

TIDEWATER

1205 Franklin Storage Expansion

Tidewater + Oakland

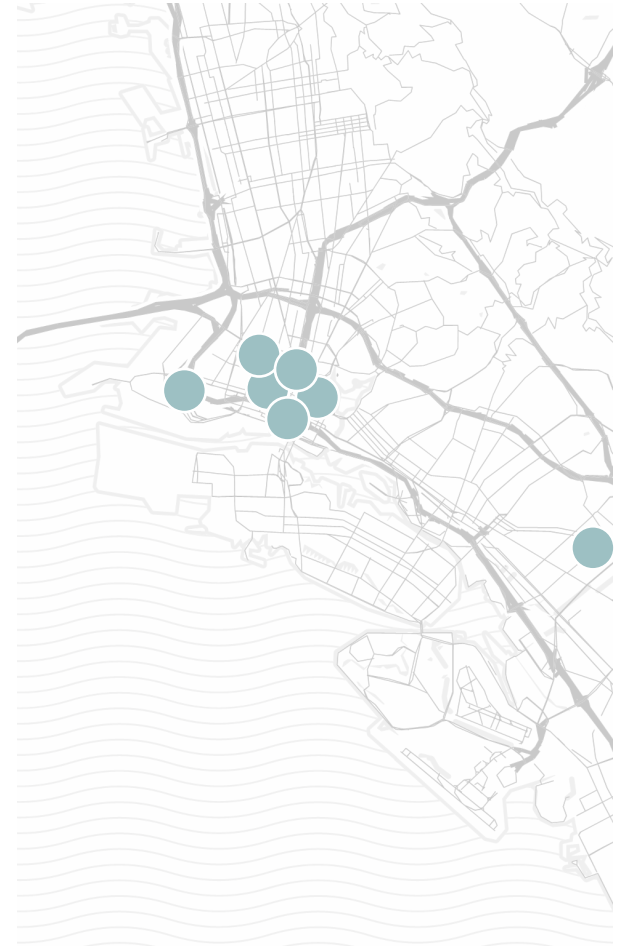
Our company is deeply invested in Oakland and an engaged member of the community

- The Bay Area is our sole focus
- 60% of our portfolio is in Oakland
- Entitled, built, and own the Moxy Hotel
- Own & operate Eastmont Town Center
- 2 Surface parking lots (planned for development)
- 2 Office buildings (with ground floor retail)
- 1 Self storage facility (with ground floor retail)

“No other developer has shown the same sensitivity and support we experienced when Tidewater developed a hotel here. Their team was not only professional and first rate but also deeply caring about how our artists with disabilities might benefit from their project. Tidewater’s work has improved our neighborhood and made our non-profit more sustainable during these difficult years.”

Tom Di Maria

Director Emeritus, Creative Growth Art Center



Site Location

The site is in Downtown Oakland, adjacent to Chinatown.



Downtown Plan boundary per DOSP

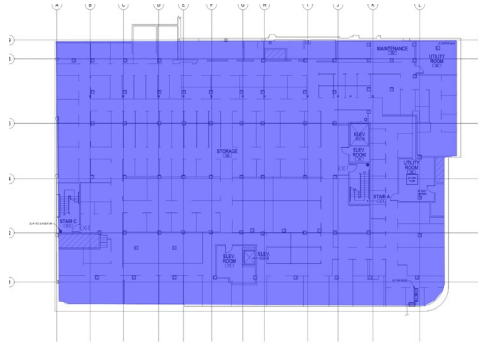
- Located on the NW corner of 12th and Franklin
- Surrounded by office, residential, and ground floor retail uses that need storage



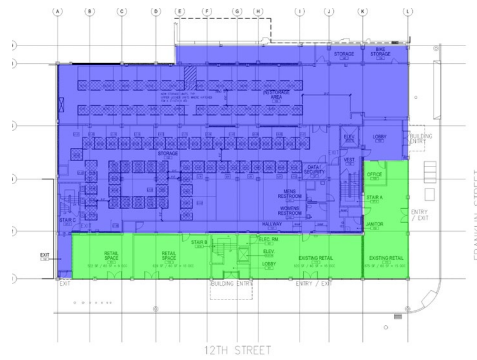
Franklin St. façade with commercial vacancy

