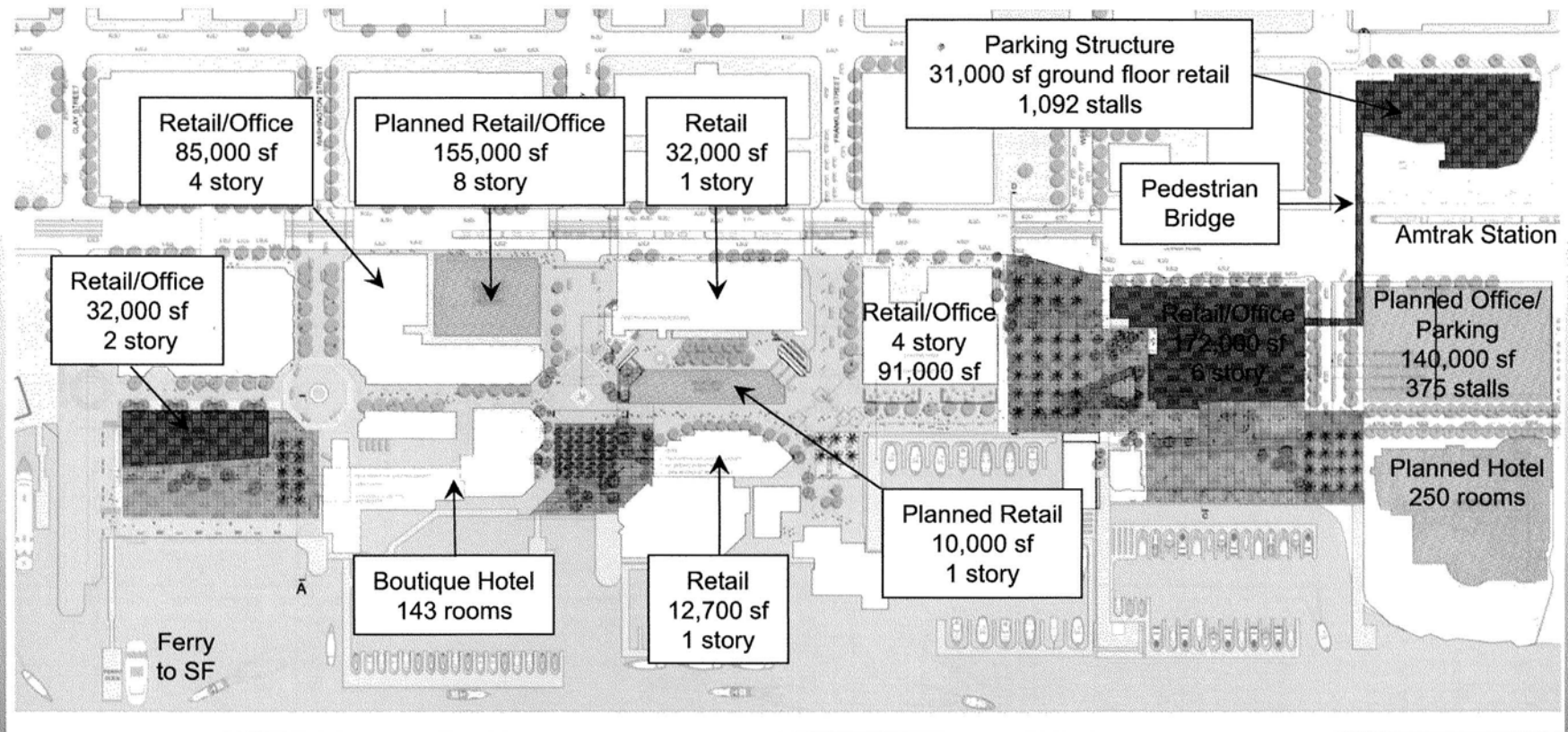






**City of Oakland – Port of Oakland  
Liaison Committee  
Jack London Square Redevelopment Project  
Project Update  
July 1, 2010**



# Project Overview



-  Renovation of Acquired Assets
-  Completed New Construction
-  Completed New Parks/Plazas
-  Future New Construction



# 66 Franklin – Rehabilitation

## Project Description

- Complete Façade Restoration
- Seismic Upgrade
- New Sitework & Plaza
- Project completed: April 2006

