



SAN LEANDRO DEVELOPMENT UPDATE

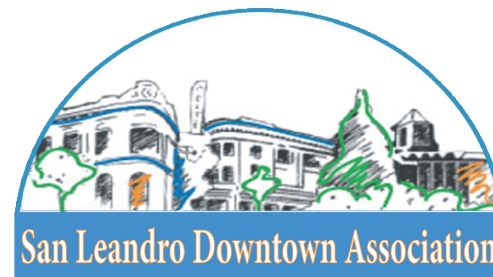


Economic Development Programs

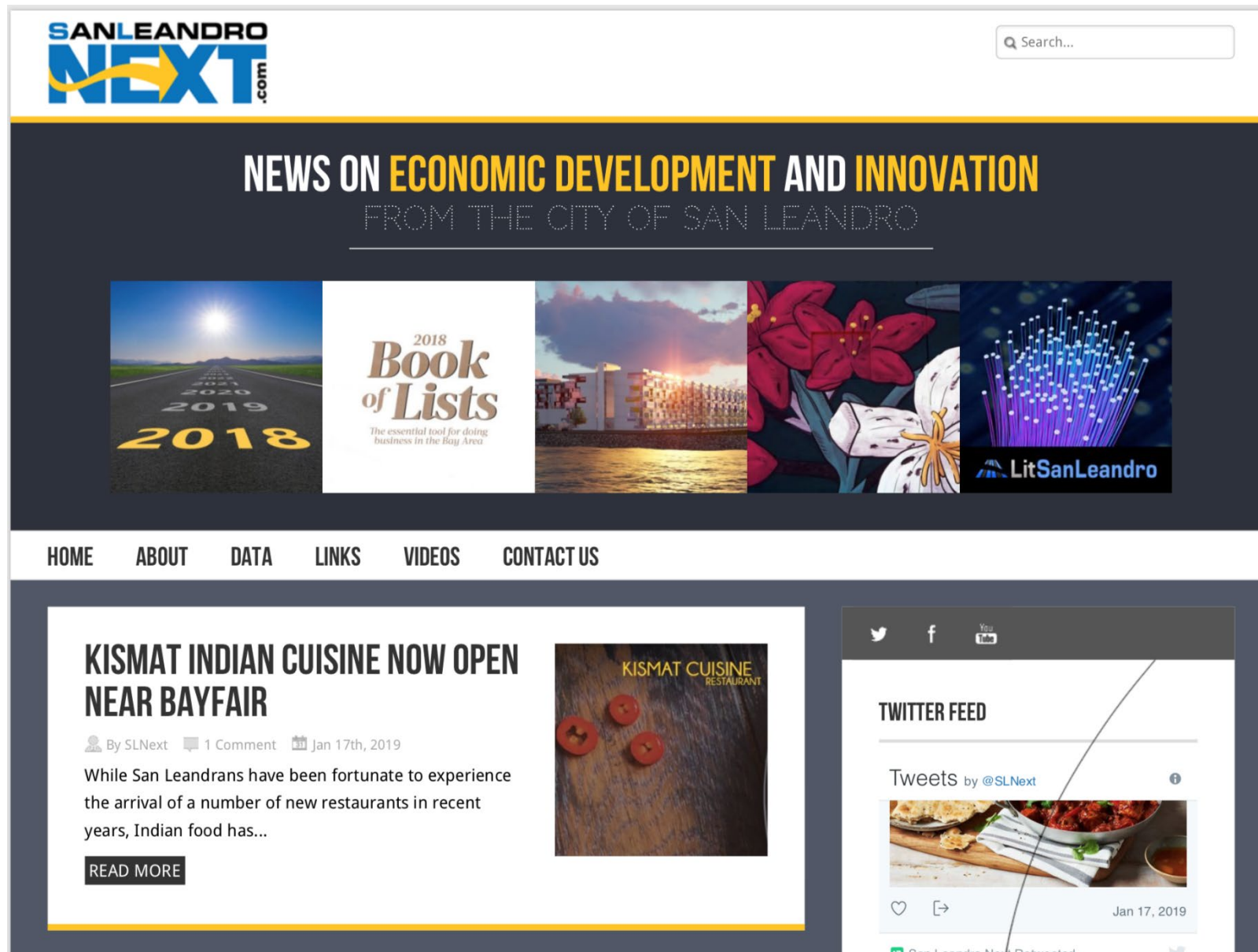


Economic Development Programs

- Support Businesses – small and large
- Promote Robust Business Ecosystem – advanced & innovative
- Liaison for Businesses and Developers with City
- Incentive Programs – over \$450,000 in past 5 years
- Strategic Projects - Downtown Parking Management, Shoreline
- Key Partnerships –



Marketing



San Leandro Next Blog -
5,500 views/month

Facebook – 8,000
views/month

Twitter – 1,000+ followers

San Leandro Development

RESIDENTIAL

1	Marea Alta & La Vereda	400 San Leandro Blvd.	200 Affordable Units	Complete
2	SLTC Housing	1600 Alvarado St.	197 Housing Units	Approved
3	Eden Housing	1604 San Leandro Blvd.	62 Affordable Units	Approved
4	Alvarado-Antonio Apartments	899 Alvarado St.	687 Housing Units	Approved
5	Broadmoor Village	311 MacArthur Blvd.	20 Townhome Units	Proposed
6	Bancroft Housing	1388 Bancroft Ave.	Multi-Family Units	Proposed

MIXED-USE

7	The Davis @ 1188	1188 E 14th St.	197 Housing Units	Proposed
8	Town Hall Square	1193 E 14th St.	150 Housing Units	Proposed
9	268 Parrott St.	268 Parrott St.	26 Condo Units	Approved

MANUFACTURING/INDUSTRIAL

10	Comstock Industrial	2388 Williams St.	160,000 sq ft	Complete
11	San Leandro Business Center	100 Halcyon Drive	550,000 sq ft	Construction
12	Marina Gateway	2000 Marina Blvd.	327,000 sq ft	Construction
13	DCT Industrial	2001 Williams St.	72,000 sq ft	Complete
14	Alvarado Commerce	2756 Alvarado St.	159,450 sq ft	Construction

OFFICE & RETAIL

15	SL Tech Campus	1600 Alvarado St.	264,000 sq ft office	Complete
16	Creekside Plaza	500 Davis St.	77,000 sq ft office	Approved

HIGH-GROWTH AREAS

17	Monarch Bay	Shoreline	Housing, Hotel	Proposed
18	Bay Fair Transit-Oriented Development	Bay Fair BART Station	Mixed-Use Development	Specific plan



Marea Alta
1400 San Leandro Blvd.
• 115 affordable housing units



La Vereda
528 W Juana Ave.
• 85 affordable senior housing units



Alvarado-Antonio Apartments
899 Alvarado St.
• 5.73 acre Transit Oriented Development
• 687 residential units mix of studios, 1, 2, and 3 bedrooms



The Davis @ 1188
1188 East 14th St.
• 197 housing units
• Specialty grocer and retail



Parrott St.
268 Parrott St.
• 26 residential units



Bay Fair Transit Oriented Development
Bay Fair BART Station
• 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.

Oakland International Airport
Terminal 2

Oyster Bay

San Francisco Bay

MAPS4NEWS.COM



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



San Leandro Business Center
100 Halcyon Dr.
• 550,000 sq ft of Class A Industrial in 3 buildings
• Public improvements and 4 large murals



Marina Gateway Industrial Center
2000 Marina Blvd.
• 327,000 sq ft Class A Industrial Building
• Torani syrups bringing 150+ jobs

SAN LEANDRO MANUFACTURING ECOSYSTEM

GATE 510

pinX



PROYECTO
DIAZ
COFFEE



GELTOR

sculpteo

Powered by
ivaldi

VANTAGE ROBOTICS

FW
FREEWIRE
TECHNOLOGIES

PHASESPACE
infinite possibilities

MagicFuel
Games

OWLIZED



Placemaking - Public Art

- 5 Publicly Funded Murals – 6 Privately Funded . . . And counting
- Utility Boxes – Phase III – total of 71 utility boxes with art



BUSINESS ECOSYSTEM





Top 20 San Leandro Employers

(Alphabetical Order)

Over 3,100 Local Businesses Employing over 46,000 people

- **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 Tortillas
- **PCC Structurals**
- San Leandro School District
- San Leandro Hospital / Alameda Health System
- **Splay (Green Toys)**
- Target
- UPS
- Wal-Mart

