

IT'S HAPPENING DOWNTOWN RESIDENTIAL ENTERTAINMENT OFFICE SPACE
Page 1

DOWNTOWN GUIDE
Page 2

LEED: THE STANDARD FOR GREEN BUILDING
Page 3

MODEL WATERFRONT MARKET
Page 5

FOX THEATER GRAND OPENING
Page 8

A NEW WAVE OF TRANSIT VILLAGES MACARTHUR BART COLISEUM BART
Pages 4-5

DIRECTOR'S MESSAGE
Page 6

SUPERIOR NEWS FOR OAKLAND
Page 7



REDEVELOPING OAKLAND

REASSESS / REEVALUATE / REBUILD / REVITALIZE

Photo/rendering credit: Jack London Market/Zum LLC

IT'S HAPPENING DOWNTOWN

After years of careful planning, creative design and painstaking construction, the payoff is here. Oakland's Downtown is welcoming new residents and businesses eager to be a part of the city's reawakening. Visitors from neighboring communities and throughout the greater Bay Area are also discovering Downtown Oakland as a premier dining and entertainment destination.

URBAN COMMUNITY

The Uptown, a mixed-used community with 665 rental apartments, celebrated its grand opening in October 2008. The development, bounded by 19th Street, Thomas Berkley Way and Telegraph and San Pablo avenues, consists of three buildings in a pleasing blend of low-rise apartments and live/work units.

"The design makes The Uptown look like a variety of buildings that have sprung up independently of each other," said Jens Hillmer, Redevelopment Division project manager.

A new 25,000-square-foot public park and The Uptown's non-gated format further add to the urban look and feel of the community. Residents also benefit from 9,000 square feet of added neighborhood-serving retail along Telegraph Avenue. In addition, 20 percent of the one-, two- and three-bedroom units are offered below market rate.

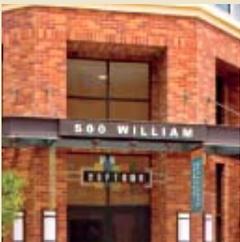
Before development by Uptown Housing Partners, LLC, a subsidiary of Forest City Residential Development West, the three-block site was covered with parking lots and underutilized buildings.

"Transforming this area is a model for redevelopment," said Hillmer. "We've eliminated blight, created jobs and created a diverse residential mix."

ENVIRONMENTALLY-MINDED

The Uptown is also considered a transit-oriented development. Residents can reach a number of AC Transit bus lines and two BART stations, 19th Street and 12th Street City Center, by foot. An exclusive car share program is available to tenants. Of course, residents working in Downtown Oakland can simply walk to their workplaces.

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THREE PHASES OF THE UPTOWN DEVELOPMENT WITH SHOPPING, HOUSING AND MORE.



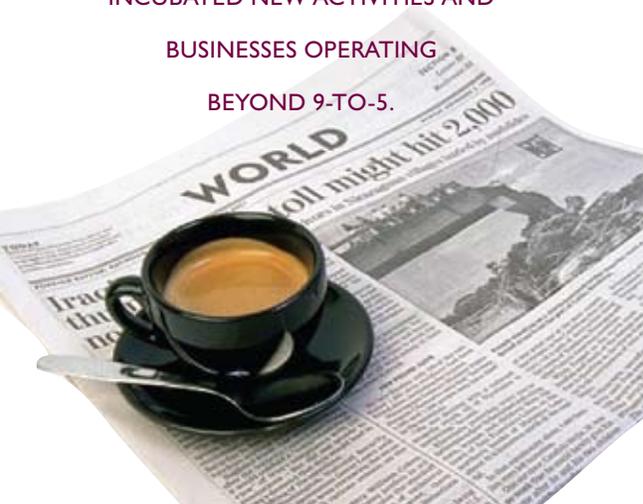
DOWNTOWN GUIDE

The City's MeetDowntownOak.com campaign is heightening awareness of the area's influx of food and entertainment venues. MeetDowntownOak.com planners want Oaklanders, plus visitors from throughout the East Bay and greater Bay Area, to check out all the new offerings, especially on nights and weekends. Not only will they enjoy great dining, art and nightlife, their increased presence will encourage other entrepreneurs to invest in Downtown.

