

Next Generation Workplace District Study: Central San Leandro Industrial Area

City Council

Presenter: Community Development Department

June 17, 2013

City Council Goals

- Place the City on a firm foundation for long-term fiscal sustainability
- Undertake programs and advance projects promoting sustainable economic development, including transforming San Leandro into a center for innovation
 - *Supports City's Economic Development Initiatives and Work Plan*



Kaiser Medical Center Completion Date: Spring/Summer 2014



Original 11 Mile Fiber Optic Loop Completed

Leveraging Kaiser Medical Center & Lit San Leandro

- Transformative projects with short & long-term impacts
- New businesses attraction and incubation
- Retail service needs for thousands of employees and clients

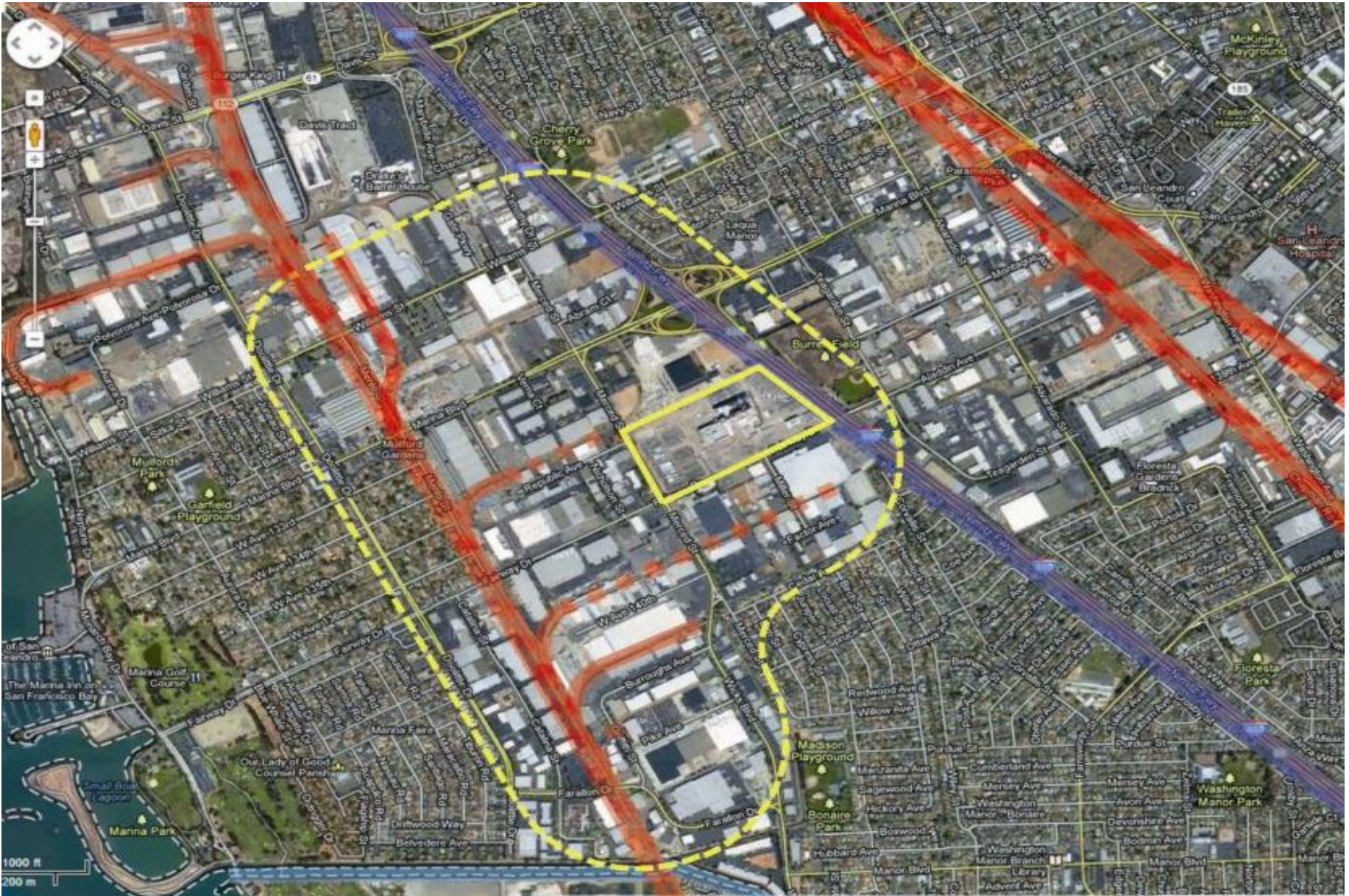
Opportunities for the Central Industrial Area from the Study

- Regional visibility as a Center of Innovation
- Create a unique and vibrant “place”
- Stimulate private investment, business attraction & jobs
- Modernize the infrastructure and development pattern
- Develop regulatory adaptability/flexibility

Existing Constraints for the Central Industrial Area

- 20th century “superblocks”
- Aging buildings
- Auto-oriented access
- Lack of talent-attraction amenities such as restaurants/cafes
- Real and perceived obstacles for development

Project Study Area



Consultant: Freedman Tung + Sasaki

- Nationally recognized urban design firm
- Unique understanding & experience with San Leandro
 - *North Area Specific Plan*
 - *East 14th St & MacArthur Blvd Gateway*
 - *Presentations at San Leandro By Design on 21st century work districts*
- Niche with workplace district studies
- Can complete the project in 3-4 months
- Spinnaker Strategies (subcontractor) – renowned economic development consulting firm

Scope of Study & Work Products

- Development scenarios
- Strategic placemaking/infrastructure recommendations
- Identification of targeted regulatory changes (Zoning Code)
- List of targeted business types
- List of opportunity sites
- Community-wide presentation summarizing key findings & conclusions

Note: excludes CEQA review which will be done later (case by case)

Recommendation

- Benefits to City
 - *Study is less costly and time-consuming vs specific plan*
 - *Time is of the essence*
 - *Guidance for upcoming Zoning Code amendments & GP Update*
 - *Helps City focus in on an effective “narrative” to attract next generation businesses & private investment*
 - *Capitalize on Lit San Leandro and its expansion*
- Staff recommends approval of the contract for \$90,000 to Freedman Tung + Sasaki