

DOWNTOWN BERKELEY



downtownberkeley.com

Have you been to
Downtown Berkeley lately?



EXECUTIVE SUMMARY

affluent, dense, sophisticated, booming & business-friendly

Berkeley is one of those places that everyone thinks they know and understand even if they have never been there before. Their perceptions are based on information from almost fifty years ago.

Few communities, however, are exactly same as they were a half-century earlier. Berkeley's past is still very much here, encoded in our DNA, but Berkeley has also evolved and matured, and today we present a different reality.

Take a few minutes to revisit this place that you thought you knew. We are writing a new history now.



The Berkeley Market

Strong demographics



- 201,152 residents within a three-mile radius
- 102,935 aged 35 years or older
- 89,173 with B.A. degrees or more
- 36,493 households earning \$75,000 or more
- \$4.04 billion in total spending power
- 17th-most-dense city in the United States, at 10,470 persons per square mile (higher than Washington, D.C., Seattle, Oakland and San Jose)
- 46,000 students and 13,000 university faculty/staff
- 1.65 million annual visitors, approaching two million by 2018
- Cultural epicenter of the East Bay, a sub-region of 2.5 million people



Gateway to UC Berkeley

Downtown Berkeley is the gateway to University of California, Berkeley, one of the world's preeminent research universities.

Sitting immediately to the west of campus, Downtown is the location of the nearest BART station, over half a million square feet of UC-affiliated office and lab space, and soon, the University's Berkeley Art Museum and Pacific Film Archive. It is also home to thousands of UC students, faculty and staff.

A New Pro-Business Climate

- New Property-Based Business Improvement District (PBID) acting aggressively to make Downtown clean and safe
- Pro-business political climate and pro-development/pro-density plan
- New expedited permitting process for targeted retailers

A bustling downtown

- Over 1 million annual theater and cinema patrons, growing to 1.4 million by 2016
- New facility for Berkeley Art Museum projected to draw 200,000+ annual patrons
- One of the hottest dining destinations in the food-obsessed Bay Area with over 150 restaurants
- Doubling of Downtown's residential population since 2000, growing by another 80% in next five years
- Current housing boom drawing mostly professionals and empty nesters
- 2nd busiest station in the entire BART system outside San Francisco
- Some of the highest pedestrian volumes in the Bay Area outside San Francisco
- A perfect "Walk Score" of 100



EYE-POPPING DEMOGRAPHICS

\$4.04 billion total spending power

Far more than just a seasonal “college town,” Downtown Berkeley can tap a number of other desirable submarkets, including very high densities of well-educated, well-off households.



High Population Densities

Rank	City	Population Density ('10)
1	New York, NY	27,016 per sq m
3	San Francisco, CA	17,180 per sq m
11	Chicago, IL	11,842 per sq m
17	Berkeley, CA	10,470 per sq m
20	Washington, DC	10,298 per sq m
31	Seattle, WA	7,251 per sq m
37	Oakland, CA	7,004 per sq m
61	San Jose, CA	5,359 per sq m

Source: U.S. Census, 2010.

Berkeley is one of the densest cities in the U.S., surpassing Seattle, Oakland and San Jose.

Surrounding Affluence

Downtown Berkeley boasts stronger demographics within a three-mile radius than comparable markets, with more affluent households, a higher number of college-educated residents and much greater spending power.

Berkeley's median home value is \$833,000, the second highest in the East Bay and close to San Francisco's \$856,000.

Spending Power

Within a Three-Mile Radius (2013)	Downtown Berkeley	Downtown Walnut Creek	Downtown Palo Alto
Population (2013)	201,152	96,352	146,138
Population Density (per sq. mile)	7,115	3,408	5,169
Population Growth ('00-'13)	+12.1%	+5.6%	+6.1%
# Residents Aged 35 or Above	102,935	61,321	73,466
# Residents With B.A. or More	89,173	42,698	59,151
# of Households Earning \$75K+	36,493	23,147	30,047
Total Spending Power	\$4.04 billion	\$2.07 billion	\$2.97 billion

Source: Nielsen-Claritas, MJB Consulting



Large Student Population

Roughly 46,000 students and 13,000 faculty/staff from multiple institutions study and work either in or near Downtown Berkeley.

