



ALAMEDALANDING

SHOPPING

DINING

LOFTS + FLATS
COURTYARD
HOMES

FUTURE
WATERFRONT
PROMENADE



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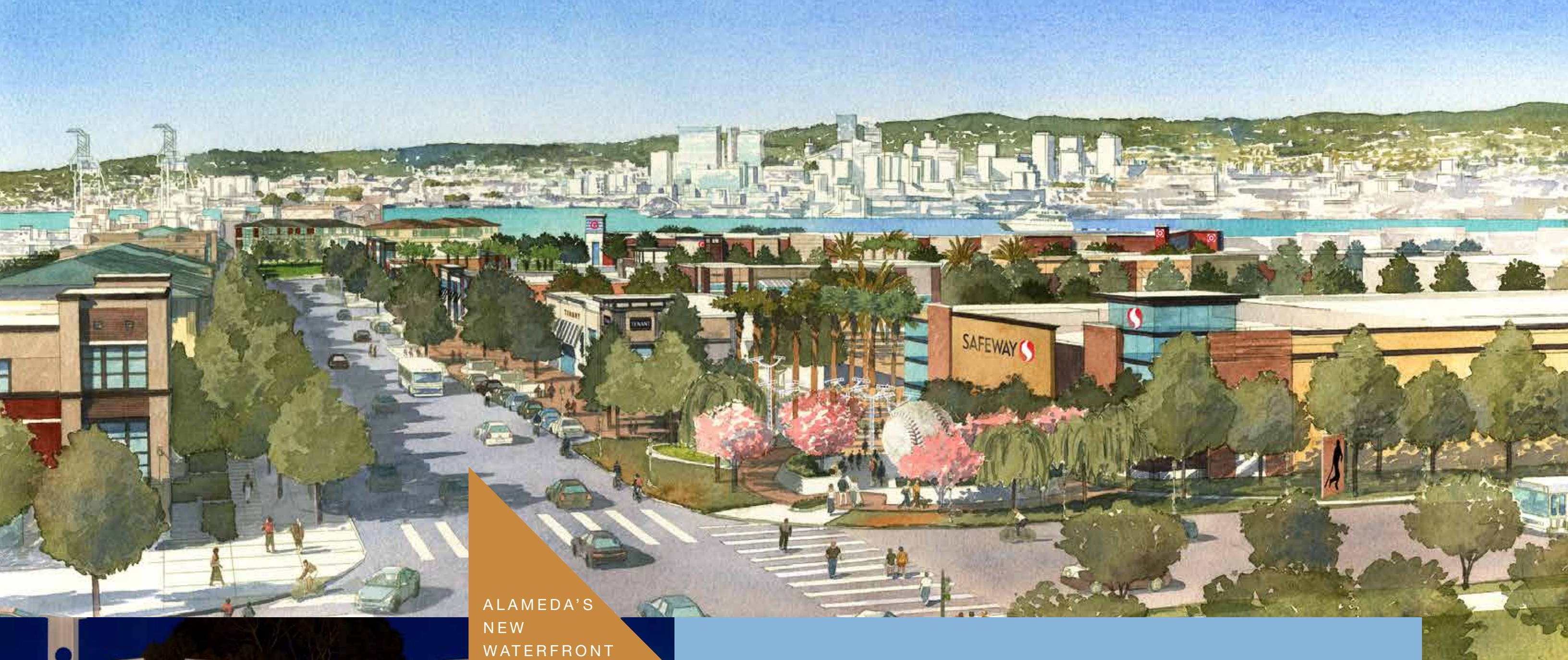
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ALAMEDA'S
NEW
WATERFRONT
MIXED-USE
COMMUNITY

MARITIME ROOTS MEET URBAN COOL at Alameda Landing. This new **mixed-use destination** is bringing new vitality to **Alameda's northeast waterfront**. Once home to the U.S. Navy's Fleet Industrial Supply Center, Alameda Landing is a 72-acre mixed-use development that will revitalize the area with **new homes, premier waterfront dining, shops, office space and retail opportunities**. Come get acquainted with this extraordinary retail/commercial opportunity.



ALAMEDALANDING

ALAMEDA LANDING FACTS & FIGURES

- 72 acres
- Up to 300 units of housing: single-family homes, townhomes, condominiums
- 16% affordable housing
- Target-anchored 291,000 SF retail center
- 50,000 SF waterfront district that includes restaurants and entertainment retail
- Up to 400,000 SF of future office space
- 8 acres of parks and open space
- Pilot estuary water taxi linking Alameda Landing and Oakland's Jack London Square
- Waterfront





VISION

There's a new place taking shape along the Alameda waterfront that promises to be both captivating and connected. Alameda Landing is designed with opportunities to shop, dine and live in a sustainable mixed-use community that celebrates its bayside location. Situated on land once owned by the U.S. Navy, there's a proud sense of maritime history here. But the overall vibe is decidedly today. **Contemporary. Fresh. Cool.**

LOCATION

Alameda's eastern shoreline is easily accessible from all of Alameda and the surrounding cities of Oakland, San Leandro, Emeryville, Berkeley and San Francisco.

Located at the Northwest corner of Webster and Stargell Avenue at the entrance/exit point of the Webster Tube, Alameda Landing is a visible gateway to the Island.

The site is positioned in the geographic center of Alameda Island, making it easily accessible from the Eastern and Western portions of the City.

Central to the entire Bay Area, Alameda Landing has a regional draw: 5 minutes from downtown Oakland, 5 minutes from Bay Farm Island and just over 10 minutes from Piedmont.

The community is served by multiple transit options: BART (via bus shuttle), AC Transit, Ferry and proposed water taxi to Jack London Square. Oakland Airport is about 11 miles away.



TRAFFIC COUNTS (2014)

WEBSTER + POSEY TUBES 53,500 ADT

The Webster and Posey tunnels handle 1/3 of the City's daily traffic trips on/off Alameda Island.

ALAMEDA FERRY 807 boardings per day

SIGNIFICANT AREA FACTS

COLLEGE OF ALAMEDA

with approximately 5,000 students are located next to Alameda Landing (across Stargell)

ALAMEDA POINT MASTER PLAN

to replace the former Alameda Naval Air Station will enhance the western portion of Alameda with +/- 1,425 housing units and 5.5 million SF of office space— all in proximity to Alameda Landing.

