

# 5132 Telegraph Avenue

January 9, 2008

EIR Scoping Session, Oakland Planning Commission



**Hauser Architects**

**George Hauser, AIA, Principal**

**William Mollard & Menka Sethi, Development Project Managers**

# Minimal Community Asset



Building & Parking are an Eyesore



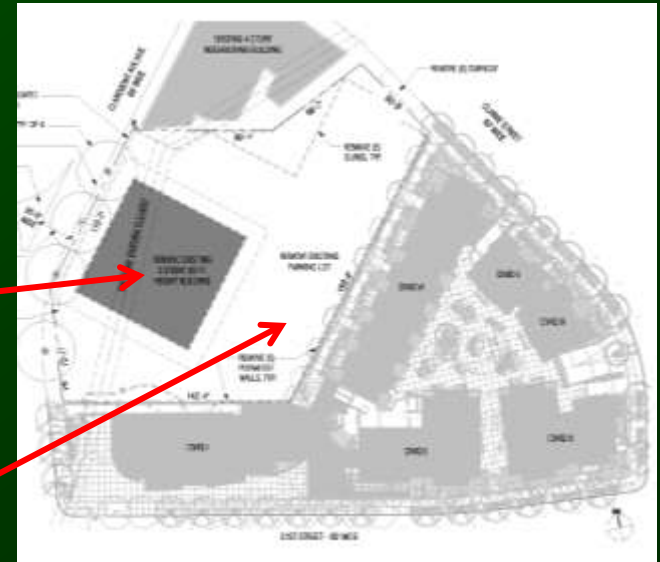
50% Vacant



Site is a security concern

Existing  
