







city of

BERKELEY

Demographic & Economic Profile

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Office of Economic Development

about Berkeley

Incorporated: 1878

Encompasses: 10.5 square miles

Average Annual Temperature: 58° F (48°F low, 68°F high)

Berkeley is a "City of Firsts," where a culture of innovation and an engaged citizenry inspire new industries, trendsetting cuisine and a nationally recognized arts scene. Berkeley is also a city of neighborhoods alive with a terrific quality of life including walkable streets, bike routes, access to transit, excellent schools, and thriving commercial districts.

Demographic Snapshot

Population	114,037
Median Age	32
Housing Units	49,922
Owner-Occupied Units	19,128 (42%)
Median Home Sales Price (2014)	$785,000
Average HH Income	$97,635
Bachelor's Degree or Higher (age 25+)	69.7%

Sources: US Census Bureau, 2009-2013 ACS Estimates, 2015 City of Berkeley Housing Element

46,000 students

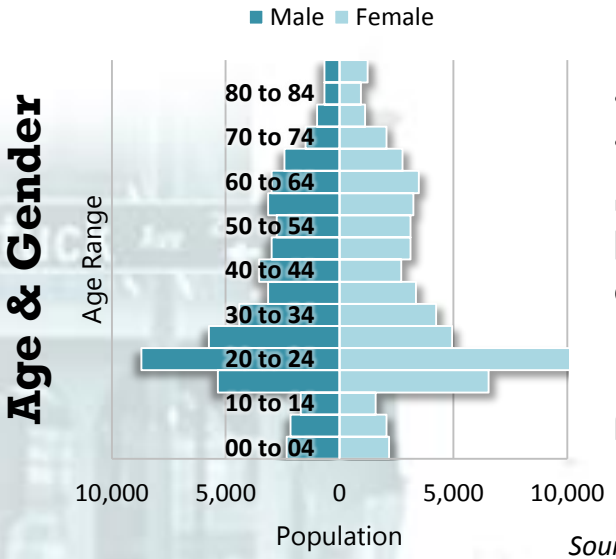
67,104 jobs within the city

1.65 million visitors per year

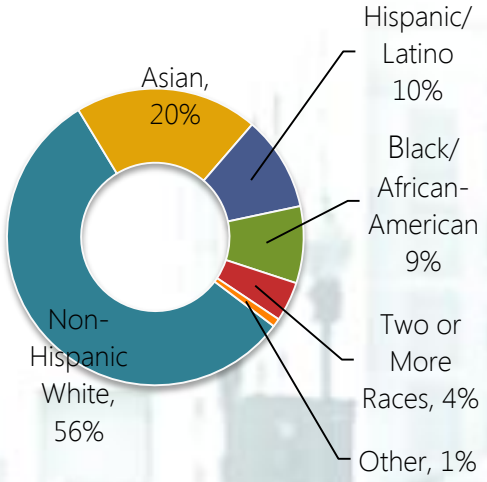
$4.04 billion total spending power

Sources: Downtown Berkeley Association; California Employment Development Department

Age & Gender



Race & Ethnicity



Source: US Census Bureau, 2009-2013 ACS Estimates

Amenities

- A vibrant Downtown Arts District that draws over 2 million visitors annually
- Distinctive shopping districts
- 16 Berkeley Unified School District K-12 schools
- A perfect "Walk Score" of 100 in Downtown
- 50+ parks, 105 walking trails
- 5 libraries

an Accessible Regional Hub



BERKELEY is centrally located within the Bay Area, which is the nation's fifth-largest metro region 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.

