

Oakland,
California



EXCLUSIVE LISTING

201 Broadway

Fully-Entitled, Shovel-Ready Multifamily
Development Opportunity

LISTED BY

A C A R A

apartment capital & realty advisors

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apartment capital & realty advisors

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All properties and services are marketed by ACARA in compliance with all applicable fair housing and equal opportunity laws.

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The project will be situated on an infill site at the northwest corner of 2nd Street and Broadway, at the center of Jack London Square. The site is across the street from The Ellington, one of the finest condominium projects in the East Bay. In addition, the Broadway Shuttle, a free shuttle service running six days per week into Downtown Oakland and Uptown, has a stop directly across the street.



Executive Summary

Unique development in the heart of Jack London Square. Providing much needed housing in the fastest growing apartment market.

ACARA, as exclusive advisor, is pleased to present the opportunity to acquire 201 Broadway (the "Property"), an exciting mixed-use development site located in the heart of Jack London Square, Oakland's exclusive waterfront neighborhood.

The fully-entitled, shovel-ready project will consist of 48 two-bedroom luxury condominiums and approximately 3,000 square feet of ground floor retail, slated for a restaurant or brewery, and an expansive roof terrace.



0.30 Acres

Total Land Area



48

Condos



52,881

Total NRA

201 Broadway will have convenient access to both Bay Area Rapid Transit ("BART"), and the Jack London Square Ferry Terminal, a three-minute shuttle ride and a two-minute walk from the property, respectively.



Investment Highlights

Desirable location in a Growing Market Fueled by Job Growth and Constrained Supply

Highly Desirable Jack London Square Location

Oakland's Jack London Square is one of the most vibrant neighborhoods in the San Francisco Bay Area. The Oakland neighborhood around Jack London Square is packed with restaurants, breweries, wineries, cafes, and bars – making it one of the most popular entertainment and dining destinations in the Bay Area.

Oakland Growth Story

Due to the affordability gap between San Francisco and Oakland, renters are finding better value in Oakland. Companies looking to expand their footprint are also looking to Oakland. Over the past few years, renters and several companies have been aggressively migrating to Oakland.

Superior Access to Mass Transit

Oakland's centralized location and easy access to mass transit, such as BART and AC Transit, provides valuable commuting advantages to residents and employers allowing workers to quickly travel to major employment centers throughout the Bay Area.

Strong Renter Demand Fueled by Bay Area Job Growth and Constrained Supply

Strong demand for apartments from a surging Bay Area economy, high-earning employees, and tight supply, has kept rents at record highs and vacancy low.

201 Broadway will have convenient proximity to both BART, within a three-minute shuttle ride, and the Jack London Square Ferry Terminal, a two-minute walk from the property.

PHOTO SELECTION

- 1 Jack London Square Ferry Terminal
- 2 Oakland BART Station
- 3 View of Downtown Construction Site



Terms of the Offering

The Property is being offered for sale
without an asking price

Detailed cash flows and other financial information is contained in the Financial Analysis section of this Offering Memorandum. In order to expedite underwriting, qualified prospective purchasers will be provided access to an online Due Diligence Center containing property-specific Due Diligence materials.

Offering Terms

Offers should be delivered to the office of the Exclusive Listing Broker, ACARA, attention Todd Vitzthum, by email at todd@myacara.com. To facilitate analysis of offers, offerors are encouraged to provide information relative to funding sources, experience in owning and operating similar properties, familiarity with the market and any other information which is likely to favorably reflect on the offeror's ability to close this proposed transaction in a timely manner.

Offering Process

Legal documents and reports summarized in this Offering Memorandum are not intended to be comprehensive statements of the terms or contents of such documents and reports. Although the Owner and Broker believe the information to be accurate, no warranty or representations are made as to its accuracy or completeness. Interested parties should conduct independent investigations and reach conclusions without reliance on materials contained herein.

This Offering Memorandum is delivered under the terms and conditions of a Confidentiality and Non-Disclosure Agreement, which has been executed by the recipient as Potential Buyer, and is on file at Brokers' office. All terms and conditions of the Confidentiality Agreement apply to information contained herein, as appropriate.

