

# ALAMEDA INDUSTRIAL AREA Data and Recommendations

## SUMMARY DATA

### 832.6 Total Acres of Land

59% Light Industrial Use  
 34% Heavy Industrial use  
 4% Residential Use  
 3% Commercial Use

### 866 Businesses

272 Wholesale Trade: 31% of total  
 176 Retail Trade: 20% of total  
 128 Manufacturing: 15% of total

### 9,718 Employees

37% Manufacturing: 3,579 jobs  
 32% Wholesale Trade: 3,084 jobs  
 12% Retail Trade: 1,132 jobs

## DEMOGRAPHICS (Within 1 Mile)<sup>1</sup>

12,179 Persons Employed in Manufacturing: 27%  
 56,576 Persons Living in Poverty: 38%  
 73,867 Persons With a HS Diploma or Less: 77%  
 18,016 Housing Units Without Auto Access: 42%

<sup>1</sup>Demographics are for survey area plus 1 mile radius.  
 See enclosed Alameda Demographic Data  
 for conditions measured against the City as a whole.

## CONTENTS

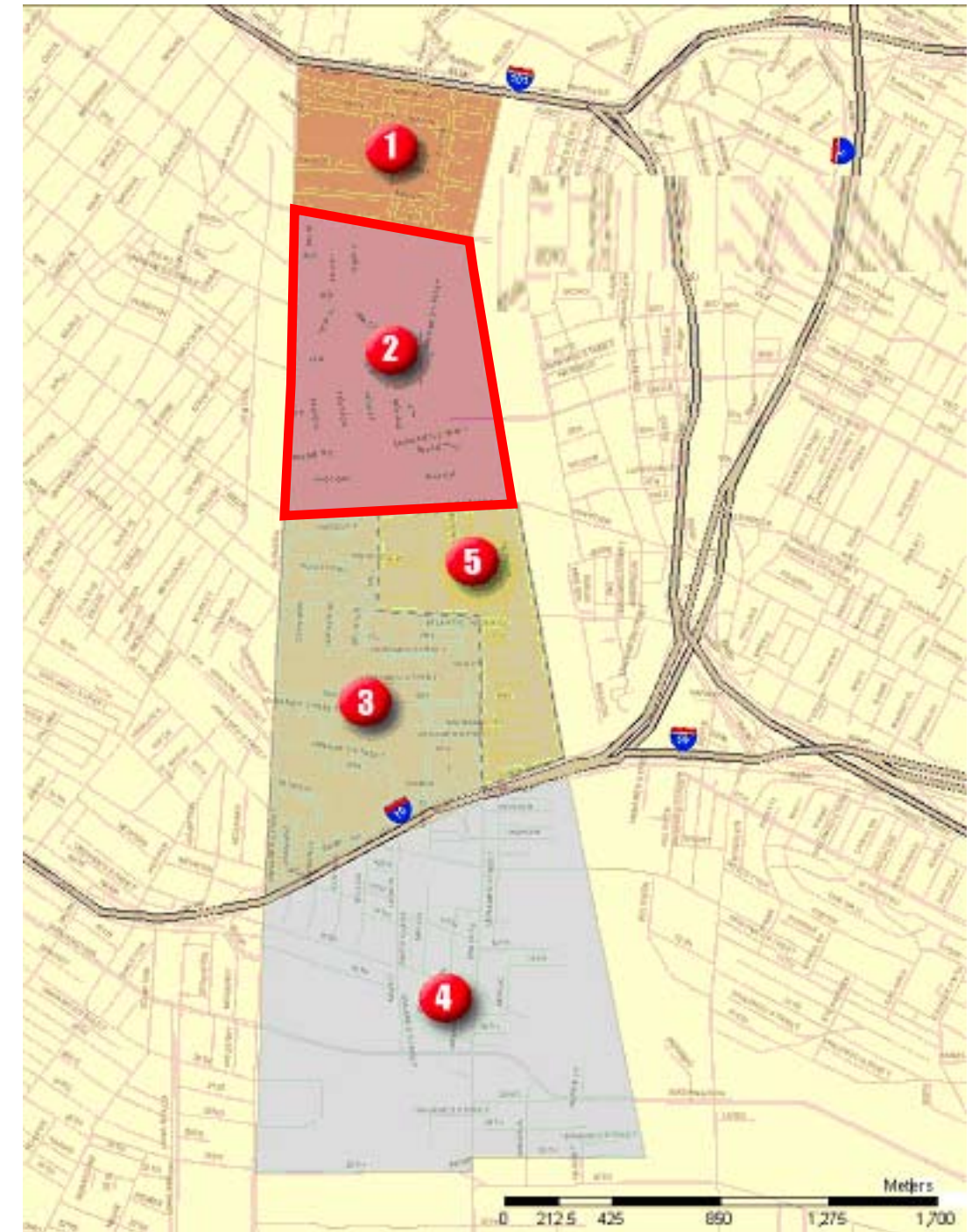
Sub Area Maps - 5 Sub Areas  
 Alameda Demographic Data

