

# **The Oakland Sustainable Neighborhoods Initiative For International Boulevard**

A Place-Based, Public-Private Partnership  
to Promote Equitable Transit Oriented Development  
Along International Blvd BRT Corridor

October 23, 2013  
Rail-Volution

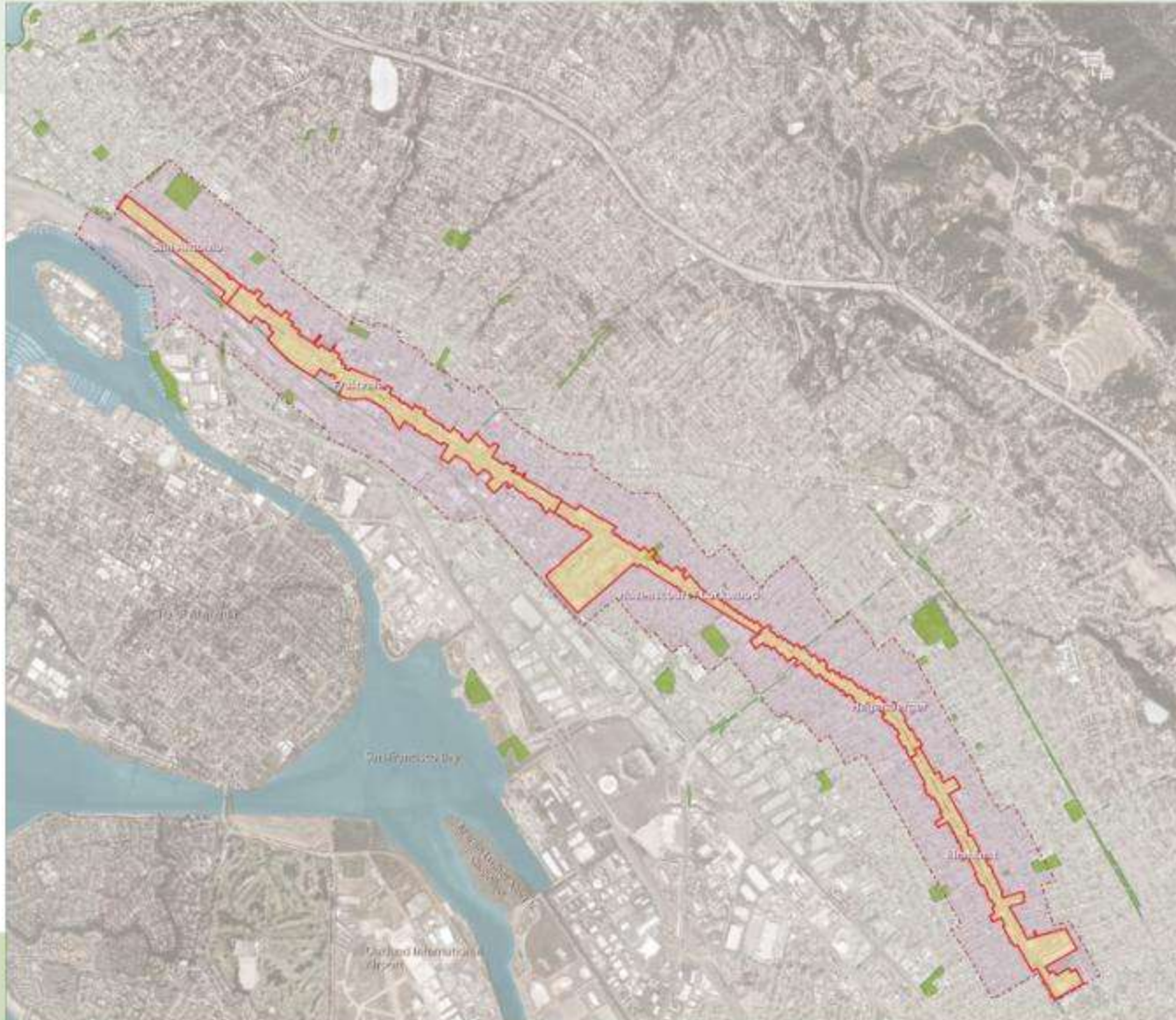
Joël Ramos  
Regional Planning Director



# 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



# East Bay BRT, International Blvd., Oakland CA

BRT IMPROVEMENTS



CURRENT CONDITION



# Award Winning Engagement & Participation

- Partnership with community groups
- Community Advisory Committee (CAC) Made up Non-Traditional Leaders
- Tri-Lingual Community Workshops
- Focus Group meetings
- Stakeholder interviews and discussions
- Meetings with public agencies





# 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



# International Blvd. TOD Plan

- Identify a long-term vision for International Blvd.
- Examine opportunities for developing TOD Projects along International Boulevard
- Lay the foundation for implementing TOD Projects at appropriate locations (Catalyst Sites) along the corridor
- Identify a variety of policies to attract and guide investment on the heels of BRT



# 57<sup>th</sup> & International Today





# 57<sup>th</sup> Ave. & International Blvd. Vision





# 81<sup>st</sup> and International Today



# 81<sup>st</sup> and International Blvd. Vision



104<sup>th</sup> Ave. & Int'l Blvd. Existing Condition



104<sup>th</sup> Ave. and International Vision



# Barriers To Successful, Equitable TOD on BRT Corridor

Competition with BART (metro) Sites

Ad Hoc Partnership Between City, Community and Transit Agency on BRT:

- City: BRT is “just” a way to improve public Infrastructure
- Transit agency sees BRT as “just” a transportation improvement

Limited Funding to Protect Existing Businesses from BRT Impacts

Prepare for Construction

Survive Through “ “

Thrive After “ “

Lack of Good Affordable Housing Strategy

Weak Rent Control, Condo Conversion and Tenant Protections

No Funding for New Affordable Housing

Weak Affordable Housing Requirements (no inclusionary)

Past Dis-investment along corridor

# Opportunities For Successful, Equitable TOD

## \$178M BRT Project

Fast, Frequent, Reliable Transit Service

New public infrastructure, streets, crosswalks, lighting, trees

Public Art

## \$400K IBTOD: International Blvd. TOD Plan (Community Driven)

Vision for what community would welcome

Policy Recommendations to attract investment

## Oakland Sustainable Neighborhood Initiative (OSNI): \$1M, 3-year CA Strategic Growth Council Grant for Implementation

Leveraged \$400K for Community Groups

-The CA Endowment

-The Great Communities Collaborative

Community Planning Leaders (Resident Leadership)

Transportation Working Group (BRT Design, Parking Benefits

District)

Housing Work Group (AH Policies, Tenant Protections)

Economic Development Group (Business Support, Catalyst

# Thank you!



Joël Ramos

[Jramos@TransFormCA.org](mailto:Jramos@TransFormCA.org)

510-760-8637 ext. 318

