

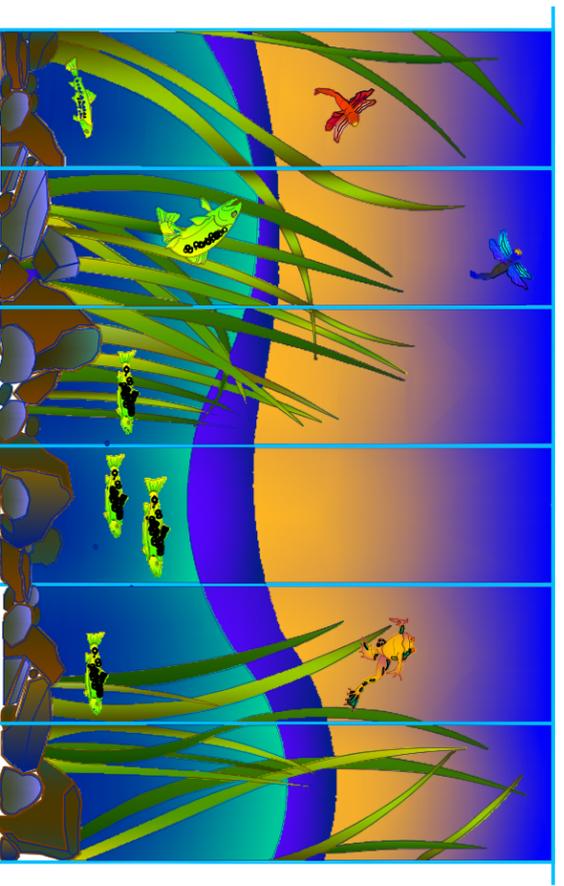
**A** ELEVATION COLUMN ENHANCEMENT/FENCING, I-580 UNDERPASS (EAST SIDE OF STREET)  
NTS

**SALVAGE NOTES:**

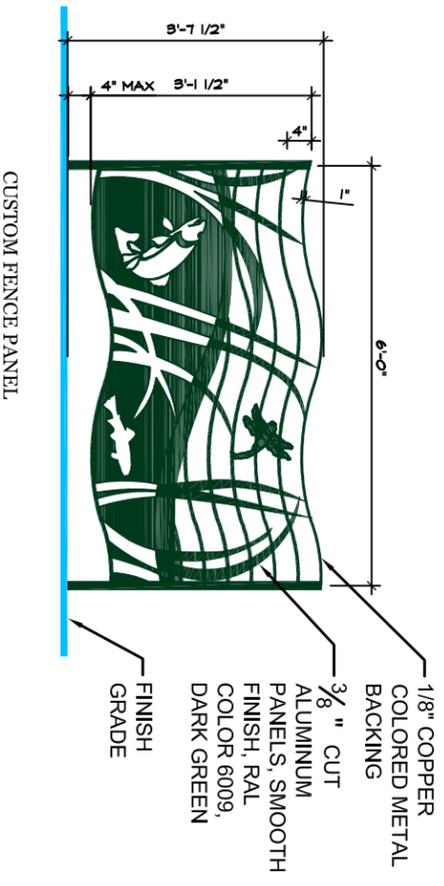
CONTRACTOR TO COORDINATE WITH MANUFACTURER, THAT AFTER THE WATER JET PROCEDURE TO CUT OUT THE DESIGN FROM THE SHEET METAL, THE MANUFACTURER SHALL SALVAGE THE REMAINING METAL PIECES, SMOOTH ALL SHARP BURRS AND ARRANGE TO HAVE THE CONTRACTOR DELIVER ALL REMAINING METAL PIECES TO:

