



# SAN LEANDRO DEVELOPMENT UPDATE



# 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
- ❑ Marketing
- ❑ Support Community Prosperity
  - ▣ Placemaking & Public Art
  - ▣ Workforce Development



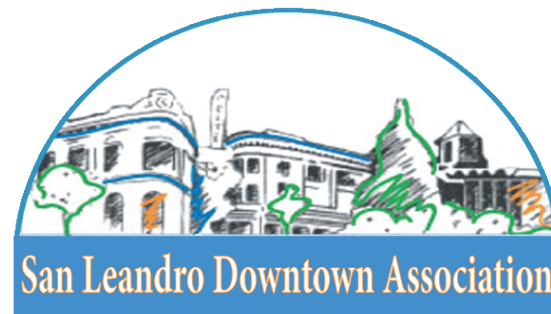


# Economic Development Programs

- ❑ Business Incentives
- ❑ Business Liaison
  - ❑ permit assistance
  - ❑ site location assistance
  - ❑ resource referrals
- ❑ Developer Liaison for Opportunity Sites

# Economic Development Programs

- Strategic Projects - Downtown Parking Management
- Manage Successor Agency - Sell RDA properties
- Key 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



# Business Incentives

## Papaito & Antigua Coffee – Creekside Plaza







**Marea Alta**

1400 San Leandro Blvd.  
• 115 affordable housing units

**La Vereda**

528 W Juana Ave.  
• 85 affordable senior housing units



**Alvarado-Antonio Apartments**

• 5.73 acre Transit Oriented Development  
• 687 residential units mix of studios, 1, 2, and 3 bedrooms



**Broadmoor Village**

311 MacArthur Blvd.  
• 20 townhome units



**San Leandro Tech Campus Office**

1600 Alvarado Street  
• 396,000 square feet of office



**Sansome Pacific Mixed-Use**

1188 East 14th Street  
• 197 housing units  
• Specialty grocer and retail



**Marina Gateway Industrial Center**

2000 Marina Blvd.  
• 327,000 square feet Class A Industrial Building  
• Torani syrups bringing 150+ jobs

RESIDENTIAL			
1. Marea Alta & La Vereda	1400 San Leandro Blvd.	200 Affordable Units	Construction
2. SLTC Housing	1600 Alvarado Street	197 Housing Units	Approved
3. Eden Housing	1604 San Leandro Blvd.	62 Affordable Units	Approved
4. Galvan Apartments	1965 Washington Ave.	60 Multi-Family Units	Approved
5. Alvarado Apartments	Alvarado - Antonio St	687 Housing Units	Proposed
6. Broadmoor Village	311 MacArthur Blvd.	20 Townhome Units	Proposed
7. Bancroft Housing	1300 Bancroft Ave.	Multi-Family Units	Proposed
MIXED-USE			
8. Sansome Pacific	1188 E 14th Street	197 Housing Units	Proposed
9. Town Hall Square	1199 E 14th Street	150 Housing Units	Proposed
10. Parrott -Washington	1595 Washington Ave	26 Condo Units	Proposed
MANUFACTURING/ INDUSTRIAL			
11. Comstock Industrial	2388 Williams Street	160,000 sqft	Complete
12. SL Business Center	100 Halcyon Drive	550,000 sqft	Construction
13. Marina Gateway	2000 Marina Blvd.	327,000 sqft	Construction
14. Friant Furniture	1980 West Ave. 140th	306,000 sqft	Construction
15. DCT Industrial	2001 Williams Street	72,000 sqft	Construction
16. Alvarado Commerce	2756 Alvarado Street	159,450 sqft	Approved
OFFICE & RETAIL			
17. SL Tech Campus	1600 Alvarado Street	396,000 sqft office	Construction
18. Creekside Plaza	500 Davis Street	77,000 sqft office	Approved
HIGH GROWTH AREAS			
19. Shoreline	Shoreline	Housing, Hotel	Planned
20. Bay Fair TOD	Bay Fair BART Station	Mixed-Use Development	Specific Plan

# SAN LEANDRO DEVELOPMENTS



**Shoreline Development**

- Expand public park with recreational amenities
- 200 room hotel
- 2 restaurants & banquet hall
- 500 housing units
- New Mulford-Marina library



**Bay Fair Transit Oriented Development**

- Guide for future development of a sustainable, vibrant, walkable, and safe transit oriented village with a diversity of land uses serving local and regional populations.



**San Leandro Business Center**

100 Halcyon Drive  
• 550,000 square feet of Class A Industrial in 3 buildings  
• Public improvements and 4 large murals



# GATE 510





# Marketing Materials

# SAN LEANDRO

## WE MAKE **THINGS!**

San Leandro is building on its deep manufacturing history, transforming into an innovation and advanced manufacturing hub. With a business friendly climate, easy transportation access, ultra high speed internet, and a diverse housing and employment base, San Leandro is the place to grow your business.



TORANI • PCC STRUCTURALS • 21ST AMENDMENT • GHIRARDELLI • ENERGY RECOVERY  
VANTAGE ROBOTICS • DRAKE'S • MI RANCHO • SCANDIC SPRINGS • FREEWIRE TECH • COCA-COLA

## BUILDING AN INNOVATION ECOSYSTEM

SLNEXT@SANLEANDRO.ORG

(510) 577-3311

**SANLEANDRO**  
**NEXT**.com



# Placemaking - Public Art

- 15000 Farnsworth Street – *Peachy*, Sarah Bowser
- Utility Boxes – Phase III – total of 71 utility boxes with art





# Manufacturing Outreach

25%

Industrial  
Land



City's Land Area

**\$52 Million**

contributed to the San Leandro's economy  
**2014-2017** from industrial and  
manufacturing sector

**213 NEW  
MANUFACTURING JOBS**  
2014-2017



For every **\$1.00** spent in  
manufacturing, another  
**\$1.81** is added to the  
economy.



For every one worker in manufacturing,  
there are another four employees  
hired elsewhere.