ALAMEDA POINT is currently home to 400,000 SF of office and an additional 300,000 SF of commercial business, including fitness, wineries, artisanal spirits distillers.

GOOGLE has made a significant investment here for expanding its wind energy company.

TARGET opened at Alameda Landing in October of 2013 and has become a popular regional venue.

94501

ALAMEDA,
CALIFORNIA

2017 DEMOGRAPHICS

	CITY OF ALAMEDA	TRADE AREA	10 MIN DRIVE
Population	79,009	415,530	159,802
Average HH Income	\$12,438	\$95,74	\$76,238
Daytime Work Pop	28,544	421,016	120,524

CITY OF ALAMEDA DAYTIME POPULATION UPDATES

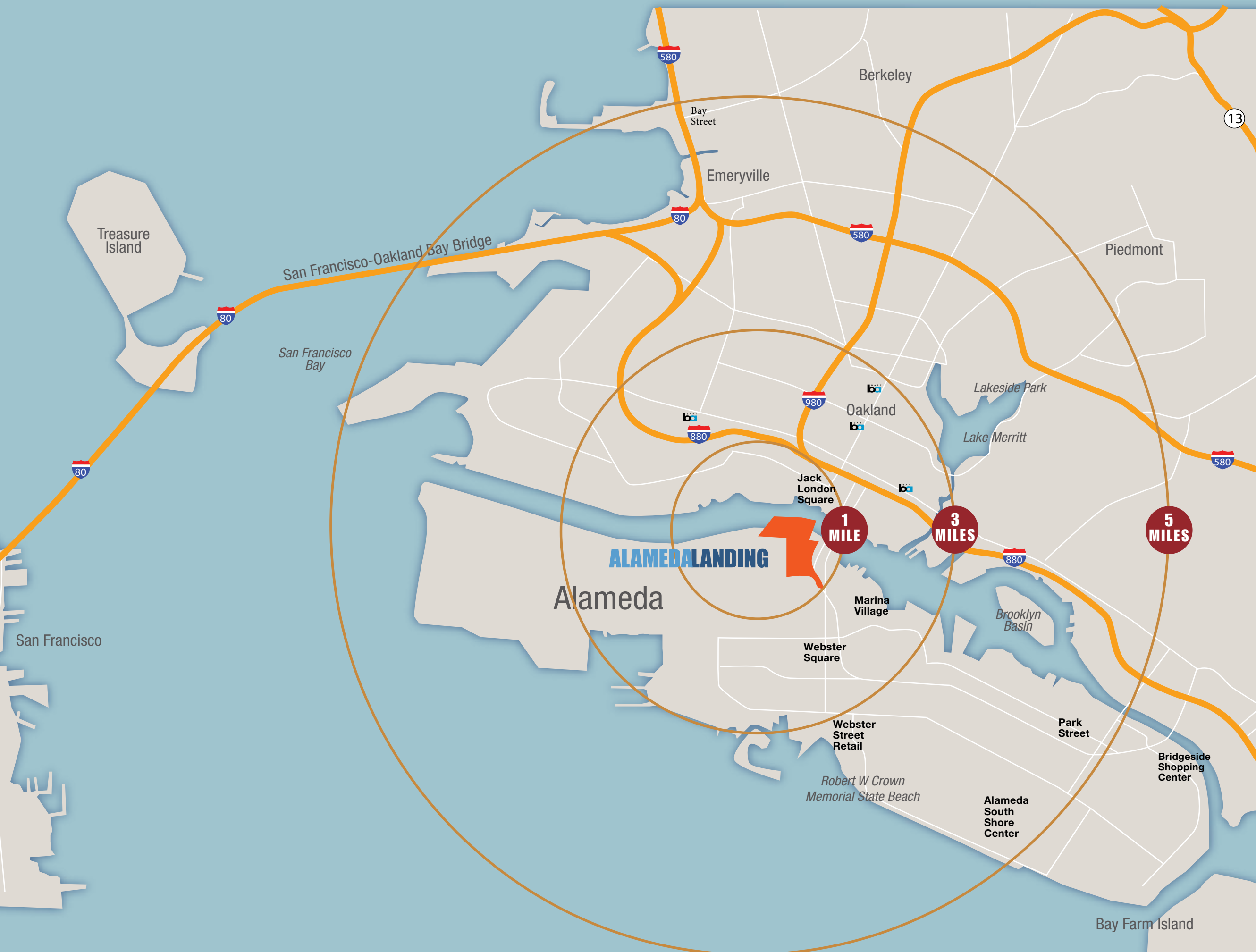
Cost Plus signed 107,000 SF lease at Marina Village—around 400 employees.

Marina Village 80% occupied, other new tenants include Aqua Metals – a lead recycling technology company & Heliotrope Technologies –develops windows that control heat & light.

Google-owned wind energy company, Makani Power, renewed its lease for up to 21 years with an additional 110,000 square feet (was only in 17,000 SF) with the first right to negotiate for an additional 367,000 square feet in immediately adjacent hangars when those properties become available & option to purchase the building should the City make them available in the future .

The Alameda office market had 35,405 square feet of positive absorption during the first quarter of 2018 with a 6.6% vacancy rate.





The Alameda Landing Trade area is currently underserved by retail, yet has a growing customer base.

- BAY STREET**
- AMC Theatres
 - Barnes & Noble
 - Gap
 - Old Navy
 - Apple
 - West Elm

- EAST BAY BRIDGE CENTER**
- Target
 - Home Depot
 - Babies R Us
 - Michaels
 - ULTA
 - Nordstrom Rack

- JACK LONDON SQUARE**
- Cost Plus
 - Bevmo
 - Jack London Cinema
 - Bed Bath & Beyond
 - Plank

- ALAMEDA SOUTH SHORE**
- TJ Maxx
 - Kohl's
 - Safeway
 - Trader Joe's
 - Old Navy
 - ULTA
 - Walgreens
 - Petco

- WEBSTER STREET RETAIL**

- MARINA VILLAGE**
- Lucky's, CVS

- PARK STREET**

- BRIDGESIDE SHOPPING CENTER**
- Nob Hill Foods

2,494 Housing Units Coming to Alameda! STARTING NOW - COMPLETED BY 2023!

