



WESTLAKE
URBAN

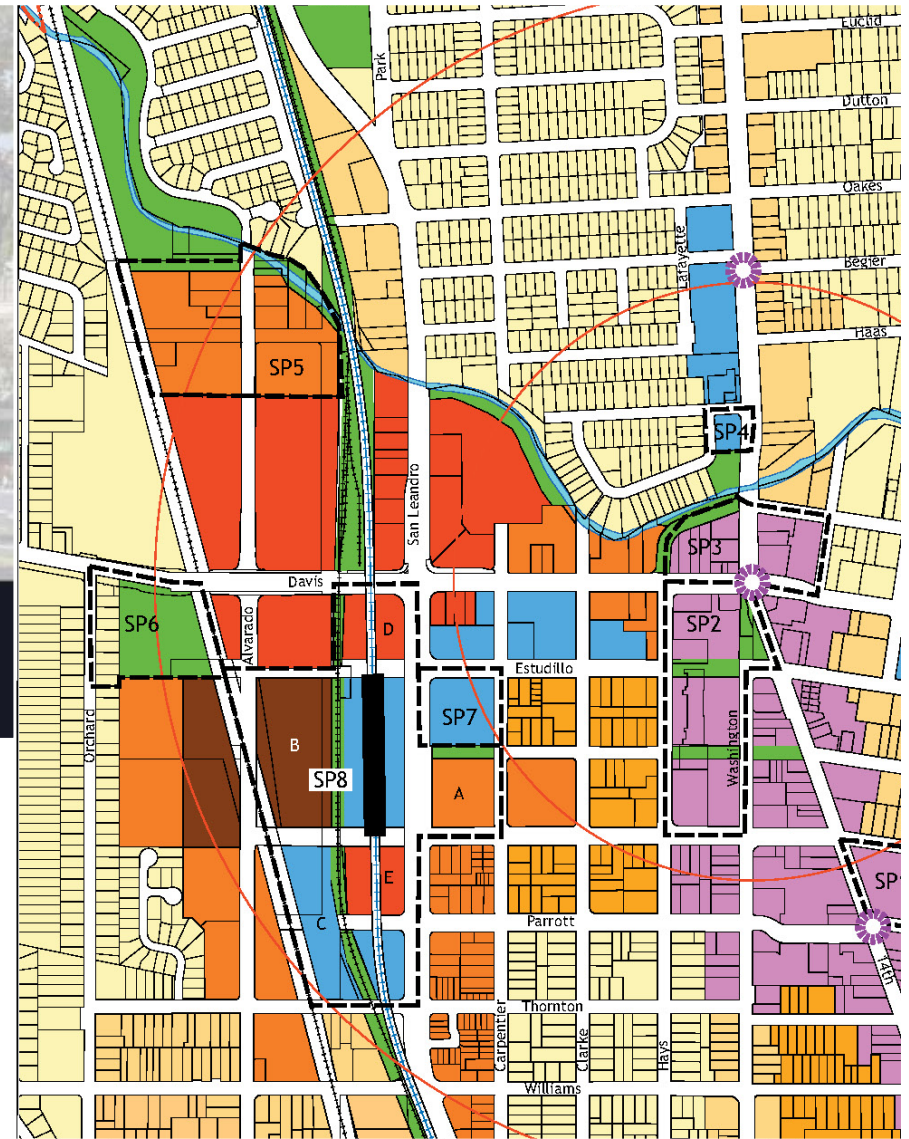
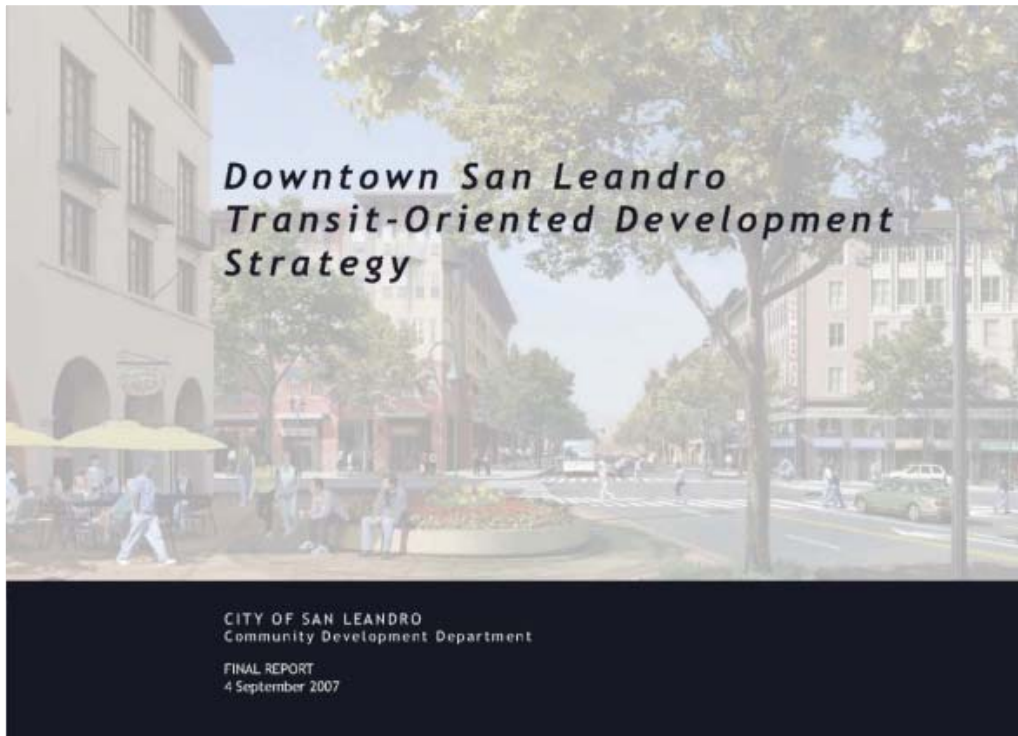
Successful Placemaking Strategies

