



# DEVELOPMENT UPDATE



November 13, 2017

City Council Work Session

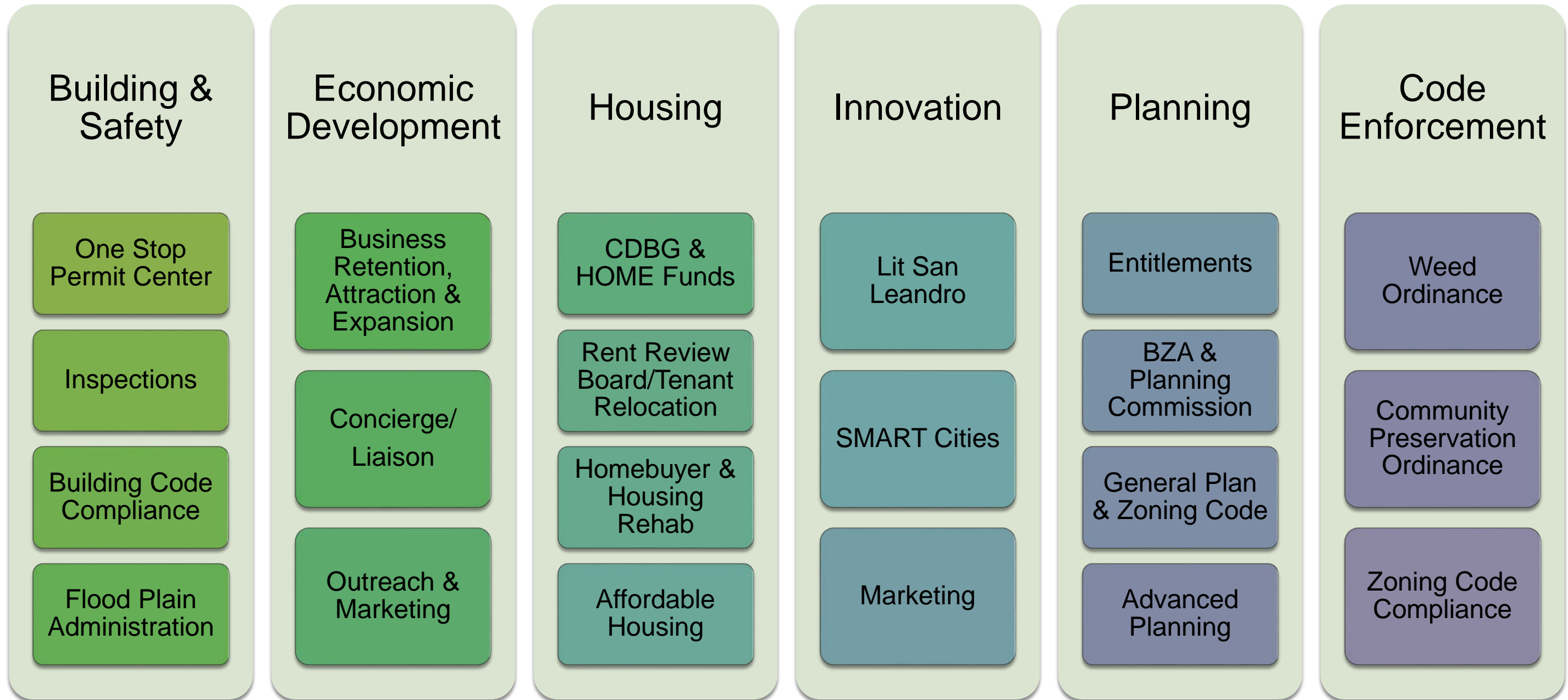
# Overview

- Department Overview
- Economic Overview
- Economic Development Programs
- Development Accomplishments
- Projects Under Construction & Entitled
- Proposed Developments & Opportunity Sites

# City Council Goals

- Place San Leandro on a firm foundation for long-term fiscal sustainability
- **Advance projects and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation**
- Provide quality public safety service and grow our partnership with the community to keep San Leandro safe
- Maintain and enhance San Leandro's infrastructure
- Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride

# Community Development Department



# Department Strengths

- A shared vision among Council, community, and staff about the goals of the community and opportunities for growth provides clear direction to businesses and developers, providing them confidence to invest in the community.
- An integrated department that can quickly respond to the development needs the community.
- Predevelopment and pre-application meetings offered at no-charge to provide prospective businesses and developers the information they need up front in order to evaluate the feasibility of their projects early in the process.

# Economic Development Strengths

- Actively communicate development stories to the community, developers and potential partners through the SanLeandroNext blog, and a multitude of speaking engagements.
- San Leandro has a strong business network with many long-term and successful businesses, and businesses who play an active role in creating community, such as OSIssoft, Zero Net Energy Center and 21st Amendment.
- Industrial land remains a value proposition. Reasonable property prices, great location, strong business community and responsive City make it a great place to develop.
- Lit San Leandro fiber optic network has provided San Leandro with invaluable 21st Century infrastructure that is supporting business growth and attraction.

# Department Opportunities

- A Development Impact Fee Study is needed to more fully understand and possibility adjust impact fees to ensure that development pays a reasonable amount towards infrastructure and other impacts.
- Maintain momentum in the installation of art in the City through partnerships with private developers.
- IT and software improvements including GIS parcel data available on-line, and GIS and Eden interface with Accela and implementation of Building Eye could make more information readily available to the public.
- New residents in Downtown San Leandro brings opportunities for Downtown pocket parks, including a dog park.

# Economic Development Opportunities

- Attract additional auto dealerships to the three eastern Marina Blvd Auto Row opportunity sites.
- Repositioning/upgrading of obsolete industrial buildings to recruit businesses that bring jobs, rather than warehousing/distribution.
- Identification of office tenants for Downtown's new and envisioned office development could bring more quality jobs.
- Given the changing retail market, Downtown businesses and property owners need to adapt, reinvent themselves and address parking issues in order to become a thriving destination. Greater partnership with SLIA & Regency could benefit Downtown San Leandro.

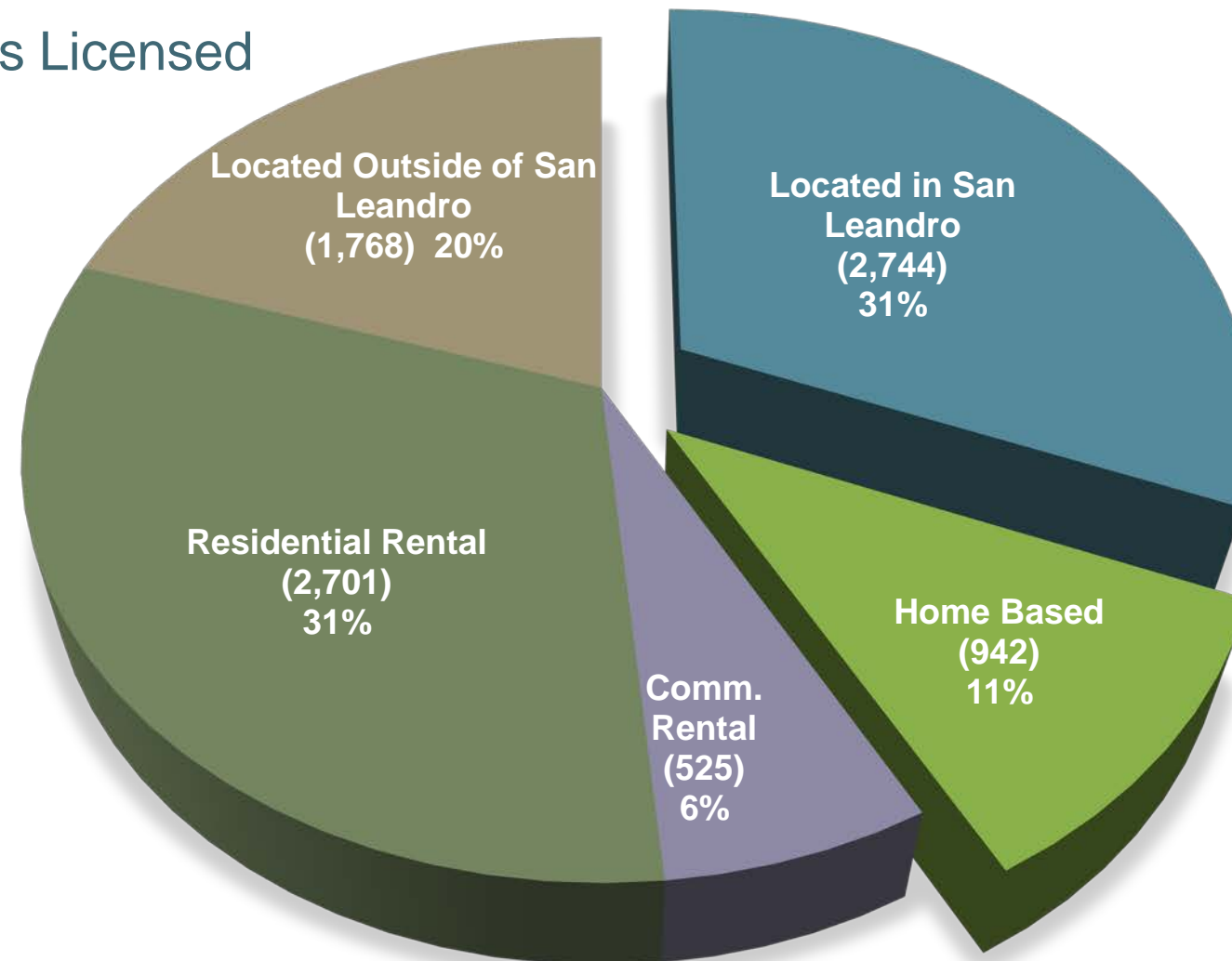


# Economic Overview



# Total Number of Business Licenses

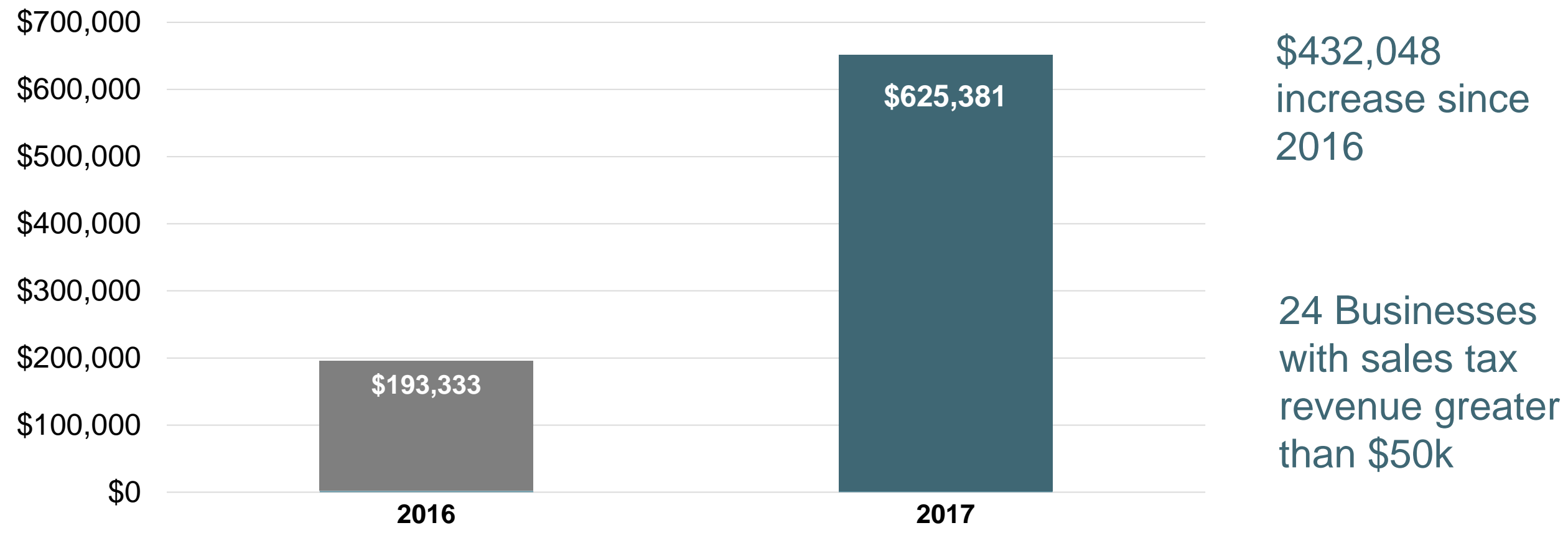
8,680 Total Businesses Licensed



3,686 (42%) businesses in San Leandro, includes 942 home based businesses

*Excludes non-profits, financial institutions, public agencies, and some trucking operations*

