



Temescal OAKLAND

FOR LEASE
TEMESCAL
PLAZA
OAKLAND, CA



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

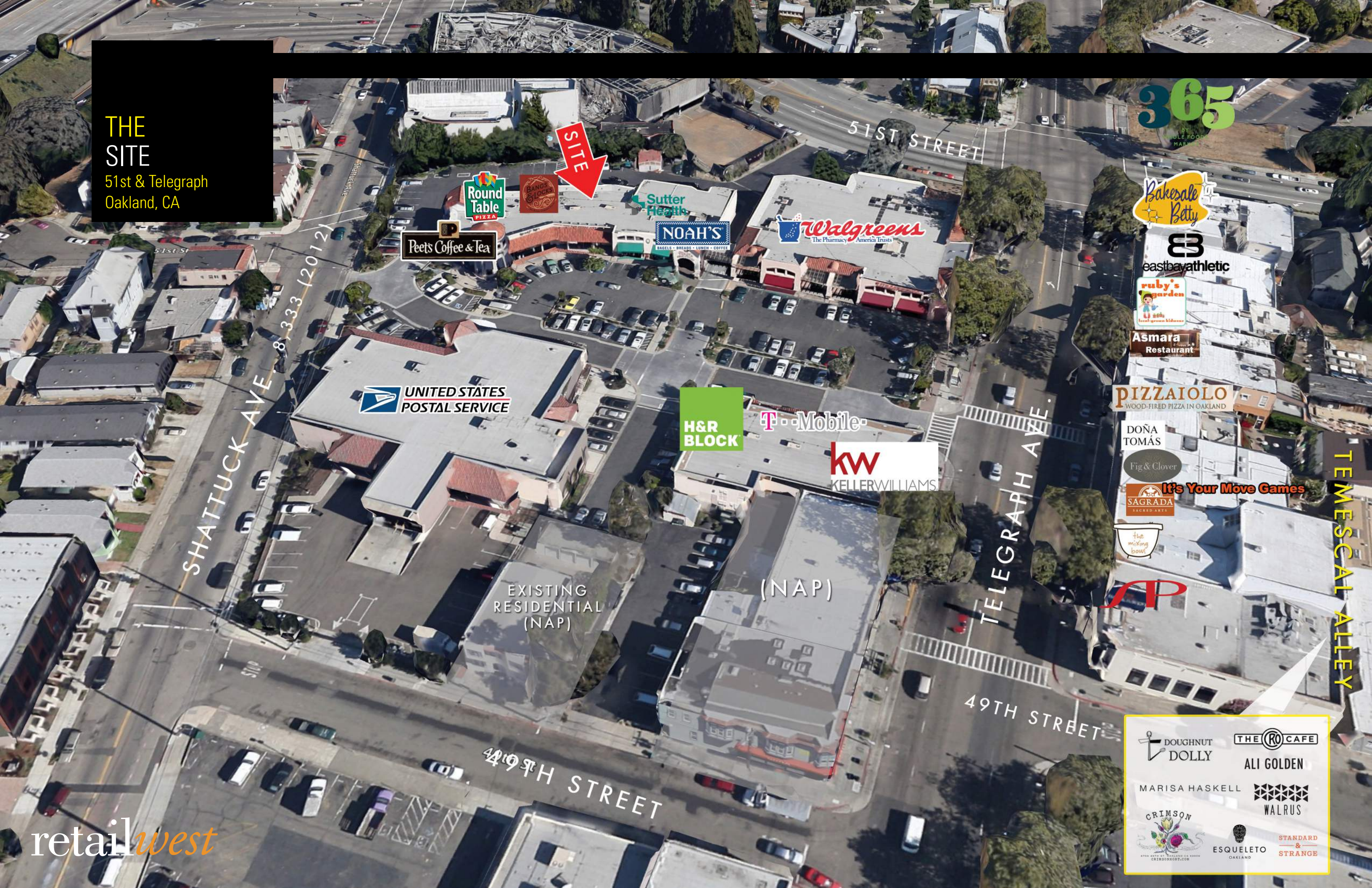
"If you need to be in
San Francisco for work or a
party, you can *get there*
in 20 minutes on public transit or
from 20 to 40 minutes driving."

