

1,294 SF FOR LEASE  
**TEMESCAL  
PLAZA**  
OAKLAND, CA

*"The place is always buzzing,  
and you can get to anywhere you want to in a heartbeat"*



Oakland's Temescal neighborhood couldn't be hotter. The latest wave at this well-trafficked intersection - historically home to Italians, then Ethiopians, Eritreans and Koreans - is bohemians, hipsters and young families who are drawn to the local shops and services.

SF Chronicle | July 2013

retailwest

FOR LEASING INFORMATION:

SAMI ZEGER | 415.292.4800 | SAMI@RETAILWESTINC.COM

MATT HOLMES | 415.292.2680 | MHOLMES@RETAILWESTINC.COM



WHAT  
THE PEOPLE  
ARE SAYING

"Temescal is a good mix of hipster cool and the real deal,"

said Jennifer Reed, who was splitting a chocolate chip cookie with her daughter Esme, 3, at a turquoise ironing board outside Bakesale Betty's.

A row of former horse stables just off Oakland's 49th street has become a destination micro community for Bay Area artisans and designers.

- 7x7 Weekend Outing:  
Oakland's Temescal Alley

"If you need to be in San Francisco for work or a party, you can get there in 20 minutes on public transit or from 20 to 40 minutes driving."

"A lot of young families are moving to the area who want that urban feel but where they can build community, too. There are always activities and events brewing in the neighborhood."

said Darlene Rios Drapkin,  
manager of the Temescal Telegraph  
Community Association.

...Temescal seems like a foodie haven.



# THE SITE

51st & Telegraph  
Oakland, CA

SHATTUCK AVE. 8-333 (2012)



Logos for Round Table PIZZA, BANGS & LOCKS, Genova DELICATESSEN, Peet's Coffee & Tea, and Walgreens.

UNITED STATES POSTAL SERVICE

H&R BLOCK

T-Mobile

AIS Auto Insurance Specialists

M<sub>49</sub>

(NAP)

Pizza Nation

PICO PACO TAQUERIA

BARLATA TAPAS BAR

EXISTING RESIDENTIAL (NAP)

51ST STREET

TELEGRAPH AVE.

49TH STREET

TEMESCAL ALLEY

Logos for Bakesale Betty, AIKIDO INSTITUTE, ruby's garden, Asmara Restaurant, ARTICLE PRACT, PIZZAIOLO, DOÑA TOMÁS, Shaver and Cutlery Shop, SAGRADA, the mixing bowl, and BANK OF THE WEST.

Logos for DOUGHNUT DOLLY, THE (R)O CAFE, ALI GOLDEN, MARISA HASKELL, WALRUS, CRIMSON, ESQUELETO OAKLAND, and STANDARD & STRANGE.



