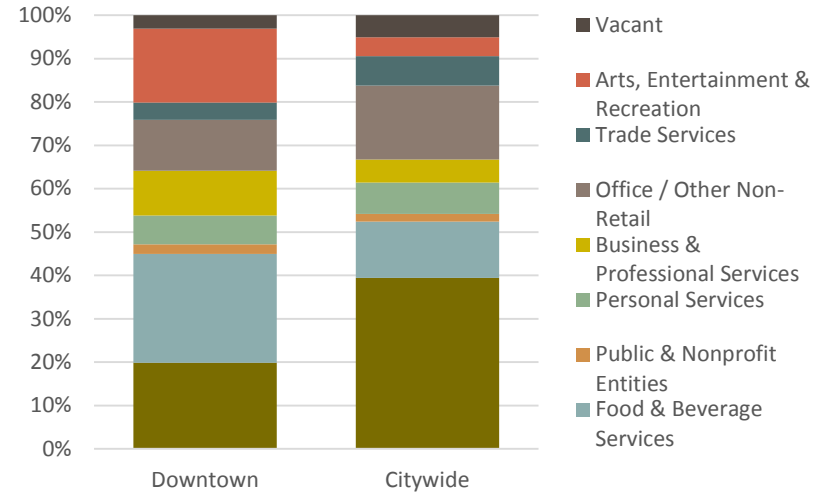




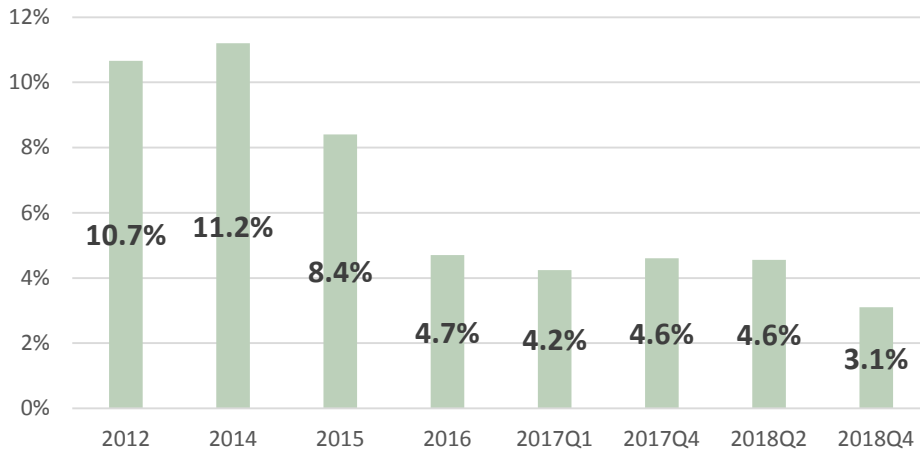
Downtown Berkeley serves as the City's core commercial district, meeting the daily needs of residents, students, workers, and visitors. The district benefits from a significant concentration of arts and entertainment uses, which occupy 17.0% of total ground floor commercial space in the district compared to 4.4% citywide. As of Q4 2018, the vacancy rate in Downtown is 3.1%, which is down from 4.6% in Q2 2018. Sales tax revenue generated in 2018 by Food & Beverage services in Downtown continues to rise coming in over one million dollars in 2018 (\$1,070,390). Sales tax revenue from Retail uses has increased as well. 2018's total is slightly up (15%) from 2017's marks to just over a half million dollars (\$542,435).



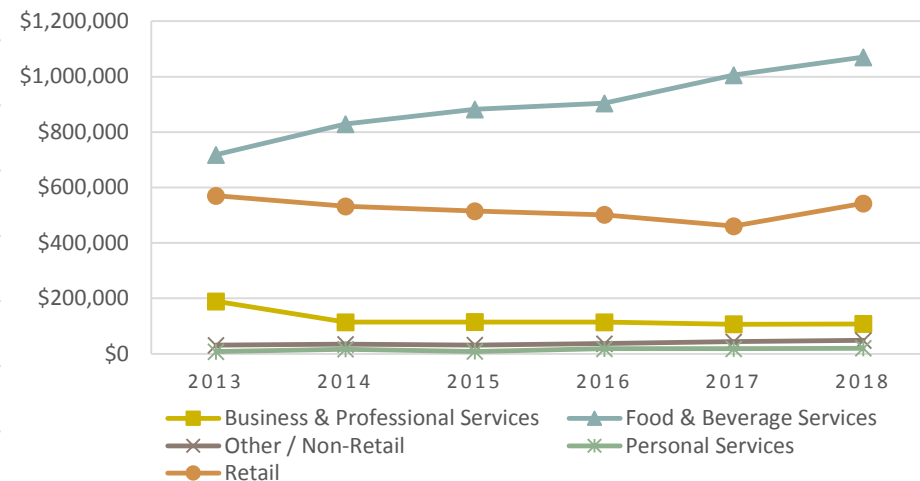
## Ground Floor Commercial Business Mix (by Square Footage), 2018 Q4



## Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



## Sales Tax Revenue by Sector, 2013-2018



Source: Berkeley OED

Source: MuniServices / Avenu

# elmwood

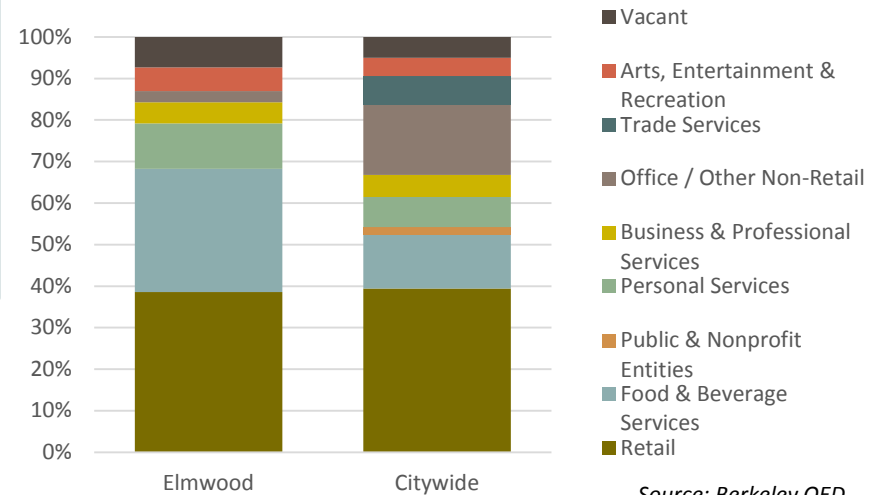
## 2018 Q4 snapshot



Elmwood is a compact three block commercial district along College Avenue near the Berkeley-Oakland border and the neighboring Rockridge shopping district. The Elmwood district is characterized by a high concentration of Food & Beverage services, and is a walkable, neighborhood-serving commercial district. As of Q4 2018, the district's vacancy rate by square footage was 7.3%, a decrease from the Q2 2018 high of 10.4%. Most of the remaining vacant storefronts in the Elmwood continue to be actively marketed for lease. Despite the lower vacancy rate this quarter, the sales tax collected from Retail and Food and Beverage uses continue to decline from the 2016 peak.

