

Why Bakersfield?



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Table of Contents

SECTION 1.0 INTRODUCTION	. 2
1.1 Why Bakersfield?	2
SECTION 2.0 DYNAMIC CITY IN THE IDEAL LOCATION	. 3
2.1 Engaged Elected Officials and City Staff	3
2.2 Growing Metropolitan Area	3
2.3 Personal Travel Times	3
SECTION 3.0 COMMUNITY AND FAMILY	. 4
3.1 Quality of Life	4
Recreation	4
Affordability	4
Educational Opportunity	5
Comfortable Commute	6
3.2 Workforce and Talent Retention	6
Labor and Wage Information	6
SECTION 4.0 FRIENDLY DEVELOPMENT AND BUILDING OPTIONS	. 7
4.1 Friendly Development	7
State of California Incentives	7
Federal Incentives	7
City of Bakersfield Incentives	8
Expeditious Permit Processing	8
Potential Grants/Loans for Job Creation	8
Other Programs Offered by Non-City Entities	9
4.2 Master Planned Communities	9
Downtown Bakersfield	9
Seven Oaks Business Park	10
Saco Ranch	10
City in the Hills	11
Old River Ranch	11
Rosedale Ranch	11
Time to Operation	12

SECTION 1.0 INTRODUCTION

The City of Bakersfield is the premier location for any new business – Bakersfield is the total package.

	AFFORDABLE	Bakersfield offers a large inventory of shovel-ready commercial sites.
>	CONNECTED	Bakersfield is the transportation link between the East and West Coasts via the intersection of two major Interstate Freeways (Interstate 5 and State Route 58).
	ACCESSIBLE	Bakersfield is within two hours of Los Angeles and four hours of the Bay Area.
	MODERN	Bakersfield is a station location for the future California High-Speed Rail.
>	GROWING	Bakersfield is the 9 th largest city in California, and the center of a bustling metropolitan area expected to exceed 886,000 residents by 2045.
>	STREAMLINED	Bakersfield's permit process is fast, simple, and business-friendly.
>	EMPLOYABLE	Bakersfield boasts a built-in work force and University partnerships.
>	SHOVEL READY	Bakersfield is home to several Master-Planned developments that are fully entitled and ready to accommodate new and expanding businesses.
>	FORWARD THINKING	Bakersfield properties can be custom-tailored to encourage development of a campus and community where you can work, play and live.

Bakersfield is one the country's fastest growing cities and continues to grow as the top spot for affordable business and office space throughout Central and Southern California.

By locating in Bakersfield, your business will be part of a community that has been transforming from a suburban farming and oil area to a thriving urban center.

1.1 Why Bakersfield?

Bakersfield is one of the fastest growing metropolitan areas in the state, and is ranked as one of the most family-oriented. Bakersfield is within hours of the ocean, mountains, major ports, larger cities like Los Angeles and San Francisco, and many other places to visit, work, and recreate. The City is easily accessible to 40 million people.

Bakersfield is within a four-hour drive of 90% of the state of California's population and within 300 miles of 14% of the U.S. population. With the future High-Speed Rail, commutes to Los Angeles will be reduced to one hour and San Francisco and other bay area cities approximately two hours. Bakersfield is also located within 150 miles of three deep water ports, the link to international trade. Two of them, the Port of Los Angeles and the Port of Long Beach, are active players in international trade routes between the United States and East Asia.

The Bakersfield area ranks 5th among metropolitan areas for prosperity, and factors included in this assessment include productivity, standard of living, and annual average wage, which were assessed in 2014-2015 for the area's growth. Bakersfield also ranks 5th in the nation for upward mobility. Bakersfield is also ranked 20th in livability in the United States. This scoring includes families, recreation, diversity, and other factors.

There are three core reasons why your business should consider a Bakersfield location:

- 1. Bakersfield is a dynamic and growing City;
- 2. Bakersfield is an affordable community of hardworking and family-oriented people; and
- 3. Bakersfield is development friendly with plenty of options for building.

SECTION 2.0 DYNAMIC CITY IN THE IDEAL LOCATION

Bakersfield is within the geographic center of California's weighted population and is located strategically between the Bay Area and the greater Los Angeles area, just 250 miles from each. Bakersfield is in the "sweet spot" to access all the major population centers within the state.

