

# downtown

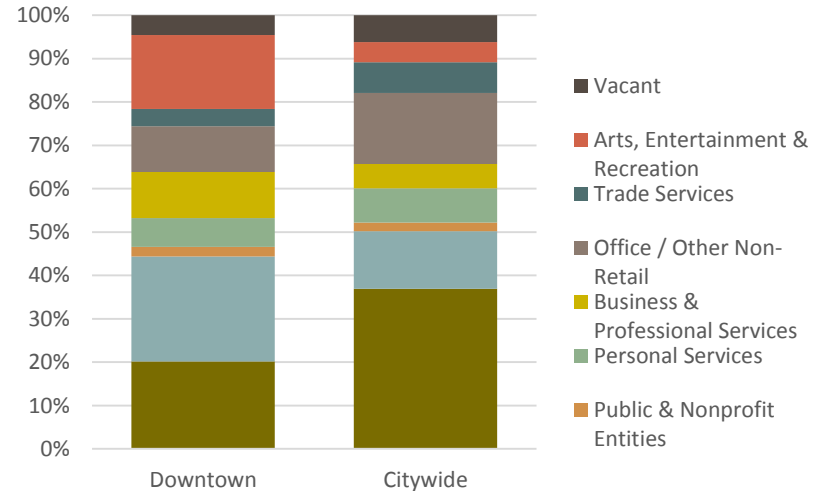
## 2018 snapshot



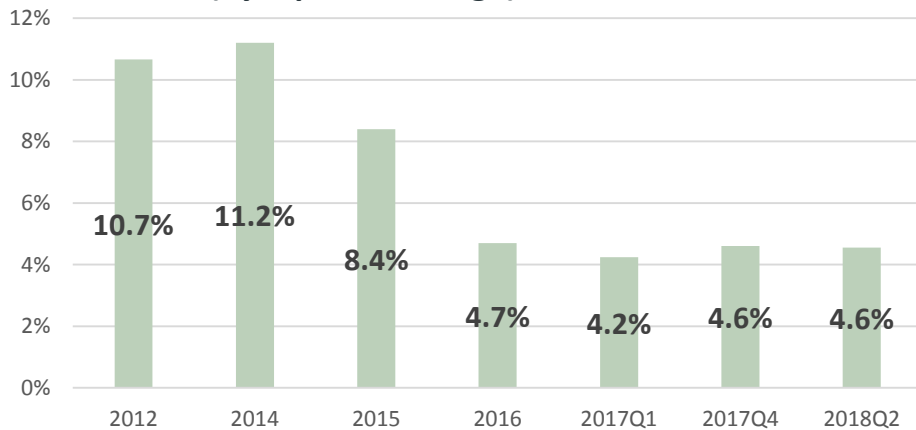
Downtown Berkeley serves as the City's core commercial district, meeting the daily needs of residents, students, workers, and visitors. The district benefits from a significant concentration of arts and entertainment uses, which occupy 17.0% of total ground floor commercial space in the district compared to 4.3% citywide. As of Q2 2018, the vacancy rate in Downtown is 4.6%, which has remained consistent since Q4 2017. Sales tax revenue generated in 2017 by Food & Beverage services continues to rise coming in over one million dollars in 2017 (\$1,009,131). Sales tax revenue from the Business & Professional Services (business to business sales) has dropped from its high in 2016, mirroring the citywide trend.



