

# THE TAPESTRY

COMMUNITY - EDUCATION - SUSTAINABILITY - HERITAGE





# Tapestry

Tapestry brings a new vision to Old Oakland building on the multi-layered history still present in its Victorian architecture. Once a terminus for the mixed history of an innovative railsystem that also served as a place of new hope for freed slaves,Tapestry meets the future as a dynamic live/work district. With 40% affordable housing, Tapestry integrates building types and uses to establish a diverse and healthy community through Connectivity & Culture, Sustainability, and Community.

Drawing from its imageable Victorian history Tapestry provides signature architecture supporting iconic destinations such as the Farm-to-Table marketplaces and the ETC, an Education & Trade Center that provides life-assistance programs and housing for previously unhoused residents, as well as primary care for the community. Tapestry weaves artistic expressions of Oakland's historic, geographic, and cultural identity to become a desirable living and tourist destination.

## CONNECTIVITY & CULTURE

Tapestry will partner with AC Transit to host a new bus stop adjacent to the Community Theater and Art Center providing access to our hotel, shops and community amenities, and a destination for the new Oakland A's Ballpark fans as they stream back through the City.

The eastern block of Tapestry opens to Chinatown to connect the blocks across Broadway and host a thriving foodie scene with eclectic restaurants and nightlife.

## SUSTAINABILITY

70% ofTapestry's buildings feature green roofs, which reduce energy-use in peak summer months by up to 78%. Rooftop and ground-level greenhouses provide jobs to local students, ETC trainees, and fresh produce for the restaurants and market on site. Solar panels supply underpass illumination, phone charging stations, and serve as back-up systems. Rainwater collection systems capture and clean highway and rooftop runoff to sustain the greenhouses, and graywater from the buildings will be collected and filtered for water features. Contributing to individual and community health,

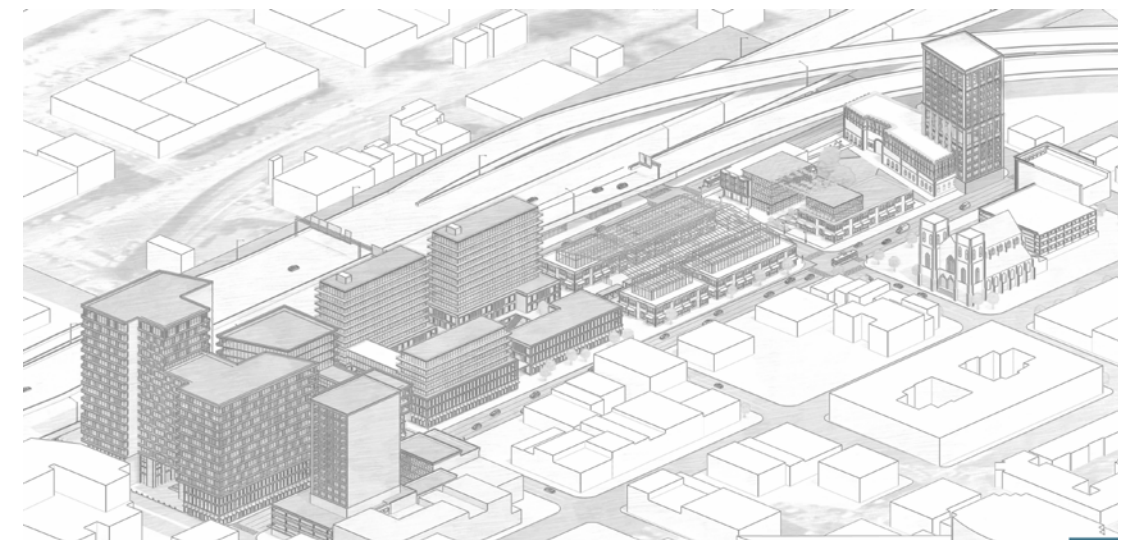
Tapestry will seek WELL Certification to demonstrate its commitment to the highest levels of air-quality, greenness, fitness, and comfort.

## COMMUNITY

Tapestry's ETC will provide a state-of-the-art education center to serve Oakland's diverse population. Formerly unhoused residents can work alongside mid-life career changers to learn new skills that can range from trades to tech. Building on local community service providers, opportunities for training in new trades can include automotive mechanics, gardening and landscaping, hospitality management, hair dressing, as well as emerging professions. Access to subsidized hous-

ing, counseling, and medical care range from pediatric to geriatric primary care, to more focused addiction services. ETC alumni will be able to bring their skills to work in Tapestry while they train, and after they complete their studies. While the ETC provides a tangible demonstration of community-building , the social infrastructure embedded in the adjacencies of affordable and market-rate units, the integration of local and national businesses, the welcoming presence of wide sidewalks, greenways and greenhouses alive with activity further signal the inclusive and diverse character of Tapestry.

Tapestry connects internally and outward to its neighbors, respects existing local, and contributes to a new culture, providing social and environmental sustainability to ensure a healthy community for generations.



# Tapestry

## Phase 1

Opening the project after the demolition of the current four parcels and Oakland has successfully launched \$500 million in municipal bonds to build the new Police Administration Facility. Tapestry’s will then provide immediate assistance to the unhoused and families of the community who are in need of affordable housing; 81% of the three-year the Phase 1 construction. is in dedicated to the development and construction of housing; 25% of that housing which is affordable rental accommodations 2BR+ units, and another 15% includes with a a range of apartment types to suit the different needs of a growing community and various populations to reach a total of 40% affordable housing fully integrated throughout Tapestry, these diverse unit types provide both direct and indirect social support with dignity.

Capital is composed of subsidies, developer equity and loans. Because of the multifaceted social and community-focused programming of Tapestry, the project qualifies for grants from the State of California and the U.S.

Government. Tapestry provides housing for 637 families currently living below the poverty line while prioritizing walkability, acknowledging other life needs, a total of 1,000 parking spaces to support residents, businesses and eventually the Phase 3 Community Theater.

An estimated \$115,020,000 in capital will be derived from subsidies such as the TF Loan, Emergency Solutions Grant, and New Market Tax Credit, among others. Potential equity shareholder partners could include John J. Fisher of the Oakland A’s, Ray Bobbit (Oakland Coliseum,) Saudi Royal business connections and local entrepreneurs. There is a proposed 2% “Special Revenue Tax” for all retail in Tapestry, which we be converted to bonds that will generate further revenue to pay for public utilities (satellite police station, library, art center, urban farms, etc) and seasonal events to attract locals and tourists alike. Tapestry weaves public and private spaces throughout, emphasizing a unique portion of Oakland opening connections to the surrounding neighborhoods and greater Bay Area.

## Phase 2

To enable the new residents in all socioeconomic levels to engage across the community in an array of retail options and the broader marketplace, as patrons, employees, and business owners, Tapestry’s Phase 2 focuses primarily on retail. Affordability

commitments extend to the development of a variety of stalls and reduced-rent retail spaces that provide high-visibility opportunities for artisan and makers to showcase their work and attract investors.