Source: San Leandro Business License Database

New Businesses



CinderBio



Porifera

Burlington



blüm



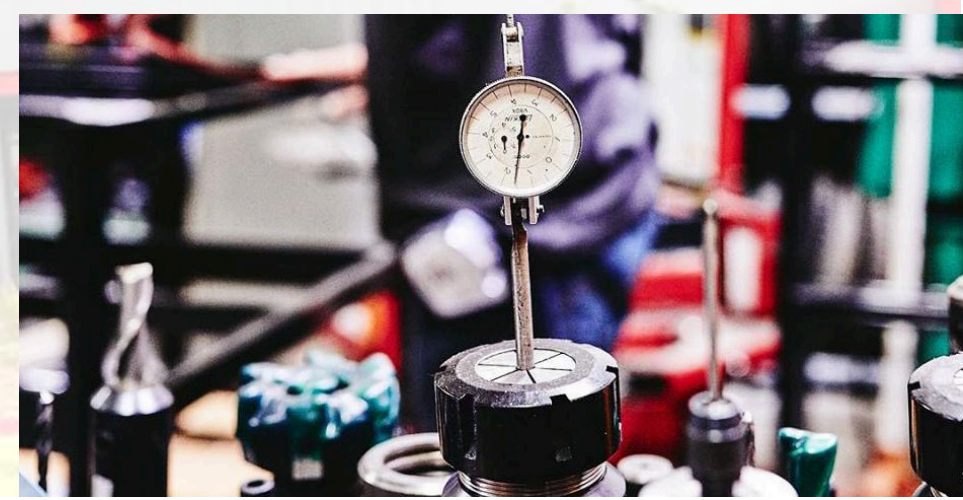
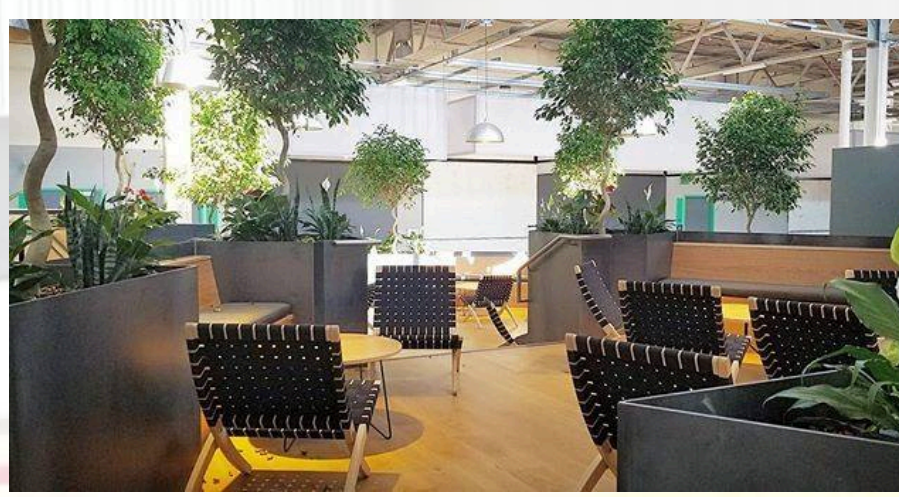
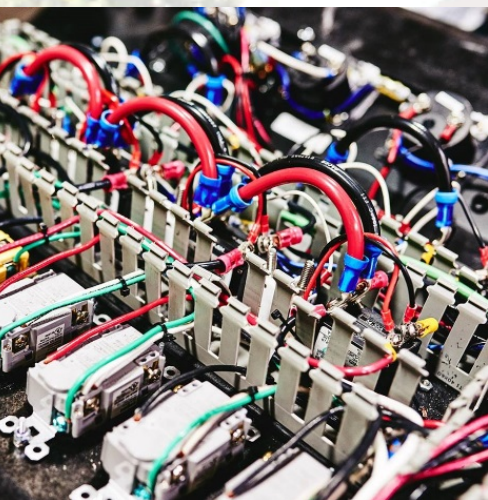
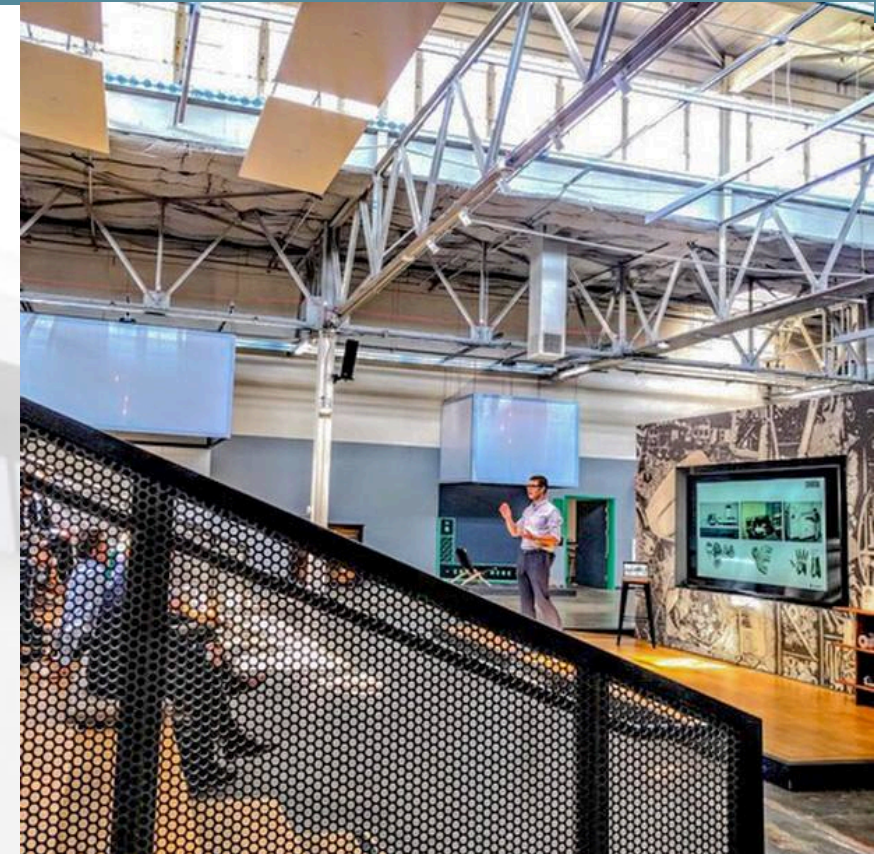
New Restaurants & Bakeries