### Ground Floor Commercial Business Mix (by Square Footage), 2018 Q2

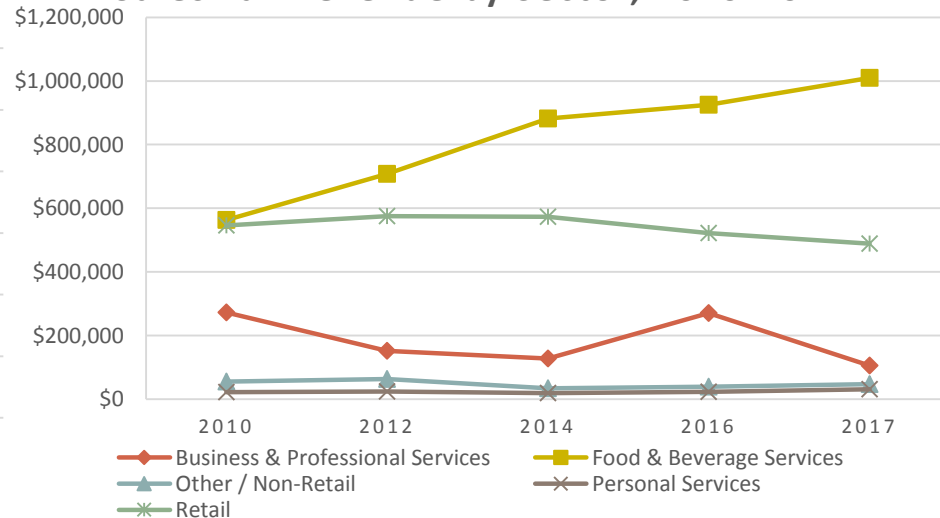


### Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices

# elmwood

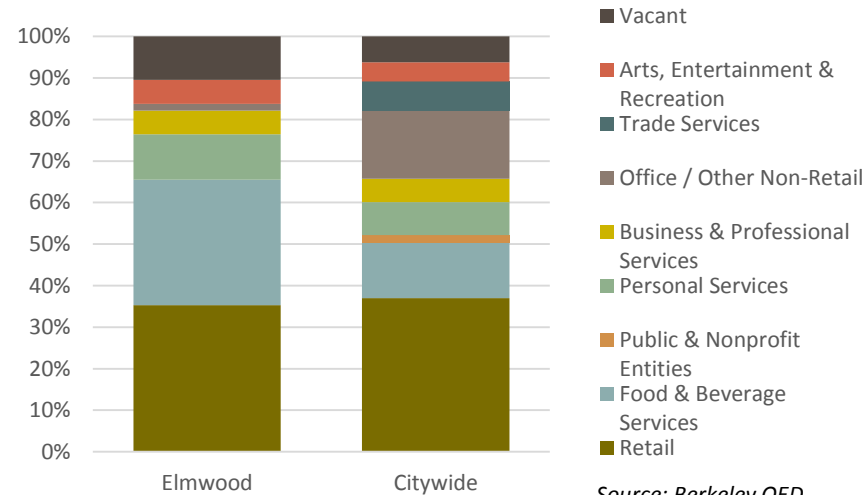
## 2018 snapshot



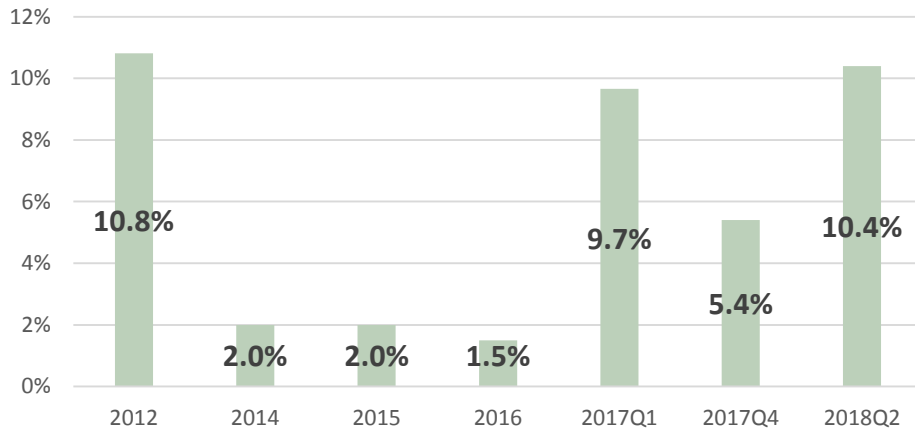
Elmwood is a compact three block commercial district along College Avenue near the Berkeley-Oakland border and the neighboring Rockridge shopping district. The Elmwood district is characterized by a high concentration of Food & Beverage services, and is a walkable, neighborhood-serving commercial district. As of Q2 2018, the district's vacancy rate by square footage was 10.4%, a sharp increase from Q4 2017 (5.4%). The increase is due primarily to the closure of C&C Cleaners and Azalea, as well as turnover in smaller (by square footage) restaurants and service businesses. Despite the higher vacancy rate this quarter, most Elmwood storefronts remain actively marketed for lease.