March 23, 2016

WESTLAKE
URBAN

“We spend our time responding rationally to a world which we understand and recognize, but which no longer exists.”

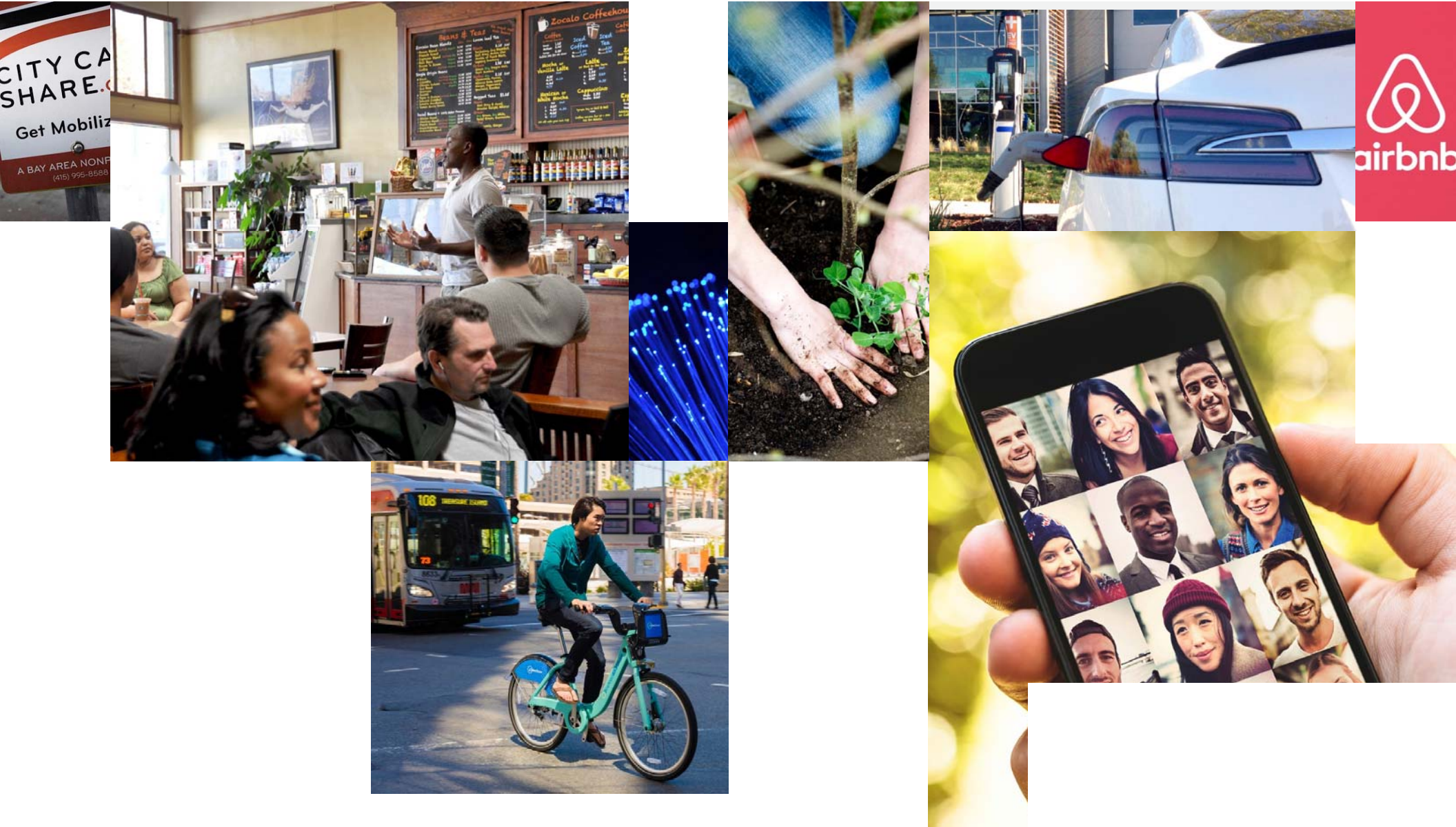
Eddie Obeng – The World After Midnight - The New World Times