**30 NEW  
MANUFACTURING  
BUSINESSES**  
2014-2017



# Manufacturing Outreach



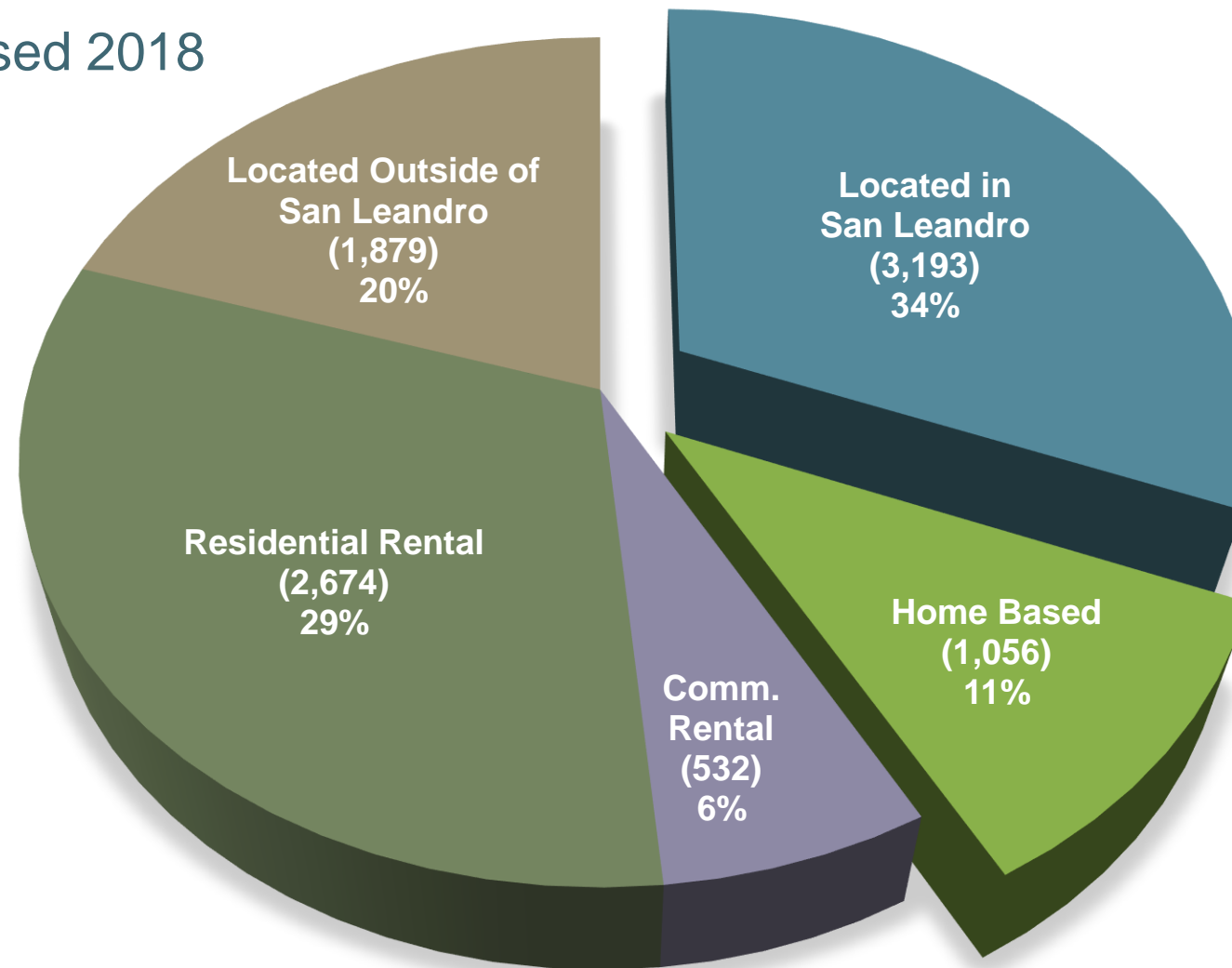


# Economic Overview



# Total Number of Business Licenses

9,334 Total Businesses Licensed 2018



4,249 (45%) businesses in San Leandro, includes 1,056 home based businesses

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



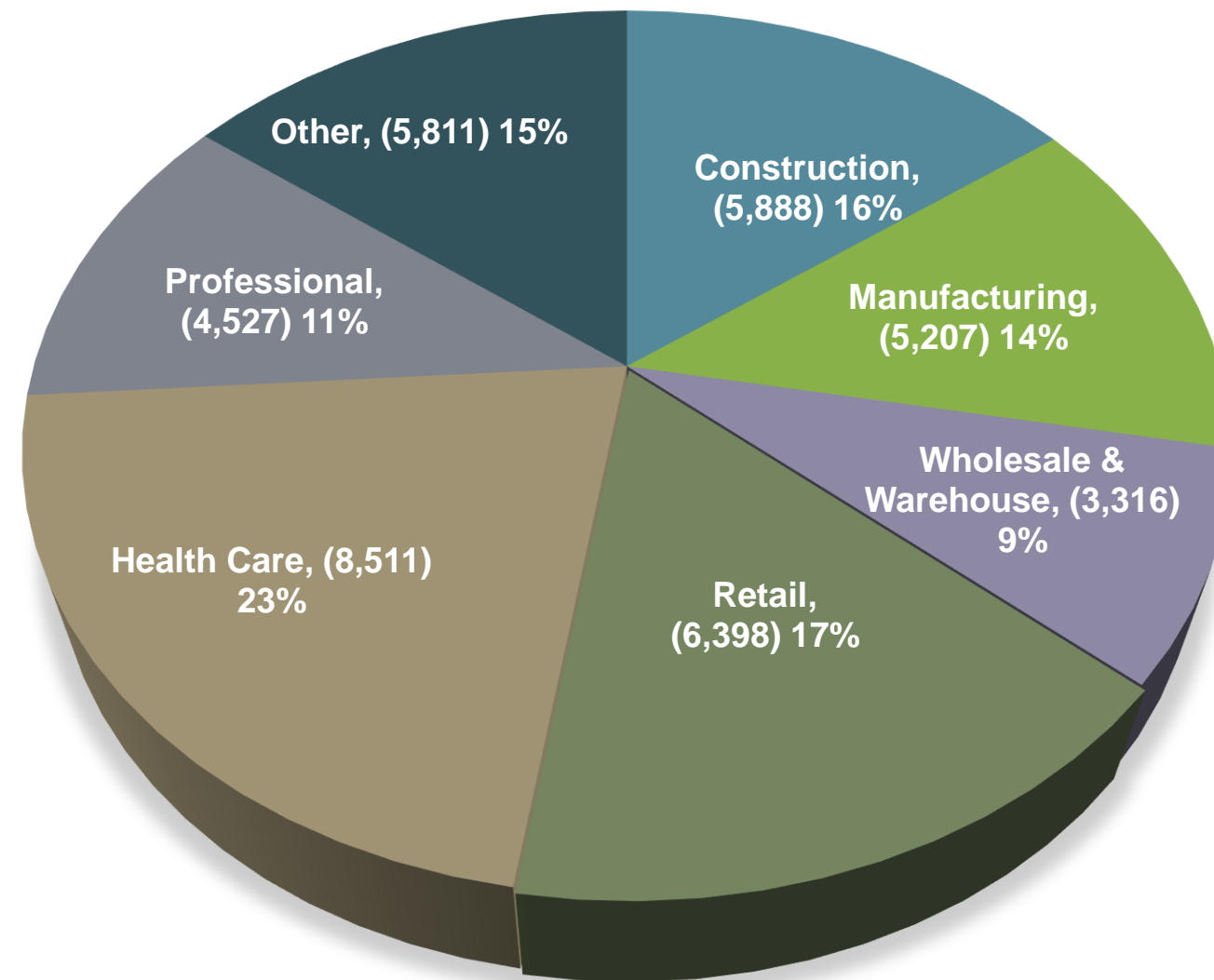
# Top 20 San Leandro Employers

(Alphabetical Order)

- Acco Engineering
- Alameda County Industries
- City of San Leandro
- Coca Cola
- Columbia Cosmetics
- CostCo Wholesale
- Ghirardelli Chocolates
- Home Depot
- Kaiser Hospital
- Kindred Hospital
- MV Public Transportation
- OSIsoft
- Mi Rancho
- PCC Structural
- San Leandro School District
- San Leandro Hospital
- Splay (Green Toys)
- Target
- UPS
- Wal-Mart

