



# Jack London Retail

PRIME JACK LONDON SQUARE RETAIL WITH SIGNIFICANT RENTAL UPSIDE

OAKLAND, CALIFORNIA



**CP PARTNERS**  
COMMERCIAL REAL ESTATE



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# Jack London Retail

200-206 BROADWAY OAKLAND, CA 94607 

**\$2,500,000**

PORTFOLIO  
PRICE

**\$276**

PORTFOLIO  
PRICE/SF

**9,069**

PORTFOLIO  
SF

UNIT	INDIVIDUAL PRICE	SIZE (SF)	\$/SF
UNIT 200	\$774,000	2,212	\$350
UNITS 202 & 204	\$1,300,000	4,000	\$325
UNIT 206	\$714,000	2,857	\$250

## Available as a Portfolio or for Individual Purchase



### 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](#) 



### 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

- **Portfolio Acquisition Below Replacement Cost:** The acquisition of a 9,069-square-foot retail portfolio at a basis significantly below estimated replacement cost, creating immediate value upon purchase.
- **Diverse Value-Add Strategies:** Multiple paths to upside, including stabilizing income through lease-up of the warm-shell corner unit, restructuring the existing restaurant lease to market rates, or successfully executing a “break-up” strategy by selling individual condominium units to owner-users at a premium.
- **High-Value Infrastructure:** Former Starbucks Unit 200 includes existing improvements 400-amp power and HVAC and Unit 206 has a fully vented Type 1 commercial kitchen in the income-producing restaurant unit.
- **Zoning Unlock with SB 304:** New January 2026 legislation lifts historic restrictions, now permitting high-demand Medical, Dental, and Personal Services by right. This regulatory change significantly expands the tenant pool for ground-floor retail to include urgent care, dental, and professional services.
- **Validated Demand:** Actively leasing Unit 204 validates market demand for new tenants.
- **Market Resurgence:** The district is capitalizing on momentum, including a 24% drop in crime in 2025 and major commercial anchors like Dave & Buster's (opening early 2026) and the return of cult-favorite restaurant Reem's California.
- **Captive Residential Density:** Located at the base of the luxury Ellington tower (134 units), the property serves a trade area that has added 1,500+ market-rate units within a three-block radius.
- **Transit-Oriented Connectivity:** Boasting a 96 Walk Score, the site is just a 4-minute walk to the SF Ferry Terminal and Amtrak, connecting easily to San Francisco's Financial District.



		CURRENT	PRO FORMA
Price / Project Cost		\$2,500,000	\$2,710,000
Capitalization Rate / Yield on Cost		-0.87%	7.64%
Price Per Square Foot		\$276	\$299
Total Leased (SF):	53%	4,817	100%
Total Vacant (SF):	47%	4,252	0%
Total Rentable Area (SF):	100%	9,069	100%
Income	\$/SF	\$/SF	\$/SF
Scheduled Rent <sup>1</sup>	\$21.80	\$105,000	\$22.83
Scheduled Recoveries <sup>2</sup>	\$7.43	\$35,789	\$19.64
<b>Effective Gross Income</b>	<b>\$29.23</b>	<b>\$140,789</b>	<b>\$42.47</b>
Expense	\$/SF	\$/SF	\$/SF
Utilities (2026 Budget)	(\$0.92)	(\$8,321)	(\$0.92)
Repair & Maintenance (2026 Budget)	(\$0.37)	(\$3,350)	(\$0.37)
Trash / Janitorial (2026 Budget)	(\$0.29)	(\$2,600)	(\$0.29)
Association Dues (2026 Budget)	(\$10.19)	(\$92,433)	(\$10.19)
Admin (2026 Budget)	(\$0.04)	(\$400)	(\$0.04)
Property Taxes (Adjusted)	(\$3.52)	(\$31,948)	(\$3.52)
Special Assessments (Actual)	(\$1.34)	(\$12,160)	(\$1.34)
Insurance (2026 Budget)	(\$0.25)	(\$2,236)	(\$0.25)
Gross Receipts Tax (Adjusted)	\$0.00	(\$1,964)	(\$0.59)
Management Fee (5% of EGI)	(\$0.78)	(\$7,039)	(\$2.12)
<b>Total Operating Expenses</b>	<b>(\$17.91)</b>	<b>(\$162,452)</b>	<b>(\$19.64)</b>
<b>Net Operating Income</b>	<b>\$11.31</b>	<b>(\$21,663)</b>	<b>\$22.83</b>
			<b>\$207,048</b>
Lease Up Cost Estimate			
Attorney Fees			\$10,000
Operating Reserve			\$25,000
\$10/SF MISC LL Work			\$43,000
6.0% / 3.0% commission			\$47,000
\$20/SF Tenant Improvement Allowance			\$85,000
<b>Total Lease Up Cost Estimate</b>			<b>\$210,000</b>

