

## **DESCRIPTION OF INDUSTRIAL SUB-AREAS #1-#17**

In order to create the Alternatives shown at the end of this report, the industrially-designated areas of the City (excluding the Port and Army Base) were delineated into seventeen distinct industrial neighborhoods. These sub-areas #1-17 were created based on natural street boundaries, land use patterns and characteristics, and proximity to other features of the City including boulevards, parks and trails, existing developments etc. The Sub-Areas are described and mapped in detail through individual one-page “marketing sheets” (attached). These marketing sheets include:

- a) Parcel information including gross acres in the sub-area and average parcel size
- b) Number of firms in each sub-area,
- c) Number of employees spread among the found industrial sectors studied
- d) Land use per the County Assessors office within the sub-area; and
- e) Individual maps of the specific sub-areas.

Sub-area profiles of individual businesses within these areas were supplied on a voluntary basis through a casual survey of the area. An in-depth business survey will be conducted by the Oakland Commerce Corporation in the following six months, per a contract with the City. A photo inventory of sample sites along the San Leandro Corridor is attached, and was provided by a local real estate broker specializing in industrial transactions.

### **Sub-Area #1 High Street to 50<sup>th</sup> Avenue; International Blvd to San Leandro**

*General Plan Designation: Business Mix (Light Industrial)*

This area is likely to remain in mixed light industrial, especially contractor services, wholesaling and light fabrication. It will likely shift in the future to lighter-impact activities, given its central city location and existing commercial and residential uses, the smaller average size of parcels and its proximity to commercial mixed use districts of Fruitvale and International Boulevard.

**Business Profile: Rago and Sons** is a third generation family business located in the designated “HBX” neighborhood south of 50<sup>th</sup> Avenue. It was founded in 1945 and currently has over 75 employees. It specializes in metal stamping and fabrication for the heavy duty trucking industry. It is an existing business.

### **Sub-Area #2 High Street to 50<sup>th</sup> Avenue, San Leandro Street to Coliseum Way/I-880**

*General Plan Designation: General Industrial & Transportation (GIT)*

This area is well positioned to continue with construction material sales and service uses due to its proximity to the I-880 freeway access and proximity to nearby national chain home improvement centers as well as smaller similar suppliers. The construction material suppliers in both this and Sub-area #3 are crucial contributors to the progress of all new construction in the City. The area is a magnet for day laborers in the adjacent Fruitvale area. This area also is home to several large work live complexes, providing artist and entrepreneur facilities at more affordable rents than newly constructed complexes. Sub-

area #2 could be more intensely developed along the I-880 frontage with these and other regionally-serving construction material suppliers.

**Representative Business:** *Westside Alta Building Materials* is a wholesale supplier providing sales and delivery of construction materials (sheetrock, plaster, metal framing etc) in throughout the Greater Bay Area. It has been located in Oakland for 70 years. Alta was previously located in a Housing and Business Mix-designated area of West Oakland which has been experiencing residential renewal. It re-located to this dedicated industrial area in 2003, constructing a new facility on 2.7 acres. Westside Alta employs 50 persons, all at average salaries above \$40,000/year. Westside Alta is a founding member of the Coliseum Construction Corridor group.

**Economy Lumber** supplies lumber, insulation and other materials for retail customers and to the construction trade market in the East Bay. They have been in Oakland since 1935 and were originally located at 6233 San Leandro Street. They moved to High Street in 1992. In 1983 Economy Lumber had 6 employees and monthly sales of \$90,000; by 2005 they have grown to 50 employees, with over \$3,000,000 in monthly sales. Economy Lumber is a member of the Coliseum Construction Corridor.

**Sub-Area #3 50<sup>th</sup> Avenue to 66<sup>th</sup> Avenue, San Leandro Street to Coliseum Way/ I-880.**

*General Plan Designation: General Industrial & transportation (GIT)*

This area would be productively retained in large-parcel configurations, enabling warehousing manufacturing and distribution uses to occur in a central city location with little impact on any residential neighborhoods. New facilities developed with visibility from the I-880 should consider the minimizing negative views from the freeway through screening of open yards and reduction of blight.

**Business Profiles:** *The Art Sign Company* has been in Oakland since 1945 and employs 14 people. They are a custom sign manufacturer and installer and create identification signage and graphics for commercial/residential real estate uses.

**Bay Area Industrial Filtration** has been in Oakland since 1973 and employs 32. They are a family-owned business that has been manufacturing custom replacement filter bags for all types of dust and liquid filtration applications and sell filter cartridges, air filters and bag house parts.