Those who haven't been Downtown, specifically inside the area bounded by West Grand Avenue, I-980, the Estuary and Lake Merritt, in recent years may not know where to start. That's why the campaign created a guide and interactive website, www.MeetDowntownOak.com, to help visitors choose from all the possibilities. The website also posts an event calendar.

MeetDowntownOak.com, launched in 2005, has received the Crystal Eagle Achievement Award for Marketing and Communications by the California Downtown Association as well as Honorable Mention for Overall Marketing from the International Economic Development Council.

THE 10K DOWNTOWN HOUSING INITIATIVE NOT ONLY ADDED NEARLY 6,000 RESIDENTIAL UNITS TO HOUSE 10,000 NEW RESIDENTS; THE HOUSING PUSH HAS ALSO INCUBATED NEW ACTIVITIES AND BUSINESSES OPERATING BEYOND 9-TO-5.



IT'S HAPPENING DOWNTOWN *(continued from page 1)*

Green design and construction principles, such as selecting building materials for their high recycled content and recycling at least 90 percent of waste material, earned The Uptown its LEED Silver certification. (See *LEED: The Standard for Green Building* on page 3.) It is the first residential building in Oakland to achieve this high rating.

"We require developers to incorporate green building technology into their design," said Hillmer. "We're seeing an increased acceptance to build green projects."



NEW NIGHTLIFE

The 10K Downtown Housing Initiative not only added nearly 6,000 residential units to house 10,000 new residents; the housing push has also incubated new activities and businesses operating beyond 9-to-5. Galleries and performance venues plus exciting restaurants and hot spots have opened throughout Downtown. (See *Downtown Guide* at left.) Residents of The Uptown have the added benefit of the Paramount Theatre and the soon-to-be-reopened Fox Theater within easy walking distance.

Oakland Art Murmur, a first Friday event highlighting visual arts along Telegraph Avenue, grew from the influx of area galleries.

(For a map of participating galleries, go to www.oaklandartmurmur.com.) On the same night as Oakland Art Murmur, experimental media art, film and video are screened at the Great Wall of Oakland on Metrovation's 2201 Broadway building. The screening, best viewed from Grand Avenue between Broadway and Valley, is sponsored by Metrovation, Signature Properties and the City's Public Art Program.

DINING DESTINATION

Downtown residents have an incredible choice when it comes to dining. New restaurants, many related to successful enterprises elsewhere in the Bay Area, pop up regularly. Among them are Ozumo, the Oakland branch of a San Francisco favorite; Flora, a cocktail bar and restaurant run by the operators of Temescal's Doña Tomas; Mua, a new restaurant by the owners of Soizic; and Franklin Square Wine Bar, a spin-off from Luká's Tap Room and Lounge.

(continued on page 3)





(continued from page 2)

Just beyond The Uptown community are relatively new Old Oakland eateries including Levende East, the East Bay location of a popular San Francisco restaurant, and Breads of India, a complement to their Berkeley location. Closer to the Estuary is Miss Pearl's Jam House in the newly renovated Waterfront Hotel at Jack London Square. Later in 2009, other dining options plus an expansive public market will be completed at the square. (See *Model Waterfront Market* on page 6.) In addition, downtown workers and residents are just a short drive from well-known fine dining havens in Oakland such as Piedmont Avenue, Rockridge and Grand Avenue/Lakeshore.

COMING SOON: CLASS A OFFICE SPACE

Residential projects and revitalized entertainment venues are not the only news in Downtown Oakland. The area will soon be home to 601 City Center, a 23-story, 500,000-square-foot office building located between 11th, 12th and Jefferson streets and Martin Luther King, Jr. Way.

"This building addresses a longstanding effort to strengthen the office segment in Oakland," said Hillmer.

The Redevelopment Division project manager anticipates that the building's 2010 completion will coincide with an upswing in the national economy and a desire for companies to grow their business presence. Hillmer believes that businesses will be drawn to Oakland for its excellent access to public transportation and its attractive lease rates.

In addition to offering Class A office space, 601 City Center has been designed to achieve LEED Gold certification when construction is finished making it the largest "green" office building in the East Bay. Project developers for 601 City Center include Shorenstein Properties and Metlife.

