



PROCLAMATION CALLING A SPECIAL MEETING OF THE BERKELEY CITY COUNCIL

In accordance with the authority in me vested, I do hereby call the Berkeley City Council in special session as follows:

**Tuesday, February 25, 2025
4:00 PM**

SCHOOL DISTRICT BOARD ROOM - 1231 ADDISON STREET, BERKELEY, CA 94702

ADENA ISHII, MAYOR

Councilmembers:

DISTRICT 1 – RASHI KESARWANI
DISTRICT 2 – TERRY TAPLIN
DISTRICT 3 – BEN BARTLETT
DISTRICT 4 – IGOR TREGUB

DISTRICT 5 – SHOSHANA O'KEEFE
DISTRICT 6 – BRENT BLACKABY
DISTRICT 7 – CECILIA LUNAPARRA
DISTRICT 8 – MARK HUMBERT

This meeting will be conducted in a hybrid model with both in-person attendance and virtual participation. Live captioned broadcasts of Council meetings are available on B-TV (Channel 33) and via internet video stream at http://berkeley.granicus.com/MediaPlayer.php?publish_id=1244. All Council meetings are recorded.

*To access the meeting remotely use this URL: <https://cityofberkeley-info.zoomgov.com/j/1608430091>. To request to speak, use the "raise hand" function in Zoom. To join by phone: Dial 1-669-254-5252 or 1-833-568-8864 (Toll Free) and enter Meeting ID: 160 843 0091. To provide public comment, Press *9 and wait to be recognized by the Chair. To submit a written communication for the public record, email council@berkeleyca.gov.*

This meeting will be conducted in accordance with the Brown Act, Government Code Section 54953. Any member of the public may attend this meeting, however, if you are feeling sick, please do not attend the meeting in person. The City Council may take action related to any subject listed on the Agenda.

Pursuant to the City Council Rules of Procedure and State Law, the presiding officer may remove, or cause the removal of, an individual for disrupting the meeting. Prior to removing an individual, the presiding officer shall warn the individual that their behavior is disrupting the meeting and that their failure to cease their behavior may result in their removal. The presiding officer may then remove the individual if they do not promptly cease their disruptive behavior. "Disrupting" means engaging in behavior during a meeting of a legislative body that actually disrupts, disturbs, impedes, or renders infeasible the orderly conduct of the meeting and includes, but is not limited to, a failure to comply with reasonable and lawful regulations adopted by a legislative body, or engaging in behavior that constitutes use of force or a true threat of force.

Government Code Section 84308 (Levine Act) - Parties to a proceeding involving a license, permit, or other entitlement for use are required to disclose if they made contributions over \$500 within the prior 12 months to any City employee or officer. Parties and participants with a financial interest are prohibited from making more than \$500 in contributions to a decisionmaker for the 12 months after the final decision is rendered on the proceeding. The above contribution disclosures and restrictions do not apply when the proceeding is competitively bid, or involves a personnel or labor contract. For more information, see Government Code Section 84308.

Preliminary Matters

Roll Call:

Worksession

Public comment is limited to items on this agenda only. The public may comment on each item listed on the agenda as the item is taken up.

The Presiding Officer will request that persons wishing to speak line up at the podium, or use the "raise hand" function in Zoom, to determine the number of persons interested in speaking at that time. Up to ten (10) speakers may speak for two minutes. If there are more than ten persons interested in speaking, the Presiding Officer may limit the public comment for all speakers to one minute per speaker. Speakers are permitted to yield their time to one other speaker, however no one speaker shall have more than four minutes. The Presiding Officer may, with the consent of persons representing both sides of an issue, allocate a block of time to each side to present their issue.

Action items may be reordered at the discretion of the Chair with the consent of Council.

Worksession

- Berkeley Economic Dashboards Update**
From: City Manager
Contact: Eleanor Hollander, Economic Development, (510) 981-7530

Adjournment

I hereby request that the City Clerk of the City of Berkeley cause personal notice to be given to each member of the Berkeley City Council on the time and place of said meeting, forthwith.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the City of Berkeley to be affixed on this 20th of February, 2025.

/s/ Adena Ishii, Mayor

Public Notice – this Proclamation serves as the official agenda for this meeting.

ATTEST:



Date: February 20, 2025
Mark Numainville, City Clerk

NOTICE CONCERNING YOUR LEGAL RIGHTS: *If you object to a decision by the City Council to approve or deny a use permit or variance for a project the following requirements and restrictions apply: 1) No lawsuit challenging a City decision to deny (Code Civ. Proc. §1094.6(b)) or approve (Gov. Code 65009(c)(5)) a use permit or variance may be filed more than 90 days after the date the Notice of Decision of the action of the City Council is mailed. Any lawsuit not filed within that 90-day period will be barred. 2) In any lawsuit that may be filed against a City Council decision to approve or deny a use permit or variance, the issues and evidence will be limited to those raised by you or someone else, orally or in writing, at a public hearing or prior to the close of the last public hearing on the project.*

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Communications to the City Council are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to the City Council, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service to the City Clerk Department at 2180 Milvia Street. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the City Clerk Department for further information.

Any writings or documents provided to a majority of the City Council regarding any item on this agenda will be made available for public inspection at the public counter at the City Clerk Department located on the first floor of City Hall located at 2180 Milvia Street, and through the City's online records portal: <https://records.cityofberkeley.info/>.

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City Clerk Department - 2180 Milvia Street, First Floor
Tel: 510-981-6900, TDD: 510-981-6903, Fax: 510-981-6901
Email: clerk@berkeleyca.gov

Libraries: Main – 2090 Kittredge Street,
Claremont Branch – 2940 Benvenue, West Branch – 1125 University,
North Branch – 1170 The Alameda, Tarea Hall Pittman South Branch – 1901 Russell

COMMUNICATION ACCESS INFORMATION:

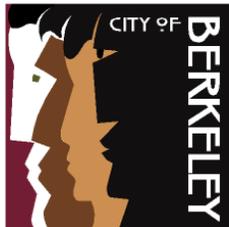
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To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at ada@berkeleyca.gov, (510) 981-6418 (V), or (510) 981-6347 (TDD) at least three business days before the meeting date.

Please refrain from wearing scented products to this meeting.



Captioning services are provided at the meeting, on B-TV, and on the Internet. In addition, assisted listening devices for the hearing impaired are available from the City Clerk prior to the meeting, and are to be returned before the end of the meeting.



Office of the City Manager

WORKSESSION

February 25, 2025

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Eleanor Hollander, Economic Development Manager

Subject: Berkeley Economic Dashboards Update

SUMMARY

The Office of Economic Development (OED) is pleased to present the Citywide Economic Dashboard update for 2024 (Attachment 1), and the updated Commercial District Dashboards (Attachment 2).

CURRENT SITUATION AND ITS EFFECTS

Throughout 2024, the City of Berkeley continued to produce diverse economic activity, though progress by many measures has remained flat since 2023. Sales tax revenue across most industry sectors has increased very slightly over the last year. The citywide ground floor inventory vacancy rate is 7.5 percent, a decrease of six tenths of a percent from the rate observed in 2023. More than 400 innovation sector businesses contribute to the Berkeley economy, with more than four-fifths operating as “startups” (i.e. in the early stages of growth where the company is still undertaking R&D to create a viable product, developing a prototype, raising venture capital, or adjusting their go-to-market strategy). The attached dashboards present these trends in more detail and include the latest citywide data available through the fourth quarter of 2024, much of which has been collected through on-the-ground fieldwork.

Key findings include:

- **Unemployment rates increased slightly; overall job growth was observed in many sectors.** Between November 2023 and November 2024, the total number of jobs located in the East Bay increased by 10,900, or 0.9%. The sectors with the highest year-over-year employment growth included Architectural & Engineering Services (+7.1%), Education & Health Services (+4.0%), Government (+2.0%), Accommodation & Food Services (+1.5%), Leisure & Hospitality (+1.4%), and Arts, Entertainment & Recreation (+1.1%). The countywide unemployment rate went up, increasing from 4.5% in December 2023 to 4.7% in December 2024. Berkeley’s unemployment rate increased slightly, from 4.0% to 4.4% over the same period. This tracks with the year-over-year increase in the statewide unemployment rate from 4.9% to 5.4%.

- **The number of startups in Berkeley increased slightly, with software, biotech and life science companies comprising more than two thirds of the total.** In 2024, the City of Berkeley was home to more than 400 innovation sector businesses in software, life sciences, healthcare, clean technology, hardware, education technology, food technology, and other science, technology, engineering and math (STEM) industries. Of these, more than four fifths (83%) were “startups”, or businesses that are developing repeatable and scalable business models to sell innovative technology products or services that aren’t yet profitable. UC Berkeley innovation and entrepreneurship programs, as well as citywide coworking spaces, accelerators, and incubators help nurture these early-stage companies. Representing more than a third (35%) of innovation companies, *Software* is the largest sector, with many startups using artificial intelligence (AI) and machine learning. The *Healthcare and Life Sciences* sector isn’t far behind, representing 32% of local innovation companies, and developing solutions that improve human health and longevity. The remainder is comprised of 15% *CleanTech* (including climate, water, air quality and other environmental technologies), 13% *Hardware*, 2% *Education Technology*, 1% *Food Technology*, and 2% in “other” innovation industries.
- **Despite 2024 being another challenging year for fundraising globally, there were more than a handful of acquisitions, several companies secured sizable venture capital investments, and 16 startups received government and philanthropic R&D grants.** Six companies were acquired in 2024: KatRisk, Integrated Molecular Diagnostics (IMD), Sliderule, Action Face, Nefeli Networks, and Replace Therapeutics (a tenant in Bakar Labs). 2024, like 2023, continued to be a tough environment for startups to raise venture and seed capital (as compared to 2021 & 2022) and Pitchbook’s [Venture Monitor First Look](#) report (published January 6, 2025) shows “down and flat valuations increased to nearly 30% of completed deals”. Despite the odds, 58 Berkeley startups raised \$1.2 billion, with nine large deals (over \$20M each) making up the lion’s share (88%). Some of the notable investments into Berkeley startups included:

 - \$537 million for KoBold Metals to expand the company's exploration efforts on 5 continents to use AI to search for critical metals needed for cleaner energy and EVs and to develop a massive copper deposit abroad
 - \$245 million for Twelve to decarbonize commercial aviation and transform CO2 into jet fuel and e-chemicals
 - \$90 million for Perfect Day to scale manufacturing of dairy protein using fermentation
 - \$35 million for Profluent to enable the creation and validation of an AI-generated gene editor and move it closer to improving healthcare and disease treatment

- \$34 million for Arris Composites to scale high-performing fiber composites in aerospace & consumer markets globally
- 16 Berkeley companies were also awarded more than \$14M in R&D grant funding in 2024, including awards from the federal National Institute of Health, Department of Energy, and National Science Foundation, among others. In 2024, *PitchBook*, a database that provides information and research on private capital markets and tools for portfolio management, [ranked UC Berkeley #1](#) in venture-funded startups founded by undergraduate alumni from any university worldwide, for the second year in row.
- **Office and lab vacancy rates in Berkeley increased.** Overall office availability in Berkeley rose to 16% in Q4 2024 from the 13.4% observed in Q4 2023, though the figure is significantly lower than the 28% vacancy observed in neighboring Oakland. Asking rents for high quality office space in Berkeley have stayed relatively consistent and were at \$3.32 per square foot (slight drop from 2023) in Q4 2024. Lab space in Q4, despite expanded inventory, remained at a premium in Berkeley, commanding rents of \$6.92 per square foot (down slightly from \$7.00 per square foot a year prior). The vacancy rate for Berkeley lab space is 48.6%, which has risen sharply in Berkeley in recent years, owing to the increase of new inventory from a large project in West Berkeley at 600 Addison Street (539,000 square feet total).
- **Average citywide ground floor commercial vacancy rates are down just slightly.** Based on field data collected from September–November 2024, the citywide ground floor commercial vacancy rate decreased from last year (down from 8.1% to 7.5%), but is up from the 2020 citywide vacancy rate of 6.9%. In 2024, Downtown, Telegraph Avenue, and West Berkeley all experienced a year-over-year increase in vacancy rates— West Berkeley rose from 2.2% to 6.5% Telegraph rose from 9.3% to 9.9%; Downtown rose from 10.8% to 10.9%. San Pablo Avenue’s vacancy rate decreased from 15.5% to 7.1%, University Avenue’s rate decreased from 17.7% to 7.7%, and Solano Avenue had a slight drop in vacancy from 2.6% (2023) to 2.1% (2024). In addition, many pending development projects in Downtown Berkeley (recorded in the database as “other non-retail: leased or pending development”, rather than “vacant”) represent close to 240,000 square feet of space and encompass more than 50 spaces of commercial inventory in flux in the city’s central business district. The presence of these spaces in 2024 make the *perception of vacancy* in the downtown core feel much greater.
- **Occupancy by retail businesses, as a share of total ground floor square footage, held steady.** The *Business and Professional Services* category increased 2.3% as a proportion of total commercial inventory from 2023 (now at 6.7%). *Arts, Entertainment & Recreation* decreased its share of total square

footage with a drop of four tenths of a percent (now at 4.8%). *Personal Services* occupancy has increased from 8.1% in 2023 to 8.6% in 2024, along with *Public/Nonprofit Entities* which increased to 6.6% this year from the 5.3% of inventory observed in 2023. Some neighborhood commercial districts including Solano, North Shattuck, and Elmwood saw little change in *Retail* square footage over the last year, whereas South Berkeley saw a larger 11% increase in *Retail* occupancy (now at 39%). Businesses in the *Food & Beverage* category saw a slight (7 tenths of a percent) increase to occupy 12.5% of total ground floor square footage in the city in 2024.

- In 2024, the City of Berkeley’s sales tax revenue was similar to 2023, but still shows a recovery from the nadir of 2020 & 2021.** Berkeley’s annual sales tax revenues increased 28% year-over-year through the second quarter of 2024, from \$14.7 million to \$18.8 million. Alameda County (including all 14 cities) reported an annual sales tax decrease of 13.7% to \$385 million over the same period, and the State of California witnessed a 1.4% decrease to \$9.3 billion. Sales tax revenue in the second quarter of 2024 at \$3.8 million was up slightly (5.5%) from the same period in 2023 (\$3.6 million); it was not higher than citywide sales tax collected in the initial recovery of the COVID-19 pandemic (\$4.4M in the second quarter of 2022) or pre-pandemic (\$4.1M in 2019). Overall, the *Retail* and *Food & Beverage* subsectors were the largest contributors to the city’s sales tax revenue (45% and 37% in Q2 2024, respectively). In the second quarter of 2024, sales tax collection increases were present in nearly every sector, with the exception of the “business and professional services” and “personal services” categories. The decreases likely represent a drop in large equipment (or other taxable) purchases or services made by non-profit institutions and fluctuations in gas and fuel prices (service stations are considered personal services with regard to sales tax collection).
- The housing market softened with lower sales volume, flattening rental costs and an increase in Berkeley home sale prices.** Despite a 12% decrease in sales volume from November 2023-2024, the median sale price of a single-family home in November 2024 was \$1.43M and Berkeley’s home prices increased by 7.5% over the same period. 44 single family homes were sold in Berkeley in November 2024, with an average of 15 days on the market. In the past five years (2020-2024), the median price of single-family homes in Berkeley hit an all-time high (\$1.81M) in April 2022. For rentals, between December 2024 and the year prior (December 2023), Berkeley’s rents for studio apartments increased by 1.7%, rising to an average of \$1,928 per month.
- The City of Berkeley continues to employ a wide range of approaches to support local economic sustainability.** The City’s Small Business Revolving Loan Fund (RLF) and COVID-19 Resiliency Loan Program (RLP) have 24 active loans to Berkeley businesses totaling over \$810,000 in outstanding principal.

Both the RLF and RLP programs continue to be a favorable source of capital for Berkeley's small businesses, and both funds will soon be serviced by Working Solutions, a CDFI lender. In addition, OED's Civic Arts Grants Program continues to support Berkeley's individual artists, arts organizations, and community festivals. In 2024, the Civic Arts Grants program funded 11 individual arts projects (\$44,000 total awarded), 34 festivals (\$199,680 total awarded), and 55 arts organizations (\$444,799 total awarded). In 2024, the program also added two new grants categories; a one-time capital projects grants category (\$300,000 awarded) and an arts programming effort (12 organizations for a total of \$60,000 awarded). Today, the total Civic Arts grants award program is valued at close to three quarters of a million dollars (\$748,479).

Other efforts include the deepening of a sophisticated marketing campaign to increase visibility, sales, and recognition for local enterprises and their employees. In 2024, the [#DiscoveredinBerkeley campaign](#) continued to spotlight exceptional, values-driven Berkeley companies that make Berkeley residents, business owners and workers proud. To date, the campaign has made nearly 4.4 million impressions and registered more than 180,000 concrete engagements online.