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AVAILABLE  
FOR LEASE



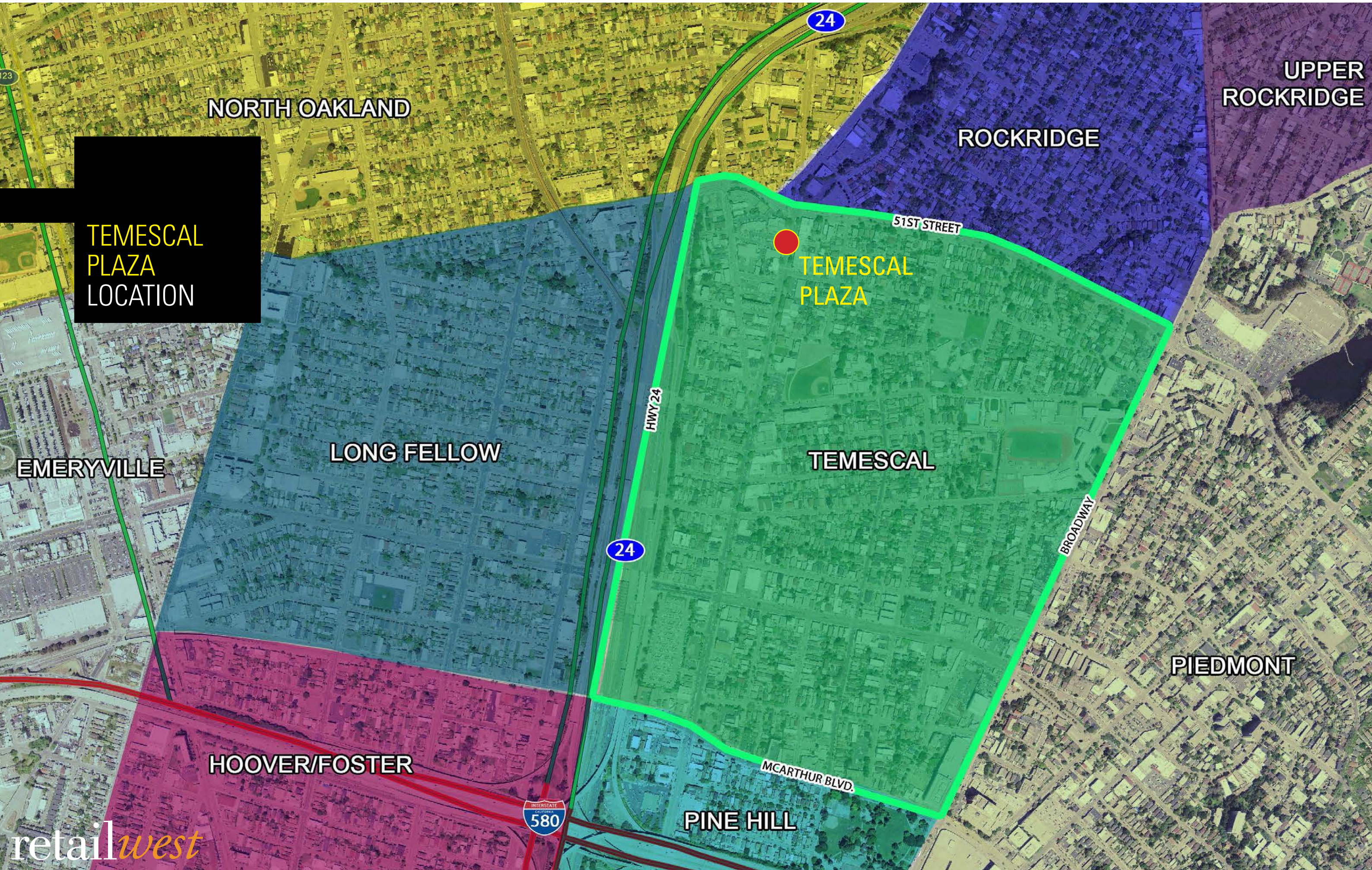




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AVAILABLE  
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NORTH OAKLAND

UPPER ROCKRIDGE

ROCKRIDGE

TEMESCAL  
PLAZA  
LOCATION

TEMESCAL  
PLAZA

51ST STREET

EMERYVILLE

LONG FELLOW

TEMESCAL

24

HWY 24

BROADWAY

PIEDMONT

HOOVER/FOSTER

MCARTHUR BLVD.

PINE HILL

580

retailwest





**Doughnut Dolly**  
482 B 49th St

Located in the hip Temescal Alley, Doughnut Dolly is a charming shop tucked in an alley around the block from Pizzaiolo and Bakesale Betty. The softball-size doughnuts (\$3) are a delight - yeast-raised, hand-rolled and filled-to-order. This boutique has made Oakland quite the hub.



**Bakesale Betty's**  
5098 Telegraph Ave

"Folks line up for Bakesale Betty's, then grab a seat at one of the ironing boards — no tables here — on the sidewalk to chow down on massive fried chicken sandwiches or luscious strawberry shortcakes." **Number of fried chicken sandwiches Bakesale Betty can sell on a Saturday: 1,100.**



**Doña Tomás**  
5004 Telegraph Ave

"This diverse neighborhood, filled with small homes, started to gentrify a decade ago with the opening of Doña Tomás, an upscale Mexican restaurant. Today, there are many excellent eateries packed into a few short blocks."



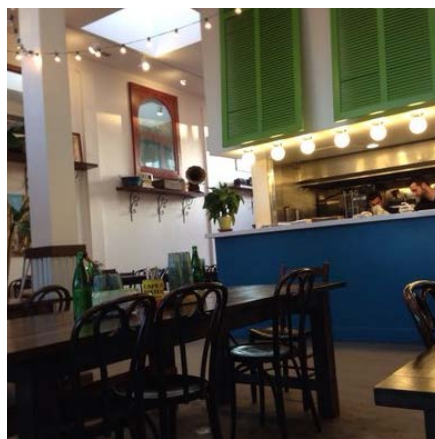
**Pizzaiolo**  
5008 Telegraph Ave

In the morning Pizzaiolo's coffee-and-pastry program is one of the best in town. In the evening, the crowds head over for another Chez Panisse graduate's pizzas and pastas.