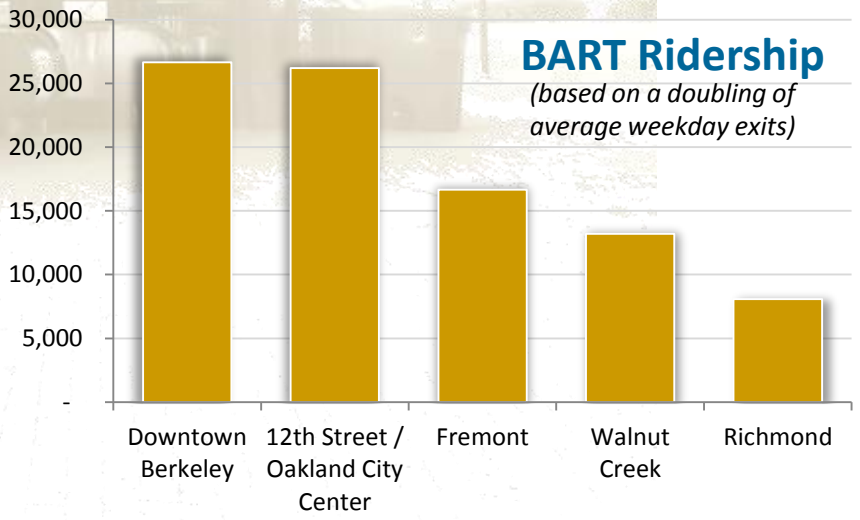
Ideal location for business: With two interstate highways and a transcontinental rail line passing through the city limits, two major airports and three principal shipping ports close by, few places are as accessibly located for business as Berkeley.

Year-round foot traffic: Downtown Berkeley enjoys some of the highest pedestrian volumes in the Bay Area outside of San Francisco. As a major visitor destination, over 1.65 million people visit the City of Berkeley each year, and new attractions such as the Diller Scofidio + Renfro- designed Berkeley Art Museum and Pacific Film Archive are expected to increase that number to nearly two million by 2018.

Transit Access

Rail: Bay Area Rapid Transit and Amtrak
Bus: AC Transit , 10+ lines
Auto: 5,000+ parking spaces in downtown, with 2,777 in off-street lots and garages
Airports: Oakland International (12 mi), San Francisco International (20 mi), San Jose International (45 mi)
Deep Water Ports: Oakland (6 mi), Richmond (8 mi), San Francisco (12 mi)

*Nearly **26,000** riders pass through the Downtown Berkeley BART station per weekday, making it **the busiest station** in the entire BART system outside of San Francisco.*



Source: Bay Area Rapid Transit

a Booming Downtown







Downtown Berkeley has nearly doubled in population since 2000, and its population is expected to double again to 5,500 by 2018. More than $400 million in construction investment and new business-friendly public policies are driving a boom in real estate development. This growth is supported by ongoing investments in public infrastructure that improve safety, walkability, automobile access and parking.

Downtown Growth & Amenities at a Glance:

- **Approximately 1,800 new housing units currently slated for development in or near the Downtown.**
- **One of the hottest dining destinations in the Bay Area with over 150 restaurants**
- **Over 1 million annual theater and cinema patrons, growing to 1.4 million by 2017**
- **Some of the highest pedestrian volumes in the Bay Area outside of San Francisco**



Right: A $10.5 million project to redesign, renovate & reprogram the Downtown BART Plaza will break ground in late 2015.

Residential Development Pipeline*

Project	Units	Retail	Sq. Ft.	Parking
Acheson Commons	205	35,000	196,500	50
2107 Dwight Way	99	5,600	100,000	73
2201 Dwight Way	84	0	101,000	49
The Durant	79	0	95,000	34
1931 Addison	69	7,100	64,000	15
Berkeley Plaza	302	12,000	325,000	320
Fidelity Apts.	15	2,800	25,900	0
StoneFire	98	8,700	139,300	76
Argent	78	9,941	133,962	91
The Overture	44	4,586	36,544	19
2129 Shattuck (hotel)	293	12,500	284,000	TBD
2136 Center (hotel)	68	TBD	59,966	33
1950 Addison St.	93	2,853	85,666	69
2124 Bancroft Way	50	0	51,036	13
2035 Blake St.	72	2,220	68,350	62
Parker Place	155	22,900	169,000	170
Total	1,804	126,200	1,935,224	1,074