Marketing Process

TODD VITZTHUM

925.838.8826

todd@myacara.com

PROPERTY TOUR DATES
OFFERS DUE

By Appointment Only
To be Determined

Property Overview

Proposed Development Overview

201 Broadway is a fully-entitled, shovel-ready residential mixed-use project consisting of 48 two-bedroom luxury condominiums and approximately 3,000 square feet of ground floor retail which could accommodate a future restaurant or brewery. There will be 60 parking stalls entirely allocated to residents, plus one handicapped space, and 24-hour secure access. The seven-story project is anticipated to be ~85' tall with a roof deck garden to provide opportunity for resident gathering and to take advantage of the beautiful views.

Architecturally the current design cues come from the surrounding Jack London neighborhood, including used brick, board-form concrete, stucco, and metal windows and balconies. Another important project design element is the prominent elevator tower just around the corner on 2nd Street that will be open from the ground level to the seventh floor terminating with an architectural metal element on the roof. An exciting pedestrian experience has been envisioned, incorporating a rhythm of architectural forms, with metal garage doors opening to the public sidewalk to engage the pedestrian traffic and the building. Lastly, the goal of this retail design is to pull residents, pedestrians, and visitors from Embarcadero up Broadway and enhance the retail environment for these 2-3 blocks.



DESIGN

The building has a contemporary design with a combination of exterior materials and a variation of colors consistent with the design from the surrounding Jack London Square neighborhood.

COMMERCIAL SPACE

The project will contain 3,000 SF of pedestrian-oriented retail at this critical intersection.

CLIMATE ACTION

Electric car, micro-car, and bicycle encouragement.

ECONOMIC

Substantial increase in property tax and retail revenues generated for the District.

GREEN BUILDING

GreenPoint Equivalent of LEED Gold.

HOUSING

48 residential units.

PARKING

60 spaces plus handicap and bicycle parking.



7-Story project with a roof deck & 3,000 SF of ground floor retail.

Property Details

Unit Mix Summary & Parcel Information

Unit Mix Summary

UNIT TYPE	TOTAL UNITS	AVERAGE SF	TOTAL SF
2 bd/1 ba	6	850	5,100
2 bd/2 ba	36	1,038	37,368
2 bd/2.5 ba	6	1,225	7,350
Apt Total/Avg	48	1,038	49,881
Retail Total		3,000	3,000
TOTAL PROJECT			52,881

Property Details

ADDRESS	201 Broadway
TOTAL LOT AREA	± 13,125 SF (0.30 AC)
CURRENT USE	Vacant Lot
APPROVED USE	Multifamily
TOTAL UNITS	48 Units

Parcel Information

PARCEL NUMBER	1-135-3
ZONING	C-45 (Community Shopping/ Commercial/S-4)
HEIGHT LIMIT	N/A
GENERAL PLAN	EPP Retail Dining Entertainment (Estuary Policy Plan)
CONDO CONVERSION	No
IMPACT AREA	
IMPACT FEE ZONE	Fee Zone 1

Amenities

Fully Furnished Roof Deck, Upgraded Kitchen and Concierge in Lobby

The 7,300-square-foot landscaped and fully-furnished roof deck includes bbq areas and fire pits. The resident lobby has a concierge desk for assistance and questions. And apartment units come with high-end kitchens with upgraded appliances.

- PHOTO 1
Rooftop View
- PHOTO 2
Rooftop Rendering
- PHOTO 3
Resident Entrance
- PHOTO 4
Unit Kitchens



Photo 1



Photo 2



Photo 3



Photo 4

Building

Floor Plans



Ground Floor



Second Floor

Building

Elevations



North



South



East



West

Unit Floor Plans

8 Different Floor Plans
Ranging in Size from
1,000 SF – 1,225 SF



Portofino • 2 Bed / 1 Bath • 850 SF



Milano • 2 Bed / 2 Bath • 1,000 SF



Torino • 2 Bed / 2 Bath • 1,000 SF



Roma • 2 Bed / 2 Bath • 1,100 SF



Merano • 2 Bed / 2 Bath • 1,050 SF



Piacenza • 2 Bed / 2 Bath • 1,075 SF



Amalfi • 2 Bed / 2 Bath • 1,000 SF



Siena • 2 Bed / 2.5 Bath • 1,225 SF

“ We are seeing unprecedented levels of revitalization & Investment in OakInd.