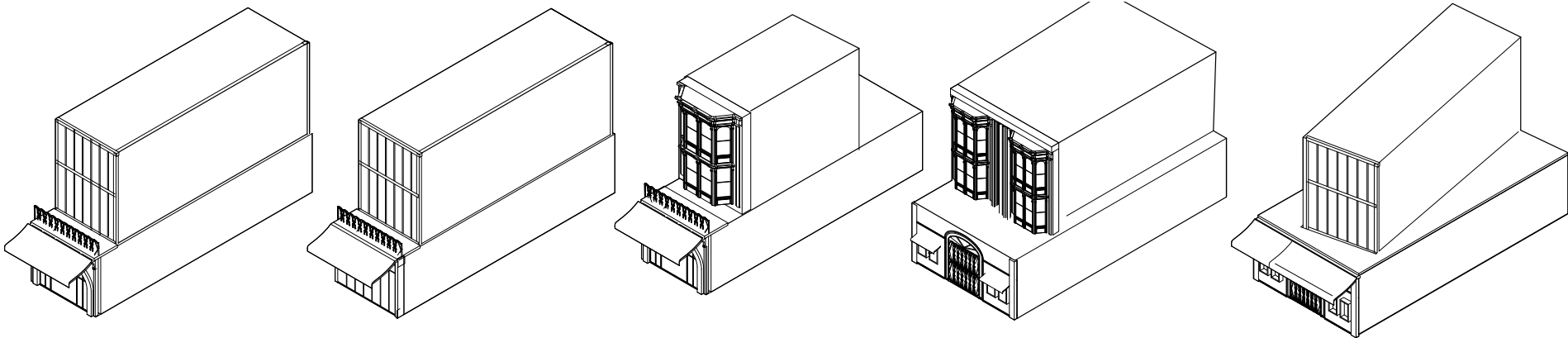
Construction of the ALOFT or MOXIE Brand hotel will add to the social and economic mix of Tapestry, contributing to the added traffic through business and family/sport tourism to the area. While flow and net operating income will be initially negative, Tapestry will produce substantial revenues at the start of Phase 3 due to increased cash flow generated by tourists, hospitality and the new retail/restaurant spaces which will provide entertainment and jobs for the community.

## Phase 3

The final phase of Tapestry (7 years into construction,) weaves all the users together to complete the fabric of the neighborhood with a Community Theater built adjacent to the parking garage provided in Phase 1. Well-established with profits increasing exponentially up to year 10, when the project is sold, equity partners can look forward to an unleveraged IRR of 4.71% and a leveraged IRR of 17.83%.

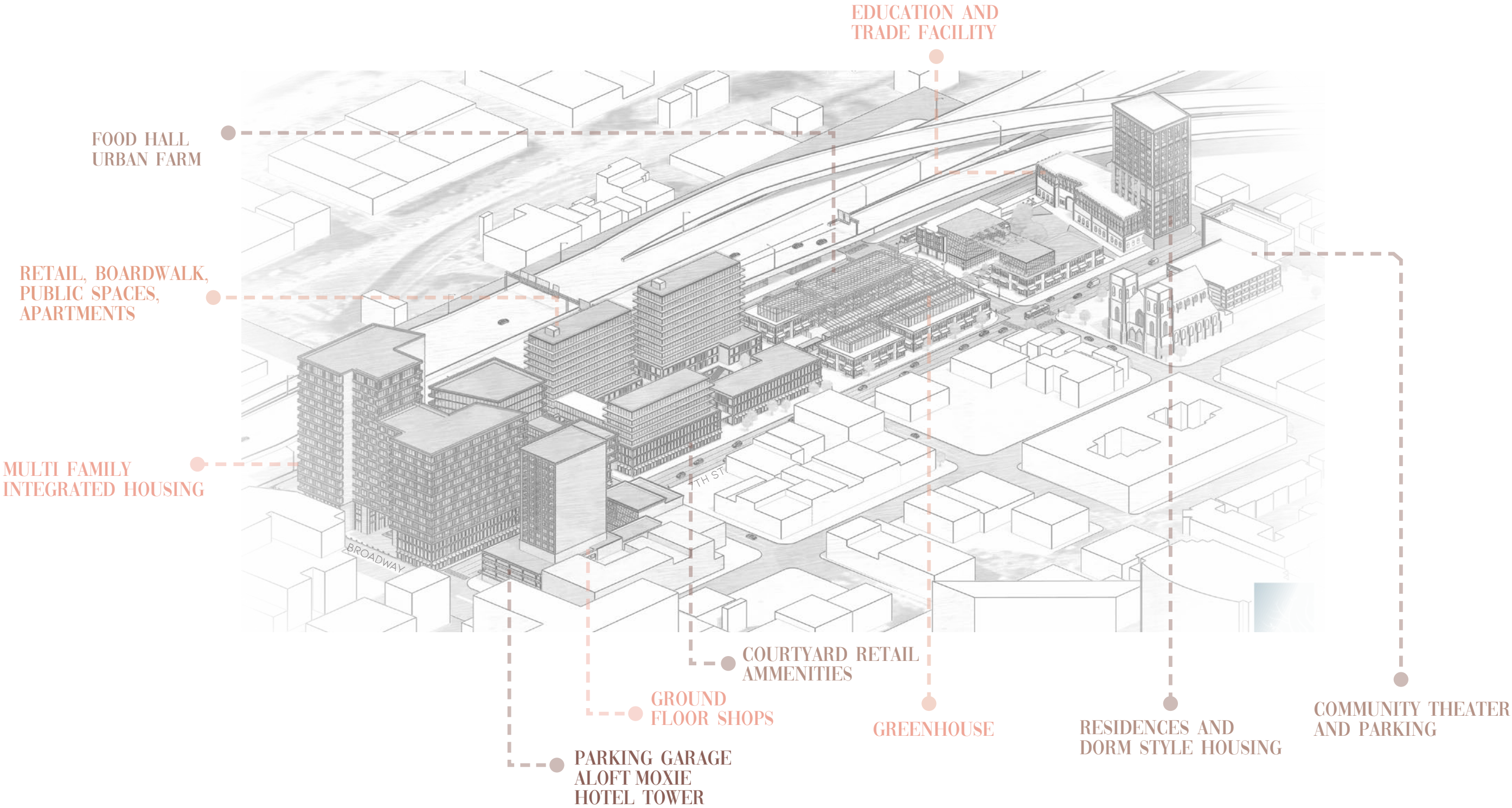
A VARIETY OF PREFABRICATED MODULAR UNITS MADE FROM RETRO-FITTED SHIPPING CONTAINERS. STACKABLE AND SUSTAINABLE FOR SMALL ARTISN BOUTQUES AND EXPANDABLE IN FUTURE PHASES AFTER HIGHWAY DEMOLITION. THEIR SMALL FOOTPRINT ALLOWS FOR AFFORDABLE, INCLUSVE RENTAL RATES.

