

Oakland, Calif.

STANDARD INDUSTRIAL SURVEY SUMMARY REPORT . . . /

Survey by Oakland Chamber of Commerce.
Outlined by the Industrial Plant Location Committee
California State Chamber of Commerce.
June, 1954

OAKLAND, ALAMEDA COUNTY, CALIFORNIA //

= Oakland, June 1954.

1. LOCATION: Oakland, a city of 384,575 population as of April, 1950, was estimated to have 397,000 residents in July, 1953. Population of Alameda County is 815,000. Oakland is a major seaport terminal situated on the mainland shore of San Francisco Bay in the Central Coast Region, 393 miles north of Los Angeles, and 10 miles east of San Francisco at an elevation of 25 feet.

2. CLIMATE: AV. TEMPERATURE^o RAIN HUMIDITY ELEV. 3 FT.

	AV. TEMPERATURE ^o			RAIN [Inches]	HUMIDITY			ELEV. 3 FT. Other remarks: Normal Degree Days
	Min.	Mean	Max.		4:30 AM	10:30 AM	4:30 PM	
JAN.	39.1	47.6	56.0	3.63	85	73	68	552
APR.	46.6	55.9	65.1	1.31	85	66	60	282
JUL.	54.8	63.1	71.5	.01	88	69	63	84
OCT.	49.7	60.4	71.0	.80	85	69	61	157
YEAR	47.7	56.8	65.9	17.50	86	69	63	3163

3. TRANSPORTATION: Oakland is the mainland western terminus for all three trans-continental railroads, the Southern Pacific, the Western Pacific, and the Santa Fe. The Metropolitan Oakland International Airport is the most centrally located airport in the Bay Area, being only 12 minutes from downtown Oakland, and 35 minutes from downtown San Francisco. Key System buses and trains provide local and trans-bay transportation. Numerous bus and truck lines afford passengers and freight service to all points in the nation. Oakland's deep water harbor provides excellent dock and pier facilities.
4. INDUSTRIAL SITES: (A) There are 8,190 acres in the city limits zoned for industry, of which about 18 per cent is vacant and available in parcels ranging in size 0.5 to 100 acres. Typical sale prices during 1953 have ranged from \$6,750 to \$50,000 per acre. The terrain is flat. Drainage is good for most of the area. Subsoil is medium textured alluvial and piling is required in isolated cases. Water mains - East Bay Municipal Utility District water lines adjoin-Sewer 8" to 108" lines serve area. Gas lines - high and low pressure lines serve area. Electric lines constructed up to 220 kva. Rail lines - served by Southern Pacific, Santa Fe, Western Pacific, Sacramento Northern.

Description of (B) sites on rail, zoned or unzoned, outside city limits, and (C) other tracts or districts.

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4. INDUSTRIAL SITES: Continued

The Alameda County New Industries Committee, Oakland Chamber of Commerce, maintains on a current basis a comprehensive industrial survey covering all of Alameda County. This survey contains complete data on industrial sites in Alameda, Albany, Berkeley, Emeryville, Hayward, Livermore, Pleasanton, San Leandro, and rural Alameda County.

5. INDUSTRIAL WATER SUPPLY:

- a. Source: East Bay Municipal Utility District
- b. Adequacy of Supply: Rights to 225 m.g.d., present average daily use, 115 m.g.d. Additional rights applied for to meet ultimate needs of the area, 125 m.g.d.
- c. Hardness - 19-141 p.p.m. Does it require treatment for boiler use? Yes.
- d. Cost per 1,000 gallons in quantities of 100,000 gallons per month: \$.246.
Cost per 1,000 gallons in quantities of 1,000,000 gallons per month: \$.18. [Service charges are not included.]

6. GAS AND ELECTRIC UTILITY SERVICES:

- a. Gas: Source: Pacific Gas and Electric Company
Cost of Industrial Gas [Interruptible service]

* 1 Therm= 100,000 B.T.U.	Monthly Delivery * Therms	Average Per Therm	Average Per MCF	B.T.U. Content per cubic foot <u>1100</u>
	500,000	2.954 ¢	32.5 ¢	
	50,000	3.225 ¢	35.5 ¢	
	5,000	3.518 ¢	38.7 ¢	

- b. Electric Power: Source: Pacific Gas and Electric Company

Maximum Demand	Monthly Usage KWH	Net Mo. El. Bill	Av Cost Per KWH	Monthly Usage KWH	Net Mo. El. Bill	Av Cost Per KWH
1000 KW	200,000	\$ 2,663	1.33 ¢	400,000	\$ 4,069	1.02 ¢
/500 KW	100,000	1,443	1.44 ¢	200,000	2,173	1.09 ¢
/300 KW	60,000	896	1.49 ¢	120,000	1,348	1.12 ¢
/150 KW	30,000	490	1.63 ¢	60,000	736	1.23 ¢
/75 KW	15,000	283	1.89 ¢	30,000	423	1.41 ¢

