



# Jack London Retail - Unit 206

INCOME-PRODUCING ASSET WITH EXISTING TENANT (HESHER'S PIZZA) OR OWNER-USER

OAKLAND, CALIFORNIA



**CP PARTNERS**  
COMMERCIAL REAL ESTATE





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# Jack London Retail

UNIT 206 - HESHER’S PIZZA OR OWNER/USER

206 BROADWAY OAKLAND, CA 94607 [↗](#)

\$714,000

PRICE

ZONING

YEAR BUILT

GLA

\$250

PRICE/SF

C-45

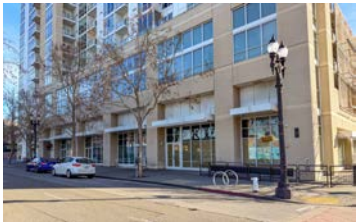
2009

2,857 SF

Unit 206 is a 2,857-square-foot commercial condominium currently occupied by Heshher’s Pizza. The unit features a **full Type 1 commercial kitchen build-out, including venting infrastructure**. Priced at \$250 per square foot, the asset represents an acquisition basis **below estimated replacement cost**.

The property generates immediate rental income, with the potential for **future lease restructuring or owner-operation**.

## Available as a Portfolio or for Individual Purchase

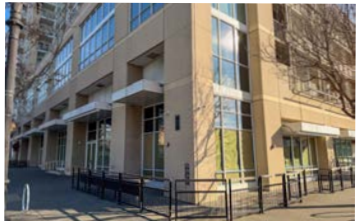


### JACK LONDON RETAIL PORTFOLIO

Oakland, CA

Price: \$2,500,000 | Total SF: 9,069 | Price/SF: \$276

[View Portfolio OM](#) [↗](#)



### UNIT 200 (FORMER STARBUCKS)

Oakland, CA

Price: \$774,000 | Total SF: 2,212 SF | Price/SF \$350

[View Property Here](#) [↗](#)



### UNIT 202 (VACANT) & UNIT 204 (LEASED)

Oakland, CA

Price: \$1,300,000 | Total SF: 4,000 SF | Price/SF \$325

[View Property Here](#) [↗](#)

The subject may be purchased individually or in conjunction with the other locations. Contact Agent for details and portfolio availability.



## Investment Highlights

- **Low Cost Basis:** At \$250 per square foot, the asking price is significantly below the cost of new construction for comparable retail space
- **Culinary Infrastructure:** The space is equipped with a Type 1 commercial hood and venting system, a critical and capital-intensive requirement for full-service restaurant operations
- **Income Generation:** The property is currently leased to Hesh's Pizza, providing an immediate revenue stream
- **District Revitalization:** Recent leasing momentum includes the return of Reem's California and the opening of Dave & Buster's in 2026, driving increased foot traffic to the waterfront dining district
- **Ideal Uses:** Restaurant, Bar/Taproom, Event Space. Already compliant with existing venting/kitchen infrastructure; no zoning change required for continued food service use
- **Minimal Downpayment:** Owner-users may qualify to purchase with up to a 95% LTV by utilizing a combination of transfer of in place loan, a small business loan, and seller financing. Sellers' existing lender is open to transferring existing 50% LTV financing, subject to customer underwriting and lender approval.





