

A RARE SAN FRANCISCO BAY AREA REPOSITIONING OPPORTUNITY

Shattuck

PLAZA RETAIL

NEWMARK

Shattuck

PLAZA RETAIL

SHATTUCK AVE
37,984 VPD

NEWMARK

5,300 AVG
WEEKDAY
EXITS
AT DOWNTOWN
BERKELEY STATION





Shattuck

PLAZA RETAIL

PROPERTY SUMMARY

ADDRESS	2200 SHATTUCK AVE
CITY	BERKELEY, CA
GLA	29,187 SF
# OF STORIES	1, PLUS BASEMENT
OCCUPANCY	6.81%
BUILT/ RENOVATED	1910 / 1990
SITE AREA	.43 ACRES / 18,807 SF

INVESTMENT HIGHLIGHTS

- » RARE REPOSITIONING OPPORTUNITY
- » IRREPLACEABLE BAY AREA TRANSIT-ORIENTED LOCATION
- » HIGH BARRIERS TO ENTRY
- » OPPORTUNITY ZONE DEVELOPMENT & TAX REDUCTION
- » HISTORIC BUILDING OPPORTUNITY & MILLS ACT TAX REDUCTION

Newmark Retail Capital Markets, as the Exclusive Advisor, is pleased to present the opportunity to acquire the condominium interest in 2200 Shattuck (the “Property” or “Shattuck Plaza Retail”). Comprised of 17,757 SF of ground floor retail, with an additional 11,430 SF of basement space that can be utilized for office or storage, the Property lies at the base of the Historic Hotel Shattuck in the heart of Downtown Berkeley.

Located one block away from the University of California, and adjacent to the Downtown Berkeley BART Station, Shattuck Plaza Retail represents a rare opportunity to recognize significant upside through the repositioning of the existing retail.



**EXCEPTIONALLY
RARE
REPOSITIONING
OPPORTUNITY**

Available for the first time in a decade, Shattuck Plaza Retail is an opportunity to transform an entire city block of ground floor retail in one of the East Bay's most coveted and captive residential markets.

Currently 6.81% leased, with Starbucks as the sole tenant, the Property has been strategically vacated to provide a clear path for the renovation and reprogramming of the tenancy. Upon completion, the Property will provide a much needed amenity base for the surrounding residential and student population.

UC Berkeley

41,000
STUDENTS

5,300 AVG
WEEKDAY
EXITS
AT DOWNTOWN
BERKELEY STATION



199
ROOMS

Shattuck
HOTEL PLAZA
(NAP)

Shattuck
PLAZA RETAIL

ALLSTON WAY

KITTREDGE ST

#1

**PUBLIC SCHOOL
FOR 2024-2025**

-FORBES & WALL STREET
JOURNAL

Shattuck

PLAZA RETAIL

199
ROOMS

Shattuck
HOTEL PLAZA
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SHATTUCK AVE - 37, 984
NPD

