

san leandro community development update

March 2012

Lit San Leandro Launch

A standing room only crowd of more than 75 developers, brokers, business owners and policy makers met Tuesday February 7 for a workshop and discussion of the public-private fiber optic project known as Lit San Leandro. Dr. J. Patrick Kennedy, the CEO of OSIssoft and founder of Lit San Leandro, as well as other industry experts, highlighted the technology and the economic benefits of the proposed 11-mile high-speed fiber optic loop.

"A fiber network is going to determine, economically, who succeeds and who doesn't," explained Dr. Kennedy, who is funding the installation of the loop in city-owned underground conduits at a cost of approximately \$3 million. "The loop will be able to serve companies that require access to huge amounts of bandwidth, such as medical firms, online gaming and media companies, and data centers."

"This unique public private partnership will allow San Leandro to join Santa Clara and Palo Alto as the only Bay Area municipalities with community fiber loops, and place the City in an excellent position to attract the businesses of the future" explained Mayor Cassidy.

Work crews completed the first installation of fiber optic cables under Davis Street in Downtown San Leandro on February 6. The new fiber will be connected to the outside world via fiber strands leased from BART. Fiber installation will continue in the coming months and ultimately result in the completion of the 11-mile loop through much of the City's commercial and industrial land.

Lit San Leandro is a key component of a larger City effort to develop a strategy to enhance broadband service and availability for businesses in San Leandro. The City has undertaken a substantial outreach effort to understand shortcomings in current service availability, expected needs for the future, and opportunities and constraints related to expanding broadband infrastructure networks. This work will result in the creation of a Broadband Strategy that will identify priority projects in targeted parts of the City as well as State and Federal funding opportunities for system expansion. A draft of the Broadband Strategy is scheduled to be released in April 2012.

A video of the workshop along with additional information including "Lit San Leandro: An Overview for Real Estate Professionals" is available at www.litsanleandro.com. (Citywide)



Justin Reilly, Cassidy Turley/CPS

Redevelopment and Business Development

- The **Pasteurization Technology Group (PTG)**, a San Leandro startup, recently opened at 2995 Teagarden St. PTG is a venture-capital backed company that is revolutionizing the disinfection of wastewater with its patented "two-for-one" technology that combines wastewater disinfection with the generation of renewable energy. The company is the first and only company in the world to combine wastewater disinfection with renewable-energy generation. "San Leandro is an ideal

place to do business,” said Greg Ryan, Jr., the founder of PTG. “It is centrally located with the freeway, BART and the Oakland International Airport close by. There are lots of manufacturers in the area: the City of San Leandro makes it easy to operate here and it is safe, unlike some larger cities.” (District 3)

- The **East Bay EDA** released its quarterly economic update and Q4 2011 economic indicators for the East Bay. This report is prepared by Beacon Economics and shows that although the East Bay economy continues to lag, a broad range of indicators show that the area poised for respectable growth in the years ahead. A complete copy of the report is available [here](#). (Citywide)
- The San Leandro **Coca Cola Bottling Plant**, located at 14655 Wicks Boulevard, unveiled their new hydrogen-powered fork lift and pallet jack fleet on February 10. The changes in the fleet will result in 1.6 million KWH of savings annually, which is enough energy to power 130 homes for a year. Their alternatively-fueled equipment is another green initiative to reduce the company’s carbon footprint, while realizing operational cost savings. Other green initiatives include waste reduction measures which divert nearly 98% of the factory’s solid waste from the landfill. Coca Cola also installed a new bottling system last year, investing approximately \$15 million in technology that forms the bottles on site which reduced their transportation costs and fleet emissions by 60%. (District 3)
- The **Chevy’s Fresh Mex Restaurant** located at Bayfair Center closed its doors permanently on Sunday February 19. Chevy’s was acquired in 2005 by California-based Real Mex Restaurants Inc. which owns several other Mexican restaurant concepts. The company filed for Chapter 11 bankruptcy in October of this year seeking to reorganize its debts. Madison Marquette, the owners of Bayfair Mall are confident they can quickly find another tenet for the desirable restaurant space. (District 2)



Business Tip: Small Business Administration (SBA)

The United States Small Business Administration provides a wealth of information to assist entrepreneurs in establishing and managing a business. The SBA also offers loans, grants, and tax-exempt bonds for qualifying business enterprises. You can speak directly with a local SBA representative by calling 415-744-6820 or find more information at www.sba.gov



Planning, Zoning and Building Updates

- The Building Division has continued implementing the very successful **Energy Efficiency and Conservation Block Grant Program**. This program provides classes for San Leandro residents on practical and inexpensive ways to reduce energy use at home. Every resident of San Leandro that attends the class is eligible for a no-cost home energy audit. This audit includes depressurizing the house and testing the heating system for duct leakage, and suggestions on how to improve the energy efficiency. If the homeowner seals the leaks and sets up a retest (no charge) and a 15% or more improvement is made, they are eligible for up to \$400 in reimbursement for their out-of-pocket expenses. The program has been very well received and to

date the Building Division staff has tested 63 houses, and has had to increase testing appointments to meet demand. Over 35 people attended January's class and the next class is scheduled for March 28 in the Civic Center South Offices Conference Room at 6:30 pm. Staff is looking forward to staying busy with the program until the grant runs out in September. (Citywide)

