

## Prime Development Site near UC Berkeley Campus



### **2539 Telegraph Avenue** **for Sale or Lease**

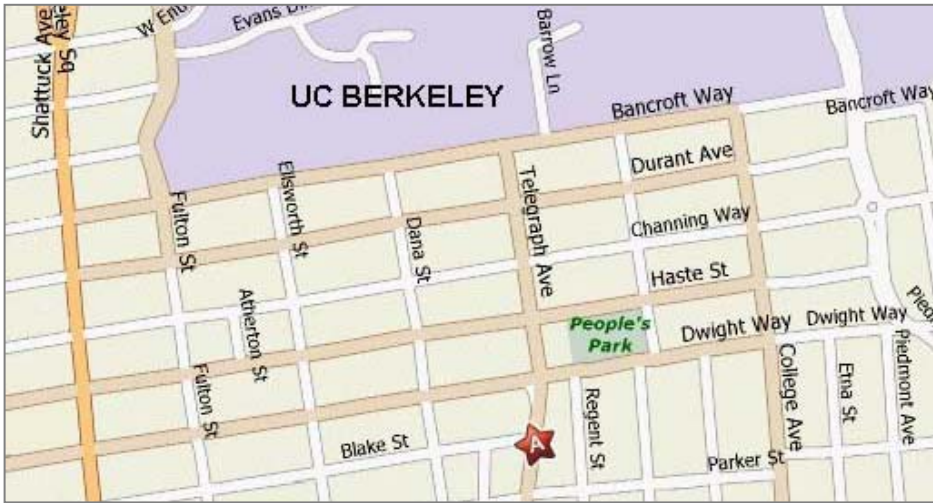
**+/- 7,300 sq. ft. building on a +/- 16,650 sq. ft. lot**

- Rare opportunity for high-density development on Telegraph Avenue
- Potential for 5-story building -- up to 65 feet -- with no parking requirement
- Just 5 blocks from UC Berkeley with a daytime population of 50,000
- Access to all downtown Berkeley amenities including BART. Well served by many bus lines
- Close to UC Berkeley 479-bed student housing project in 2 facilities planned for 2012 completion

**Sale Price: \$3,000,000**

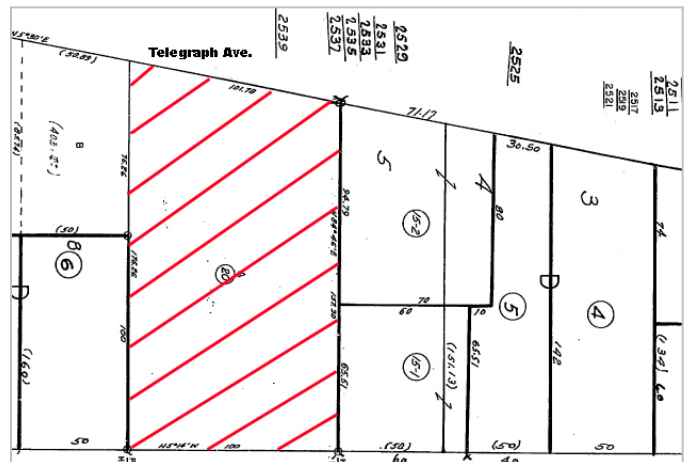
**Lease Rate: \$2.50 psf NNN**

**AREA MAP**



**NEIGHBORHOOD MAP**

**SITE MAP**



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**THE SOUTHSIDE - NEIGHBORHOOD SURROUNDING TELEGRAPH AVENUE**

The Southside is a mix of UC-owned and privately owned properties; much of which is used for housing by the young, hip, undergraduate students who comprise more than 80% of the area’s resident population. Many retail shops on Telegraph, particularly the bookstores and music stores, serve a regional population. The district also serves the entire 50,000 person strong daytime population of the University, including its employees who work on and off campus, tourists, and visitors attending cultural and sporting events.

