



Schenley Plaza

- Redesign and program Schenley Plaza as an active public plaza and gathering space
- Redesign and program new traffic patterns and parking management



Gateways

- Upgrade the appearance and function of the three gateways to Oakland:
 - Western Gateway below Craft Avenue
 - Southern Gateway at Bates Street
 - Northern Gateway at North Craig Street



Business Districts

- Upgrade streetscapes in the retail areas; attract new businesses consistent with market studies and retail recruitment strategies already completed, with particular emphasis on Forbes Avenue
- Expand the OBID to include the Atwood Street, North Craig Street/Centre Avenue, and South Craig Street business districts



Connector

- Make Forbes Avenue into a pedestrian-friendly traditional commercial main street that links the universities and Schenley Plaza

Create a Sense of Place in Oakland