



DOWNTOWN BERKELEY

OPEN FOR BUSINESS



**Walk to
What's Next**

DOWNTOWN
BERKELEY

downtownberkeley.com

4.5B
SPENDING
POWER

97K
MEDIAN
INCOME

82K
STUDENTS
AND STAFF

2K
NEW HOUSING
UNITS

208K
AREA
RESIDENTS

15K
DOWNTOWN
EMPLOYEES

12K
DOWNTOWN
RESIDENTS



**43 DOWNTOWN
BLOCKS**



**WORLD RENOWNED
ARTS DISTRICT**



**170
STARTUPS**



**#1 PUBLIC
UNIVERSITY**



**CAFÉ
CULTURE**



**COMMUNITY COLLEGE
& HIGH SCHOOL**



**97
WALK SCORE**

WECOME TO DOWNTOWN BERKELEY



It is my pleasure to welcome you to Downtown Berkeley—the heart of our city.

We are fortunate to have a downtown with a world-class arts and entertainment district, and a vibrant dining and bar scene. Located next door to UC Berkeley, the downtown also boasts access to Berkeley City College, Berkeley High School, and several other educational institutions. And our Downtown is home to several hundred small

businesses and startups driving a diverse and innovative economy.

Our impressive new BART Plaza offers a space for people to gather and meet for live performances. Downtown is rich with transportation and access options, with a stunning new parking garage, BART and many AC Transit lines; and in 2022, we will open the new Milvia Bikeway—making Downtown accessible to everyone.

Downtown Berkeley is an inviting location for conferences, with the new Residence Inn Berkeley and Hotel Shattuck Plaza providing over 500 rooms and meeting spaces for conferences and other visitors.

We are making it easier than ever to invest and do business in Berkeley. The city has adopted new zoning regulations that streamline the permitting process for new businesses, and our Planning Department continues process improvements to make it more straightforward and faster to renovate or build new construction. My office, along with the Office of Economic Development and the Downtown Berkeley Association are available to assist and provide guidance through the city process.

As we transition out of this pandemic, we look forward to seeing you again Downtown!

Mayor Jesse Arreguin



EYEPOPPING DEMOGRAPHICS

Within 3-Mile Radius (2019)	Downtown Berkeley	Downtown Walnut Creek	Downtown Palo Alto
Population Density	207,823	102,838	148,914
Pop (Sq. Mile)	7,354	3,639	5,269
Projected 10 Year Pop Growth	+7.1%	+8.6%	+5.3%
Residents Aged 35+	105,989	66,124	75,052
Residents With B.A.+	101,141	51,303	63,605
Households Earning \$100K+	43,376	24,901	31,724
Total Spending Power (Billion)	\$4.52	\$2.80	\$3.96

Source: ESRI, MJB Consulting

FOCUS ON EDUCATION

	Students	Grad Students	Faculty + Staff	TOTAL
UC Berkeley	39,710	11,548	15,420	66,678
Berkeley City College	7,619	--	352	7,971
Berkeley High School	3,417	--	180	3,597
Other Institutions	61	3,300	128	3,489
TOTAL	50,807	11,848	16,080	81,735



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WORLD-CLASS ARTS DESTINATION

The Arts are central to the Downtown Berkeley experience. From multiple dance and theatre companies, comedy nights, music venues of every size, movie theatres, the world-renown Berkeley Rep to the highly regarded Berkeley Art Museum and the Pacific Film Archive, thought provoking expressions of the human experience are on full display seven days a week and tickets are always on sale!



- AURORA THEATRE COMPANY
- CORNERSTONE BERKELEY
- the backroom
an intimate place for music
- california JAZZ conservatory
- BAMPFA
- FREIGHT & SALVAGE
- BAY AREA CHILDREN'S THEATRE
- Berkeley Rep
- THE PACIFIC FILM ARCHIVE
- the marsh ARTS CENTER

BERKELEY MEANS BUSINESS

INCUBATORS & STARTUPS

The Berkeley Startup Cluster—co-founded in 2012 by the City of Berkeley, UC Berkeley, Downtown Berkeley Association, Berkeley Chamber, and Berkeley Lab—to help make Berkeley more attractive to startups, particularly those spun off from the University. Since then, incubators and startups have grown to 170 in or near the Downtown and over 350 citywide.