# STACKABLE MODULAR BOUTQUIES AND POP UP SHOPS FOR UNDERPASS



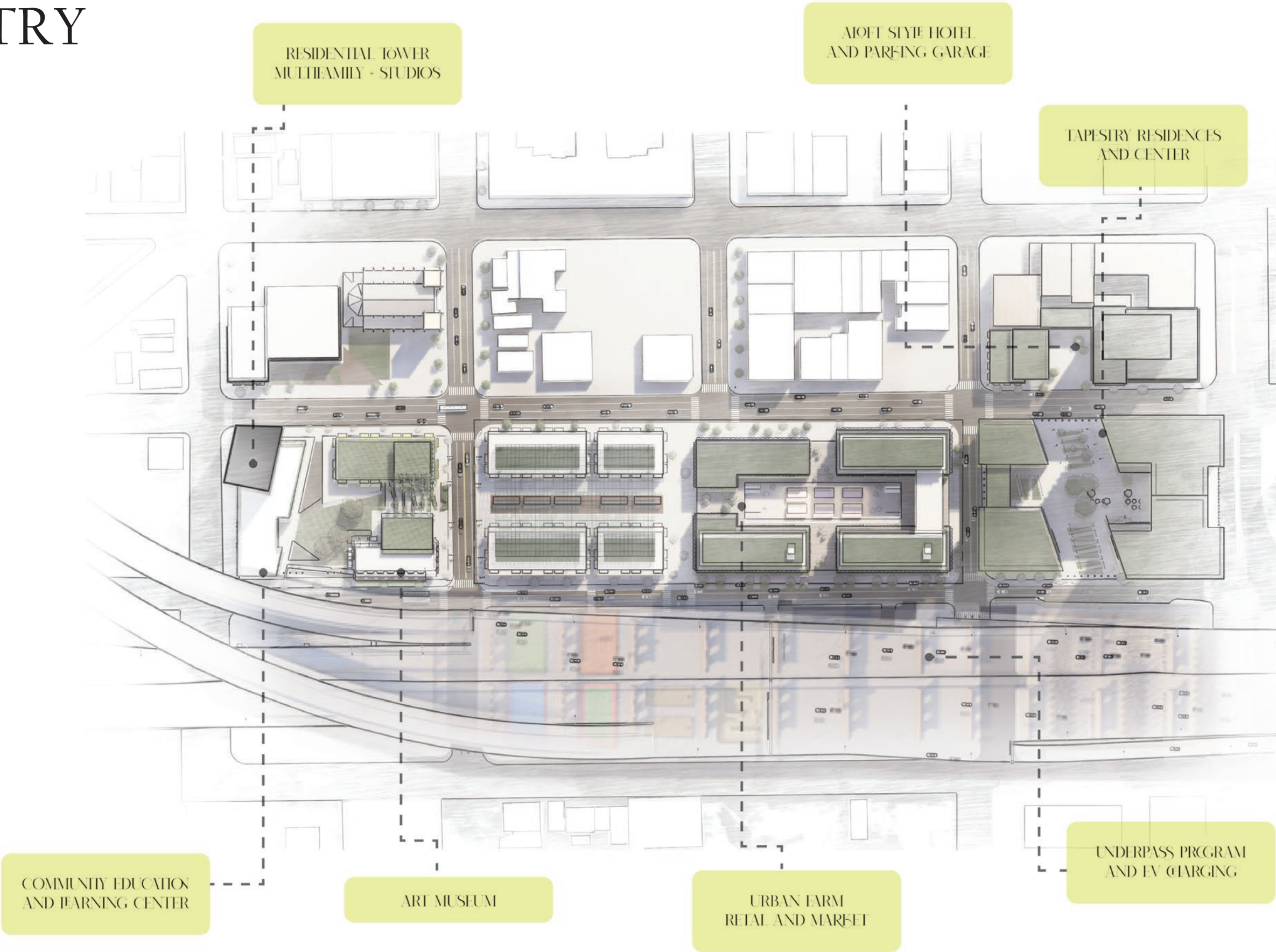


# SITE PLAN TAPESTRY





SITE PLAN  
TAPESTRY





# TARGET DEMOGRAPHICS

## TAPESTRY



### THE CHILD

TAPESTRY WILL SERVE AS A COMMUNITY HUB WITH AMMENITIES AND OPPORTUNITIES FOR FAMILIES TO ENGAGE WITH THE ENVIRONMENT. THE GREEN PARK SPACE THAT WILL REPLACE JEFFERSON PARK, WILL FEATURE SHADED PICNIC AREAS, SMALL FOOD HUBS, SOLAR CHARGING ZONES, SPORTS ZONES AND A DOG PARK.



### THE TRENDSETTER

THE TAPESTRY WILL HAVE MULTIPLE OPPORTUNITIES FOR SMALLER, MOM AND POP AND ARTISAN SHOPS TO RENT. THE ENVIRONEMNT WILL FOSTER SMALL BUSINESSES AND PROMOTE LOCAL GOODS WHILE BEING OPTIMIZING PROFITS BY HAVING KEYSTONE TENANTS FROM WELL KNOWN BRANDS SUCH AS RH, CRATE AND BARREL, LOVE SHACK FANCY AND ANTHROPOLOGIE.



### THE FOODIE

FOR AN ADVENTURE OF THE SENSES, TAPESTRY PROVIDES A MARKET WITH RENTABLE STALLS FOR UP-AND-COMING NICHE RESTARAUNTS AND LOCAL EATERIES. THERE ARE CAFES SEWN THROUGHOUT WITH UNIQUE MOMENTS TO EXPERIENCE AND ENGAGE WITH THE SPACE.



### THE SPORTS FAN

"THE TAPESTRY" WILL SERVE AS A COMMUNITY HUB WITH AMMENITIES AND OPPORTUNITIES FOR CHILDREN AND FAMILIES TO ENGAGE WITH THE ENVIRONMENT. THE GREEN PARK SPACE THAT WILL REPLACE JEFFERSON PARK, WILL FEATURE SHADED PICNIC AREAS, SMALL FOOD HUBS, SOLAR CHARGING ZONES, AND A DOG PARK.



### TRANSIENT RESIDENTS OF THE AREA

IT IS ESSENTIAL TO ADDRESS THE NEEDS OF ALL DEMOGRAPHICS AND SOCIOECONOMIC POPULATIONS; THE MISPLACED PERSONS AND HOMELESS DEMOGRAPHIC OF OAKLAND WILL HAVE A STATE-OF-THE-ART EDUCATIONAL COMMUNITY CENTER (ETC) THAT WILL PROVIDE SHELTER AND TRAINING FOR INNOVATIVE JOB PLACEMENT.



### THE TOURIST

OAKLAND INERTNATIONAL AIRPORT IS LESS THAN 20 MINUTES AWAY FROM THE SITE. SAN FRANCISCO IS AN 35 MINUTE DRIVE OR A 20 MINUTE BART RIDE. LOCATED RIGHT OFF THE HIGHWAY, THIS PARCEL IS IDEAL AS A HUB FOR LOCALS AND OUT-OF-TOWNERS LOOKING TO SPEND THE DAY IMMERSSED IN LOCAL ARCHITECTURE, SHOPPING AND CULINARY DELIGHTS.



### THE COMMUTER

TAPESTRY WILL SERVE AS A COMMUNITY HUB WITH AMMENITIES AND OPPORTUNITIES FOR CHILDREN AND FAMILIES TO ENGAGE WITH THE ENVIRONMENT. THE GREEN PARK SPACE THAT WILL REPLACE JEFFERSON PARK, WILL FEATURE SHADED PICNIC AREAS, SMALL FOOD HUBS AND SOLAR CHARGING ZONES. UNDER THE HIGHWAY, TAPESTRY CONSTRUCTS A STUNNING EV CHARGING STATION WITH 60 TERMINALS.