### Business Mix (by Square Footage), 2018 Q2

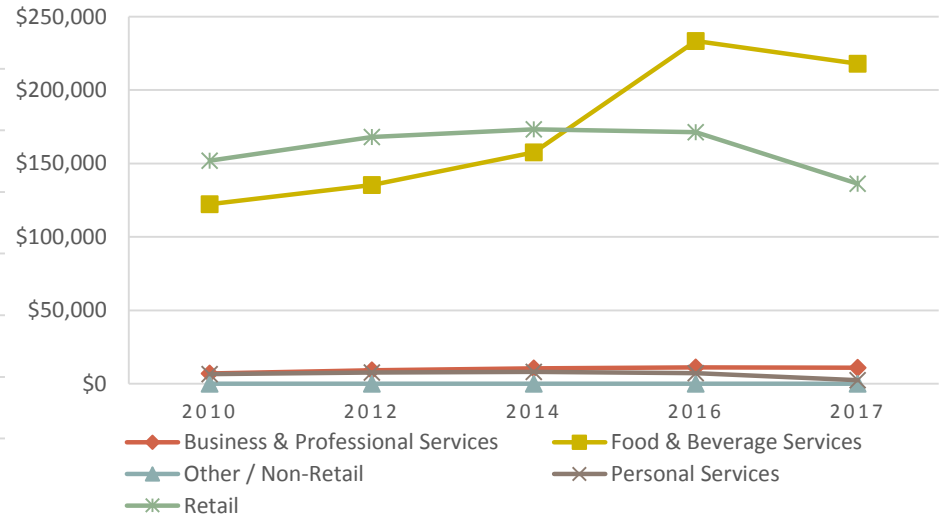


### Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices

# north shattuck

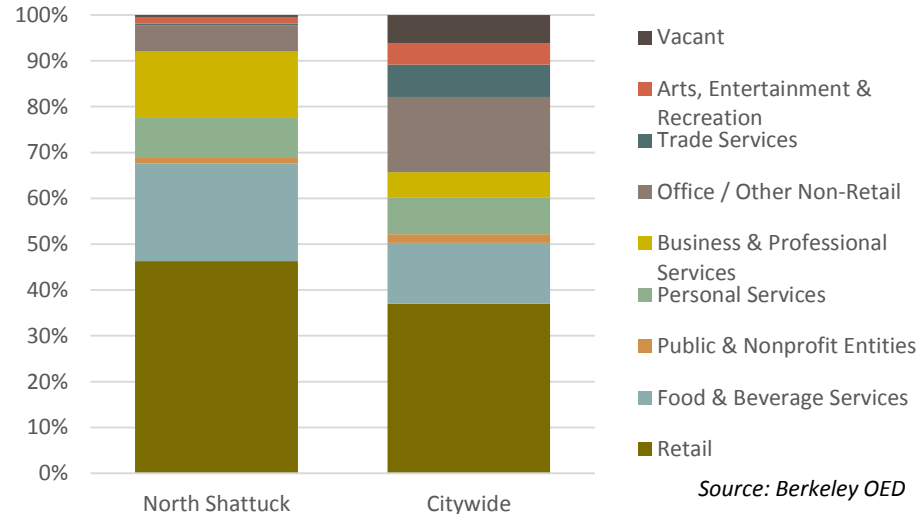
## 2018 snapshot



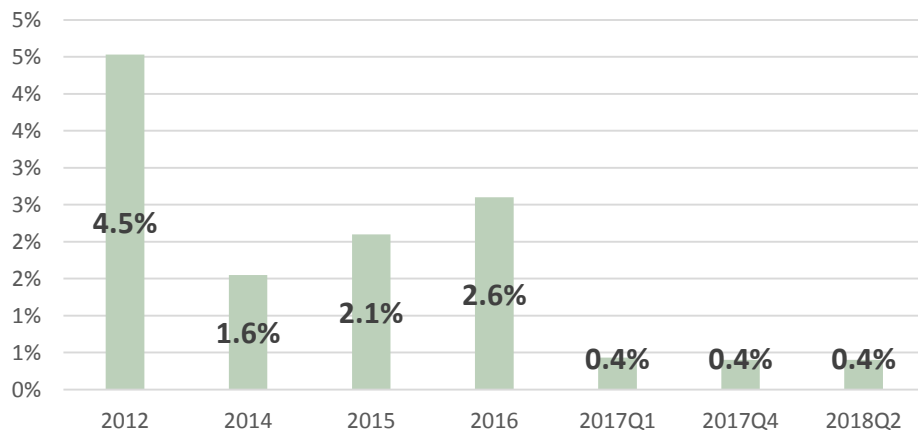
North Shattuck is one of Berkeley's oldest commercial districts, alternately known as the "Gourmet Ghetto." The district is characterized by a high concentration of well-known, long-standing, and celebrated restaurants, including Chez Panisse and the Cheeseboard. North Shattuck is both a walkable, neighborhood-serving commercial district as well as a global destination for food and dining. As of Q2 2018, the district's vacancy rate by square footage was 0.4%, which has remained consistent since Q1 2017. While the end of this quarter saw the closing of a 60-year old establishment –Virginia Bakery (not reflected in these vacancy numbers because they were still open in early April when the district was surveyed), new establishments to look forward to in 2018 include a Cheeseboard expansion at the corner of Shattuck and Vine Streets.