In 2024, OED continued to offer assistance with Green Business Certification, and a wide range of support for sustainable business networks including Berkeley's six formal Business Improvement Districts (BIDs) and many other merchant organizations. OED worked to promote equitable economic development through a partnership with Project Equity that helps Berkeley businesses transition to worker owned cooperatives. Further, in 2024 OED supported two large efforts to streamline zoning for Berkeley's businesses and innovation sector organizations. The results of both initiatives included simpler rules for businesses to obtain land use clearance across many commercial districts, shortened timelines for permitting, reduced permit costs, and resulted in greater clarity and certainty for firms wishing to get established or expand operations in Berkeley. In addition, OED worked with the Berkeley Chamber to create and publicize important city requirements, regulations and support services that a local business owner or aspiring Berkeley entrepreneur should know through a [Doing Business in Berkeley webpage](#) on the Chamber website, webinars, and other e-communications.

As part of the Berkeley Startup Cluster's *Berkeley Ventures, Berkeley Values* initiative, OED also worked to deepen and diversify Berkeley's talent pipeline by arranging 125 Berkeley High School student-visits at 7 "STEM CareerX Tours" at Berkeley companies in 2024. The tours, organized in partnership with the Institute for STEM Education at Cal State University, provided an opportunity for students to see how their science, technology, engineering and math (STEM) skills apply in the workplace.

BACKGROUND

Since 2015, OED has consistently released two companion publications, the *Citywide Economic Dashboard* and *Commercial District Dashboards*, which analyze a wide variety of economic trends and indicators in Berkeley. Attached to this report is the updated version of the Citywide Economic Dashboard and Commercial District Dashboard with data through December 2024 (Attachments 1 and 2). These dashboards are designed to make current economic and community data and information more accessible to Council, City staff, and community stakeholders. Providing this information also allows investors to evaluate potential markets and provides vital information for policy-makers to better direct different social and economic programs. The reports provide updated information through Q4 2024. OED staff will continue to update these dashboards on an annual basis, as staffing allows, and has posted the most recent version on the City's website at: <https://berkeleyca.gov/doing-business/economic-development/economic-dashboards-and-reports>.

To produce these publications, OED staff compiled and analyzed a wide variety of data sources including the Monthly Labor Force "LMI" Data (California Employment Development Department), the Employment Development Department's (EDD) Quarterly Census of Wage and Employment Data (QCEW), commercial real estate data (Newmark Cornish & Carey, JLL), housing market data (Berkeley Rent Stabilization Board, Multiple Listing Service (MLS), CoStar, Zumper, and Redfin) and sales tax data (Avenu/MUNIServices). Staff also analyzed data from City databases including business licenses, building permits and planning permits. Information on Berkeley startups and other innovation companies was obtained from Pitchbook, Crunchbase, LinkedIn, the U.S. Small Business Administration, tech industry news sources, and direct communications with businesses or the [Berkeley Startup Cluster](#)'s partners including UC Berkeley, the Berkeley Lab, and Berkeley's startup incubators, accelerators and coworking spaces such as SkyDeck, Bakar Labs, LAUNCH, and Bonneville Labs. Finally, in the third and fourth quarter of 2024, OED staff updated its field occupancy survey of ground floor commercial spaces in Berkeley commercial districts (Attachment 2). These publications support the City of Berkeley's *Strategic Plan*, advancing our goal *to be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community*.

ENVIRONMENTAL SUSTAINABILITY

Many of the City's environmental sustainability goals are tied to the overall health of the City's economy. The continued pursuit of sustainable economic goals, represents a source of resilience for Berkeley.

POSSIBLE FUTURE ACTION

OED staff will, as directed by Council through previous and future referral items, partner with other City departments and community organizations to implement programs and policies that foster a dynamic, diverse, sustainable, and locally-based economy.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Actions that facilitate increased economic activity may increase revenues related to the transit occupancy tax, business license tax, sales tax, and property tax, and thus have a positive fiscal impact on the city.

CONTACT PERSON

Eleanor Hollander, Economic Development Manager, (510) 981-7536

Elizabeth Redman Cleveland, Office of Economic Development, (510) 981-7532

Vincent McCoy, Office of Economic Development, (510) 981-7043

Attachments:

- 1: Citywide Economic Dashboard
- 2: Commercial District Dashboards



City of

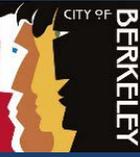
BERKELEY



2024 Economic Dashboard
Office of Economic Development

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Citywide Economic Dashboard



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Employment Activity

job growth by industry sector & unemployment



**Percent East Bay change in employment by sector
(Nov. 2023 – Nov. 2024)**

Sector (in the East Bay)	Percent Change	% of Total Jobs
Architectural, Engineering & Related Services	7.1%	1.5%
Educational & Health Services	4.0%	19.1%
Government	2.0%	14.1%
Accommodation & Food Services	1.5%	7.8%
Leisure and Hospitality	1.4%	9.4%
Arts, Entertainment & Recreation	1.1%	1.5%
Retail Trade	1.1%	9.0%
Administrative & Support Services	0.5%	4.6%
Construction	-0.7%	6.3%
Real Estate & Rental & Leasing	-1.1%	1.5%
Transportation & Warehousing	-1.2%	4.0%
Manufacturing	-2.1%	8.8%
Computer Systems Design & Related Services	-3.0%	1.6%

Source: Labor Market Information (LMI-EDD) for East Bay (Alameda and Contra Costa Counties), December 2024.

Job Growth

Between November 2023 and November 2024, the total number of jobs located in the East Bay increased by 10,900 or 0.9%. The sectors with the *highest percent* growth in employment included *Education and health services* (up 8,900 jobs) along with *Health care and social assistance* (up 8,400 jobs). Other notable changes included increases in *leisure and hospitality* (up 1,600 jobs), *professional and business services* (up 1,500 jobs). Decreases were noted in the *information* sector (down 1,700 jobs), and *trade, transportation, and utilities* (down 1,100 jobs).

Unemployment Rates show slight increase year over year:

	2023	2024
California	4.9%	5.4%
Alameda County	4.5%	4.7%
Berkeley	4.0%	4.4%

Source: State of California Employment Development Department (EDD), [Y Charts](#), Labor Market Information (LMI-EDD)

Employment Activity

largest employers



Top 25 Berkeley Employers

Company	Sector
Backroads Inc.	Recreation
Bayer Corp.	Biotech
Berkeley Bowl Produce	Food & Beverage
Berkeley Cement Inc.	Construction
Berkeley City College	Education
Berkeley Emergency Food & Housing Project (Insight Housing)	Social Services
Berkeley Repertory Theatre	Arts & Entertainment
Berkeley Unified School District	Education
City of Berkeley	Government
Fieldwork Brewing Co.	Food & Beverage
Foresight Mental Health	Healthcare
Kaiser Permanente Medical Group Inc.	Healthcare
Lawrence Berkeley National Lab	Laboratory
Lifelong Medical Care	Healthcare
OC Jones & Sons	Construction
Satellite Affordable Housing	Social Services
Sutter Bay Hospital	Healthcare
Target Corp.	Retail
Technical Safety Services	Biotech/Manufacturing
The Wright Institute	Education
Twelve	Manufacturing/ R&D
University of California	Education
UPSIDE Foods	Biotech/R&D
Whole Foods Market	Food & Beverage
YMCA of the Central Bay Area	Recreation

Source: State of California Employment Development Department (EDD), Q1 2024



Controlled Environment Testing | TSS

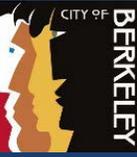
(Clockwise from top) Technical Safety Services, Insight Housing, Satellite Affordable Housing. Pictured at right:- project ribbon cutting. Credits: Meta, Insight Housing, SAHA



Berkeley's top 25 employers (by number of employees) is reflective of the city's diverse economy. Top employers include four in the healthcare sector and four in the education sector, including UC Berkeley, one of the city's main economic engines. There are also a few large private sector corporations in Berkeley, notably Bayer. Two social service organizations made it onto the 2024 list: Insight Housing (formerly the Berkeley Food & Housing Project) and Satellite Affordable Housing.

Sector Snapshots

hospitality



Berkeley's hospitality sector fared better than neighboring cities, both in hotel occupancy and tourism "image".



The [Bioneers Conference](#) brought over 1,800 visitors to Downtown Berkeley in March 2024. It will return Mar. 27-29, 2025.

[Highlighted on KTVU](#), a record number of participants participated in [Berkeley Restaurant Week](#).

UC Berkeley became part of the Atlantic Coast Conference, drawing new domestic visitors.



[VisitBerkeley.com](#) webpages such as the [Event Calendar](#), highlight local leisure opportunities. The [Berkeley Bucks](#) e-gift card continues to generate revenue for Berkeley businesses, with \$17K redeemed in 2024.

Hotel Occupancy & Inventory

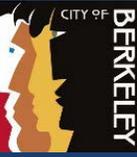
- Berkeley hotel occupancy was consistently higher than other Bay Area cities, with **2.4 million overnight visitors** and a **visitor spend of \$187.7 mil.**
- **Average nightly hotel occupancy** made a slight increase from 2023, rising from 70% to **71%**, though still below pre-pandemic average occupancy rates of more than 80%.
- The **average daily room rate** for Berkeley lodging properties rose 3.2% to **\$187.50** per night.
- Berkeley has **lost 8 lodging properties** (7.2% of its hotel inventory) since the pandemic, with most being used to support the unhoused population.
- Berkeley's 2024 hotel tax revenue was just under \$7.1 million, slightly more than 2023.

[Food & Drinks](#), and [Where to Stay](#)



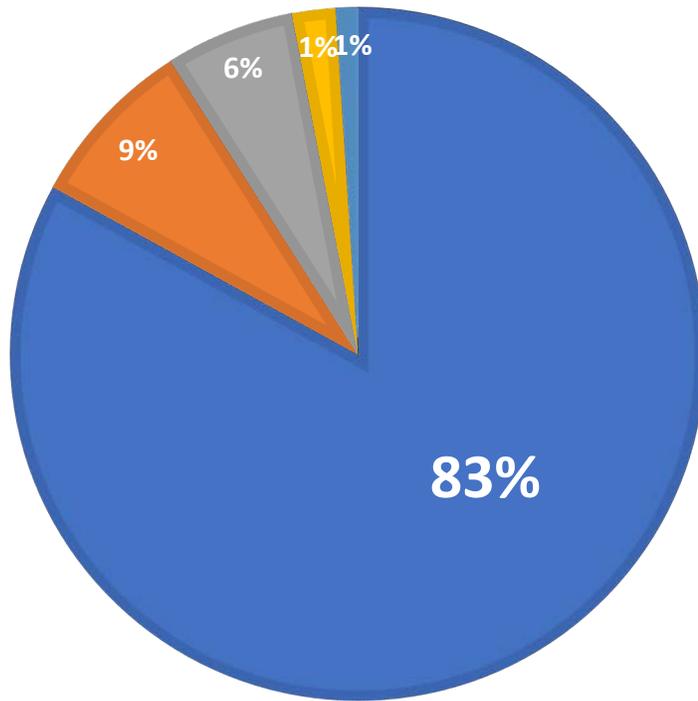
Sector Snapshots

startups & innovation businesses



INNOVATION COMPANIES BY GROWTH STAGE

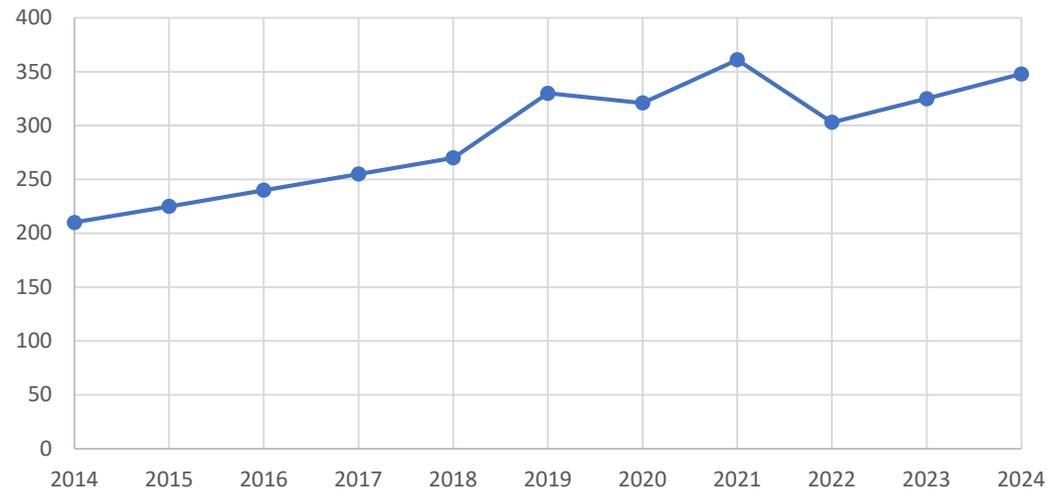
- Startup
- Established company
- Consulting company
- Subsidiary company
- Incubator or coworking facility



Berkeley has more than **400 innovation companies citywide**; the vast majority are startups.

Pitchbook ranked **UC Berkeley #1 in venture-funded startups** founded by undergrad alumni from any university worldwide **AGAIN**.

Number of Startups*



*Companies defined as startups are for-profit businesses that sell innovative technology products or services OR substantively use innovative technologies to develop and manufacture their products or provide their services AND are developing repeatable and scalable business models that aren't yet profitable.

Sources: City of Berkeley Office of Economic Development (OED), UC Berkeley IPIRA

Sector Snapshots

startup sectors & wealth creation



Despite the difficult 2024 fundraising environment,

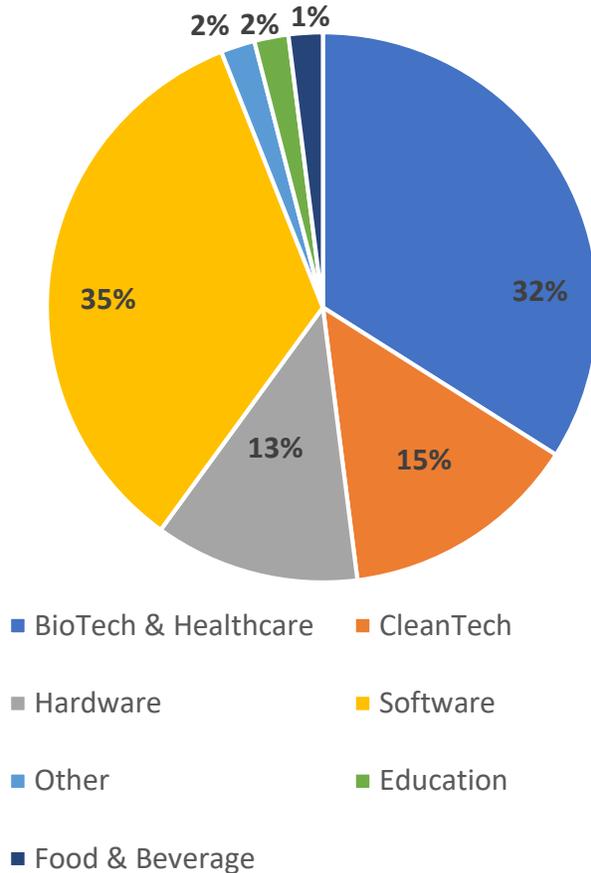
6 Berkeley startups were acquired and

58 raised:

- **\$1.2B** in venture and seed capital

- **\$14.3M** in government R&D grants

Innovation Companies by Industry

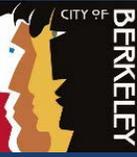


Berkeley Innovation Sector 2024 Highlights

- **KoBold Metals** : \$537M to use AI to search for critical metals needed for the clean energy transition on 5 continents and to develop a massive copper deposit in Zambia.
- **twelve** : \$245M to decarbonize commercial aviation and transform CO₂ into Jet Fuel and eChemicals.
- **Perfect Day** : \$90M to scale manufacturing of dairy protein from fermentation.
- **Profluent** : \$35M to enable the creation and validation of an AI-generated gene editor and move it closer to improving healthcare and disease treatment
- **ARRIS** : \$34M to scale high-performing fiber composites in aerospace & consumer markets.
- **Aircapture** : \$30M to capture atmospheric CO₂ and make it available for industrial applications