# Employment by Industry

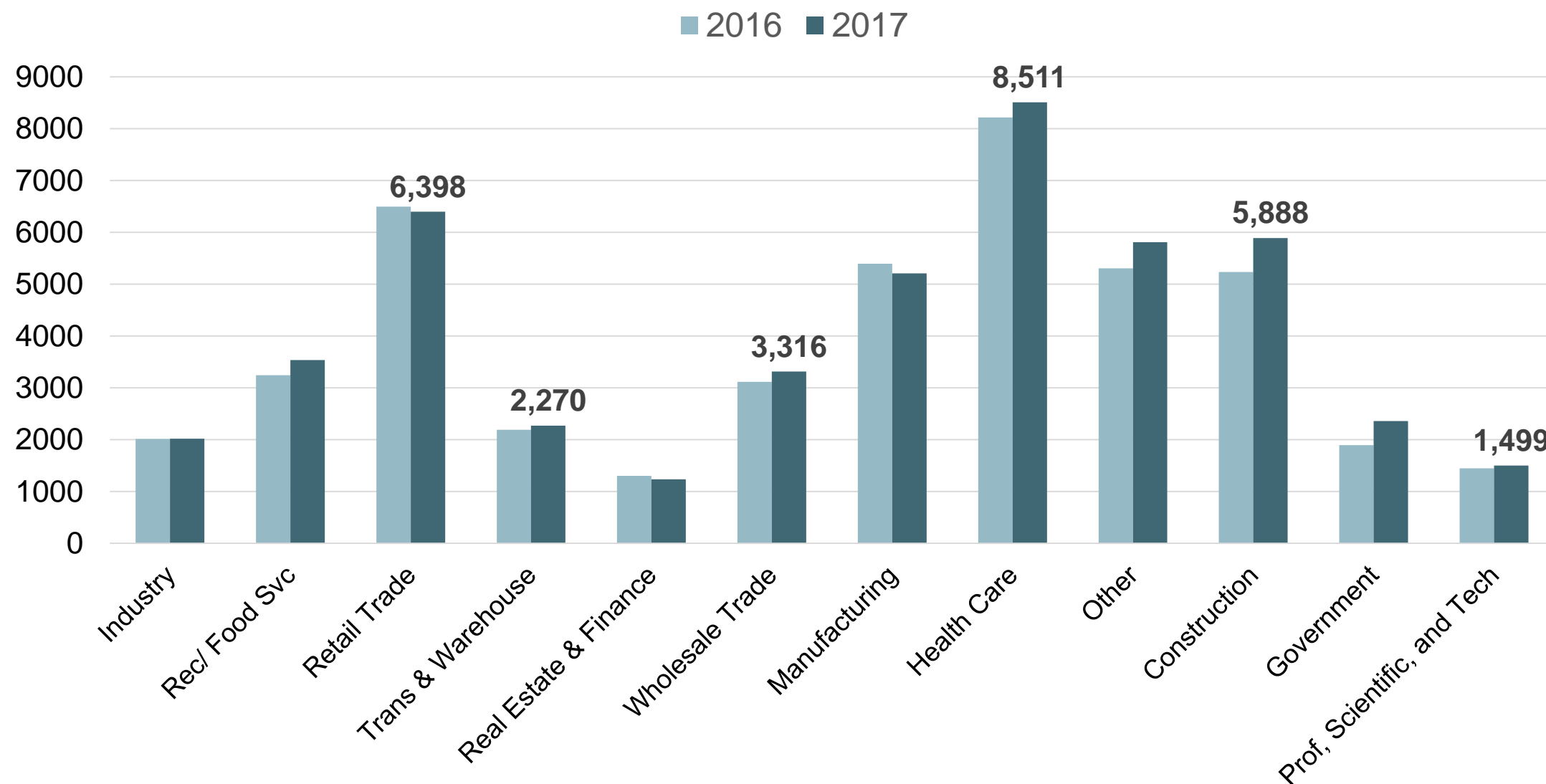
46,465 Total Employees in 2018



Health Care increase by 4%

Construction increase by 4%

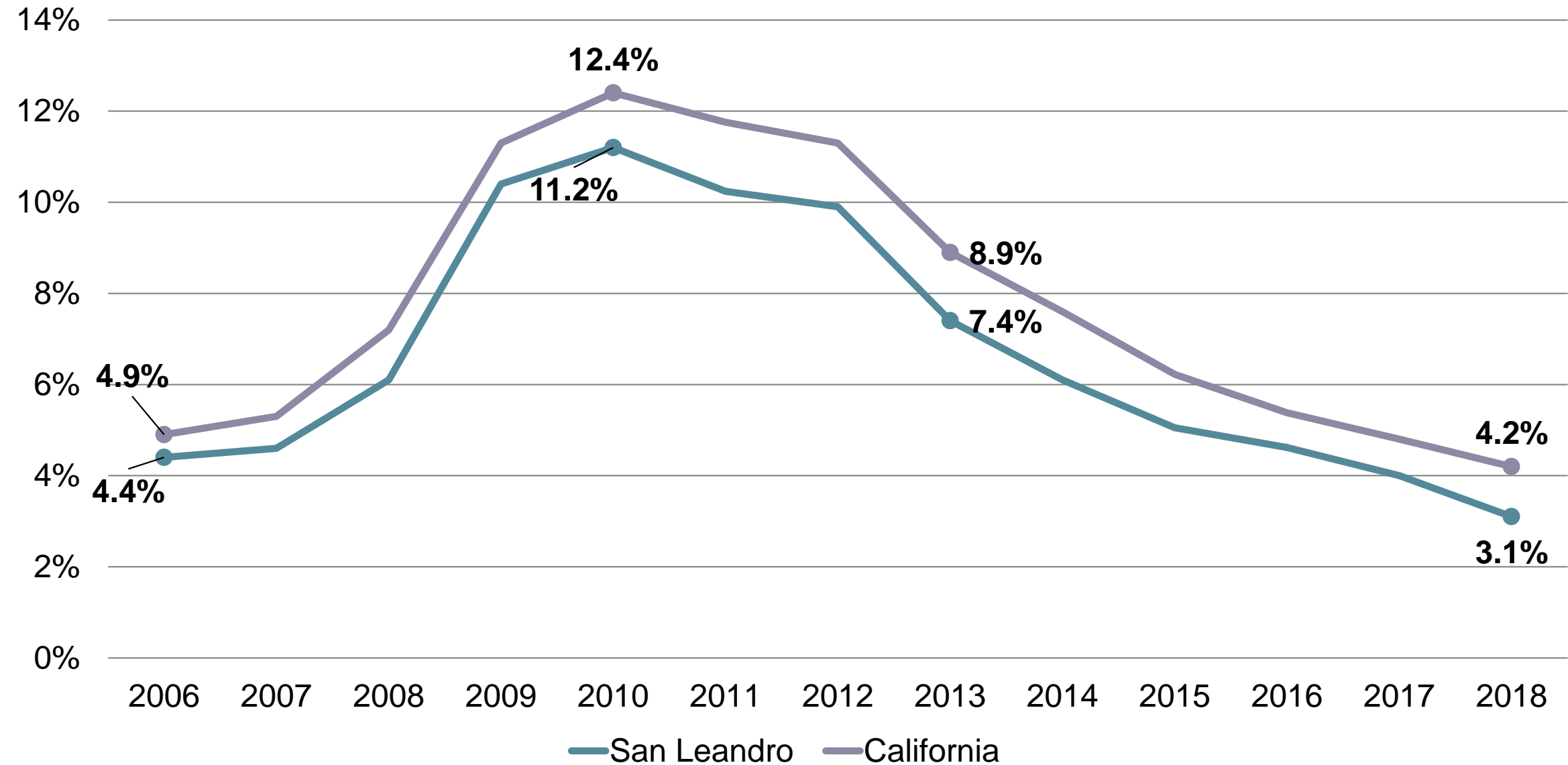
# Employees by Industry



Source: California Economic Development Dept. Q4 2016 & Q4 2017



# Unemployment Rate

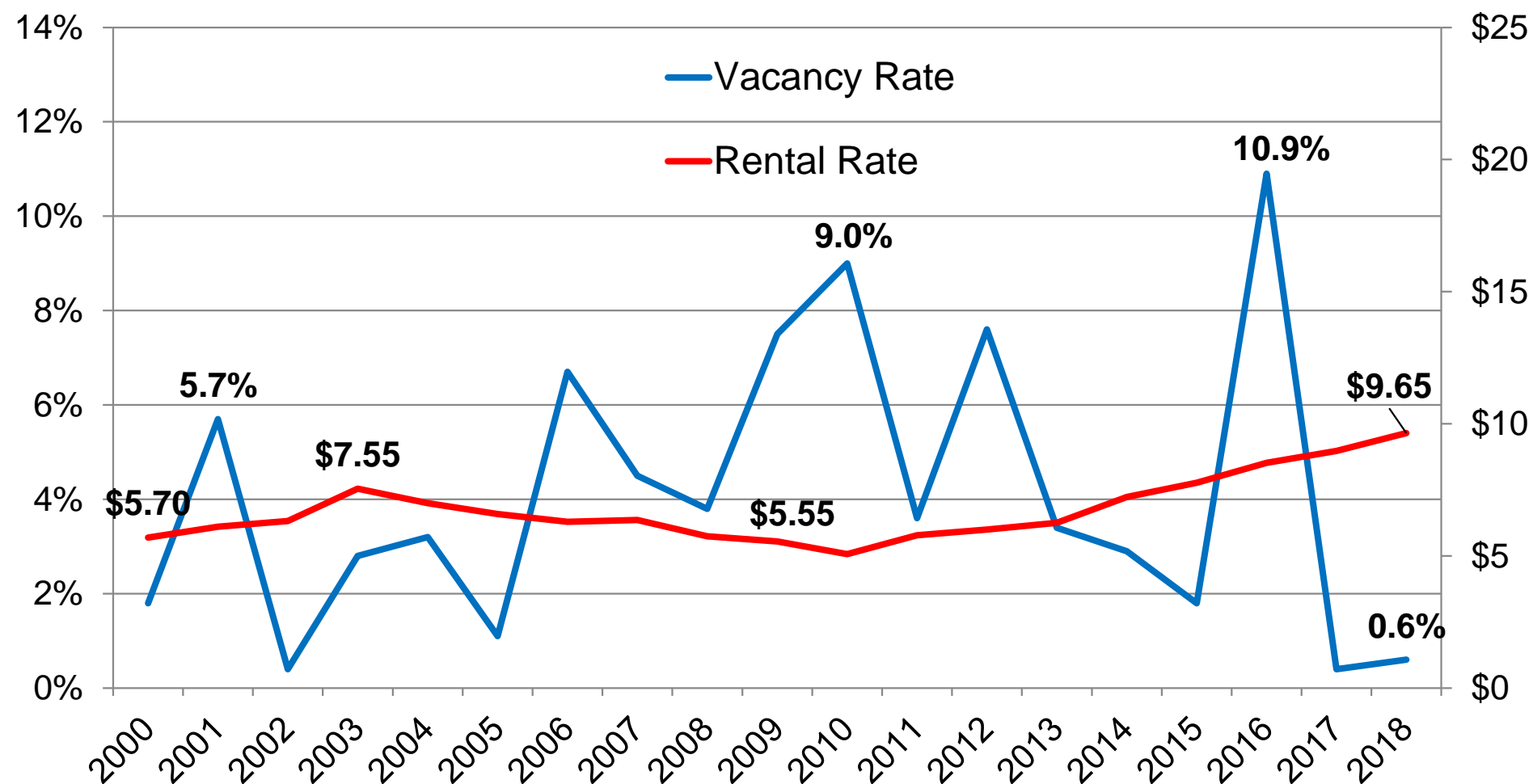


