Downtown Oakland
Layers of rich history mixed with the energy of urban renaissance make downtown Oakland a great place to live, work and do business. Its 350-block landscape boasts glorious architecture and public spaces, shops, cafes, restaurants, arts and entertainment venues, and the Oakland waterfront. Downtown is also home to major corporations such as Clorox, Kaiser Permanente, and Ask and boasts a growing daytime working population of more than 75,000. The 10K Downtown Housing Program’s goal of attracting 10,000 new residents is being realized as more and more people discover the relaxed urban environment, burgeoning cultural scene, and convenience of downtown Oakland. Downtown Oakland has three stations on the Bay Area Rapid Transit system and is served by several AC Transit bus lines.

Downtown Oakland has several unique neighborhoods with distinct characteristics and ambience.

City Center
City Center is a bustling commercial corridor with more than three million square feet of Class A office space serving more than 50,000 people. The popular pedestrian plaza is surrounded by landscaped walkways, picturesque fountains and exciting mix of shops and restaurants. Major tenants include Clorox, Ask, and Koret of California and the Ronald V. Dellums Federal Building is just steps away. The Shorenstein property also features an array of nice shops, restaurants and outdoor cafes, a sculpture garden, a sports club, and myriad outdoor concerts and cultural events. 555 City Center, Shorenstein's magnificent new 21-story office tower, is being lauded for its beautiful architecture and environmental features.

Frank H. Ogawa Plaza
Frank H. Ogawa Plaza is an elaborate pedestrian-friendly complex linking several historic buildings -- including Oakland City Hall and the landmark Rotunda Building -- with modern city, federal and state administration offices. Shops, restaurants and outdoor cafes border the Plaza. A popular community gathering place, the Plaza is fast becoming a regional destination with the success of the city's annual Art & Soul festival and other events such as luncheon concerts in the amphitheater. Learn about the history and architecture of Oakland City Hall by visiting the display on the ground level or joining one of the free tours.

Uptown
The City is actively working to redevelop Uptown as a retail, entertainment and residential district. Working from existing anchors Sears, Oakland Ice Center and the famed Paramount Theatre, the vision is to combine new arts, theater, restaurants, cafes, book stores, housing and retail in an urban setting with the area's magnificent Art Deco facades providing the backdrop and theme. The recently-completed, 665-unit apartment complex dubbed The Uptown and the restored Fox Oakland Theater have added to the vibrancy of this arts and entertainment district.

Chinatown
This 25-block commercial and cultural mecca is the nation's fourth largest Chinatown community. Throughout Oakland's history, Chinatown has maintained one of the strongest local economies in the city. The area's rich culture is reflected in a variety of specialty shops,
restaurants, markets, bakeries and attractions, including the Chinatown Streetfest, which attracts 100,000 visitors annually.

**Jack London Square**
Rich in local history, the East Bay's premier waterfront shopping, dining and entertainment destination is undergoing a dramatic transformation with the addition of several hundred thousand new square feet of Class A office space and a second four-star hotel with 284 rooms and 15-20,000 square feet of conference space. Construction of the 170,000-square-foot Jack London Market, which will be the largest of its kind on the West Coast, is expected to be completed in spring 2009. In the last five years, the warehouse district next to Jack London Square has seen several large rental and for-sale housing developments.

**Old Oakland**
Old Oakland's distinctive architecture beckons both residents and visitors. In the 1870s, it was the bustling heart of town, with block after block of grand hotels accommodating travelers arriving at the western terminus of the first transcontinental railroad. Today, these buildings are regarded as the finest collection of commercial Victorians on the West Coast. Along old-fashioned brick sidewalks are 15 cafes and restaurants, Swan's Marketplace, fashionable art galleries, specialty shops, and gourmet markets, including Ratto's, the oldest international grocer in the West. A Friday farmers market, brew pub, outdoor concerts and cultural events are popular attractions.

**Lake Merritt District**
This extraordinary commercial and residential district's main feature is Lake Merritt, one of America’s most beautiful urban saltwater lakes and its oldest federally established wildlife refuge. The area boasts 3.5 million square feet of prime office and retail space, restaurants and immediate access to local and regional transit. Views of the lake and distinct architecture make this one of Oakland's most sought-after corporate addresses. The recently completed Cathedral of Christ the Light received a 2009 Honor Award from the American Institute of Architects and is a dramatic addition to Oakland’s skyline.