2.1 Engaged Elected Officials and City Staff

The City of Bakersfield has a proven history of active engagement and collaboration with constituents to develop a City that is prosperous, safe, and provides for the needs of its ever-growing residents.

Under the new direction of the recently-elected Mayor and the City Council, and with the support of City staff, the City is working to implement the Mayor's three-part vision:

- Create more and better paying jobs with positive business climate.
- Build stronger relationships between police officers and citizens.
- Improve education, the doorway to a better life; have city government and businesses working more closely with schools.

Growing or new businesses will help to further the vision by directly creating more and high-paying jobs and by providing additional tax revenue to assist the police in building stronger relationships and providing resources that will improve education in the City. Additionally, the influx of high-skilled labor would provide incentive for our higher education system to expand services applicable to the needs of new businesses and populating their labor force.

2.2 Growing Metropolitan Area

The County of Kern as a whole has close to 1 million people, and the City of Bakersfield is the County seat and its largest metropolitan area. Located in California's Central Valley, the City has experienced an impressive 55% increase in population since 2000.

The current population of Bakersfield is 384,000, ranks as the 9th largest city in California, and has a greater population than such California cities as Anaheim and Irvine as well as others such as Honolulu, St. Louis, Pittsburgh, and Cincinnati.

Kern County's population will increase to about 1.2 million people by 2040 and 1.5 million people by 2060 of which about 900,000 will live in the Metropolitan Bakersfield area.

2.3 Personal Travel Times

Bakersfield has multiple options for travel within the City and to nearby population centers. We are fortunate to have two north-south highways in Interstate (I) 5 and State Route (SR) 99 that provide convenient access to northern and southern California, including major population centers such as Los Angeles and San Francisco within a four-hour drive. Additionally, SR-58 provides east-west connectivity to I-15 to the east. With the completion of the Centennial Corridor as part of the greater

Thomas Roads Improvement Program (TRIP), an ambitions multi-million-dollar transportation improvement program in the City, SR-58 will also be able to access 1-5 to the west in the near future.

Bakersfield's Meadows Field is an international airport served by three national air carriers with non-stop service to five cities and one-stop service to all major U.S. cities. For destinations such as New York, one-stop service to Bakersfield is available in approximately seven hours. Non-stop service to Los Angeles is available in about five hours. However, ground transport from Meadows Field to any location in greater Bakersfield can be reached in 30 minutes or less as opposed to ground transportation time from Los Angeles International Airport to other part of the area can be much greater, resulting in total travel time that is little different, but arguably with much greater aggravation.

SECTION 3.0 COMMUNITY AND FAMILY

As Bakersfield's population continues to grow, so does the City's ability to attract and provide urban amenities that enhance lifestyle standards.

The City also preserves qualities that other metropolitan areas in California have lost long ago such as affordable housing, a family- and community-oriented environment, and convenient and uncongested roadways as well as other assets that make Bakersfield a great place to locate.

3.1 Quality of Life

According to a recent analysis by a national real estate website, Bakersfield is ranked as the second-most family-friendly city in California. Bakersfield is also first for the lowest cost of living and most affordable housing market as well as third for shortest commute and largest children's population.

Recreation

Bakersfield averages 274 sunny days a year and offers 54 City parks, including the Park at Riverwalk, a 32-acre oasis adjacent to the Kern River.

Mill Creek Linear Park connects Downtown via a 1.5 mile waterfront trail linking new downtown housing, antique shops, restaurants, and museums with the Bakersfield Convention Center and adjacent entertainment district.

To promote bicycling as an active mode of transportation, the City has created a bicycle transportation network that interconnects miles of bike paths, lanes, and routes. Metropolitan Bakersfield has approximately 240 miles of existing bikeways.

Bakersfield is also within a few hours of many of California's natural wonders promises so much more to explore. For more information, please visit http://www.visitbakersfield.com.

Affordability

The mean housing price in Bakersfield is 34% and 25% of what the same home would cost in Los Angeles or Irvine, respectively. The City's median home value is \$219,900 compared to the median home value statewide of \$505,800.