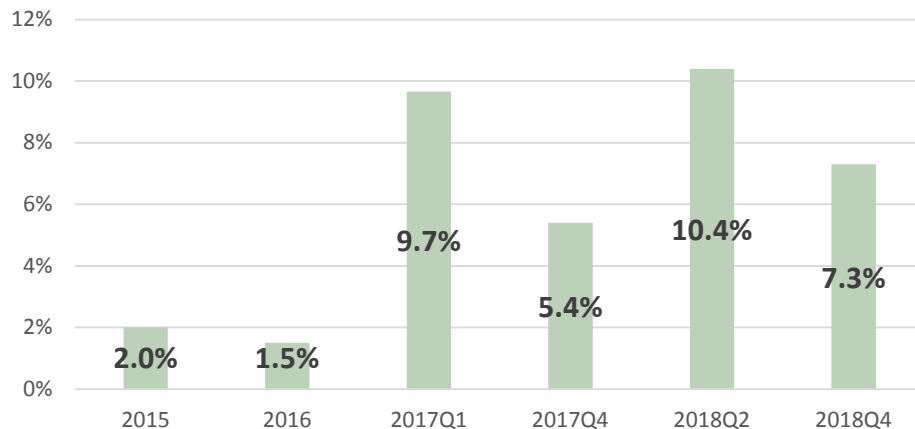


### Business Mix (by Square Footage), 2018 Q4



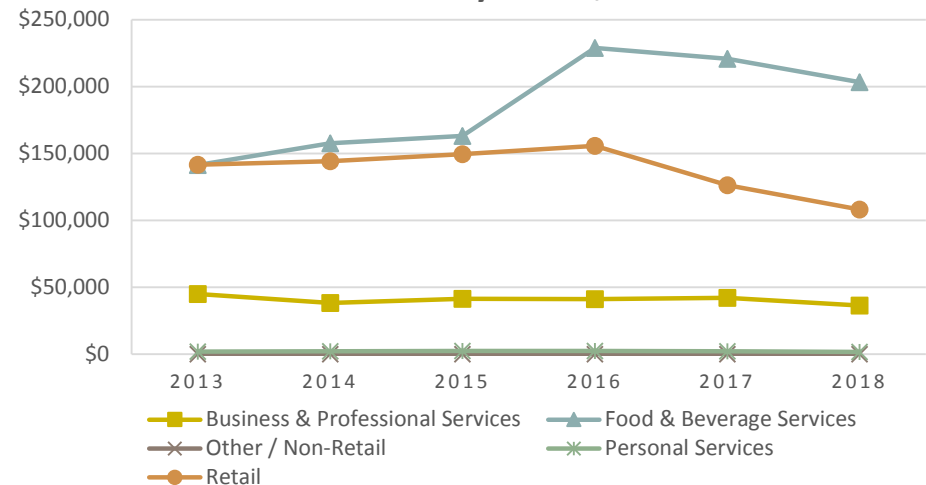
Source: Berkeley OED

### Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2013-2018



Source: MuniServices/ Avenu

# north shattuck

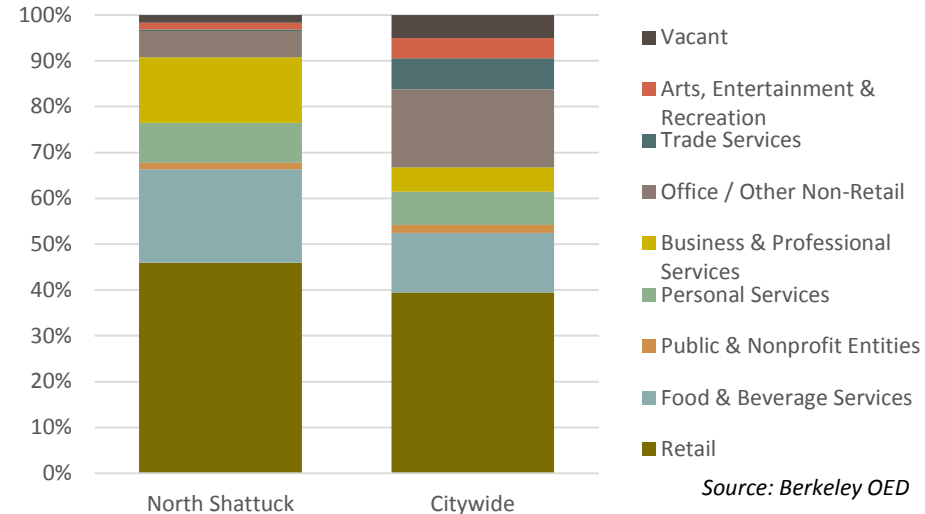
## 2018 Q4 snapshot



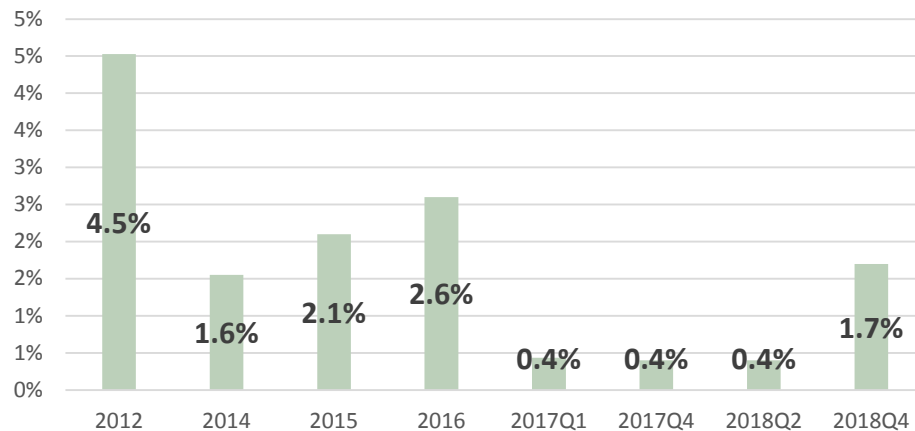
North Shattuck is one of Berkeley's oldest commercial districts, alternately known as the "Gourmet Ghetto." The district is characterized by a high concentration of well-known, long-standing, and celebrated restaurants, including Chez Panisse and the Cheeseboard. North Shattuck is both a walkable, neighborhood-serving commercial district as well as a global destination for food and dining. As of Q4 2018, the district's vacancy rate by square footage was 1.7%, which has risen since Q2 2018. While the end of this quarter saw the closing of two long-standing operations, Virginia Bakery and the Produce Center (both in business 30+ years), two new establishments to look forward to in 2019 include a Cheeseboard expansion at the corner of Shattuck and Vine Streets and Cupcakin' Bakeshop at Shattuck and Virginia Streets.



