



MACARTHUR BLVD. COMMERCIAL REVITALIZATION OAKLAND, CA

A New Pedestrian and Retail Experience

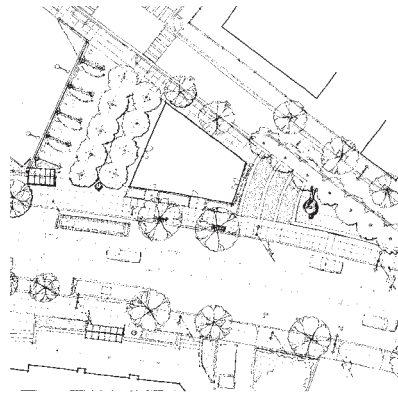
DESCRIPTION The MacArthur Boulevard Conceptual Commercial Revitalization Plan provides urban design recommendations to improve the physical appearance of three target areas along MacArthur Boulevard, between 73rd Avenue and Durant Avenue at the Oakland/San Leandro border. Design concepts were developed and refined through a community process that involved a Technical Advisory Committee and three community meetings. The plan encompasses public improvements including streetscape, gateway and traffic calming measures as well as catalyst commercial developments.

VISION To create an environment for economic revitalization and vitality. To enhance the appearance and identity by creating an attractive streetscape. To improve public safety by creating a safe pedestrian environment and traffic calming.

PROJECT REQUIREMENTS Provide urban design recommendations to improve the physical appearance and offer advice on catalyst commercial development potential along the targeted areas of MacArthur Boulevard.

DESIGN FEATURES

- Provides bulb-outs at key intersections to increase pedestrian safety and calm traffic
- New street and pedestrian-scale lighting
- Increase sidewalk widths
- Creates public plazas and gateway elements at key intersections
- Infill street trees to create a uniform tree cover
- Key locations identified for economic revitalization through catalyst commercial development.



Client:

Neighborhood Commercial Revitalization, CEDA, City of Oakland, Metropolitan Transportation Commission

Target Areas:

- 73rd Ave to 76th Ave
- 89th Ave to 94th Ave
- 106th Ave to Durant Ave

Construction est.: \$6M

Contact:

Community and Economic Development Agency
250 Frank H Ogawa Plaza, Ste 2114
Oakland, CA 94612
510.238.6190

Metropolitan Transportation Commission (MTC)
101 8th Street
Oakland, CA 94607
510.817.5848

