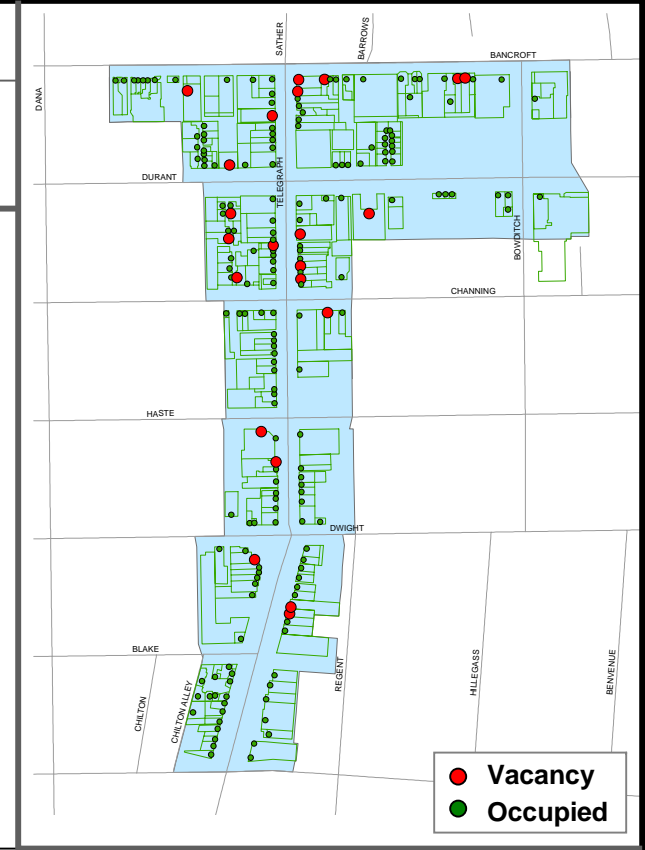


Business Improvement District: Telegraph Ave

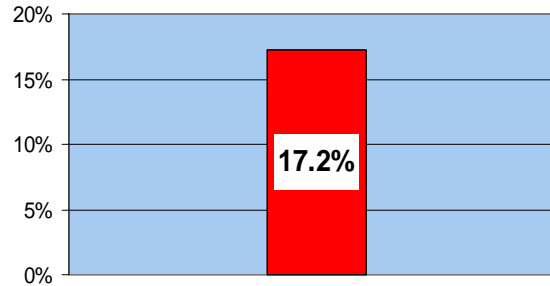
2007, 3rd Quarter

The Telegraph Ave inventory includes 204 ground-floor* commercial spaces representing 418,355 square feet.



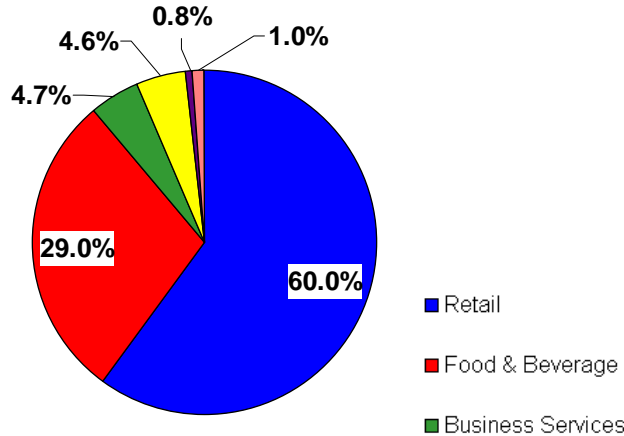
Vacancy Rate by Sqft.

The ground-floor vacancy rate as of September 1, 2007 is **17.2%**. This represents 71,945 out of a total of 418,355 square feet.



