

CITY OF OAKLAND



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ECONOMIC & WORKFORCE DEVELOPMENT

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TO: Eligible Entities

FROM: Alexa Jeffress, Director, Economic & Workforce Development

DATE: October 6, 2021

**RE: NOTICE OF AVAILABILITY AND INTENT TO DISPOSE OF SURPLUS PROPERTY
PURSUANT TO GOVERNMENT CODE SECTION 54220 et seq.**

To Whom It May Concern:

Pursuant to Government Code Section 54220 *et seq.*, as it may be amended, the City of Oakland (“City”) is hereby giving notice of availability and its intent to dispose of its 100% interest in the property identified as Assessor Parcel Number (“APN”) 008-0716-058, and commonly known as “1911 Telegraph” (the “Site”) by sale or lease.

Pursuant to Government Code Section 54222, the City is hereby providing this written notice of availability to your agency/organization to purchase or lease the Site for certain purposes including developing low- and moderate-income housing or other uses as described in Section 54222 that may be consistent with your agency’s/organization’s mission. Please be advised that the City is concurrently providing this written notice to all eligible entities designated in Government Code Section 54222.

If your agency/organization desires to purchase or lease the Site, you have up to **90 days** from the date of this notice to notify the City of your intent. Among offers received, priority shall be given to entities proposing affordable housing development as designated in Section 54222(a). Your response should include a description of your intended development proposal, including the following:

- **Project summary and narrative:** A narrative of not more than five (5) pages describing the proposed development program and design, including a description of how the project will be constructed, the gross and net square feet for proposed uses, the construction type, the overall architectural vision, and how the project will contribute to Oakland’s vibrant downtown, consistent with the General Plan goals described below. Please include pre-schematic design drawings such as a site plan and elevations, if available. Please make sure to note the number

of proposed affordable units and level(s) of affordability. At least 25% of proposed residential units must be affordable to lower-income households, as defined in Section 50079.5 of the Health and Safety Code.

- **Development team description and experience:** A description of the legal entity or entities that will develop the Site. Please include each entity's name, mailing address, email address, phone number, type of organization (e.g., 501(c)(3), LLC, etc.), and anticipated role. Please also include two or three examples of past projects completed within the last ten years with similar scopes to the project described in your proposal.
- **Financial proposal:** A development budget and schedule for the project.

The minimum price that the City intends to accept is the fair market value or fair market rent, based on a broker's opinion of value or appraisal to be conducted by the City prior to negotiations.

If you submit a response that meets the requirements of Section 54220 *et seq.*, the City will enter into good faith negotiations with your agency/organization, for at least 90 days, to discuss your proposed development proposal or use and to determine mutually satisfactory sale or lease price and terms.

The deadline to notify the City of your organization's interest to purchase or lease the Site is Tuesday, January 4, 2022 by 4:00 PM PST.

Proposals may be delivered either via physical or electronic submittals. Please address electronic submittals to jsachs@oaklandca.gov; physical submittals should be addressed as follows:

**Jaclyn Sachs
Urban Economic Analyst IV, Projects
City of Oakland
250 Frank Ogawa Plaza, Suite 5313
Oakland, CA 94612**

To view updates and other information related to this property, please visit the project's webpage: <https://www.oaklandca.gov/projects/1911-telegraph-avenue-parcel>

For information on the City's surplus properties, the Surplus Land Act, and the disposition process, please visit the following link: <https://www.oaklandca.gov/resources/surplus-land-act>

ABOUT THE SITE

The Site is located in City Council District 3 on the east side of the block bounded by Telegraph Avenue, 19th Street, Henry J. Kaiser Memorial Park, and William Street in the Uptown neighborhood of Downtown Oakland. The Site consists of one vacant parcel that is approximately 1.04 acres (45,119 square feet) in size. The parcel's width and depth are approximately 173 feet and 261 feet, respectively. The assessor parcel number is 008-0716-058 with a site address at 1911 Telegraph Avenue. Aerial and parcel maps of the Site are attached.

The General Plan designation for the Site is "Central Business District" (CBD) and the zoning for the front of Site along Telegraph Avenue is "Central Business District Pedestrian Retail Commercial Zone"

(CBD-P), while the back of the site is zoned “Central Business District Residential Zone” (CBD-R). The intent of the CBD-P zone is to create, maintain, and enhance areas of the Central Business District for ground-level, pedestrian-oriented, active storefront uses. The intent of the CBD-R zone is to create, maintain, and enhance areas of the Central Business District appropriate for residential development with small-scaled compatible ground-level commercial uses. The maximum density is 90 square feet of lot area per dwelling unit. There is no height limit.

ABOUT THE NEIGHBORHOOD

The Site is located at the center of Oakland’s thriving Uptown Art and Entertainment district, which is Oakland’s premier entertainment area with many new restaurants, local retailers, bars and music venues, as well as a vibrant art scene that includes the monthly “First Friday” Art Walk sponsored by Oakland Art Murmur. A neighborhood map is attached.

There are numerous nationally-recognized architectural landmarks and historic buildings in the Uptown District. For example, the Site is adjacent to the historic 2,800-seat Fox Theater. Other notable historic buildings in the vicinity of the Site include the Cathedral building, the 3,000-seat Paramount Theater, the Floral Depot building and the former Sears Building (which is undergoing a major rehabilitation for reuse as creative office space and ground-floor retail). The Site is also close to the popular dual rink Oakland Ice Center and next to the 665-unit “Uptown Apartments” built by Forest City Enterprises.