HESHER’S PIZZA / OWNER-USER SPACE - Unit 206

	RENT		OWN	
Price				\$714,000
Price Per Square Foot			\$/SF	\$250
Down Payment			5%	\$35,700
Loan Amount			95%	\$678,300
Total Rentable Area (SF):			32%	2,857
Rent Expense	(\$23.10)	(\$66,000)	-	-
NNN Expense	(\$16.37)	(\$46,759)	-	-
Total Rent	(\$39.47)	(\$112,759)	-	-
Income				
Scheduled Rent		-	\$0.00	\$0
Reimbursements		-	\$0.00	\$0
Effective Gross Income		-	\$0.00	\$0
Expense			\$/SF	
Utilities (2026 Budget, Pro Rata)			(\$0.92)	(\$2,621)
Repair & Maintenance (2026 Budget, Pro Rata)			(\$0.37)	(\$1,055)
Trash / Janitorial (2026 Budget, Pro Rata)			(\$0.29)	(\$819)
Association Dues (2026 Budget, Pro Rata)			(\$10.19)	(\$29,119)
Admin (2026 Budget, Pro Rata)			(\$0.04)	(\$126)
Property Taxes (Adjusted)			(\$3.49)	(\$9,960)
Special Assessments (Actual)			(\$0.82)	(\$2,353)
Insurance (2026 Budget, Pro Rata)			(\$0.25)	(\$705)
Gross Receipts Tax (Owner User)			\$0.00	\$0
Management Fee (0% for Owner User)			\$0.00	\$0
Total Operating Expenses		-	(\$16.37)	(\$46,759)
Net Operating Income		-	(\$16.37)	(\$46,759)
Debt Service (CDC)		-		(\$21,772)
Debt Service (Bank)		-		(\$22,613)
Debt Service (Seller Carry)		-		(\$1,785)
Cash Flow		(\$112,759)		(\$92,929)
per SF		(\$39.47)		(\$32.53)
Principal Paydown (CDC)		-		\$5,197
Principal Paydown (Bank)		-		\$8,487
Sub-Total		-		(\$79,277)
Depreciation (Please consult accountant)		-		\$14,051
Rent versus Own		(\$112,759)		(\$65,226)
per SF		(\$39.47)		(\$22.83)

PROPOSED FINANCING/CASH FLOW

SBA LOAN - CDC	\$285,600
Loan To Value	40%
Interest Rate	5.85%
Amortization (Years)	25
Term (Years)	25
Debt Service	(\$21,772)

SBA LOAN - BANK	\$357,000
Loan To Value	50%
Interest Rate	4.00%
Amortization (Years)	25
Term (Fixed for 5 Years)	10
Debt Service	(\$22,613)

SELLER CARRY	\$35,700
Loan To Value	5%
Interest Rate	5.00%
Amortization (Years)	Interest Only
Term (Fixed for 5 Years)	5
Debt Service	(\$1,785)

COMBINED LOAN*	\$678,300
Loan To Value	95%
Interest Rate	4.83%
Debt Service	(\$46,170)

\*Excludes Fees & Closing Costs

10-Yr. Rent Versus Loan Payment		
Total Principal Paydown Over Next 10 Years		\$170,786
Loan Balance in 10 Years		\$471,814
Est. Rent Payment Over Next 10 Yrs. (NNNs + 2% annual inc.)		\$1,234,680
Est. Ownership Cost Over Next 10 Yrs. (2% annual inc.)		\$714,211
Net Cash Flow Advantage over Next 10 Years		\$520,469

Depreciation Estimate		
Building Value (% of Improvements)	77%	\$547,990
Annual Amount (# Years)	39	\$14,051

Note: All loan quotes and modeling herein are estimates only and subject to changing market conditions and other dynamic factors. CP Partners is not a lender, mortgage broker, or tax advisor.