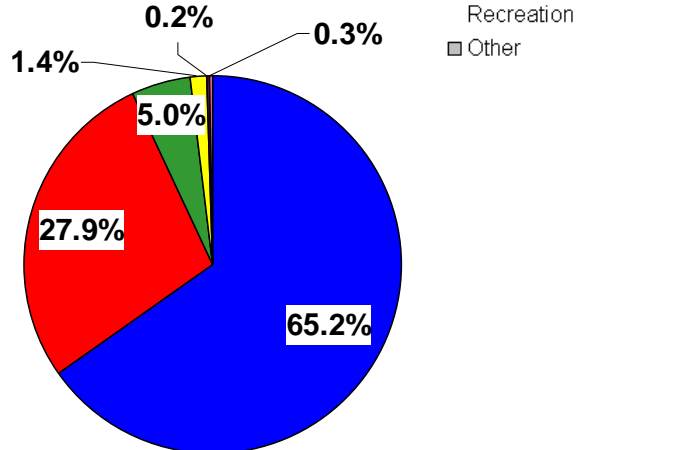
Business Composition

% of Total Occupied Square Footage by Sector

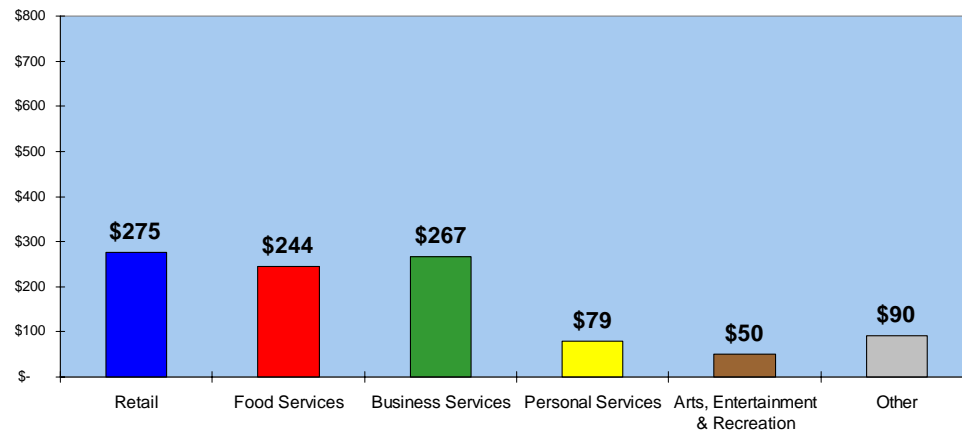


Gross Receipts per Sector

% of Total Gross Receipts by Sector



Gross Receipts per Square Foot by Sector



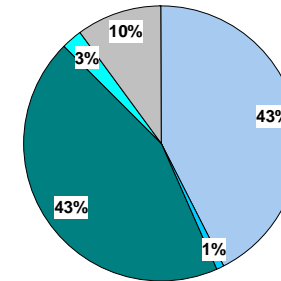
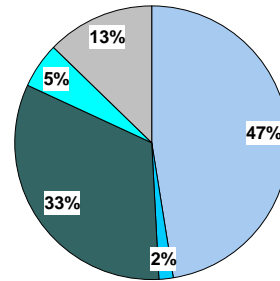
* Exceptions to ground-floor square footage include mezzanines, basements, or other areas integral to commercial activity.



Retail Breakout

- The Telegraph Avenue District vacancy rate is approximately 17.2% but new expected occupancies reduce that figure to 11.7%
- The largest retail sector is clothing stores, mostly youth oriented. This sector is strong and appears to be growing.
- Books, music, sports and hobby stores are still at the core of Telegraph's strength despite the closure of Cody's

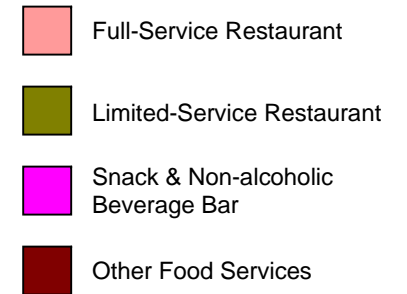
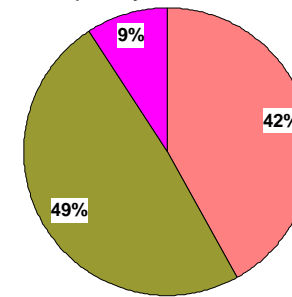
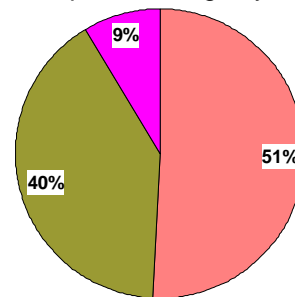
% of Total Occupied Retail Square Footage by Sub-sector % of Total Gross Receipts by Sub-sector



