

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 value-added and wages. However, 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. Maximizing this opportunity requires reinvesting in the industrial area.

With the 21st Century transformations in business and industry, workplace districts must now serve as tools to attract, nurture and retain talent, in other words, they need to provide the types of services and experiences nearby that all workers and entrepreneurs want. This is increasingly so with younger ("Millennial") generation workers who have different attitudes towards work-life balance and locational preferences for activities. With 1,000 acres of underutilized land and former factory spaces, San Leandro is well positioned to capitalize on the growing advanced manufacturing movement.



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 Next Steps* comprise three primary strategies, outlined below:

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 San Leandro businesses to develop and strengthen connections and supply chains to build upon existing clusters in specialty food production, materials and 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 bikeable and includes public meeting places where people can share a meal and exchange ideas.

San Leandro's Competitive Advantage

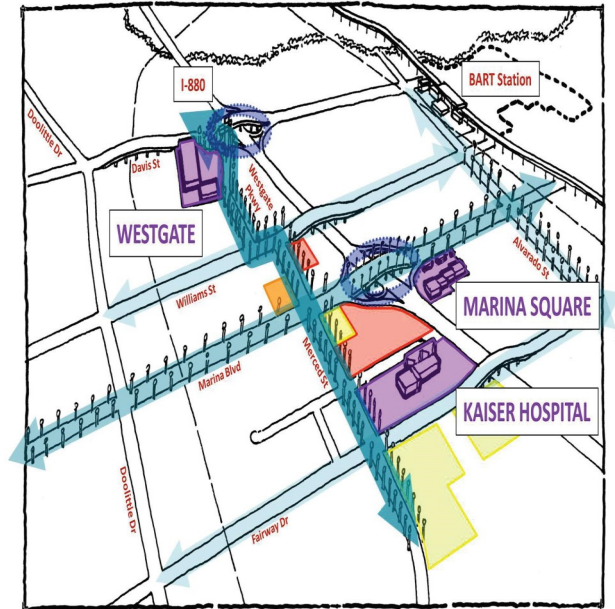
- Central location near the Oakland International Airport, the Port of Oakland, three freeways, San Francisco, and Silicon Valley.
- Access to a world-class, educated workforce.
- Business friendly permitting & regulations.
- The nationally recognized Lit San Leandro fiber optic network.
- Existing advanced manufacturing clusters and headquarters in food processing, metals and machining, instruments and process controls, other high tech industries.
- Available manufacturing space at competitive prices.



Next Generation Next Steps

San Leandro has numerous programs to leverage private investment and attract restaurants, improve public transit, lighting, and bike lanes. The City also is in the process of updating its zoning code to remove barriers and increase the vitality of the area.

Significant infrastructure investment is needed to strengthen the roads that bisect San Leandro's industrial areas. Specifically, streetscape improvements to north-south and east-west arterials are needed to create attractive and complete streets and a sense of place. Public investments in signage, accent paving, sidewalks, crosswalks, bulb-outs, bike lanes, enhanced transit facilities, street trees, street lighting and landscaping will make the district a more desirable location for workers.



Energy and Momentum throughout San Leandro

The Next Generation Work Place District is part of a citywide movement that includes Transit-Oriented Development in Downtown San Leandro, a new high-rise, Class-A office complex, and development of a 52-acre site on the city's shoreline. Additionally, a new, state-of-the-art Kaiser Permanente Medical Center is opening in April 2014 bringing over 2,000 employees and thousands of visitors to the industrial area. Finally, a maker community is growing in San Leandro as technology entrepreneurs take advantage of the Lit San Leandro fiber optic network and flexible, industrial real estate.

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 to fully realize the potential of the industrial area as *the place* in the Bay Area for advanced manufacturing.

