

MEET OAKLAND, CA



14th Street A Great Route in the Town

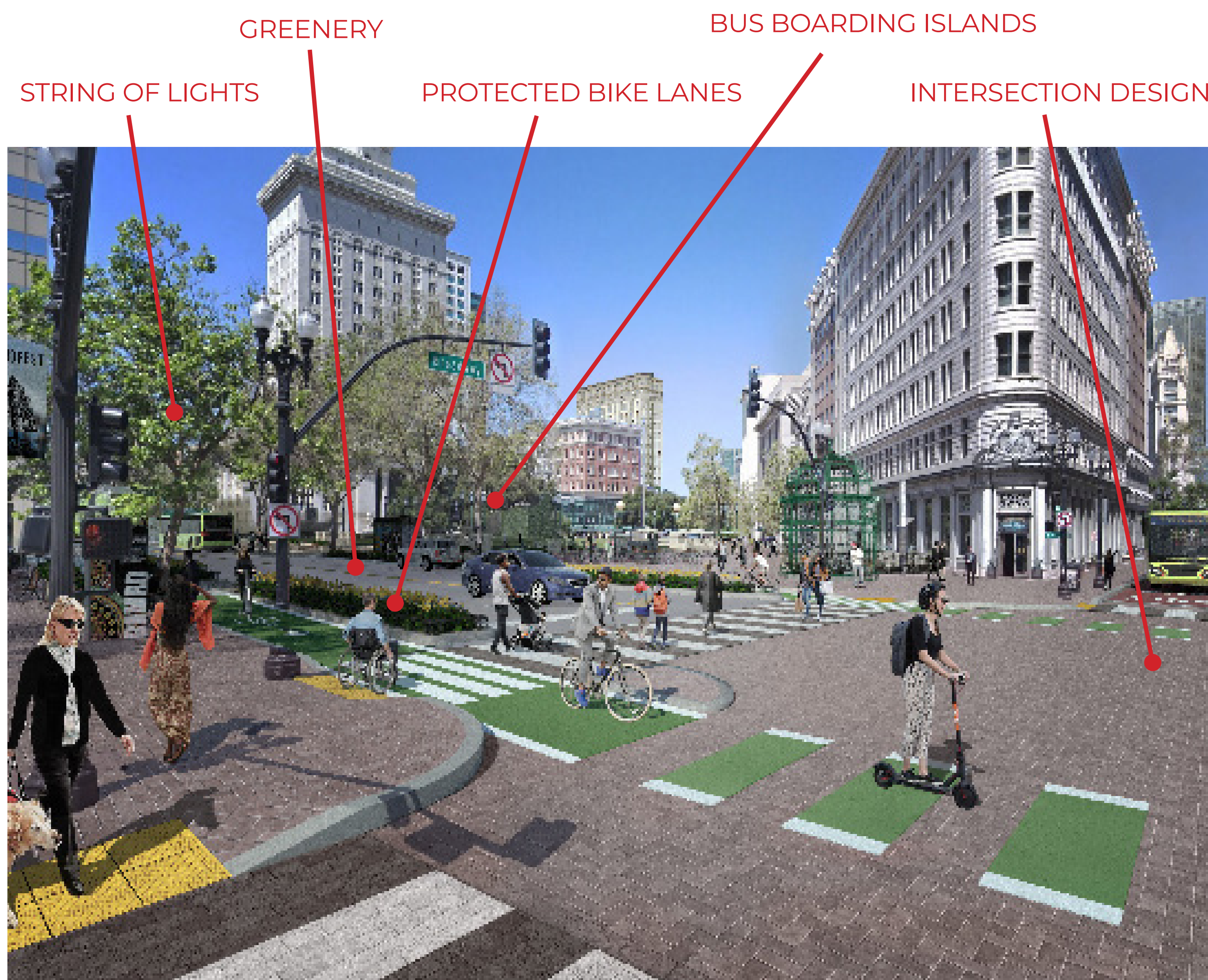
ABOUT THE PROJECT:

14th Street is an important east-west corridor connecting West Oakland and Lake Merritt through Downtown Oakland. While the civic, cultural, residential, and small business destinations along 14th Street reflect the diversity of Oakland, the options for safe and comfortable travel in this area do not. This project will make travel along 14th **safer and more comfortable** for people to walk, bike and take transit. This design also incorporates **placekeeping elements** to uplift the community's history and current culture.

CORRIDOR HISTORY:

In 2016, the City of Oakland designated the 14th Street as the **"Black Arts Movement and Business District."** The BAMBD was established as the first cultural district in the city to highlight, celebrate, preserve, and support the contributions of Oakland's black artists and business owners.

Streetscape Improvements



Placekeeping Elements



Utility Boxes



Banners



Plaques



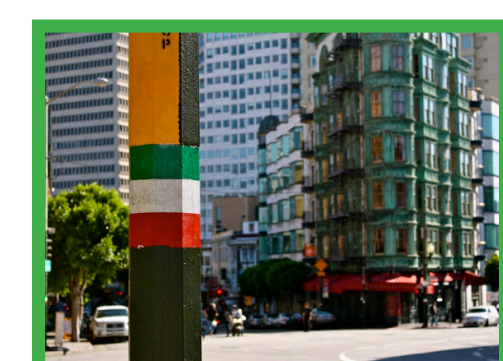
Wayfinding



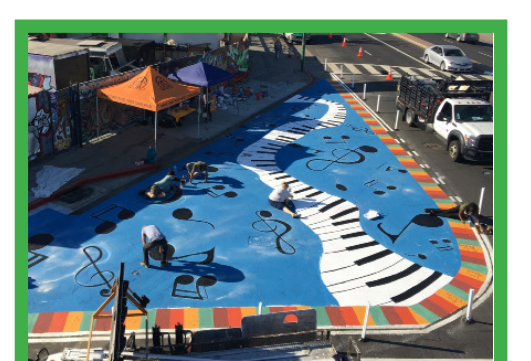
Bus Shelter Murals



Street Decals



Light Pole Wrapping



Street Art on Bulbouts

Design Questions

- WHAT **IMAGES OR IDEAS** WOULD YOU USE ON A 14TH STREET LOGO?
- ARE THERE **HISTORICAL EVENTS** THAT SHOULD BE MEMORIALIZED?
- WHAT **COLORS OR PALETTES** BEST REPRESENT THE CORRIDOR?
- WHAT ARE IMPORTANT **LOCAL LANDMARKS** AND **COMMUNITY FIGURES**?



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