

Next Generation Workplace District Study: Central San Leandro Industrial Area

San Leandro, CA



In the postwar era, factory jobs and revenues from the city's "flatlands" industrial areas fueled suburban prosperity. But as plants closed in the 80's, built spaces shifted from production to warehousing and barren streets made it hard to attract "value-added" firms and workers. FTS and Spinnaker Strategies were engaged by the city to talk to stakeholders, identify assets and needs, develop market- and place-specific strategic actions, and help start a re-visioning of the districts' innovation-driven potentials for the next generation.

BEFORE

- X San Leandro's industrial areas are a quarter of the city's area (2,000+ acres) with 2/3 of its jobs.
- X Though vacancies are less than 5%, over 60% of spaces are in storage uses with low "value-added" and employment per square foot.



Storage-dominated district use and place character.

- X Old buildings, poor connectivity and few amenities give the district an outmoded image.
- X Fiber optic internet arrived in 2013 and a \$1B Kaiser Hospital campus will open here in 2014.

ASSIGNMENTS

- X Evaluate the districts' competitive characteristics in relation to nearby industrial districts.
- X Develop phased strategic "business ecosystem" and placemaking moves to reposition them for innovation-driven business trends.
- X Present findings to a community meeting and the City Council, and prepare a summary report.

OUTCOMES

Completed on time and on budget

- X The study identified 3 "urban manufacturing" clusters and recommended stronger city engagement, partnerships and marketing.
- X An array of targeted placemaking and connectivity improvements were recommended around activity anchors and business clusters.
- X The report was presented at a well-attended community meeting on October 2, 2013.

CLIENT: The City of San Leandro

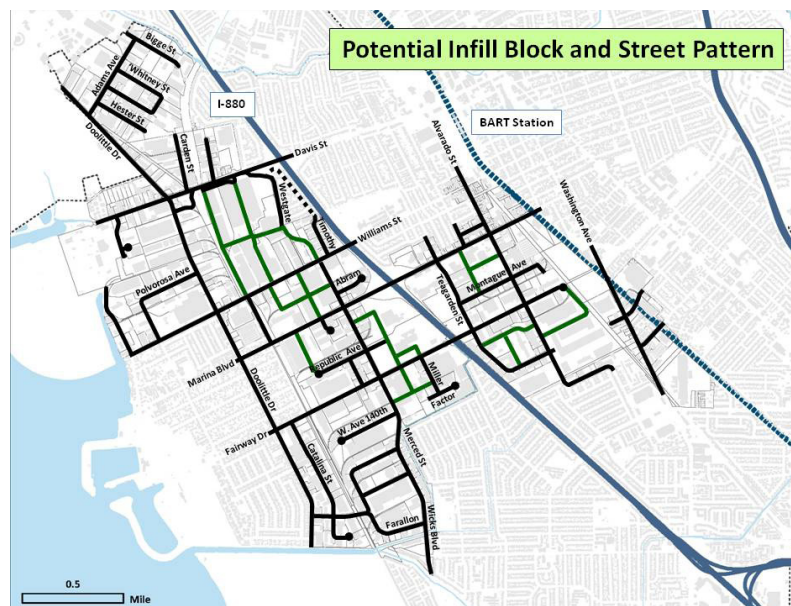
IN COLLABORATION WITH: Spinnaker Strategies (economic analysis), Ted Kamp (GIS)

A Spine Development Concept linking activity anchor sites (Westgate Center and future Kaiser Hospital) and I-880 freeway interchanges with opportunity sites and a proposed Kaiser North business center, using corridor streetscape improvements.



Map of the 2000+ acre industrial districts showing employment density by parcel (with shaded building footprints) - also roughly indicating value-added businesses.

Three leading innovative firms exemplify San Leandro's still-present manufacturing clusters of industrial processes & controls, metals and machining, and food processing.



Map of a potential long-term block and street pattern infilled with new streets (in green), to create new business addresses and break up "superblocks" for improve connectivity - recommended for implementation together with a form-based code.