- A Vision For Change
- A Process to Build Consensus

But, a lot has changed since 2007

CHANGES WE COULDN'T IMAGINE



San Leandro Crossings Master Plan



SLTC site

SLTC
SAN LEANDRO **TECH** CAMPUS



DOWNTOWN
OAKLAND

500,000 SF
CAMPUS



BART



PHASE 1
132,000 SF



TRUTH IS
BEAUTY



ART, SAFETY FOR
WOMEN, TECHNOLOGY,
CONNECTION, TRANSIT-
ORIENTED TECH CAMPUS
COMMUNITY, FUTURE
WORKFORCE, WORK
PLACE CULTURE,
TRANSFORMATION

Truth is Beauty MARCO COCHRANE – ARTIST

This 55-foot steel and LED sculpture by Marco Cochrane will be a public art feature at SLTC. The sculpture is illuminated with 2,500 multicolored LED lights and represents our human potential to harness our power in positive ways.

When Truth is Beauty arrives at SLTC in the fall of 2016, she will serve as an iconic emblem of the transformation that is taking place in 21st Century San Leandro. This shift is about physical transformations as employers and employees rediscover San Leandro's unique advantages as well as a shift in perceptions of San Leandro as a place to live, work and invest.



Photo by Eleanor Proger

TRANSFORMATION

With its history as a center of manufacturing San Leandro is leading a resurgence in fabrication and innovation in the Bay Area. SLTC is connected to the ongoing transformation of San Leandro as a center of innovation. The city's commitment to world-class communication infrastructure and sustainable transit-oriented development provide San Leandro with a unique competitive advantage as a hub for the lifestyle and job opportunities highly skilled workers demand.

San Leandro is in the midst of a transformation, from a city with a celebrated manufacturing history, to an innovation and technology-focused 21st century future.

SL-TC.COM

“ San Leandro's downtown area is in full growth mode and booming with building projects, improved services and a long-term strategy. ”

The San Francisco Chronicle
February 15, 2016



Del Monte Cannery
SLTC SITE, 1899

TRANSIT

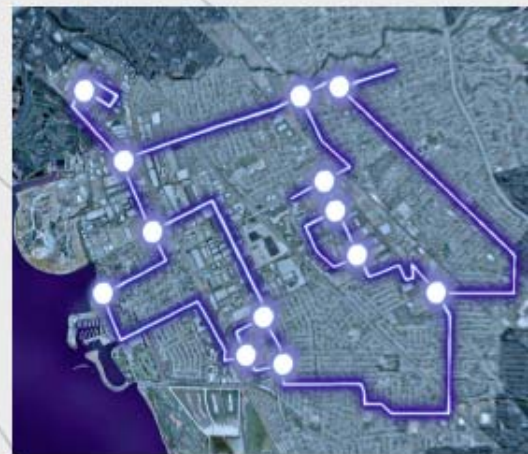
PEOPLE USE PUBLIC TRANSIT WHEN
JOBS ARE NEAR IT

A commitment to transit oriented development gives San Leandro a growing competitive advantage as a hub for the lifestyle and job opportunities of tomorrow.

SLTC's working community gets door to door service from transit-served areas around the Bay Area. Just one exit away on Highway 880 from the Oakland Airport means that businesses at SLTC can connect with their national clients with ease.

With close proximity to the Port of Oakland, the third busiest port on the West Coast, businesses at SLTC can connect with materials from the rest of the world, and bring their products to international markets.

