

# DRAFT GOALS & OBJECTIVES:

## **Complete Communities**

Partner to ensure BART contributes to neighborhood/district vitality, creating places offering a mix of uses and amenities.

Transit-Oriented Development at Lake Merritt BART

### ***Lake Merritt Specific Plan***

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- Ensure opportunities for effective community participation by all stakeholders.
- Promote development on the Lake Merritt BART blocks that acts as a catalyst project that creates an active neighborhood hub and serves as part of activated spines along 8th, 9th, and Oak Streets, connecting the heart of Chinatown, the Lake Merritt BART Station, and Laney College.
- Establish a sense of place and clear identity...as a cultural and community anchor and a regional destination.
- Preserve, celebrate, and enhance the historic cultural resources and heritage of Chinatown -- recognize, incorporate, and reflect Chinatown's historic role in the redevelopment of key publicly owned blocks near the Lake Merritt BART Station.
- Promote a more diverse mix of uses... that activate the area as a lively and vibrant district.
- Accommodate improved open spaces, new housing, more jobs and retail, improved BART access.
- Build on the existing urban fabric and further promote high density and mixed-use building design that promotes active and safe spaces.

### ***BART Objectives***

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- Develop a catalytic project that is equitable and reflective of community goals.
- Work with the community to activate the area and seek uses that will address retail, service, and other community needs.

### ***Other Objectives***

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## DRAFT GOALS & OBJECTIVES:

# Sustainable Communities Strategy

Lead in the delivery of the region's land use and transportation vision to achieve quality of life, economic, and greenhouse gas reduction goals.

Transit-Oriented Development at Lake Merritt BART

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- Attract development of new office and business space that provide jobs and promote economic development.
- Promote more businesses near the Lake Merritt BART Station to activate the streets, serve neighborhood, and increase the number of jobs. Attract and promote a variety of new businesses.
- Support local and/or targeted hiring for contracting and construction jobs.
- Establish high-quality, distinctive, and green urban design proposals, standards, and/or guidelines.
- Promote green and sustainable design.
- Promote high intensity development on the BART-owned blocks to support transit-oriented development.

### ***BART Objectives***

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- Aim for a mix of high-density office and residential uses. Lake Merritt is one of BART's best opportunities to build high rise office and residential development. Increasing density at a well-connected station with minimal need to drive to goods and services will help reduce regional greenhouse gas emissions and congestion.
- Minimize private parking provision to minimize vehicle trip generation, while still building a market feasible project. Reduced parking will be paired with demand management measures such as transit passes, bike share passes and other strategies in order to ensure residents can still meet their transportation needs without owning a car.

### ***Other Objectives***

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# DRAFT GOALS & OBJECTIVES:

## **Ridership**

Increase BART ridership, particularly in locations and times when the system has capacity to grow.

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- Increase walk, bike, and transit trips.

### ***BART Objectives***

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- Development must result in a net gain in riders for BART. Ensure development is dense enough to replace riders lost by elimination of park and ride. Ensure uses generate riders.
- Address BART's capacity concerns by increasing riders where and when BART has capacity (off-peak and reverse commute). Office development in Oakland is critical to meeting this goal.

### ***Other Objectives***

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## DRAFT GOALS & OBJECTIVES:

# Value Creation & Value Capture

Enhance the stability of BART's financial base by capturing the value of transit, and reinvesting in the program to achieve TOD goals.

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### ***Lake Merritt Specific Plan***

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- Support BART... in redeveloping prime publicly-owned blocks around the Lake Merritt BART Station. Development... should be approached as a catalyst to stimulate development in the larger area.

### ***BART Objectives***

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- Generate long-term ground lease revenue to support BART operations.
- Capture value of all development in area to support community investment. Consider value capture mechanisms such as an improvement district to support investments in the neighborhood.

### ***Other Objectives***

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## DRAFT GOALS & OBJECTIVES:

# Transportation Choice

Leverage land use and urban design to encourage non-auto transportation choices both on and off BART property, through enhanced walkability and bikeability, and seamless transit connectivity.

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### *Lake Merritt Specific Plan*

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- Expand, preserve, and strengthen the neighborhood's access to public transit, walkability, and bicycle access.
- Work with BART to eliminate their parking replacement policy for the Lake Merritt Station. Improvements to pedestrian, bicycle, bus access to the BART station will ensure that no ridership is lost
- Reduce parking minimum requirements in the entire Planning Area.
- Activate and enhance pedestrian-oriented spines along 8th & 9th Streets, connecting Laney College, BART, and the heart of Chinatown. This includes ground floor commercial with retail and commerce, enhanced transit plazas, improved streets and sidewalks, community facilities, wayfinding and signage, cultural markers and gateway features.
- Make the BART station a multimodal hub. Improve bicycle access, bus shelters and passenger drop off areas. 8th Street in particular is a critical transit corridor and curb use should be managed accordingly.

### *BART Objectives*

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- Do not replace BART park and ride spaces. Offset loss of BART parking with investments in other access modes; work with the City of Oakland, AC Transit, and others to encourage alternative transportation.
- Ensure station infrastructure needs are taken into account. Long term transit needs, including station entrances, vertical circulation, AC Transit bus operations, and other infrastructure needs must be addressed to ensure a successful TOD project.

### *Other Objectives*

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## DRAFT GOALS & OBJECTIVES:

# Affordability

Serve households of all income levels by linking housing affordability with access to opportunity.

Transit-Oriented Development at Lake Merritt BART

### ***Lake Merritt Specific Plan***

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- Encourage between 15 percent to 27 percent of all new housing units in the Plan Area to be affordable including both units in mixed income developments and units in 100 percent affordable housing developments.
- Accommodate and promote new rental and for sale housing within the Plan Area for individuals and families of all sizes and all income levels (from affordable to market rate housing).

### ***BART Objectives***

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- Developer will be required to build a minimum of 20% of units as affordable housing. BART will allow for mid-rise development (7-8 stories) for affordable housing project components.

### ***Other Objectives***

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