LEGEND



Property Boundary

9,069

Total Rentable SF

2,212

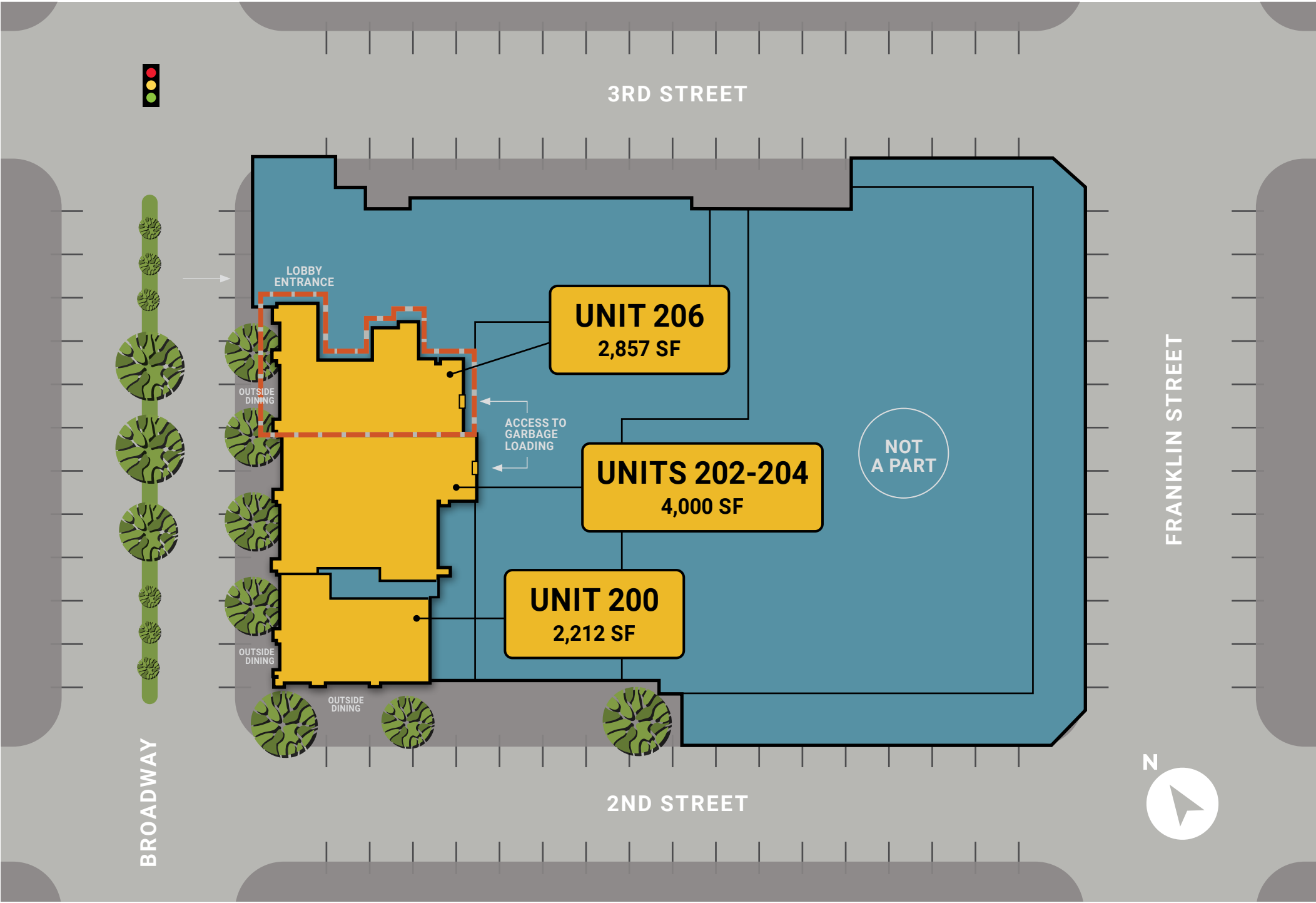
Unit 200 SF

4,000

Units 202-204 SF

2,857

Unit 206 SF









## A niche, themed pizza + taproom local staple



### About Hesh's Pizza

- Owner, Zak McCune, founded Hesh's Pizza & Taproom as a "celebration of the thrash metal history of the Bay Area"
- The venue purchased the space formerly occupied by a cidertaphouse (Crooked City) in March 2023 and converted it into Hesh's Pizza & Taproom (while remaining cider/beer-focused)
- Concept & Theme: The venue emphasizes a metal/rock aesthetic: arcade games, pinball machine, etc.
- Food & Service: It serves rectangular ("square-cut") pies, with a strong pizza menu featuring signature pizzas
- Drinks & Taproom: They have a large selection of ciders and beers on tap - a live menu lists 20+ taps of cider, beer at the location

[Hesh's Website](#) 





SAN FRANCISCO BAY

PORT OF OAKLAND

EMERYVILLE

BERKELEY

LAKESIDE



DOWNTOWN



19,530 VPD

BROADWAY

195,309 VPD

WEBSTER STREET

HARRISON STREET

CHINATOWN



**NEW DEVELOPMENT**  
3 BUILDING COMPLEX  
192 UNITS

TOTAL: 214,000 SF  
RETAIL: 10,730 SF  
RESIDENTIAL: 203,570 SF  
[READ MORE HERE](#)

HARRISON ST TUNNEL  
CONNECTING TO ALAMEDA

JACK LONDON

AMTRAK  
PARKING  
GARAGE

HARRISON STREET

**NEW DEVELOPMENT**  
5-STORY AFFORDABLE  
HOUSING | 160 UNITS

TOTAL: 81,150 SF  
RETAIL: 1,250 SF  
RESIDENTIAL: 37,600 SF  
[READ MORE HERE](#)