UC Berkeley, sitting along Downtown's eastern flank, boasts higher enrollment than the universities in some of the most vibrant 'college towns' in the U.S.

University	City/Town	Total Enrollment	Grad Students
University of Arizona	Tucson, AZ	39,086	8,494
UC-Berkeley	Berkeley, CA	36,142	10,125
Harvard / MIT	Cambridge, MA	30,038	18,409
UC-Davis	Davis, CA	31,862	6,416
University of Colorado	Boulder, CO	29,894	5,127
UC-Santa Cruz	Santa Cruz, CA	17,903	1,426
Stanford University	Palo Alto, CA	15,870	8,871
Yale University	New Haven, CT	11,593	6,318

Large International Population

More than 20% of Berkeley's population was born outside the United States, totalling about 27,000 international residents.

Asian and Asian Americans account for 16,000 of the city's 46,000 college and university students, including 40% of UC Berkeley's total enrollment.

Employment Center

More than 15,000 people work in Downtown Berkeley, including 12,000 office workers and UC Berkeley faculty and staff, with thousands more nearby on campus.

In addition, 1,600 Downtown residents work at home, adding to the lively daytime atmosphere.

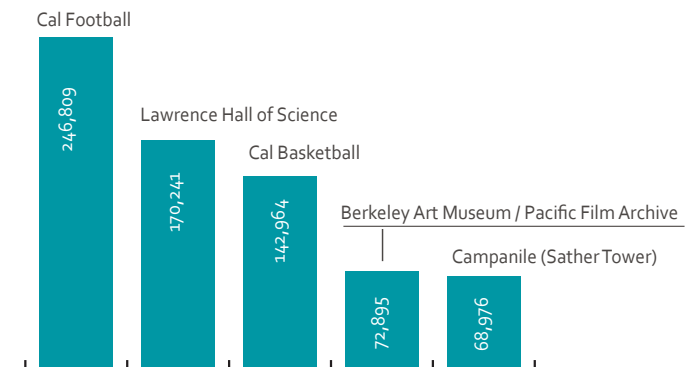
Visitor Destination

1.65 million people visit the City of Berkeley each year, and new attractions are expected to increase that number to nearly two million by 2018.

UC Berkeley alone drew more than one million visitors in 2012, translating to \$30 million in total spending within Berkeley.

A high percentage of these visitors arrive in Berkeley via the Downtown Berkeley BART station.

Annual Visitors to Top UC Attractions (FY 2010-11)



Source: Office of the Chancellor, Government and Community Relations

The Student Consumer

Students can and do spend money – either their own or their parents'. They spend it on food, clothing, electronics and other goods that correspond to their lifestyles and sensibilities. Moreover, UC Berkeley's graduate students (with higher incomes) have historically gravitated to the Downtown.



TRAFFIC-GENERATING ARTS DESTINATION

2.07 million projected annual patrons

Anchored by a renowned theatre, a fabled live-music venue, as well as an art-house multiplex, the Downtown Arts District brings over 1.7 million residents and visitors to Downtown Berkeley per year, to dine at its restaurants, drink in its wine bars and browse its shops.

And with both a new art museum and another live-music venue under development, this number is expected to grow to over two million by 2016.



Margo Hall in *Trouble in Mind*, Aurora Theatre Company, Member, Actors Equity Association



Landmark California Theatre



The Berkeley Rep
American Idiot, world premiere

Theatre

Berkeley Repertory Theatre

250,000 annual patrons

Berkeley Rep is a nationally known and critically acclaimed professional theatre that has premiered Broadway hits like *American Idiot*.

Drawing from across the entire Bay Area, the Berkeley Rep anchors a cluster of performance venues that also includes the beloved **Aurora Theatre**, as well as **The Marsh**.