**Notes**

1. Pro Forma: \$2.00/SF NNN for new leases.

2. Current: FlowLab only. Pro Forma: all tenants, including Hesher's pay NNNs.

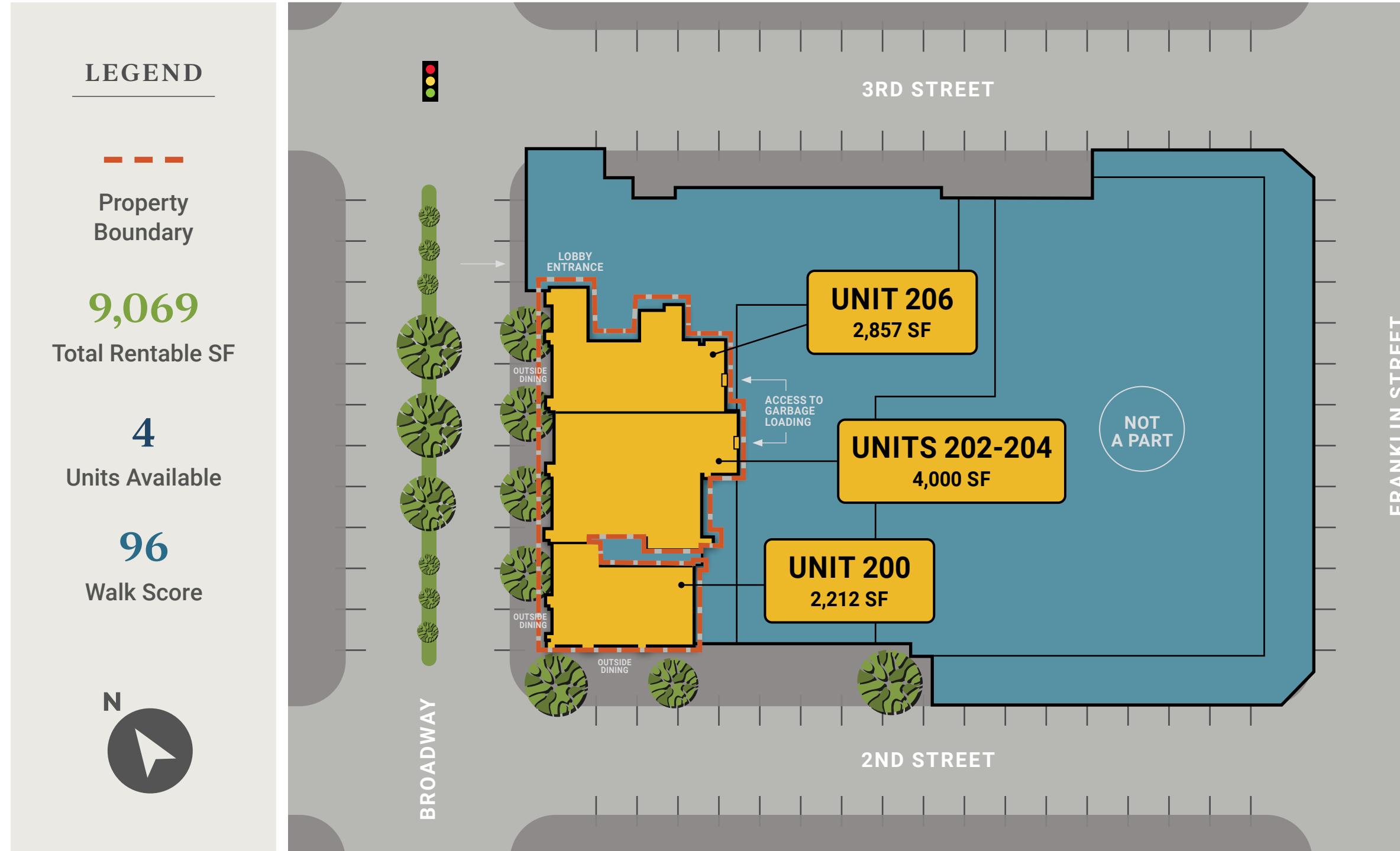
Note: All loan quotes and modeling herein are estimates only and subject to changing market conditions and other dynamic factors. CP Partners is not a lender, mortgage broker, or tax advisor.

