

**PRESS RELEASE**

**SWENSON applies for demo permit for future site of mixed-use project in Oakland's historic waterfront district**  
*Plans include environmental cleanup and use of reclaimed materials to transform site into pet-friendly housing and retail*



*photo: project development team led by SWENSON senior vp Bill Ryan (center)*

**January 22, 2020, San Jose, CA** – SWENSON, a leading Northern California real estate development company, announced they have submitted plans for a demolition permit for their property at 412 Madison Street in Oakland. Previously a recycling center, plans for the project include environmental cleanup and use of reclaimed materials. Meeting Oakland Green requirements, SWENSON will transform the site into 94,993 square feet of apartment space—157 units—over ground floor retail. The site will offer a public art installation and amenities including a pet wash/walk, a sky terrace, business centers, a game room, bike storage, and a ride share pick up/drop off.

“A unique mix of industrial and commercial space, this area has the potential to be so much more,” said SWENSON Senior Vice President of Development Bill Ryan. “We are excited to recycle this vacant building into something more dynamic and reflective of the local urban environment and the community it serves.”

Situated along the scenic Oakland/Alameda estuary, Jack London Square has become a vibrant destination bringing together food, entertainment, and events. Within walking distance to Bay Area Rapid Transit (BART), this transit-friendly property will be ideally located near restaurants, breweries, and wineries in this historic waterfront district. The company’s first project in Oakland, SWENSON expects to break ground in March 2020.

“We were first attracted to invest here due to resurgence of the historic waterfront district, and the diverse and authentic experiences being offered,” said Ryan. “Jack London Square is really growing and becoming a vibrant neighborhood, it’s reminiscent of what we first saw when we invested in downtown San Jose over 30 years ago. This site being in an opportunity zone was just a bonus as it provided an extra incentive to become part of something bigger.”

**About SWENSON**

For over one hundred years, the Swenson family has been a dynamic partner in building Northern California. Four generations of expertise, along with a proven Design-Develop-Build platform, deliver unparalleled level of creative design, quality developments and efficient construction practices. Throughout the Golden State, the wide range of real estate services by SWENSON is backed by decades of resources, referrals and sound business practices that have made the storied company a respected leader. Learn more at [SWENSON.com](http://SWENSON.com).

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