Food Services Breakout

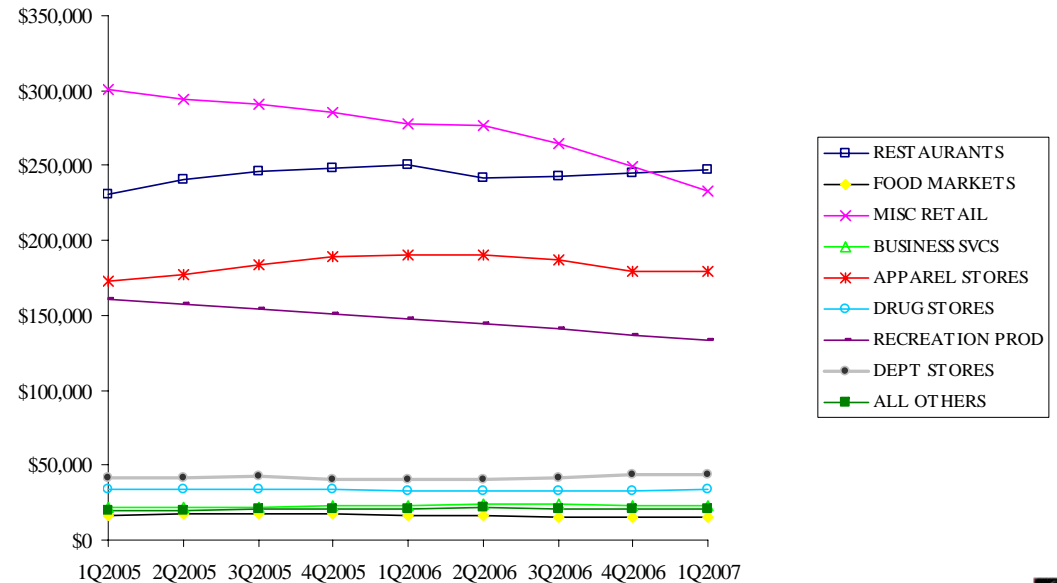
- Full service restaurants account for 51% of all food services uses in the district.
- However full service establishments account for only 42% of total gross receipts among food service uses.
- Limited service restaurants are able to generate greater sales per square foot than full service establishments.

% of Total Occupied Food Services Square Footage by Sub-sector % of Total Gross Receipts by Sub-sector



Sales Tax Trends

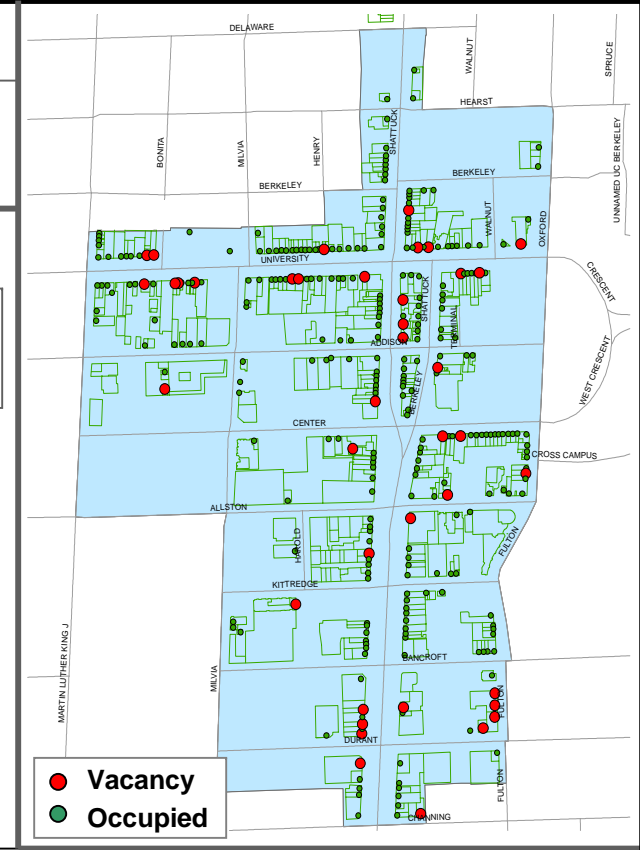
Source:
State of California Board of Equalization



