

12

**HISTORICAL  
DESTINATIONS**

on the Telegraph Historical  
Walking Tour Smartphone App

**\$4.04 BILLION**

**TOTAL SPENDING POWER**  
of residents within a three-mile radius\*

**38 +**

**INDEPENDENT  
RETAIL SHOPS**

**98 +**

**RESTAURANTS**  
serving

**19**

**DISTINCT CUISINES**

**42 FT**

**TO UC BERKELEY**  
the highest-rated public  
university in the US

**\$2 FOR 2 HRS**

**OF PARKING**  
at the Telegraph Channing Garage  
and over **1,000 parking spaces** in the district

**2,338**

**PEDESTRIANS**  
cross Durant & Telegraph Avenues at peak hours

**IT'S HAPPENING ON  
THE AVENUE.**

**TELEGRAPH**



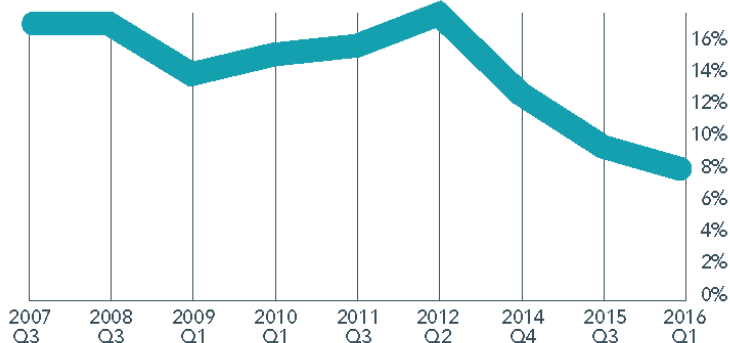
THE TELEGRAPH DISTRICT HAS A LOT GOING FOR IT. AS THE GATEWAY TO UC BERKELEY, WE ARE STEPS AWAY FROM THE MOST HIGHLY RATED PUBLIC EDUCATIONAL INSTITUTION IN THE US.

WE HAVE A HEALTHY MIX OF NATIONAL RETAIL AND LOCAL LEGACY STORES, COMPLIMENTED BY LOCAL AND REGIONAL DINING OPTIONS. 96 FOOD ESTABLISHMENTS IN ALL!

TELEGRAPH IS A WALKER'S PARADISE, WITH A WALKSCORE OF 96. WE HAVE PEDESTRIAN COUNTS BETWEEN BANCROFT & DURANT AVENUES OF CLOSE TO 3,000 PEOPLE PER HOUR. WE HAVE ROBUST TRANSIT, BIKESHARE, AND PARKING OPTIONS THROUGHOUT THE DISTRICT.

WE ARE GROWING. WITH 10 NEW HOUSING DEVELOPMENTS SLATED TO COME ONLINE IN THE NEXT 3 YEARS. WE WILL BE ADDING SUBSTANTIALLY TO THE DAILY 57,637 STUDENT & UC BERKELEY EMPLOYEE CUSTOMER BASE. CAMPUS HEADCOUNT OF STUDENTS, FACULTY AND STAFF IS PROJECTED TO GROW TO 62,090 BY 2022-2023 SCHOOL YEAR.

#### DECLINING RETAIL VACANCIES



"IN THE PAST DECADE BOOKSTORES IN GENERAL HAVE STRUGGLED WITH ONLINE COMPETITION. IN THE PAST YEAR WE HAVE SEEN A VERY POSITIVE CHANGE IN FOOT TRAFFIC AND SALES IN OUR STORE ON TELEGRAPH AVENUE. THE NEIGHBORHOOD IS ON THE RIGHT TRACK!"

*Doris Moskowitz* Owner, Moe's Books



Brandy Melville



URBAN OUTFITTERS



"WITH ALL THE NEW DEVELOPMENT COMING TO THE DISTRICT, WE ARE POSITIVE AND EXCITED ABOUT THE RETAIL CLIMATE."

*Erik Bigglestone* Owner, Games of Berkeley

## LODGING IN THE DISTRICT

The District has three unique and beautiful hotel offerings which bring in both tourists and university visitors:

The **Berkeley City Club** is a Julia Morgan-designed hotel and event space with wonderful public spaces and an acclaimed restaurant. The **Graduate Berkeley**, part of the Gemstone Hotels and Elliott Management Group, offers newly updated rooms and Henry's, a popular bar and restaurant. Tartine Bakery, part of the San Francisco micro chain has recently opened in the main lobby. The **Bancroft Hotel** is an intimate small hotel next to campus with a large meeting and event space. Many of the rooms have stunning views of the Bay.

All three properties are architecturally significant and add to the District as a unique visitor destination.

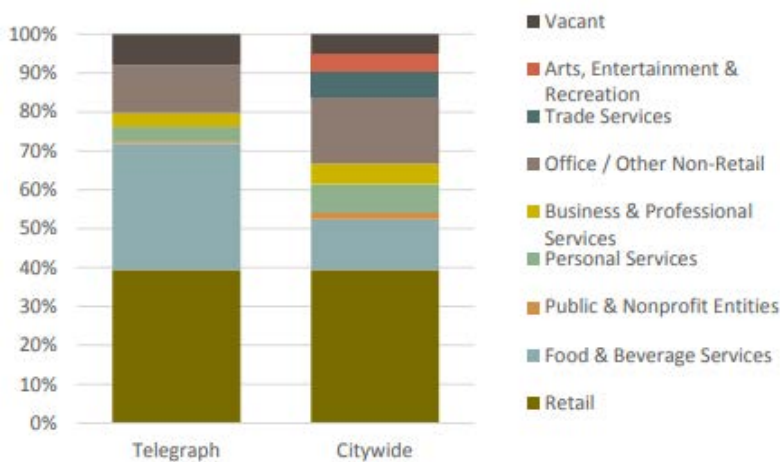


## CITY OF BERKELEY ADOPTS ZONING AMENDMENTS TO SUPPORT SMALL BUSINESSES

The City Council recently adopted streamlined zoning rules to make it easier for small businesses to get a land use permit in Berkeley. The six modifications to the zoning ordinance were developed in consultation with Berkeley's commercial district associations, individual business owners and operators, and other community stakeholders.