Ring Radius Population Data

	1-MILE	3-MILES	5-MILES
2023	26,081	239,555	475,437

Ring Radius Income Data

	1-MILE	3-MILES	5-MILES
Average	\$126,724	\$144,249	\$158,656
Median	\$82,076	\$99,368	\$107,610

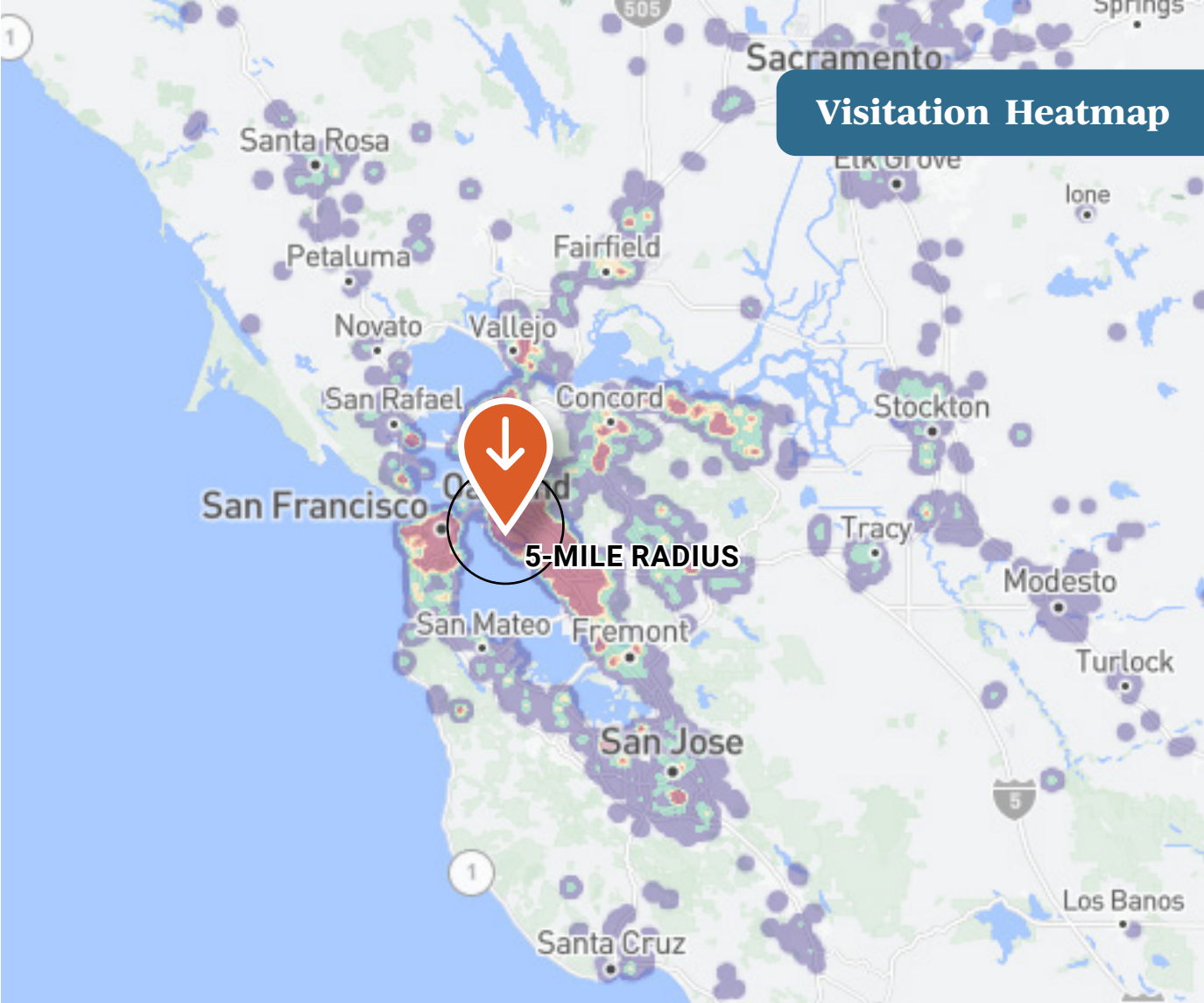
The typical visitor persona for individuals who visited the subject property in the last 12 months are individuals with annual incomes of \$150k+