ALAMEDA POINT
±1,425
2023

WATERFRONT
±375 units
PENDING APPROVAL

ALAMEDA LANDING
±255
2017

377 2ND STREET
±96 Units
Proposed

JACK LONDON SQUARE
±665 units
Proposed

CARMEL PARTNERS
±330 Units

OAKMONT SENIORS
53 units
2015

BROOKLYN BASIN
±3,100 units
Proposed

DELMONTE
380 units
2021

MARINA SHORES
89 units
2016

2100 CLEMENT
58 units
2018

BOAT-WORKS
182 units
2019

2437 EAGLE AVE
22 units
2018

0 0.375 0.75 Miles



Existing Alameda Housing Statistics
Households 30,727
Population 75,393



PORT OF OAKLAND

OAKLAND FERRY

JACK LONDON SQUARE

OAKLAND ESTUARY

BROADWAY

FRANKLIN

WEBSTER

ALAMEDA FERRY

Future Mixed-Use Development

MITCHELL AVE

PHASE I RESIDENTIAL

PHASE II RESIDENTIAL

±56 UNITS

TARGET

FUTURE RESIDENTIAL ±400

TOTAL OF ±255 NEW UNITS

±141 NEW UNITS

PHASE III FUTURE RESIDENTIAL (CONSTRUCTION STARTS 8/16 SALES COMMENCING NOW)

±58 NEW UNITS

SAFeway

WILLIE STARGELL AVENUE

COLLEGE OF ALAMEDA

- Primary access to site
- Secondary access to site
- Primary access to Oakland

EXISTING COAST GUARD HOUSING ±290

MARINA VILLAGE RECENTLY SIGNED LEASE WITH COST PLUS- 107,000 SF

FUTURE ALAMEDA POINT ±1,425

BAYPORT ALAMEDA 495 HOMES 91 APT.

MARINER SQUARE DRIVE

WEBSTER STREET

CONSTITUTION WAY

WILLIE STARGELL AVENUE

WILLIE STARGELL AVENUE

5TH STREET

MARINA VILLAGE PARKWAY



ALAMEDA LANDING WATERFRONT

RECONNECTING WITH THE WATERFRONT

MARITIME COMMERCIAL SUB-AREA

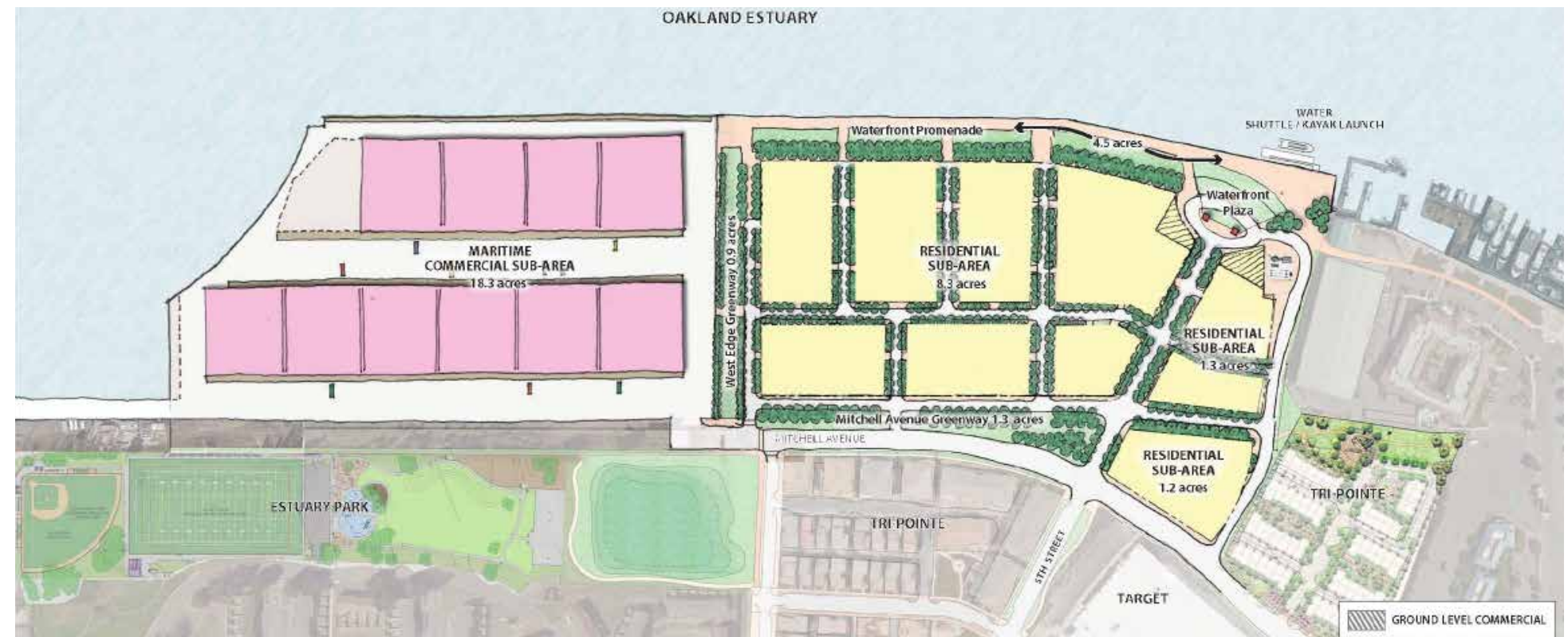
- Expect roughly 300 new jobs in 364,000 SF, plus roughly 1,500 linear feet of working waterfront
- Blue/green tech incubator will help feed future growth and needed skills training

WORLD-CLASS OPEN SPACE

- 4.5 acre waterfront park
- Destination amenity for entire island
- Opportunity to enhance Alameda tourism
- True “hidden gem”
- Residential makes it a 24-hour space
- Variety of biking facilities (racks, repair stations, bike lockers and dedicated bike lanes)



