

SPUR

Ideas + Action for a Better City

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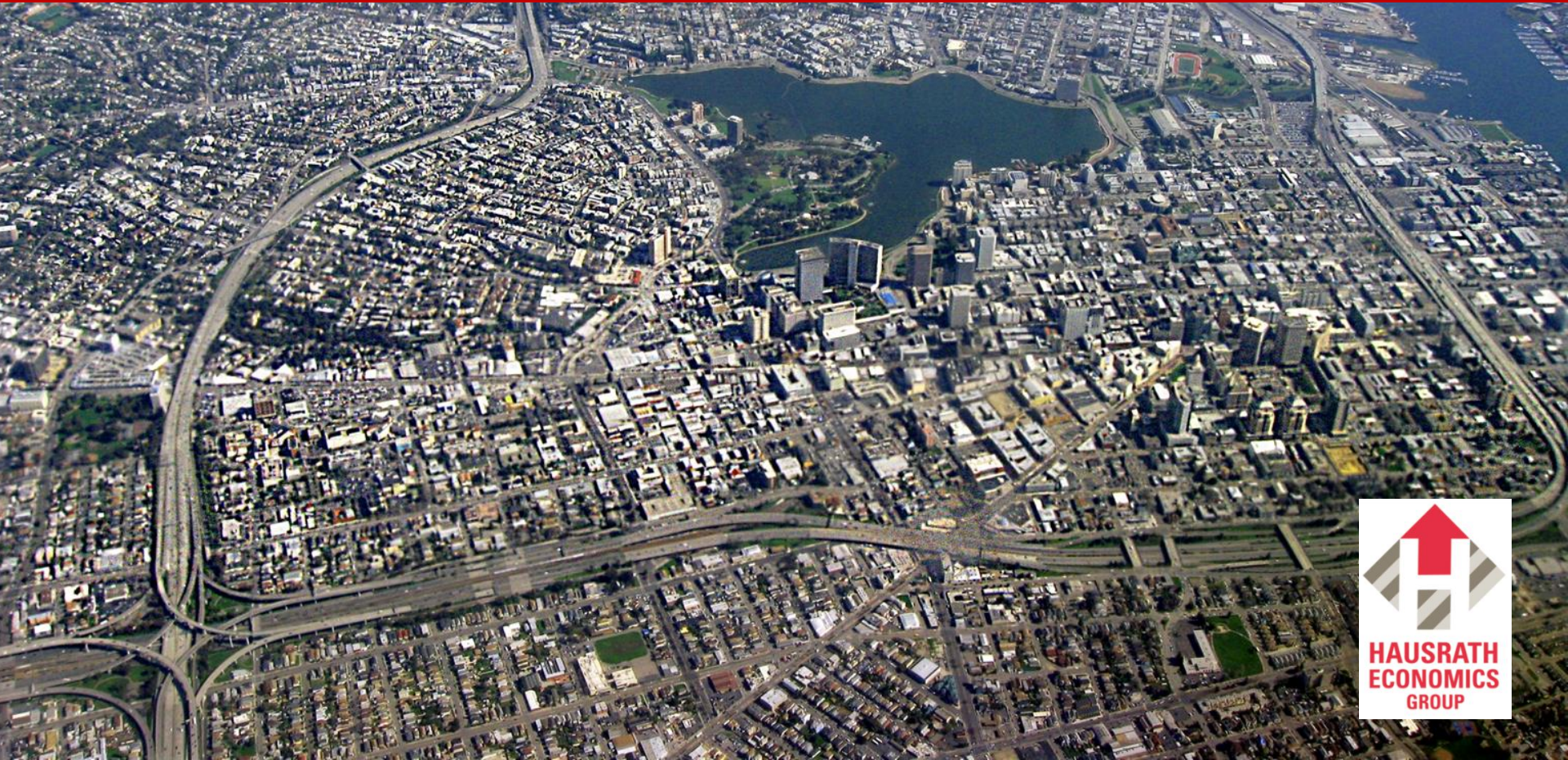
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#OAKEconomics

Economic Development In Oakland: Potentials and Issues

Linda Hausrath
July 23, 2015 SPUR Forum



Economic Development In Oakland

- ◆ **Defined as Growth of Business Activity and Employment**
- ◆ **Important in Supporting:**
 - Availability of goods and services
 - Job opportunities
 - Growing tax base

Economic Sectors of Importance and Their Locations in Oakland

◆ Greater Downtown Area

– **95,500 jobs**, 44% of city employment

– Downtown Office Sector

- About **69,000 jobs** in office sector DT (32 percent of citywide)
- Professional, scientific, and technical services
- Administrative and support services
- Public administration/government
- Management of companies
- Finance, insurance, and real estate
- Information and digital media
- Non-profits

Economic Sectors of Importance and Their Locations in Oakland (cont'd)

◆ Business/Light Industrial and General Industrial/Transportation/Warehouse Uses

– Mix of industries

- Manufacturing: smaller, specialized companies, artisans/makers
- Construction and related
- Wholesale trade
- Transportation and Warehouse
- Repair & maintenance services

– **45,800 jobs**; 21% of city employment

- Approx. 48 mil. sq. ft. industrial space; some office
- Most in East Oakland, I-880 Corridor; also West Oakland
- Port and Airport Areas

Economic Sectors of Importance and Their Locations in Oakland (cont'd)

◆ Health Care and Social Assistance

- 4 major hospital medical centers
- Offices and facilities throughout the city
- **32,800 jobs**, 15% of city employment

◆ Educational Services

- Public, private, and religious schools
- Community colleges
- Job training and skills centers
- **27,800 jobs**, 13% of city employment

Economic Sectors of Importance and Their Locations in Oakland (cont'd)

- ◆ **Retail, Dining, Arts and Entertainment, and Lodging**
 - Local and region serving
 - Located throughout the City
 - Downtown
 - Neighborhood Commercial Districts (NCDs)
 - Commercial corridors
 - Near airport
 - **31,900 jobs**, 14.5% of city employment

Economic Development Potentials and Issues for Oakland

- ◆ **Oakland's economy is growing**
- ◆ **Aspects of regional growth in technology industries not being captured in Oakland**
- ◆ **Land use issues due to competition for sites**
 - Residential development often outbids non-residential land uses
- ◆ **Economic Development efforts could be important for:**
 - Setting priorities for economic development and job growth
 - Attracting tenants downtown and facilitating new office development
 - Retaining locations for industrial businesses and jobs
 - Facilitating lower density/mid-rise development in West Oakland and Coliseum Plan Area

