

Coliseum Project Area

*This page is provided as an historical reference.
Redevelopment project areas were dissolved on February 1, 2012. Please follow this [link](http://www2.oaklandnet.com/Government/o/CityAdministration/d/NeighborhoodInvestment/index.htm)



(<http://www2.oaklandnet.com/Government/o/CityAdministration/d/NeighborhoodInvestment/index.htm>)
for current projects.

Created in 1995, the Coliseum Redevelopment Area is the largest redevelopment area in Oakland – approximately 11 square miles.

The general boundaries of the Coliseum Redevelopment Area are the San Leandro border to the south; 22nd Avenue to the north; International Boulevard to the east; and the Oakland Estuary, San Leandro Bay and Oakland International Airport to the west.

The Coliseum Redevelopment Area includes four target areas of activity: Fruitvale BART Station area, Coliseum City/Oakland Airport Area including Coliseum BART Station area, International Boulevard Infill area and an expanded focus on neighborhood capital projects.

Approximately 75 percent of the Coliseum Redevelopment Project Area consists of commercial, industrial and airport-related uses. The remainder of the area is residential.

The principal objective of the Coliseum Redevelopment Plan: Abating physical and economic blight by redeveloping vacant and underutilized properties and replacing obsolete infrastructure.

Quick Facts

Established: 1995

Boundaries: Oakland International Airport/Oakland Estuary, San Leandro border, International Boulevard, 22nd Avenue

Size: 11 square miles

Documents:

- [Redevelopment Plan \(/oakca1/groups/ceda/documents/report/dowd007629.pdf\)](/oakca1/groups/ceda/documents/report/dowd007629.pdf)
- [Five-year Implementation Plan: Vision Document \(/oakca1/groups/ceda/documents/report/dowd007628.pdf\)](/oakca1/groups/ceda/documents/report/dowd007628.pdf)
- [Blight Report \(/oakca1/groups/ceda/documents/report/dowd007631.pdf\)](/oakca1/groups/ceda/documents/report/dowd007631.pdf)

Goals

- Continue support of the Coliseum City project in an effort to retain sports teams and create an entertainment, retail/mixed-use destination.
- Support the completion of Coliseum and Fruitvale BART transit villages

Projects

Current Projects:

- **Coliseum City Master Developer ENA Negotiations**
- **Coliseum BART Station Transit Village** — Mixed-use transit-oriented Development
- **Fruitvale Transit Village Phase II** — Mixed-income residential housing
- **Oakland Airport Connector** — Broke ground in October 2010

Planning/Development Projects:

- **Fruitvale Transit Village Phase II** — Mixed-income residential housing
- **Hill Elmhurst Plaza Project** — Mixed-use residential housing with retail
- **FoodsCo Retail Project** — New grocery store for 66th Avenue and San Leandro Street
- **Coliseum City** — EIR/CEQA and Specific Plan for Coliseum area

Area Successes:

- **Fruitvale Transit Village Phase I** — Mixed-use transit-oriented development
- **Hegenberger Gateway Shopping Center** — 240,000-square-foot retail and restaurant space
- **Oakland Unified School District (OUSD) Cesar Chavez Education Center** — Community-based complex
- **Coliseum Lexus and Infiniti of Oakland Dealerships** — 26,000-square-foot auto center
- **Zhone Technologies Corporate Campus** — Research and development facilities
- **Damon Slough / MLK Shoreline Public Access Park**
- **81st Avenue Branch Public Library** — New 21,000-square-foot library
- **East Oakland Sports Center** — New recreational indoor pool facility
- **Airport Gateway Street Improvement Project** — Improvements to Hegenberger Road, 98th Avenue, Airport Access Road and Doolittle Drive included extensive landscaping and widening of some roads, new lighting, colorful banners, new sidewalks and palm trees.
- **Coliseum Transit Hub Streetscape and Coliseum Amtrak Station** — Improvements to San Leandro Street and construction of commuter rail station near Coliseum BART
- **Sunshine Court Street Improvements** — Improvements to existing residential area

- **66th Avenue Streetscape Project**— Improvements along 66th Avenue between San Leandro Street and International Boulevard

Former Programs

Several different programs were offered to help eliminate blight and stimulate development.

- **Facade Improvement Program**
(</Government/o/CityAdministration/d/NeighborhoodInvestment/s/GrantPrograms/DOWD008195>)
- **Tenant Improvement Program**
(</Government/o/CityAdministration/d/NeighborhoodInvestment/s/GrantPrograms/TIP/DOWD008196>)

Maps

- [Download a high resolution area map \(/oakca1/groups/ceda/documents/marketingmaterial/dowd007627.pdf\)](/oakca1/groups/ceda/documents/marketingmaterial/dowd007627.pdf)
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