



STATEMENT OF QUALIFICATIONS  
for

# KASPER'S PLAZA

submitted by

**GWO** **GROUNDWORKS** **Office**  
landscape architecture

**February 13, 2017**



Shifra de Benedictis-Kessner  
Executive Director  
Temescal Telegraph BID  
4430 Telegraph Ave #49  
Oakland, CA 94609

02 . 13 . 2017

Dear Ms. de Benedicts - Kessner,

It's with great pleasure that I submit to you our expression of interest for Landscape Architectural and Urban Design services for the re-design of Kasper's Plaza. This is without question a project that will significantly add to the quality of the pedestrian and streetscape network in the Temescal Neighborhood and along Telegraph Avenue.

In the following pages, I hope to layout a strong argument for why we are the right team for the task at hand. I truly believe that our team can deliver a project that will stand the test of time and solidify the importance of this neighborhood node.

Sara Peschel and I started Groundworks Office, with a singular mission, to imbue our public spaces with a renewed sense of wonder, delight and beauty. Today our urban parks, plazas and streetscapes have become too beholden to a rational layout of programmatic elements; sports fields here, benches there. Our parks have become too generic, bland and prescriptive! Lost are the ideals of when our public spaces served a greater cultural purpose and function, we aren't advocating for massive change here, but a more thoughtful approach to the way we craft and envision our public spaces.

So why hire a firm like Groundworks Office? Well, we are young, energetic, local and extremely eager, but enough about the negatives. We strongly believe in our pedigree, and past experience working on complex urban landscapes and that we hold the right tools to produce a unique and spirited plaza for the Temescal Business Improvement District.

Warm Regards



Brennan Cox  
Partner - GROUNDWORKS Office





## FIRM INFORMATION

*Founded in 2012*

*Partner Experience*

Brennan Cox - 17 years  
Sara Peschel - 16 years

*Number of Employees*

4 Full Time Employees  
1 FullTime Contract Employee

## CONTACT INFORMATION

*Main Contact Name and Title*

Brennan Cox - Partner

*Office Address*

1804 5th Street  
Berkeley, CA 94710

## SCOPE OF WORK

*Landscape Architectural and Urban Design Services*

## Our mantra is to build projects that are important to the social structure of life, visually dynamic and that support a rich ecology!

Groundworks Office is an urban design and landscape architecture firm based in Berkeley, California. We work at all scales of the built environment and for all types of clients, we believe in a hands on approach to design and prefer a model that allows us to foster meaningful connections with our clients, and be truly connected to the design and construction process. We feel this model leads to better communication and efficiency, but most of all, a closer contact with the creative process and a real investment in the success of projects.

## Our core mission is to build vibrant landscapes!

This philosophy focuses on people first; the people who use and depend public space to maintain a high quality of life. Kasper's Plaza can once again be an important destination along Telegraph Avenue and a symbol of the diversity that makes the Temescal neighborhood special. A successful design approach will strengthen the social community of the local neighborhood, encourage active modes of transportation by enhancing the experience for bicyclists and pedestrians, and contribute to the significance of Kasper's Plaza as a neighborhood node.

## We approach each project with open eyes and ears, not preconceived ideas or a catalog of design solutions.

The Groundworks Office team understands that a diverse breadth of voices and motivations will always exist. And as with many of our projects, we embrace that complexity as a source of richness and use it as a foundation for the project's identity—traits of an authentic, memorable urban place. We believe in a collaborative and iterative design process whereby ongoing research, comments and feedback from all our stakeholder groups refines and improves the project. We intend to work with the public and internal stakeholders from the outset of the Concept Design phase, through Design Development, to provide focused attention on the representation of all stakeholder voices.

The nature of this work falls squarely within our field of expertise; and we understand the rigors of building high quality projects in the public realm. Our team believes that our creative problem solving ability

paired with our commitment to technology is what separates our firm from others.

**We see great potential here and don't see the budget as a limiting factor, and believe that our creative process will yield a high-quality inventive and visually dynamic plaza.**

We believe that Groundworks Office is uniquely suited for this project because of these THREE key factors.