Potentials/Issues: Downtown Office Sector

- ◆ **Growth in office activities but new office development not yet feasible**

- ◆ **Fundamentals are there**
 - BART stations
 - Access to East Bay workforce
 - Urban Vibe
 - Growing dining and entertainment
 - Lower cost than West Bay

- ◆ **Need stronger agglomeration of offices and tech tenants**

- ◆ **Seek catalyst tenants**

- ◆ **Retain office sites in City Center and Lake Merritt areas and along Broadway**
 - Near BART
 - Parking in place
 - Office tenants nearby
 - Large development sites
 - Local services nearby

Potentials/Issues: Retaining locations for Industrial Businesses and Jobs

- ◆ **Demand exists; vacancies very low**
 - Space in existing buildings
 - Opportunities for new development
- ◆ **These lower density uses need:**
 - Affordable space
 - Locations without nearby land use conflicts
- ◆ **Land use policies are very important**
 - West Oakland
 - Airport Business Park/Coliseum Plan Area
 - San Leandro Street industrial areas
 - Areas along I-880
- ◆ **Economic development focus on businesses serving local/regional demand**

Potentials/Issues: Technology and Related Businesses in New Development Outside Downtown

◆ Focus on potentials and strategies for new development in West Oakland and Coliseum Plan Areas

- Clean/green economy and clean technology
- Life sciences and biotechnology
- Digital media
- Advanced technology manufacturing

◆ Building types not available in Oakland

- Mid-rise and lower-rise
- Some larger floor plates
- Business park setting and amenities
- Scale and critical mass

Broader Issue: Advocacy for Economic Development

- ◆ **Regional and local policies focus more on housing development**
- ◆ **Also a role for economic development strategies and advocacy in Oakland**
- ◆ **Market pressures for Oakland to become a bedroom community for economy in San Francisco**
- ◆ **Conscious efforts needed to retain Oakland's role as a center city with**
 - Diversity of industries and businesses
 - Diversity of job opportunities
 - Strong tax base



Economic Development in Oakland: Turning “Potential” into Reality

SPUR Forum
July 23, 2015

Mark Sawicki
Economic & Workforce
Development
City of Oakland

Oakland is “Poised” (the other P word)

- City Hall – new leadership
- Downtown - blooming
- Market demand – rapidly accelerating
- Unemployment – now below 5%
- Major projects - inching forward
- Specific plans - setting the table
- ED Strategy - soliciting stakeholder input
 - addressing the challenges

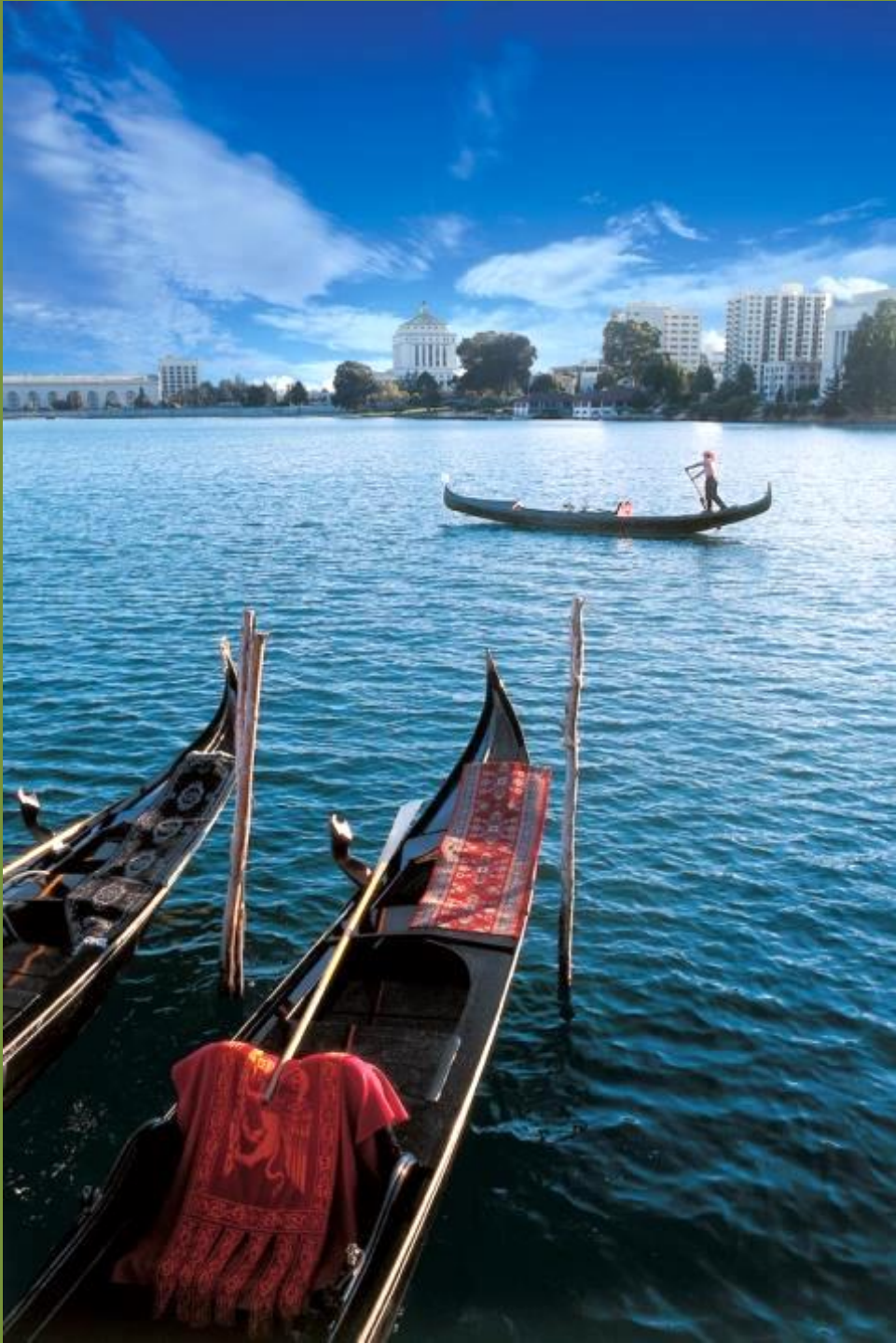
Oakland – Ripened and Ready

- Affordability
- Building stock
- Land availability
- Transit access

Oakland - So Much To Offer

- Sense of place
- Diverse, beautiful, memorable, urban
- Range of experiences: artists, makers, culture, film, music, food, open space
- Sense of discovery
- Creativity across sectors