Cinema

Downtown Berkeley is home to the second-largest concentration of movie theatres in the East Bay, with **20 screens** that draw **683,000 patrons** per year.

Downtown also boasts the East Bay's only **arthouse** multiplex, the ten-screen Landmark Shattuck Cinemas, which will soon undergo a major renovation and modernization.

Live Music

Freight & Salvage Coffeehouse:

90,000 annual patrons

"The Freight", an iconic performance venue for folk and world music founded in 1968, relocated to a newly-built 440-seat venue in the Downtown in 2009.

The UC Theater (coming soon):

120,000 projected annual patrons

The 1920's-era UC Theater will return to life in 2014 as a 1,400-person live music venue. It is envisioned as an East Bay version of the famed *Fillmore* in San Francisco.

Arts District Venue	Annual Patrons
Berkeley Repertory Theatre	250,000
Freight & Salvage	90,000
Aurora Theatre	30,000
Movie Theaters	683,000
Central Library	685,000
Jazzschool	7,000
Other Venues	8,000
Berkeley Art Museum / Pacific Film Archive (coming soon)	200,000*
UC Theater (coming soon)	120,000 *
TOTAL	2.07 Million

*Projected



Artist's Rendering of the new BAM/PFA

Visual Arts

Berkeley Art Museum/ Pacific Film Archive

200,000+ projected annual patrons

The Berkeley Art Museum and Pacific Film Archive (BAM/PFA) is one of the largest university art museums and leading centers for film research in the U.S. In early 2016, BAM/PFA will relocate to a new \$95 million, 82,000 square foot joint facility in Downtown Berkeley.



Literature

Berkeley Central Library

685,000 annual patrons

In addition to three commercial bookstores, Downtown Berkeley is home to the city's flagship Berkeley Central Library, which doubled in size as part of a 2002 modernization.



IT STARTS HERE

A Truly Unique Psychographic

breaking new ground

Berkeleyans are true “early adopters”, having long introduced trends like artisanal coffee, locavore farm-to-table cuisine and environmental sustainability, that have since entered the mainstream of modern urban culture.

This pioneering streak has endured in the form of a distinctive lifestyle and sensibility, shaped by cultural sophistication, progressive values, and educational attainment.



Foodie Berkeley

Food has been central to the Berkeley experience since the arrival of Chez Panisse in 1971. And it remains so today, with Downtown Berkeley emerging as a regional destination for **contemporary** and **upmarket** dining.



Comal

"If I were crazy enough to open a restaurant, Comal is exactly the type of place I'd have liked to open."

- Michael Bauer, Food Critic, San Francisco Chronicle, 2012



Gather

Best New Restaurant and Chef of the Year, 2010 (United States), according to Esquire.

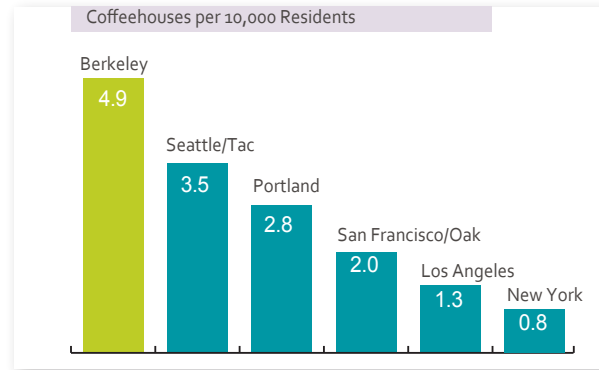
"This restaurant has the feel of a Michael Pollan book come to life."

- Andy Isaacson, Food Critic, New York Times

Coffee Culture

The birthplace of Peet's (which later spawned Starbucks), Berkeley launched the artisanal coffee movement in this country. And with the highest number of coffeehouses per capita in the United States, it remains at the forefront of this lifestyle trend.

With 14 of the city's 56 coffeehouses, Downtown Berkeley offers the largest concentration of any Berkeley business district.



16% of Berkeley's population is **self-employed**, compared to 9% for the Bay Area and 5% nationwide.