Source: California Economic Development Dept. Annual Average Year to Date

# Vacancy & Rental Rates - Manufacturing

Vacancy Rate

Rental Rate



3.6 Million  
Square Feet of  
Manufacturing  
Space in City

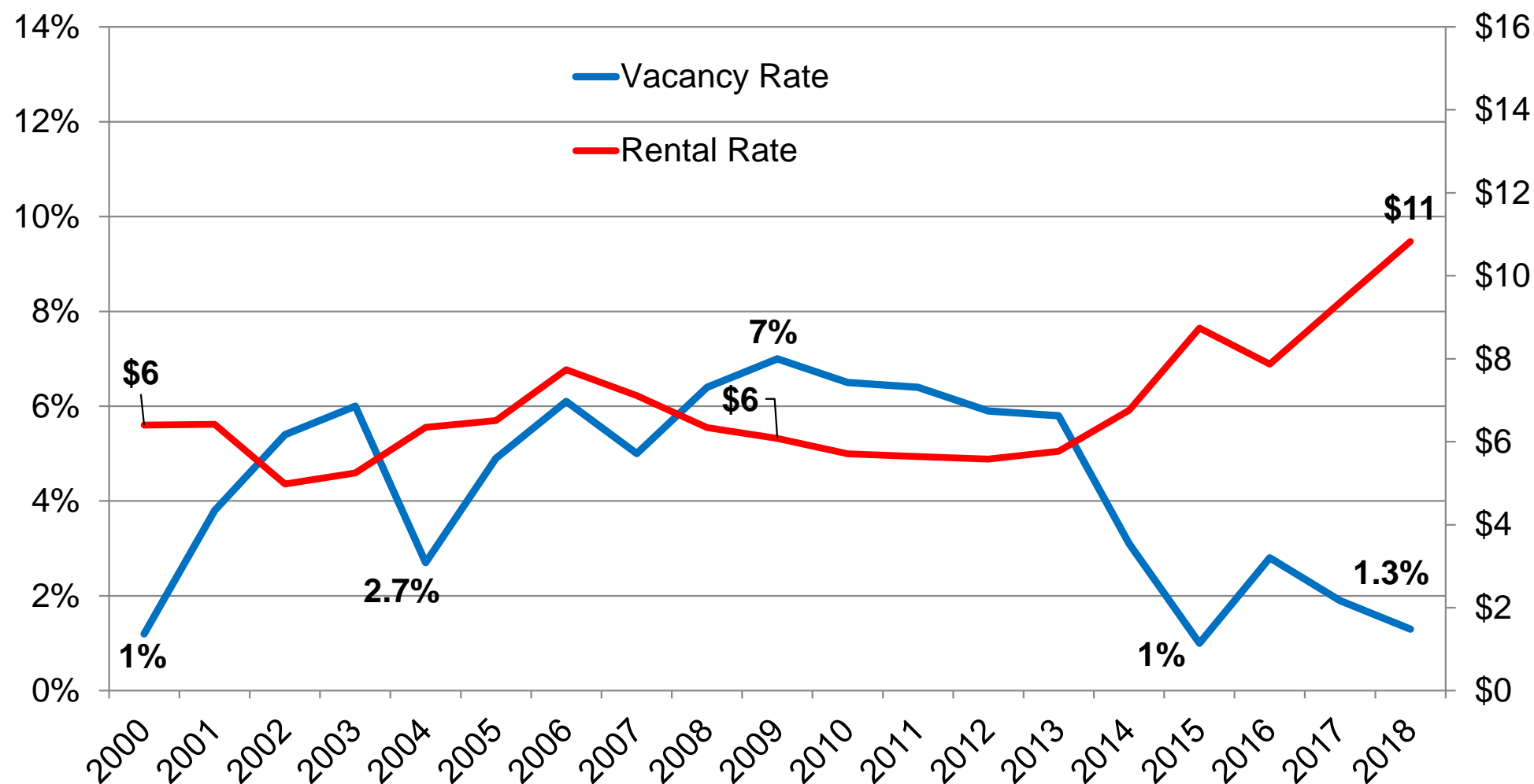
Source: CoStar Q2 2018



# Vacancy & Rental Rates - Warehouse

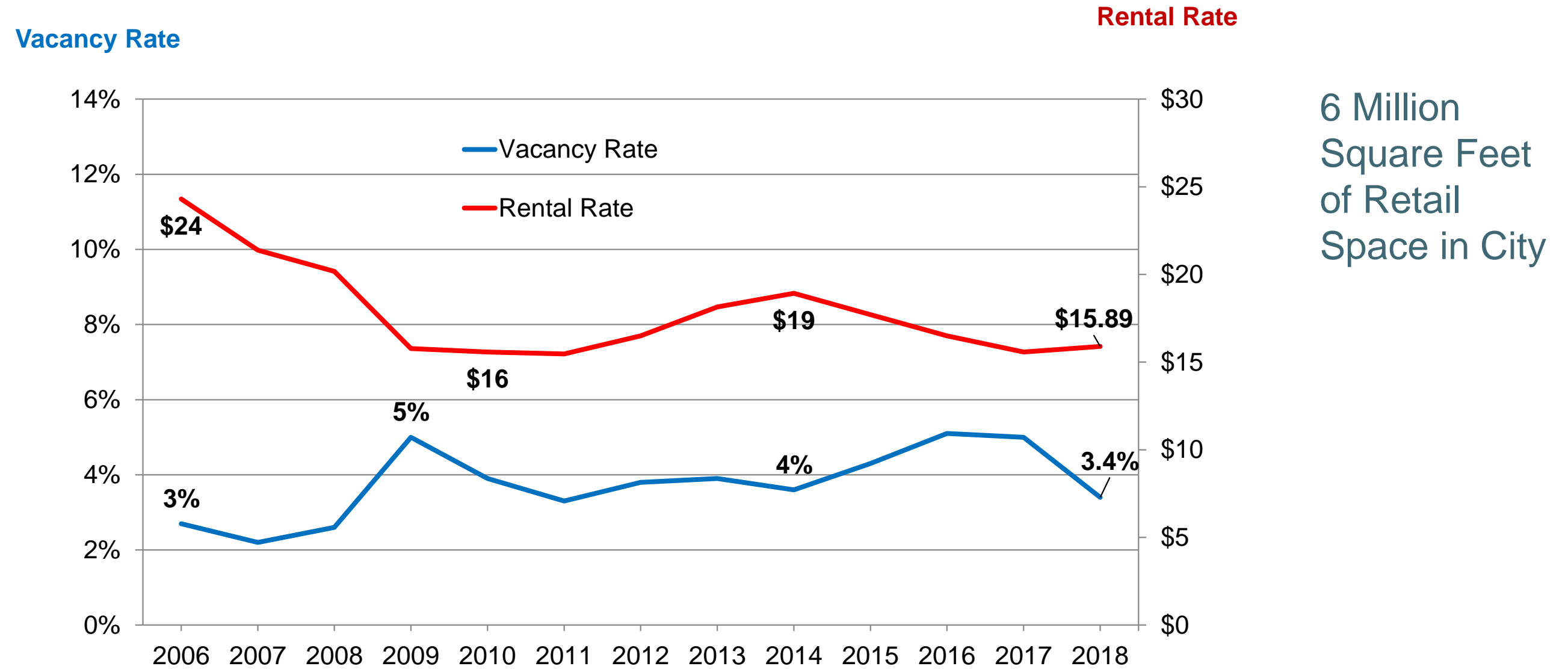
Vacancy Rate