Existing Building Uses

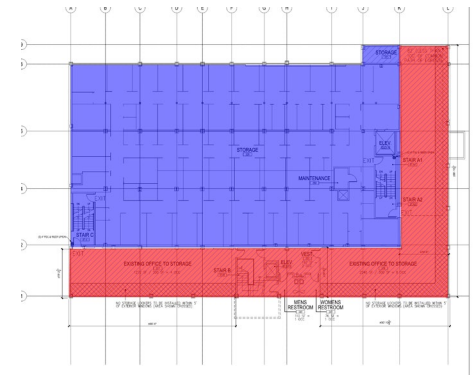
Current Floorplans



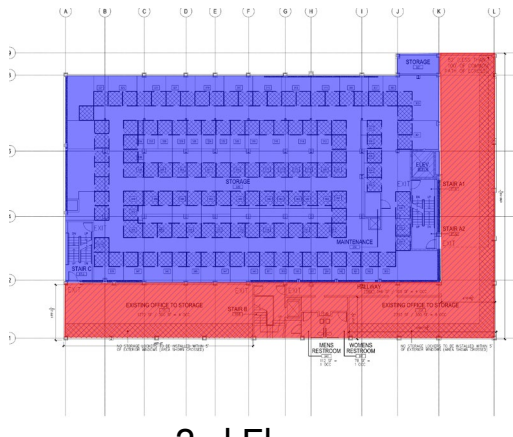
Basement



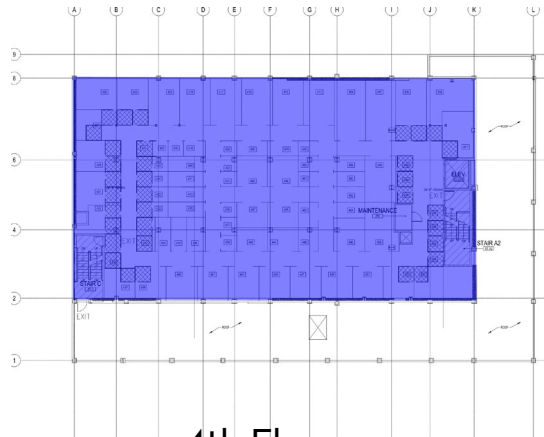
Ground Floor



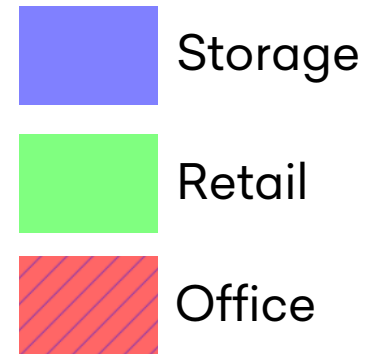
2nd Floor



3rd Floor



4th Floor



Feedback Considered

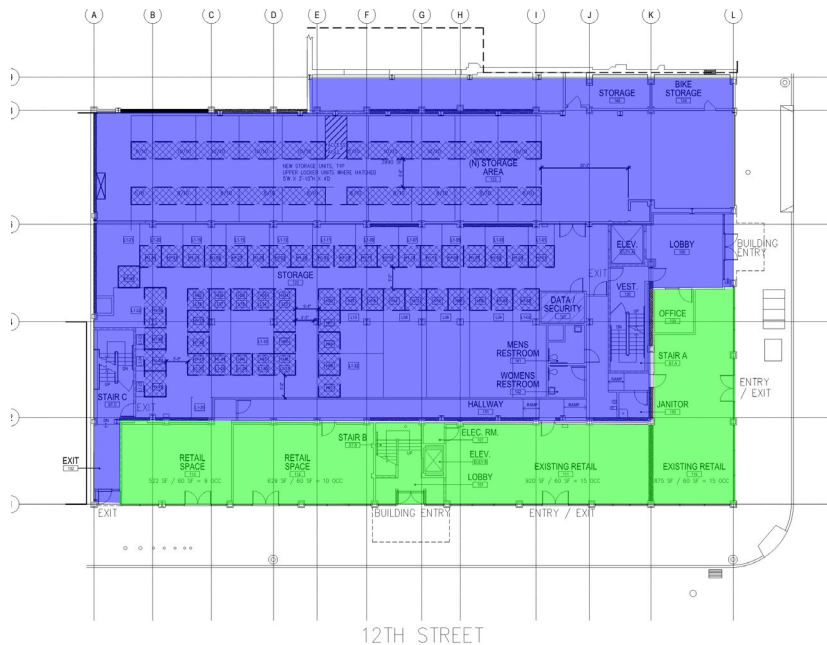
Topics from 2024 Planning Commission Hearing