### Business Mix (by Square Footage) 2018 Q4

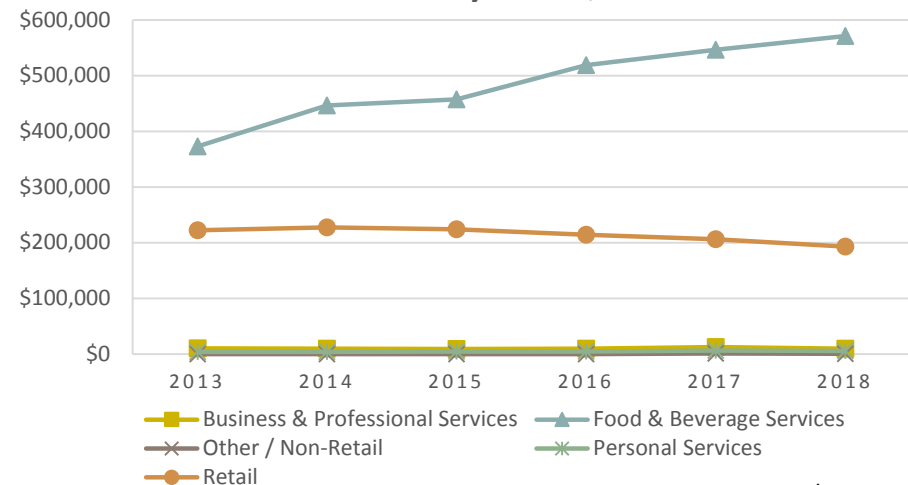


### Ground Floor Commercial Vacancy Rate (by Square Footage), 2012-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2013-2018



Source: MuniServices/ Avenu

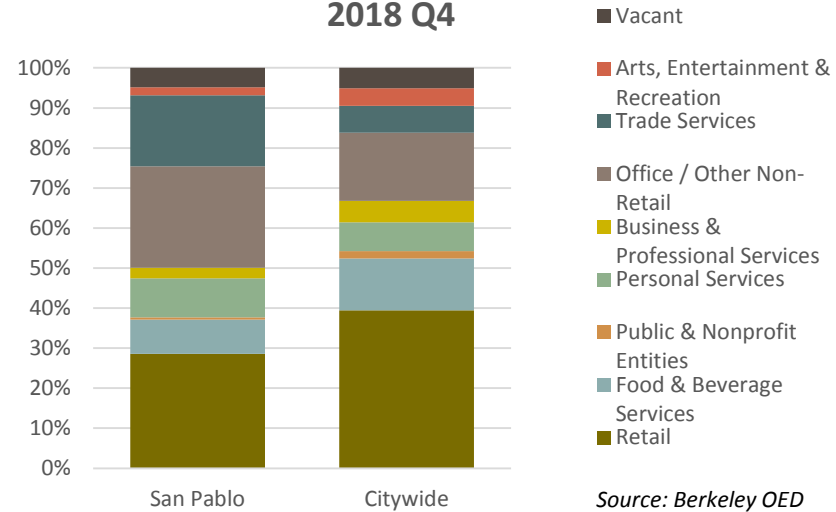
# san pablo | 2018 Q4 snapshot



San Pablo Avenue is Berkeley's largest commercial corridor, running the entire north-south length of the City. San Pablo is characterized by a high concentration of Trade Services (17.7%), including over 60 automobile services businesses. San Pablo functions more as a regional destination for specific uses rather than a walkable, neighborhood-serving commercial district; as such, it features smaller percentages of Food & Beverage Services (8.5%) and Personal Services (9.8%). In Q4 2018, the district's vacancy rate by square footage was 4.9%, the lowest recorded in 5 years, a slight decrease from Q2 2018. Retail Sales tax revenue has decreased by 17% in the last year but continues to be the largest source of tax revenue for the Avenue.