# Warehouse & Wholesale Business Fees



Source: Business License Database 2016-2017

# Top 20 San Leandro Employers

(Alphabetic Order)

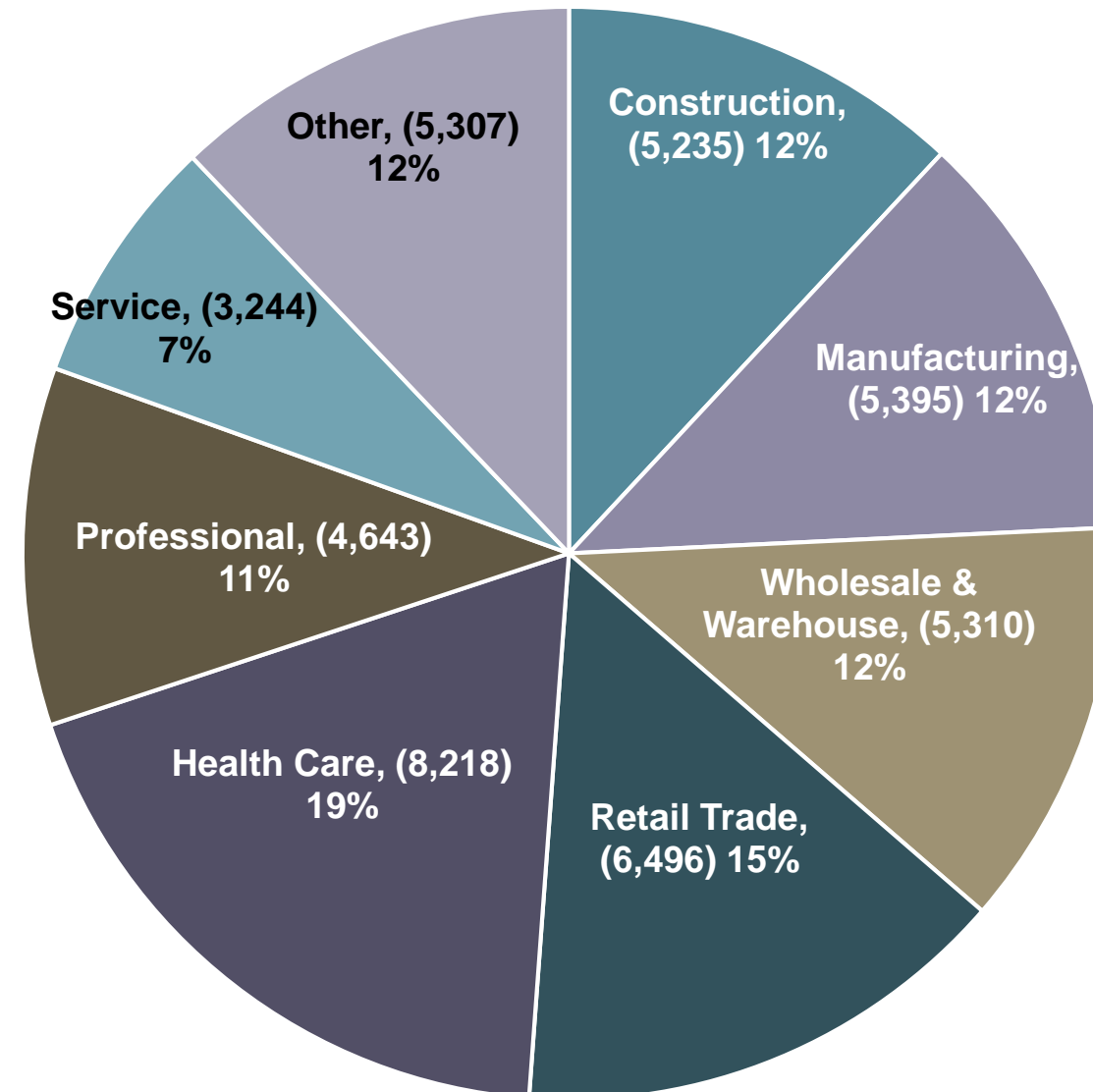
- Acco Engineering
- **American Medical Response West\***
- City of San Leandro
- CocaCola
- **Columbia Cosmetics\***
- CostCo Wholesale
- Ghirardelli Chocolates
- Kaiser Hospital
- Kindred Hospital
- MV Public Transportation
- OSIssoft
- Paramedics Plus
- **PCC Structurals\***
- San Leandro School District
- San Leandro Hospital
- Splay (Green Toys)
- St. Francis Electric
- ThredUp (online consignment)
- **UPS\***
- Wal-Mart

\*New to Top 20

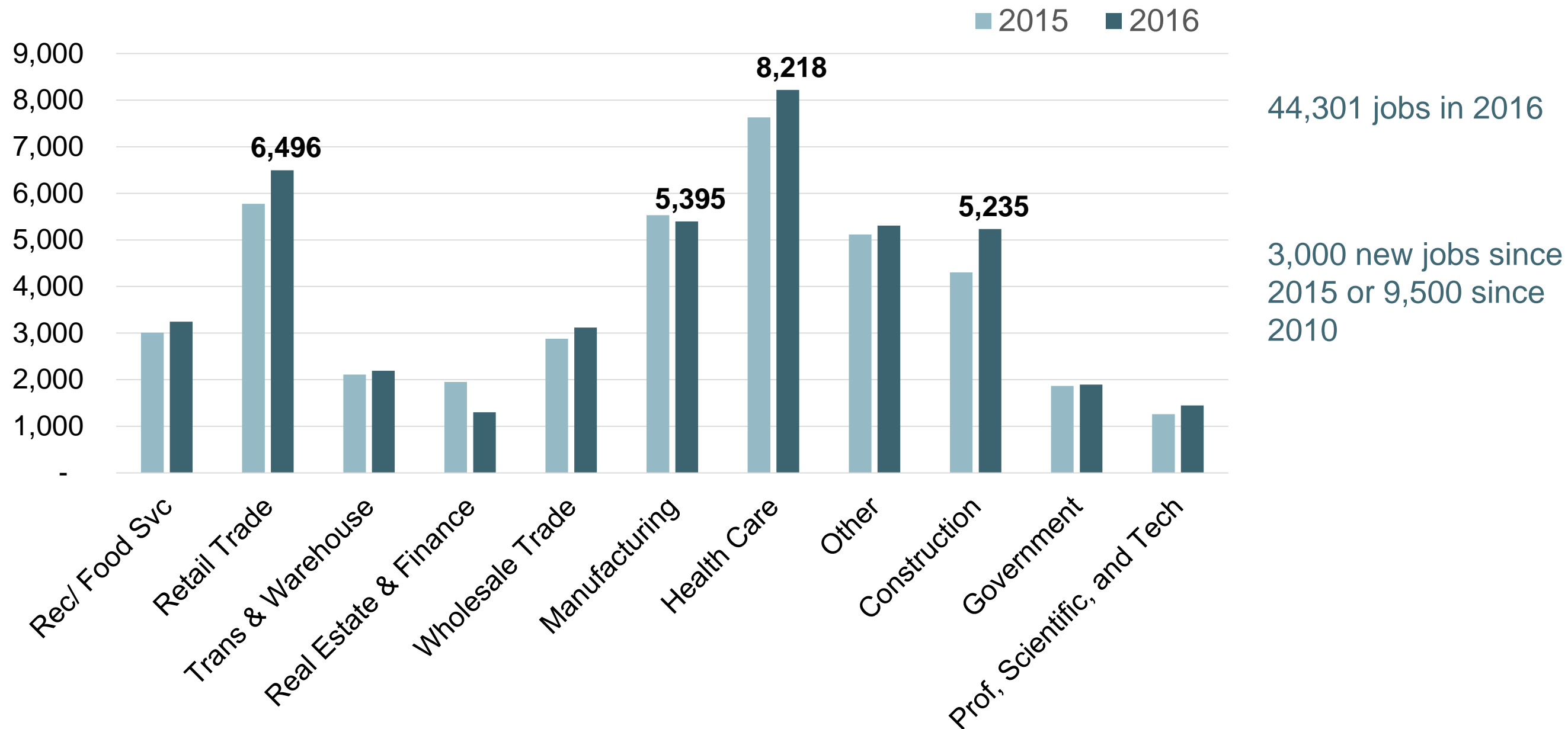
Source: Business License Database September 18, 2017

