



## FACT SHEET

### PROJECT OVERVIEW

**Project Description:** Historic Jack London Square is undergoing a \$375 million, 1 million square foot redevelopment that promises to create a regional destination combining culture, cuisine, and commerce. Elegant new Class A office space with panoramic views will blend with destination restaurants, major new retail, hotels, ample public gathering areas, and an expansive public market. Later construction will include a new 248-room, 4-star urban resort hotel and conference center adjacent to the sparkling marina.

**Location:** Jack London Square is located on Oakland's scenic and historic waterfront, just blocks away from downtown. The district comprises 11 city blocks. Since the days of the Gold Rush, Oakland's waterfront has been a destination for ships from across the globe and produce trucks from throughout California. Today, whether by land, sea, or on the rails, Jack London Square is still a transportation hub. The Square is accessible from all parts of the Bay Area by bus, BART, car, AMTRAK train, or even ferry.

### PHASE I DEVELOPMENT

**Jack London Market:** The centerpiece of the redevelopment project is the unique Jack London Market, housed in a six-story building with breathtaking water views from every angle. The largest of its kind on the West Coast, the ground-floor market will offer an array of fresh produce and wholesome food products that are locally grown, harvested, and prepared. The second floor will feature cafes, restaurants, and culinary shops. The top four floors will incorporate Class A office space with dramatic views and high-efficiency floorplates. Jack London Market promises to be a values-driven marketplace and food destination that is vibrant, successful, and profitable – while adhering to ethical principles of

responsible behavior toward the environment, working practices, and our local, diverse community.

Square Footage: 100,000 Square Feet Class A Office Space  
70,000 Square Feet Public Market  
Groundbreaking: September 2007  
Completion: 2010

### **Waterfront Hotel / Miss**

**Pearl's Jam House:** After a multi-million dollar renovation in 2008, the Waterfront Hotel blends the unique atmosphere of the Oakland waterfront with modern and luxurious designs. The Waterfront Hotel celebrates the adventurous spirit of the Oakland waterfront, with all of the guestrooms, public spaces, and meeting rooms embodying the maritime atmosphere and soul of the waterfront through the nautical inspired décor. Now featuring upgraded guestrooms, lobby, meeting spaces, exterior painting, and the new destination restaurant, Miss Pearl's Jam House.

Miss Pearl's Jam House, once part of the Phoenix Hotel in San Francisco in the late 80's, has moved across the bay to become the restaurant of the Waterfront Hotel. Miss Pearl's celebrates New World cuisine and Island sensibility. Celebrity chef, Joey Altman (the original chef of Miss Pearl's in 1989), returns to his old stomping ground, this time introducing the East Bay to the grown-up version of the once popular San Francisco eatery.

Guest Rooms: 143  
Completion: September 2008

### **66 Franklin:**

The restoration of the 66 Franklin building was the first undertaking in the Jack London Square redevelopment project. This historic structure was originally an ice warehouse, built in 1926. The building is being returned to its original luster revealing straight parapets, pilasters, and soaring archways. This building is currently home to the popular restaurant Bocanova and Miette's Patisserie.

Square Footage: ???  
Completion: ???

### **10 Clay Street:**

The first new construction in the Jack London Square development plan, this two-level office over retail building set the theme for future development with its clean, eye-catching design

and extensive glass lines. With panoramic views of the Oakland Estuary and San Francisco Bay, the office space was substantially leased prior to completion.

Square Footage: 16,000 Square Feet Office  
16,000 Square Feet Retail  
Completion: February 2008

**Parking:**

A 1,000 space parking structure with ground-floor retail significantly expands the parking capacity in the area. The structure is linked to the Jack London Market by a pedestrian bridge spanning Embarcadero West and will open in conjunction with the Jack London Market.

Completion: Summer 2010

**Landscaping:**

**Market Green and Ferry Green:** Two 15,000 square foot expanses of manicured lawn provide visitors to the Square with opportunities to relax and enjoy unobstructed views of the waterfront. The Ferry Green is adjacent to the ferry terminal and stretches out to the water before 10 Clay Street. The Market Green is located on the estuary side of the Jack London Market building and is already to host to an array of events and festivals.

**Jack London Palm Plaza:** Visitors will approach The Jack London Market by way of a grand 12,000 square foot plaza populated by a stand of twenty 35' Canary Island Date palms.