



City of  San Leandro

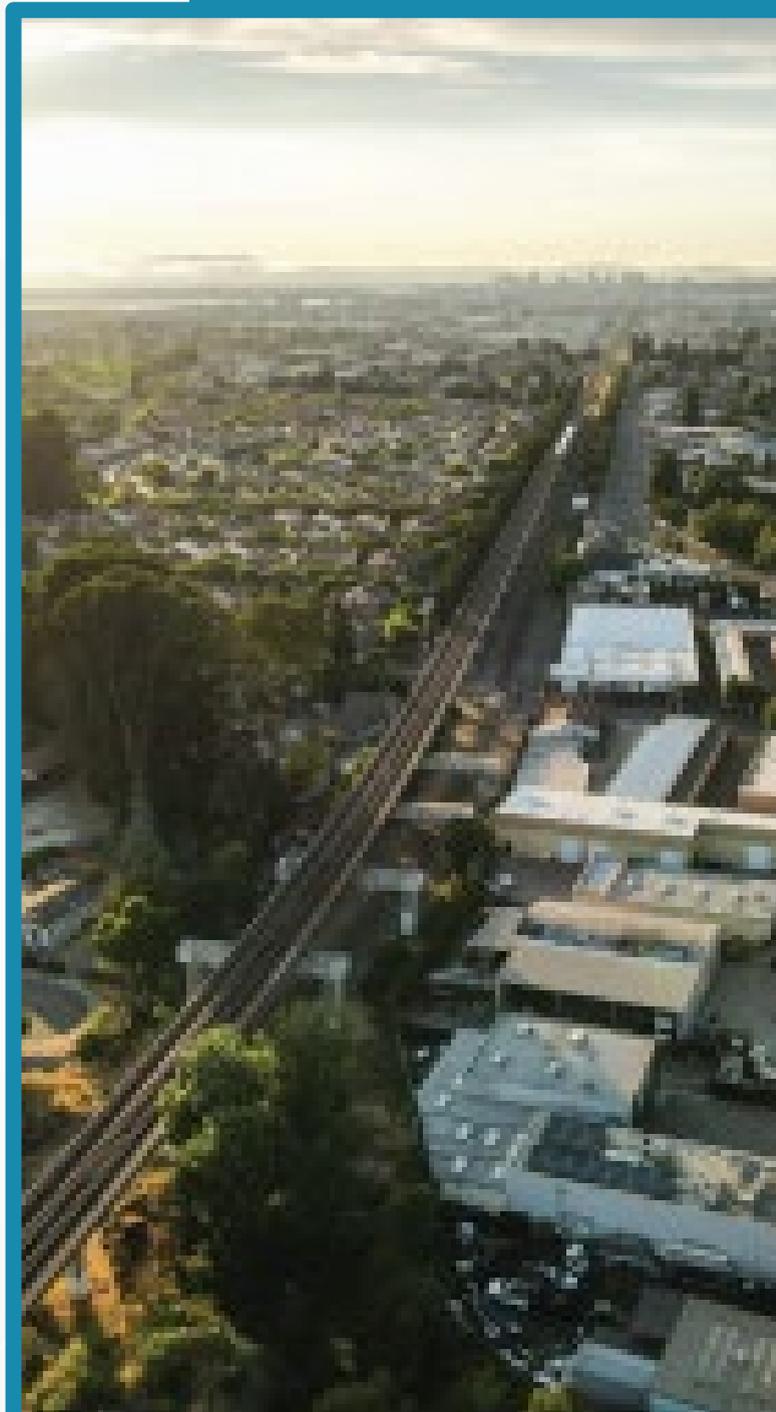
ECONOMIC DEVELOPMENT UPDATE

City of  San Leandro
2024 CITY COUNCIL PRIORITIES

**ECONOMIC
DEVELOPMENT**



AGENDA



**Economic
Development
Workplan**

**Innovation
Action Plan**

**Retail Action
Plan**

ECONONOMIC DEVELOPMENT WORKPLAN PROJECTS

INNOVATION

4.1 – Accelerate Innovation and Growth of Target Industries

DEVELOPMENT

4.2 – Support Major Developments and Update Zoning

INFRASTRUCTURE

4.3 – Preserve Industrial Districts and Address Infrastructure Needs

RETAIL

4.4 – Create Vibrant Gathering Places with Quality Retail, Dining, Hospitality, and Entertainment Businesses