A VISION REALIZED

The work of the Redevelopment Division, other City staff and leaders, and a host of development partners has paid off. Oakland's Downtown has a rejuvenated life as a business, residential and entertainment destination.



◀ IN ADDITION TO OFFERING CLASS A OFFICE SPACE, 601 CITY CENTER HAS BEEN DESIGNED TO ACHIEVE LEED GOLD CERTIFICATION WHEN CONSTRUCTION IS FINISHED MAKING IT THE LARGEST "GREEN" OFFICE BUILDING IN THE EAST BAY.

LEED: The Standard for Green Building



As the interest in environmentally sustainable construction practices grew, the building industry sought a standard to measure green building achievements. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System, developed by the U.S. Green Building Council, now provides a comprehensive set of standards.

The LEED ratings address six major areas:

- (1) Sustainable sites:**
e.g., proximity to transportation, habitat restoration, open space creation
- (2) Water efficiency:**
e.g., efficient water use, low water landscaping
- (3) Energy and atmosphere:**
e.g., optimized energy systems, green power sources
- (4) Materials and resources:**
e.g., reused and/or recycled materials, construction waste management
- (5) Indoor environmental quality:**
e.g., ventilation, natural lighting, low emitting materials
- (6) Innovation and design process**

Based on specific prerequisites and point scores in each of the six categories above, newly-constructed buildings can qualify for one of four LEED levels:

- CERTIFIED** – 26 to 32 points out of 69 total possible points
- SILVER** – 33 to 38 points out of 69 points
- GOLD** – from 39 to 51 points
- PLATINUM** – from 52 to 69 points

Source: U.S. Green Building Council (www.usgbc.com)

UPDATE: A NEW WAVE OF TRANSIT VILLAGES

MACARTHUR BART



▲ View of BART Plaza.



▲ Village Drive from Telegraph Avenue.



▲ View of Internal Street looking north.

TRANSIT HUB AT MACARTHUR BART

Access to BART, AC Transit, car share services and a shuttle service to the Emeryville AMTRAK station all make the MacArthur BART station site an ideal transit-oriented development (TOD) location. MacArthur Transit Community Partners (MTCP) working with the Redevelopment Division on the project, agrees.

“Adding residences and residential-serving retail to one of the most active transit stations in the area is a no brainer,” said Joe McCarthy, MTCP project manager. “The existing infrastructure gives the project the potential to be a national role model.”

CONCEPTUAL PLANS UNVEILED

Much of the TOD will be located at the site of the existing BART parking lot on Telegraph Avenue between 40th Street and West MacArthur Boulevard. The project Environmental Impact Report has been certified, and project agreements are being negotiated. Once design is completed, the first step will be to build a parking structure to free up land for new residential and mixed-use buildings.

Conceptual plans include the creation of 624 residential units, primarily one- and two-bedroom, with 90 rental units and 18 for-sale units offered below market rate. The mixed-use design will include 42,500 square feet of neighborhood-serving retail located on the ground floor of several residential buildings. Developers promise to keep the bar for design and convenience high.

“We’re very committed to this project and excited about the prospects,” said McCarthy.

The replacement garage will provide 400 parking spaces with an additional 110 spaces achieved through shared parking, satellite lots and attended parking. Planning is also in the works for a high-capacity bike storage facility. Additional infrastructure serving the transit village includes two new public roads and a new public plaza. Outdoor seating areas and displays, landscaping, a large community-use space and renovation of the existing BART plaza with a covered waiting area for shuttle passengers will round out the project.

Urban development is “in”—literally. Rather than spread residential areas and transit lines out to suburban and rural areas, more and more planning solutions include live/work/shop developments built around existing urban transportation centers. These developments have the added attraction of revitalizing once-blighted areas.

In Oakland, the Redevelopment Division is taking the lead in creating more transit-oriented developments (TODs) for the not-too-distant future.

“It’s important to develop around major transportation nodes,” said Jens Hillmer, Redevelopment Division project manager. “TODs attract investment to previously underutilized areas.”

Following the success of the Fruitvale Transit Village, planning is underway for TODs at the MacArthur, Coliseum and West Oakland BART stations.

