



COLISEUM CITY

Oakland, California

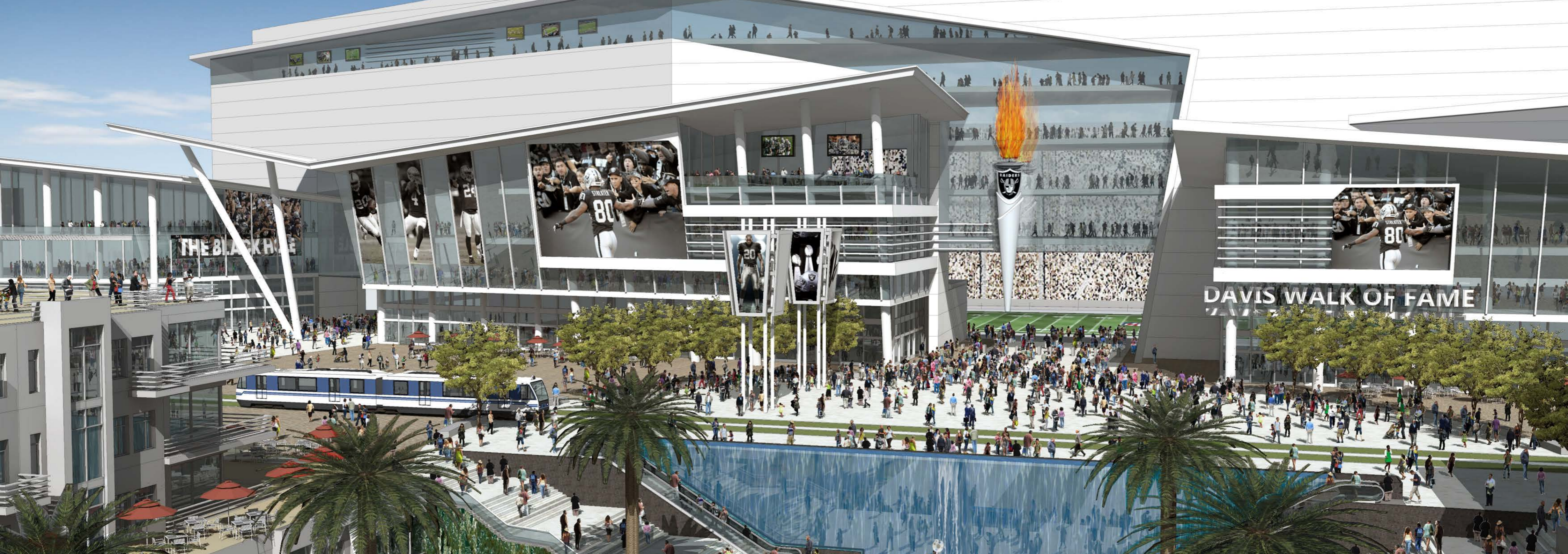
COLISEUM CITY, Oakland USA

JRDV Urban International was selected by the City of Oakland to lead the master plan for the redevelopment of the Bay Area's famed Coliseum District. This unique public-private development joint venture achieved full entitlement and CEQA clearance, broad community support and developer buy-in for a comprehensive transformation of this critical transit location.

The overall plan was developed with three international developers, three professional sports franchises and multiple public agencies. The project defines a strategy for change and transformation of the largest underutilized transit-served urban redevelopment opportunity in California into an economically vital community. The master plan establishes land-use, urban design guidelines, development and transit strategies that will enable a viable economic reuse of this critical urban resource.

The centerpiece of the plan is the redevelopment of the Coliseum site, which is planned to integrate the professional sports, community housing and services facilities and new innovation companies into an authentic functioning urban context. The master plan will leverage retail, restaurants, and entertainment uses to create a world-class sustainable urban district.

Project by E. McFarlan as Principal & Director at JRDV Urban International



THE BLACK HOLE

DAVIS WALK OF FAME