SEARS

FOX
OAKLAND
THEATRE

LOANS

이스트 베이
한미 노인 봉사회
EAST BAY HAN-AM SENIOR SERVICE CENTER

WORLD
OF
CIGARS

GET OUT CAR
WASH



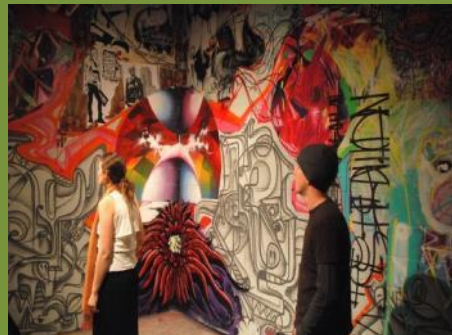








Uptown's entertainment and food scene



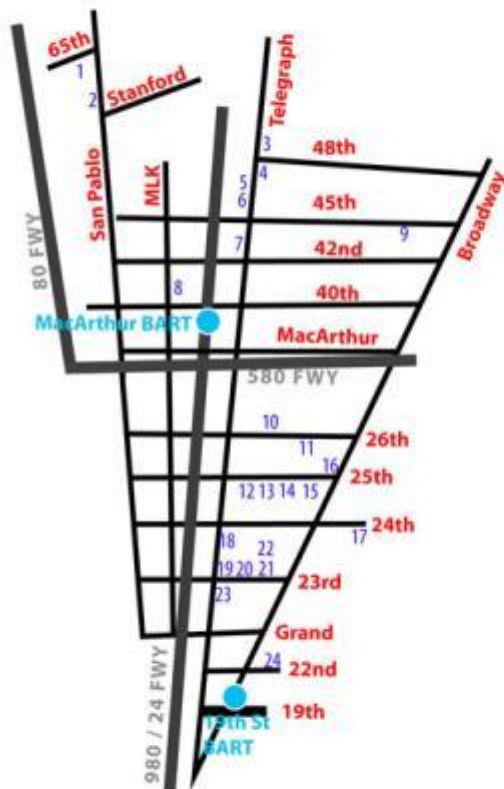


Uptown's creative scene



GALLERIES OF THE

Oakland ART MURMUR



- 1 **COMPOUND GALLERY** 1167 65th St
thecompoundgallery.com Th-Su 12-6
- 2 **FORTHRITE GALLERY** 5857 San Pablo
forthriteprinting.com by appt
- 3 **DESA ARTS** 4810 Telegraph
desaarts.com W-F 11-6, Sa 12-6, Su 12-5
- 4 **SLATE GALLERY** 4770 Telegraph
slateartanddesign.com Th-Sa 12-5
- 5 **SMOKEY'S TANGLE** 4709 Telegraph
smokeystangle.com by appt
- 6 **4707 GALLERY** 4707 Telegraph
4707telegraph.wordpress.com by appt
- 7 **ROYAL NONESUCH GALLERY** 4231 Telegraph
royalnoneschgallery.com Sa-Su 1-4
- 8 **MACARTHUR BARTHUR** 4030 MLK Way
kevinpclarke.com/projects/macarthur-b-arthur Su 1-6
- 9 **STUDIO ONE ART CENTER** 365 45th St
studioonereadingseries.blogspot.com by appt
- 10 **WAREHOUSE 416** 416 26th St
warehouse416.com Th-F 1-5
- 11 **STUDIO QUERCUS** 358 26th St
studioquercus.com by appt
- 12 **FM GALLERY** 483 25th St
fmoakland.com by appt
- 13 **MERCURY 20** 475 25th St
mercurytwenty.com Th-Sa 12-6
- 14 **VESSEL GALLERY** 471 25th St
vessel-gallery.com Tu-Sa 11-6
- 15 **OAKOPOLIS/THE MOON** 447 25th St
oakopolis.org - Sa 2-5
- 16 **21 GRAND** 416 26th St
21grand.org Th 4-8, F 4-6, Sa-Su 2-6
- 17 **CREATIVE GROWTH** 355 24th St
creativegrowth.org M-F 11-4:30
- 18 **BUZZ GALLERY** 2316 Telegraph
mamabuzzcafe.com M-Th 7a-9p, F 7a-10p, Sa 8a-10p, Su 8a-9p
- 19 **JOHANSSON PROJECTS** 2300 Telegraph
johanssonprojects.com Th-F 12-6, Sa 11-5
- 20 **HATCH GALLERY** 492 23rd St
hatchgallery.org W-Sa 4-8
- 21 **CHANDRA CERRITO CONTEMPORARY** 480 23rd St (front)
chandraceritto.com F 2-6, Sa 1-5
- 22 **KROWSWORK GALLERY** 480 23rd St (side)
krowswork.com F 4-7, Sa 1-5, Su 2-4
- 23 **ROCK PAPER SCISSORS** 2278 Telegraph
rpscollective.com W-Su 12-7
- 24 **KUHL FRAMES + ART** 412 22nd St
kuhlframes.com M-F 10:30-6, Sa 11-4

The New York Times

Style Section

Oakland: Brooklyn by the Bay

By MATT HABER
May 2, 2014

OAKLAND, Calif. — On a recent Tuesday afternoon, a group of well-dressed and soon-to-be well-groomed men sat patiently in the sun outside Temescal Alley Barbershop...





QEYNO LABS

hack the hood

Secondly, we will add a function which Smartphone users to download the app spread it to your friends