7. GOVERNMENTAL FACILITIES - TAX AND INSURANCE RATES:

a. Oakland has the Council-Manager form of government. Assessed valuation 1953-1954 was \$ 429,500,340. Ratio to county assessment was 100 per cent. Bonded debt of the city is \$ 16,335,000.

b. Combined total property tax rates 1953-1954 per \$100 assessed value:

City \$2.67; County \$2.37; School \$2.3783; Other Dist. \$0.4417;
TOTAL \$ 7.86.

Unincorporated area: San Leandro

County-Outside \$ 2.37; School \$3.1483; Other Dist. \$.2817- \$1.8117;
TOTAL \$ 5.80-\$ 7.33

7. GOVERNMENTAL FACILITIES - Continued

c. The ratio of assessed value to appraised value in 1951 averaged 33.3 per cent for the state, according to sample surveys by the State Board of Equalization.

d. City Sales Tax: Rate - 1% Yield 1952 - \$ 4,303,767 1953 - \$ 4,588,325.

e. Police Department: There are 768 law enforcement personnel; 2 stations; 2 police lockups; 7 divisions; 160 automobiles; 105 motorcycles in the Oakland Police Department; patrol divisions are divided geographically into three divisions.

f. Fire Department: There are 30 stations; 40 companies and 110 pieces of fire equipment. One fireboat is maintained. The full complement is 646 personnel with no volunteer firemen. The Department also maintains a Fire Prevention Bureau.

g. Insurance Classification: City - 3

h. Sewer System: Special District One [EBMUD] service to fringe areas: Adequately served by special sanitary districts.

i. New projects authorized for improvement of City services: Ten million dollar bond issue voted by Oakland for improvement of the Metropolitan Oakland International Airport.

8. POPULATION GROWTH AND TRENDS:

	April 1940	April 1950	July 1952	July 1953
Population in County	513,011	740,315	789,100	815,000
Population in City Limits	302,163	384,575	395,100	397,000
No. Occup. Dwelling Units	99,325	128,885	132,336	133,609
School Enroll. - Grades 1-8	25,517	33,300	34,874	35,543
No. Water Connections (Dec 31)	94,731	131,590	139,745	143,108
No. Elec. Meters - Res.	84,229	98,315	99,896	101,072
No. Elec. Meters - Comm.-Ind.	18,638	24,197	24,481	24,550
No. Telephones - Res. (Jan 1)	119,172	211,901	229,556	233,171
No. Telephones - Bus. (Jan 1)	45,761	85,580	95,225	101,221
No. Gas Meters-Residential	87,482	104,155	106,748	107,836
No. Gas Meters-Comm.-Ind.	7,803	9,834	9,865	9,921

9. CHARACTERISTICS OF CITY POPULATION AND LABOR FORCE - 1950 CENSUS:

BY RACE	Male	Female	Total	By Age	Male	Female	TOTAL
TOTAL	188,120	196,455	384,575	TOTAL	188,120	196,455	384,575
White	159,640	169,157	328,797	Under 5	17,958	17,298	35,256
Native	140,217	150,388	290,605	5-14	22,351	22,375	44,726
Foreign	19,423	18,769	38,192	15-24	22,954	24,938	47,892
Non-Wh.	28,480	27,298	55,778	25-44	63,492	65,938	129,430
Negro	23,674	23,888	47,562	45-64	45,574	45,290	90,864
Other	4,806	3,410	8,216	65-over	15,791	20,616	36,407

9. CHARACTERISTICS OF CITY POPULATION - Continued

Sources of foreign born white: Italy [5,147]; Canada [4,061]; England and Wales [3,539]; Germany [3,005]; Other European [3,896] - 1950 Census.

Of the total 158,622 females 14 years of age or older, 55,143 or 34.8 per cent were in the labor force, 49,677 were employed, and 5,256 were unemployed in April, 1950. 38,478 women were employed as private wage and salary workers, and 7,608 were government workers. Manufacturing employed 23,537 men and 6,975 women, a total of 30,512 or 19.8 per cent of all employed. Median school years completed by persons 25 years or older was 11.5. There were 154,370 families and unrelated individuals in the city with a median income during 1949 of \$3,182. There were 4,295 with incomes of \$10,000 or more or 2.8 per cent.

