

GOAL 9

Provide an Active Commercial
Experience Along Telegraph &
Claremont Avenues



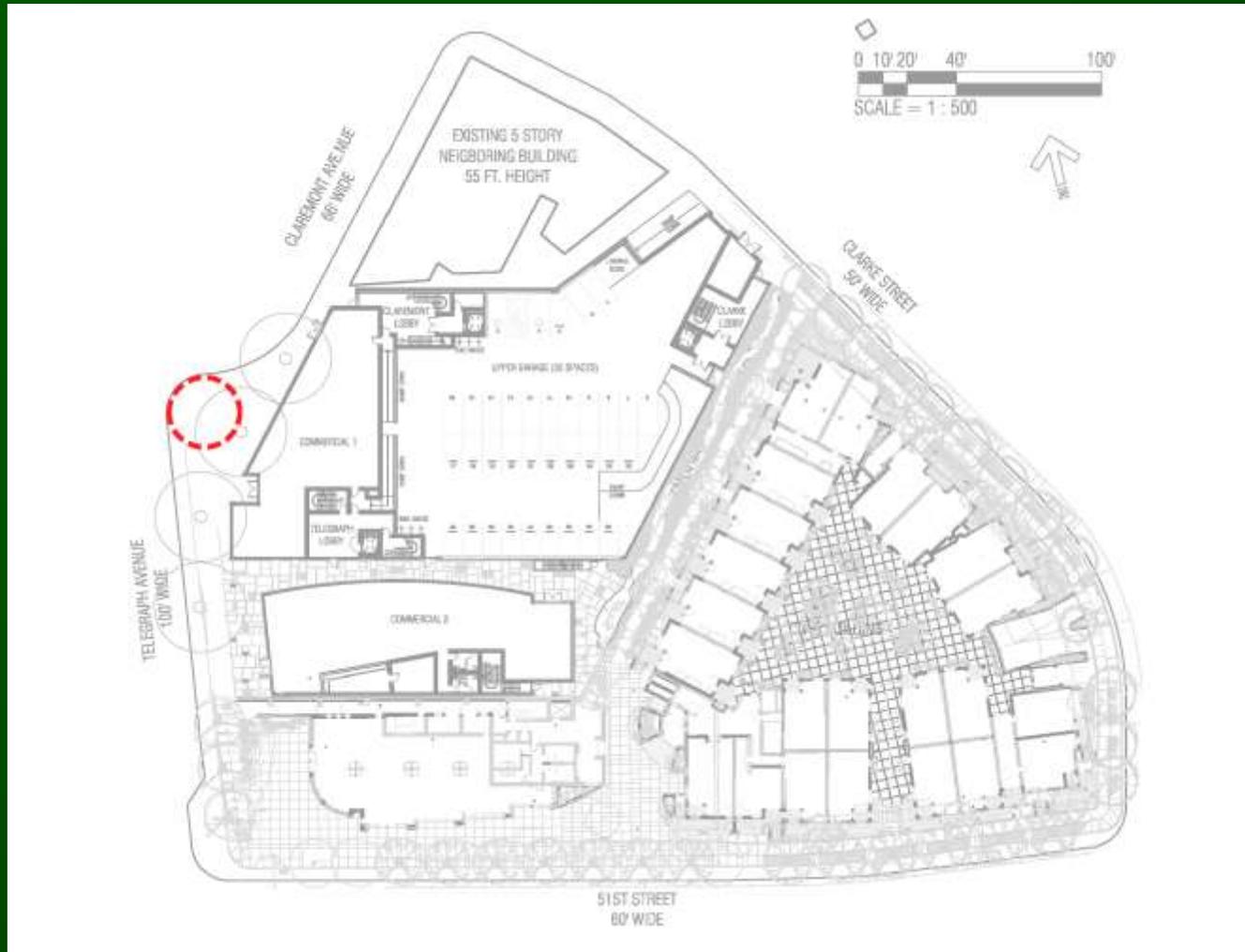
Project provides continuous active commercial frontage along Telegraph & Claremont free of curb cuts



Claremont commercial frontage supports the growth of the existing Temescal Commercial District

GOAL 10

Compliment Neighborhood Proposed
Sidewalk Improvements at Telegraph
and Claremont



Location of proposed “Gateway” to be installed
by City of Oakland



City installed sidewalk improvements define a “Gateway” to Temescal Commercial District