Oakland's mission-driven tech ecosystem



KAPOR CENTER FOR SOCIAL IMPACT

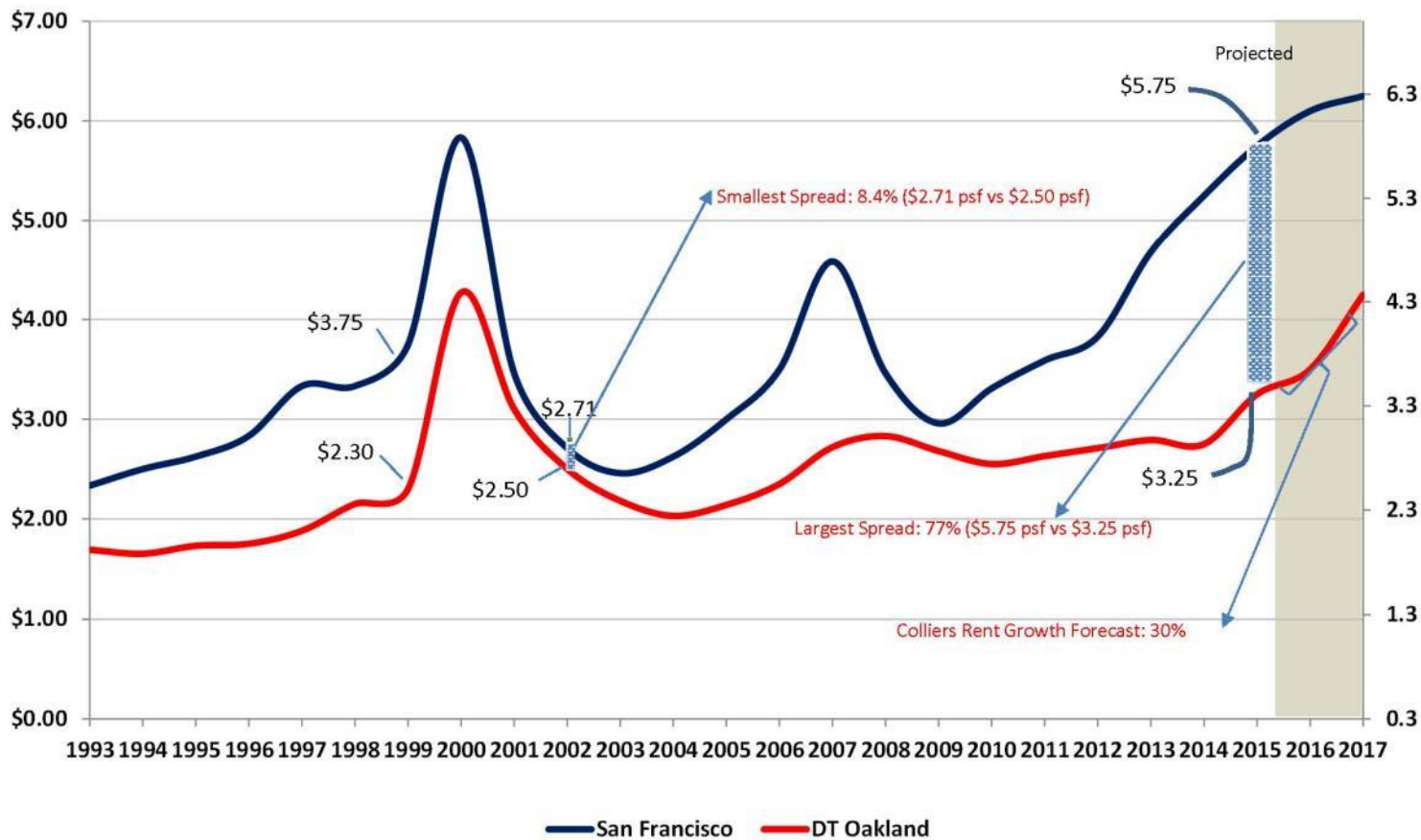
Innovation Hub



Oakland's economy is healthy again

- Unemployment rate is now below 5%, down from 11.3% in 2013 and 16.9% in 2010
- Sales tax revenue up 6% over last year
- Class A office vacancy rate below 6%, down from 15.6% in 2010
- Industrial vacancy rate at its lowest ever, at 4.6%
- 2nd fastest growing apartment rents in the country
- Hotel occupancy rates up 6.5% and daily rates up 12.8% over 2013

Oakland Metropolitan Class A vs San Francisco Class A Rents



Colliers International
 1999 Harrison St, Suite 1750
 Oakland, CA 94612
 Phone: 510-986-6770
www.colliers.com

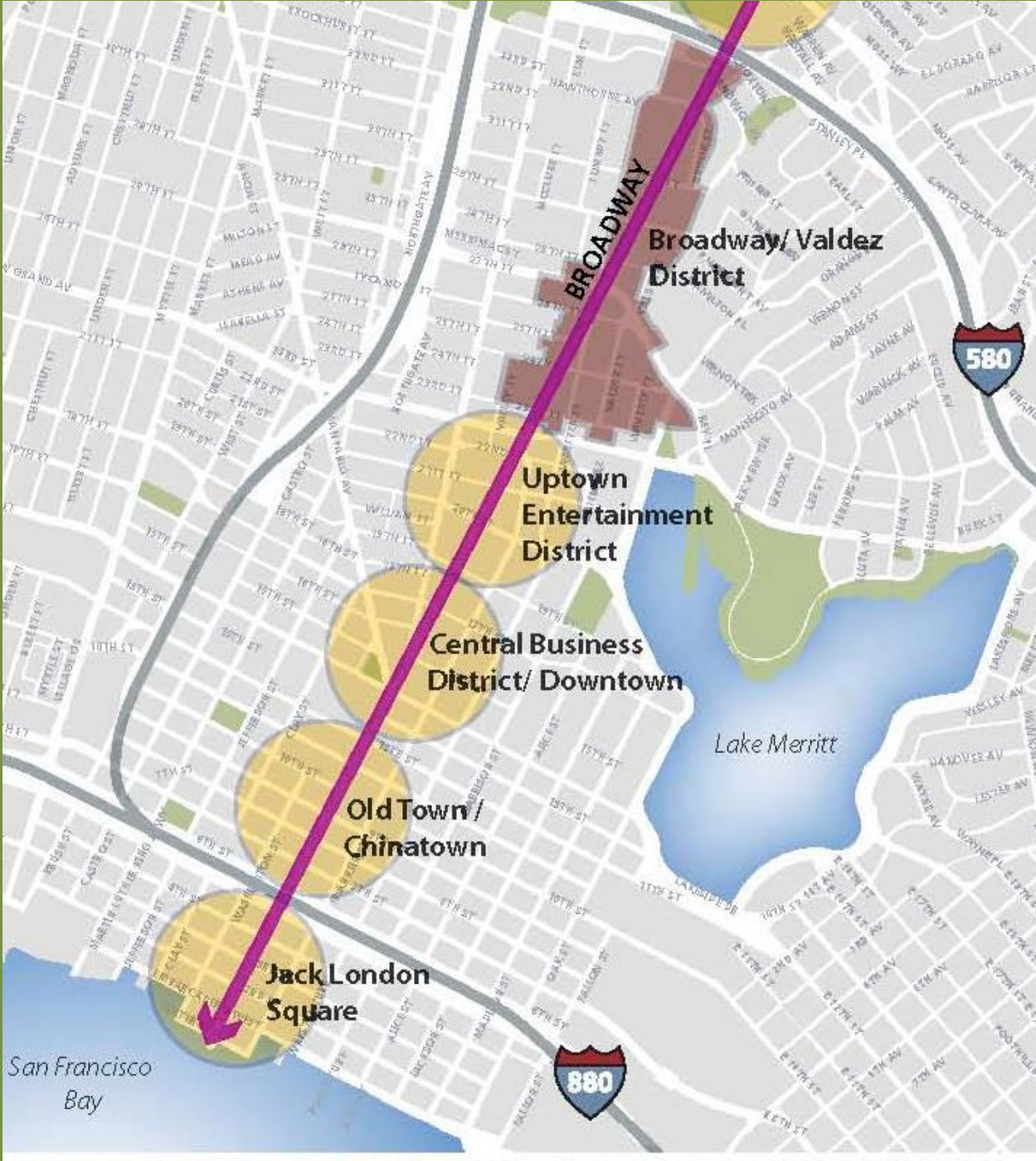
Colliers International is pleased to provide the above information and in doing so believes its validity. However, we cannot guarantee its accuracy or take responsibility for its use.