## SUMMARY STATISTICS BY SUB AREA

ANALYSIS AREA	NO. OF FIRMS	NO. OF JOBS	AREA (In Acres)	
			Total	Industrial/Commercial
Analysis Area 1	44	738	60.3	14.4
Analysis Area 2	237	2,201	163.0	62.5
Analysis Area 3	334	3,904	238.9	191.5
Analysis Area 4	251	2,875	370.4	245.5
Analysis Area 5 <sup>2</sup>	117	1,376	78.0	45.1
<b>Total Area</b>	<b>866</b>	<b>9,718</b>	<b>832.6</b>	<b>513.9</b>

<sup>2</sup>South of 6th Street, Sub-portion of Analysis Area 3.

## INDEX MAP



— Potential change areas

map not to scale





# Alameda Industrial Area Analysis Area 1

## Survey Analysis Areas



### Land Uses as Surveyed Commercial

- Grocery / Liquor / Convenience
- Restaurant / Bar
- Commercial / Service / Office
- Retail - Community scale
- Retail - Regional scale
- Adult

### Industrial

- Research / Intellectual / Industry
- Light Industry
- Auto
- Storage (self)
- Storage (warehouse)
- Heavy Industrial and Manufacturing
- Entertainment / Production

### Infrastructure

- Institutional
- Residential
- Parking
- Associated Parking
- Railroad
- Bridges / Streets / other ROWs

### Misc.

- Vacant
- Other
- Unknown

### Generalized Zoning

- Single Family, Agriculture
- Residential
- RAS
- Parking
- Commercial
- Industrial
- Misc
- OS
- PF

