

# 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 residential, office, lodging, retail, and entertainment uses within a walkable and transit supportive neighborhood anchored by the existing enclosed mall.

## PROJECT FEATURES

- Masterplan illustrates approximately 2000 new residential units, 500,000 square feet of office, and 700 room hotel located on underutilized lands throughout the project area.
- 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 civic and cultural events.
- Restructuring of 'loop road' into attractive and walkable 'boulevard'.
- Phasing strategies allow for incremental new investment.

## 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

Terrence Grindall  
terrence.grindall@newark.org  
(510) 578-4208



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