Economic Implications

- The narrative is changing around Oakland
- Ripe for new job growth in innovation sectors
- Jobs following workers
- Workers are increasingly urbanists
- “Market making” or “placemaking” becomes a key ED strategy
- Leads to market “taking” opportunities

Major Projects and Initiatives

Central Core



Central Core

- Sears Building
- City Center
- Jack London Square
- The Hive
- Co-working spaces - Impact Hub,
The Port Workspaces
- Gensler, VSCO, Sfuncube,
Rockbot, Parsons Brinckerhoff





Sears "Uptown Station" – Broadway and 20th



The Hive

Parcel 4 Interim Use

PROPOSED CONCEPTUAL DESIGN



1100 Telegraph and 19th (RFP yielded 8 development teams)

Brooklyn Basin

- 64 acres
- 200k commercial
- 30 acres parks
- 10,000 jobs
- Vertical construction starts in 2015



Brooklyn Basin (coming soon)



Army Base

- State of the art logistics and global trade hub
- 2,500 jobs
- Supports the Port
 - 5th busiest in US



BART Station Transit Villages - TODs

- Macarthur : 624 units; 42,000 sf retail
- Coliseum, Phase I: 100 units; 4,000 sf retail
- Fruitvale, Phase II: 275 units
- BART RFPs coming:
 - West Oakland Station
 - Lake Merritt Station



Retail Developments

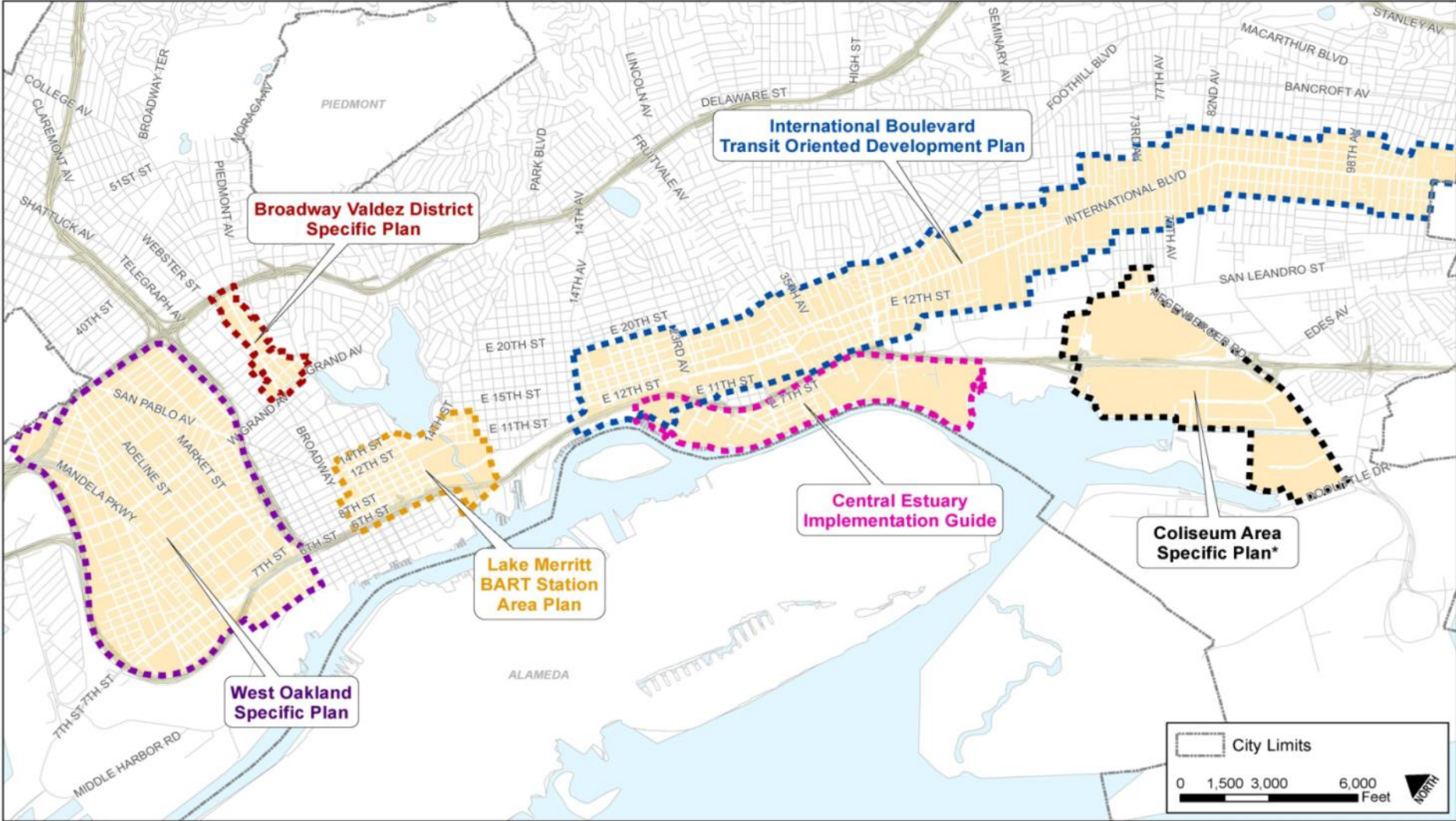
- Foothill Square: 157,000 sf , Foods Co, Ross, Anna's Linens
- The Hive: 104,000 sf
- Safeway + shops, Claremont & College: 55,000 sf
- Sprouts + shops, 30th & Broadway: 35,000 sf
- Safeway + shops, Broadway & Pleasant Valley: 303,700 sf
- Seminary Point, drug store + shops, Foothill & Seminary: 27,000sf



Specific Plans

- Long-range regulatory and vision setting documents
- Total development program that could be approved under these Plans over the next 25 years includes:
 - - Retail Development – 3.6 m square feet
 - Residential Development – 20,000 units
 - Office Development – 3.4m square feet
 - Campus Development uses – 5m square feet
- Projects consistent with Plans benefit from streamlined entitlement process