## ONE

Groundworks Office is an energetic, highly motivated office that thinks differently and challenges conventional norms. The urban spaces we create, should reflect the complexity of our culture, be adaptable to the changing needs of the community and respond to our current environmental conditions. This isn't accomplished with a rubber stamp approach to design, which is why we apply a high level of rigor to all of our projects. Every member of our team stays involved and connected to a project from beginning to end.

## TWO

Nothing good happens without taking a risk! We don't have norms, and prefer to operate without them, norms give way to standards and standards limit design and innovative thinking. We don't believe that our urban spaces should look like a catalog, but should reflect the complexity of our culture.

## THREE

We ask hard questions, listen to our clients and know that nothing replaces hard work.

**Groundworks Office is deeply rooted in the East Bay and will bring a site-specific design solution to the project that balances the competing forces at work in the public realm and fosters new community connections and supports neighborhood values.**

# THE PROJECT TEAM

- Brennan Cox - Design Director

For the duration of this project, Brennan will act as project design leader and the primary point of contact for Groundworks Office. Brennan will lead the design effort for all aspects of the project, he will manage and coordinate between the design team and our technical consultants. He will be present for all TTBID meetings and centrally involved with all design team presentations to the various city departments, community groups and stakeholders. Brennan will be involved with all day to day design work and production for the project, he strongly believes in the rigor of design and that a connection to the work is paramount.

- Sara Peschel - Team Leader

Sara Peschel will be responsible for team organization, communication and project management. She will also help with the community outreach and learning sessions that we have planned with the community. She will ensure that production targets are met and that all documents produced meet the highest level of quality assurance. She brings nearly 16 years of experience working on complex, multifaceted projects; her expertise are perfectly suited for this project.

- Will Smith - Project Management

Will Smith will direct and manage the work flow of all documents and information between Groundworks Office and TTBID. He will play an integral role in blending design with the functional requirements of site. His experience working on large complex projects and his understanding of the built environment will undoubtedly be valuable as we envision the project.





Mr. Cox is a landscape architect and urban designer with 15 years of experience working at all scales of the built environment, and for all types of clients. He is a founding partner of Groundworks Office, and amongst a new generation of designers using technology as tool for design, prototyping and constructing innovative landscapes. His work seeks to expand the field of landscape architecture and build projects that imbue the complexities of our environmental conditions, promote a strong civic stewardship and strengths our new urban ecology. He prefers to solve every problem with a Pentel Sign Pen Model #S520 and a roll of trace paper and isn't very far from a tape measure.

### **Education**

Harvard University  
Master of Landscape Architecture

Iowa State University  
Bachelor of Landscape Architecture

### **Professional Experience**

GROUNDWORKS Office  
Berkeley, California  
2011 – Present

CMG Landscape Architecture  
San Francisco, California

Santa Clara Development Company  
Santa Clara, California

Hargreaves Associates  
New York City, New York  
San Francisco, California

SWA Group Landscape Architects  
Sausalito, California

### **Professional Registration**

Licensed Landscape Architect, State of California No. 5300

### **Current Commissions**

San Francisco Airport Terminal 1  
San Francisco, California

Hunters Point Phase 2 Streetscape Design  
San Francisco, California

Treasure Island Clipper Cove Promenade  
San Francisco, California

Treasure Island Waterfront Plaza  
San Francisco, California

Visitation Valley Development  
San Francisco, California

Minnesota Street Grove Plaza  
San Francisco, California

Tunnel Top Park  
San Francisco, California

Alameda South Shore Playspace  
Alameda, California

Diamond Heights Streetscape Plan  
San Francisco, CA

Visitation Valley Residential Development  
San Francisco, California

The Urban School  
San Francisco, California

Central Park / International Swim Center  
Santa Clara, CA

### **Teaching Experience**

Academy of Art  
School of Landscape Architecture

University of California - Davis  
Landscape Architecture Department

Harvard University  
Graduate School of Design - Teaching Fellowship

### **Professional Affiliations**

Art for Aids Jury Member

American Society of Landscape Architects

Urban Land Institute

San Francisco Planning and Urban Research



1804 5th Street Berkeley California 94710 - 510.833.2111



Sara Peschel has 17 years of experience in landscape architecture, urban design and public art. She is a founding partner at GROUNDWORKS Office. Her work addresses various scales from large scale urban ecologies to smaller scale public open space and garden projects. This wide range of project experience includes knowledge of the public review process, strong project management skills, and the rewarding challenge of translating creative solutions into built form with a focus on detail. Her background in natural resources and experience in public art has fostered a deep interest in how the design process can facilitate a personal connection to the natural environment.

