

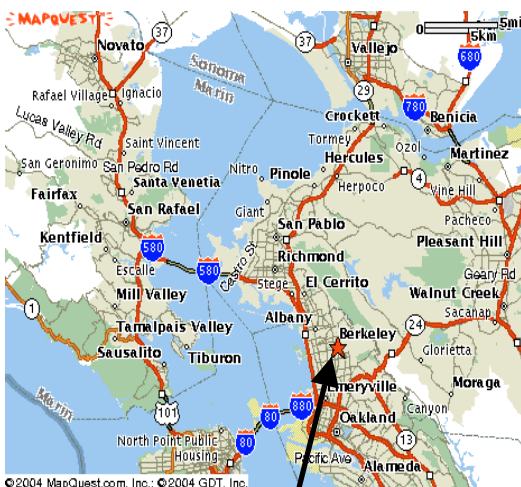
The Changing Face of University Avenue

University Avenue is a place to live, a place to shop, a destination, and a major transit route through Berkeley. It is also a series of local neighborhoods with their own unique characters. Residential neighborhoods north and south of the Avenue are predominately stable and attractive, with a diversity of housing types and households.

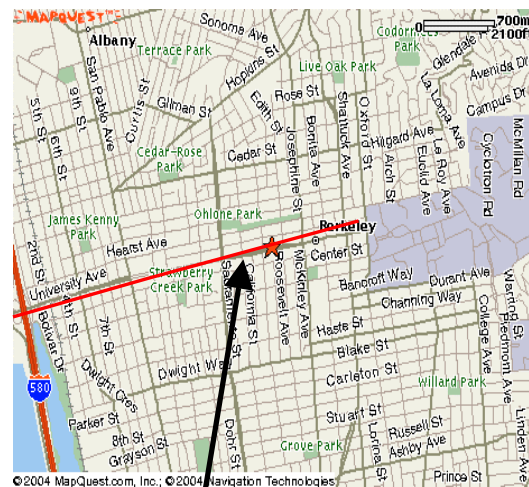
University Avenue is an important conduit that connects West Berkeley and Downtown

- **Downtown Berkeley** and the **University of California at Berkeley** are the eastern anchors of University Ave. UC Berkeley is an internationally renowned educational institution, as well as the largest employer in Berkeley with a daily population of 44,000. Downtown’s mix of office, commercial and entertainment uses, and its proximity to the UC campus make it an important regional destination and the reason why University Ave. is a major thoroughfare. Residents of Downtown are close to movie theaters, restaurants, support services, job opportunities and BART.
- **West Berkeley** is the western anchor of University Ave. Clustered near the corner of University and San Pablo Avenues, there is a critical mass of local-serving shops and services catering to the needs of surrounding residents and drawing patrons from throughout the region.

University Avenue is a major highway off-ramp lined with many businesses that have a regional presence as well as many local serving businesses. Recent developments are creating “mixed use” areas that allow shoppers to visit many businesses in one trip. New housing on University enables residents to enjoy easy access to transit and convenient local shopping.



Berkeley



University Avenue

The Changing Face of University Avenue:
South of Campus - Oxford St. to Martin Luther King, Jr. Way (MLK)

University Avenue from Oxford to MLK

This section of University Avenue, close to the UC Berkeley campus, and the site of the Downtown Berkeley BART station, is bustling with activity. People frequent the street by foot and bicycle, and take advantage of services, shops and restaurants both day and night. There are two mixed-use projects either underway or on the drawing boards that will create close to 80 new residential units.

Developments in this section of University Avenue include:

#2158 UC recently purchased property. Could be included in newly proposed 12-story University Hotel Complex.

#2119 Bachenheimer Building: Patrick Kennedy project under construction - New 5-story mixed-use building with 44 residential units, and over 3,000-sq. ft. of retail space.

#1941 4,950 sq. ft. for Sale/Lease on corner lot.

#2036 Former UC Theater: Recently purchased by Quality Bay Construction who converted +/-18 dilapidated SRO units to 1 bdrm lofts. They plan to redevelop the theater's 15,000+ sq. ft. facility.

#2008 Former Darling Flowers / now Touriel Building (2004): Patrick Kennedy project under construction – New 5-story, mixed-use building with 35 residential units.

