Process

• Led by Jeffrey Tumlin, Nelson\Nygaard; Dena Belzer, Strategic Economics; Tim Rood, Community Design + Architecture

• Support from City of Oakland, BART, MTC, ABAG

• 35 participants from all disciplines, all over country

• Intent: Show how to plan in real time, with many disciplines, on tight timeline

• Process: Walking tour, presentations, four hours of working in small groups, critique and consensus
Project Area Goals

Goals:

• Increased transit ridership and revenue
• New housing for residents of a mix of incomes, and avoided displacement of existing residents
• Safer, more walkable streets
• A vibrant, 24-hour neighborhood with a full array of local retail
• Thriving institutions integrated into their surrounding neighborhood
• Reduced automobile dependency and Vehicle Miles Traveled
Issues

Lake Merritt BART Station Area

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TOD Marketplace - Lake Merritt BART Station
Jeffrey Tumlin – Rail-Volution 2008
Issues

¼ mile radius of Station
1. Restore sidewalks.
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2. Fix the streets
2. Fix the Streets
3. Manage parking:
   • Set correct price
   • Invest revenue in improvements
4. Close the freeway gap
5. Connect to assets:
   • Theater
   • Courthouse
   • Museum
   • Laney College
   • Chinatown
   • Lake
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6. Create a Center
7. Rethink the Parks
8. Increase intensity and activity
9. Preserve Scale
10. Seek leadership and openness among institutions
11. Celebrate
For More Information

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