

## ATTACHMENT 1

### General Plan Text Amendments PLN2019-0074

While economic diversification is encouraged, existing industrial uses will also be supported. The Economic Development Element identifies measures to nurture existing businesses, such as one-stop permitting, business development assistance funds for renovation, utility tax and personal property tax rebates, and design assistance. The City also strongly supports business to business relationships among local industries, and actions to bolster corporate citizenship and stewardship.

Further direction for the industrial/innovation districts is provided in the Focus Area discussion later in this chapter.

### Office Districts

Historically, San Leandro has not been a major regional office center. However, completion of Creekside Plaza in the early 2000s and development of the San Leandro Tech Campus in 2016 suggests this may be changing. As of 2016, most offices are local-serving, providing space for medical and professional firms, banks, finance and insurance companies, and other small businesses. The greatest concentration of offices is in and around Downtown and along Davis Street. Small office buildings also exist along many of the city's thoroughfares and in the area immediately east of Downtown. There is also a growing inventory of office-flex space within the city's industrial districts.



San Leandro will establish a clearer identity as an office market in the future. This will not only enable the city to attract higher-quality jobs, it will also allow local firms to remain and expand in San Leandro. Although there are several potential locations in the city where a regionally recognized office district might be established, the Downtown BART Station area offers the best prospect.

In addition to the Tech Campus, several other sites along Alvarado Street west of the BART station hold the potential for office development. The proximity to BART creates the potential for easy commuting via transit, and could result in far fewer vehicle trips per employee than suburban office park development. The area is also a short walk from Downtown San Leandro, providing potential customers for Downtown businesses and restaurants.

With relatively affordable rents and a large inventory of light industrial buildings, San Leandro will also continue to have a dynamic office-flex market. The LINKS shuttle service between the industrial areas and the Downtown BART Station provides easy access throughout West San Leandro. ~~Other potential office areas include the San Leandro Shoreline, and is the Bay Fair area, which. The Shoreline offers easy access to Oakland Airport, waterfront vistas, and access to the Bay Trail, golf course, and planned restaurant and entertainment uses. Bay Fair offers easy access to BART and to nearby retail development.~~

Elsewhere in the city, smaller and more locally-oriented offices will continue to be incorporated in mixed use projects along corridor streets such as East 14th and MacArthur. In the area east of Downtown, existing office buildings should be upgraded over time to make them more appealing to prospective tenants. The area's proximity to BART and smaller office configurations makes it appealing for start-ups, smaller companies, and local service providers.

## Retail, Service, and Entertainment Districts

Retail and service uses represent a major part of San Leandro's economy. In 2015, about 6,000 persons worked in the City's retail sector and another 3,000 worked in restaurants and hospitality-related sectors. Most of San Leandro's retail/service businesses are located in regional, community, and neighborhood shopping areas, and along commercial corridors such as East 14<sup>th</sup> Street. General Plan policies seek to establish a stronger identity and market niche for each retail/service area, thereby bolstering

## Corridors

San Leandro has several major thoroughfares which have historically been zoned for commercial uses. These include East 14th Street, MacArthur Boulevard, Hesperian Boulevard, and Washington Avenue. In the 1940s and 1950s, strip commercial corridors evolved along these thoroughfares, with retail and service businesses, shopping centers, gas stations, restaurants, car dealerships, auto body shops, and other auto-oriented commercial uses.

The commercial corridors present some of San Leandro’s biggest land use challenges. The strategy for the East 14th and MacArthur corridors is to more clearly define “districts,” creating a greater sense of identity and making the streetscape more attractive. Other corridors may continue to be auto-oriented in the future. Many of the services provided on the corridors, such as car dealerships and equipment rental do not lend themselves as well to pedestrian-oriented districts. These services are also important to the community and the economy, however, and should be retained.



## San Leandro Shoreline

Like Downtown, the Shoreline is one of the places that distinguishes San Leandro from other cities in the East Bay. It is a community focal point and gathering place, offering a unique combination of recreation and visitor amenities. The policies in this Element encourage the City to take advantage of the area’s setting and location by accommodating additional hotels, restaurants, ~~conference facilities~~ [recreational opportunities](#), and housing. While the Marina itself is no longer considered economically viable, the boat basin remains a recreational and aesthetic amenity. Future development in this area should complement existing shoreline features, including the Bay Trail, the waterfront parklands, and the Monarch Bay Golf Course.

Additional detail on the Shoreline’s future is contained later in this chapter.