WORKFORCE

4.5 – Ensure Resident Workforce Training and Education for Access to High Quality Job Opportunities

SMALL BUSINESS

4.6 – Support Small Businesses and Entrepreneurship

INNOVATION ACTION PLAN



4.1 - Accelerate Innovation & Growth of Target Industries

Q1 (July-Sept), Q2 (Oct-Dec), Q3 (Jan-Mar), Q4 (April-June)	Due Date	Timeline											
		FY 2024-2025				FY 2025-2026				FY 2026-2027			
PROJECT NAMES		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Accelerate Innovation and Growth of Target Industries													
Implement Innovation Action Plan and provide Council with an update - COMPLETE	3/31/2026			Completed	Completed	Completed	Completed	Completed					
Revamp Economic Development website and flyers to recruit and support innovative and retail businesses	6/30/2026						In progress	In progress	In progress				
Evaluate process/platform for tracking Economic Development work, data and contacts	9/30/2026								In progress	In progress			
Complete City Brand Assessment and develop a City marketing strategy to improve visibility, image and identity	12/31/2026						In progress	In progress	In progress	In progress	In progress		
Finalize Economic Development Marketing Plan to implement new marketing strategy	4/30/2027											In progress	In progress

	In progress
	Deadline extended
	Completed
	Completed ahead of deadline
	Discontinued

WHY
Attract
Innovative
Companies?



A Plan to Attract the Future of Industry



*First Major Initiative of 2024
Economic Development
Strategy*

Completed May 2025
Implementation Underway

Build on unique strengths to:

- Grow innovation ecosystem
- Enhance infrastructure
- Foster partnerships with industry leaders

TARGET INDUSTRIES

CleanTech

- Batteries
- Energy Storage
- Electrical Equipment
- Carbon Capture & Storage

FoodTech

- Alternative Proteins
- Personalized Nutrition
- Food Waste Reduction
- Sustainable Packaging

MedTech

Life Science & BioMedical

- Specialized Med. Equip.
- Contract Manufacturing
- Incubators & Lab Spaces
- Drug Discovery Startups
- Specialized Therapeutics

Adv. Manuf.

- Machinery & Components
- Clay Product
- Coating, Engraving, etc.
- Semiconductors & Electronics

ACTION STEPS

One-on-one Business Retention & Expansion Support



Focused Business Attraction; Outreach Materials & Website Updates



Industry and Property Owner Outreach & Relationship Building



Develop a strategy for PG&E Outreach Support Business Applications



Refine Regulations & Processes to Support Target Industries



Explore Need & Feasibility of Financial Incentives



BUSINESS RETENTION & EXPANSION



Helping appx. 12 companies with:

- Grant & Award Applications
- Technical Assistance
- Permit Information
- Workforce Resources
- Location & Landlord Connections



BUSINESS ATTRACTION

Businesses & Developers Investing in San Leandro

Commercial Real Estate

Denver investor buys massive San Leandro warehouse for \$62.75 million

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A warehouse at 2021 Farallon Dr. sold to an out-of-state investor. The site is partially leased out to Pacific Fusion.

CBRE



- 2021 Farallon – 261,000 sf – sold for + \$62 Million
- 1936 Fairway – 237,000 sf – Ferguson lease renewal
- 1919 Williams – 200,000 sf – new building for Torani
- 1345 Doolittle – 266,000 sf – Prologis Nexus green bld.
- New Buildings Planned:
 - 1700 Doolittle - +79,000 sf - approved
 - 880 Doolittle – + 240,000 sf - approved
 - 3199 Alvarado - ~ 240,000 sf - proposed
- New Businesses – Pacific Fusion, Lyten, Fuse, Berkeley Yeast, Reforge Robotics, Vita Chem, Shasta Bio