Building

Parking  
Lot

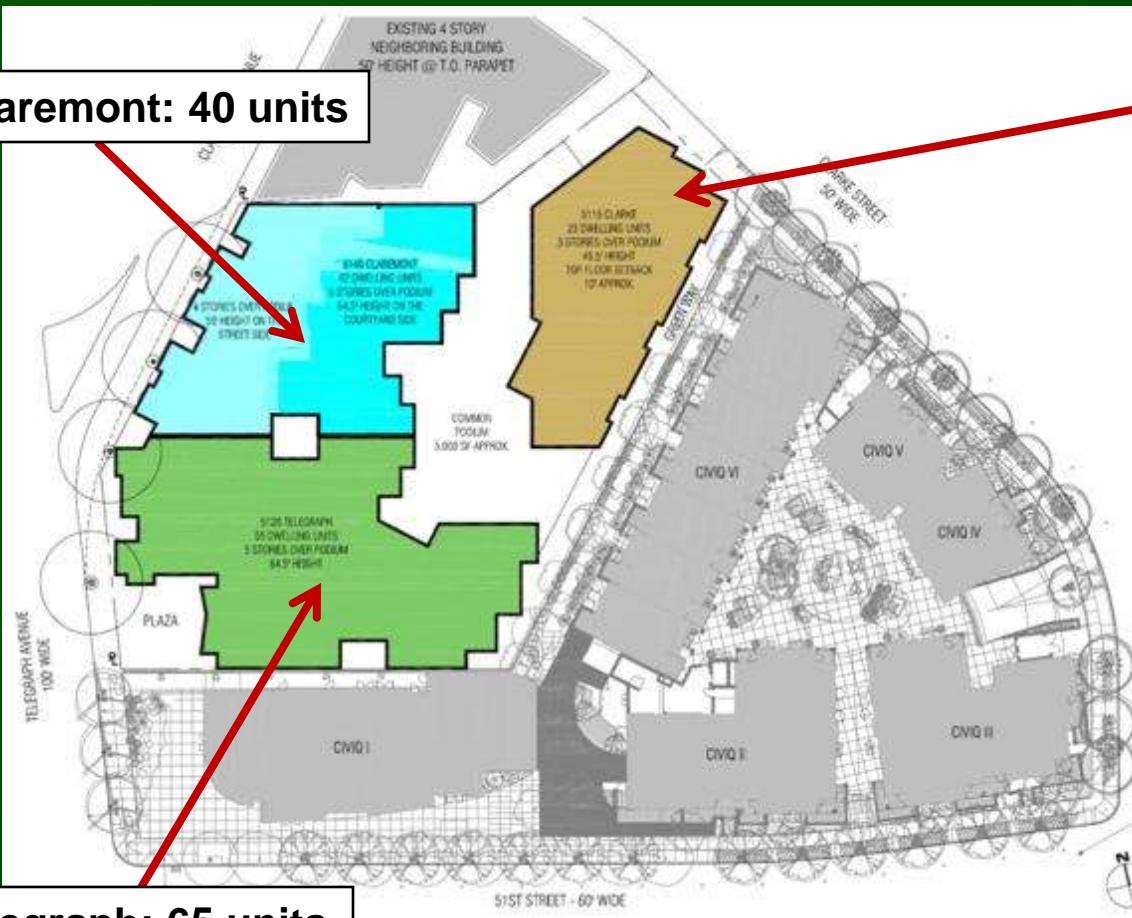


Majority of land is a parking lot

## Existing Site is Underutilized

**5140 Claremont: 40 units**

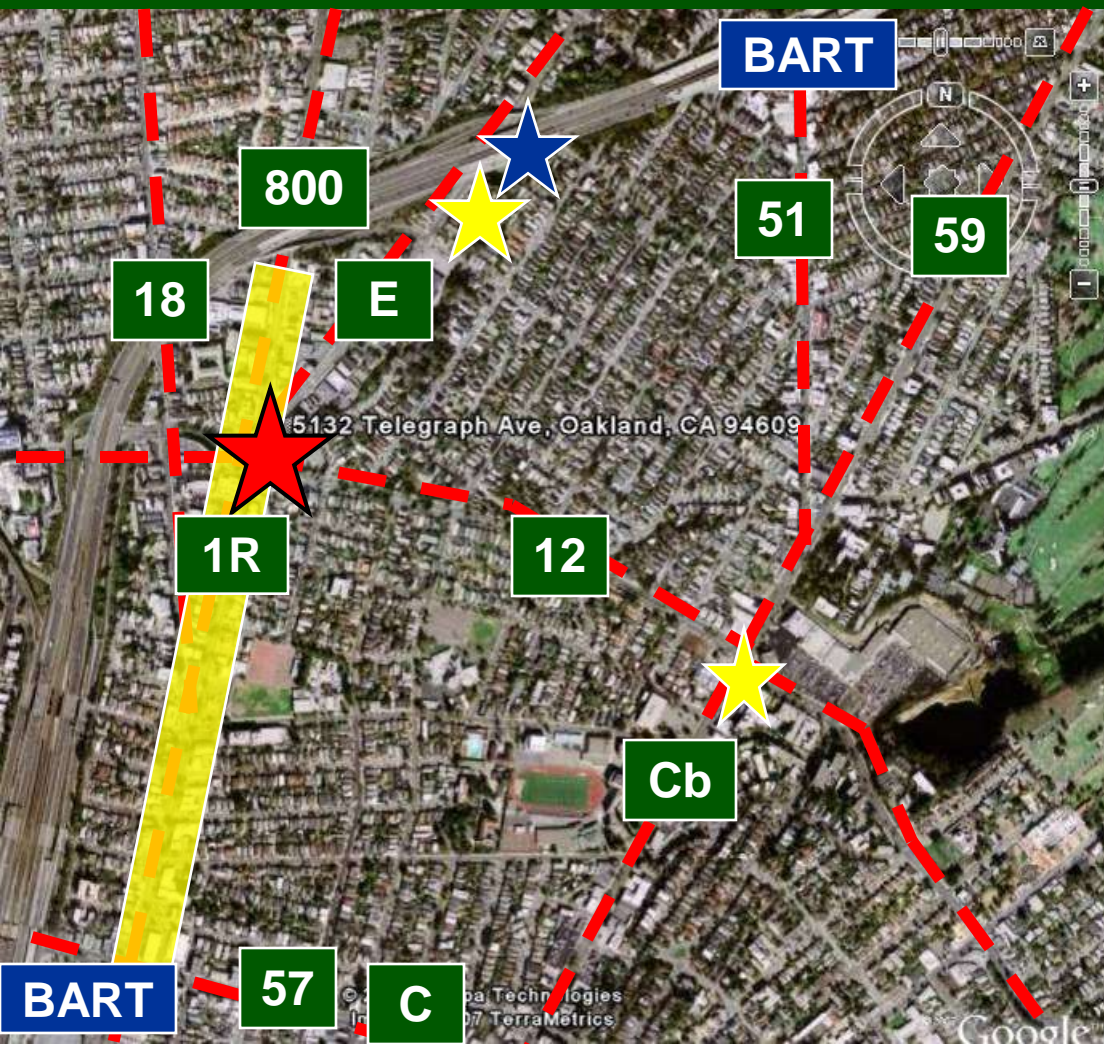
**5115 Clarke: 23 units**



**5120 Telegraph: 65 units**

The Project provides 118 units of transit-oriented, workforce housing and 7,700 SF of neighborhood serving retail.