THE CITY OF OAKLAND  
7101 EDGEWATER DRIVE  
OAKLAND, CA 94621

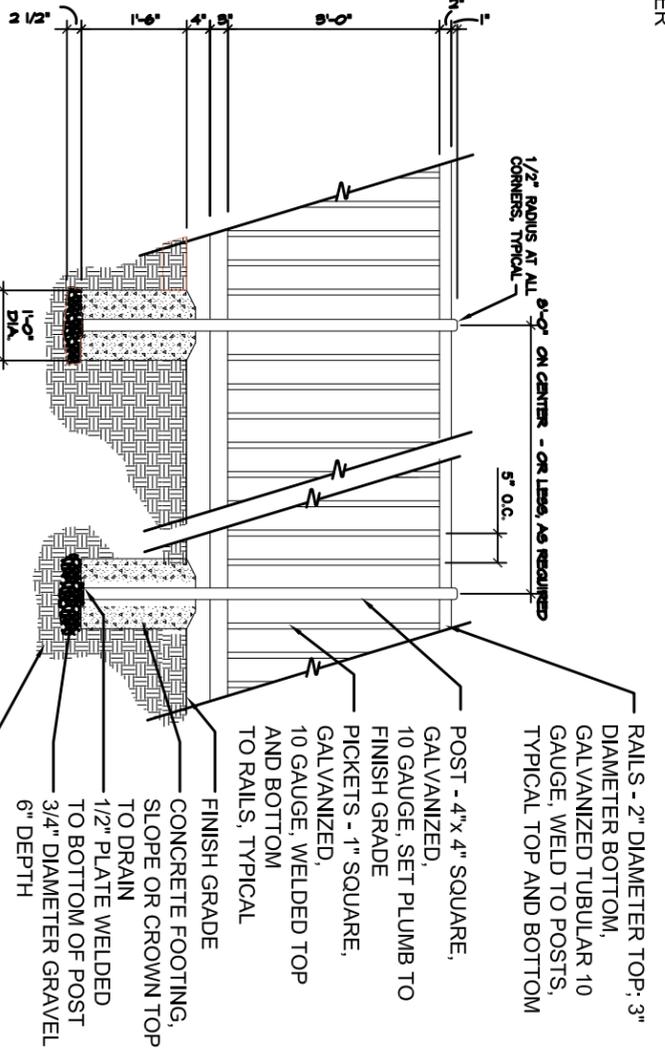
POWDER COAT PAINT ALL GALVANIZED METAL FENCE SURFACES, WITH CITY STANDARD COLOR RAL "5020" OCEAN GREEN



**C** SAUSAL CREEK MURAL, I-580 UNDERPASS  
NTS REFER TO DETAIL A THIS SHEET FOR PLACEMENT  
(N.I.C.)  
PAINT MURAL WITH MOSAIC TILE ACCENTS PER ARTIST  
RECOMMENDATIONS - APPLY TWO COATS OF GRAFFITI COATING



**B** CUSTOM FENCING PANELS  
NTS REFER TO DETAIL A THIS SHEET AND LAYOUT PLANS FOR PLACEMENT



**B** ORNAMENTAL IRON FENCE  
NTS

**ENCROACHMENT PERMIT**



**CITY OF OAKLAND**  
DESIGN AND CONSTRUCTION SERVICES DEPARTMENT  
250 FRANK H. OGDEN PLAZA, SUITE 4314 • OAKLAND, CA 94612  
(510) 238-3437 • FAX (510) 238-7227

**FRUITVALE ALIVE STREETSCAPE IMPROVEMENT**  
East 12th Street to Coloma Street



**GOLDEN ASSOCIATES**  
LANDSCAPE ARCHITECTURE  
URBAN DESIGN & PLANNING  
4400 MARKET STREET  
OAKLAND, CA 94608  
TEL: 510 465 4939  
F: 510 465 5325  
CALIC#2431