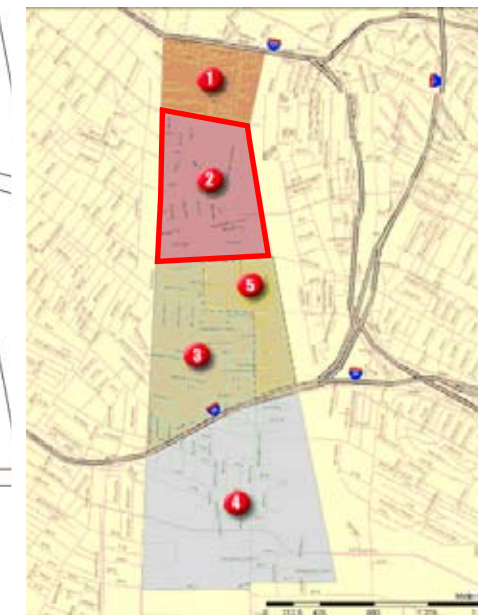
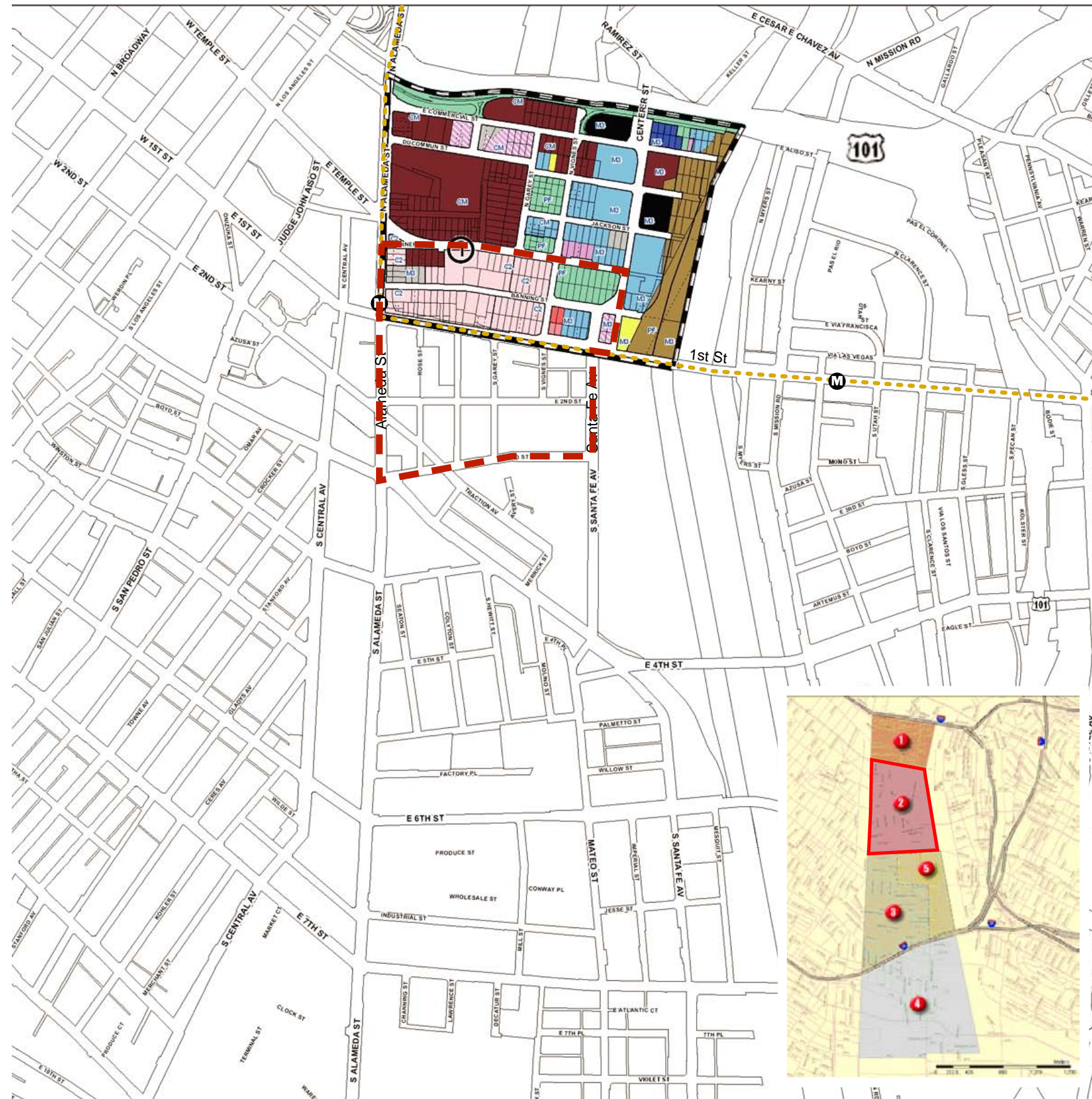
City Boundary (PLN)

Metro Gold Line (proposed)

Metro stop



map not to scale



### Top 5 Industries No. of Firms

- Other Services 9
- Wholesale Trade 5
- Manufacturing 6
- Apparel 3
- Government 3
- All Others 18

**Total Jobs 738**  
**Total Firms 44**

### Top 5 Industries No. of Employees

- Manufacturing 418
- Wholesale Trade 85
- Other Services 85
- Education 75
- Health Services 18
- All Others 57

**Land Use**  
**Total Acres 60.3**  
Light Industrial 13.9 (23%)  
Heavy Industrial 0  
**Total Industrial 13.9 (23%)**  
Residential 0.9 (2%)  
Commercial 0.5 (1%)  
Miscellaneous 45.0 (75%)

### Preliminary Recommendations

Preserve industrial zoning consistent with current Central City North Community Plan; allow industrial and ancillary commercial uses only. Identify and implement infrastructure plans and investment strategies to facilitate industrial uses. No new residential uses; existing residential may remain. Recommend development of TOD Plan (for area bound by Temple St., Santa Fe Ave. 3rd St. and Alameda St.) as part of Civic Center Master Plan.