### Business Mix (by Square Footage) 2018 Q2

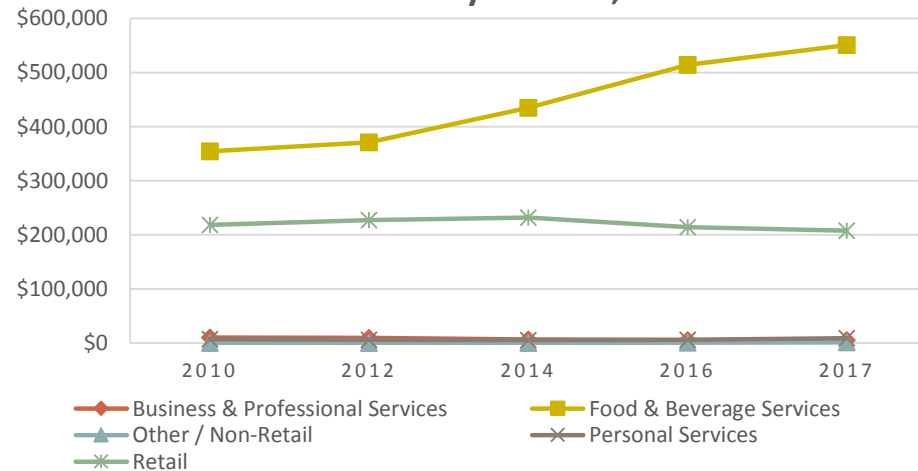


### Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

### Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices

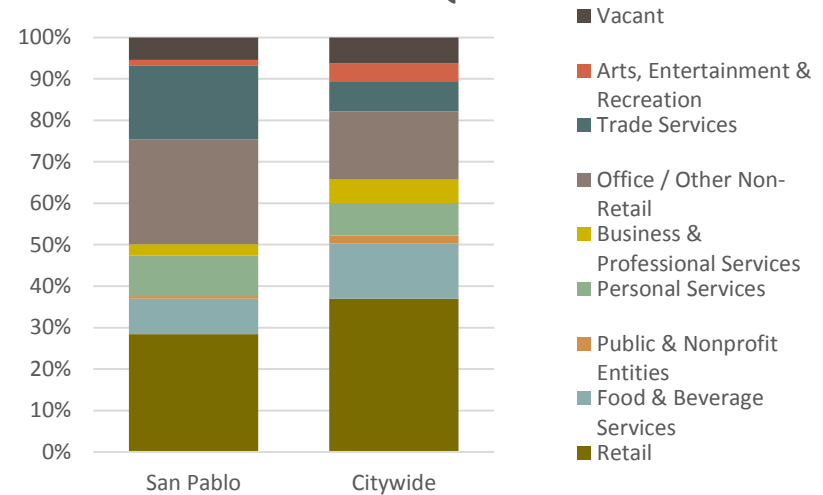
# san pablo | 2018 snapshot



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 (8.3%) and Personal Services (9.8%). In Q4 2017, the district's vacancy rate by square footage was 5.5%, the lowest recorded in 5 years which has remained consistent into Q2 2018. Retail Sales tax revenue has decreased by 15% in the last year but continues to be the largest source of tax revenue for the Avenue.