Rental Rate



Source: CoStar Q2 2018

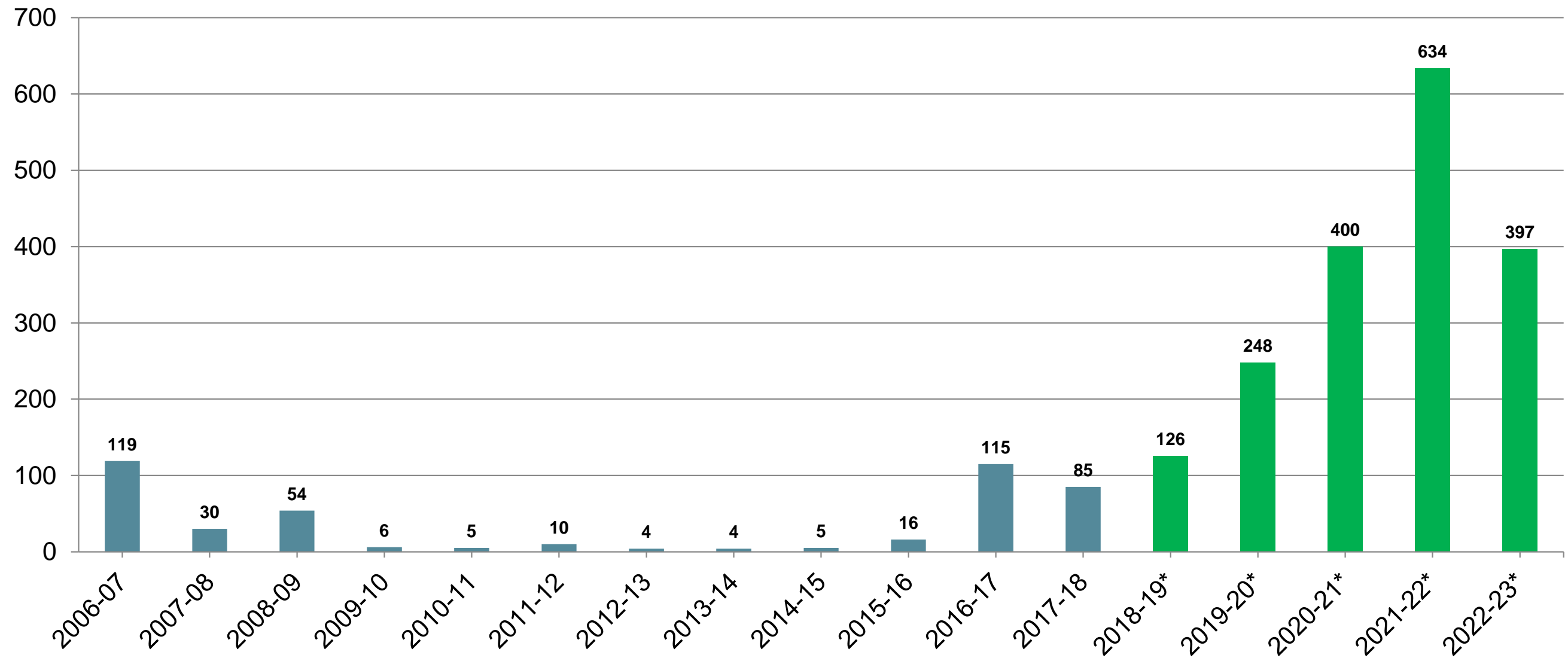
# Vacancy & Rental Rates - Retail



Source: CoStar Q2 2018



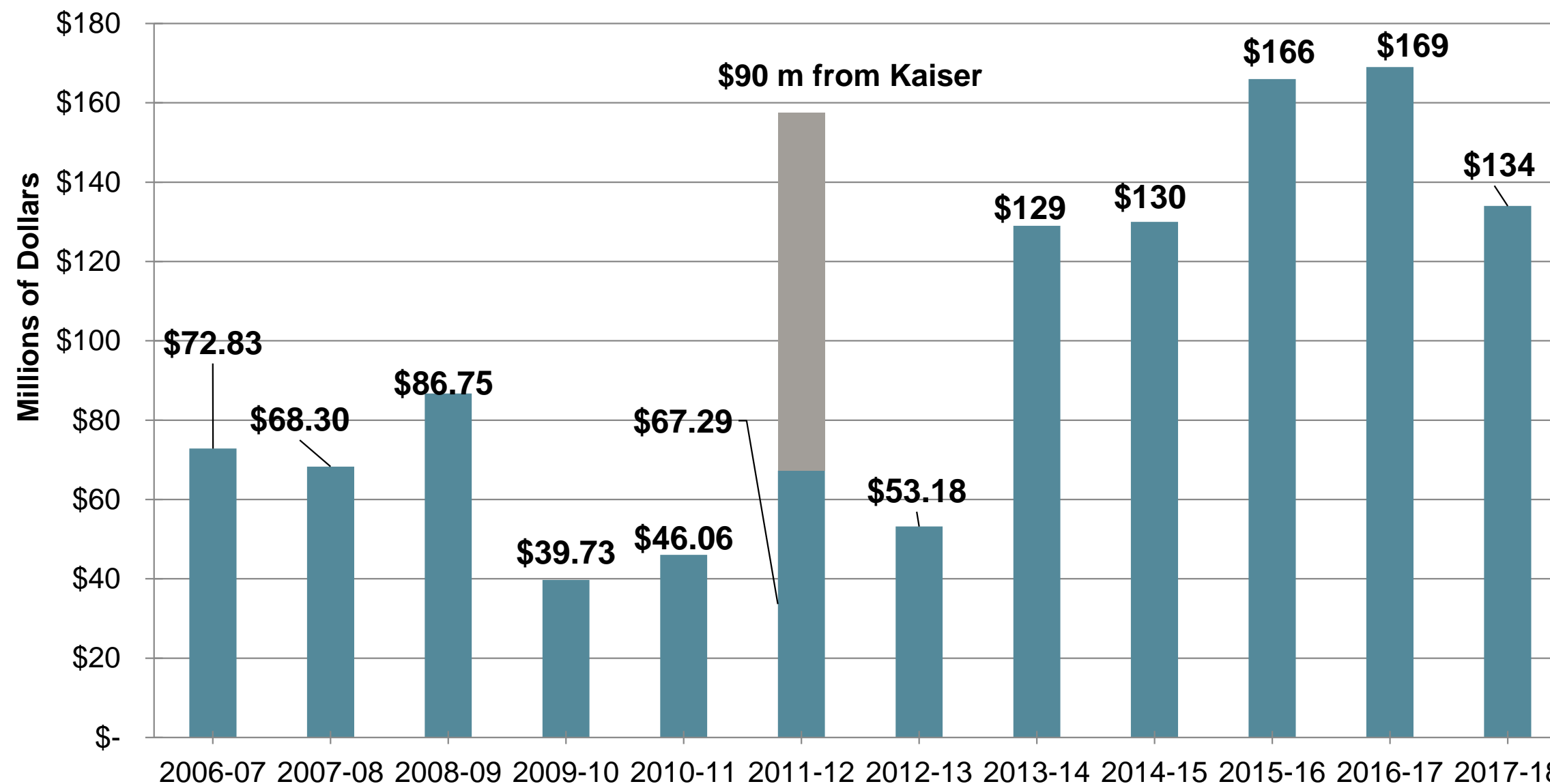
# Housing Units Constructed



\*Forecast

Source: Building Department Records 2017

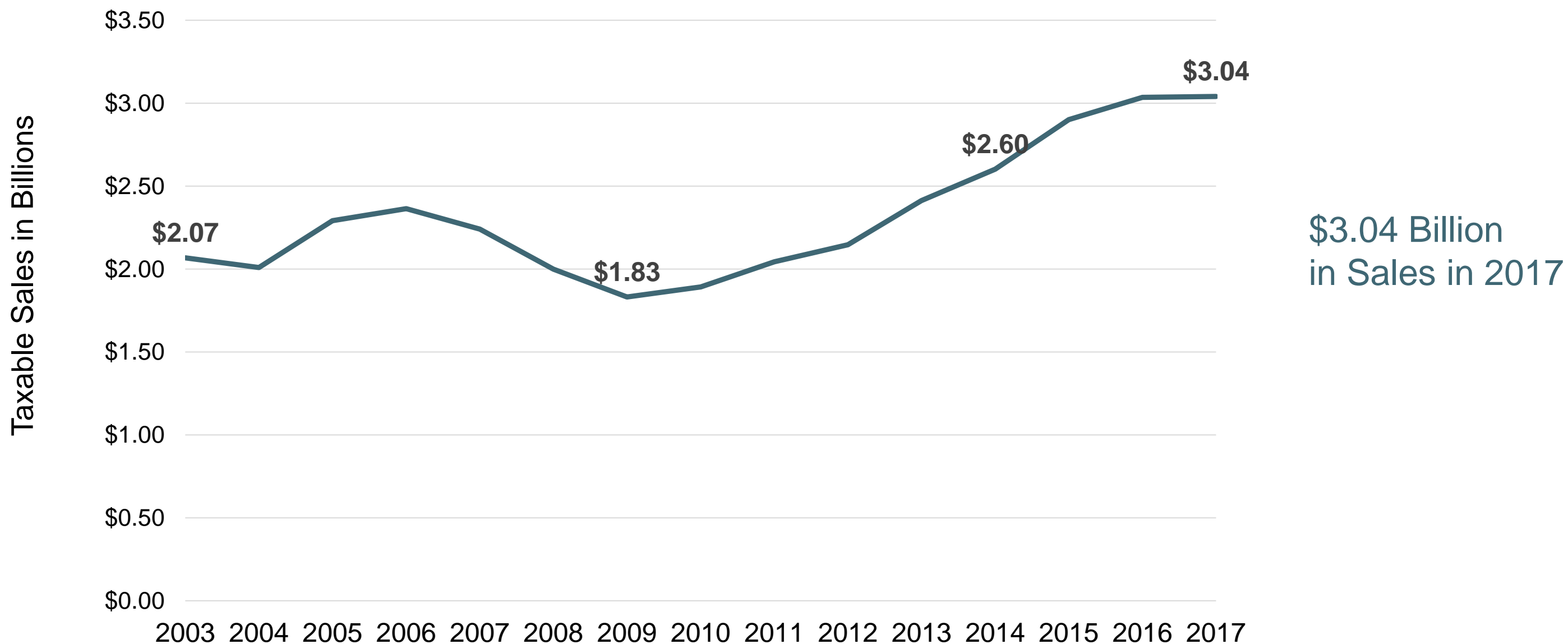
# Building Permit Construction Valuation