85°C Bakery Cafe



Business Ecosystem - Gate510

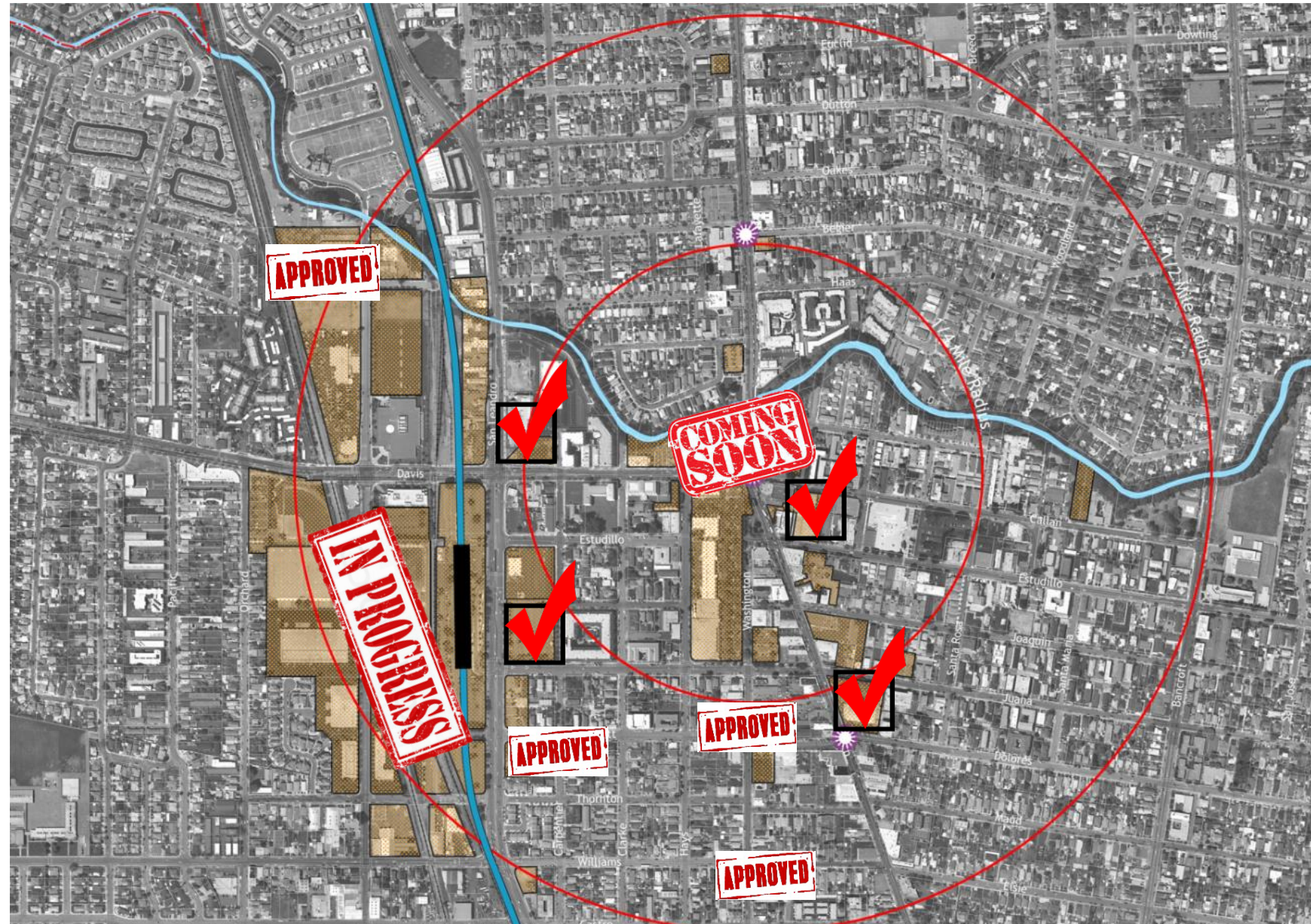


DOWNTOWN DEVELOPMENT



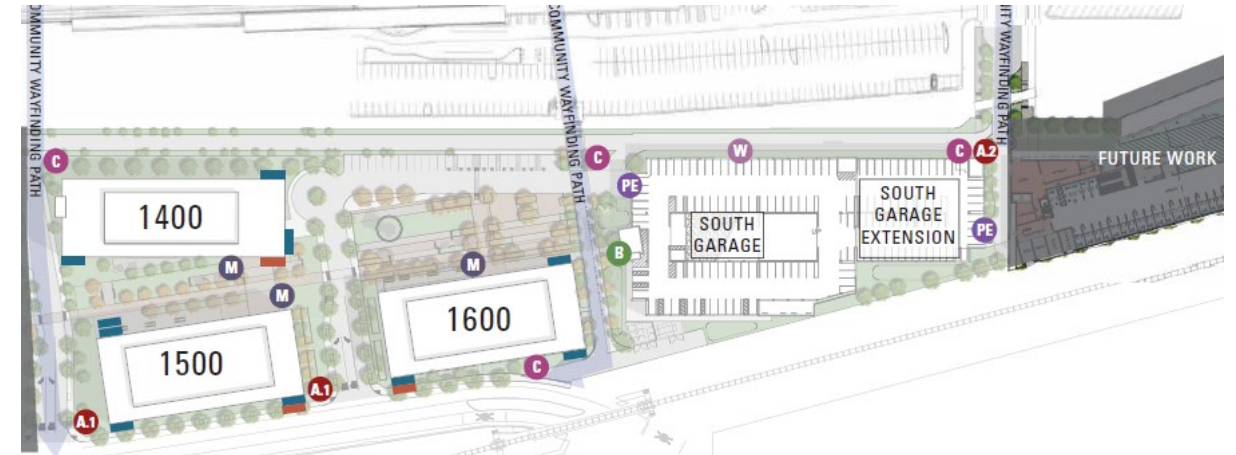
TOD Opportunity Sites

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 – completed
- 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 – complete

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



Alvarado & Antonio — Approved

- Alvarado St. north of Davis St.
- 687 units
- Parking garage
- Pool, play area, café, public art & other amenities



MAXIMUS



Eden Housing – Approved

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



Parrott St. & Washington Ave. – Approved



DAVID LANGON

- 1595 Washington Ave.
- 27 units
- Includes 4 affordable
- Ground floor retail



Broadmoor Village – Approved

- 311 MacArthur Blvd.
- 20 townhome units
- Includes 3 affordable



Sansome Pacific – Proposed

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



INDUSTRIAL DEVELOPMENTS



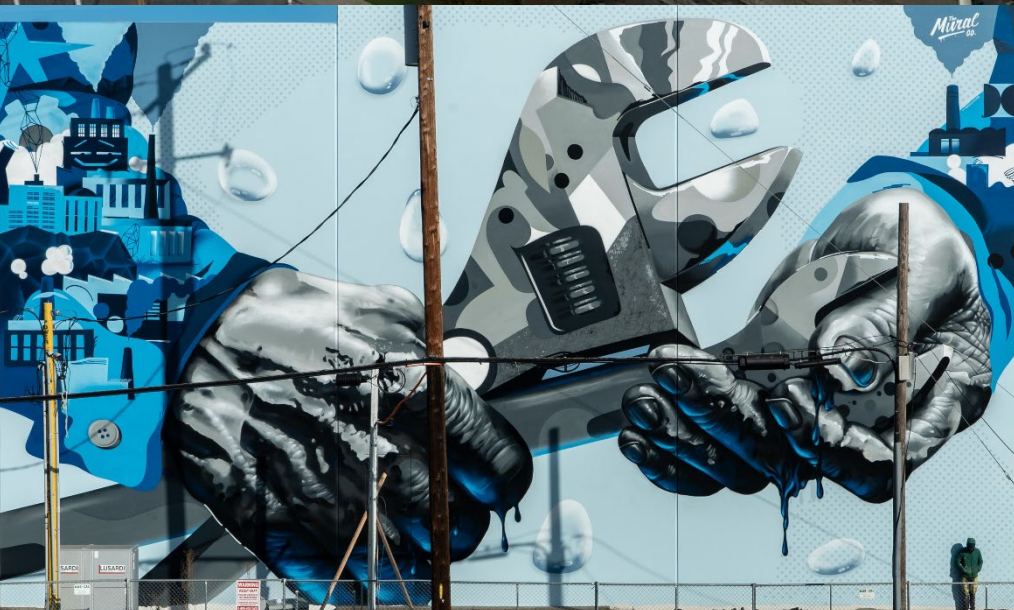
Marina Gateway Industrial Center – Under Construction

- ❑ 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

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



Trammell Crow Company

Additional Industrial Underway

2001 Williams St.

- 72,200 sf warehouse and 3,000 sf office
- \$15 million investment



2756 Alvarado St.

- 152,000 sf Class A Industrial



SPECIAL PROJECTS



Bay Fair Transit Oriented Development

Bay Fair TOD Specific Plan

- Adopted in February 2018
- Zoning Update Underway

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



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



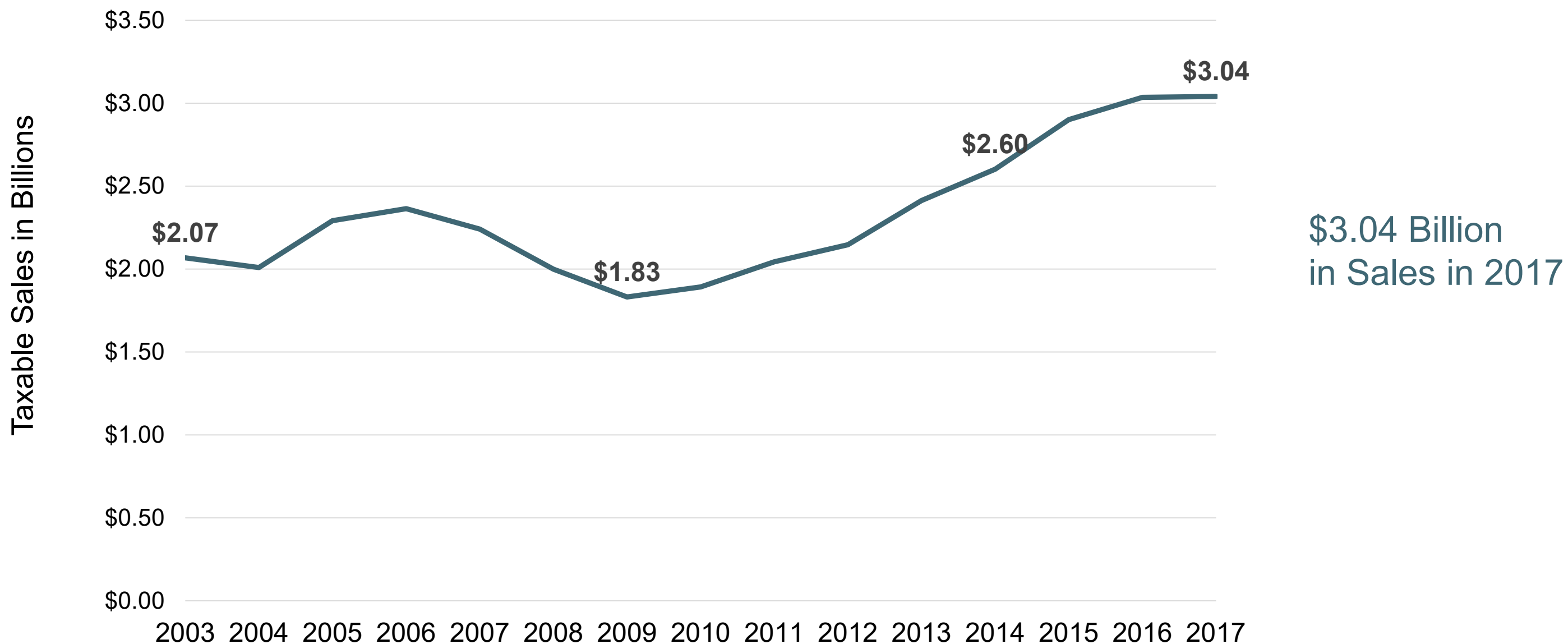
Follow Us!



