



Jack London Retail - Units 202/204

OWNER-USER OPPORTUNITY

OAKLAND, CALIFORNIA



CP PARTNERS
COMMERCIAL REAL ESTATE



CP PARTNERS
COMMERCIAL REAL ESTATE

Listing Team

RACHEL KRAM
rkram@cppcre.com
PH: 415.274.7392
CA DRE# 02021048

DAVID KRAM
dkram@cppcre.com
PH: 415.274.2712
CA DRE# 01848816

Copyright ©2026 CP Partners Commercial Real Estate, Inc.
California DRE LIC# 01499268

Disclaimer

This document and the information herein (the "Offering Memorandum") have been prepared by CP Partners and CP Partners Commercial Real Estate, Inc. (collectively "CPP") to provide summary, unverified information to prospective purchasers and their representatives (the "Recipients") strictly for purposes of evaluating the subject property's initial suitability for purchase. This information has been obtained from sources believed to be reliable, however, CPP makes no warranty, representation, or guarantee whatsoever regarding the accuracy or completeness of the information provided. As examples, but not limited to the following, references to square footage or age may be approximate, references to terms and conditions of any lease agreement(s) may be paraphrased or inaccurate, and photographs and renderings may be enhanced and not fully representative of the subject property in its actual current condition. Any financial projections or analyses are provided strictly for evaluation purposes, could be in error, and are based on assumptions, factors, and conditions that may or may not exist now or in the future. All Recipients must take appropriate measures to understand the subject property independently from this Offering Memorandum and simultaneously recognize that there is an inherent level of risk and unpredictability that comes with owning assets such as the subject property. CPP does not intend for Recipients to make any decision to purchase based on the information contained herein and along with its employees, agents, officers, and owners explicitly disclaim any responsibility for inaccuracies or differences of opinion. CPP strongly encourages all Recipients to seek advice from real estate, tax, financial, and legal advisors before making any offers, entering a binding contract, or consummating a transaction of any kind. By accepting this Offering Memorandum you agree to release CPP and hold it harmless from any kind of claim, cost, expense, or liability arising out of your investigation, purchase, and ownership of the subject property.

Jack London Retail

UNIT 202 (VACANT) & UNIT 204 (LEASED)

202-204 BROADWAY OAKLAND, CA 94607 

\$1,300,000

PRICE

\$325

PRICE/SF

ZONING

C-45

YEAR BUILT

2009

GLA

4,000 SF

Units 202 & 204 comprise a total of 4,000 square feet, structured to accommodate an owner-user requirement. A **pending lease is in place for approximately 49% of the footprint**, securing rental income to offset debt service and HOA expenses.

The remaining 51% is available for immediate occupancy. Following the passage of Senate Bill 304, the property is now **eligible for medical, dental, and personal service uses previously restricted in this zone**.

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 206 (HESHER'S OR OWNER USER)

Oakland, CA

Price: \$714,000 | Total SF: 2,857 SF | Price/SF: \$250

[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

- **Owner-User Structure:** The asset allows a buyer to occupy approximately 51% while retaining a tenant for the balance of the space, reducing net occupancy costs.
- **Zoning Expansion (SB 304):** Effective January 2026, new legislation permits Medical, Dental, and Personal Service uses on the ground floor, expanding the pool of eligible occupants to include healthcare and professional services.
- **Ideal Uses:** Medical/Dental Clinic, Salon/Spa, Physical Therapy, or Brokerage.
- **Validated Leasing Activity:** The pending NNN lease on the tenant portion establishes a market rental rate and demonstrates demand for the location.
- **Proximity to Residential Base:** The unit is positioned directly below The Ellington, providing immediate access to residents of the 134-unit building who require local services.
- **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.



