

Next Generation Manufacturing & Workplace District

Project Overview

San Leandro's industrial area encompasses 25% of the city's land area and provides two-thirds of its jobs. Today many of the former factory buildings are used for storing and moving goods, not making them. Warehousing and distribution uses have low employment per square foot and provide relatively little in terms of added-value and wages. San Leandro boasts a strategic Bay Area location, flexible industrial building stock, a highly-skilled workforce, and a high-speed fiber optic network that runs throughout the industrial area. With 1,000 acres of underutilized land and former factory spaces, San Leandro is capitalizing on the growing advanced manufacturing, 3D printing, and "maker" movements. Maximizing this opportunity requires reinvesting in the industrial area.



With the 21st Century transformations in business and industry, workplace districts must now be tools to help attract, nurture, and retain talent. In other words, they have to be real places that have services and experiences that workers and entrepreneurs want nearby. This is increasingly the case with younger generation workers who have different attitudes towards work-life balance and locational preferences for activities.

In partnership with urban design and economic development experts and the City's business leaders, San Leandro developed the *Next Generation Workplace District Study*. The study is a strategic plan for transforming the industrial area into a center for innovation, collaboration, advanced manufacturing and high technology clusters. The Next Generation Study is comprised of three primary strategies:

Three Primary Strategies

Boost value-added companies. Nurture and attract entrepreneurs, scale-ups, the maker community, and manufacturing innovators to build upon San Leandro's industrial legacy.

Engage existing businesses. Work with established businesses to strengthen connections and supply chains to build upon existing clusters in specialty food production, machining, and instruments and control.

Humanize the place. 21st Century employers are drawn to locations with amenities and services in order to attract and retain talented employees. A welcoming industrial district is walkable and bike-able and includes public meeting places where people can share a meal and exchange ideas.

SAN LEANDRO

We make Things!

In October 2014 Congressmembers Steny Hoyer and Barbara Lee visited San Leandro to recognize our role in the "Make it in America" initiative.

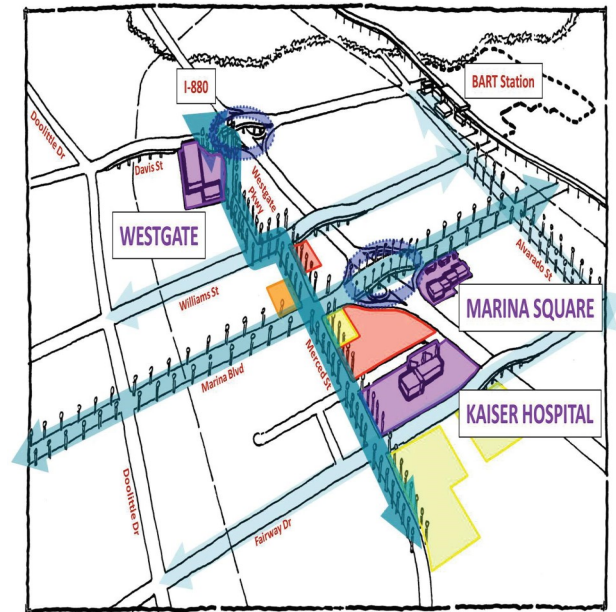


Next Generation Implementation

San Leandro has initiated numerous programs to leverage private investment, attract innovative companies, and improve infrastructure. The City also recently completed a zoning code update to remove barriers and increase the vitality of the area.

Specific projects and improvements include:

- Streetscape improvements to improve **aesthetics, connections and mobility** along key arterials.
- New **bike lanes**.
- Service enhancements to San Leandro LINKS, a **free shuttle** connecting businesses to mass transit.
- Lighting and sidewalk improvements to upgrade the **pedestrian experience**.
- Targeted **business incentives** to attract businesses that create high quality jobs and expand our innovation ecosystem.
- Development of a growing **craft beer cluster**, to provide needed amenities to younger workers and maintain San Leandro's strength in food and beverage production.



Funding Request

San Leandro is leveraging public and private dollars to implement the Next Generation Workplace District vision. To realize these opportunities, San Leandro is seeking funding assistance for infrastructure projects, including streetscape improvements, the LINKS shuttle program and recapturing abandoned rail spurs to create pedestrian and bike pathways, and increase connectivity. Successful implementation of the Next Generation initiatives will help the City maximize the potential of its industrial area as a hub of *advanced manufacturing, innovation, and quality job creation*.