Located one block west of the Uptown Transit Center, the Site is in easy walking distance to both BART (BART 12th Street – City Center and 19th Street Stations) and AC Transit. BART routes that serve the area include the Richmond/Daly City-Millbrae, Fremont/Richmond, and Pittsburg/Bay Point-San Francisco Airport/Millbrae lines. AC Transit routes that serve the area include the 1, 1R, 11, 12, 18, 51A, 58L, 72, 72M, 72R, 800, 802, 805, 851, and NL lines. Oakland’s Greyhound bus depot is approximately 4 blocks from the Site at 2103 San Pablo Avenue near Interstate 980.

CITY VISION AND LOCAL CONDITIONS FOR THE SITE

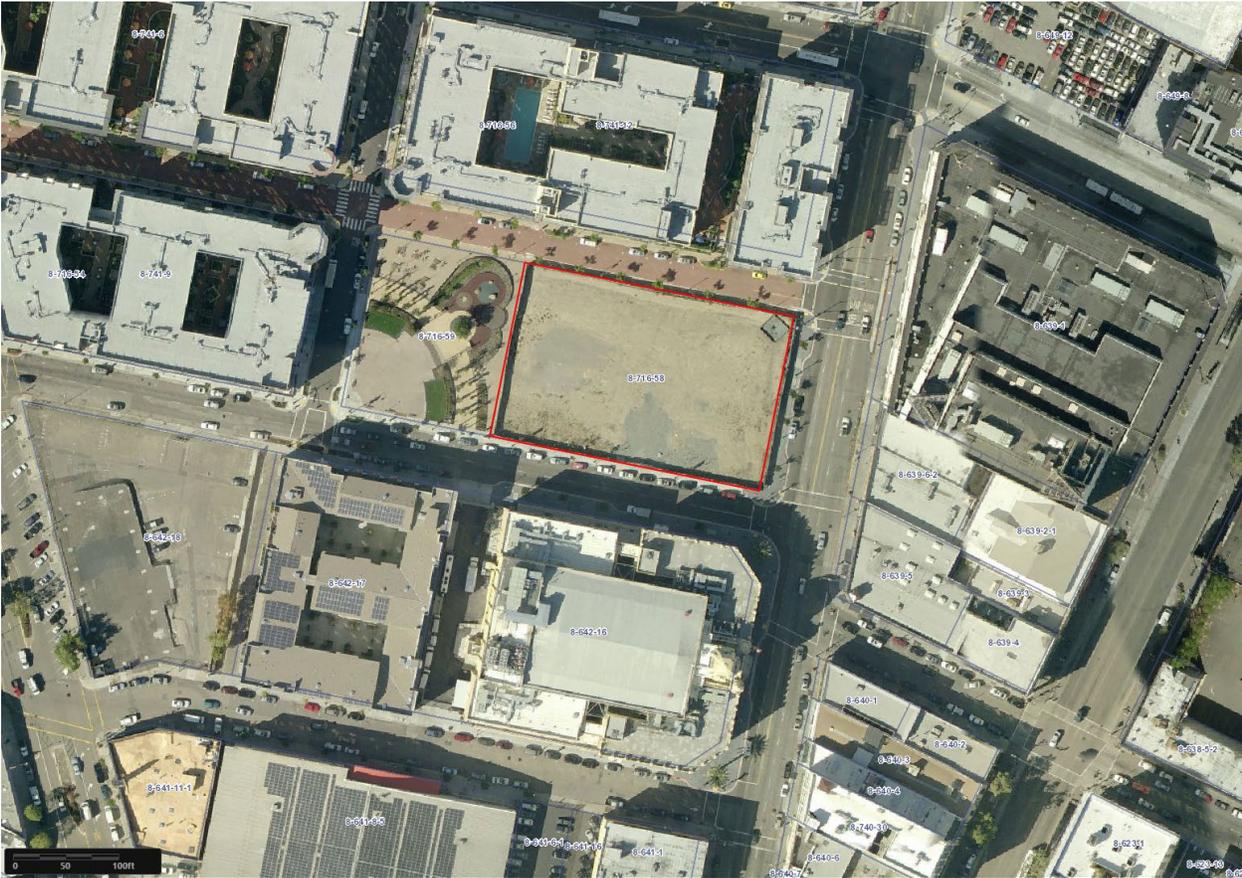
City staff have determined that current economic conditions and land-use patterns of the surrounding neighborhood create a strong preference for the development of a mixed-use project that includes a significant amount of new housing as well as ground-floor retail. Therefore, proposed projects for the Site should consist of a residential building, and ground-floor retail, with the City agreeable to a third commercial use component. In lieu of ground-floor retail, project proposals with ground-floor space purposed for community, arts, and/or cultural uses are also acceptable.

Ground-floor retail space is required along Telegraph Avenue and must wrap around the 19th and William Street frontages of the proposed building and conform to the standards and guidelines for ground-floor retail development in the Oakland Planning Code.

QUESTIONS

If you need additional information, please contact Jaclyn Sachs at (510) 238-6430 or via email at jsachs@oaklandca.gov

1911 Telegraph Ave - Aerial & Parcel Map (outlined in red)



Uptown Neighborhood Map



Figure 6. 1911 Telegraph and Immediate Neighborhood.