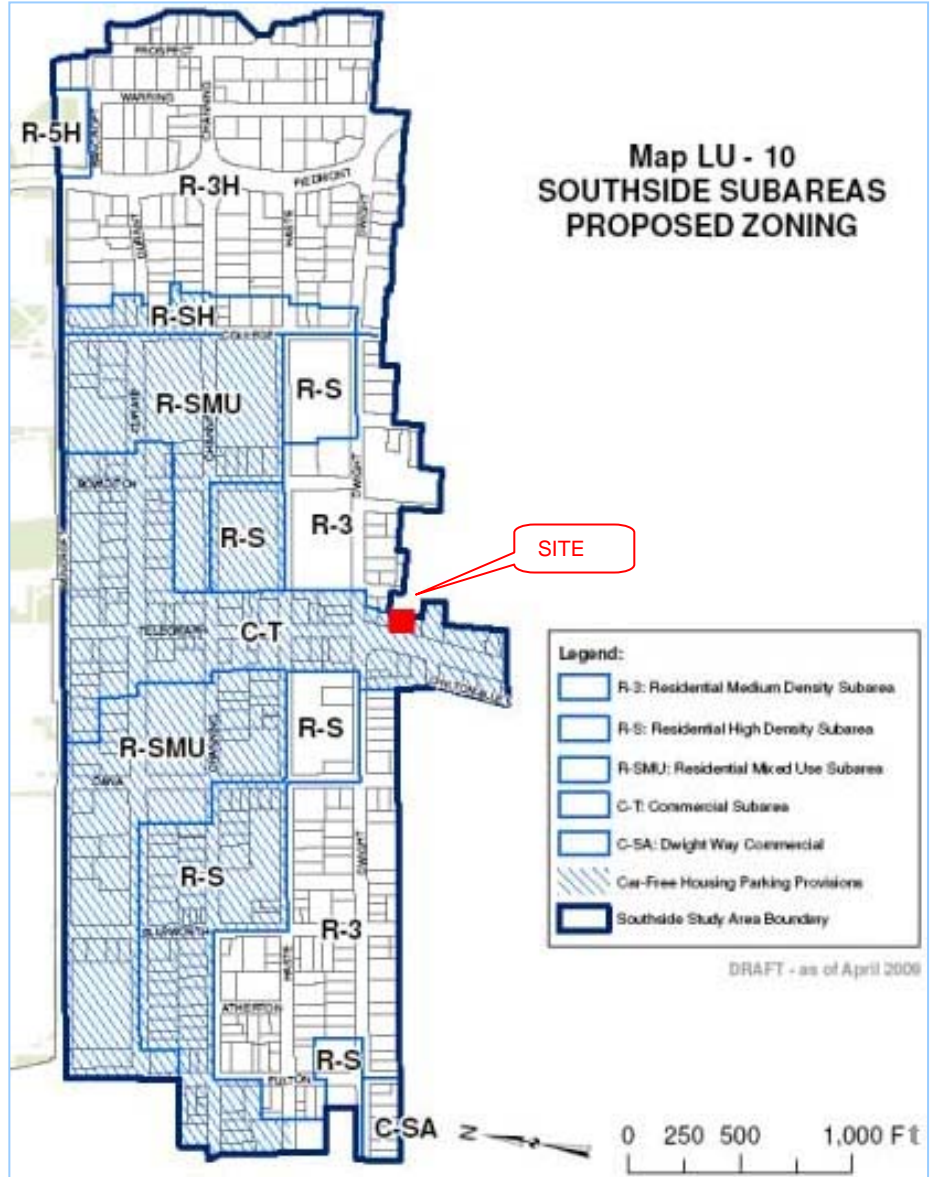
In addition to over 5,000 beds of UC student housing, there are approximately 2,530 privately-owned housing units in the Southside, the vast majority of which are rental apartments or rooming houses. 94% of the private-sector residential buildings in the Southside are multi-family and 63% were built before 1950. Only 8% of the area’s structures were built after 1970.

**Very few units of new housing have been built in the Southside in the last 20 years.**

The City of Berkeley is actively working to increase the amount of housing and housing types in the Southside. The 2009 Southside Plan draft includes:

- the designation of high-density subareas, and a
- recommendation to revise zoning regulations for the C-T commercial district to reduce parking requirements and raise height limits to encourage additional housing development.

The next page has a summary of the Southside Plan as it relates to development potential for 2539 Telegraph Avenue.



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**PLANNING COMMISSION SUBCOMMITTEE DRAFT  
2009 SOUTHSIDE PLAN DRAFT – KEY POINTS**

New Housing Development is a stated goal of the Southside Plan

- Objective LU-A states: Increase the amount of housing and housing types in the Southside for UC students, faculty and staff, year-round residents, and employees of Southside businesses, by encouraging new housing, encouraging preservation and maintenance of existing housing, discouraging loss of existing housing to nonresidential uses.
- Four categories defined as “opportunity sites” in the Southside: *Sites which contain existing one story, architecturally and historically insignificant buildings. Some sites could receive building additions, could accommodate additional buildings on the lot, or could potentially be demolished and new buildings built in their place.* The City of Berkeley actively desires development of opportunity sites.

C-T Zoning Specifics

- The plan revises zoning regulations for the C-T commercial zoning district to reduce parking requirements and raise height limits to encourage additional housing development.

