

City Council Work Session
September 9, 2013

Next Generation Workplace District Study Next Steps

Sharing the Vision

Community Presentation

Wednesday, October 2

4:00 p.m.

Alameda County Electrical JATC

Zero Net Energy Center

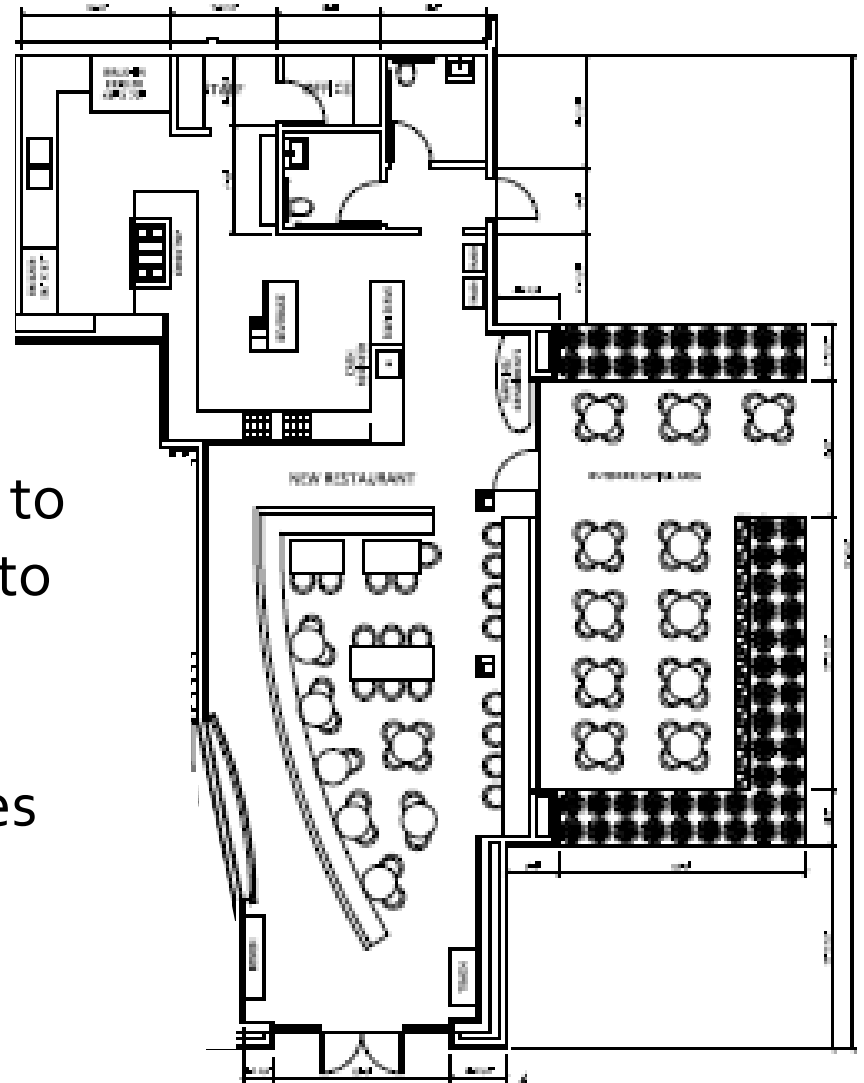
14600 Catalina Street

Creating Partnerships

- Establishment of an Industrial Area Working Group to provide input on projects & priorities for the industrial area
- Chamber, Kaiser, Lit San Leandro, manufacturers, property owners, and other interested stakeholders invited to participate

New Restaurant w/Outdoor Dining Marina Blvd & Verna Ct.

