

OAKLAND COLOSSEUM

THE BALLPARK WITH AN OAKLAND ATTITUDE

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grittyoaklandballpark.com
jr@grittyoaklandballpark.com

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1. OUR DESIGN OBJECTIVE:

A ballpark that is classic, one of a kind, and brimming with Oakland grit and swagger.



2. WOW FACTOR

Wow Factor

Over time the retro ballpark has lost its originality. A tweak here, a tweak there. The same shirt and tie, just different colors. The result has been the proliferation of ballparks that lack the wow factor Camden Yards brought to the table 25 years ago. These safe designs are a perfect match for most baseball cities, but they're entirely unsuitable for Oakland. Oakland and the A's demand something different. something bold. The Colosseum design bridges the gap between ballparks that are nice and predictable and a ballpark with wow factor.

Instant Classic

The Colosseum would be an instant classic. Fans and players walking into the ballpark today would have the same feeling as fans and players 50 years from now. that they are on hallowed ground.

International Destination

When designing Oakland's ballpark, what's wrong with thinking big? Would people travel long distances to see a Colosseum? The answer is a resounding yes. They would travel from across the Bay. They would pour in from the corners of America. They would arrive from overseas. After all, what conscientious tour of sports stadia would be complete without a visit to the world's only functioning Colosseum?



3. MAKING AN OAKLAND STATEMENT

No There There

Oakland is less about place than attitude. Oakland is known more for its fighting spirit and tenacity than its sights and buildings. But what would Oakland's fighting spirit look like if it were encapsulated in architectural form? A Colosseum.

Making an Oakland Statement

The Colosseum design makes a bold Oakland statement. It isn't a stock design that gives a few nods to Oakland. It isn't a design beamed in from an architectural firm halfway across the country, let alone halfway across the world. It grew out of an Oakland consciousness. It's gritty. It's nonconformist. It's Oakland.

Living Memorial

We do not believe a ballpark should be a franchise's best feature. Rather, it should serve as a showcase for the important events happening on the field- and the important events of the past. The Colosseum is a living memorial to the great history of the Oakland A's. The past and present are connected. When you watch a game at the Colosseum, you feel you are living history.

Muscular Sophistication

Though visually pleasing, the Colosseum makes it clear that the business transacted on the field is the most important aspect of the trip to the ballpark. This isn't just another sunny day at the ballpark. Something important— maybe even historic— is going to occur at the ballpark today. This isn't another happy-go-lucky ballpark— it's the ballpark of champions. But all spectators are welcome. The less brutish types will visit the Colosseum for the refinement that comes with unwinding in a piece of classical architecture. Muscular sophistication will be the order of the day. The wine will flow like beer at the Colosseum.





4. SIZE AND SITE VERSATILITY



Colossally Small

Our goal is a ballpark that offers grandeur and intimacy at the same time. Though designed as a small three-deck ballpark, it can be reconfigured as a two-deck ballpark and still retain the majesty of the Colosseum aesthetic. The ballpark itself is not a monstrosity, but it should loom large in the imaginations of the fans entering it. The Colosseum shape is iconic. It doesn't have to be large to make a big impression.

Gravity

The Colosseum is versatile enough to thrive at any site. On the one hand, it is classic enough to fit into an existing cityscape; on the other hand, it has the gravity to spur development of its own. People will be drawn to it no matter where it is located.



5. EXTENDED WARRANTY

The A&P have expressed the desire to build a ballpark that will last a hundred years. The Colosseum- though unlike any ballpark built to date- is based on a design with a proven track record of 2,000 years. Our design makes no attempt to be the latest and greatest; rather, it is content to emulate the greatest of all time.



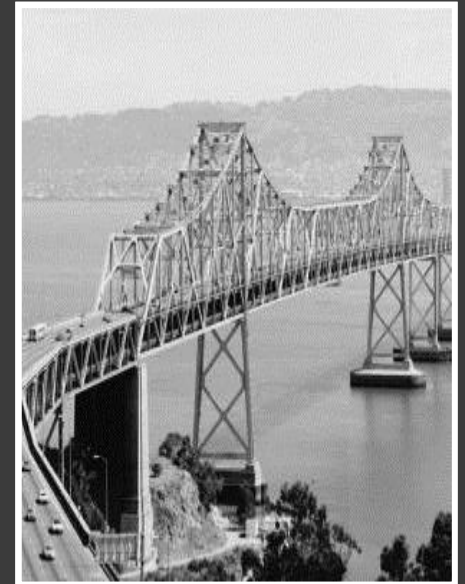
6. 100-YEAR MARKETING PLAN

Built-in Marketing Plan

We believe the biggest marketing advantage of the Oakland A's is their great history. The Colosseum is uniquely suited to leverage this history. It promises to stitch a hundred years of Oakland baseball history to the next hundred. What better than a Colosseum to connect the past and the present?