## Recent Leasing

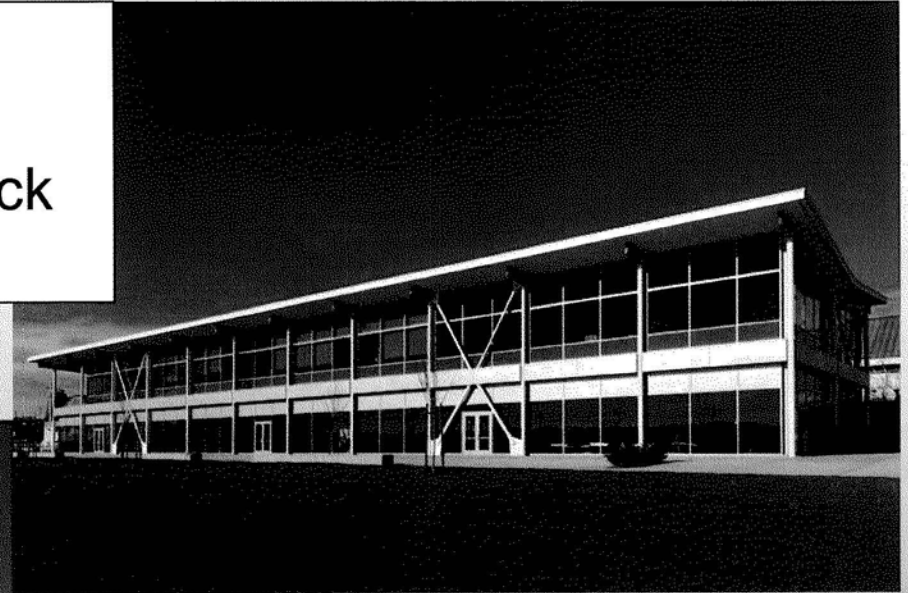
- Bocanova – Opened August 2009
- Miette – Opened August 2009
- Sungevity – Moved In Feb 2010





# 10 Clay Street: Ferry Landing

- 32,000 sf: Office, Retail and Restaurants
- Grand stair/public observation deck
- Waterfront Park and Plaza

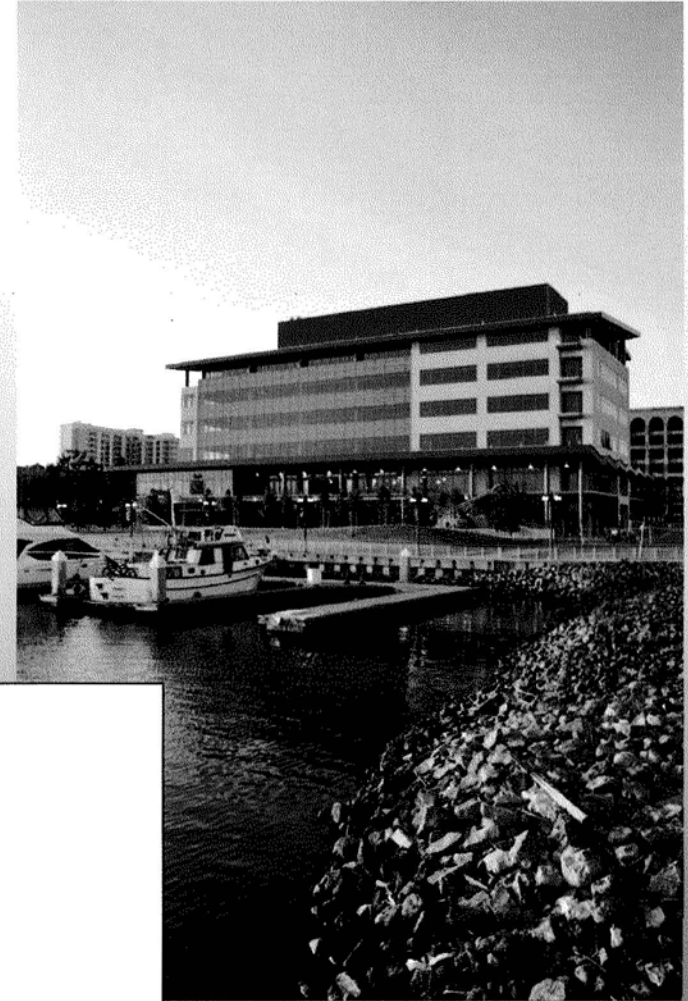


- Completed & Opened Feb 2008
- Tenants:
  - The Rogers Family Foundation
  - Cornish & Carey





