



city of

BERKELEY



Demographic & Economic Profile

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Office of
Economic
Development

about Berkeley

Incorporated: 1878
Encompasses: 10.47 mi²
Average Annual Temperature: 58° F (48°F low, 68°F high)

Berkeley is an iconic city, with a diversity of culture, cuisine, art, neighborhoods, innovation. It is a community that engages citizens and visitors alike every day. Berkeley is alive with a terrific quality of life including walkable streets, bike routes, access to transit, excellent schools, and thriving commercial districts. Come discover Berkeley's signature elements, events, and style.

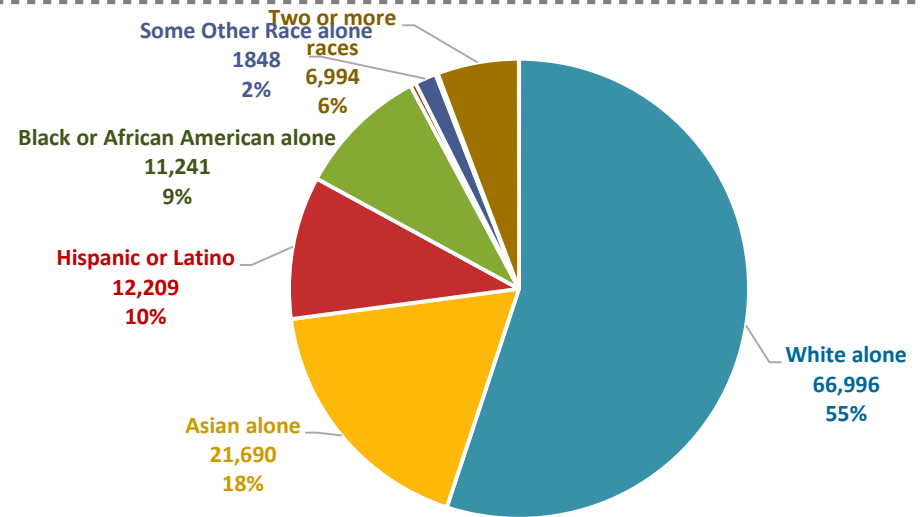
Demographic Snapshot	
Population	121,643
Median Age	31
Housing Units	49,137
Owner-Occupied Units	18,846
Median Home Sales Price (2019)	\$1,240,000
Average HH Income	\$75,709
Bachelor's Degree or Higher (age 25+)	72.3%

Sources: US Census Bureau, 2018 ACS Estimates
 2015-2023 City of Berkeley Housing Element, Redfin.com

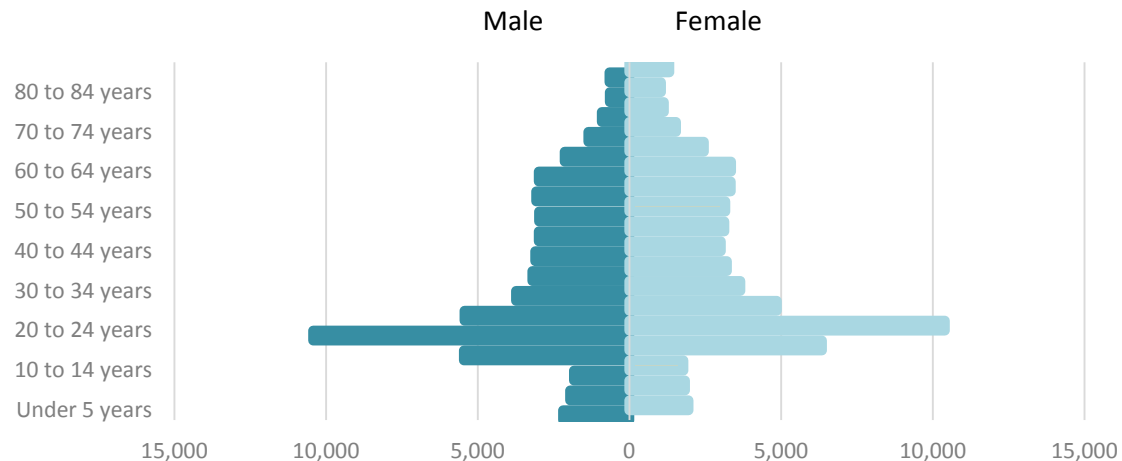
125,000 students
15,292 companies
1.65 million visitors per year
\$4.04 billion total spending power

Sources: Downtown Berkeley Association; California Employment Development Department

Race & Ethnicity



Age & Gender



Source: US Census Bureau, 2017 ACS Estimate

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 the new Downtown BART Plaza, and the Center Street Parking Garage put visitor estimates to nearly two million by 2020.



