



# SAN LEANDRO Connect

Fall 2016



## A Message From Mayor Pauline Russo Cutter

I'm excited about the future of San Leandro. Every day, I see vibrant and colorful public spaces, new play structures in our parks, smoother roads and more people walking and biking through our City.

Thanks to San Leandro voters who overwhelmingly passed Measure HH, we are able to maintain our infrastructure and our core services, proving once again that San Leandrans are stronger together.

We are now at an important juncture: our city is strengthening its foundation and we are planning for the future. We are updating our General Plan, preparing to implement the Downtown Parking Management Strategy, and developing a Bayfair Transit Oriented Development Plan. Add in the Hazard Mitigation Plan and the Creek Trail Master Plan Study and you can see why I'm excited for the future. Working hand in hand with community stakeholders, we are executing a joint vision that will guide us as we grow and thrive.

In the coming months, we will launch "My SL", San Leandro's mobile 311 application. This new service will allow residents to report potholes, broken streetlights, graffiti or other concerns involving the City directly from their smartphones. We will also celebrate the grand re-opening of Siempre Verde Park on Saturday October 1st with a community event geared for the whole family. As you can see, I'm proud of our accomplishments but most importantly, I'm thrilled about the direction we are headed. As we continue to learn from our past to plan our future, we are making sure that we retain the special qualities of this great city we call home.

See you at Siempre Verde Park on October 1st!

In Service,



## City to Launch Resiliency Initiative To Prepare For Winter Storms

The City of San Leandro received a \$25,000 grant from Cities of Service to launch Prepare San Leandro, the City's "adopt-a-drain" initiative. In an effort to reduce localized flooding during the winter storm season, the Mayor and Department

of Public Works will recruit residents and business volunteers to help keep storm drains clear of leaves and debris.

Volunteers will play a critical role in assisting the City in reducing the number of clogged storm inlets that often result in dangerous flooding to roadways, homes and businesses. Participants who adopt a drain near their home or work will receive a "Thank You Package" that will include a t-shirt and a certificate of appreciation from Mayor Cutter. Adopted storm drains will bear a special medallion that will be installed by Public Works. Prepare San Leandro will complement the City's other existing winter storm preparation efforts and participation is voluntary. Stay tuned for sign up information!



### San Leandro City Council

Mayor Pauline Russo Cutter  
Vice Mayor Ursula Reed, District 2

### Councilmembers

Deborah Cox, District 1  
Lee Thomas, District 3  
Benny Lee, District 4  
Corina N. López, District 5  
Jim Prola, District 6

City Manager Chris Zapata

### City of San Leandro Mission Statement

We, the employees of the City of San Leandro, are dedicated and committed to serving the citizens of this community. We strive at all times to achieve the highest professional standards, to communicate a vision for the future and to enhance the quality of life for every citizen.

# Public Art You Can See, Touch and Hear

San Leandro kicked off a number of public art initiatives and partnerships that beautify our Downtown, residential neighborhoods and industrial areas. Here are some of the ways we are brightening up San Leandro.



## Chime Way

The City partnered with the Exploratorium Museum to design and install an interactive art exhibit in Joaquin Plaza, located on E. 14th Street. The exhibit features eight large chimes that visitors can sound by rocking in glider chairs. The project was made possible by a State grant the City received based on our commitment to building new affordable housing in the community.

## Interactive Pedestrian Lighting Project at Casa Peralta

With the help of a \$50,000 grant from the National Endowment for the Arts, the City of San Leandro partnered with UC Berkeley's Center for New Media to design and install an interactive pedestrian lighting project at Casa Peralta. Programmable, motion-triggered LEDs brighten the sidewalk along West Estudillo Avenue, enhancing the connection between the BART station and Downtown.



## Murals

In 2014, two murals arrived in San Leandro. Rigo 23's The Great Migration of the Monarch Butterfly and Preferred Freezer's Pulse of Nature brighten and revitalize San Leandro Boulevard. The City is currently assisting with the installation of four new murals by accomplished artists in Downtown, industrial and commercial areas.

## Street Banner Program

Over the past year, the City worked with Pilot City to design new street banners for E. 14th and Davis Streets. These colorful new banners are now installed.