# Jack London Market



- 172,000 sf mixed use building
- 4 top floors (110,000 sf) waterfront Class A office space
- Amtrak Bus Depot
- 2 level (62,000 sf) public market
- Shell completed June 2009
- *Kazan Law Firm to occupy by Labor Day 2010*

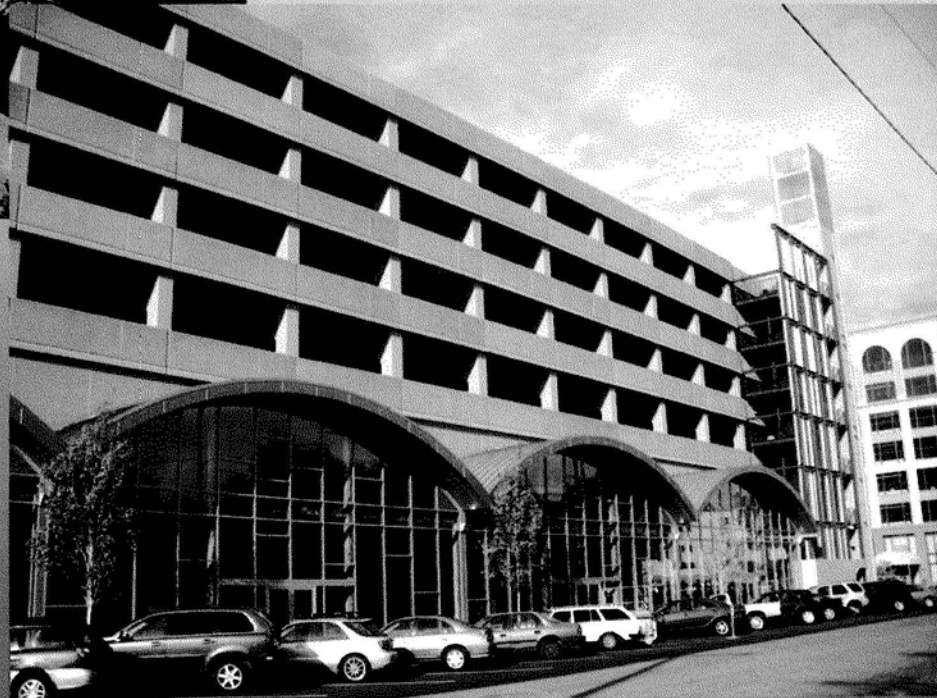


# Site G: Garage



- Bridge connection to Jack London Market
- 31,000 sf of neighborhood-serving retail
- Amtrak Bus Depot
- Public Art facing Amtrak Station

- Completed in May 2009
- *Opening in conjunction with Kazan Law Firm occupancy Labor Day 2010*





# New Public Spaces



West Green – 17,000 sf Lawn  
& 10 Canary Island Palms



Foot of Broadway – 6,500 sf  
Lawn & 25 Washingtonia Palms



Jack London Plaza – 34,000 sf  
Plaza & 20 Canary Island Palm



East Green –  
17,000 sf Lawn





# Small/Local Business Utilization Status

## Summary of Sites C, F-1, G, and 66 Franklin

|   | Oakland    | Port LIA   | Port LBA   | Port LIA Goal               |
|---|------------|------------|------------|-----------------------------|
| <b>JLS Project-wide Consultant Use 2002 – Present</b>                       | <b>29%</b> | <b>36%</b> | <b>38%</b> | <b>35% - In Compliance</b>  |
| <b>Site C Construction</b><br>Howard S. Wright - Completed February 2008    | <b>11%</b> | <b>36%</b> | <b>52%</b> | <b>25% - In Compliance</b>  |
| <b>Site F-1 Construction</b><br>Howard S. Wright - Completed June 2009      | <b>21%</b> | <b>48%</b> | <b>53%</b> | <b>25 % - In Compliance</b> |
| <b>Site G Construction</b><br>Pankow Builders - Completed June 2009         | <b>39%</b> | <b>37%</b> | <b>59%</b> | <b>25 % - In Compliance</b> |
| <b>66 Franklin Rehabilitation</b><br>BBI Construction – Completed July 2006 | <b>46%</b> | <b>47%</b> | <b>54%</b> | <b>25 % - In Compliance</b> |
| <b>Combined Projects</b>  | <b>29%</b> | <b>41%</b> | <b>51%</b> | <b>25 % - In Compliance</b> |