Nearly 11,450 riders pass through the Downtown Berkeley BART station per weekday, making it one of **the busiest stations** in the entire BART system outside of San Francisco.

Transit Access

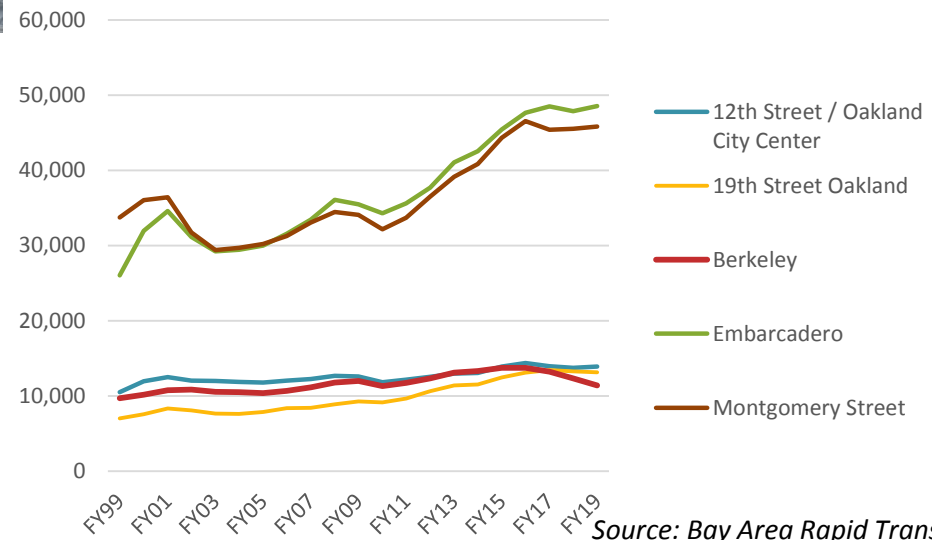
Rail: Bay Area Rapid Transit and Amtrak

Bus: AC Transit, 28+ 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)



Source: Bay Area Rapid Transit

A jewel in the heart of a booming region, Downtown Berkeley

Downtown Berkeley has nearly doubled in population since 2000, and its population is expected to double again to 5,500 by 2020. More than \$400 million in construction investment 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.