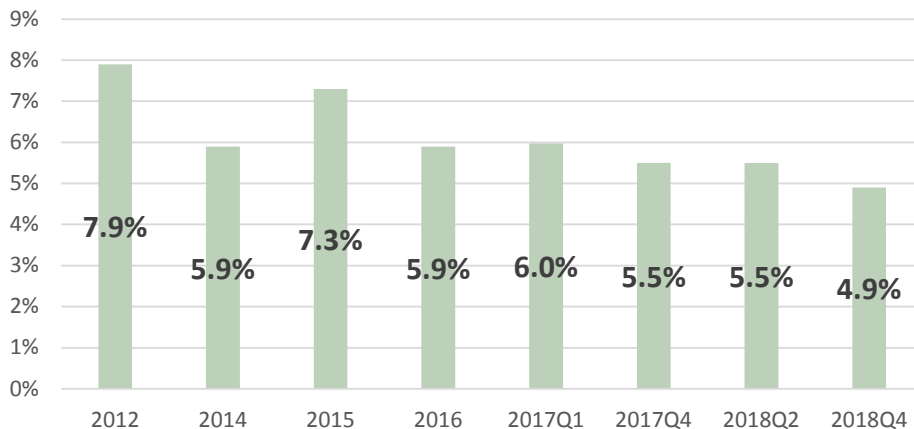


## Business Mix (by Square Footage) 2018 Q4



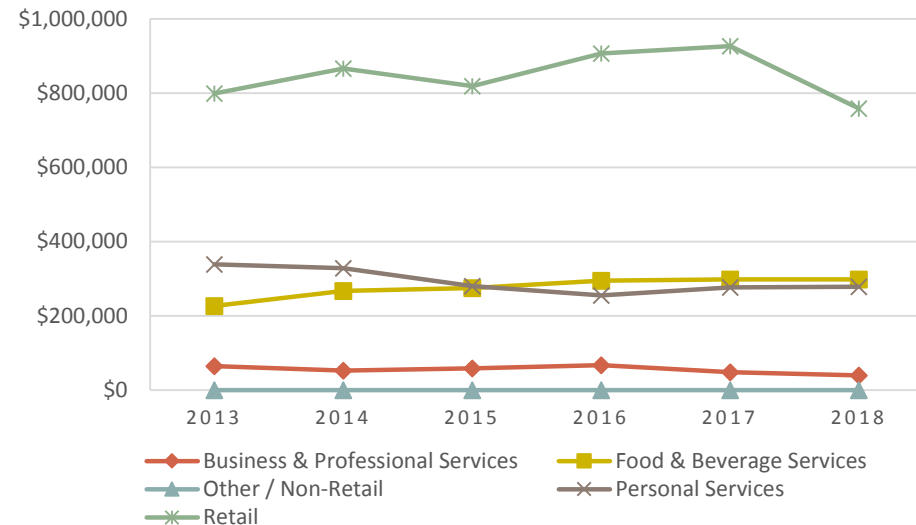
Source: Berkeley OED

## Ground Floor Commercial Vacancy Rate (by Square Footage), 2012-2018



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2013-2018



Source: MuniServices/ Avenu

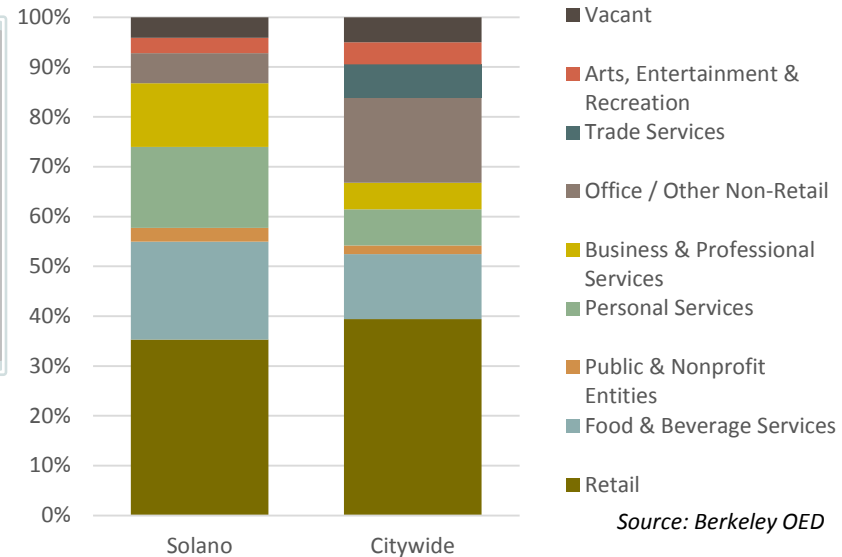
# solano | 2018 Q4 snapshot



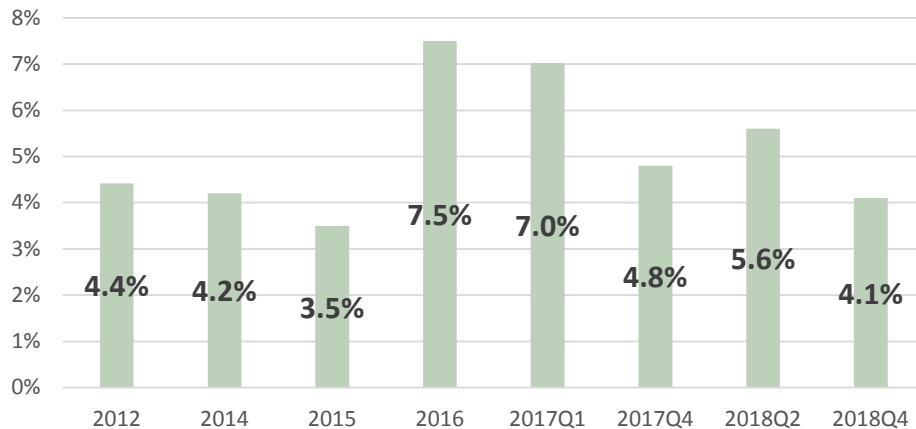
Solano is a small commercial district in North Berkeley, with a total of 130 commercial spaces and approximately 191,000 square feet of commercial space. It shares a border with Albany and is situated next to a large elementary school and an active neighborhood of single-family homes. Solano has a large key asset (the former Oaks Theatre) that is due to be occupied by a climbing gym in 2019. The district's vacancy rate by square footage was 4.1%, a decrease from Q2 2018 (5.6%). Despite the decrease in vacancy in 2018, Solano Avenue is showing a slight decrease in both Retail and Food and Beverage sales tax revenue over the same period.



## Business Mix (by Square Footage), 2018 Q4

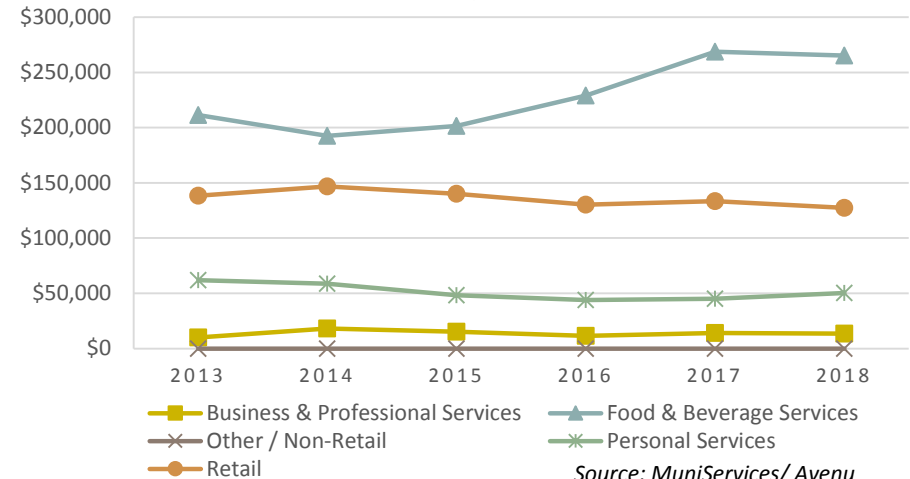


## Ground Floor Commercial Vacancy Rate (by Square Footage), 2012-2018



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2013-2018

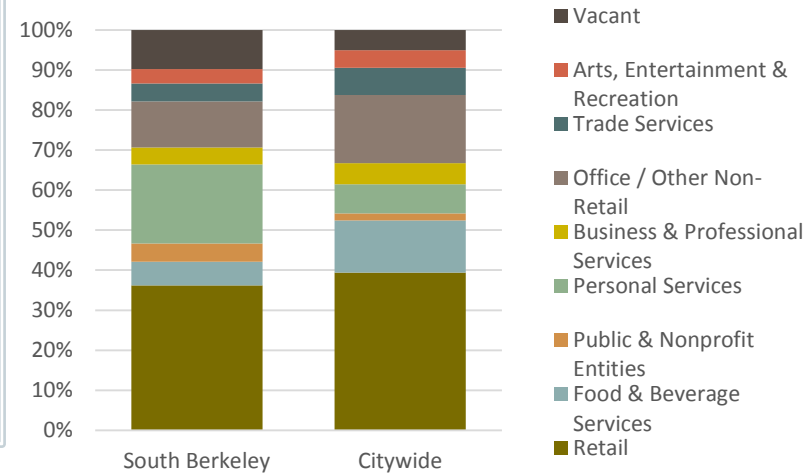




South Berkeley is a large district stretching over an area known for its cultural diversity and includes the Lorin District, the Sacramento corridor, and the South Shattuck area. South Berkeley includes several car dealerships, which accrue significant retail sales tax revenue for the City. As such, retail sales tax revenue in South Berkeley has increased steadily since 2013. The area also features a high concentration of Personal Services businesses (19.7% vs. 7.2% citywide) but is under-served by Food & Beverage services, which account for only 5.9% of ground floor commercial space, as compared to 13% citywide. As of Q4 2018, the district's vacancy rate by square footage was 9.7%, similar to the rate in 2017.

