



Now Leasing Retail

RESTAURANT/RETAIL/FITNESS

423 Luxury Residential Apartments
±20,000 SF Commercial Retail Development
with Exceptional Street Frontage
AVAILABLE EARLY 2019



Accelerating success.

THE BROADWAY

3093 Broadway

THE OPPORTUNITY

THE BROADWAY

THE DEVELOPMENT

- The Broadway at 3093 Broadway, is Oakland's newest commercial retail development serving the surrounding neighborhoods, including Rockridge, Montclair, Adam's Point, Crocker Highlands, and the City of Piedmont.
- Centrally located at the junction between the MacArthur Freeway (580) and the Grove Shafter Freeway (24).
- Situated along the major north-south thoroughfare that connects Jack London Square, Downtown Oakland, Uptown and Pill Hill.
- Above this retail portion will be one of Oakland's largest housing developments with 423 luxury apartment units, including studios, one and two bedroom apartments and townhouses.

The Broadway: 20,000 SF Urban Retail Project

Seeking local, sophisticated, daily need, and community serving providers, makers, retailers, fitness, and restaurants. Oakland is an exciting city known for its eclectic vibe that entwines communities, arts, food and shopping. The shops at The Broadway will be the transformative piece for this area.

PILL HILL page 3

Named because of the large number of hospitals and medical services located in this area, including the Alta Bates Summit Medical Center Campus and Kaiser Medical Center, as well as numerous independent medical buildings. The immediate-area daytime population of hospital staff, patients and visitors, along with a dense residential population, will bring excellent seven day a week traffic for merchants and restaurants.

SHOPPING page 5

Oakland boasts an exciting number of indie boutiques – longtime favorites and bold, new ones – with savvy entrepreneurs who know that The Town is a must-visit spot for locally made products. Rounding out the specialty stores in the area are a mix of national retailers: opening near The Broadway is healthy grocer, Sprouts Farmers Market, a new CVS drugstore in the historic Firestone Building, and the forthcoming MacArthur Station retail development project in 2018. The project will add to this unique blend with local and known retailers.

BROADWAY-VALDEZ SPECIFIC PLAN page 6

The Broadway is within the boundaries of a City of Oakland focused specific plan for a mix of retail, entertainment, office and residential uses for two areas, the Valdez Triangle and the North End. The Valdez Triangle will offer retail that caters to the comparison shopping needs of Oakland and the broader East Bay, while the North End (where the project is located) will accommodate neighborhood-serving uses that complement and are integrated with residential and healthcare oriented needs.



PILL HILL Major Employers

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10K+ DAYTIME POPULATION WITHIN 3 BLOCK RADIUS OF THE PROJECT

THE TRADE AREA

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SCAN QR CODE FOR
DEMOGRAPHIC OVERVIEW



THE
BROADWAY

2016 DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
POPULATION	54,789	277,276	527,800
AHHI	\$81,316	\$96,521	\$98,486
DAYTIME POPULATION	68,414	329,507	584,049

1 ROCKRIDGE

2015 Total Population	4,970
2015 Median Income	\$133,851
Median Home Value	\$928,922

2 MONTCLAIR

2015 Total Population	4,865
2015 Median Income	\$144,384
Median Home Value	\$826,664

3 CITY OF PIEDMONT

2015 Total Population	11,292
2015 Median Income	\$230,744
Median Home Value	\$1,950,000

4 CROCKER HIGHLANDS

2015 Total Population	11,569
2015 Median Income	\$175,624
Median Home Value	\$997,525

5 TEMESCAL

2015 Total Population	4,628
2015 Median Income	\$71,763
Median Home Value	\$562,500

6 GRAND LAKE & LAKESHORE

2015 Total Population	10,812
2015 Median Income	\$109,306
Median Home Value	\$547,907

7 GLENVIEW

2015 Total Population	6,092
2015 Median Income	\$97,500
Median Home Value	\$625,708

SHOPPING/DINING

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Oakland's Highlighted Shopping Districts & Retailers



WALK SCORE: 93

BIKE SCORE: 92

BROADWAY-VALDEZ SPECIFIC PLAN

A Retail Destination

BROADWAY-VALDEZ DISTRICT

Due to a number of ideal factors, including location, accessibility, and local buying power, the Broadway Valdez District represents the City's best potential to become a major retail city by creating a vibrant new retail presence near the existing Downtown. By attracting a mix of retailers, including those at The Broadway, the project can enhance the quality of life for local residents and workers by providing convenient shopping in Oakland.

LEVERAGING EXISTING ASSETS

The Broadway Valdez District is surrounded by a number of distinctive and dynamic neighborhoods and uses. The strategy is to promote land use patterns and leverage the energy of these surrounding neighborhoods to enhance the viability and distinctiveness of both the Plan Area and its neighbors.