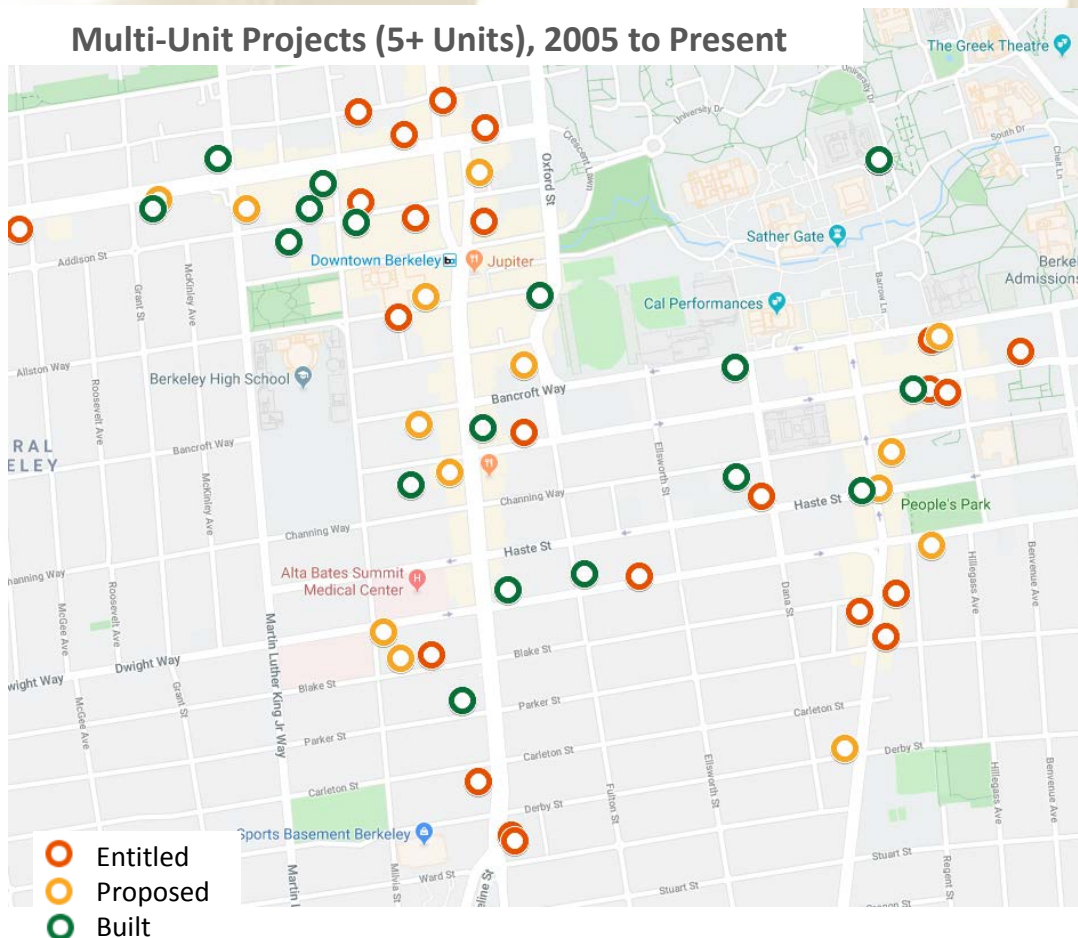


Residential Development Pipeline

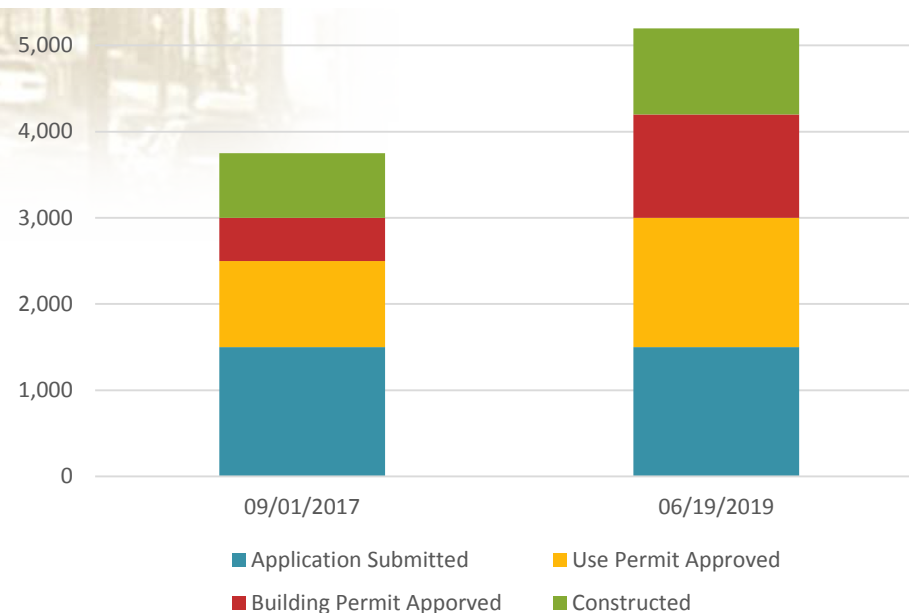
Downtown Growth & Amenities at a Glance:

- Approximately 2,185 new housing units currently slated for development in or near the Downtown.
- New 720-space parking garage opened in Downtown in 2018.
- A new hotel will add 334 additional hotel rooms to the city, attracting new tourists and additional city-wide income.