COLISEUM BART



▲ *Lion Street View.*



▲ *Overhead Podium View.*



▲ *70th Avenue View.*

PROGRESS NEAR COLISEUM BART

As a hub for BART, AC Transit, AMTRAK's Capital Corridor line and, eventually, an Oakland Airport Connector, the Coliseum BART station is another natural spot for a TOD. Planning is underway to establish a final vision for the project, which would cover the existing Coliseum BART parking lot between Snell and Hawley streets and Hegenberger Road as well as nearby property along San Leandro Street.

Construction of Lion Creek Crossings, a 470-unit residential community that will ultimately connect to the Coliseum Transit Village, is nearly complete. (For more details about the Lion Creek Crossings project, see the spring 2008 issue of *ReDeveloping Oakland*.) Next, a new street and improvements to Snell Street will link the complex to the future TOD at Coliseum BART.

ALL ROADS LEAD TO TRANSIT

Streetscape improvement projects designed to further the TOD's progress have already begun. Upgrades will visually unify Coliseum BART and Hegenberger Road for visitors and transit riders. New sidewalks along San Leandro Street will serve residents walking to BART from the surrounding areas. In addition, safety hazards identified in the Crime Prevention Through Environmental Design planning process will be eliminated. Finally, utilities along San Leandro Street will be undergrounded.

"The goal is to commercialize and soften the street, making it attractive to the housing and commercial elements," said Jay Musante, Redevelopment Division project manager.

As with MacArthur BART, construction of new residences and neighborhood-serving retail can begin once a replacement garage is built and more land at the site is made available. One key difference is that the Coliseum development will emphasize senior services and housing. Also, in the final stage of development, new mixed-use office and retail space will be created between the Coliseum BART Station and the Coliseum sports complex.

"We're trying to raise the bar on the quality of infrastructure we're installing. We're sending a signal to the marketplace to encourage a broader, more vibrant use of this TOD area," said Musante.

In addition to planning for the MacArthur and Coliseum Transit Villages, the Redevelopment Division is shepherding the West Oakland BART Transit Village through the planning stages. For periodic updates on these transit projects, visit the website www.Business2Oakland.com/Redevelopment.

"WE'RE TRYING TO RAISE THE BAR ON THE QUALITY OF INFRASTRUCTURE WE'RE INSTALLING. WE'RE SENDING A SIGNAL TO THE MARKETPLACE TO ENCOURAGE A BROADER, MORE VIBRANT USE OF THIS TOD AREA."

JAY MUSANTE,
REDEVELOPMENT DIVISION
PROJECT MANAGER



THE FIRST TWO FLOORS OF THE BUILDING WILL BE HOME TO FOOD VENDORS, OTHER RETAILERS AND RESTAURANTS IN A PUBLIC MARKET STYLE.

MODEL WATERFRONT MARKET

Picturesque Jack London Square lies at the far edge of Downtown Oakland. Soon, however, visitors will be drawn to the square for more than the view. The Jack London Market, scheduled for completion later in 2009, will be a working public market for produce, meat and specialty foods as well as a new place to dine.

HYBRID DESIGN

The six-story, 172,000-square-foot Jack London Market is located on Water Street, between Harrison and Oakland streets. The first two floors of the building will be home to food vendors, other retailers and restaurants presented in a public market style.

The project's developers and architects looked to the world's great marketplaces, with special attention to Seattle's Pike Place and Vancouver's Granville Market, for inspiration. After studying successful and historic waterfront venues, they created a hybrid design for Jack London Market. Its layout will allow better flow and more stalls for a large selection without a narrow, crowded feeling. The market's architecture will capture the look and feel of well-known historic markets with the addition of industrial accents suitable for the Oakland waterfront location.

BUSINESS WITH A VIEW

Above the public marketplace will be four floors—100,000 square feet—of Class A office space plus a food education center. Developers believe the unique waterfront location near entertainment sites and restaurants will be extremely attractive to businesses.

Jack London Market is the first phase of a \$400 million redevelopment effort by Jack London Square Partners, a private company, which includes Ellis Partners, LLC, in partnership with the Port of Oakland. Future projects are anticipated to include a conference center, hotel and parking garages.