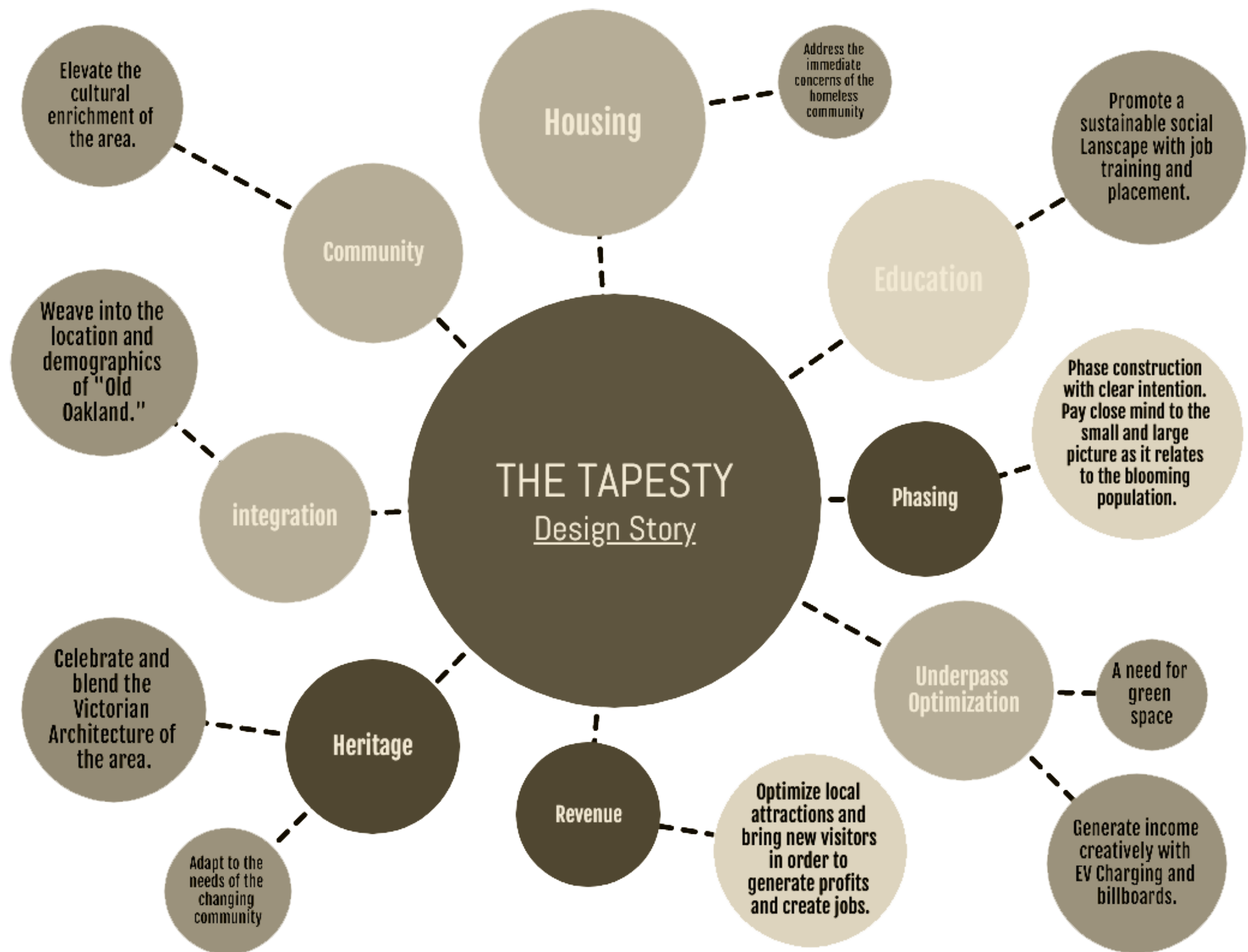
### THE STUDENT

KELLER GRADUATE SCHOOL OF MANAGEMENT, BERKELY CHRISTIAN COLLEGE AND MUTIPLE HIGHER LEARNING INSTITUTIONS ARE ONLY A FEW BLOCKS AWAY. TAPESTRY PROVIDES MULTIPLE HOUSING OPPORTUNITIES FOR A VARIETY OF BUDGETS; RANGING FROM LOW-INCOME HOUSING AND DUPLEX TO HIGH RISE APARTMENT STYLE.



Design Story + Process

# TAPESTRY





# DESIGN PILLARS TAPESTRY



Heritage. Sustainability. Community. Vision.



