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Presentation Continued for the Next Generation Workplace District Study Around the New Kaiser Medical Center and the Lit San Leandro Fiber Optic Infrastructure in the Central San Leandro Area

BACKGROUND

This report is for information only.

The urban design firm of Freedman Tung + Sasaki (FTS) completed the final report (see attachment) for the Next Generation Workplace District Study of the Central Industrial Area. The City Council commissioned FTS and the economic consulting firm, Spinnaker Strategies, to prepare the study within a very short time frame to address the immediate needs of and opportunities from the forthcoming Kaiser Permanente Medical Center completion and Lit San Leandro high speed fiber loop. The study is also intended to guide transformation of the industrial area into a vibrant, innovative and attractive 21st century workplace that will stimulate the creation of high paying jobs and attract or retain advanced manufacturing and high tech companies.

FTS and Spinnaker Strategies presented their findings and recommendations to the City Council on September 9th. In addition, FTS made a community presentation on October 2nd at the Zero Net Energy Center at 14600 Catalina Street.

In the attached final report FTS describes the City’s historical and current industrial area and evaluates the area’s strengths, weaknesses, opportunities and threats. The report also contains: Amap; a list of opportunity sites vulnerable to change; strategies to better adapt the industrial area to immediate economic opportunities like Kaiser Medical Center, Lit San Leandro and the flexible and interactive demands (i.e., restaurants, bars, cafes) of the modern, digital workforce.

The three key strategies are: 1) boost value-added companies, 2) engage existing businesses, and 3) humanize the industrial area. Conceptual physical improvements proposed for the area include: Creating an attractive and uniform “spine” or boulevard on Merced Street; and improvements to

Marina Boulevard, Hester Street, Timothy Drive and the Catalina Street/Farallon Drive intersection area such as pedestrian lighting, bus shelters/seating, bicycle lanes, crosswalk markings, and public art.

As a result of the study, staff from the Community Development Department, Engineering and Transportation Department, and the Public Works Department are working to assess available resources and a feasible timeline to implement recommendations from the study. In order to obtain essential input and buy-in from stakeholders, an Industrial Area Working Group will be convened in January 2014. The group will consist of key stakeholders such as Kaiser Permanente, Lit San Leandro, industrial area property owners and businesses and the San Leandro Chamber of Commerce. Together, they will provide input and help prioritize the study recommendations. Staff will update the City Council on the recommendations in February 2014.

ATTACHMENTS

- Final Report for Next Generation Workplace District Study

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