



OAKLAND TODAY

For years we have been saying that Oakland is on the rise, and today its renaissance is well underway. This is a time to celebrate Oakland. Our city's economy has made great progress in the last few years. Every major source of City revenue is climbing. **Our unemployment rate of 7.8% (December 2014) is half of what it was at the height of the recession. Our crime rates are dropping precipitously** and our police force has nearly 700 officers for the first time



since 2010. We built or restored 1,700 units of affordable housing during the recession and we have more than **11,000 market-rate and affordable housing units in the pipeline**. Transformational projects like **Brooklyn Basin** and the **Oakland Global Trade & Logistics Center** project (the former Oakland Army Base) at the Port of Oakland are building steam and the **Coliseum City** is moving forward. The Port's annual container throughput broke all-time cargo handling records in 2014, with import volume up by 5.29%.

We are known nationwide as a diverse, creative, authentic city with voices from around the world contributing to a unique and thriving economy. We are the **geographic center of the Bay Area** and a **major transit hub**. With eight BART stations - the most of any Bay Area city, Oakland is served by all BART lines. With the opening of BART's direct service to Oakland International Airport, you can get to downtown San Francisco faster by flying into our airport. More people than ever are moving here, buying homes here, starting businesses and investing here. And there is still a lot of room for Oakland to develop.

WHAT THE EXPERTS SAY

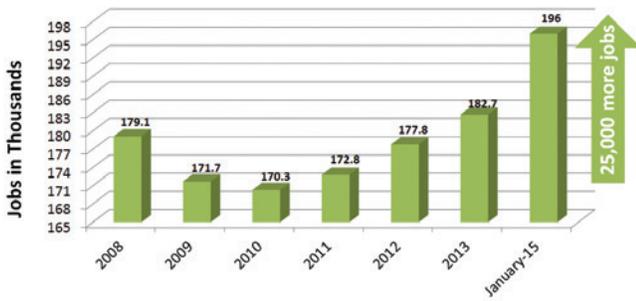


Throughout the Great Recession, one of Oakland's most significant but quietest accomplishments was that the City maintained all of its strong credit ratings with the independent agencies that set industry standards evaluating the fiscal health of governments and businesses. **Standard & Poor's gave Oakland a Long-term Rating of AA-/Stable**, writing, "**We consider the city's economy very strong...In our opinion, the city's budgetary flexibility is strong, with available reserves at 13.9% of expenditures for fiscal 2013 (\$80.2 million), up slightly from 13.2% in fiscal 2012.**"

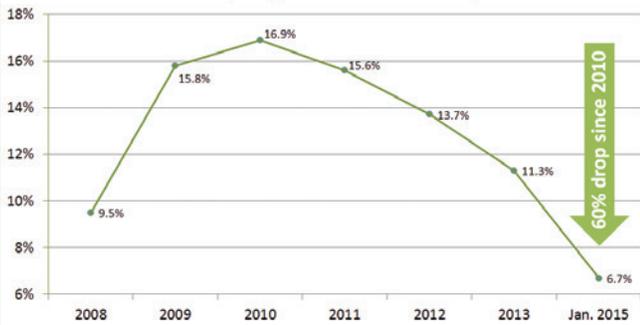
A HEALTHY ECONOMY

- All indicators point to the health of Oakland's economy.
- While our housing costs remain less than half of San Francisco's, we are seeing a steady increase in residential rents and median sales prices for multi-family product. **Residential rents are hitting \$4 per square foot** in buildings near downtown and Lake Merritt, creating a ripe environment for new housing construction.
- In 2014, **venture capital invested \$510 million in Oakland in 41 deals**, making us sixth in the nation for these kinds of investments.

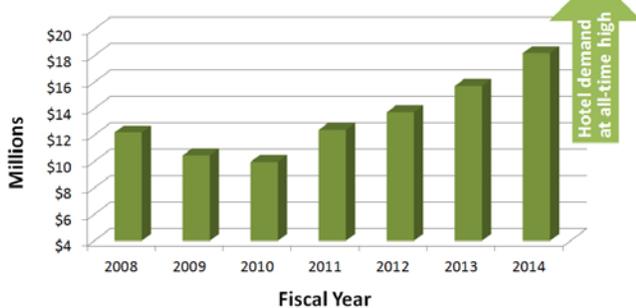
Employment Growth Continues



Unemployment Rate Drops



Transient Occupancy (Hotel) Tax



Revenues
UP
over last year

Sales Tax - 8.5%
Hotel Tax - 52%

Vacancy Rates
DROP

| | Office | Retail | Industrial |
|----------|--------|--------|------------|
| Oakland | 11.2% | 3.2% | 5.2% |
| East Bay | 10.95 | 4.2% | 7.4% |

SPECIFIC PLANS APPROVED

- In the last few months, the City Council has approved **three Specific Plans** for key areas of Oakland including Broadway Valdez, Lake Merritt/Chinatown and West Oakland.
- These plans define a clear vision for these neighborhoods. Development projects consistent with the Plans benefit from a **streamlined entitlement process**, relying on the approved EIRs for these Plans for faster approvals.