Commercial Activity

trends & transactions - office



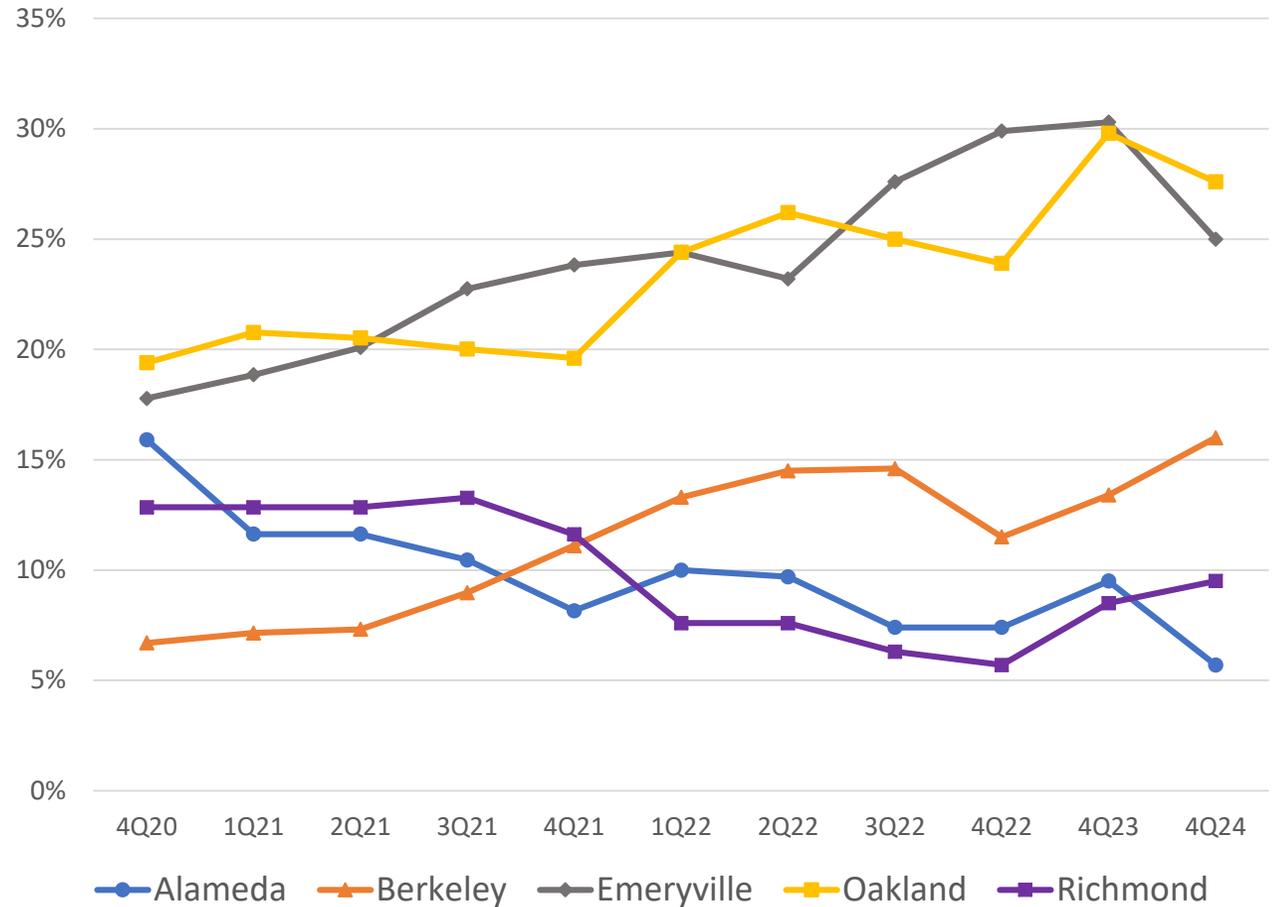
The number of office jobs in the East Bay has yet to return to pre-pandemic levels, with about 10 thousand fewer office-using jobs. Office-based employment is just below early 2017 levels. Overall leasing in the East Bay slowed down in Q4 2024 to about half the annual 10-year average. The average size of office leases has also decreased to just under 3,200 square feet, from roughly 5,600 square feet in years prior. It is anticipated that more distressed properties will go back to their lenders as rental rates continue to decline, and improvement costs remain high.

Source: Newmark Cornish & Carey, 3Q24 & 4Q24 Greater Oakland Office Market Reports

Q4 2024 Office Market, Berkeley	Indicators
Total Inventory	2,967,922 SF
Availability Rate	18.4%
Average Asking Rent	\$3.19/ SF

Source: Newmark Cornish & Carey, 4Q24 Greater Oakland Office Market Report

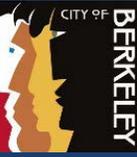
Office Vacancy Rate, East Bay Cities Q4 2020 – Q4 2024



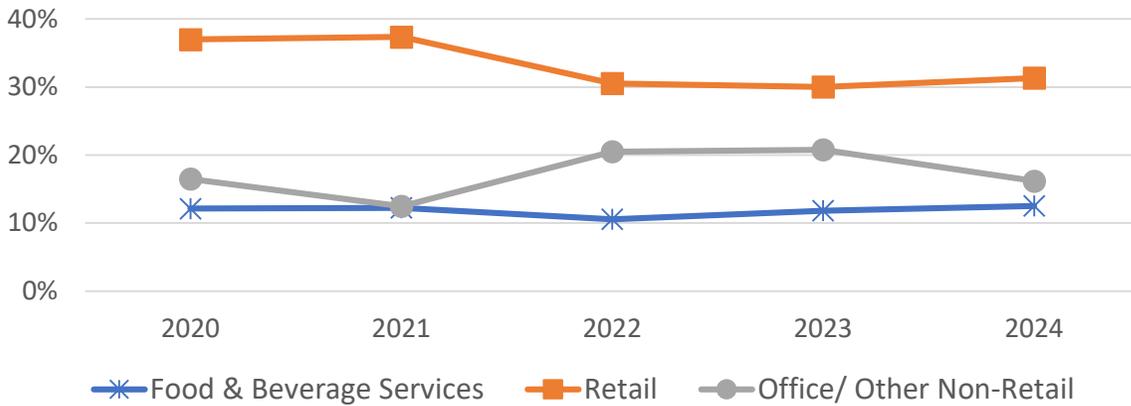
Source: Newmark Cornish & Carey, 4Q24 Greater Oakland Office Market Report

Commercial Activity

trends & transactions – commercial inventory



Citywide Commercial Inventory by Select Categories & Square Footage, 2020-2024



Together, three sectors (*Food & Beverage, Retail, and Office/Other Non-Retail*) comprised 60% of total 2024 ground floor commercial inventory. Pending developments recorded in the *Office/Non-Retail* category have crested since 2021-2022, as many development projects were completed and opened for occupancy in the past year. In 2024, both *Retail* and *Food & Beverage* as a percentage of total square footage showed slight increases from the year prior (both up by 1%), but *Retail* as a total percentage of ground floor inventory has trended downward since 2020. The *Personal Services* category at 8.6%, *Business & Professional Services* (6.7%) and *Public and Non-Profit Entities* at 6.6% were the next largest categories by square footage.



Clockwise from top: A mixed use development site slated for construction at Shattuck and Allston Way; pending future development coming to a former movie theater on Shattuck Avenue; and retail spaces in transition on Shattuck Ave as a result of a pending development project. All are categorized as “Office: Other Non-Retail” in OED’s field survey.



Chart: OED
Photos: Hoodline, OED, Foursquare

Commercial Activity

business district vacancy rates



Citywide, the ground floor commercial vacancy rate has decreased to **7.5%***, a drop of 0.6% since Q4 2023. The commercial districts of San Pablo, South Berkeley, University, and Solano experienced decreases. Vacancy rates increased in Downtown, West Berkeley, Telegraph, Elmwood, North Shattuck and the C-N districts.

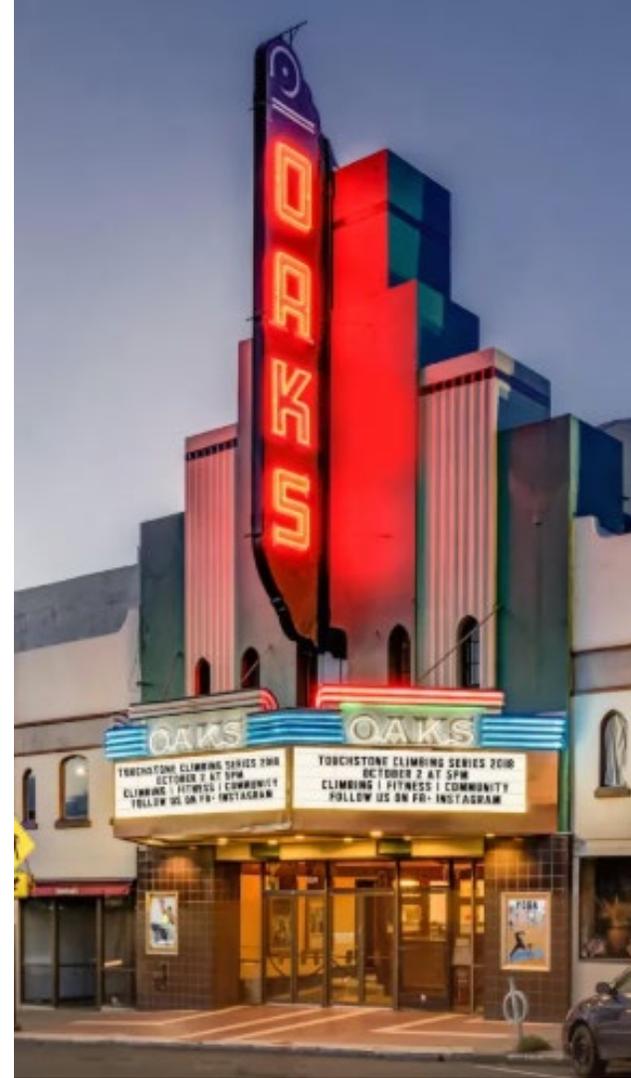
Vacancy Rates by District, Calculated by Square Footage, 2020-2024

District	2020	2021	2022	2023	2024	Year Over Year Change
Downtown	9.9%	15.7%	11.9%	10.8%	10.9%	↑
Elmwood	10.9%	10.9%	7.7%	6.2%	6.9%	↑
North Shattuck	4.3%	4.3%	4.3%	1.9%	2.0%	↑
San Pablo	4.8%	7.9%	10.8%	15.5%	7.1%	↓
Solano	6.7%	4.4%	3.7%	2.6%	2.1%	↓
South Berkeley	10.1%	8.8%	11.8%	19.2%	8.9%	↓
Telegraph	17.2%	12.6%	8.5%	9.3%	9.9%	↑
University	11.0%	9.1%	12.8%	17.7%	7.7%	↓
Neighborhood Commercial (C-N)	7.3%	3.2%	2.3%	2.6%	2.8%	↑
West Berkeley	3.7%	4.7%	5.2%	2.2%	6.5%	↑
Citywide Avg.	6.9%	8.3%	8.4%	8.1%	7.5%	↓



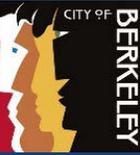
Photos (l-r): R. Moon, Influent Home

*Typical commercial district storefront vacancy rates range from 5-15% due to natural market churn. Proposed and pending development projects throughout the city have an impact on vacancy rates as well as new openings with large floorplates (pictured left).

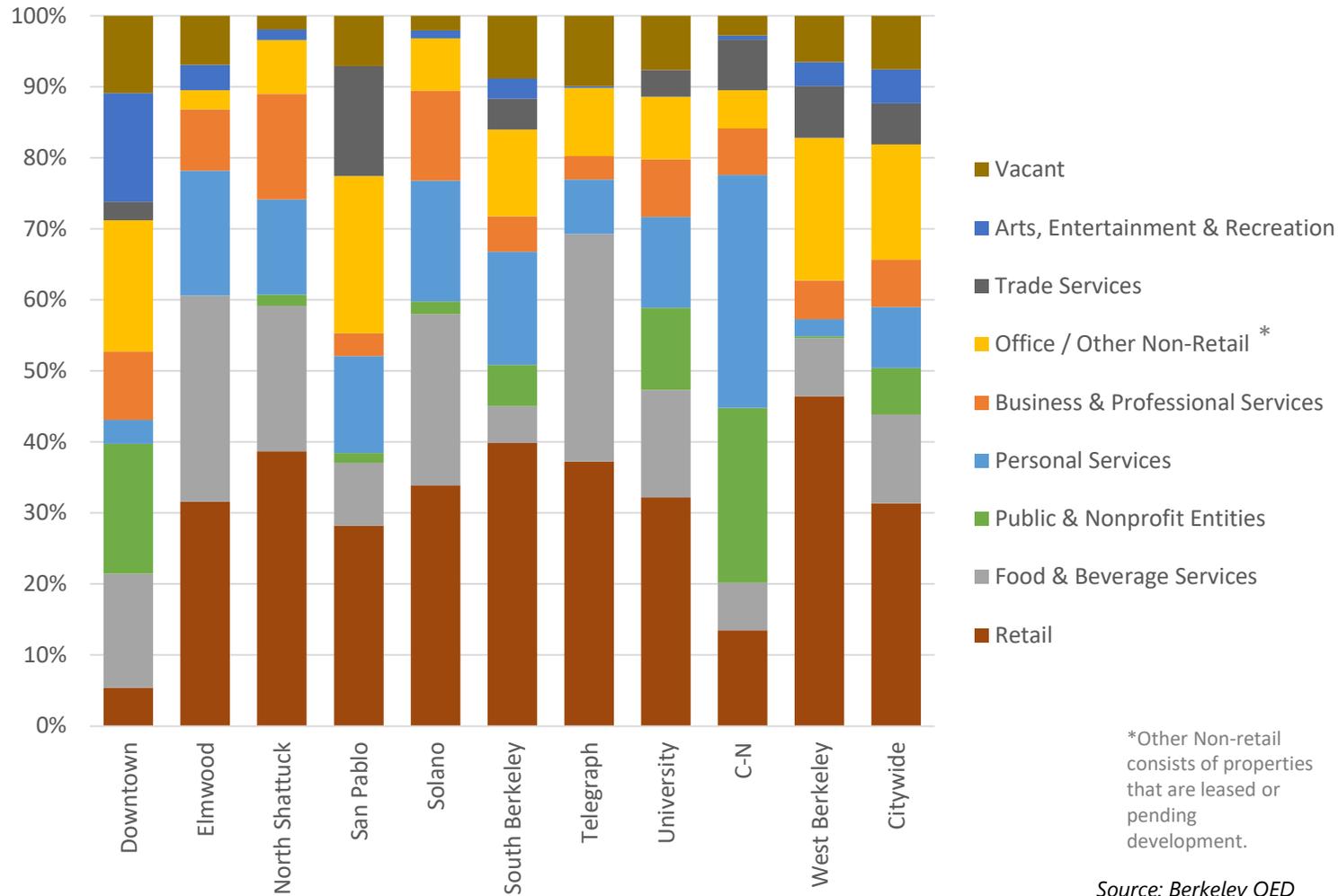


Commercial Activity

ground floor space occupancy by business type



Ground Floor Commercial Occupancy By Category, 2024



Retail comprises the most significant percentage (31%) of ground floor space across Berkeley commercial districts, with **Food & Beverage** also representing a large portion (13%) of occupancy, especially in the Telegraph, Elmwood, Solano, and North Shattuck districts.

- **Downtown** and **San Pablo** have the dominant share of Office/Other Non-retail (18% and 21%) due to the high level of development activity that includes ground floor retail with housing above.
- **West Berkeley** (including 4th Street) has the highest concentration of Retail (46%).
- **Downtown** has the highest vacancy rate (10.1%), followed by **Telegraph** (9.9%) and **South Berkeley** (8.6%).

*Other Non-retail consists of properties that are leased or pending development.

Source: Berkeley OED



Photos: The Spanish Table, Casa de Chocolates, Visit Berkeley

Commercial Activity

future development



The **Gateway Center** on the UC Campus will house the College of Computing, Data Science, and Society (CDS), the first new college at UC Berkeley in 50 years. Image: Weiss/Manfredi

New Buildings

UC Berkeley will soon be the largest rate payer to the Downtown Berkeley BID* — a number of planned and recently completed projects surrounding the campus are providing spaces to conduct research, learn, and live.

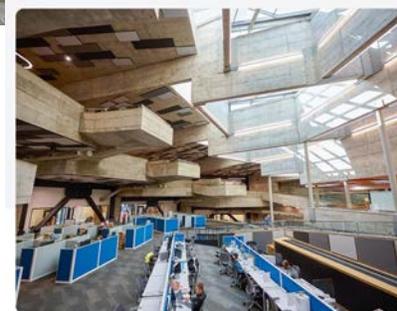
* **BID** – Business Improvement District, a fund that supplements public services within geographically defined boundaries.



