

# SAN LEANDRO REDEVELOPMENT AGENCY



2010-2014  
Implementation Plan  
Work Session September 13, 2010

# Overview

- Why an Implementation Plan?
- Redevelopment Overview
- Accomplishments
- The Next Five Years

# Why an Implementation Plan?

- Required by the State Health and Safety Code, with the following intentions:
  - Provide decision-makers and the public a *clear and user-friendly* document
  - Establish five-year strategic objectives and work programs that are *measurable, quantifiable, and track-able*
- Assists in prioritizing projects

# Redevelopment in San Leandro

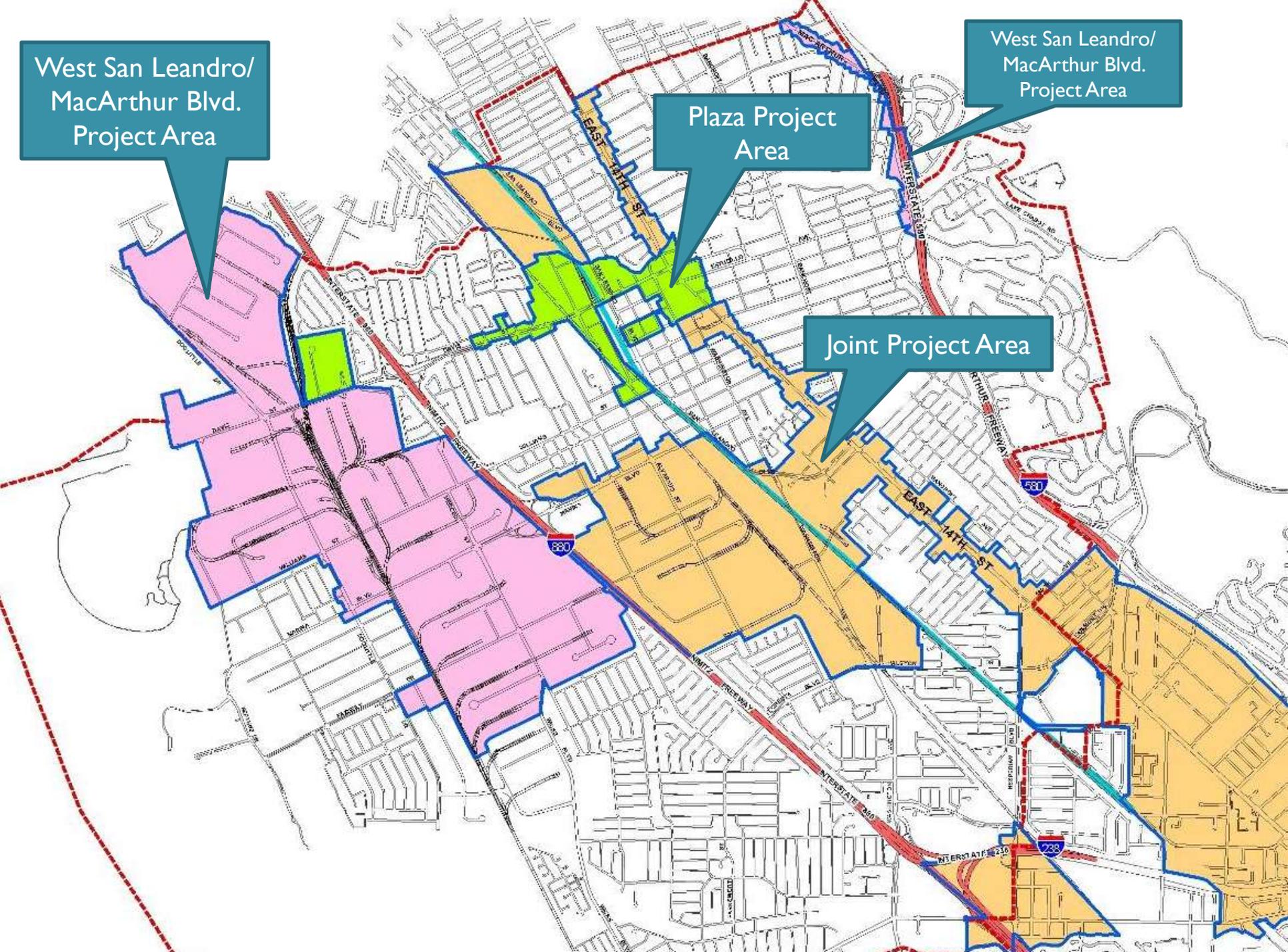
- The Goal of Redevelopment is to eliminate (and prevent the occurrence of) blight.
- Funded by Tax Increment
- Three Project Areas
- 20% Housing Set-Aside

