

Oakland, Calif.

Industrial Development
and Manufacturers
Record

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ALAMEDA COUNTY

METROPOLITAN OAKLAND AREA

In the last decade the Metropolitan Oakland Area has more than fulfilled the predictions of economic forecasters for remarkable growth. The reasons behind the growth were sound ones: availability of land, excellent climate and plentiful water and power. To that line-up add expanded population, distribution center and research facilities and you have the reasons why Alameda County continues in the forefront of industrial growth.

A REFERENCE STUDY BY



THE INTERNATIONAL GUIDE TO INDUSTRIAL PLANNING AND EXPANSION
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Industrial Development and Manufacturers
Record

Atlanta, Georgia 1964



FACILITIES, OPPORTUNITIES, RESEARCH AND

Conducted under the auspices of the Alameda County Board of Super

Alameda County has a large share of the state's population, an attractive climate, unexcelled educational advantages and the forward-looking spirit that has characterized California in the post-war period. Despite a list of impressive achievements in the past the area is now gearing itself for an assault on the future!

Reprinted from



Favored by Mother Nature with a mild, pleasant climate, the Metropolitan Oakland Area offers unlimited year-round recreational facilities for people of all ages and interests. Typical is this sailing scene on Lake Merritt, located in downtown Oakland. It is the largest natural body of salt water within any city in the world. The park includes tennis courts, bowling green, bandstand, boathouse and other attractions.

PEOPLE SPELL PROFIT.

visors and Pacific Gas and Electric Company

IN THE BEGINNING this was the land: a region of picturesque rolling hills and fertile valleys sweeping to the mainland side of the bay. These were the people: hardy settlers who built what later would become a great harbor out of the mud-flats of San Antonio Creek. This was part of the heritage: great writers the likes of Jack London, Bret Harte and Robert Louis Stevenson.

In the present this is the land: the most populous county in Northern California with a population larger than some 15 states. These are the people: hundreds of thousands of citizens who have shaped the area into an industrial, education and transportation center. This is the modern heritage: vast research endeavors in all fields highlighted by the presence of fourteen Nobel Prize winners in the region.

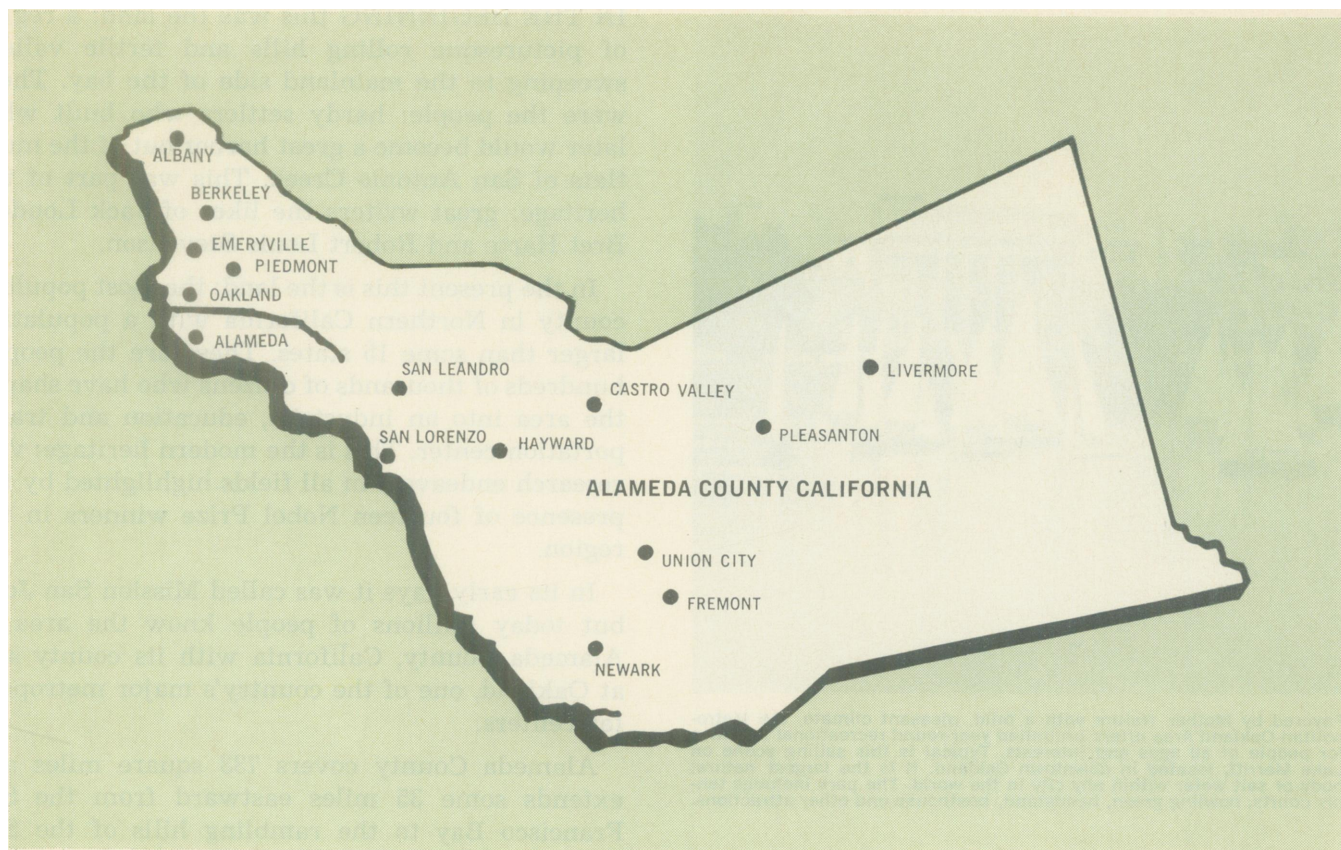
In its early days it was called Mission San Jose, but today millions of people know the area as Alameda County, California with its county seat at Oakland, one of the country's major metropolitan centers.

Alameda County covers 733 square miles and extends some 35 miles eastward from the San Francisco Bay to the rambling hills of the San Joaquin Valley. Within this region are 13 cities and several large unincorporated areas. Included in the former are Alameda, Albany, Berkeley, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro and Union City. Among the populous unincorporated areas are Castro Valley, Dublin-San Ramon and San Lorenzo.