(Left) The Helen Diller **Anchor House**, a dorm for transfer students to UCB, opened for the 2024 academic year. Photo: Jason O’Rear



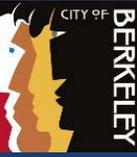
(Above and Right) **Bakar Labs**, where UC Berkeley and QB3 run a life science-focused incubator for startups developing innovative technologies to benefit society. Photo: QB3



(Left) The proposed **UC Innovation Zone** would include two buildings – a South Building and North Building totaling approximately 486,000 gross square feet – with academic research and collaboration space, parking, and open space. Image: UC Regents, South Building Rendering (May 2024)

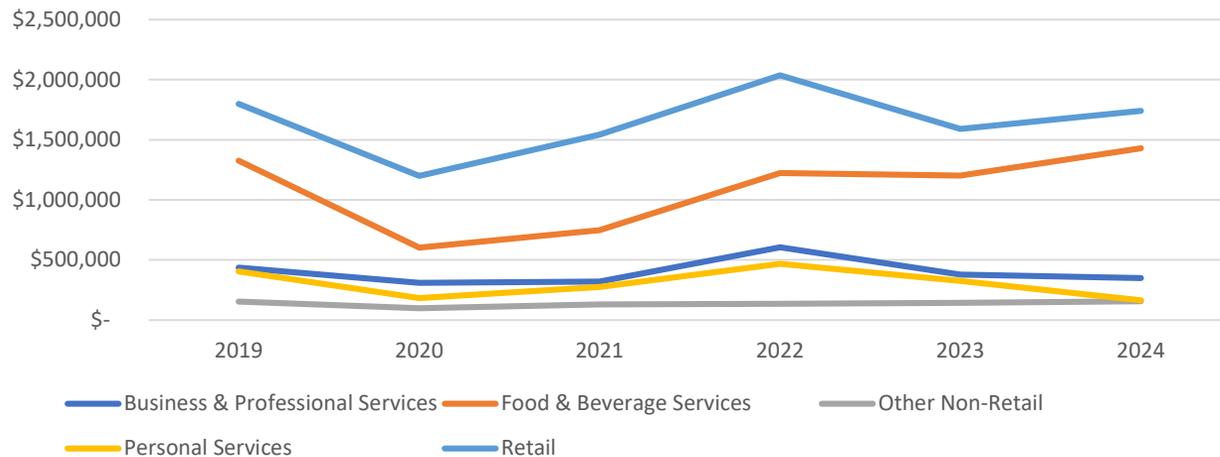
Commercial Activity

sales tax revenues in 2024



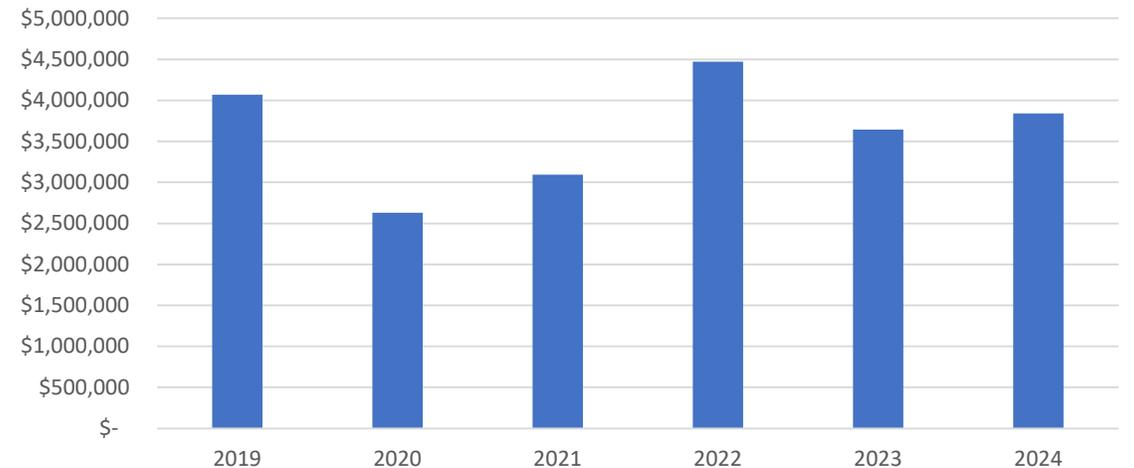
Total Annual Sales Tax Revenue (Q2 + Previous Three Quarters)	July '22 to June '23	July '23 to June '24	% Change (Year over Year)
City of Berkeley	\$14,709,995	\$18,893,092	28.4%
Alameda County (total including cities)	\$447,204,095	\$385,954,179	-13.7%
State of California	\$9,510,809,118	\$9,376,883,707	-1.4%

Berkeley Q2 Sales Tax Revenue by Business Category



Source: MuniServices, Quarter 2 (Apr-June) Collections 2019 to 2024

Total City of Berkeley Q2 Sales Tax Revenues



Source: MuniServices, Quarter 2 (Apr-June) 2019 to 2024, Nominal Values

In Q2 2024, the *Retail* subsector was the largest contributor to the city’s sales tax revenue (45%), with *Food & Beverage* second (37%). Sales tax revenue was up 5% from the same period in 2023, and is higher than citywide sales tax collected in the second quarter of both 2020 and 2021 (acute phases of the COVID-19 pandemic). Compared to Q2 last year, sales tax revenue across most business categories is up, with *Retail* increasing by 9% and *Food & Beverage* increasing by 19%. Decreases were noted in the *Personal Services* category where collections have decreased by 49% (owing to mostly service stations & fuel costs) and in the *Business & Professional Services* sector where collections are down by 8% from Q2 2023.

Housing



development pipeline & construction

Berkeley's Large Residential Developments, Approved 2024



Housing Development Pipeline
In 2024, applicants submitted land use permit applications for **13 distinct projects** representing a total of **1,600** new housing units. The plans span several neighborhoods and are typically close to transit corridors and the UC Berkeley campus, the largest of which is “The Hub” at Oxford and Center Streets (456 Units). See 2128 Oxford St, inset at right.

Sources: City of Berkeley Department of Planning and Development, December 2024, Map OED.

Pipeline & Construction Highlights



2029 University Ave (at Shattuck)

If built as proposed, this 23-story tower supported by Laconia Development at 2029 University Avenue will add either 240 multi-family or 160 student housing units to Downtown Berkeley. If all projects in the current development pipeline are built as proposed, 2029 University Avenue will be the sixth tallest project in the pipeline, surpassed by 1998 Shattuck Avenue, 2128 Oxford Street, 2190 Shattuck Avenue, 2200 Bancroft Way, and (potentially) 2115 Kittredge Street.

The Lair 2077 Haste St (at Shattuck)

In the fall of 2024, the new Lair housing building on Haste at Shattuck Ave brought online 40 new homes, and a living wall at the dwelling entrance.



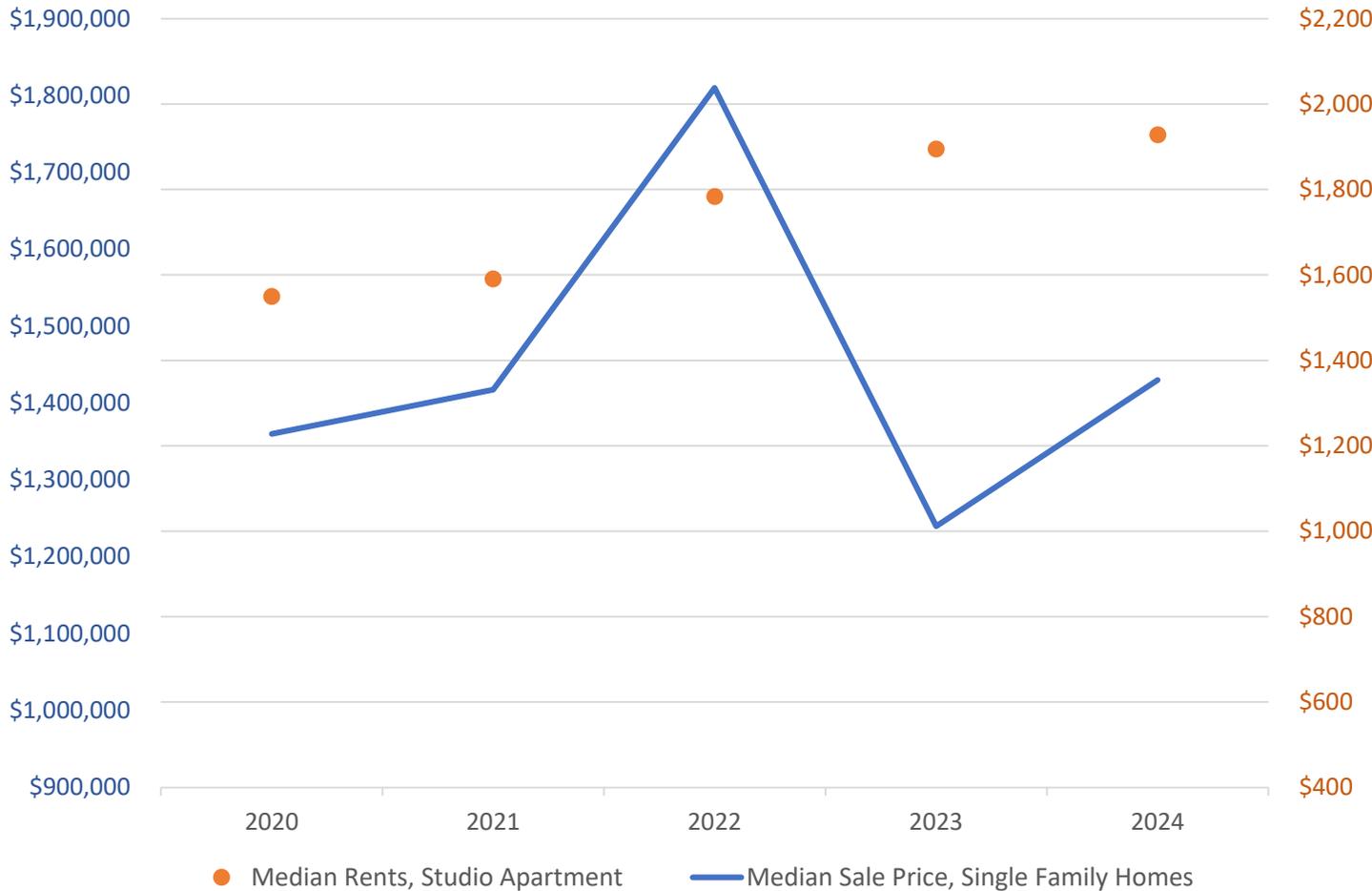
Sources (from top): SF YIMBY, Rentable, Apartments.com

Housing

rental costs & sale prices



Housing Prices in Berkeley, 2020-2024



Sources: Redfin, Apartment List, Zumper, Rent Cafe, and City of Berkeley Rent Stabilization Board

Median Sale Price, Single-Family Homes, Nov. 2024

Alameda	\$1,170,000
Albany	\$1,325,000
Berkeley	\$1,430,000
El Cerrito	\$1,400,000
El Sobrante	\$782,500
Emeryville	\$585,000
Oakland	\$802,500
Richmond	\$665,000
Piedmont	\$2,900,000
San Leandro	\$875,000

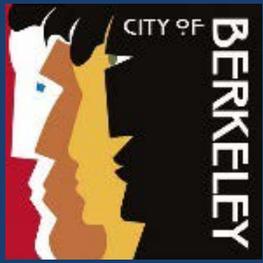
Source: Redfin

Home sales soften, sale prices increase, rental prices flatten

Berkeley's single family home values increased 7.5% from Nov. 2023 - 2024, with a 12% decrease in sales volume over the same period. 44 single family homes were sold in Berkeley in Nov. 2024, with an average of 15 days on the market. Over the past five years (2020-2024), the median price of single family homes in Berkeley hit an all time high (\$1.81M) in April 2022.

Berkeley's **average rents** for studio apartments increased by 1.7% between Dec. 2023- 2024 to an average of \$1,928 per month.

Sources: Redfin, Multiple Listing Service or "MLS", Zumper - Rental Market Trends



OED efforts to support local economic sustainability

Financing small businesses through the Revolving Loan Fund & Resiliency Loan Program



Revolving Loan Fund Portfolio	Active Loans
Number of RLF Loans	6
RLF \$ Outstanding Principal	\$375,000

Source: Berkeley OED, December 2024

COVID-19 Resiliency Loan Program Portfolio	Active Loans
Number of RLP Loans	18
RLP \$ Outstanding Principal	\$435,000

Source: Berkeley OED, Working Solutions, December 2024

Current Revolving Loan Fund (RLF) Borrowers:



Supporting Berkeley's existing small businesses

The **Resiliency Loan Program (RLP)** program, administered by Working Solutions, a Community Development Financial Institution (CDFI), was established to help Berkeley businesses weather the impacts of the pandemic. It is a revolving fund with 18 active loans to Berkeley borrowers.



In 2024, City of Berkeley RLP loan recipient *El Tiny Cafe* celebrated their 4th Anniversary. Café owners Lily and Alan gained access to a suite of business support services, including a Spanish-speaking Working Solutions business consultant who helped them streamline operations and enhance profitability.

Today, El Tiny Cafe is a community anchor in their South Berkeley neighborhood.



Source: CDFI.org, Working Solutions





Marketing businesses #DiscoveredinBerkeley

The [Discovered in Berkeley](#) marketing campaign highlighted businesses enabling adventure travel, producing beloved baked goods like bagels and scones, manufacturing induction stoves, scooping artisanal ice cream, and curating tea ceremonies.

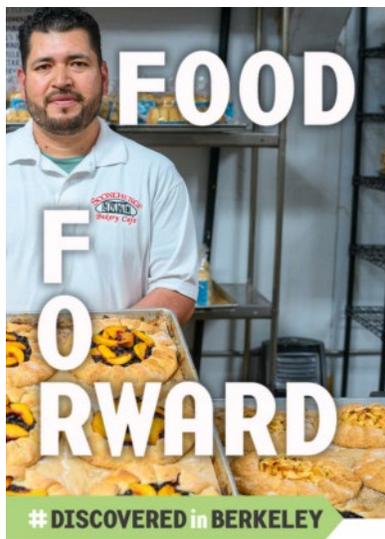
By year end, the campaign had made ~4.4M impressions and generated nearly 179K concrete engagements. Since 2023, *Berkeleyside* articles saw more than a 4K increase in readers (19K+ unique page views) and the .28% banner ad click-through-rate more than doubled, exceeding *Berkeleyside's* site average (.15%-.20%). The 3.7K click through on in-story links increased from 1.6K in 2023.

[Instagram @DiscoveredinBerkeley](#) achieved 1,475 followers and #DiscoveredinBerkeley achieved nearly 6K uses.



Make authentic and meaningful connections on a luxury active vacation planned by Berkeley adventure travel company, **Backroads**.

Learn more about Berkeley's innovative businesses >



Find traditional tea scones, galettes, omelets and more at **Sconehege**, a 26-year-old, worker-owned bakery and café in Berkeley.

Learn more about Berkeley's innovative businesses >



In West Berkeley, **Copper** designs induction stoves that enable faster, more precise cooking and don't require costly electrical upgrades.

Learn more about Berkeley's innovative businesses >



Boichik Bagels employs a combo of people, robotics and technology to produce amazing-tasting bagels.

Learn more about Berkeley's innovative businesses >



BERKELEYHOLIDAYS.COM Gift Guide

At **Teance** in West Berkeley tea is more than a drink – it's a lifestyle.

Learn more about Berkeley's innovative businesses >



Enjoy summertime and reminisce about childhood at **iScream!** on Solano Ave and Fourth Street.