MESSAGE FROM THE DIRECTOR

GREGORY HUNTER
DIRECTOR OF ECONOMIC DEVELOPMENT
AND REDEVELOPMENT

A new year brings both new opportunities and the continuation of promising projects. On the national scene, we will see what our new President and his administration have to offer. In Oakland, the Redevelopment Division is continuing its mission to improve neighborhoods and to grow and strengthen businesses.

IN THIS ISSUE

Our winter newsletter highlights exciting news in the Central District Redevelopment Project Area. Downtown Oakland is undergoing a transformation with new housing at The Uptown and construction of enticing office space at the 601 City Center development. We're also delighted to share the news of Jack London Square's upcoming public market. Once you read about these projects and learn more about Downtown's expanded dining and entertainment options, we know you'll want to rediscover the area.

This issue of *ReDeveloping Oakland* also updates you on ambitious, forward-thinking transit villages that will change the way many residents live and commute. Finally, we welcome a significant business presence to the Coliseum Redevelopment Project Area—Superior Toyota of Oakland.

GOALS AND CHALLENGES

As we celebrate our successes, we look ahead to a few challenges. Meeting the needs of an older urban city, while facing budget deficits caused by lower-than-expected revenues, will require our creative collaboration with the Mayor and City Council.

The Redevelopment Division will also continue to implement recommendations from the Retail Enhancement Strategy, highlighted in the fall 2008 issue of *ReDeveloping Oakland*, as well as neighborhood revitalization efforts described in our summer 2008 newsletter. We have our work cut out for us, but our mission is clear and our commitment unwavering.

A WORD OF THANKS

Keeping everyone in Oakland informed of our progress requires that we translate *ReDeveloping Oakland* into Spanish, Chinese and Vietnamese. This effort is made possible by the City's Equal Access Office.

Thanks to their time and contribution to the translation process, the city's limited English population can be informed, represented and served by our work. We extend our deepest gratitude to the Equal Access Office for their tireless efforts.

We wish you, our readers, residents and supporters, a joyous and prosperous New Year!

Gregory D. Hunter



SUPERIOR NEWS FOR OAKLAND

Drivers on I-880 near the Coliseum have noticed an eye-catching addition to the landscape. Superior Toyota of Oakland recently opened its 200,000-square-foot dealership, with a distinctive three-story glass tower showroom, at 8181 Oakport Street.

Completion of the Toyota dealership creates momentum for the Coliseum Auto Mile, which also includes Coliseum Lexus of Oakland and Infiniti of Oakland. The business has also provided new jobs and a significant source of sales tax revenue for the City.

LOCATION, LOCATION

Several years ago, Michael Kahn, President and CEO of Superior Automotive Group, sought a Northern California dealership site to complement his successful Southern California enterprise and to participate in the region's significant Toyota market share. The Oakport Street tract hit the mark on several levels.

"We invested in this location for its visibility from I-880 and its proximity to the Oakland International Airport, the Coliseum and the Wal-Mart shopping center," said Kahn.

Kahn was impressed with the Mayor's and Council's leadership and vision for Oakland. Learning about plans for more housing and other positive development projects further reinforced his choice of Oakland as the location for his dealership. As a result, the deal was completely privately-funded.

CONVENIENT GREEN SETTING

Kahn's goal was to create a facility large enough to provide the service and selection demanded by local auto consumers. Superior Toyota of Oakland, the second largest Toyota dealership in the Bay Area, houses over 40 service bays. The service department offers business hours so commuters can drop off cars for service in the morning and then pick them up at the end of their work day. The facility's large size will accommodate drop-in service appointments, too.

"Our number one priority is to be the most convenient Toyota dealership in Northern California," said Kahn.

In addition to new car sales and service, Superior Toyota of Oakland offers pre-owned vehicles and parts. Inside, customers are treated to a beautiful space with comfortable waiting areas and flat-screen televisions.

The "green" building, designed to achieve LEED Silver certification, uses recycled materials and green lighting options. (See *LEED: The Standard for Green Building* on page 3.) Energy-saving comfort controls and a recycled water system are also part of the design.