FLOWLAB & OWNER-USER SPACE - UNITS 202 & 204

Price	RENT	OWN
		\$1,300,000
Price Per Square Foot		\$/SF
Down Payment		5%
Loan Amount		95%
Total Rentable Area (SF):		100%
Owner User / Vacant (SF):		51%
Rent Expense	(\$24.00)	(\$48,960)
NNN Expense	(\$18.52)	(\$37,777)
Total Rent	(\$42.52)	(\$86,737)
Income		\$/SF
Scheduled Rent		\$9.75
Reimbursements		\$9.44
Effective Gross Income		\$19.19
		\$76,777
Expense		\$/SF
Utilities (2026 Budget, Pro Rata)		(\$0.92)
Repair & Maintenance (2026 Budget, Pro Rata)		(\$0.37)
Trash / Janitorial (2026 Budget, Pro Rata)		(\$0.29)
Association Dues (2026 Budget, Pro Rata)		(\$10.19)
Admin (2026 Budget, Pro Rata)		(\$0.04)
Property Taxes (Adjusted)		(\$4.15)
Special Assessments (Actual)		(\$1.45)
Insurance (2026 Budget, Pro Rata)		(\$0.25)
Gross Receipts Tax (Adjusted)		(\$0.27)
Management Fee (5% of EGR)		(\$0.96)
Total Operating Expenses		(\$18.89)
		(\$75,554)
Net Operating Income		\$0.31
		\$1,223
Debt Service (CDC)		-
Debt Service (Bank)		-
Debt Service (Seller Carry)		-
Cash Flow		(\$86,737)
per SF (Owner User Space)		(\$42.52)
Principal Paydown (CDC)		-
Principal Paydown (Bank)		-
Sub-Total		(\$57,965)
Depreciation (Please consult accountant)		-
		\$26,090
Rent versus Own		(\$86,737)
per SF (Owner User Space)		(\$42.52)
		(\$31,875)
		(\$15.63)

PROPOSED FINANCING/CASH FLOW

SBA LOAN - CDC	\$520,000
Loan To Value	40%
Interest Rate	5.85%
Amortization (Years)	25
Term (Years)	25
Debt Service	(\$39,642)
SBA LOAN - BANK	\$650,000
Loan To Value	50%
Interest Rate	4.00%
Amortization (Years)	25
Term (Fixed for 5 Years)	10
Debt Service	(\$41,171)
SELLER CARRY	\$65,000
Loan To Value	5%
Interest Rate	5.00%
Amortization (Years)	Interest Only
Term (Fixed for 5 Years)	5
Debt Service	(\$3,250)
COMBINED LOAN*	\$1,235,000
Loan To Value	95%
Interest Rate	4.83%
Debt Service	(\$84,063)

