Building San Leandro’s Tech & Innovation Ecosystem for 21st Century Manufacturing

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“The demise of U.S. manufacturing dooms the country not just intellectually, but creatively, because innovation is tied to the process of making things”

Vaclav Smil: The Man Bill Gates Thinks You Should be Reading Wired, December 2013
From 20th to 21st Century Manufacturing

Then...
1. Mass production
2. Attract clusters of firms
3. Suburban commuting
4. Sheds for machines

Now...
1. Specialty production
2. Grow ecosystems
3. Live-work balance
4. Places for people

Workplaces today bring people together to collaborate and exchange ideas.
Next Generation Workplace District: Study and Recommendations*

• Create Branding Strategy
• Boost Value-Added Companies
• Engage existing San Leandro manufacturing businesses
• Humanize the Place!

*Prepared for the City of San Leandro by Gregory Tung of Freedman Tung & Sasaki Urban Design and Rod Stevens, Spinnaker Strategies, dated October 2, 2013
Next Generation Workplace District: Boost Value-Added Companies

• **Focus on Attracting Businesses that make things or provide tools that enable making things**

Build Advanced Maker/Manufacturing Ecosystem
City Council Goals Drive Tech and Innovation:

• Place the City on a firm foundation for long-term fiscal sustainability

• Undertake programs and advance projects promoting sustainable economic development, including transforming San Leandro into a center for innovation

• Maintain and support a strong positive relationship between the City and Schools
A Public Private Partnership Is Born: 
*Lit San Leandro*

*Lit San Leandro* is the result of a unique public/private partnership creating:

- A game-changing 10 gigabits per second fiber optic network – 2,000 times faster than the average internet user experience

- Creation of a Chief Innovation Officer for the City (1st in East Bay, 3rd in U.S.)

- Infrastructure needed to launch development of a San Leandro tech and innovation ecosystem

Chris Zapata, City Manager; Stephen Cassidy, former Mayor; Dr. Patrick Kennedy, CEO/Founder OSIsoft
Welcome Type A Machines

CEO Espen Sivertsen: “San Leandro is becoming the U.S. Center of 3D desktop printer manufacturing technologies”
The Gate at West Gate Center
Former Dodge/Chrysler Auto Plant, Now an Art/Advanced Manufacturing Hub

• Lit San Leandro – Connected in May 2013
• Rental Rates up 50-75% in 16 months
• Occupancy up from 30% to 85%
• New $20 million investment in 2014, WHI Real Estate Partners/Chicago
• Largest and fastest growing business incubator/accelerator in Bay Area – 48 new businesses in 2014
Next Generation Workplace District: Humanize Industrial Zone

Craft Beer Fueling Innovation & Investment

Drake’s Barrel House

The Gate (25 years)
Backside of former Kellogg’s Plant, 2010 Williams Street San Leandro, taken 2013
Next Generation Workplace District: Humanize Industrial Zone

Opened July 2015

- Former Kellogg’s plant
- Brewing, Brew Pub, Restaurant, Event Space
- 150K sf
- $27M investment
Next Generation Workplace District: Humanize Industrial Zone

Opened in 2014