MARKETING

Creating What's Next

Promoted San Leandro as a great place to invest and locate a business in a number of ways:

ONLINE

- San Leandro Next
- Social Media
- Newsletters

FLYERS

Focused Outreach

INTERVIEWS

Capstone Podcast

HIGHLIGHTS

Business Stories
Awards Nominations



MARKETING

NEWS

San Francisco Business Times

- 1,500 page views
- 810,000 headline impressions

EVENTS

Development Breakfast

- 60+ attendees
- connections



RELATIONSHIPS



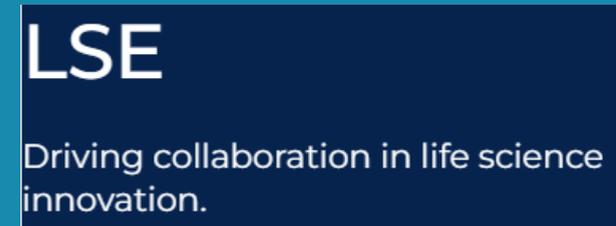
Industry outreach:

- Raise the City's profile & credibility
- Build relationships with leaders
- Understand issues & trends



Relationships Through:

- Business Tours & Visits – 15+
- Industry Organizations
- Property Owner Relationships
- Broker Relationships
- Events



INFRASTRUCTURE

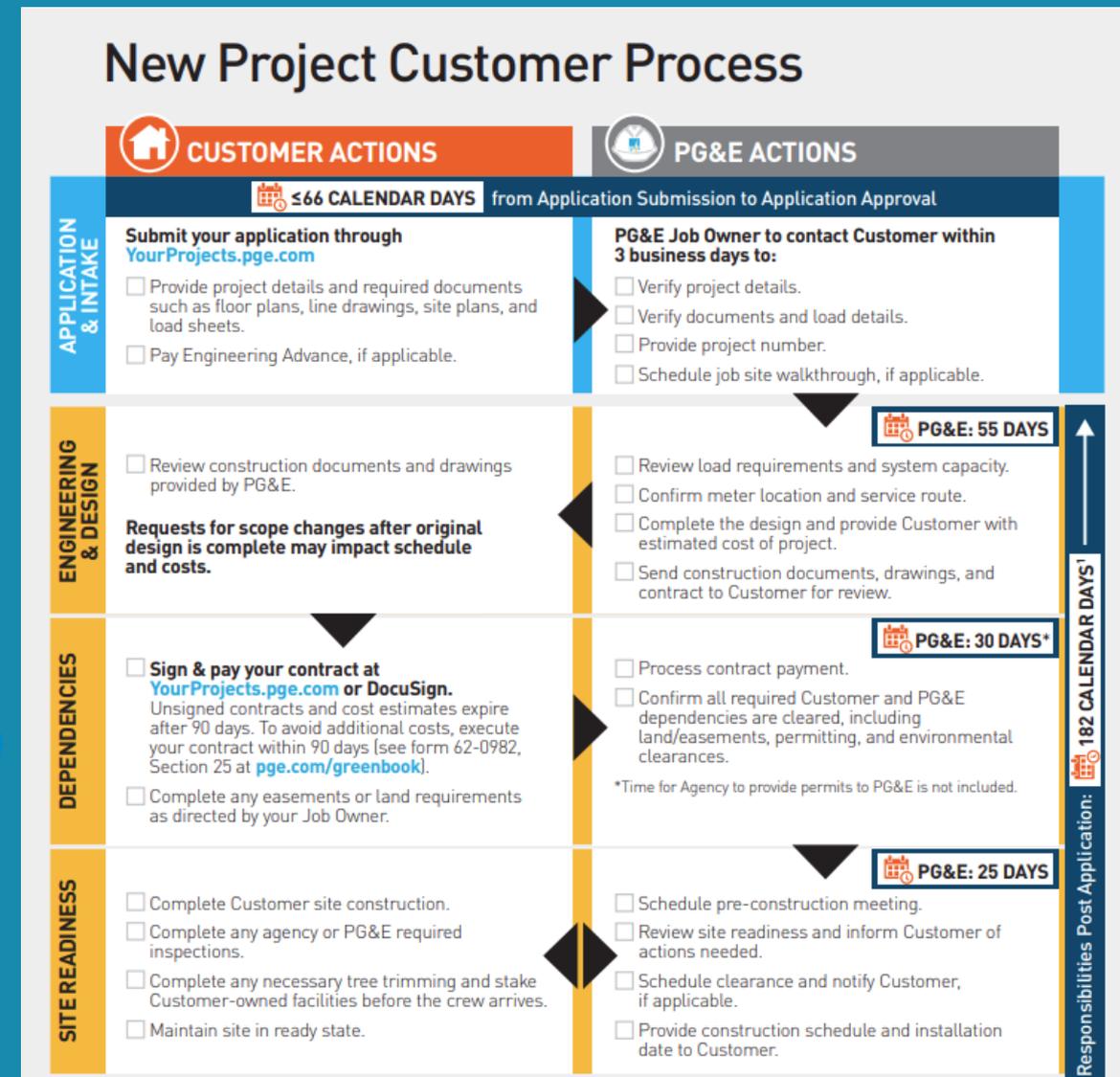
PG&E Outreach

Support Existing Applications

- Monthly Meetings = relationships
- Learning processes
- Tracking Applications

Advocate for Expanded Service

- Improved Local Power Grid
- Planning for Increased Power



Two Large Applications Progressing

NEXT STEPS

Continue Action Steps, Including:



**Continue One-on-one
Business Support**



**Revamp Economic
Development Website**



**Evaluate process or
platform for tracking
work, data & contacts**



**Continue Industry &
Property Owner
Outreach**



**Explore Need &
Feasibility of
Financial Incentives**



**Update Regulations &
Processes to Support
Target Industries**

RETAIL ACTION PLAN



Project 4.4 Create Vibrant Gathering Places with Quality Retail, Dining, Hospitality & Entertainment

Q1 (July-Sept), Q2 (Oct-Dec), Q3 (Jan-Mar), Q4 (April-June)	Due Date	Timeline											
		FY 2024-2025				FY 2025-2026				FY 2026-2027			
PROJECT NAMES		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Create Vibrant Gathering Places with Quality Retail, Dining, Hospitality, and Entertainment													