Hi-Tech Berkeley

What do Linux, Intel, Apple, Google and Genentech have in common? All of them either started in Berkeley or were founded/run by Berkeleians.

This spirit of invention is alive and well today, with 20 new companies founded each year in connection with ideas and innovations that originated at UC Berkeley or the Lawrence Berkeley National Laboratory.

Today, there are at least 200 **start-up businesses** operating in Berkeley, more than half of them in Downtown.

UC Berkeley and the City of Berkeley have partnered on the Berkeley Startup Cluster, an effort to encourage successful entrepreneurs to start and grow their businesses in Berkeley.



Berkeley Style

Berkeley's retail mix today suggests sophisticated consumers attuned to current trends and fashions yet intent on crafting their own unique look.

The Berkeley fashion shopper mixes designer labels from Jeremy's with vintage wares from Crossroads Trading, eclectic pieces from Erica Tanov and activewear from Lululemon.

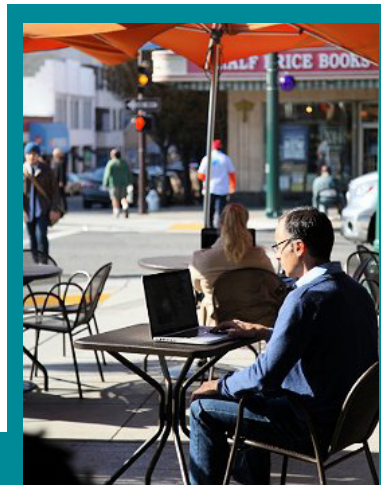
Both Crossroads Trading and Erica Tanov are headquartered in Berkeley, and the women's activewear brand Title Nine was founded here some thirty years ago.



A BOOMING DOWNTOWN **Population** nearly doubling since 2000

Already a vibrant urban core with high levels of foot traffic, Downtown Berkeley is experiencing a boom in public *and* private real estate development, driven by positive market dynamics and growth-friendly public policies.

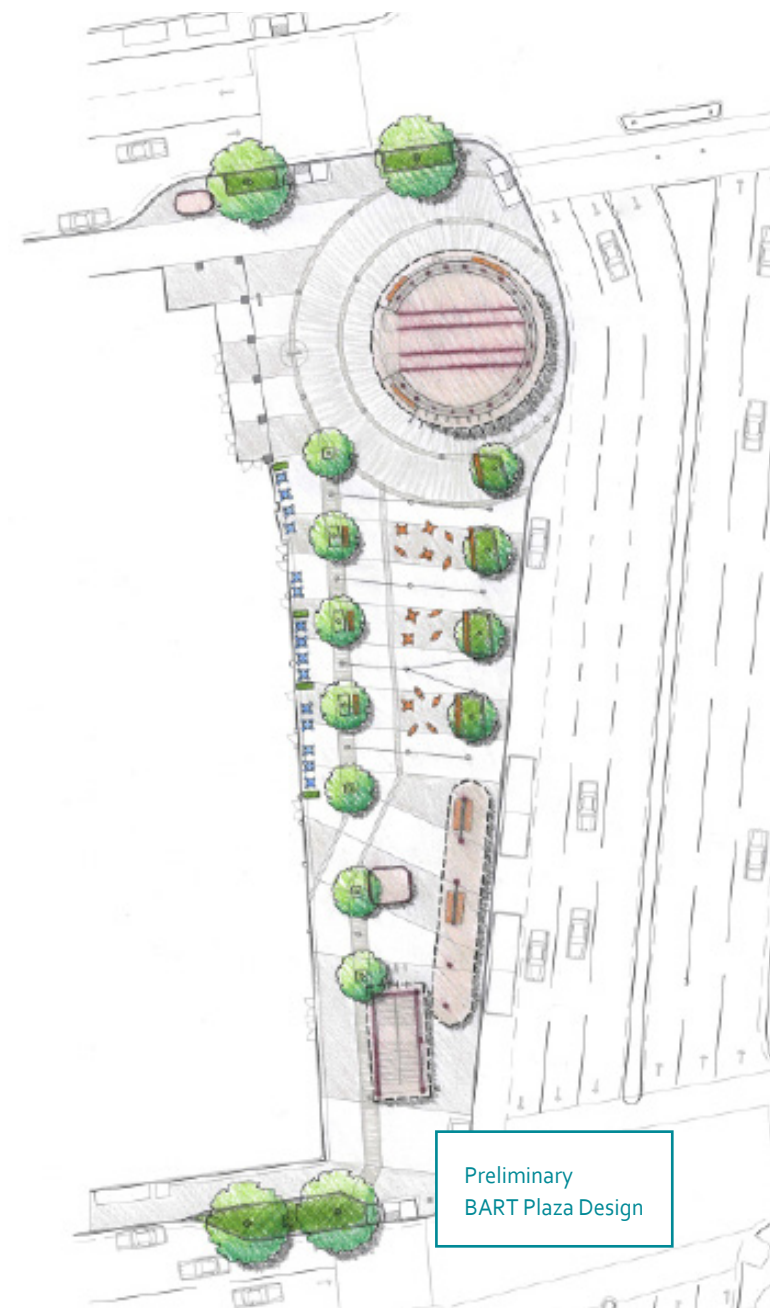
By 2017, Downtown Berkeley will be a transformed urban environment.



