



## Recent Retail Openings

In mid-May, the **East Bay Depot for Creative Reuse** celebrated the opening of its 4,700 sf facility which specializes in diverting re-usable items from the landfill and into art projects.

With its inaugural gallery show in early May, **Johansson Projects** joined the thriving art scene in Oakland's Uptown district.

**Players**, a sportswear store for men and women, opened in late April in the restored historic Mary Bowles building in downtown.

Ready to serve the hungry masses of downtown workers, **San Francisco Pizza** opened in late April with a menu offering pizza, calzones, salads and more.

**Tip Top Bike Shop**, a purveyor of adult bicycles, clothing and accessories, opened a 1,200-square-foot showroom and service facility in April.

**Peet's Coffee & Tea** opened its fourth location in Oakland in the APL Tower to serve both the daytime workforce and the growing number of downtown residents.

**Sankofa**, a four year-old retailer of African art and jewelry, opened its 900-square-foot store on Frank Ogawa Plaza in April.

**The Nail Shop and Boutique** in City Center offers casual clothing and accessories along with nail and salon services.

**K Grill**, a Korean BBQ restaurant located in the mixed-use Fruitvale Village, opened in early May just steps from the Fruitvale BART station.

Already recognized as the best ethnic gift shop by the East Bay Express, **Desa Arts** is a relatively new purveyor of furniture and art from Bali in the Temescal district.

**Emperor Chinese Gourmet Restaurant** opened a 40-seat eatery on Frank H. Ogawa Plaza.

## Hot Properties

**16,000 sf of new ground floor retail space** will be available for lease in the Center Twenty One complex in downtown Oakland. 2100 Franklin Street. Contact Linda Braz, Metrovation Brokerage, 510.839.4000 x 232.

**2,000 sf of ground floor retail** on Broadway near 14th Street in the heart of Oakland's Central Business District is available for lease. 150 Frank H. Ogawa Plaza. Contact Hamid Ghaemmaghami, City of Oakland Real Estate Services, 510.238.6364.

A **6,500-square-foot commercial building** currently divided into four storefronts and located on a high visibility corner near Mills College is available for purchase. 5845 MacArthur Boulevard. Contact Patty Hyun, Red Oak Realty, 510.280.2156.

Located adjacent to the Fox Theatre complex now under renovation, a **9,900-square-foot, ground floor retail space** is available for lease. The main floor is complemented with a sizable mezzanine and large basement. 1728 San Pablo Avenue. Contact Ed Hemmat, 510.773.7100.



## Coming Soon

**Franklin Square Wine Bar**, a second location for the operator of the highly successful Luka's Taproom, is planned for the corner of Broadway and West Grand.

**A Belgian ale house, tentatively named the Trappist Café**, will join the happening dining and entertainment scene in Old Oakland by the end of 2007. Playing off the area's restored Victorian buildings, the venue will feature a stunning pressed tin ceiling.

This summer, **Verse** will join retailers in Old Oakland with a shop specializing in athletic footwear.

Successful entrepreneur Alphonso Dominguez will open his third venture in Old Oakland. His design store featuring custom furniture and home accessories will be named **FiveTen Studios**.

**Awaken Café** will join the growing downtown café scene when it opens a coffee and tea house/art gallery in August. When the sun goes down, the venue will transform into a beer and wine bar with cutting edge music and live performances.

**Panda Express** has commenced buildout on its City Center location and anticipates a late summer opening.

**Blessed Sister Braids**, offering unique hair braiding and accessories, will open in late May on International Boulevard.

Also opening in late May, the **Oakland Family Outlet** will sell sportswear for the entire family including warmups and jogging suits.

Be sure to check out the articles on page 2 about **Whole Foods** and the two **Trader Joe's** locations coming soon!



## Revealing the New Oakland Consumer

As part of the City's Citywide Retail Recruitment Strategy, our consultants have developed a profile of the Oakland consumer that details the potential of this large and potentially lucrative market for goods and services. Research has found that the average household income is \$67,500 and some 30,500 households have annual incomes at or above \$100,000. An additional 46,000 households have an annual income of between \$50,000 and \$100,000.

This profile research was undertaken to address the dramatic shifts in Oakland's demographics that are not reflected in Census data. The city's population is growing – spurred in large part by the 10K Downtown Housing Initiative – and home values have experienced a dramatic increase in the last three years. Income levels have grown, too.

Complementing the citywide consumer profile is a trade area profile which focuses on retail locations near the intersection of 27th Street and Broadway. Currently part of Broadway Auto Row, this area will be transformed as the auto dealerships locate to new, freeway-visible sites. This geographic area is one of the focus sites within the Retail Recruitment Strategy and may offer assembled acreage for a sizeable retail development.

For a copy of these two profiles, contact Keira Williams at 510.238.3853 or [kwilliams@oaklandnet.com](mailto:kwilliams@oaklandnet.com).

## Oakland Shopper Preferences Being Studied

In order to better understand the Oakland consumer and better assist retail location scouts, the City of Oakland is undertaking a consumer preference and perception survey as part of the Citywide Retail Recruitment Strategy. Questions have been crafted to identify the factors Oakland shoppers consider when deciding where and when to shop. Other queries include frequency of shopping, types of goods most frequently purchased and what types of stores does the respondent feel is lacking in their neighborhood and within Oakland.

The survey is slated to begin in late May with a six-week response period. Survey results are expected in August 2007.

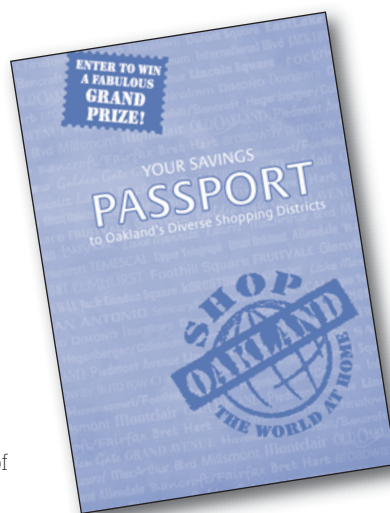
To request a copy of the survey's findings, contact Keira Williams at 510.238.3853 or [kwilliams@oaklandnet.com](mailto:kwilliams@oaklandnet.com).



## Retailers Get Marketing Boost with Shop Oakland Passport Promotion

The City of Oakland and the Oakland Merchants' Leadership Forum have launched their first annual Shop Oakland Passport Marketing Campaign. Designed to educate Oakland consumers about the rich variety of existing stores found in the city, the passport will consist of discount offers from retailers as well as descriptions and maps of shopping districts throughout the city. Some 100,000 copies of the Passport book will be distributed beginning in November 2007.

The Passport Marketing Campaign is an example of how the City of Oakland and its partners support local retailers.



*Retail is Happening in Oakland*

Retail is Happening in Oakland is published by City of Oakland CEDA and Marketing staff.

For comments or questions contact Keira Williams at [kwilliams@oaklandnet.com](mailto:kwilliams@oaklandnet.com) or 510.238.3853.