## SAN LEANDRO SHORELINE

**GOAL LU-9** Reinforce the San Leandro Shoreline as a regional destination for dining, lodging, entertainment, and recreation, while creating a new waterfront neighborhood ~~with housing, retail, and office uses.~~

**Policy LU-9.1 Waterfront Enhancement.** Enhance the San Leandro waterfront as a distinguished recreational shoreline and conservation area, with complementary activities that boost its appeal as a destination for San Leandro residents and visitors. Future development at the Shoreline should be compatible with the area's scenic and recreational qualities.

**Policy LU-9.2 Harbor and Channel Maintenance.** Recognize the economic uncertainty of funding for channel and harbor dredging, as well as the City's existing debt burden related to past harbor improvements and dredging, in land use decisions for the shoreline. Although the City will remain open to scenarios in which harbor operations become economically viable, municipal subsidy for dredging is considered infeasible under current conditions. Redevelopment of the harbor basin may be necessary when the channel is no longer navigable.

**Policy LU-9.3 Public Amenities in Shoreline Development.** Ensure that future development at the Shoreline includes complementary amenities that benefit San Leandro residents and current shoreline users, such as improved park space, restaurants, pedestrian and bicycle paths, and access to the Bay Trail.

**Policy LU-9.4 Land Use Mix.** Strive for a mix of land uses in the San Leandro Shoreline area that requires little or no City investment and results in a Shoreline that is financially self-supporting. Development should be phased in a manner that is consistent with this policy, and should maximize the extent to which commercial development funds public amenities and services.

**Action LU-9.4.A: Shoreline Development Plans**

Include the following components in the shoreline development:

- (a) A banquet ~~conference~~ facility and hotel;
- (b) Multiple restaurants;
- (c) Housing;
- ~~(d) Class A office space;~~
- ~~(d)e~~ An enhanced public library and community building;
- and
- ~~(e)f~~ Recreation areas and public gathering spaces.

**Action LU-9.4.B: Sustainability and Sea Level Rise**

Ensure that future development at the shoreline takes place in an environmentally sensitive manner, taking into consideration the potential effects of rising sea levels.

**Action LU-9.4.C: Water-Oriented Recreation**

Continue to explore potential water-oriented recreational activities at the San Leandro Shoreline, such as swimming, non-motorized watercraft rentals, and windsurfing.

**Policy LU-9.5 Gateway Improvements.** Encourage “gateway” improvements which enhance the approach routes to the Shoreline while minimizing the impacts of increased traffic on area neighborhoods. Improvements could include new signage, streetscape enhancements along Marina Boulevard and Fairway Drive, entry monuments and landscaping at the Shoreline itself, and longer-term circulation changes.

See also Policy LU-8.12 and Action LU-7.6.C

**Action LU-9.5.A: Shoreline Area Roadway and Transit Improvements**

Pursue roadway, sidewalk, bike lane, and transit improvements which beautify the entry to the Shoreline area, make it easier to travel to the Shoreline without a car, and more evenly distribute Shoreline-bound trips between Marina Boulevard and Fairway Drive.

**Policy LU-9.6 Urban Design.** Encourage cohesive urban design and high-quality architecture at the Shoreline. Buildings should be oriented to maximize water views and shoreline access. Architecture, signage, lighting, street furniture, landscaping, and other amenities, should be coordinated to achieve an integrated design theme.

**Policy LU-9.7 Pedestrian and Bicycle Circulation.** Promote improvements at the Shoreline which enhance pedestrian and bicycle circulation through the area, including public shoreline walkways and trail connections to adjacent regional parklands and neighborhoods.

***Action LU-9.7.A: Shoreline Promenade***

*Require the improvement of a strip of land at least 20 feet in width along the shoreline as a public promenade, including vista points for the enjoyment of scenic views.*

**Policy LU-9.8 Special Events.** Promote special activities, such as golf tournaments, farmers markets, and community events, in the Shoreline area as a means of increasing awareness and appreciation of the Shoreline as a community resource.

**Policy LU-9.9 Neighborhood Impacts.** Maintain an ongoing dialogue with residents of neighborhoods adjacent to the Shoreline to address traffic, noise, and other issues associated with future development. Early and frequent opportunities for neighborhood input should be provided in Shoreline development decisions.