"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 8333 (2012)

51ST STREET

TELEGRAPH AVE

49TH STREET

TEMESCAL ALLEY



ALI GOLDEN

MARISA HASKELL

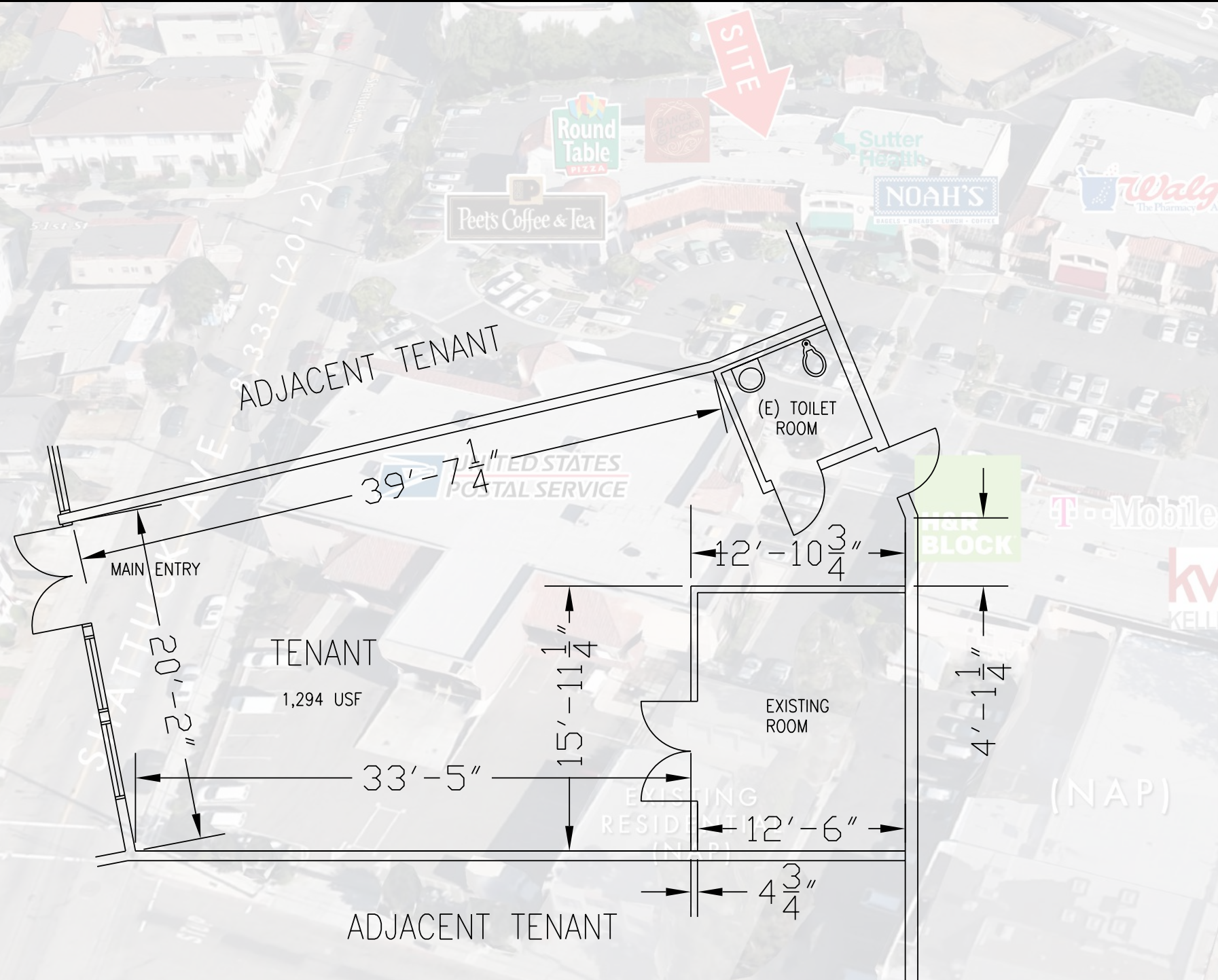


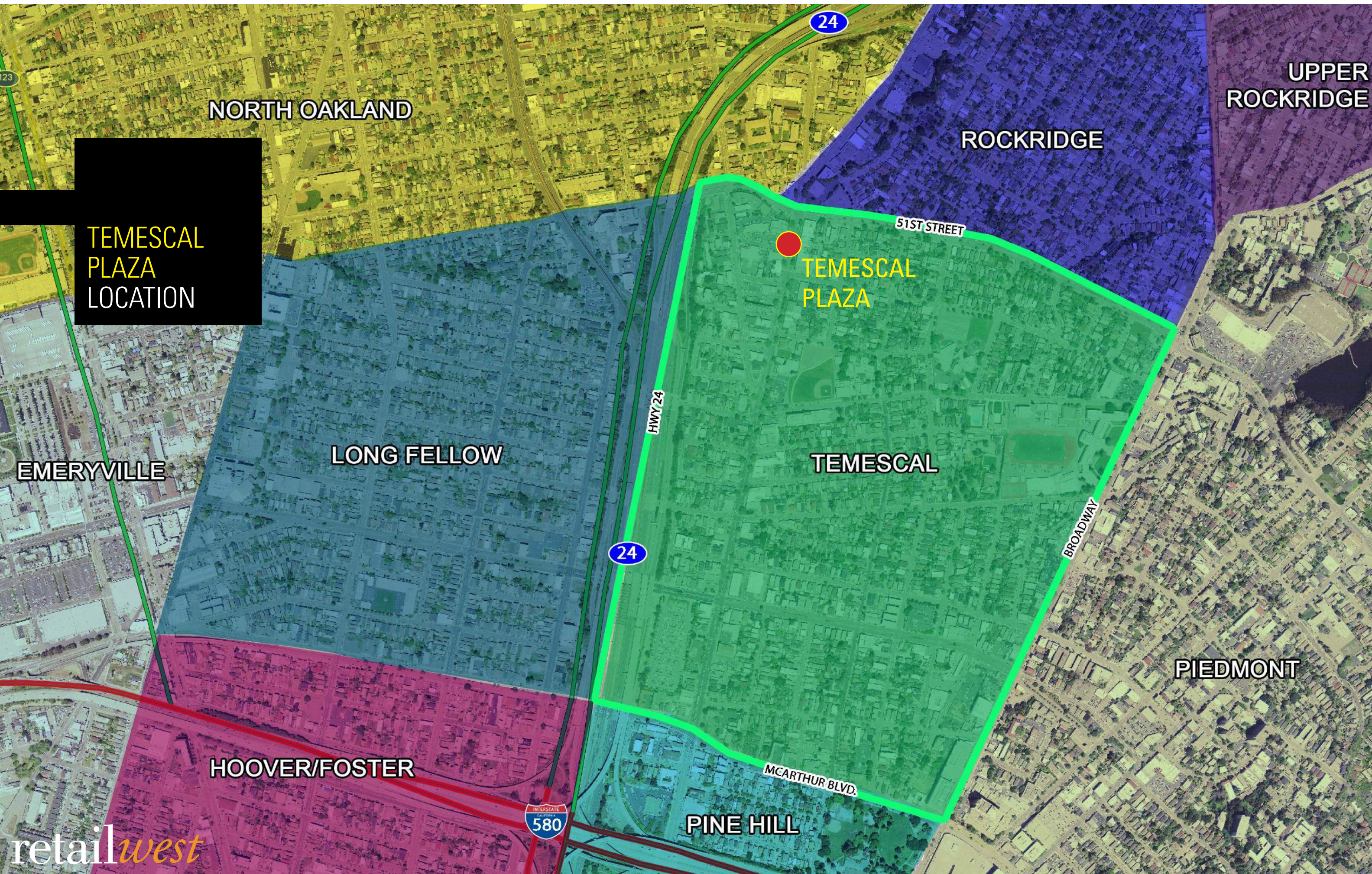
STANDARD & STRANGE

retailwest



1,300 SF
PLUS MEZZANINE





NORTH OAKLAND

UPPER
ROCKRIDGE

ROCKRIDGE

TEMESCAL
PLAZA
LOCATION

51ST STREET

TEMESCAL
PLAZA

EMERYVILLE

LONG FELLOW

TEMESCAL

24

HWY 24

BROADWAY

PIEDMONT

HOOVER/FOSTER

INTERSTATE
CALIFORNIA
580

MCARTHUR BLVD.