# Employment by Industry

44,301 Total Employees

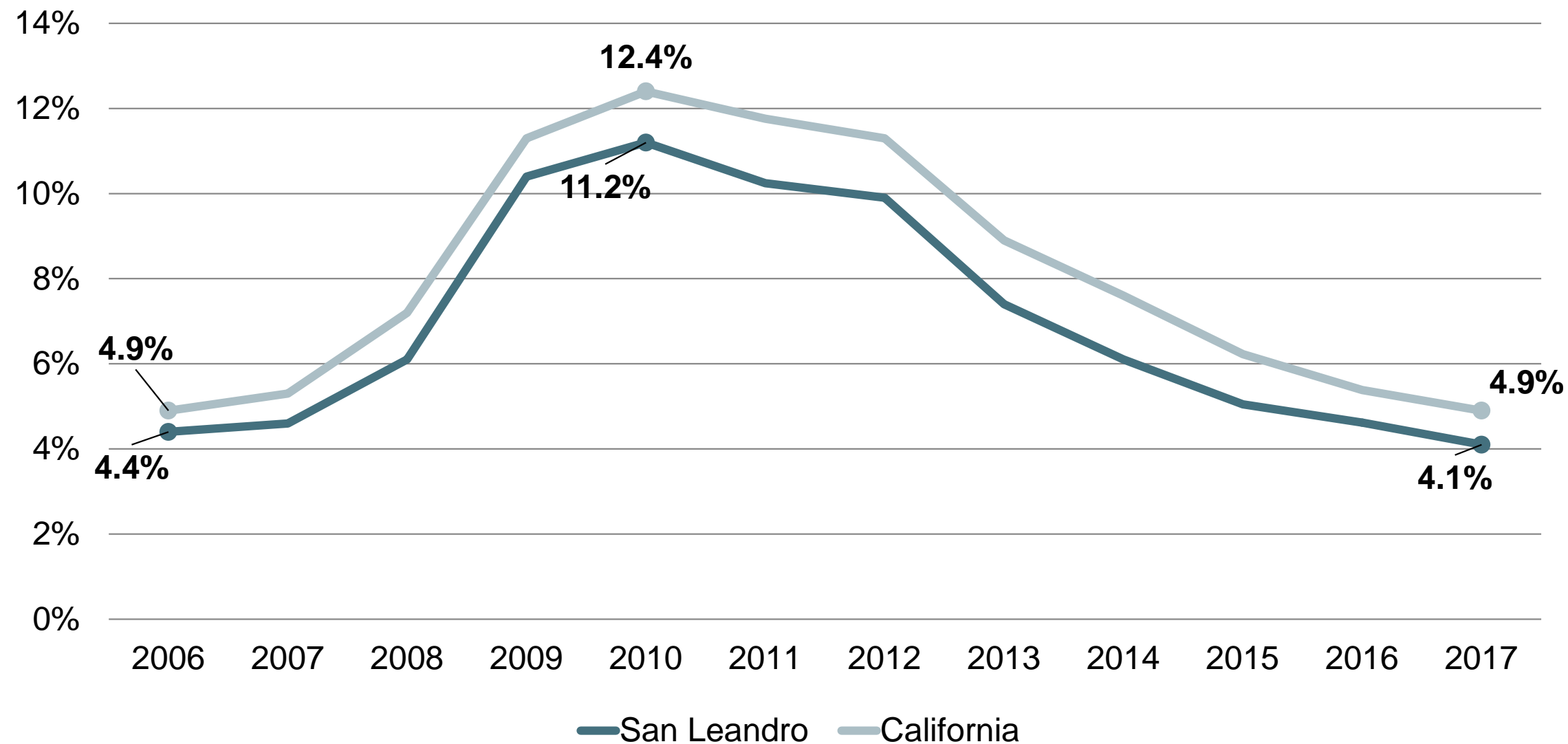


# Employees by Industry



Source: California Economic Development Dept. Q2 2015 & Q4 2016

# Unemployment Rate

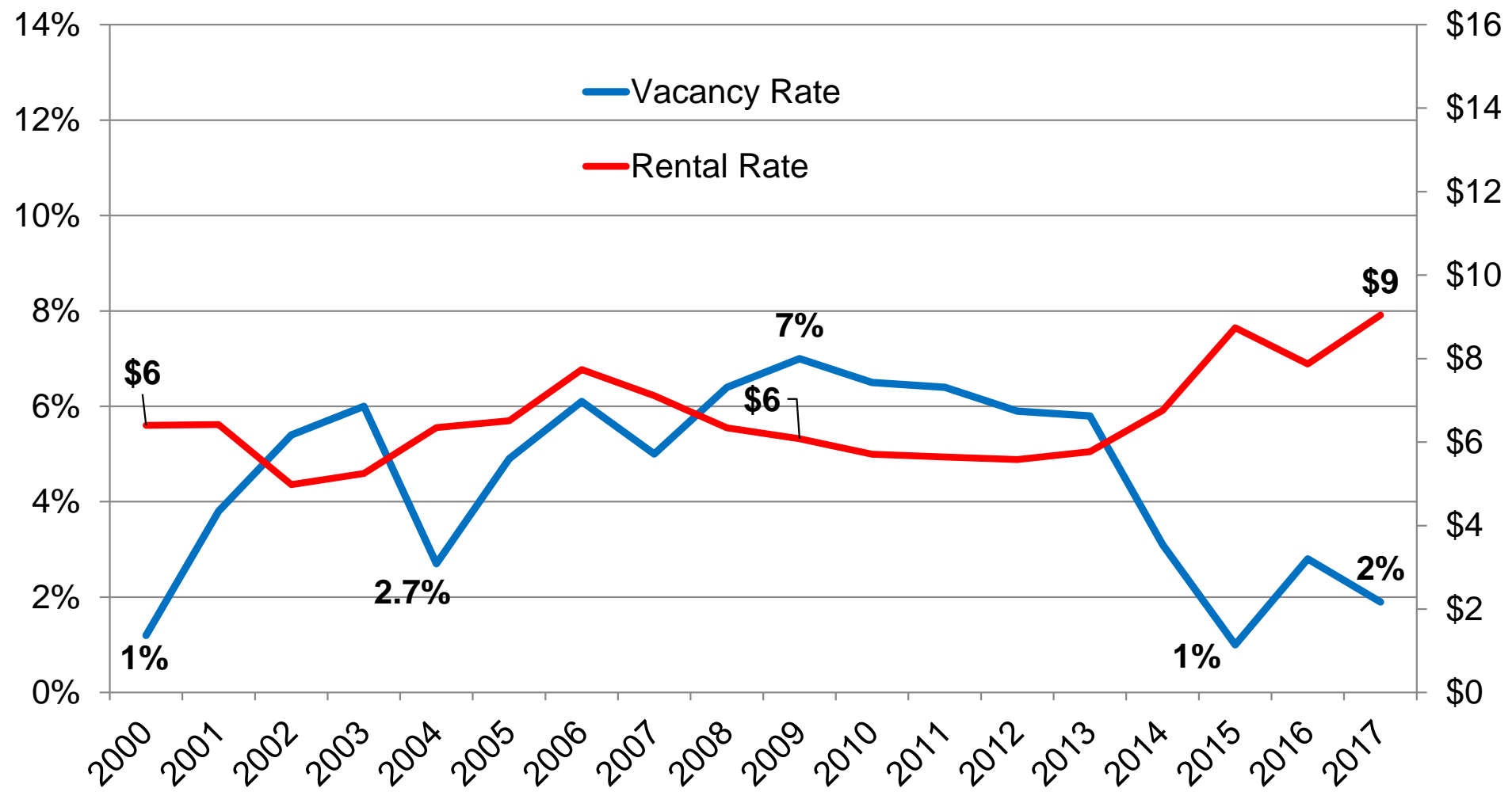


Source: California Economic Development Dept. Q2 2015 & Q4 2016

# Vacancy & Rental Rates - Warehouse

Vacancy Rate

Rental Rate



16.5 Million  
Square Feet of  
Warehouse  
Space in City

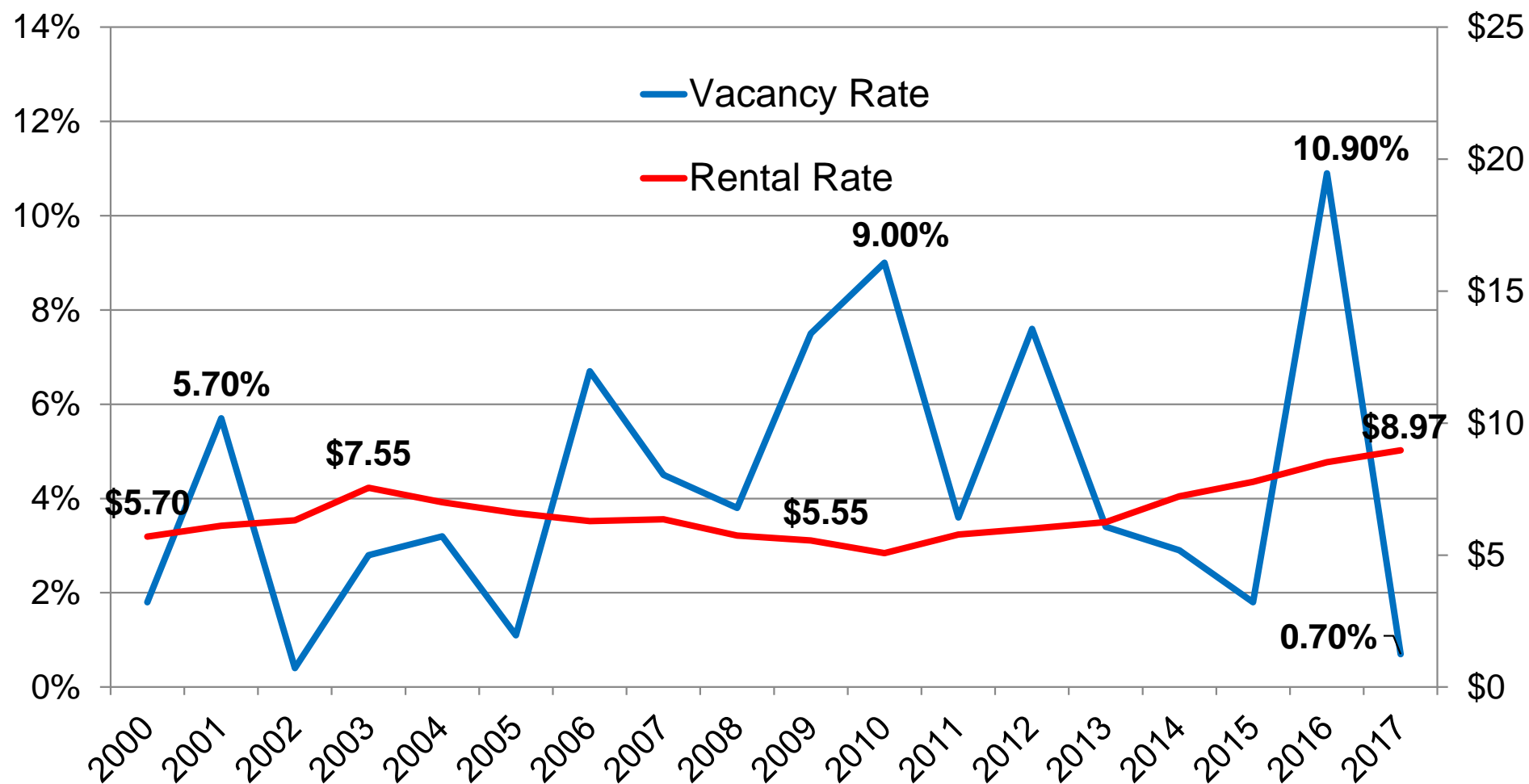