NO.	DATE	BY	REFERENCE

NO.	DATE	BY	REFERENCE

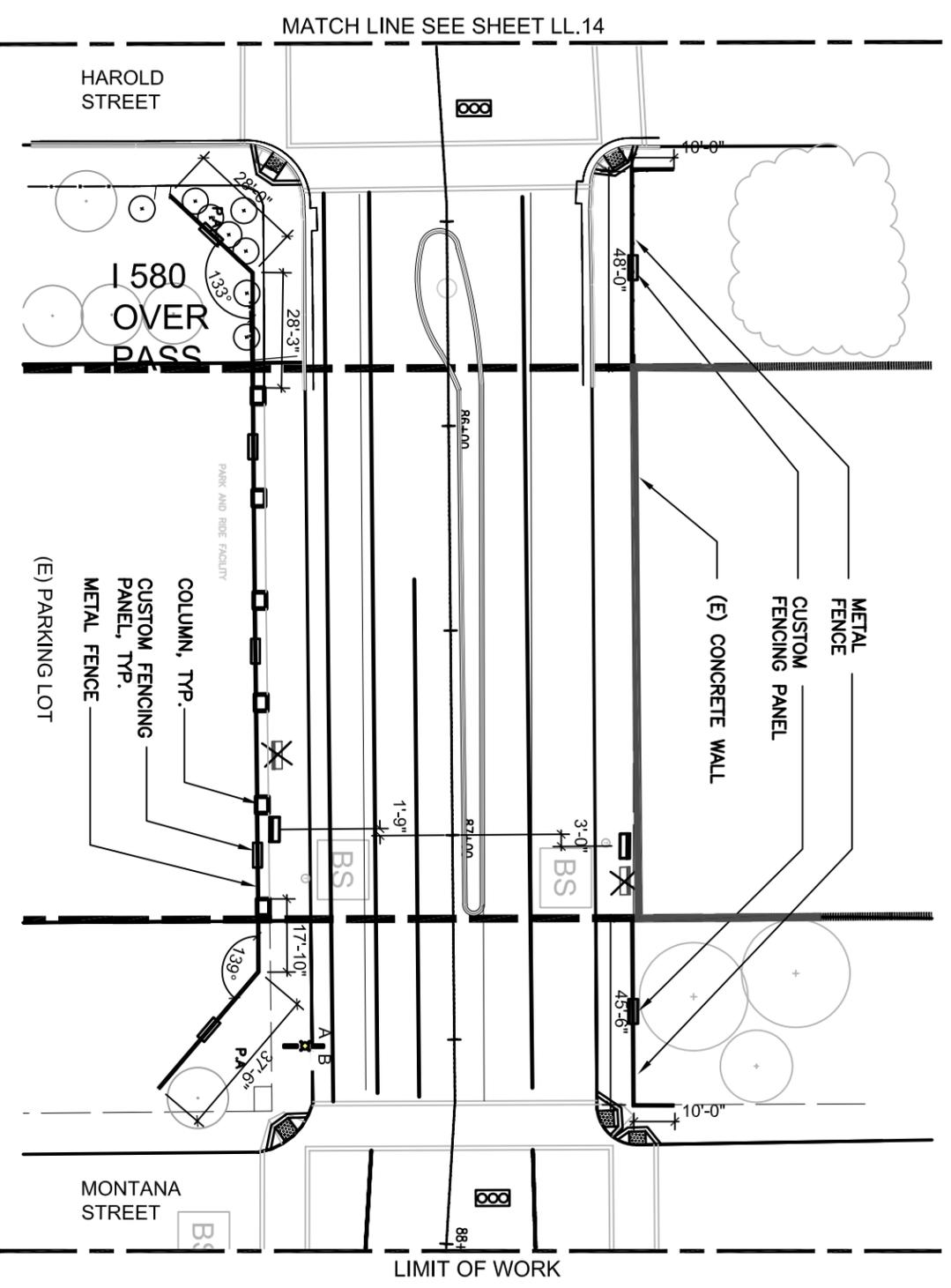
**LANDSCAPE CUSTOM SITE ELEMENTS**

PROJECT NO. **G375710**  
SHEET NO. **LD.1**  
SCALE: HORIZ. 1" = 20'  
VERT. 1" = 2'  
DATE: 9/23/09

LAYOUT NOTES

NOT ALL BASE INFORMATION HAS BEEN SURVEYED. SOME PLAN INFORMATION SHOWN IS BASED UPON AERIALS AND THROUGH FIELD OBSERVATION.  
 CONTRACTOR SHALL VERIFY ALL GRADES, EXISTING CONDITIONS AND DIMENSIONS IN THE FIELD AS NECESSARY PRIOR TO COMMENCING WORK. ALL DISCREPANCIES OR QUESTIONS SHALL BE BROUGHT TO THE ATTENTION OF THE CITY REPRESENTATIVE FOR RESOLUTION.  
 ALL WRITTEN DIMENSIONS SUPERCEDE ALL SCALED DISTANCES AND DIMENSIONS. ALL DIMENSIONS ARE TO BACK OF CURB AND CENTERLINE UNLESS OTHERWISE NOTED ON DRAWINGS.  
 ALL ANGLES ARE 45 DEGREES, 90 DEGREES OR 135 DEGREES UNLESS OTHERWISE NOTED.  
 ALL CURVES AND TRANSITIONS BETWEEN CURVES AND STRAIGHT EDGES SHALL BE SMOOTH.  
 NEW SCORELINES IN SIDEWALKS SHALL MATCH EXISTING SCORELINES UNLESS OTHERWISE SHOWN. ALL NEW TREE WELLS SHALL HAVE SCORE LINES AS SHOWN. EXPANSION JOINTS IN SIDEWALKS SHALL BE 30" ON CENTER MAXIMUM. SCORELINES TO ALIGN WITH TREE WELLS WHEN EVER POSSIBLE.  
 LIGHTING LOCATION SHOWN FOR REFERENCE PURPOSES ONLY. REFER TO ELECTRICAL PLANS FOR ALL LIGHTING INFORMATION.  
 THE PLACEMENT OF ALL BENCHES, TRASH RECEPTACLES AND BIKE RACKS TO BE ADJUSTED IN FIELD WITH CITY REPRESENTATIVE AND LANDSCAPE ARCHITECT

