

THE
EXCHANGE
HERCULES BAYFRONT

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VIRTUAL TOUR

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FOR MORE INFORMATION PLEASE VISIT:
<https://www.theexchangebayfront.com/>

SITE PLAN



DEMOGRAPHICS



DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
AVG HH INCOME	\$140,975	\$118,182	\$111,924
POPULATION	11,109	62,286	128,958
DAYTIME EMPLOYEE POP.	3,767	14,905	28,187



- John Muir Prwy @ San Pablo - 6,000 ADT
- San Pablo @ State Highway 4 - 22,000 ADT
- I-80 @ Sycamore - 173,000 ADT

HERCULES BY THE NUMBERS.

From its incorporation in 1900 until the 1970's, Hercules was a modest but prosperous company town, organized around one of the world's largest dynamite manufacturing plants. As planned, about 25,000 people now live in the eight square miles of Hercules. Hercules continues to grow into a transit oriented community and is to become a model for other Bay Area towns. Waterfront (aka Hercules Bayfront), construction is well underway for 40-acre mixed-use development, one of the West Coast's largest transit-oriented projects. Including, Regional Intermodal Transportation Center positioned to become the first West Coast facility combining three modes of transit (bus/rail/ferry) in one facility. Hercules is home of a BioRad campus, a Fortune 500 company with over 1,700 onsite employees.

Hercules is roughly 12 miles north of Berkeley, California, 18 miles north of Oakland and 22 miles northeast of San Francisco.



POPULATION GROWTH
0.329% 1 YEAR

25,343



NUMBER OF HOUSEHOLDS

8,100



MEDIAN HH INCOME

\$110,476



MEDIAN AGE

40.2



4 YEAR DEGREE OR HIGHER

43%



BUSINESSES IN 1 MILE

250

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THE MASTER PLAN



WATERFRONT DISTRICT MASTER PLAN

42 acres Waterfront District

1,526 Residential Units with 90,000 Square Feet of Retail

Regional Intermodal Transit Center to connect train, bus, and future ferry services currently under construction

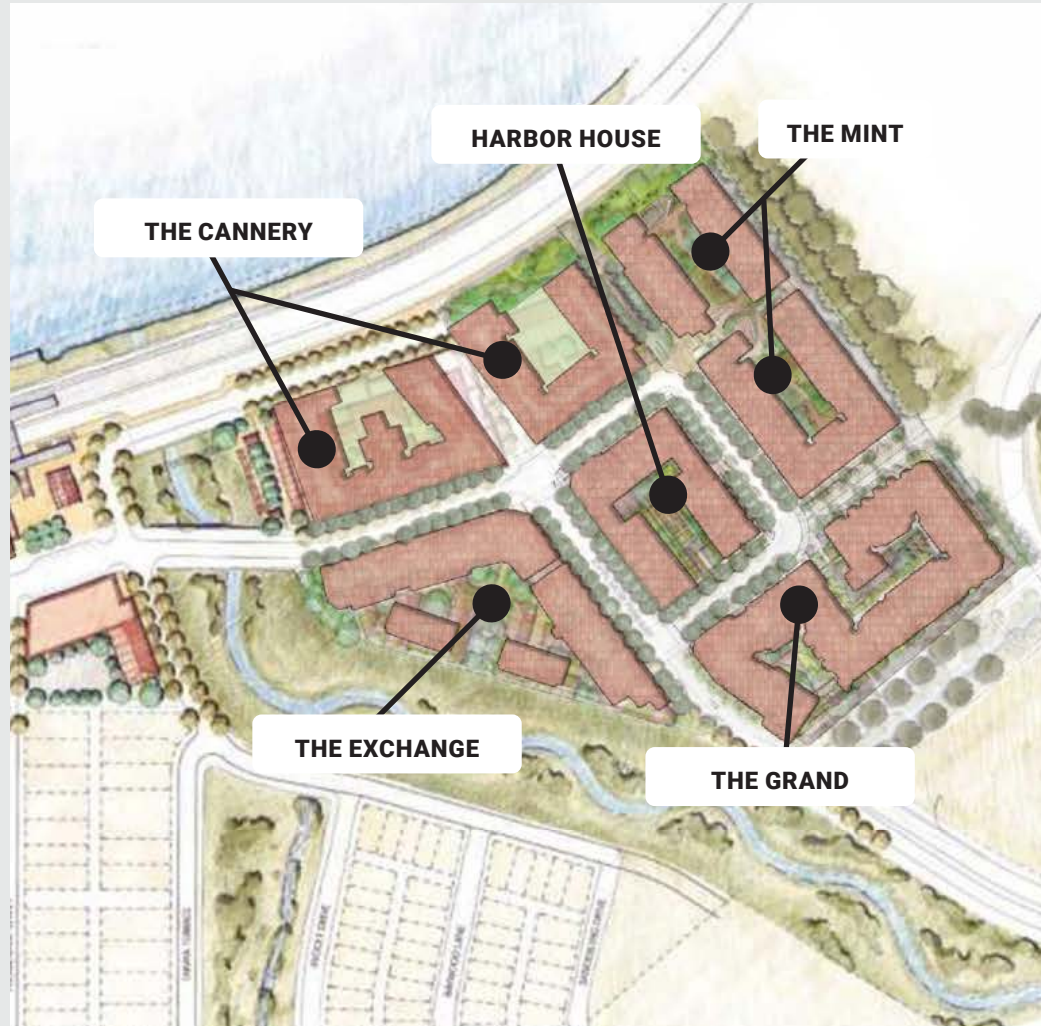
Future Ferry Terminal connecting Hercules to San Francisco in funding and planning stages

Direct Access to the Multi-Use San Francisco Bay Trail

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THE EXCHANGE



PHASE 1 THE EXCHANGE

Currently under construction, mixed-use project sits on 2.2 acres and will be 4-stories over a one-level subterranean parking garage. The project includes 172 rental units, including lofts and townhomes. 14,000 sf of ground level retail nestled between John Muir Parkway, Bayfront Boulevard and Refugio Creek. Phase 1 to be completed in Spring 2020.

PHASE 2 THE GRAND

The Grand will start construction in early 2019. It is located on Blocks Q & R and will be developed with 232 apartment units complimented with a state of the art fitness center, bike shop, resident lounge and sporting club. It is situated on 2.96 acres and is located north/northeast of Block N (Phase 1) in Hercules Bayfront, overlooking Refugio Creek open space with construction to be completed in Fall of 2020.

PHASE 3 THE MINT & HARBOR HOUSE

476 Residential Rental Units. Currently in planning stages with construction to be completed in 2021.

AERIAL VIEW



The City of Hercules is located on the northeastern shore of San Pablo Bay, conveniently located along the I-80 corridor and within a short drive of both San Francisco and Napa. Primarily a suburban, family-oriented community, the City has bold plans for a new town center, a lively new waterfront, and an exciting new train and ferry terminal.


Hercules is served by two major transportation routes (Interstate 80 and State Route 4) and a variety of transit options that help connect the City to the rest of the Bay Area and the state. San Pablo Avenue, which bisects the City, is part of the Historic Highway 40, the main artery into town prior to Interstate 80 being built. With recent new growth and regionally implemented growth management plans, future improvements to these transportation corridors are planned.



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