Building Heights

- The height for a Main Building shall satisfy the following requirements:
- The minimum height shall be three (3) stories and thirty-five (35) ft.
- The maximum height shall be four (4) stories and fifty (50) ft.
- The maximum height can only be increased to five (5) stories and sixty-five (65) ft. if the following findings are made by the Zoning Officer or Board:
  - At least 50% of the total building floor area is designed for residential use;
  - The project will not result in a significant reduction in sunlight on Telegraph Ave sidewalks.

Parking

- No Off-street Parking Spaces shall be required for the creation of new commercial gross floor area, or for new Dwelling Units or Group Living Accommodation rooms
- In addition, no off-street loading spaces shall be required for new commercial gross floor area.
- Bicycle parking spaces shall be provided
- Occupants of residential projects constructed after 1989 shall not be entitled to receive parking permits under the Residential Permit Parking Program (RPP)

Car-Free Housing Overlay District

- The Southside Plan creates a new overlay district, the Car-Free Housing (CFH) Overlay District, primarily located in the Southside west of College Avenue and north of Haste Street, and along Telegraph Avenue to Parker Street.
- The intention of this area is to encourage additional housing development and also reduce automobile use in the Southside, in conformance with other Land Use and Transportation policies within the Southside Plan.

Source: [http://www.ci.berkeley.ca.us/uploadedFiles/Planning\\_\(new\\_site\\_map\\_walk-through\)/Level\\_3\\_-\\_General/Zoning%2004-09%20-%20Track%20Changes.pdf](http://www.ci.berkeley.ca.us/uploadedFiles/Planning_(new_site_map_walk-through)/Level_3_-_General/Zoning%2004-09%20-%20Track%20Changes.pdf)

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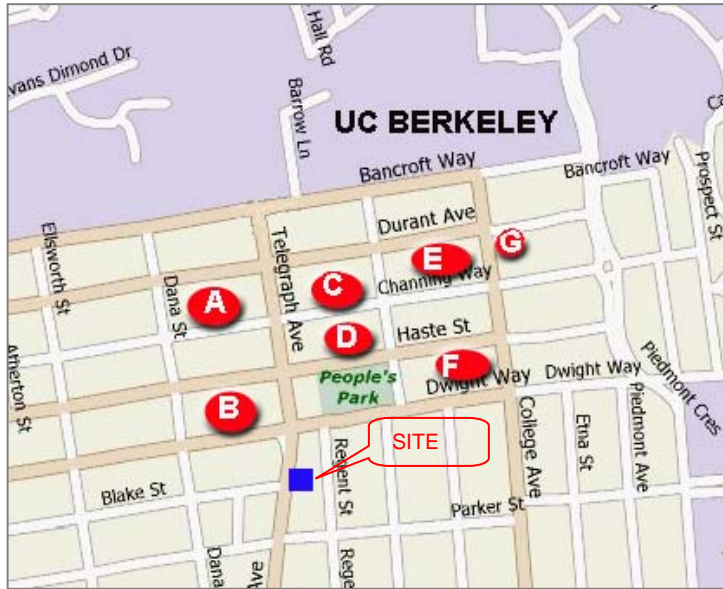
University Owned  
Property in the Southside



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**NEARBY UC DORMS AND COOP HOUSING NEAR 2539 TELEGRAPH AVENUE**

**KEY**



	Nearby Dorm/Co-op Housing Name	# of Students
A	Unit 3	1,224
B	Coop Housing	361
C	Channing – Bowditch Apartments	226
D	Anna-Head West (New Housing will open in August, 2012)	479
E	Unit 1	1,426
F	Unit 2	1,406
G	Jackson Graduate House	120
	<b>Total Students in Cal Housing within 0.5 miles</b>	<b>5,242</b>

**TELEGRAPH AVENUE IS A MAIN TRANSIT CORRIDOR**

**Bus**

Telegraph Avenue is currently served by the #1R (Telegraph Rapid Bus), which provides frequent express service to and from the Cal campus through Berkeley, south to Oakland, and beyond. The 1R bus stops at the corner of Telegraph Avenue and Dwight Way, just one block from 2539 Telegraph Avenue. In addition, UC Berkeley offers a Cal Shuttle which provides easy transport in and around the UC campus.

**Telegraph is slated for the Telegraph Bus Rapid Transit (BRT) line, which will run on dedicated lanes through Berkeley, Oakland, and beyond.** The BRT route is planned to connect downtown Berkeley and the Berkeley BART Station with the south side of the UC-Berkeley campus, then follow Telegraph Avenue to downtown Oakland and beyond.