Project Site



Casual Carpool to San Francisco



AC Transit Express Bus to S.F. Bus Stop



AC Transit Rapid Bus to Macarthur BART, downtown Berkeley & Oakland



AC Transit Routes



AC Transit Lines

The site is a Transit-Oriented Development opportunity.

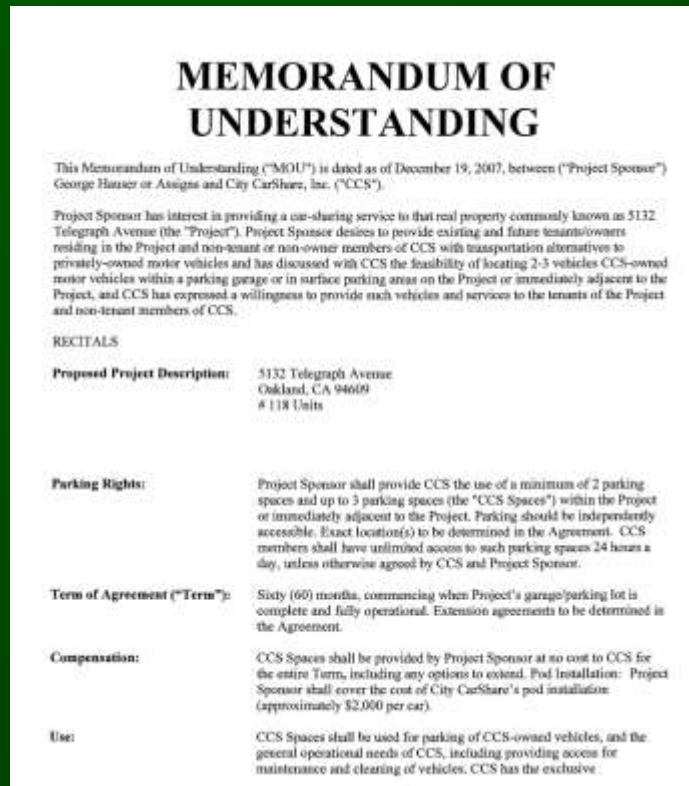
# Numerous Community Meetings took place over the Course of the past year

- **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
- **April 25**, Design Review Committee Presentation
- **May 28**, Design Review Committee Presentation
- **June 14**, Meeting with Rockridge Community Planning Council
- **September 10, October 8**, Meetings with Claremont Towers Apts.
- **January 7, 2008**, Community meeting hosted by Project Sponsor at Rockridge Public Library

# The Project Sponsor Met with Numerous Community Groups

- DMV Neighbors
- Friends of Temescal Creek (FOTC)
- FROG Park
- Temescal Business Improvement District
- Temescal Merchants Association
- Rockridge Community Planning Council (RCPC)
- Standing Together for Accountable Neighborhood Development (STAND)
- Urbanists for Livable Temescal Rockridge Area (ULTRA)
- Claremont Towers Apartments
- BANANAS Child Care Referral and Support Agency

# The community and the Design Review Committee (DRC) requested a Car-Sharing Pod



## The project sponsor has entered into a MOU with City Car Share.



The community requested adequate bicycle parking to discourage auto use.



There are 76 enclosed bicycle parking spaces.



The DRC requested additional Telegraph and Claremont facade studies addressing issues of scale and proportion.



Feb 15 Community



Mar 14 Community



Apr 25 DRC



Aug 22 Commissioner



May 28 DRC

## Claremont Façade

The Architect provided numerous facade studies resulting in design modifications.



Feb 15 Community



Mar 14 Community



Apr 25 DRC



Aug 22 Commissioner



May 28 DRC

# Telegraph Façade



Feb 15 Community



Apr 25 DRC



Aug 22 Commissioner



May 28 DRC

# Clarke Façade



[illegible]

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The project includes parking at the rate of  
1 space for each residential unit



The Community requested a mix of unit sizes.



