

Jack London Square



One of the US' newest urban-waterfront plazas is also the Bay Area's oldest, Jack London Square in Oakland. Located across the Bay from San Francisco, Jack London Square is a transformation of a former working-waterfront into 6 square blocks of offices, shops, cafes, boat marinas - and now public spaces which have brought it all together, creating an engaging plaza/greenspace that is attracting both steady day-and-evening pedestrians as well as large public gatherings.

The public space design connects Jack London's varied uses with large plazas, linear spaces and visual elements. The plan extends the city to the waterfront by creating public waterfront spaces which can support a variety of programmatic uses. Palm trees give these spaces vertical scale and concrete seat walls and hedges break up the spaces to create more intimate areas.

Location
Oakland, California
Client
Ellis Partners, LLC, Developers
SWA Scope
Master Planning
Landscape Architecture
Size
40 acres
Architect
RMW Architecture

Designed by SWA Group for Ellis Partners in conjunction with RMW Architecture, Jack London Square recently hosted the Eat Real Festival, attracting thousands of food-lovers partaking of organic and locally-grown food - and demonstrating the flexibility and popularity of Oakland's reborn waterfront.