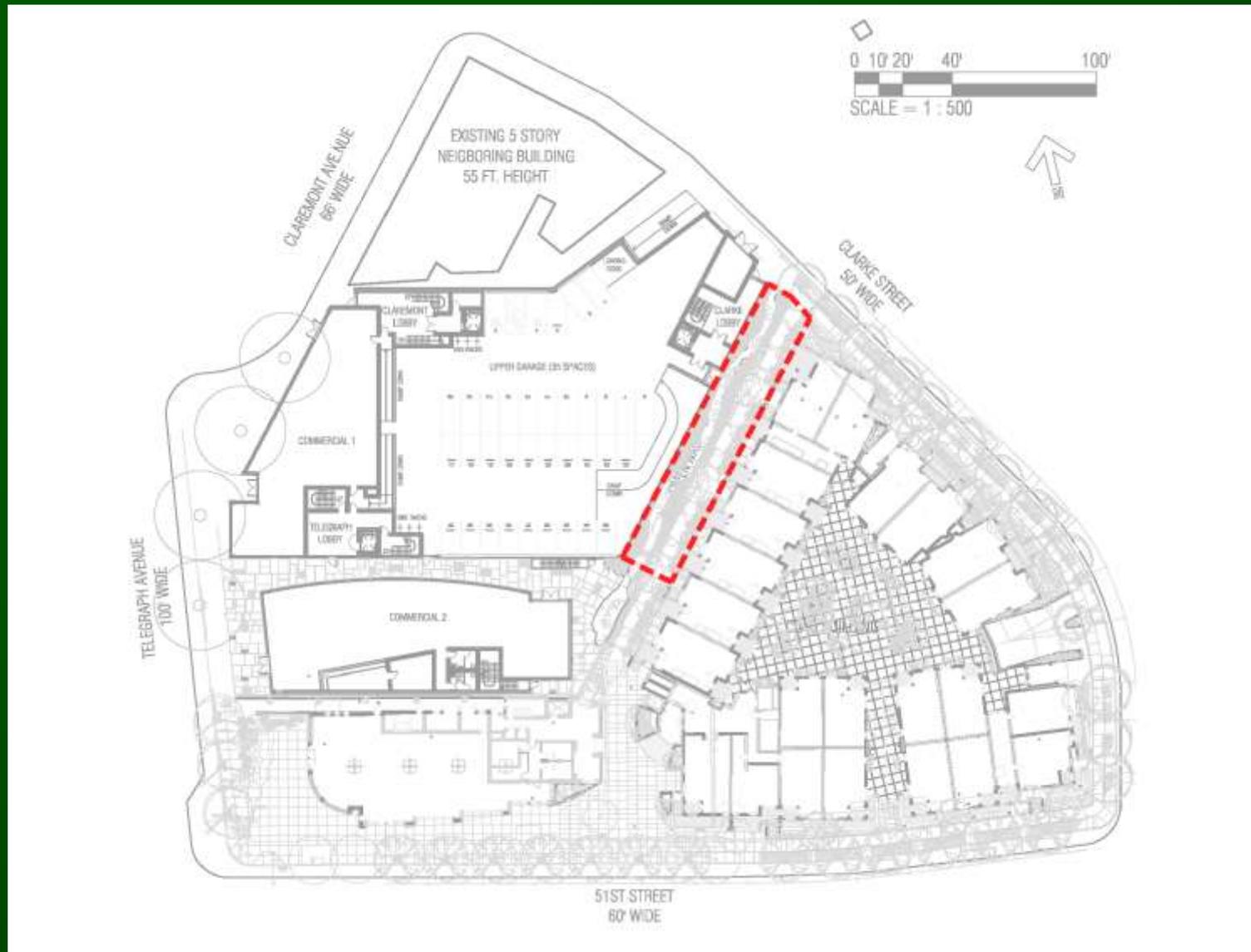
Numerous shops will open directly onto the pedestrian friendly Temescal “Gateway” public plaza



The continuous commercial frontage will reinforce the Temescal “Gateway”

GOAL II

Compliment the Proposed FROG Park
Extension Along the Site's Eastern
Boundary



Project expands the FROG Park extension to a
22-foot wide greenway



Project embraces the FROG Park extension and makes it an integral feature carrying it through the site



Greenway Entry

Undulating building wall along greenway provides visual interest and communication with project interiors