NOTES:  
 FOR DETAILS, SEE SHEET LD.1



ENCROACHMENT PERMIT

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**FRUITVALE ALIVE STREETSCAPE IMPROVEMENT**  
 East 12th Street to Coloma Street



**GOLDEN ASSOCIATES**  
 LANDSCAPE ARCHITECTURE URBAN DESIGN & PLANNING  
 4400 MARKET STREET  
 OAKLAND, CA 94608  
 T: 510 465 4030  
 F: 510 465 5325  
 CALIF. #2431

FACE NO. _____	EXP. _____
CHECKED BY _____	
DESIGNED BY _____	
DRAWN BY _____	

No.	DATE	BY	REFERENCE

**LANDSCAPE LAYOUT PLAN AND DETAIL**  
 MONTANA ST

PROJECT NO. **G375710**

SCALE: 1:20

HOR: \_\_\_\_\_

VERT: \_\_\_\_\_

DATE: 10/07/10

SHEET NO. **LL.1**

1 OF 2

**Fruitvale Alive!  
Record of Community Meetings**

Date: November 9, 2010

The following is a record of the Community meetings conducted by the City of Oakland Staff and Golden Associates, Landscape Architects regarding the Fruitvale Alive! Project. A total of three community meetings were held –one in each district.

**First Community Meeting – January 30, 2008**



At the first meeting of the Dimond District in the Dimond Library on January 30, 2008, Leslie Golden of Golden Associates presented the limits of work, project scope and requested input from the Community some design elements and on the theme for their District. Over 30 people attended this meeting along with David Ralston and then Council Member Jean Quan (the next Mayor of Oakland).



The previous Conceptual Plans identified the columns under I 580 as needing some improvements, as shown in the drawing to the left. The attempt to improve the area was appreciated, but we felt that the proposed work did not screen the parking lot. The lower photo was presented to the Community at the first meeting. The Community liked the screening efforts, as well as, appreciating the plant motif included in the screening wall, however, they requested that we modified the design to make it more specific to the Sausal Creek and provide a more creative approach to the columns themselves. The Community wanted a mural of paint or tile to portray an environmental theme to distinguish their area from others

and highlight the Sausal Creek as a positive local feature. At this time we contacted Public Art Commission to request their assistance in locating an artist. The Public Art Commission declined this location and we proceeded to develop a mural designed in-house.

### Second Community Meeting – June 12, 2008



The sketch on the left was presented at the second Community Meeting on June 12, 2008 (and distributed by email among the members of the Dimond District). Over 20 Community Members and David Ralston were in attendance. Golden Associates developed a mural of paint and tile graphic design to

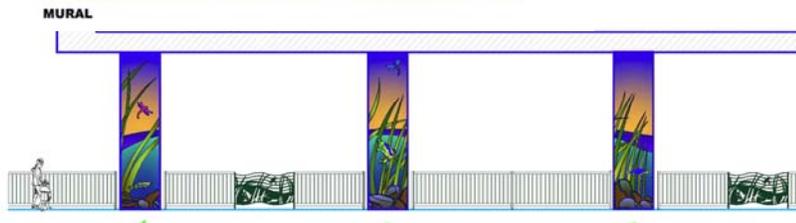
be placed on the freeway columns and metal fencing to replace the existing chain link fence under the freeway as shown on the left. The proposed graphic design and fencing has been incorporated into a current construction project on other portions of Fruitvale and has been overwhelmingly endorsed by members of the Community and the local Council Person, Jean Quan.



Laurie Batha, a Senior Associate at Golden Associates, developed the identity banners shown on the left. One shows the environmental theme requested by the Dimond District and the other shows a Historical Orchard Theme.