*Excludes Fees & Closing Costs

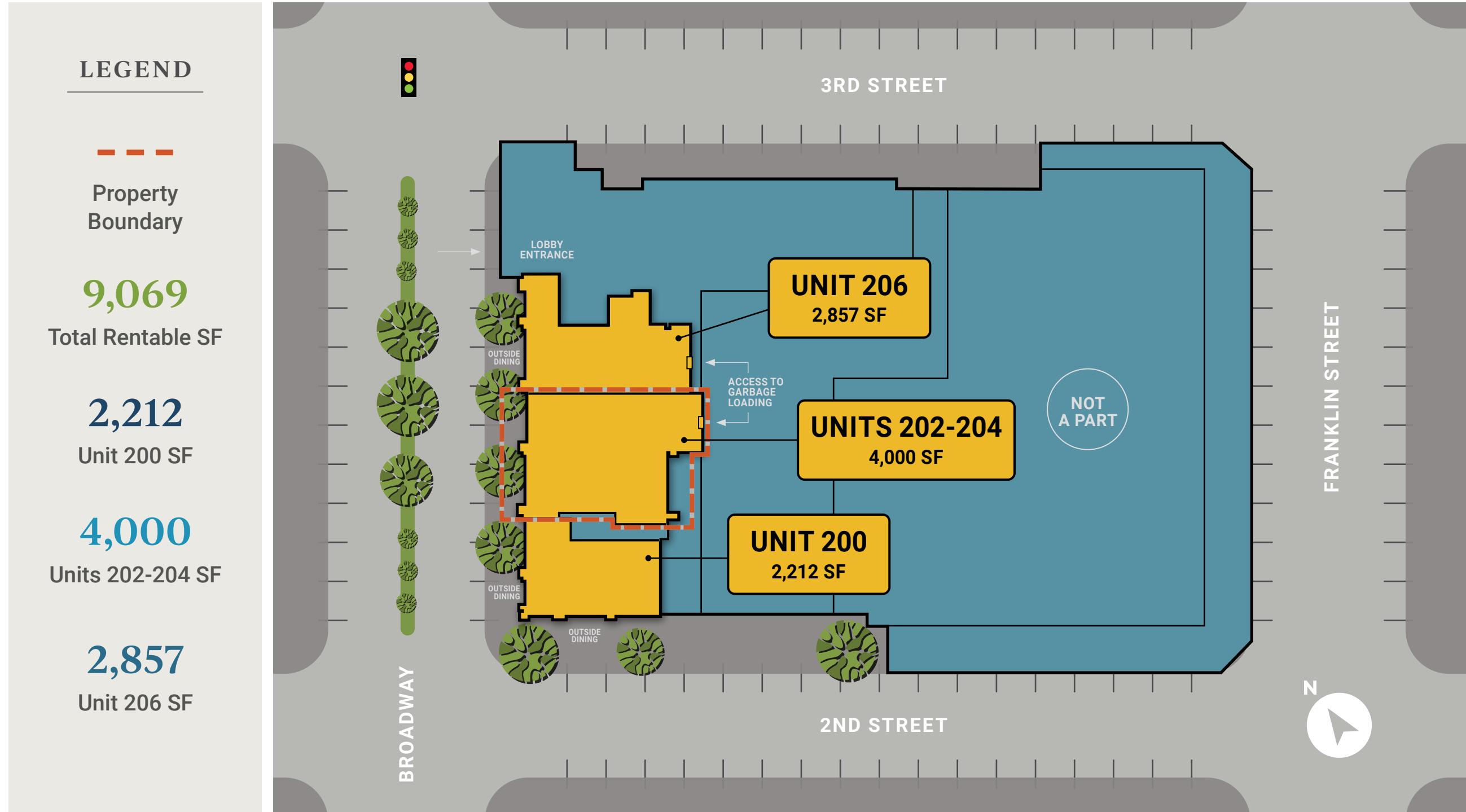
10-Yr. Rent Versus Loan Payment

Total Principal Paydown Over Next 10 Years	\$310,955
Loan Balance in 10 Years	\$859,045
Est. Rent Payment Over Next 10 Yrs. (NNNs + 2% annual inc.)	\$949,744
Est. Ownership Cost Over Next 10 Yrs. (2% annual inc.)	\$349,027
Net Cash Flow Advantage over Next 10 Years	\$600,717