#1952-1956 Adaptive reuse renovation project with three new downstairs retail storefronts. Two are rented, and one 870-sq. ft. ground floor retail space is for rent. Offices upstairs.

#1918 Building with 20,000 rentable sq. ft. recently purchased by owner/occupier – The Greenlining Institute.

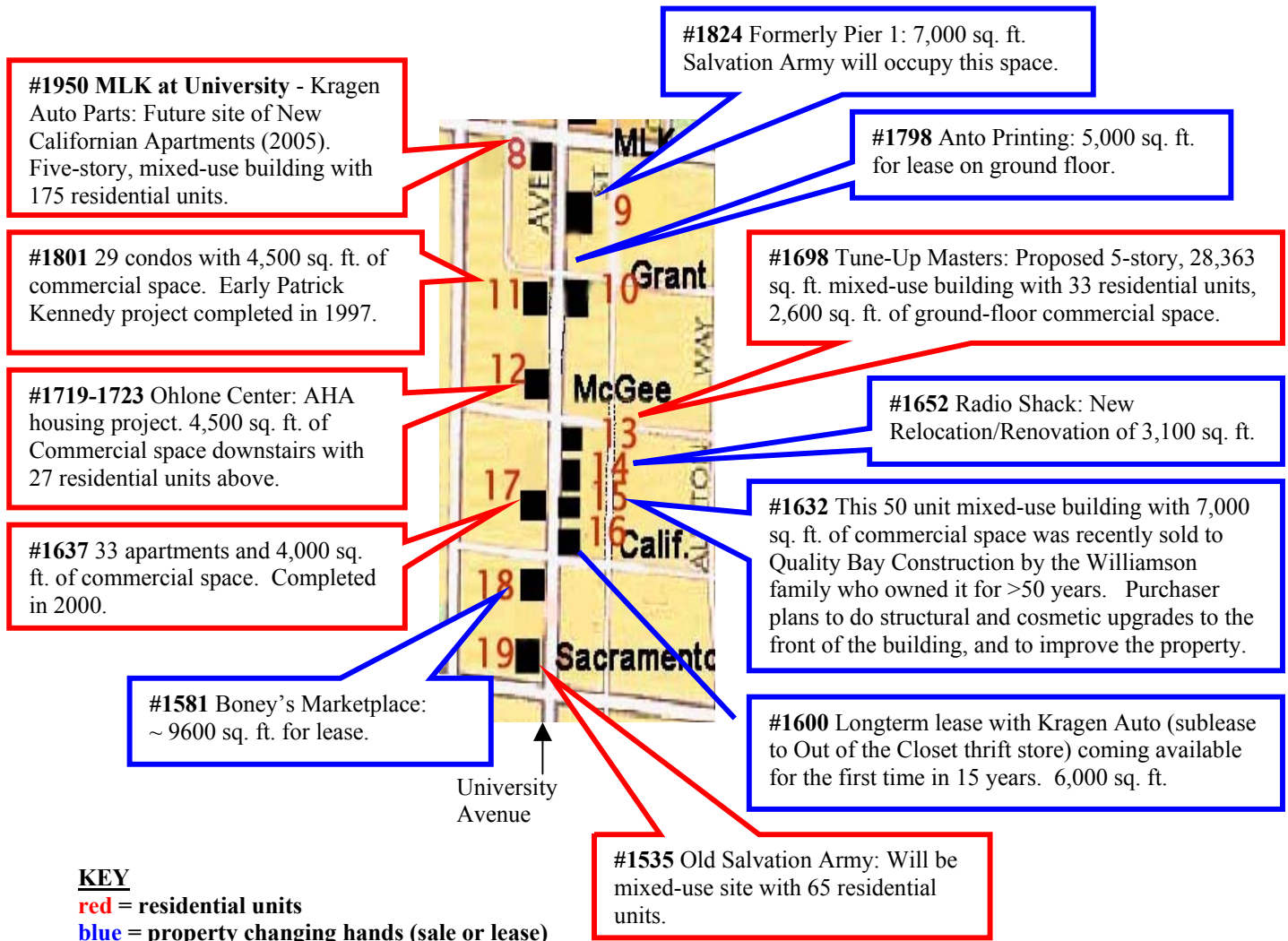
KEY
red = residential units
blue = property changing hands (sale or lease)
purple = University purchase
green = adaptive reuse

**The Changing Face of University Avenue:
Martin Luther King Jr. Way (MLK) to Sacramento Ave.**

University Avenue from MLK to Sacramento

This section of University Avenue is undergoing a significant transformation with four mixed-use projects either underway or on the drawing boards that will create 300 new residential units. Additionally, there are four locations with 5,000 sq. ft. or more for lease.