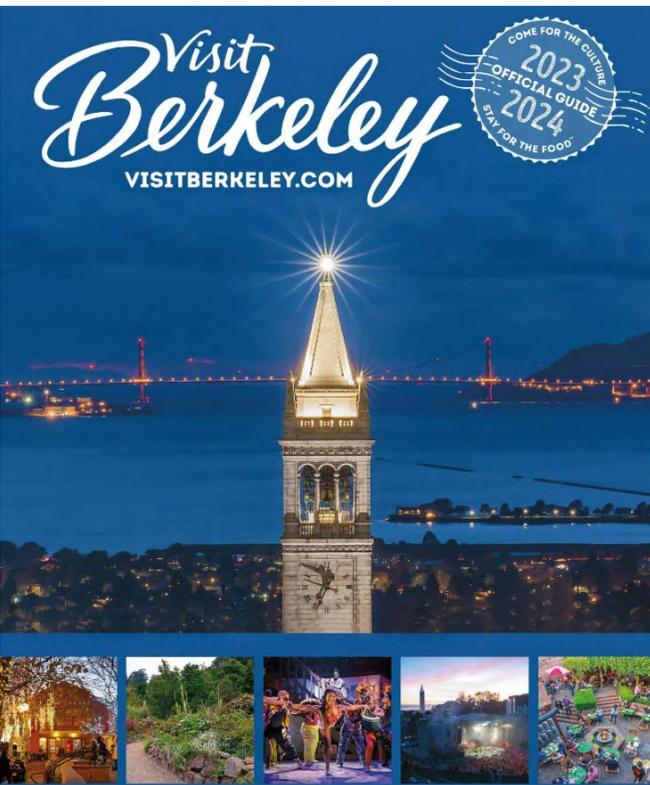
Learn more about Berkeley's innovative businesses >



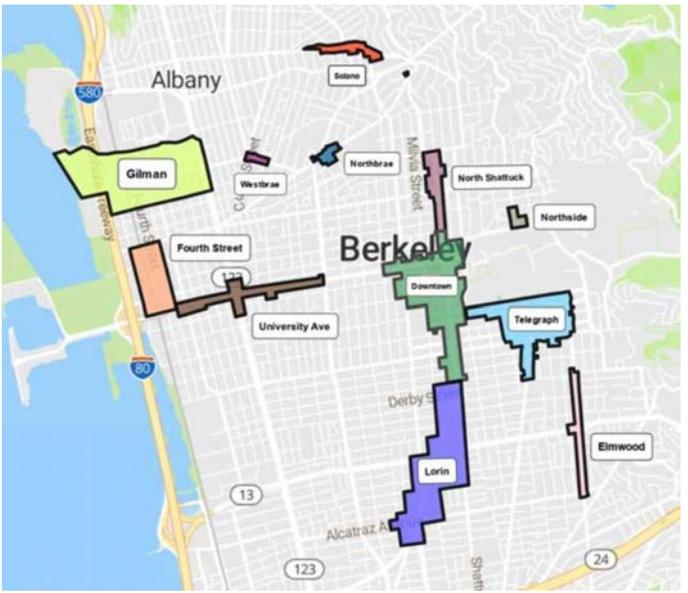


Enabling sustainable business networks

- OED supports local BIDs, Visit Berkeley, and the Berkeley Chamber through the Berkeley Business District Network (BBDN).
- *Coming in 2025* – 10 year strategic planning and district renewal activities for the Downtown and Tourism BIDs in Berkeley.



Map of Berkeley's Commercial Districts



Greening local business practices

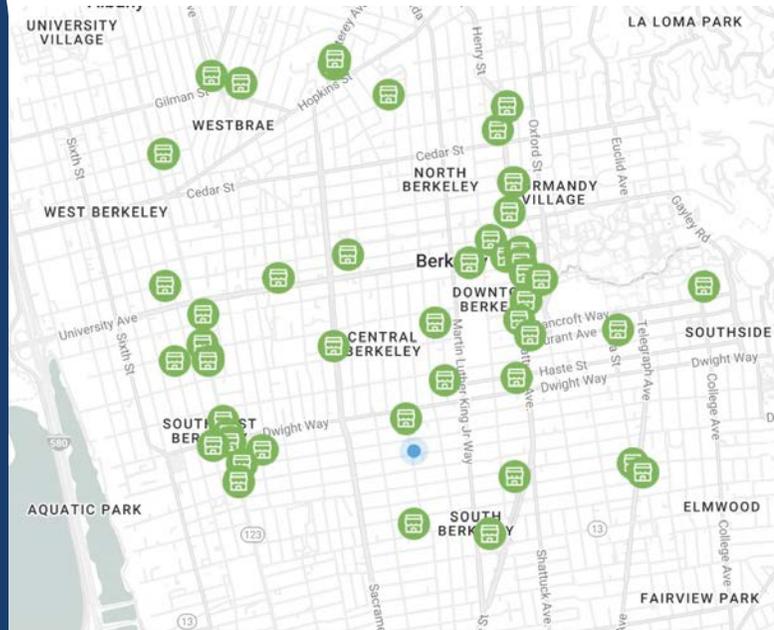
Going Green Helps Companies Achieve Environmental Benefits and Cost Savings

171 Berkeley companies have registered for California Green Business Program certification. **79 are currently green business certified.**

In 2024:

- 8 new green businesses certified
- 10 green businesses recertified
- 1,710,242 gallons of water saved
- 1,029,154 kWh of electricity conserved
- 192,816 lbs of solid waste diverted
- 1,059 gallons of fuel saved

Green Businesses in Berkeley



See Berkeley Green Businesses at www.greenbusinessca.org

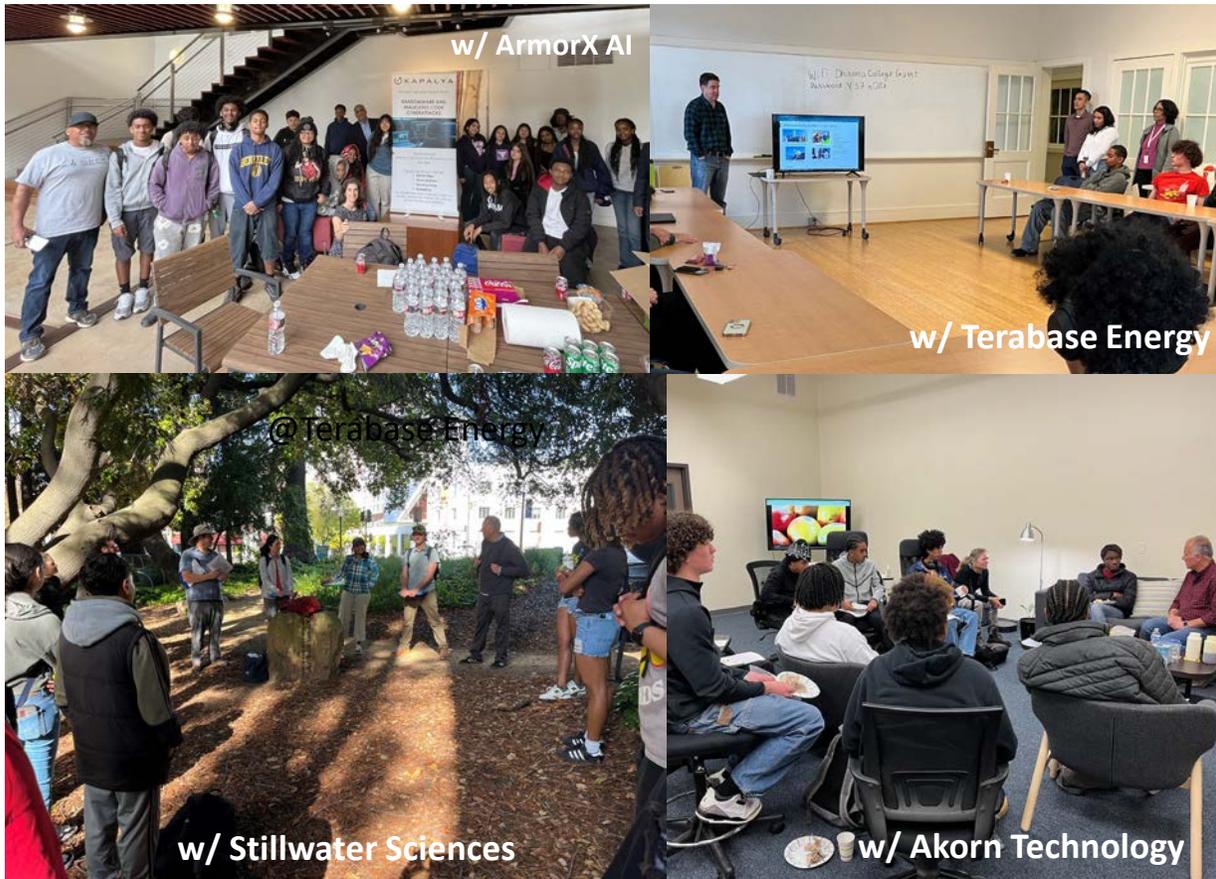


The Potters Studio uses a filter press to recycle clay and process glaze water, changed the studio over to LED lighting, uses environmentally responsible cleaning supplies, and continues to look for ways to be a [sustainable studio](#).

Deepening and diversifying Berkeley's talent pipeline



OED and the [Institute for STEM Education at Cal State University](#) arranged 125 Berkeley High School student-visits at 7 STEM CareerX tours in 2024. The company tours provided an opportunity for students to see how their science, technology, engineering and math (STEM) skills apply in the workplace, as part of the Berkeley Startup Cluster's *Berkeley Ventures, Berkeley Values* initiative.



TDK: *"I appreciated making those professional connections; it's something you can't just get without being there in person."*

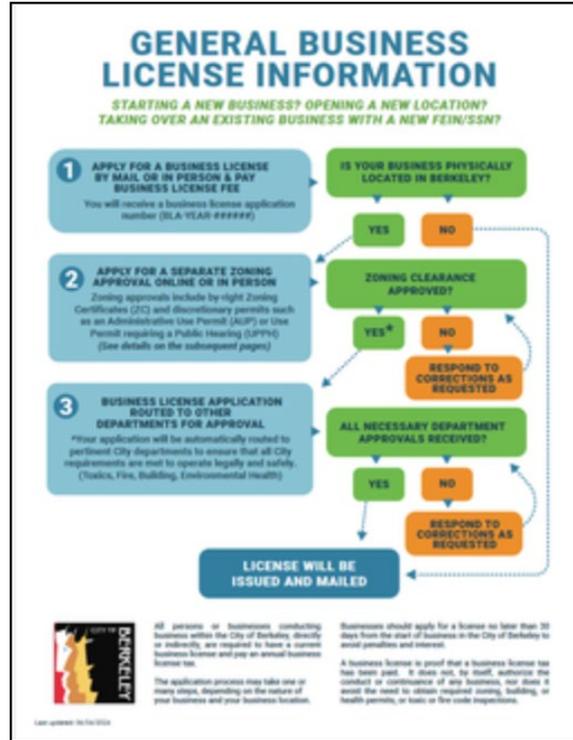
Terabase Energy: *"The hands-on activities made it feel like we were actually part of the company for a day, not just visitors."*

Stillwater Sciences: *"It's pretty cool that the place we live is, like, such a hub for STEM companies... It makes you want to contribute to the community because there's literally so much, like STEM companies, engineering companies, stuff like that."*

Promoting equitable development



In 2024 OED partnered with the Berkeley Chamber to provide easy-to-digest information on how to engage with the city and work, invest, and grow a business in Berkeley. A new Chamber Doing Business in Berkeley webpage, webinars, and downloadable materials from the City of Berkeley website now help local business leaders navigate government requirements for launching or expanding a business in Berkeley.



DO YOU HAVE A STARTUP OR INNOVATION BUSINESS?
THE CITY OF BERKELEY CAN HELP YOU:

- 1. GET (OR SHARE) INFORMATION ABOUT RESOURCES AND OPPORTUNITIES
- 2. INCREASE YOUR COMPANY'S LOCAL VISIBILITY
- 3. MAKE NEW LOCAL CONNECTIONS
- 4. FIND AND LEASE (OR SUBLEASE) BERKELEY OFFICE & LAB SPACE
- 5. OBTAIN AN OVER-THE-COUNTER ZONING CERTIFICATE FOR R&D
- 6. GET ASSISTANCE FILING FOR A BUSINESS LICENSE
- 7. EXEMPT GOVERNMENT AND PHILANTHROPIC R&D SHARERS FROM LOCAL BUSINESS LICENSE TAXES
- 8. ATTEND OR HOST A BERKELEY STARTUP CLUSTER NETWORKING OR EDUCATIONAL EVENT
- 9. INCREASE THE DIVERSITY OF YOUR WORKFORCE
- 10. CONNECT WITH ELECTED OFFICIALS

CONTACT THE OFFICE OF ECONOMIC DEVELOPMENT AT 301MALDEN@BERKELEY.CA.GOV FOR GUIDANCE STARTING OR EXPANDING A BUSINESS

ZONING RULES FOR BERKELEY RESTAURANTS, BARS & ENTERTAINMENT BUSINESSES
Streamlined City of Berkeley zoning rules will save time & money for existing and prospective owners of Berkeley restaurants, bars and entertainment venues.

- 1. STAY-ALIVE BEER AND WINE SERVICE
- 2. INSTALLED ALCOHOL SERVICE INCIDENTAL TO EXISTING FOOD SERVICE
- 3. BARS WITH DISTILLED ALCOHOL SERVICE
- 4. EXPANDED HOURS OF OPERATION
- 5. LIVE ENTERTAINMENT
- 6. AMPLIFIED LIVE ENTERTAINMENT
- 7. RESTAURANTS 3,000 SF OR LESS
- 8. RESTAURANTS 3,000 SF OR MORE

ZC = ZONING CERTIFICATE (over the counter approval)
AUP = ADMINISTRATIVE USE PERMIT (permit requiring staff review & approval)

This guide is a general summary of the City of Berkeley Zoning Ordinance and additional conditions may apply. Check zoning rules with the Planning Department prior to commencing business operations and contact the Office of Economic Development at 301MALDEN@BERKELEY.CA.GOV for guidance starting or expanding a business.



Doing Business In Berkeley: Your Questions Answered

Webinar Recording & Slideshow

Starting a new business? Opening a new location? Taking over an existing business? Learn the steps required to get a Berkeley business license and how to avoid common mistakes.



In partnership with Project Equity, OED offers Berkeley businesses support with succession planning and transition to employee ownership.



Funding arts & culture in Berkeley

Sustaining Berkeley's Arts and Culture Sector

The City of Berkeley Civic Arts program provides grants to support a vibrant arts ecosystem, strengthen diverse cultural expressions, and ensure equitable access to arts and culture throughout Berkeley.

Civic Arts Grants Awarded in 2024 for deployment in 2025:

- 11 individual arts projects (\$44,000)
- 34 community festivals (\$199,680)
- 55 arts organizations (\$444,799)
- 12 arts program grants (\$60,000)

Leveraging Local Funds to Increase Arts Grants

Arts Program Grants. Leveraging local 1:1 matching funds, in 2024 the City received a \$40,000 National Endowment for the Arts grant to continue the new *Arts Program Grants* category for a second year, providing an additional \$80,000 to better support Berkeley arts and cultural programming.

Berkeleyside

Nonprofit news. Free for all, funded by readers.

ARTS

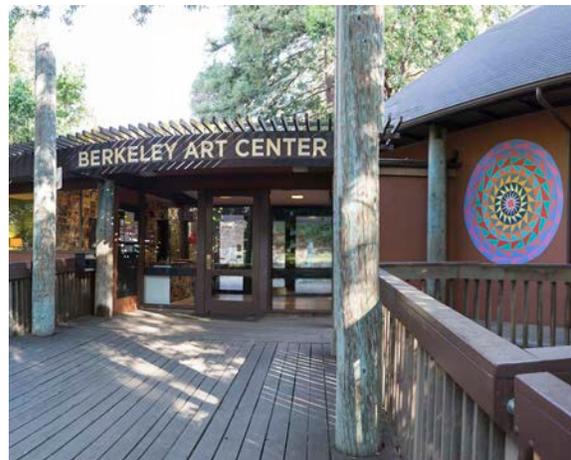
Berkeley gave these artists \$4,000 each to create an original project. Here's what they're doing

We spoke with four of the 11 grant recipients about their work, which ranges from public wellness dance classes to a James Baldwin-inspired audio project.

By Iris Kwok
Feb. 3, 2025, 10:50 a.m.



Source: Kwok, Berkeleyside
Page 34



Left: ¡BAILA! Community Dance Party at La Peña Cultural Center, general operating support grantee. Photo source: www.lapena.org.

Right: Berkeley Art Center, general operating support grantee. Photo source: www.berkeleyartcenter.org.

Investment in public art in Berkeley

Public Art throughout Berkeley

In FY24, the Civic Arts Program implemented a portfolio of public art projects valued at nearly \$700,000. Those projects included:

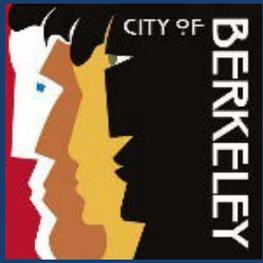
- Commissioned large bronze sculpture by Mildred Howard. The piece was installed at Adeline and Martin Luther King, Jr. Way and unveiled at the 2024 Juneteenth celebration dedication event.
- Restored a collaborative public art installation at the Berkeley transit node created by muralist John Wehrle and poet Betsy Davids, “Mak Roote.” In recent years the artwork had suffered from vandalism, as well as fading and staining from overhead roadway runoff.



Right: Restoration of “Mak Roote” murals by John Wehrle and Betsy Davids in West Berkeley in 2024. Photos: Mark Salinas



Left: “Delivered, Mable’s Promissory Note”, 2024 by Mildred Howard installed in South Berkeley. Photo: Ethan Kaplan.



