



**Institute of Urban and Regional Development (IURD)  
TRANSIT & CITIES CONFERENCE  
UC Berkeley  
March 20-21, 2014  
Plenary Session 2: Transit and Urban Design**

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## **Transit and Urban Design**

March 20, 2014



Jeffrey Tumlin





*Image source: Diabetes Daily*

## Mixed message?



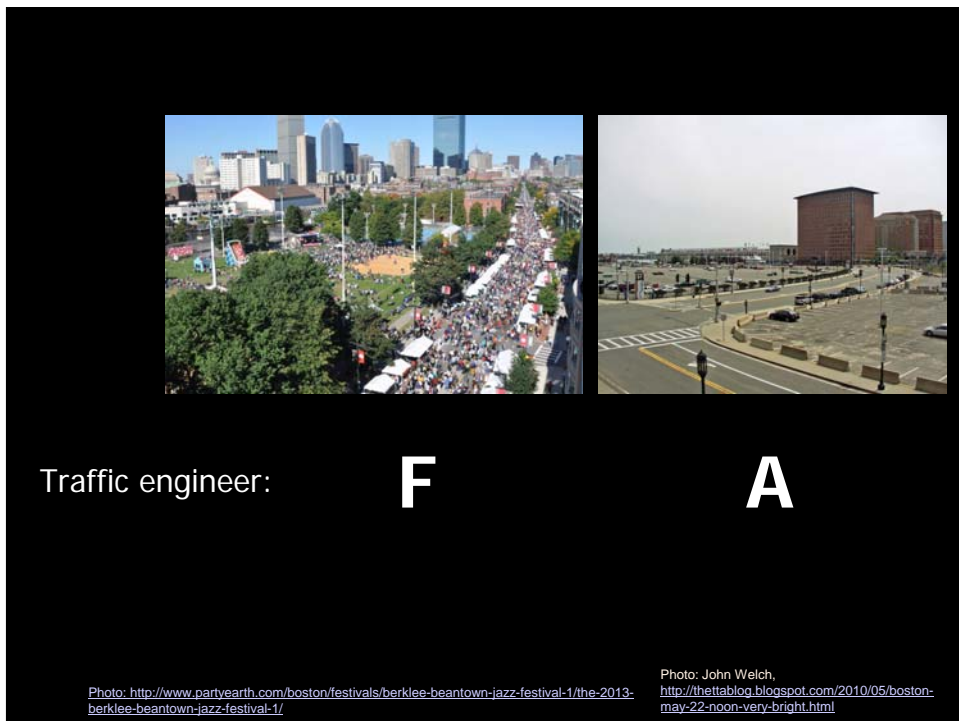
*Image source: Diabetes Daily*




*Image source: Carbolic Smokeball*

# 1. Measure What Matters





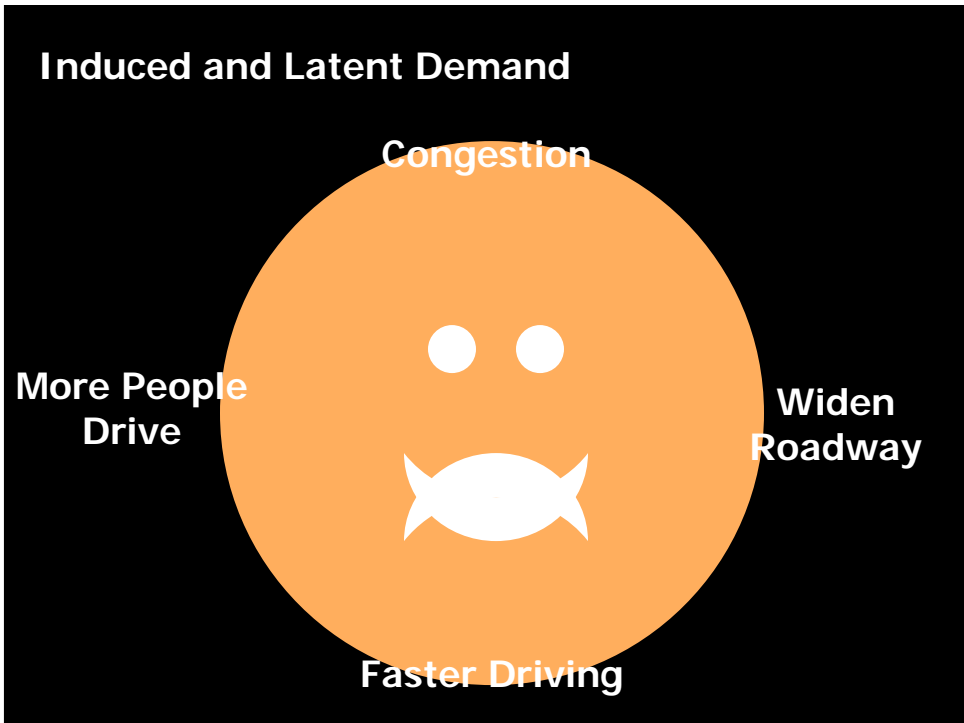


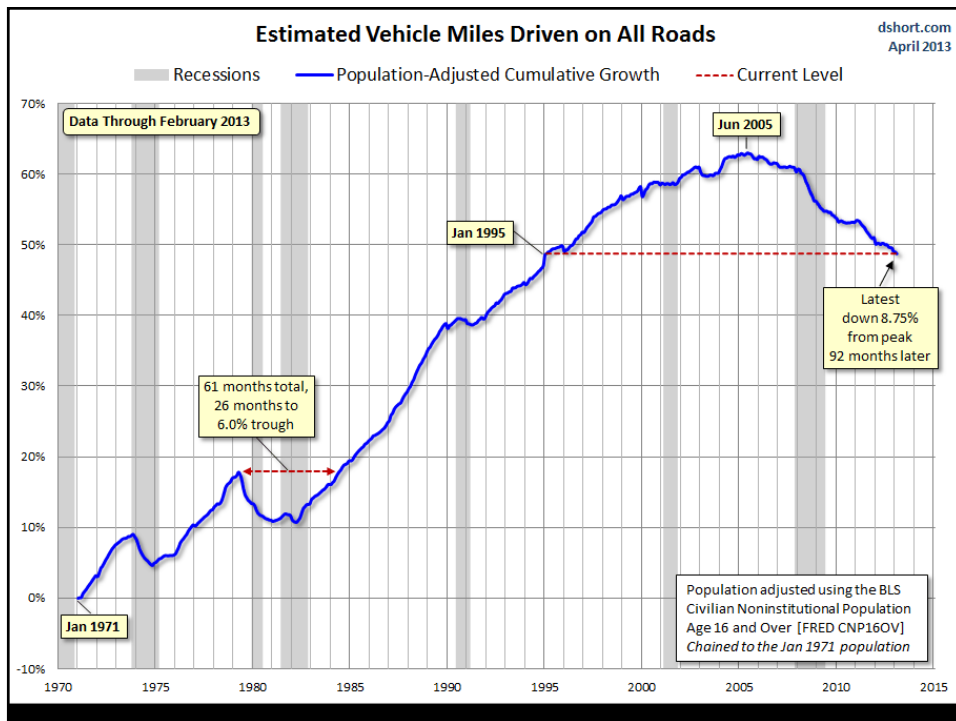
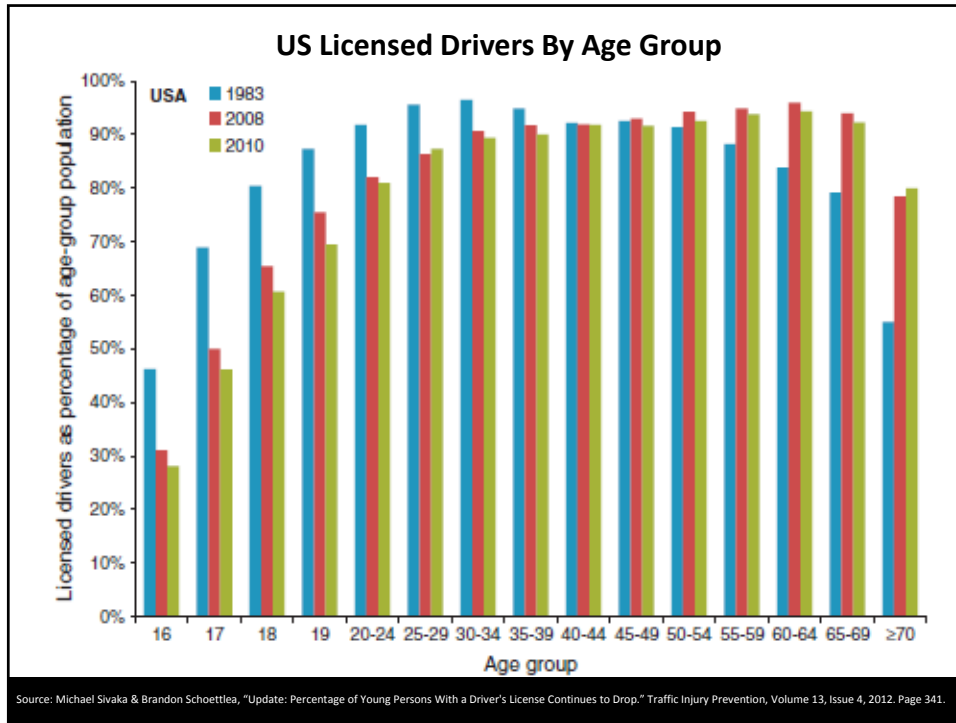
Traffic engineer:      **F**                      **A**