**Includes projects at all phases of development, including those pursuing entitlement and in construction*

Berkeley's Employment Base



Major Employers

University Of California Berkeley
Lawrence Berkeley Laboratory
Sutter East Bay Hospitals
Berkeley Unified School District
City Of Berkeley
Bayer Healthcare, LLC.
Kaiser Permanente Medical Group, Inc.
Berkeley Bowl Produce
Siemens Corporation
Pacific Steel Casting Co.
Berkeley YMCA
Peralta Community College District
Lifelong Medical Care
Sunpower Corporation, Systems
OC Jones & Sons
Meyer Sound Laboratories, Inc.
Whole Foods Market California Inc

Top 10 Private Sector Industries	# employees	# establishments
Health Care and Social Assistance	8,633	1,559
Accommodation and Food Services	6,733	414
Professional, Scientific and Technical Services	5,593	652
Retail Trade	4,292	274
Other Services (except Public Administration)	3,039	603
Educational Services	2,021	128
Manufacturing	1,842	47
Retail Trade	1,592	138
Construction	1,542	177
Wholesale Trade	1,319	123

Source: California Employment Development Department, 2014 Q2 Quarterly Census of Employment and Workforce

Berkeley companies are out to change the world – whether its clean energy, advances in pharmaceuticals and biotech or new apps. It's an exciting place for startup innovation.



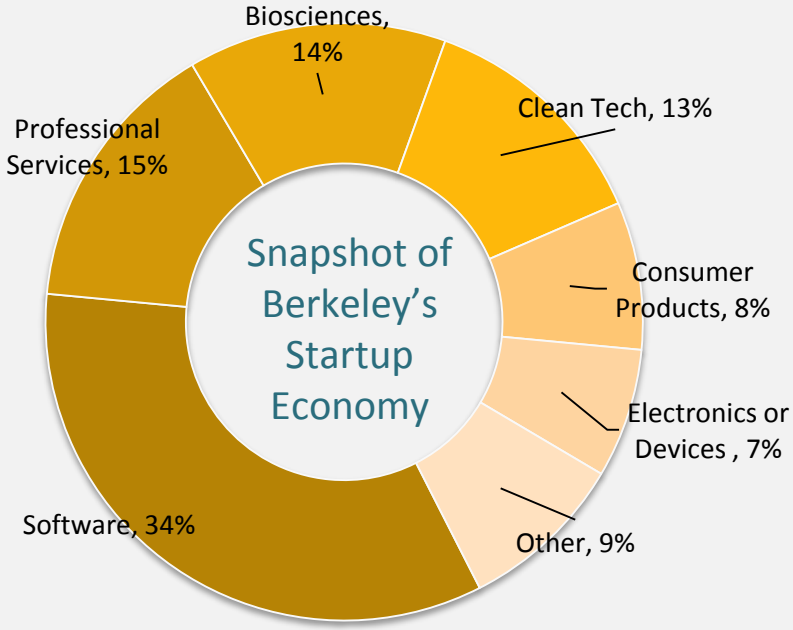
Above: Jay Keasling, CEO of the Joint BioEnergy Institute (JBEI), which is part of the Berkeley Emeryville Bioscience cluster (Bio). JBEI's mission is to advance the development of next generation biofuels. Above Left: SkyDeck entrepreneurs are changing Berkeley's economic landscape.

Key Anchor Institutions & a Highly Skilled Workforce

Today, Berkeley benefits from a $1 billion pipeline of research and development on campus and at the Lawrence Berkeley National Laboratory. The University and the Lab generate intellectual property and support the commercialization of inventions created by their faculty and students. These two institutions are a source of brilliant scientists, engineers and innovators in business. In addition, roughly **70 percent** of working-age Berkeley residents have a bachelor's degree or higher. As of 2015, the Berkeley Emeryville (Bio) bioscience tech cluster boasts 100 companies in nearly 1.45 million square feet of commercial space, making for one of the highest concentrations of bioscience firms in the state.