Multi-Unit Projects (5+ Units), 2005 to Present



Permit Volume, 2017 to 2019

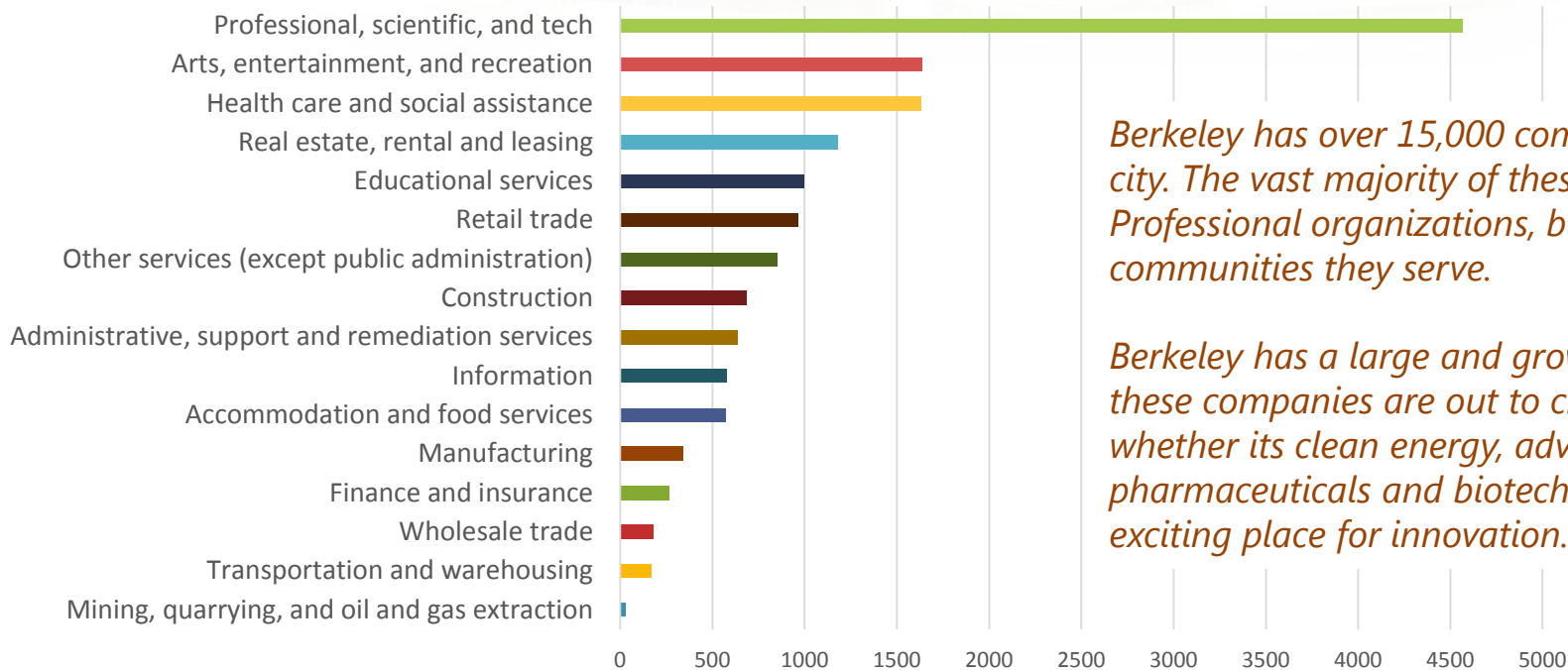


Berkeley's Employment Base

Berkeley's Business by Number of Employees

- 15,292 business licenses
- 5,000 brick & mortar businesses
- **97%** are 'small businesses' (50 or less employees)
- Only 1.2% employ more than 100 people
- Small businesses account for 41% of jobs in Berkeley

Count of Firms by Type



Berkeley's Largest 25 Employers, by Number of Employees

Ansys, Inc.	Lawrence Berkeley Laboratory
Backroads Inc.	Lifelong Medical Care
Bayer Healthcare LLC	OC Jones & Sons
Berkeley Bowl Produce	Recreational Equipment Inc. (REI)
Berkeley Cement Inc.	Rigetti Quantum Computing
Berkeley City College	Siemens Corporation
Berkeley Marina Doubletree	Solar Mosaic Inc.
Berkeley Repertory Theatre	Sutter Bay Hospitals
Berkeley Unified School District	Target Corporation
City of Berkeley	University of California, Berkeley
Genji Pacific	Whole Foods Market California Inc.
Kaiser Permanente	YMCA of the Central Bay Area
Meyer Sound Laboratories	<i>Source: EDD, QCEW Data Q4 2018</i>

Berkeley has over 15,000 companies throughout the city. The vast majority of these firms are Professional organizations, but are as diverse as the communities they serve.

Berkeley has a large and growing tech sector, and these 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 innovation.