- Berkeley Startup Cluster
- BERKELEY BIOLABS
- cyclotronroad
- qb3
- CITRIS FOUNDRY
- free ventures
- Berkeley SKY DECK

CO-WORKING & OFFICE SPACE

- wework
- Regus™
- Locate In Berkeley
COMMERCIAL LISTING SERVICE
- CoWorking with Wisdom
- THE OFFICE

FOOD & DRINK

Downtown Berkeley is a food and drink paradise, with over one hundred fine dining and quick serve restaurants, cafes, brewpubs, and cocktail lounges—featuring international cuisines, farm fresh ingredients, organic and vegan menus, and artisanal beverages.



RAMEN BBQ COCKTAILS PASTA
COFFEE PIZZA BURGERS FALAFEL
BULGOGI PIZZA BURGERS FALAFEL

- 43 DOWNTOWN BLOCKS
- WORLD RENOWNED ARTS DISTRICT
- 170 STARTUPS
- #1 PUBLIC UNIVERSITY
- CAFÉ CULTURE
- COMMUNITY COLLEGE & HIGH SCHOOL
- 97 WALK SCORE

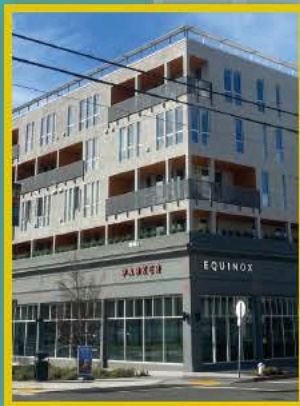
A BOOMING DOWNTOWN 2,000+ NEW HOUSING UNITS & OFFICE SPACE



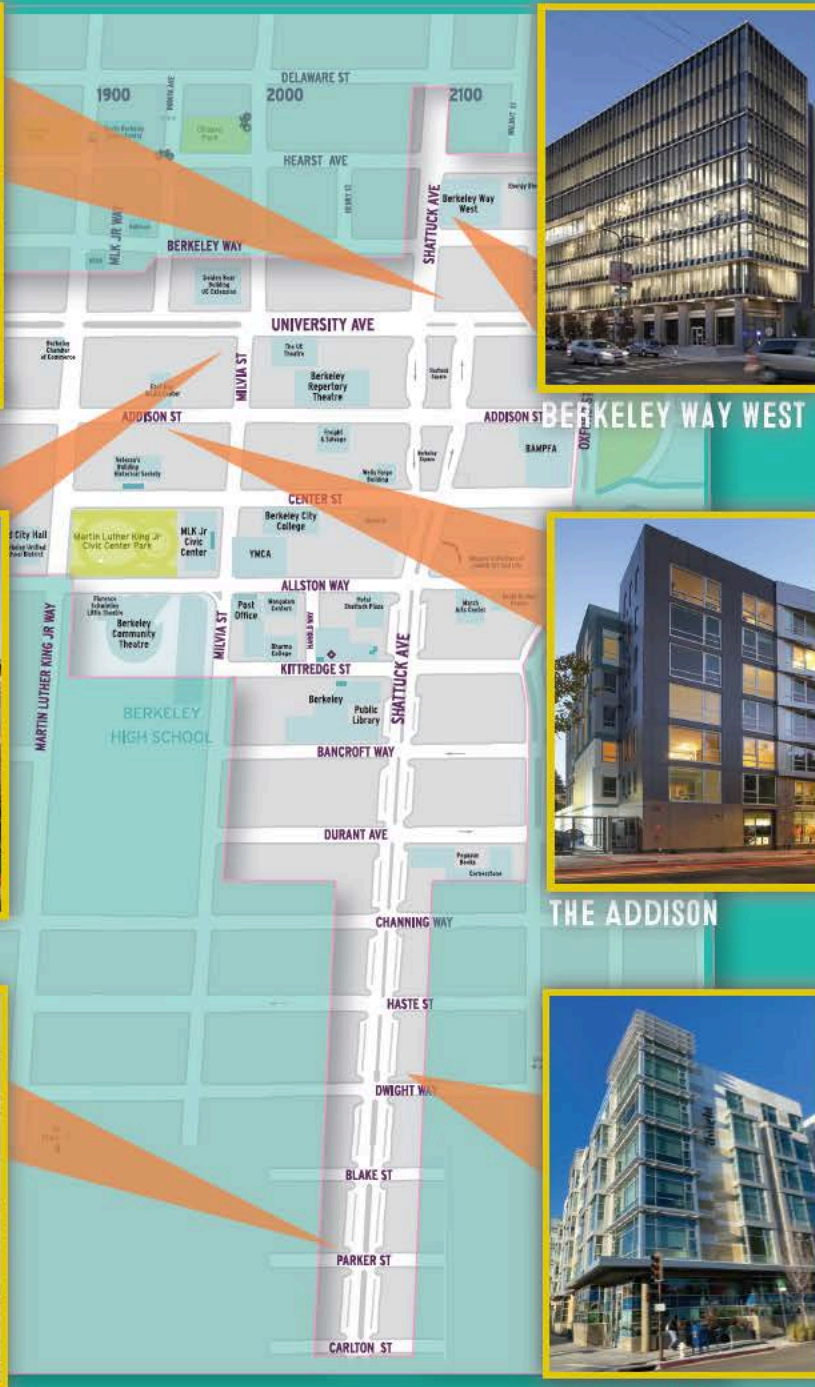
MODERA BERKELEY



STONEFIRE



THE PARKER



THE ADDISON



THE DWIGHT

downtownberkeley.com

AN ACCESSIBLE DOWNTOWN