Employees living in Bakersfield can get a lot for their money in Bakersfield, which was ranked No. 1 in housing affordability in California and listed as the third-largest City in the nation in millennial home ownership growth.

Bakersfield offers diverse housing options and with over 1,000 residential building permits issued a year, the City is still building a variety of housing options and has plenty of room for more.

TOTAL HOUSING	SINGLE FAMILY			MULTIPLE FAMILY		
UNITS	DETACHED	ATTACHED	MOBILE HOMES	2 TO 4 UNITS PER BUILDING	5 OR MORE UNITS PER BUILDING	
128,632	91,558	3,363	2,774	14,655	16,282	
COST OF LIVING						
Costs		California		Bakersfield % Dif		
Overall		152		107 -30%		
Grocery		113.9		101.2	-11%	
Health	108		106	-2%		
Housing 242		114	-53%			
Utilities	110 112		110 112		2%	
Transportation		111		108	-3%	
Miscellaneous		107		101 -6%		

Educational Opportunity

California State University Bakersfield (CSUB) offers high-quality undergraduate and graduate programs that advance the intellectual and personal development of its students. The University is committed to scholarship and life-long learning, and currently offers more than 50 different Bachelor's and Master's degree programs. CSUB serves more than 8,720 students at either the main campus in Bakersfield or CSUB – Antelope Valley and counts over 40,000 alumni from its four schools: Arts and Humanities; Business and Public Administration; Natural Sciences, Mathematics and Engineering; and Social Sciences and Education. CSUB is a continuously growing comprehensive regional university that is committed to transforming the lives of its students and community through its established excellence in academia, diversity, service, and community engagement since its founding in 1965.

CSUB offers undergraduate degrees in accounting, business administration, computer engineering, computer science, economics, finance, management, marketing, mathematics. It also provides graduate degrees in business administration. The Economist #10 voted CSUB as the Best Economic Value of Degree 99th Percentile and, according to the Brookings Institute, is 95th Percentile for Expected Student Earnings.

Bakersfield College (BC) provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. BC's rigorous and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.

National University, University of LaVerne, Fresno Pacific University, Point Loma Nazarene University, and Santa Barbara Business College also maintain campuses in Bakersfield.

Comfortable Commute

According to a 2012 report by the Texas A&M Transportation Institute, Bakersfield commuters experience 12 hours of traffic delay per year as opposed to 61 hours in Los Angeles. The average one-way commute in California, takes 23 minutes, and 80% of commuters drive their own car alone, 13% carpool with others, 1% take mass transit, and 3% work from home.

3.2 Workforce and Talent Retention

Bakersfield is one of the fastest growing cities in California and is currently ranked 9th largest. Bakersfield has the 2nd fastest growing millennial population in the U.S., with a 38% increase in millennial residents. Bakersfield is in the top 10 of 200 metropolitan areas for fastest growing gross domestic product; with an economic growth rate of 7.9% between 2001 and 2015.

With this rapid growth, Bakersfield is poised for new opportunity and has the ability to accommodate an influx of new population. Future job growth over the next ten years is predicted to be 30.27%.

Labor and Wage Information

According to the U.S. Bureau of Labor Statistics, Occupational Employment Statistics, the City of Bakersfield has a broad range of employees in the work force.

BAKERSFIELD MSA	Employment	Employment per 1,000 jobs	Location Quotient
All Occupations	303,620	1000.000	1.00
Management Occupations	11,380	37.482	0.73
Business and Financial Operations Occupations	10,050	33.113	0.63
Computer and Mathematical Occupations	4,170	13.743	0.46
Architecture and Engineering Occupations	7,500	24.699	1.40
Life, Physical, and Social Science Occupations	2,600	8.579	1.06
Community and Social Service Occupations	5,540	18.230	1.24
Legal Occupations	1,100	3.629	0.47
Education, Training, and Library Occupations	21,460	70.685	1.15
Arts, Design, Entertainment, Sports, and Media Occupations	2,030	6.700	0.50
Healthcare Practitioners and Technical Occupations	14,730	48.503	0.81
Healthcare Support Occupations	6,300	20.742	0.72
Protective Service Occupations	10,020	32.992	1.38
Food Preparation and Serving Related Occupations	23,740	78.204	0.84
Building and Grounds Cleaning and Maintenance Occupations	7,340	24.171	0.78
Personal Care and Service Occupations	9,530	31.376	0.87
Sales and Related Occupations	25,490	83.955	0.82