Mayor Libby Schaaf

”

Area Overview

Oakland Overview

Oakland is located in the San Francisco East Bay and is recognized as one of the most diverse economies in the world. The region is home to more than 2.5 million people and is the most populous sub-region in the Bay Area. World renowned for its innovation, diversity, arts and culture, and proximity to San Francisco, Oakland is home to some of the most innovative companies in the world that make the region a vibrant hub for regional, national, and global business.

8th

Most Populous city in California

2

Number of Professional Sport Teams

425,097

Number of Residents as of 2019

3rd

Largest City in the SF Bay Area

260

Sunny Days Per Year

5th

Busiest Port in the U.S.



The high cost of living from nearby San Francisco has been a catalyst for strong housing demand throughout the Oakland Area. The City is well positioned for long-term economic job growth due to its superior access to public transit, proximity to UC Berkeley, San Francisco, and Silicon Valley. Oakland also serves as a major employment hub for healthcare and biotechnology companies.



Commuting

Trip Lengths from 201 Broadway

San Francisco

- BART 2 Stops, 11 Min.
- Car 9 Miles, 13 Min
- Ferry 2 Stops, 36 Min

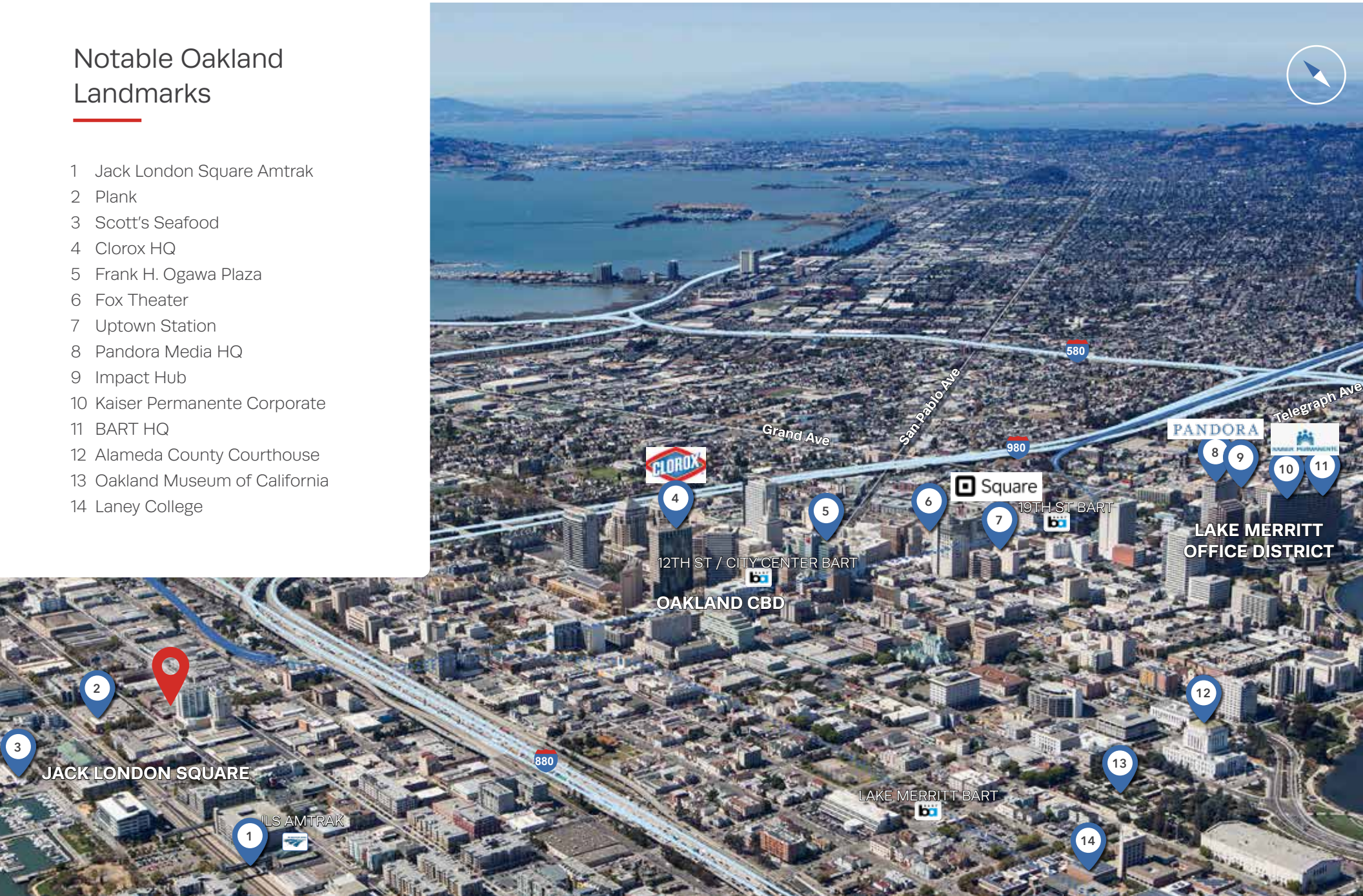
Berkeley

- BART 4 Stops, 12 Min.
- Car 5.7 Miles, 16 Min
- Bus 58 Stops, 53 Min



Notable Oakland Landmarks

- 1 Jack London Square Amtrak
- 2 Plank
- 3 Scott's Seafood
- 4 Clorox HQ
- 5 Frank H. Ogawa Plaza
- 6 Fox Theater
- 7 Uptown Station
- 8 Pandora Media HQ
- 9 Impact Hub
- 10 Kaiser Permanente Corporate
- 11 BART HQ
- 12 Alameda County Courthouse
- 13 Oakland Museum of California
- 14 Laney College



Regional Employment

Bay Area Employment Weight Towards Tech Shifts into Oakland

We are starting to see a shift in the composition of employment base in Oakland in favor of technology.

Largest Bay Area Employers

<u>EMPLOYER</u>	<u>CITY</u>	<u>EMPLOYEES</u>
Kaiser Permanente	Oakland	46,044
Sutter Health	Emeryville	25,435
Stanford University	Stanford	14,727
Safeway	Pleasanton	14,274
Wells Fargo	San Francisco	14,119