Developments in this section of University Avenue include:

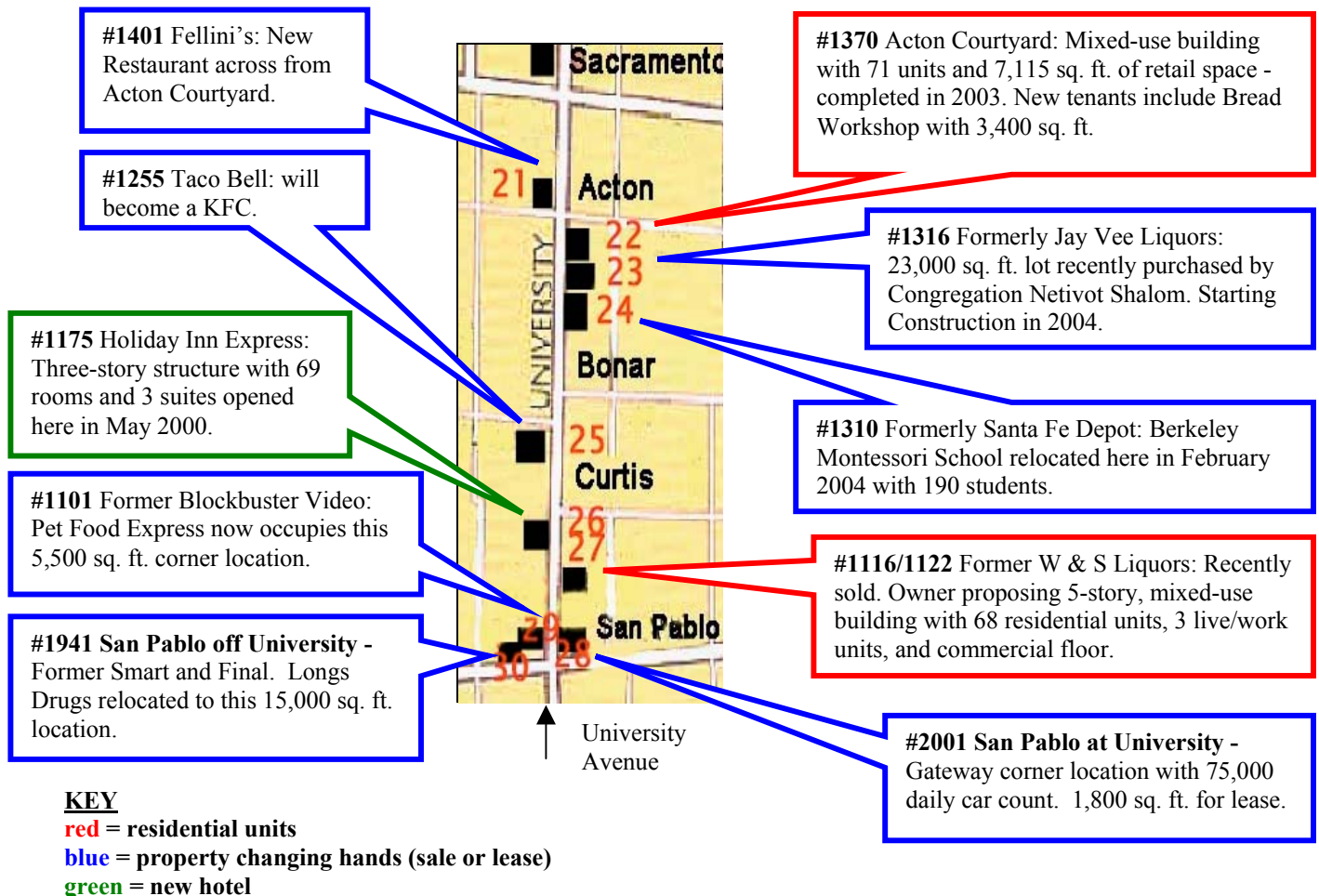


The Changing Face of University Avenue:
Sacramento Ave. to San Pablo Ave.