361K Visits

OVER PAST 12 MONTHS AT THE SUBJECT PROPERTY

76 Minutes

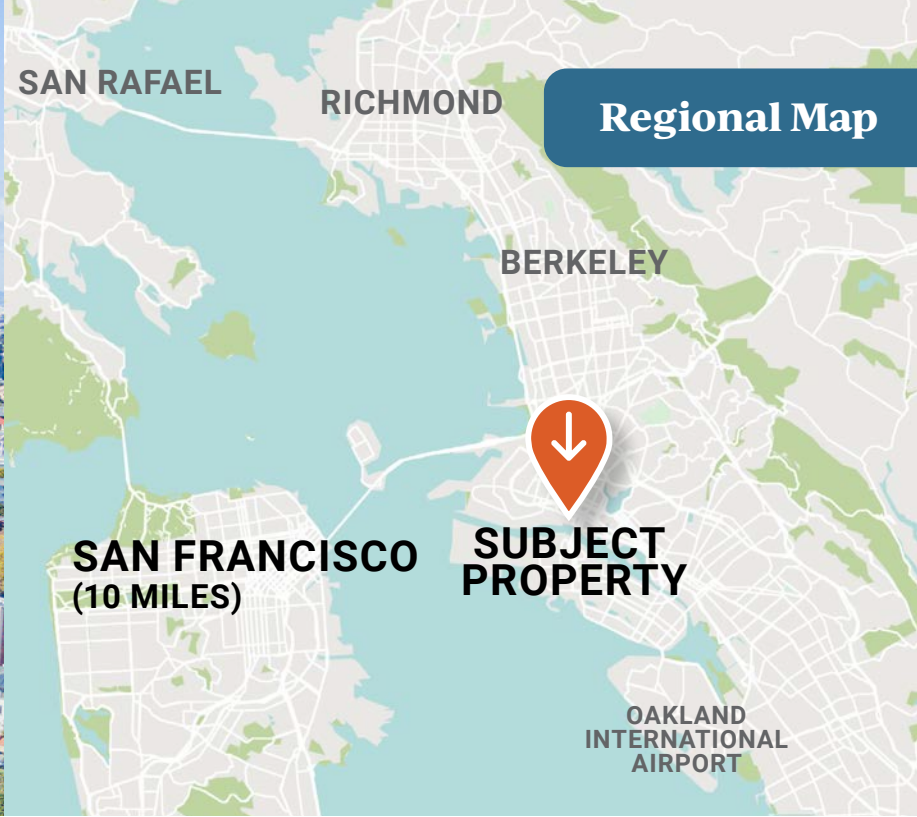
AVERAGE DWELL TIME AT THE SUBJECT PROPERTY



The shading on the map above shows the home location of people who visited the subject property over the past 12 months. Orange shading represents the highest concentration of visits.

\*Map and data on this page provided by Placer.ai. Placer.ai uses location data collected from mobile devices of consumers nationwide to model visitation and demographic trends at any physical location.





# Oakland, CA



**7.7 Million**

ESTIMATED SF BAY AREA  
POPULATION

**\$778 Billion**

SAN FRANCISCO-  
OAKLAND-HAYWARD  
MSA GDP

## A Major Bay Area City

- The largest city and the county seat of Alameda County with a population of 445,849 people
- Major employers in Oakland include Kaiser Permanente, Dreyers, Clorox, FedEx, Pandora, and more
- The greater Oakland area has the fifth largest cluster of “elite zip codes” ranked by the number of households with the highest combination of income and education
- Oakland has a vibrant art scene and claims the highest concentration of artists per capita in the United States
- The Port of Oakland is a major West Coast port, and the fifth busiest in the U.S. by cargo volume

## San Francisco Bay Area

- Consists of nine counties in Northern California centered around the San Francisco Bay, San Pablo Bay, and Suisun Bay
- The Bay Area is home to the second highest concentration of Fortune 500 companies, with 30+ based throughout the region, including Google, Facebook, Apple, Hewlett Packard, Intel, and Adobe



## Lauded Arab bakery finds new home in Oakland after closing at SF Ferry Building

SFGATE | JULY 9, 2025

Reem’s, the acclaimed Arab bakery that closed its San Francisco Ferry Building location earlier in 2025, is returning with a new flagship bakery in Oakland’s Jack London Square this fall. Founded by James-Beard-nominated chef Reem Assil, the space will include a production kitchen, a small café with limited seating, and a menu of flatbread wraps, dips, desserts and cardamom lattes. The new bakery will also be worker-owned, and the team is fundraising to support renovations and operations.