West San Leandro/  
MacArthur Blvd.  
Project Area

Plaza Project  
Area

West San Leandro/  
MacArthur Blvd.  
Project Area

Joint Project Area





# **2004-09 Implementation Plan Accomplishments**

# West Estudillo Pedestrian Connection

Today



Before



“Fund the **West Estudillo Pedestrian Enhancements** to strengthen the pedestrian corridor between the downtown BART station and the ... core shopping and business district.”

# Creekside Plaza

“Assist completion of Building B  
(the third and final building)  
at  
**Creekside Plaza.**”

Before



Today



# Toscani Place & Former Fire Station



“Develop **Agency-owned infill property** on Davis Street into appropriate uses.”



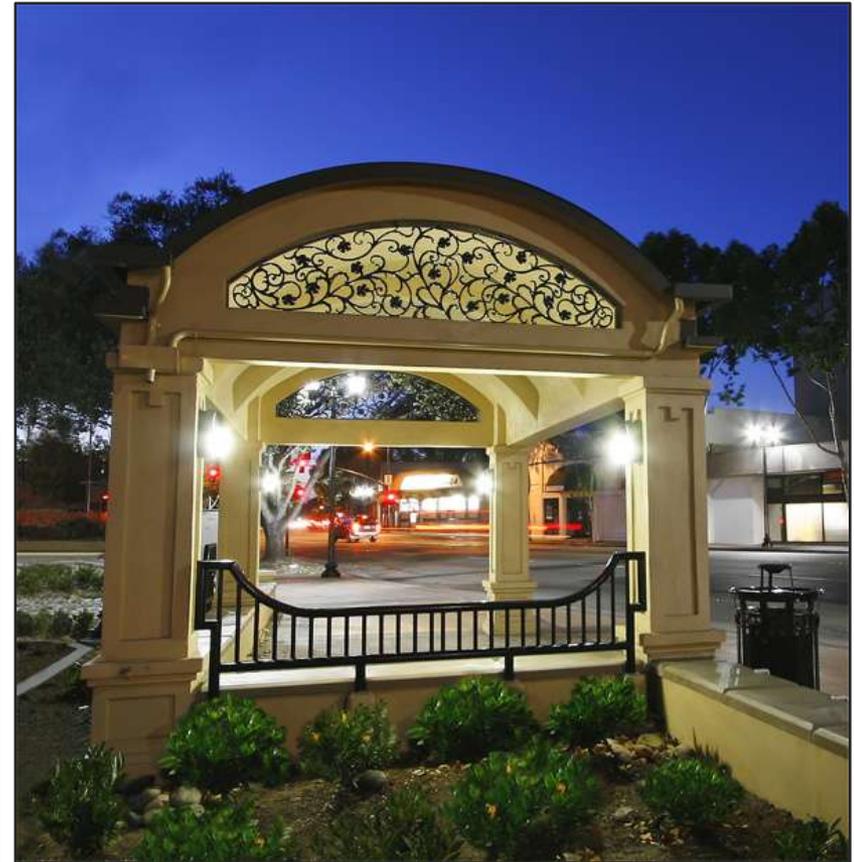
# History Walk



“Construct the **History Walk** which will highlight historic structures and call out historic events in the City.”