Source: CoStar 2017



# Vacancy & Rental Rates - Manufacturing

Vacancy Rate

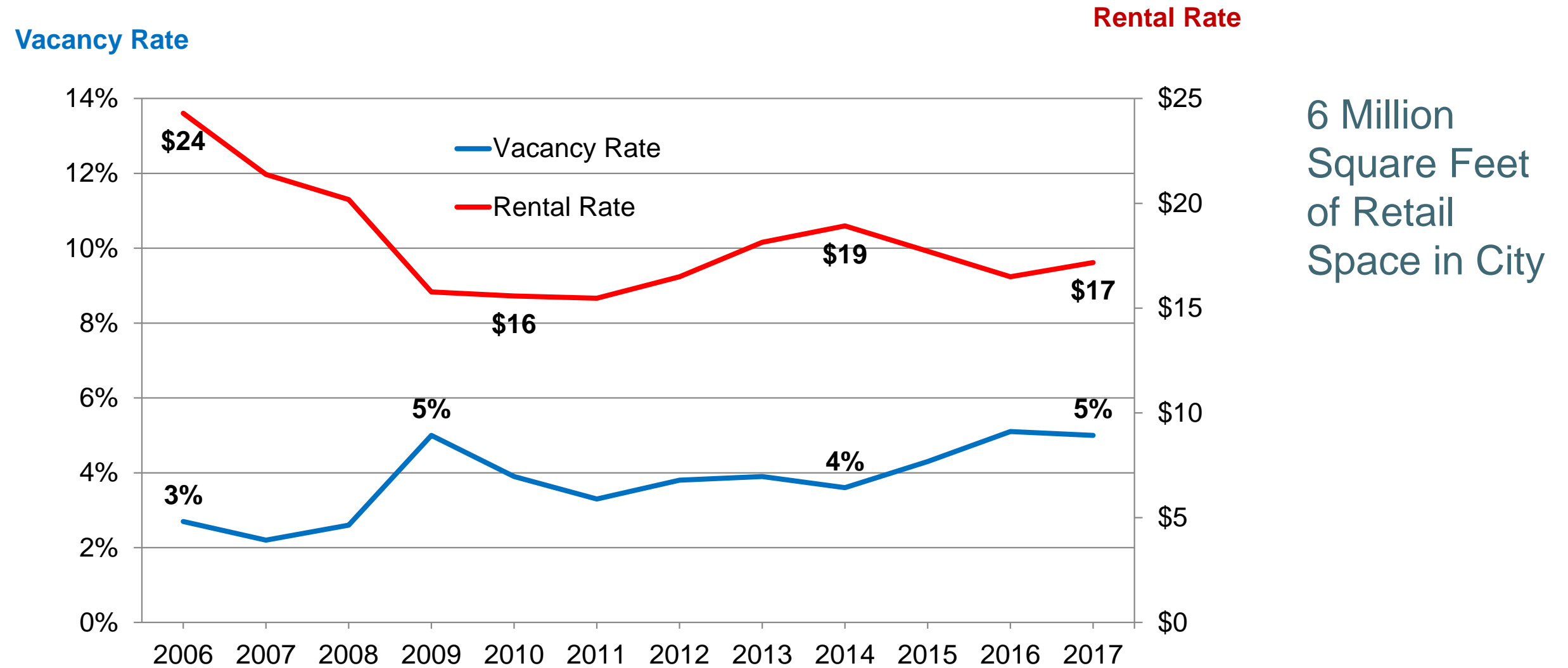
Rental Rate



4 Million  
Square Feet of  
Manufacturing  
Space in City

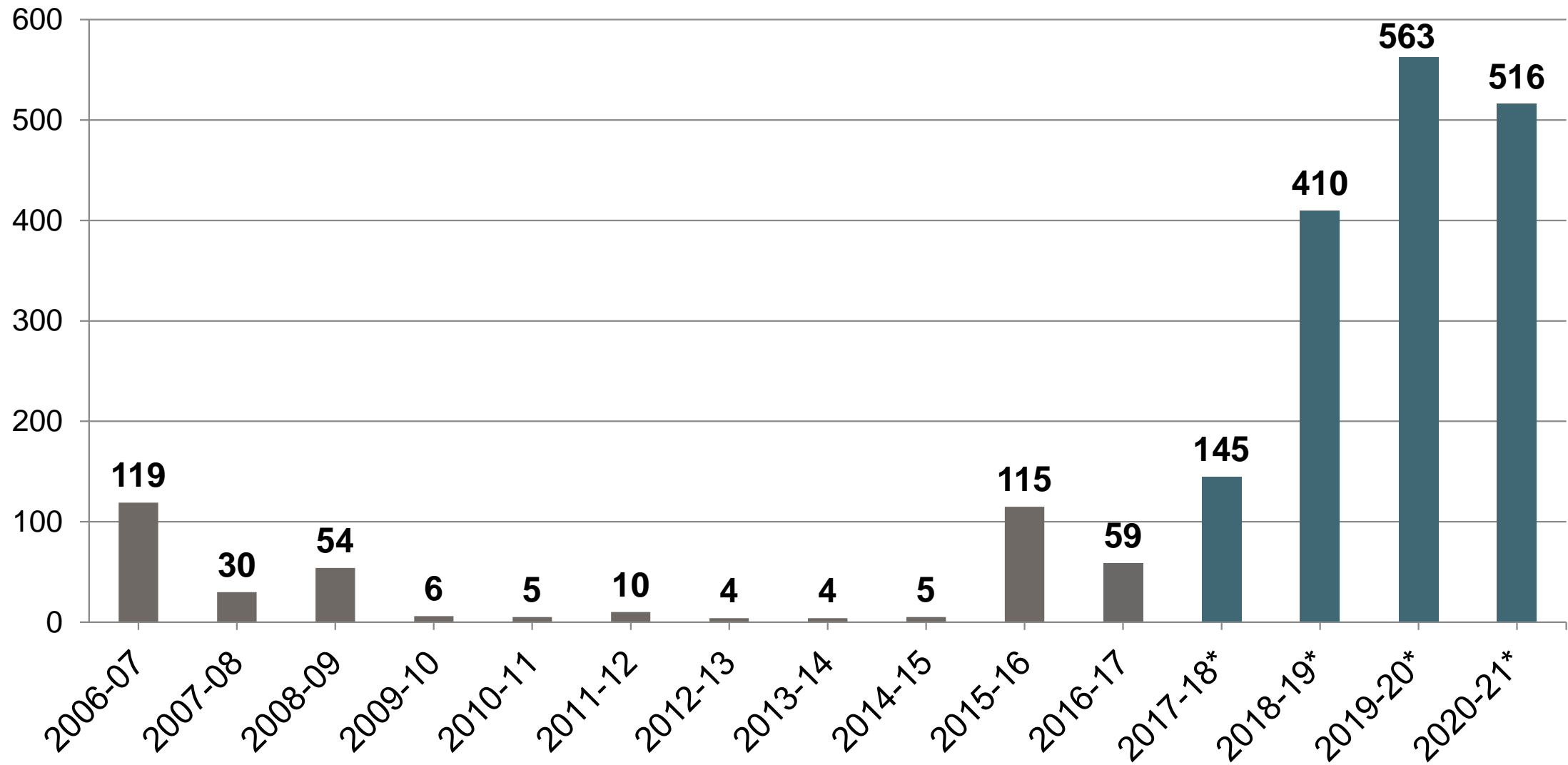
Source: CoStar 2017

# Vacancy & Rental Rates - Retail



Source: CoStar 2017

# Housing Units Constructed

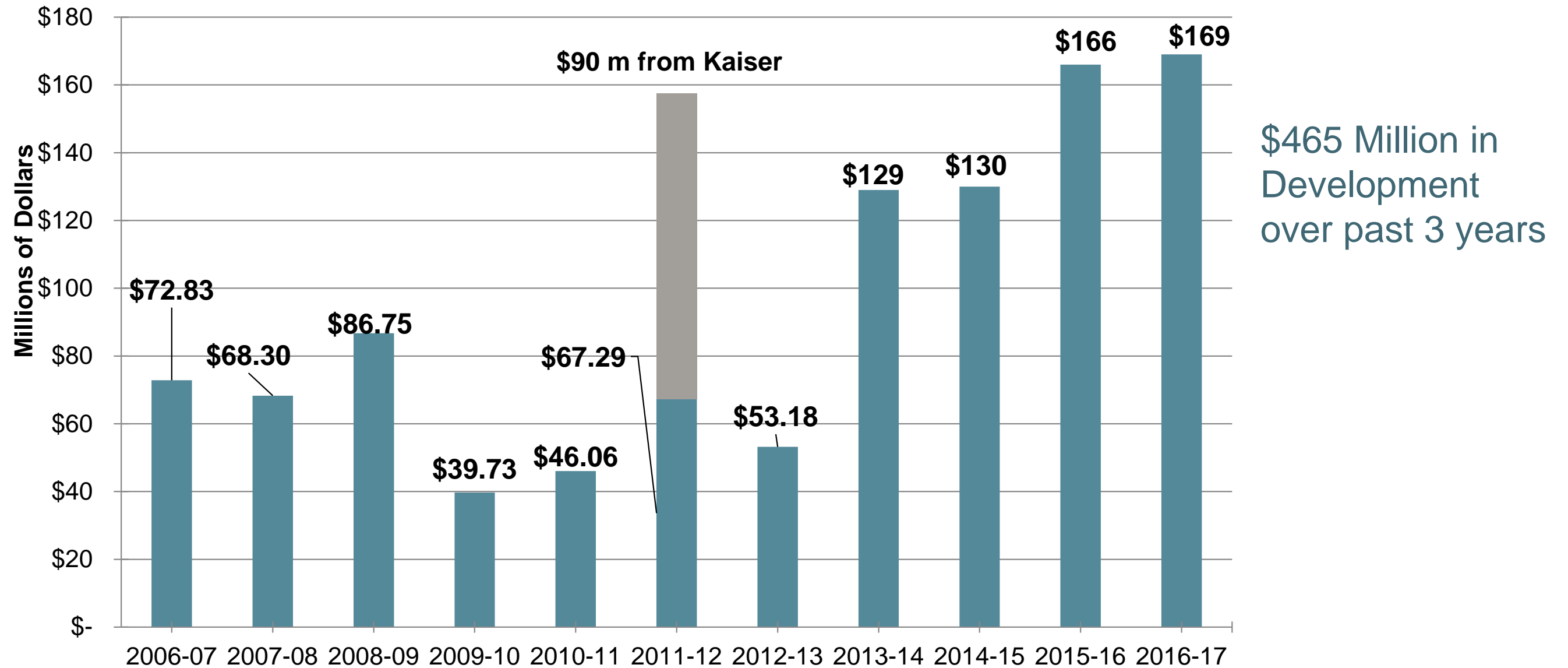


Over 1,500 new housing units in the pipeline over the next 5 years.