### Education

Harvard University  
Master of Landscape Architecture

University of Vermont  
Bachelor of Science - School of Natural Resources

### Professional Experience

GROUNDWORKS Office  
Berkeley, California  
2011 – Present

Tom Leader Studio  
Berkeley, California

Mathews Nielsen Landscape  
New York City, New York

Dennis Oppenheim Artist  
New York City, New York

Sawyer Berson Architecture and Landscape Architects  
New York City, New York

Acconci Studio  
Brooklyn, New York

### Current Commissions

San Francisco Airport Terminal 1  
San Francisco, California

Hunters Point Phase 2 Streetscape Design  
San Francisco, California

Hunters Point Phase 1 Streetscape Design  
San Francisco, California

Washington Hospital Healthcare System  
Fremont, California

Alameda South Shore Playspace  
Alameda, California

Diamond Heights Streetscape Plan  
San Francisco, CA

Visitacion Valley Development  
San Francisco, California

The Urban School  
San Francisco, California

Central Park / International Swim Center  
Santa Clara, CA

### Awards

RiverFIRST Framework Plan and Priority Projects,  
ASLA MN Merit Award, 2014

Stanford Medical School Li Ka Shing Center for Learning  
and Knowledge, SCUP Excellence in Landscape  
Architecture Open Space Planning and Design  
Honor Award, 2013

RailRoad Park, Urban Land Institute Urban Open  
Space Award, 2012

RailRoad Park, Alabama ASLA Honor Award, 2011

Brooklyn Children's Museum, Public Design  
Commission Excellence Award, 2010

Kowsky Plaza, New York ASLA Honor Award, 2006

### Professional Affiliations

American Society of Landscape Architects  
Urban Land Institute  
San Francisco Planning and Urban Research  
American Institute of Architects - East Bay Chapter







Mr. Smith is a designer with 6 years of professional experience covering a range of project types, from high end design build to large scale public landscapes. Work during this period includes projects with a variety of goals including revitalizing Colorado Avenue for the City of Santa Monica, CA, creating an epic overlook of the Golden Gate Bridge for the City of San Francisco, CA, developing a 30 acre campus for a major hospital in Dallas, TX, and designing portions of the Treasure Island shoreline. Through these projects, amongst others, Will has developed a keen understanding of the art of making great landscapes and strengthened his ability to observe, interpret and navigate the social, economic and ecological systems that influence public spaces.

### Education

University of California - Berkeley  
Master of Landscape Architecture

Lewis and Clark College  
Bachelor of Arts - Environmental Studies

### Professional Experience

GROUNDWORKS Office  
Berkeley, California  
2015 – Present

Meyer + Silberberg Landscape  
Berkeley, California

Tom Leader Studio  
Berkeley, California

### Professional Affiliations

American Society of Landscape Architects  
San Francisco Planning and Urban Research

