



TOP 10 REASONS TO LOCATE YOUR RETAIL BUSINESS ON SOLANO AVENUE

1. Solano Avenue runs east/west near the north end of Berkeley, and on into Albany. It is a charming, tree-lined boulevard with a mile of great shopping, dining and professional services, and with convenient street parking.
2. Solano Avenue's over 500 businesses include 75 restaurants, 150 retail shops, two movie theaters and pocket parks.
3. Good lighting and safe neighborhoods make it delightful for window-shopping after dinner or the movies.
4. Solano Avenue is a thriving neighborhood shopping street. Every year on the second Sunday of September, businesses along Solano Avenue host a street festival called the Solano Stroll, which attracts hundreds of thousands of attendees.
5. Over 277,000 residents live within five miles, with an average annual household income of over \$93,000. The daytime population within five minutes is 64,613.
6. The area is populated by highly educated residents. 73% of residents within 1 mile have a bachelor's degree or more. In a 5 mile radius, 52% of residents have a bachelor's degree or more.
7. Solano Avenue is just 1.5 miles from downtown Berkeley and from the University of California at Berkeley. Cal has a daily population of approximately 50,000 people.
8. Solano Avenue is about a 15-20 minute walk to both the El Cerrito Plaza and North Berkeley BART stations. It is well served by AC Transit buses that run the length of the street.
9. Join national and regional tenants already on Solano Avenue including: Zachary's Pizza, Cactus Taqueria, A.G. Ferrari, Peet's Coffee & Tea, Andronico's Market, Starbucks Coffee, and Pharmaca.
10. Join local retailers including Shoes on Solano, Ideas 4 Elements, Bone Room, Sue Johnson Custom Lamps & Shades, Pugnacious Pug and Yoga for Life.

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