New Public Realm

The City of Berkeley has received a \$10.5 million grant to redesign, renovate and reprogram BART Plaza, the public space at the station's main entrance. This gateway heavily influences the visitor's initial impressions of the Downtown and the city.

Also, the City of Berkeley has earmarked \$3.7 million for the reconfiguration of the one-way couplet on Shattuck Avenue/Way between University Avenue and Center Street, improving safety, walkability and parking.



Preliminary
BART Plaza Design

Residential Projects



Berkeley Plaza



StoneFire

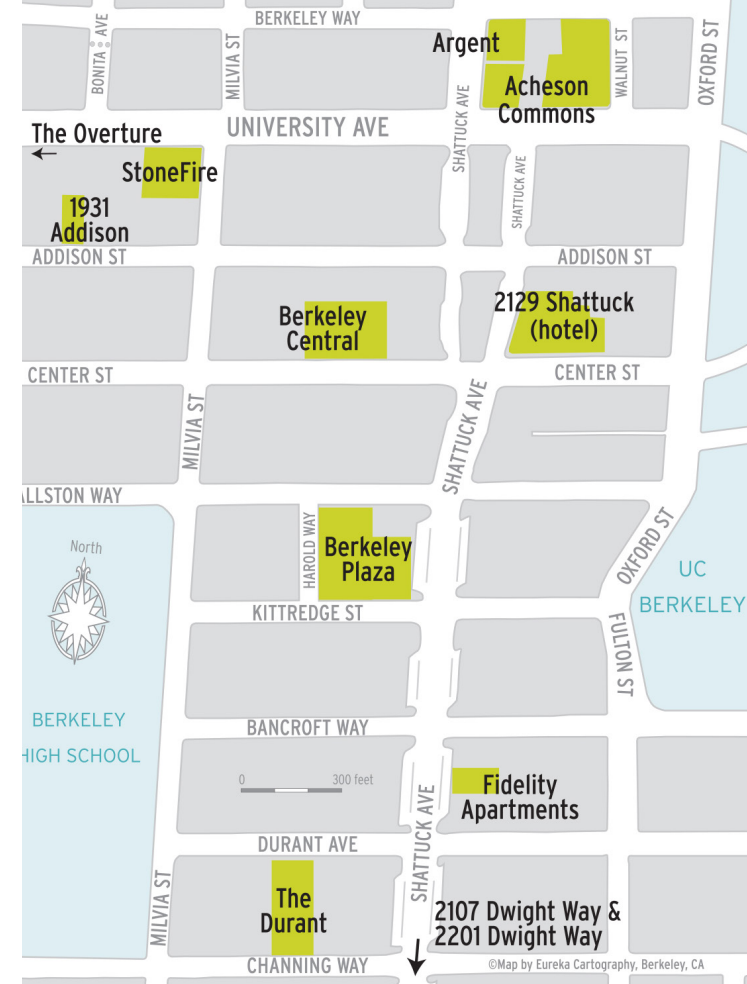


Acheson Commons

Explosive Residential Growth

Downtown Berkeley has nearly doubled in population since 2000 and now counts some 3,000 residents in its thirty block footprint. The number of residents will nearly double again to 5,500 with over 1,400 new housing units slated for completion by 2018.

