

Port of Oakland vote promises "reimagined" retail program at OAK Airport



The Port has approved permits with three global concessionaires to create a "reimagined" airport retail program offering goods from numerous local businesses

The Port of Oakland Board of Commissioners have voted to adopt ordinances to enter into 10-year space use agreements with three retail concessionaires: HG OAK Retail Concessionaires JV, Paradies Lagardere @ OAK, LLC and MRG Oakland, LLC.

The three retailers will introduce a combined total of 16 new storefronts at Oakland International Airport, which will offer news and convenience stores, specialty retail, duty-free and automated vending concessions.

"The retail program will be transformational for the entire airport. Each proposer had the opportunity to design unique units that are reflective of the East Bay community and will engage with, support, and promote local merchants. We are confident that this program will support a deep connection to local businesses while still meeting a wide range of passenger retail needs," says Nyika Allen, Assistant Director of Aviation at the Port of Oakland.

"The unanimous decision by the Port of Oakland Board of Commissioners is an important step toward the evolution of the passenger retail experience at OAK! The proposed retail experiences celebrate as well as build economic equity for our creative and entrepreneurial Oakland and East Bay businesses. This, along with our recent restaurant additions, offers travelers many opportunities to experience the vibrancy of the Town," adds Port of Oakland Board President Barbara Leslie.

The retail program will focus on designs, concepts and locally curated merchandise to bring Oakland and the East Bay into the airport. All three retailers are committed to devoting a portion of their news and convenience units, in addition to the two largest anchor locations, for local merchandise.

Each retailer has also entered joint venture partnerships with designated Airport Concessions Disadvantaged Business Enterprise (ACDBE) organizations including Oaklandish, Silver Dragon Café, JR Lester & Associates, Maj Collection and Arandia Designs.

“The development of this program has been one of true collaboration between the Board of Port Commissioners, multiple Port teams, the respective retail proposers and the Oakland and East Bay community at large. We ask the traveling public for patience as new concepts begin construction later this year, and we look ahead with great anticipation to offering all OAK customers the opportunity to experience this soon-to-be highly elevated retail program,” says Bryant L. Francis, Director of Aviation at the Port of Oakland.

Plus, work from local artists will be featured in several of the new storefronts. According to the press release share last week, “art will represent the cultural diversity and allure of Oakland and the East Bay.” Passengers can expect more large-scale murals from local artists in the retail spaces, like those installed at the airport’s new restaurants and bars under the new Food & Beverage Program.

Additional information about new retail at OAK will be coming soon, with several new concepts expected to debut later this year with completion of the program’s transformation by the end of 2024.