**\$448 Million**  
in  
Development  
over past 3  
years



# Taxable Sales Activity

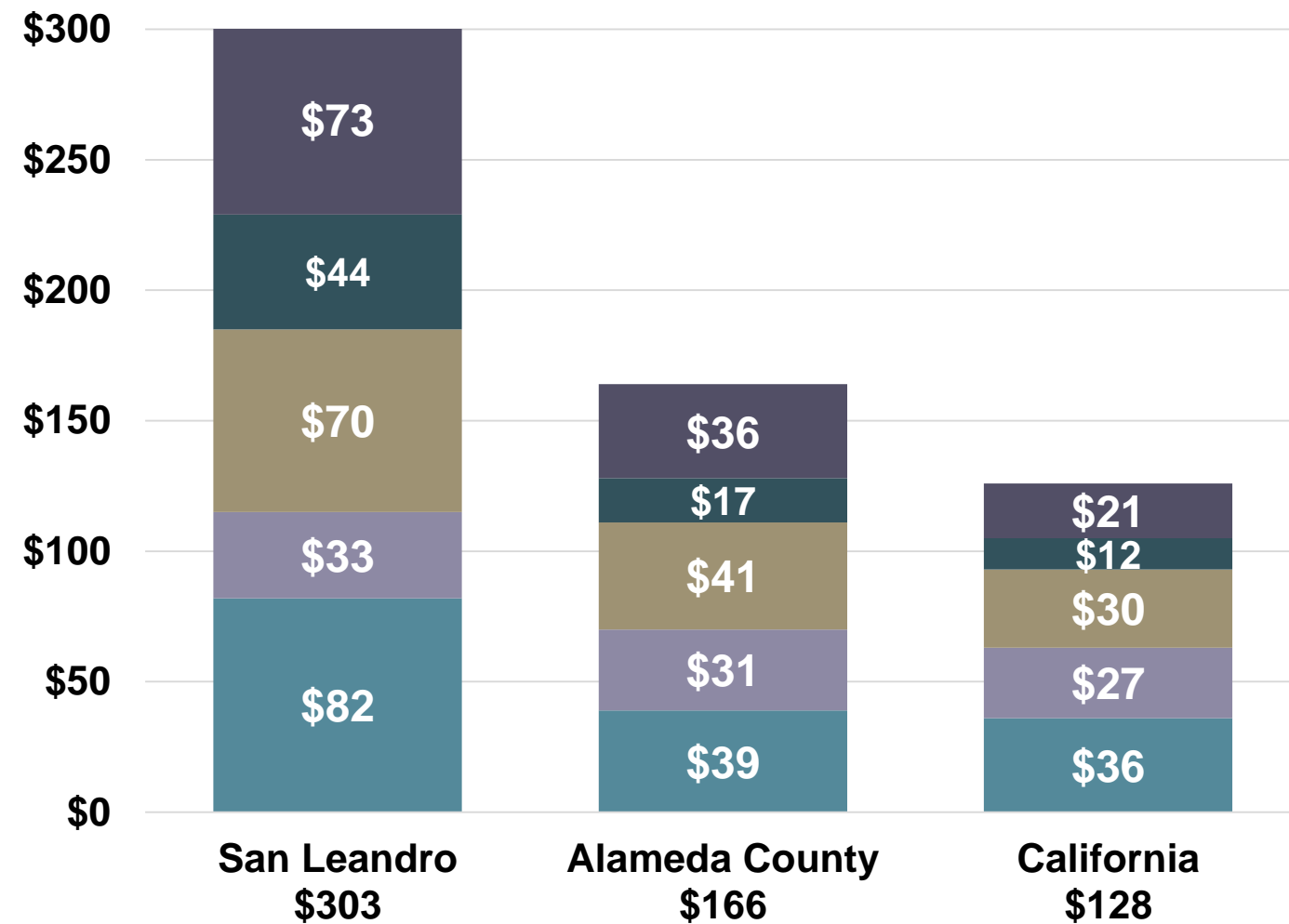


# Sales Tax Per Capita

More than double the State average

## Diverse Sales Tax Base

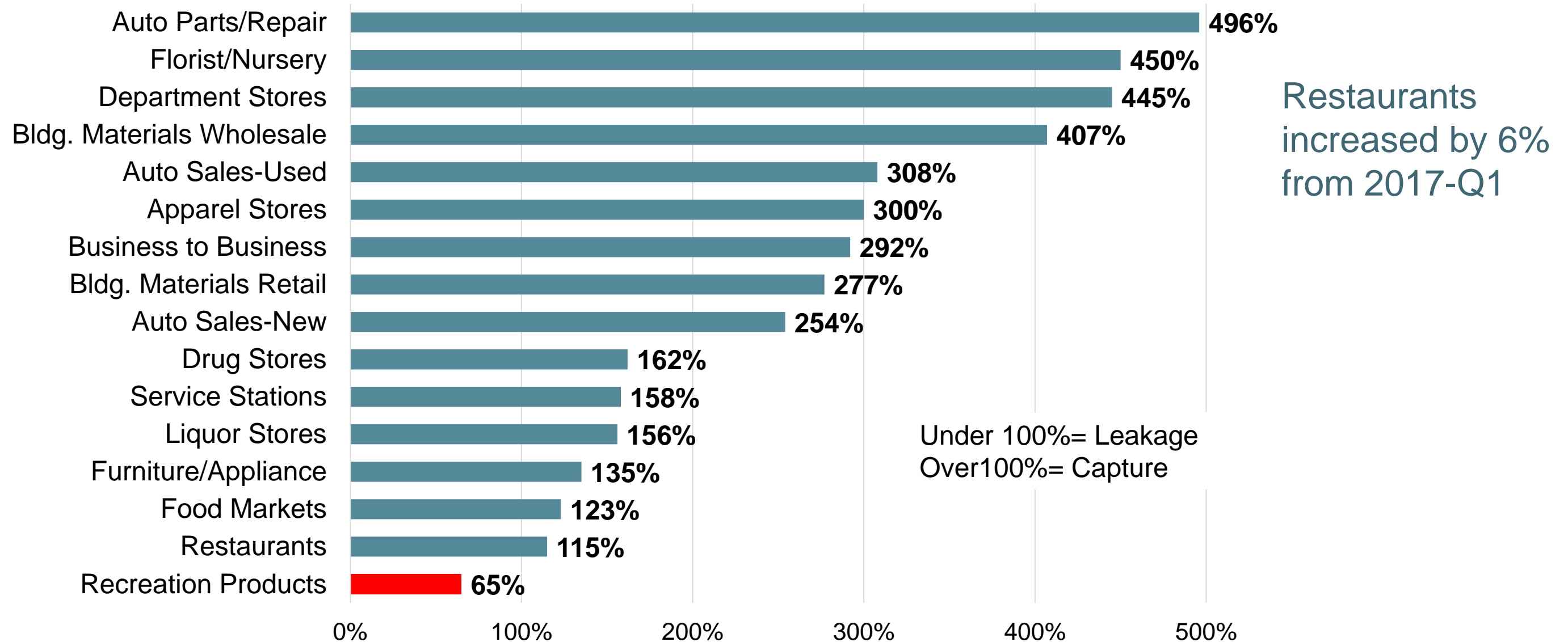
- Business to Business (24%)
- Construction (15%)
- Transportation (23%)
- Food Products (11%)
- General Retail (27%)



Source: Muni Services Benchmark Year 2017-Q4



# Sales Tax Capture and Leakage



Source: MuniServices Benchmark Year 2017-Q4

# New Businesses



Grid Smart. Grid Tough.



# Burlington

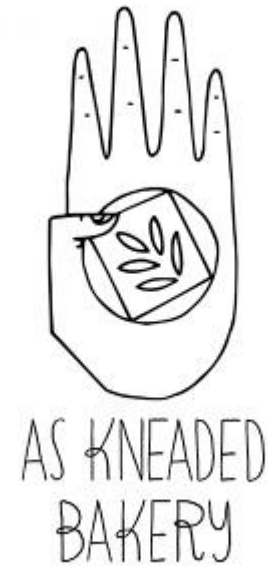


# Porifera





# New Restaurants & Bakeries





# New Restaurants – Coming Soon

- ❑ Antigua Coffee Shop/Papaito Rotisserie (500 Davis Street)
- ❑ Dynasty Pot (1371 E. 14<sup>th</sup> Street)
- ❑ Top Hatter's Kitchen (855 MacArthur Blvd)
- ❑ Indian Grill (1600 Washington Ave)
- ❑ Kismat Indian Restaurant (15xxx Hesperian Blvd)
- ❑ Atelier Colibri Patisserie (138 Pelton Center Wy)



*Atelier Colibri Pâtisserie Française*

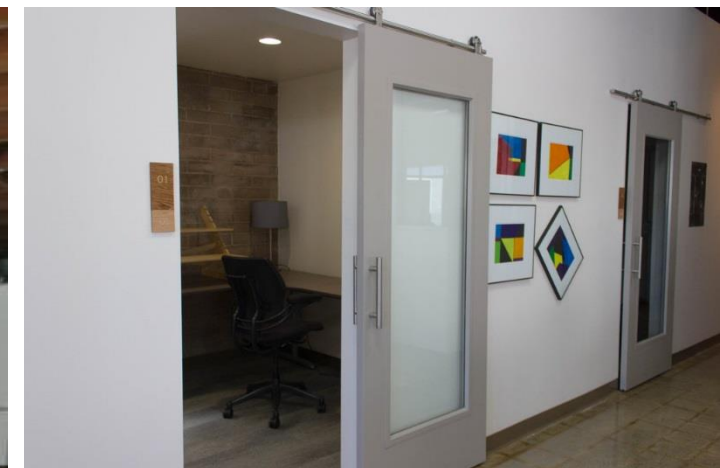


top hatters  
KITCHEN & BAR



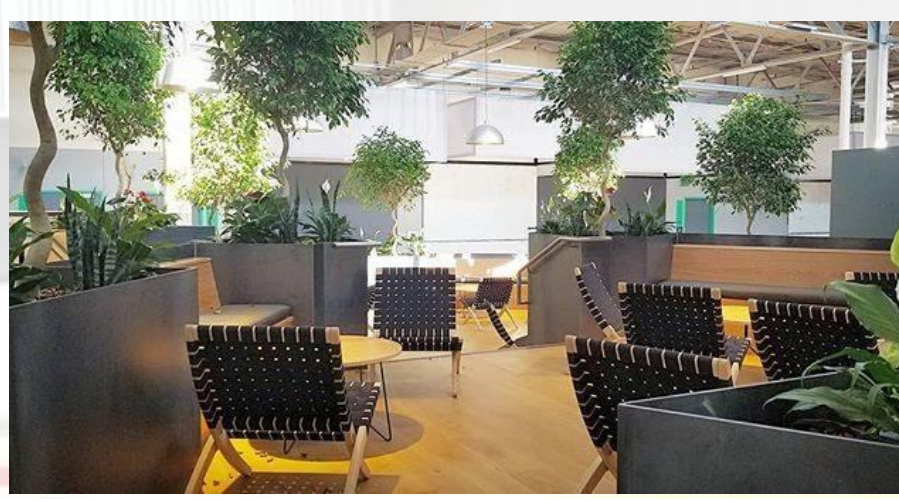
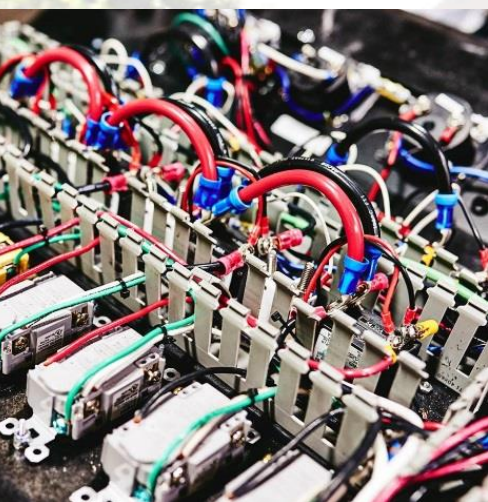
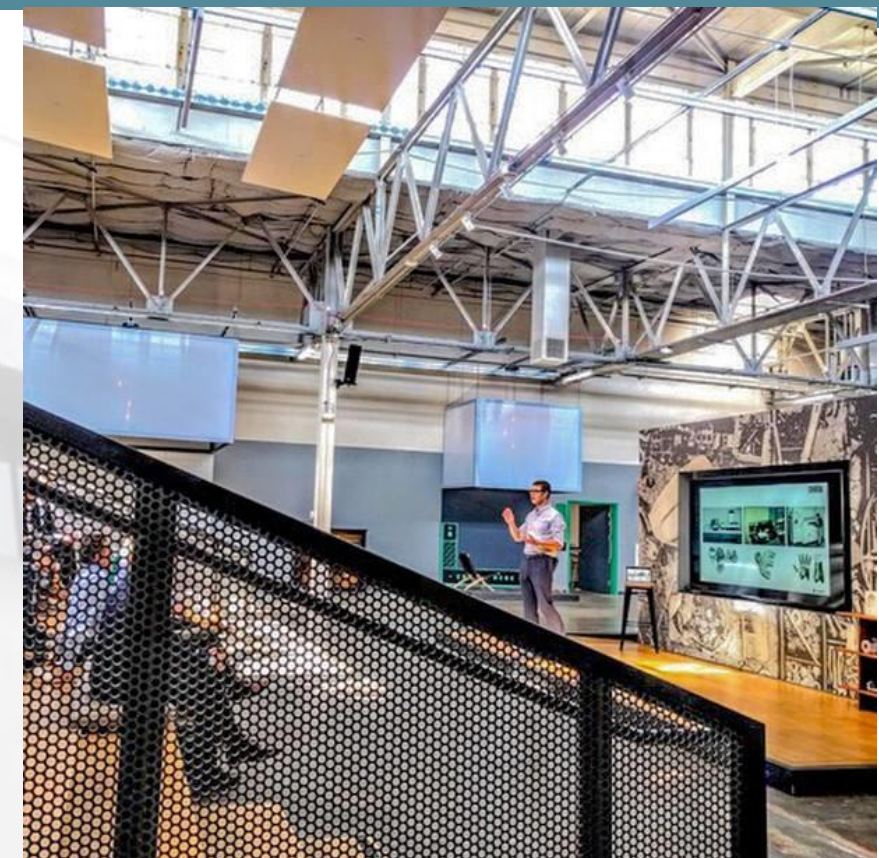
# Station SL – Co-working Community