Appreciating Asset

With history as the currency of the realm, the Colosseum will get better with age. It is an appreciating asset. How many ballparks can say that?



7. UNIQUE FEATURES

Beacon

We envision the Colosseum as a landmark the entire city will take pride in. It doesn't try to be quaint to the point of hiding from view. It isn't a ballpark on the sly. On days that the A's win, the facade will be lit up brilliantly like a beacon- an arresting sight all Oaklanders will enjoy. Hey look, the A's won today. Suddenly the entire town has a stake in the success of the A's.

Town

Depending on where the Colosseum is located, it may be part of a larger development project. In such a scenario, we envision a development that is more like a medieval town than a grid city- a layout awash in idiosyncrasy. Unassuming pedestrian alleys will wind their way to a piazza. Bam- out of nowhere the Colosseum bursts forth. Wow!

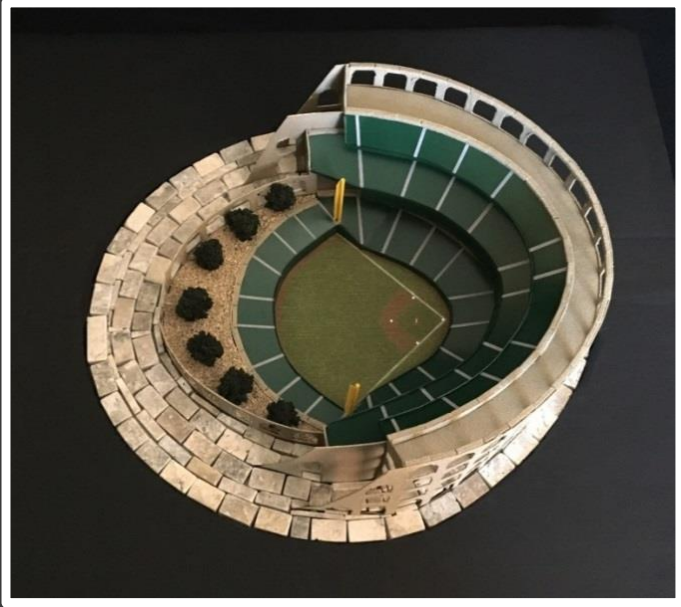
Oak Grove

It seems only right to jazz up Oakland's ballpark with some oak trees. Situated beyond the outfield bleachers, the oak grove would be one of the most unique points of entry in the history of the game. Imagine maneuvering through a veil of trees to stumble upon the brilliant sight of the baseball diamond on the horizon. A sort of field of dreams+entrance to the ballpark.

Cantilever

This will be the name of the outdoor bar nestled in the treetops of the oak grove. The bar's deck will include structural steel salvaged from the old cantilever span of the Bay Bridge. A fitting tribute to the gritty, unsung Oakland span which served commuters for nearly 80 years.





APPENDIX: CIRCULAR LOGIC

A Sporting Design

Sports are often described as an escape. But while people typically view sports as an escape from reality, we believe sports are an escape *to* reality. The playing field is one of the purest meritocracies around. Wins and losses are not open to interpretation. Talent carries the day. It's not who you know, it's what you can do.

Unlike contrived ballparks which are riddled with gimmicky dimensions and wall heights, symmetrical ballparks treat all players as equals. Right-handed sluggers do not enjoy a more favorable pull field than left-handed sluggers or vice versa. Baseball talent reigns supreme on the playing field, and talented architects are kept where they belong on the other side of the fence.