SLTC is an extremely rare and highly desirable workplace located on BART in San Leandro.



TECHNOLOGY

THE FASTEST INTERNET/BROADBAND
SPEEDS IN THE NATION

SLTC connects directly to Lit San Leandro's fiber optic network, offering broadband connection speeds up to 10 Gbps.

BUILT WITH VIEW GLASS

SLTC provides a comfortable indoor climate for occupants while conserving energy and saving money.





SAN LEANDRO IS THE BAY AREA'S NEWEST INNOVATION ECOSYSTEM

**“San Leandro could be on the verge
of a dramatic redevelopment.”**

**SAN FRANCISCO BUSINESS TIMES
APRIL 14, 2014**

**“Boom times come to downtown San Leandro!”
February 18, 2016**

Millennials want what SLTC offers:

Easy access to jobs, public transit, parks, public spaces, affordable housing, and a vibrant mix of retail and entertainment

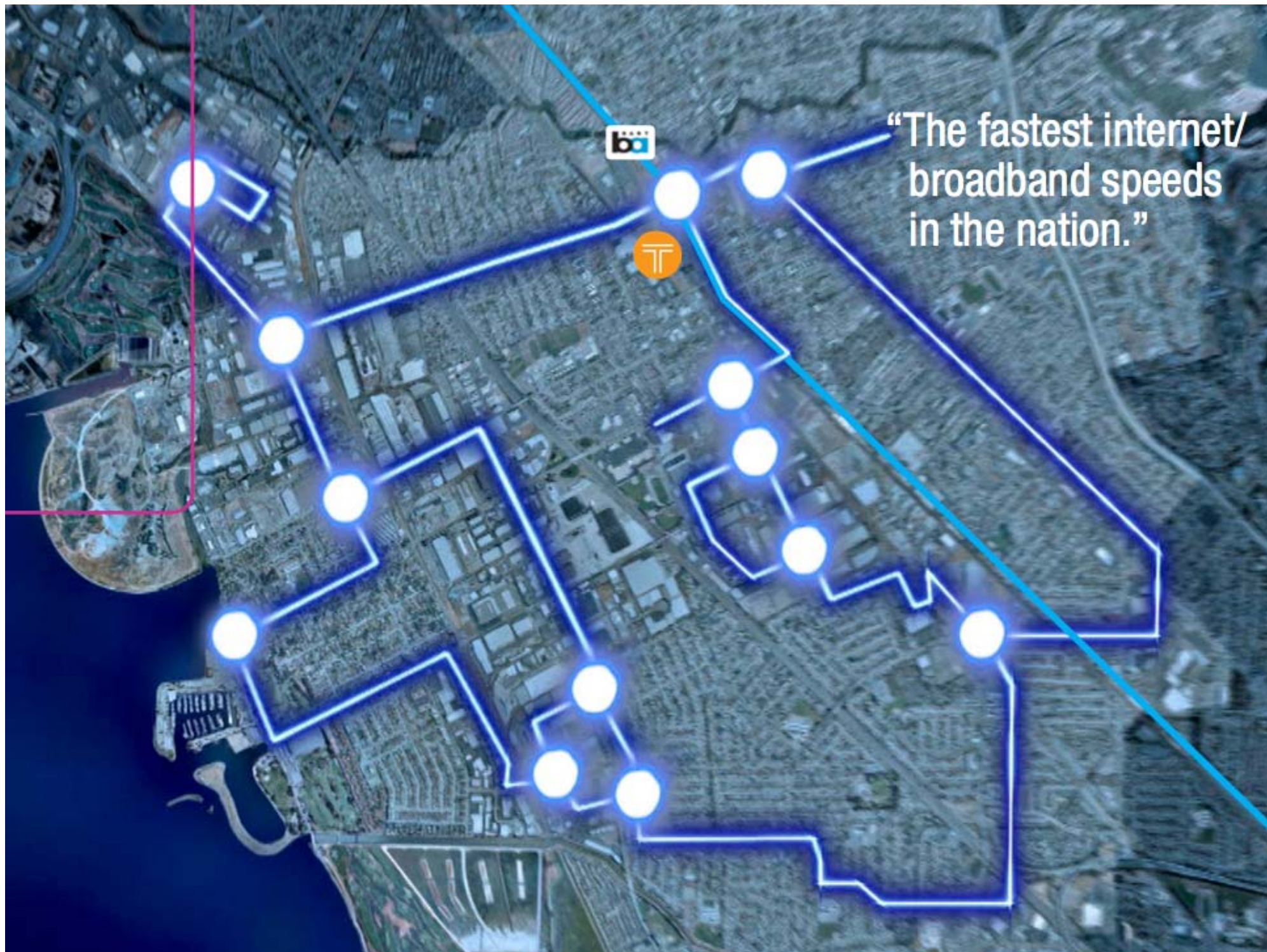
Meaningful work with like-minded companies in buildings that are smart and efficient