Tenant Info				Lease Terms		Rent Summary			
SUITE	TENANT NAME	SQ. FT.	% OF GLA	TERM	MONTHLY RENT	RENT/FT	ANNUAL RENT	RENT/FT	
200	VACANT	2,212	24.39%		\$4,424	\$2.00	\$53,088	\$24.00	
204	FLOWLAB	1,960	21.61%	Pending Lease - 5 Years from Commencement Date	\$3,250	\$1.66	\$39,000	\$19.90	
202	VACANT	2,040	22.49%		\$4,080	\$2.00	\$48,960	\$24.00	
206	HESHER'S PIZZA	2,857	31.50%	02/01/23	04/30/28	\$5,500	\$1.93	\$66,000	
				Amended Rent Schedule					
OCCUPIED		4,817	53.12%	TOTAL CURRENT		\$17,254	\$1.90	\$207,048	
VACANT		4,252	46.88%						
CURRENT TOTALS		9,069	100.00%						

Unit	Tenant	Size (SF)	Asking Price	\$/SF
Unit 200 (Corner)	Vacant	2,212	\$774,000	\$350
Units 202 & 204	Vacant & FLOWLAB	4,000	\$1,300,000	\$325
Unit 206	Hesher's Pizza	2,857	\$714,000	\$250
<b>TOTAL</b>		<b>9,069</b>	<b>\$2,788,000</b>	<b>\$307</b>
<b>Portfolio Discount</b>		-10.3%	<b>(\$288,000)</b>	
<b>DISCOUNTED PORTFOLIO PRICE</b>			<b>\$2,500,000</b>	<b>\$276</b>