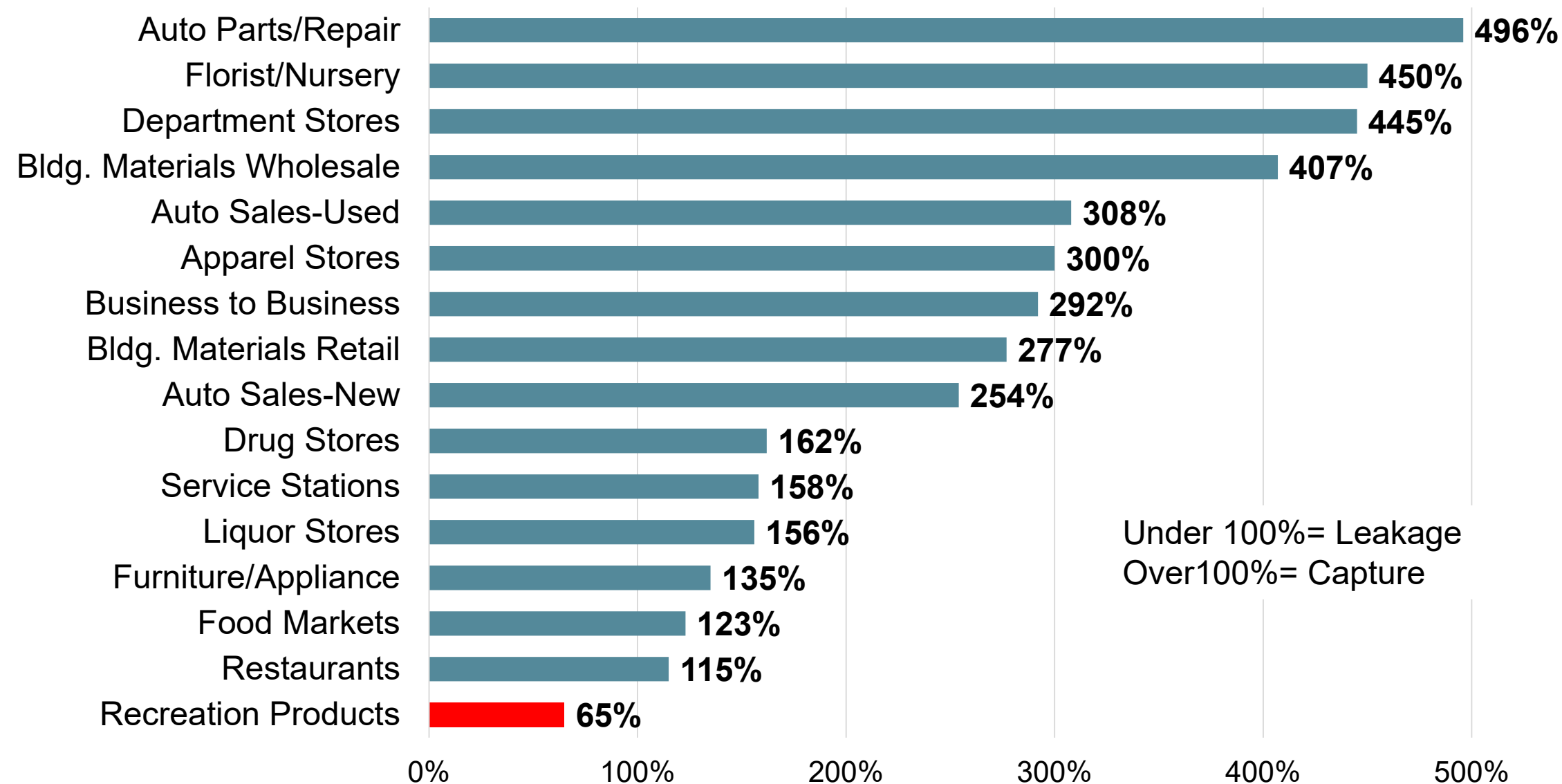
Questions?



Taxable Sales Activity



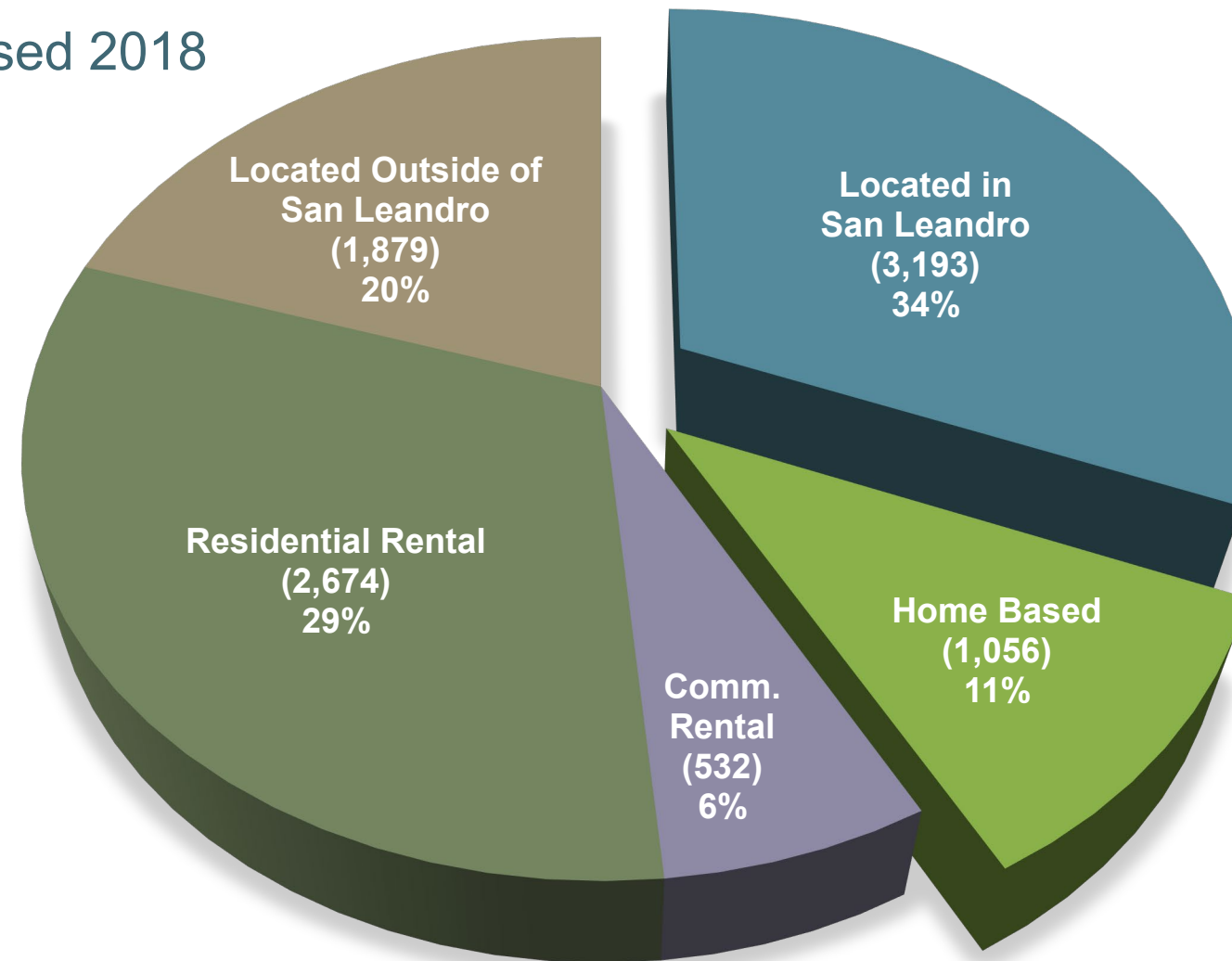
Sales Tax Capture and Leakage



Source: MuniServices Benchmark Year

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

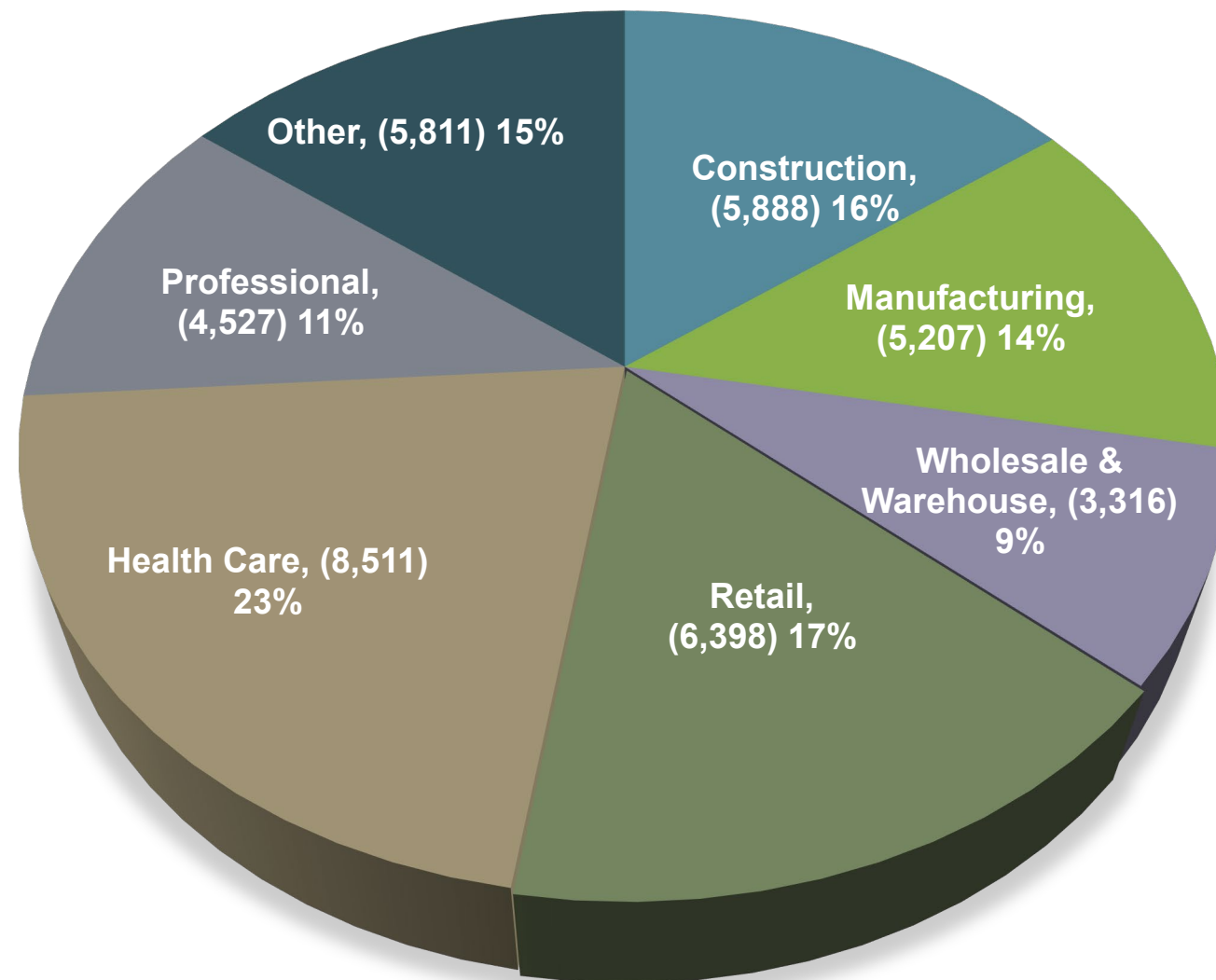
Source: San Leandro Business License Database

