

**BROADWAY
AUTO ROW
Oakland, CA**

MASTER PLAN,
SCHEMATIC DESIGN,
CONSTRUCTION DOCUMENTS &
CONSTRUCTION ADMINISTRATION

Project Type

Urban Streetscape Improvement

Client

Community Development Agency
Oakland, CA

Contact

Mr. Alex Greenwood
Project Manager

Dates

Completion Date: 1998

Cost

\$1,700,000 Landscape/Urban Design

Area

12 Linear Blocks

Prime Consultant

Robert La Rocca & Associates

Broadway 汽车业街道

Oakland 市, 加州

总设计方案, 初步设计,
建设图, 建设管理

项目类型: 城市街道改善

委托人:

社区发展机构,
Oakland 市, 加州

联络人:

Mr. Alex Greenwood
项目经理

完结日期: 1998 年

经费: 风景/城市 建筑: \$1,700,000

面积: 12 街段长

主要顾问:

Robert La Rocca & Associates



Description

This project began with a six month master planning effort between our office, the Oakland business community, and the Community Development Agency with the purpose of retaining auto dealerships and stabilizing the Auto Row District. The outcome proceeded with major streetscape improvements including a new landscape median, three new showcase plazas, new contemporary lighting fixtures with advertising banners, new "bulb-outs" with raised auto display platforms, new paving patterns, and site-specific art features.

描述

为了保留和稳定此地汽车经营业, 这一项目是由本公司, Oakland贸易社区, 和社区发展机构合作的。结果是一个新的风景地带, 三个新的汽车展览广场, 新的灯光设施与商业旗帜, 展销台, 铺设, 和地点指定的号召物。