Greenway looking North



Project expands the FROG Park extension with a new plaza



Greenway plaza looking North



View of plaza at greenway terminus looking West



View of greenway and plaza from commercial space

GOAL 12

Commemorate Temescal Creek



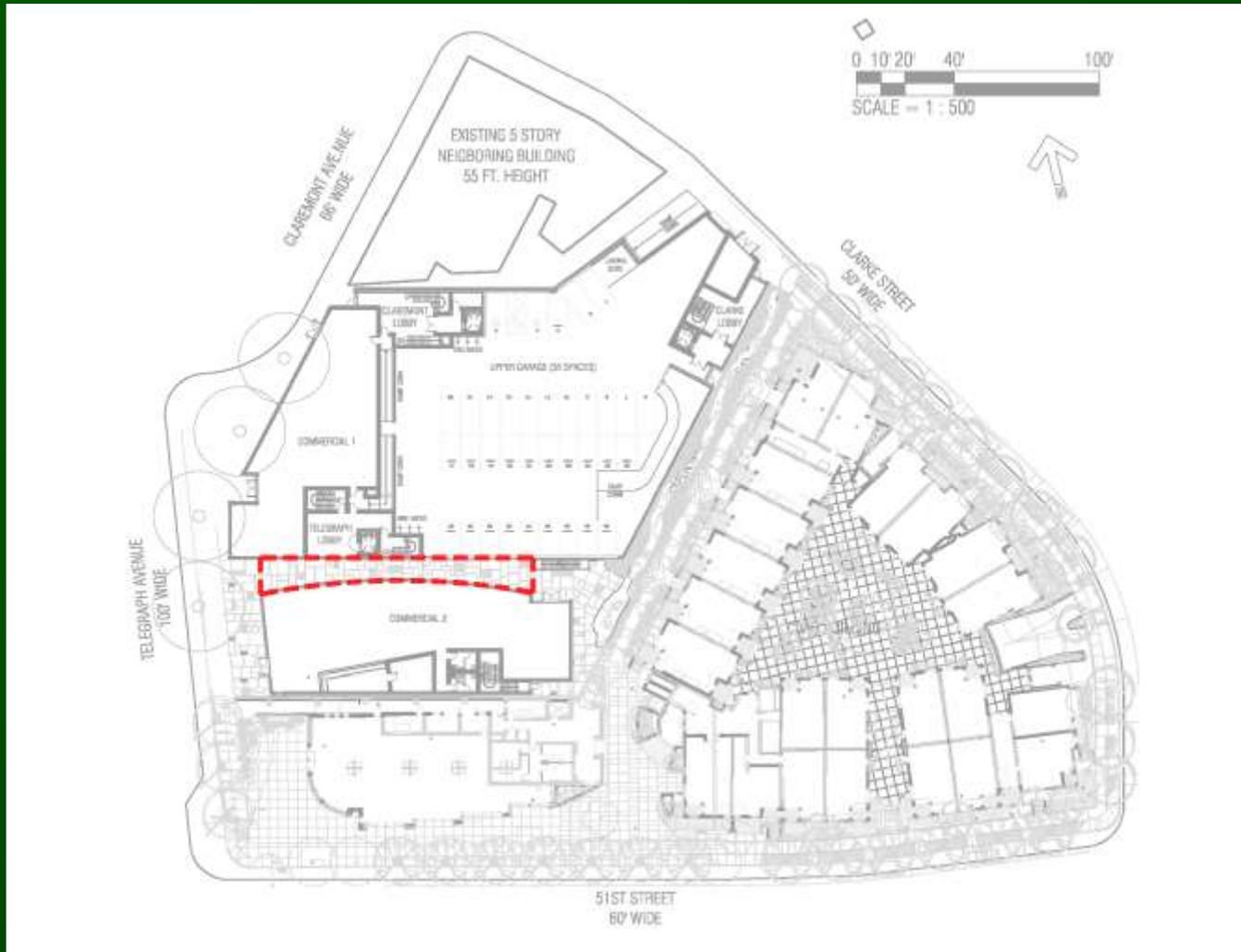
Greenway landscaped area may incorporate a water feature to extend the existing faux creek through the project



New greenway plaza and creek terminus

GOAL 13

Maintain a Pedestrian Link Between
Temescal Commercial District and
FROG Park



Pedestrian Link between Telegraph Avenue & Greenway Plaza with commercial frontage