- All told, these Specific Plans call for nearly **20,000 new housing units** and more than **two million square feet of new retail**.
- These specific plans are working: since the Broadway Valdez Specific Plan was approved, the City has received applications for four new projects in the area.

MAJOR PROJECTS UNDERWAY



Several major, transformative projects for Oakland are under construction:

- Thanks to a billion-dollar investment from Chinese investors **Brooklyn Basin** broke ground this year. Next year it will start construction of 3,100 new waterfront residential units and 30 acres of new parks and open space, connecting Oakland to its waterfront in new and beautiful ways.
- Construction work is underway at the former **Oakland Army Base**, where the **Oakland Global Trade & Logistics Center** project is creating a state-of-the-art trade and logistics hub in Oakland serving our Port and creating 2,500 new jobs.



- The **MacArthur BART transit-oriented development** is under construction, and several hundred units of housing in Jack London were recently approved by our Planning Commission.



- We also have a new investor in **Coliseum City**, which offers acres of opportunity to create a mixed-use regional center

focused on sports, entertainment and new commercial and residential uses. The City is in talks with the **Raiders** to be the anchor tenant and the **Oakland A's** have recently signed a 10-year lease extension in which they committed to begin serious talks about building a permanent new home in Oakland.

- With the success of Measure DD-funded projects, **Lake Merritt** has never been more beautiful and use is at an all-time high. The City is moving forward with plans for the rehabilitation and adaptive reuse of the Henry J. Kaiser Auditorium to better link this civic resource with the lake, Laney College and Brooklyn Basin.

DOWNTOWN RENAISSANCE

- Oakland's downtown is thriving. In the last year alone, we've seen an explosion of new, independent clothing and home decor boutiques and two new bookstores within a block of 12th Street/City Center BART.
- You can now visit one of our more than **30 art galleries** or performing arts venues and **scores of new restaurants and bars** have opened in downtown. Several more are under construction.
- The next phase of investment is already on the horizon with the purchase of the historic **Sears Building** by Lane Partners, which is rehabilitating the building into ground floor retail with five floors of creative office space.

RETAIL GROWTH CONTINUES



Retail is not just arriving in our downtown:

- The **Foothill Square Shopping Center** opened in 2014, bringing 157,000 square feet of high-quality retailers to East Oakland including Foods Co, Ross and Anna's Linens.
- **The Hive** on Broadway is completed, bringing new local dining, shopping and small businesses to this important area of Uptown.



- **Safeway** is making a big investment in three of its locations in Oakland, expanding its footprint and spurring new locally owned retail nearby.
- **Sprouts Grocery Store** has started construction on Broadway and 30th.
- There are **3 million square feet of commercial space** in the pipeline.

DEVELOPING WITH DIVERSITY: INTERNATIONAL BLVD. BRT & TOD

- As Oakland continues to grow and change, we will look to the opportunities along International Blvd. as a model for sustainable, equitable development and change.



- The City is moving forward with implementing Transit Oriented Development (TOD) plans for International Blvd., leveraging AC Transit's \$178 million, 9.5-mile investment in **Bus Rapid Transit (BRT)** which includes new streetscape and infrastructure improvements.
- In addition, Oakland and AC Transit are also providing \$2 million in business development support to help local businesses prepare for and thrive in a new economic environment when the BRT is complete.





CONTACT INFORMATION

ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT

250 Frank H. Ogawa Plaza, Suite 3315
www.business2oakland.com
Telephone: (510) 238-3627
Toll Free: (877) 2OAKLAND
TTY: (510) 238-3254

PLANNING & BUILDING DEPARTMENT

250 Frank H. Ogawa Plaza, Suite 3315
www.oaklandnet.com
Telephone: (510) 238-3941
TTY: (510) 238-3254



CITY OF OAKLAND

March 2015

RECENT ACCOLADES

No. 3 among Best Startup Cities in America
Popular Mechanics, February 2015

Among the 15 Hottest American Cities for 2015
Business Insider, November 19, 2014

No. 8 in Digital Cities' large city category
Government Technology, November 13, 2014

No. 6 among Top 20 U.S. Cities for Tech Startup Funding
National Venture Capital Association, October 24, 2014

Uptown Named among Nation's Great Neighborhoods
American Planning Association, October 1, 2014

Oakland No. 8 among Top 10 U.S. Retail Markets
National Real Estate Investor, September 2014

For more economic news, sign up for our newsletter
at www.business2oakland.com