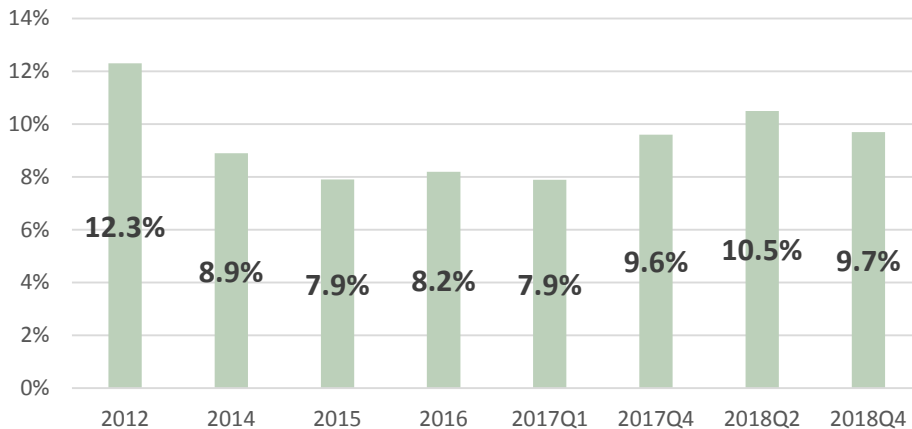


### Business Mix (by Square Footage) 2018 Q4



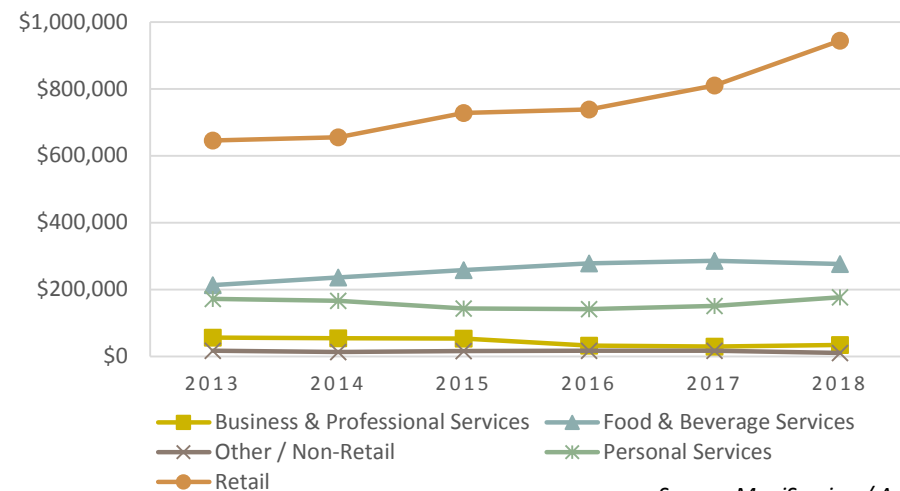
Source: Berkeley OED

### Ground Floor Commercial Vacancy Rate (by Square Footage), 2012-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2013-2018



Source: MuniServices/ Avenu

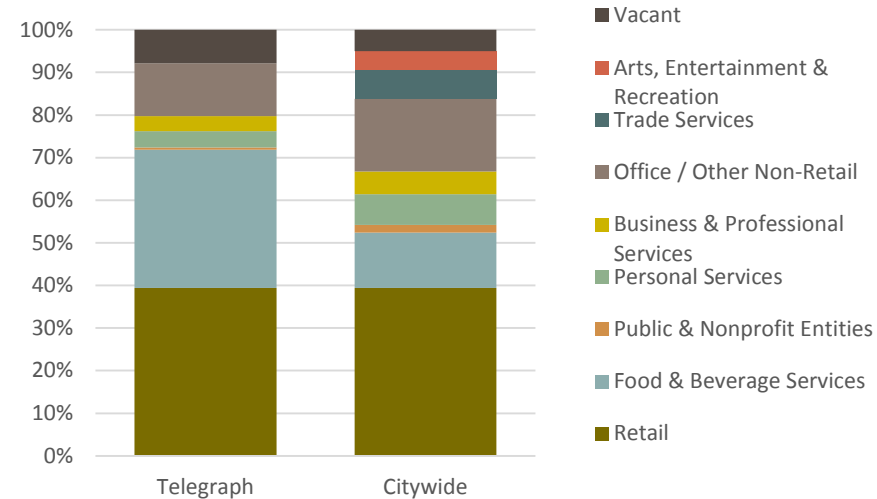
# telegraph | 2018 Q4 snapshot



The Telegraph district has undergone significant change over the past several years. Food & Beverage services have shown a dramatic increase since 2012, with 32.4% of Food & Beverage services accounting for ground floor commercial space in the district, as compared to 13.0% Citywide. As of Q4 2018, the district's ground floor commercial vacancy rate is 7.9%, significantly lower than the peak of 17.9% in 2012. Looking ahead, new commercial spaces will accompany new housing developments that are anticipated to open along Telegraph Avenue in 2019, including the Nexus Building at Blake and the Enclave at Haste Street.