Project	Units	Retail Sq. ft.
Acheson Commons	205	35,000
2107 Dwight Way	99	5,607
2201 Dwight Way	84	0
The Durant	96	0
1931 Addison	69	7,100
Berkeley Plaza	355	12,000
Fidelity Apts	16	2,580
StoneFire	119	8,700
Argent	78	5,000
2129 Shattuck (hotel)	293	12,500
The Overture	41	2,315
TOTAL	1,455	90,802



New Market-Rate Residences

With Berkeley boasting the highest apartment rents in the East Bay, new residential projects in the Downtown are consciously targeting and successfully attracting a more affluent tenant mix.

One example is **Berkeley Central**, a new 143-unit upscale apartment complex, which has reached full occupancy in a matter of months, mostly with young professionals and empty nesters.



Berkeley Central

AN ACCESSIBLE DOWNTOWN **Transit Hub** and perfect Walk Score

With pedestrian-filled sidewalks, heavily-used transit, high-density residential complexes and a palpable energy on the streets, Downtown Berkeley is one of only a few truly urban Downtowns in the Bay Area.

Superior Transit

With nearly 24,000 riders per weekday, the Downtown Berkeley BART station is the **2nd busiest** (of 36) in the entire BART system outside San Francisco.

Downtown Berkeley also has the **busiest** stop on the East Bay's busiest bus line (51B/51A), which accounts for 19,000 of the system's 181,000 daily passengers.

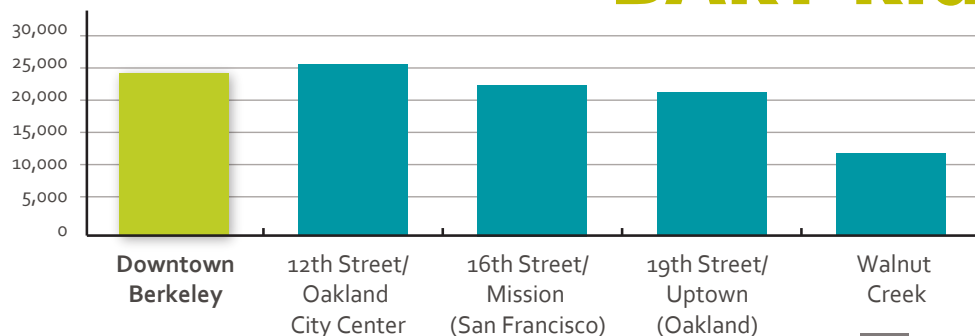


Regional Hub

Berkeley is located centrally within the Bay Area, which is the nation's **fifth-largest** metro area and home to 8.4 million people. Downtown Berkeley is just a direct 22-minute train ride and a 24-minute drive from San Francisco's Financial District.

Plus, Downtown Berkeley is the **cultural epicenter** of the Bay Area's East Bay sub-region. The East Bay boasts a population of 2.5 million people and is larger than the metro areas of Cincinnati, Indianapolis and Kansas City.

BART Ridership



Based on a doubling of average weekday exits.

Source: Bay Area Rapid Transit (BART)

Supreme Walkability

31% of Berkeley residents regularly travel to Downtown by foot, another 29% by mass transit and 20% by bicycle. 31% of trade area households do not own a car.

Walk Score rates Downtown Berkeley a "Walker's Paradise"

City	Walk Score
Berkeley (Downtown)	100
New York, NY	85
San Francisco, CA	85
Boston, MA	79
Vancouver	78

Walk Score is a walkability index based on proximity to services and amenities and is currently referenced by more than 10,000 different real estate websites and databases.