PINE HILL

retailwest



Doughnut Dolly
482 B 49th St

Located in the hip Temescal Alley, Doughnut Dolly is 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.



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.



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.



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.



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."



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. Know for their fish tacos, adorable decor, and family vibe, Cholita Linda is a bit hit in Temescal.

**TEMESCAL
NEIGHBORHOOD
EATERIES**

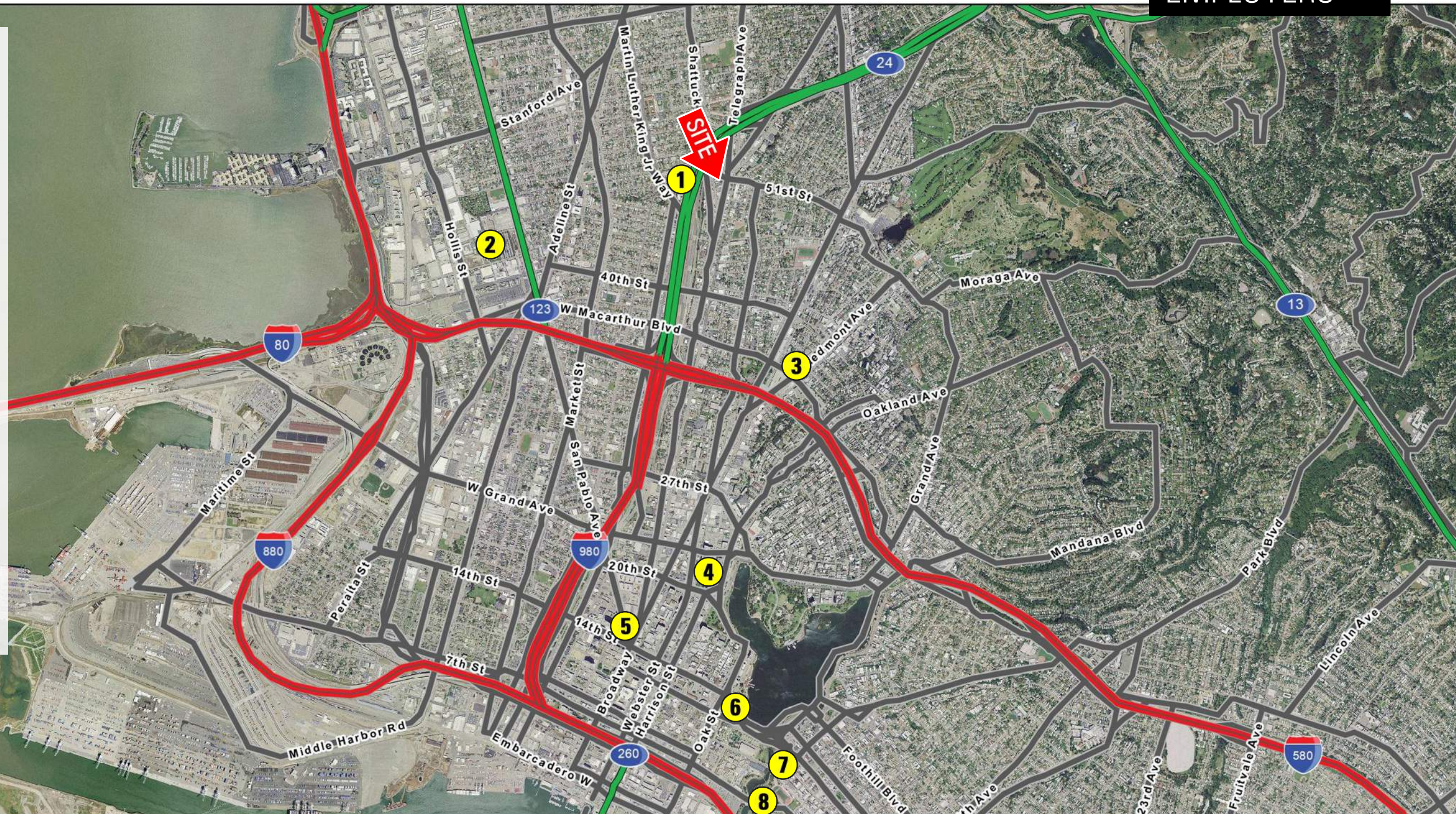


IN TEMESCAL, YOU COME FOR THE FOOD, AND STAY FOR THE FOOD.
Los Angeles Times Travel Section / 03.20.2011

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 New York Times December 17, 2016

Krista Knudsen Thomas has lived in Temescal, a vibrant multicultural neighborhood in North Oakland, Calif., since 2007. She moved into a 1920s house on 44th Street, one of a pair that the family of her then-boyfriend (now husband) had bought for a total of about \$625,000. Her sister-in-law lives in the other house. "A little compound," Ms. Knudsen Thomas, 41, calls the arrangement.

From the secure niche, Ms. Knudsen Thomas, who owns a Pilates studio in the Montclair Village neighborhood of Oakland, has watched Temescal develop with the unevenness of a colt. Referring to the continuing homelessness, crime and spotty conveniences (the neighborhood, for instance, lacks a grocery store), she said, "There's an influx of people with more money, but I haven't seen that it's improved people's lives."

