixed use along the entire length of the corridor
- Make the plan relevant for the community – structure a community conversation then listen
- Capitalize on unique qualities of different sub-areas – one size does not fit all
- Recognize that each neighborhood might not get everything that it wants
- Focus public resources in areas that are likely to change
- Be opportunistic
- Craft the plan to leverage additional resources – make the plan both a planning *and* a marketing tool

For Additional Information

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