ALAMEDA LANDING WATERFRONT



FRAMEWORK PLAN



FIFTH STREET PLAZA

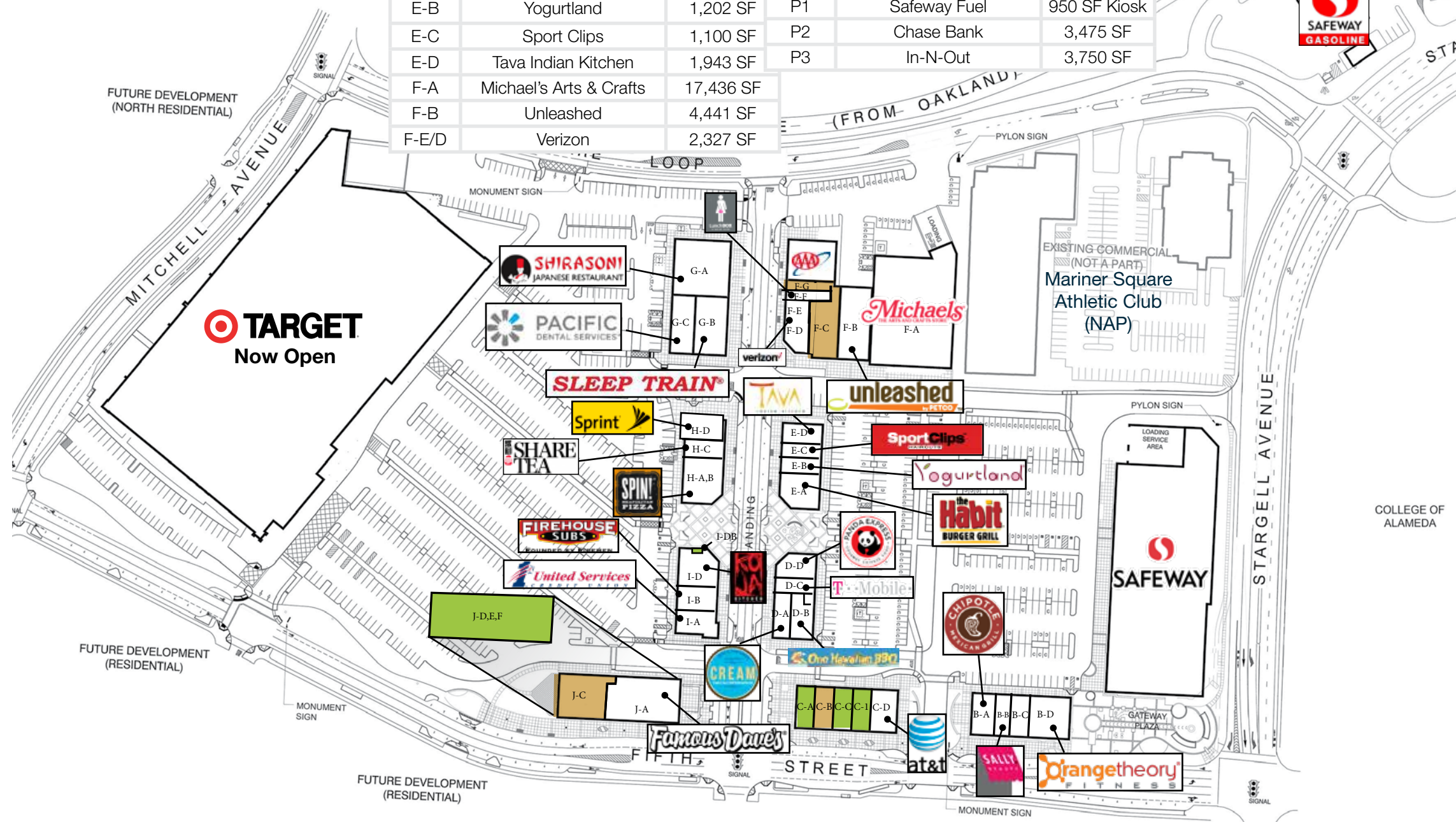


ALAMEDA LANDING PROMENADE

SITE PLAN

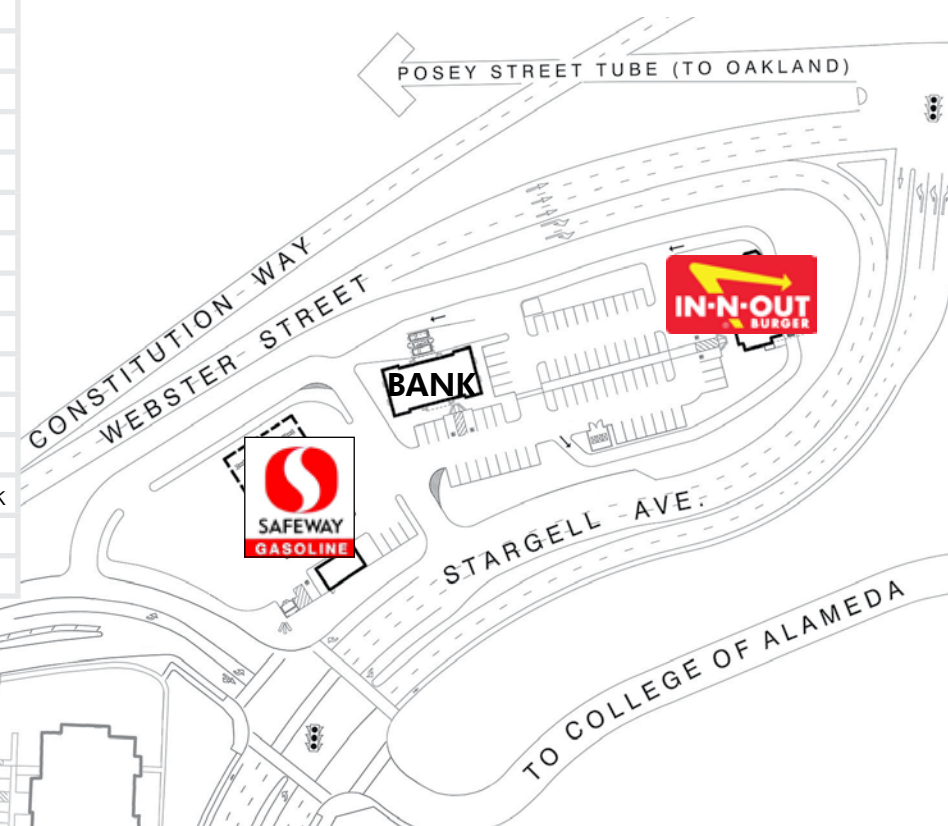
- Signed Leases
- Negotiations
- Actively Marketing