Facebook	Menlo Park	14,000
United Airlines	San Francisco	13,000
Genentech	South San Francisco	11,000
Tesla	Palo Alto	10,000
PG&E	San Francisco	9,680
Oracle	Redwood Shores	8,161
Salesforce	San Francisco	7,000
UPS	Oakland	6,700
Amazon	San Francisco	6,600
John Muir Health	Walnut Creek	6,484
Stanford Medical Care	Palo Alto	6,250

San Francisco Business Times Book of Lists 2019



Accessibility

Prime location within walking distance to major modes of transportation

Oakland's proximity to an extensive network of major freeways, air, and rail options provide its business community with easy access throughout the Bay Area and Northern California.



BART

201 Broadway is situated half a mile from the 12th Street BART Station, about a 10-minute walk. BART provides access to the Oakland Airport, the San Francisco Airport, Downtown San Francisco, and the East Bay. Passengers can also access AC Transit buses from most East Bay BART stations.

Amtrak

The Jack London Square Amtrak rail station connects residents to destinations across California. The Amtrak corridors in California are among the busiest in the system. The Capital Corridor (San Jose–Oakland–Auburn) and San Joaquin (Bakersfield–Oakland–Sacramento) lines are the 3rd and 6th busiest in the country, respectively.

Ferry

Residents of the Property will be able to take advantage of ferry service from Alameda / Oakland via Jack London Square. The ferry provides service between Oakland, Alameda, and San Francisco. Residents can reach the San Francisco Ferry Building in just 36 minutes.

Airports

Oakland's centralized location allows easy access and short commutes to the Bay Area's three international airports: Oakland International Airport (OAK), San Francisco International Airport (SFO), and San Jose Mineta International Airport (SJC).

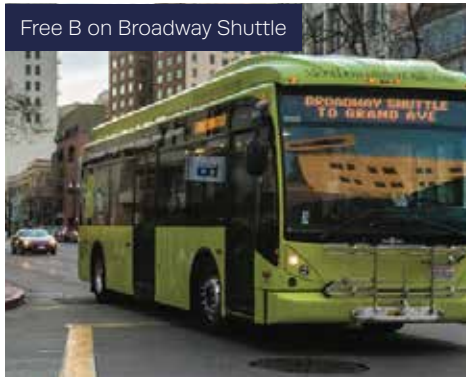
The Property is located in close proximity to the major methods of transportation in the area: half a mile, a 10-minute walk, from the 12th Street/City Center BART Station, less than a mile from Interstates 880 & 980, and five miles from the Bay Bridge.