Economic Overview



Employment by Industry

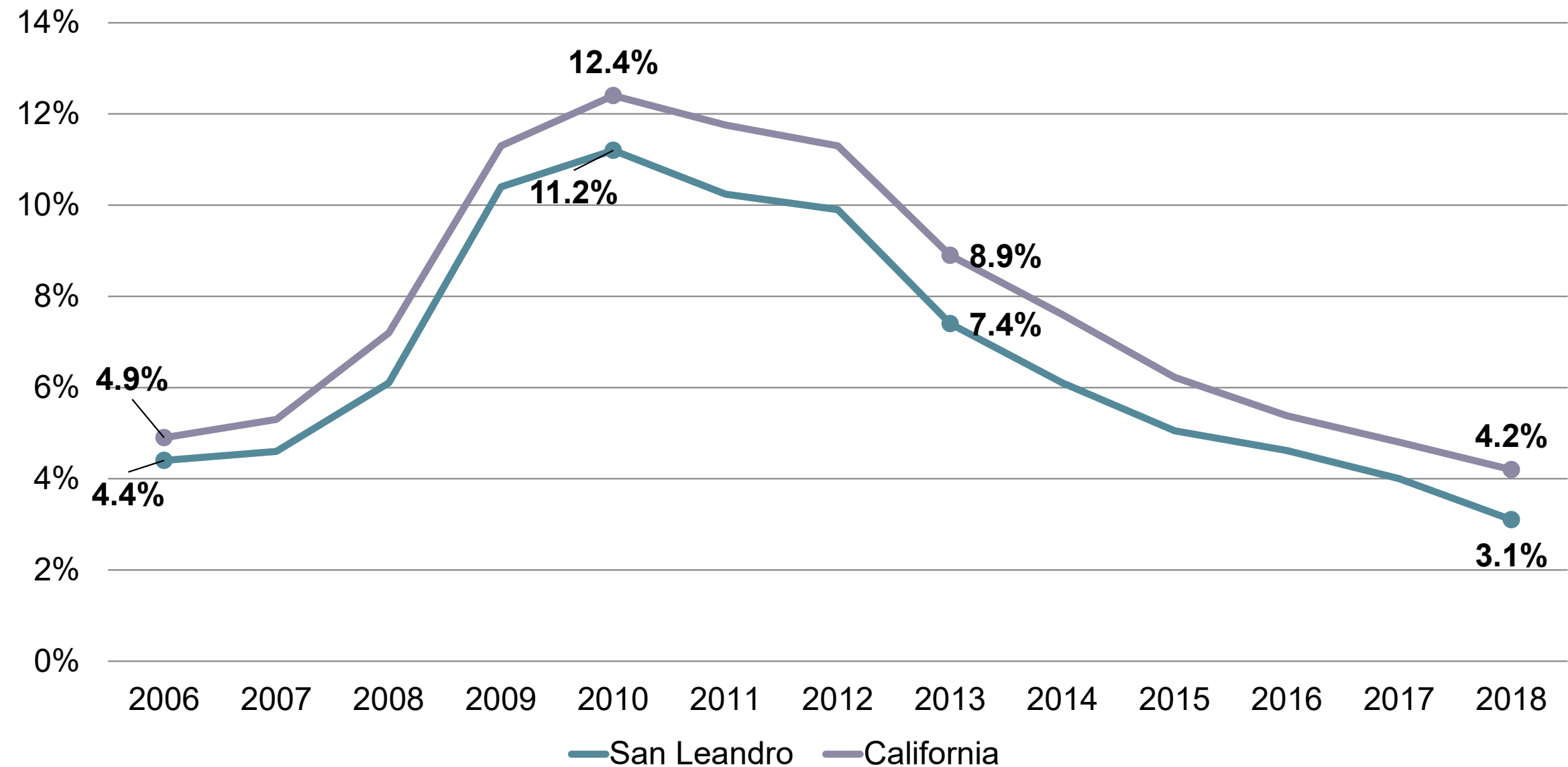
46,465 Total Employees



- ❑ 2,164 new jobs since 2016
- ❑ 11,600 new jobs since 2010
- ❑ Largest individual sectors:
 - ❑ Health Care
 - ❑ Retail
- ❑ 39% (14,400) in Construction, Manufacturing & Wholesale/Warehouse
- ❑ 4% Increases in Healthcare & Construction

Source: California Economic Development Dept.