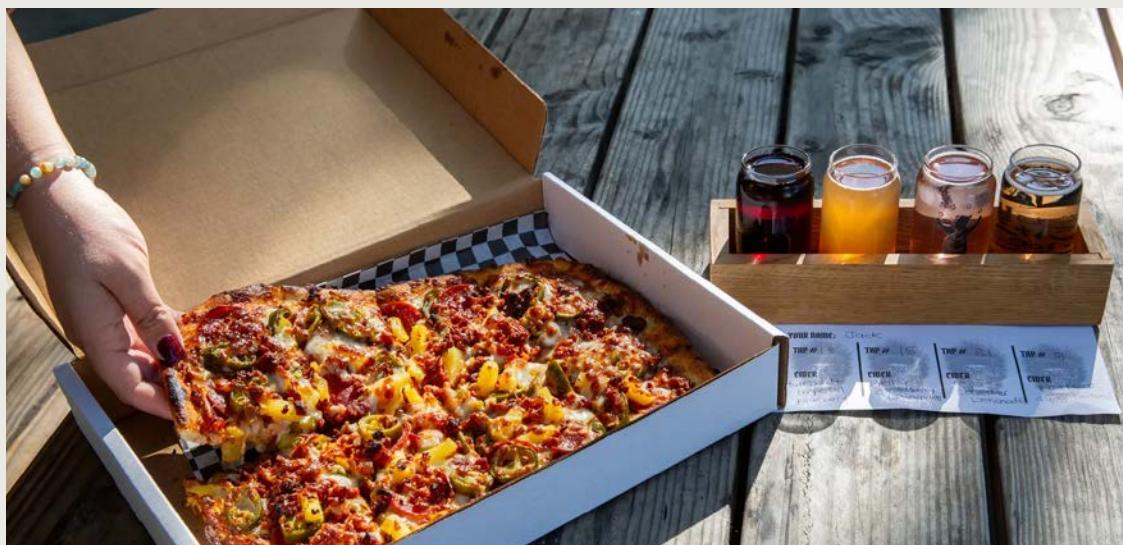


# Site Plan





# A niche, themed pizza + taproom local staple



## About Hesher's Pizza

- Owner, Zak McCune, founded Hesher's Pizza & Taproom as a “celebration of the thrash metal history of the Bay Area”
- The venue purchased the space formerly occupied by a cider-taphouse (Crooked City) in March 2023 and converted it into Hesher'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

[Hesher's Website](#) 



Berkeley  
UNIVERSITY OF CALIFORNIA



## SAN FRANCISCO BAY

# PORT OF OAKLAND

The logo for Blue Shield of California. It features the word "blue" in a lowercase, sans-serif font, with "california" in a smaller, lowercase font directly beneath it. To the right of the text is a blue shield-shaped logo containing a white caduceus symbol, with a registered trademark symbol (®) to the right of the shield.

# BART TRACKS TO 12TH ST STATION

**19,530 VPD**

# JACK LONDON RETAIL

# JACK LONDON

# AMTRAK PARKING GARAGE

**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

**95,309 VPD**

The logo for the BART 12th Street Station. It features the letters 'BART' in a small, black, sans-serif font above the word '12TH ST' in a large, bold, black font. Below '12TH ST' is the word 'STATION' in a smaller, bold, black font. The 'B' in 'BART' is stylized with a blue 'a' shape inside it. The entire logo is set against a blue rectangular background.