Develop a Retail Action Plan to retain diverse businesses and attract new quality businesses - COMPLETE -	10/1/2025			Completed	Completed	Completed	Deadline extended	Deadline extended					
Hold annual retail event & perform outreach to recruit targeted retailers	10/1/2026						In progress	In progress	In progress	In progress			
Perform outreach to major shopping center owners and encourage improvements	3/1/2027									In progress	In progress	In progress	
Design and Install Beautification, Art, and Wayfinding in Downtown to enhance the pedestrian experience	5/1/2026	In progress	In progress	In progress	In progress	In progress	In progress	In progress	In progress				
Evaluate the feasibility of attracting hotel uses, and identify opportunity sites	6/30/2027									In progress	In progress		

	In progress
	Deadline extended
	Completed
	Completed ahead of deadline
	Discontinued

A Plan to Attract What's Next in Retail

*Second Major Initiative of 2024
Economic Development Strategy*

Completed October 2025
Implementation Beginning

Goals

- Attract quality and diverse retail that community wants
- Support 'experiential' retail and placemaking
- Upgrade shopping centers and support neighborhood districts

KEY FINDINGS OF RETAIL ACTION PLAN

ASSETS

- Strategic Bay Area Location
- Rising Household Incomes
- Growing Cultural Diversity

CHALLENGES

- Aging Retail Buildings
- High Construction & Utility Costs
- Lingering Public Safety Perceptions
- Limited Spaces for Restaurants & Entertainment

DEMAND

San Leandro's Diversity Matches with Regional Demand for Food, Services & Specialty Grocers esp. National Asian Supermarket Brands

PROCESS

Retailers, Restaurants, and Service Businesses could benefit from additional permit guidance, especially for immigrant-owned businesses

