

san leandro community development update

December 2011

Redevelopment and Business Development

Three major San Leandro projects were recently featured in the widely distributed *San Francisco Business Times*.

San Leandro Jumpstarts Waterfront Plan

San Francisco Business Times - December 2, 2011

Cal Coast Development has designed a conceptual master plan to redevelop San Leandro's waterfront into a bustling office, hotel and conference center.

The City of San Leandro hired Cal Coast as the master developer for a 52-acre area near the city's marina that could include up to 290,000 square feet of office, a 200-room hotel with a 15,000-square-foot conference center, 188 units of housing and a new space for retail and restaurants. (District 6) [Read the whole article here.](#)



San Leandro Retail Project Seeks 2012 OK

San Francisco Business Times - November 25, 2011

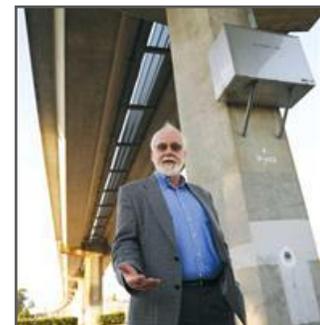
After developing a 235,000-square-foot office plaza in downtown San Leandro, David Irmer of The Innisfree Companies has set his sights on bringing in new retail. The developer is working on a 28,000-square-foot shopping center on 1.7 acres at East 14th Street that is slated to include a Fresh & Easy grocery store, Peet's Coffee & Tea, Chipotle, AT&T store and a full-service restaurant. The project, known as the Village Marketplace, will feature a large outdoor seating area and clock tower. (District 1) [Read the whole article here.](#)



CEO Wants "Dark Fiber" to Light up East Bay City

San Francisco Business Times - November 18, 2011

J. Patrick Kennedy has grown OSIsSoft, LLC into one of San Leandro's largest employers over the last three-plus decades, with 750 employees. Now Kennedy wants to help the city where he lives and works reinvent itself and attract tech jobs. He is spending several million dollars of his own money to run more than 10 miles of fiber optic cables capable of transmitting mind-boggling amounts of data at incredible speeds through a municipal conduit that rings the city. It is very costly to dig up the ground to lay fiber cables, and key to Kennedy's plan is accessing a conduit through which the City controls street lights and cameras — something the City has already approved. (District 1) [Read the whole article here.](#)



- The San Leandro Downtown Association hosted their 3rd annual **It's A Wonderful Night** event at Joaquin Plaza in Downtown San Leandro on Friday, December 2nd. Approximately 3,500 attendees enjoyed the event with stage entertainment, horse and carriage rides, photos with Santa, cookie decorating and more. The Downtown Association is an all-volunteer group of business owners and non-profits working together to market Downtown San Leandro and host community events. Event sponsors included Ghirardelli, Otis Spunkmeyer, Horatios, Pacific Coast Farmers' Market Association, and the City of San Leandro. (District 1)



- **JO-ANN™ Fabrics** has leased the majority of the former Big Lots space at 699 Lewelling Boulevard. Permits are currently being pulled for tenant improvements to the 25,000 square foot space which will include new interior walls/finishes, restrooms, HVAC, lighting and signage. The remaining 4,373 square feet is available for lease. (District 4)

- **Wing Fiesta** is the latest food service business to open in the Sergio's Pizzeria building, which has been redeveloped and repositioned by Gavril Munteanu (with help from the City's Redevelopment Agency). Wing Fiesta completed its extensive tenant improvements and opened in late November. The restaurant specializes in chicken wings and ribs and offers a large variety of sides. Wing Fiesta joins Yogafina in the former one tenant building which has been divided into three commercial locations. In addition to these interior layout changes, the building has also undergone a significant facelift which has included new paint, lighting and signage and other architectural enhancements. (District 1)