**Broadway Auto Row**
With dealers representing more than 15 different brands nestled along a two-mile stretch, Oakland's Broadway Auto Row is a convenient destination for buying your next new or used vehicle. From family sedans and heavy duty trucks to convertibles and SUV's, there are thousands of vehicles to choose from on Broadway Auto Row. The area may undergo a dramatic transformation as a destination shopping development is being studied for one end of the Auto Row adjacent to Whole Foods Market.

**North & South Hills**
Rising eastward from San Francisco bay are Oakland's North & South Hills. The area originated as a lumbering center and vacation retreat for San Franciscans. It has since evolved into a residential area known for its natural setting, forested character, architectural diversity, and spectacular views. The 1991 Firestorm affected the North Hills, however the area has been rebuilt and remains one of Oakland's most affluent residential neighborhoods. Major features include the bustling Montclair business district and the elaborate Chabot Space & Science
Center, a state-of-the-art science and technology learning center affiliated with the Smithsonian Institution.

**Montclair Village**
Montclair Village lies at the base of the East Bay hills surrounded by affluent hillside residences and the adjacent City of Piedmont. Blending more than 250 national and regional retailers and service-oriented businesses, Montclair draws area residents and others in search of fine apparel, furnishings, gourmet foods, unique gifts and day spas. Scores of restaurants, cafes and coffee houses, many with outdoor seating, contribute to the ambience. Other popular attractions include the Chabot Space and Science Center, a cultural arts center, a family-oriented park and annual street fairs.

**San Antonio, Fruitvale and Lower Hills**
Three distinct communities make up this dynamic residential and commercial area. Buildings from original pioneer towns are mingled with early 20th century and post-WWII development. The San Antonio, Fruitvale and East Lake districts are among the most ethnically diverse neighborhoods in the country. This diversity is also reflected in a rich business mix offering cuisine, cultural activities, and goods from around the world. The Lower Hills, which include Grand/Lakeshore and Glenview, are known for architectural character, strong neighborhood identity, and successful pedestrian-oriented shopping districts.

**Laurel**
The Laurel Business District offers a strategic location just off I-580 that serves both the hills and lower hills neighborhoods. National and regional retailers are mingled with locally-owned retail outlets and mom-and-pop restaurants along MacArthur Boulevard and several intersecting streets. Surrounded by a sizable concentration of residential neighborhoods, Laurel’s appeal as a retail location is growing. An active merchant group holds several events throughout the year that draws local residents and others from the greater East Bay.

**Fruitvale**
The Fruitvale District has emerged as a thriving multicultural commercial area with a strong Latino identity recognized throughout the Bay Area. Community sponsored cultural events such as the annual Dia de los Muertos festival attract tens of thousands of people annually. The 255,000 square foot, mixed-use Fruitvale Village provides housing, retail, and office space surrounding a pedestrian plaza at the Fruitvale BART Station. Parts of the Fruitvale area are in the Coliseum Redevelopment Area and the Central City East Redevelopment Area. From bridal gowns and western wear to Latino music and imported candies, a variety of specialty stores provide a truly unique shopping experience with a Latino flavor.

**EastLake**
EastLake boasts an eclectic and diverse selection of businesses that meet the needs of nearby residents in a colorful and bustling environment. This multicultural area is known as Oakland's Fusion Neighborhood. Just minutes from downtown, EastLake has ready freeway access. EastLake is part of the Central City East Redevelopment Area.
Dimond
The Dimond Business District is nestled among several of Oakland’s most desirable neighborhoods including Oakmore, Glenview and Lincoln Heights. National and regional retailers are mingled with locally-owned retail outlets and mom-and-pop restaurants. Dimond has excellent access and visibility from I-580. Since 2005, several entrepreneurs have started successful businesses in this district anchored by the intersection of MacArthur Boulevard and Fruitvale Avenue. Lovely Dimond Park offers a respite from urban activity.

Lakeshore/Grand
The Lakeshore and Grand Avenue Business districts offer a unique opportunity for high-quality retailers to locate along two of the most successful shopping streets in Oakland. Adjacent to Lake Merritt and affluent residential neighborhoods, the area is dominated by the glorious Grand Lake Theater and other historic facades. A vibrant mix of local and national retailers prompts shoppers to stroll, eat, shop, and mingle with friends along the tree-lined streets. A vibrant mix of local retailers prompts shoppers to stroll, eat, shop, and mingle with friends along the tree-lined streets.