The population of Alameda County in the 1960 census was 908,209 and by conservative estimates the total is now over 990,000 with 1,270,000 predicted by 1975.

"BIGGEST BOOM IN HISTORY"

At the same time the industrial growth is keeping pace as indicated by the \$67 million expended for new plants and expansions during 1963. That figure, the second highest in the county's 111-year history, was \$26 million more than the previous year's total. In the field of construction, the county's total for 1963 hit the \$223 million mark, up slightly from the preceding year. The increase, according to officials, was partly as a result of the area's increasing prominence as a financial and trade center. In addition, bank deb-



its, a basic measuring stick of an area's economic activity, totalled nearly twelve billion dollars, up over \$770 million from 1962.

The growth of the financial community in 1963 was highlighted by the opening of the First National Bank of Oakland, the announced location of a branch of the Sumitomo Bank of San Francisco and Lytton Savings and Loan's Association's opening in the city.

With this impressive backlog of successes and records it was understandable why Nils Eklund, Oakland Chamber of Commerce president and Kaiser Industries vice president, waxed enthusiastic about the forthcoming year last December.

"With all this going for us, our area is a shoo-in to ring up major progress and prosperity in 1964 and coordinated efforts by private enterprise and local government could make it an all-time record year," he declared. "With the start of our \$25 million Oakland-Alameda County Coliseum as the igniter, this could be the year for the biggest boom in the history of Oakland and Alameda County," he added.

Eklund, who has won a wide reputation in the

area for the accuracy of his forecasts, also listed as accomplishments in hand, a multi-million dollar backlog of commercial, residential and public construction, and more than \$30 million in booked convention business for the area.

Manufacturing in Alameda County is highly diversified with food processing ranking first in value. Others are chemicals, primary metals, glassware, paperboard containers and boxes, household furniture, metal cans, machinery, motor vehicles and equipment and printing and publishing.

BACK SEAT TO NO ONE

As an indication of the prominent role food plays in the economy of Alameda County consider just a sampling of the new plants and expansions announced in this field during the past 12 months: Bell Brand Foods, Ltd., a \$4 million plant in Hayward to specialize in snack foods, nuts and potato products which replaces two existing plants in Sacramento and San Francisco; Carling Brewery, a \$12 million investment in its ninth plant on a 35-acre site in Fremont's Crock-

**ESTIMATED TOTAL EMPLOYMENT
BY INDUSTRY — ALAMEDA COUNTY
1960, 1961 & 1962**

<u>Industry Group:</u>	<u>July 1960</u>	<u>July 1961</u>	<u>July 1962</u>
Total—All Industries(a)	346,800	356,700	369,100
Agriculture	5,700	5,700	5,400
Contract Construction	22,300	21,300	22,500
Manufacturing	79,000	75,800	78,000
Transportation, Communication & Utilities	27,700	26,800	27,500
Trade	77,600	75,800	78,200
Finance, Insurance & Real Estate	14,500	16,000	16,600
Services	54,700	59,500	62,900
Government(b)	64,000	74,500	76,800
All Other	1,300	1,300	1,200

(a) Employment estimates include wage and salary workers, self-employed and unpaid family workers and domestics.

(b) Includes all civilian employees of federal, state and local governments regardless of the activity in which employee is engaged.

Source: State of California, Department of Employment, Research and Statistics, Coastal Area.

er-Fremont Industrial Park; Hazel-Atlas Glass Company, a division of Continental Can, a \$1.5 million expansion of existing facilities in Oakland; and Golden Grain Macaroni Company, a \$300,000 expansion at San Leandro.

In addition, the City of Oakland includes the headquarters for Safeway Stores and such well-known food processing companies as Gerber's Baby Foods, Hunt Foods, Inc. and so on.

The movement of goods, always of prime interest to the facilities planner, is one of the most significant factors in the successful operation of a business. In this respect the Metropolitan Oakland Area, Alameda County, takes a back seat to none. As the hub of airways, railways, seaways and highways it is one of the great transportation centers of the world.

Furthermore, the area is ideally situated to serve the booming West and the Pacific Coast States. Over 13 million people are located there and, added to the 18 million or so population of California, the result is the Metropolitan Oak-

land Area is a logical place from which to serve the expanding Western market.

The extensive harbor and airport facilities, warehouse and truck terminals, along with industrial sites, are under the jurisdiction of the Port of Oakland Authority, an agency of the City of Oakland. Alameda County, with a modern and extensive system of freeways fanning out to the Pacific Northwest, southern California and eastward to Denver, has a great advantage over other areas as a distribution center. Some 42 interstate lines and 140 trucking lines provide the Metropolitan Oakland Area with fast and excellent trucking service.

ULTRA-MODERN AIRPORT

Oakland is the hub of many highways in the area, it is located on transcontinental U.S. Highways 40 and 50 and is connected with San Francisco by means of the San Francisco-Oakland Bay Bridge. Local bus lines are operated in Oakland

The Modern University

The dynamics of progress have changed the university from a tiny band of scholars situated on the periphery of society to a large group of teachers and investigators operating at an intersection crossed by nearly all the paths of human activity; from a debating forum to a research laboratory; from an isolated retreat restricted to the contemplation of history, philosophy, the classics, and the arts to a vast intellectual enterprise devoted also to the social, physical, and biological sciences. Some professors have transferred their investigations from the library into the factory and onto the farm. Today the university is much more an integral part of society than ever before.

Clark Kerr
President of the University of California

and the East Bay by the Alameda-Contra Costa Transit District.

Oakland, which has been a transcontinental railroad since the first days of the "Iron Horse," houses Pacific Coast terminals for the Southern Pacific, Santa Fe and Western Pacific railroads. These railroads connect directly with marine terminals located at the three major ports of Alameda, Oakland and Richmond, all situated on the mainland side of the Bay where more than 60 steamship companies and agents serve the area.

The Port of Oakland facilities alone can accommodate some 30 ships along the 19 miles of waterfront. Public and private deep water terminals include spacious transit sheds, large open areas, liquid and dry bulk handling installations and the latest in cargo handling equipment.