**LIA: Oakland, Alameda, Emeryville, San Leandro**  
**LBA: Alameda & Contra Costa Counties**



# **City Local Employment Program Activities**

## **Site C, F1, G and 66 Franklin**

- **HSW, Pankow & BBI advertised bid opportunity in three local publications**
- **Registered in LCP Tracker**
- **Met with City Staff at start of each project**
- **City staff presented to GC team and subcontractors at kickoff meeting**
- **Submitted “Job Request and Referral Form” when required to request City assistance to identify Oakland residents in certain trade categories**
- **Contacted local unions to identify Oakland residents in certain trade categories**





# City Local Employment Program Accomplishments

## Site C, F1, G and 66 Franklin

- All primary subs registered/submitting to LCP Tracker
- HSW, Pankow & BBI hired full-time Oakland residents (apprentice carpenters & laborers)
- Subcontractors (incl. Brayer Electric, Ranker AMG, Rick Slater, Substructure) hired full-time Oakland residents (apprentices and journeymen)

| Project      | Oakland Hours | Total Hours    | Oakland %     |
|--------------|---------------|----------------|---------------|
| 66           | 16,843        | 33,621         | 50.10%        |
| C            | 2,758         | 15,949         | 17.29%        |
| F-1          | 26,410        | 133,059        | 19.85%        |
| G            | 11,164        | 64,899         | 17.20%        |
| <b>Total</b> | <b>57,174</b> | <b>247,527</b> | <b>23.10%</b> |





# Leasing Status – Office

70 Washington

**47,211 sf leased**  
**5,171 sf available**  
**52,382 sf total**  
**90% leased**

66 Franklin

**58,043 sf leased**  
**1,238 sf available**  
**59,281 sf total**  
**98% leased**

**12,404 sf leased**  
**2,923 sf available**  
**15,327 sf total**  
**81% leased**

10 Clay

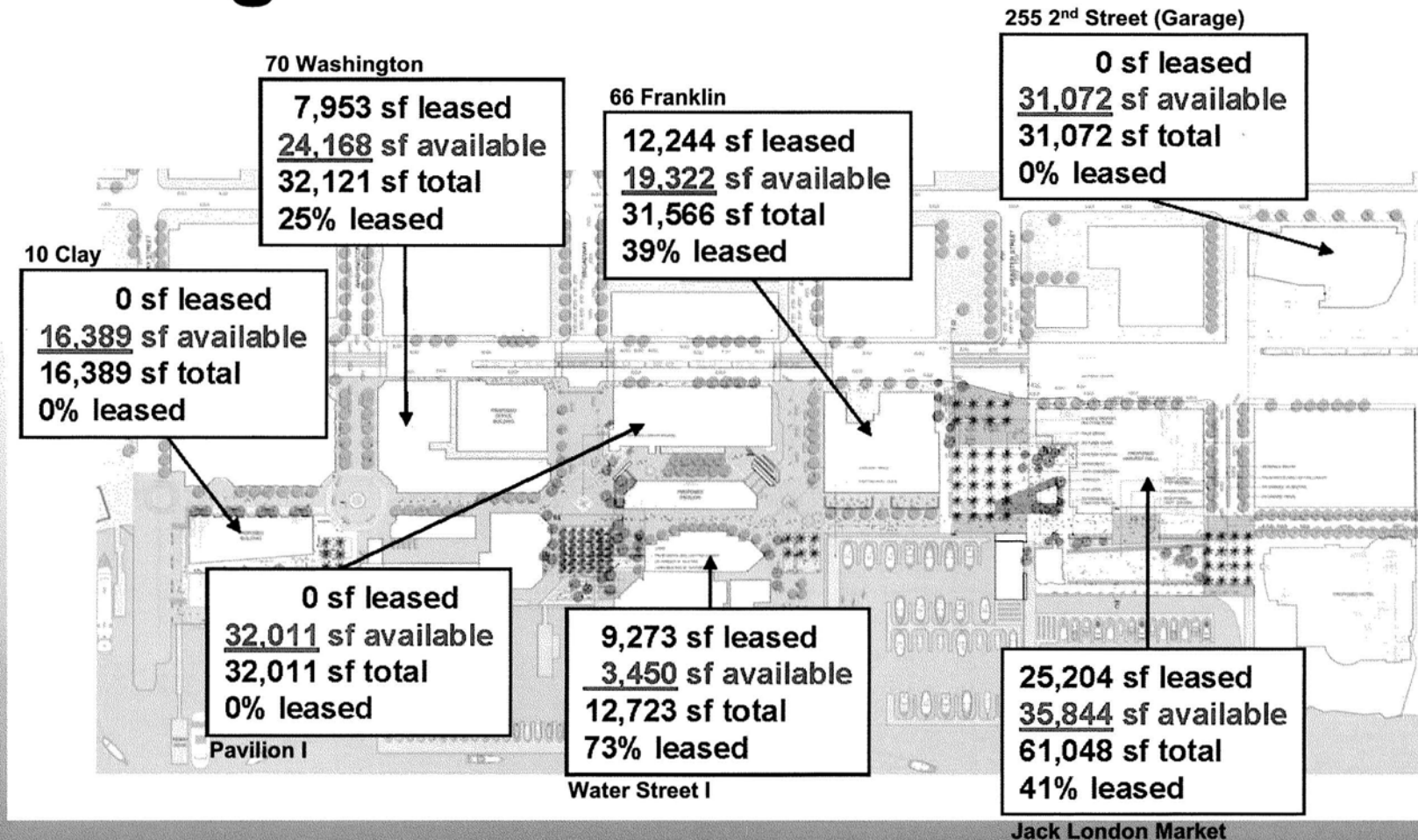
**25,806 sf leased**  
**84,617 sf available**  
**110,423 sf total**  
**23% leased**