- **William Schock** the City of San Leandro Chief Building Official has been appointed to the California Building Standards Commission's Green Building Code Advisory Committee. He will be assisting with the adoption of a new triennial edition of the California Building Standards Code. (Citywide)
- On February 21, City Council approved the **amendments to the Zoning Code** related to Large Family Day Care, Accessory Structures, Paving in Residential Front Yards, and Fences in the Residential Single-Family View Preservation Overlay District as part of its continuing updates of the Zoning Code. These amendments streamline and clarify the existing Code related to residential districts, and the related ordinance is expected to be adopted by Council on second reading on March 5, 2012. (Citywide)
- Current Planning Calendar (as of February 28, 2012 and subject to change)

Event	Date/Address/Project Description/Approval Type (District #)
Board of Zoning Adjustments	March 1, 2012 <ul style="list-style-type: none"> • 1940 Fairway Dr/e-Cullett Glass processing/CUP (D3)
Planning Commission	March 15, 2012 <ul style="list-style-type: none"> • Zoning Code amendments re: landscape requirements (City) • Roberts Rules of Order training for Commissioners April 19, 2012 <ul style="list-style-type: none"> • E. 14th St & Juana Ave/Village Marketplace/PD & GPCF (D1)
City Council	March 5, 2012 <ul style="list-style-type: none"> • Adoption of Zoning Code amendments/miscellaneous residential clean-up (2nd reading) (City) • Adoption of Zoning Code amendments/assembly & cultural institutions in commercial districts (2nd reading) (City) March 19, 2012 <ul style="list-style-type: none"> • Zoning Code amendments/ assembly, commercial recreation uses, & entertainment activities in industrial districts (City) April 2, 2012 <ul style="list-style-type: none"> • Medical Marijuana update April 9, 2012 (Work Session) <ul style="list-style-type: none"> • San Leandro Crossings update April 16, 2012 <ul style="list-style-type: none"> • 2661 Alvarado St/C&M Trailer Rentals CUP Revocation Appeal (D3) • Zoning Code amendments re: landscape requirements (City) May 21, 2012 <ul style="list-style-type: none"> • E. 14th St & Juana Ave/Village Marketplace/PD (D1)
Administrative Review (AR)	<ul style="list-style-type: none"> • 14800 Washington Ave/T-Mobile wireless telecomm in ROW/AR (D3) • 130 Greenhouse Market/McDonalds 2nd drive-thru/PD mod (D4) • Bayfair Mall Carnival/TUP (D2)

Notes: CUP (conditional use permit); PD (Planned Development); SPR (site plan review); TUP (temporary use permit); GPCF (General Plan conformity finding)

Housing and CDBG

- Staff recently prepared input and comments to the U.S. Department of Housing and Urban Development (HUD) on proposed **Home Investment Partnership Program (HOME)** regulation changes. Staff comments addressed the following issues that appeared to be more administratively burdensome for cities and counties and developers of affordable housing: short project completion and HOME repayment deadlines, unrealistic completion and occupancy deadlines for affordable housing projects, and redundant building standard requirements. Staff worked with other HOME grantee cities and counties to develop additional regionally consistent and coordinated feedback to HUD. HUD intends to collect and review feedback from across the nation through Fall 2012 and anticipates releasing the final Rule in Winter 2012. (Citywide)
- CDBG Public Service Grantee Profile: **Girls Incorporated** of Alameda County. Since 1958, Girls Inc., a girl-centered nonprofit organization headquartered in San Leandro, has been dedicated to its mission to inspire all girls to be strong, smart, and bold. Offering an array of after-school and community-based programs and services at over 40 community and school-based sites in San Leandro and Alameda County, Girls, Inc. promotes girls' growth and development, nurtures their academic and athletic potential, and imparts confidence and self esteem. Among the myriad of programs offered is the Pathways Counseling Center's Family Strengthening Program with services that include providing mental health services at eight (8) schools in the San Leandro Unified School District. Mental Health Clinicians conduct clinical assessments of students experiencing emotional behaviors or engaging in behavioral problems that interfere with their ability to learn and/or cause disruption in their classrooms to foster greater school success for the students and their peers. The City's Community Assistance Grant Program has been funding Girls, Inc. since FY 2000, but Girls Inc. only began receiving CDBG funds in FY 2010. Specifically, the CDBG funds support the mental health services provided at Washington Elementary School. Last fiscal year, the Girls, Inc. clinician placed at Washington Elementary delivered these services to thirty-eight students (and family members). (Citywide)

Economic Trends

- The unemployment rate in San Leandro was 9.2% in December 2011, representing 3,800 unemployed persons. This is a decrease from the previous month which was the first time the unemployment rate has dropped below 10% since April 2009. The current unemployment rate in California is 10.9% and the current rate for Alameda County is 9.3%. Based on this data, the economic recovery in San Leandro is outpacing that of the State and County but the unemployment rate continues to be higher than the United States average of 8.5%. (Citywide)