\*Forecast

Source: Building Department Records 2017

# Building Permit Construction Valuation



Source: Building Department Records 2017

# Taxable Sales Activity



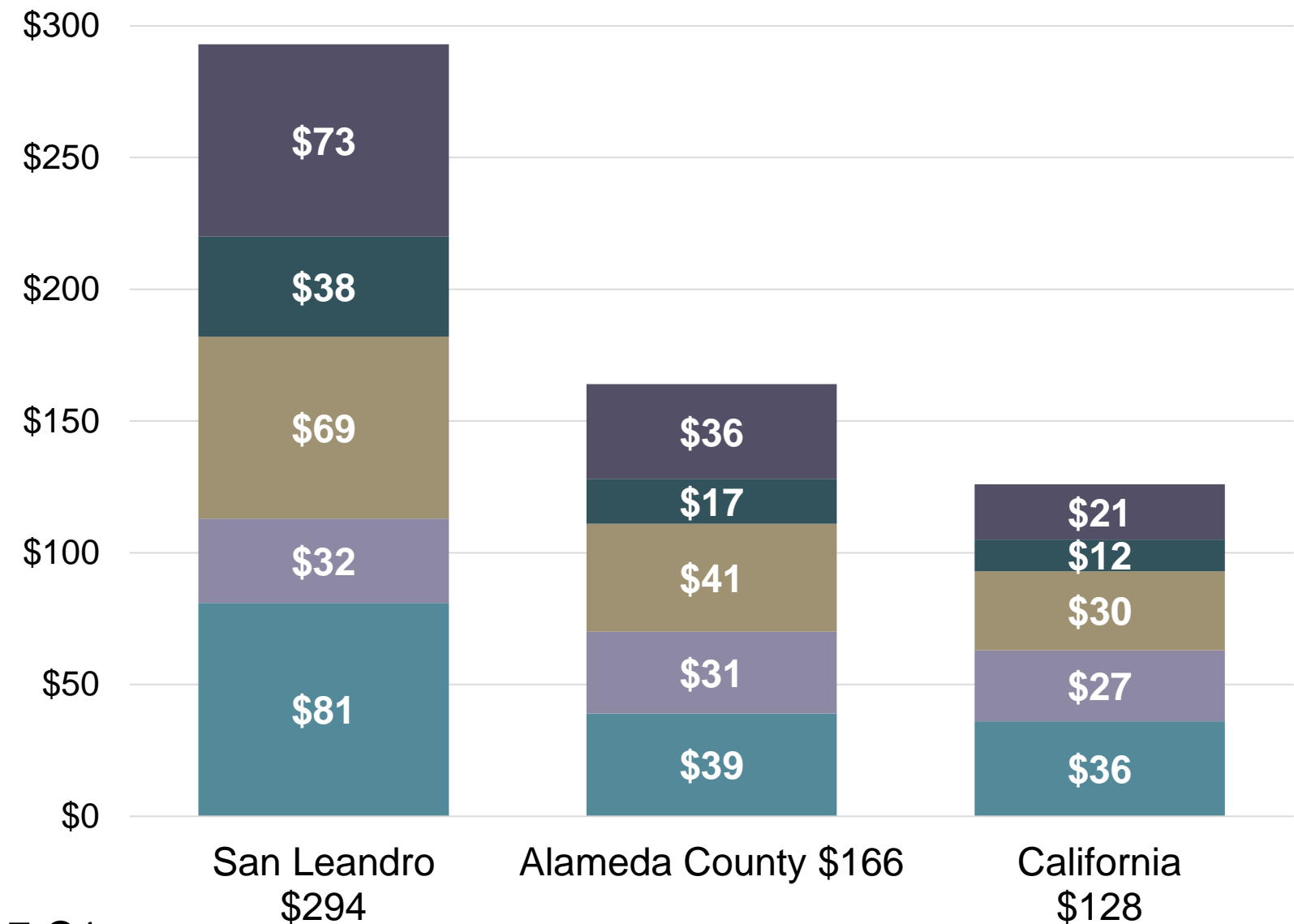
Source: Muni Services 2003-2017

# Sales Tax Per Capita

More than double the State average

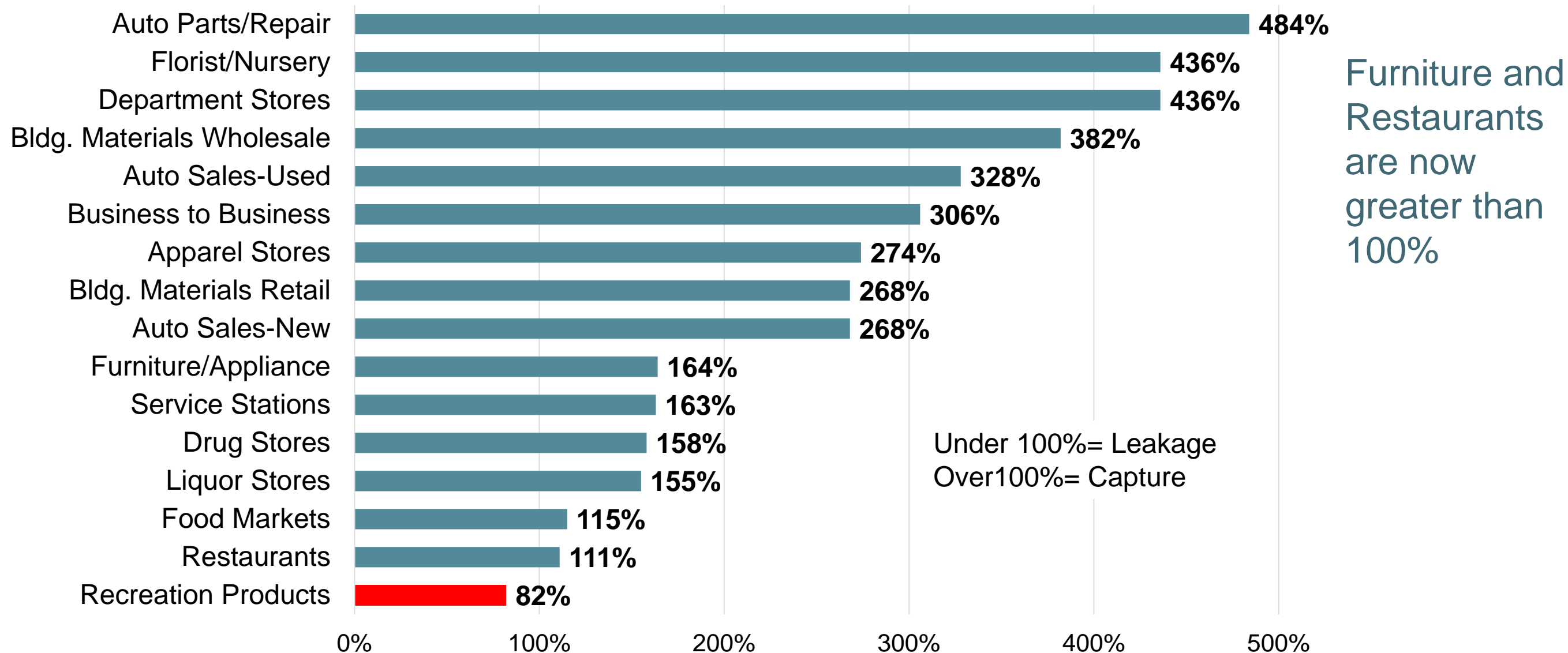
## Diverse Sales Tax Base

- Business to Business (25%)
- Construction (13%)
- Transportation (23%)
- Food Products (11%)
- General Retail (28%)



Source: Muni Services Benchmark Year 2017-Q1

# Sales Tax Capture and Leakage



# Questions?





# Economic Development Programs



# Economic Development Goal

*Improve San Leandro's quality of life by encouraging reinvestment and economic growth through **retention** and **expansion** of existing businesses and **attraction** of new industry, which will enhance the local tax base and enable an increase in the standard of living for all San Leandro.*



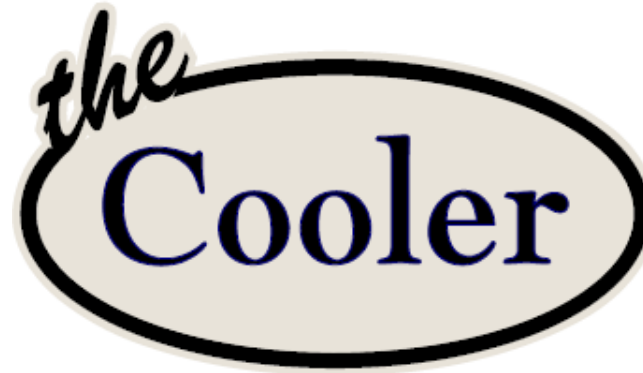
# Economic Development Activities

- ❑ Support & Retain Existing Businesses
- ❑ Business Attraction & Investment
- ❑ Strategic Development Projects
- ❑ Innovation & Smart City
- ❑ Marketing
- ❑ Support Community Prosperity
  - ▣ Placemaking & Public Art
  - ▣ Workforce Development



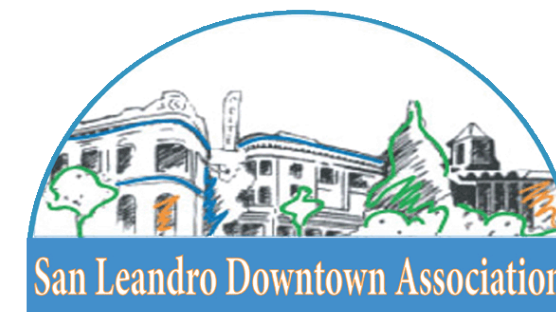
# Economic Development Programs

- Business Liaison
  - permit assistance
  - site location assistance
  - Resource referrals
  
- Developer Liaison for Opportunity Sites – Trammel Crow, Overton Moore
- Manage Successor Agency
  - Dispose of RDA properties



# Economic Development Programs

- ❑ Downtown Parking Management –parking improvements downtown
- ❑ Local Partnerships –



# Business Incentives

- ❑ Commercial Façade Program
- ❑ Design Assistance Incentive Program
- ❑ Craft Beverage Incentive Program
- ❑ Restaurant Incentive Program
- ❑ Broadband Assistance Incentive Program
- ❑ Energy Efficiency Incentive Program



Before

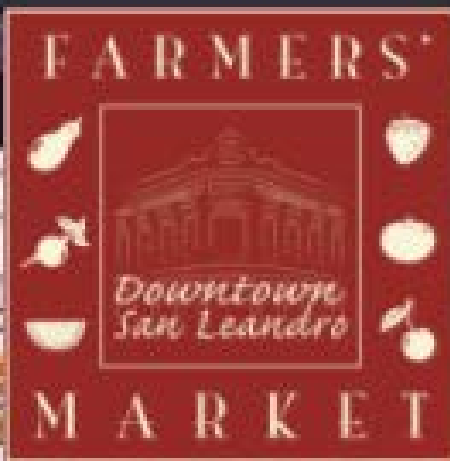
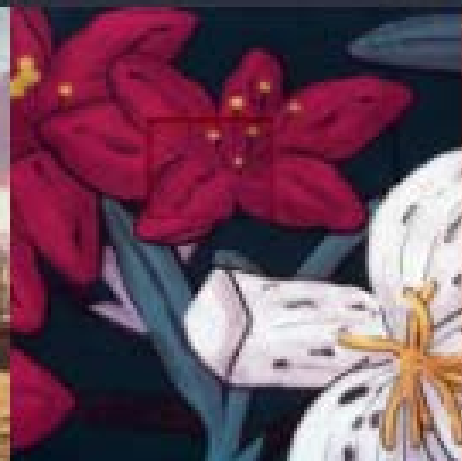
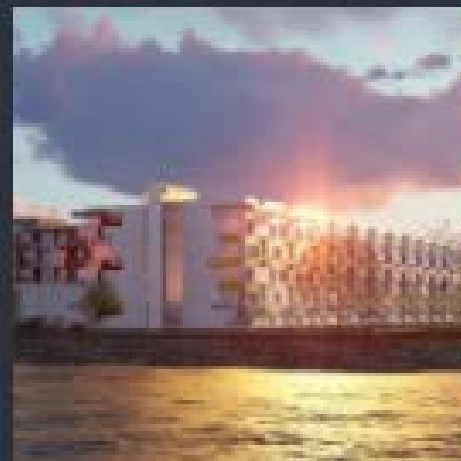