# Alameda Industrial Area Analysis Area 2

## Survey Analysis Areas



### Land Uses as Surveyed Commercial

- Grocery / Liquor / Convenience
- Restaurant / Bar
- Commercial / Service / Office
- Retail - Community scale
- Retail - Regional scale
- Adult

### Industrial

- Research / Intellectual / Industry
- Light Industry
- Auto
- Storage (self)
- Storage (warehouse)
- Heavy Industrial and Manufacturing
- Entertainment / Production

### Infrastructure

- Institutional
- Residential
- Parking
- Associated Parking
- Railroad
- Bridges / Streets / other ROWs

### Misc.

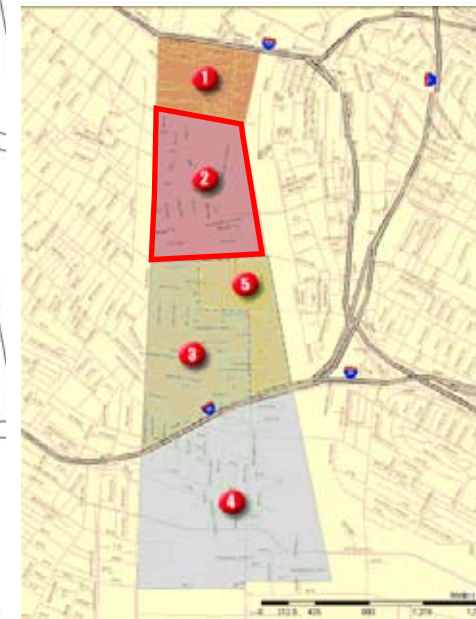
- Vacant
- Other
- Unknown

### Generalized Zoning

- Single Family, Agriculture
- Residential
- RAS
- Parking
- Commercial
- Industrial
- Misc
- OS
- PF

- City Boundary (PLN)
- Metro Gold Line (proposed)
- Metro stop

map not to scale



### Top 5 Industries No. of Firms

- Other Services 58
- Wholesale Trade 51
- Manufacturing 27
- Apparel 12
- Misc Retail 9
- All Others 71

**Total Jobs 2,201**  
**Total Firms 237**

### Top 5 Industries No. of Employees

- Manufacturing 543
- Wholesale Trade 533
- Other Services 239
- Agri/Mining 203
- Government 164
- All Others 519

**Land Use  
Total Acres 163.1**  
Light Industrial 51.7 (32%)  
Heavy Industrial 3.1 (2%)  
**Total Industrial 54.7 (34%)**  
Residential 23.3 (14%)  
Commercial 7.8 (5%)  
Miscellaneous 77.3 (47%)

### Preliminary Recommendations

Preserve industrial zoning consistent with current Central City North Community Plan; allow industrial and ancillary commercial uses. Maintain and strengthen Artist in Residence district; continue to allow live/work uses and adaptive reuse for live/work functions. Allow new live/work residential construction with requirement for public benefits and/or in lieu fees for affordable artist housing, open space, and/or amenities within the district. Maintain existing district scale. Recommend development of TOD Plan (for area bound by Temple St., Santa Fe Ave. 3rd St. and Alameda St.) as part of Civic Center Master Plan. Develop strategies and programs to mitigate potential loss of industrial jobs.



# Alameda Industrial Area Analysis Area 3 (Including Area 5)

## Survey Analysis Areas



### Land Uses as Surveyed Commercial

- Grocery / Liquor / Convenience
- Restaurant / Bar
- Commercial / Service / Office
- Retail - Community scale
- Retail - Regional scale
- Adult

### Industrial

- Research / Intellectual / Industry
- Light Industry
- Auto
- Storage (self)
- Storage (warehouse)
- Heavy Industrial and Manufacturing
- Entertainment / Production

### Infrastructure

- Institutional
- Residential
- Parking
- Associated Parking
- Railroad
- Bridges / Streets / other ROWs

### Misc.

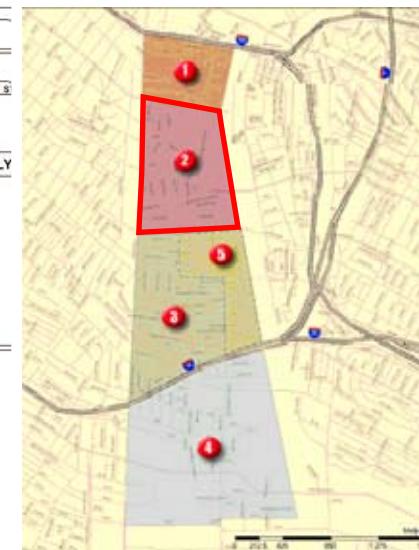
- Vacant
- Other
- Unknown

### Generalized Zoning

- Single Family, Agriculture
- Residential
- RAS
- Parking
- Commercial
- Industrial
- Misc
- OS
- PF
- City Boundary (PLN)



map not to scale



### Top 5 Industries

#### No. of Firms

- Wholesale Trade 125
- Manufacturing 56
- Other Services 36
- Apparel 24
- Food Stores 16
- All Others 77