RETAIL AND REVITALIZATION

The revitalization and redevelopment of existing underutilized areas enhances economic potential. A more compact and higher density pattern of development supports City objectives for economic viability and placemaking.

A COMPLETE NEIGHBORHOOD

The specific plan will conclude a "complete" mixed-use neighborhood that is economically and socially sustainable—providing an appealing mix of retail, dining and entertainment uses as well as quality jobs and diverse housing opportunities.

BROADWAY-VALDEZ SPECIFIC PLAN

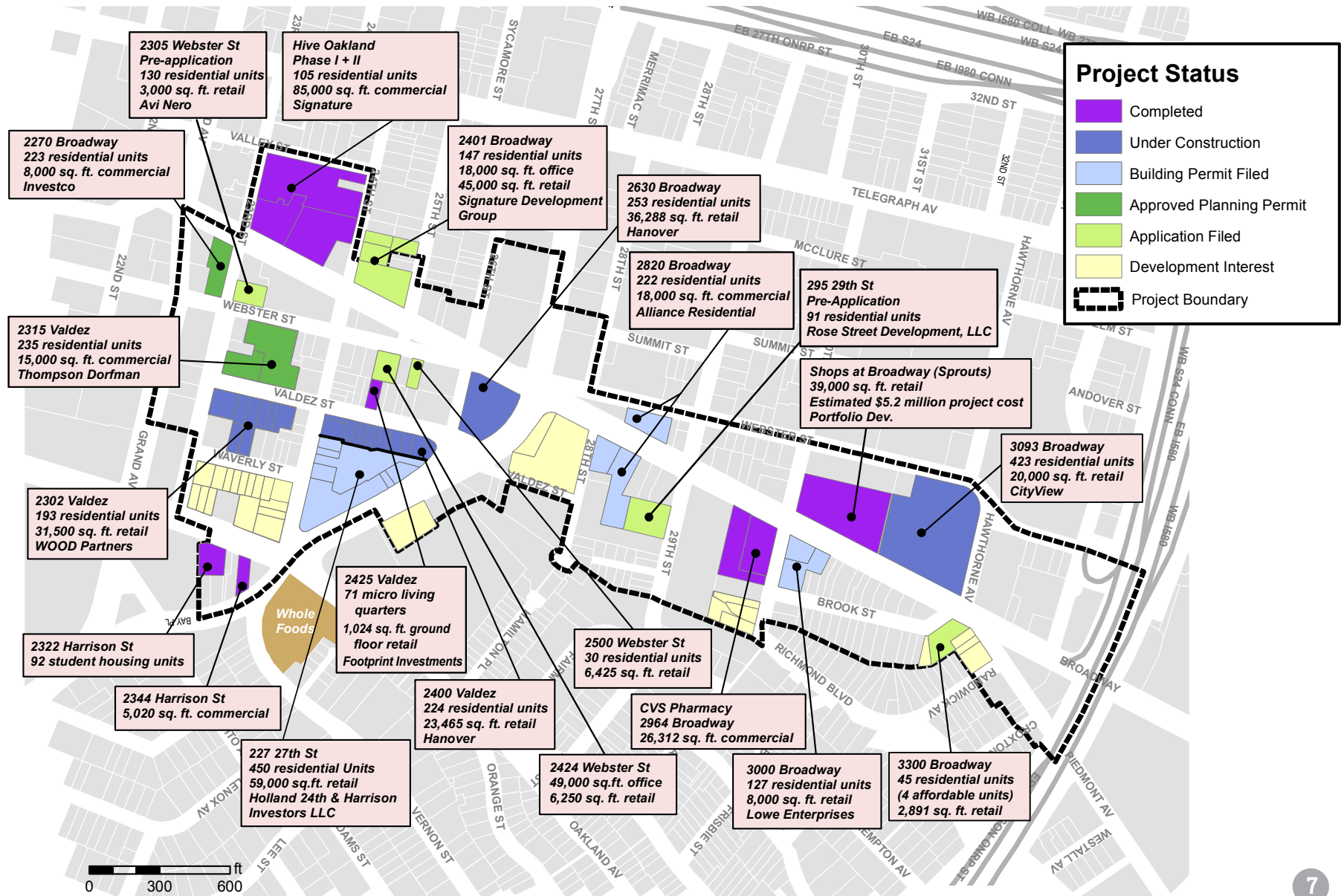
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NEW PROJECTS

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THE SITE PLAN

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Hawthorne Avenue



**±20,000 SF
RETAIL/RESTAURANT/FITNESS**

Opening Early 2019



THE BROADWAY

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