Glenview
Welcome to Glenview. The district dates back to an earlier time; a time when all of your basic needs were within walking distance. In Glenview, the merchants know your name. The small district includes wonderful restaurants, a market, high tech products, art, a florist, beauty services, a cat clinic, business services, a laundry and cleaners, and the venerable shoe repair shop and much more! Several high-profile restaurants have opened along Park Boulevard since 2008.

East 18th/Parkway
The Lake Merritt/Parkway District lies near the southern shore of Lake Merritt and offers a mix of entertainment, dining and everyday shopping. Two of Oakland's most beloved businesses -- the entertaining Parkway Theater and venerable Merritt Bakery and Restaurant -- are here, as well as more recent additions nestled in the area around 18th Street and Park Boulevard. Nearby Lake Merritt is a stunning jewel that sparkles at night with the twinkling "Necklace of Lights."

East Oakland
East Oakland is home to some of the best assets Oakland and the Bay Area have to offer: professional sports and entertainment at the Oakland Coliseum and Oracle Arena, a range of housing, open space and recreational opportunities, industrial and commercial areas, and easy access to the regional transportation network, including the expanding Oakland International Airport. The area's booming I-880 corridor has transformed into a solid technology hub and its food processing industry has been revived.

International Boulevard
International Boulevard is a major commercial corridor that runs through East Oakland to neighboring San Leandro. Area residents depend on its retail establishments for their daily
shopping needs. Recent public and private developments, including the $88 million Durant Square mixed-use project, have led to a dramatic transformation.

**MacArthur Boulevard**
The MacArthur Boulevard commercial corridor functions as a neighborhood commercial strip. Views of the bay and downtown add to its appeal. Two major shopping centers, Eastmont Mall and Foothill Square Shopping Center, are key features. A high demand for housing stock in the Bay Area has spurred housing development along the corridor. MacArthur Boulevard is just off I-580.

**Eastmont Town Center**
Eastmont Town Center is enjoying its "renaissance period" with the opening of Gazzali's, the first full-service grocery store in the neighborhood in 15 years; a new DD's Discounts offering 22,000 sq. ft. of retail and a new Auto Zone. In addition to these retail stores, the center also hosts community-oriented special events throughout the year. Now 85% leased, Eastmont Town Center has new parking lots and public restrooms. Additional improvements are scheduled as the new owner upgrades the facility.

**Havenscourt**
Havenscourt is a bustling commercial area in the heart of Central East Oakland located between 63rd and 66th avenues along Bancroft Boulevard. Here, you can sip on a latte while having your car professionally detailed, do some light shopping, take care of your beauty needs or feast on delicious yet affordable food. The friendly atmosphere in Havenscourt is due, in large part, to the number of proud community members and business owners that have worked to revitalize this area.

**Seminary/Foothill/Bancroft**
The gateway commercial district is once again emerging as the hub of Central East Oakland. Located along the corridors of three major thorough-fares: Bancroft and Foothill boulevards along Seminary Avenue; the area is home to the historic flatiron building which houses several professional offices and retailers within its Beaux Arts exterior. Visitors need not worry about parking as there is plenty of free street parking for shoppers and residents alike.

**Hegenberger/Coliseum Corridor**
The recently completed Hegenberger Gateway Center brought additional shopping opportunities to this area just off I-880. From large national chains such as Wal-Mart to Harley Davidson motorcycles, this area offers bountiful shopping and dining opportunities. The Oakland Coliseum and Oracle Arena attract thousands of guests to sporting, musical and entertainment events throughout the year. The area has a concentration of vehicle dealerships that have led some to dub Oakport Street the Coliseum Auto Mile. Transportation is a key service as the area is home to the Coliseum BART station, Oakland International Airport and the Coliseum Amtrak station.

**Millsmont**
Millsmont is home to several quaint eateries and small business geared to serve the surrounding community including Mills College and Maxwell Park. Located directly behind the eastern gate
of the scenic Mills College campus, community residents, Mills College students and employees alike can be found running errands or perusing the various goods offered by local shops.

North Oakland

Annexed in 1897, North Oakland reflects the character of a mature urban community. Its physical structure is provided by principal corridors that radiate from downtown along historic roads and streetcar routes. These provide mobility and business areas for surrounding residential neighborhoods. Housing areas are typically comprised of early 20th century residential stock, attractively arranged with a strong orientation to the local streets. North Oakland neighborhoods are well known for a keen sense of identity supported by established community organizations.