Unemployment Rate

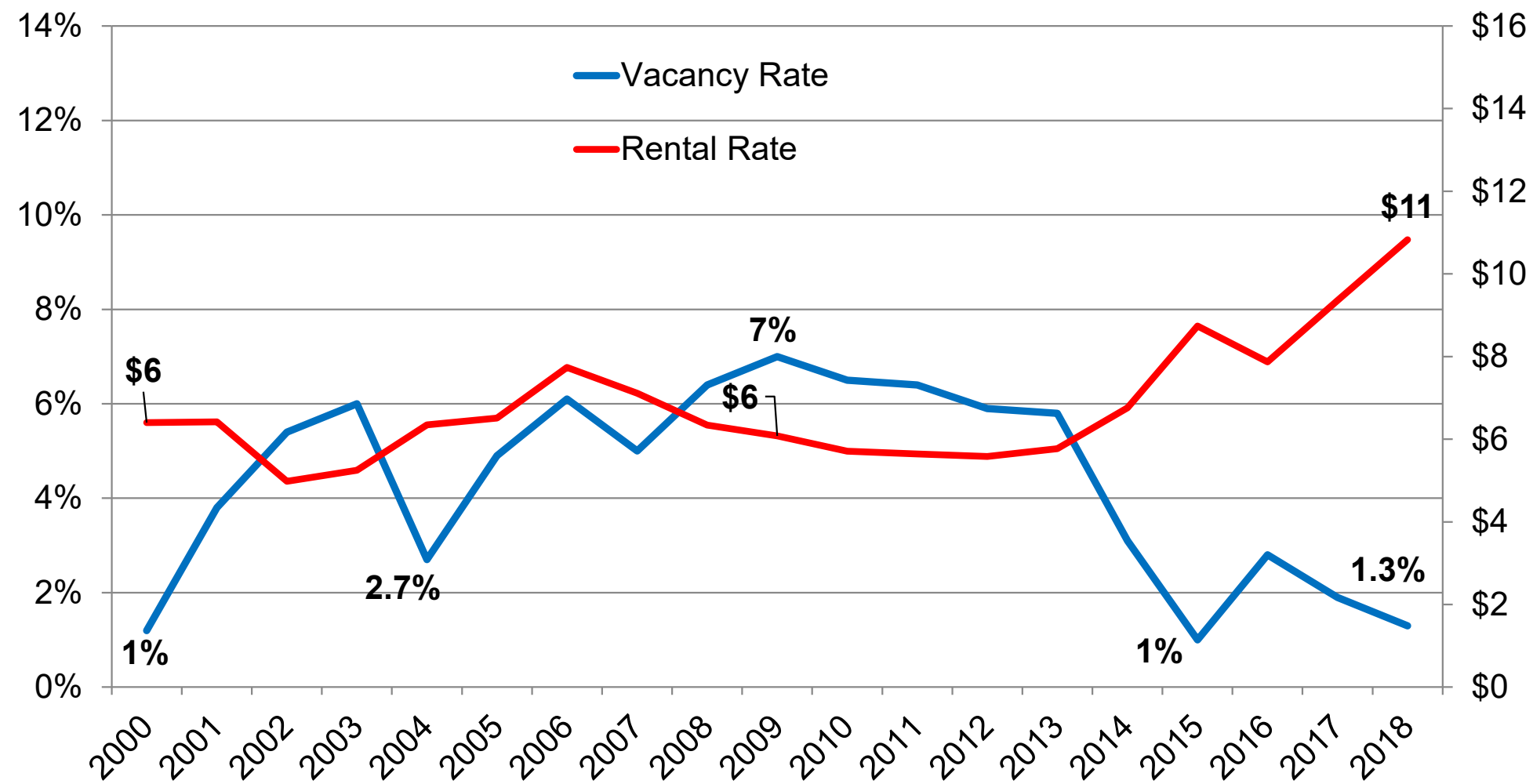


Source: California Economic Development Dept. Annual Average Year to Date

Vacancy & Rental Rates - Warehouse

Vacancy Rate

Rental Rate

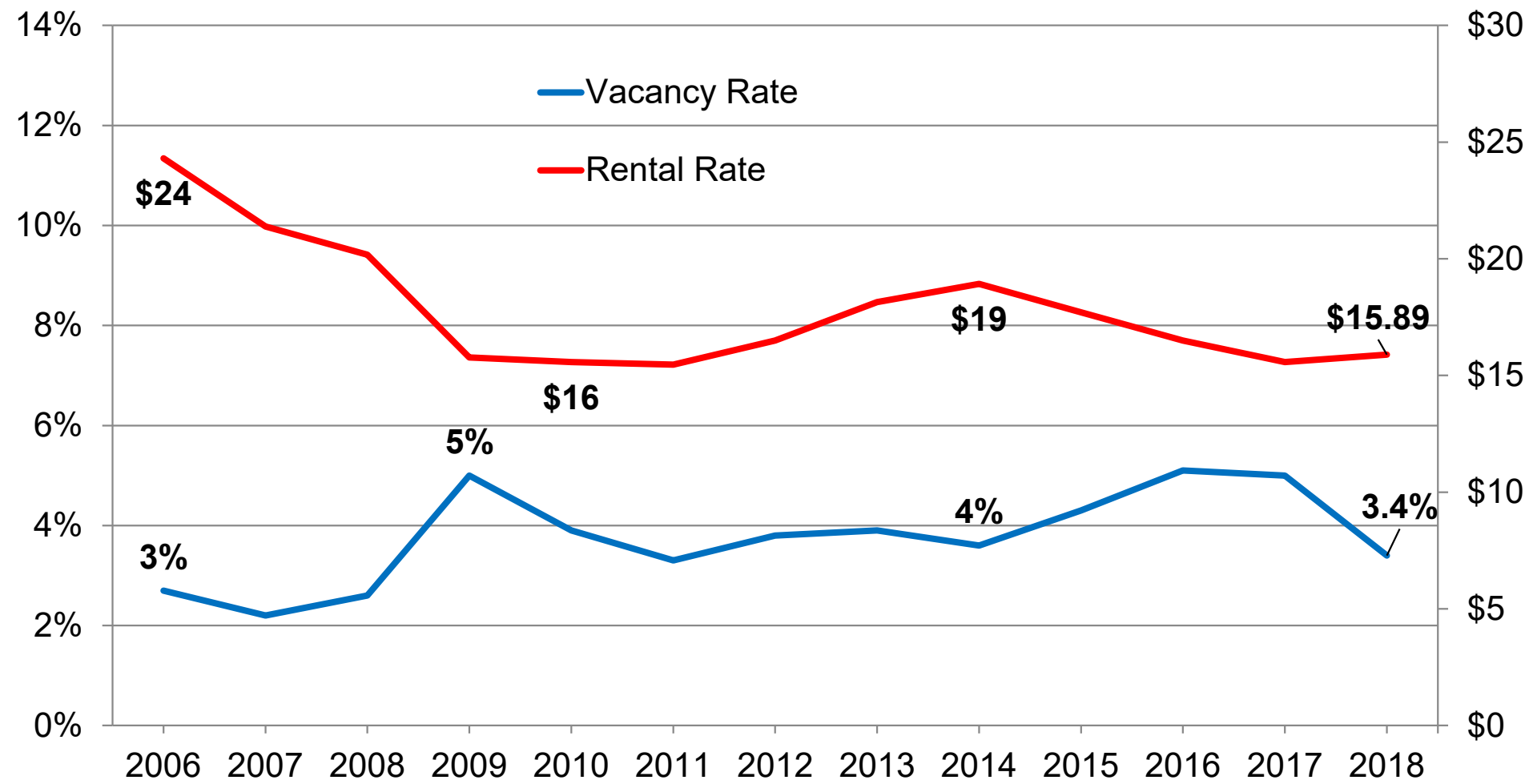


Source: CoStar Q2 2018

Vacancy & Rental Rates - Retail

Vacancy Rate

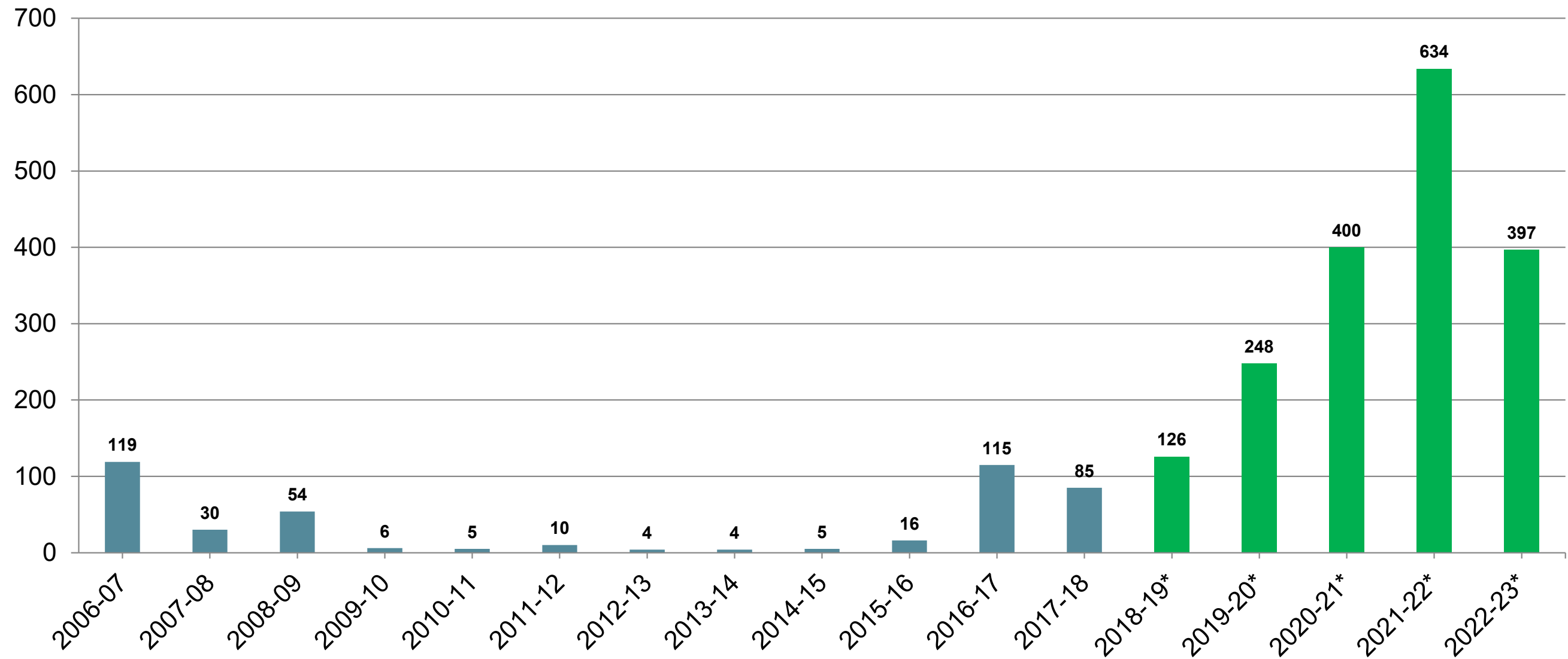
Rental Rate



6 Million
Square Feet
of Retail
Space in City

Source: CoStar Q2 2018

Housing Units Constructed

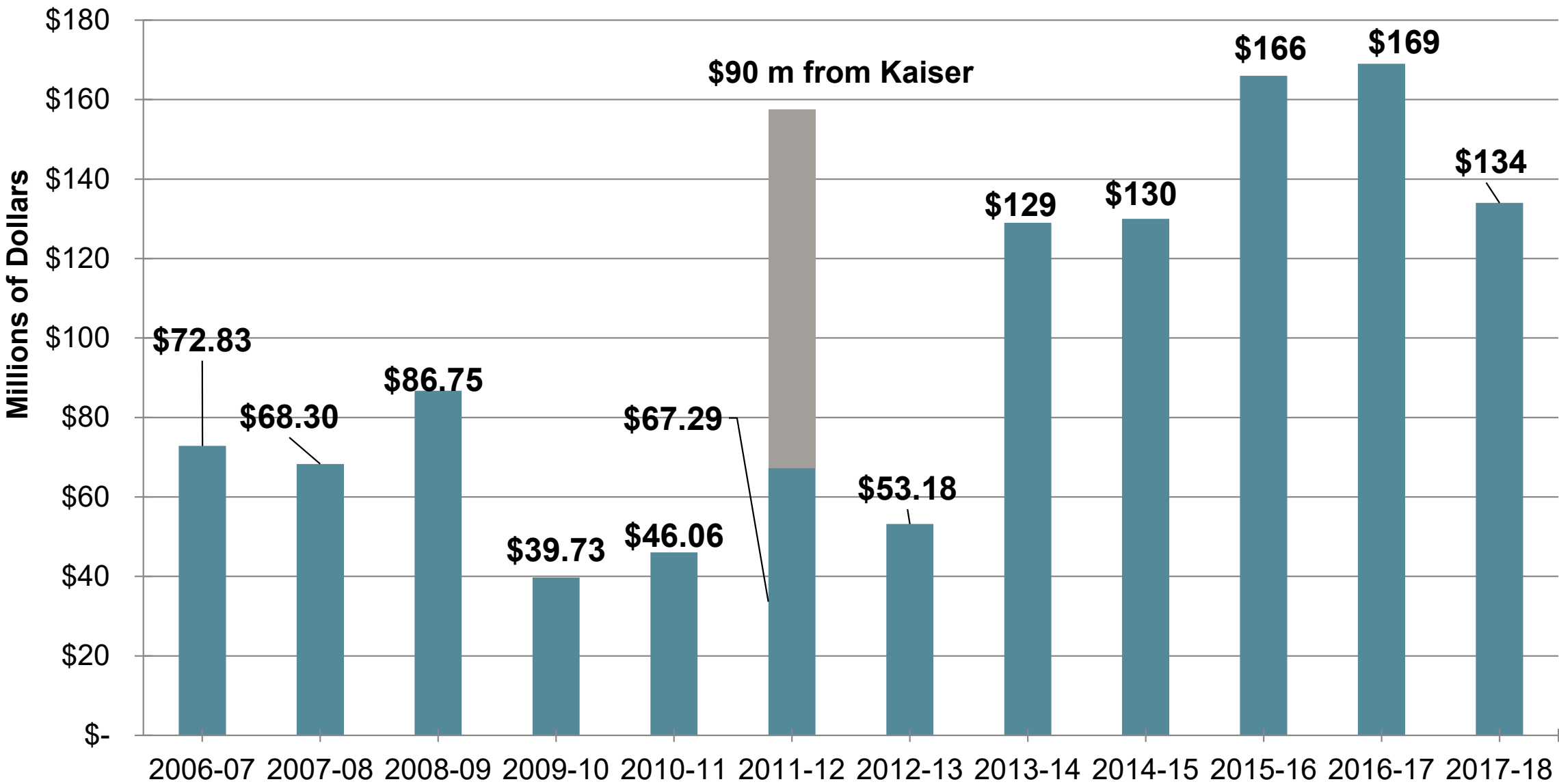


*Forecast

Source: San Leandro Building Department Records