After

# San Leandro Next

## NEWS ON ECONOMIC DEVELOPMENT AND INNOVATION

FROM THE CITY OF SAN LEANDRO



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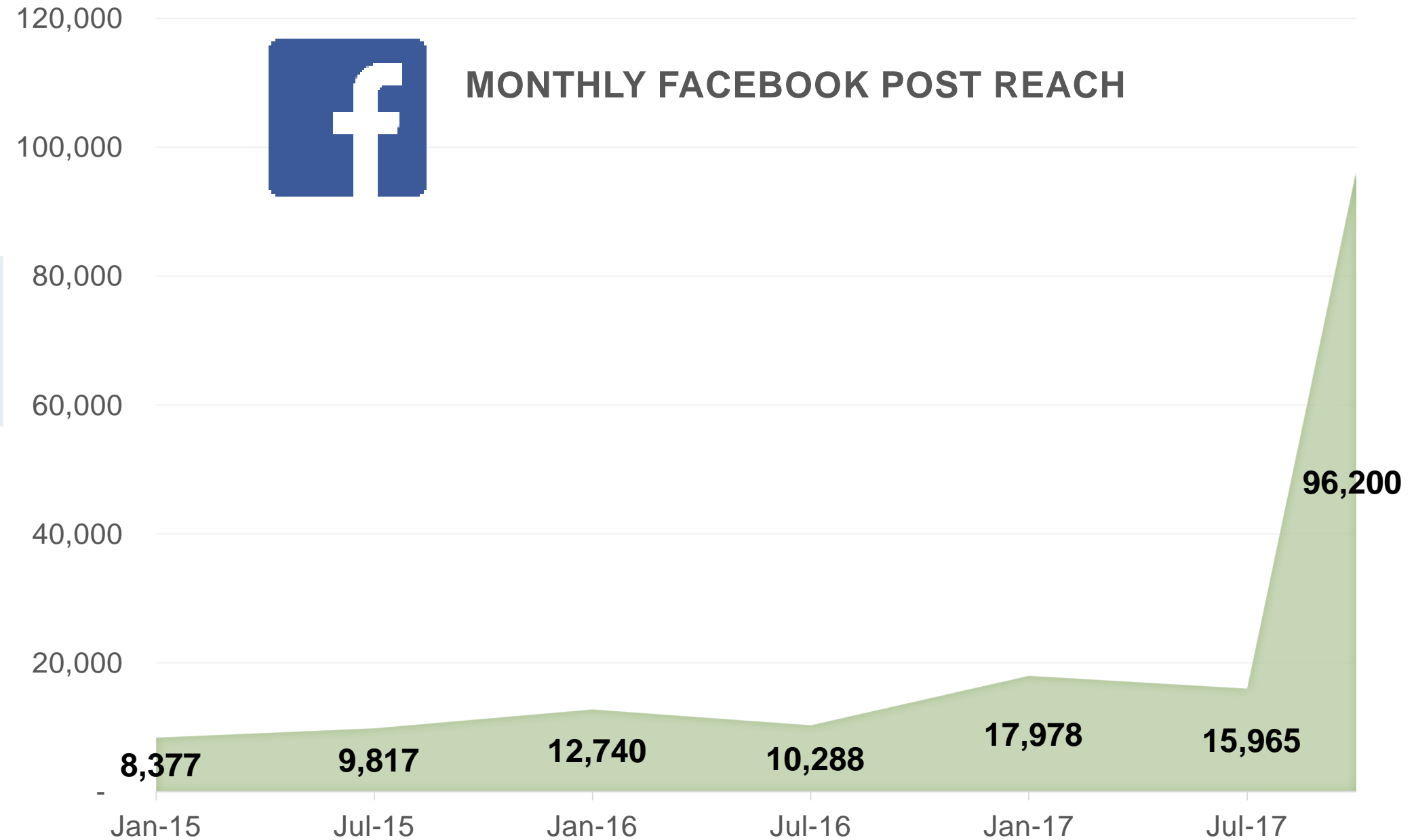
# San Leandro Next & Social Media



Tweets **788**  
Following **144**  
Followers **943**



MONTHLY FACEBOOK POST REACH







Covering the East Bay community since 1961

# THE PIONEER

- Sports
- Campus
- Study Abroad: Cuba
- Arts & Life
- Opinion
- Metro**
- Features
- Politics
- Media
- Spanish
- Blog
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## San Leandro invests in downtown development



Photo courtesy of City of San Leandro

**Eduardo Gonzalez,**  
Contributor  
November 3, 2017



### New bars and restaurants attract a different crowd.

Five years ago you might have clutched your belongings and power-walked to your car while leaving the Downtown San Leandro Safeway on Hesperian Boulevard. But things have changed. The area was once swarmed with panhandlers and delinquents, but now has taken a one-eighty and enticed a new crowd.

Over the last few years an assortment of new businesses have opened in Downtown San Leandro. Places like Sons of Liberty Alehouse, also known as SOLA, and The Cooler, both in the San Leandro Plaza, have played a vital role in these changes.

#NewsPioneer

Tweets by @news\_pioneer

**The Pioneer**  
@news\_pioneer  
Although #Prop64 passed in #California, not all cities support the upcoming change. [bit.ly/2hhAwWJ](http://bit.ly/2hhAwWJ)



Embed View on Twitter

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BREAKING THE SCHOOL TO PRISON PIPELINE: INVESTING IN OUR YOUTH  
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Art Exhibition

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Community News

**Business pa**

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from buildings and

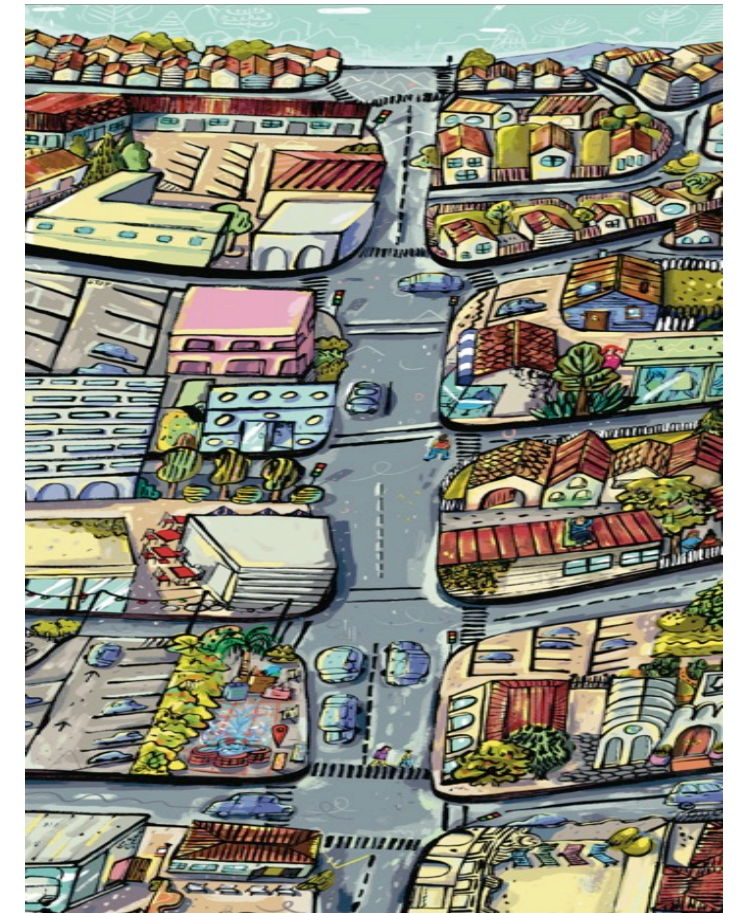
# Mural Art Project

- 1605 Abram Court – *Costanoans*, Pastel (Francisco Diaz)
- 14995 Farnsworth Street – *Sound & Color*, Kelly Ording
- 1800 Merced Street – *Around Here*, Troy Lovegates & Cannon Dill



# Utility Boxes

- Pilot phase in 2014-15: 17 utility boxes in 8 locations
- Phase II in 2015-16: 23 utility boxes in 15 locations
- Phase III in 2017-2018: 26 City-owned utility boxes



# Development Accomplishments



# San Leandro Tech Campus

- ❑ 132,000 sf Class A office space
- ❑ LEED Gold-certified building
- ❑ 771-space parking garage
- ❑ Truth is Beauty



# Marea Alta – Phase I

- ❑ 115 units of affordable housing
- ❑ 500 sf small retail space
- ❑ BART parking



# Comstock Industrial Center

- ❑ 2388 Williams St.
- ❑ 160,000 sf Class A industrial development
- ❑ \$24 million investment



Making business flow



# New Restaurants



## EAST BAY EXPRESS

OAKLAND, BERKELEY, AND EAST BAY NEWS, EVENTS, RESTAURANTS, MUSIC, &

HOME NEWS & OPINION ARTS & CULTURE **FOOD & DRINK**

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FOOD & DRINK » RESTAURANT REVIEW

OCTOBER 18, 2016

### Cinco TacoBar in San Leandro Redefines the Strip Mall Taqueria

It's like a Chipotle, but the food is actually good.

By Luke Tsai @theluketsai



## The Mercury News

Lifestyle > Eat & Drink

### Review: Sons of Liberty Alehouse a near-flawless entry in beer-hall field

3



## EAST BAY EXPRESS

OAKLAND, BERKELEY, AND EAST BAY NEWS, EVENTS, RESTAURANTS, MUSIC, &

HOME NEWS & OPINION ARTS & CULTURE **FOOD & DRINK**

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FEBRUARY 21, 2017

### Noodles Pho Me in San Leandro Is a Lao-Style Pho Shop That's Full of Surprises

Noodle soups are the star.

By Luke Tsai @theluketsai





# New Restaurants

## Mels Diner

- ❑ \$450,000 investment
- ❑ Received \$45,000 in façade assistance



## Fusion Factory

- ❑ \$240,000 investment
- ❑ Received \$45,000 in façade assistance



# New Businesses



**MEMPHIS**  
MEATS



**TINY FARMS**



**FREEWIRE**  
TECHNOLOGIES



**AIRSPACE**



• FRESH FRUIT INFUSIONS •

# New Medical Cannabis Dispensaries

- Harborside San Leandro – 1965 Marina Blvd. – Entitled
- Davis Street Wellness Center – 3089 Teagarden St. – Entitled
- Blum San Leandro – 1911 Fairway Dr. - Proposed

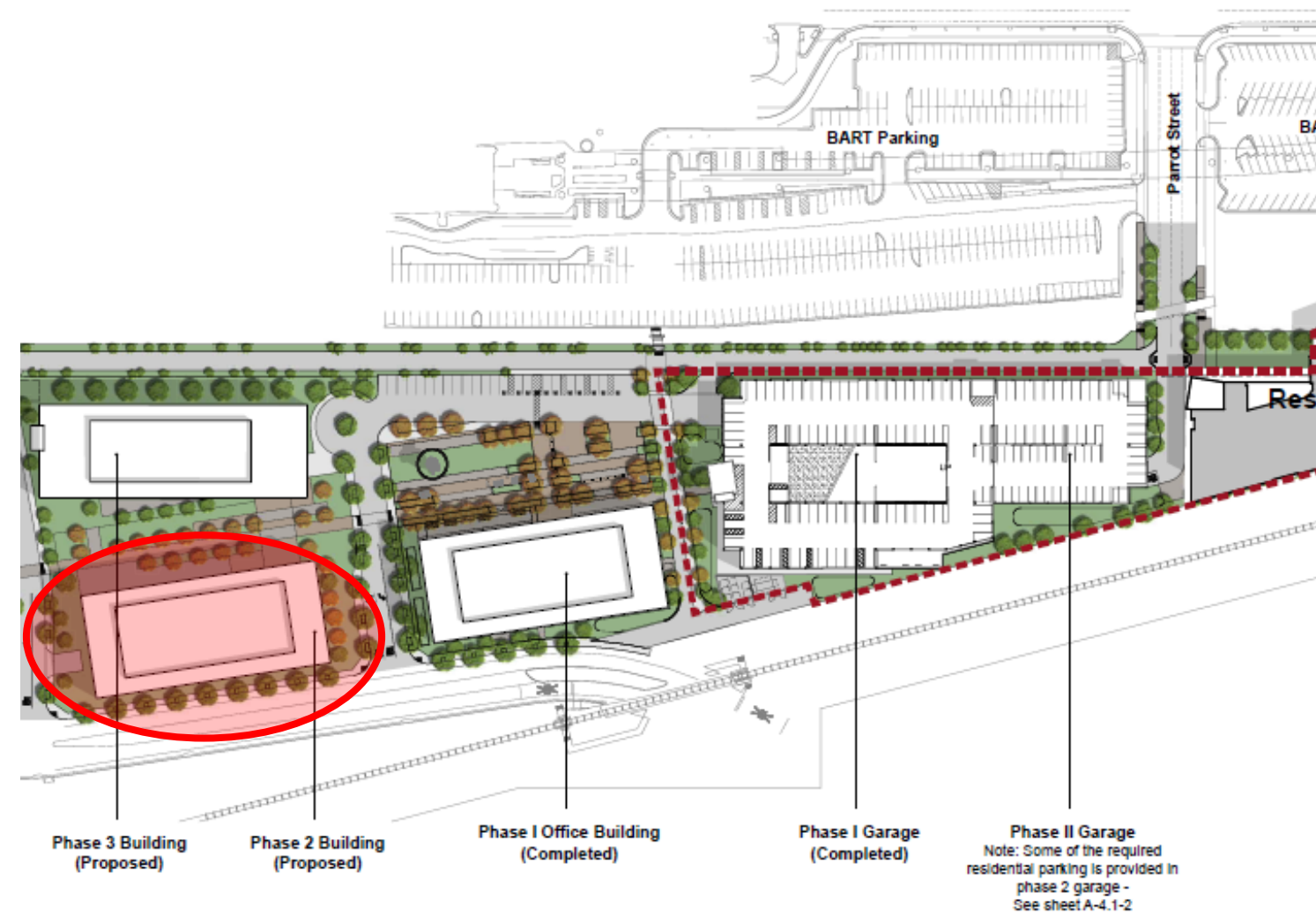


# PROJECTS UNDER CONSTRUCTION & ENTITLED



# San Leandro Tech Campus –Under Construction

- 132,000 sf Class A office space
- \$15 million investment 2



# Marea Alta Phase II – Under Construction

- ❑ 85 senior units
- ❑ 68,943 sf
- ❑ \$12 million investment



# Friant Furniture – Under Construction

- ❑ 1980 W. Ave 140th
- ❑ 306,000 sf rehabilitation
- ❑ \$18 million investment



# Marina Gateway Industrial Center – Under Construction

- ❑ 2000 Marina Blvd, Former Georgia Pacific Site
- ❑ 293,174 sf Class A Industrial Building
- ❑ \$45 million investment
- ❑ Marketed for Advanced Manufacturing
- ❑ Public Improvements:
  - ❑ Utility Undergrounding
  - ❑ 10 ft Street Widening