Concerns Raised	Modifications Proposed
Loss of ground floor retail	Ground floor retail preserved
Impact to historic windows	5' setback introduced
Open building permits	Permits closed out with DBI
BAMBD ambiguity	BAMBD mapped in DOSP
Industrial uses downtown	See discussion
Ability to make findings	See discussion

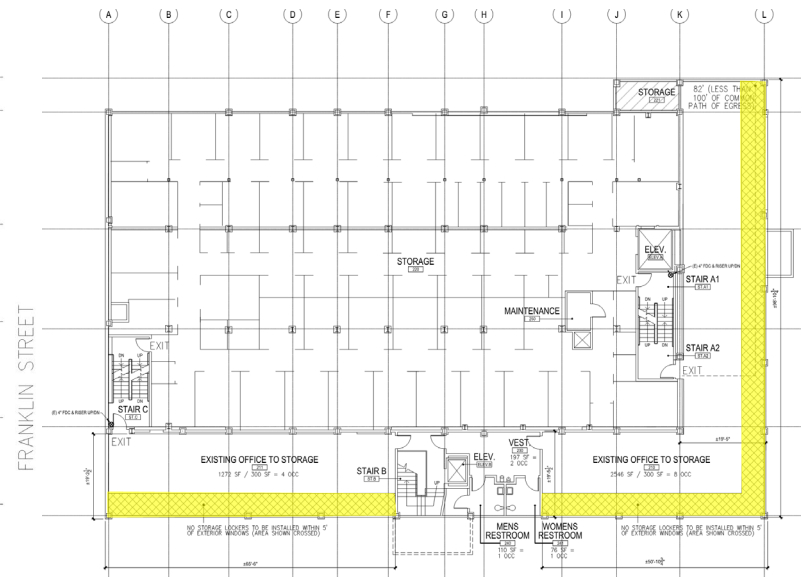
Design Modifications

We modified our design in response to comments from our previous hearing

Ground floor retail preserved



5' walkway introduced to set back storage units from window line



Planning staff also presented concerns related to an open building permit for the existing storage use that has since been closed out.

Black Arts Movement Business District

The boundaries of the BAMBD were clarified in the DOSP, our supporters nonetheless include BAMBD stakeholders

ENDEAVORS*

GOOD MOTHER GALLERY

Sessions

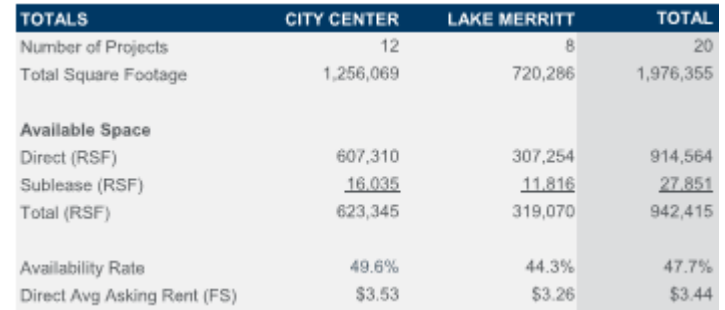
COCKTAIL & VINYL BAR

THE HATCH OAKLAND



Oakland's office market has yet to find a bottom and will never fully recover. 1205 Franklin's office space is obsolete.

