

neighborhood profile

rockridge business district

Rockridge, Oakland's leading district in retail sales, is located along pedestrian-friendly College Avenue. Lined with trees, inviting storefronts, cafes and restaurants, the district combines urban sophistication with a relaxed paced. Rockridge boasts a concentration of eclectic, independently owned retail stores, restaurants and art galleries. The centrally located Rockridge BART station and convenient freeway access make Rockridge a

desirable destination for visitors. The combined lure of shopping, restaurants, and easy access put Rockridge on Money Magazine's Best Places to Live survey of 2002.

The Rockridge District Association is dedicated to enhancing Rockridge through public works as well as promotional and beautification initiatives to make a strong, vibrant, diverse business center.

see other side for more information >

demographics

	½ MILE	1 MILE	3 MILES
Population	7,643	28,319	229,832
Average Household Income	\$79,970	\$79,424	\$68,723
Median Age	37	36	35
College Attendance	84.1%	80.5%	76.8%
White Collar Residents	79.4%	77.3%	73.4%
Median Home Value	\$491,000	\$594,000	\$481,000
Number of Employees	3,564	14,280	166,701

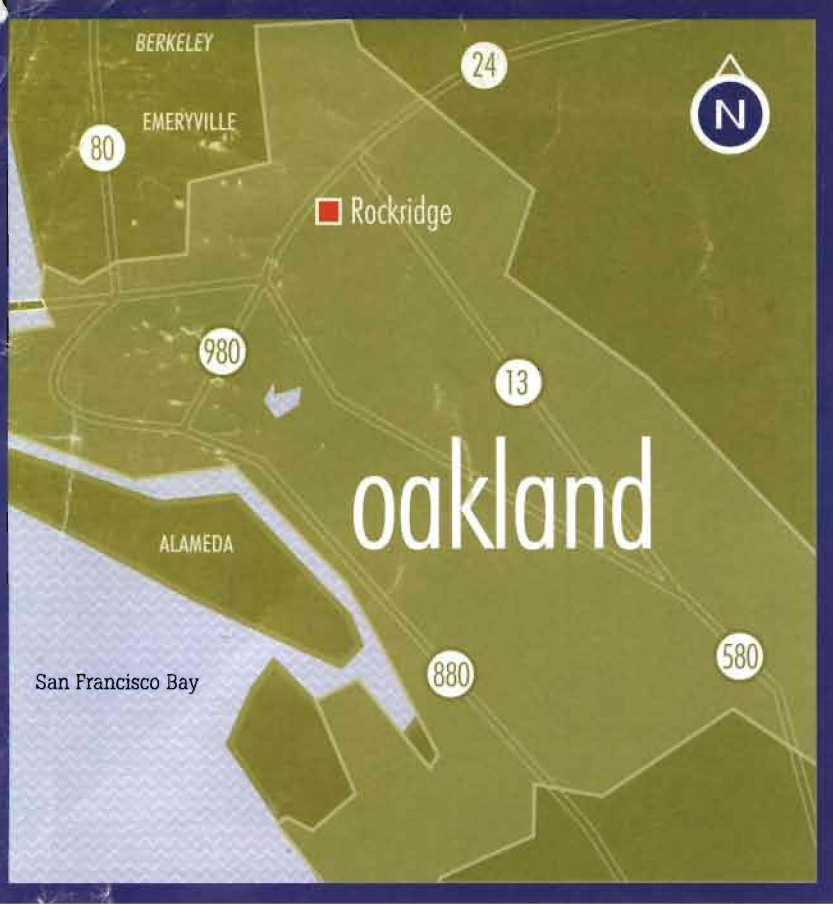
Demographic data from Demographics Now and DataQuick Information Systems.

traffic counts

CORRIDOR / LOCATION	PER DAY
Highway 24 @ College Avenue	128,000

Traffic Counts from Traffic and Vehicle Data Systems Unit, Department of Transportation, State of California, 2000.





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access and visibility

- Excellent visibility and access from Highway 24 at College Avenue and Claremont Avenue exits
- Excellent transit access via the Rockridge BART station
- More than 28,000 residents within a one-mile radius with an average household income of \$79,424

area promotions

- Rocking Rockridge Festival
- Holiday Festival

developments in area

- Cited in Money Magazine's Best Places to Live survey in 2002
- Award winning restaurants contribute to Rockridge's allure as a regional destination
- Recently established Rockridge Business Improvement District
- Expansion at Market Hall added additional retail space

parking

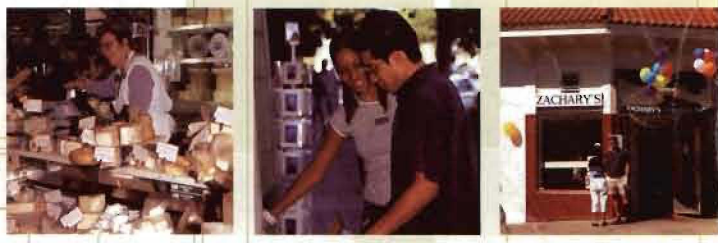
- 250 on-street metered spaces

anchor businesses

- Rockridge Kids
- Poppy Fabric
- Zachary's Pizza
- Diesel Books
- Red Hound
- See Jane Run
- La Farine Bakery
- Katrina Rozelle
- Oliveto
- Markethall
- Dreyers Grand Ice Cream
- Cotton & Co.
- Safeway Stores
- Fenton MacLaren
- A Coté
- Christensen-Heller Gallery
- Pizza Rustica

contact

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Photos by Sharon Collier



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