Business Improvement District: Downtown

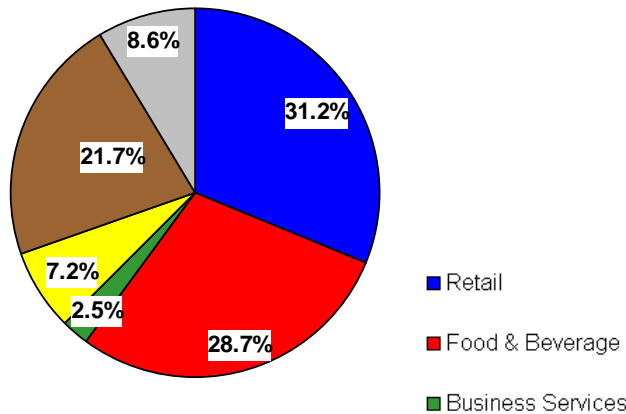
2007, 3rd Quarter

The Downtown inventory includes 317 ground-floor * commercial spaces representing 893,183 square feet.



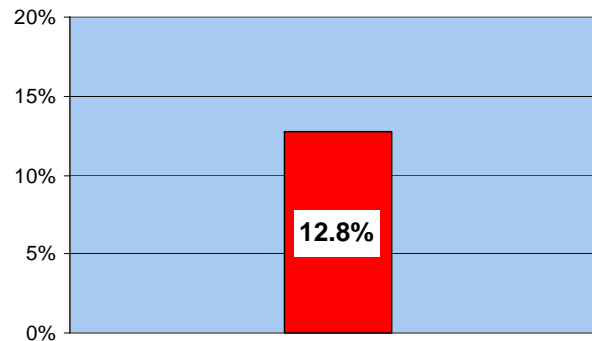
● Vacancy
● Occupied

Business Composition
% of Total Occupied Square Footage by Sector

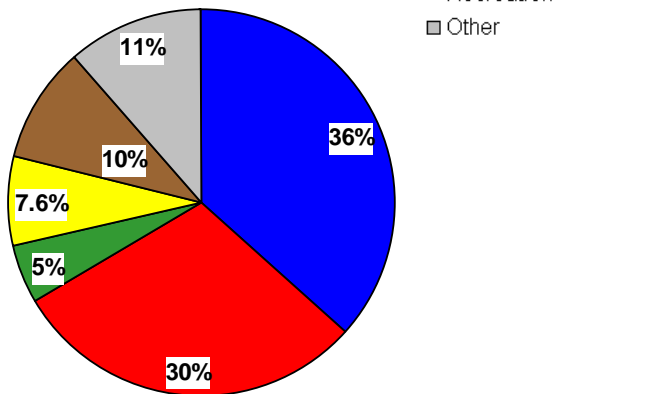


Vacancy Rate by Sqft.