Building Permit Construction Valuation



\$448 Million
in
Development
over past 3
years

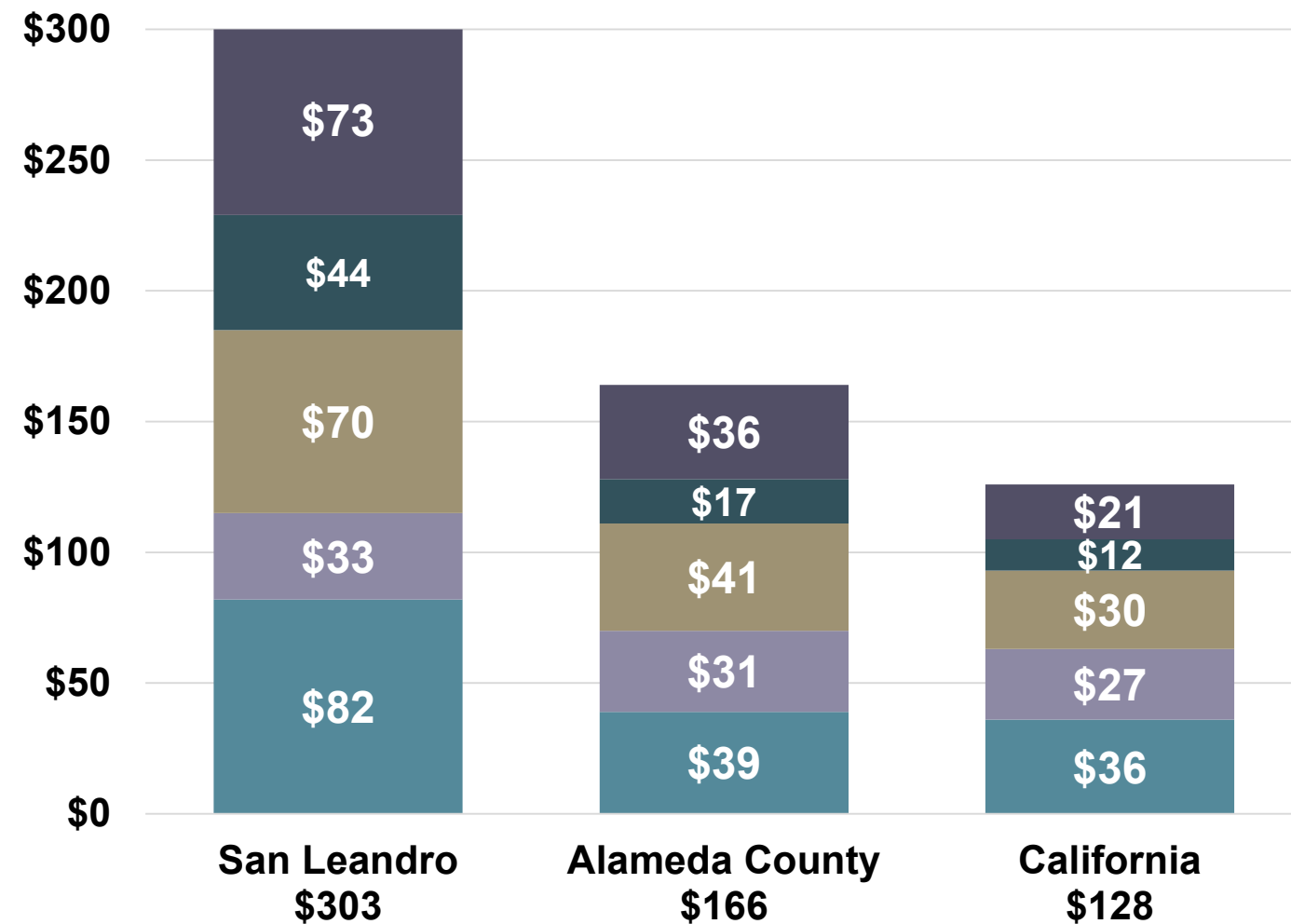
Source: Building Department Records 2018

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

Galvan Apartments — Entitled

- ❑ 1965 Washington Ave.
- ❑ 60 units



SLTC – Mixed-Use Residential - Entitled

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



1388 Bancroft Avenue – Proposed



- 1388 Bancroft Ave.
- 45 units

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.



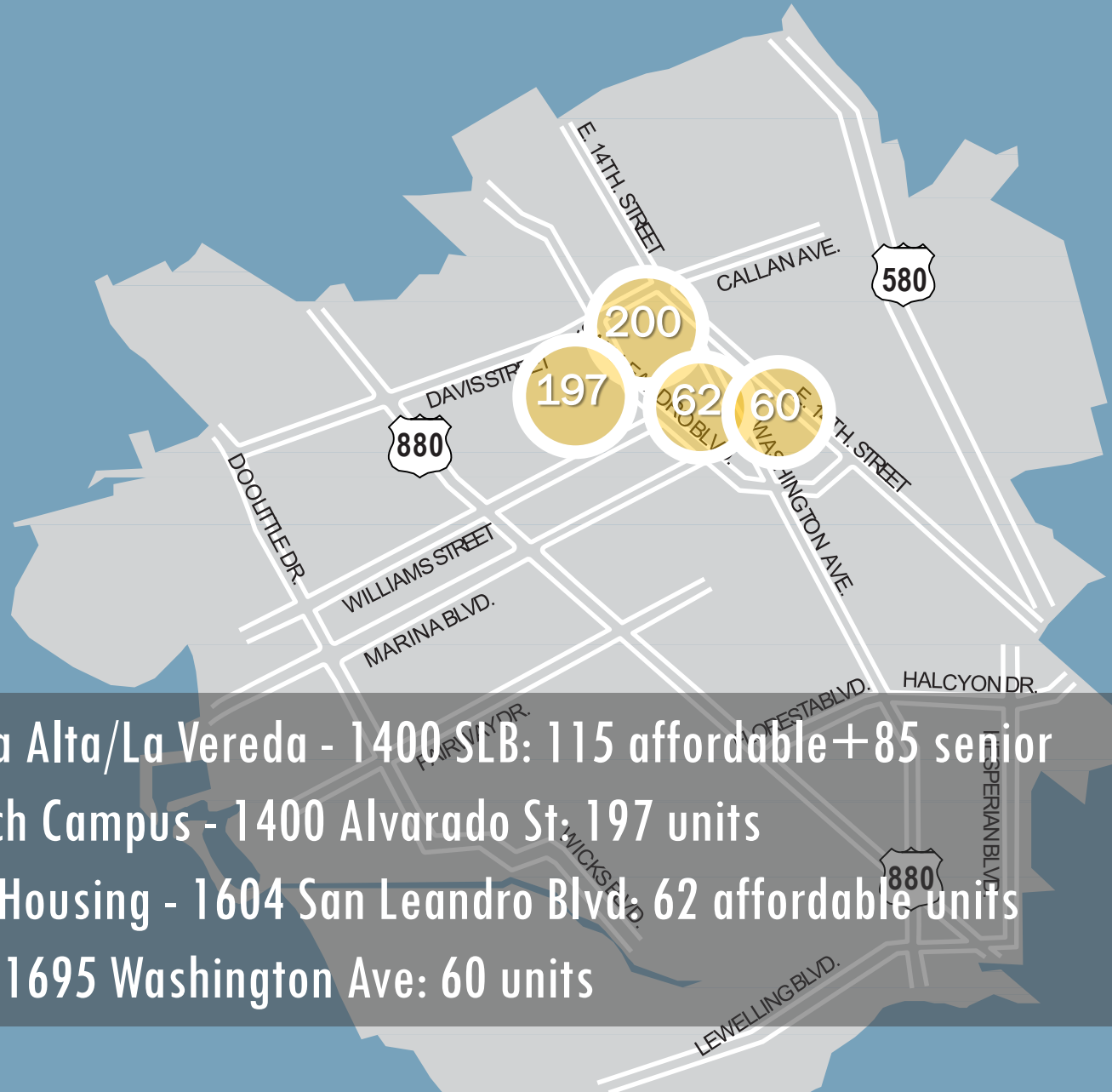
30 NEW MANUFACTURING BUSINESSES 2014-2017