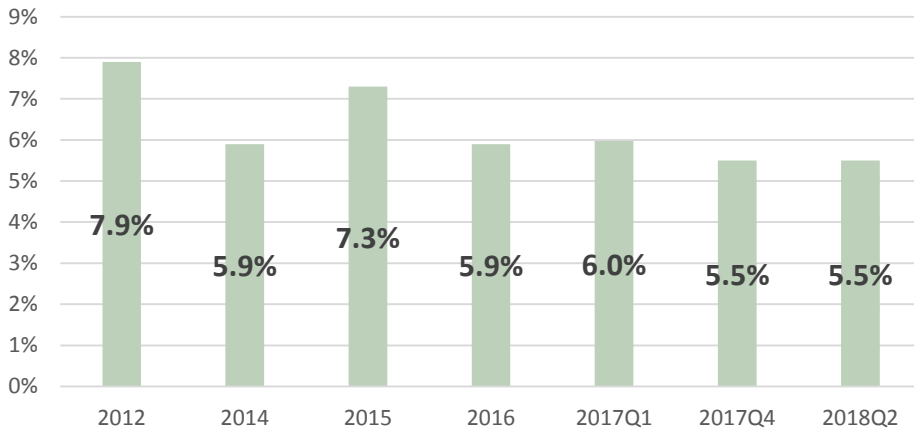


## Business Mix (by Square Footage) 2018 Q2



Source: Berkeley OED

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



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices

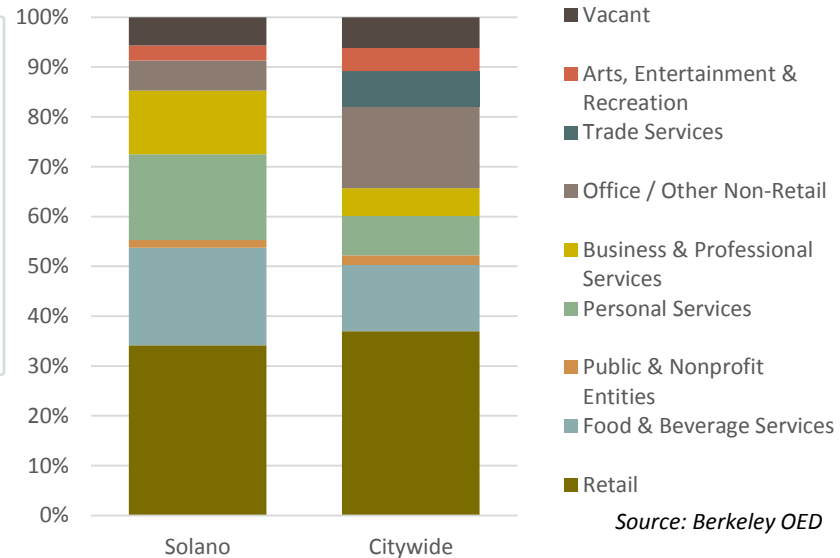
# solano | 2018 snapshot



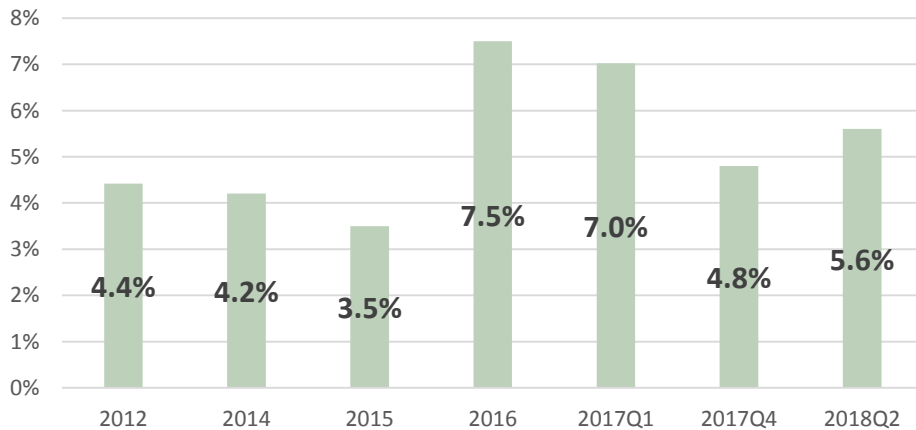
Solano is a small commercial district in North Berkeley, with a total of 130 commercial spaces and approximately 191,000 square feet of commercial space. It shares a border with Albany and is situated next to a large elementary school and an active neighborhood of single-family homes. Solano has a large key asset (the former Oaks Theatre) that is due to be occupied by a climbing gym in 2018. The district's vacancy rate by square footage was 5.6%, a slight uptick from Q4 2017 (4.8%). Despite the increase in vacancy, Solano Avenue continues to see a steady climb in Food and Beverage sales tax revenue in the last 7 years.



## Business Mix (by Square Footage), 2018 Q2

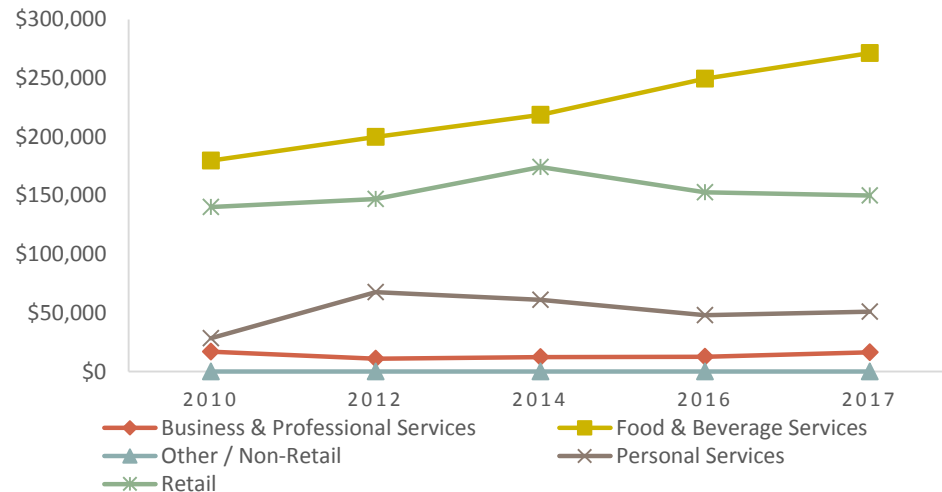


## Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices

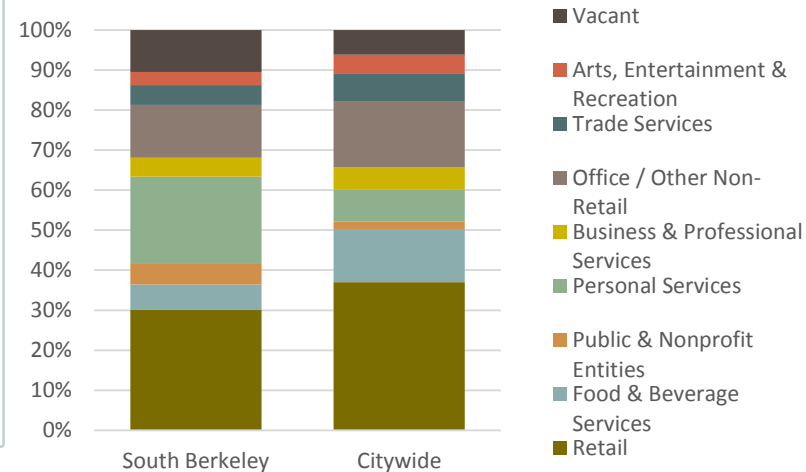
# south berkeley | 2018 snapshot



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. The area also features a high concentration of Personal Services businesses (21.8% vs. 7.3% citywide) but is under-served by Food & Beverage services, which account for only 6.4% of ground floor commercial space, as compared to 13.3% citywide. As of Q2 2018, the district's vacancy rate by square footage was 10.5%, an increase from 2017. Retail sales tax revenue in South Berkeley has increased steadily since 2010.