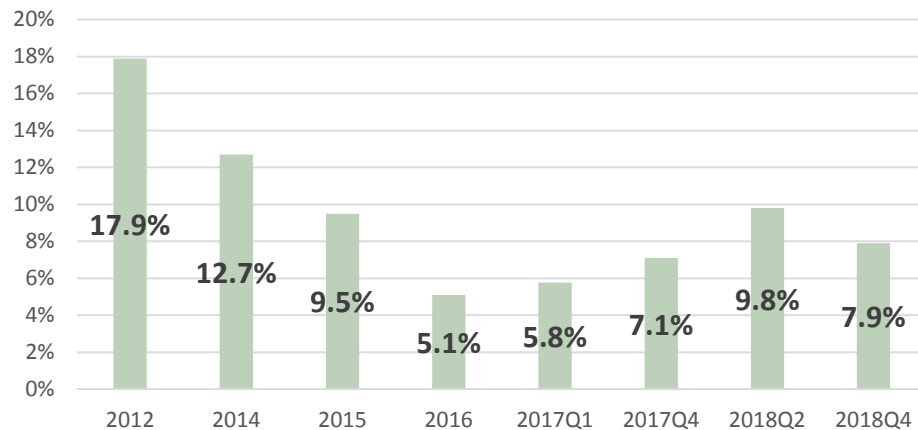


## Business Mix (by Square Footage), 2018 Q4



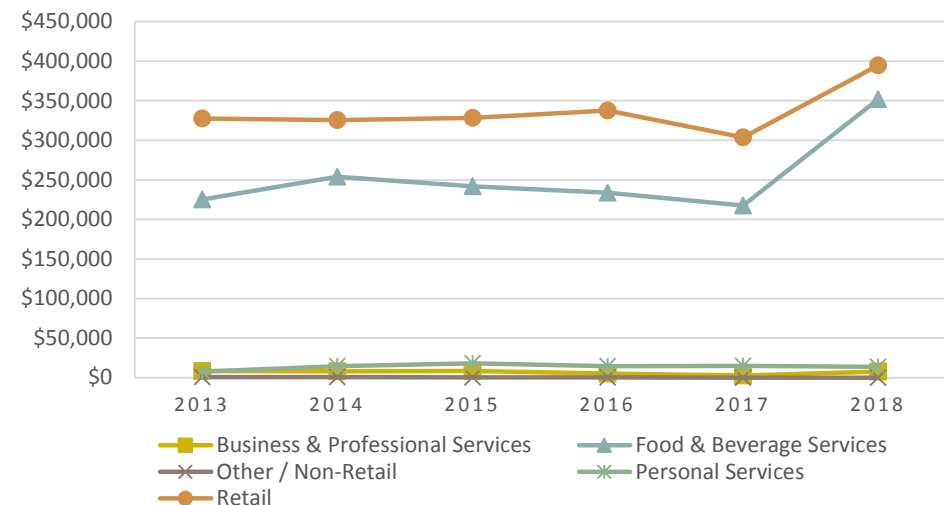
Source: Berkeley OED

## Ground Floor Commercial Vacancy Rate (by Square Footage), 2012-2018



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2013-2018



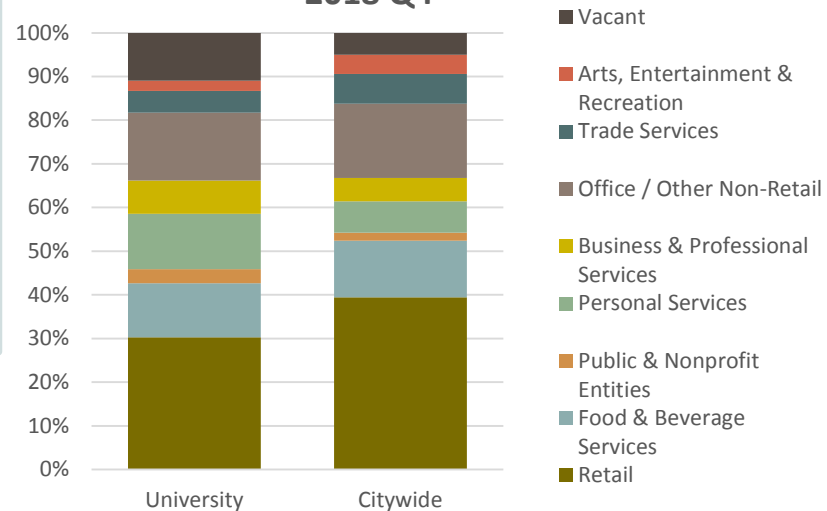
Source: MuniServices/ Avenu



University Avenue, from Martin Luther King Jr Way to the waterfront, spans many of the City's neighborhoods and serves as the gateway to the UC Berkeley Campus. In 2018, Food & Beverage Services generated the most sales tax revenue for the district though Personal Services and Retail are close behind. The district is over represented in personal service (12.7% vs. 7.2% citywide) and public and non-profit uses (3.2% vs. 1.8% citywide) contributing to the atypical sales tax figures. In the last half of 2018, the vacancy rate along University Avenue decreased 4.2%, to 11% in Q4 2018.

