



City of
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City of Oakland Issues RFP for Sale of Key Parcel in the Thriving Uptown District

Oakland, CA – The City of Oakland has released a Request for Proposals to sell a City-owned parcel in downtown Oakland to a qualified development team to design and develop a mixed-used project. Bordered by Telegraph Avenue, 19th Street and William Street, the property, located at 1911 Telegraph, is in the center of the thriving Uptown Arts and Entertainment district. Uptown is home to Oakland’s monthly First Fridays celebration of local galleries and artists, nationally renowned restaurants, popular entertainment venues including the Fox and Paramount theaters, independent businesses and thousands of new residents. Proposals are due by 4 p.m. on Monday, December 1, and a pre-submittal meeting is scheduled for 10 a.m. on Wednesday, October 29, 2014.

“Downtown Oakland is experiencing a true renaissance and business is booming,” said Oakland Mayor Jean Quan. “This property presents an exciting opportunity to have a stake in the heart of one of the Bay Area’s hottest, most vibrant neighborhoods.”

The release of the RFP comes just days after the American Planning Association announced that Oakland’s Uptown district earned the designation as one of the 10 Great Neighborhoods for 2014.

The parcel has exceptional access to transit, including being across the street from 19th Street Station for the San Francisco Bay Area Rapid Transit (BART) system, one block from the Uptown Transit Center for Alameda/Contra Costa (AC) Transit and just four blocks from I-980 which connects with other major interstates.

The City is seeking an architecturally iconic and well-designed mixed-use building that could include housing, retail and, ideally, a boutique hotel. Proposals that include both market-rate and affordable housing units are encouraged.

Since the front of the property is located in the Central Business District Pedestrian Retail Commercial Zone, ground floor retail is required along Telegraph Avenue and wrapping around on to both 19th and William streets. The back of the site is zoned Central Business District Residential Zone and has no height limit.

The property abuts the Henry J. Kaiser Memorial Park, a 25,000-square-foot park. Currently, the property serves as a location of a temporary art park – dubbed the Uptown ArtPark – that displays large-scale sculptures.

To view the RFP, please visit oaklandnet.com/realestate.

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