OAKLAND OPPORTUNITY ZONE INVESTMENT PROSPECTUS
Welcome to Oakland

Oakland’s diversified economy has gained national attention as a great place to do business. The City has become a major destination and employment center in its own right.

Significant investment has flowed into Downtown Oakland, but other areas have not experienced the same level of investment. The City wants to leverage Opportunity Funds to advance equitable economic development in our 30 Opportunity Zones.

Adopted Specific Plans for parts of East and West Oakland will help guide investment in many Opportunity Zone tracts and add a level of predictability for developers.
Opportunities in Oakland

### Table: Per Capita Income and Poverty Rates

<table>
<thead>
<tr>
<th>AREA</th>
<th>WHITE</th>
<th>BLACK</th>
<th>ASIAN</th>
<th>LATINO</th>
<th>PER CAP INCOME</th>
<th>BA OR HIGHER</th>
<th>SOME COLLEGE</th>
<th>NO HS DEGREE</th>
<th>UNDER 18 Y/O</th>
<th>OVER 65 Y/O</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-ZONES</td>
<td>14%</td>
<td>29%</td>
<td>13%</td>
<td>39%</td>
<td>$21,057</td>
<td>74%</td>
<td>23%</td>
<td>27%</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>OAKLAND</td>
<td>27%</td>
<td>24%</td>
<td>16%</td>
<td>27%</td>
<td>$35,847</td>
<td>60%</td>
<td>41%</td>
<td>24%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>COUNTY</td>
<td>32%</td>
<td>11%</td>
<td>29%</td>
<td>23%</td>
<td>$39,925</td>
<td>47%</td>
<td>45%</td>
<td>25%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>METRO</td>
<td>40%</td>
<td>7%</td>
<td>25%</td>
<td>22%</td>
<td>$47,011</td>
<td>46%</td>
<td>47%</td>
<td>25%</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>38%</td>
<td>6%</td>
<td>14%</td>
<td>39%</td>
<td>$31,773</td>
<td>45%</td>
<td>33%</td>
<td>29%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>US</td>
<td>61%</td>
<td>12%</td>
<td>5%</td>
<td>18%</td>
<td>$30,888</td>
<td>36%</td>
<td>31%</td>
<td>29%</td>
<td>13%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: 2013-17 American Community Survey 5-Year Estimates
Oakland's location, dynamic culture, and relative affordability have drawn historic investment levels in the last five years.

Our goal is to use the Opportunity Zone designation to reduce racial wealth disparities through investment that lifts up our long-standing residents and businesses.
OAKLAND'S PRIORITIES FOR OZ INVESTMENT

01 HOUSING
New affordable and workforce housing production

02 REHAB
Aquisition and rehabilitation of existing affordable housing

03 EQUITY
Investment in businesses and organizations owned or led by people of color and women

04 REVITALIZE
New neighborhood-serving businesses and revitalization of existing commercial districts

05 CULTURE
Projects that support and preserve Oakland’s arts and culture communities

06 SUSTAINABLE
High-density commercial and residential projects at transit hubs
OAKLAND’S VALUES FOR OZ PROJECTS

COMMUNITY
Investments that demonstrate community support

WEALTH
Results in community-wealth building

SECURE
Avoid displacement of existing tenants, businesses, and cultural communities

JOBS
Commit to targeted local hire goals

POLICY
Consistent with the City’s adopted policy documents (i.e., Specific Plan, ED Strategy, Cultural Plans etc.)
Why
OAKLAND?
Hundreds of festivals and events celebrate culture and history through music, dance, theater, food & community expression.
Oakland cultivates a thriving arts and culture scene which supports a dynamic urban lifestyle that attracts & retains talent.
Why OAKLAND?

Recreation

Great climate encourages use of abundant recreational opportunities on the “Sunny Side of the Bay.”
Why OAKLAND?