Metropolitan Oakland's new International Airport is located about 15 minutes from downtown Oakland and serves six major airlines which link the area with 546 cities in the United States and 157 others in 58 foreign countries. American, Pacific, TWA, United, West Coast and Western airlines, two air freight carriers and several smaller airlines provide a full range of air services for the Metropolitan Oakland Area. In addition, the airport provides substantial aircraft maintenance and overhauling services and lease facilities for approximately 200 tenants. A recent \$20 million ex-

pansion program has added new runways, terminal buildings and control towers enabling the airport to handle not only the largest jets now flying but the largest now on the engineers' drawing boards.

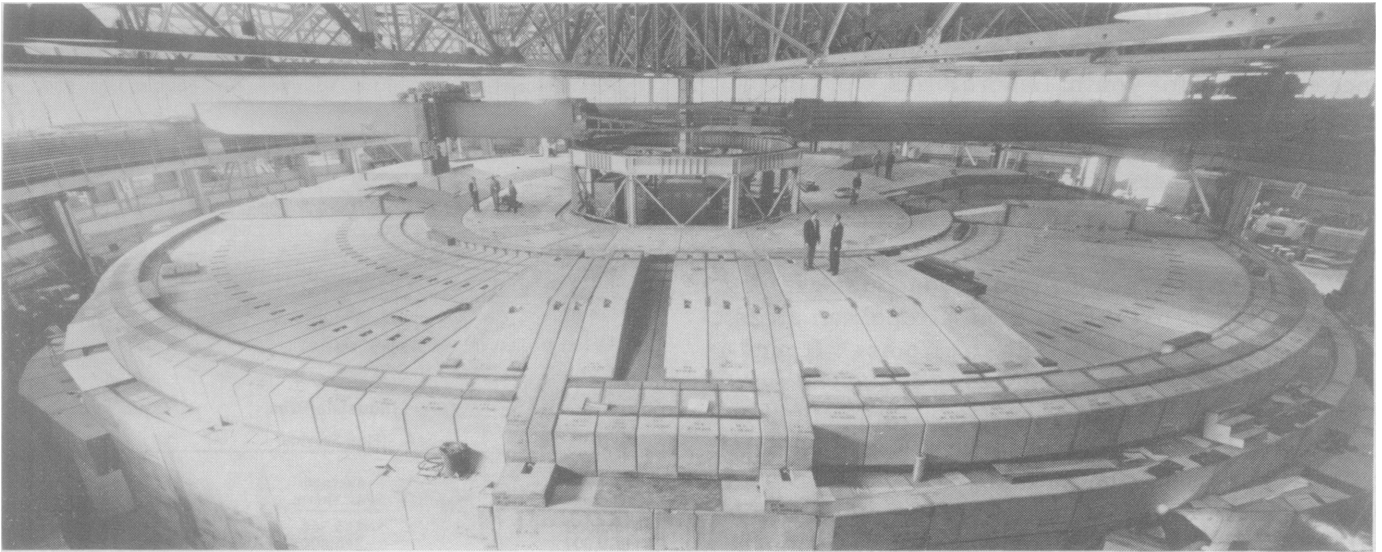
Transportation has always been a major factor in facilities planning, but only in recent times have research and development become of universal importance to the manufacturer. Here, too, the Metropolitan Oakland Area merits a top ranking. As John S. Walsh, Manager of Area Development for the Pacific Gas and Electric Company, states it, "The Bay Area has become one of the five dominant centers in the nation for space age research and development, largely because of the outstanding technical training and research facilities at the University of California and Stanford. As a result, there are now over 250 space age research, development and production facilities within a 50-mile radius of the two universities. Oakland, within the triangle formed by UC and Stanford and the AEC laboratories at Livermore, has tremendous potential for growth in this field."

WHERE IT ALL BEGAN

It all started some 34 years ago on the University of California's campus at Berkeley when a professor of physics, the late Ernest O. Lawrence, invented the cyclotron, the first of a succession of "atom smashers."

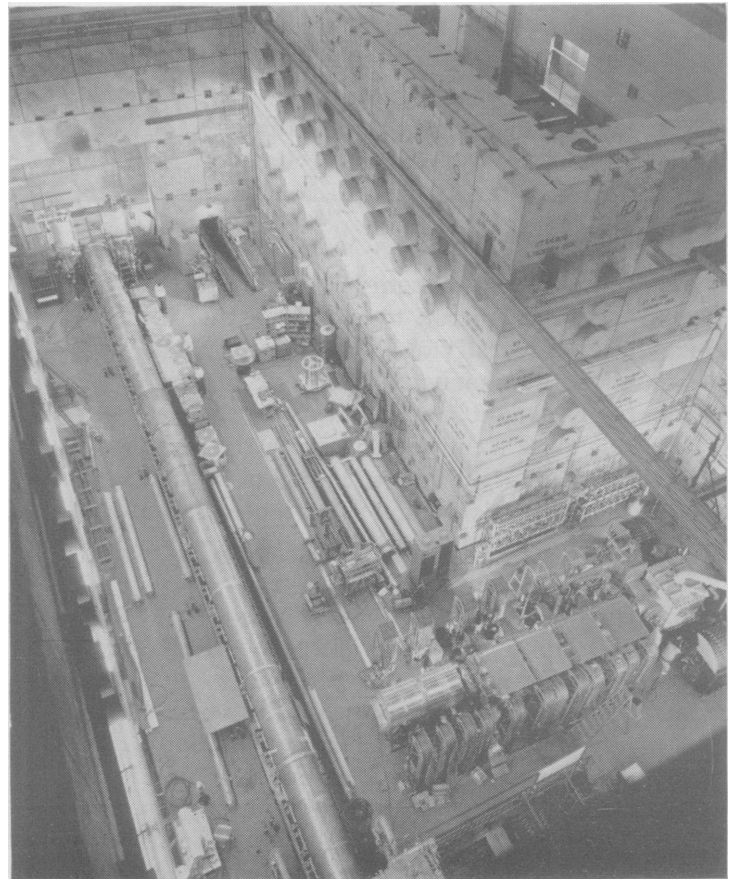
Today, the University of California operates one of the Atomic Energy Commission's leading research installations—the Lawrence Radiation Laboratory at Berkeley and Livermore. This complex of giant research instruments and development laboratories currently has an annual budget of some \$156 million, composed entirely of Federal funds, of which some \$65 million is for salaries. There are nearly 7,000 people employed at the two sites. The Lawrence Laboratory at Berkeley carries on unclassified, fundamental research in high energy particle physics, nuclear chemistry, biology and medicine. The Laboratory at Livermore, established in 1952, is engaged in research programs in nuclear weapons, Project Sherwood (high-temperature plasma physics research), Project Pluto (nuclear ramjet propulsion) and controlled thermonuclear reactions.

