

# Telegraph-Northgate Neighborhood Plan

Telegraph-Northgate Neighborhood Association  
City of Oakland  
Urban Ecology

In 1999, the Telegraph-Northgate Neighborhood Association and Urban Ecology initiated a neighborhood planning process funded by the City of Oakland. The Telegraph-Northgate neighborhood, located just north of downtown Oakland, is home to several historical buildings. Small businesses line Telegraph Avenue, and there are several supported housing providers in the neighborhood.

Telegraph-Northgate faces challenges familiar to urban areas that have experienced disinvestment and decline: a major freeway slices through it, the storefront vacancy rate is 20%, and the streets are unsafe for pedestrians and bicyclists. The Telegraph-Northgate Neighborhood Association, made up of residents, merchants and social service providers, initiated the planning effort to counter these problems and create a more livable and safe neighborhood.

Completed in 2000, the neighborhood plan makes policy and design recommendations focusing on four main areas:

- Identify sites for parks and integrate nature into the neighborhood
- Design traffic calming methods on neighborhood streets
- Devise methods to strengthen Telegraph Avenue into a strong retail spine
- Define a boundary between the neighborhood and downtown

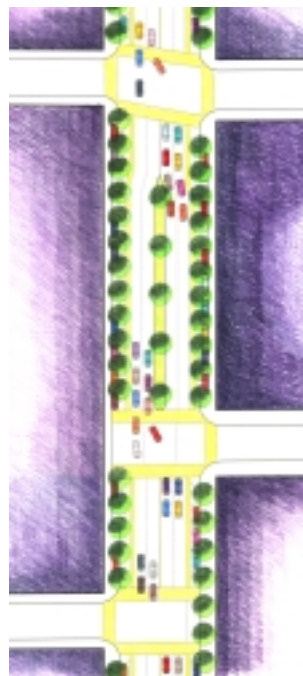
With assistance from Urban Ecology, the Neighborhood Association is currently using the plan to guide new private development and advocate for park and streetscape improvements by the City of Oakland.



Proposed land use designations protect the character and affordability of the residential neighborhood while encouraging a dense transition zone towards the downtown area to the south.



Telegraph-Northgate neighborhood as envisioned by its residents.



Northgate Avenue landscaping and traffic calming design.



Telegraph Avenue bike lane and façade improvements.