# RESIDENCES TAPESTRY

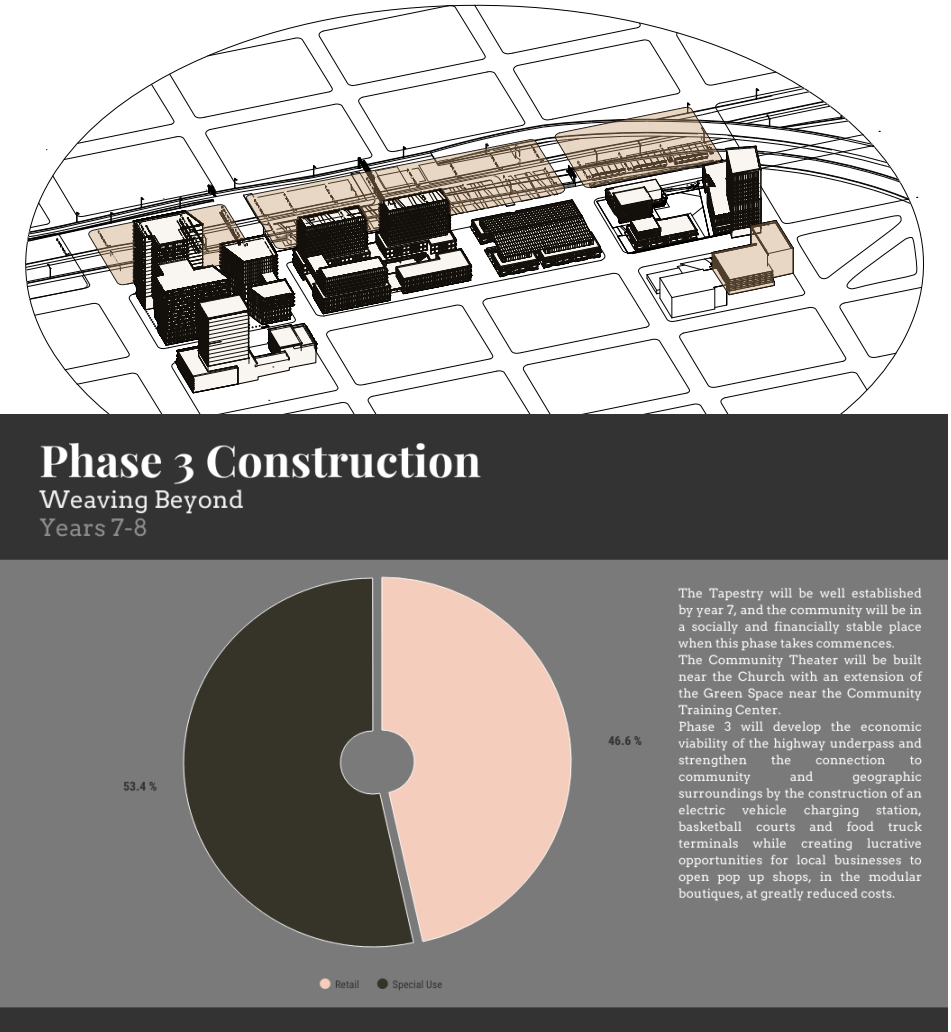
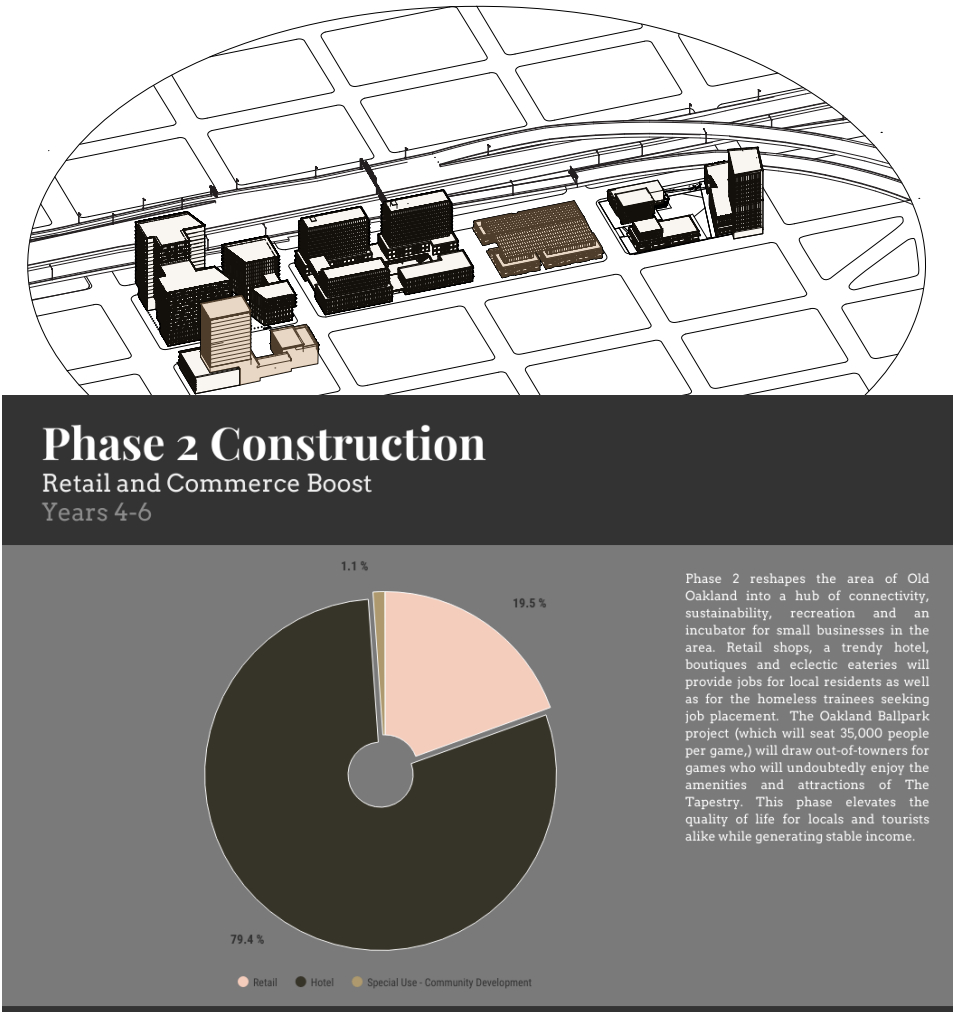
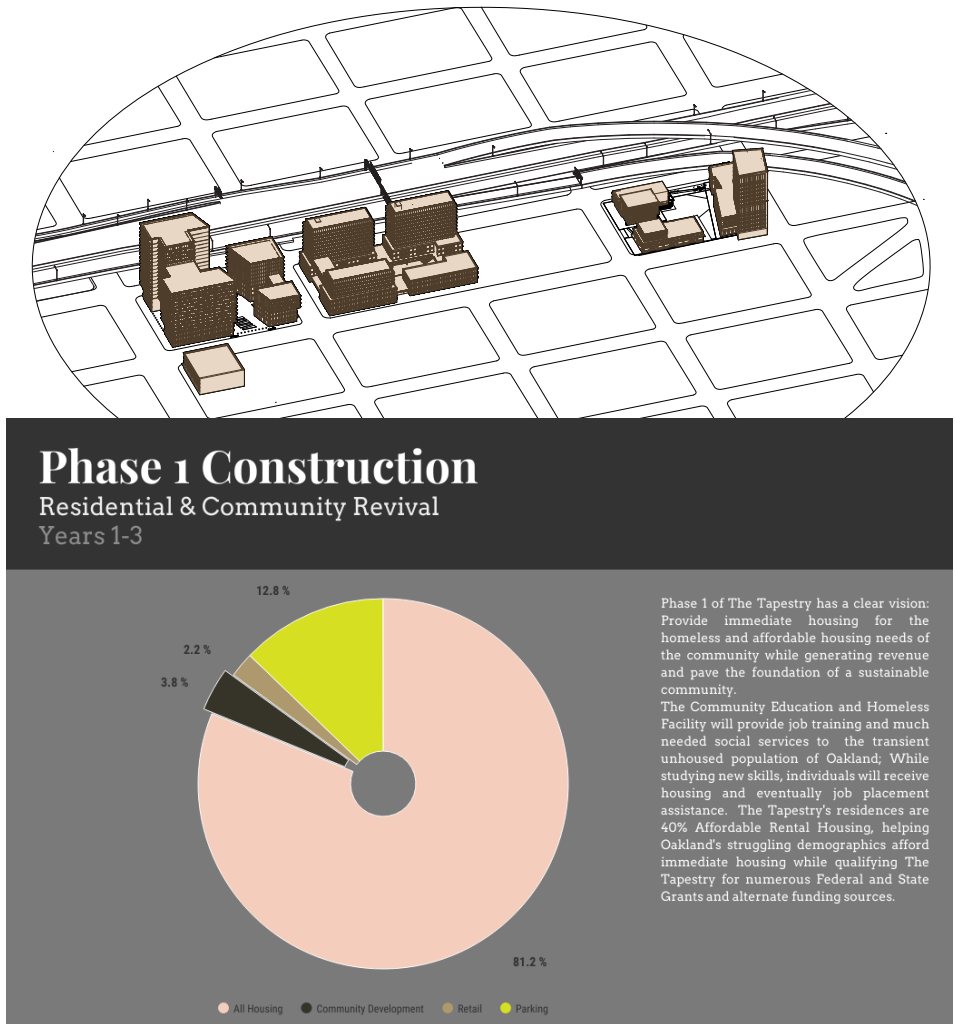
Tapestry Residences and Center  
Demographic: Young professionals, families & shopping enthusiasts  
Affordable housing available





# Phasing with Intention

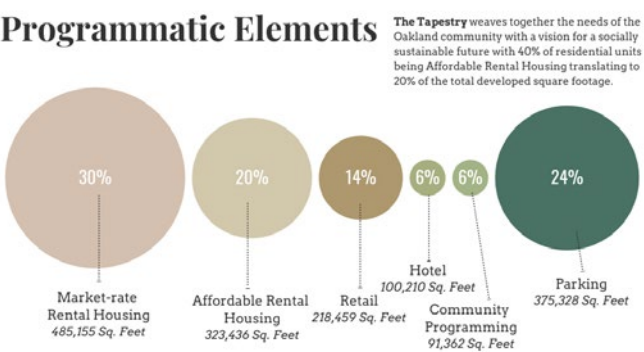
## TAPESTRY





RESIDENCES  
TAPESTRY

Retail Courtyard  
Demographic: Young professionals, cuisine & shopping enthusiasts  
Flagship store: Crate and Barrel, Restoration Hardware, Anthropologie





AIR



Tapestry looks to enhance ambient air quality through increased vegetation, urban farming and smoking bans for the area. To reduce fossil fuel combustion related to energy consumption and natural gas usage, the site also utilizes solar panels, electric vehicle promotion [with sixty charging stations], and green roofs [which can reduce a buildings energy consumption up to 75%].