Many significant discoveries have come from the research that goes on year-around at the Laboratories. The University is also honoring Lawrence's memory with the Lawrence Hall of Sci-



An overall view of the remodeled Bevatron in the University of California Lawrence Radiation Laboratory, Berkeley. The giant nuclear accelerator returned to operation in 1963 after major modifications financed by the Atomic Energy Commission at a cost of \$9.6 million. Modifications included a new 40-foot, 19.5 Mev proton linear accelerator. The modifications permit more research, greater precision and sophistication, and experiments that previously were impossible. The Bevatron, which began operations in 1954, has been supported entirely by the Atomic Energy Commission.

A view from above of the Astron at the University of California's Lawrence Radiation Laboratory, Livermore, which is operated for the Atomic Energy Commission. Astron is one of the machines being developed in a program of experiment in the AEC's Project Sherwood. The object of Sherwood is to explore the scientific and technical problems of achieving thermonuclear reactions under controlled conditions, and ultimately learn how to use the energy generated as a source of power. The Astron is the largest of a number of Livermore devices in this program.



ence which will be situated in the hills above the campus. The Hall will have as its primary objectives the stimulation and improvement of science education for youth. Laboratories, workshops, seminars, classrooms and special exhibits in the Hall will provide exceptional educational opportunities for teachers, students and the public.

Starting at the Northern edge of Alameda county one encounters Albany (1960 census 14,804) called the "Northern Gateway to Alameda County." Albany, in close proximity to the metropolitan areas, is known primarily as a "City of Homes." It, nevertheless, has a vigorous, growing industrial area which furnishes employment to a large number of Albany residents. The Western Regional Laboratory, one of four operated by the United States Department of Agriculture, has brought much attention to Albany through its many achievements in agricultural research and developments. A number of industrial opportunities are available in Albany, situated on the East Shore Freeway which provides a multi-lane, high-speed route to Oakland, San Francisco and the Peninsular cities.

Also located in the city is a University of California Agriculture Experimental Station.

A GREAT UNIVERSITY

Just a few minutes from Albany is the city of Berkeley often referred to as the "Athens of the West." The University of California naturally predominates with nearly 20 per cent of the city's residents connected in some way with the institution; however, a number of industries are located in the city. In the main the community's population is distinguished for a concentration of scientific and other professional workers, many of them world famous.

The University includes more than 70 departments teaching and doing research in subjects ranging from aeronautical science to zoology and from Arabic to city planning. Its library ranks as one of the greatest in the country. More than 25,000 students attend the University which is located on a 1200-acre site extending far up into the Berkeley Hills. UC is well known for its contributions to knowledge of the physical, biological and social sciences and the arts and humanities. Research is organized into more than 50 institutes, centers, laboratories and museums reflecting faculty and student interests which span the spectrum of man's recorded knowledge.

COST OF UTILITY SERVICES IN ALAMEDA COUNTY

(Ed. Note: Figures stated are of June, 1962. Current specific rates are available from the supplier, the Pacific Gas and Electric Company.)

Electric Power

Maximum Demand	Monthly Usage KWH	Net Mo. Elec. Bill*	Av. Cost Per KWH
5000 KW	1,000,000	\$12,848.80	1.285¢
2500 KW	500,000	6,661.30	1.332¢
1000 KW	200,000	2,948.80	1.474¢
500 KW	100,000	1,596.60	1.597¢
300 KW	60,000	990.60	1.651¢
150 KW	30,000	536.10	1.787¢

*Subject to discount for primary service.

Industrial Gas

(Firm Service)

Monthly Delivery Therms*	Average Per Therm	Average Per MCF
500,000	**5.36¢	58.91¢
100,000	**5.40¢	59.35¢
50,000	**5.45¢	59.90¢
25,000	5.51¢	60.62¢
5,000	5.61¢	61.76¢