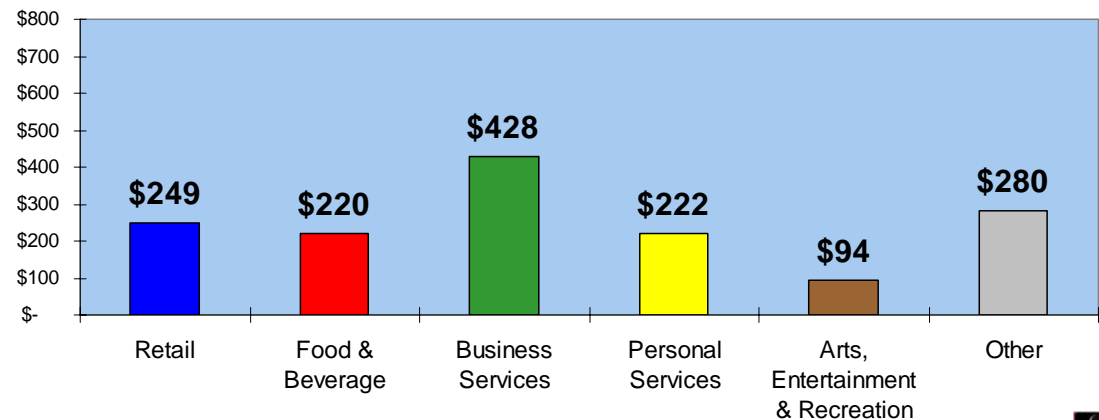
The ground-floor vacancy rate as of September 1, 2007 is 12.8%. This represents 114,000 square feet out of a total of 893,183.



Gross Receipts per Sector
% of Total Gross Receipts by Sector



Gross Receipts per Square Foot by Sector



* Exceptions to ground-floor square footage include mezzanines, basements, or other areas integral to commercial activity.

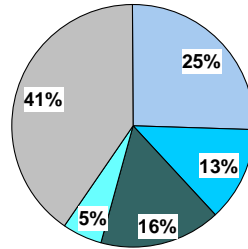




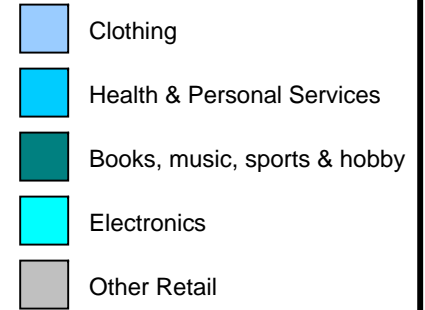
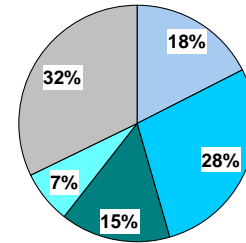
Retail Breakout

- Downtown retail is very diverse with few clusters of related businesses that stand out.
- However many specialty retailers business listed as “Other” retail have established clear identities in a market niche such as Games of Berkeley.
- Health and Personal Services businesses also do well

% of Total Occupied Retail Square Footage by Sub-sector



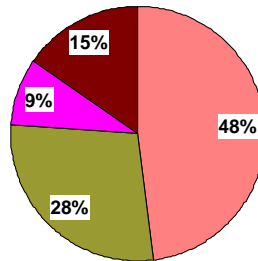
% of Total Gross Receipts by Sub-sector



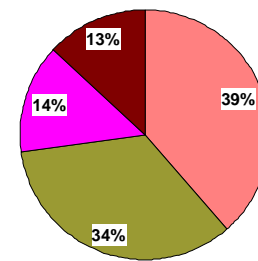
Food Services Breakout

- Full service restaurants and other food uses (bars and drinking establishments) account for 63% of all food service uses in the Downtown.
- As on Telegraph “Limited Service” restaurants do better sales per square foot than “Full Service” restaurants.
- Snack and Beverage establishments constitute a substantial part of the Downtown food services mix, perhaps due to high school students and other transient traffic.