For more details on the new regulations, or for assistance in starting a new Berkeley business, call the Office of Economic Development at (510) 981-7530.

## BUSINESS MIX BY SQUARE FOOTAGE, 2018 Q4



Source: Berkeley OED

"WE WERE ABLE TO OPEN OUR AXE THROWING ENTERTAINMENT VENUE WITH AN OVER-THE-COUNTER ZONING CERTIFICATE LAST JANUARY. THE PROCESS WAS A BREEZE."

*Christopher Kwon* Axe Ventures

## ABOUT THE TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

The TBID is a property-based BID which was renewed in 2017 for a 10-year period with a resounding 74% vote in favor of renewal from property owners. Our focus is to **improve the pedestrian environment; keep our streets safe and clean; support local businesses, nurture urban innovation that is sustainable, attractive, and inclusive; and relish the District's prime location in Berkeley adjacent to the best public university in the world.** We have quarterly community meetings and host four events each year.





# TELEGRAPH DEVELOPMENT PIPELINE

As of May 20, 2019



**David Blackwell Hall**  
2401 Durant Ave  
Completed 8/18  
783 Beds, 7 stories  
12,300 SF Commercial



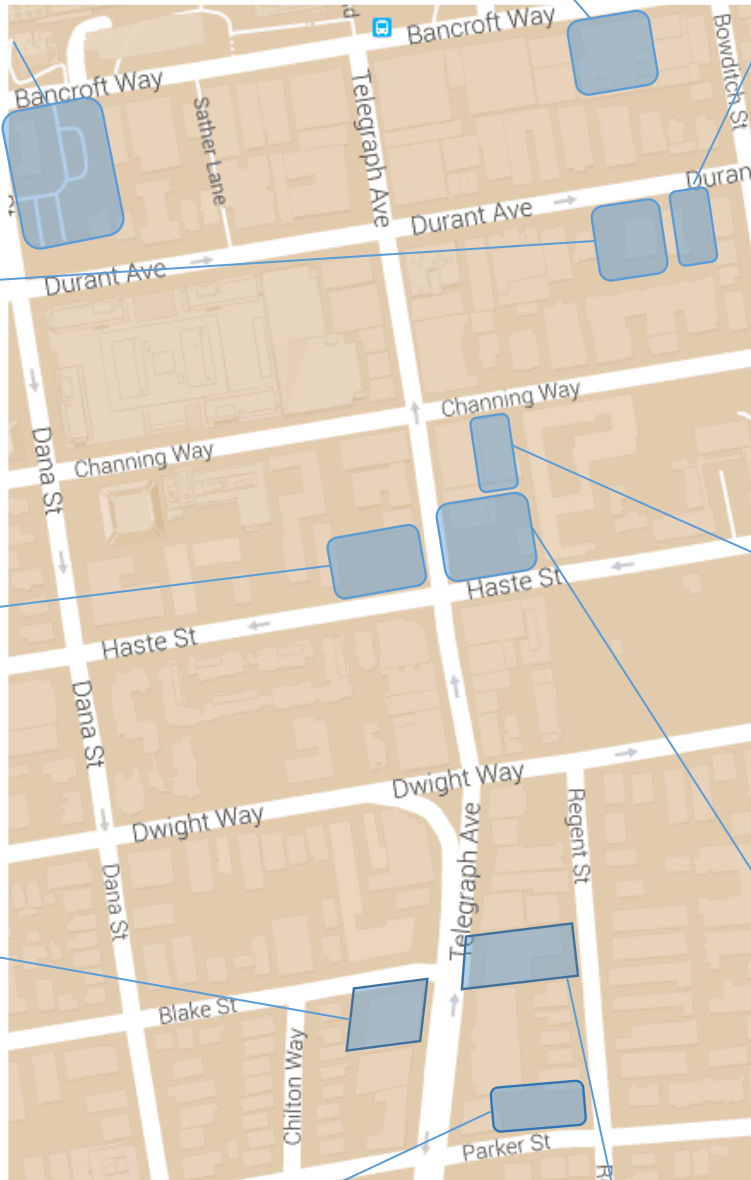
**The Standard**  
2580 -2580 Bancroft  
Under Construction  
~175 Units  
~30,000 SF Commercial



**2542 Durant**  
Entitled  
32 Units, 5 stories  
26,896 SF Commercial



**Southgate**  
2526 Durant  
Completed 12/16  
44 Units, 5 stories  
5,210 SF Commercial



**Sequoia Apartments**  
Completed 9/16  
42 Units, 4 stories  
5,800 SF Commercial



**The Laureate**  
2556 Telegraph  
Entitled  
24 Units, 5 stories  
~3,700 SF Commercial



**Regent Terrace**  
2597 Telegraph  
Under Construction  
10 Units, 3 stories  
0 SF Commercial

**The Nexus**  
2539 Telegraph  
Under Construction  
70 Units, 6 stories  
5,219 SF Commercial

**2631 Durant**  
Under Construction  
56 Units, 5 stories  
0 SF Commercial



**The Den**  
2508 Channing  
Under Construction  
40 Units, 8 stories  
2,500 SF Commercial



**The Enclave**  
2501 Haste  
Under Construction  
254 beds, 7 stories  
~20,000 SF Commercial



**Telegraph Business Improvement District**

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