a Thriving Innovation Ecosystem

When it comes to successful startups, Berkeley has a distinct edge: **capital**, **talent** and **brilliant** thinking. These factors make Berkeley a key element of the larger Bay Area system of innovation generation. The City is home to over 250 startup companies, along with more than 100 organizations in the innovation ecosystem, from UC Berkeley institutes and private research labs, to student entrepreneurship groups, incubators and venture investors. In 2014 along, Berkeley startups pulled in more than $200 million in Silicon Valley venture investment.



berkeley startup cluster

The Berkeley Startup Cluster brings together resources from UC Berkeley, the City of Berkeley, and private sector partners to strengthen the City's innovation ecosystem and make Berkeley the best possible place for entrepreneurs to grow their high-tech startups.

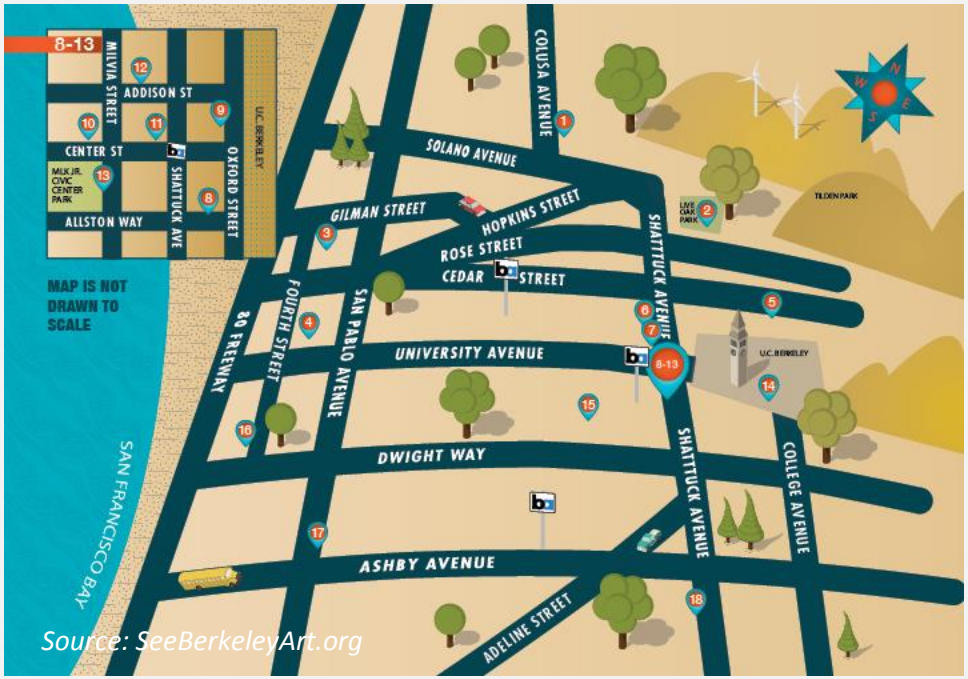
SkyDeck | Berkeley

Created as a joint venture among UC Berkeley's College of Engineering, Haas School of Business and the Vice Chancellor for Research Office, SkyDeck|Berkeley is a launch pad for student and recent graduate entrepreneurial ventures, combining the consulting know-how of traditional accelerators with the vast resources of a major research university.

BERKELEY EMERYVILLE Bio

The Berkeley-Emeryville Bio cluster includes approximately 100 biotech firms, which occupy more than 1.45 million square feet of commercial biolab space in Berkeley and Emeryville. The cluster affords companies access to a larger pool of skilled labor, improving supply chains and increasing opportunities for the knowledge sharing that leads to innovation.

