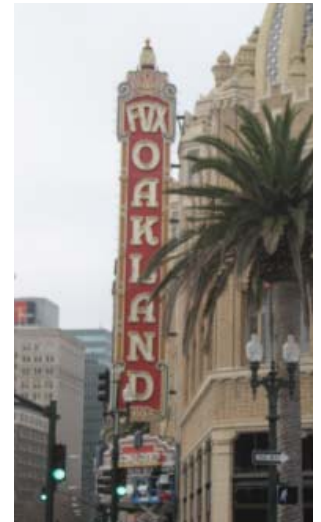


Uptown District Concept Plan

Oakland, California



The Uptown District Concept Plan utilizes a new mixed-use residential development as a catalyst to bring vitality back to Oakland's traditionally vibrant retail and entertainment core, the Uptown District. Currently characterized by drab parking lots and vacancies, Uptown brings in-city living to a regional hub. There is a BART station on Broadway, the newly renovated Civic Center District, and within walking distance is downtown's employment sector. Finally, this redevelopment solidifies the neighborhood for the sizable number of shuttered, historically significant buildings that remain as vestiges of Uptown's former splendor.

Many new residential options are offered in the Uptown District. Urban lofts, Live/Work units, and flats in 3-5 story buildings with parking underground will form the core of the neighborhood. For-sale units in upcoming residential towers will give striking views while providing long-term stability to the neighborhood. A newly-revived Entertainment District features two grand theaters of the 1930's (the Paramount and refurbished Fox), and a skating rink. A plaza is planned across from the Fox. It will feature outdoor cafes and performance space, will bring an active, public center to the Entertainment District and will visually link transit with Uptown. On residential streets, raised first floors and stoops allow for narrow, urban setbacks while providing privacy to the homes.

The new residents, along with the revived Entertainment District on Broadway will bring a much-needed around-the-clock vitality to the Telegraph Cafe/Retail District.

Roger Hodges was the Project Manager of the Uptown masterplanning while with Calthorpe Associates.