Access to vibrant town centers with mixed-use hubs that include shopping, entertainment, public space and a mix of residential and office buildings

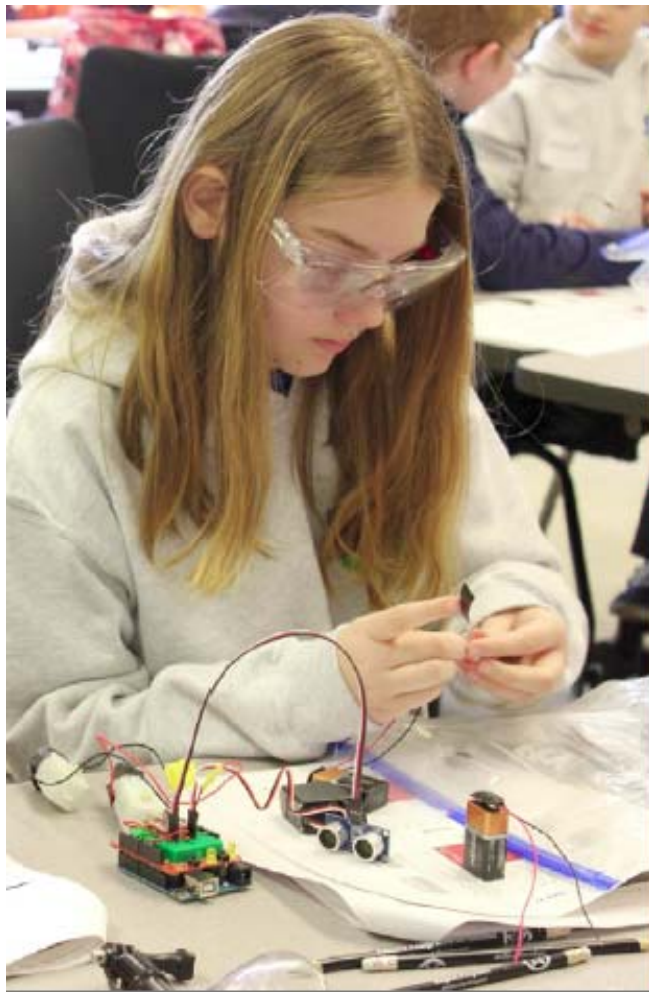


A manufacturing center of the 20th century, the city is becoming a 21st century center of innovation and technology.

Del Monte Cannery
SLTC SITE, 1899



"The fastest internet/
broadband speeds
in the nation."



Building Community
THROUGH PUBLIC SPACE
AND PROGRAMMING





NEOLITH EXTERIOR CLADDING

VIEW DYNAMIC GLASS

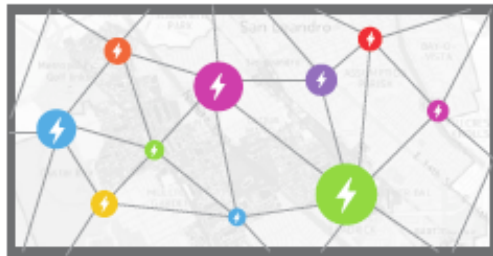


Design Focus:
energy efficiency
and IP controls





Making it simple to make bottom line savings with clean community power



MY COMMUNITY POWER PORTAL

- 1 Assessing your building is as simple as one click
- 2 Proposal will arrive as soon as one day
- 3 Installation will be scheduled one month after



Community-Wide Micro Grid

San Leandro ZipPower Advantages

Commercial & Industrial Clean Power

MORE GENERATION	↑ More Roof	↑ More Energy
LOWER SYSTEM COSTS	↑ More Installs	↓ Less Costs
BEST GRID LOCATIONS	↑ Bigger Buildings	↑ Greater Capacity
MATCHING LOAD PROFILES	Power our workplaces during the day	
FINANCIALLY MOTIVATED	Offset large electric bills including demand charges	



POWER OF THE POSSIBLE

Ben Davis
ILLUMINATE THE ARTS – THE BAY LIGHTS