### Total Jobs 3,904

#### Total Firms 334

### Top 5 Industries

#### No. of Employees

- Manufacturing 1,557
- Wholesale Trade 1,431
- Apparel 233
- Other Services 133
- Food Stores 79
- All Others 471

### Land Use

#### Total Acres 239.0

- Light Industrial 173.9 (73%)
- Heavy Industrial 6.8 (3%)
- Total Industrial 180.6 (76%)**
- Residential 8.6 (4%)
- Commercial 10.9 (5%)
- Miscellaneous 38.8 (16%)

### Preliminary Recommendations

Preserve industrial zoning consistent with current Central City North Community Plan; allow industrial and ancillary commercial uses only. Identify and implement infrastructure plans and investment strategies to facilitate industrial uses. No new residential uses; existing residential may remain.



# Alameda Industrial Area Analysis Area 4

## Survey Analysis Areas



### Land Uses as Surveyed Commercial

- Grocery / Liquor / Convenience
- Restaurant / Bar
- Commercial / Service / Office
- Retail - Community scale
- Retail - Regional scale
- Adult

### Industrial

- Research / Intellectual / Industry
- Light Industry
- Auto
- Storage (self)
- Storage (warehouse)
- Heavy Industrial and Manufacturing
- Entertainment / Production

### Infrastructure

- Institutional
- Residential
- Parking
- Associated Parking
- Railroad
- Bridges / Streets / other ROWs

### Misc.

- Vacant
- Other
- Unknown

### Generalized Zoning

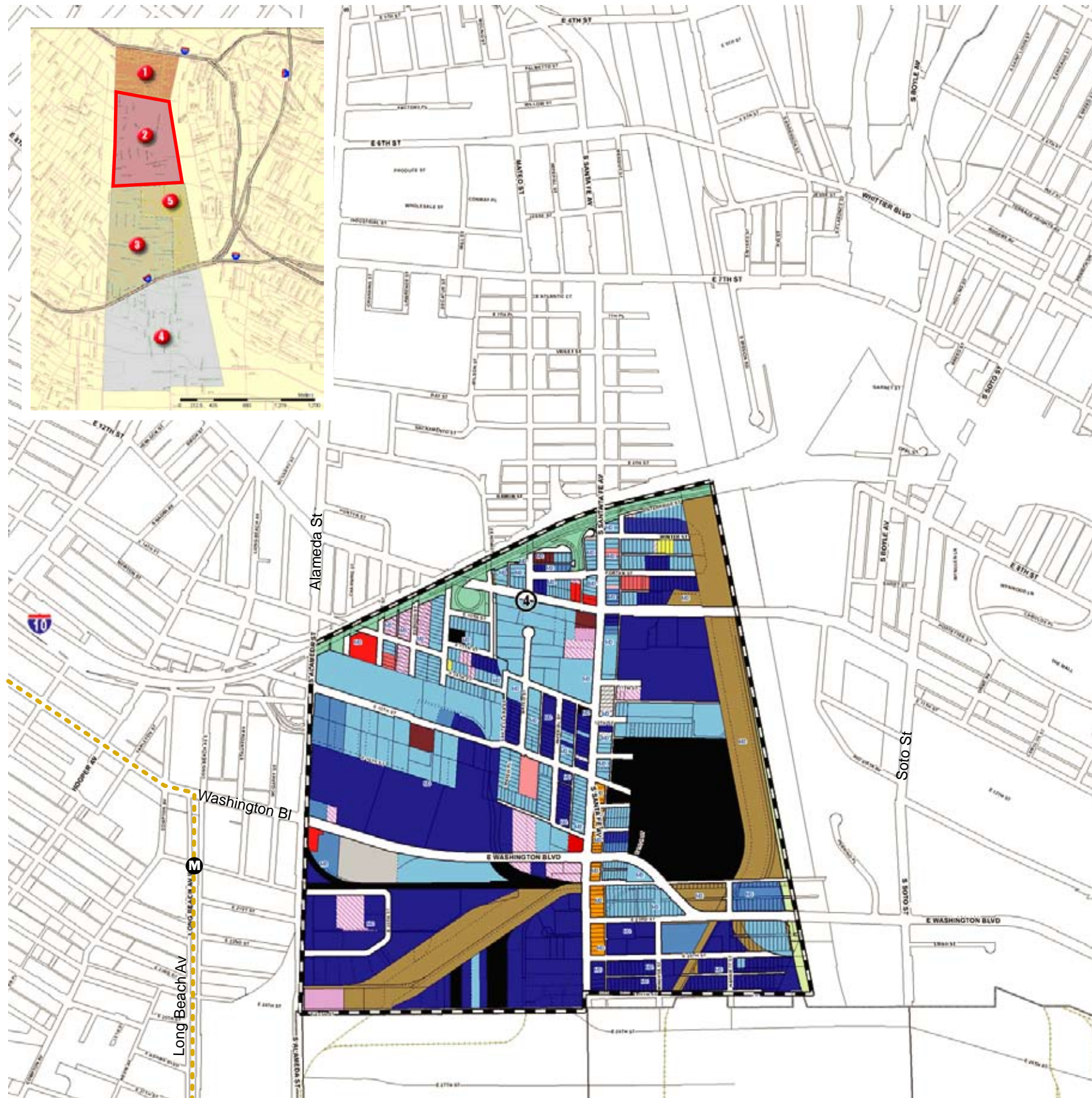
- Single Family, Agriculture
- Residential
- RAS
- Parking
- Commercial
- Industrial
- Misc
- OS
- PF
- City Boundary (PLN)