# San Leandro Business Center – Under Construction

- ❑ 100 Halcyon Dr
- ❑ 30 acre Redevelopment Site
- ❑ 550,000 sf of Class A Industrial
- ❑ \$70 million investment



Trammell Crow Company

# SLTC – Mixed-Use Residential - Entitled

- ❑ 197-unit Multi-Family Housing Development
- ❑ Includes 13,000 sf of office space
- ❑ 3.13 acres West of BART between Parrott & Thornton

SLTC  
SAN LEANDRO TECH CAMPUS

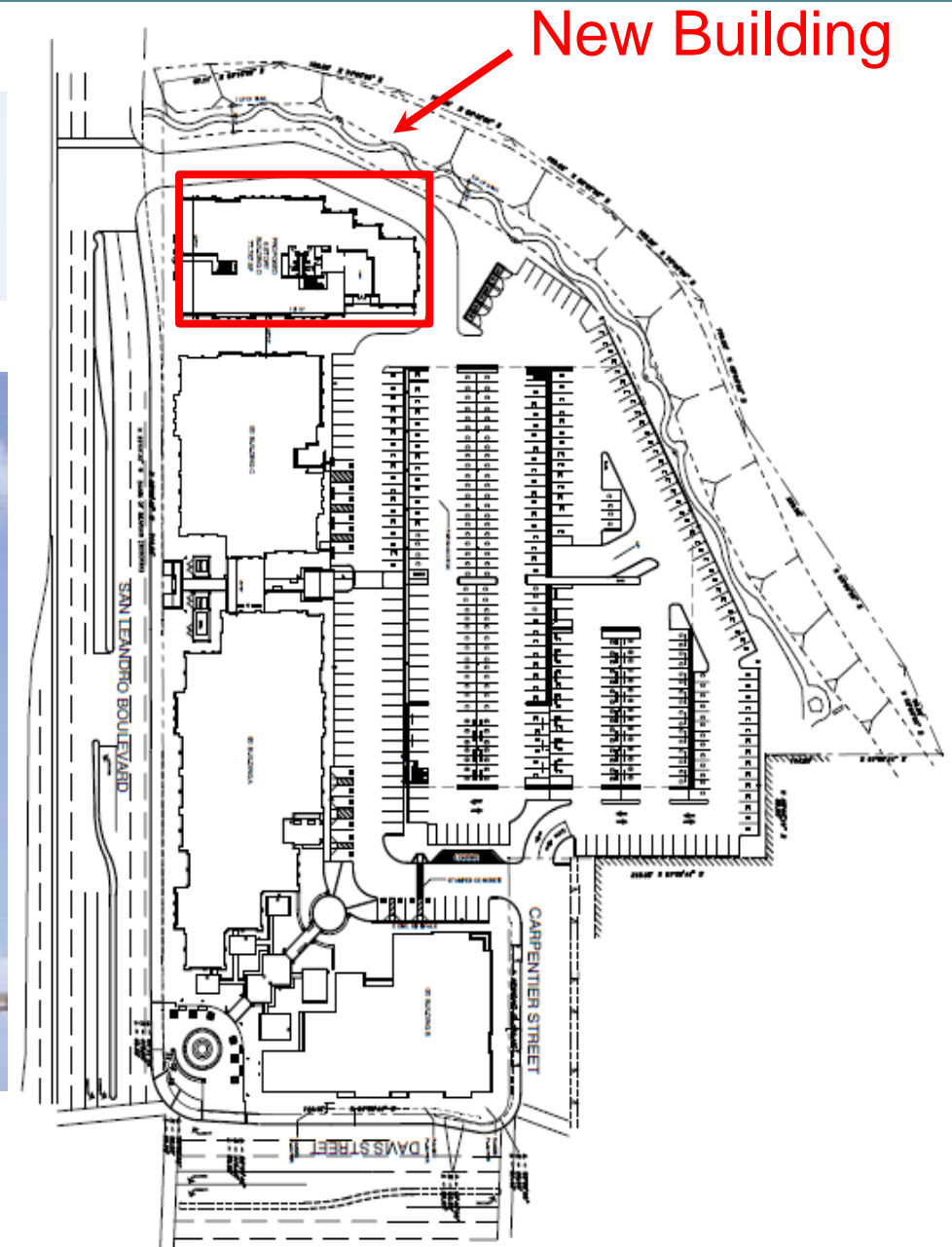
WESTLAKE  
URBAN



# Creekside Plaza 4<sup>th</sup> Building - Entitled

- 6.41 acre site
- 306,050 total sf

 *The  
INNISFREE  
Companies*



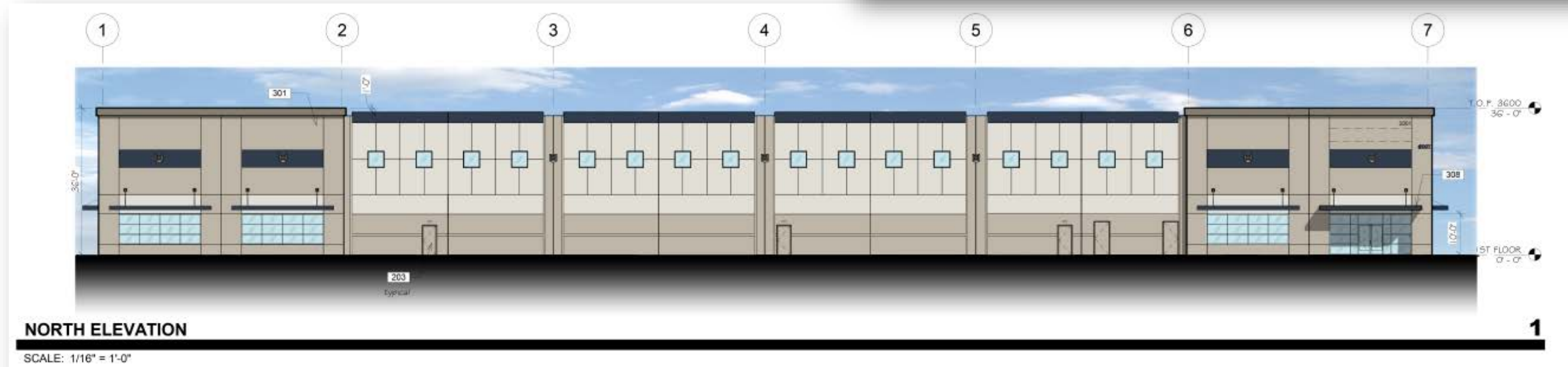
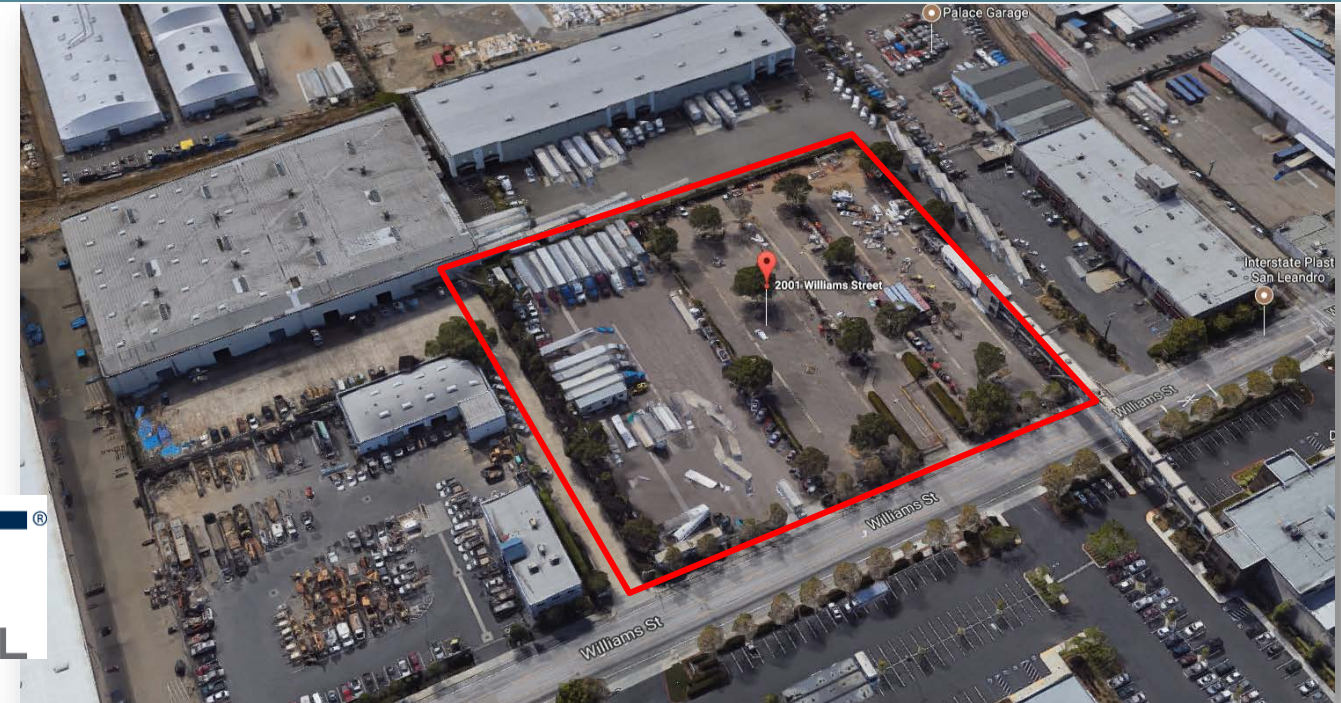
# Galvan Apartments — Entitled

- ❑ 1965 Washington Ave.
- ❑ 60 units, 5 stories
- ❑ 0.5 acre Redevelopment Site



# 2001 Williams Street - Entitled

- ❑ 2001 Williams Street
- ❑ 72,200 sf warehouse and 3,000 sf office on 157,934 sf lot size
- ❑ \$15 million investment