- ❑ 1455 Hays Street
- ❑ Membership-based Co-working Community
- ❑ Opened May 1, 2018





# Business Ecosystem - Gate510





# Questions?

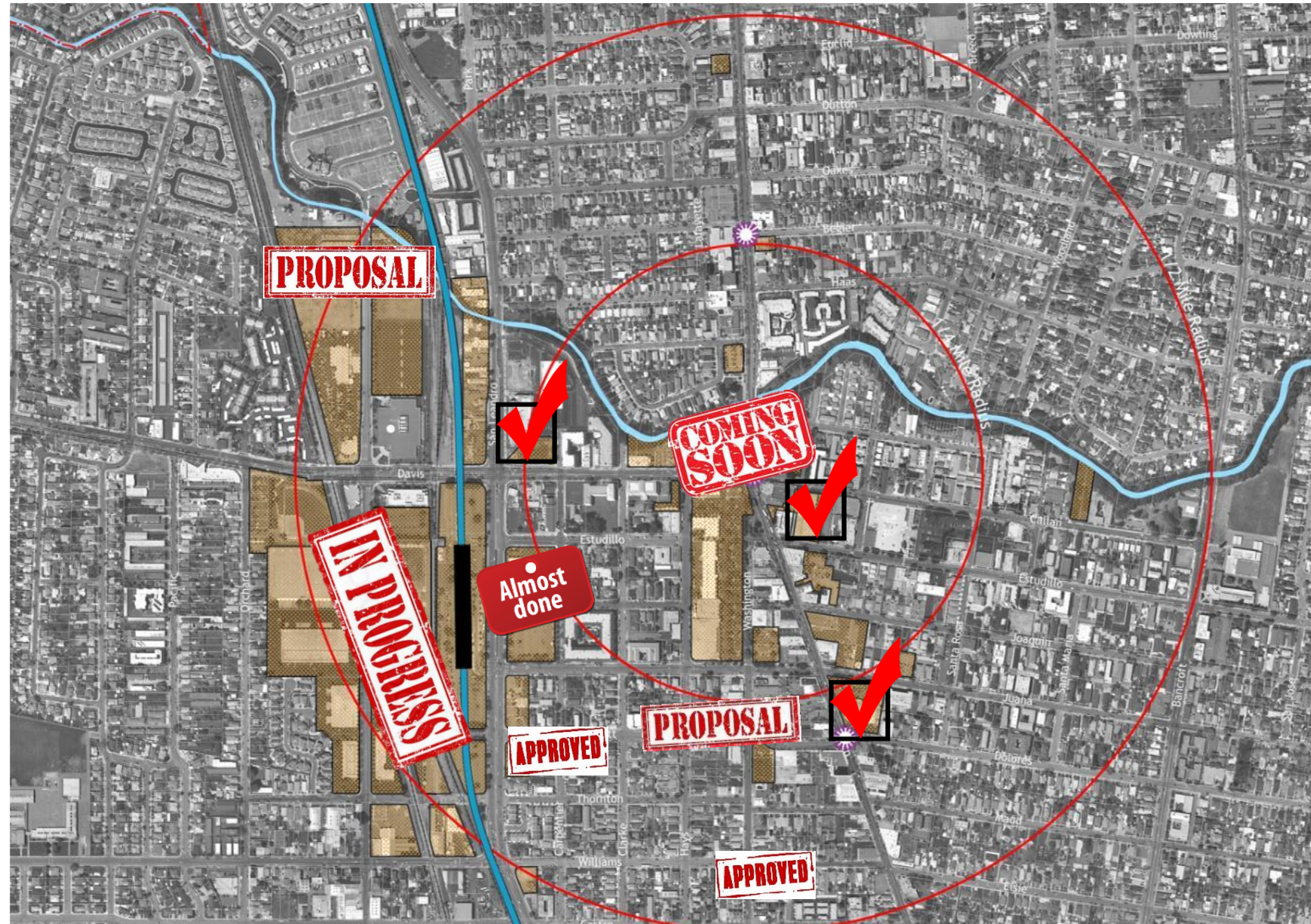


# DOWNTOWN DEVELOPMENTS



# TOD Opportunity Sites

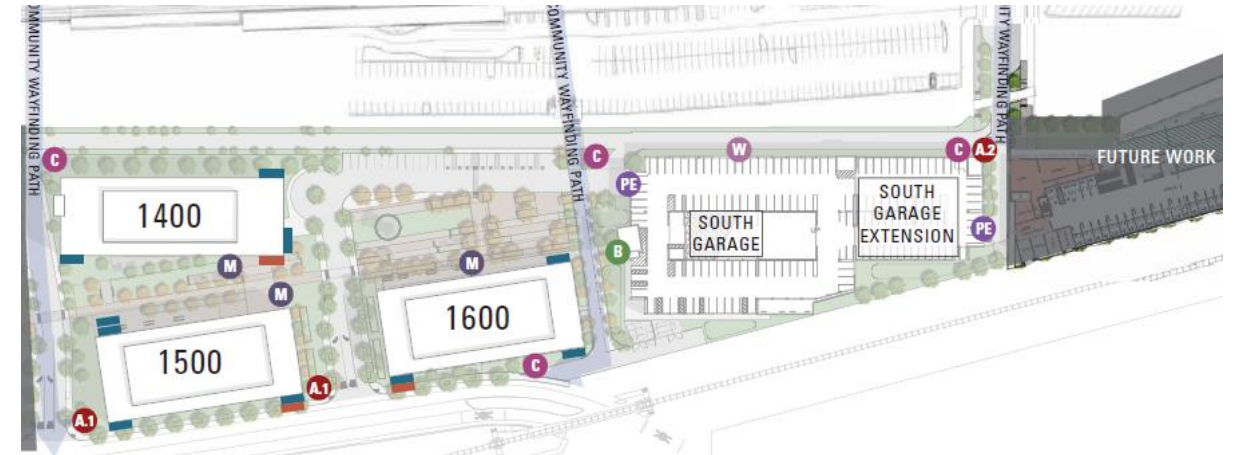
Key TOD Opportunity Sites are developed or under development.