A	Safeway	50,000 SF	F-F	Lunch Box	1,316 SF
B-A	Chipotle	1,900 SF	F-H	AAA Insurance	3,800 SF
B-B	Sally Beauty	1,460 SF	G-A	Shirasoni Japanese	6,400 SF
B-C	GNC	1,420 SF	G-B	Sleep Train	3,800 SF
B-D	Orange Theory Fitness	3,300 SF	G-C	Pacific Dental	2,700 SF
C-D	AT&T	2,333 SF	H-A,B	Spin Pizzeria	3,191 SF
D-A	CREAM	1,447 SF	H-C	Share Tea	1,401 SF
D-B	Ono Hawaiian	1,868 SF	H-D	Sprint	1,998 SF
D-C	T-Mobile	1,204 SF	I-A	First United Credit Union	1,943 SF
D-D	Panda Express	2,006 SF	I-B	Firehouse Subs	1,926 SF
E-A	Habit Burger	2,375 SF	I-D	Koja Kitchen & Poki Salad Bar	2,763 SF
E-B	Yogurtland	1,202 SF	J-A	Famous Dave's	6,106 SF
E-C	Sport Clips	1,100 SF	P1	Safeway Fuel	950 SF Kiosk
E-D	Tava Indian Kitchen	1,943 SF	P2	Chase Bank	3,475 SF
F-A	Michael's Arts & Crafts	17,436 SF	P3	In-N-Out	3,750 SF
F-B	Unleashed	4,441 SF			
F-E/D	Verizon	2,327 SF			



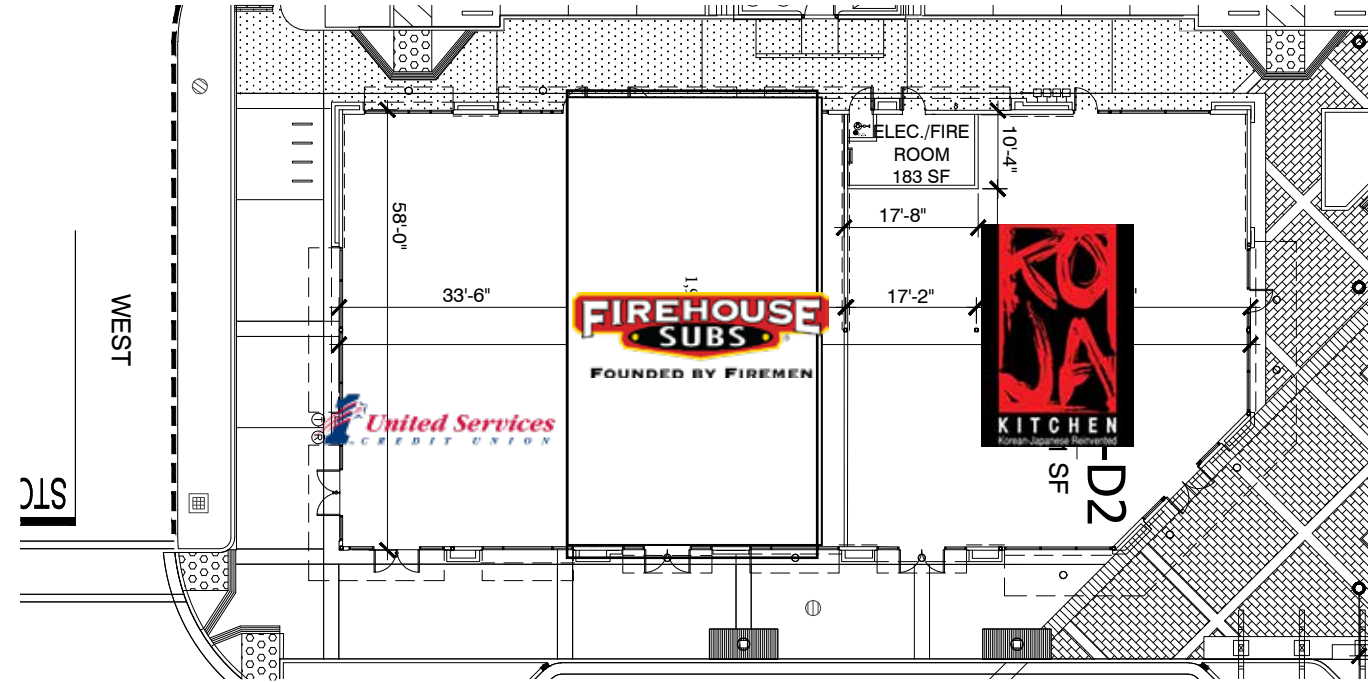
NEGOTIATIONS		
C-A	Coffee	1,993 SF
C-1	Smoothie/Juice	1,179 SF
C-C	Bank	1,384 SF
J-D,E,F	Office	6,493 SF

ACTIVELY MARKETING		
C-B	Available	1,630 SF
F-C	Retail/Retail Service	2,584 SF
F-G	Retail/Retail Service	1,409 SF
J-C	Available	3,675 SF