Depreciation Estimate

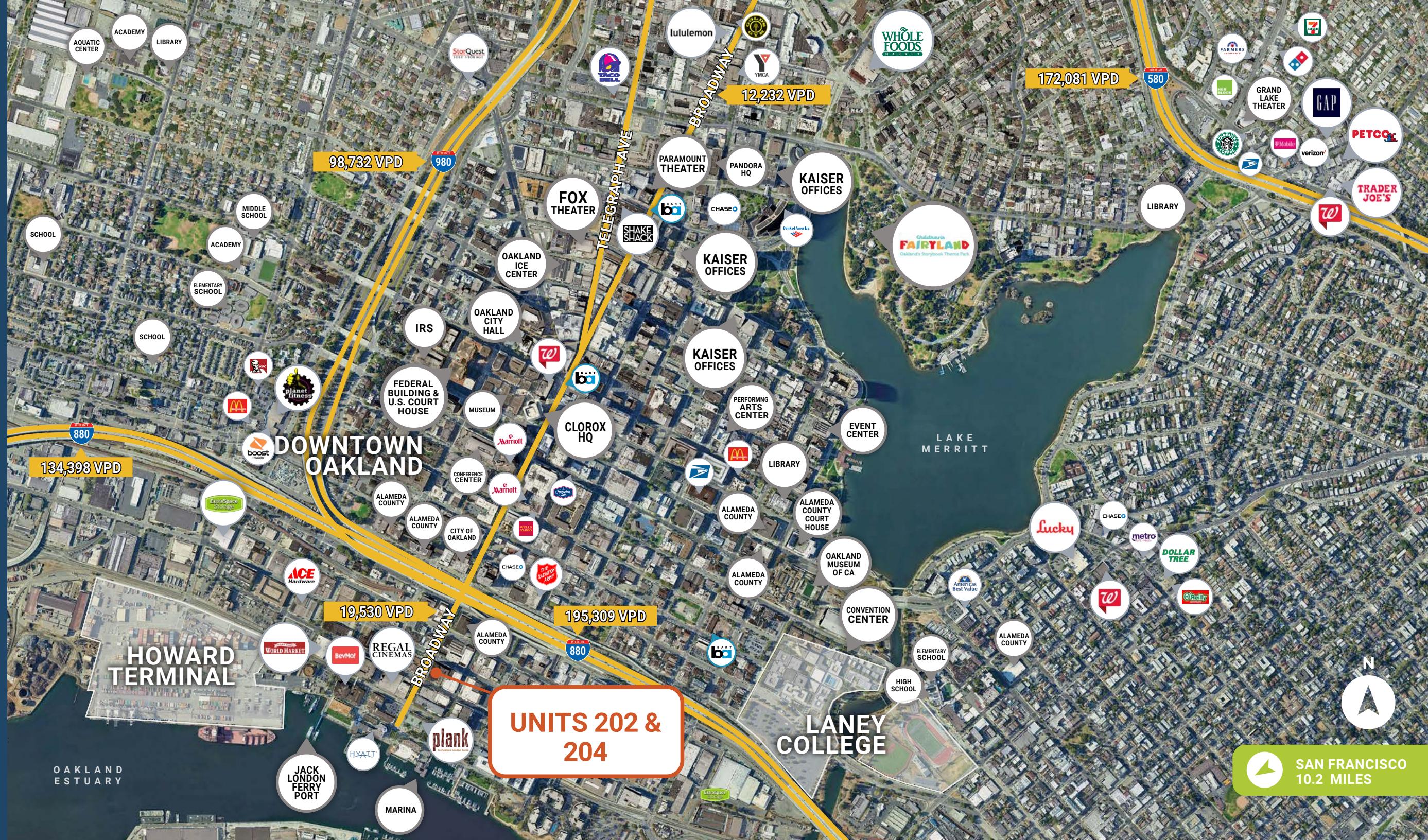
Building Value (% of Improvements)	78%	\$1,017,513
Annual Amount (# Years)	39	\$26,090

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.