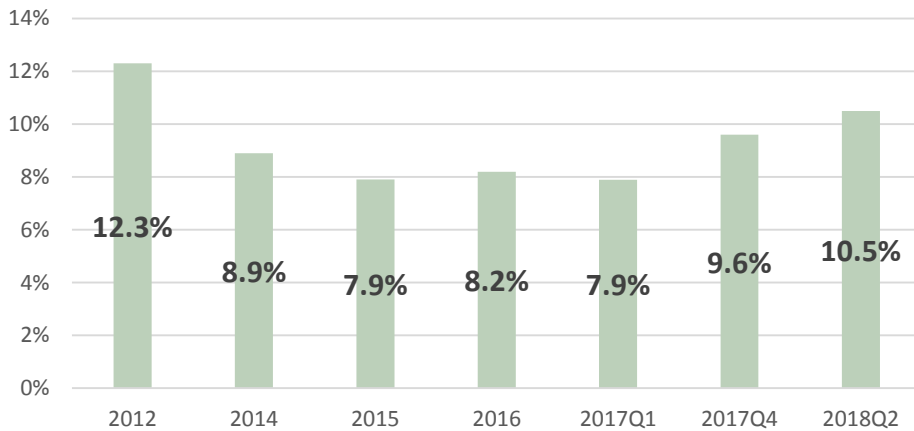


## Business Mix (by Square Footage) 2018 Q2



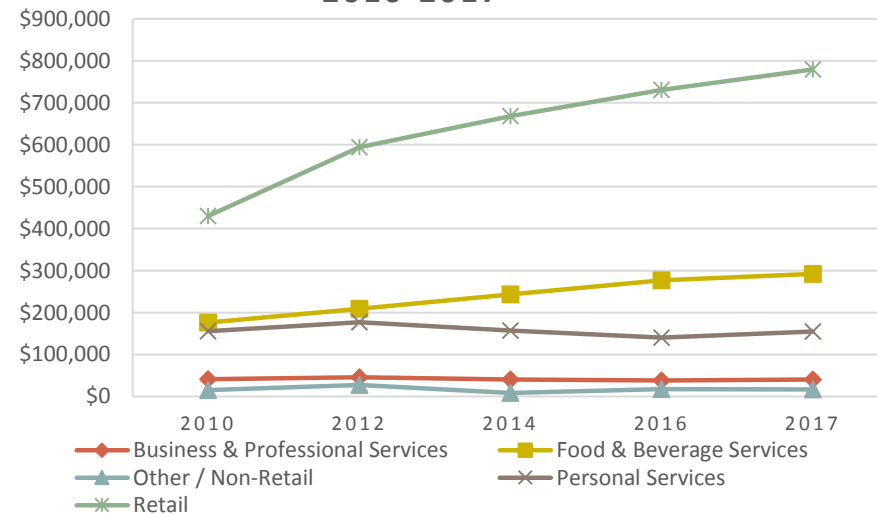
Source: Berkeley OED

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



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices

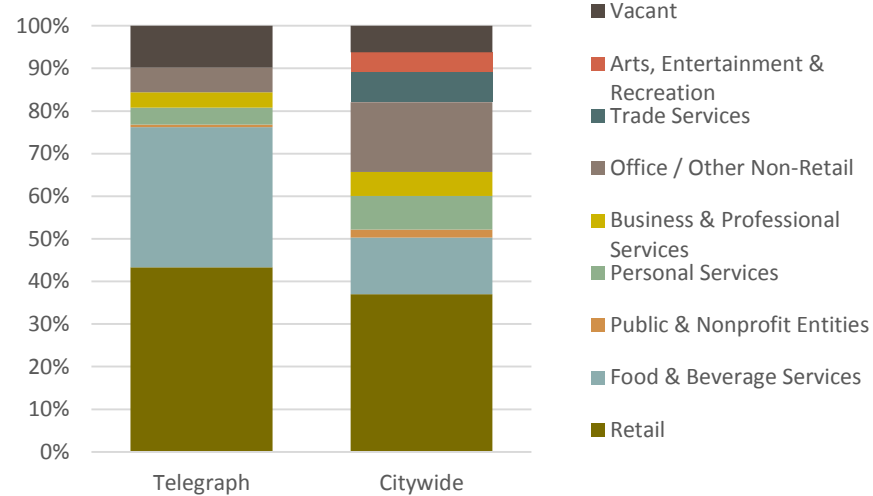
# telegraph | 2018 snapshot



The Telegraph district has undergone significant change over the past several years. Food & Beverage services have shown a dramatic increase since 2012, with 33% of Food & Beverage services accounting for ground floor commercial space in the district, as compared to 13.0% Citywide. As of Q2 2018, the district's ground floor commercial vacancy rate has continued to increase from Q4 2017 from 7.1% to 9.8% but is still significantly lower than the peak of 17.9% in 2012. New developments are anticipated along Telegraph Avenue in 2018, including the Nexus Building and the long-vacant lot at Telegraph and Haste Street.