Jack London Market

- Office market is in recovery; existing assets are well-leased and leasing has commenced at JL Market
- 4th floor office lease (25k s.f.) under construction for Kazan Law firm for occupancy by Labor Day
- 19k s.f. solar power tenant, Sungevity, commenced February 2010 at 66 Franklin; (Oakland Innovator Business and SF Biz Times Green Business Award Winner)



# Leasing Status – Retail & Restaurant



- Currently in negotiations on approximately 80k s.f. of retail transactions
- Continue to reconstitute JLS dining district building on existing restaurants and added Bocanova, Cocina Poblana and Miss Pearls
- Focusing on completing core Market tenants such as meat, fish, produce, wine, cheese, coffee and bread
- Supplement Market core with key renowned restaurant tenants such as Daniel Patterson and others in negotiation
- Garage (255 Second Street) will open with first office tenant by Labor Day



# Marketing & Event Highlights

## STRATEGY

Positioning Jack London Square as an invigorating, exciting, event-filled, family-oriented destination.



## OBJECTIVES

- Heighten a positive perception
- Create a sense of viability and excitement
- Expand trade area awareness
- Attract a new and broad demographic
- Strengthen and develop ties with the Oakland community
- Maximize awareness thru tenant sales and promotions
- Entice new prospects to join the JLS tenant mix
- Sustain strong relationships with JLS tenants





# Marketing & Event Highlights

## TACTICS

- Events: Increased number of events from 55 to 85 in 2010,
- Attracting nearly 300,000 attendees annually.

## EVENT HIGHLIGHTS

- Eat Real – a celebration of “street food” – anticipated attendance 100K
- East Bay Express events: A Taste for Artisans, Best of the East Bay
- “Series” Events: Lunchtime Live Concert Series, Waterfront Flicks – Outdoor movies, Dancing Under the Stars
- Farmers’ Market: Voted “Best Farmers’ Market in Oakland”
- Farmers’ Market Enhancements: Jump Houses, Free Yoga, Live Music, Nutritional Information, Arts & Crafts for kids
- Special Events: Dog Days of Summer, Oakland Underground Film Festival movies, Boat Shows, The Sweet Shoppe, KGO Craft Beer, Urban Wine Experience, Oakland Indie Awards, Open Studios Art Sale, 4<sup>th</sup> of July, Tree Lighting



## MARKETING HIGHLIGHTS

- Social Media – Facebook, Twitter, E-mail blasts
- Website – Updates, Newsletters
- On-Line Advertising, BART advertising, Print Advertising, Radio Advertising, Comcast Advertising, Press Releases