University Avenue from Sacramento to San Pablo

This section of University Avenue features existing destinations that draw a large population including Andronico's (at Acton) and the Berkeley Adult School (at Bonar) (both not shown on the map), and the Holiday Inn Express (at Curtis). This section of the Avenue also features the thriving corner of San Pablo and University that has experienced something of a renaissance recently. Known as the International Marketplace, there is a wide variety of stores and businesses there; specialty food stores, small restaurants and cafes, discount household supplies, a new Longs Drugs and Pet Food Express, a bank, post office, and auto-related services. There is one mixed-use project being planned that will create close to 70 new residential units.

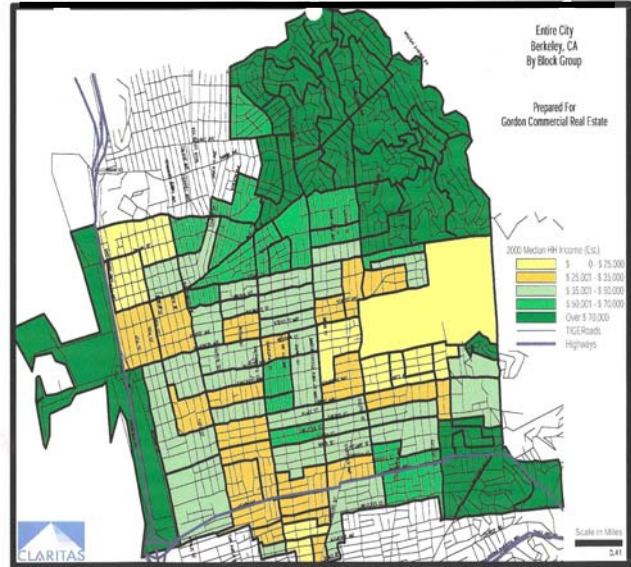
Developments in this section of University Avenue include:



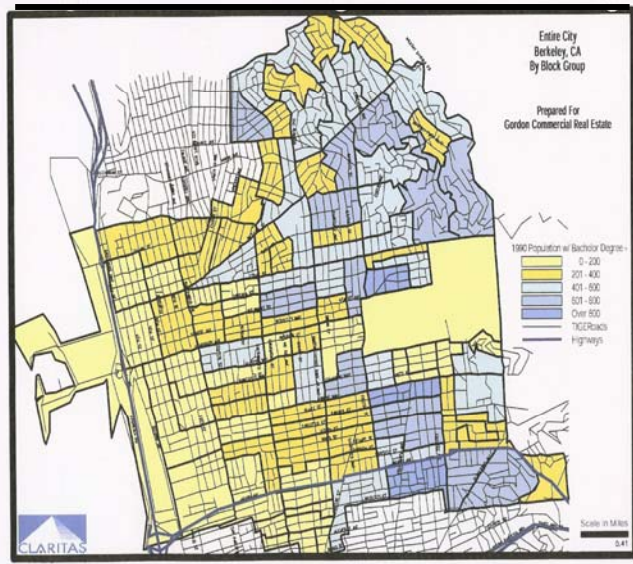
Overview of Berkeley Demographics

The city of Berkeley was incorporated in 1878, and comprises a landmass of 10.46 square miles. It has a population of 9,823 per square mile. Berkeley is located 12 miles from San Francisco in an area referred to as the “East Bay”. It is close to population and employment centers in Contra Costa and Silicon Valley. Berkeley continues to welcome newcomers from all backgrounds, foster close community ties, and live up to its reputation as an innovative, exciting, and fun place to live.

This diverse city is served by two major highways, a busy rail line, and the BART mass transit system. Berkeley is home to the world-renowned University of California at Berkeley, the oldest of the UC campuses, with a daily population of 44,000.



Berkeley is an attractive market with high household income and many neighborhoods with median household income of over \$70,000 as shown in dark green on the diagram to the right.



Berkeley Residents are highly educated with a high proportion of residents with Bachelors degrees and masters degrees. In the diagram to the left, the blue areas show highest density of households with Bachelors degrees.