PARKING SPACES

6,175



BIKE SCORE*

96



TRANSIT SCORE*

70

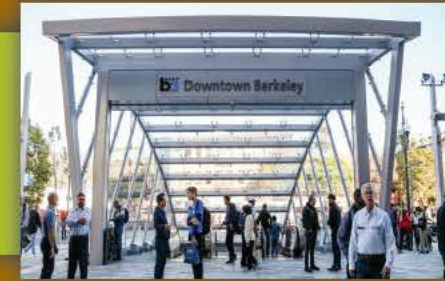


WALK SCORE*

97



* WALKSCORE.COM



MINUTES BY BART

11,000 weekly riders
Downtown Berkeley
station



PLENTY OF PARKING

6,175 parking spaces
in the Downtown



WALK FRIENDLY

2.4 million - Shattuck Ave
1.7 million - University Ave
annual pedestrians



BIKE FRIENDLY

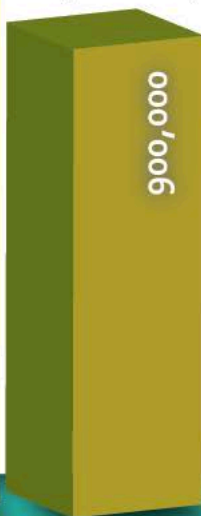
51 miles of bikeways,
+49 miles planned
in Berkeley

ANNUAL VISITORS

Downtown Arts & Entertainment Patrons



City of Berkeley Visitors



UC Berkeley Visitors



Downtown BART Passengers



RESIDENCE INN BERKELEY
329 ROOMS

HOTEL SHATTUCK PLAZA
180 ROOMS

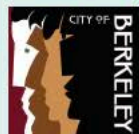
...AND 3 OTHER VENUES
WITH 90 ROOMS



CONTACT US

it starts here.

DOWNTOWN
BERKELEY



John Caner, CEO
Downtown Berkeley Association
jcaner@downtownberkeley.com | 510.543.2230

City of Berkeley | Office of Economic Development
oedmailbox@cityofberkeley.info | 510.981.7530

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