

STATION #1

PURPOSE STATEMENT

The Telegraph Avenue Complete Streets Implementation Plan will design Telegraph Avenue to be a better street for walking, bicycling, riding transit, and driving between 20th and the Berkeley border, with a focus on the area south of 57th Street.

In its current state, Telegraph Avenue has safety challenges for all users, including speeding, a lack of space for bicyclists, inadequately-sized bus stops, difficult pedestrian crossings, and public safety concerns. Addressing these issues is critical to enhancing the economic vitality of Telegraph Avenue neighborhoods, including Uptown, KONO and Temescal.

A redesign of Telegraph Avenue must improve the safety and accessibility of all modes, make the street more comfortable and enjoyable for walking and bicycling, and balance the needs and convenience of all users. The project will consider not only through-travel but also access to the businesses, residences, restaurants, and gathering spaces that make Telegraph Avenue a great destination.

The Complete Streets Implementation Plan will use an extensive outreach process including surveys, stakeholder interviews, and public meetings to create a design that meets the community's needs. When completed in late 2014, the Plan will provide a long-term design concept for the corridor, as well as a funding and phasing plan with near-term action items that the City can pursue immediately.

PUBLIC OPEN HOUSES — OBJECTIVE

The City of Oakland is soliciting community feedback on location-specific and corridor-wide issues along Telegraph Avenue, and the preliminary Roadway Design Options that have been developed to address them.

Please complete an Open House Comment Card!

The project team will use your community input to determine the direction for a Preferred Corridor Concept.

TOPICS THAT PLAY A ROLE IN MAKING A GREAT STREET

The following topic areas are featured in the open house exhibits — we want to hear your opinion about them!



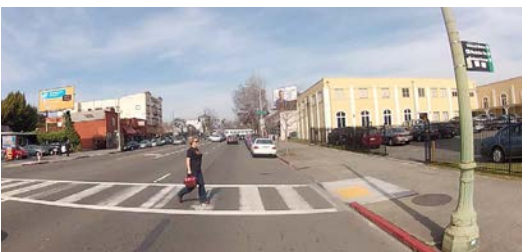
USER CONFLICTS



BUSINESS VITALITY



STREET LIFE



CROSSING SAFETY



BIKE FACILITIES



BUS STOPS



EXCESS ROADWAY CAPACITY



PARKING



TRANSIT SERVICE



CONGESTION



ACCESSIBILITY



PLACEMAKING



LOADING

OPPORTUNITY FOR ECONOMIC GROWTH

STRENGTHEN TELEGRAPH AS A DESTINATION

Complete Streets can help Telegraph Avenue's on-going transformation from a place people just want to **get through** to a place they want to **get to**.

INCREASE RETAIL VISIBILITY AND SALES VOLUME

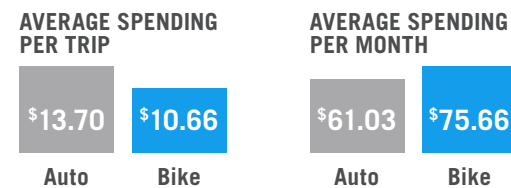
Complete Streets encourage more people to walk and ride bikes for everyday trips. When people walk and use bikes for errands, they're the ideal kind of retail customers: locals and regulars.

BIKE SHOPPING: SMALLER TRIPS, MORE VISITS

People who arrive to a business on bike spend less per visit but visit more often, resulting in more money spent overall per month.¹²

In Portland, OR, people who traveled to a shopping area by bike spent 24% more per month than those who traveled by car.

Studies found similar trends in Toronto and three cities in New Zealand.



GROW BUSINESS WITHOUT GROWING CONGESTION

Complete Streets allow economic growth without creating debilitating congestion by providing convenient and safe non-auto transportation options.

- Economic growth without congestion growth
- For every one car parking space, you can fit six bicycles

SMALLER PARKING SPACE, MORE VALUE

19 cents: retail revenue per hour per square foot of on-street auto parking.
69 cents: retail revenue per hour per square foot of bike parking.¹³

Melbourne, Australia, 2008



Telegraph Avenue
Showing bicycle corral at 48th Street in previous red zone

CASE STUDY: NEW YORK CITY, NINTH AVENUE (W. 23RD STREET TO W. 31ST STREET)

- **Conditions before:** A 70'-wide, one-way roadway with four travel lanes and curbside parking on both sides.
- **Approach to change:**
 - Installed a parking-protected bike lane and left turn lanes
 - Dedicated vehicular turn lanes and separate bicycle signals added at all cross streets
 - Landscaped pedestrian safety islands added to reduce crossing distances and enhance the corridor's aesthetics
- **Conditions after:** Local businesses were complemented by a greener streetscape, shorter crossings and a reduction in injuries.
- 9th Avenue improvements reduced injuries for all street users by 58%



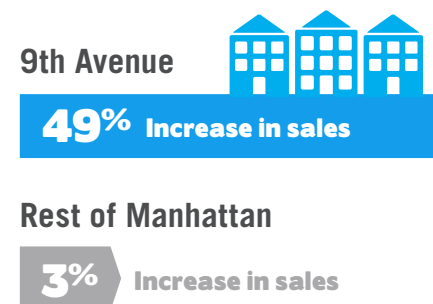
BEFORE



AFTER

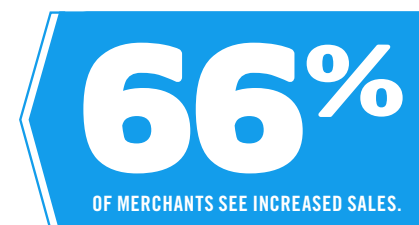
BIKE LANES PART OF SALES BOOST

In New York City, after the construction of a protected bike lane and other improvements on 9th Avenue, local businesses saw up to a 49% increase in retail sales, compared to 3% increases in the rest of Manhattan.¹⁵



BETTER BIKING, MORE CUSTOMERS

When San Francisco reduced car lanes and installed bike lanes and wider sidewalks on Valencia Street, two-thirds of merchants said the increased levels of bicycling and walking improved business. Only 4 percent said the changes hurt sales.¹⁴



Valencia Street, San Francisco
Showing Road Diet with expanded sidewalks, parklets and bike lanes

TRANSPORTATION CHOICES

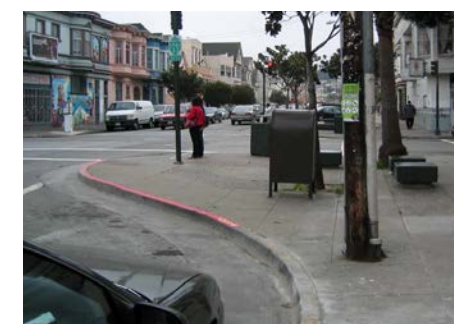
COMPLETE STREETS PROVIDE TRANSPORTATION OPTIONS ALLOWING PEOPLE TO TRAVEL MORE EFFICIENTLY, SUSTAINABLY & EQUITABLY



SAFETY

PEDESTRIAN IMPROVEMENTS TRANSFORM AN AUTO-ORIENTED STREET INTO A PLACE FOR PEOPLE

- Provide shorter crossing distances and more protection to accommodate people of all ages and abilities
- Calm traffic to create a more pleasant environment along the sidewalks
- Provide better separation of travel modes to reduce conflicts between buses, bicycles and motor vehicles



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TELEGRAPH AVENUE
COMPLETE STREETS
IMPLEMENTATION PLAN