Metro Gold Line (proposed)

Metro stop



map not to scale



### Top 5 Industries No. of Firms

Wholesale Trade 92  
Manufacturing 41  
Other Services 27  
Apparel 18  
Food Stores 12  
All Others 61

**Total Jobs 2,875**  
**Total Firms 251**

### Top 5 Industries No. of Employees

Manufacturing 1,145  
Wholesale Trade 236  
Apparel 172  
Transportation 109  
Other Services 98  
All Others 299

**Land Use**  
**Total Acres 370.6**  
Light Industrial 114.2 (31%)  
Heavy Industrial 124.7 (34%)  
**Total Industrial 238.9 (65%)**  
Residential 0.6 (<1%)  
Commercial 6.6 (2%)  
Miscellaneous 124.4 (34%)

### Preliminary Recommendations

Preserve industrial zoning consistent with current Central City North Community Plan; allow industrial and ancillary commercial uses only. Identify and implement infrastructure plans and investment strategies to facilitate industrial uses. No new residential uses; existing residential may remain.



# Alameda Industrial Area Analysis Area 5 (Sub Portion of Area 3)

## Survey Analysis Areas



### Land Uses as Surveyed Commercial

- Grocery / Liquor / Convenience
- Restaurant / Bar
- Commercial / Service / Office
- Retail - Community scale
- Retail - Regional scale
- Adult

### Industrial

- Research / Intellectual / Industry
- Light Industry
- Auto
- Storage (self)
- Storage (warehouse)
- Heavy Industrial and Manufacturing
- Entertainment / Production

### Infrastructure

- Institutional
- Residential
- Parking
- Associated Parking
- Railroad
- Bridges / Streets / other ROWs

### Misc.

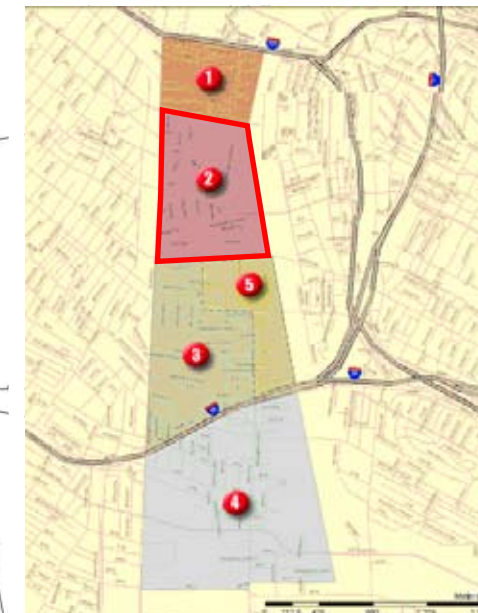
- Vacant
- Other
- Unknown

### Generalized Zoning

- Single Family, Agriculture
- Residential
- RAS
- Parking
- Commercial
- Industrial
- Misc
- OS
- PF
- City Boundary (PLN)



map not to scale



### Top 5 Industries No. of Firms

- Wholesale Trade 44
- Manufacturing 20
- Other Services 13
- Apparel 8
- Food Stores 6
- All Others 26