10. EMPLOYMENT IN THE OAKLAND LABOR MARKET AREA - March 1954:

The Oakland Community Labor Market Area includes the City of Oakland and the incorporated areas of San Leandro, Emeryville, and Piedmont.

Estimates by the State Department of Employment indicate a population of 446,500 in the Oakland Labor Market area. Estimated total employment in this area March, 1954, was 205,900, of which 138,900 were male, and 67,000 were female. Non-agricultural employment was estimated as 400 in mining; 11,500 in construction; 51,500 in manufacturing; 29,100 in transportation, communication, and other utilities; 48,000 in wholesale and retail trade; 8,100 in finance; 34,800 in services, and 19,500 in government. Seasonally, manufacturing employment in the food industries ranged from a low of 8,000 in February to a high of 15,000 in September.

11. OTHER CHARACTERISTICS OF THE LABOR FORCE:

a. Extent of Unionization: Approximately three-fourths of the industrial craft and service workers in this area belong to some labor organization. Finance, real estate, insurance, and governmental workers are the largest non-union groups.

12. PREVAILING WAGE RATES:

Rates per hour for male workers April, 1954, were: machinist \$2.175; punch-press operator \$1.835; carpenter [const.] \$2.70; electrician \$3.00; laborer [const.] \$2.00; laborer [canning] \$1.48; and truck driver [heavy] \$17.50-day. For female workers, the monthly rate for a Stenographer was \$258 and the rate per hour for a sewing machine operator [clean, dye and press] \$1.43; and a fruit packing hand \$1.32. Other rates were bricklayers \$3.45; painters \$2.70; plasterers \$3.54; plumbers \$3.125; laborers [material handling] \$1.81; tool and diemakers \$2.57.

13. HOUSING AVAILABILITY, PRICES AND RENTALS:

The housing census as of April, 1950, showed 133,263 dwelling units, of which 14.5 per cent were in structures built since 1940, and 128,885 were occupied. Of these, 63,303 were owner-occupied, or 49.1 per cent, and had a median value of \$10,487. Of the renter-occupied dwellings, 3.9 per cent rented for less than \$20 per month, 40.8 per cent for \$20 to \$39 per month, 38.5 per cent for \$40 to \$59 per month, and 9.1 per cent from \$60 to \$74 per month, with 7.7 per cent in excess of \$75 per month. Median contract monthly rental was \$41.66. Since 1950, rents have risen about 12 per cent. During the four-year period since April 1950, permits have been issued for 5,213 dwelling units. There are 108 hotels in Oakland with 5,981 rooms, and 42 motels in the area with 1,115 units.

14. COMMUNITY FACILITIES:

Oakland has nine general hospitals with a bed capacity of 4,465. Other medical facilities include 524 physicians and surgeons, 329 dentists, and Oakland Naval Hospital with 1800 beds which can be expanded to 2800.

Educational facilities include 63 elementary schools with enrollment of 35,050, 14 junior high schools with enrollment of 10,268 and 5 high schools, and a recently instituted Oakland Junior College; also within the City is Mills College for Women, and California College of Arts and Crafts. The University of California is located in Berkeley, four miles from the Oakland City Hall. There are 218 churches, 27 libraries, 1 newspaper, and 79 banks. Recreational facilities include 32 theatres, 32 parks, 78 playgrounds, and 11 vacation camps; 31 tennis courts, 14 ball diamonds, 5 swimming pools, 7 club houses, 8 recreation centers, and 9 tot lots. Nearby are the East Bay Regional Parks, comprising 8200 acres of natural playgrounds, Lake Merritt, Children's Fairyland, U.S.A., and historical Jack London Square.

15. MANUFACTURING:

There are 1,403 manufacturing plants in the community. Leading group classes of products are: Processed foods, canned goods, transportation equipment, chemicals, electrical machinery, bakery and confectionery products, calculating machines and office equipment, paint, furniture, paper, printing and publishing.

The six largest* manufacturing firms in the area:

NAME OF COMPANY	EMPLOYMENT	PRODUCTS
1. Marchant Calculators, Inc.	2000	Mechanical calculators and electronic computers
2. Friden Calculating Machines	1800	Calculating machines
3. Pabco Products, Inc.	1500	Building materials, floor coverings, paint
4. General Metals Corp.	1000	Steel, iron, malleable castings
5. GMC-Fisher Body & Chevrolet	1950	Auto bodies, passenger cars and trucks
6. Owens-Illinois Glass Co.	1200	Glass containers

Facilities include 15 machine shops, 5 grey iron foundries, 4 steel foundries, 9 non-ferrous metal foundries, and 4 public warehouses.

* Does not include large food packers and shipyards where employment is seasonal.