

MARTIN



Alice House

Oakland, California

79 Rental Units

3,200 SF of Retail Space

CHALLENGE

To take an already entitled, financially challenged high rise and re-entitle the project to make financial sense while still delivering a superior product.

VISION

To deliver the lowest cost per bed for new high-end construction in a high-density area of Downtown Oakland, with amenity and outdoor space in line or exceeding competitors.

RESULTS

Construction is currently in progress and is estimated to be completed in 3Q 2020. Alice House will deliver a high-end product with shared outdoor space, a modern fitness center, secure storage and high-tech/high-end unit finishes. The building will ultimately provide 50% more outdoor and 20% more indoor amenity space per unit compared to competitors.