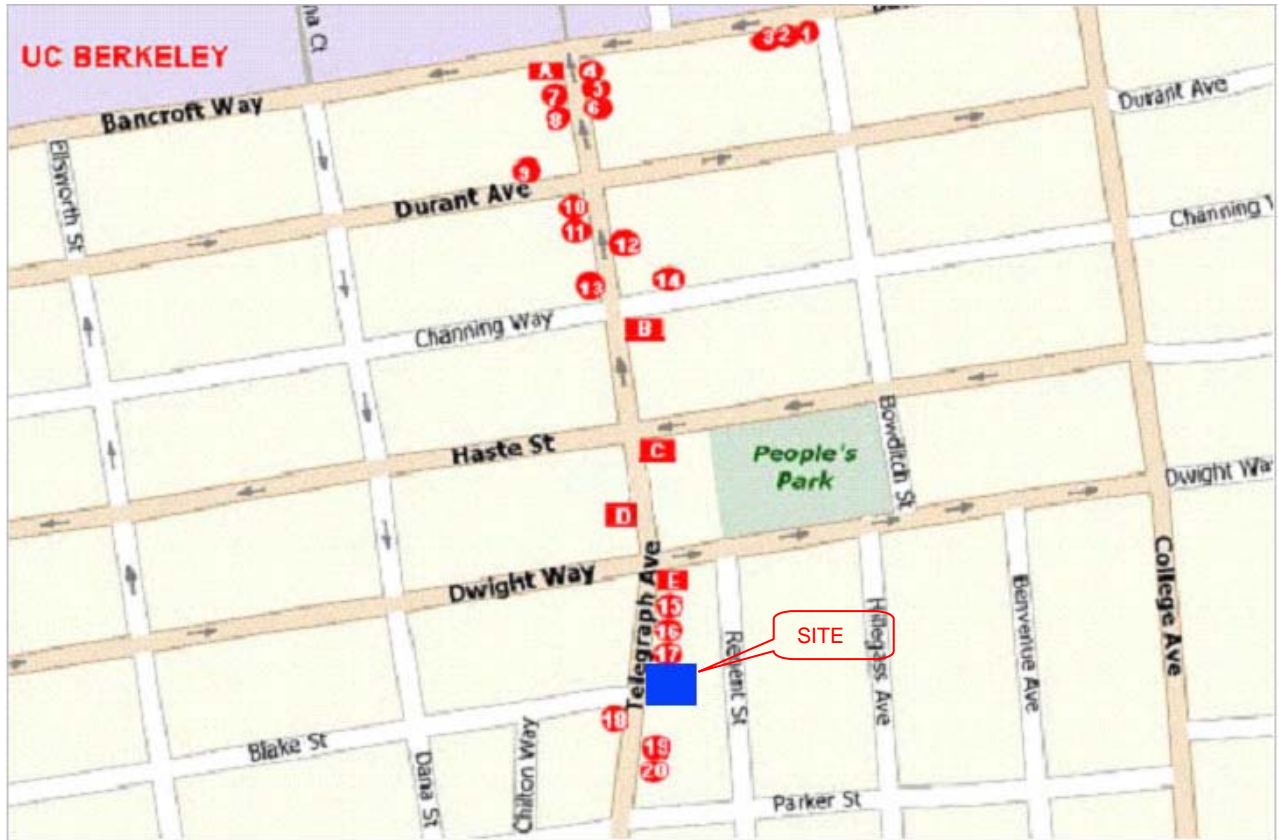
Construction on the BRT project is scheduled to begin in 2012. BRT is essentially light rail without the tracks. It combines the speed and capacity of light rail with the convenience and affordability of riding the bus. Vehicles travel in bus-only lanes, avoiding traffic. Passengers walk to comfortable stations, pay their fares in the station, and board through multiple doors like a train. Service is frequent and fast. The concentration of bus passengers at BRT stations adds to the pedestrian oriented atmosphere of the area.

**BART**

The Downtown Berkeley BART station is less than 1 mile from 2539 Telegraph.

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**CLOTHING STORES AND OTHER RETAILERS NEAR 2539 TELEGRAPH AVENUE**



#	Store (n=new/u=used)	#	Store (n=new/u=used)	#	Store (n=new/u=used)
1	Urban Outfitters (n)	10	Bear Basics/T-Shirt Orgy (n)	19	Sway (n)
2	Gia and Co. (n)	11	Wet Seal (n)	20	Buffalo Exchange (u)
3	Bancroft Clothing (n)	12	Royalty Couture (n)	A	Walgreen's
4	American Apparel (n)	13	Mars Mercantile (u)	B	Rasputin Records
5	Volcom (n)	14	GB Style Engine (n)	C	Amoeba Records
6	Adidas (n)	15	Sharks (u)	D	Moe's Books
7	Shiekh Shoes (n)	16	Upper Playground (n)	E	Peet's
8	Hot Topics (n)	17	Bows and Arrows (n)		
9	Fashion Plaza (n)	18	Time Zone Vintage (u)		

**For more information, contact:**

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