

**A map and guide
to the
San Francisco
Bay Area, featuring
industrial sites
served by
Southern Pacific**



Facts and Figures on the San Francisco Bay Area

CLIMATE: The San Francisco Bay Area is world famous for its cool summers and mild winters. "Mediterranean-type" weather prevails throughout the year

LOCATION: The San Francisco Bay Area comprises the nine counties surrounding the Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma. Located in the central coastal area of California, it is favorably situated to provide convenient and efficient distribution of products to other population centers of the West. The following chart indicates rail mileage from San Francisco to principal cities.

FROM SAN FRANCISCO TO:

Los Angeles	478	Phoenix, Arizona	904
Fresno	201	Salt Lake City, Utah	820
Stockton	91	Reno, Nevada	242
Sacramento	89	Seattle, Washington	903
San Diego	676	Spokane, Washington	1089
Portland, Oregon	771	Boise, Idaho	1211

TRANSPORTATION: The Bay Area has some of the finest transportation services available anywhere. Southern Pacific, with its headquarters in San Francisco, plays a major role in providing these services. It has a network of tracks throughout the Bay Area, as part of its 14,000-mile system of rail lines serving California and eleven other states in the West and Southwest. (See map on back cover)

Pacific Motor Trucking Company in the West, and other trucking subsidiaries East of El Paso, provide pickup and delivery service, including piggyback vans, as well as complete highway trucking services.

Southern Pacific's pipelines provide important service from Bay Area oil refineries to principal distribution points in Northern California and Nevada and in other western states.

LAND: There are a wide variety of industrial sites available throughout the Bay Area, ranging from close-in industrial parks advantageously located for distribution of products to downtown customers, to vast acreages suitable for major manufacturing plants. Land prices, of course, vary according to location, size, utility services provided, and other factors, however, the general price range compares favorably with industrial land prices in other metropolitan areas.

POPULATION GROWTH:

1950-1970

County	1950	1960	1965	1970*
Alameda	740,315	908,209	1,028,000	1,100,000
Contra Costa	298,984	409,030	505,800	535,000
Marin	85,619	146,820	187,000	225,000
Napa	46,603	65,890	75,300	92,000
San Francisco	775,357	740,316	750,500	730,000
San Mateo	235,659	444,387	528,600	640,000
Santa Clara	290,547	642,315	881,100	1,000,000
Solano	104,833	134,597	158,900	174,000
Sonoma	103,405	147,375	181,900	199,000
Bay Area	2,681,322	3,638,939	4,297,100	4,695,000

*Source Bay Area Rapid Transit District and U. S. Department of Commerce.

INDUSTRIAL GROWTH:

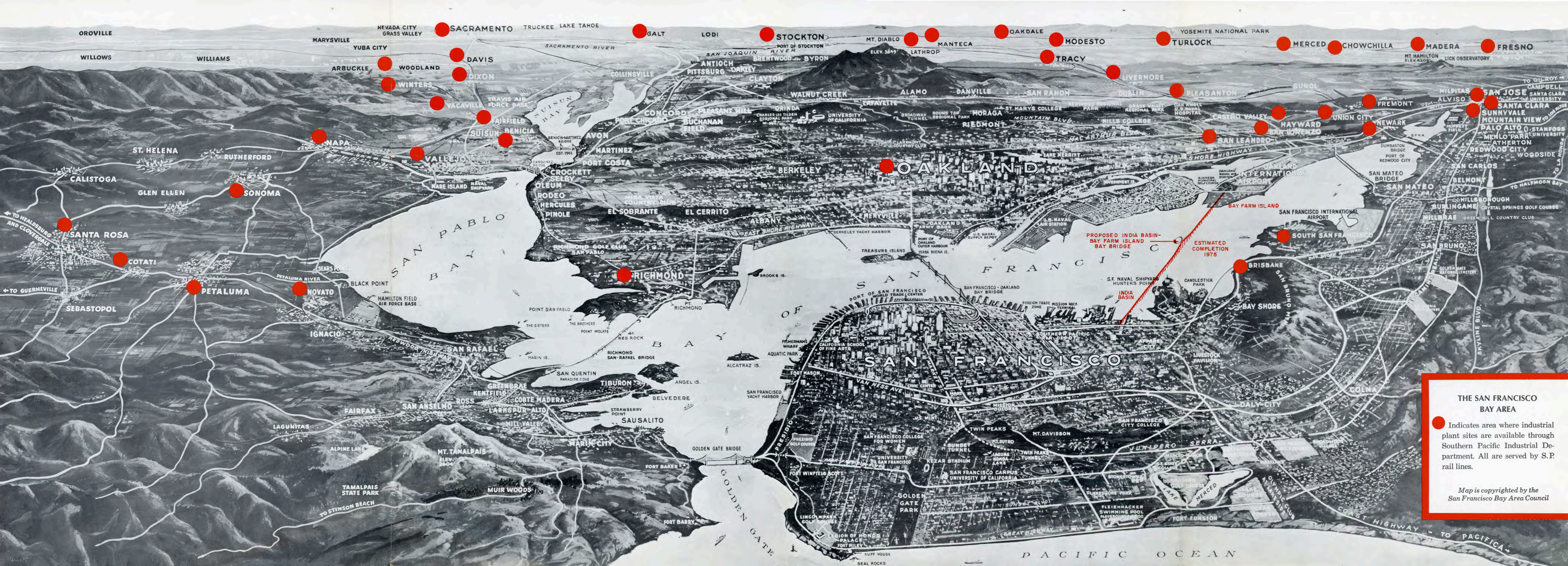
Industrial Building Permits Issued (1963-1965)

	1963		1964		1965	
	No.	Dollar Value	No.	Dollar Value	No.	Dollar Value
Alameda	164	\$ 7,287,627	151	\$16,406,230	187	\$15,102,737
Contra Costa	96	5,472,024	108	9,632,705	133	9,236,894
Marin	22	630,200	26	1,811,805	30	3,029,860
Napa	4	219,712	3	96,000	7	561,000
San Francisco	6	1,384,720	54	3,918,454	42	4,299,410
San Mateo	84	5,542,496	66	7,192,425	66	6,308,870
Santa Clara	245	19,336,798	188	14,322,000	178	19,554,367
Solano	8	320,378	12	540,772	14	3,799,781
Sonoma	29	634,839	32	1,225,477	34	869,991
Bay Area	658	\$40,828,794	640	\$55,145,868	691	\$62,862,910

UTILITIES: The San Francisco Bay Area is amply supplied with electricity, gas and water through such major utilities as the Pacific Gas & Electric Co., the East Bay Municipal Utility District, the San Francisco Water Department, and others.

FOR FURTHER INFORMATION: Southern Pacific's Industrial Department, located at 65 Market Street, Room 730, San Francisco, telephone (415) 362-1212, will save you time and money in seeking new plant locations in the San Francisco Bay Area. S.P.'s industrial development specialists are experienced in plant location studies, they know available industrial properties; they are acquainted with local government and utility representatives; and they have a proven record of treating all inquiries in strictest confidence. Southern Pacific would welcome the opportunity to serve you.





THE SAN FRANCISCO BAY AREA

● Indicates area where industrial plant sites are available through Southern Pacific Industrial Department. All are served by S.P. rail lines.

Map is copyrighted by the San Francisco Bay Area Council

Southern Pacific calls the 12-state area it serves the "Golden Empire"—a fitting description of the fastest-growing area (both in population and industry) in the United States. S.P serves this Golden Empire with

- A diversified fleet of more than 80,000 freight cars.
- A modern highway fleet of more than 7,000 units.
- One of the largest Piggyback fleets in the U.S.
- Petroleum products pipelines serving six western states.

As in the San Francisco Bay Area, choice industrial sites located on S.P are available throughout this "Golden Empire."