## A. SAN LEANDRO SHORELINE

Located at the west end of Marina Boulevard along San Francisco Bay, the San Leandro Shoreline is the city's largest recreation area. It currently contains a mix of active recreational and commercial uses, including a hotel, two large restaurants, a 27-hole golf course, a 462-berth marina, two yacht clubs, and a boat launch. The marina was constructed in the early 1960s with fill dredged from San Francisco Bay. The boat basin is connected to the navigable waters of San Francisco Bay by a two-mile channel, which is prone to siltation. Due to the high cost of dredging and the loss of federal funds, the City no longer maintains the channel, and the marina is becoming less viable for most motorized boats.

Goal LU-9 presents goals, policies, and actions for the Shoreline. The City has identified a core area of approximately ~~50~~<sup>75</sup> acres at the heart of the 900-acre shoreline recreation area for commercial and residential development. While the area's role as a water-oriented hotel and restaurant district has been a part of City plans for five decades, the full potential of the site has yet to be realized. The City has long aspired for a more robust mix of activities that capitalize on the waterfront location, panoramic views, golf course, and park, as well as the proximity to Oakland Airport just a few miles to the north.

In 2008, a developer was selected to work with the City on plans for the site. A Shoreline Citizen Advisory Committee was created, and met for three years to provide input. One of the foundational principles was that development should be self-sustaining and not depend on municipal subsidies to operate. Revenue from the development should help support amenities and services that benefit the entire San Leandro community. Another principle is that the development should be compatible with nearby residential and industrial uses, and improve connections between nearby neighborhoods and the shoreline.





~~A General Plan Amendment for the Shoreline Development Project (SDP), including an Environmental Impact Report, was approved in 2015.~~ The overarching objective ~~of the SDP~~ for the Shoreline is to build an economically viable and vibrant mixed use development which provides needed amenities and services for San Leandro residents. The Shoreline is envisioned as a regional destination for dining, lodging, entertainment, and recreation. Development at this location should also include opportunities for new housing and should improve waterfront access and access to scenic views.

~~The SDP is 52 acres, and includes the following preliminary components:~~

- ~~➤ A 150,000 square foot waterfront office campus~~
- ~~➤ A 200 room hotel, including various amenities for guests~~
- ~~➤ A 15,000 square foot banquet and conference facility, and three new restaurants~~
- ~~➤ A 3 story parking structure with 800 spaces~~
- ~~➤ A 20 foot wide pedestrian promenade along the shoreline.~~
- ~~➤ 354 housing units, including 61 mixed use condominiums, 159 multi-family units, 92 townhomes, and 42 single family detached homes. The townhomes and single family homes described above would be accommodated through a redesign of five holes at the Monarch Bay Golf Course.~~



~~A variety of public amenities are planned as part of the project, including an aquatic center, bocce ball, picnic areas, a beach, pedestrian piers, a small amphitheater, boardwalks and lookouts, a small boat launch, a kayak storage facility, and two miles of waterfront promenade. The SDP also includes provisions to rebuild the Mulford Marina library, either on its current site or on a new site within the development. The Plan also includes improvements to surface parking, resulting in a net gain of 100 spaces, and a grand total of over 2,000 parking spaces at the site.~~

The Marina will be maintained as long as financially feasible. It is assumed that the boat slips will be removed as the channel becomes less navigable, and that the basin will ultimately become suitable for non-motorized watercraft only. However, shoreline land use decisions should not preclude the possibility that a funding source for dredging will be identified in the long-term future, and that more active boating could become feasible again at some point. Over the years, studies of commuter ferry service on San Francisco Bay have identified the Marina as a potential stop. Looking ahead 20 years, this possibility should not be ruled out entirely.

Planning for the Shoreline area must consider the potential impacts of rising sea level. New development will be required to be elevated above projected coastal flood hazard levels. Design features should ensure that improvements are resilient and sufficiently protected from potential impacts. Improvements to water, sewer, storm drainage, and energy utilities also are planned.

Development will also be designed to ensure compatibility with adjacent uses, and to meet airport land use compatibility criteria. Architectural styles and forms should take advantage of the waterfront location and view opportunities, while respecting the shoreline's role as the "crown jewel" of San Leandro's park system. Future development should be sensitive to potential impacts on nearby [habitat](#), wetlands, parks, and residential areas. ~~Building heights should not exceed three stories.~~

The City envisions the Shoreline Development Project as a community focal point—a place for family gatherings and celebrations—as well as a haven for business travelers. New activities and special events should be pursued, particularly those with the potential for revenue generation. Farmers markets, golf tournaments, community fairs, and similar events could contribute to the perception of the Marina as San Leandro's playground. Historic markers that recall the area's past as an oyster farming and shipping area also should be considered.