% of Total Occupied Food Services Square Footage by Sub-sector

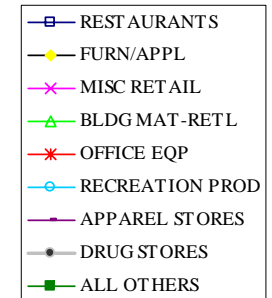
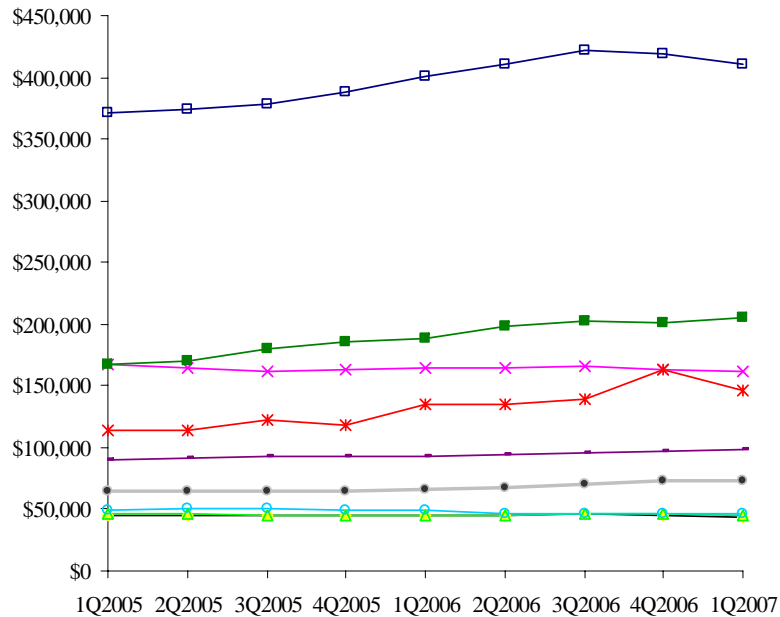


% of Total Gross Receipts by Sub-sector



Sales Tax Trends

Source: State of California Board of Equalization



Business Improvement District: North Shattuck

2007, 3rd Quarter

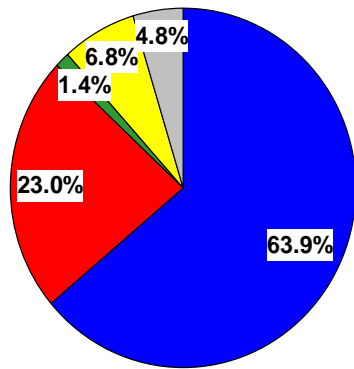
The North Shattuck inventory includes 111 ground-floor* commercial spaces representing 237,630 square feet.



● Vacancy
● Occupied

Business Composition

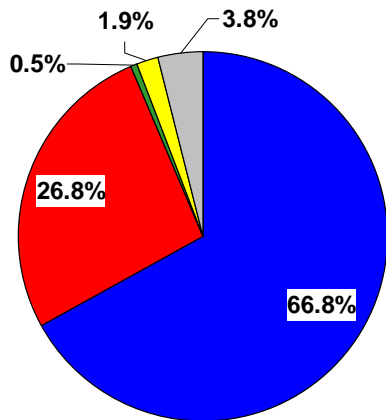
% of Total Occupied Square Footage by Sector



- Retail
- Food & Beverage
- Business Services
- Personal Services
- Arts, Entertainment & Recreation
- Other