WATER



Adequate public drinking water access is gained through the placement of Elkay water fountain + water bottle refill stations throughout the site. Additionally, the many green roofs are used for stormwater management and rainwater harvesting. The rainwater collected + greywater produced on site is then used for building performance activities such as irrigation and toilet flushing.

MOVEMENT



Through the WELL standard for movement, Tapestry has qualified for movement credits for being a mixed-use development, having enhanced pedestrian environments, including cyclist infrastructure, having public transportation, providing physical activity spaces, and providing a dog park.

MATERIAL

The pollution created from construction is to be mitigated by enhanced construction waste management. Additionally, waste policies will continue after construction with proper hazardous waste management. Low-VOC building materials and cleaning products will also be utilized on the site to minimize exposure to toxic chemicals.

COMMUNITY



The idea of community was a main focus of the project. Social and public spaces, such as market space, urban gardening, parks, theatre, art museums, restaurants and cafes, and retail, create a dense social community within the Tapestry. Inclusive design was utilized through housing equality, gender-neutral restrooms, family + mother support, and a work/live facility for those who need assistance getting back on their feet. Tapestry also works to enhance the existing community within Oakland. The use of Victorian-style architecture connects to Oakland's past. Local artists, artisans, and business owners are showcased throughout the site whether it is in the market, or through public art installations.

THERMAL COMFORT



The urban heat island effect is a phenomenon where urban areas are much hotter than their rural surroundings. To mitigate this, green roofs and increased vegetation are used to cool buildings and outdoor space. Solar panels also help reduce energy consumption from the site.

MIND



To promote positive mental health, Tapestry provides access to places of mental restoration. These include access to nature through the many green spaces, feelings of being a part of the community through social areas, access to physical activity opportunities, and substance abuse support that can be found within the public education + trade facility.

LIGHT



Proper lighting can increase community safety, visibility, and decrease harmful light pollution. To minimize light pollution, Tapestry will maintain illuminance levels for all roadways and community areas. A master lighting plan will be comprised for zones that may be hazardous in dimmed lighting. Additionally, by increasing daylight access within buildings, artificial light will be decreased, promoting a healthy circadian rhythm for all occupants.

NOURISHMENT

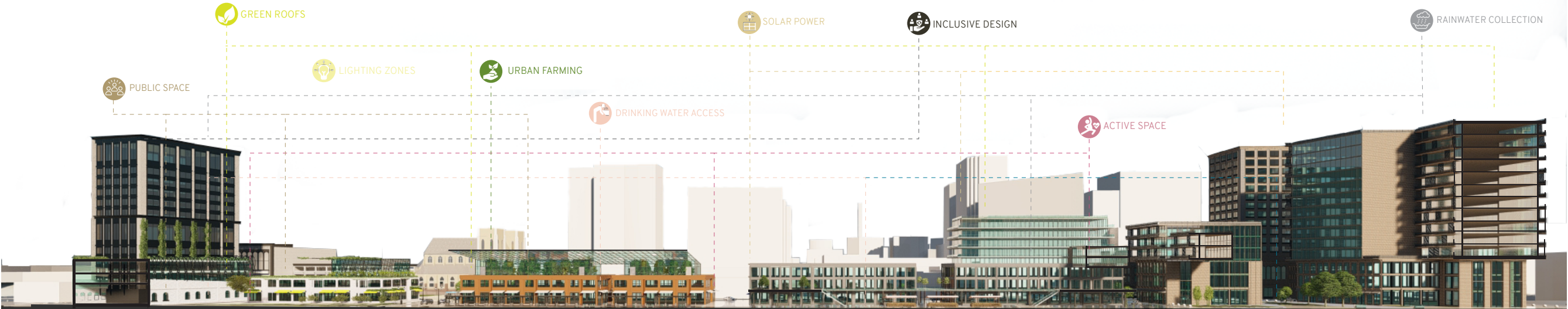


Tapestry provides sustainable and secure access to nutritious foods on a micro to macro scale. Urban farming for on-site fresh food access also educates and encourages occupants to eat whole foods. Local foods are also sold in the two markets on site. For a greater scale and selection of quality food, a Whole Foods Supermarket is located within the site.