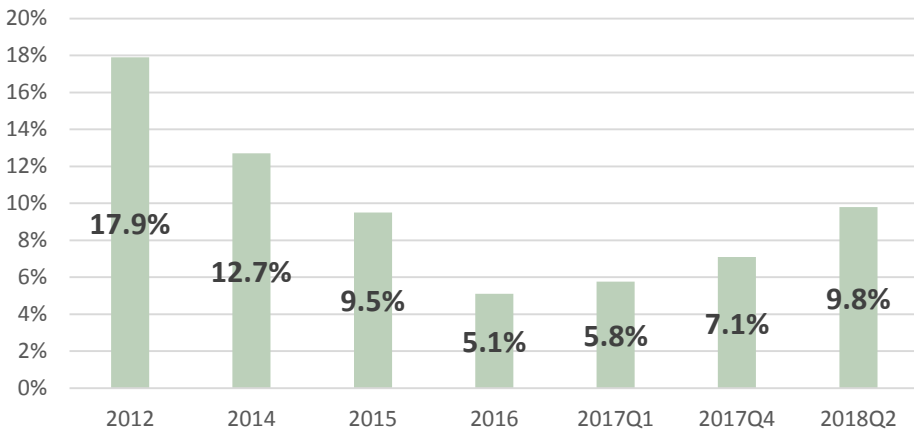


**Business Mix (by Square Footage), 2018 Q2**



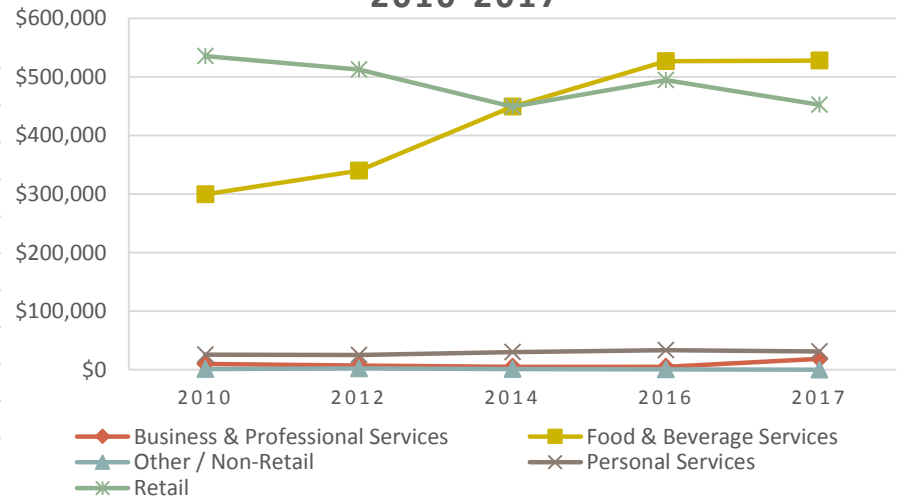
Source: Berkeley OED

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



Source: Berkeley OED

**Sales Tax Revenue by Sector, 2010-2017**



Source: MuniServices

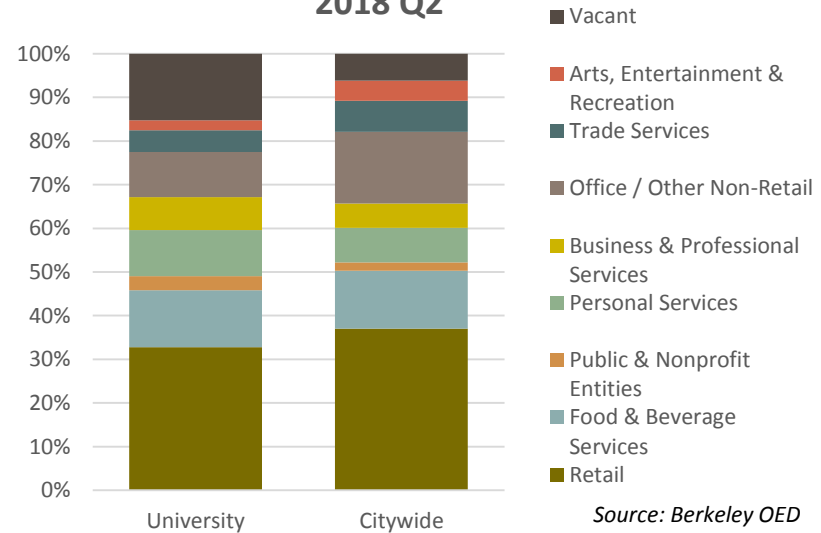
# university | 2018 snapshot



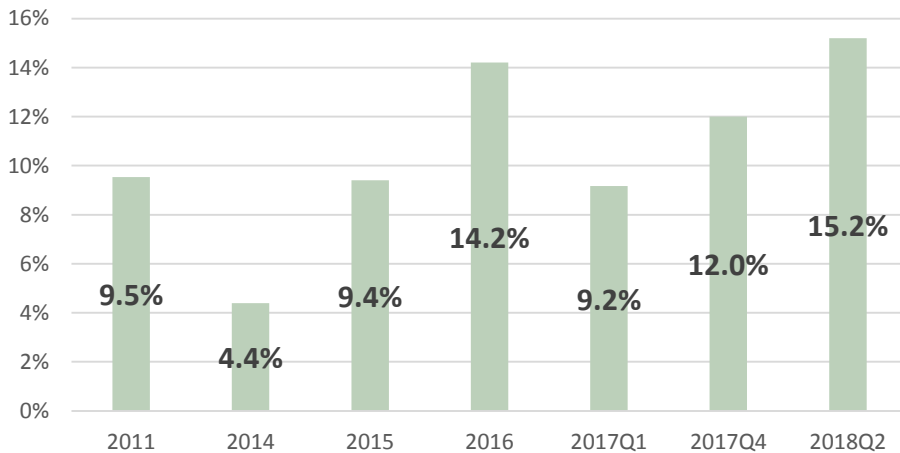
University Avenue, from Martin Luther King Jr Way to the waterfront, spans many of the City's neighborhoods and serves as the gateway to the UC Berkeley Campus. As of 2017, Food & Beverage Services generated the most sales tax revenue for the district despite all revenue decreasing across the board. This is likely due to the rising vacancy rate that has increased 6% from the start of 2017 to 15.2% in Q2 2018, the highest in the last 6 years.