# TRIBUNE TOWER

## GOVERNMENT BUILDING

# PACIFIC RENAISSANCE PLAZA

# STREET

# CHINATOWN

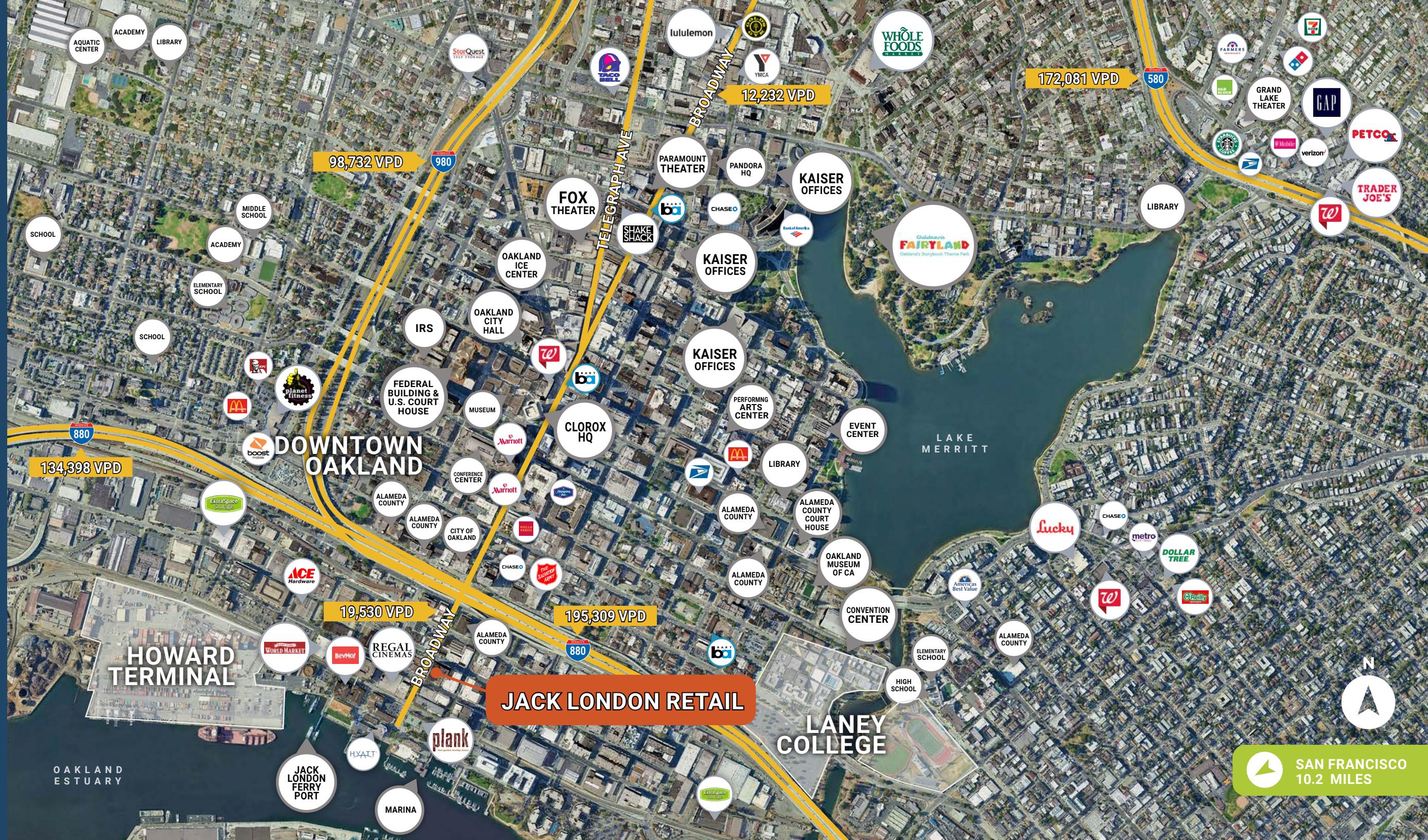
A black and white logo for Jack London Fourth Street East. It features the words 'JACK LONDON' at the top and 'OAKLAND, CA' at the bottom, with 'FOURTH STREET EAST' in large, bold, serif letters in the center. The logo is set against a dark background with a white border.