12 studio units

68 one bedroom units

38 two bedroom units

The project includes a mix of studio,  
1- and 2-Bedroom units.

# The Community requested Open Space for the Project Residents



Greenway

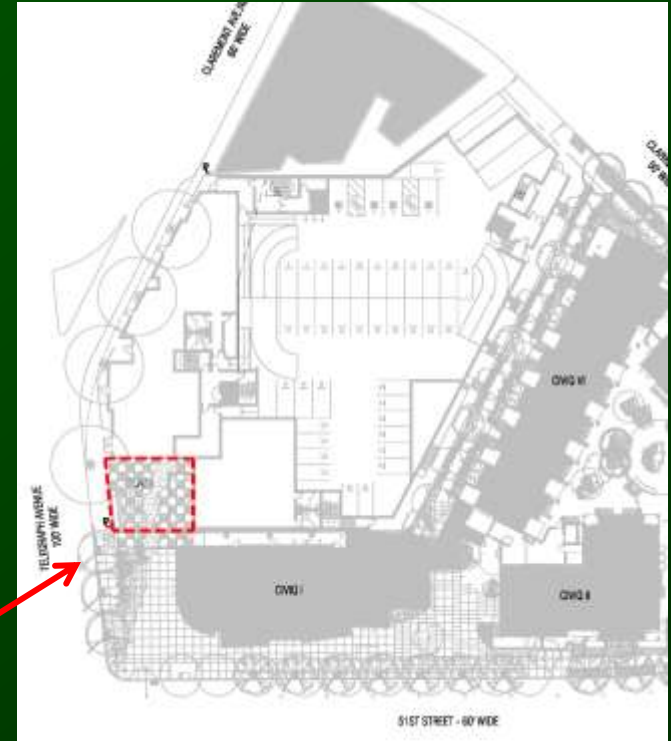
Podium Open Space

The project includes landscaped, greenway, podium and roof level open spaces.

The Community and the DRC requested a Public Plaza.



Telegraph Plaza



The Project Sponsor proposed several plaza locations eventually agreeing to the DRC's proposal for a Telegraph Avenue location.



The Community requested a commemoration of Temescal Creek



Commercial  
Frontage

Sidewalk Café

Bench Seating

Glass-Seeded  
Concrete Paving

Civiq Plaza

Fountain

The Architect proposed a faux creek for the greenway extension, later supplanted by a fountain and seeded paving in the Public Plaza.

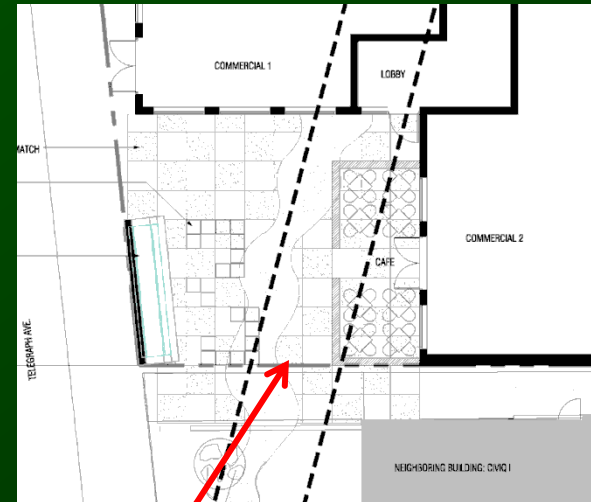


Some would like the Temescal Creek Culvert to be daylighted



Consultant studies concluded that daylighting is infeasible at this time.

# The Community and the DRC requested an opportunity for the future daylighting of Temescal Creek Culvert



Culvert

The culvert can be daylighted at Telegraph Plaza, given adequate economic and technical resources.

The Community and the DRC suggested that the project should step-down in the vicinity of 5120 Telegraph.



The Architect eliminated the west half of the upper floor of the Claremont Building.



The Community and the DRC requested a step-back at the Telegraph façade.



The project includes a step-back.



The DRC requested a lower height along Clarke Street.



Apr 25 DRC



May 28 DRC

A setback and step-backs were included in the Clarke façade.



The community requested that the project extend the texture and scale of Temescal Commercial District.



There is continuous commercial frontage, replicating the texture and scale of the district.

Staff requested tall store fronts.



Ground floor commercial is 17' tall.