With its appealing stores and fine dining, Telegraph Avenue has helped make Temescal a destination for visitors, but there is concern about the neighborhood's future for residents. Realtors say that an overheated housing market in the rapidly gentrifying Oakland flats, which include Temescal, is driving prices far above actual property values.

Alex Michas, a real estate broker who lives in the neighborhood, said, "There are times when the difference between what the market will pay and what an appraiser says a home is worth can be as much as \$100,000 on a million-dollar purchase." Two houses on his street

each recently sold for \$1.5 million, a figure that he said was unsupported by the quality and condition of the buildings.

Mr. Michas said Oakland was in high demand because its prices remained lower than those in San Francisco, and because buyers who spent many hours at their demanding Bay Area jobs were eager to have the fast, direct access to them that the neighborhood offered.

But many in the neighborhood are concerned about the loss of established businesses and the displacement of low-income residents.

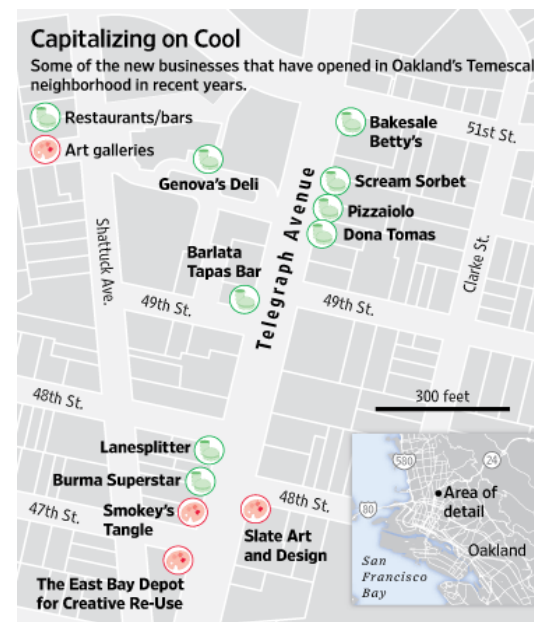
Some have challenged a proposed 24-story development across the street from the Bay Area Rapid Transit MacArthur Station on 40th Street. They say that with 402 market-rate apartments (as well as 45 affordable ones), it would effectively be a vertical gated community whose height and wealth would be at odds with the area.

And there were cheers last year when the Kingfish Pub & Cafe, which had operated on Claremont Avenue since the repeal of Prohibition, moved its entire building 35 yards to 5227 Telegraph Avenue after it was threatened with demolition to make way for a condominium project.