# Downtown Pedestrian & Lighting Improvements

“Install **Downtown Pedestrian Enhancements** and **Davis/East 14th Street Lighting and Pedestrian Improvements** in the core downtown area.”



# Downtown Pedestrian & Lighting Improvements

Before



Today

# Downtown San Leandro Marketing

- Downtown Branding & Marketing
- Outreach to Potential Retailers and Brokers
- Banners
- ***DowntownSanLeandro.com*** website



# Farmers' Market



# Auto Mall Development



“Encourage further development of the Marina Boulevard Auto Mall and conversion of underutilized industrial properties to appropriate commercial uses.”



# Korematsu 9th Grade Campus

“Implementation of the **streetscape**-related recommendation of the East 14th Street South Area Plan.”



# Senior Community Center



“Development of a  
**senior center** facility.”



# Façade Improvement Program



- Tsuru Sushi
- Planet Coffee
- Vila Cereja
- 140 – 144 Joaquin Ave.
- Luke's Grill
- Grocery Outlet
- NorCal Supply
- Bal Theater

“Provide for the rehabilitation of commercial structures through the **Commercial Rehabilitation Program...**”



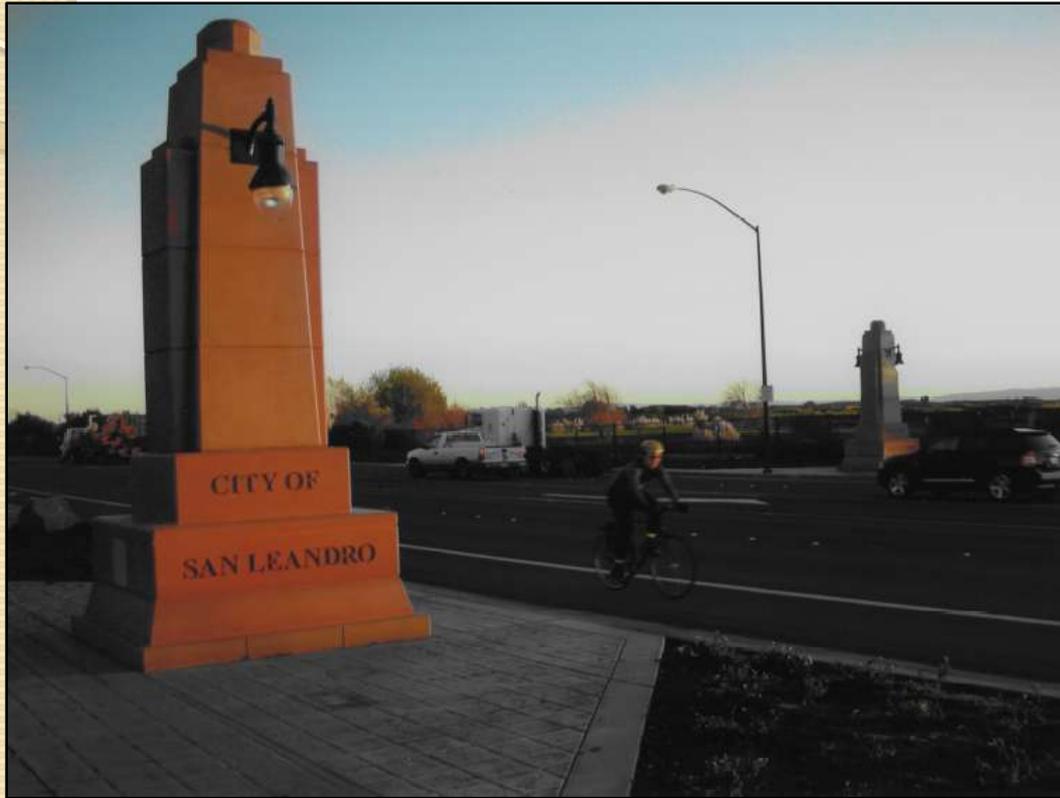
# MacArthur Boulevard Streetscape



“Implement the **MacArthur Boulevard Streetscape Master Plan.**”



# Doolittle Drive/Airport Gateway



“Implement the **Doolittle Drive/ Airport Gateway** streetscape enhancement program.”