# Staff expressed concerns about Signage.



Increase Commercial Ceiling heights to 16'  
Spandrel Sign  
Blade Sign  
Canopy Sign  
Podium Canopy Distinguishes Commercial & Residential  
Street Address Identifies Residential Lobby  
Commercial Storefront and Residential Entry at Telegraph



Active Lobby Adjacent to Greenway  
Podium Canopy Distinguishes Ground Floor & Residential  
Street Address Identifies Residential Lobby  
Residential Entry at Clarke Street



Street Address Identifies Residential Lobby  
Blade Sign  
Canopy Sign  
Spandrel Sign  
Podium Canopy Distinguishes Commercial & Residential  
Increase Commercial Ceiling heights to 16'

Commercial Storefront and Residential Entry at Claremont

The project signage was redesigned to address staff concerns.



Adjoining property owners had operational and massing concerns.



The Project Sponsor met with property owners to address their concerns.

# The community expressed a preference for Green Building.

- Energy Efficiency: Exceed Title 24 by 15%
- Energy Star Appliances
- Low-Flow Plumbing Fixtures
- Efficient 24" O.C. Stud Framing
- Native Plant & Tree Species
- Hydro-zoned Landscaping
- On-Site Car-Share Vehicles
- Bicycle Storage
- Dual glazed windows and high emissive glazing
- Motion sensors for lighting
- Green roof and surface water discharge system
- Managed parking system
- Transit oriented development
- Lower floor area to occupant ratio reduces energy and resource consumption and for construction and occupancy
- Vapor barriers to reduce heat loss
- Absence of carpeting- reduce landfill waste
- Low building surface to volume ratio reduces heat loss
- Central heat and hot water provided by high efficiency boiler

**The project will meet LEED Certified requirements.**

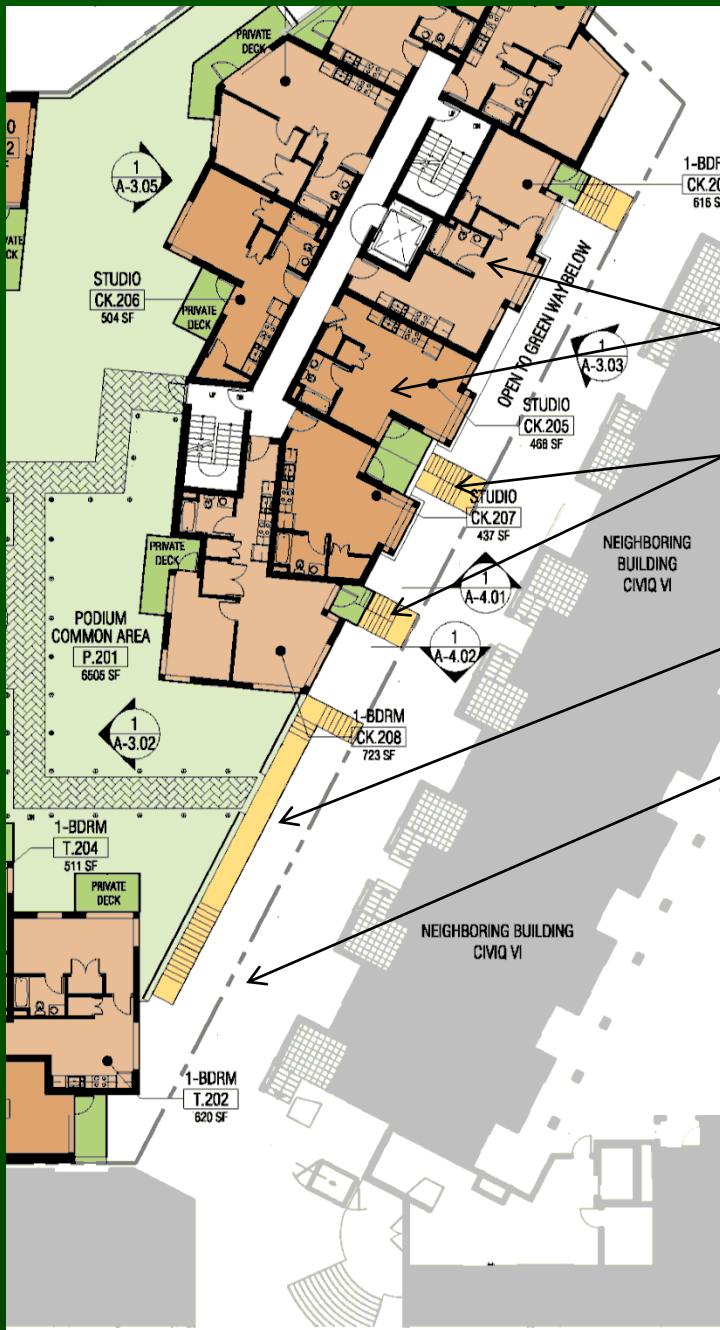
The community requested a dedicated zone increasing the width of the approved, CIVIQ, thru-block Greenway.