BAKERSFIELD MSA	Employment	Employment per 1,000 jobs	Location Quotient
Office and Administrative Support Occupations	36,000	118.570	0.77
Farming, Fishing, and Forestry Occupations	43,190	142.241	43.06
Construction and Extraction Occupations	14,740	48.545	1.21
Installation, Maintenance, and Repair Occupations	12,950	42.654	1.10
Production Occupations	12,380	40.778	0.64
Transportation and Material Moving Occupations	21,380	70.411	1.01

SECTION 4.0 FRIENDLY DEVELOPMENT AND BUILDING OPTIONS

Bakersfield has always prided itself on being business and development friendly. Additionally, the available land in the Bakersfield area allows a multitude of options in siting and design of your business location.

4.1 Friendly Development

State of California Incentives

The state of California provides multiple incentives for companies to locate and do business in the state. Incentives include programs on business operations, hiring and training, business expansion and facility improvements, start-up support, exporting incentives, and others based on your industry type. The City will work with your business to identify opportunities. Additional information can be found at California Business Incentives Portal (http://businessportal.ca.gov/Incentives).

Federal Incentives

New Market Tax Credits (NMTC) - There are several areas within the City that would qualify for new market tax credits. The NMTC Program incentivizes business and real estate investment in low-income communities via a federal tax credit. The program is administered by the US Treasury Department's Community Development Financial Institutions Fund and allocated by local Community Development Entities across the United States.

Opportunity Zones – There are several census tracts within the City that have been identified as opportunity zones. Investments made by individuals through special funds in these zones would be allowed to defer or eliminate federal taxes on capital gains. More information about the opportunity zones program can be found at: https://www.irs.gov/newsroom/opportunity-zones-frequently-asked-questions.

City of Bakersfield Incentives

The City offers various incentives based on the location. Our downtown offers great redevelopment opportunities with the City's best incentive options:

- Parking Reductions and Off-Site Parking Allowances: Downtown development is eligible for potential reductions of up to 50% of normally required off-street parking for projects meeting certain criteria.
- Reduced Infrastructure Fees: Downtown Bakersfield falls within the defined "Core Area" as specified in the Transportation Impact Fee (TIF) plan. Therefore, new development qualifies for reduced TIFs. Development is also eligible for reduced Sewer Connection and Park fees if there was previous structure was on-site. These reduced fees can result in significant savings to developers who choose to build within the "core area" of the City.
- **Prime Location & Access:** Locating in Downtown Bakersfield means your business is in the heart of the Central Business District, among major government and corporate organizations.
- Excellent Amenities: Downtown is also easily accessible from all other parts of town and is close to award-winning hotels, equipped with state-of-the-art conference centers (the Marriott, the Padre, etc.). Downtown is also close to amenities that your customers and employees enjoy, including celebrated local restaurants, shopping (local vendors, antiques, etc.), transportation centers (Amtrak, GET Bus, and Greyhound), theaters (the Fox, the Maya, and the Nile), sporting complexes (Rabobank Arena, Bakersfield Convention Center, McMurtrey Aquatic Center, and San Joaquin Community Hospital Ice Center), museums (Bakersfield Museum of Art and Kern County Museum), parks (Mill Creek, Central Park, etc.), historical landmarks, and more.

Expeditious Permit Processing

All City Departments work together to provide professional expertise and support on all development and economic growth projects and are committed to the timely processing. The City has a strong reputation for moving quickly and thoughtfully on projects, for being available to answer your questions, and our staff takes pride in providing exceptional customer service.

Potential Grants/Loans for Job Creation

There may be limited federal funds available for businesses that create jobs for low and moderate-income individuals. These "CDBG Economic Development" funds can generally only be used for the "acquisition, construction, reconstruction, rehabilitation or installation of commercial or industrial buildings, structures, and other real property equipment and improvements." Funds are issued in the form of either a grant or loan and require that the recipient meet specific job creation requirements. Many of these CDBG funds are already allotted for projects throughout the City. Therefore, you would need to work closely with City Staff to see if any funds are available for this fiscal year. Additionally, there are several details to consider with this program, including the potential payment of prevailing wage rates, etc. upon acceptance of federal funding.