Berkeley's Downtown
Arts District



1. Traywick Contemporary
2. Berkeley Art Center
3. Shibumi Gallery
4. Trax Gallery
5. Ames Gallery
6. ACCI Gallery
7. Firehouse Gallery North
8. David Brower Center
9. Berkeley Art Museum and Pacific Film Archive (opening 2016)
10. 1947 Center Street Lobby Gallery
11. Berkeley Central Arts Passage
12. Addison Street Windows Gallery
13. Civic Center Juried Art Exhibition
14. Worth Ryder Art Gallery
15. Headquarters
16. Paulson Bott Press
17. Kala Art Institute
18. La Pena Cultural Center
19. Art House Gallery and Cultural Center
20. Bancroft Library Garden





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. With a new art museum and another live-music venue under development, this number is expected to grow to over two million by 2017.

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

** Projected*

Shopping Districts in Berkeley

Berkeley's twists and turns of terrain give its neighborhoods room to establish independent personas, moods and mantras. Each of Berkeley's commercial districts has hyper-local authenticity. Our neighborhoods range from sophisticated and urbane to cozy and intimate.

Downtown

Downtown is the cultural epicenter of Berkeley and the East Bay. The central commercial district serves as both a global destination and a neighborhood-serving hub for local residents. With over 150 restaurants and a vibrant arts district, Downtown draws 1.65 million visitors annually.





Fourth Street

Shoppers on Fourth Street have a wide selection of retail choices, from a new Apple store to clothing, cosmetics, children's toys, travel accessories and home décor. Visitors enjoy browsing the workshops that are growing up in the light-industrial buildings, some of which have incidental retail where they make their wares available for sale to the public.

North Shattuck/Gourmet Ghetto

With the opening of Peet's Coffee and Tea in 1966, the Cheese Board a year later and Alice Waters' Chez Panisse in 1971, the North Shattuck area earned a reputation as Berkeley's "Gourmet Ghetto." The neighborhood, which became world renowned as the cradle of California cuisine, retains a special place in the hearts of food lovers worldwide. The neighborhood, so famed for its eateries and bars, is also home to popular retailers like Earthly Goods, Aura Jewelers, The Walk Shop, and Zaver & Mor.





Elmwood

Stretching south along College Avenue, just a few blocks from the University, The Elmwood features a historic movie house, bookstores, fine gourmet food, outdoor cafes and shops that feature unique clothing, jewelry, gift items and quality personal services from local merchants. Retailers include Mrs. Dalloway's Books, Tail of the Yak and Sweet Dreams candy shop. Diners have a variety of choices, from the recently renovated Elmwood Café to Shen Hua and the iconic La Mediterrane.

Shopping Districts in Berkeley

San Pablo Avenue

Berkeley's portion of San Pablo Avenue stretches from South of Ashby to North of Gilman. Shoppers here will find everything off-beat and original: vintage clothing, antiques, furniture, and building supplies shops, from Omegha Salvage to Bibelot's, Metro Lighting and the East Bay Nursery this is the place to go for a design-conscious homesteading DIYer.

Telegraph Avenue

With its edgy vitality, the Telegraph Avenue area is the Southern Gateway to the UC Berkeley campus. It is a unique Berkeley retail district that features a diversity of shops, restaurants and cultural venues. UC Berkeley, the City of Berkeley and the Telegraph Business Improvement District are working together to bring a new energy to the Telegraph area, with a careful eye on supporting small businesses and spurring commercial revitalization.





Lorin District

Named for the last stop along the Berkeley branch of the Central Pacific (later, Southern Pacific) railway, the Lorin in South Berkeley is one of the City's most diverse, artistic and transit-accessible commercial districts. Characterized by historic commercial buildings and charming residential neighborhoods, the Lorin District hosts the South Berkeley Farmers market, a thriving art and antiques cluster and is home to Shotgun Players and Berkeley Black Repertory Theater.

Solano Avenue

Famed for its Solano Stroll, the East Bay's largest annual street festival, Solano Avenue runs from The Alameda down through Albany to San Pablo Avenue. The Solano shopping district puts a premium on home-grown small retailers, many family-run, and others showcasing the best in "on trend" goods. Offerings range from retailers with loyal followers, like Pegasus Bookstore and Persimmon (on the Alameda), to fitness and financial services and quality used children's clothing stores.