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 320 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 2019 alone, Berkeley startups pulled in more than \$200 million in venture investment.

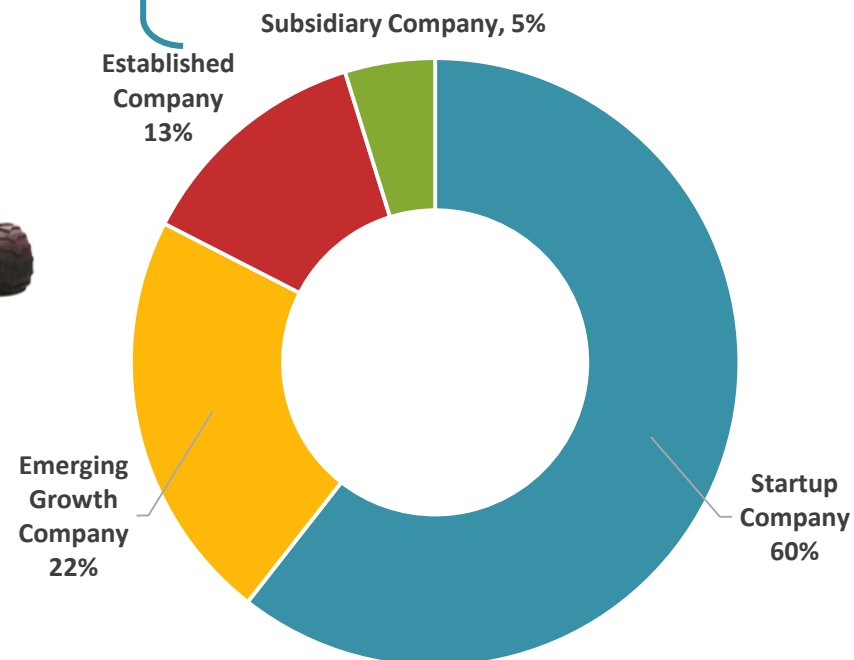
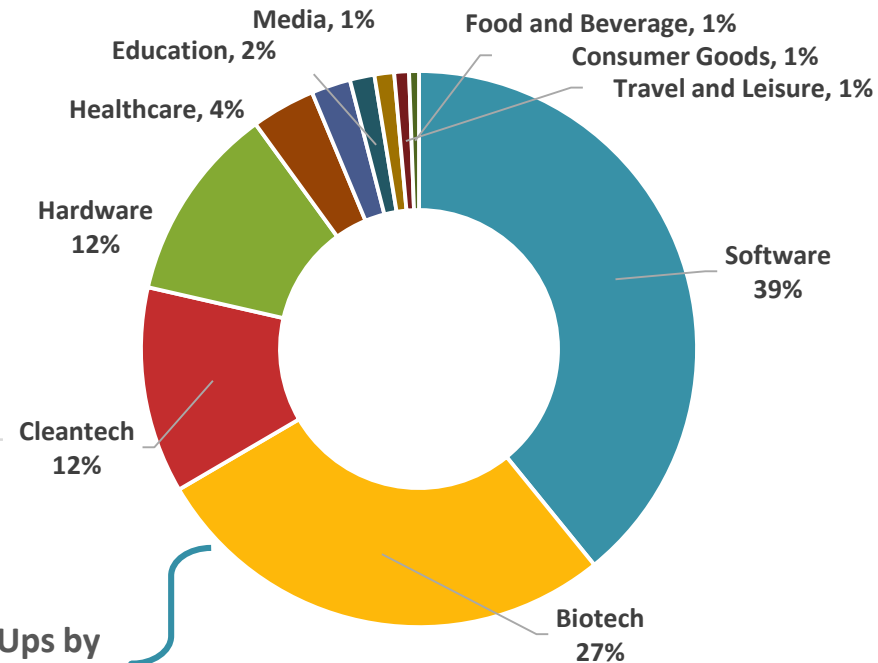
The Role of Incubators

Incubators such as **SkyDeck**, **Cyclotron Road**, and **The Foundry @ CITRIS** are an invaluable resource to Berkeley's innovation sector - not only because they help startups get off the ground, but because they act as connectors for more mature companies and give founders a place to recruit new talent, share ideas, and find new sources of funding.