Other Programs Offered by Non-City Entities

There are many other programs available that are offered by other community Agencies and entities. Some of these include On-the-Job Training and other hiring/training programs through Employees Training Resource, employer savings through Employment Training Panel, local banks that provide small business lending, utility incentive programs, and more.

4.2 Master Planned Communities

The Bakersfield area contains a variety of flexible options for new development. Whether your business wishes to be in the heart of Downtown, or to have flexible reign over a large green-field campus, the City possesses hundreds upon hundreds of options that are within 45 minutes of an international airport, no more than 1 to 2 miles to major highways and arterial roads, and have access to mass transit. The following provides a description of downtown and various master planned communities for you to locate your new or expanding business.

Downtown Bakersfield

The Downtown is approximately north of California Avenue, south of 34th Street, west of Union Avenue and east of Oak Street. Downtown includes vacant and underutilized areas and is one of the City's focus areas for redevelopment given its proximity to the proposed High-Speed Rail station site.

Distance to Transportation:

- Major Highway: Approximately 1 mile east of SR-99 and is located along SR-204.
- Regional Connectivity: 1 mile east of SR-99 and along SR-204. Great regional connectivity and is centrally located within the City.
- Airport: 4 miles south of Meadows Field International Airport with efficient vehicle connectivity via SR-99 and SR-204.

Downtown Facts:

- Over 25,000 employees travel into Downtown per day.
- Government office hub.
- Downtown Bakersfield hosts 25% of the City's gross office space.
- Four major hotels with 524 rooms, including the AAA four-diamond Padre Hotel.
- Numerous major medical offices and regional health services.
- Two major hospitals, San Joaquin Community Hospital and Mercy Hospital with 569 beds.
- 500+ housing units have been constructed in the downtown area in last 10 years.



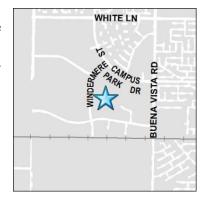
- Downtown Bakersfield is bisected by four major thoroughfares (24th Street, SR-204, Truxtun Avenue, and Chester Avenue). With its regional connectivity, Downtown is an ideal location for anyone looking for efficient connection the entire region.
- 80+ local restaurants make Downtown an entertainment and cuisine destination.

With the future High-Speed Rail project, Bakersfield and Downtown specifically offer great opportunity to redevelop and continue the City's revitalization efforts of its urban core. The City is currently planning for the Downtown area to accommodate the following amount of growth by 2045:

Residential Units	8,570
Office (square feet)	2,005,000
Retail (square feet)	905,988
Hotel (Rooms)	2,413

Seven Oaks Business Park

The property is 140 acres owned by Bolthouse Properties LLC. The property is zoned for West Ming – Special Use and is a component of the West Ming Project. Within the West Ming Project, this property is a component of the Seven Oaks Business Park. This 276-acre master planned community provides ample opportunity for a high quality live/work environment, filled with retailers and offices.



Distance to Transportation:

- Major Highway: The project site is located about 8.5 miles east of I-5 and 7 miles west of SR-99.
- Airport: Property is located approximately 9.5 miles from Meadows Field International Airport.

<u>Peak Hour Congestion:</u> 17,613 average daily trips — Buena Vista Road north of Bolthouse Drive. Roadway is currently operating under capacity at level of service A at four-lane scenario.

Saco Ranch

The property is 120 acres owned by the Bidart Brothers. The subject site consists of three parcels which are currently zoned M-2 (General Manufacturing) and is a component of a master-planned lifestyle center known as Saco Ranch. This property is slated for future retail and office uses and provides convenient access to the community via SR-99.

SEVENTH STANDARD RD

Distance to Transportation:

- Major Highway: The property is located adjacent to SR-99.
- Airport: The property is 3 miles east of Meadows Field International Airport.