# New Restaurants – Coming Soon

- Shabu House (1376 E. 14<sup>th</sup> Street)
- Moussaka Mediterranean Kitchen (599 Dutton Ave)
- Top Hatter's Kitchen (855 MacArthur Blvd)
- Bonchon Chicken (1267 Washington Ave)

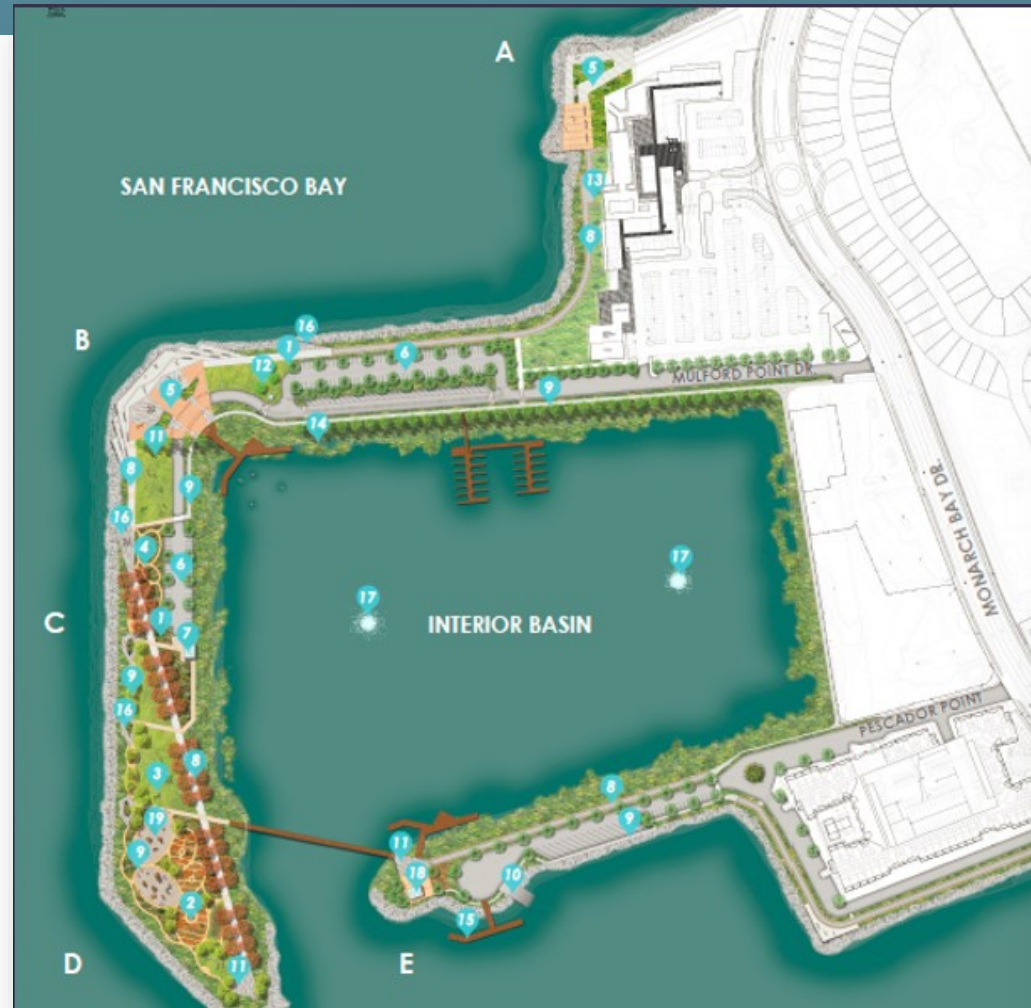


# Proposed Development & Opportunity Sites



# Monarch Bay – Shoreline Development

- 220-room hotel
- 2 Restaurants & Banquet Space
- 500 housing units



- New Mulford-Marina library branch
- Park space, including pedestrian promenade and bicycle lanes





# Alvarado / Aladdin – Proposed Industrial

- 2756 Alvarado St
- New 152,000 sf Class A Industrial



Current



# Cannabis Manufacturing & Laboratories

- Cannabis Testing Laboratories are a conditionally-permitted use
- Pilot Program enables 5 Cannabis Product Manufacturing with a Conditional Use Permits
  - Dispersa Labs Inc. – Proposed
    - 1655 Abram Court
    - 7,500 sqft to manufacture inhalation products
    - DL001 Product: dry powder inhaler system for cannabinoids



# Eden Housing – Proposed Residential

- 1604 San Leandro Blvd x. Parrott
- 62 units of affordable housing



# Broadmoor Village – Proposed Residential

- 311 MacArthur Blvd
- 42,444 sf
- 21 townhome units



# Parrott St. & Washington Ave. – Proposed Development

- 0.42 acre Redevelopment Site
- 2 RDA Owned Parcels
- 22-24 units
- Ground floor retail



# Sansome Pacific – Proposed Mixed Use

- 1188 E 14th St
- 1.2 acre Redevelopment Site
- Multi-family residential units
- 2 small retail spaces, specialty grocer and parking garage
- Sansome Pacific Properties



Sample Design – Similar Project

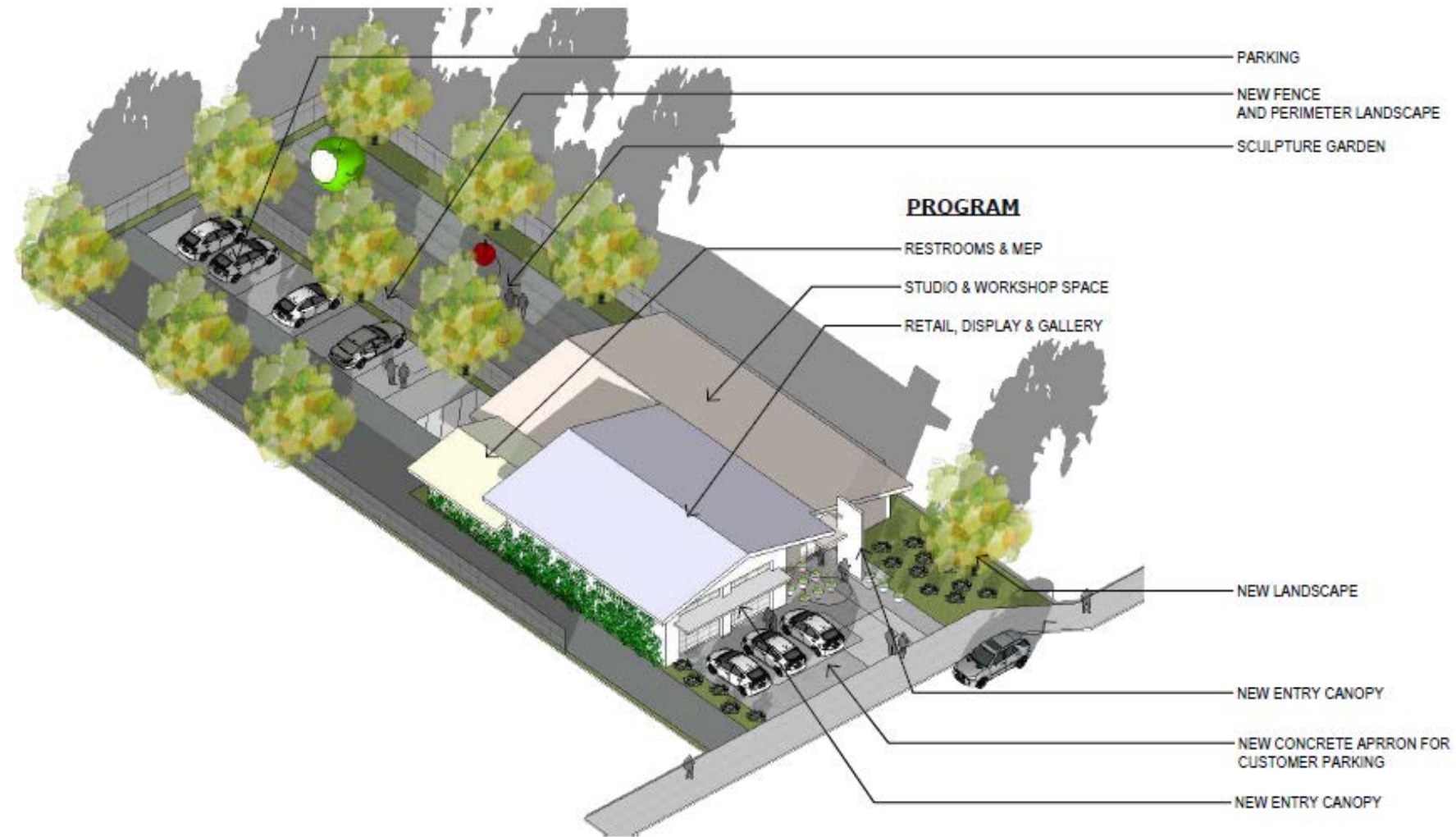
# Town Hall Square – Proposed Mixed Use

- East 14th & Davis Streets
- 0.6 – 1.5 acre Redevelopment Site
- 6 City/RDA Owned Parcels
- 3 Privately Owned Parcels
- BEAM Development LLC



# Former Fire Station #11 – Proposed Development

- 2101 Marina Blvd. (east of Doolittle Dr.)
- 0.35 acre Redevelopment Site
- Artist-focused residential





# Ale Trail– Proposed Project

- 21<sup>st</sup> Amendment Brewery and Drakes Brewery

## THE ALE TRAIL

### REVISED CONCEPT PLAN

The River + Eddy is a concept that lets each person choose their own path. Based on the many types of beer brewed in San Leandro, this Ale Trail is actually made up of multiple intersecting and overlapping paths modeled on the meander of a braided river or estuary. Each path can tell a unique story and educate visitors while they stroll from one brewery to the next (and back again).

play, rest, drink, learn, activate, connect, 21st Amendment, Drake's, opportunity

red ale, stout, golden ale, lager, pilsner

the colors of beer: pale ale, lager, pilsner, wheat beer, golden ale, red ale, porter, stout, imperial stout

*Create your own adventure, go with the flow, run into a friend, enjoy the meander!*

Each eddy in the river offers a place to pause, rest, learn, and/or gather. As the Ale Trail matures and gains in popularity, these activation areas can be expanded into stages, seasonal bars, or outdoor movie theaters.

Love a cold lager? Follow the Lager Trail. Prefer a porter? Pick the Porter Trail. Swear by a stout? The Stout Trail is for you!

directional wall concept

concept collage

mural concept

# San Leandro Blvd & Davis – Proposed Development

- San Leandro Boulevard north of Davis St.
- Redevelopment Site
- Proposed multi-story office, ground floor retail and structured parking



# Alvarado & Antonio – Opportunity Site

- 5.03 acres
- TOD Residential
- Potential for up to 500 multi-family housing units
- Public park and Creek Trail access



# Kaiser North Parcel – Opportunity Site

- Southeast of Marina Blvd./Merced St.
- 24.5 acre Development Site
- Regional Retail
- Hotel /Multi-family Residential
- Continued Development Interest
- Performing Environmental Remediation



# Bay Fair Transit Oriented Development

## Draft Bay Fair TOD Specific Plan

- City received \$440K planning grant from MTC
- Public-private partnership with BART, Madison Marquette, and Alameda County

### Plan vision:

- “Sustainable, vibrant, walkable, and safe transit-oriented village with a diversity of land uses serving local and regional populations.

### TOD Plan benefits:

- Ongoing City & private investment in south San Leandro area
- Greater funding opportunities
- Incentivize/streamline regulatory process
- Final planning puzzle piece for E 14th Street corridor



# Questions?