SOUND



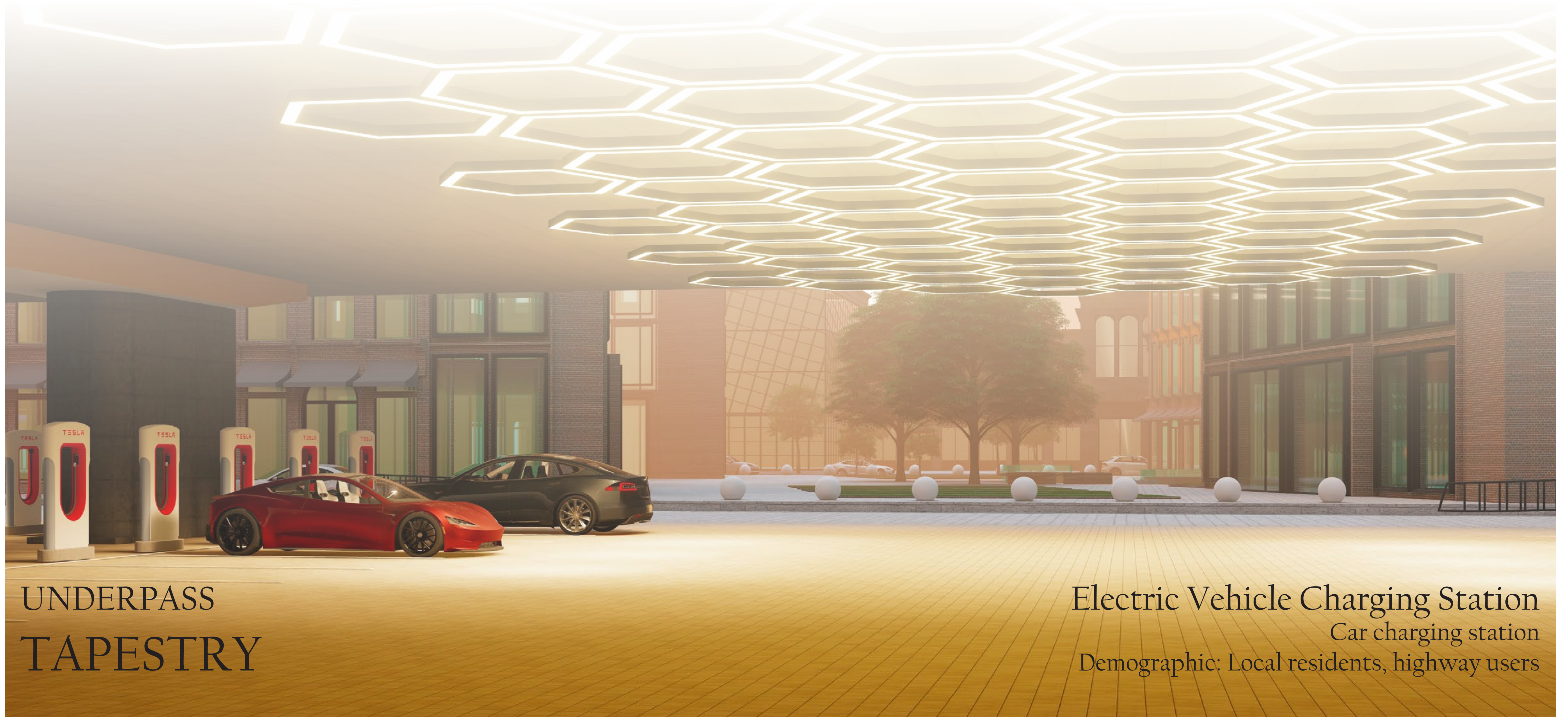
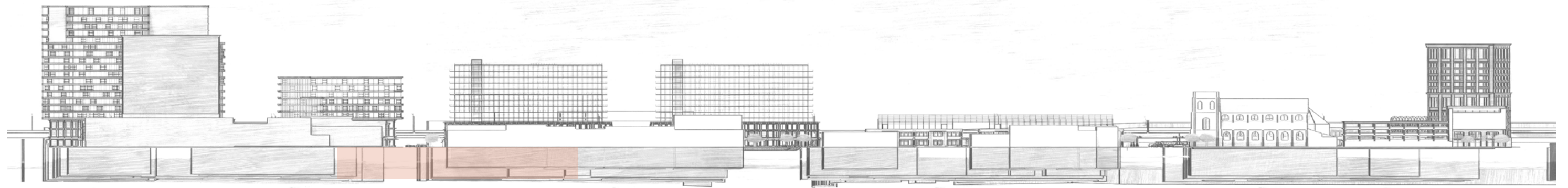
Being next to a highway, Tapestry is at risk for noise pollution. Noise barriers through dense vegetation are used to reduce this noise. Additionally, noise ordinance policies for the community will be put into place to ensure proper sound management.



The WELL Building Standard is a performance-based rating system that evaluates human health and wellness within the built environment. WELL uses ten concepts to assess these relationships, which when utilized can enhance the social, environmental, and economic factors of a space, building, or community. Tapestry believes that these ten concepts that can be seen throughout our site, create an inclusive, integrated and resilient community that promotes well-being, social engagement, and cultural identity.

WELL COMMUNITY STANDARD.





UNDERPASS  
TAPESTRY

Electric Vehicle Charging Station  
Car charging station  
Demographic: Local residents, highway users



# The Tapestry

## Weaving a new vision for Oakland integrating past, present and future.

Tapestry brings a new vision to Old Oakland building on the multi-layered history still present in its Victorian architecture. Once a terminus for the mixed history of an innovative rail system that also served as a place of new hope for freed slaves, Tapestry meets the future as a dynamic live/work district. With 40% affordable housing, Tapestry integrates building types and uses to establish a diverse and healthy community through Connectivity & Culture, Sustainability, and Community. Tapestry connects internally and outward to its neighbors, respects existing local, and contributes to a new culture, providing social and environmental sustainability to ensure a healthy community for generations.

Pillars of Design

### COMMUNITY & EDUCATION

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### SUSTAINABILITY

70% of Tapestry's buildings feature green roofs, which reduce energy-use in peak summer months by up to 78%. Rooftop greenhouses provide jobs to local students, ETC trainees, and fresh produce for the restaurants and market on site. Solar panels supply underpass illumination, phone charging stations, and serve as back-up systems.

### HERITAGE

Tapestry weaves artistic expressions of Oakland's historic, geographic, and cultural identity to become a desirable living and tourist destination.



#### LOCAL ACCESS

Tapestry will partner with AC Transit to host a new bus stop adjacent to the Community Theater and Art Center providing access to our hotel, shops and community amenities.



#### 10 YEAR PLAN

Initially as a rental community with the option to sell at the end of the ten year plan.



#### EDUCATION IS POWER

Processes that pertain the storage and movement of the completed product to the consumer.



#### WELLNESS

Tapestry will be WELL Certified, positioning it as a desirable live-work destinations in Oakland based on the quality of air, water, nourishment, light, fitness, comfort and mind



#### WEAVING A FUTURE

Drawing from its imageable Victorian history Tapestry provides signature architecture supporting iconic destinations.

Comprehensive Design

637

FAMILIES OFF THE STREETS

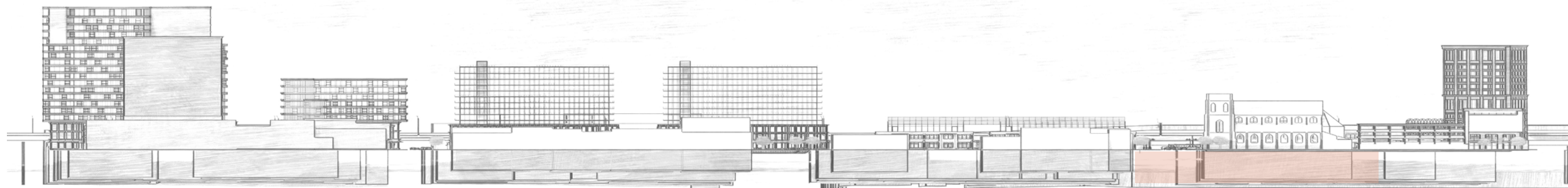
\$225,436,598

IN PROFITS BY 2030

\$91,300,000

INCREASE in SALES TAX REVENUE



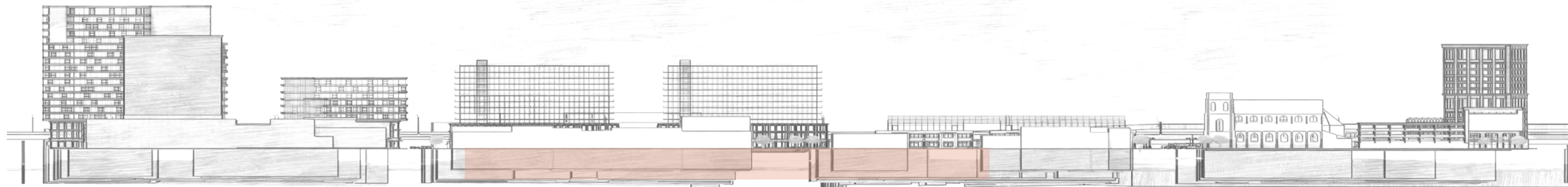


ART MUSEUM & RETAIL  
COMMUNITY EDUCATION CENTER  
TAPESTRY

Retail & Green Space  
Community center  
Demographic: Transient and visiting residents