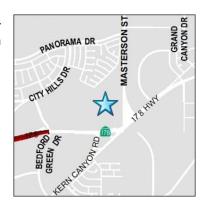
<u>Peak Hour Congestion:</u> 9,074 average daily trips — Snow Road east of Fruitvale Avenue. Roadway is currently operating under capacity at level of service A, and is not yet fully built out.

City in the Hills

The City in the Hills community includes 107 acres currently zoned for C-2 (General Commercial) and R-2 (Medium Residential), and is nestled in the heart of northeast Bakersfield, providing panoramic views of the Southern Sierra Nevada Mountains.

Distance to Transportation:

- Major Highway: The property is located approximately 3.5 miles away from SR-58.
- Airport: The property is located approximately 9 miles from Meadows Field International Airport.



<u>Peak Hour Congestion:</u> 16,500 annual average daily trips – SR-178 and SR-184 junction. SR-178 was recently expanded from two lanes to six lanes.

Old River Ranch

Approved in 2005, Old River Ranch is a mixed-use master-planned community, including 5,980 single-family dwelling units, approximately 1,060 multi-family dwelling units, approximately 696,000 square feet of commercial/retail uses, and 192,000 square feet of commercial/office uses, as well as parks, schools, and open space.

The property annexed into the City in 2006 and no building permits have been issued at this time. However, tract maps are recorded for financing purposes.

The site is currently farmed, and the City approved an expansion to a

Legal Nonconforming Use to allow the installation of a 1 megawatt solar array on 6.5 acres for a temporary period solely to offset electrical use on existing agricultural operations.

Distance to Transportation:

- Major Highway: The property is located approximately 4.5 miles away from Highway 5.
- Airport: The property is located approximately 10 miles from Meadows Field International Airport

<u>Peak Hour Congestion:</u> 3,462 average daily trips – Buena Vista Road south of Panama Lane. Roadway is currently operating as a 2 lane road (Future is planned a 6 lane arterial) at level of service A.

Rosedale Ranch

Approved in 2005, Rosedale Ranch is a mixed-use master-planned community, including 5,541 single-family dwelling units, approximately 900 multi-family dwelling units, approximately 1,481,746 square feet of commercial/retail uses, and 391,150 square feet of commercial/office uses, as well as parks, schools, and open space.



The property annexed into the City on June 7, 2007. No building permits have been issued at this time. However, the applicant has processed and received approval by the Planning Commission of a vesting tract map consistent with the development agreement, general plan provisions and zoning ordinance.

Distance to Transportation:

- Major Highway: The property is located approximately 5 miles away from Highway 99.
- Airport: The property is located approximately 5.5 miles from Meadows Field International Airport



<u>Peak Hour Congestion:</u> 10,530 average daily trips – 7th Standard Road east of Santa Fe Way. Roadway is currently operating as a four-lane arterial at level of service A.

Time to Operation

The City of Bakersfield provides professional expertise and support on all development and permitting related issues and is committed to the timely processing. As noted above, there are several shovel-ready sites within the City of Bakersfield that have many of the necessary land use entitlements already in place, thereby potentially reducing processing times and costs for construction. The table below provides estimated processing times depending on your project needs.

Application Type	Administrative	Public Hearings	Public Hearings		
	Staff Review	Board of Zoning	Planning		
		Adjustment	Commission		
Site Plan Review	30 days				
PD Plan Review			60 - 90 days		
Conditional Use Permit		45 - 60 days			
Modification		45 - 60 days			
Comprehensive Sign Plan			45 - 60 days		
Tract Map (includes revised)			90 -120 days		
Parcel Map (includes revised)			90 - 120 days		
Parcel Map Waiver	50 days				
Parcel Merger	50 days				
Lot Line Adjustment	50 days				
General Plan Amendment ①			180 days		
Zone Change ①			90 -120 days		
Administrative Review			45 - 60 days		
Annexation (pre-zoning)②			90 - 120 days		
Agricultural Preserve®			90 - 120 days		
Extension of Time®	2 - 5 days	30 - 45 days	45 - 60 days		
Street Renaming			90 -120 days		
Wall & Landscape Review			60 - 90 days		

 ${m arRho}$ The final determination is made by the Local Agency Formation Commission and may take an additional 180 days or more.

The extension processing time is dependent upon the hearing body that initially approved the project.