Immediate Trade Area



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

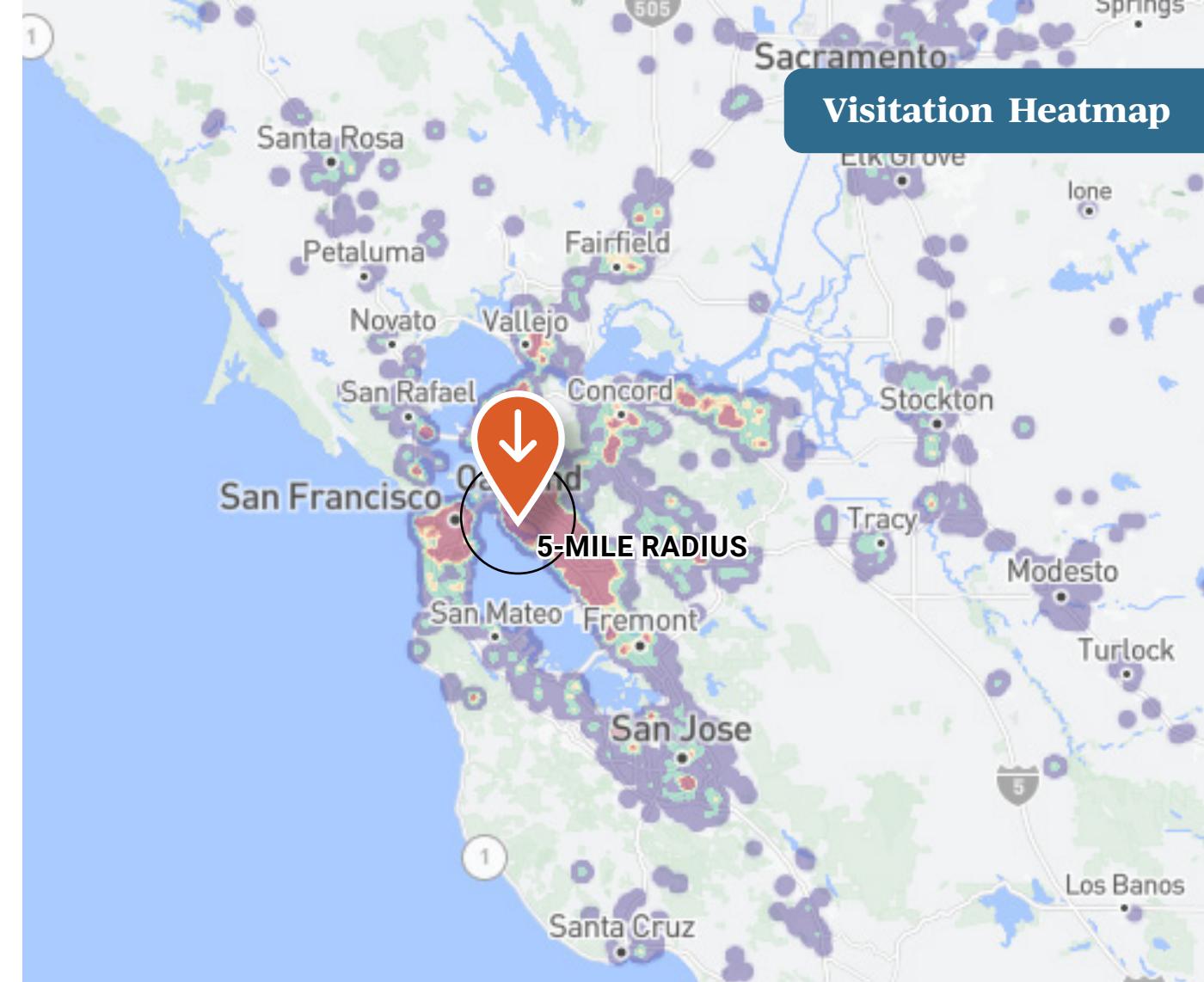
The **typical visitor** persona for individuals who visited the subject property in the last 12 months are individuals with **annual incomes of \$150k+**

361K Visits

OVER PAST 12 MONTHS AT THE SUBJECT PROPERTY

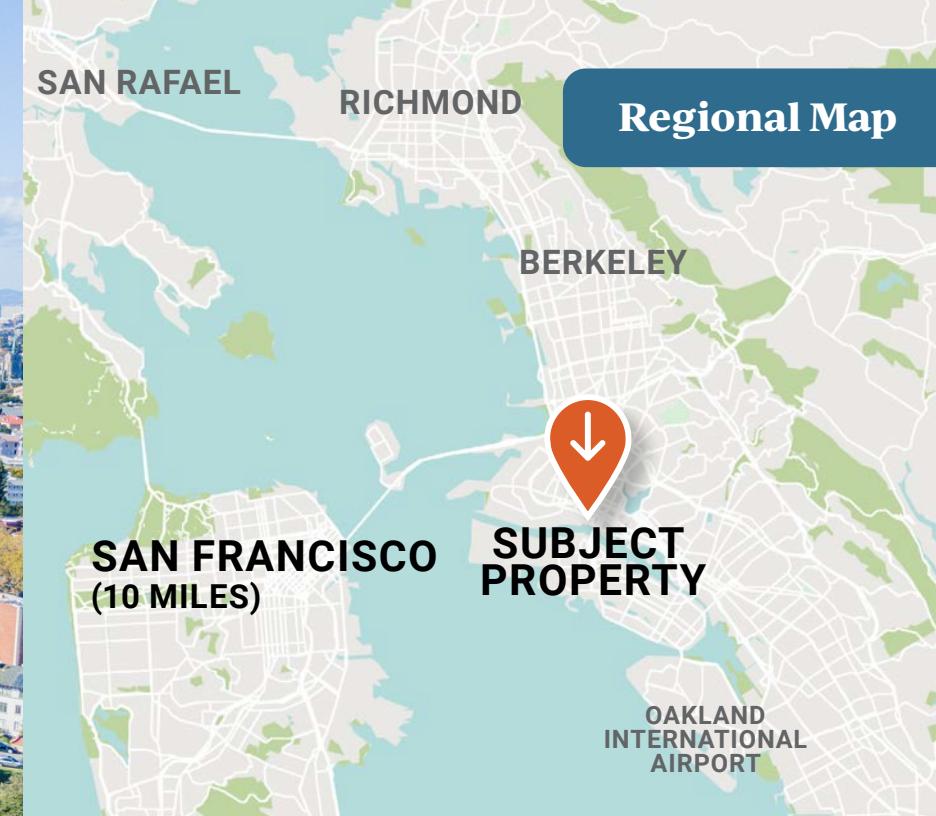
76 Minutes

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](#)