Specific Plans



Broadway Valdez Approved

- **North End**
Mixed-use boulevard
- **Valdez Triangle**
Shopping district,
mixed-use, fine
grained



Status

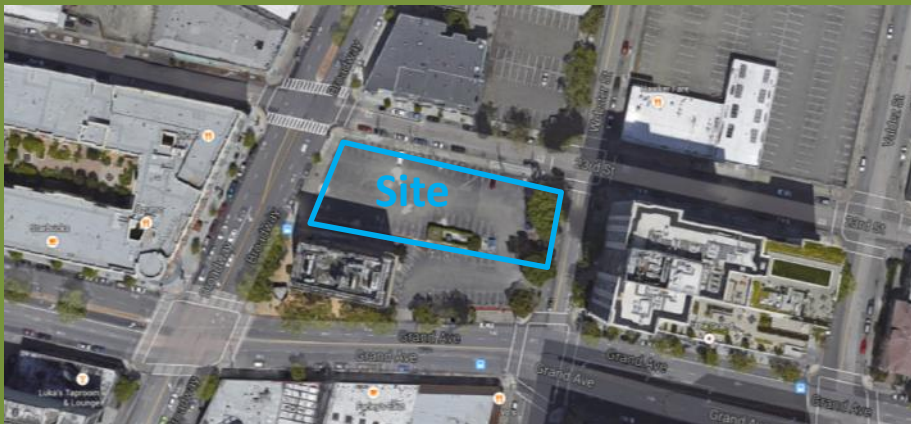
- Plan adopted June 2014
- 1,400 Housing Units in approval process (1,800 proposed in plan)
- 150,000 sq ft of retail/commercial in approval process



BROADWAY & 23RD STREET



EXISTING - *Vacant parking lot.*



PROPOSED

223 Residential units, 8,000 sq ft commercial

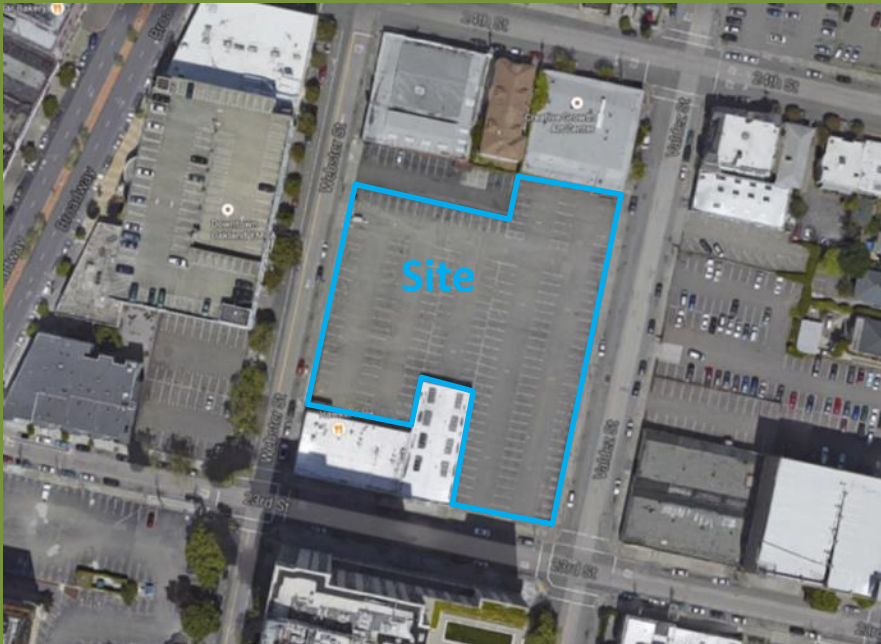
WEBSTER ST, 23RD ST, & VALDEZ ST



EXISTING - *Vacant parking lots.*



EXISTING - *Vacant parking lots.*



View from Valdez and 23rd Street

PROPOSED — *(City owned site)*
235 Residential units - negotiating a % to be affordable
15,000 sq ft commercial

VALDEZ ST, 23RD ST, & WAVERLY ST



EXISTING - Vacant parking lots & old storage building



EXISTING



PROPOSED - 193 Residential units, 31,500 sq ft retail

3 PROJECTS TOGETHER IN TRIANGLE



EXISTING - Vacant parking lots.



BROADWAY & HAWTHORNE AVENUE



EXISTING — *Auto showroom & parking lots*



PROPOSED (*reuse auto showroom*)
432 Residential units, 22,000 sq ft commercial

BROADWAY & 30TH STREET



EXISTING — *Auto parking lots*



PROPOSED

Sprouts grocery store & retail tenant space, 39,000 sq ft commercial

3 PROJECTS IN NORTH END



PROPOSED Reuse auto showroom for CVS

West Oakland – Approved

- Catalyze commercial development around BART Station
- Grow manufacturing base and industrial arts
- Encourage new technology and R & D space
- Prioritize housing in key areas