Automobile Access & Parking

Downtown Berkeley is fed directly by several of the city's highest-capacity arterial roads, facilitating automobile access from neighborhoods across Berkeley and beyond.

Downtown Berkeley also has 5,331 parking spaces, 2,777 of them in off-street lots and garages.

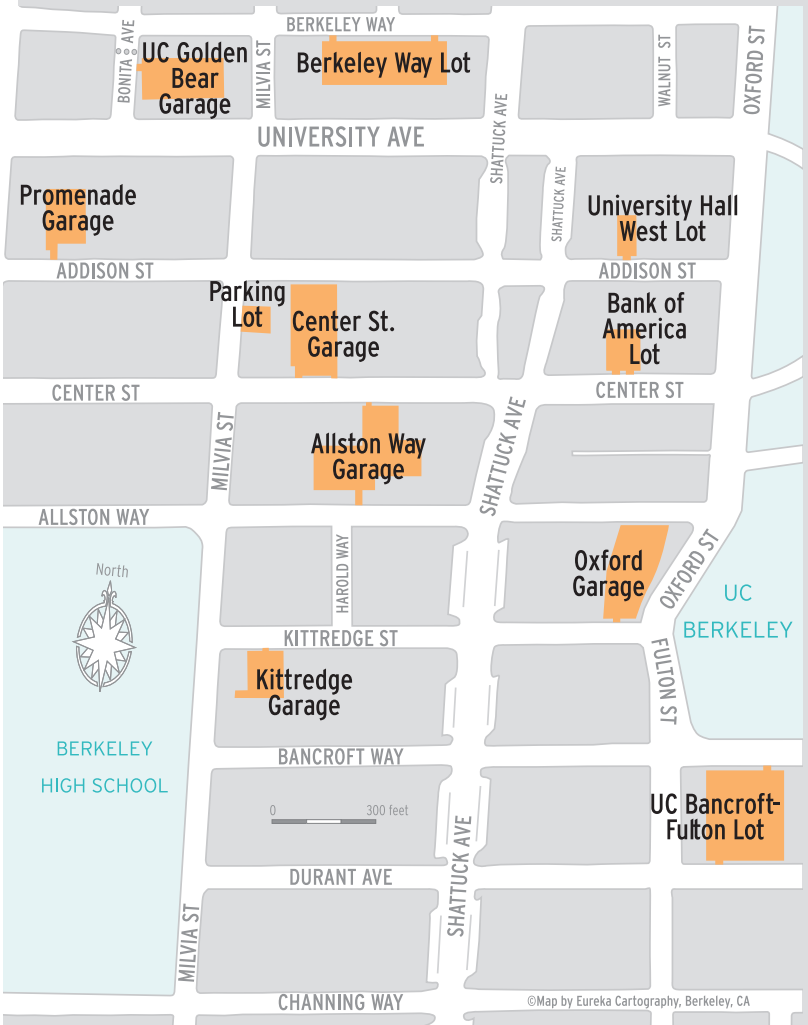
Garage/Lot	Spaces
Allston Way Garage	610
Bank of America Lot	37
Berkeley Way Lot	113
Center Street Garage	421
Kittredge Garage (Library Gardens)	247
Milvia Street Surface Lot	23
Oxford Garage	99
Promenade Garage	150
UC Garages and Lots*	1077
On-street Parking	2,554
TOTAL	5,331*

* Combined total for all UC-owned parking facilities in Downtown Berkeley, with primarily evening and weekend public access

Year-Round Foot Traffic

Downtown Berkeley enjoys some of the **highest** pedestrian volumes in the Bay Area outside San Francisco and stays busy seven days a week, eighteen hours a day.

Sidewalks remain active through the summer with residents, tourists, and more than 20,000 students still in town.



COMMITTED TO CHANGE AND GROWTH Planning, Permitting, and PBID

a pro-business Berkeley

With demographics changing and attitudes evolving, the public sector is working cooperatively with private interests to stimulate growth in Downtown Berkeley. Developers both large and small are responding with plans for new projects.