*1 Therm—100,000 BTU

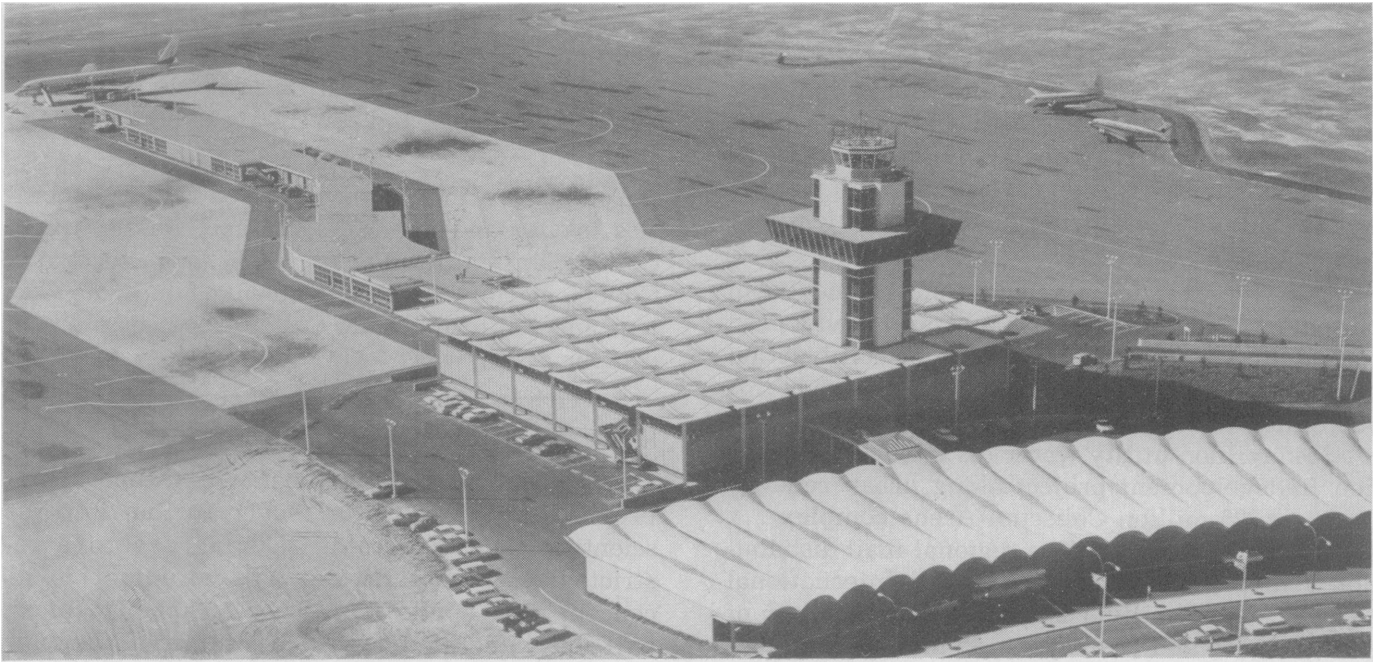
**Subject to availability

The city of Berkeley is five miles north of Oakland and is served by the two transcontinental railroads, Southern Pacific and Santa Fe.

A few miles south of Berkeley are Emeryville and Piedmont. The latter is solely a residential area and has no manufacturing operations. Emeryville is just the opposite of Piedmont and is often called the "industrial city," because the area is composed almost entirely of manufacturing facilities. Some of the companies located in Emeryville are Air Reduction Pacific, Allis Chalmers, Champion Valve, Container Corporation, General Electric, Moore Business Forms, Sherwin Williams, Westinghouse Air Brake and Chromatic Television Laboratories, Inc. Emeryville, with a 1963-64 assessed valuation over \$52 million, is one of the most highly concentrated industrial cities in California.

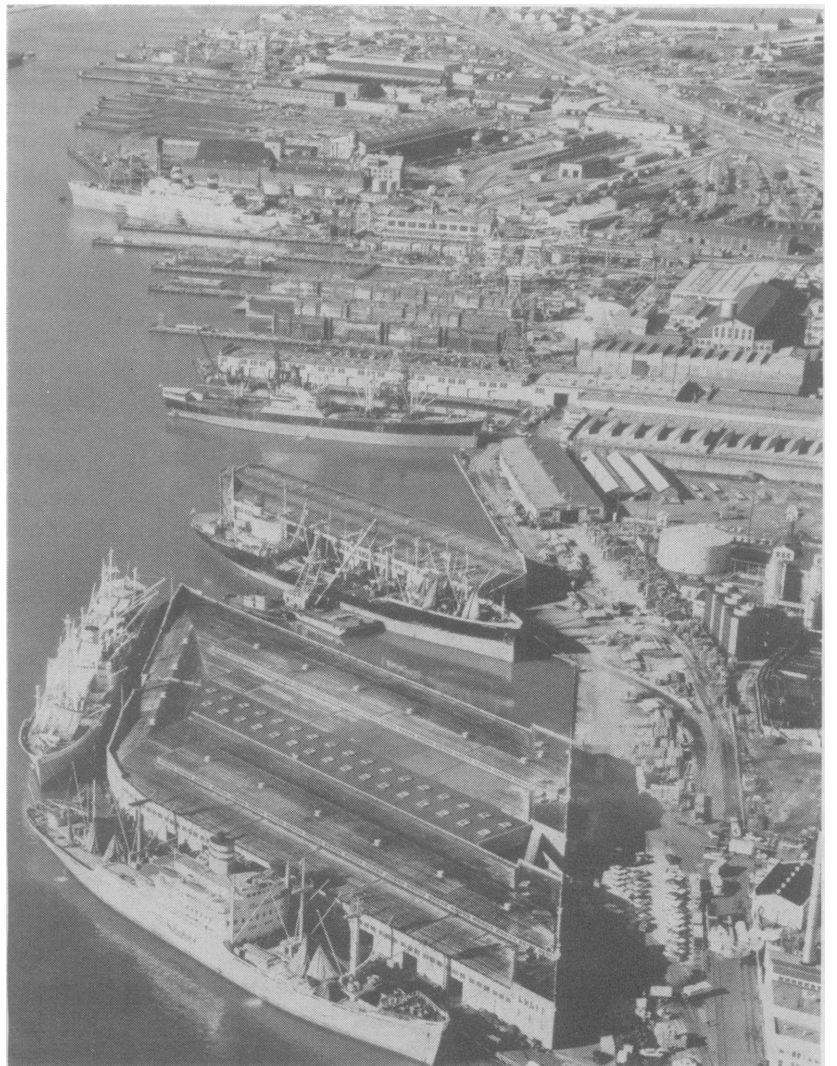
CHOICE SITES ARE HERE

Oakland, the seat of Alameda County, had a 1960 population of 367,548 but, like the other cities of the county, it has grown substantially since that time. Located on the mainland side of San Francisco Bay, the city encompasses approximately 53 square miles of land and is the fourth most populous city in California.



The new \$5,200,000 terminal building complex at the Metropolitan Oakland International Airport. The curved ticketing building leads into a two-story lobby and 10 aircraft loading gates.

The Grove Street Terminal of the Port of Oakland is part of the Inner Harbor facilities. The pier features a U-shape which permits free-flowing truck traffic through the shed. The Port also has an Industrial Park centrally located for distribution to the Bay area, the western states and overseas markets.



The city has a well diversified manufacturing base and a substantial food processing industry that, coupled with government and private business employment, provides a well-balanced economy. The climate is mild year-around with westerly Pacific winds producing moderate winters and cool summers.

As in the rest of Alameda County the boom period is continuing in Oakland as is evidenced by a glance at the scope and size of construction projects recently completed or underway . . . A one billion dollar Bay Area Rapid Transit System . . . \$345 million utility water district . . . \$130 million Redevelopment project along urban renewal lines . . . \$25 million Coliseum-Arena complex . . . \$25 million U.S. Post Office regional mail distribution center . . . \$20 million jet age International Airport . . . \$6 million Public Museum Center of Arts, Science and History . . . \$5 million State Office building and a \$5 million Court House annex.

The list is in no way complete but it does give some indication of the activity taking place in Oakland.