**Sub-Area #4 Tidewater and High Streets/Oakland Estuary**

*General Plan Designation Light Industrial 3 (Estuary Plan)*

This area was identified in the Estuary Policy Plan as moving towards industrial business park, however the area on the Estuary-side of Tidewater would be conducive for residential uses, which would compliment and enhance the City's Waterfront Trail improvements. The industrial uses on the upper part of High Street between Tidewater and the I-880 will likely remain, as more intense uses including residential would further

aggravate the existing traffic congestion at High Street and 880 caused by commuters crossing the High Street Bridge from the City of Alameda. The industrial blocks of Malat/ Lesser Streets would be best improved with more intense and light-impact industrial uses, including enclosed warehouse facilities, as they have direct access to I-880 to the south.

**Business Profile: White Brothers Lumber** has been in Oakland for 57 years and employs 30 people. White Brothers is a manufacturer and distributor of moldings, hardwood flooring and hardwood lumber and related forest products. They are located in the Estuary side of Tidewater Avenue.

**Sub-Area #5. 54<sup>th</sup> Avenue/ along International Boulevard to the back of parcels fronting 58<sup>th</sup> Avenue and through 66<sup>th</sup> Avenue at the San Leandro edge**

*General Plan Designation: General Industrial and Transportation*

This area will remain in industrial uses and has recently received a street improvement funding from the Redevelopment Agency to support PepsiCo's business activities in this area. The further development of 57<sup>th</sup> Avenue in improved industrial uses is desired, however alternative egress and a more direct exit to San Leandro Street, possibly through the GE site, is desirable. The industrial activities at the Fruitvale Business Park as well as the AC Transit Corporation/Bus Yard could potentially host more intensely developed commercial and industrial activities while providing buffers at the residential edge. The buffering of industrial activities next to new residential should be the responsibility of the developer of the latter.

**Business Profile: Continental Machine Works Inc.** has been in Oakland for 82 years (1923) and employs 8 people. They are a metal stamping job shop. They do stamping, forming and deep drain from 12 to 300 tons. They are also a manufacturer of electrical conduit.

**Sub-Area #6 77<sup>th</sup> Avenue through 81<sup>st</sup> to 82<sup>nd</sup> Ave, San Leandro Street**

*General Plan Designation: General Industrial and Transportation*

This area should be retained and protected in industrial use for large production manufacturing, consistent with its large parcel configuration, while using buffering techniques and traffic mitigation measures to separate the industrial portion of 77<sup>th</sup> Avenue as well as 81<sup>st</sup> and 85<sup>th</sup> Avenues from the residential and institutional activities, including the new library development and school.

**Business Profile: Creative Wood** has been in Oakland since 1989 and employs 175 people, many of whom are Oakland residents. They are a high-end contract business furnishing office furniture on a national basis.

**Sub-Area #7 Railroad Avenue / west side of San Leandro Street**

*General Plan Designation: General Industrial and Transportation*

Recommendation: This area is an important industrial retention area and includes some parcels with direct access to rail. It includes the Foreign Trade Zone facility, as well as large and important employers within the local construction industry. New street improvements on Railroad Avenue, especially if continued up to San Leandro Street, will encourage the industrial re-development of the area, which is attractive to many industrial firms, for its access to the freeway, Airport and Port. The improvement of the building stock in this section by property owners would be desirable, especially at key intersections, and partnerships between owners and potential long-term desirable tenants is being facilitated through the City's business development unit.

**Business Profile:** **Hester McGuire** has been in Oakland for 79 years and employs 300 employees, including 40 residents of Oakland, and a total of more than 60 residents of the cities of Oakland, Alameda and San Leandro. They are a heavy general engineering company, specializing in installation of underground pipelines, grading, paving, and structural concrete. Their headquarter office and facility is located in Oakland, but they have subsidiary facilities in Sacramento and Gilroy.

**Sub-area #8 92<sup>nd</sup> to 98<sup>th</sup> Avenue east side of San Leandro Street**

*General Plan Designation: General Industrial and Transportation*

This area contains some large parcels with key proximity to the Oakland Airport through 98<sup>th</sup> Avenue and has one of the few large-parcel (approximately 30-acre) opportunities sites for a large scale industrial user, a new industrial office/flex development, or a future research and development campus. However, the Planning Commission –approval action on a residential subdivision makes questionable the financial feasibility of retaining the majority of this area in industrial. There are several important industrial users along 98<sup>th</sup> Avenue in this Sub-area, one of which employs 55 people and has been in Oakland since 1989, which must be supported. Staff recommends keeping those industrial users' properties in an industrial general plan and zoning, and that the new proposed development provides buffers within their development, as outlined in the Criteria Recommendations, so that the businesses are not intruded up by residential complaints.

**Sample Business:** **Pacific Paper Tube** has been in Oakland since 1989 and employs 55 at their factory on 98<sup>th</sup> Street. They fabricate paper tubes and cores. Pacific Paper Tube was formerly located in West Oakland, but became non-confirming as a result of the rezoning of their property, near the BART, moving to East Oakland in 2003 to maintain their family-run business.