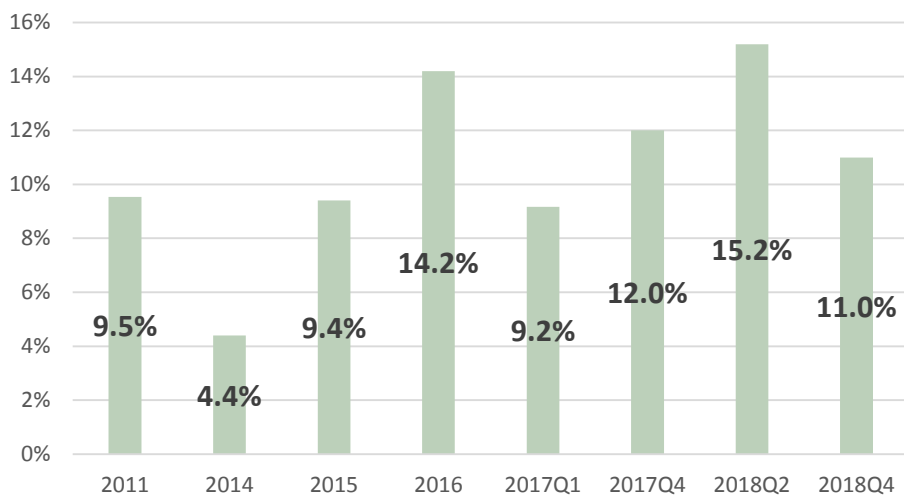


### Business Mix (by Square Footage) 2018 Q4



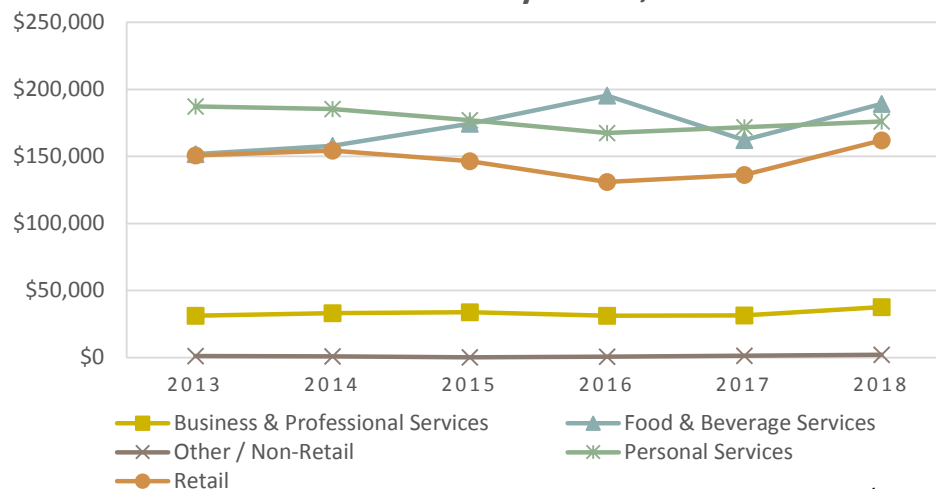
Source: Berkeley OED

### Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2013-2018



Source: MuniServices/Avenu

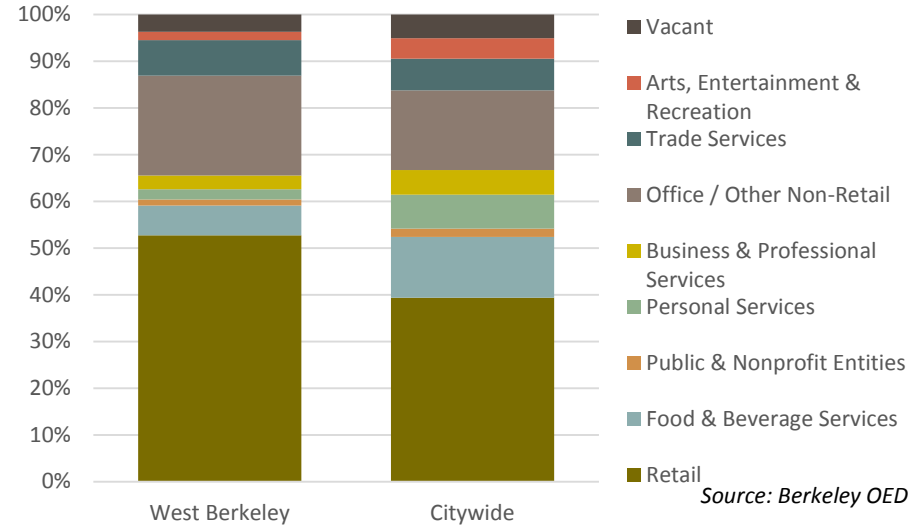




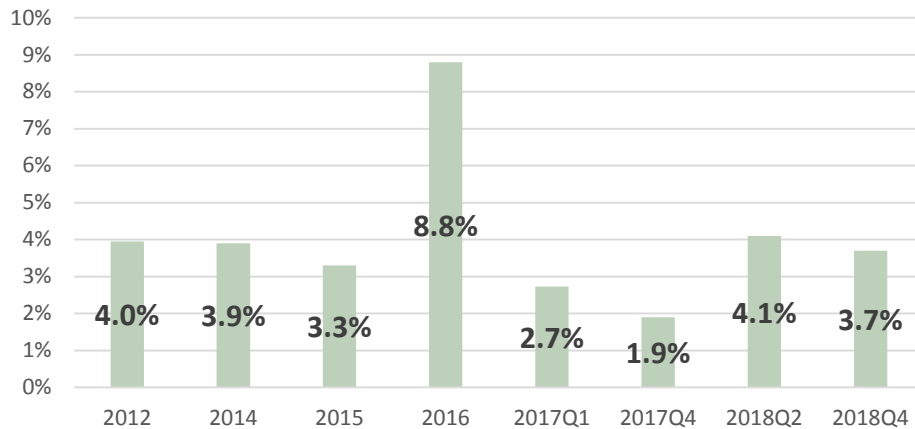
West Berkeley represents all commercial spaces west of San Pablo Avenue, including 4<sup>th</sup> Street and the Gilman Corridor. There are a number of major, large-floor-plate retailers, and a dense cluster of home supplies and construction businesses. There is also a higher percentage of non-retail commercial uses, including manufacturing and warehousing. Retail accounts for 52.7% of ground floor commercial space in the district, as compared to 39.4% citywide. The commercial vacancy rate as of Q4 2018 is 3.7%, significantly lower than 2016's high of 8.8%. New retail outlets are coming online in this area, though the sales tax revenue from retail continues to decrease from its peak in 2016 (\$4.22M).



### Business Mix (by Square Footage), 2018 Q4

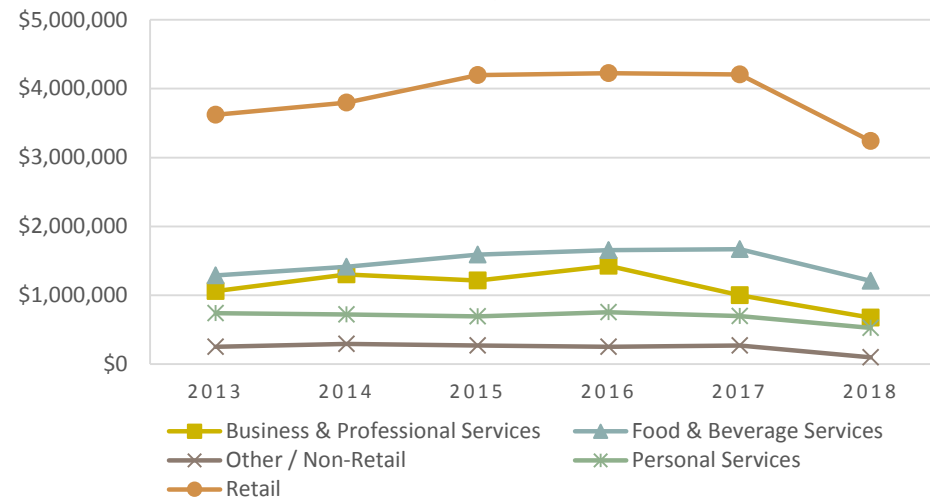


### Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2013-2018



Source: Q3 2018, MuniServices/Avenu