### Current Commissions

San Francisco Airport Terminal 1  
San Francisco, California

Hunters Point Phase 2 Streetscape Design  
San Francisco, California

Treasure Island Clipper Cove Promenade  
San Francisco, California

Alameda South Shore Playspace  
Alameda, CA

Tunnel Top Park  
San Francisco, California

Ridge Lane Pedestrian Plaza  
San Francisco, California

Visitation Valley Development  
San Francisco, California

### Teaching Experience

The Crucible

School of Industrial Arts

### Awards

Wurstershire Sauce Design Build Project  
ASLA Honor Award, 2010

Digging Deeper -- Building Blocks for Sustainable Design  
2nd Place, 2009

San Francisco Garden Show  
Merit Award, 2009



## Fee Estimate

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<u>Preliminary Design Concepts</u>	<u>\$ 11,225</u>
<ul style="list-style-type: none"><li>» Meet with the BID to discuss project goals and refine scope and budget</li><li>» Site analysis to understand existing physical, visual, and policy conditions, challenges and opportunities of the site</li><li>» Develop up to three preliminary sketch design concepts to illustrate a range of programming and designs for the space.</li><li>» Also develop 'materials and elements' boards of photos or other exhibits illustrating example potential site furnishings, hardscape materials, plant palettes, etc.</li><li>» An initial estimate of probable costs will be developed for each concept to create an understanding of the range of costs related to design concepts.</li><li>» Present Preliminary Design Concepts to the BID board.</li></ul>	
<u>Community Outreach Facilitation</u>	<u>\$ 2,010*</u>
<ul style="list-style-type: none"><li>» 3 community meetings or public presentations.</li><li>» Summarize the community feedback received during the public meetings for discussion with the BID and to inform the final design</li></ul>	
<u>Community Outreach Online</u>	<u>\$ 920</u>
<ul style="list-style-type: none"><li>» Create an internet survey, complete with concept plans, to be sent to community members for broader outreach</li></ul>	
<u>Final Design Proposal</u>	<u>\$ 7,280</u>
<ul style="list-style-type: none"><li>» Meet with the BID Board and Design Committee to discuss feedback from the community open houses and to determine direction for a preferred plan.</li><li>» Prepare draft and final design plans, sections, and vignettes to communicate the design of the plaza and associated landscape, seating, pavement treatments, and other improvements.</li><li>» Provide a revised estimate of probable costs of the final design</li><li>» The intent of these drawings is to provide the BID with the materials needed to support any fund raising, grant applications, gathering of letters of support, and for use in initial meetings with City of Oakland regarding moving forward to permit the project.</li></ul>	
<b><u>FEE TOTAL</u></b>	<b><u>\$ 21,435</u></b>



## Hourly Rate Schedule

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Partner	\$ 185
Landscape Architect	\$ 150
Project Designer	\$ 110
Staff	\$ 80



## *Tunnel Top Park* [San Francisco, CA](#)

For the past year Groundworks Office has been working with a hardy group of neighbors and park stewards to turn this challenging remnant site into a new urban gathering node. With commanding views to the south, the half-acre park is chock-full of site constraints and limitations; location atop a rail tunnel and its proximity to Interstate 280. The response has been to keep the design simple and without any load bearing structures, and focused on mitigating both noise and expanding the ecological relevance of the site. The focal point of the new park is a flexible paved area that will provide a much-needed space for play in the neighborhood. Site storm-water is being focused into a wetland garden that will host a number of aquatic plants and with any hope a frog. A new site-planting regime will be installed that supports local native and drought tolerant plants. A special focus has been placed on plants with a high ecological value that will foster and attract at risk species of both insects and small birds.

**Client**  
Friends Of Tunnel Top Park

**Completion Date**  
2016

**Project Manager**  
Brennan Cox - Partner

**Project Details**  
1 Acre Community Funded Park





### *Wave Forms Plaza* [Philadelphia, PA](#)

An open air plaza adjacent to the University of Pennsylvania campus, granite patterned wave forms and planting beds flow and collide at the base of nine large aluminum bell sculptures. Visitors interact with the sculpture, walking in, around and through the pieces. The project was a collaboration with Dennis Oppenheim, who created a series of large bells as the public art component to the project. "By taking the visual configuration found in sound waves to structure the plaza garden, I could detour from the more obvious associations brought forth by the Liberty Bell, Philadelphia's most famous image. By increasing the scale of the bells to approximate architecture, I was able to disturb the association of the bell as 'object' to bell as 'dwelling' " said Oppenheim.