Dining

Sizzling restaurant scene is no longer a local secret, having been chronicled in national and international publications.
Oakland boasts one of the highest percentages of parks and open space per capita in the nation as well as green hills, forests, creeks, an estuary, and two lakes.
Why OAKLAND?

Convenient access to where workforce talent lives. 1.1 million workers live within a 15-mile radius.

Easy access to Bay Area universities, hospitals, ports, and airports.
Due to its centralized location within the Bay Area’s Rapid Transit (BART) system, Oakland enjoys easy access to many of the region’s major job and residential centers.
Why OAKLAND?

Oakland’s population is growing - the city has seen an 8.8% population increase from 2010. Income per capita has increased by 21% from 2010.
Major catalyst projects underway or planned outside of Downtown core.

- **Oak Knoll**
  - Master planned community consisting of 918 residences nestled in the Oakland Hills

- **Howard Terminal Stadium**
  - 34,000-capacity ballpark district to be built along Oakland’s Jack London Square waterfront

- **Brooklyn Basin**
  - 64-acre mixed-use neighborhood with 3,200 residences that will transform the Oakland Estuary waterfront

**Why OAKLAND?**
**Why Oakland?**

Proven returns as demonstrated by recent sales transactions.

<table>
<thead>
<tr>
<th>Property</th>
<th>Transaction Price</th>
<th>Year Purchased</th>
<th>Transaction Price</th>
<th>Year Sold</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Latham Square</td>
<td>$12M</td>
<td>2014</td>
<td>$62M</td>
<td>2018</td>
<td>516.7%</td>
</tr>
<tr>
<td>1221 Broadway</td>
<td>$110M</td>
<td>2012</td>
<td>$255.34M</td>
<td>2018</td>
<td>232.1%</td>
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<tr>
<td>1330 Broadway</td>
<td>$80M</td>
<td>2015</td>
<td>$173M</td>
<td>2018</td>
<td>216.3%</td>
</tr>
<tr>
<td>180 Grand Ave</td>
<td>$64.2M</td>
<td>2014</td>
<td>$119.25M</td>
<td>2017</td>
<td>185.7%</td>
</tr>
<tr>
<td>505 14th St</td>
<td>$30.15M</td>
<td>2015</td>
<td>$72.7M</td>
<td>2017</td>
<td>241.1%</td>
</tr>
<tr>
<td>Uptown Station</td>
<td>$24M</td>
<td>2014</td>
<td>$180M</td>
<td>2017</td>
<td>750%</td>
</tr>
<tr>
<td>1440 Broadway</td>
<td>$15.75M</td>
<td>2015</td>
<td>$25.35M</td>
<td>2016</td>
<td>161%</td>
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<tr>
<td>2001 Broadway</td>
<td>$9.8M</td>
<td>2013</td>
<td>$19.5M</td>
<td>2016</td>
<td>199%</td>
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<tr>
<td>Tribune Tower</td>
<td>$8M</td>
<td>2012</td>
<td>$20.4M</td>
<td>2016</td>
<td>255%</td>
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<tr>
<td>1500 Broadway</td>
<td>$7.4M</td>
<td>2013</td>
<td>$36.6</td>
<td>2016</td>
<td>494.6%</td>
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</table>
Oakland's Opportunity Zones are home to thousands of small businesses, including neighborhood-serving retail, restaurants, manufacturers, and startups.
Why OAKLAND?

Strong demand demonstrated by some of the nation’s lowest vacancy rates.

**INDUSTRIAL**
- 37.7M square feet
- 3.8% vacancy
- $13.48 rent/ sq ft

**OFFICE**
- 15.8M square feet
- 9% vacancy
- $46.54 rent/ sq ft

**RETAIL**
- 2.3M square feet
- 2.6% vacancy
- $26.21 rent/ sq ft
Why OAKLAND?

Completed and ongoing equitable projects in Opportunity Zones prior to OZ-designation.
INVESTMENTS ALIGNED WITH OAKLAND’S VISION RECEIVE