# Bayside Business Park



“Support completion of the privately-developed **Bayside Business Park** as an anchor for the Davis/Eden Road business area.”



# Additional Accomplishments

- Acquisition of four parcels for Town Hall Square
- Undergrounding of utilities on East 14th from 150th South to City border
- Acquisition of Quality Tune-up for East 14th/ 150th/Hesperian Triangle Project
- Maintained LINKS to take workers to and from work and the San Leandro BART station
- Facilitated private development of the Albertsons/Dean Foods complex into a state of the art Kaiser Medical Center
- Acquired property for Eden Road

# Casa Verde



Today

Before



“Implement projects consistent with the **East 14th Street South Area Plan**. The **Islander Motel** remains a source of visual blight.”

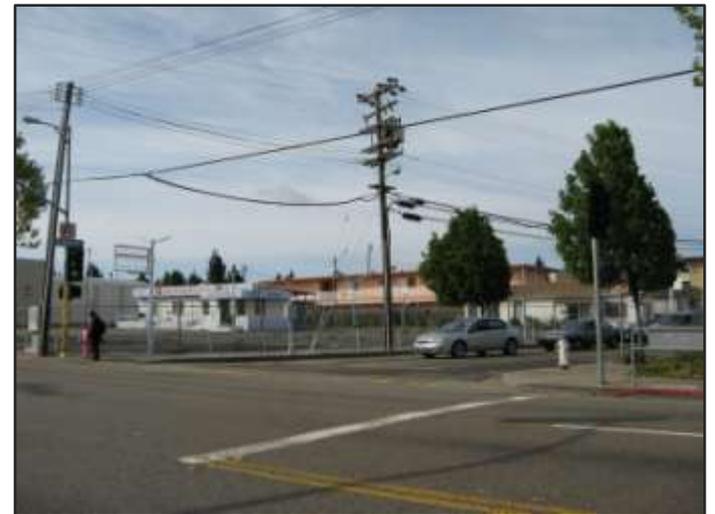
# Estabrook Place



Today



Before



# Affordable Housing

- **Owner-Occupied Housing Rehabilitation Program**
  - Average of 21 grants per year for minor home repairs
  - Average of 9 loans per year of up to \$35,000
- **First Time Homebuyer Loan Program**
  - Average of 7 loans per year up to \$30,000



# 2010-14 Implementation Plan

# Plaza Project Area

- No bonding capacity
- Projected to expire in 2024-25
- Sufficient funding for debt obligations and small programs and projects

# TOD Strategy Implementation



“Continue to promote and encourage .... the Downtown San Leandro **Transit-Oriented Development Strategy**, a comprehensive plan for the Smart Growth of downtown San Leandro.”





# Downtown PBID or CBD



**SUNDAY, OCTOBER 3, 2010**

10 A.M. TO 6 P.M.

PARROTT ST. BETWEEN E. 14TH & WASHINGTON AVE.

**FREE ADMISSION**

• GREAT MUSIC

• KIDS GREEN ZONE

• SIZZLING SAUSAGES

• ICE COLD QUALITY BEERS



Produced by the San Leandro  
Downtown Association

[www.sanleandrodowntownassociation.org](http://www.sanleandrodowntownassociation.org)

**“Create a Property Business Improvement District or Community Benefit District for maintenance, security, parking management and marketing.”**