## Business Mix (by Square Footage) 2018 Q2

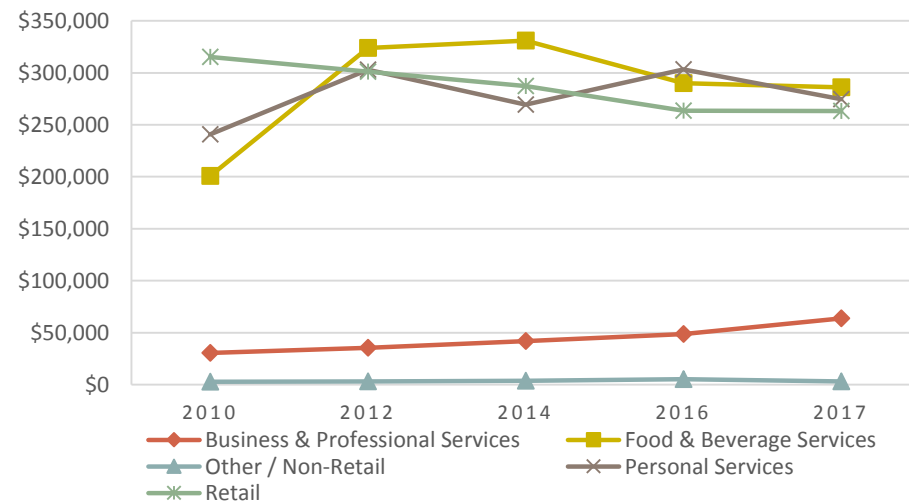


## Ground Floor Commercial Vacancy Rate (by Square Footage), 2011-2018



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2010-2017





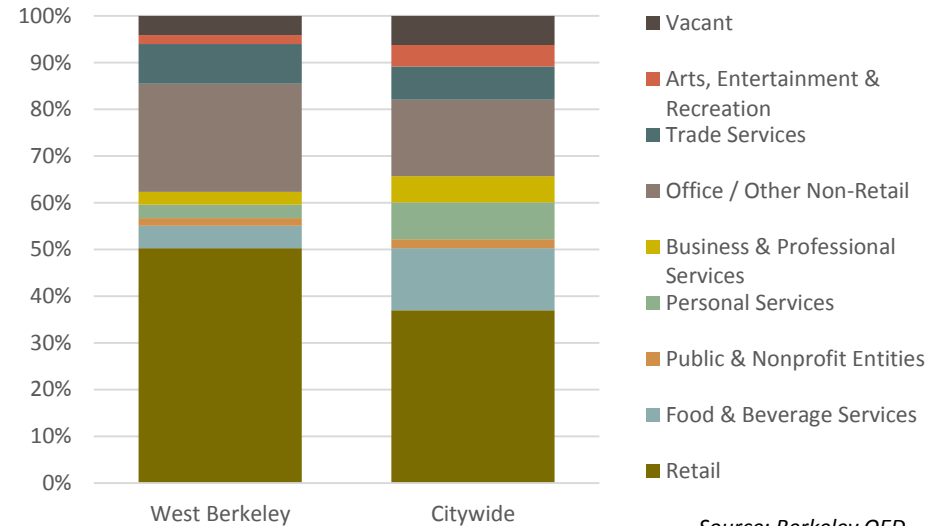
# west berkeley | 2018 snapshot



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 50% of ground floor commercial space in the district, as compared to 40.5% citywide. The commercial vacancy rate as of Q2 2018 was 4.1%, an increase from 2017 though starkly lower than 2016's high of 8.8%. New retail outlets are coming online in this area; though the sales tax revenue from retail was down slightly from its peak in 2016, the expectation is it will increase in 2018.

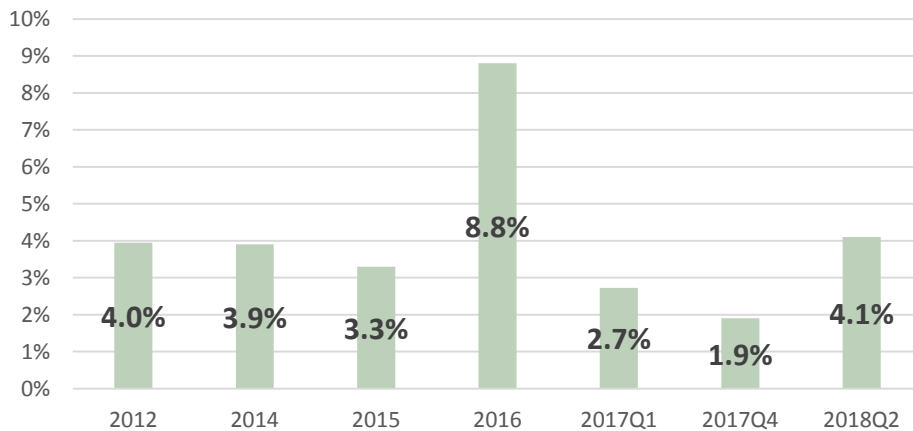


## Business Mix (by Square Footage), 2018 Q2



Source: Berkeley OED

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



Source: Berkeley OED

## Sales Tax Revenue by Sector, 2010-2017



Source: MuniServices