Leasing activity dropped 30% in Oakland last quarter as office market continues to struggle



Range	# of Blocks
0-5K	480
5-10K	180
10-20K	120
20K+	90

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Self Storage Use

Perception vs. Reality

Perception



- Windowless, industrial warehouse
- Loud, toxic, and/or unsafe uses
- Dead space, no eyes on street
- NOT community-serving

Reality



- Retail storefront
- Walk-in customers
- Full-time on-site manager
- Serves diverse community needs:
 - Local small businesses
 - Neighborhood residents
 - Unhoused individuals

Self Storage Use

Windows will be activated compared to vacant office use, especially at night

Office on Second & Third Stories



Self Storage on Second & Third Stories



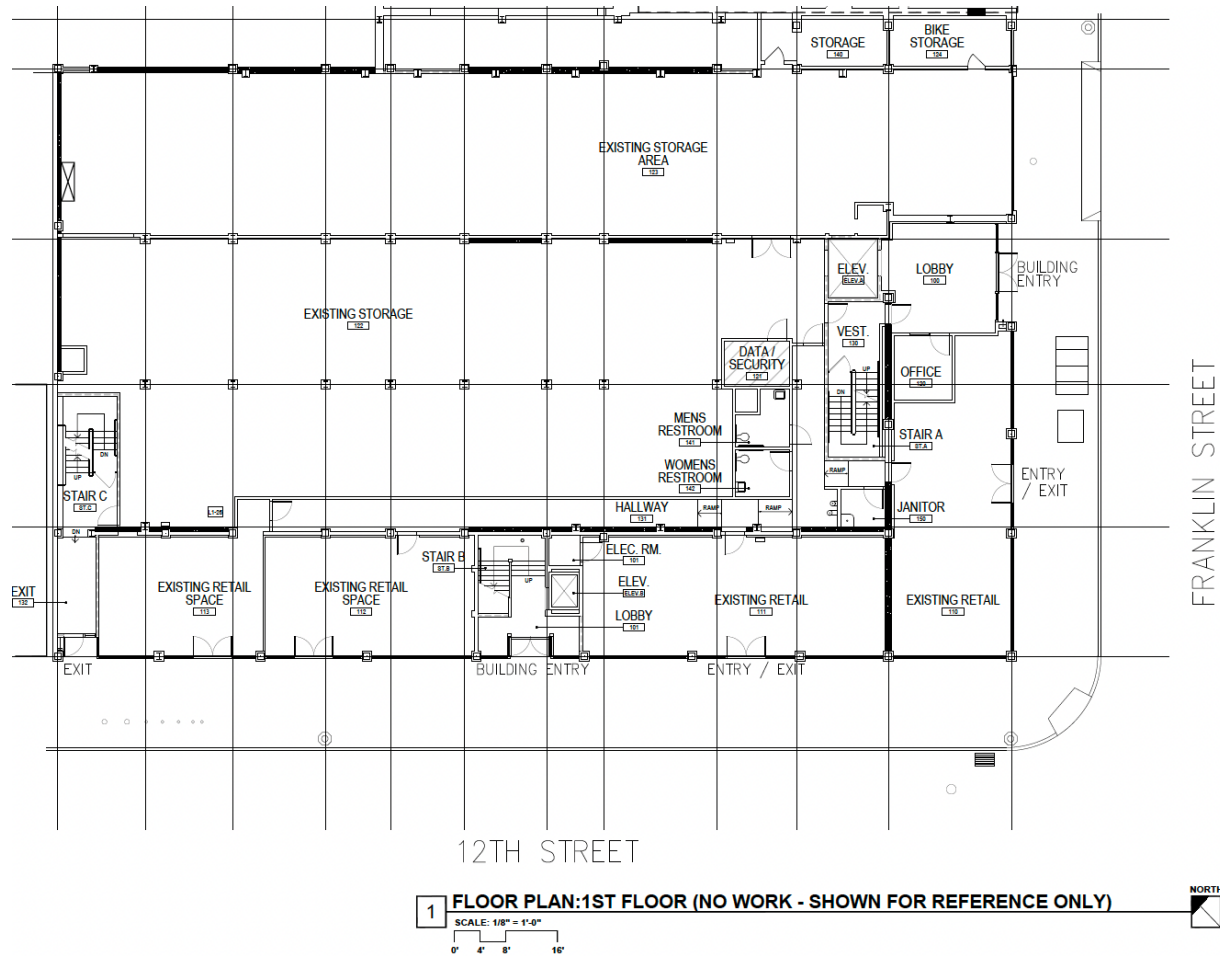
Variance Findings

1205 Franklin is uniquely appropriate for a variance

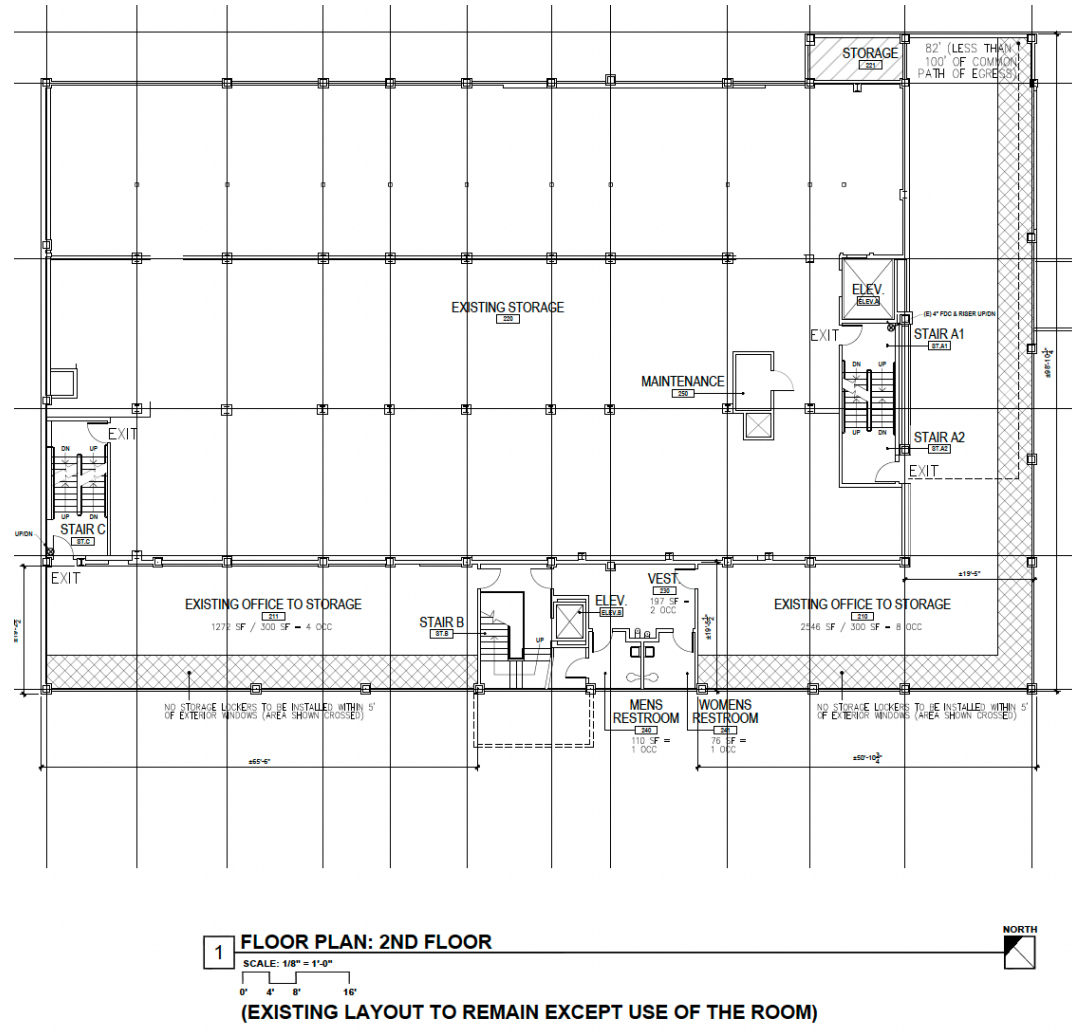
- **Practical difficulty or unnecessary hardship**
 - Building is 81% self-storage with > 600 renters, making it practically impossible to convert the building to another use permitted by zoning
 - As such, there is a modest amount of office space left over that cannot be easily rented, nor made more leasable by making this an office building with larger floor plates
- **Owner is deprived of privilege enjoyed by owners of similarly-zoned properties**
 - Other commercial buildings in downtown can more easily pivot to adjust to new market realities
 - Create more amenities for office tenants
 - Create more flexible office suites
 - Convert to residential
- **Variance will not adversely impact the surrounding area**
 - Virtually no change to existing operation
 - Improves building aesthetics (no blinds drawn, illuminated at night)
- **No special privilege granted inconsistent with purpose of zoning**
 - Building is legal, non-conforming use – allows a modest expansion to make building more productive
- **Project conforms with Regular Design Review and Consistent with General Plan**