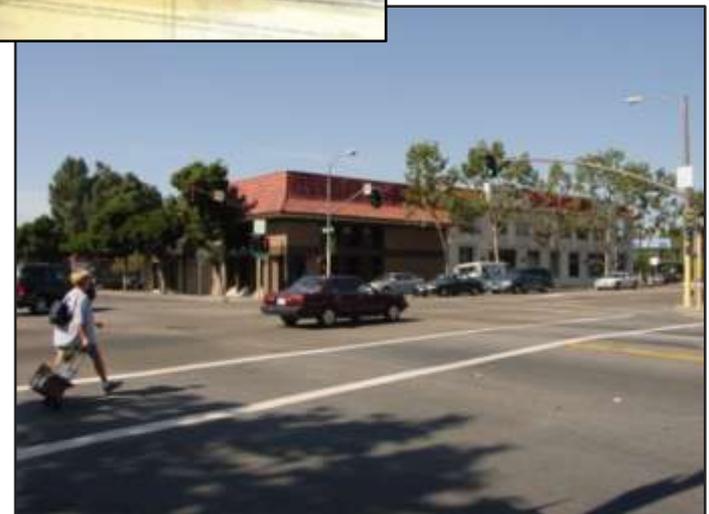


# Town Hall Square



“Continue assisting with ...  
Redevelopment of **Town Hall Square**, the underutilized block bounded by Hays, Davis, and East 14th Streets in the downtown core.”

Today



# Plaza Area

## Additional Projects/Programs

- Continue Downtown Marketing Campaign
- Estudillo-Callan Parking Garage
- Continue Commercial Rehab Program
- Bicycle Friendly Downtown

# Joint Project Area

- Funding hit particularly hard by State take-away and diminishing property values
- Fixed pass-through and debt obligations exceed \$5m per year
- Expenditures will need to be reduced during this implementation period
- In the long-run, Project Area has debt capacity to initiate new projects

# Downtown Parking Facility

Rendering



“Demolish ... the existing two-level **Estudillo-Callan Parking Garage** that is seismically deficient and construct a new ... four- to five-story parking garage to provide additional parking to enable higher density development in the downtown.”



Today

# Former Downtown Albertsons



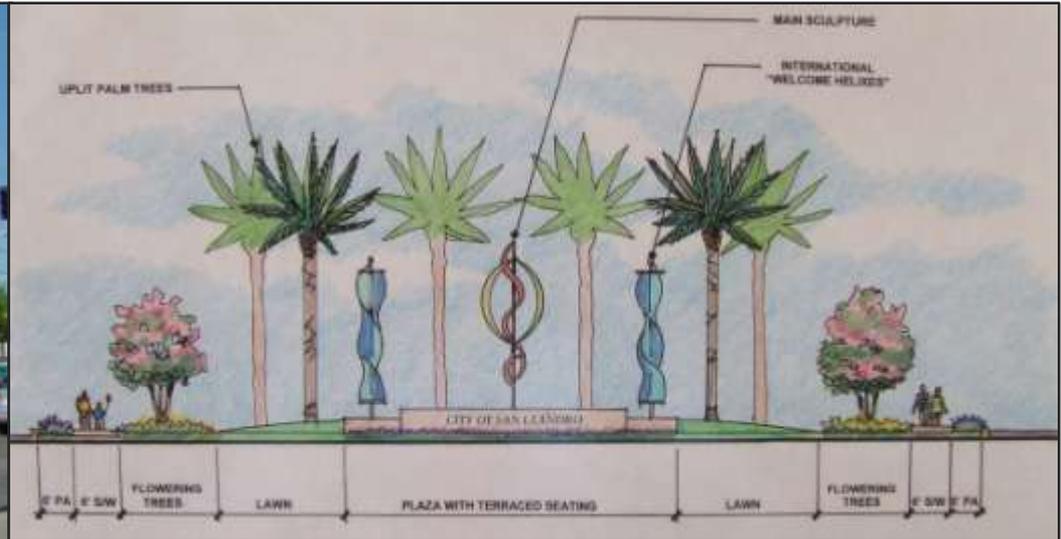
“Redevelop **1550 East 14th Street**, ... in the south downtown area.”



