



**EAST BAY ASIAN LOCAL  
DEVELOPMENT CORPORATION**  
BUILDING HEALTHY, VIBRANT AND SAFE NEIGHBORHOODS



**Media Advisory  
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## **State & Local Leaders to Break Ground on 100% Affordable Housing Project on Public Land by Lake Merritt**

***EBALDC, The Unity Council, and Jordan Real Estate Investments Host Groundbreaking  
Tuesday, April 23 for 91-Unit Project on City Land***

**Who:** On Tuesday, April 23, three historic Oakland-based BIPOC developers, East Bay Asian Local Development Corporation (EBALDC), The Unity Council (TUC), and Jordan Real Estate Investments (JREI) will celebrate the groundbreaking of a 100% affordable housing development on E. 12th Street and 2nd Avenue in Oakland's Lake Merritt/Eastlake neighborhood.

A representative of the Strategic Growth Council of California will be representing **Governor Gavin Newsom**, joining **Oakland City Council President Nikki Fortunato Bas**, **Alameda County Supervisor Lena Tam**, representatives from numerous partner organizations, and hundreds of civic and community leaders for this historic occasion.

**What:** Of the 91 units, 25% are designated as permanent supportive housing for unhoused individuals and families. The building will feature a mix of studio 1-, 2-, and 3-bedroom apartments for households with earnings between 20-60% of the Area Median Income.

Anchored by \$23M in state infrastructure awards, 16 different funding and transit partners came together to make this project possible, which will help address the region's housing affordability crisis.

**When:** Tuesday, April 23, 2024

**Time:** 11:00 AM

**Where:** E. 12th Street and 2nd Avenue in Oakland's Lake Merritt/Eastlake neighborhood.

**Why:** Among the first projects to break ground with funding from **Measure U**, an affordable housing infrastructure bond passed by City of Oakland voters in 2022.

The project will offer the following additional benefits:

- Investment in street, sidewalk, and pedestrian improvements along the 10th Street Corridor;
- Enhanced transit accessibility, including a new AC Transit bus and increased AC Transit service;

- Installation of a bikeshare station and improvements to the Lake Merritt BART station;
- Investment in the City of Oakland's Lakeside Drive/Lake Merritt Boulevard Complete Streets Paving Project.

"This represents the culmination of more than a decade of community advocacy for public land for public good," notes **Oakland City Council President Nikki Fortunato Bas**. "We then put Measure U on the ballot and Oakland voters passed it overwhelmingly to help close the funding gap. It's now a tremendous source of pride to start construction this year on two transformative, transit-oriented developments in my district at East 12th Street and Lake Merritt BART. These EBALDC-led projects address our community's deepest need - healthy, safe, and permanent affordable housing - in historic, established communities with transit connections, infrastructure, and the greatest need."

**Note to editors:**

**Press Kit**, click [here](#).

**About EBALDC:** EBALDC works with and for all the diverse populations of the East Bay to build healthy, vibrant and safe neighborhoods through community development. For more information, visit <https://ebaldc.org/>.

**About TUC:** TUC promotes social equity and improves quality of life by building vibrant communities where everyone can work, learn, and thrive. For more information, visit <https://unitycouncil.org/>.

**About JREI:** Established in 1998, JREI is a privately held investment firm focused on commercial and residential properties, headquartered in Oakland. For more information, visit <https://jordanrei.com/>.

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