## LUXURY APARTMENTS 330 UNITS

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

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

## 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

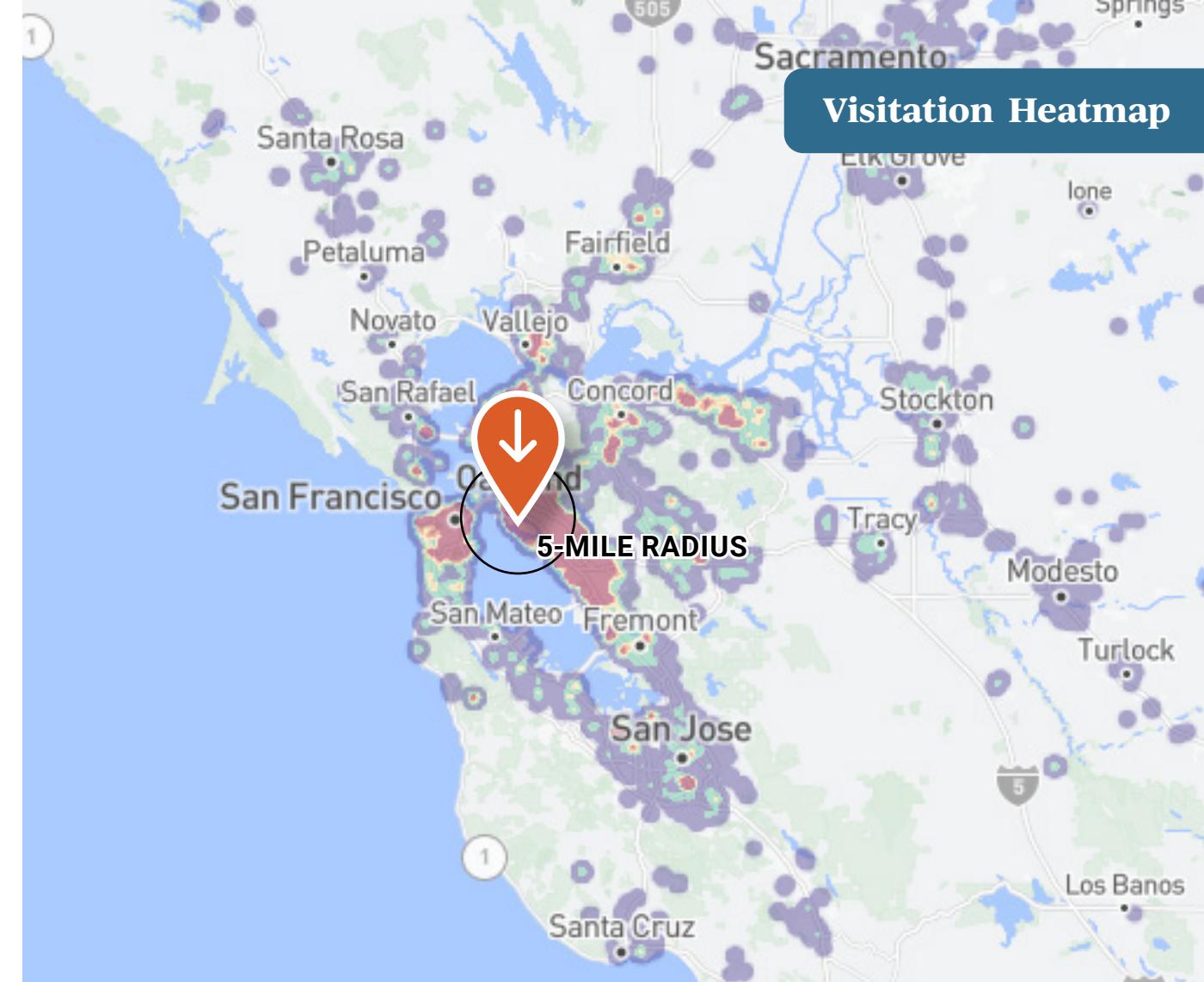
The **typical visitor** persona for individuals who visited the subject property in the last 12 months are individuals with **annual incomes of \$150k+**