Free B on Broadway Shuttle

The shuttle provides residents with a cost-effective way to access the Oakland CBD. It offers free services up and down Broadway, between Jack London Square and 27th Street. The Free B operates on weekdays between 7am to 7pm, Friday nights from 7pm to 1am, Saturday nights from 6pm to 1am, and runs every 10 minutes during commute and lunch times and every 15 minutes at other times.

WalkScore

201 Broadway scored exceptionally well, qualifying it as a Walkers Paradise, where most daily errands are within walking distance and do not require a car. Future residents will benefit from living in close proximity to many of Oakland's exciting neighborhoods and increasing retail, dining, and nightlife destinations.



Area Amenities

Entertainment

- 1 Stork Club
- 2 The Hive
- 3 The Paramount Theater
- 4 Fox Theater
- 5 Malonga Arts Center
- 6 Oakland Public Library
- 7 Oakland Museum of CA
- 8 Off the Grid Street Food
- 9 Yoshi's Oakland
- 10 JLS Multiplex Theater
- 11 Plank

Retail & Grocery

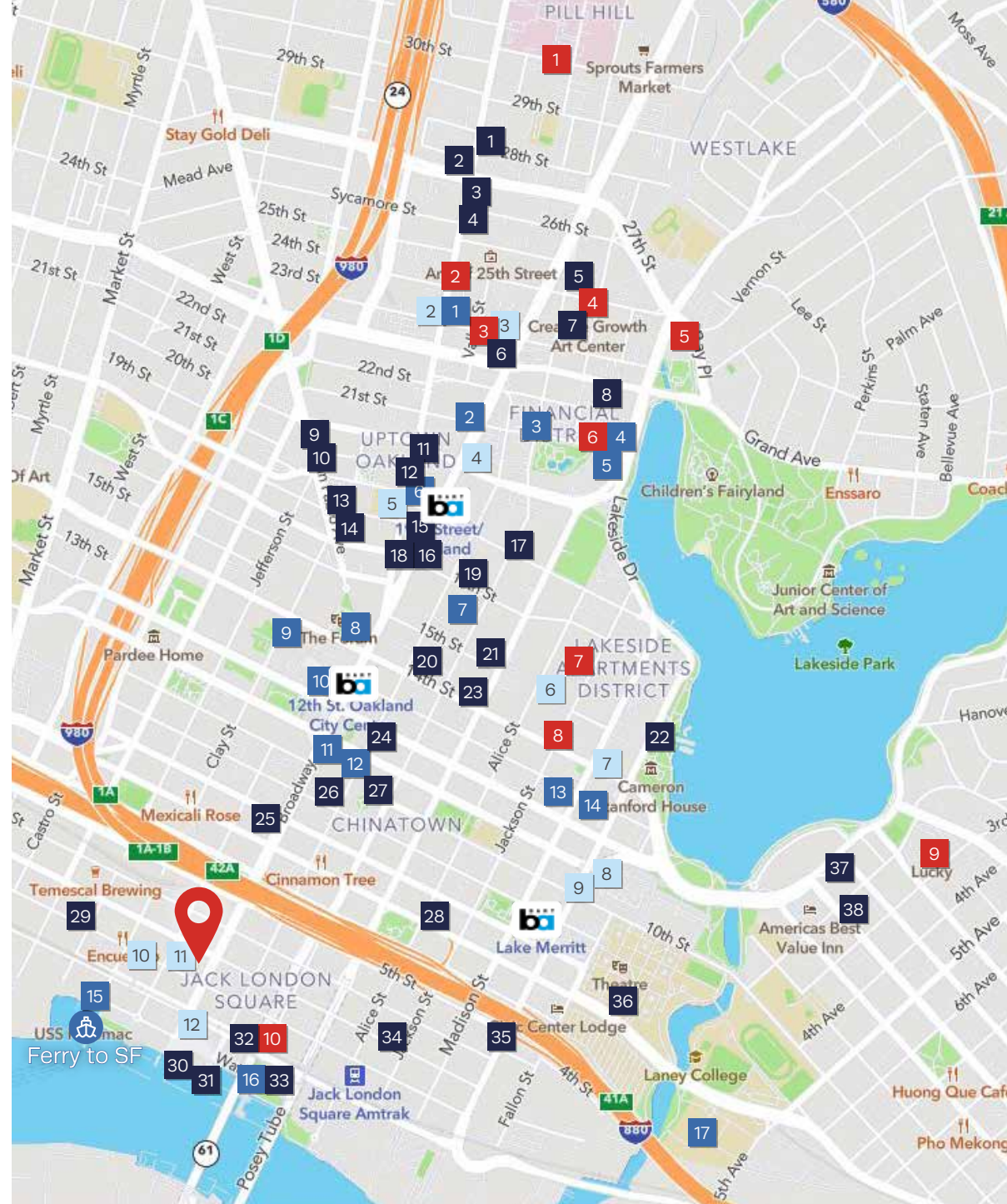
- 1 Sprouts
- 2 Koreana Grocery
- 3 The Hive
- 4 Green & Go
- 5 Whole Foods
- 6 Uptown Farmer's Market
- 7 Gourmet Market
- 8 Nature's Best Foods
- 9 Lucky Supermarket
- 10 Jack London Square

