

Project Goals and Objectives



- Connect public spaces showcasing Oakland's diverse neighborhoods and unique character
- Develop Vehicular and Pedestrian Wayfinding System for Destinations in the Uptown Area
- Promote walking, bicycling & use of transit
- Promote the History of Oakland and its Landmark Architecture
- Project a consistent image for the Downtown
- Define a Sense of Place and Enhance Oakland's Commercial Brand
- Leverage Resources and Link Sub-Districts in phases over time
- Work with Stakeholder groups in the planning, design and implementation process