- **unleashed by PETCO** by **Petco** has signed a lease to open at Greenhouse Marketplace in an approximately 7,300 square foot space. Unleashed by Petco is a new format with a smaller footprint than a typical Petco store. They specialize in pet accessories and food and do not sell pets. (District 4)

- **F.H. Dailey Chevrolet**, the 101 year old car dealership with locations on Davis Street and Marina Blvd., was recently purchased by Steve Song. The dealership on Davis Street recently underwent an extensive interior and exterior remodel as part of General Motors national corporate branding and image program. Improvements to the dealership included new exterior cladding, paint, windows, doors, bathrooms, furniture and a large signature blue General Motors arch. (District 3)



Business Tip: Time for Business License Renewal

City of San Leandro business licenses are required for all businesses based in San Leandro and for persons who conduct business within San Leandro city limits, including those dealing with real estate rentals and operate home-based businesses.

At the end of each year, renewal notices are sent to all existing license holders to inform them that the annual renewal period has begun and to request updated information and payment of applicable fees by January 31 of the renewal year. The City of San Leandro provides the option of [Online Business License Renewal](#) for most businesses with an existing business license. The process includes the use of PIN and account numbers that are provided in renewal notices.

Please visit the City's [website](#) for more information or call the City's Business License Office at (510) 577-3392 or email dlabrado@sanleandro.org

Planning, Zoning and Building Updates

- The City Council approved a 66-unit multifamily rental complex at 2450 Washington Avenue to be developed by William Mathews, Inc., as recommended by the Planning Commission. (District 1)
- Current Planning Calendar (as of November 30, 2011 and subject to change):

Event	Date/Address/Project Description/Approval Type (District #)
Board of Zoning Adjustments	December 1, 2011 – cancelled January 5, 2012 <ul style="list-style-type: none">• 2661 Alvarado St, Unit 22/Use permit revocation hearing for C&M Trailers (D3)• Zoning Code amendments/miscellaneous residential clean-up (City)
Planning Commission	December 15, 2011 <ul style="list-style-type: none">• Zoning Code amendments re: assembly, commercial recreation uses, entertainment activities & cultural institutions (City)• 2046 & 2048 Farallon Dr/GPCF (D3) January 19, 2012 <ul style="list-style-type: none">• E. 14th St & Juana Ave/Village Marketplace/PD (D1)
City Council	January 17, 2011 <ul style="list-style-type: none">• Zoning Code amendments re: assembly, commercial recreation uses, entertainment activities & cultural institutions (City) February 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)• 1100 Fulton; AT&T telecom; AR (D2)• 1933 Davis St/Home Depot X-mas tree lot/TUP (D6)

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

- The City of San Leandro **Building Official William Schock** was appointed by the President of the California Building Officials (CALBO) to serve a one-year term on the Environmental Quality Policy Committee. Schock also earned his LEED AP Building Design and Construction certification from the Green Building Institute. (Citywide)

Housing and CDBG

- The City Council held a public hearing in accordance with its HUD approved Citizen Participation Plan to amend the FY 2011-12 Action Plan to allocate \$35,000 in CDBG funds to the nonprofit Eden Housing, Inc, for the acquisition and rehabilitation of the Surf Apartments on Tropic Court. Eden is requesting \$100,000 from the City, but the remaining \$65,000 will be from the City's Affordable Housing Trust Fund. The \$100,000 loan agreement will also be reviewed by the City Council on December 19. The current owner of the Surf Apartments is the nonprofit Citizens Housing Corporation, which is preparing to transfer the property to Eden Housing by the end of 2012. (District 4)

Economic Trends

- The unemployment rate in San Leandro was 9.9% in October 2011, representing 4,100 unemployed persons. This is a decrease from the previous month and represents the first time the unemployment rate has dropped below 10% since April 2009. The current unemployment rate in California is 11.2% and the current rate for Alameda County is 10.1%. Based on this data, the economic recovery in San Leandro, and Alameda County as a whole, is slightly outpacing that of the State. (Citywide)