The number of acres of industrially-zoned land available within the city is approximately 3,900 acres, of which about 200 acres are privately owned and available in parcels ranging in size from one-half to 25 acres. Some 140 acres of industrial property are presently available at the 1,000-acre Port of Oakland Industrial Park. Over 35 companies are already located in the Park, many of them national and international concerns. Leases on choice sites are available for periods up to 50 years.

The Park is bordered by the eight-lane Nimitz Freeway, providing direct access to the San Francisco-Oakland Bay Bridge and major transcontinental and coastwise truck routes. In addition, the new \$20 million Metropolitan Oakland International Airport is adjacent to the Industrial Park. Finally, excellent deepwater harbor facilities of the Port are just minutes by freeway from the Industrial Park providing direct sea routes to Hawaii, the Orient and the South Pacific. Port of Oakland Industrial Park lessees pay only "leasehold possessory interest" taxes rather than fee-owner property taxes, on land and improvements. The result is one of the lowest urban area property tax levels in the state.

At the McCosker-Robbins industrial site in Oakland there are 55 acres available for heavy industry. The site is adjacent to the main line of the

Southern Pacific Railroad and the Nimitz Freeway and the airport is a little more than one mile away. All utilities and sewers are available at the site.

Complementing the excellent educational facilities in Oakland are Mills College, Oakland City College, the California College of Arts and Crafts, College of Holy Names, California Concordia College and California State College located on a new campus at Hayward.

IDEAL SETTING FOR RESEARCH

Another recent development in Oakland that promises to thrust the area even further into the scientific field is Peralta Oaks, an exclusive restricted research park that will be unique in its concept and application. The Park, as planned, will be integrated with the famed Dunsmuir Space, Science and Urban Life Conference Center to offer maximum research and development opportunities in an ideal setting, a short drive from downtown Oakland.

Alameda, an island community (63,855) is located in San Francisco Bay immediately adjacent to Oakland. Its economy is closely linked to those of Oakland and San Francisco and largely dominated by the Naval Air Station located there. More than half of the workers in the community are employed by government establishments and other important industries are ship repair and fabricated metals. Some 55 acres are available for heavy industry on the island adjacent to a deep water marine terminal. Alameda is reached from Oakland by way of bridges and a vehicular tube. Buses provide both local transportation and commuter service to Oakland and San Francisco. Freight service is supplied by the three transcontinental railroads and a belt-line railroad that furnishes switching service.

Next on the swing through Alameda County is the city of San Leandro, often called the "Home of Sunshine and Flowers." In the past decade San Leandro has transformed itself into more than a suburb. With an industrial roster that includes some 445 manufacturing and distribution firms the city (65,962) has become a prime participant in the trade of the Bay area. Two of the industrial sites available in San Leandro are 74 and 70 acres in size. The latter, with easy access to the Nimitz Freeway, has a Southern Pacific drill track through the property from which spur tracks can be constructed.



The immensity of General Motors' new two-million-square-foot assembly plant at Fremont is captured in this aerial view of the Eastbay plant. It is the first GM facility in the country to produce four different makes of cars and two different lines of trucks—all under a single roof.

This photo-rendering shows a cross-section of the subway complex planned for downtown Oakland by the Bay Area Rapid Transit District as part of a three-county rapid transit system. Headquarters for the District will be in Oakland. The subway trains will average 75 miles an hour and provide rapid and easy transit for Bay Area residents. Preliminary work is already underway.



"There are many industries who have yet to avail themselves of the tremendous research facilities and academic consultation opportunities existing in Alameda County. These opportunities are limitless and the facilities and assistance are here for the asking. In addition, there are a number of well-planned industrial sites situated throughout Alameda County that are available to facilities planners. The governmental climate is excellent and all units of the County work together in coordinating their efforts and providing industry with the information and assistance it needs."

*Kent D. Pursel, Chairman
Alameda County Board of Supervisors*

Electricity, water, gas and sewer lines are available at the site which is located just one-half mile from the Oakland Airport. The other site is also zoned for heavy industry for lease only and the owners will build to specifications. The site has all utilities and facilities available and is adjacent to the Nimitz Freeway. San Leandro also has commercial development opportunities available on city-owned land surrounding a new \$2 million marina.

AND ALWAYS THE LIVABILITY

Alameda County has several large unincorporated areas chief of which are Castro Valley, Dublin-San Ramon and San Lorenzo. The latter, in which Westinghouse Electric Corporation is located, has a 120-acre site available for heavy industry on a lease or build-to-suit basis. The Nimitz Freeway is nearby and the site is adjacent to Southern Pacific Railroad's main line. All utilities and sewer facilities are available at the Bay Center-San Lorenzo industrial site.

Castro Valley (38,932) prides itself on being "Big Enough For Opportunity, Small Enough For Friendliness." The post-war boom of Southern Alameda County played a large part in Castro Valley's growth and development. The level valley acreage and strategic location have combined to attract industry to the area. There are several areas at present in Castro Valley that offer opportunities for the facilities planner interested in

good location, excellent climate and livability.

One of the communities in Alameda County that has experienced tremendous growth in recent years is Hayward with a population well over 75,000. The city is located 22 miles across the bay from San Francisco between Oakland and San Jose. Like other communities in the county, Hayward has seen its economy expand and diversify in the past decade.

Over 100 manufacturing plants are located in Hayward including nationally-known firms like Hunt Foods and Industries, Inc.; Continental Can Co.; American Pipe & Construction Co.; Westinghouse Electric Corp. and Johns-Manville.

A number of industrial parks and sites are available in the Hayward area. One of these is the Pauley-Herziger Industrial Park, a 126-acre site zoned for heavy industry. Sites are available for sale or lease, or build to suit, in parcels of one-half acre and up. The Park is on the main line of the Southern Pacific Railroad and the Nimitz Freeway is nearby. All utilities and sewer facilities are provided at the Park. An extremely interesting development called "Skywest" is taking place in Hayward. Skywest is planned as an industry-business-community center. It is being developed on more than 300 acres of land that are part of Hayward Airport Terminal. Of the 300 acres some 130 will be developed as an ultra-modern industrial park with quick access to the area's freeway and bridge network. A system of aircraft taxiways to each site will give tenants direct access to the runways for air cargo operations and business flying and each site will have rail siding available. Sites from one-half to 40 acres will be available at Skywest under long-term, mortgageable leases. Airport Investors & Developers, Inc. of Hayward is developing the area.