## Utility Box Art

In 2015, the City launched its first utility art box program and installed 16 utility boxes in various neighborhoods throughout the City. This year, the program was expanded to include an additional 25 boxes featuring a wide range of local and regional artists. Several boxes were painted earlier this month and more will be completed by the end of the year.

# New Businesses Invest in San Leandro

We are excited to welcome the many businesses that have decided to make San Leandro their new home!



## Living Spaces

Living Spaces opened its doors in early 2016 and is located at 250 Floresta Blvd. The furniture and décor retailer invested over \$4 million into the former Kmart location.

They have made significant improvements such as a new façade, landscaping, and parking lot repairs. The business brings over 100 jobs to the community and provides an additional opportunity for residents to shop for their furniture locally. This is the second Bay Area location for the retailer, and we are excited to have them in San Leandro!



## The Cooler

Visit Downtown's craft beer taproom, where they serve over 25 expertly-curated varieties of beer from local craft breweries, as well as wine, cold brewed coffee, and kombucha. They offer

a casual setting where people can stop in, grab a local brew and bring in food from neighboring businesses. The Cooler is open until 11pm on weekdays and 12 midnight on weekends. Stop by for a cold one!



## City Releases 20 Year Blueprint for Growth

The General Plan is in the final stages of its two and a

half year planning process that began in 2014. City staff held over 65 public and local stakeholder meetings to gather public feedback in preparing the draft. Since the release of the draft plan on June 1st, the City hosted numerous meetings to receive public feedback, including meetings with residential and business property owners, community and business organizations, as well as the Planning Commission and City Council to outline the Draft Plan, Environmental Impact Report (EIR) and proposed Zoning Changes.

With a unanimous recommendation from the Planning Commission, a public hearing to adopt the General Plan 2035, certify the EIR and approve the Zoning Code amendments is scheduled for the September 19th City Council meeting. For more information on the General Plan, visit the project website: [www.sanleandro2035.org](http://www.sanleandro2035.org).

# Working Together to Improve our Downtown

There are a number of great community organizations that work tirelessly to improve our community. The San Leandro Improvement Association (SLIA), the Downtown Association and the San Leandro Chamber of Commerce are three partners that help us support businesses and improve the local economy.

## San Leandro Improvement Association (SLIA)



SLIA is a community benefit district and non-profit organization that supports public safety, beautification, maintenance and public relations, all while preserving and building upon the historic value of Downtown San Leandro. They have helped to activate public spaces and plazas by installing removable tables and chairs and potted plants in public areas like the Plaza

Shopping Center. SLIA recently moved their offices to the historic Casa Peralta and worked collaboratively with City staff to beautify the historic grounds. Visitors can now sit at public tables and chairs and relax in the shaded gardens surrounding the building. You can learn more about SLIA on their website at [www.downtownsanleandro.org](http://www.downtownsanleandro.org), visiting their offices at historic Casa Peralta at 348 W. Estudillo, or calling 510-281-0703.

## Downtown Association

The Downtown Association is a volunteer organization comprised of businesses and property owners and residents who are dedicated to bringing fabulous, free events to the community. These annual events include the annual Sausage & Suds Music Festival to be held this year on October 2nd, It's a Wonderful Night holiday event, and Bike SL. The Downtown Association also partners with the City to bring the community the Downtown Farmers' Market each Wednesday afternoon between April and October. To learn more about or get involved in the Downtown Association, visit their webpage at [sanleandro.downtownassociation.org](http://sanleandro.downtownassociation.org)

## The San Leandro Chamber of Commerce

The San Leandro Chamber of Commerce is a business association that supports local businesses and the local economic climate. The Chamber offers its members opportunities for networking and education, supports a number of business and community events, and serves a liaison between businesses and the public sector. The Chamber offers monthly networking events, such as the Entrepreneurs Business Forum and Asian Business Council along with hosting the exciting San Leandro by Design series and Leadership San Leandro. The Chamber has partnered with the City in the creation of the Founders Circle - a group of business leaders working to support local business growth, talent attraction, and a local innovation ecosystem. Along with Urban Innovation Exchange, the Founders Circle will host the third "Prototyping the Future Conference" on October 28 & 29 of this year. The conference will focus on making cities greener and smarter and feature a job fair, which will aim to connect local workers with local companies. To learn more, go to [www.sanleandrochamber.com](http://www.sanleandrochamber.com), or visit their office at 120 Estudillo Ave, or call 510-317-1400.



