

# THE TELEGRAPH

HOTEL & RESIDENCES

Presentation to the  
City of Oakland

Community and Economic  
Development Committee

December 1, 2015



# Presentation Agenda



- Project Team
- Project Vision
- Community Engagement
- The Lowe Advantage
- Q&A



# Project Team





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- Residential
  - 251 market rate units
  - 38 on-site affordable units (Eden owned, <60% AMI)
- Hotel
  - 115 guest rooms
  - Ground floor restaurant
  - Rooftop lounge
  - 5,000 SF meeting space
  - Destination Hotels
- Retail
  - 17,250 SF retail space on Telegraph and 19<sup>th</sup> Street

# Project Vision





# 19th Street Vision



# 19<sup>th</sup> Street Vision



# 19<sup>th</sup> Street Vision



# Community Engagement

- Local Team, Local Ideas, Local Execution
- Community Outreach
  - Hospitality Internships
  - Oakland-Centric Sourcing
  - Local Artist and Maker Outreach
  - Local Hiring
  - Local Living
- Uptown Music and Arts District
  - Donation of Retail Space to Seed District



# The Lowe Advantage

- Vertically integrated, local team
  - Deep experience in development and operations
- Extensive partnership experience
- Realistic plan for hotel, retail and housing
- Significant project benefits
- Passion for Oakland





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Q&A

