

developer:

2001 Broadway,
LLC

site area:

11,000 s.f.

built area:

74,000 s.f.

number of units:

41 Live/work
condominiums and
retail space

project value:

\$20 Million

2001 Broadway

This re-use and rehabilitation of an abandoned Oakland icon, the distinctive former I. Magnin department store, was planned to serve as a largely self-contained mixed-use community, including commercially-oriented joint living and working quarters and street front retail/commercial space on the first floor, an extensively landscaped central courtyard and 41 units of residentially oriented live/work space on the upper four floors. This project was specifically designed to positively impact its urban context by creating an influx of foot traffic attracted to the renovated street level commercial space as well as by introducing a sizeable number of new residents to the area. In keeping with these objectives, the three first floor commercially-oriented live/work units were created to permit employees and encourage walk-in trade, and the project included the provision of new parking in the existing vacant basement. With the exception of the restoration of the storefront windows to more resemble their original size and proportion, the stunning original terra-cotta tile façade is to be preserved as an unparalleled visual component of the Uptown Oakland setting.