At the same time, many of the enterprises that give Temescal its cachet not only contribute tax dollars that help it prosper but are sensitive to the needs of an economically diverse community. Ruby's Garden, for example, a children's store at 5026 Telegraph, sells new and secondhand clothes so there's something affordable for everyone, while Temes-

cal Brewing opened in June 2016 at 4115 Telegraph Avenue with the slogan: "Fresh beer. No jerks."

Sarita Waite and Raymond Lifchez, who helped develop and currently manage the Temescal Alleys complex east of Telegraph Avenue at 49th Street, are leasing retail spaces at prices they said were below market rate and were installing a plaza and garden in the back for public use "without commercialization." When it opens next year, this "campo pro bono," as they envision it, is expected to be the site of chess games, baby-nursing interludes, live music and outdoor film screenings (the movies are already a summertime ritual hosted by Pizzaiolo, a popular restaurant at 5008 Telegraph Avenue).



What You'll Find

Though Temescal's boundaries are up for debate, they extend roughly to 51st Street to the north, 40th Street to the south, Broadway to the east and the Grove-Shafter freeway to the west.

The typical house is a two- or three-bedroom Craftsman or Mediterranean-style bungalow dating from the 1910s or 1920s. There are also small, multifamily apartment buildings and an increasing number of new and converted condominiums.

A farmers' market is held every Sunday at 5300 Claremont Avenue. (A knife sharpener

will be present the week before Christmas.) The nearest grocery store, a rebuilt Safeway on Broadway north of 51st Street, opened in September in a new retail development. The Oakland Public Library branch at 5205 Telegraph Avenue has a tool-lending program with more than 5,000 items available.

What You'll Pay

According to the real estate information website Homesnap, for this year through Dec. 13, the median sales price of a home in Temescal was \$1 million, an increase of 33 percent over the previous year.

Only a handful of Temescal listings from various brokers were featured on Redfin's website as of Dec. 13. These included a three-bedroom, two-and-a-half-bath house at 4839 Clarke Street, priced at \$1,050,000; and a two-bedroom, two-bath house at 412 48th Street, priced at \$899,000.



The Vibe

"It's like Diagon Alley for hipsters," said Sam Benothman, sitting with his dog, Ace, outside the Temescal Alley Barbershop as he waited for his name to be called. Like the retail hub for wizards in the Harry Potter books and movies, Temescal Alley seems like a quaint alternative shopping universe. Only steps away from the wide boulevard of Telegraph Avenue, with its Korean and Ethiopian restaurants, the little pedestrian thoroughfare also contrasts with the industrial buildings east on Broadway and the vintage houses with pocket-size front lawns on the blocks in between. Together, these pieces of Temescal make up a very wide world.

The Schools

Emerson Elementary School, a public school at 4803 Lawton Avenue, has about 325 students

TEMESCAL IS EAST BAY'S NEW HOT SPOT

in kindergarten through fifth grade. On 2015-16 California tests, 19 percent met standards in English, versus 49 percent statewide; 11 percent met standards in math, versus 37 percent statewide.

Oakland Technical High School, a public school at 4351 Broadway that is considered one of the best in the city, has about 2,040 students in ninth to 12th grade. Average SAT scores at the school for 2014-15, the latest year for which comparative data is offered, were 515 in reading, 520 in math and 503 in writing, versus statewide averages of 489, 500 and 484.

Oakland International High School, a public school at 4521 Webster Street, offers college preparatory studies, with an emphasis on English, to students who have recently immigrated. It has about 350 students in ninth to 12th grade. Average SAT scores for 2014-15 were 308 in reading, 352 in math and 327 in writing, versus statewide averages of 489, 500 and 484.

The Commute

Temescal is served by the Bay Area Rapid Transit's MacArthur Station, on 40th Street, west of Telegraph Avenue. From there, it's about a 15-minute trip to the Embarcadero Station in downtown San Francisco.



Temescal Street Fair

**Telegraph Avenue
Between 45th & 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.



**HAPPENINGS
AROUND
TEMESCAL**

Temescal OAKLAND

TEMESCAL
PLAZA
OAKLAND, CA

SAMI ZEGER

415.887.9216

sami@retailwestinc.com

DRE 01911536

retailwest