[Read More](#)

## Acclaimed Oakland home restaurant is moving to Jack London

OAKLANDSIDE | NOVEMBER 4, 2025

Cenaduria Elvira, the beloved Oakland Mexican restaurant famed for its Jalisco-style tostadas raspadas and other authentic dishes, is preparing to open a new brick-and-mortar location in Jack London Square this winter after years operating as a home-based favorite. Founded by chef-owner Elvira Varela, the move marks a major step for the local spot known for crispy, airy tostadas and traditional tortas ahogadas, though the grand opening may be delayed into January. The new space will bring the restaurant’s celebrated flavors to a busy waterfront district that’s been working to attract more food and cultural destinations.



[Read More](#)

## Dave & Buster’s to open Jack London Square location in early 2026, Port of Oakland reveals

SAN FRANCISCO BUSINESS TIMES | DECEMBER 16, 2025

Dave & Buster’s is set to open a new 30,000-square-foot restaurant and arcade at 55 Harrison St. in Jack London Square in early 2026, filling a long-vacant waterfront space, according to the Port of Oakland. The Texas-based entertainment chain will occupy the ground floor of a six-story, 187,000-square-foot building that was previously slated for a food hall that never materialized.



[Read More](#)



[Read More](#)

## Plans for the Oakland waterfront in 2026 include Howard Terminal, Waterfront Hotel, and more

SAN FRANCISCO BUSINESS TIMES | DECEMBER 30, 2025

The Port of Oakland is moving forward with plans to redevelop the 50-acre Howard Terminal site, a former maritime terminal that has sat largely idle since cargo operations ended in 2013. Following the collapse of a proposed A's waterfront ballpark, the port has launched a Request for Qualifications to identify development teams capable of re-imagining the property with a mix of uses that could include commercial, industrial, recreational, and waterfront-oriented development. Port officials have emphasized flexibility in the vision, prioritizing economic activation, public access, and long-term revenue generation while navigating regulatory, environmental, and infrastructure challenges tied to the site's working-waterfront history. The redevelopment is viewed as a critical opportunity to reshape Oakland's shoreline and anchor future growth near Jack London Square and downtown.

[Read More](#)

## A new law lifts archaic restrictions on businesses in Oakland's Jack London Square

SFGATE | JANUARY 5, 2026

In Oakland's Jack London Square, more than half of storefronts sit empty despite the area's scenic waterfront and roughly 6,000 residents, leaving the neighborhood feeling like a "ghost town" that hasn't kept pace with local needs like a full-scale grocery store. The high vacancy rate stems partly from outdated land-use rules that until recently limited what kinds of businesses could operate there. A new California law (Senate Bill 304) now lifts those restrictions on several Port of Oakland properties, allowing a broader mix of retail and services tailored to residents rather than just maritime or tourist uses. While closures like the Waterfront Hotel and long-standing restaurants have underscored the challenge, recent and upcoming openings — including Dave & Buster's, Reem's bakery, and other eateries — along with hopes for more everyday retail and grocery options, signal a possible turnaround in 2026.





# The Ellington

PROJECT COMPLETED IN 2009

Built in 2009, The Ellington is on the East Bay’s most prestigious addresses. Located in Oakland’s Jack London Square, this elegant 134-unit luxury building is walking distance to great dining & recreation along a vibrant waterfront, nearby Lake Merritt, and the Uptown Arts & Entertainment District.

Resident Amenities include hardwood and tile flooring, walk-in closets, expansive balconies, over 9’ ceilings, high-end appliances and fixtures, and individual enclosed storage space

[Read More](#) 

YEAR BUILT	2009
NO. OF UNITS	134 Units
FLOORS	16 Floors
OWNERSHIP	Residential Condos
AVERAGE P/SF	\$721
NEIGHBORHOOD	Jack London Square





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