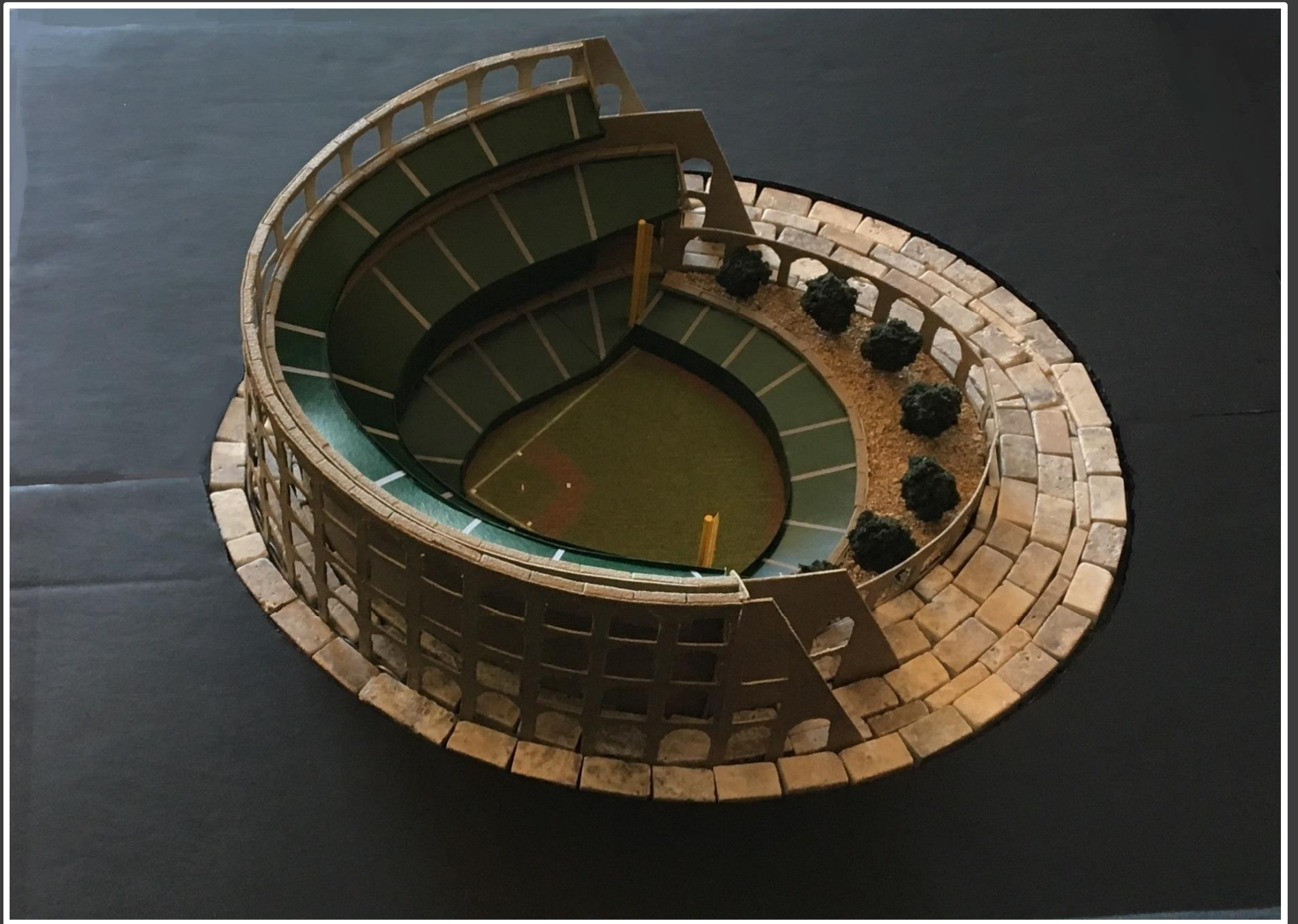
Athletic Baseball

Outfields with balanced dimensions and scalable walls make for a more exciting, more athletic brand of baseball. We want outfielders to have their bearings as they approach the wall. What's more fun, watching an outfielder streaking toward the wall with abandon, or watching a disoriented outfielder proceeding gingerly to the wall? What's more exciting, watching a fielder leaping high above the wall to pull a sure homerun back into the park, or watching him stagger around the warning track, leaping high for a ball that bounces off the base of the wall? Why do we set our heroes up for failure? Shouldn't ballparks be designed to encourage highlight reel plays instead of blooper reel plays?

Redeeming Nature's Most Perfect Form

It's an article of faith among retro ballpark hardliners that round or symmetrical ballpark designs are bad. This is a reaction— and an appropriate one— to the widespread dual-use (baseball / football) monstrosities constructed during the 1960s and 1970s. But the paradigm has flipped. The contrived, angular ballparks have become the new cookie cutter stadiums. Today, the round ballpark is a rarity. In 1992 *HOK* shook up the world of ballpark design with the unveiling of Camden Yards. A number of great ballparks followed suit, but 25 years down the road it's time for a fresh design.





We hold this truth to be self-evident, that the Oakland A\$ are the most badass franchise in the history of major league baseball.

-----20TH CENTURY PROVERB