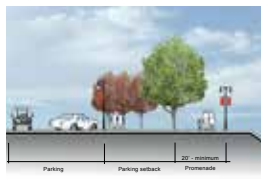
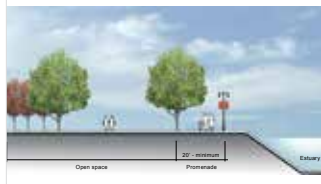
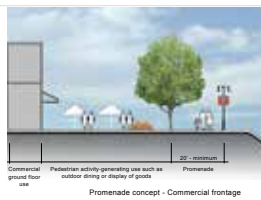
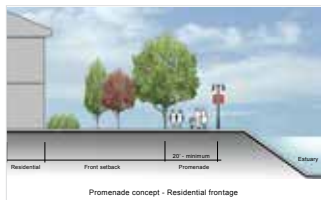


# Gateway District Strategic Plan

Alameda, California



## ECONOMIC AND URBAN DESIGN STRATEGIES + CORRIDOR RESTRUCTURING



City Design Collective prepared a district-wide masterplan and an envisioned build-out scenario to depict the community's long-term vision for revitalization of the disinvested auto-row. Four elements highlighted this comprehensive process: Urban Design Strategies, Economic Strategies, Land Use Strategies, and Public Realm Design. Architectural style guidelines embraced the city's historic character, while creating flexibility for investors. Streetscape designs enhance safety and walkability while serving to 'set the stage' for new investment.

### PROJECT FEATURES

- Analysis of the City's existing zoning and recommended changes for successful project implementation.
- Opportunity site masterplans depicting infill redevelopment of underutilized properties
- Form-based site development recommendations including building types, architectural styles, and frontage conditions.
- Public realm design.

### PRIMARY CLIENT

City of Alameda

### STATUS

Plan Unanimously Approved, June 2008

### ROLE

Prime Urban Design Consultant

### RESPONSIBILITIES

Community Visioning Process, Economic and Urban Design Development Strategies, Public Realm Design

### REFERENCE

Jennifer Ott, Deputy City Manager  
City of Alameda, CA  
(510) 747-4747

envision · enable · realize

www.citydesigncollective.com | 363 17th Street, Oakland CA 94612 | 415 378-2181