Major Employers

- 1 Impact Hub Oakland
- 2 Minted.com HQ
- 3 Pandora
- 4 Kaiser Permanente
- 5 BART
- 6 Square
- 7 AC Transit
- 8 City of Oakland
- 9 IRS
- 10 Clorox Co.
- 11 Oakland Unified School District
- 12 East Bay Municipality
- 13 Kaiser Center
- 14 Alameda County
- 15 Port of Oakland
- 16 Sungevity
- 17 Peralta Community College District

Restaurants

- 1 Common Wealth Cafe
- 2 Dang Sung Sa
- 3 Blind Tiger
- 4 Gogi Time
- 5 Mua
- 6 Pican
- 7 Hawker Fare
- 8 Ozumo
- 9 True Burger
- 10 Hopscotch
- 11 Belly
- 12 Duende
- 13 The New Parish
- 14 Mockingbird
- 15 Camber Uptown
- 16 Bar Dogwood
- 17 Parlour
- 18 Cafe Van Kleef
- 19 The Lunch Box
- 20 Analog
- 21 Aburaya Japanese
- 22 Lake Chalet
- 23 Aria Grill & Cuisine
- 24 Spices 3
- 25 The Trappist
- 26 Gum Kuo Restaurant
- 27 Shandong Restaurant
- 28 Phnom Penh
- 29 Beer Revolution
- 30 Scott's Seafood
- 31 Kincaid's Oakland
- 32 Bocanova
- 33 Haven
- 34 Chop Bar
- 35 Nido
- 36 Laney Bistro
- 37 Tacos Mi Ranch
- 38 New King Restaurant





Leader in Higher Education

6 miles within the campus of UC Berkely, one of the nation's top ranked public universities

The Bay Area is home to many top colleges and universities. This abundance of world-class higher education institutions is a key factor in ensuring that the Bay Area will continue to innovate and thrive in the years ahead. Oakland benefits from its close proximity to the University of California, Berkeley, one of the region's top universities and Alameda County's largest employer.



