

**SPECIAL MEETING AGENDA
CITY OF UNION CITY
CITY COUNCIL ECONOMIC DEVELOPMENT GEOGRAPHIC WORK SESSION**

**TUESDAY, NOVEMBER 1, 2011
7:00 PM – 9:00 PM**

**RUGGIERI SENIOR CENTER
33997 ALVARADO-NILES ROAD
UNION CITY CA 94587**

I. CALL TO ORDER

I.a Pledge of Allegiance

I.b Roll Call

*Mayor Mark Green
Vice Mayor Jim Navarro
Councilmember Emily Duncan
Councilmember Lorrin Ellis
Councilmember Pat Gacoscos*

II. ORAL COMMUNICATIONS

Comments from the audience regarding the topic under consideration will be received. Persons wishing to speak must complete a speaker card available from the City Clerk.

III. CITY COUNCIL WORK SESSION REGARDING ECONOMIC DEVELOPMENT

- Welcome
Larry Cheeves, City Manager
- City Council Introductions
Mayor Mark Green
- Staff Introductions
City Manager Cheeves
- Participant Introductions
Self-Introductions
- Geographic Area Presentation (Central Bay Industrial Park)
Joan Malloy, Economic & Community Development Director
- Discussion
 - Opening / Initial Statements by Panelists
 - Question / Answer Period with Councilmembers
 - Written Questions from Audience

IV. ADJOURNMENT

Dated: October 27, 2011

/s/ _____
MARK GREEN
Mayor



Agenda Item

DATE: NOVEMBER 1, 2011

TO: CITY COUNCIL

FROM: JOAN MALLOY, ECONOMIC AND COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: ECONOMIC DEVELOPMENT WORK SESSION – CENTRAL BAY INDUSTRIAL PARK

This is the third of four economic development work sessions that the City Council has requested in order to review specific geographic areas of the City. This meeting will cover the Central Bay Industrial Park area that includes over 600 acres of industrial lands, including the U.S. Pipe and Foundry property.

BACKGROUND

The zoning for the industrial lands are General Industrial, MG; Light Industrial, ML; and Special Industrial, MS. U.S. Pipe and Foundry is the only remaining parcel in the City that is zoned General Industrial, MG, which accommodates the heaviest industrial uses. Most of the property within the Central Bay Park is zoned Light Industrial, ML, which accommodates a broad range of industrial uses, but excludes heavy industry and outdoor uses, such as truck yards. Special Industrial, MS, is found only on the perimeter of the park along Alvarado-Niles Road. MS is retained for lighter industrial uses that can range from office and R&D to quasi-recreational uses and restaurants. The MS designation is used to transition between commercial and residential uses and industrial uses.

Most of this park is built out, but a few vacant parcels remain. The oldest use in this area is U.S. Pipe and Foundry, which was established in the early 1950s. The Central Bay Park was then incrementally built out over the years. Recently, older sites have redeveloped with buildings that meet current industry standards for manufacturing and warehousing. The Axygen site (33210 Central) and the Southern Wine and Spirits just-approved distribution facility are the examples of redeveloping older, outdated properties.

DISCUSSION

The format of this work session will be similar to the previous sessions. Staff has arranged for panelists to provide varied perspectives on each geographic area. Representatives for this work session include:

- Industrial/Commercial developer
- Industrial/Commercial broker
- Residential developer
- Industrial/R&D Architect
- Local businesses
- San Jose BioCenter (tentative)

Attached to this staff report is a booklet to provide a broad overview of the area for the panelists and Council. Included in the booklet are wide-ranging questions intended to “seed” the discussion. The questions are not intended to be answered specifically, but rather, help guide the discussion. City-wide demographic information and city-wide real estate building data is also provided.

FISCAL IMPACT:

There will be no fiscal impacts as a result of receiving this information.

RECOMMENDATION:

There is no recommendation at this time. This information is provided in advance of the work session to guide the conversation.

Prepared and Submitted by:
Joan Malloy, Economic and Community Development Director

Approved by:
Larry Cheeves, City Manager

Attachments: Central Bay Industrial Park

CITY COUNCIL ECONOMIC DEVELOPMENT GEOGRAPHIC WORK SESSION



11/1/2011

Central Bay Industrial Park

GUIDE TO DISCUSSION
Central Bay Industrial Park

Please Note: These questions are intended to assist you with thinking about the Station District Area and serve as a discussion guide. It is not necessary to provide responses to all questions.

1. Commercial Broker and Developer Questions:

- a.) From your perspective, what is necessary to make this area attractive to businesses?
- b.) How can the City influence your decision to bring revenue, jobs and development to Union City?
- c.) How can the City influence facade improvements / conversions of outdated warehouse sites to more intensive job sites?
- d.) How will outdated warehouse sites be used in the future?
- e.) As a broker / developer, what are your thoughts for development / reuse of the SF Chronicle site, or other underutilized properties?

2. Business Questions:

- a.) Why did you choose this location in Union City? How did Union City get on your short list for consideration?
- b.) What resources and amenities does your business desire to be close to you in order to operate your business efficiently?
- c.) What can Union City do to improve its process and/or service to you?

3. General Questions:

- a.) From your perspective, if you had control, what would you do with this area?
- b.) From your perspective, what is Union City's reputation in the marketplace?
- c.) What are the constraints and opportunities of this area?
- d.) Do the neighboring residential land uses and existing churches conflict with the industrial area?
- e.) Does the proximity of the railroad tracks have any influence on the development opportunities?
- f.) How does the City provide flexibility to businesses in the changing business environment?
- g.) Does the freeway location and access to this park impact the type of businesses it attracts? Why or why not?