**Total Jobs 1,376**  
**Total Firms 117**

### Top 5 Industries No. of Employees

- Manufacturing 549
- Wholesale Trade 505
- Apparel 82
- Transportation 52
- Other Services 47
- All Others 141

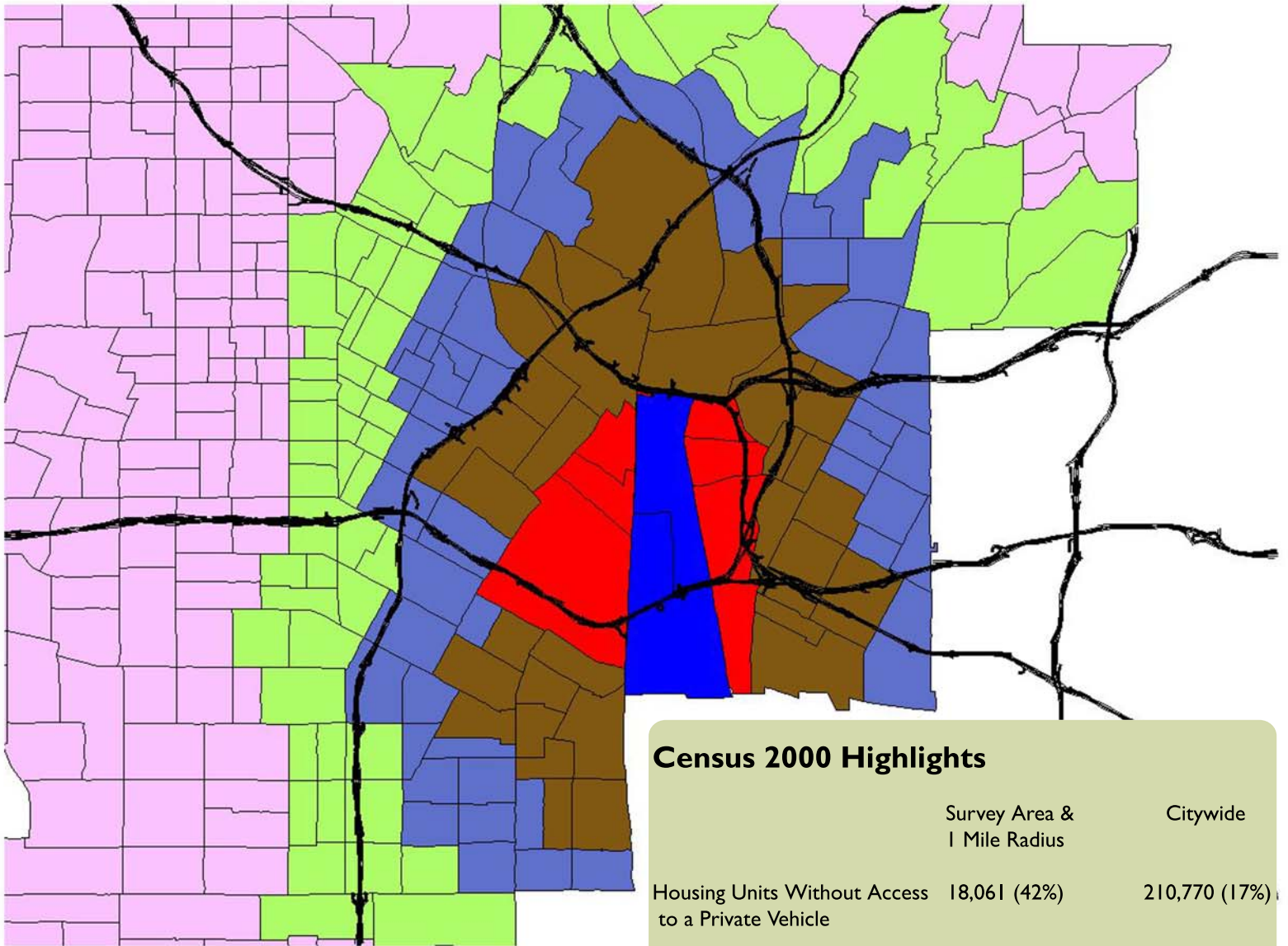
**Land Use  
Total Acres 78.1**  
Light Industrial 36.7 (47%)  
Heavy Industrial 3.5 (5%)  
**Total Industrial 40.3 (52%)**  
Residential 7.4 (9%)  
Commercial 4.8 (6%)  
Miscellaneous 25.7 (33%)