RETAIL OPPORTUNITIES

STRONGEST OPPORTUNITY



- Health & Personal Care
- Quick- and Full-service Restaurants
- General Merchandise / Value Retail
- Clothing (off-price, boutique)
- Auto-Related Services
- Electronics / Appliance Repair
- Bars & Small-Scale Beverage Concepts

LIMITED OPPORTUNITY



- Furniture (small footprint)
- Lawn & Garden
- Sporting Goods / Hobbies
- Stationery, Jewelry, Luggage
- Books & Periodicals

OVER SUPPLIED



- Grocery
- Liquor
- Home Goods
- Shoe Stores
- Some Auto Categories

RETAIL ACTION PLAN IMPLEMENTATION

WEB

Modernize Economic
Development Web
Pages

MATERIALS

Update Marketing
Materials for Retail
Recruitment

DATA

Establish a System to
Track Data, Inquiries
& Space Availability

EVENT

Host an Annual Retail-
Focused Event for
Brokers & Property
Owners

OUTREACH

Proactive Outreach to
Major Centers to
Encourage
Investment &
Improvements

RETAIL MARKETING



Where Retail Meets Opportunity

	<p>Estudillo Center - 1355 MacArthur Blvd</p> <ul style="list-style-type: none"> • 18,627 SF, open floor plan, high ceilings • Retail-grade power, sprinklered building • Prime visibility, freeway adjacent • Abundant parking • Flexible TI options <p>Link to Marketing Brochure</p>
	<p>Fairmont Square - 1200 Fairmont Drive</p> <ul style="list-style-type: none"> • 1,341 - 7,998 SF available • Hard corner building at major intersection • Grocery-anchored center • New construction • Abundant parking



SHOPPING CENTER OUTREACH

*Proactive Outreach to Major
Centers to Encourage
Investment & Improvements*

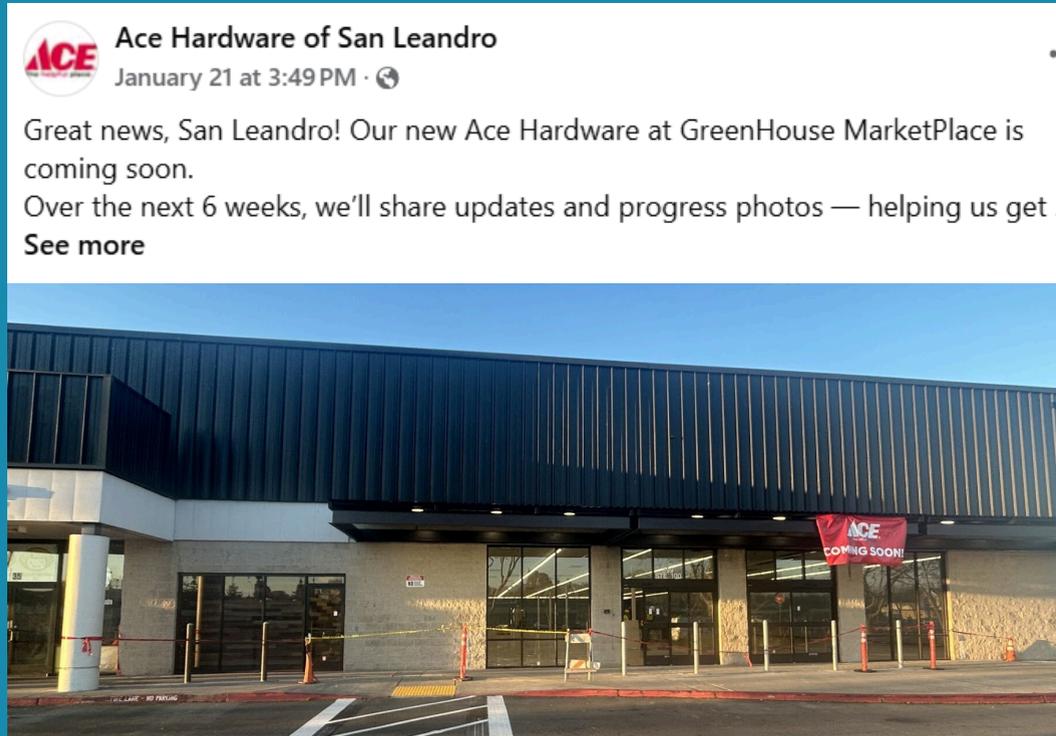
- Painting & Façade Upgrades
- Planters & Landscaping
- Updated Signage
- Outdoor Seating & Decorative Lighting