Rockridge

Oakland’s leading neighborhood in retail sales, Rockridge combines big city sophistication with a relaxed urban/suburban environment. The main corridor along College Avenue boasts upscale, independently-owned boutiques, cafes, coffee houses, a renowned gourmet market, bookstores and flower shops as well as acclaimed restaurants and art galleries. The bustling cornerstone is Rockridge Market Hall, a European-style market place with individual food and flower shops open to the sidewalk. Retail stores in the Pleasant Valley Shopping Center, near the junction of Broadway and College Avenue, provide shoppers with additional choices in gift giving. Easy freeway access, a BART station, good schools and a new public library, make Rockridge one of the Bay Area’s most desirable places to live, shop, eat and play.

Piedmont Avenue

Piedmont Avenue holds an eclectic blend of locally-owned antique and vintage shops, boutiques, jewelry stores, bookstores and a popular local cinema. Outdoor cafes and coffee houses invite a leisurely repast and an array of restaurants offer eclectic cuisine. At the top of Piedmont Avenue are Julia Morgan's magnificent Chapel of the Chimes and Mountain View Cemetery, where some of the Bay Area’s most famous (and infamous!) people rest in peace among Redwood trees and rolling hills.

Golden Gate

Golden Gate is a district rich in history, diversity and culture. Strong neighborhood associations have spurred its revitalization. Tree-lined streets and medians with colorful banners and well-tended planters invite neighborhood strolls. At its core is San Pablo Avenue, a major thoroughfare that connects Oakland with Emeryville and Berkeley. An up-and-coming area with both long-established and new businesses, it offers a variety of services, including a warm, down-home boutique, restaurants, coffee shops, and specialty shops of your choice.

Temescal

Temescal is an eclectic, culturally diverse neighborhood that offers a variety of shopping, dining and investment opportunities. New investment and public improvements are reclaiming the charm and character of the once predominantly Italian neighborhood. In its January 2006 issue Sunset magazine called Temescal "a unique, vibrant neighborhood that's lately become a haven for foodies." Indeed, several high-profile restaurants have opened along Telegraph Avenue since 2005. Temescal's many pedestrian-friendly characteristics include large street trees, traditional
glass storefronts, wide sidewalks and appealing facades. Ready freeway access to Hwy. 24 makes the district easily accessible to local and regional shoppers.

**West Oakland**

West Oakland boasts a rich and powerful history, originating as the western terminus of the transcontinental railroad more than a century ago, and later serving as a major WWII-era shipbuilding center. Today, the area is an up-and-coming business and residential area with a diverse mix of people who are actively engaged in enhancing their quality of life. West Oakland is anchored by the fifth largest container seaport in the United States that is supported by a network of interstate freeways, warehouses and intermodal rail yards. The shuttered Oakland Army Base, located on West Oakland's waterfront, is an extraordinary 200-acre site being transformed into a major new business development.

**Jack London Gateway Shopping Center**
Nestled near downtown and the waterfront, the 50,000-square-foot Jack London Gateway Shopping Center has been rehabilitated under a partnership between the West Side Economic Development Corporation and the East Bay Asian Local Development Corporation. The rejuvenation of the center has helped attract new businesses and provided the surrounding residential community with needed goods and services.

**Oakland Army Base**
On August 6, 2003, the Oakland Base Reuse Authority, on behalf of the Oakland Redevelopment Agency, and the Port of Oakland cumulatively took title of approximately 364 acres of Oakland Army Base from the United States government. This extraordinary site on Oakland’s waterfront is immediately south of the eastern end of the Bay Bridge and ready for conversion to private use. Reuse of the Oakland Army Base represents an unparalleled opportunity for redevelopment, including sustainable opportunities such as light industrial, research and development, hotel, retail, flex-office space, warehousing and distribution, and public parkland.

**Village Bottoms Cultural District**
Located in West Oakland’s historic lower bottoms neighborhood, the Village Bottoms Cultural District is an emerging neighborhood commercial hub. You will find the center of Bay Area African-American and African Diaspora culture and life and an assortment of mom and pop businesses that uniquely reflect the culture of African-Americans in Oakland. If you visit in August, you can shop at the Village Bottoms Sunday Market, which showcases the crafts of local neighborhood artisans. The Village Bottoms is a community-led revitalization effort to bring back the “Harlem of the West” and create a living local economy for the residents of West Oakland.