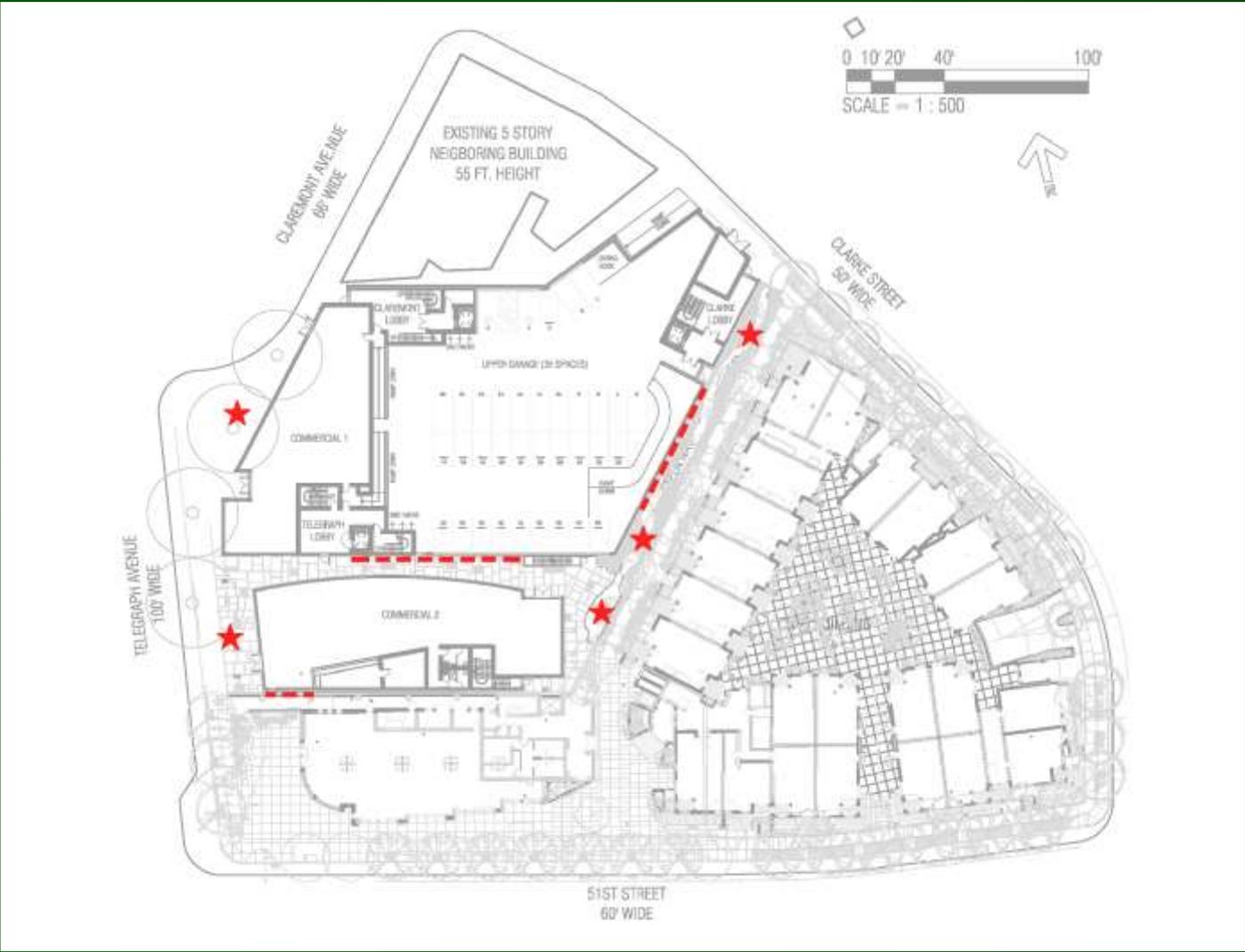
Project provides lively arcade between greenway plaza and Telegraph Avenue



