



Retail is Growing in Oakland!

“Oakland has an automatic customer base. Retailers would be crazy not to go into Oakland.”
-Joe Contrucci, Group VP, Target

RETAILERS TAPPING INTO \$5 BILLION OAKLAND MARKET

With more than 400,000 people, California’s 8th largest city boasts a potential buying power of \$5 billion, which represents a huge opportunity for retailers. Marcus & Millichap ranks the Oakland area among the top 20 retail markets in the nation. An estimated retail sales leakage of \$1 billion – largely due to a dearth of retailers in the clothing, home furnishings, recreational & sporting equipment and toys & gifts segments – spells untapped demand for new retail. Simply put, there has never been a better time to invest in Oakland.

DIVERSE, HAPPENING RETAIL LANDSCAPE

Oakland’s dynamic retail landscape boasts the **nation’s hottest dining and cultural scene**. The city’s unprecedented economic and cultural renaissance has been chronicled extensively in the regional and national media, including *New York Times*, *Boston Globe*, *San Francisco*, *Food & Wine*, *Conde Nast*, *Sunset* and many others. The **geographic and cultural heart of the Bay Area**, Oakland offers unparalleled access via freeways, BART, extensive bus routes in addition to hassle-free thoroughfares and streets offering a range of parking options.

Local shoppers are **savvy, diverse and connected**. On any given day (or night) in Oakland you can see, hear and feel the energy of America’s most diverse city in its coffee houses, cafes, restaurants, bars, clubs, concert venues, performance spaces, museums, galleries, art studios, parks, waterfront and myriad cultural events. Oakland’s population is a healthy mix of professionals, techies, service workers, students, families, seniors, Boomers, Millennials and transplants from virtually every corner of the world.

RETAIL CONTINUING TO EXPAND CITYWIDE

Retail continues to expand with more large format nationals and independently owned boutiques and shops opening in Oakland’s diverse commercial districts, from Downtown to Rockridge and Fruitvale to East Oakland. Buoyed by 10 business improvement districts spanning the city, Oakland’s commercial districts saw measurable sales growth in 2013. National retailers consistently report that their Oakland stores are high performers, including **Whole Foods** with its flagship Oakland store continuing to exceed sales projections. **Safeway** is expanding three of its stores and surrounding shopping centers, including anchoring the dramatic transformation of the 15-acre Rockridge Shopping Center.

WHY CHOOSE OAKLAND?

- \$5 billion buying power
- High-income zip codes
- Untapped demand
- Range of available space
- Workforce recruitment and training

NATIONAL RETAILERS

Anna’s Linens
Babies R Us
Bed Bath & Beyond
Best Buy
BevMo!
Cost Plus World Market
CVS
Gap
Home Depot
IKEA*
Lucky
Michael’s Arts & Crafts*
Pak ‘n Save*
Panera Bread
Peet’s
Rite-Aid
Ross Dress for Less
Safeway
Smart & Final
Sports Authority
Starbucks
Target
Trader Joe’s
Walgreens
Walmart
Whole Foods

*Located on the Oakland/Emeryville border.



“Top 5 Places to Visit in the World”
- *New York Times*, December 2012

“America’s Most Exciting City”
- *Movoto*, May 2013





BROADWAY VALDEZ + UPTOWN

WHY BROADWAY VALDEZ + UPTOWN?

Located adjacent to Downtown Oakland and Lake Merritt, Broadway Valdez + Uptown offers a rare opportunity to create a mid to upper end fashion, home and recreation shopping place in Oakland. A combination of a nationally recognized artisanal food and nightlife scene, underutilized opportunity sites, direct routes from mid and upper income neighborhoods, a nearby transit hub make Broadway, and a largely untapped customer base, Valdez + Uptown an unparalleled opportunity to build your retail brand and provide an easy-to-reach location for your existing customers. Following on the heels of the unprecedented dining scene, independent boutiques are on the rise: Harper Greer, OwlNWood, Two Jacks Denim, Bay Area Bikes, as well as one of the top performing Whole Foods stores.

STREAMLINED DEVELOPMENT

Scheduled to be completed in Summer 2014, the BV Specific Plan will make the entitlement process less time-consuming and expensive for conforming developments.

BIDS CREATE UNIFIED SHOPPING DISTRICT MANAGEMENT

Over \$1 million per year in property owner assessments fund the Lake Merritt/Uptown Community Benefit District, which go to funding median landscaping, hanging flower baskets, banners, security and maintenance ambassadors and much more. City staff envision this CBD expanding further into BV or another assessment district being created to cover 23rd Street up to 580.

PARKING

Existing parking garages in the Broadway Valdez plan area and Uptown coordinating area serve primarily nearby office workers and gym-goers. Excess capacity on nights and weekends is available to shoppers and diners.

PARKING AFFILIATION / NAME	LOCATION	SPACES
Medical Building	Broadway / Hawthorn	309
YMCA / ACE Parking	Broadway / 24th Street	680
West Coast Parking	23rd Street / Valdez	60
180 Grand Garage	23rd Street / Waverly	356
City of Oakland / Telegraph Plaza	Telegraph Ave / 21st Street	350
City of Oakland / Franklin Plaza	19th Street / Franklin	482
	TOTAL PARKING SPACES	2,237

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ADAPTING AUTO ROW INTO THE 21ST CENTURY

BV has been home to auto dealers since the advent of the automobile in the early 20th century. Large floor plate, open truss showroom and service buildings populate the district, providing many opportunities for adaptive reuse, as evidenced by businesses such as Sweet Bar Bakery, The Hive (Drake's Brewing Company, Numi Organic Tea, Impact Hub Oakland), Hawker Fare, Mua, The New Parkway Theater, 25th Street Collective, Oakopolis, and more.

HETEROGENEOUS HUB

Uptown and dense surrounding areas are home to 10,000+ market rate residents, many of whom are millennials and empty-nesters seeking to maximize their experiences. BVU has a daytime population of 54,206, fed in large part by the Lake Merritt office district and the Alta Bates Summit and Kaiser Permanente medical centers.

#5 Among Top 10 U.S. Cities for Tech Entrepreneurs
- National Venture Capital Association, April 2014

9th Most Walkable City in the U.S.
- Walk Score, November 2013