The project provides a landscaped zone increasing the width of the approved Greenway to 22'.



The Community requested an active edge along the Greenway.



Residential Units Overlook Greenway

Residential Entries on Greenway at both Creekside and Civiq

Landscaped Greenway Extension

Pedestrian Path

The project includes a residential lobby and stairs to individual units along the Greenway.

Some community members were concerned about the height of the project.



SUMMER SOLSTICE

WINTER SOLSTICE



AUTUMNAL EQUINOX

AUTUMNAL EQUINOX



WINTER SOLSTICE

WINTER SOLSTICE

Detailed shadow studies were prepared showing that the project has minimal shadow impacts.

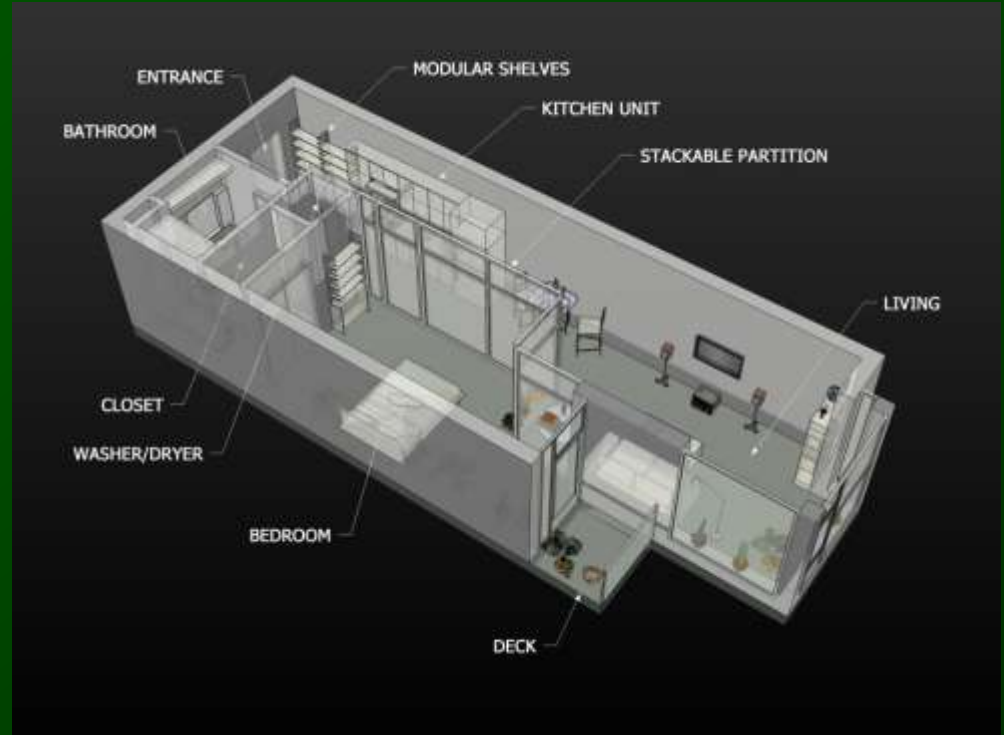
# The Community desired workforce housing.



## Median Sales Prices

Rockridge = \$824,500

Temescal = \$550,000



## The projected median price of a unit is \$385,000.



The Community requested the inclusion of Affordable Housing units.

Income limit:

Two person household, One bedroom unit  
\$37,700

Maximum Affordable Sales Price: \$75,257

Project includes 5 on-site affordable units  
for very-low income households.



Links to the Initial Study for Draft EIR, the Project Shadow Study and other Project Documents can be found at the project website:

<http://www.tbcproperties.com/properties/telegraph.html>

For more information please visit:

[www.TBCproperties.com](http://www.TBCproperties.com)

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