Superior Toyota of Oakland is located at 8181 Oakport Street at Hegenberger Road. For more information, call 800.716.9520 or visit www.superiortoyotafoakland.com.

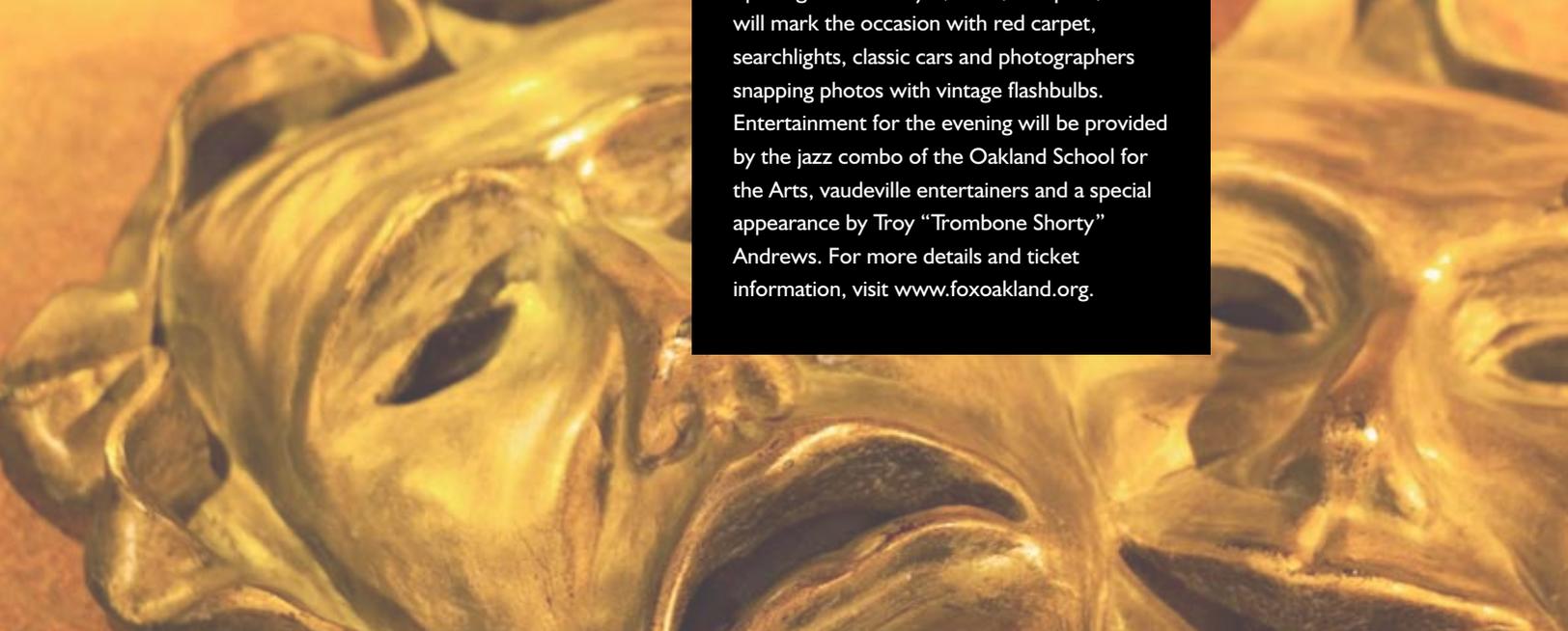


"WE INVESTED IN THIS LOCATION FOR ITS VISIBILITY FROM I-880 AND ITS PROXIMITY TO THE OAKLAND INTERNATIONAL AIRPORT, THE COLISEUM AND THE WAL-MART SHOPPING CENTER," SAID KAHN.



FOX THEATER GRAND OPENING

The splendid Fox Theater, located at Telegraph Avenue and 19th Street, will soon re-open following an extensive restoration. A fundraising grand opening on February 5, 2009, at 7 p.m., will mark the occasion with red carpet, searchlights, classic cars and photographers snapping photos with vintage flashbulbs. Entertainment for the evening will be provided by the jazz combo of the Oakland School for the Arts, vaudeville entertainers and a special appearance by Troy "Trombone Shorty" Andrews. For more details and ticket information, visit www.foxoakland.org.



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