- Parking Lot Maintenance
- Operational Improvements – e.g. Trash
- Security Improvements – e.g. Cameras

RETAIL ARRIVALS

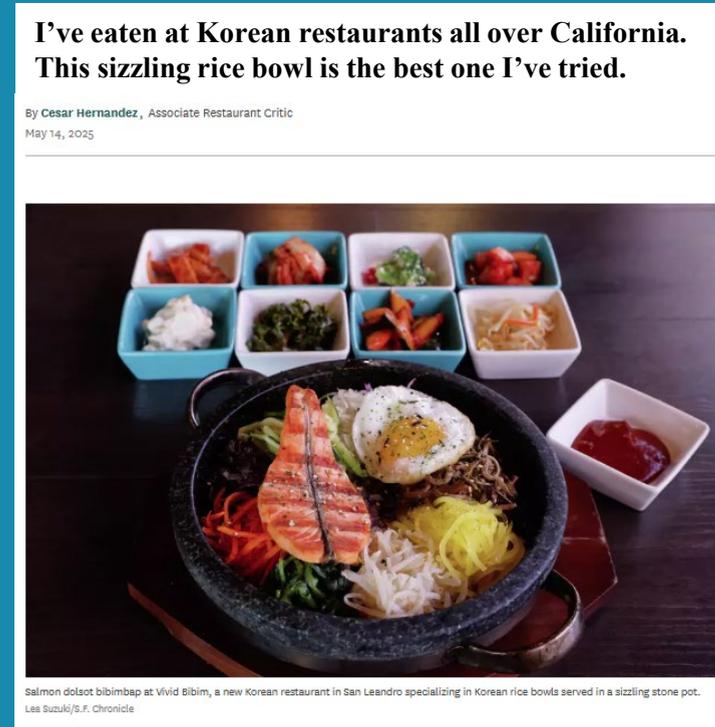
Making the News



New Businesses

- Sprouts grocery
- Club Pilates
- Workroom
- Small Circle Judo
- Ace Hardware

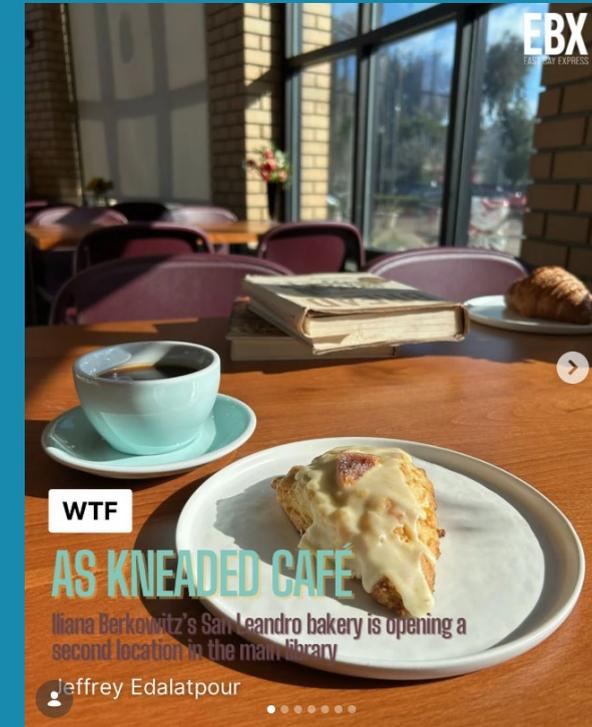
coming soon!



New Restaurants

- Smack Burgers
- Dao Artisan Noodle
- Vivid Bibim
- Wonderful Cafe
- Chocolate Bash

and more



Even Newer Restaurants

- Lavanta Mezze
- As Kneaded Café
- Gold Bean Cafe
- Philz Coffee

coming soon!

COUNCIL QUESTIONS