**Client**  
The Hanover Company

**Completion Date**  
2007

**Project Manager**  
Sara Peschel

**Project Details**  
Mixed Use Development

**Credit**  
Dennis Oppenheim





## **N-Judah Plaza** [San Francisco, CA](#)

Perched at the edge of the Pacific Ocean a devout team of neighborhood leaders has been working with Groundworks Office to reimagine this vibrant neighborhood node. Taking a long-range approach Groundworks Office has used several community meetings and input from business owners to restructure the intersection and re-configure the demands of transit. The vision proposes a modern transit stop, and two new public plazas that can host neighborhood events. An iconic gateway is proposed with a new transit station that marks the burgeoning neighborhood, as well as provides a safe and proper boarding location for all transit users. Lastly, traffic lanes are reduced to maximize pedestrian comfort, including the expansion of the traffic island to connect the existing gardens into one seamless public space.

### **Client**

N - Judah Working Group

### **Completion Date**

On - going

### **Project Manager**

Brennan Cox - Partner

### **Project Details**

Project Budget \$ 10 Million





### **Albany Loop** Albany, CA

Our proposal, Albany Loop, is a fun and interactive element, visually exuberant and spatially dynamic. Looping across the site, a 12" diameter, high strength steel pipe, re-shapes the homogenous tract of green lawn, into a fun and playful space. At its crescendo, it loops to spell A – L – B – A – N – Y, in an audaciously graphical and energetic statement. The size and scale of Albany Loop have been thoughtfully considered, and intended to be a strong visual landmark, for not only those riding, walking, or scooting along the greenway, but for those passing above. "HEY, THIS IS ALBANY!". The remaining parts of Albany Loop twist and bend to create flexible and fun spots to sit, relax, jump and rest.

#### **Client**

City of Albany - Public Art Program

#### **Completion Date**

Design Development - Ongoing  
Construction - Late 2017

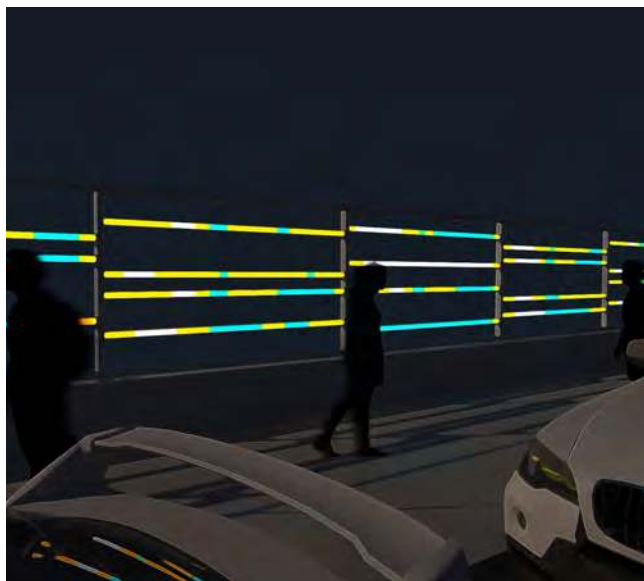
#### **Team**

Brennan Cox - Partner  
Staci Betch - Design  
Jinhee Ha - Design

#### **Project Details**

Public Art and Plaza  
Budget - \$ 40k





### *Lightworks - I-280 Underpass* [San Francisco, CA](#)

At the confluence of Interstate 280 and the Caltrain Station lies the 22nd Street Lightworks Project, which uses a simple low-tech LED light element, to help activate and increase safety of this bustling transit hub. Planned for construction in 2016, Groundworks Office is currently embarking on full design study to explore ways to bring some much needed attention to this vital neighborhood transit node.

**Client**

Dogpatch Green Benefits District

**Completion Date**

On going

**Project Manager**

Brennan Cox - Partner

**Project Details**

Caltran Bridge  
Replacement project



## Minnesota Street Park *San Francisco, CA*

GWO is working in collaboration with the Green Benefit District and the Rappaport's to enhance an existing greenway by extending the planting areas, closing a through street and creating a plaza for community gatherings and special events.