City of

BERKELEY

Office of Economic Development (OED)

See the OED website for past Economic Dashboards and other economic reports:

<https://berkeleyca.gov/doing-business/economic-development/economic-dashboards-and-reports>

Contact OED for more information:

oedmailbox@berkeleyca.gov

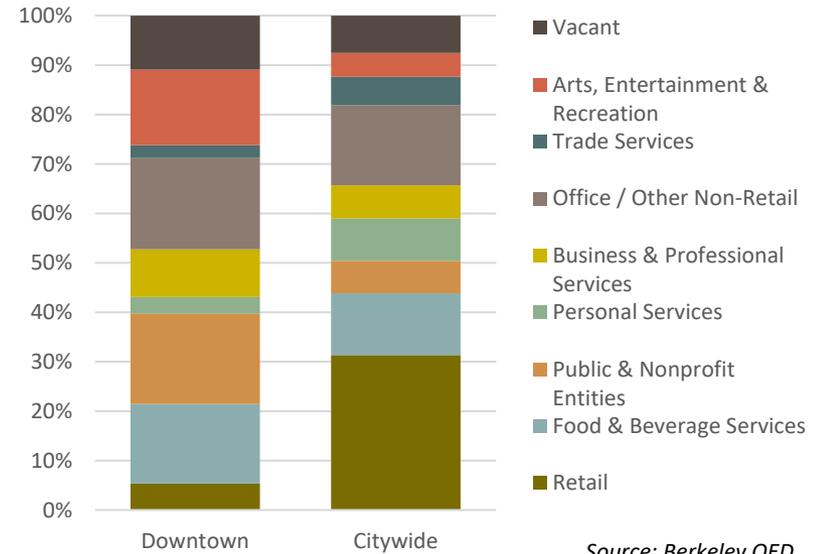
Downtown: 2024 Snapshot



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 15.3% of total ground floor commercial space in the district, compared to 4.8% citywide. As of Q4 2024, the vacancy rate in Downtown is 10.91%, an increase from 10.78% in 2023, and above the 9.9% seen during the first year of COVID (2020). Sales tax revenue generated by Food & Beverage services reached its nadir in 2021 (\$565,561), but has recently matched pre-COVID levels with \$1.17M generated in 2024 (a slight drop from \$1.2M in 2023).

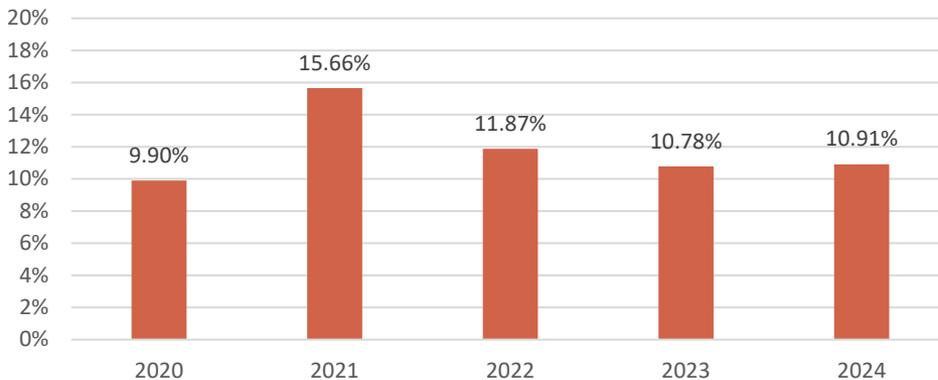


Ground Floor Commercial Business Mix (by Square Footage), 2024 Q4



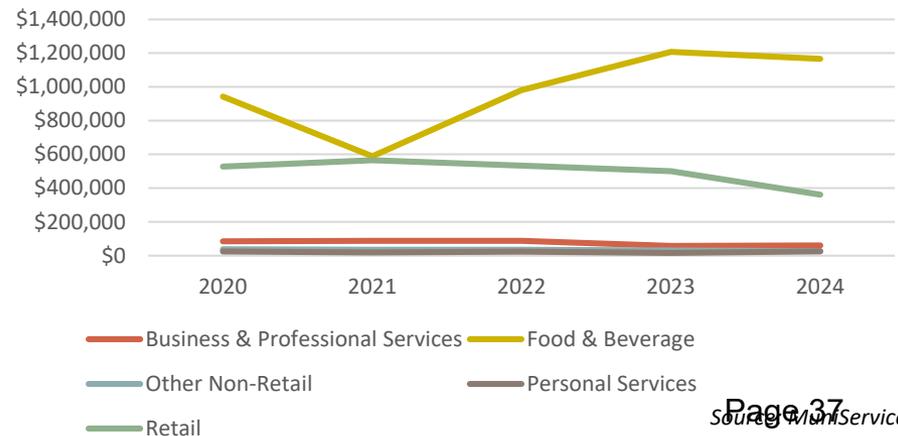
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



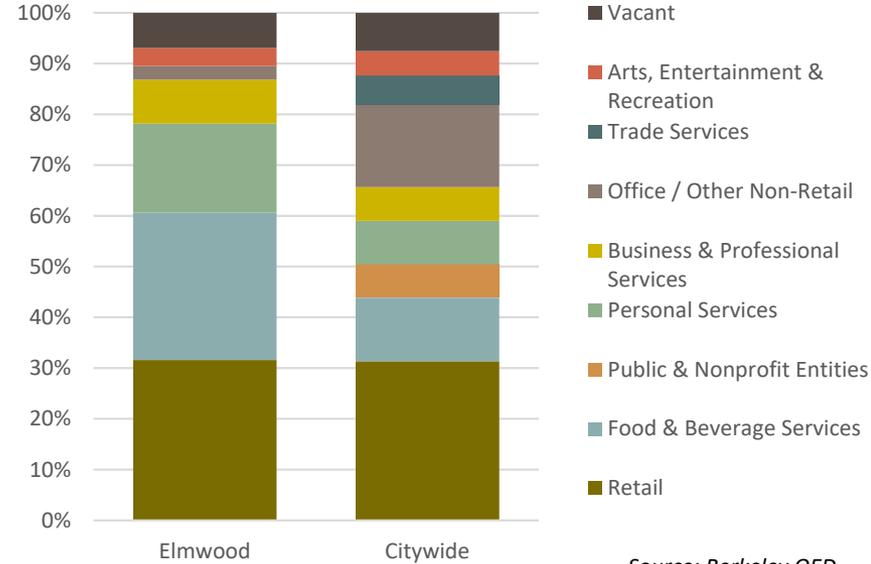
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Source: Muni Services

The 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 (29%) of Food & Beverage services and Personal Services (17.6%), and is a walkable, neighborhood-serving commercial district. As of Q4 2024, the district's vacancy rate by square footage is 6.9%.

Sales tax collected from the Food and Beverage sector in the Elmwood increased in 2024 to \$229,309, from a low of \$140,812 in 2021. Sales tax collected from the Retail sector decreased slightly in 2024 to \$103,201, but remained above retail sales tax collected in 2021 (\$88,709) when the pandemic was in an acute phase.

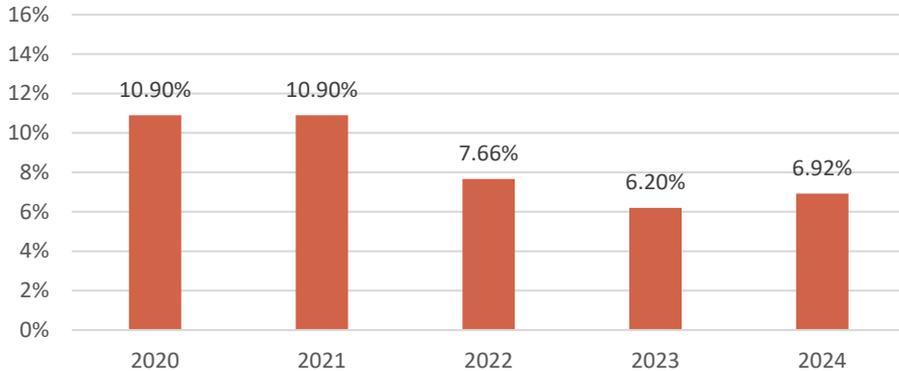


Business Mix (by Square Footage), 2024 Q4



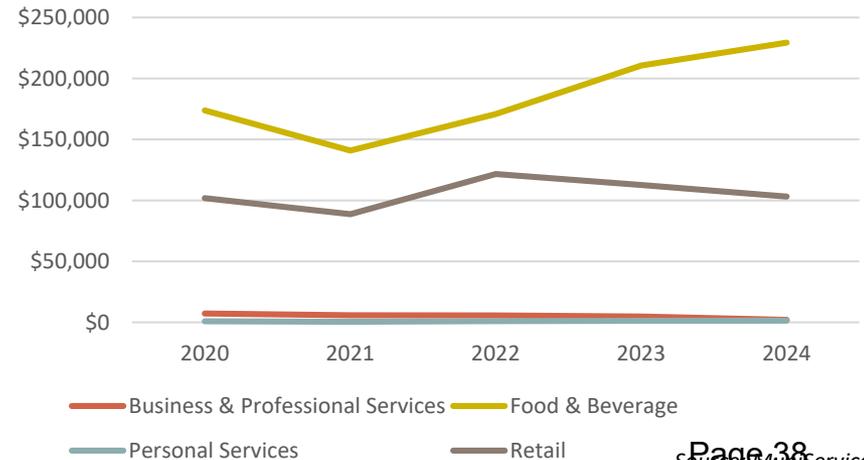
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



Source: MultiServices

North Shattuck: 2024 Snapshot

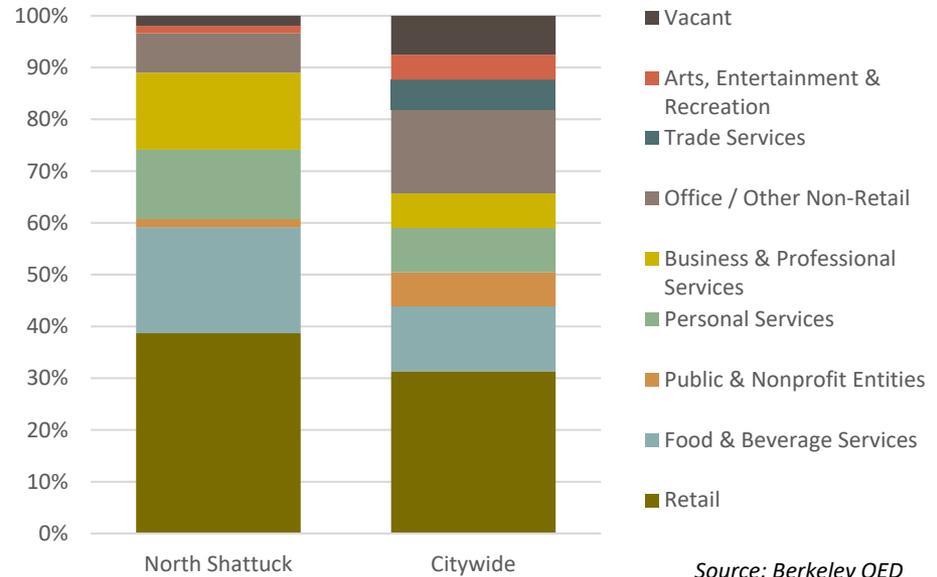


North Shattuck is one of Berkeley's oldest commercial districts, just north of Downtown. The district is characterized by a high concentration of well-known, long-standing, and celebrated restaurants, including Chez Panisse and the Cheeseboard. North Shattuck is both a walkable, neighborhood-serving commercial district as well as a global destination for food and dining. As of Q4 2024, the district's vacancy rate by square footage is 1.95%, on par with the 1.9% calculated in 2023 Q4.

Sales tax collected from the Food and Beverage sector in North Shattuck increased in 2024 to \$588,817 from its 2021 low (\$298,196), and sales tax collected from the retail sector increased slightly in 2024 to \$136,153 from \$134,219 collected in 2023.

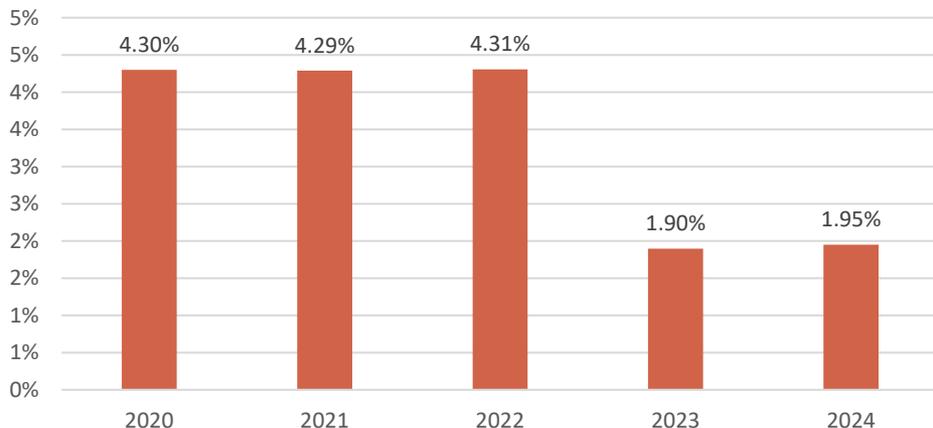


Business Mix (by Square Footage), 2024 Q4



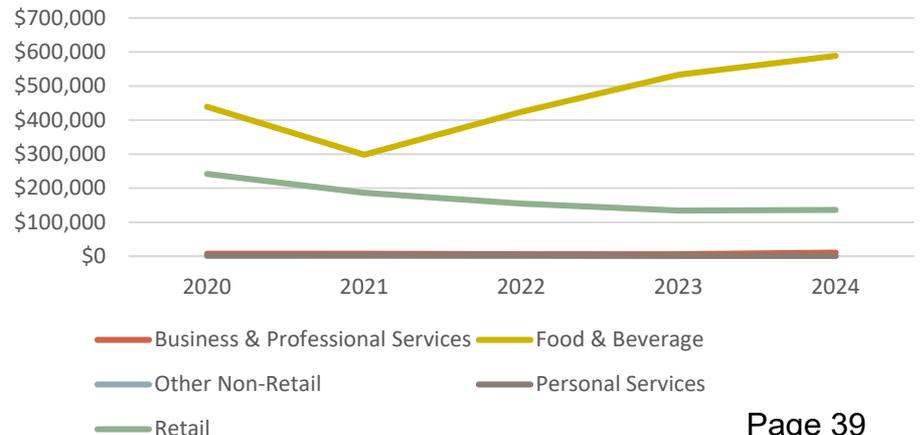
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

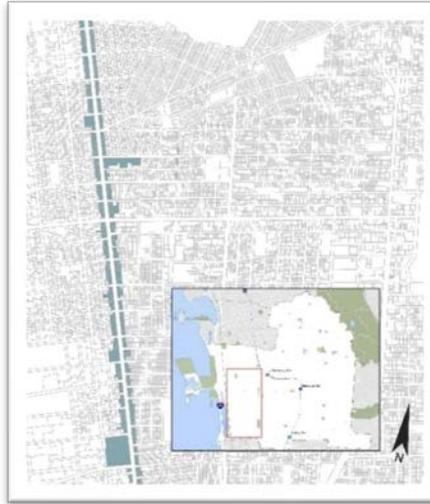
Sales Tax Revenue by Sector, 2020-2024



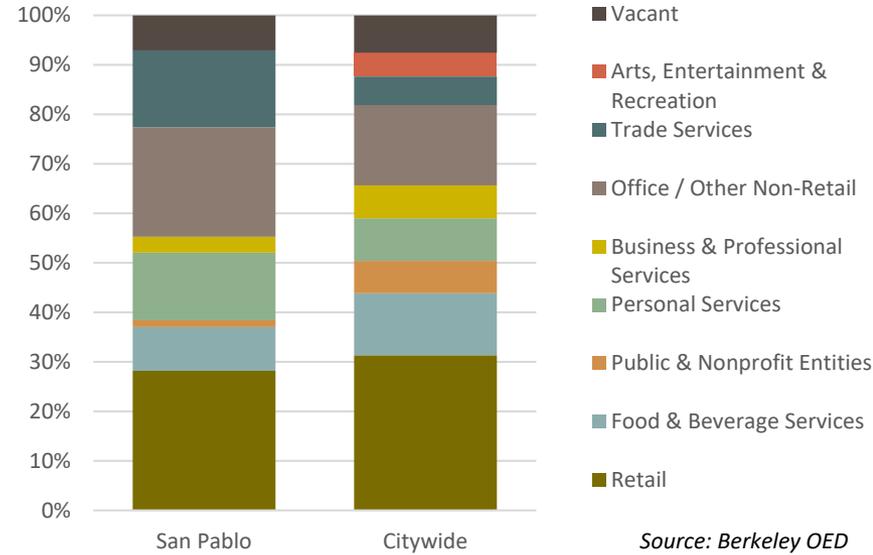
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Source: MuniServices

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 (15.5%), including automobile services.

