

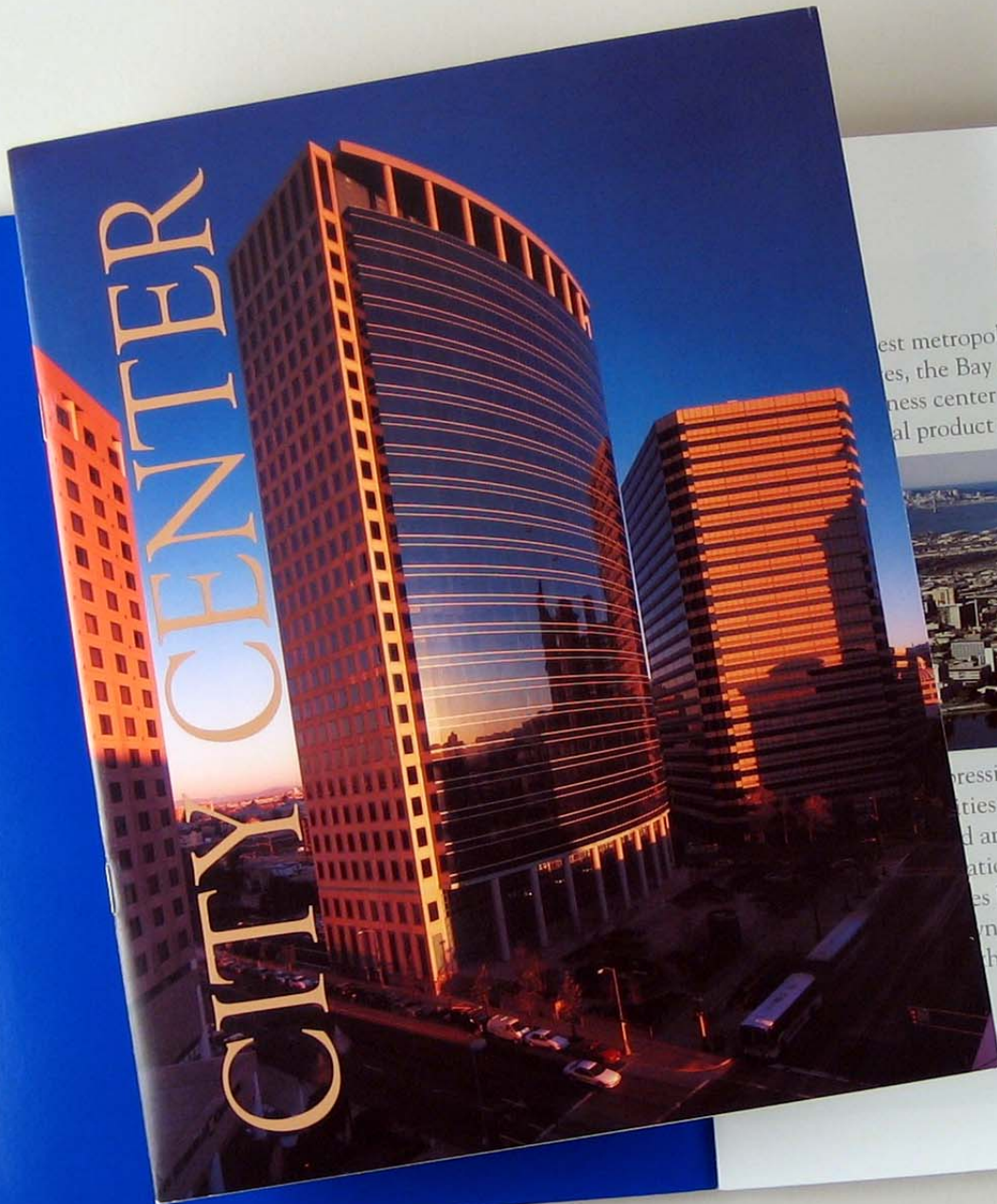
**MICHAEL
FRIEDLAND
DESIGN**

City Center Brochure
Bramalea Pacific, Ltd.

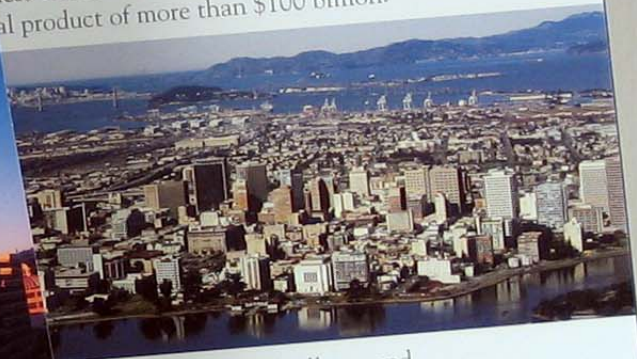
Oakland, CA

Case Study

CITY CENTER



As the fourth
largest metropolitan area in the United
States, the Bay Area is a vital regional
business center with an annual gross re-
gional product of more than \$100 billion.



A diverse collection of colleges and
universities contributes to one of the best-
educated and most prosperous work forces
in the nation, an important factor for the
businesses located here. City Center in
Oakland is at the geographic heart of
this thriving Bay Area economy.

CITY CENTER

CITY CENTER
Oakland, California

City Center's
1221 Broadway
(at right of photo)
world headquarters
of the Clorox
Company.