### Client

Green Benefit District &  
Deborah and Andy Rappaport

### Completion Date

On-Going

### Project Manager

Will Smith - Associate

### Project Details

Street Park and Plaza





### *The Shellmound* [Emeryville, CA](#)

Working in collaboration with Widgery Studio, Groundworks Office is developing a proposal for an art installation in a very unique urban space beneath the Powell Street Bridge in Emeryville. Our proposal "DAZZLE" references the distinct geometric patterns painted on ships during WWI and II, to camouflage their distance, speed, and direction on the water. We have adapted this camouflage technique to mask the ominous presence of the Powell Street Bridge and begin the process of creating a vibrant urban node that links north and south, east and west.

By painting the massive columns with a strong geometric pattern they become visually interesting, yet simultaneously dematerialized, and no longer perceived as ugly support columns. Our proposal also relies on rows of stainless steel "leaves" that are mounted to the columns and respond to atmospheric conditions. The "leaves" animate the space in surprising and unpredictable ways. As the "leaves" move and respond to wind conditions, light will bounce around the space, as well, the "leaves" will produce a subtle harmonic sound as they clink against the steel columns.

**Client**  
City of Emeryville

**Completion Date**  
2015

**Project Manager**  
Brennan Cox - Partner

**Project Details**  
Public Art Proposal





## *Pacific Overlook* [San Pedro, CA](#)

Pacific Overlook Park is a project that serves the local community's desire for a flexible open space that can be used for a variety of activities, from neighborhood events to Shakespeare in the Park. The materials and design vocabulary reflect the industrial history of San Pedro and the popular Sunken City ruins, created by the collapse of a road on the coast, leaving undeveloped space at the water's edge.

The project successfully addresses site issues associated with shoreline stability and geotechnical requirements. Working closely with the project geotechnical and civil engineers, a unique design solution that prevents infiltration by capping the site while providing for planting areas, parking, and community gathering spaces. The wooden viewing platforms and cor-ten steel planters that rest on top of the concrete pads provide a wide range of seating and gathering spaces oriented to the expansive views of the ocean.

### [Client / Contact](#)

Los Angeles Harbor  
Watts Economic Development

### [Completion Date](#)

2012

### [Project Manager](#)

Brennan Cox w/ CMG

### [Project Details](#)

2 Acre Public Plaza  
Project Cost: \$2 Million





## *Better Market Street* [San Francisco, CA](#)

With the planned re-paving of Market Street, the City of San Francisco looked at this as an opportunity to re-imagine San Francisco's most iconic street. Traversing through a number of distinct districts along its length, Market Street serves as the transit workhorse for moving people in and around the city. The goal for this project is to envision Market Street as a complete street, a street that serves all users and makes travel safe and enjoyable for pedestrians, bicycles and transit users. Also primary in this effort of re-planning Market Street, is an improvement in the quality and type of public realm along its length. Currently, the street suffers from years of street infrastructure and furniture accrual, and lacks a cohesive vision. The proposed plan seeks to unify the street and allow for district identities to heighten the experience and affect the public realm in positive ways.

**Client / Contact**  
SF Planning

**Completion Date**  
2012 - Ongoing

**Project Manager**  
Brennan Cox

**Project Details**  
2.5 Mile Streetscape  
\$400 Million Project Cost

**Credit**  
CMG Landscape Architects





### *Battery Overlook - East* [San Francisco, CA](#)

Perched above San Francisco Bay with commanding views to the Golden Gate Bridge, the Battery East Overlook provides a perfect resting spot for pedestrian and cyclist exploring the Golden Gate National Recreation Area. The new plaza and cycle track gently blends with the existing topography and provides a clear circulation paths for both pedestrian and cyclists in this heavy congested approach to the Golden Gate Bridge.

The design of the stadium seating references the massive concrete bunkers that dot the hillsides of the Presidio. The seating area provides a perfect place to gather for interpretive trail walks and informal lectures by tour guides and park stewards. Other features of the Overlook include; interpretive signage, trail maps and an updated parking area.

**Client**

Golden Gate National Park  
Conservancy

**Completion Date**

2008 - 2015

**Project Manager**

Will Smtih - Associate

**Project Details**

Public Plaza and Trail Design

**Credit**

Meyer + Silberberg