**Burma Superstar**  
4721 Telegraph Ave

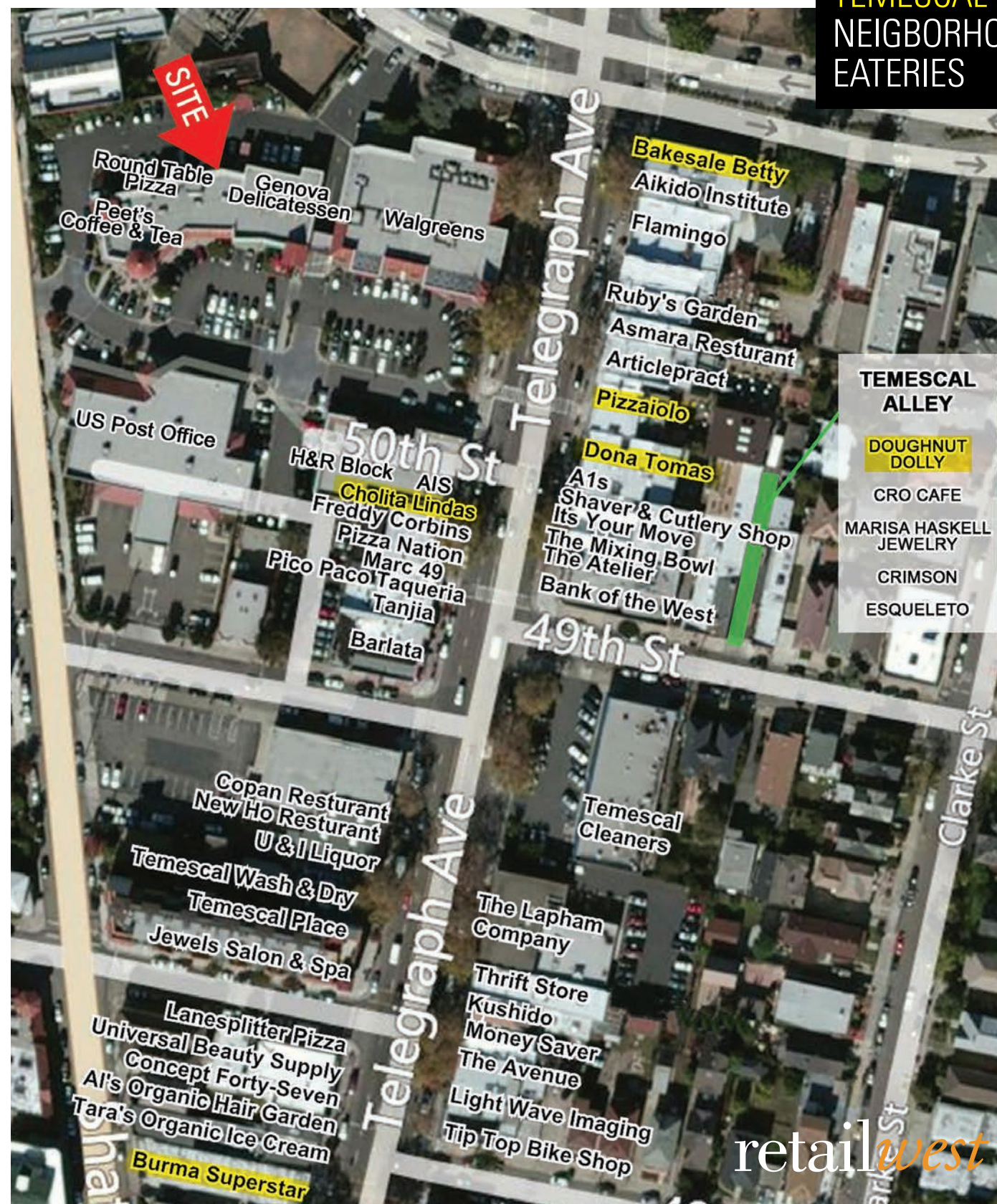
Its trendiness means that you'll quite likely wait for a table. And once you get inside, this restaurant's coolly dark design — black bar, black ceiling, black-and-concrete floor compliment its flavors.



**Cholita Linda**  
4923-27 Telegraph Ave

A favorite stand at the Temescal Farmer's Market, Cholita Linda officially opened a brick and mortar store in 2014. Known for their fish tacos, adorable decor, and family vibe, Cholita Linda is a bit hit in Temescal.