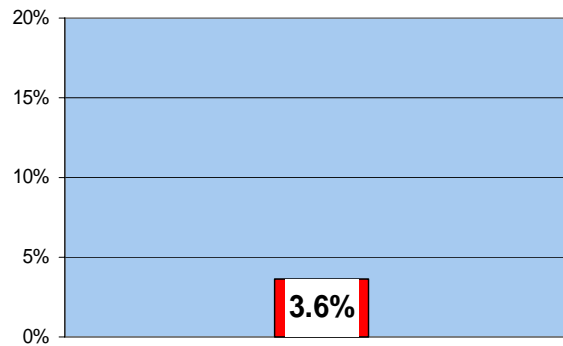
Gross Receipts per Sector

% of Total Gross Receipts by Sector

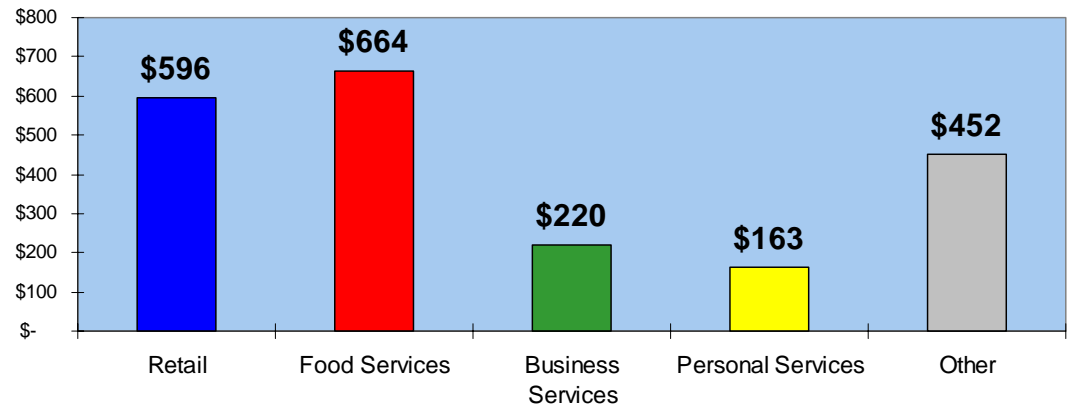


Vacancy Rate by Sqft.

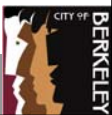
The ground-floor vacancy rate as of September 1, 2007 is 3.6%. This represents 8,507 out of a total of 237,630 square feet.



Gross Receipts per Square Foot by Sector



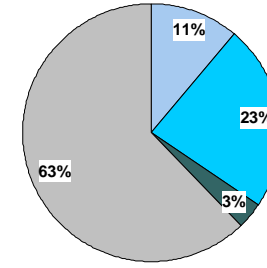
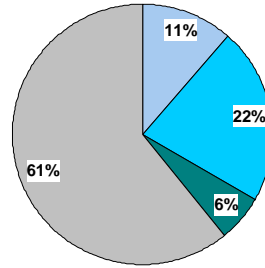
* Exceptions to ground-floor square footage include mezzanines, basements, or other areas integral to commercial activity.



Retail Breakout

- The vast bulk of retail square footage, listed as “other”, actually reflects the huge influence of retail food sales in North Shattuck
- Retail food sales make up nearly 50% of all space rented to retail businesses in the district.

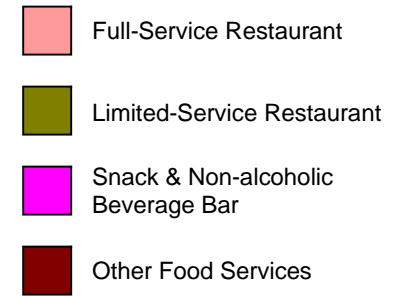
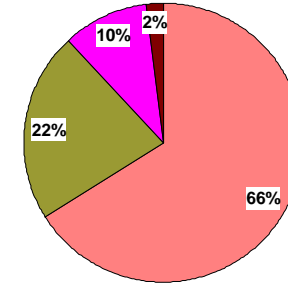
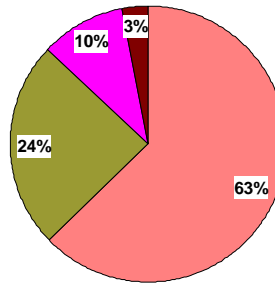
% of Total Occupied Retail Square Footage by Sub-sector % of Total Gross Receipts by Sub-sector



Food Services Breakout

- Interestingly, 63% of restaurant square footage is devoted to full service establishments, a much higher percentage than in Telegraph or Downtown.
- Full service restaurants in North Shattuck do better on a sales/square foot basis than limited service restaurants.
- The concentration of restaurants in North Berkeley is in keeping with its reputation as the “gourmet ghetto”.

% of Total Occupied Food Services Square Footage by Sub-sector % of Total Gross Receipts by Sub-sector



Sales Tax Trends

Source:
State of California Board of Equalization