From right to left: Kiwi Bot out of SkyDeck; Elysian Lab's cannabis products out of CITRIS Foundry; and Noble Thermodynamic's emission-free engine out of Cyclotron Road.



Berkeley Start-Ups by Type and Stage, 2018



Berkeley's Women Founders

The lack of representation for women and people of color is a frequent topic of discussion in STEM fields and innovation sector companies. Currently, 15% of founders in Berkeley identify as women, and programs such as the **Women Entrepreneurs of Berkeley** aim to increase that number.

Berkeley's Downtown Arts District

Berkeley's creative scene engages at every turn. Wander through an artist's open studio, experience cutting-edge theater or tap your toes to rock n' roll -- there are many ways to spark Berkeley's creative side. With more than **150 cultural arts organizations**, including the Berkeley Art Museum & Pacific Film Archive, Berkeley Art Center, Berkeley Repertory Theatre, and Aurora Theatre Company, Berkeley is filled with world-class productions applauded by audiences and acclaimed by critics.



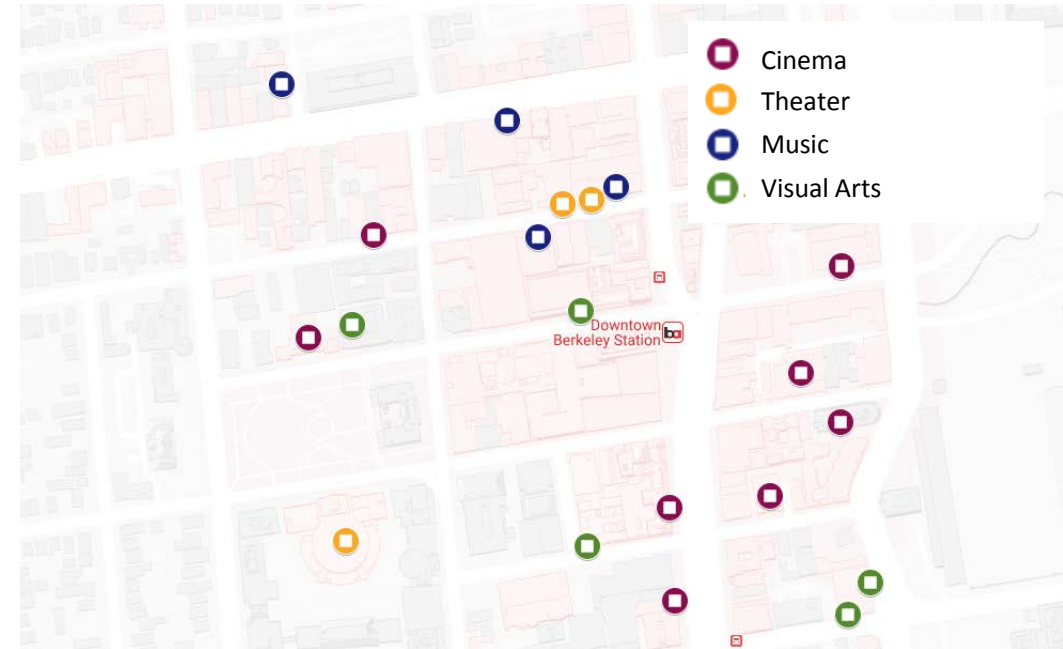
"Berkeley - The City and Its People", Romare Bearden, 1973

Public Art and Sound at BART Plaza

Recent major investments in the art are focused on the Downtown Berkeley BART Plaza, currently showcasing contemporary sound pieces and outdoor performances; a rotating sculpture installation; and ongoing arts and cultural event programming. Investments in the arts at the most prominent public plaza by the City and its partners will continue annually. Currently the downtown BART plaza features a new sound installation called, "Histories of the Present" by composers Yann Novak and Robert Crouch which is a multichannel site specific sound installation created for the Berkeley BART Plaza.