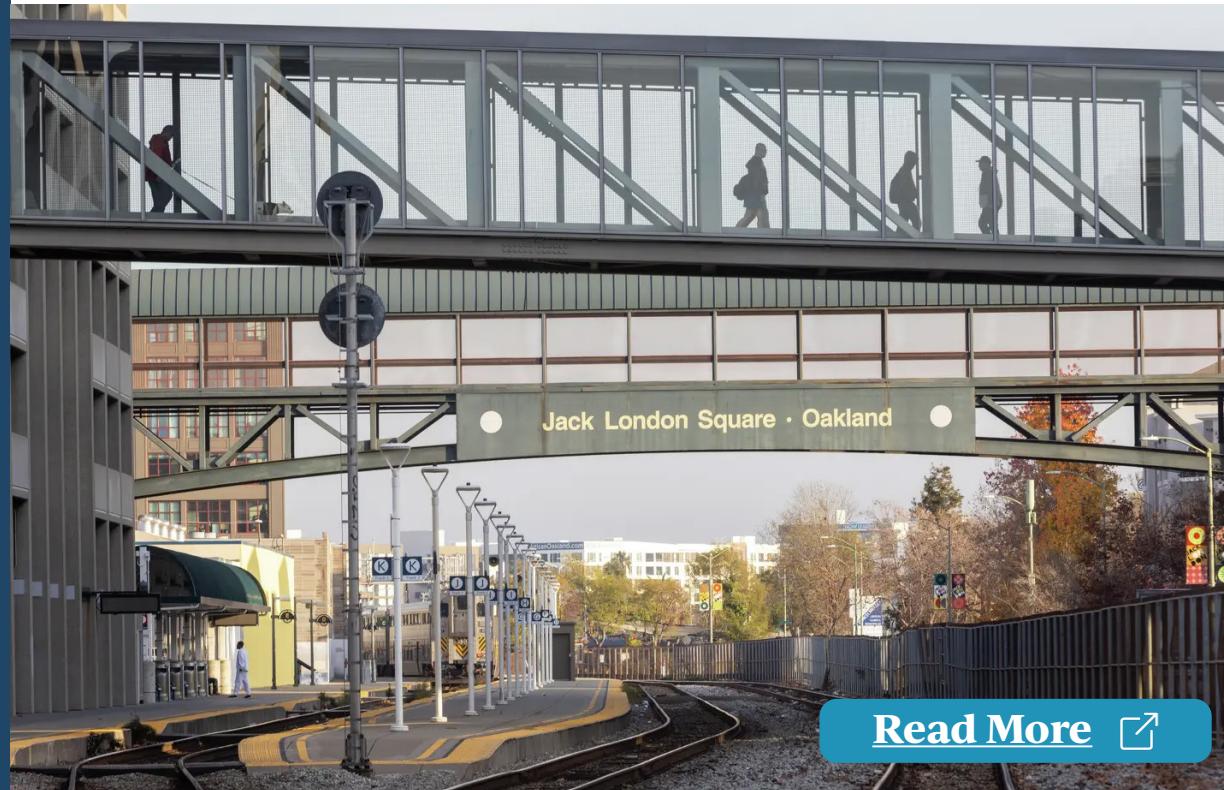


[Read More](#) 

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 reimagining 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



CP PARTNERS
COMMERCIAL REAL ESTATE

Listing Team

RACHEL KRAM
rkram@cppcre.com
PH: 415.274.7392
CA DRE# 02021048

DAVID KRAM
dkram@cppcre.com
PH: 415.274.2712
CA DRE# 01848816