**361K Visits**

OVER PAST 12 MONTHS AT THE SUBJECT PROPERTY

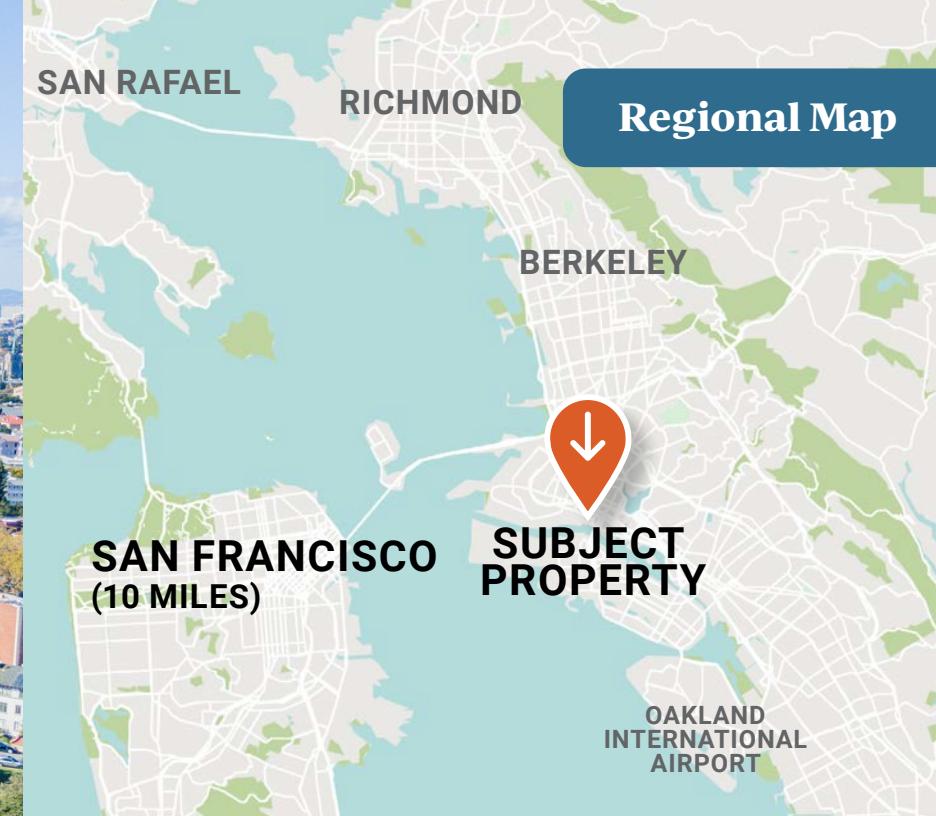
**76 Minutes**

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.



Regional Map

# 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](#)

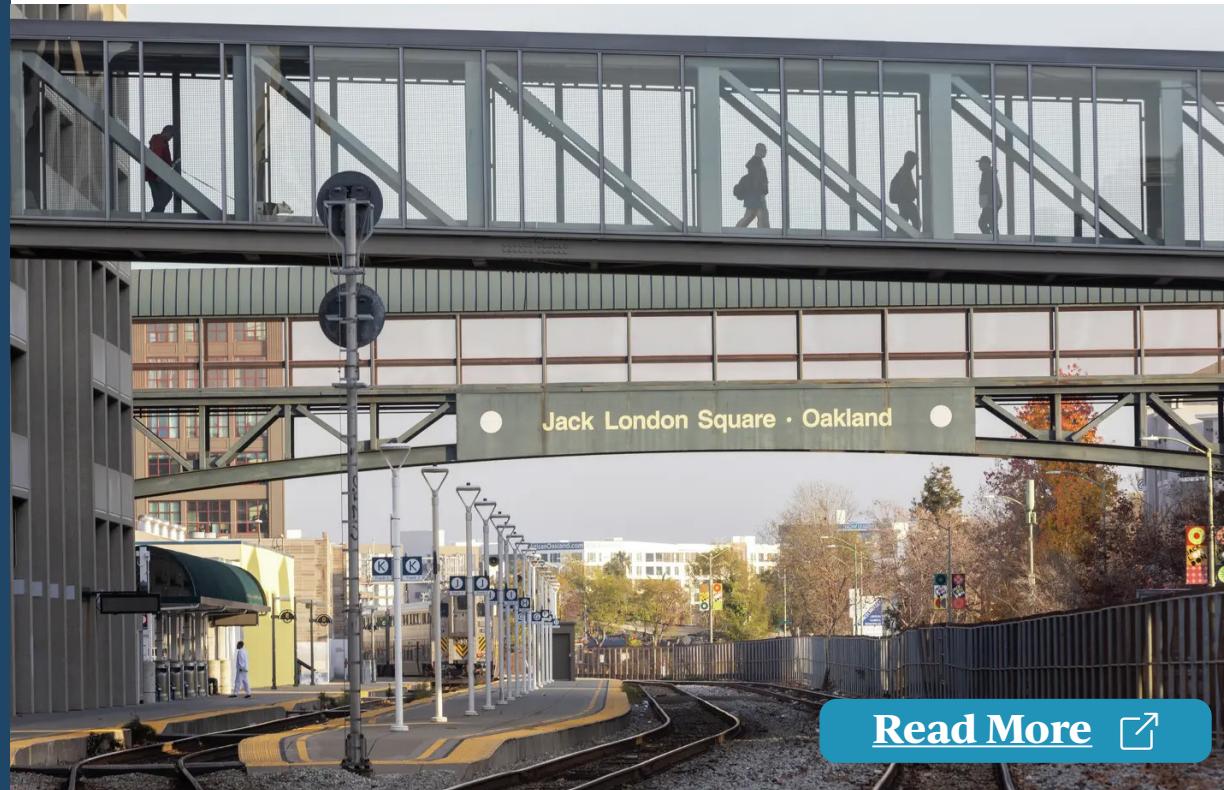


[Read More](#) 

## 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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