Downtown Arts Venues



Cinema

Pacific Film Archive
California Theatres
East Bay Media Center
Shattuck Cinemas
United Artists Berkeley 7

Theater

Aurora Theatre Company
Berkeley Community Theater
Berkeley Repertory Theatre
UC Theatre

Music

California Jazz Conservatory
Freight & Salvage Coffeehouse
The Back Room

Visual Art

Berkeley Art Museum
D King Gallery Rock Posters
David Brower Center
Habitot Children's Museum
Lumbini Buddhist Art Gallery
Magnes Collection of Jewish Art & Life
The Berkeley Historical Society

BERKELEY DISTRICTS

4th Street

Berkeley's Fourth Street is a premier shopping destination, featuring fine dining and more than 80 unique retailers offering creative merchandise and contemporary design. With tree-lined sidewalks, live music every weekend, and a calendar of special events free to the public, Fourth Street is the perfect place to enjoy the Bay Area with authentic restaurants and classy shopping.



Downtown

Downtown Berkeley is a rich urban environment of innovation and creativity. It is home to cultural icons such as Berkeley Repertory Theatre, Freight and Salvage, and BAMPFA. It's also home to vibrant start-up business scene with a half-dozen incubators and co-working spaces, as well as office space to grow. The beautiful new Downtown BART Plaza and major hotels greet visitors, residents, and entrepreneurs alike. Nearby campuses of UC Berkeley and Berkeley City College, plus a bounty of dining and night life options, keep the district buzzing with youthful energy.



Elmwood

The Elmwood is a charming commercial district with the character of a classic "Main Street" and a shopping atmosphere unlike any other. Specialty shops, restaurants and a theater span the blocks along College and Ashby Avenue, serving local residents and visitors from around the world. The surrounding neighborhood is packed with attractive older homes, parks, and architectural gems like the Elmwood Theater and the Claremont Public Library.



Lorin District

With historic commercial buildings surrounded by charming residential neighborhoods, the Lorin is one of the most diverse, artistic and easy-access districts in Berkeley. It is home to the Berkeley Flea Market, South Berkeley Farmers Market, a thriving antiques and home furnishing cluster, and cultural icons including the Shotgun Players and Black Repertory Theater. This registered historic district has long been a center of the local Black community, and is also fast becoming a food scene with an impressive assortment of new eating and drinking establishments like Hoi Polloi and Lemat.



Gilman

The Gilman District is a thriving medley of the creativity, craftsmanship and eclectic community that makes Berkeley such a unique and vibrant city. A hub of craft brewing, dining, live music, arts and more is available in Northwest 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; Berkeley's neighborhoods range from sophisticated and urbane to cozy and intimate.

North Shattuck

North Shattuck is a culinary wonderland, home to world famous foodie destinations like Chez Panisse, Cheeseboard, and the original Peet's Coffee, along with a vibrant scene of new innovators. This area is celebrated as the birthplace of the California farm-to-table movement. North Shattuck is a walkable business district near Downtown and UC Berkeley campus, filled with independent boutiques and a bustling café culture.



West Berkeley Design Loop

The industrial warehouses of West Berkeley are home to traditional manufacturers, artisan businesses, and a thriving community of R&D companies. West Berkeley overflows with hidden gems. It's a place where bakers and glass blowers rub shoulders with researchers creating everything from plant-based meats to cures for infectious diseases. The up-and-coming SoU District along 4th and 5th Street features experimental and handcrafted food, crafts and fine art. The Aquatic Park research zone is a world class hub of biology and technology innovation. The Design Loop along San Pablo Avenue is a hub for sustainable interior design and furnishings.

Telegraph Avenue

Telegraph Avenue serves as both conductor and conduit for Berkeley's unceasing energy. Its tree-lined sidewalks host a mix of specialty stores, vintage boutiques, international cuisine cafés, and national retailers. In a city known for its openness, political activism, and unparalleled academia, Telegraph offers more of all those things. Bordering the core of the UC Berkeley campus, Telegraph is home to a collection of the best bookstores in America, iconic music stores, and world class people-watching.



University Avenue

University Avenue is Berkeley's main East/West artery, spanning from the Bay to the entrance to UC Berkeley's campus. More than 200 merchants line this vibrant corridor, and each block has a unique personality. The International Marketplace district where University crosses San Pablo provides a concentration of cultural and ethnic businesses, rich with Indian and South Asian flavors, fine fabrics and regional foods from around the world.

Solano Avenue

Solano Avenue provides a shopping experience unlike any other, with an abundance of local, independently-owned shops, and restaurants. Family-friendly spirit and local flavor are on display throughout this mile-long shopping district, as it passes through Berkeley and the neighboring town of Albany. The famous Solano Avenue Stroll, one of the largest and most festive street fairs in California, takes place here each September.