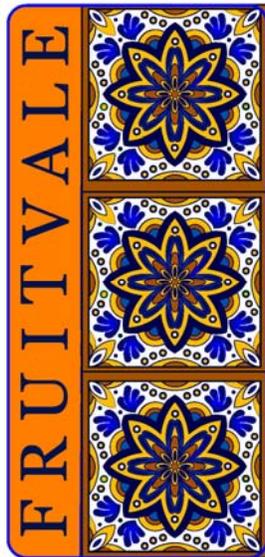
Designed by Laurie Batha, the drawings shown on the left and below demonstrate a family of design motifs used on kiosks, custom bike racks, custom metal panels and a mural that expresses the environmental theme requested by the Dimond District.



### Third Community Meeting – June 12, 2008



Golden Associates presented the revised designs at a third Community Meeting at the Unity Council on October 10, 2008. Over 25 Community Members, including Council Member Ignacious de la Fuente and numerous members of the City staff (David Ralston, Jaime Heredia and Wlad Wlassowsky). The designs were well received but the Community wanted the Hispanic banners to relate more to the Hispanic culture than the Historic Orchard Theme. Ms. Batha designed the Identity banner below in response to this request.



The following unsolicited letter was posted on our office Linked in account and was written as follows by an active Community Member: *"Leslie worked/is working for the City of Oakland on the Fruitvale Alive streetscape project. I am one of the community members who has been involved in the citizen review process. Leslie and her team have wonderful at navigating the messy and sometimes contentious neighborhood input process with grace. They have taken our feedback into account and come back with ideas for addressing our concerns. We were impressed with their work and look forward to seeing the project come to fruition."*

Community Member: Mercedes Corbell



## LAURIE BATHA, RESUME Senior Associate

Laurie Batha, a lead Project Manager and Senior Associate for Golden Associates, brings 20 years of landscape architectural experience, as well as a diverse knowledge of landscape and graphic design, construction documents, in-house irrigation, and construction administration. She has managed the successful completion of every project for the firm since 2000.



Ms. Batha's project experience includes urban design projects, resorts, commercial and industrial facilities, public and private multi-family housing, planned communities, institutional facilities, private cemetery renovations, parks, recreation and wetland habitat restoration in the Bay Area and abroad.

Ms. Batha is an active member of the National Resources Defense Council and was accepted into the **2004-2005 Class of the Leadership Contra Costa Program**, which delves into regional issues of inter-connected public agencies, various cultures, planning and the environment. Her divergent contributions combine her sense of design style with an ability to comprehend and shape graphics which reflect the collective needs expressed by the Community. Her graphic designs for the "Fruitvale Alive!" project, to be installed in 2009, received overwhelming Community support.

### EDUCATION

**Bachelor of Arts, Landscape Architecture**, 1988

University of California at Berkeley.

**Architecture and Design**, 1986

City College of San Francisco, S.F., California.

**Graphic Design and Production Art**, 1981

Drake University, Des Moines, Iowa.

### CONTINUING EDUCATION

**Landscape Architecture Conference**,

U.C. Berkeley Dept. of Landscape Architecture.

**Understanding and Managing Risk**, Schinnerer & Company,

Inc.

### PROFESSIONAL AFFILIATION

**National Resources Defense Council**



**PROJECT EXPERIENCE:**

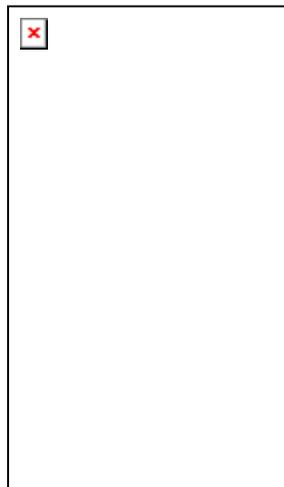
Ms. Batha was the Designer of the following highlighted projects:

**Fruitvale Alive! Oakland**



Ms. Batha led the graphic design of a comprehensive wayfinding system for the “Fruitvale Alive!” Streetscape Project. Spanning 1.5 miles and three community groups, she deftly merged two differing design themes expressed by the Community Groups (environmental and orchard theme) with one common graphic and color palette.

The attached mural was designed by Ms. Batha and is conceived as one over-all mural, to be used as panels on each column under the I-580 Freeway. The additional coordinated site improvement elements have been provided to complement the either environmental or Hispanic theme desired by the Community members.



**Lion Creek Enhancement, Oakland**

Ms. Batha has been the Graphic Designer for the Lion Creek Enhancement Project in the City of Oakland. This environmentally sensitive project is providing an open creek over flow for the once completely engineered, concrete-walled channel. This restored creek will be open to both tidal and upland freshwater flow. The plant material has been carefully selected to provide a natural habitat, and interpretive panels will be included in the design. 6