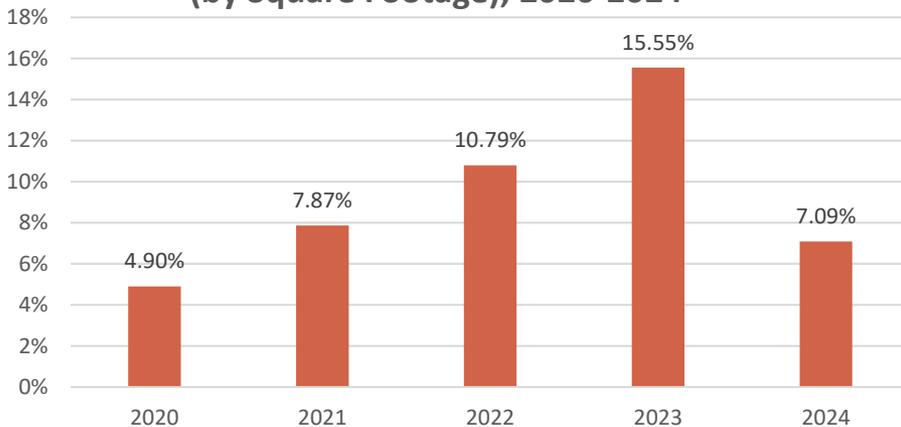
San Pablo functions more as a regional destination for specific uses rather than a walkable, neighborhood-serving commercial district; as such, it features smaller percentages of Food & Beverage Services (8.9%) and a larger portion of Personal Services (13.7%) than the city as a whole. In 2024, the district's vacancy rate by square footage is 7.1%, down from 15.6% in 2023. Retail Sales tax revenue collected in 2024 has increased to \$772,703 since 2023 (\$679,253) and continues to be the largest source of tax revenue for the area.



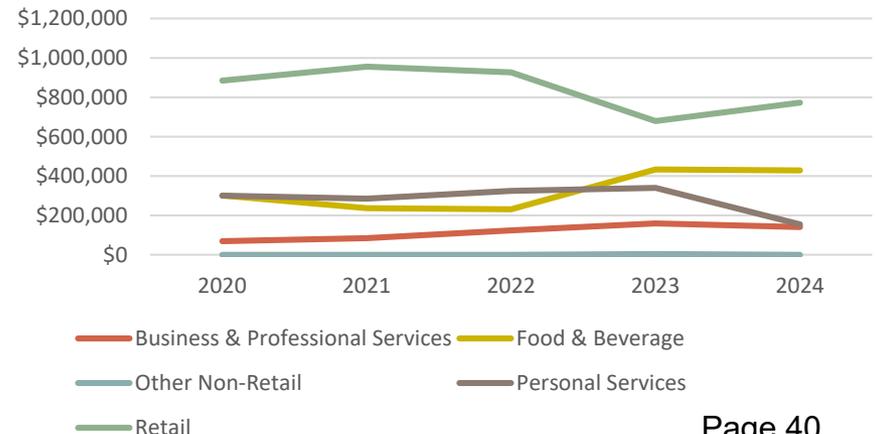
Business Mix (by Square Footage), 2024 Q4



Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Sales Tax Revenue by Sector, 2020-2024



Solano: 2024 Snapshot



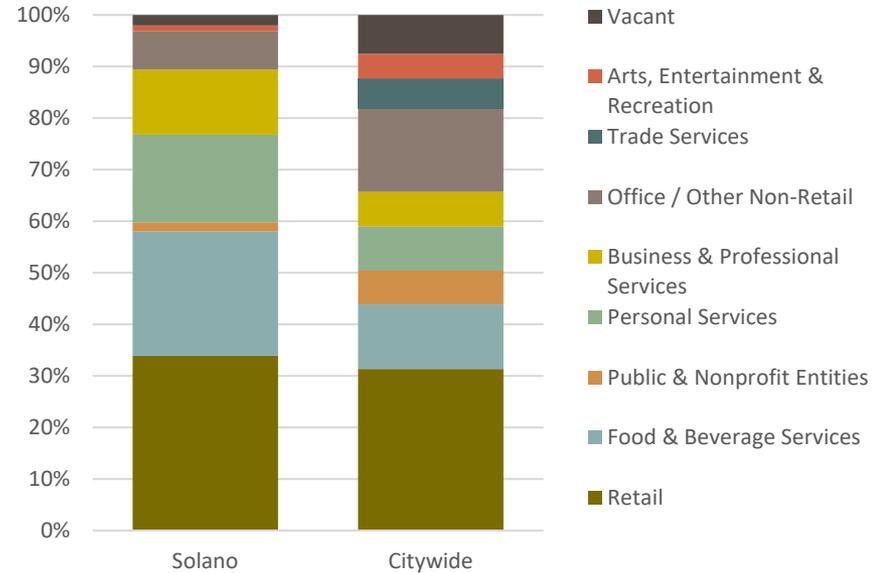
Solano is a small district in North Berkeley, with a total of 148 commercial spaces and approximately 189 thousand square feet of commercial space. It shares a border with Albany and is situated next to a large elementary school and an active neighborhood of single-family homes.

The former Oaks Theatre is now occupied by *The Oaks* climbing gym that opened in 2024. The district's vacancy rate by square footage is 2.1%, a slight decrease from 2023 (2.6%).



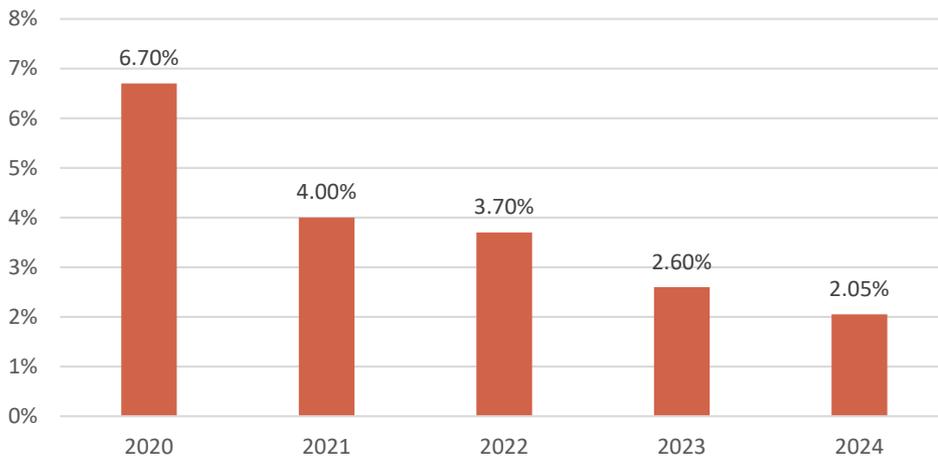
Sales tax collected from the Food and Beverage sector along Solano Avenue increased by \$3,084, from 2023 to 2024, and sales tax collected from the retail sector also increased from 2023, to \$114,635.

Business Mix (by Square Footage), 2024 Q4



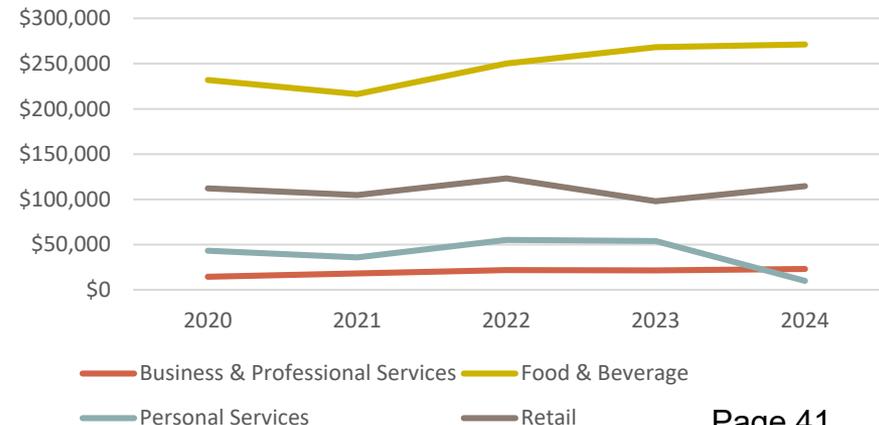
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



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Source: MuniServices

South Berkeley: 2024 Snapshot

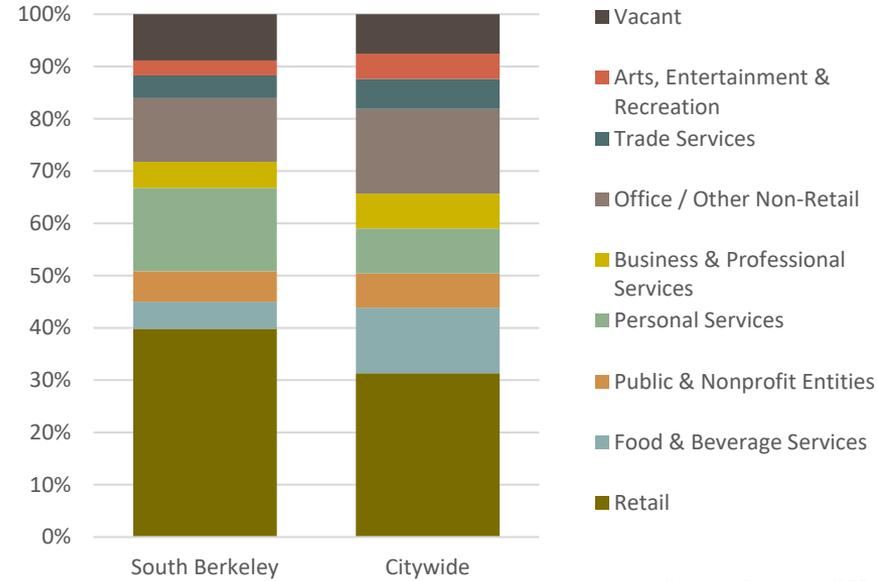


South Berkeley is a large district stretching over an area known for its cultural diversity and includes the Lorin District, the Sacramento Ave. corridor, and the South Shattuck area. South Berkeley includes car dealerships, which accrue retail sales tax revenue for the City.

The area features a high concentration of Personal Services businesses (15.9% vs. 8.6% citywide) but is under-served by Food & Beverage services, which account for only 5.2% of ground floor commercial space, as compared to 12.5% citywide. As of Q4 2024, the district's vacancy rate by square footage was 8.9%, a marked decrease from 2023 (19.3%).

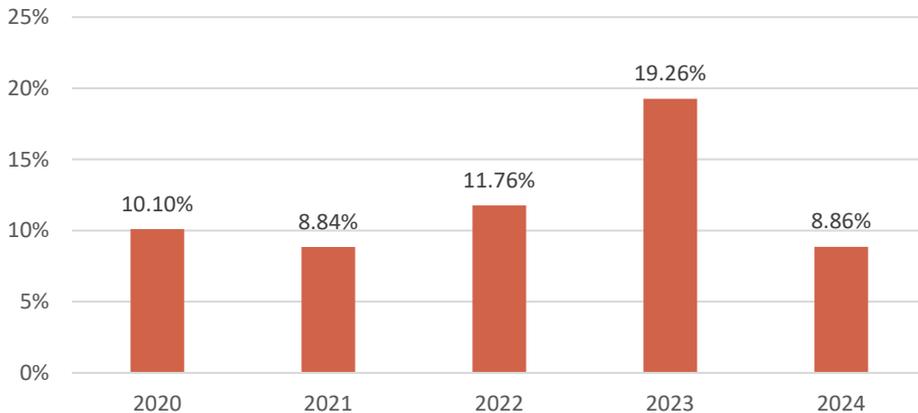


Business Mix (by Square Footage), 2024 Q4



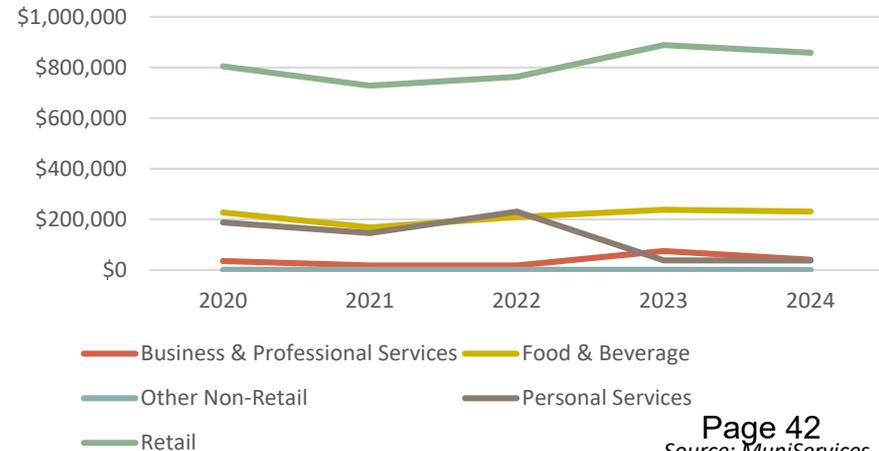
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



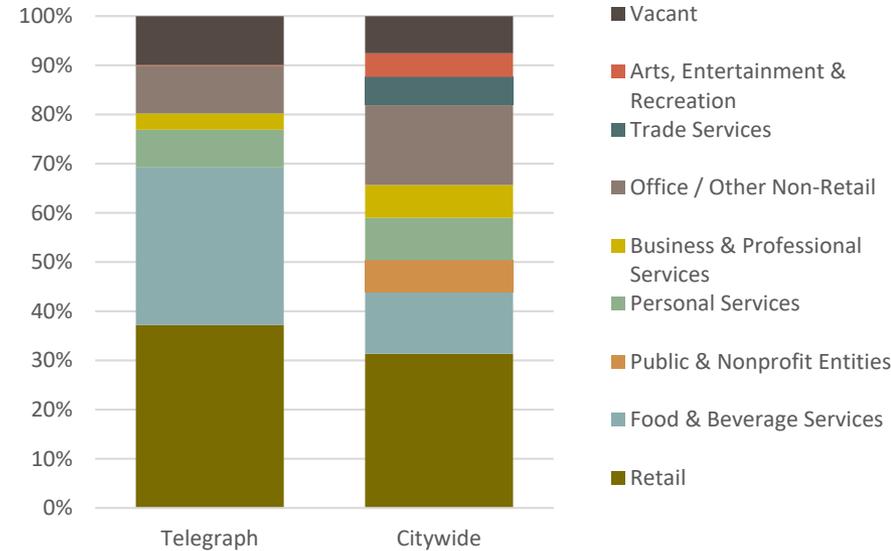
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Source: MuniServices



The Telegraph district has undergone significant change with respect to its ground floor inventory over the past several years. Food & Beverage services have shown a dramatic increase in the last decade, with 32% of Food & Beverage services accounting for ground floor commercial space in the district, as compared to 12.5% citywide. Telegraph's ground floor inventory of retail accounts for 37.2% of the business mix, slightly more than the 31.3% observed citywide. As of Q4 2024, the district's ground floor commercial vacancy rate of 9.9%, was higher than 2023 (9.3%). Food & Beverage services outperform Retail with respect to sales tax collected; Food & Beverage collections increased to \$618,773 in 2024.

