

# NewPark Mall Masterplan

Newark, California



## SPRAWL REPAIR AND RETROFIT

The purpose of the Greater NewPark Master Plan is to put in place a community-supported development vision for an economically feasible transformation of the 125 acre project area that will catalyze and guide new investment, and serve as the framework for future implementing measures. Arguably one of the city's most valuable and most underutilized sites, the mall presents a once-in-a-generation opportunity to envision and enable a new district comprised of significant new residential, office, lodging, retail, and entertainment uses within a walkable and transit supportive neighborhood anchored by the existing enclosed mall.

### PROJECT FEATURES

- Significant new residential and office development (2,000+ units at 60 DUA)
- Mixed-use lifestyle center extending from primary automobile entrance to mall entrance
- Town square adjacent to mall entrance serves as central focal point of lifestyle center and establishes a formal setting for the city's primary farmers' market
- Restructuring of 'loop road' into attractive and walkable 'boulevard'
- Redevelopment of NewPark Plaza (southwest quadrant) from disinvested commercial strip center to high-density residential and workplace neighborhood

### PRIMARY CLIENT

City of Newark

### STATUS

Draft Plan Under Review, 2012

### ROLE

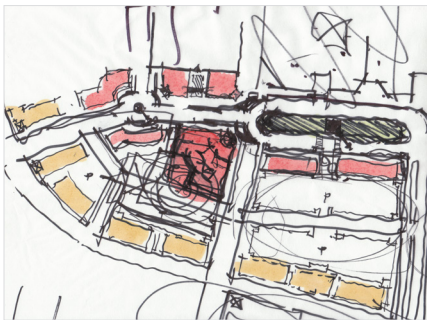
Prime Urban Design Consultant

### RESPONSIBILITIES

Master Planning, Project Coordination, Developer Outreach, Community Visioning, Building Typologies

### REFERENCE

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