Proposed Project

- Ground Floor – No proposed changes

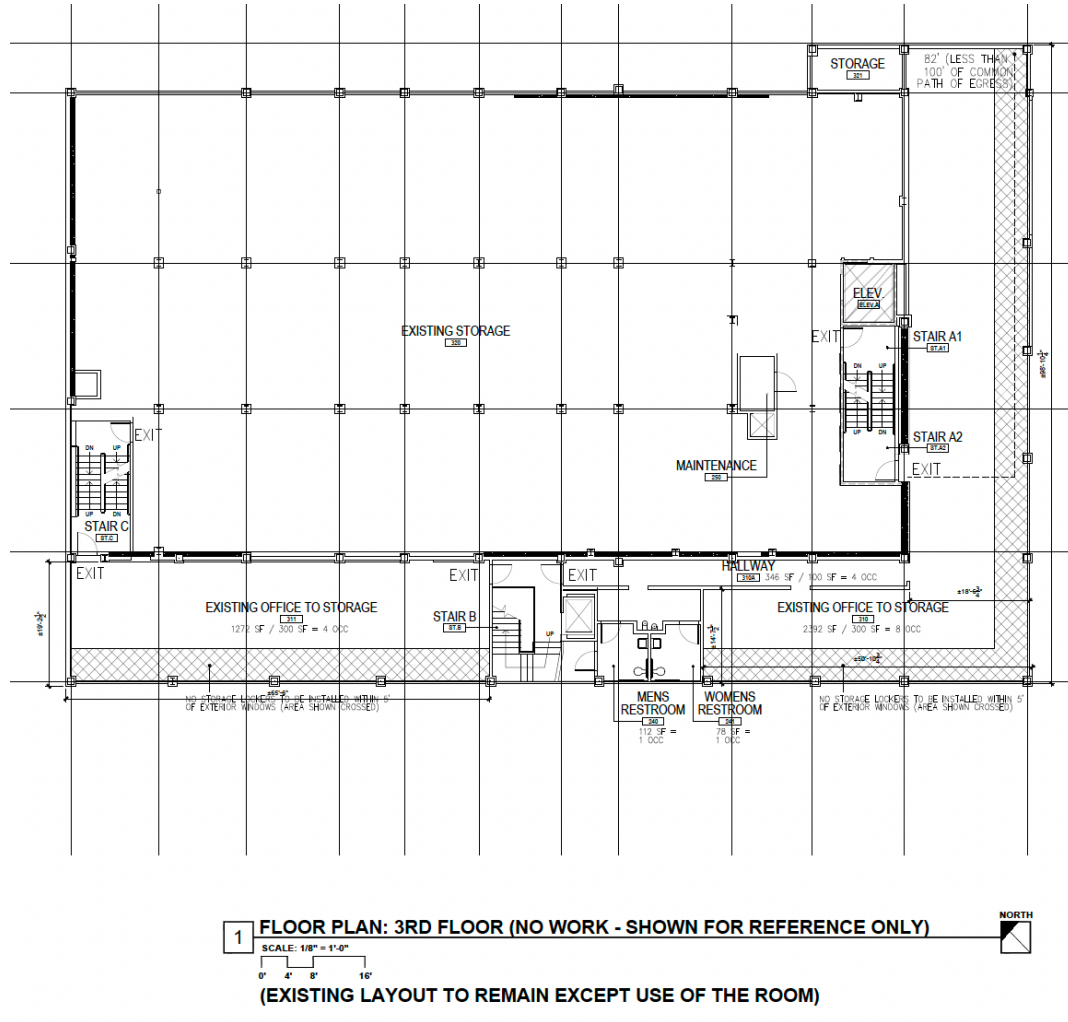


- Second Floor



Proposed Project

- Third Floor



Proposed Project

The proposal represents a modest increase in self-storage use alongside a modest decrease in office use.

Existing

Storage: 46,517 sf (81% of building)

Retail: 3,877 sf

Office: 6,737 sf

Proposed

Storage: 53,254 sf (93% of building)

Retail: 3,877 sf

Office: 0 sf

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tidewatercap.com
San Francisco, CA