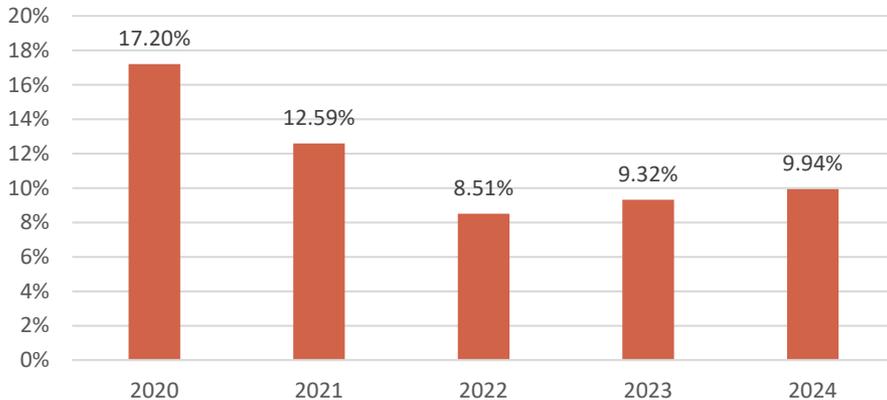


Business Mix (by Square Footage), 2024 Q4



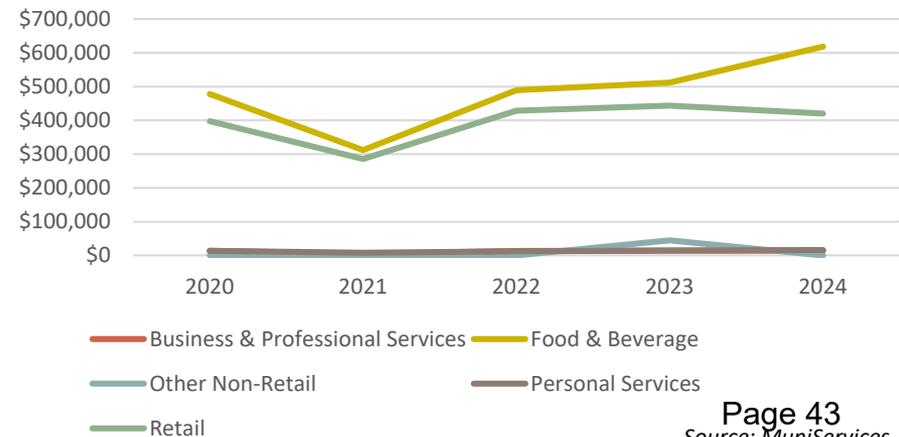
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024

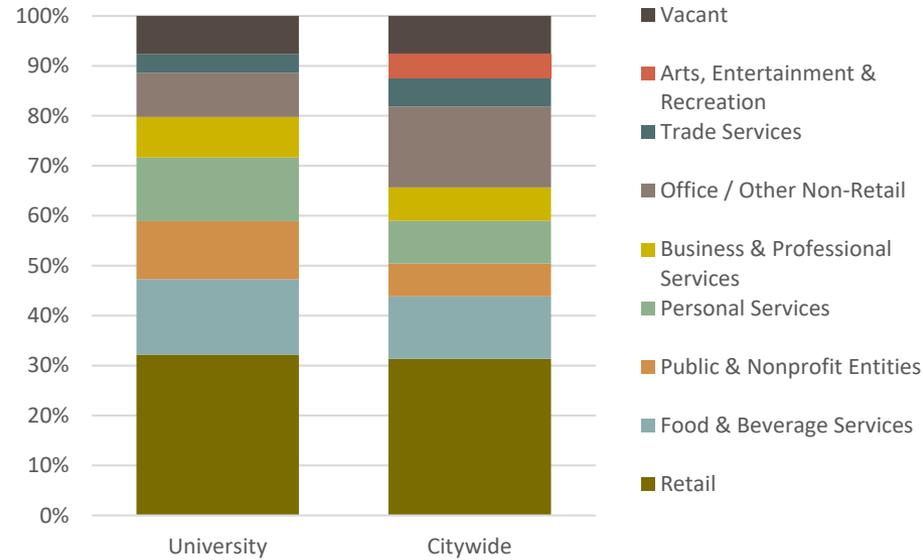


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Source: MuniServices

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. Since 2019, Retail and Food & Beverage Services have generated the most sales tax revenue for the district. Retail sales tax collected in 2024 decreased slightly by \$14,117 from 2023, and sales tax from Food & Beverage stayed steady. The 2024 vacancy rate decreased year over year from 17.7% in 2023 to 7.7% in 2024; the lowest rate in five years.

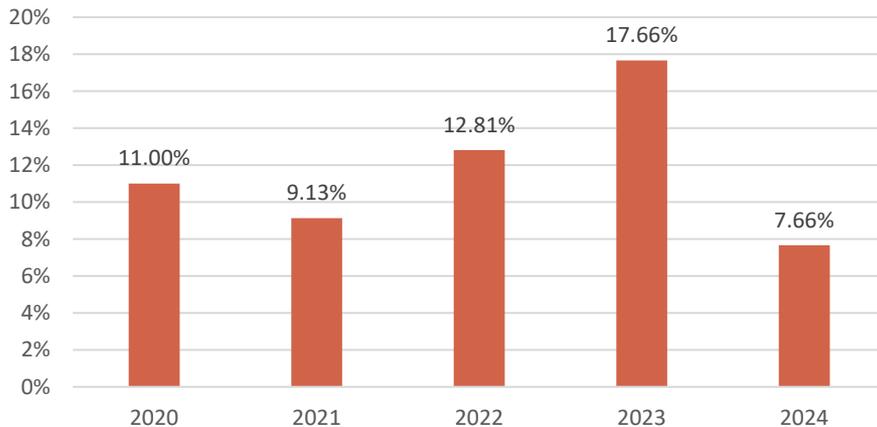


Business Mix (by Square Footage), 2024 Q4



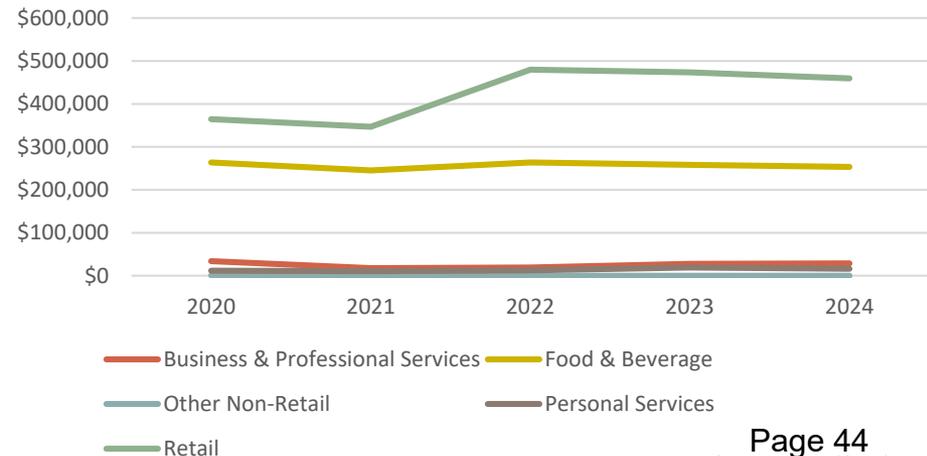
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



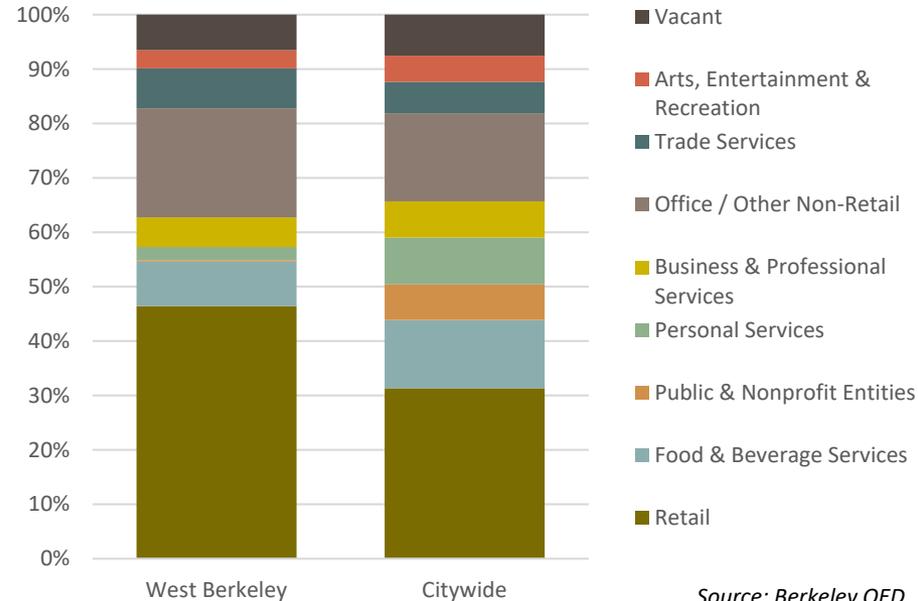
West Berkeley: 2024 Snapshot



West Berkeley represents all commercial spaces west of San Pablo Avenue, including 4th Street and the Gilman District. 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 46.4% of ground floor commercial space in the district, as compared to 31.3% citywide. West Berkeley also has a smaller percentage of square footage devoted to Food and Beverage (8.2%) businesses than the citywide rate of 12.5%. The commercial vacancy rate in Q4 of 2024 is 6.5%, up from 2023's 2.1%. Sales tax revenue has decreased or stayed steady in this area in all categories including Retail where a sales tax revenue decrease of \$473,968 (-7.1%) YoY is observed.

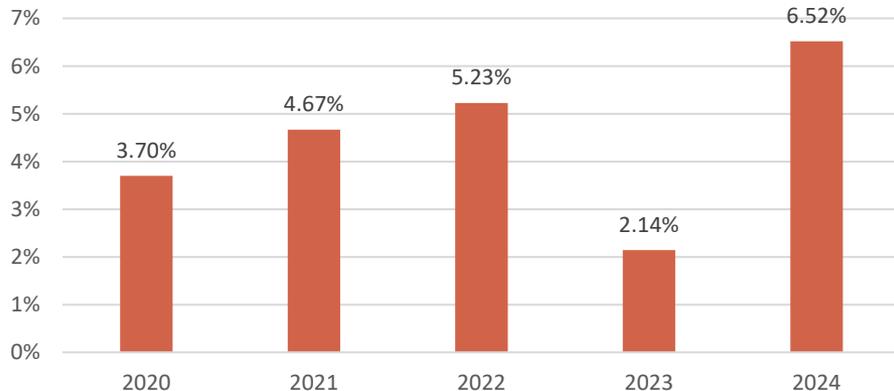


Business Mix (by Square Footage), 2024 Q4



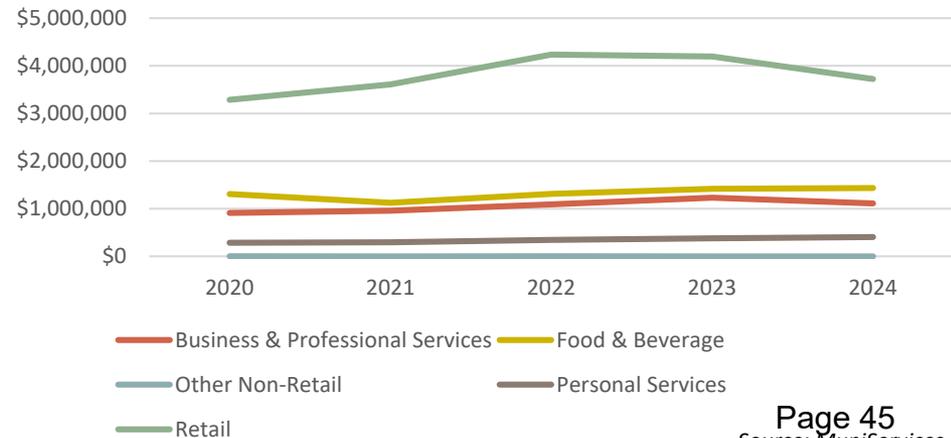
Source: Berkeley OED

Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



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Source: MuniServices

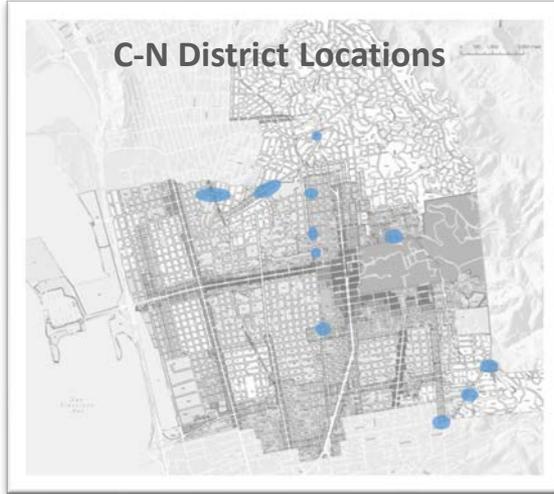
Neighborhood (C-N): 2024 Snapshot



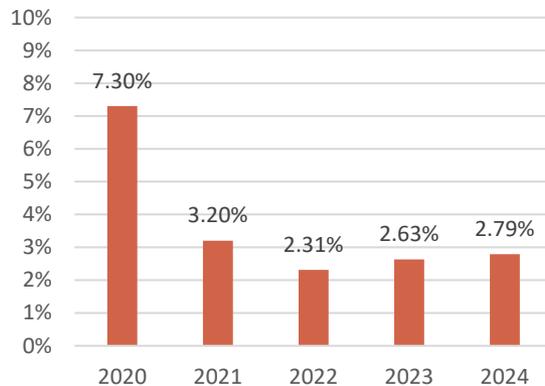
Across Berkeley there are **11** smaller commercial pockets, zoned as “C-N” or “Neighborhood Commercial.” These areas are one or two block collections of commercial enterprises distributed throughout Berkeley.

The “C-N” areas represent nearly 190 commercial spaces, and approximately 390K square feet of commercial space. The C-N areas collectively generate 2.4% of the city’s total sales tax. They also include a large number of Personal Services companies (32.8% by square footage, compared to 8.6% citywide) and Public and Non-Profit entities (24.6% compared to 6.6% citywide). The C-N vacancy rate is 2.8%. These areas include commercial nodes at the following intersections:

- Claremont and Prince
- Claremont and Tunnel
- College and Alcatraz
- Gilman and Curtis
- Hearst and Euclid
- Hopkins and El Dorado
- Hopkins and Monterey
- Martin Luther King Jr Way (MLK) and Dwight
- MLK and Hearst
- MLK and Rose
- MLK and Virginia

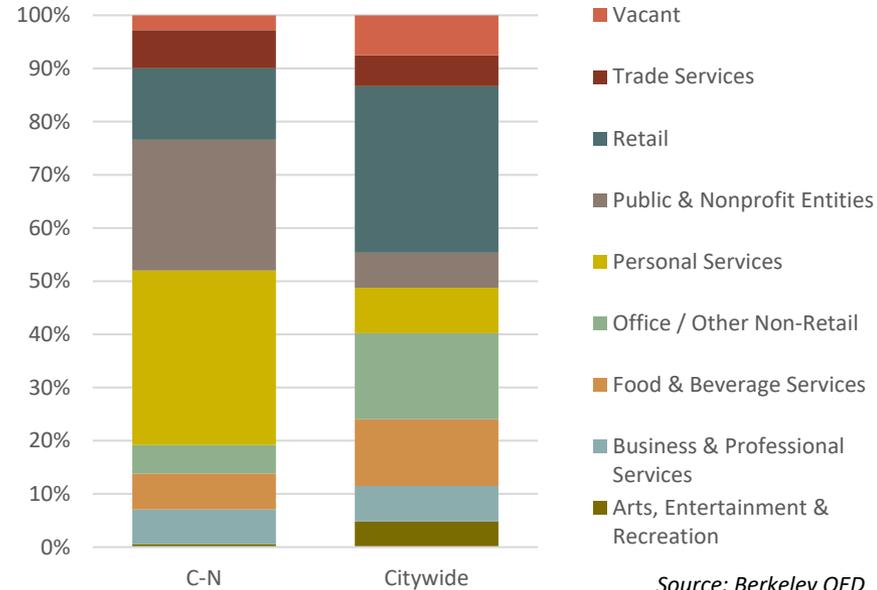


Ground Floor Commercial Vacancy Rate (by Square Footage), 2020-2024



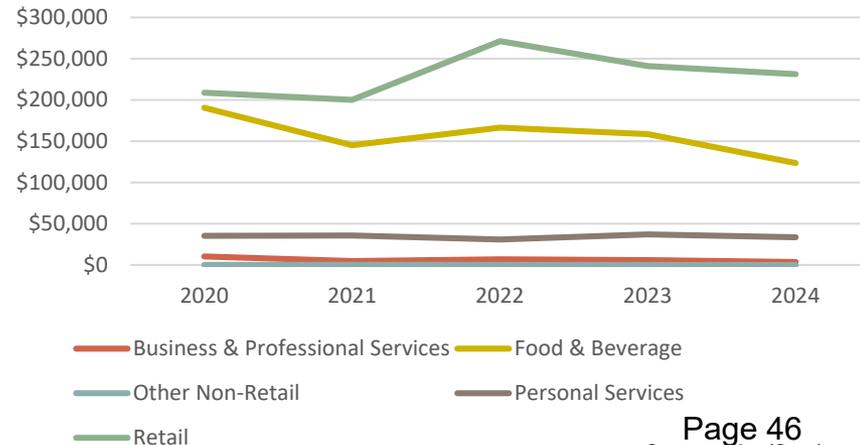
Source: Berkeley OED

Business Mix (by Square Footage), 2024 Q4



Source: Berkeley OED

Sales Tax Revenue by Sector, 2020-2024



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Source: MuniServices