ACRES AND ACRES OF LAND

Situated on the eastern shore of San Francisco Bay midway between Oakland and San Jose is Newark, "The Friendly City." It was here, in the days of the Old West and Spanish missions, that ships loaded up with produce from the rich agricultural land surrounding the area. Today, millions of dollars of manufactured products are shipped from the city monthly. Newark is ideally located with respect to manufacturing operations. It is the eastern terminus of the only railroad bridge across San Francisco Bay and it has rail connections, both east and west and north and



Kaiser Center, fronting on Lake Merritt in Oakland, is the international headquarters for the growing family of 60 affiliated Kaiser companies. The \$50 million 28-story aluminum and glass structure contains nearly one million square feet of space and is the largest office building west of Chicago.

An architectural sketch of the Oakland-Alameda County Coliseum which will be constructed on a 100-acre site adjacent to the freeway and the Oakland Airport. The fully-integrated stadium and arena will have a connecting concourse and cost some \$25 million. At the top is the Arena which will have a seating capacity of 13,800. The capacity of the stadium will be around 50,000.



south, bisecting the city. Newark has over 1,000 acres of land zoned for industrial development. Pacific Gas and Electric has one of its major substations on a 175-acre tract near Newark. Transmission lines to the Newark substation converge from connections or interconnections with all the major generating plants of PG&E's nearly seven million kilowatt system.

The southernmost city in Alameda County is Fremont located some 25 miles from Oakland. The city of Fremont was incorporated in 1956 and its incorporated area of 96.5 square miles is the largest city area in northern California and the third largest in the state. At the time of incorporation the city's population was 22,443. The 1960 census listed it at 43,790 and recent estimates place the figure near 63,000.

A vital part of Fremont's planning is the reservation of over 3,000 acres for industrial development. About 75 per cent of it is vacant and available in parcels ranging from one to 250 acres. The terrain is level, drainage excellent and subsoil firm. Utilities and other facilities, along with Southern Pacific and Western Pacific rail lines, are available. Among the 21 manufacturing firms in Fremont are the Kroehler Manufacturing Co., California Cannery & Growers and Pullman Inc. By far the largest employer in the city is General Motors which recently dedicated a huge assembly plant containing well over two million square feet. The plant, located on a 411-acre site, employs well over 4,000. General Motors' Fremont plant houses the body, chassis and final assembly operations and is the first plant to produce four different makes of cars.

Virtually next door to Fremont is the small community of Union City. It is situated at almost the exact center of the San Francisco-Oakland-San Jose complex and is a convenient center for almost all commercial and industrial operations. Three railroad lines of the Southern Pacific and Western Pacific traverse the city and Hayward Airport is only four miles away. A number of industries have located in the city since its incorporation in 1959 and several industrial sites are available. There are two sites zoned for heavy industry, one of 305 acres owned by the Western Pacific, and one of 220 acres owned by the Southern Pacific.

Several of the large companies in Union City include the Holly Sugar Corporation, Swift and Company and United States Pipe & Iron Foundry.

THE NUCLEONICS CENTER

The Pleasanton-Livermore Valley is a major western center for the development of nucleonics with Western Electric's Sandia Corporation plant, the University of California's Lawrence Radiation Laboratory and General Electric Company's Vallecitos Atomic Laboratory, all located here.

GE and Pacific Gas and Electric jointly built at Vallecitos a 5,000-kilowatt boiling water reactor station, which began delivering electricity to PG&E customers in 1957. In addition to its service as a generating station, Vallecitos has been an operating laboratory for General Electric reactor scientists. Also, the two companies have used Vallecitos as a training school for nuclear plant personnel. Sandia, a Western Electric subsidiary, is performing weapons development work under direction of the Atomic Energy Commission.

In the area, at Irvington, is one of the major inter-connection points for natural gas from Texas, Canada and many California fields.

A 600-acre industrial site is available in the city of Pleasanton for lease to light industry. The site is served by the Western Pacific Railroad's main line. All utilities and other facilities are available. East of the city of Livermore a 152-acre industrial site is for sale to heavy industry. The site is served also by the Western Pacific's main line and all other facilities are available.

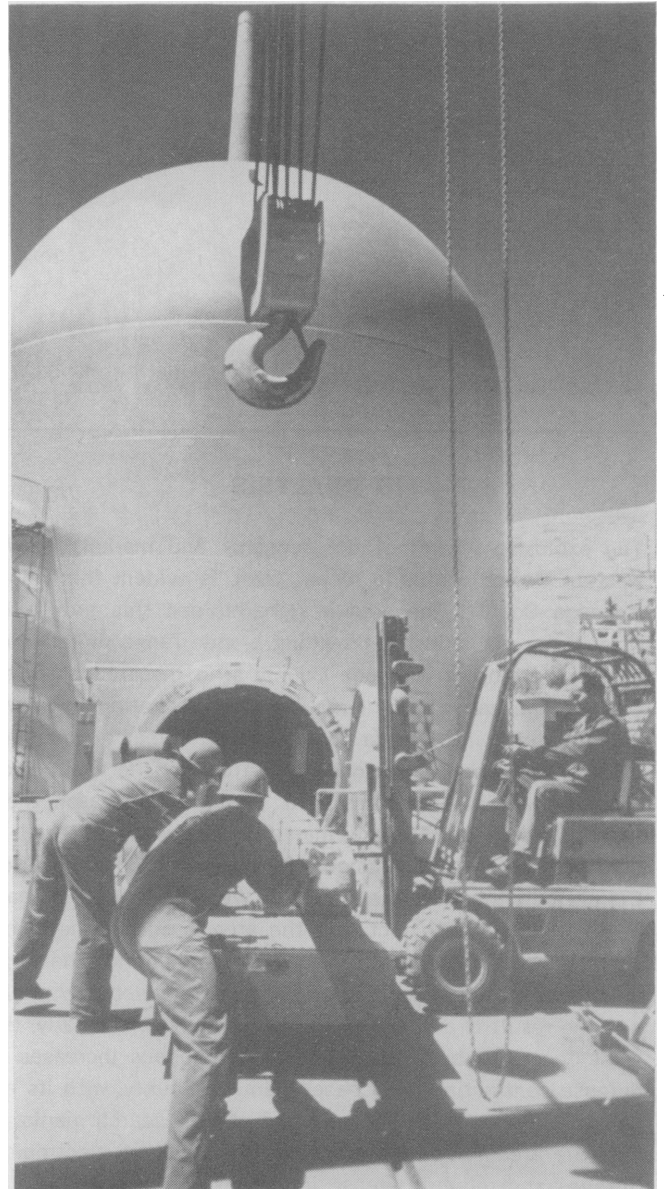
One of the first major companies to locate in Livermore was Armco Steel. Also, production of sand and gravel has long been one of the major industries of the Livermore Valley. Four leading producers have key plants in the area and supply a major portion of Central California's needs.