ALLSTON WAY



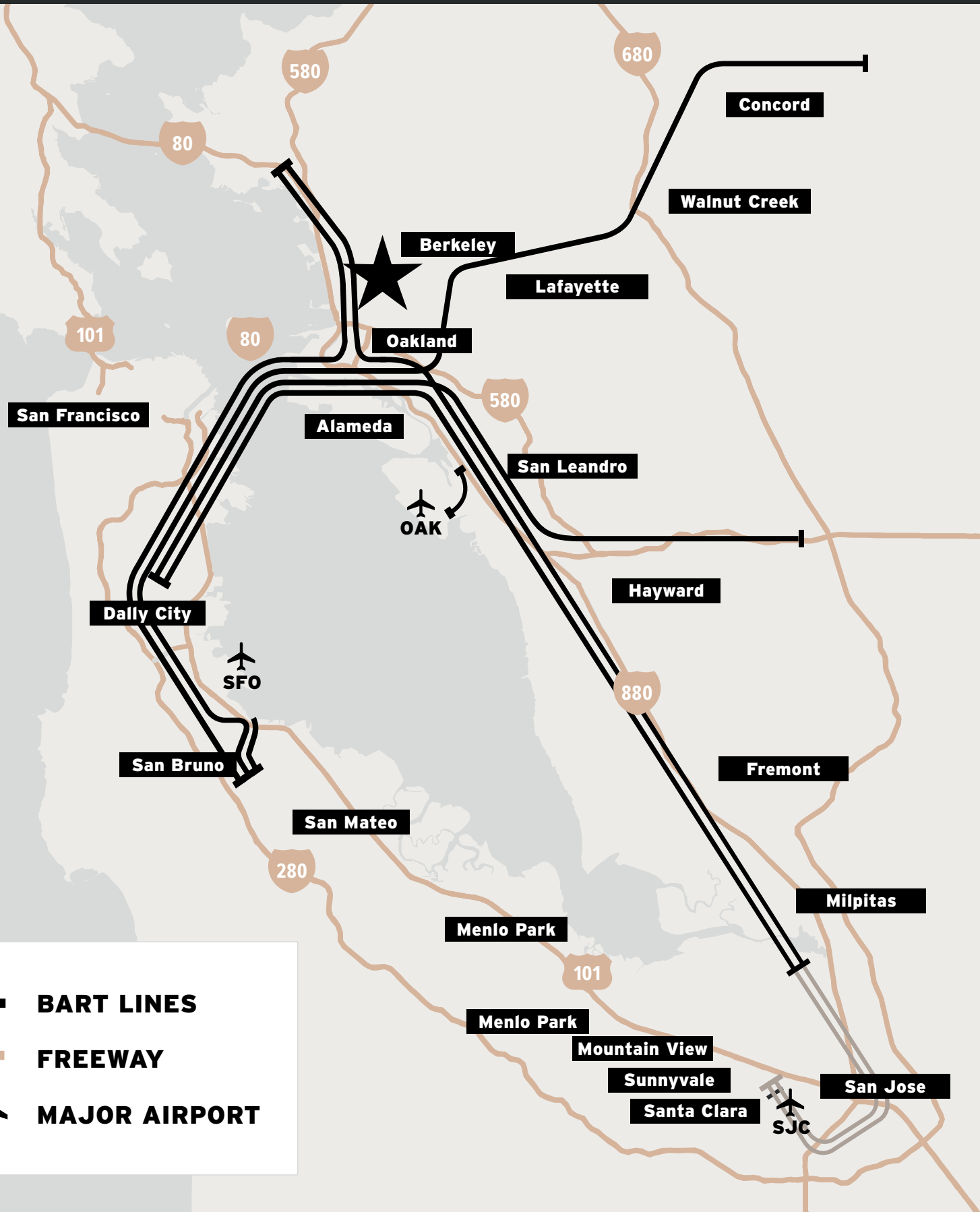
BAY AREA MAP

The Property sits at the base of the 199-room Hotel Shattuck, which is listed on the National Register of Historic Places, and anchors Downtown Berkeley.

Downtown Berkeley attracts over 1.65 million visitors annually and serves as the gateway to the University of California campus, one of the top university's in the country.

With close to 300 feet of frontage along Shattuck Avenue, the main thoroughfare into and out of Downtown Berkeley, Shattuck Plaza Retail benefits from the more than **37,000 cars that drive by the Property daily.**

2200 Shattuck also sits adjacent to the Downtown Berkeley BART Station, which has undergone a recent repositioning and accounts for more than 5,300 daily weekday exits, providing easy access to Oakland and San Francisco Airports, as well as the Greater Bay Area.



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Shattuck PLAZA RETAIL

IRREPLACEABLE BAY AREA TRANSIT-ORIENTED LOCATION



THE NEW DOWNTOWN BERKELEY BART STATION PLAZA

The New Downtown Berkeley BART Station Plaza opened to the public on October 18, 2018, featuring enhanced bus and BART connectivity, pedestrian improvements and modern environmental elements. The plaza is designed to improve both safety and walkability through LED lighting, granite aggregate pavers with neutral color tones, public art and landscaping.



**DOWNTOWN BERKELEY
ATTRACTS OVER
1.65 MILLION
VISITORS ANNUALLY**

↑ Public Library
← UC Berkeley
Civic Center →

Richmond Via Mills	2, 7	50	University of Calif.	8, 17
Richmond	8, 17	50	Berkeley Av.	9, 27
SFO + Millbrae	4, 19	50	Downtown Berkeley	9
Bay Area/El Cerrito	11, 26	50	El Cerrito Plaza BART	14, 23
University Village, Al.	1, 29	50	Berkeley Marina	12
U.C. Campus	9, 40	50	Lake Merritt BART	6, 25
El Cerrito Del Norte	18, 49	50		
Sausalito & Tiburon	22, 52	50		



DOWNTOWN BERKELEY
RESTAURANTS, FOOD & DRINK
WORLD-CLASS ARTS & THEATRE
MUSIC & ENTERTAINMENT

PARIS BAGUETTE

CHASE PRIVATE CLIENT

HIGH BARRIERS TO ENTRY



**5,300 AVG WEEKDAY
EXITS AT DOWNTOWN
BERKELEY STATION**

2200 Shattuck benefits from tremendous barriers to entry and limited supply due to the lack of sites available for retail development, and retail zoning in Downtown Berkeley limited to the Shattuck Corridor and University Avenue. The development approval process has also been historically anti-development thereby providing a highly favorable demand/supply imbalance and continued upward pressure on retail rents.