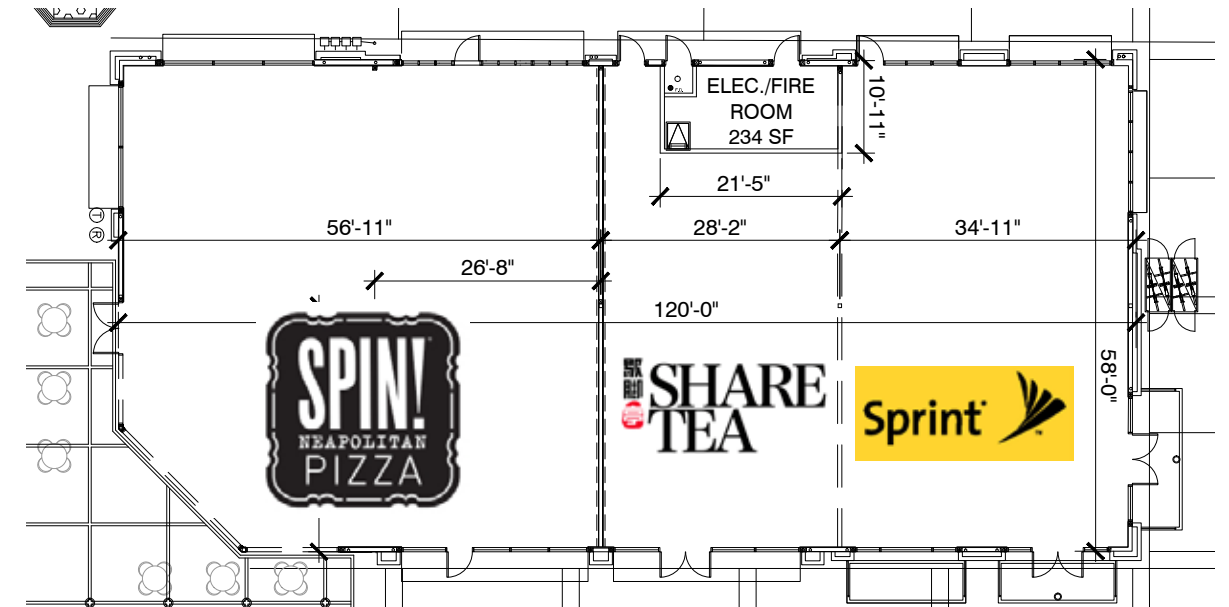


APPROVED ELEVATIONS AND LOD'S

BUILDING I



BUILDING H



H-I-D-E BUILDINGS

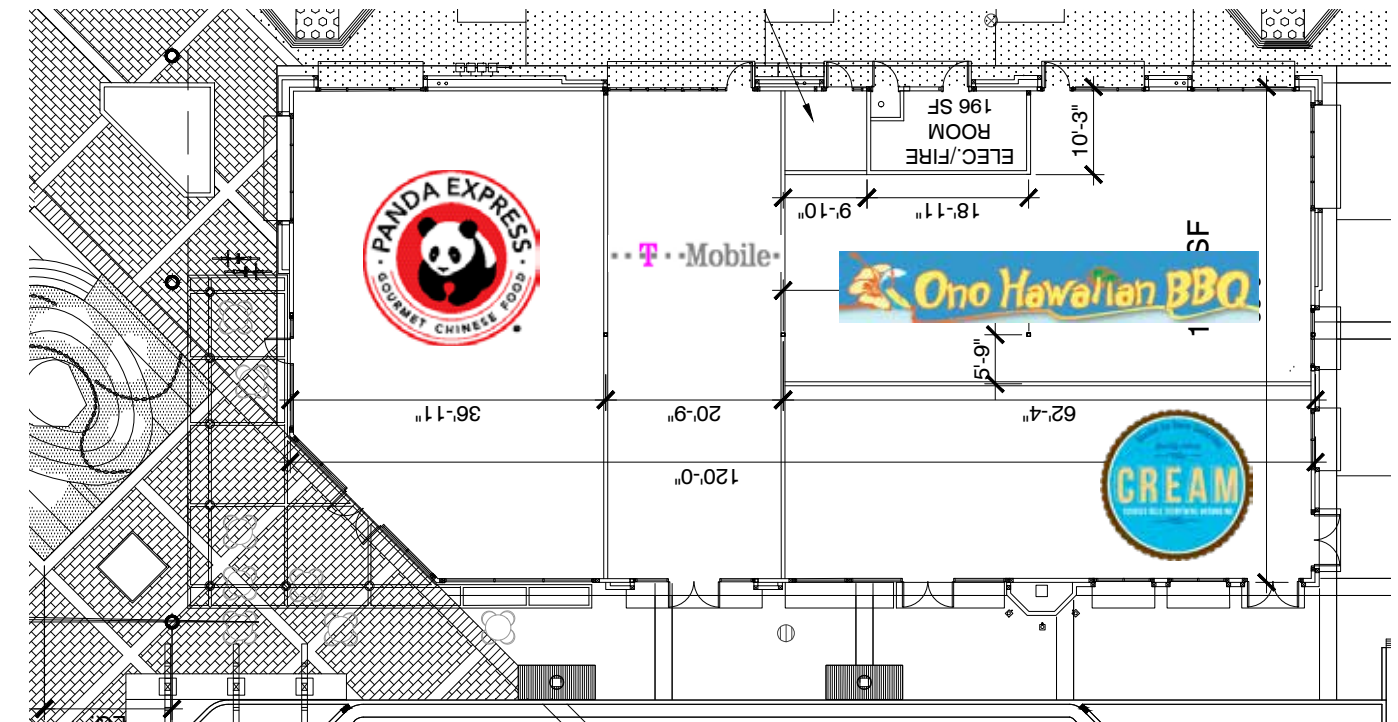
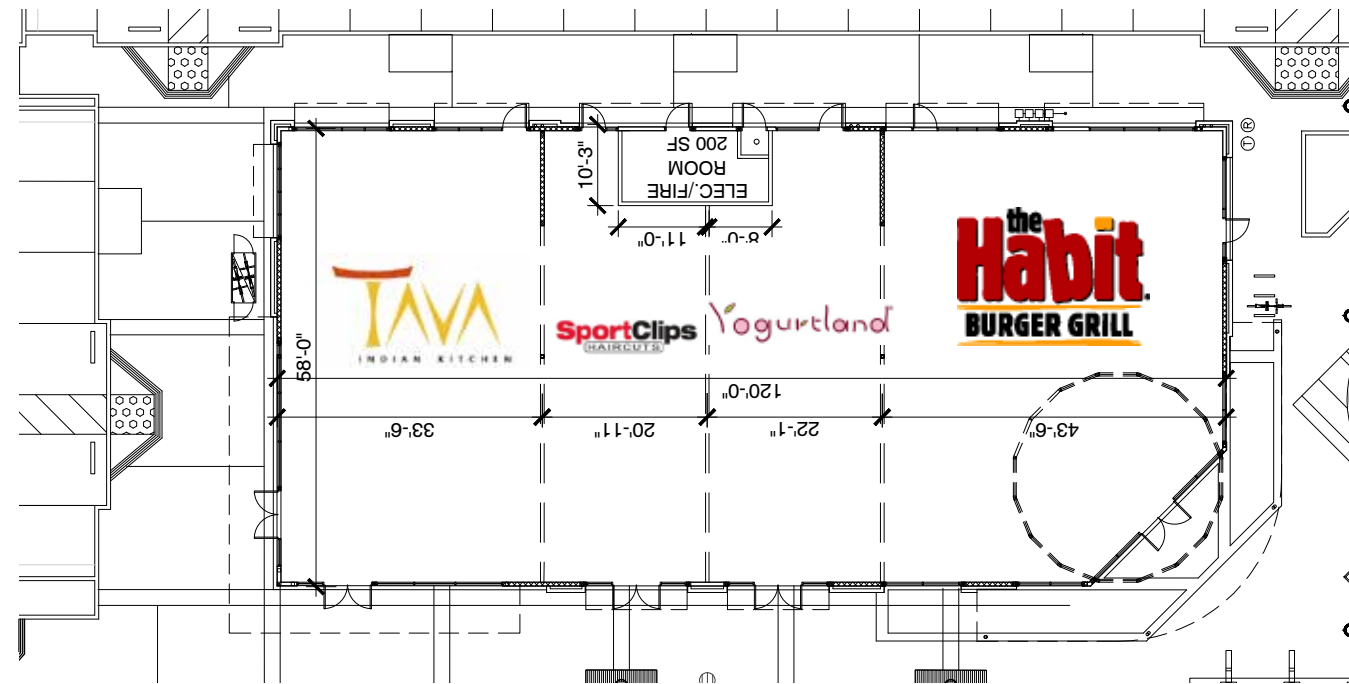