Lake Merritt

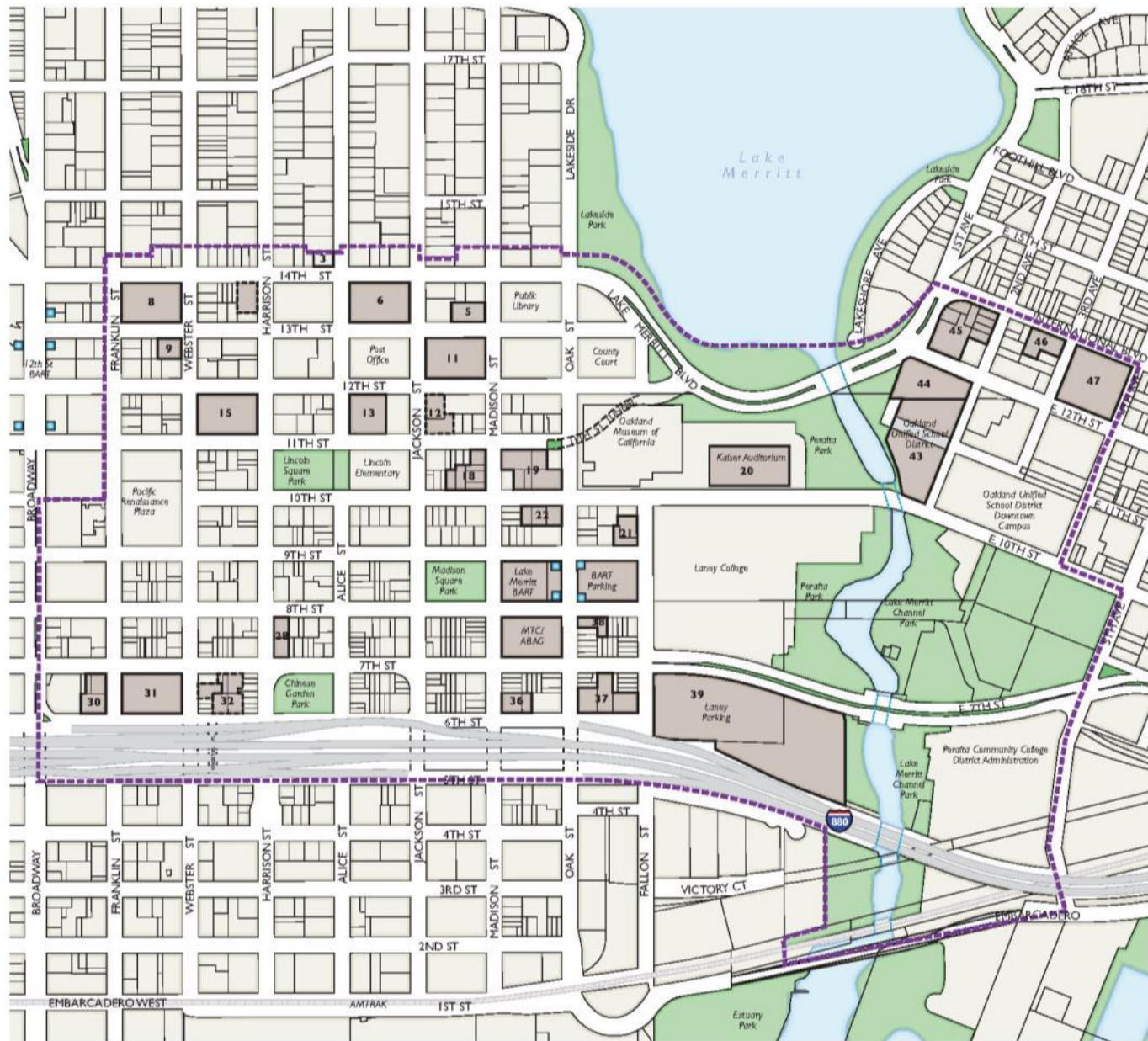
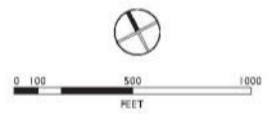


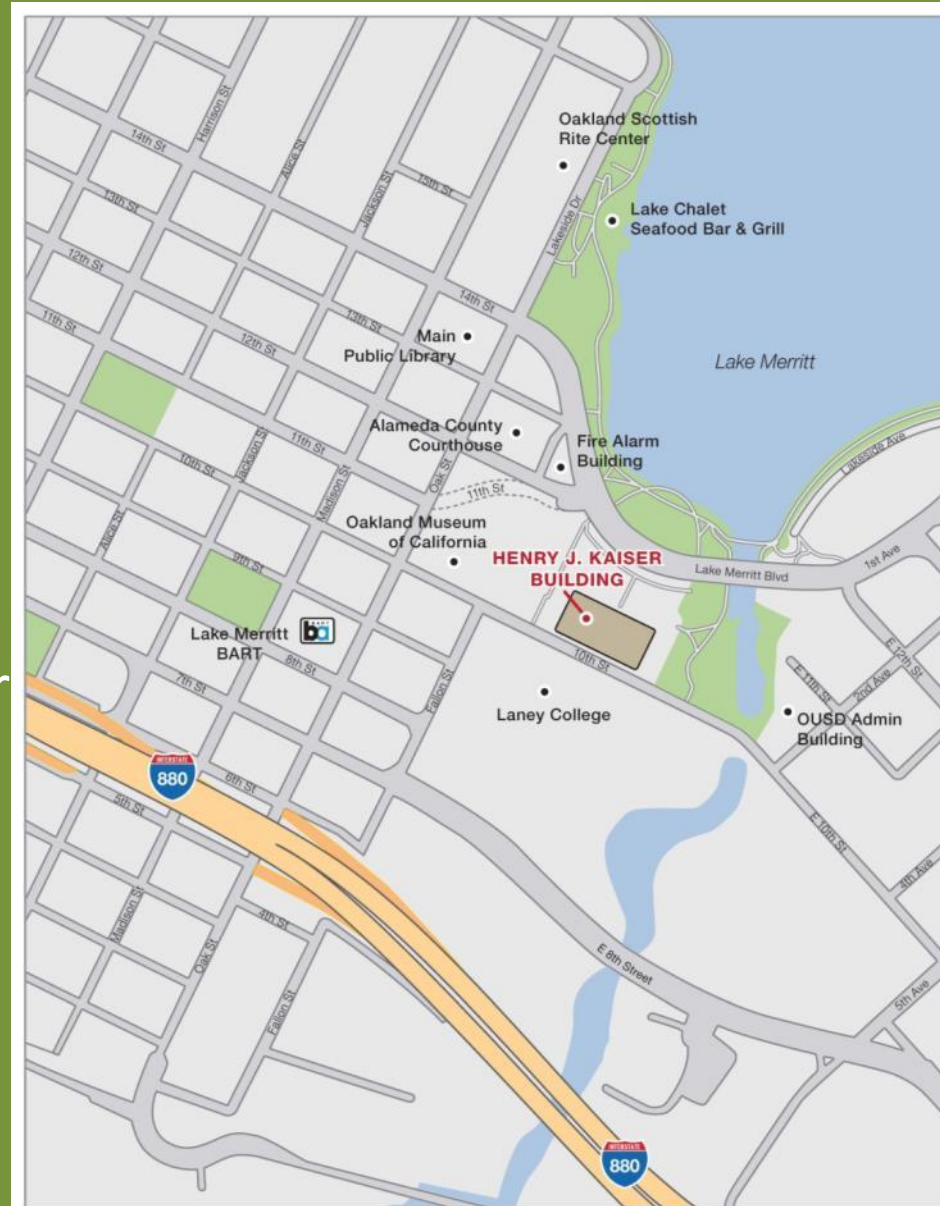
Figure A.2:
OPPORTUNITY SITES (SITES MOST LIKELY REDEVELOP)

- 6 Opportunity Sites with Community Agreement or Vacant Sites
- 12 Approved Development (not yet under construction)
- Park
- BART Station Entrance
- Planning Area



Lake Merritt/South of the Lake

- Measure DD Improvements
- Oakland Unified School District
- Oakland Museum of California
- BART RFP for parcels at Lake Merritt Station
- 12 Street Remainder parcel
- Henry J. Kaiser Convention Center



Oakland Museum of California, Henry J. Kaiser Auditorium, Lake Merritt and Environs

Henry J. Kaiser Auditorium

REQUEST FOR PROPOSALS

(Notice of Development Opportunity)



For the Rehabilitation and Adaptive Reuse of
The HENRY J. KAISER CONVENTION CENTER
also known as the
Oakland Municipal Auditorium

Release Date: September 22, 2014

Deadline for Submissions: November 12, 2014



CITY OF OAKLAND

Coliseum City



BRT – International Blvd.