# East 14th/150th/Hesperian Triangle



Existing



Rendering

“Reconfiguration and beautification of the busy **East 14th Street/150th Avenue/Hesperian Boulevard** intersection.”

# East 14th Street South Area Streetscape



“Support ... **undergrounding of utility lines** along East 14th Street, .....and implementation of the **streetscape-related recommendation of the East 14th Street South Area Plan**, including widening sidewalks, installing new street trees and street furniture, and adding crosswalks and landscaped medians...”

# Continue Façade Program



DC Dance

Liberty Tax

“Provide for the rehabilitation of commercial structures through the **Commercial Rehabilitation Program** (forgivable loans to business and property owners).”



# Former EBMUD



“Redevelop **1595 Washington Avenue** at Parrott Street, the former East Bay Municipal District office in the downtown area.”



# Joint Area

## Additional Programs/Priorities

- Enhance parking, public transit use and the pedestrian environment with special attention to Bayfair Center and along East 14th Street
- Promote and encourage the goals and policies of the Downtown TOD Strategy
- Promote goals and policies of the North Area Plan
- Support Farmers' Market and Downtown Marketing Campaign
- Partner with Owners & Developers to Market Strategic Sites

# Joint Area

## Additional Programs/Priorities continued

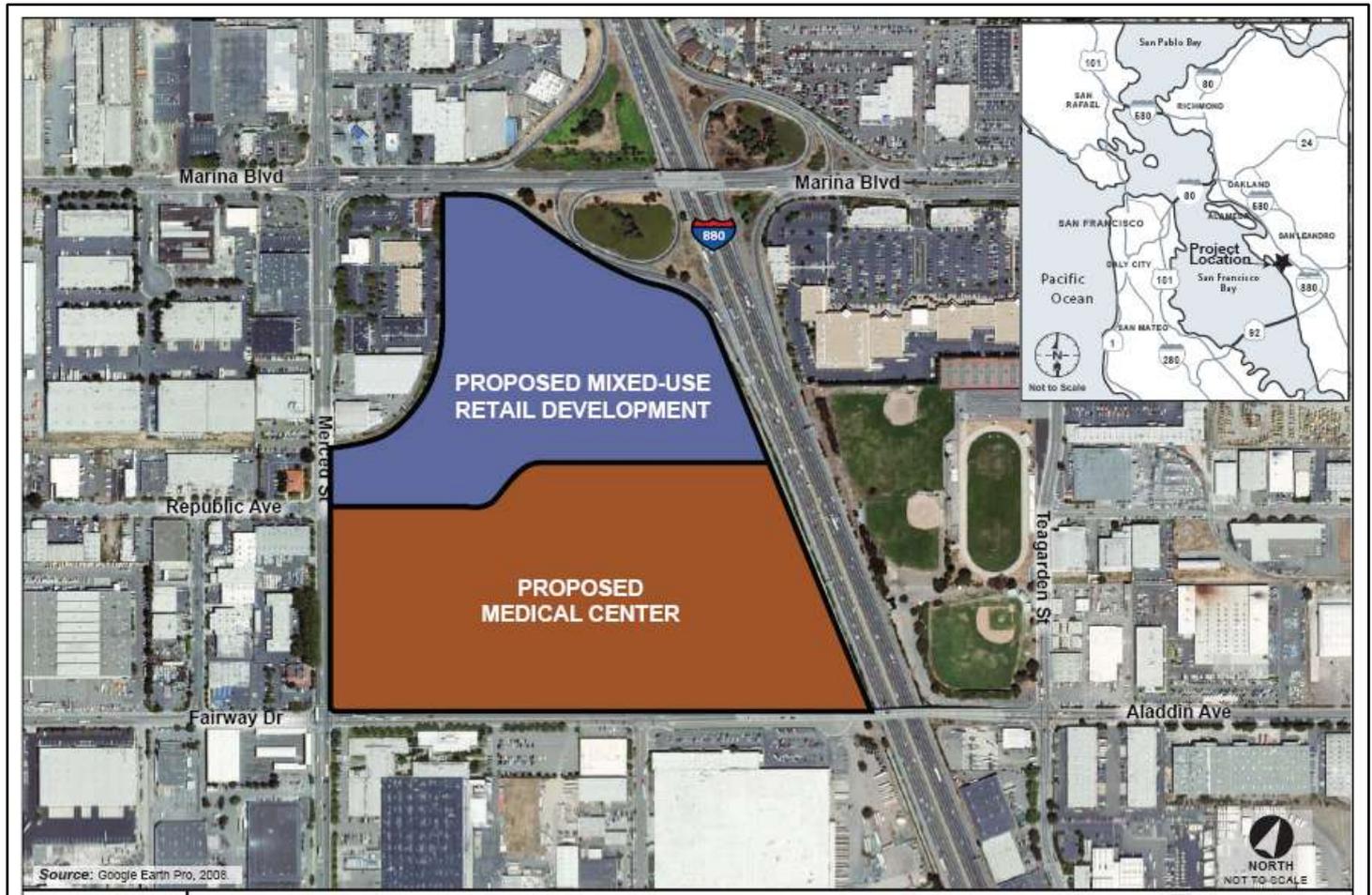
- Encourage Auto Mall and/or regional retail development on underutilized Marina Blvd sites. Assist in marketing the Auto Mall
- Create a Downtown PBID or CBD for maintenance, security and marketing
- Continue redevelopment of Bayfair Center, specifically as it relates to implementation of the Expansion Parcel Study (2.5 acre underutilized site) and TOD Strategy.