# San Leandro Tech Campus: The 21st Century Work- place Arrives Downtown

The much-anticipated first phase of the San Leandro Tech Campus (SLTC) will be completed and ready for occupancy in October, 2016. The multi-phased project brings attractively-designed and high quality modern architecture adjacent to the Downtown BART Station, including the 55 foot tall Truth is Beauty sculpture. The completion of the first phase will also bring 780 parking spaces to Downtown, half of which will be made available to the public until the second and third office buildings are completed.



Located at 1600 Alvarado Street, the 132,000 square-foot, six story building will become the world headquarters of San Leandro-based OSISOFT, Inc., a global leader in data infrastructure technologies. The project consists of three planned phases, where the developer, Westlake Urban, plans to build up to 500,000 square feet of office and commercial space.

The Truth is Beauty statue will serve as an iconic landmark for San Leandro and will have a public unveiling ceremony on October 18. Created by Marco Cochrane, the statue strives to inspire visitors to work toward a world in which all people, especially women, are free from violence. Information on the Tech Campus (including leasing opportunities), is available on the project website at [www.sl-tc.com](http://www.sl-tc.com).



# SIEMPRE VERDE PARK

455 PARK STREET  
SAN LEANDRO

## Grand Opening & Ribbon Cutting

October 1, 2016  
10am - 1pm

Food & Games

Activities For The Whole Family!

City of San Leandro Sponsored Event



## Marea Alta Brings Needed Mixed Use Development Near Transit

Marea Alta, the City's first major transit-oriented development (TOD) project, soon will be completing construction of its first phase. Phase 1 includes 115 affordable rental units, an outdoor courtyard and play area, community room, childcare center, and over 400 underground parking spaces, of which approximately 250 spaces will be reserved for BART riders. The demand and excitement for this project drew over 10,500 applications for the 115 housing units. BRIDGE Housing, the project's non-profit developer, is currently reviewing the applications and anticipates the building will be ready for occupancy in late 2016. Fortunately, San Leandro residents and employees are given priority for these desirable units.

The City Council recently approved a \$1 million loan to BRIDGE Housing to build Phase 2 of the project. This will provide an additional 85 units of affordable rental housing for income-eligible seniors. The City of San Leandro is proud to partner with BRIDGE Housing, who leveraged over \$10 million in public funds for Phase 2 and hopes to begin construction in spring 2017.

## Are You Remodeling Your Home or Building an Addition?

### Be Sure to Get a Permit!

If you are thinking about starting an home improvement project, we invite you to visit City Hall and speak with our staff at the One Stop Permit Center about your project. While you may not need planning approvals for your project, its best to learn early on about possible planning and building code requirements that can help guide your designs.

To ensure that work is being done properly and safely, building permits are required for all residential additions.

### One-Stop Permit Center

510-577-3423

#### Hours:

Monday.....8am – 4pm

Tuesday.....8am – 4pm

Wednesday.....8am – 3pm

Thursday.....8am – 4pm

Friday.....by appointment

## Find Out How the City Can Help YOUR Business?



East Bay Flowers completed the Commercial Façade Improvement program

The City's Business Development Office offers several incentive programs to San Leandro businesses. The goal of these programs is to help stimulate activity, increase efficiency, and make the commercial districts more aesthetically pleasing. Over the past 15 years, these programs have helped improve over 50 businesses throughout the City. The programs include:

- Commercial Façade Improvement Program
- Energy Efficiency Program
- Awning, Sign and Paint Program
- Craft Brewery Program

### Follow Us On Social Media!

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### City Departments

City Manager's Office.....(510)577-3351

Community Development.....(510)577-3371

Engineering & Transportation...(510)577-3428

Alameda County Fire.....(510)577-3317

Finance.....(510)577-3376

Human Resources.....(510)577-3396

Police Department  
(Non-Emergency).....(510)577-2740

Library Services.....(510)577-3970

Public Works.....(510)577-3440

Recreation & Human Services....(510)577-3461