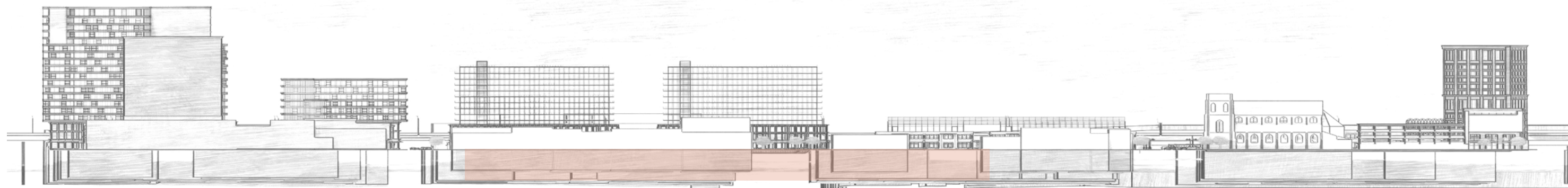
## Retail & Market

Retail plaza  
Demographic: Young professionals,  
cuisine & shopping enthusiasts

Maybe you are a local from Oakland, selling goods at the market below. Or maybe, you are a resident of one of the towers above. Or perhaps, you are just stopping by to experience the shops, restaurants, and community directly across from your hotel. Either way, The Market at The Tapestry is a place for everyone. The two stories of small boutiques, well-known retail brands, and fitness centers surround a market on the ground floor. The market offers fresh produce from neighboring greenhouses and local farms. Other artisans, bakers, and farmers from the area can buy and sell here, promoting commerce, social connections, and community.





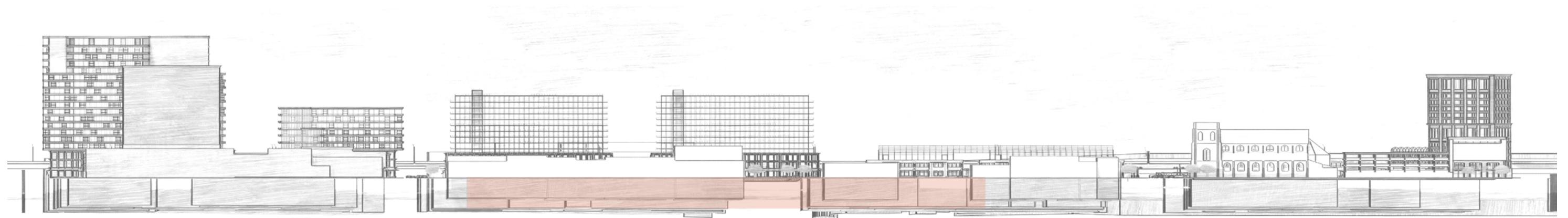


## Retail & Market

Retail plaza

Demographic: Young professionals,  
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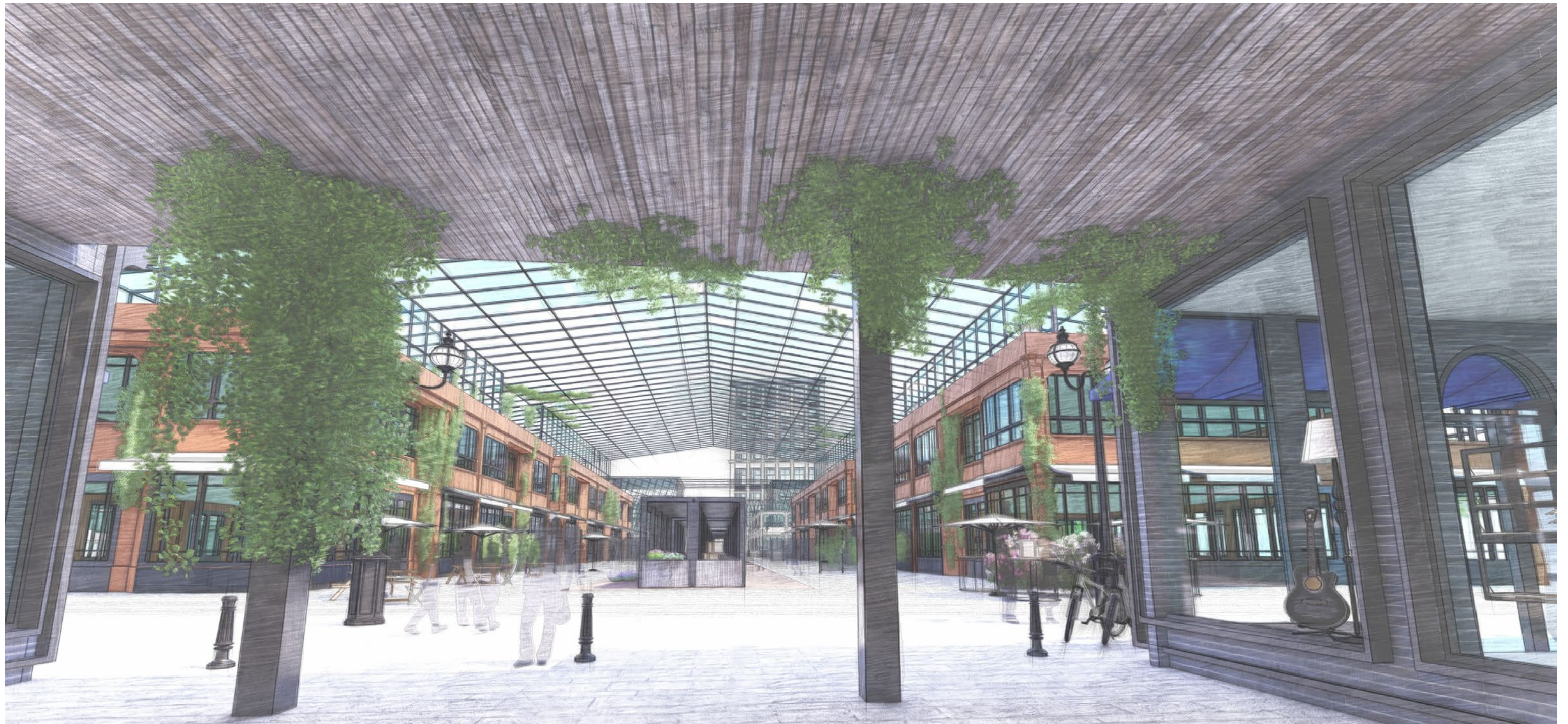


Community Theater  
 Parking and Transport  
 Demographic: Families and artists  
 Local musicians and tourists.



Urban Farm, Greenhouses  
Affordable Market Stalls and Retail  
TAPESTRY

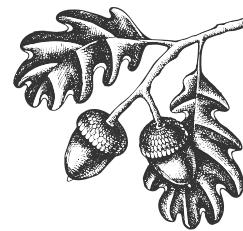
“Walking in the Greenhouse”  
Demographic: Residents, visitors , foodies, fashion-lovers, locals.





# THE TAPESTRY

COMMUNITY - EDUCATION - SUSTAINABILITY - HERITAGE



## THANK YOU.