- \$178m investment - Downtown Oakland to San Leandro
- 9.5 miles of newly paved streets, traffic signals, streetscape
- 34 BRT Stations (21-median stations & 12 curbside stations)
- Operation - Fall 2017

BRT IMPROVEMENTS



CURRENT CONDITION



ED Strategy – Work in Progress

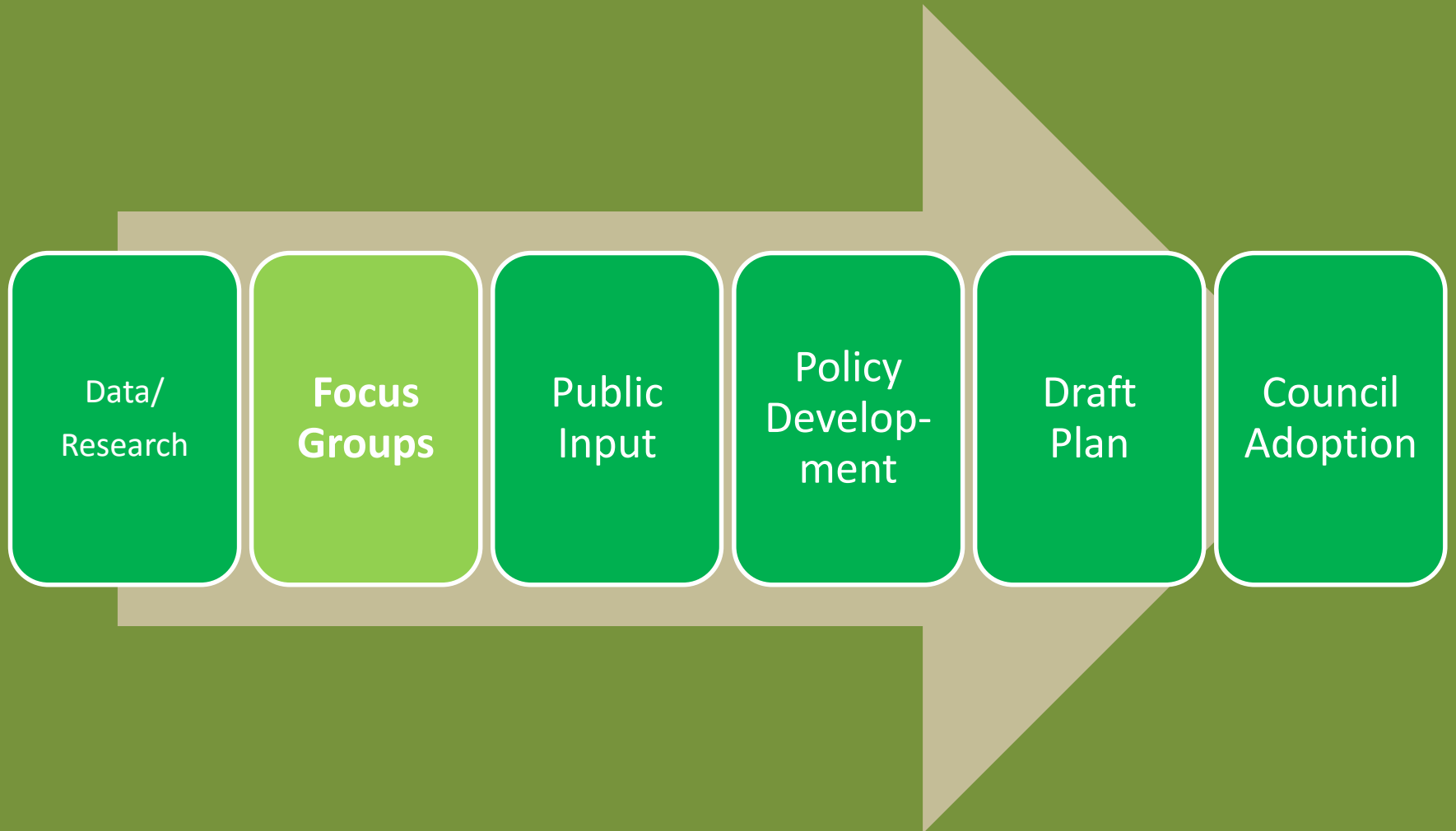
Create a clear statement of the City's priorities

- Communicate externally
- Organize internally

Policy Priorities (Draft):

- Expand Oakland's Role as a Hub for Creativity, Social and Technical Innovation
- Focus Resources in Key Places (e.g. Downtown, Transit Stations, and Major Commercial Corridors)
- Build a Resilient and Integrated Economy
- Make Interactions with City Government Fast, Predictable, and Easy

Strategy Development Process



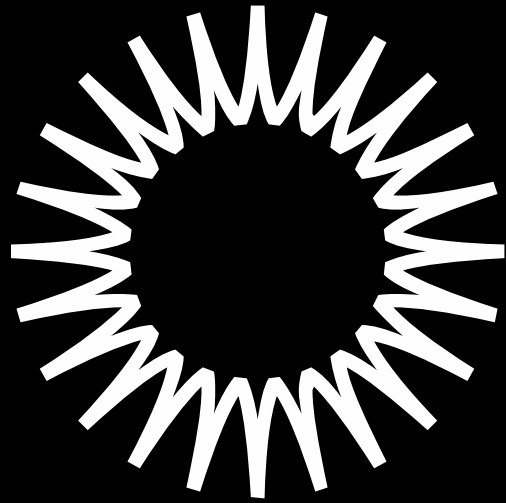
Gathering Stakeholder Input

- Arts
- Clean & Green
- Tech
- Retail
- Manufacturing & Food Production
- Oakland's Role in the Region
- Anchor Institutions
- Small Businesses
- Business Financing & Incentives
- Equality and Equitable Growth
- Real Estate Development
- Staff
- Neighborhood Mtgs
- Online Participation Forum:
SpeakUpOakland.org

Economic Development Challenges

- Loss of RDA still hurts and haunts
- How do we capture the tide
- How do we catch a “whale”
- Getting projects approved and going – “where are the cranes?”

- BUT....Need to be mindful of development impacts
 - ❖ Protect and nourish what is here
 - ❖ Value sense of place, diversity
 - ❖ Try to maximize benefit for all



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