City Center
is created
for the user.
Executive
of users.

and to
new college
and post-
graduated
by the
and
of 1981. A
ready
planned
center in
the
with over 2 million
of occupied space,
Center can use
immediate
range of tenant
requirements,
from leases to build-
out projects.

Among the businesses
which have City Center as
their address are:

- Clorox Company
- American President
Companies
- World Headquarters
- IBM
- AT&T
- Kodak
- Westwood Chik
- Consultants - Bird
- First Interstate Bank
- Wells Fargo Bank



City Center's
"superblock" in the
foreground looking
toward Lake Merritt.

- Air Borne
- B&E Station
- B&E Entrance
- Freeway Access

City Center's 1111
Broadway world head-
quarters of the American
President Companies.



CITY CENTER

CITY CENTER
Oakland, California



A PLANNED URBAN CENTER

Enclosed in the heart of downtown Oakland, City Center will provide over four million square feet of first-class office space as well as hotel and convention facilities. A series of landscaped plazas, courtyards, and walkways connect the structures to each other and to the surrounding city.



- Bus Routes
- BART Station
- ▲ BART Entrances
- Freeway Access

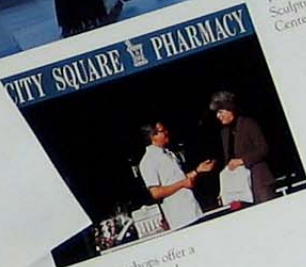
- IBM
- AT&T
- K&K
- Westwood Circle Consultants
- First Interstate Bank
- First National Bank
- Wells Fargo Bank

City Center's 1111 Broadway will head-
quarter the American
President Companies.

...from
white table cloth to
quick take-out.



The Oakland Museum
Sculpture Court at City
Center.



City Center shops offer a
multitude of personal
and business services.

CITY CENTER



— BART Route
— Freeway
✈ Airport

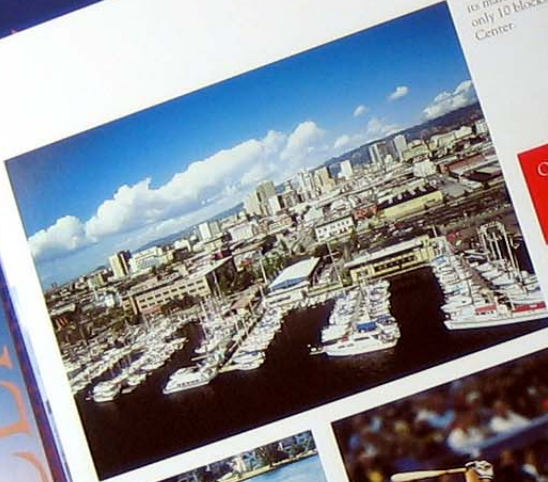


THE BAY AREA: MINUTES AWAY

City Center is centrally located within the Bay Area and within Oakland.

The City Center BART station is the central transfer point to all Bay Area locations. And it is only 12 minutes from San Francisco's Embarcadero station. All Transit provides access to all Alameda and Contra Costa County destinations from its Broadway/City Center hub. Major freeway entrances are within three blocks, and the junctions of freeways Routes 980, 880, 580, 14, and 80 are just minutes from City Center. There is an abundance of covered and surface parking. The Oakland International Airport is fifteen minutes away and accessible by automobile, BART, or helicopter.

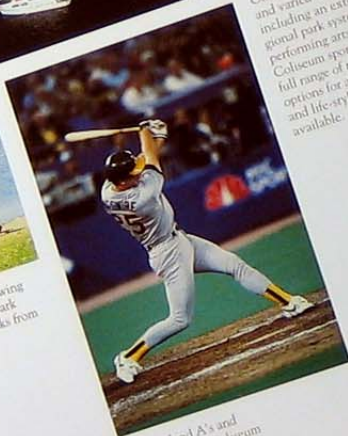
CITY CENTER



The Port of Oakland and its marina facilities are only 10 blocks from City Center.



Lake Merritt with its rowing club, sailing club and park facilities is only 5 blocks from City Center.



The Oakland A's and other Oakland Coliseum events are only 12 minutes by BART from City Center.

OAKLAND MAKES SENSE

Oakland is a pro-business city, committed to capitalizing on its natural geographic advantage as well as its other assets. Its existing public infrastructure of utilities, roads, mass transit, and municipal services is exceptional. The City of Oakland provides a substantial and varied range of amenities including an extensive regional park system, museums, performing arts, and the Coliseum sports complex. A full range of residential options for all income levels and life-styles is readily available.

City Center provides a full complement of tenant services. City Center's occupants receive professional, full-service development and property management services.

■ Property management services include full on-site management by a staff prepared to respond immediately to specialized tenant requirements.

■ Engineering and maintenance services offer complete repair and maintenance capabilities.

■ Energy management systems allow continuous electronic monitoring and regulation of energy needs to minimize building operating services.

■ Space planning services include personnel and equipment studies and preparation of office layout designs.

■ Construction management services include preparation of tenant improvement construction drawings, schedules, and bidding, followed by on-premises supervision.

■ Development management services provide build-to-suit options buildings for major users.

■ Marketing and leasing services provide a variety of space opportunities to solve temporary or permanent needs.

■ Multilevel security systems provide maximum comfort and safety through a Central Control Monitoring Center, closed circuit video monitors, card access systems, life safety systems, and 24-hour manned security patrols.