APPROVED ELEVATIONS AND LOD'S

BUILDING E

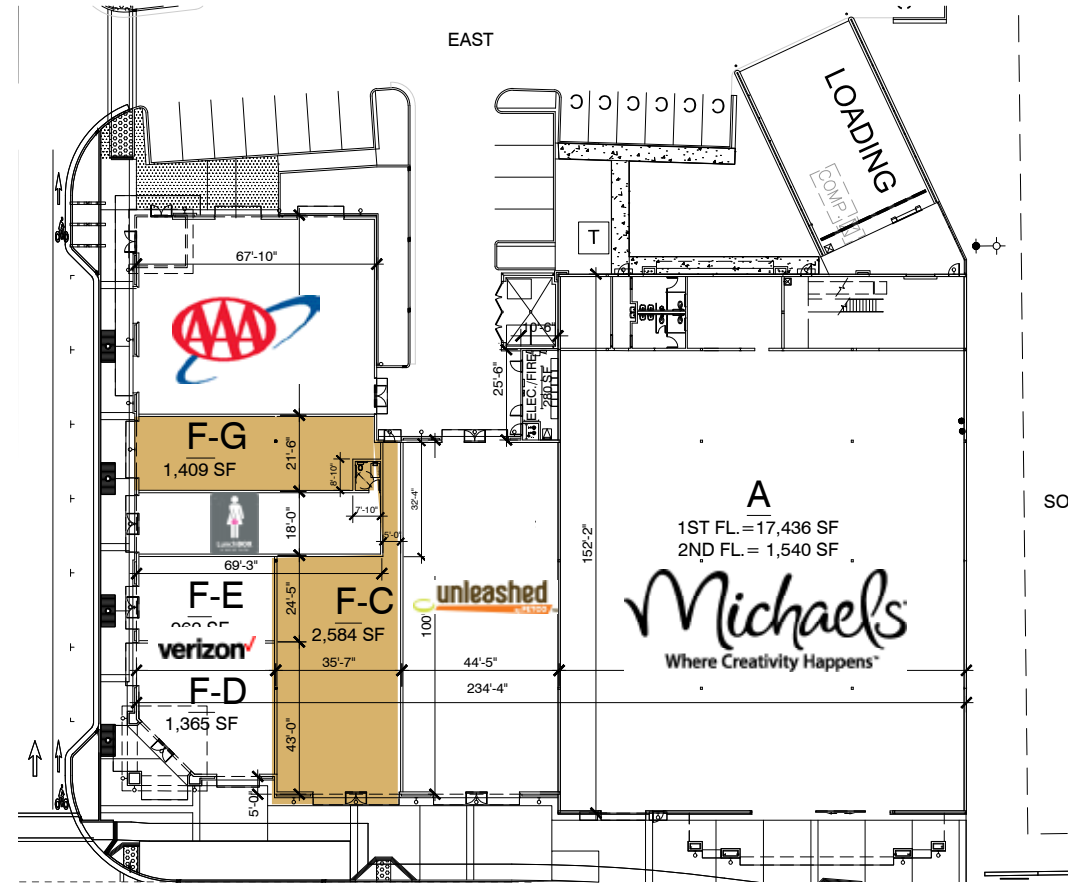


BUILDING D

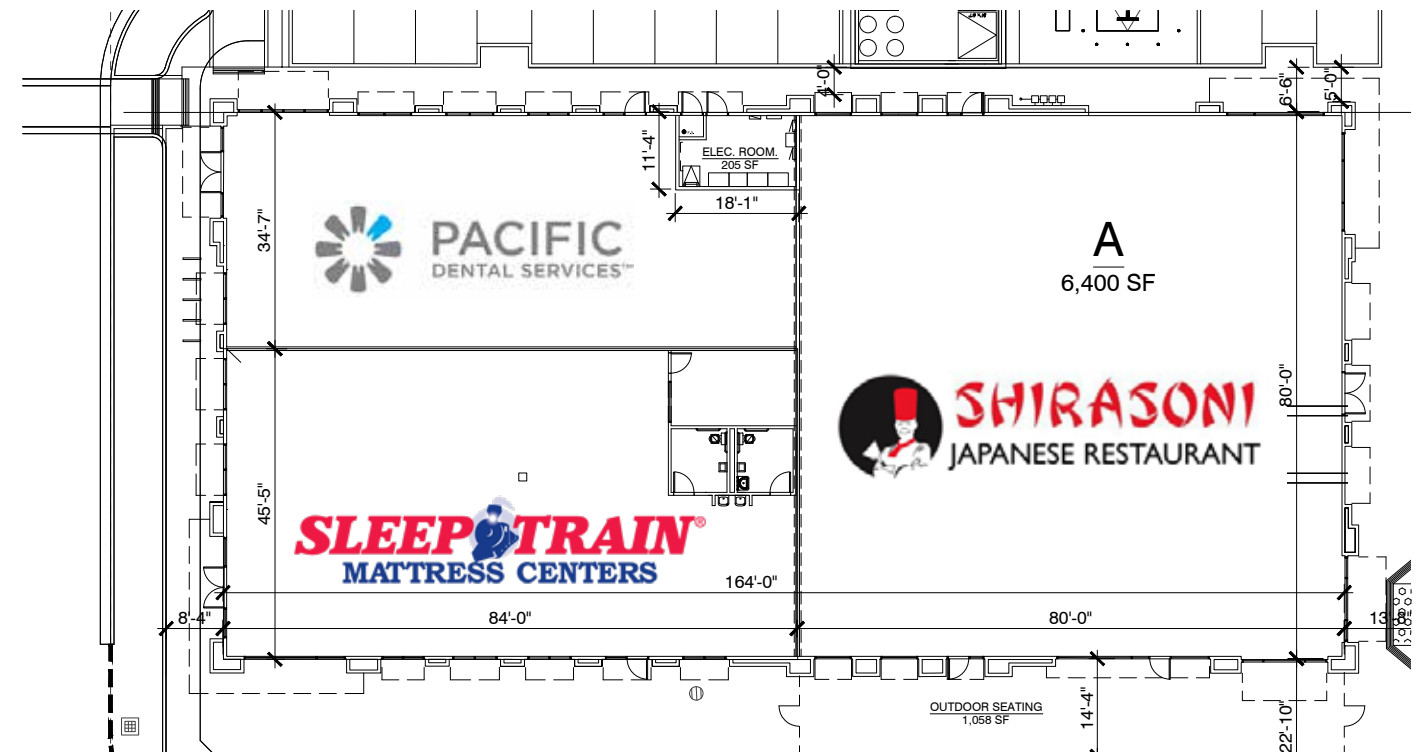


APPROVED ELEVATIONS AND LOD'S

BUILDING F



BUILDING G



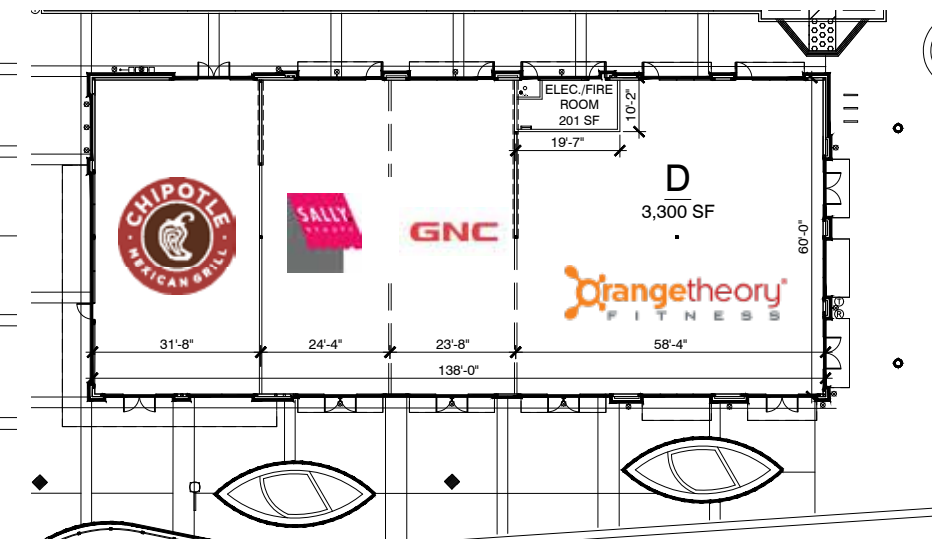
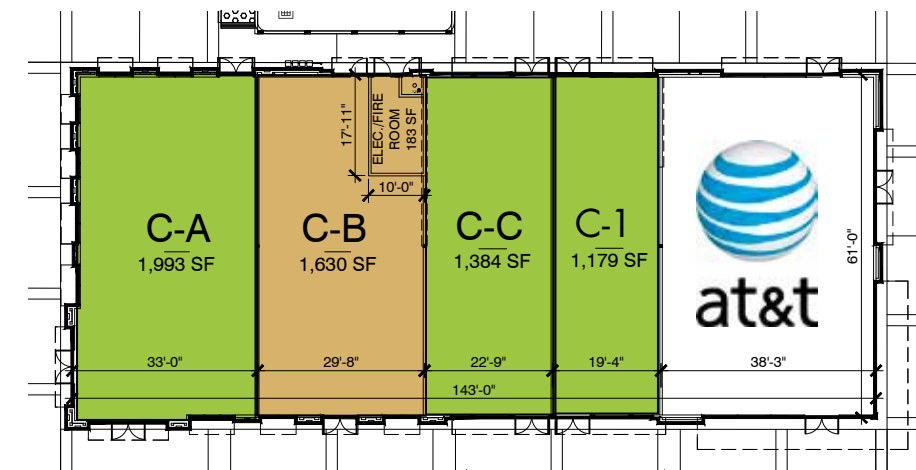
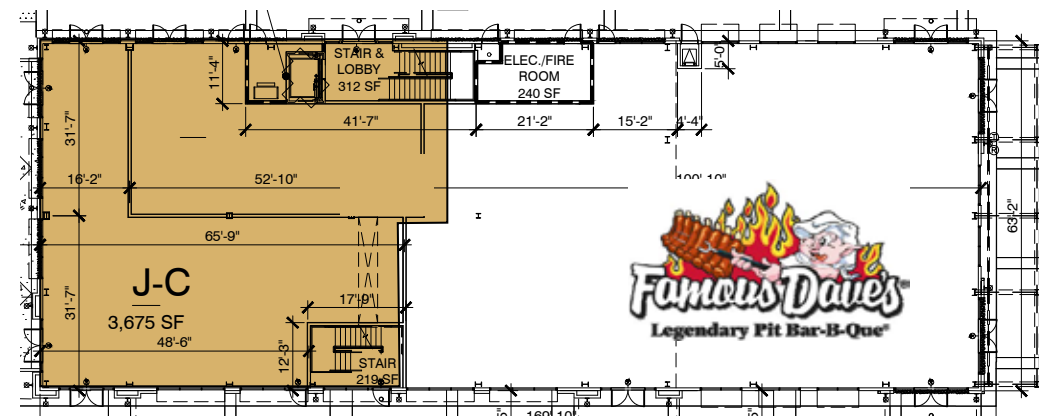
APPROVED ELEVATIONS AND LOD'S



BUILDING J

BUILDING C

BUILDING B



THE GATEWAY PARCEL



AERIAL VIEW



IN N OUT



CHASE BANK



SAFETY FUEL

PROGRESS PHOTOS



Alameda Landing Shopping Center is almost complete! The aerial view of the community, looking north toward the Oakland Estuary, shows the construction progress.

ALAMEDA LANDING HOUSING



TriPointe Homes – Phase I Complete



285 total housing units complete in Phase 1 - 104 have moved in!



Phase II Under Construction



Single family homes are selling for \$1.1 million - \$1.3 million and town homes are selling for \$850k - \$1 million!



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