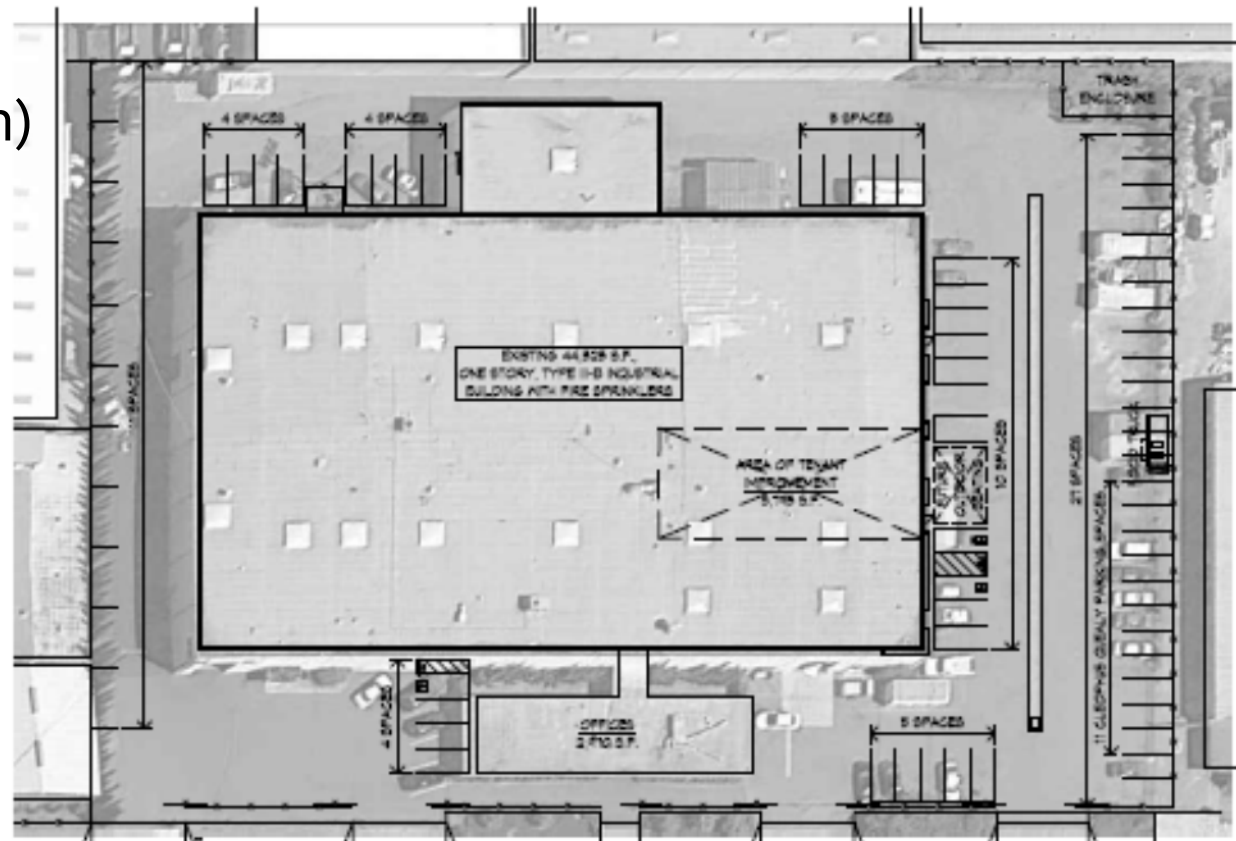
- 1,650 sf of a 46,000 sf building
- Restaurant in IG requires a CUP
- Parking exception required
- New building façade & signage
- Reconfiguration & improvements to parking lot including Stop sign onto Marina Blvd.
- 4,650 sf of landscaping
- 22 new trees, including street trees on Marina Blvd. and Verna Ct.



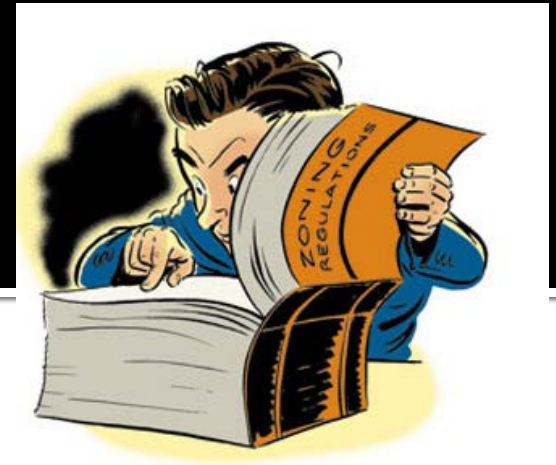
Craft Brewery on Hester St.



- 3,700 of 45,000 sf multi-tenant warehouse building (1,600 sf tasting room)
- Restaurant in IG requires a CUP
- New sidewalk along frontage \$18,000
- DFSI \$2,782



Zoning Code Update



- Comprehensive zoning code update underway to streamline approval process and provide additional flexibility
- Revisions to Planning Commission and Council Winter 2013-14

Shuttle Service

- BID for the LINKS Shuttle expires in June 2014. SLTMO currently evaluating the route in an effort to provide more frequent service. Council update in November 2013.
- SLTMO secured the Kaiser LINKS shuttle contract service to start on April 7, 2014.
- Exploring options to fund attractive bus benches in the industrial area



Façade Program

- \$150k annually for façade improvements, energy efficiency upgrades and internet connectivity
- An effective business attraction tool – currently offered to two food manufacturers interested in former Kellogg's site
- Funds can be directed to Industrial area to assist existing businesses in upgrading their appearance



Business Attraction

- Priority Development Parcels
 - Kaiser North Parcel, 26.5 acres
 - 1900 Merced, 8.7 acres
 - 1800 Merced, 5.9 acres
 - Westgate 2nd floor, 350k sf
- Targeted Businesses
 - Restaurants
 - Hotel
 - Business services
 - Makers, manufacturers, technology companies

Pop Up Restaurants



General Plan Update

- \$600k in FY 2013-15 budget for General Plan/Housing Element Update
- Overview to Council on the process October 2013
- Consultant recommendation to Council November/December 2013
- Housing Element Update Completed 2014
- General Plan Update Completed 2015

Next Steps

- Community Development, E&T, Public Works staff to evaluate resources required and identify timeline to implement recommendations
- Industrial Area Working Group to assist in prioritization of programs
- Identification of potential funding sources
- Update to City Council in February 2014