**Sub-area #9 Medford Gould Business Park**

*General Plan Designation: Business Mix*

This area should be retained in light industrial uses and protected from intrusion by any new non-industrial users as it represents a valuable stock of light manufacturing buildings and is desirable for users who need proximity to the Oakland Airport. Eventual development of new industrial facilities, replacing some of the open yard activities, in

this area is desirable, due to its proximity to a local park and school, however there is little opportunity to relocate open yard users elsewhere in Oakland, except as land is available in Sub Area 7.

**Business Profile: Serendipity Chocolate**, a Southern California business, will be adding a second facility in Oakland this fall (2005), employing seven and providing high-end chocolate manufacturing. Serendipity was attracted to this location because of the fragile nature of the product ingredients its proximity to the freeway and the airport for air freight in addition to the suitability of the building for food production.

**Sub-area #10 Pippin Permain/ 105<sup>th</sup> St**

*General Plan Designation: Business Mix (Light Industrial)*

This area should transition to lighter industrial uses over time, particularly for parcels adjoining the residential core neighborhood along Pippin and Permain Street, however the continuance of industrially-zone parcels along the south side of 107<sup>th</sup> Avenue provide an opportunity for the supply of heavier materials such as stone to the local artist community which has contributed significantly to improved economic activity in the area. The smaller industrial facilities, many of which have housed very heavy industrial uses such as electroplating in the past, should evolve towards lighter activities such as artisan studios, while the in the future general and environmentally-impactive light industrial larger activities would be better situated in areas with convenient freeway access and no adjacency to residential uses.

**Business Profile: Melrose Finishing**, located on Permain Street, has been in Oakland since 1968 and employs 8 people, with tenancy ranging from 10 years to 30 years with the business. They do painting and powder coating of metal parts for the Oakland and surrounding area, including work on kiosks located in the City Center plaza, Downtown Oakland.

**Sub-area #11 Central City/Fruitvale & 11A Estuary (Kennedy Tract, Brooklyn Basin)**

General Plan Designation: Light Industrial 2, Residential Mixed Use

Retain the core industrial uses south of Embarcadero Cove through Kennedy Tract north (Park Street Bridge) for the importance of the area for food production, warehousing and distribution sector which is a strong and growing part of the Oakland industrial economy. East of I-880, the Jingtown industrial businesses have maintained equilibrium with their neighbors presently, but the development of proposed high density housing along E. 12<sup>th</sup> Street towards the Fruitvale BART Station will alter that. Existing essential Oakland industrial businesses in the area include refrigerated cargo warehousing which must be in some proximity to the Port, metal industries and auto repair shops, and include one notable antiques showroom, the latter which represents the kind of business that supports the growing presence of craftsmen and artisans and higher end furniture fabricators in Oakland.

**Business Profiles: Pressure Cast Products** have been in Oakland for 47 years and employs 46. They are manufacturers and perform die castings of aluminum, brass and zinc, and are located on E. 12<sup>th</sup> Street.

**Niman Ranch** has been in Oakland for six years and has 125 employees. Niman ranch is a privately-held, rapidly growing producer and marketer of natural premium meats supplied to high-end retailers and restaurants, distributors and is available on-line. The company's mission is to raise livestock traditionally, humanely and sustainably to deliver the finest tasting meat in the world. Niman ranch offers beef, pork, lamb, and specialty meats, all raised according to the strict husbandry and environmental protocols followed by the 500 family farmers and ranchers that are part of the Niman ranch Network.

**Numi Teas** has been in Oakland for seven years and employs 23 people. Their products (organic tea) are distributed across 50 U.S. states, as well as Canada, Europe, Asia and Australia. Numi depends on local suppliers for its packaging materials and just received the California WRAP award for environmentally-sustainable packaging. Numi promotes sustainability by using organics and supports fair trade practices. It is experiencing significant growth and has a national distribution range, having started in a 700 sf facility and now has grown into a 25,000 sf building in Embarcadero Cove area, thereby increasing use of local vendors and creating more jobs for Oakland residents.

## **EAST OAKLAND/ COLISEUM/AIRPORT**

### **Sub-area No 12: Coliseum**

*General Plan Designations: Regional Commercial (west of San Leandro) Draft zoning- Commercial Gateway; Neighborhood Center Mixed Use (east of San Leandro)*

This area has already actively begun its transition towards a mixed use, transit-oriented development, with the regional commercial development on the east side of San Leandro with the expected to follow the residential in-fill development of the BART parking lot on the west side. The areas adjacent to 66<sup>th</sup> Avenue on the I-880 edge are expected to also transition towards regional commercial uses, given their visibility and proximity to the Coliseum complex.