View of arcade from Telegraph Avenue looking East
towards greenway plaza

GOAL 14

Incorporate the Work of Local Artists



Project presents numerous opportunities for incorporation of local art

GOAL 15

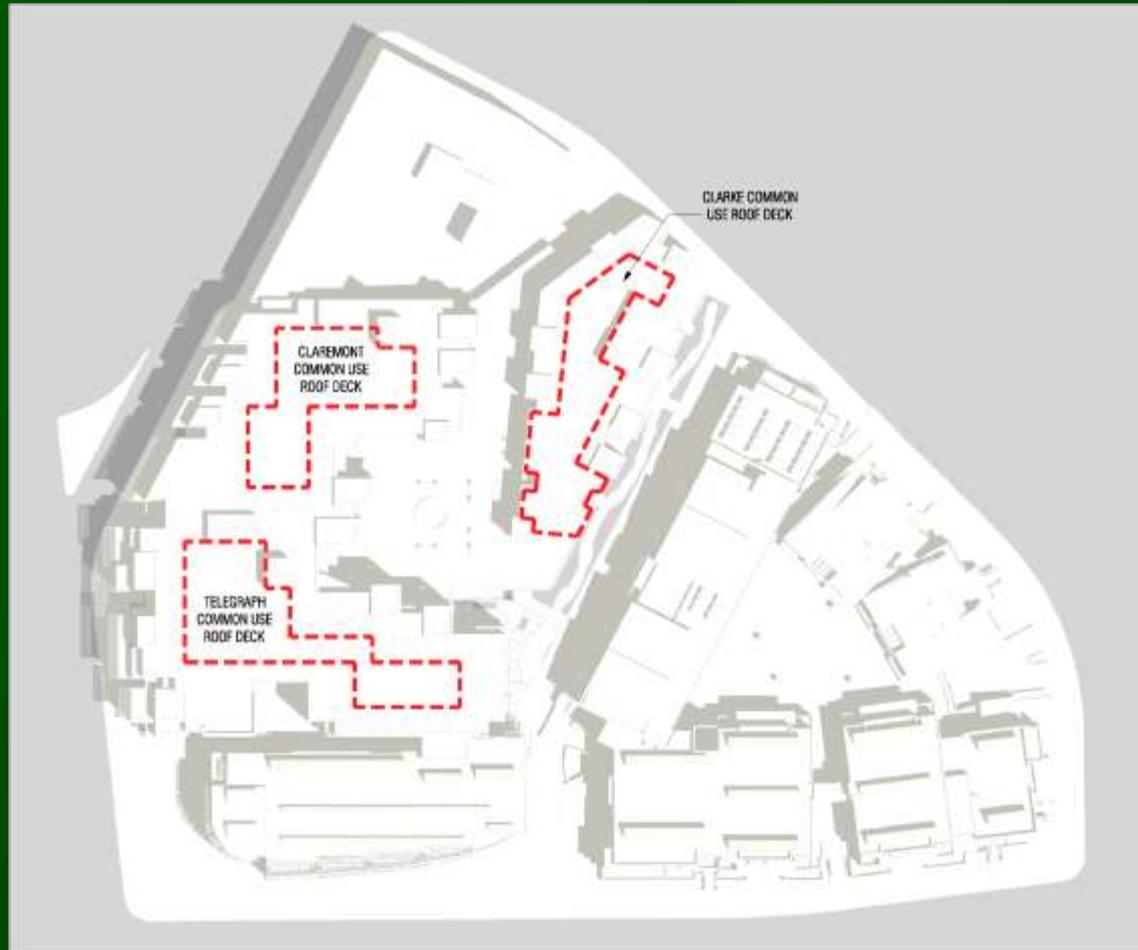
Provide Quality Open Space for the
Residents of the Project



Project provides residents with a mix of open space options:
public greenway at ground level



Landscaped podium level above first floor



Expansive roof decks & private decks at units



Podium level open space

Podium level open space & private decks above

GOAL 16

Community Outreach

Summary of neighborhood meetings

- **January 5 through February 14**, various meetings with community stakeholders
- **February 15**, Community Meeting hosted by Councilwoman Jane Brunner
- **February 27**, First meeting hosted by Project Sponsor at Global Video building
- **February 28**, Presentation to Telegraph BID
- **March 12**, Presentation to Rockridge Community Planning Council, Land Use Committee
- **March 14**, Second meeting hosted by Project Sponsor at Global Video building
- **April 18**, Meeting with FROG Park Committee

Thus far we have met with representatives from the following neighborhood groups

- DMV Neighbors
- Friends of Temescal Creek (FOTC)
- FROG Park
- Temescal Business Improvement District
- Temescal Merchants Association
- Rockridge Community Planning Council (RCPC)
- STAND
- Urbanists for Livable Temescal Rockridge Area (ULTRA)

CREEK SIDE

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