

## PERALTA URBAN TECH CAMPUS, Oakland, CA

JRDV Urban International was selected as the lead design architect and master planner this innovative public-private partnership between Greenland USA and the Peralta College District. The project introduces cutting-edge urban place-making strategies to create an urban tech and education district. The master plan creates amenity rich cultural environment at unusually high densities, without sacrificing the scale and meaning of the pedestrian context.

The Project is designed to create an innovative urban infill development that will attract a new generation of technology companies that want to be in urban locations and co-locate with education facilities.

The design is an experiment in modernism-with-memory, using traditional "Cloister-Courtyard" typologies to solve modern tech workplace design environments. In addition to being lead designer, the design team were responsible for coordinating the development strategy, economic analysis, and entitlement strategy.



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