# San Leandro Tech Campus – Under Construction

- 1400-1600 Alvarado St.
- 384,000 sf Class A Office
- Phase I – 132K sf – completed
- Phase II – 132K sf – under construction
- Phase III – 120K sf – planned



SLTC  
SAN LEANDRO TECH CAMPUS

WESTLAKE  
URBAN





# Marea Alta / La Vereda – Under Construction

Marea Alta - complete

- ❑ 1400 San Leandro Blvd.
- ❑ 115 units of affordable housing
- ❑ Childcare center
- ❑ Small retail space
- ❑ BART parking



La Vereda – under construction

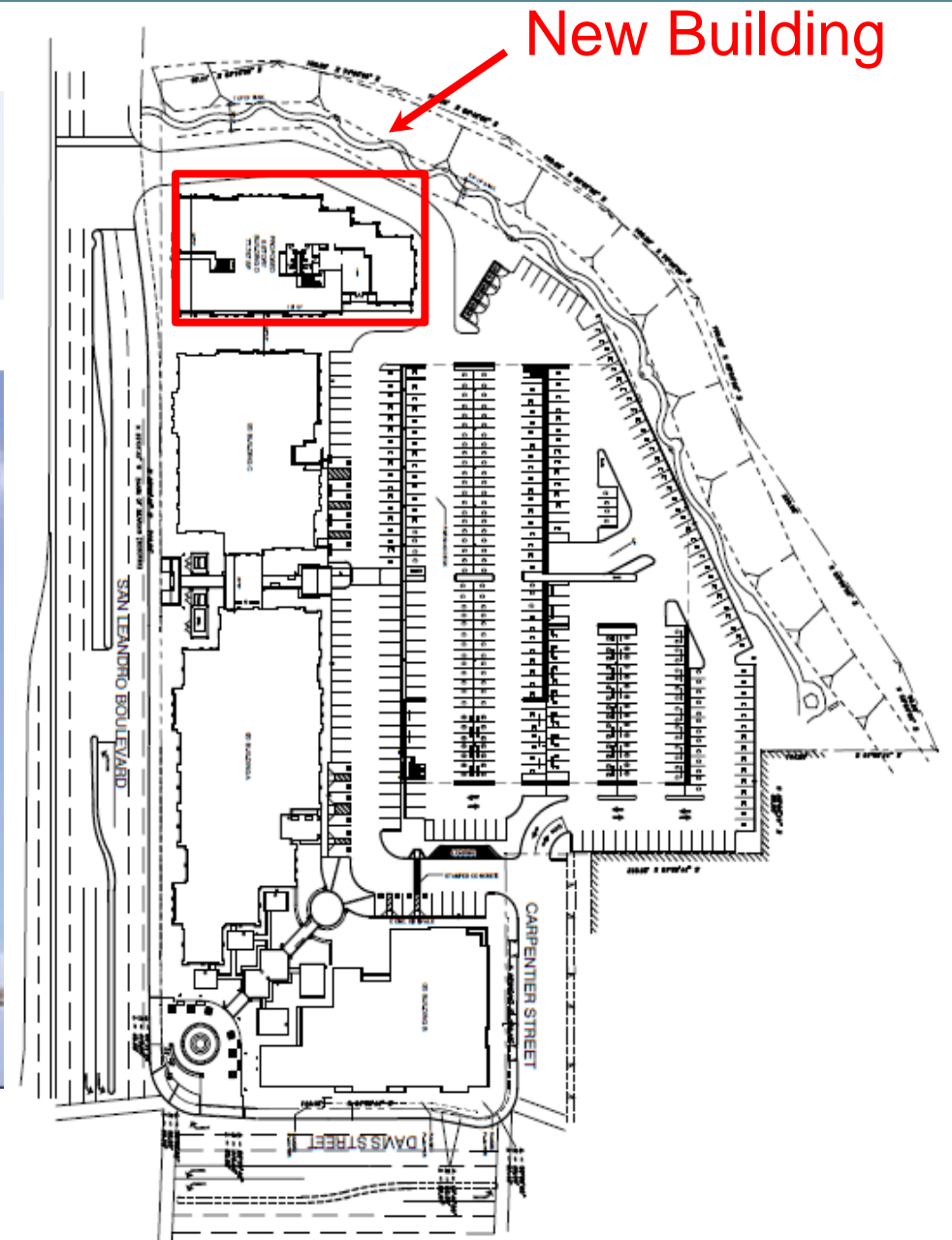
- ❑ 528 West Juana Ave.
- ❑ 85 units of senior housing





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

- ❑ 900 San Leandro Blvd.
- ❑ 77,757 sf new Class A Office
- ❑ 306,050 total sf in complex





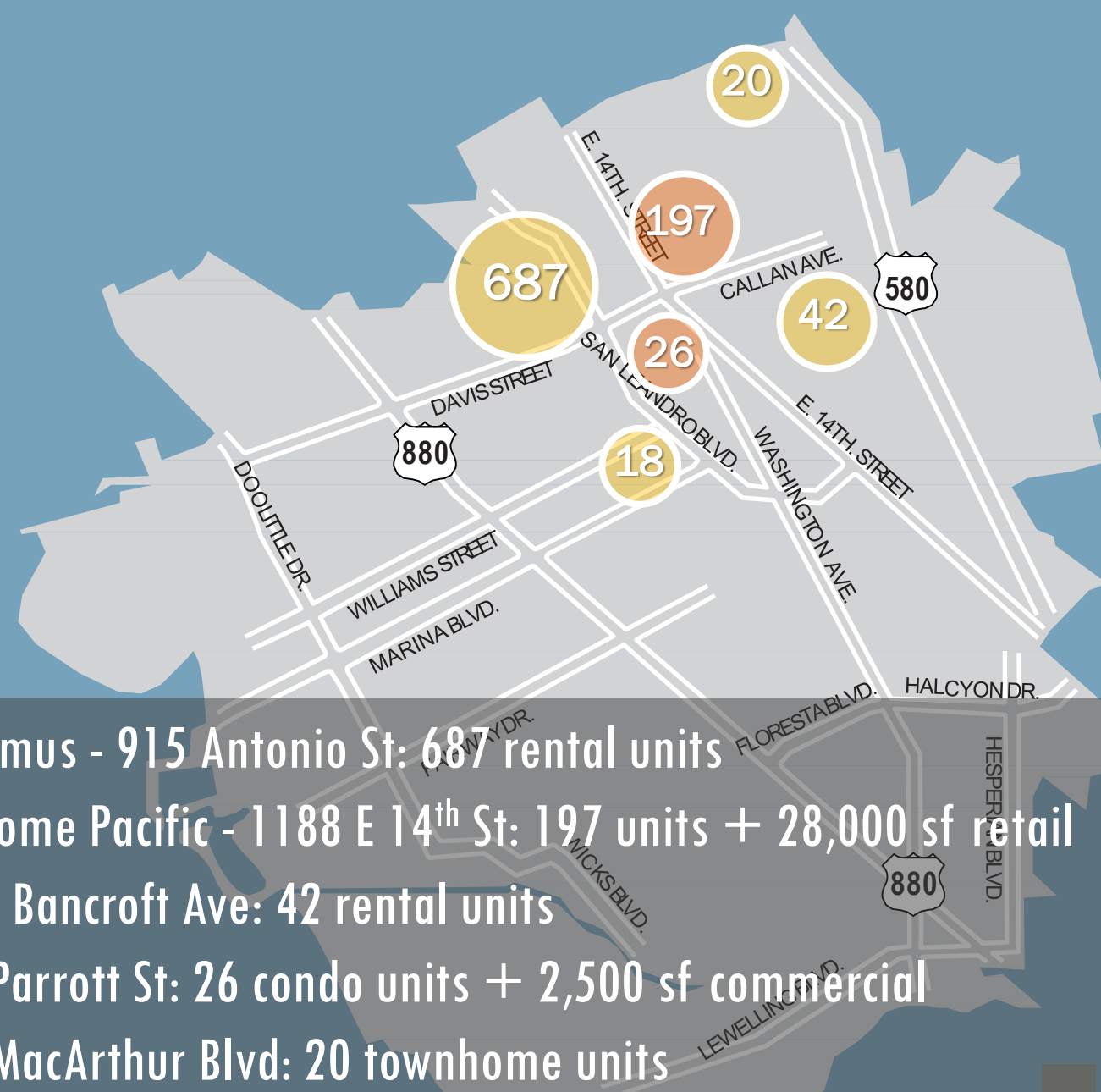
# RESIDENTIAL DEVELOPMENTS



# RESIDENTIAL / MIXED USE DEVELOPMENTS (>15 UNITS)

## APPROVED/UNDER CONSTRUCTION

## PROPOSED/PLANNING ENTITLEMENTS



# Galvan Apartments — Entitled

- ❑ 1965 Washington Ave.
- ❑ 60 units





# Eden Housing – Entitled

- 1604 San Leandro Blvd (at Parrott St.)
- 62 affordable units



# SLTC – Mixed-Use Residential - Entitled

- ❑ West of BART between Parrott & Thornton
- ❑ 197 units
- ❑ 13,000 sf of office space





# Sansome Pacific – Proposed

- 1188 E 14th St.
- 197 units
- Specialty grocer
- 2-3 retail spaces
- Parking garage





# Alvarado & Antonio — Proposed

- Alvarado St. north of Davis St.
- 687 units
- Public park and Creek Trail access





# 1388 Bancroft Avenue – Proposed



- 1388 Bancroft Ave.
- 45 units



# Parrott St. & Washington Ave. – Proposed



DAVID LANGON

- 1595 Washington Ave.
- 27 units
- Ground floor retail





# Broadmoor Village – Proposed

- 311 MacArthur Blvd.
- 20 townhome units





# INDUSTRIAL DEVELOPMENTS



# Marina Gateway Industrial Center – Under Construction

51

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





# San Leandro Business Center – Under Construction

52

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

Trammell Crow Company





# 2001 Williams Street – Under Construction

- ❑ 2001 Williams Street
- ❑ 72,200 sf warehouse and 3,000 sf office
- ❑ \$15 million investment





# Alvarado / Aladdin – Entitled

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



Current



# SPECIAL PROJECTS





# Monarch Bay – Shoreline Development

- New Public Park, including pedestrian promenade and bicycle lanes
- New Mulford-Marina library branch
- Up to 500 housing units
- 220-room hotel
- 2 Restaurants & Banquet Space





# Bay Fair Transit Oriented Development

## Draft Bay Fair TOD Specific Plan

- Adopted in February 2018

### 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
- Opportunity Zone Designation = greater funding opportunities
- Incentivize/streamline regulatory process
- Final planning puzzle piece for E 14th Street corridor





# Questions?



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