A New Downtown Plan

In 2010, Berkeley voters overwhelmingly approved a new Downtown Area Plan (DAP) with 62% voting for passage, including a majority in every city precinct. The Plan emphasizes density, access and economic vitality, allowing for buildings as high as **eighteen stories**. It also calls for a fast-track approval process in exchange for sustainable development.



DBA's team of Ambassadors

A New PBID

In 2011, by a vote of 71%, Downtown property owners approved a new Property-Based Business Improvement District (PBID), to be operated by the Downtown Berkeley Association (DBA). With **\$1.2 million** in annual funding, the PBID is focused on core **quality-of-life** services—cleanliness, hospitality, homeless outreach and landscaping — that are essential to a welcoming business environment.

The DBA also supports merchants through marketing efforts, as well as organizing popular events and festivals. And in partnership with landlords and brokers, it is now taking a more active role in the recruitment of new retailers.

A new business-friendly attitude in Berkeley



New Permitting Process

In 2011, the Berkeley City Council approved **expedited processing** for most retail sales uses in the Downtown.

In most cases, business owners can now obtain an over-the-counter zoning certificate / use permit in a matter of days — if not hours — for a cost of \$180.

In 2014, Council is expected to make permitting easier also for restaurants, department stores and art galleries.



A New Retail Recruiter Function

In March 2013, the DBA retained Michael J. Berne of MJB Consulting, an award-winning Berkeley- and New York City-based retail consultancy active across the U.S. and Canada, to create a new tenanting strategy.

Building on this strategy, Michael is now identifying, pre-qualifying and pursuing retailers for Downtown Berkeley. He is introducing interested parties to those landlords and brokers with spaces that meet their real estate criteria.

In playing this role of “middleman,” Michael does not receive a commission or finder’s fee of any kind. He is paid a flat sum for his work by DBA and the City of Berkeley, with no incentives or bonuses for signed leases or referred leads.

DOWNTOWN BERKELEY

We are here to help you locate your business in Downtown Berkeley. We can connect you with landlords of available spaces, put you in touch with various brokers, assist you with permitting and approvals, generate publicity for your grand opening and supplement your marketing efforts thereafter.

John Caner

CEO, Downtown Berkeley Association
jcaner@downtownberkeley.com
510.549.2230 x12

Michael Berne

President, MJB Consulting
mikeberne@consultmjb.com
917-816-8367

Michael Caplan

Manager, City of Berkeley Economic Development
mcaplan@cityofberkeley.info
510.981.2490

Downtown Berkeley Association

2230 Shattuck Ave. Suite C
Berkeley, CA 94704

www.DowntownBerkeley.com



"Since 2011, we have enjoyed being part of the reinvigorated Downtown Berkeley. We're excited to be one of the shops that is making it a destination for retail."

- Ingrid Chen, Co-owner, Viv&Ingrid at Oxford Hall



"The entire Berkeley Downtown community, from the DBA and the City to the Chamber, has been incredibly supportive and welcoming to our new business."

- Laura Hennemuth, Manager, Eureka! Burger



"Opening Comal in Downtown Berkeley has been a great experience. There's a renaissance happening here and it's exciting to be a part of it!"

- John Paluska, Owner, Comal

DowntownBerkeley.com



"We love being next to the UC Berkeley campus, with lots of students, faculty and staff, as well as residents who are into a healthy environmental lifestyle."

- Kristie Hamilton, Store Manager, Mike's Bikes



"Not only is Crossroads headquartered in Berkeley, but the Downtown Berkeley location is one of our largest and busiest stores. We cater to students and professionals with a unique sense of style."

- Julia Washburn, Store Manager, Crossroads Trading Co.



"Downtown has improved dramatically in recent years and just keeps getting better. The Ambassadors and seasonal street decorations are wonderful!"

- Erik Bigglestone, Owner, Games of Berkeley

it starts here.

**DOWNTOWN
BERKELEY**