# West San Leandro/MacArthur Blvd.

- Tax increment has remained steady through the economic recession
- Project Area has made \$3.2 million in loans to the Joint Project Area
- Will have bonding capacity of \$10-15m during this implementation period

# Kaiser Retail Development

“Facilitate private redevelopment of a **regional retail mixed-use shopping center** on the remaining northern 25 acres of the new Kaiser Permanente Medical Center site.”

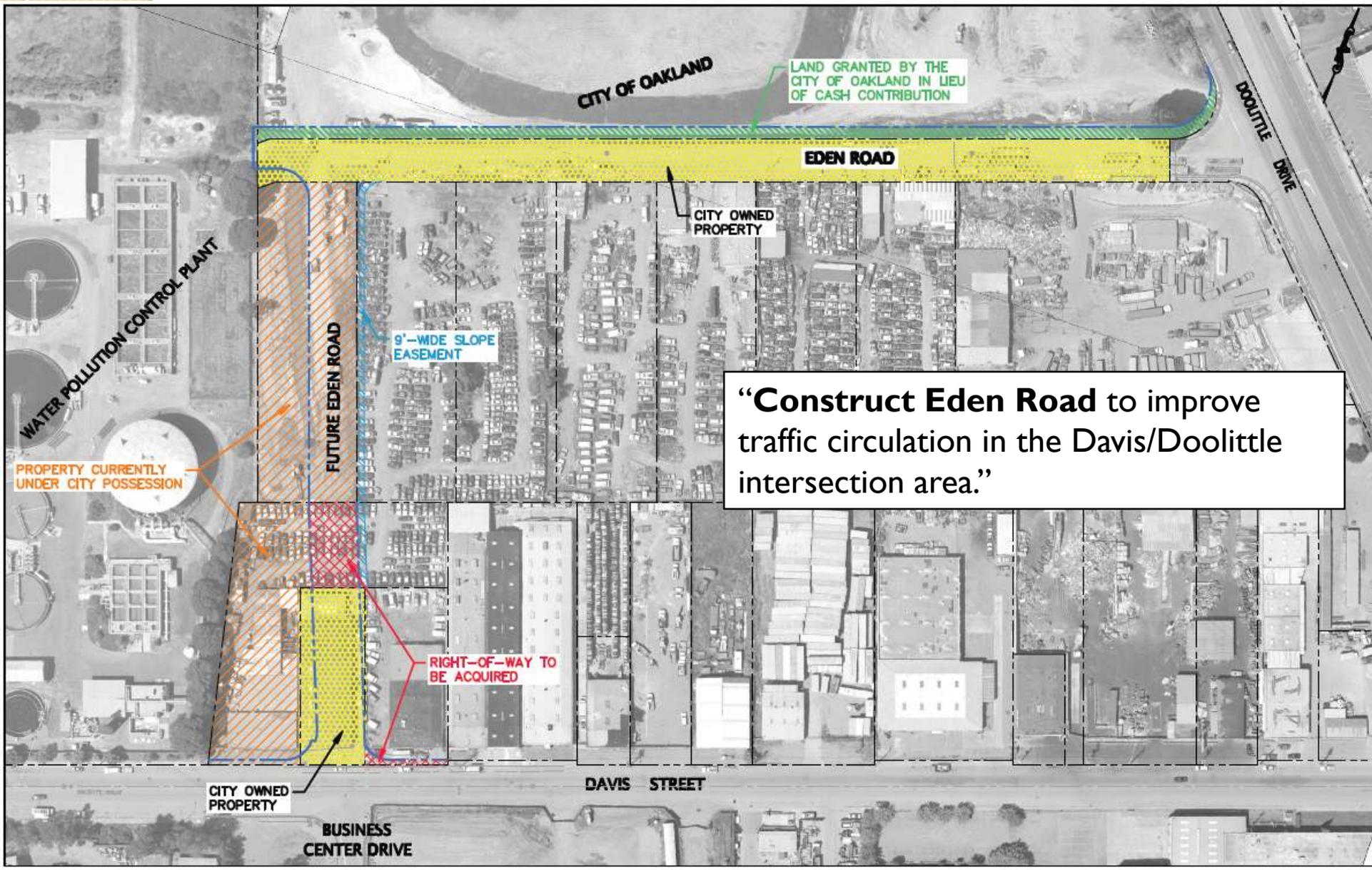


# Marina Boulevard Specific Plan

“Develop and implement a **Marina Boulevard Specific Plan** including **Right-of-Way Improvements**. Marina Boulevard is the gateway to the City’s Shoreline.”



# Eden Road Construction



**“Construct Eden Road to improve traffic circulation in the Davis/Doolittle intersection area.”**

# Enhanced Industrial Strategies

Attract new commercial and industrial uses that offer higher paying wages and/or add to the City's financial base

- **East Bay Green Corridor**

- Regional partnership designed to strengthen the green technology economy



- **Industrial Competitiveness Program**

- Incentives to improve energy efficiency thereby decreasing costs, by providing access to capital through forgivable loans

- **Careers in Industrial Technology**

- Program for youths to explore manufacturing and trades and to educate them in the education and skills necessary in the various industrial fields.

# West San Leandro/MacArthur Blvd. Additional Programs/Priorities

- Design and implement Phases III and IV of the Doolittle Dr. streetscape enhancement program
- Support I-880 interchanges at Marina Blvd. and Davis St.
- Implement Phase II of the MacArthur Blvd. Streetscape Master Plan
- Support the long-term viability of Westgate Center
- Assist in maintaining LINKS, the West San Leandro Shuttle program

# Housing Goals

- Increase affordable housing units for young adult singles, large families, seniors, and special needs (e.g., homeless, mental health, developmentally disabled) populations
  - The Alameda at San Leandro Crossings
- Provide homeownership opportunities for qualified low & moderate income households
  - Maintaining the FTHB Program
- Rehabilitate existing housing stock, particularly for lower income seniors
  - Maintaining the Housing Rehabilitation Program

# The Alameda



The Alameda by BRIDGE Housing

Area Map





**Questions?**