Priority Review
Permit review and processing priority for approvals

Concierge Services
Single staff point-of-contact to support development review and permit process
ADDITIONAL WORKFORCE INCENTIVES FOR TARGETED LOCAL HIRING RECEIVE

Hiring and Recruitment Design

On-the-Job Training Funds

Targeted Training Programs to Support Industry Growth:
- Healthcare
- Tech
- Transportation & Logistics
- Construction
CITYWIDE GUARDRAILS FOR COMMUNITY BENEFITS

Oakland’s Healthy Development Guidelines
Reporting requirements on community engagement when applying for development review for projects over a certain size

Rehab Cost Protection
Substantial rehabilitation rules protect tenants and limit costs that can be passed on

Development Impact Fees
Affordable housing, transportation and Capital Projects impact fees, different by zone (Affordable Housing Fees waived for affordable housing projects)

No Single-room Occupancy Building Conversion

Rent Protection for Current Tenants

Short-Term Residential Rentals have a 30-Day Minimum
WEST
OAKLAND

Literal heart of the Bay Area and the regional transportation system, a 7-minute BART ride to downtown San Francisco or downtown Oakland, plus biking distance to downtown Oakland.

<table>
<thead>
<tr>
<th>34</th>
<th>15,000</th>
<th>1,900</th>
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<tbody>
<tr>
<td>median age</td>
<td># employees</td>
<td>acres</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>25,000</th>
<th>$41,870</th>
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<tbody>
<tr>
<td>population</td>
<td>HH income</td>
</tr>
</tbody>
</table>
West Oakland Specific Plan provides vision for four opportunity areas

1. **Mandela/West Grand**
   - 354 gross acres including public right-of-way

2. **7th Street**
   - 98 gross acres

3. **3rd Street**
   - Howard Terminal, not in an Opportunity Zone

4. **San Pablo Avenue**
   - 52 gross acres
**7TH STREET CORRIDOR**

High density development and restoration of the “Harlem of the West” through growth in local businesses, arts and culture.

Across from BART transit station and all Transbay bus lines; arrival of new businesses including The Crucible, FiveKeys, ZooLabs, 7th West.

Support the growth of new neighborhood-serving commercial activities. West Oakland BART transit village project proposes 800+ housing units with arts and makerspace.

**Mandelaparkway & West Grand Ave**

Major business and employment center; zoned to increase job density.

Excellent freeway connectivity, access to the Oakland Global Logistics Center, Port of Oakland and adjacent Oakland/Emeryville shopping centers.

Invest in a growing mix of businesses to generate high employment at varying skill and educational levels (light industry, tech, clean tech, biotech or R&D).

**San Pablo Ave**

One of Oakland’s major Black arts, music and commerce district.

Significant East Bay traffic and transit corridor; historic “Main St.” character connecting Downtown Oakland and Emeryville. Historic California Hotel, Blackbird Universe Recording Studios, New Community Foods Market grocery store/cafe.

Prioritize local businesses and housing that is affordable to low-to-moderate income residents in partnership with active community leadership.
A regional draw for shopping and restaurants via BART. Connects Downtown to International Boulevard, the Eastlake neighborhood and Brooklyn Basin. Cultural and recreational assets include Lake Merritt, Oakland Museum of CA, portions of Chinatown’s commercial core and a reimagined Kaiser Convention Center.

<table>
<thead>
<tr>
<th>CENTRAL/LAKE MERRITT</th>
<th>OAKLAND</th>
</tr>
</thead>
</table>

| 46                   | median age |
| 18,000               | # employees |
| 315                  | acres |
| 12,000               | population |
| $27,000              | HH income |
CENTRAL/LAKE MERRITT
OAKLAND

Downtown Oakland Specific Plan and nearby adopted Specific Plans

1. Lake Merritt Station Area
2. Upper Chinatown
Build on the existing residential and burgeoning retail areas along East 12th Street and International Boulevard.

Regional access via the Lake Merritt BART transit station; adjacent to Eastlake neighborhoods and near Brooklyn Basin.