Rankings



Top Public Universities in America



Best Big Colleges in America



Most Liberal Colleges in America



Best Colleges for Architecture in America

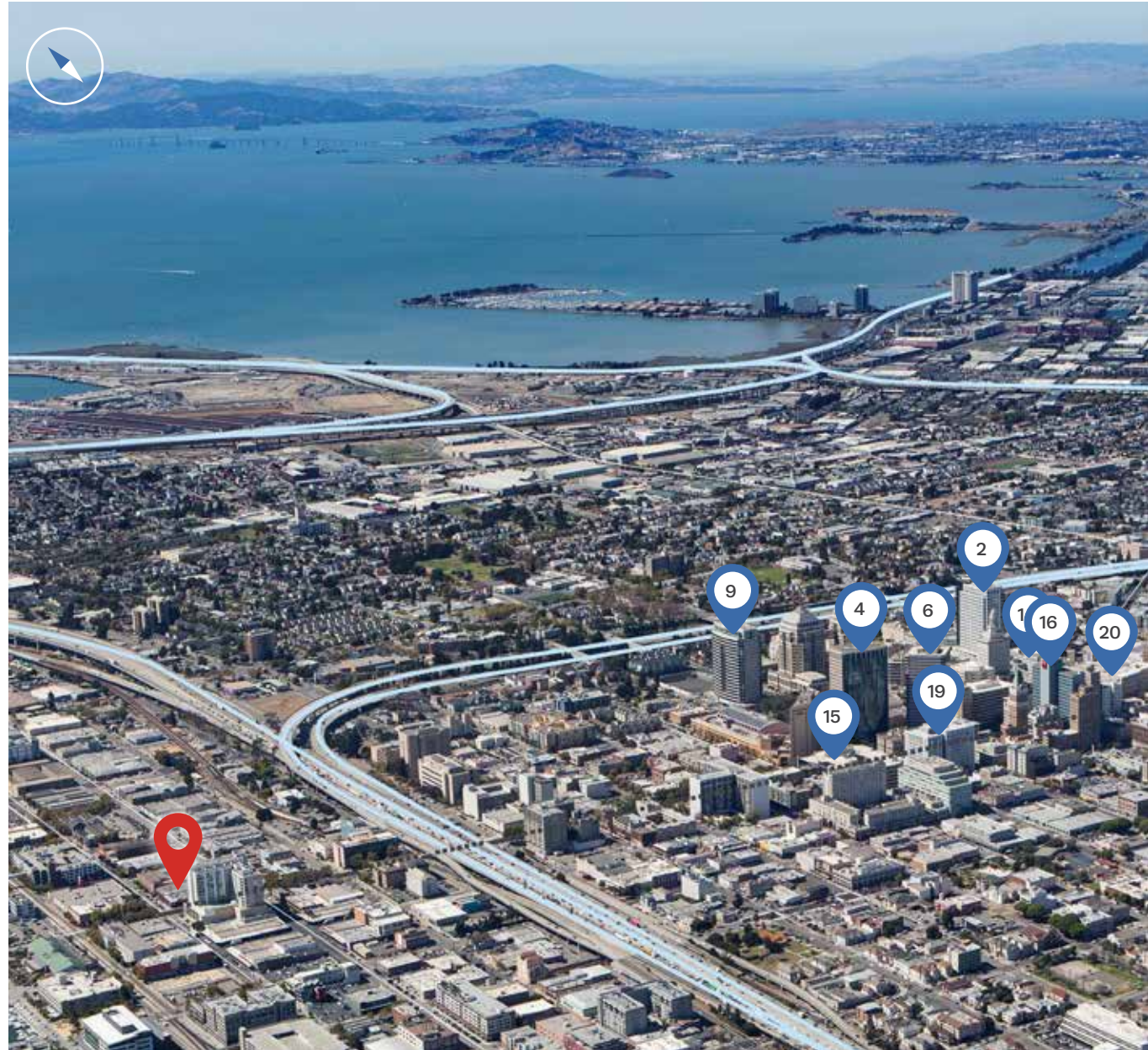


Best Colleges for Public Health in America

Left: Photos of campus at the University of California, Berkeley. National rankings consistently place Berkeley's undergraduate and graduate programs among the very best in a variety of disciplines. Other colleges nearby include Cal State East Bay, Mills College, and Samuel Merritt University.

Proximity to Office Space

Top Industries include Technology, Healthcare, Trade & Transportation





Oakland Office Market

MARKET	NRA	TOTAL VACNCY
Oakland	30,401,549	7.7%
Class A	13,738,863	10.9%
Class B	10,556,284	6.3%
Class C	6,106,402	2.8%

Source: CBRE Research Q2 2019

Largest Oakland Office Buildings

1	Lakeside tower at Kaiser Center	11	2101 Webster Street
2	Elihu M. Harris	12	Kaiser Permanente
3	Kaiser	13	Uptown Station
4	1111 Broadway	14	250 Frank H. Ogawa Plaza
5	AT&T	15	Trans Pacific Centre
6	1221 City Center	16	1330 Broadway
7	The Ordway	17	1901 Harrison Street
8	Lake Merritt Plaza	18	180 Grand
9	555 12th Street	19	UC Office of the President
10	The Nicholas C. Petri State	20	The Rotunda



Contact Us

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