**TEMESCAL  
NEIGHBORHOOD  
EATERIES**



*IN TEMESCAL, YOU COME FOR THE FOOD, AND STAY FOR THE FOOD.*  
Los Angeles Times Travel Section / 03.20.2011

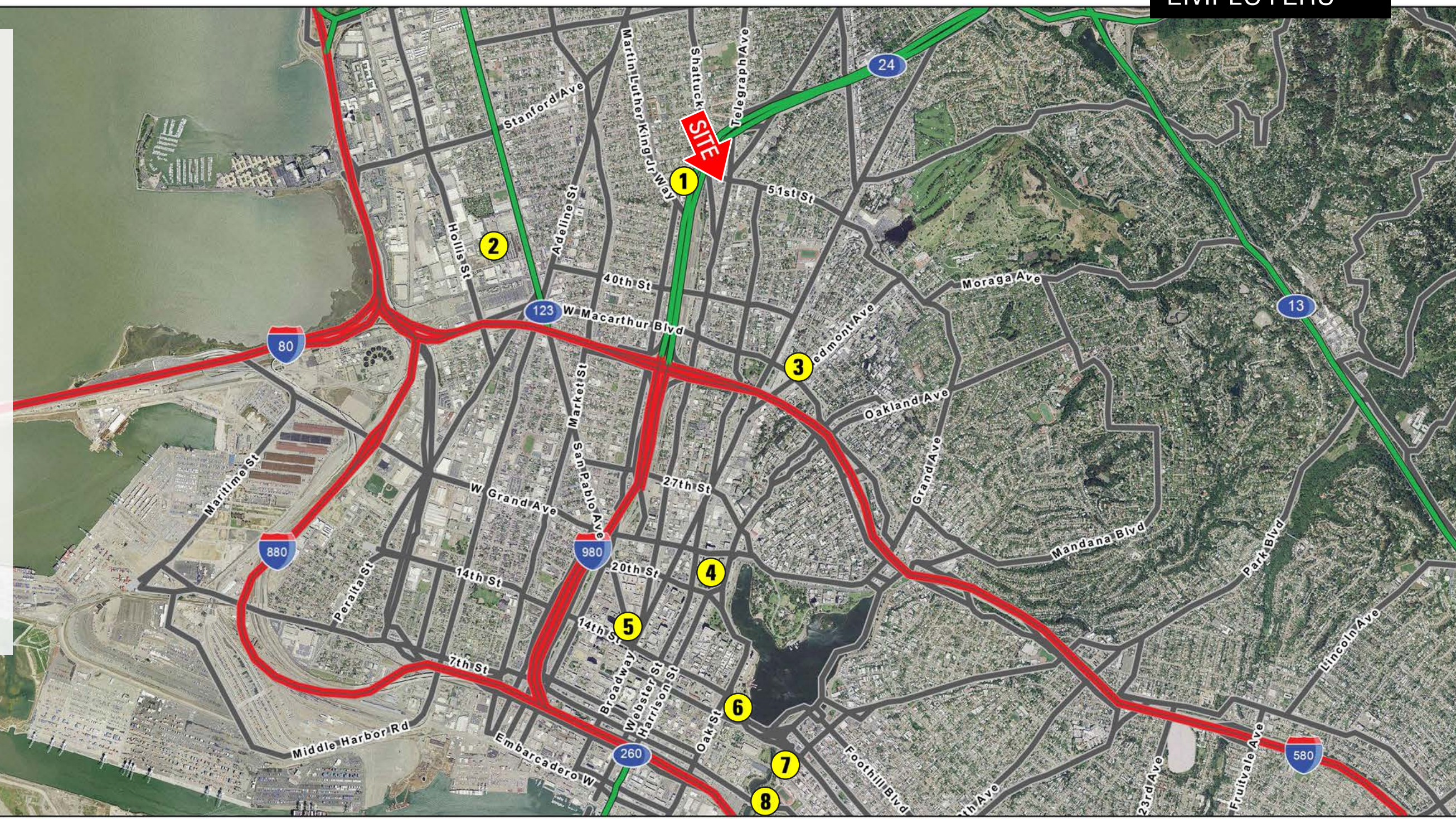
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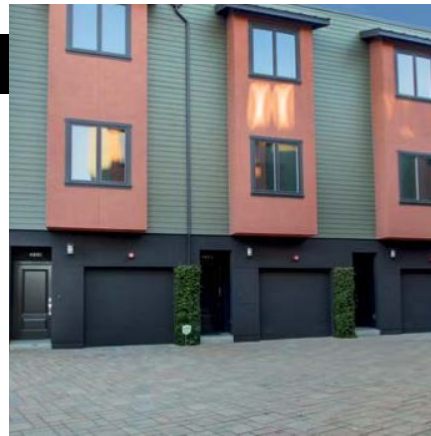
# OAKLAND'S LARGEST EMPLOYERS

## LARGEST EMPLOYERS IN OAKLAND

- 1) Oakland Children's Hospital  
1,970 employees
- 2) Pixar (Emeryville)  
850 employees
- 3 /4) Kaiser Permanente Oakland  
6,606 employees
- 5) City of Oakland  
4,630 employees
- 6) Alameda County Offices  
7,734 employees
- 7) Oakland Unified School District  
5,689 employees
- 8) Peralta Community College  
2,020 employees







*The Artesia Townlofts in Oakland sold quickly after hitting the market in January of 2014.*

**East Bay condo hotspots see 80 percent price jumps while inventory evaporates**

**SF BUSINESS TIMES**  
**May 22, 2014**

Last January, ten units in the Artesia Townlofts in Oakland's Temescal district went on the market and sold out in less than four months — about half the time the seller expected it would take.

