



BROADWAY VALDEZ + UPTOWN - NUMBERS AT A GLANCE

DEMOGRAPHICS

	1 MILE	3 MILES	10 MILES
2014 Population	54,594	259,528	1,251,623
Growth Rate 2014-2019	7.06%	6.36%	6.50%
2014 Households	28,988	115,129	530,516
2014 Avg HH Income	\$61,125	\$83,401	\$92,820
2014 Med HH Income	\$44,027	\$53,072	\$61,372
2014 Avg Age	40	39	39
2014 Med Age	39	38.7	38.5
2014 Worker Travel Time to Job <30 minutes	14,828	69,241	326,159
2014 HHs by HH Income \$75,000 and Above	5,102	31,165	174,397
2014 Population Top Occupations: Professional/Management, Sales, Transportation, Education/Health	36.25%	34.33%	34.49%

DRAWS

Paramount Theatre	200k
Fox Theater Oakland	250k
Oakland Ice Center	68,700
Art Murrur/First Fridays (Monthly)	10k - 15k
Art + Soul Festival (Annually)	30k
Citywide Hotel Occupancy	67%
Jack London Square Events	1,000,000
# Restuarants & Cafes	75
# Clubs & Bars	40
# Galleries & Cultrural Venues	33
# Major Attractions & Events	32

MODE SHARE

Walk	94 Walk Score "Walker's Paradise": You can walk to almost everything in this area. Daily errands do not require a car. Food and entertainment are available day and night, seven days a week.
Bike	91 Bike Score "Biker's Paradise": Mostly flat, excellent bike lanes.
Transit	69 Transit Score "Many nearby public transportation options": The Uptown/19th Street BART station is a top hub in the BART system, seeing over 22,000 monthly entries and exits. The Uptown Transit Center provides enhanced connectivity between BART and ten AC Transit routes. The free Broadway Shuttle serves 2,600 passengers each weekday, and over 1,000 each Friday and Saturday night, linking Broadway Valdez to Jack London Square, Amtrak and the Oakland/SF ferry. Car-sharing and ride-sharing is also available from multiple operators.
Drive	Driving to Broadway Valdez + Uptown is easy with multiple freeways and on/offers.

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TRAFFIC COUNTS

	ADT/AADT Back & Ahead	Year
SW Harrison & Bay Place	20,600	2006
WB Grand & Valdez	13,400	2006
WB West Grand & Telegraph Ave.	22,096	2012
NB Telegraph & West Grand Ave.	21,025	2012
580 @ Oakland Ave.	194,000 - 189,000	2012
580 @ Junction 24/980	189,000 - 227,000	2012
24/980 @ Junction 580	110,000 - 145,000	2012
24/980 @ 18th Street	59,000 - 110,000	2012



"Oakland Ranked Among the 10 Most Liked Cities in the U.S."
- Money Journal, November 2013

"America's 5th Most Hipster City"
- The Thrillist, November 2013