	1 MILE	3 MILE	5 MILE
2024 POPULATION	61,604	214,642	391,393
BACHELOR'S DEGREE OR HIGHER	66%	67%	63%
AVG HOUSEHOLD INCOME	\$105,890	\$143,258	\$140,642
CONSUMER SPENDING	\$708M	\$3.25B	\$6B
MEDIAN HOME VALUE	\$1,083,443	\$1,085,348	\$1,070,388

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199
ROOMS

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HOTEL PLAZA
(NAP)

SHATTUCK AVE : 37, 984 VPD



4,000 UNITS PLANNED OR UNDER DEVELOPMENT

Over the past 5 years Downtown Berkeley has solidified itself as the epicenter for multifamily and student housing in the city of Berkeley. There has been in excess of 1,400 units delivered to the market since 2020 with an additional 4,000 units either planned or under construction.

UC Berkeley

41,000 STUDENTS

- BUILT
- UNDER CONSTRUCTION
- PROPOSED

ANCHOR HOUSE
772 BEDS UNDER CONSTRUCTION

2128 OXFORD
456 PROPOSED APARTMENTS

2200 BANCROFT WAY
1,400 BEDS PROPOSED STUDENT HOUSING

2145 UNIVERSITY
205 UNITS APARTMENTS
BUILT IN 2021

2023 SHATTUCK
96 BEDS STUDENT HOUSING
BUILT IN 2024

2201 DWIGHT
259 BEDS STUDENT HOUSING
BUILT IN 2016



2113 KITTREDGE
211 UNITS PROPOSED APARTMENTS



1951 SHATTUCK
250 BEDS STUDENT HOUSING
BUILT IN 2024



1988 SHATTUCK
599 UNITS PROPOSED APARTMENTS

2072 ADDISON
66 UNITS BUILT IN 2023

2274 SHATTUCK
239 UNITS PROPOSED APARTMENTS



2121 DWIGHT
99 UNITS BUILT IN 2017



2038 PARKER
155 UNITS APARTMENTS
BUILT IN 2016

1974 SHATTUCK
297 UNITS PROPOSED APARTMENTS



2067 UNIVERSITY
50 UNITS BUILT IN 2023



SHATTUCK AVE : 37,984 VPD

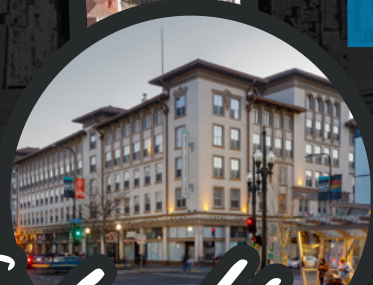
2050 DURRANT
202 UNITS BUILT IN 2022

2012 BERKELEY WAY
89 UNITS BUILT IN 2022



2000 UNIVERSITY
82 UNITS UNDER CONSTRUCTION

1935 ADDISON
69 UNITS BUILT IN 2016



2028 BANCROFT
37 UNITS BUILT IN 2023



2033 BLAKE
84 UNITS APARTMENTS
BUILT IN 2021

2010 MILVIA ST
98 UNITS BUILT IN 2017



Shattuck
PLAZA RETAIL

1950 ADDISON
107 UNITS BUILT IN 2020



2099 MARTIN LUTHER KING JR WAY
72 UNITS BUILT IN 2024



MARTIN LUTHER KING JR WAY

MULTIFAMILY SNAPSHOT

- 243 ————— 12 Mo. Delivered Units
- 461 ————— 12 Mo. Absorption Units
- 7.7% ————— Vacancy Rate

OPPORTUNITY ZONE DEVELOPMENT & TAX REDUCTION



The Property lies in the Census Tract 4229, which is classified as an Opportunity Zone. Opportunity Zones are designated census tracts where new real estate and business investments, under certain conditions, may be eligible for preferential tax treatment. Investors may defer and reduce taxes on eligible capital gains by making an appropriate investment in real estate within an Opportunity Zone (or “OZ”), via a Qualified Opportunity Fund.



HISTORIC BUILDING OPPORTUNITY & MILLS ACT TAX REDUCTION

The Hotel Shattuck is classified as a Landmark building in the city of Berkeley and qualifies for the Mills Act Program. In Berkeley, the Mills Act requires that historic property owners spend the property tax money that is saved through the Mills Act on preserving and/or restoring their property. With the Mills Act, an investor in 2200 Shattuck could potentially see significant tax savings.

BERKELEY . CA

Shattuck

PLAZA RETAIL



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