Very few new condos have hit the market in Oakland and Emeryville, but burgeoning demand is pushing prices up — including a whopping 88 percent increase during the past two years in some of the best-selling areas, including West Oakland, Emeryville, **Temescal**, downtown Oakland and Uptown.

During the first quarter of 2012, Oakland condo buyers in those neighborhoods paid an average of \$234,000 for a unit whereas for the same period in 2014, the average is \$442,000 per unit, according to MLS data.



**Less obvious spots worth visiting in Bay Area**

**Sacramento Bee**  
**June 9, 2014**

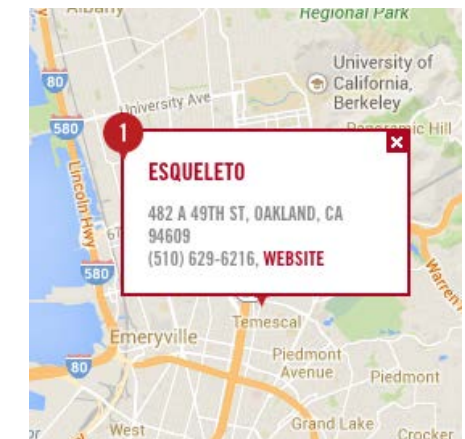
Temescal Neighborhood, Oakland

How trendy is the Temescal neighborhood, located on Telegraph Avenue, between 51st and 42nd streets, in Oakland? People, 100 deep, line up weekday between noon and 1:30 to buy a chicken sandwich (buttermilk-breaded on a torpedo roll, garnished with jalapeno-flecked slaw from the uber-hip) at Bakesale Betty, run by blue-bewigged former chef at fancy Chez Panisse.

Yes, it sounds too precious, but it's a darn good sandwich.

Culinary excellence abounds here. High-end restaurants such as Pizzaiolo (helmed by another Chez Panisse alum) and Dona Tomas, draw foodies from San Francisco. But perhaps Temescal's most celebrated dining establishment is its most enduring, Asmara, an Eritrean restaurant owned by Kesete Yohannes since 1985. Asmara's success has spawned a dozen other Eritrean eateries in the general area.

**TEMESCAL IS EAST BAY'S NEW HOT SPOT**



**Ten Must-Stop Shops to Explore**

**RACKED.com**  
**May 28, 2014**

**ESQUELETO**  
**482 A 49TH ST,**  
**OAKLAND, CA**

No shopping trip to the Bay Area would be complete without a stop at Temescal Alley in Oakland. At Esqueleto, Bay Area jewelry designer Lauren Wolf has created a magical jewelry store that evokes a museum feel. But go on in and touch and buy stuff—the staff is super friendly and helpful.



# HAPPENINGS AROUND TEMESCAL



## Temescal Street Fair

**Telegraph Avenue  
between 45th and 51st,  
North Oakland**

The festival attracts over 15,000 people of many ethnicities from all over the Bay Area as Temescal has emerged as one of the East Bay's hippest neighborhoods.

The festival is sponsored by the Temescal Telegraph Community Association, founded to revitalize the economic potential of Temescal, one of Oakland's oldest neighborhoods. The event features two stages (Main Stage and Kids' Stage) and promotes local craft artists and cultural performers, representative of the rich mosaic of culture in the area.

## Temescal Farmers Market

**5300 Claremont Ave.**

Year Round, every Sunday  
9am - 1pm

In an area where we have one of the world's renowned farmers' markets, it is easy to overlook neighborhood markets. But the truth is that often we don't have the time or the will to elbow through the crowds at the Ferry Building. On the weeks when you'd like to avoid the weekend farmers' market crush, or you'd simply like some drama-free shopping at markets that will provide you with many of your necessities, consider one of the Bay Area's neighborhood markets.







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PLAZA  
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SAMI ZEGER  
415.292.4800  
sami@retailwestinc.com

DRE 01911536

retailwest

MATT HOLMES  
415.292.2680  
mholmes@retailwestinc.com

DRE 01117082