**Business Profile: George Masker** has been in business for over 41 years and has been at their current location, (881 71<sup>st</sup> Avenue, kitty-corner to the Coliseum BART parking lot) for over 25 years. George E. Masker Inc is a union contractor, and provides commercial painting, wall covering and special coatings services throughout Northern California. We are one of the largest painting contractors in the State of California. They work with every major general contractor and serve both public and private organizations. They have approximately 150 employees. This year the Oakland Chamber of Commerce awarded the company the Entrepreneur of the Year.

### **Sub-area No 13: Edgewater Drive**

*General Plan Designation: Business Mix (Light Industrial) Draft Zoning- Industrial Business Park district; draft Zoning: Industrial Office Park (IO)*

This area is within the Port's domain for land use entitlements, however, City staff anticipates that this area will remain in the manner of its present use (office and light industrial/flex) and continue to be more fully developed over the next years, fueled by the continued expansion and popularity of the Oakland Airport for air freight. The retention of the campus-like site treatment and co-location of office facilities is encouraged, and new regional commercial (including big box and auto dealers), which is allowed in the draft light industrial zoning district, will dominate along with I-880 frontage, encouraged by the success of the new Hegenberger Gateway, Lexis and Infinity dealership developments.

**Sub-area No 14: Hegenberger western portion through to Doolittle Drive, including portions of the Airport area with private business activity**

*General Plan Designation: Regional Commercial, proposed draft zoning: light industrial/ gateway commercial.*

This area should remain in commercial/ light industrial uses, with a preference for regionally-serving airport-related uses, including hotels and related amenities. The infill-opportunity area which historically has been in agricultural use, should also remain in commercial/light industrial use given the great opportunity and the growing attraction of Oakland Airport for commercial air freight.

**WEST OAKLAND**

**Sub-area No. 15: Mandela Parkway North**

*General Plan Designation: Business Mix (Light Industrial); Draft zoning: Commercial and Light Industrial*

Zoning recommendations from the past three years of research resulted in a new draft "Commercial & Light Industrial" zone, which would allow some preservation of general industrial uses which do not have environmental impacts on residential neighborhoods within the "industrial triangle" (Wood Street/I-880) on the west side of Mandela Parkway. Industrial uses, where appropriately located to support the Port-centered activities and industrial jobs, can be located on the freeway edge/Wood Street, gradually transitioning to higher value educational, research and development, retail, office uses on Mandela Parkway. The area east of Mandela Parkway should be retained as commercial business land, with opportunities for retail and larger facilities along Mandela Parkway, and to encourage continuing light manufacturing and office facilities. Generally, trucking, container storage, recycling and large heavy manufacturing should be transitioned out of West Oakland.

**Business Profile:** Babette has been in Oakland for five years and employs over 40 people. Babette is a high-end designer and manufacturer of women's clothing, and has three retail stores of their own label (San Francisco, Chicago, New York, with a new store opening in Portland). Most of their clothing is designed and manufactured in Oakland.

**Business Profile: Atlas Heating** has been in this area of Oakland since 1916 and is a family-run business with over 40 employees. They are a service business for the installation, replacement and repair of residential and light commercial heating and air conditioning units.

**Sub-area 16 Lower Mandela Parkway**

*General Plan Designation: Business Mix; draft zoning: Commercial & Light Industrial with some Housing & Business Mix areas*

The properties on the Mandela Parkway should be redeveloped with a minimum commitment of at least 30% commercial/light industrial development fronting the Parkway to encourage the continuity of jobs in the area. Design Review is currently a requirement throughout the length of Mandela Parkway. The rear portion of larger parcels could be developed in mixed use or residential uses, taking advantage of the opportunity for such projects to contribute, through community benefit or development agreements, to the continued improvement of community parks, recreation and open space. Encourage the extension of business commercial activities through the Housing & Business Mix zoning district.

**Business Profile: California Cereal Products** has been in Oakland for more than eleven years and employs 70-80 people. The company produces about 50 tons of product per day, in the form of ready-to-eat (rice) cereals for the four major cereal companies. The company also produces a “cake mix” which it is exporting to Japan via the Port of Oakland.

**Sub-area 17- Third and Market St Vicinity**

*General Plan Designation: Light Industrial 1 (Estuary Plan); draft zoning designation: Commercial & Light Industrial*

This area is currently in trucking, light manufacturing, and distribution uses primarily, with some manufacturing. Third Street serves as a critical connecting segment of the City’s heavy-weight truck route, diverting such vehicles departing the Port from I-880 southbound up to the point on the I-880 Freeway where the freeway can carry such weight (16<sup>th</sup> Avenue south). At the same time, the Bay Trail extends from West Oakland (At the BART Station) along Third Street until it connects with the Waterfront Trail. Therefore, this area should continue in light industrial and commercial uses, but allowing the gradual transition of the area to wholesale, regional retail, entertainment, and office.