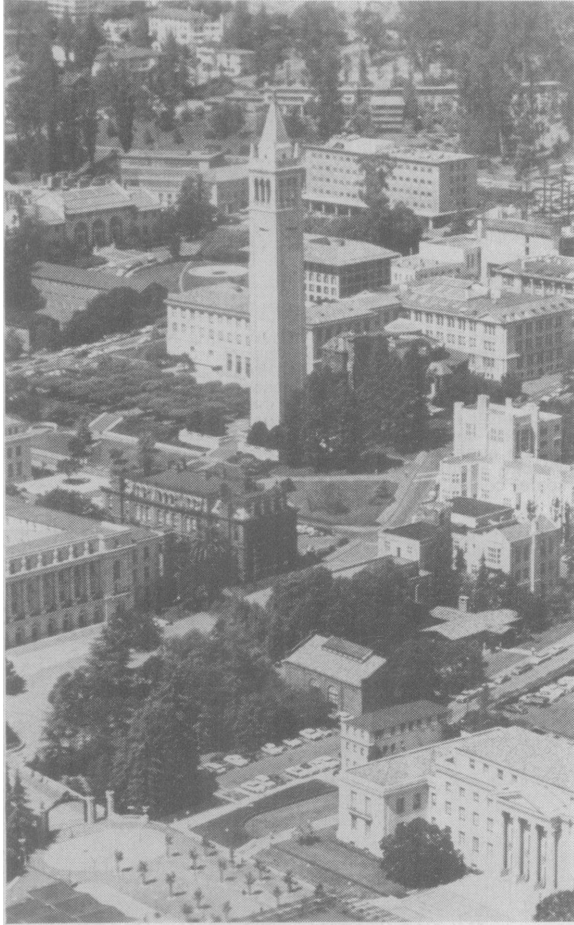
A great many years ago Horace Greeley had this advice for some aspiring young men "... turn your face to the great West, and there build up a home and fortune." Ken Moeller, Manager of the Industrial Department of the Oakland Chamber of Commerce, will tell you that advice still holds. He, and other officials throughout Alameda County, will also go so far as to tell you that in no other place in the west today is the advice more applicable than in the Metropolitan Oakland Area. What's more, countless firms and expansion-planning companies in the area back him up solidly on the matter. It's just one of the reasons why Moeller says to industry, "You should locate your plant in Alameda County. Let us tell you why."



Nuclear fuel shown at left packs the energy equivalent of more than 50,000 tons of coal. A technician at the Vallecitos Atomic Laboratory checks the plastic wrapping. The nuclear fuel is used in connection with the \$9 million experimental superheat reactor located at the Laboratory.

Nuclear Superheat fuel assembly is shown being moved into containment dome of the ESADA-Vallecitos Experimental Superheat Reactor located at General Electric's Vallecitos Atomic Laboratory. The reactor will be powered by 32 superheat fuel assemblies, each containing the energy equivalent of about 3,600 tons of coal. The fuel assemblies were designed and built by General Electric under an Atomic Energy Commission-financed superheat fuel development program. The primary purpose of the superheat reactor, first of its kind in the world, is to gain knowledge about superheat technology for eventual application to large-scale, central station atomic power plants.





The scenic Berkeley campus, the first to be established by the University of California, looks westward upon San Francisco and the Golden Gate and extends eastward into the wooded Berkeley hills. Instruction spans nearly every field of human knowledge and students at Berkeley can choose from some 2,200 courses offered in 72 departments.

This survey of Alameda County was conducted under the auspices of the Alameda County Board of Supervisors and Pacific Gas and Electric Company. Reprints are available from any of the cities in Alameda County; from Ken Moeller, Manager, Industrial Department, Oakland Chamber of Commerce, 1320 Webster Street, Oakland 12, Calif., or from John S. Walsh, Manager, Area Development, Pacific Gas and Electric Co., 245 Market Street, San Francisco.

ID ANALYSIS

The explosive growth of the economy and markets of the western United States in recent years is evident throughout Alameda County. The area has maintained this growth by diversifying its industry, providing a wide range of facilities and by developing Alameda County as a research complex. Despite the range and large number of nationally-known manufacturers in Alameda County, there are many companies in other sections of the country, particularly the east, which have no base of operations here. It stands to reason then, from that standpoint alone, manufacturers would do well to take a close look at Alameda County as an ideal location from which to serve the booming West and Pacific Coast States. Throw in the fact that the area is one of the transportation center giants of this country along with the large quantities of industrial land available at relatively low prices and the result is a strong attraction for industry. Finally, the West Coast has been the scene of tremendous increases in defense contracting and space. Alameda County, with its excellent University of California and other research giants, is a fertile area for development in the fields of electronics, missiles and related defense industries.

ADDITIONAL REFERENCES ON ALAMEDA COUNTY, CALIFORNIA

Pacific Gas and Electric Company, 1964 MARKET OUTLOOK, Area Development Division, 245 Market Street, San Francisco.

San Francisco Chamber of Commerce, SAN FRANCISCO BAY REGION SPACE AGE & ELECTRONIC DIRECTORY.

The following publications about Alameda County are available from the Oakland Chamber of Commerce:

"The Profitable Place to Serve the West"

"Industrial Site Brochure"

"Business Climate Appraisal"

"Industry Grows Places"

"Metropolitan Oakland Area Street and Vicinity Map"

"Plant Location Map"

"Alameda County Directory of Manufacturers and Wholesalers"

"The Broad Picture"