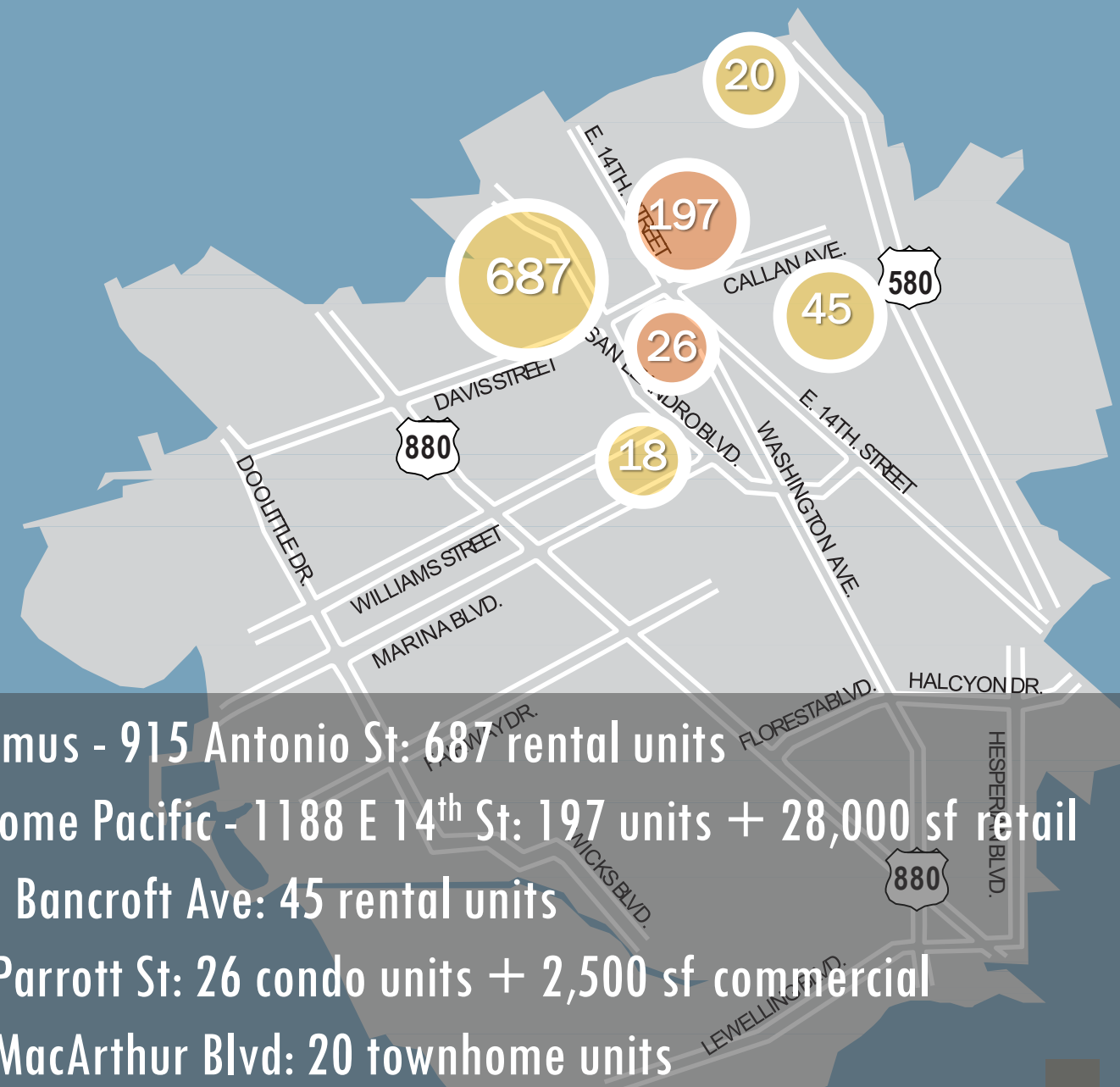
For every one worker in manufacturing,
there are another four employees
hired elsewhere.

RESIDENTIAL / MIXED USE DEVELOPMENTS (>15 UNITS)

APPROVED/UNDER CONSTRUCTION



PROPOSED/PLANNING ENTITLEMENTS



Business Incentives

Forgivable Loan Program

- ❑ Awarded Over \$450,000 in past 5 years
- ❑ For permanent improvements to properties in key sectors and areas:
 - ❑ Commercial Façades
 - ❑ Restaurants
 - ❑ Breweries/Craft Beverage
 - ❑ Energy Efficiency & Broadband



Before



After

Manufacturing Outreach



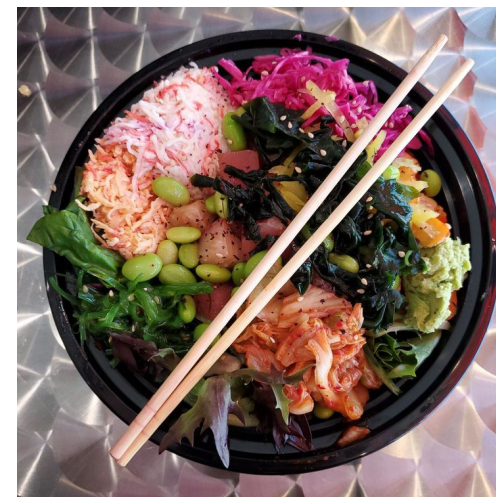
New Restaurants & Bakeries (cont'd)

Recently Opened!

- ❑ Poke Kitchen (13515 E. 14th Street)
- ❑ Angry Ramen (15555 E. 14th Street)
- ❑ Ten Seconds (145 W Joaquin Ave)
- ❑ Dynasty Pot (1371 E. 14th Street)
- ❑ Frank's Sports Bar & Grill (2014 Marina Blvd)

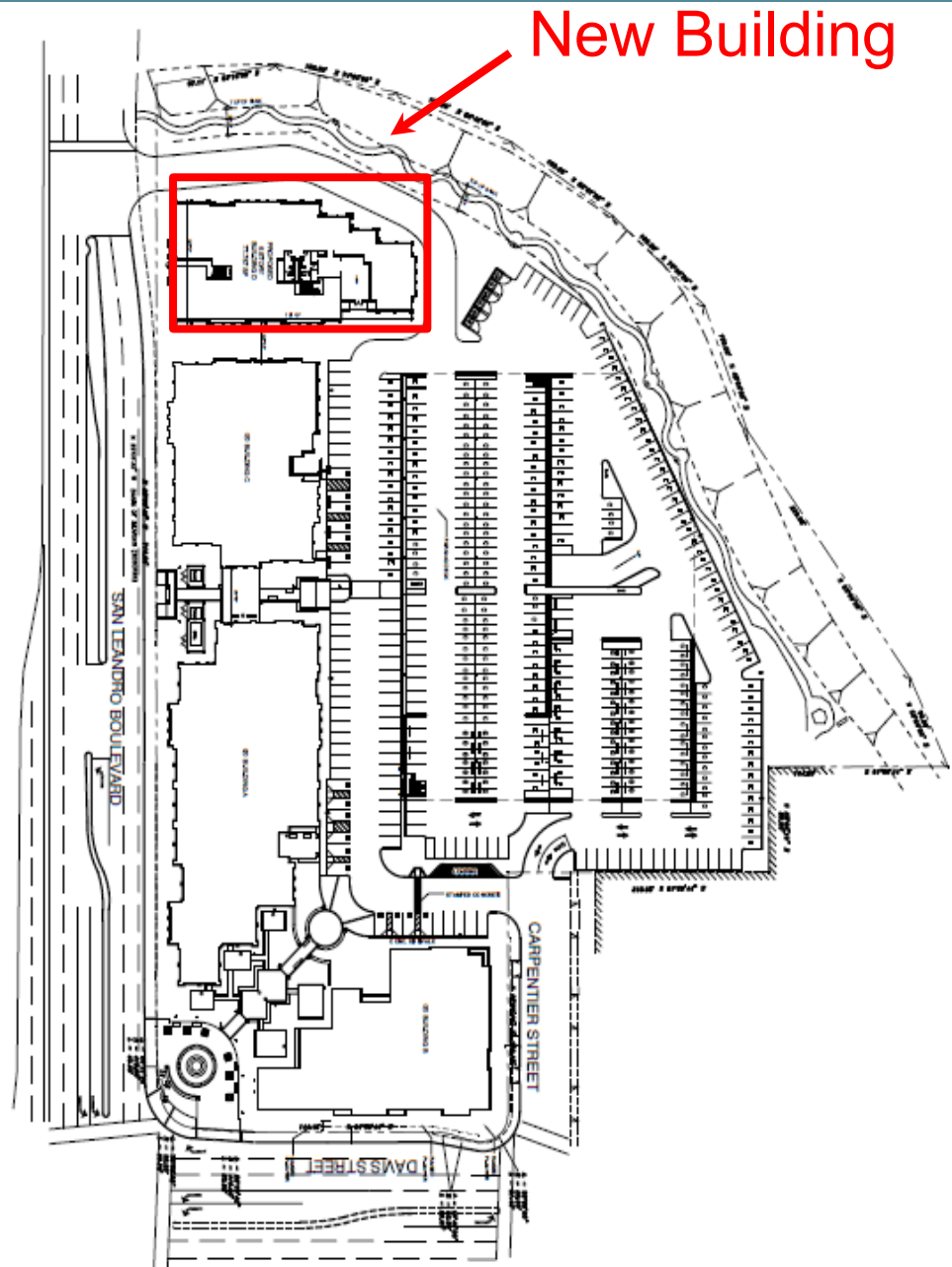
Coming Soon

- ❑ Peter's Kettle Corn (110 Pelton Center Way)
- ❑ Ya Ya Poke (1384 E. 14th Street)
- ❑ Ladyfingers Bakery (129 Pelton Center Way)
- ❑ Holy Concha! Sweetshop (14410 Washington Ave)



Creekside Plaza 4th Building - Entitled

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



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.*