Economist:            **A**                      **F**

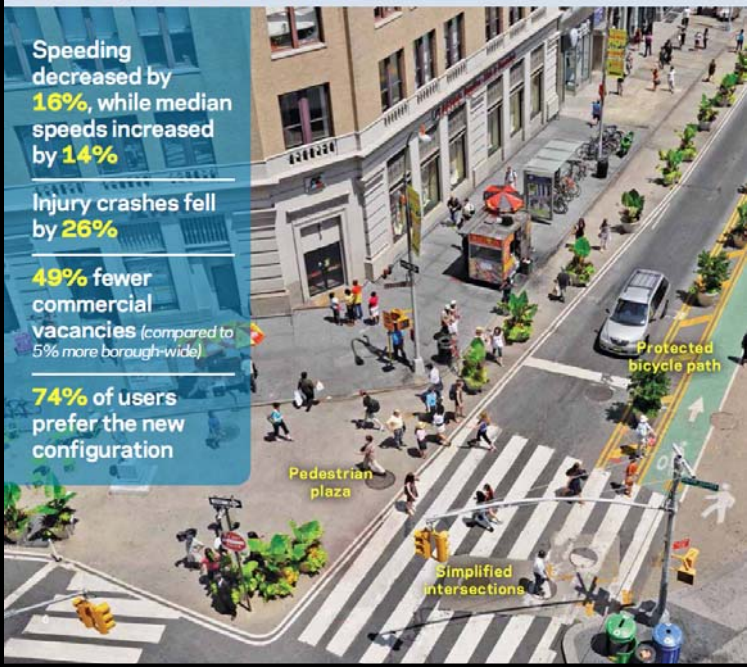
Photo: <http://www.partyearth.com/boston/festivals/berklee-beantown-jazz-festival-1/the-2013-berklee-beantown-jazz-festival-1/>

Photo: John Welch, <http://thettablog.blogspot.com/2010/05/boston-may-22-noon-very-bright.html>





**Expanding an iconic space:**  
Union Square North (Manhattan)



**Speeding decreased by 16%, while median speeds increased by 14%**

**Injury crashes fell by 26%**

**49% fewer commercial vacancies** (compared to 5% more borough-wide)

**74% of users prefer the new configuration**

Protected bicycle path

Pedestrian plaza

Simplified intersections

**Transforming an underused parking area:**  
Pearl Street (Brooklyn)



**172% increase in retail sales** (at locally-based businesses, compared to 18% borough-wide)

**BID held 27 public events in 2012**

Maintenance partner agreement

Pedestrian plaza

**Creating a seating area out of curb lane:**  
Pearl Street (Manhattan)



**77% increase in seated pedestrians**

**14% increase in sales at fronting businesses**

Striping and planters

Seasonal seating platform in curbside lane



## 2. Adopt the Right Street Design Manual



### 3. Make Transit Fast, Frequent, Reliable and Dignified



**Making bus routes work better:**  
Fordham Road (Bronx)

**20% increase in bus speeds**

**10% increase in bus ridership**

**71% increase in retail sales**  
*(at locally-based businesses, compared to 23% borough-wide)*

**Delivery windows**  
*(curb dedicated to trucks at key times)*

**Transit signal priority**

**Curbside red bus lanes**

## For More Information

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Train Station

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