### Preliminary Recommendations

Preserve industrial zoning consistent with current Central City North Community Plan; allow industrial and ancillary commercial uses only. Identify and implement infrastructure plans and investment strategies to facilitate industrial uses. No new residential uses; existing residential may remain.



# Alameda Demographic Data (2000 Census)



## Census 2000 Highlights

	Survey Area & 1 Mile Radius	Citywide
Housing Units Without Access to a Private Vehicle	18,061 (42%)	210,770 (17%)
Persons Over 25 With a High School Diploma or Less	73,867 (77%)	1,172,110 (51%)
Persons Employed in Manufacturing	12,179 (27%)	202,277 (13%)
Population Living Below the Poverty Line	56,576 (38%)	801,050 (22%)

-  **Freeways**
-  **Alameda Industrial Survey Area**
-  **Intersecting Tracts\***
-  **1 Mile Radius**
-  **2 Mile Radius**
-  **3 Mile Radius**
-  **Census 2000 Tracts**

\* Includes Survey Area and Non-Industrial Zones



**Alameda Industrial Area Demographics for 2000**

	Survey and		1-Mile Radius*		2-Mile Radius*		3-Mile Radius*		City of Los Angeles	
	Intersecting Tracts		Count	Percent	Count	Percent	Count	Percent	Count	Percent
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Total Population	19269		162362		359247		639952		3694834	
Total Working Outside the Home	5334		43477		103209		198680		1433200	
Transit, Bike or Walk to Work	2533	47	15289	35	38660	37	66907	34	214873	15
Commute Less Than 15 Minutes	1105	21	9092	21	18631	18	34332	17	270935	19
Commute 15-24 Minutes	1408	26	12673	29	30705	30	59308	30	424978	30
Commute 25-34 Minutes	1184	22	10884	25	27822	27	52462	26	349706	24
Commute 35-44 Minutes	458	9	2532	6	5785	6	12101	6	103391	7
Commute 45 Minutes or More	1179	22	8296	19	20266	20	40477	20	284190	20
Total Population 25 and Over	14318		96028		199566		356740		2308887	
High School Diploma or Less	9887	69	73867	77	159387	80	267028	75	1172110	51
Greater than High School Diploma	4431	31	22161	23	40179	20	89712	25	1136777	49
Employed Civilian Population 16 and Over	5842		45900		108661		209560		1532074	
Employed in Manufacturing	900	15	12179	27	32751	30	52001	25	202277	13
Employed in Wholesale Trade	450	8	3088	7	6726	6	11673	6	60691	4
Employed in Transportation and Warehousing	199	3	1651	4	3782	3	7722	4	55755	4
Total Household	6188		43180		94608		179710		1276609	
Households With Any Public Assistance	1110	18	6715	16	14268	15	22878	13	88017	7
Persons With Poverty Status Determined	18829		148594		341578		614035		3622606	
Living Below the Poverty Line	9043	48	56576	38	128088	37	219137	36	801050	22
100-200% of Poverty Line	5406	29	50602	34	119269	35	203623	33	878215	24
Living Above 200% of the Poverty Line	4380	23	41416	28	94221	28	191275	31	1943341	54
Occupied Housing Units	6204		43143		94539		179558		1275358	
With No Access to Private Vehicle	3542	57	18061	42	38007	40	62598	35	210770	17
With 1+ Vehicles	2662	43	25082	58	56532	60	116960	65	1064588	83
Source: Census 2000 Summary File 3, Sample data aggregated by census tracts for those tracts intersecting the Industrial Survey Area, and at 1, 2, and 3 mile radii from the Survey Area.										
* Radii are measured from the industrial zoned survey area. All totals are inclusive.										