Increase mixed-income and mixed-use development on Laney College parking lots and other underutilized space with community uses, housing and retail, addressing college-related demand for housing, retail and night-time draw.

Mix of current heights with select high-density housing opportunities and accompanying retail restaurants and commercial and public uses for recreation, education and cultural enrichment.

Neighborhood center for community gatherings. International Boulevard Bus Rapid Transit line under construction.

Invest in new commercial and housing development in one of the West Coast’s largest Chinatown communities.
Catalytic placemaking and placekeeping investments in a diverse retail and industrial corridor served by a new Bus Rapid Transit line.

36
median age

33,748
# employees

4,288
acres

127,751
population

$53,099
HH income
AC Transit Bus Rapid Transit plan in East Oakland. Plan shows route through major East Oakland neighborhoods.

1. International Boulevard
2. Fruitvale Neighborhood
3. High Street to 82nd Avenue
East Oakland

10 years of community engagement - East Oakland as series of sustainable affordable neighborhoods.

Primarily commercial corridor with some defined business districts; adjacent to residential and industrial areas. Bus Rapid Transit line under construction to be completed in December 2019.

Invest in vacant land and building opportunity sites around BRT stops.

International Boulevard

Primarily commercial corridor with some defined business districts; adjacent to residential and industrial areas. Bus Rapid Transit line under construction to be completed in December 2019.

Invest in vacant land and building opportunity sites around BRT stops.

Fruitvale

Well-known Latino neighborhood includes major financial institutions, Fruitvale Transit Village and over 350 small businesses in a property-based Business Improvement District.

Maintain and grow a thriving business district, lead with arts and culture, increase affordable housing for families.

Invest in a thriving Latino business district through restoration of major commercial properties and increasing housing for Oakland families.

Invest and expand in neighborhood commercial hubs including Havenscourt/ Seminary, Coliseum, Elmhurst, and Black Cultural Zones.

9 BRT stations, revitalized Rainbow recreation center, General Electric 24 acres to start EIR for development, EOYDC youth services facility, multiple housing complexes, live/work lofts.

Food businesses, business incubation and development on underutilized properties including vacant lots, retail space and industrial buildings.

High Street to 82nd Avenue

Opportunity Areas
**COLISEUM**

One of the largest development opportunities on the West Coast, planned for mixed-use residential, retail, hotel, and a science and technology district.

<p>| | | |</p>
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>29</td>
<td>18,768</td>
<td>800</td>
</tr>
<tr>
<td>median age</td>
<td># employees</td>
<td>acres</td>
</tr>
<tr>
<td>33,557</td>
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<tr>
<td>population</td>
<td></td>
<td></td>
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<tr>
<td>$44,420</td>
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<td>HH income</td>
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</table>
COLISEUM

1. **Sub-Area A**
   High density, mixed-use transit district with retail, residential, entertainment, technology and office uses

2. **Sub-Area B**
   A waterfront district envisioned to be a core location for future science and technology uses, as well as light industrial businesses

3. **Sub-Area C**
   Retail, office and flexible technology and industrial uses that want to co-locate with Sub-Area B

4. **Sub-Area D**
   Hotels, retail and logistic businesses that benefit from proximity to Oakland International Airport

5. **Sub-Area E**
   A waterfront district supporting utilities, habitat and open space recreation; office and warehouse project also in pipeline
Opportunity Areas

Higher density office, industrial and residential development with a focus on sustainability and protecting the urban environment. Entitled up to 8 million square feet of new commercial and office space, up to 5,700 housing units and 875 new hotel rooms. New parks, trails and restored natural habitat.

One of California’s largest underdeveloped inner-urban, transit-served areas, with access to multiple transit options and freeways, proximity to Oakland International Airport.

Transform the underutilized land around the Oakland-Alameda County Coliseum and Arena into a world-class entertainment and science & technology district with retail, entertainment, arts, culture, live and work uses.
Two prime sites for high density commercial development in the heart of thriving Uptown Oakland.
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