UNION CITY KEY DEMOGRAPHICS

Key Demographics, 2010

Population	69,516
Home Ownership Rate	71.3%
Median Household Income	\$87,205
Residents with a College Degree	44%
Management, Professional, Technical, and Scientific Occupations	48%
Sales and Office Occupations	25.8%
Education Services and Healthcare Occupations	19.3%

Racial Composition, 2010

One race	93.3%
White	23.9
Black or African American	6.3
Asian	50.9
Asian Indian	11.5
Chinese	11
Filipino	20.1
Other Asian [1]	8.4
Native Hawaiian and Other Pacific Islander	1.3
Two or more races	6.7%
Hispanic or Latino (of any race)	22.9%

Resident Profiles

Money & Brains 26.4%
 High incomes, advanced degrees, and sophisticated tastes. Married with few children.

Young Digerati 21.3%
 Tech-savvy, affluent, highly-educated and ethnically mixed. Trendy and fashionable.

American Dreams 7.9%
 Ethnically diverse, multi-generational, multi-lingual consumer families living, working and investing in the community and the future.

Bohemian Mix 6.2%
 Mobile urbanites and early-adopters, with a progressive mix of young singles, couples, and families from students to professionals.

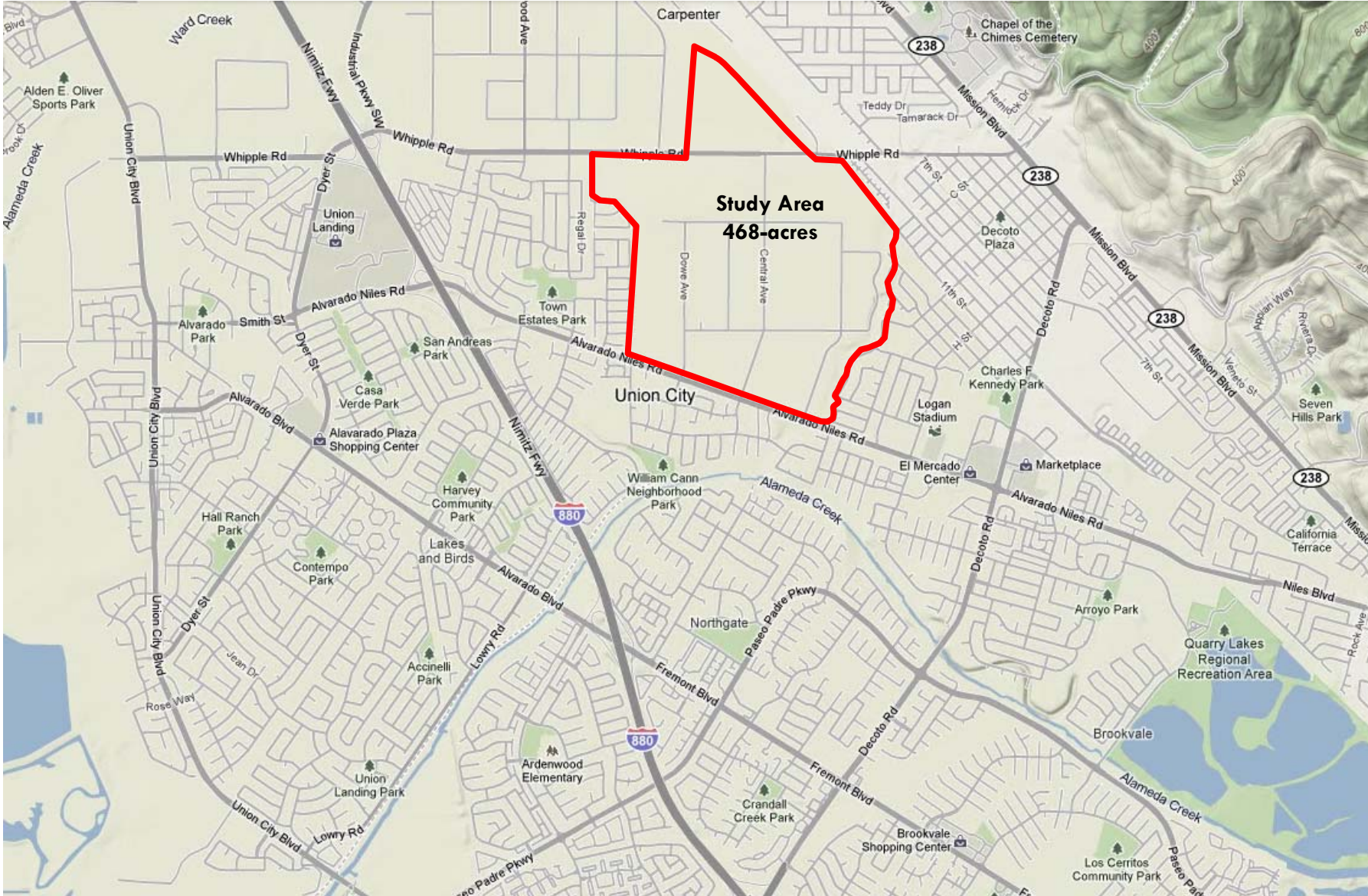
CITYWIDE BUILDING AVAILABILITY AND VACANCY ANALYSIS

Sector	Buildings	Existing RBA*	Vacancy Rate	Total SF Avail	Average Rate
<i>INDUSTRIAL</i>	265	16,153,433	7.9%	1,505,147	\$0.44/sf
<i>OFFICE</i>	41	519,395	5.7%	23,999	\$1.46/sf
<i>RETAIL</i>	141	2,132,402	4.3%	123,438	\$1.75/sf

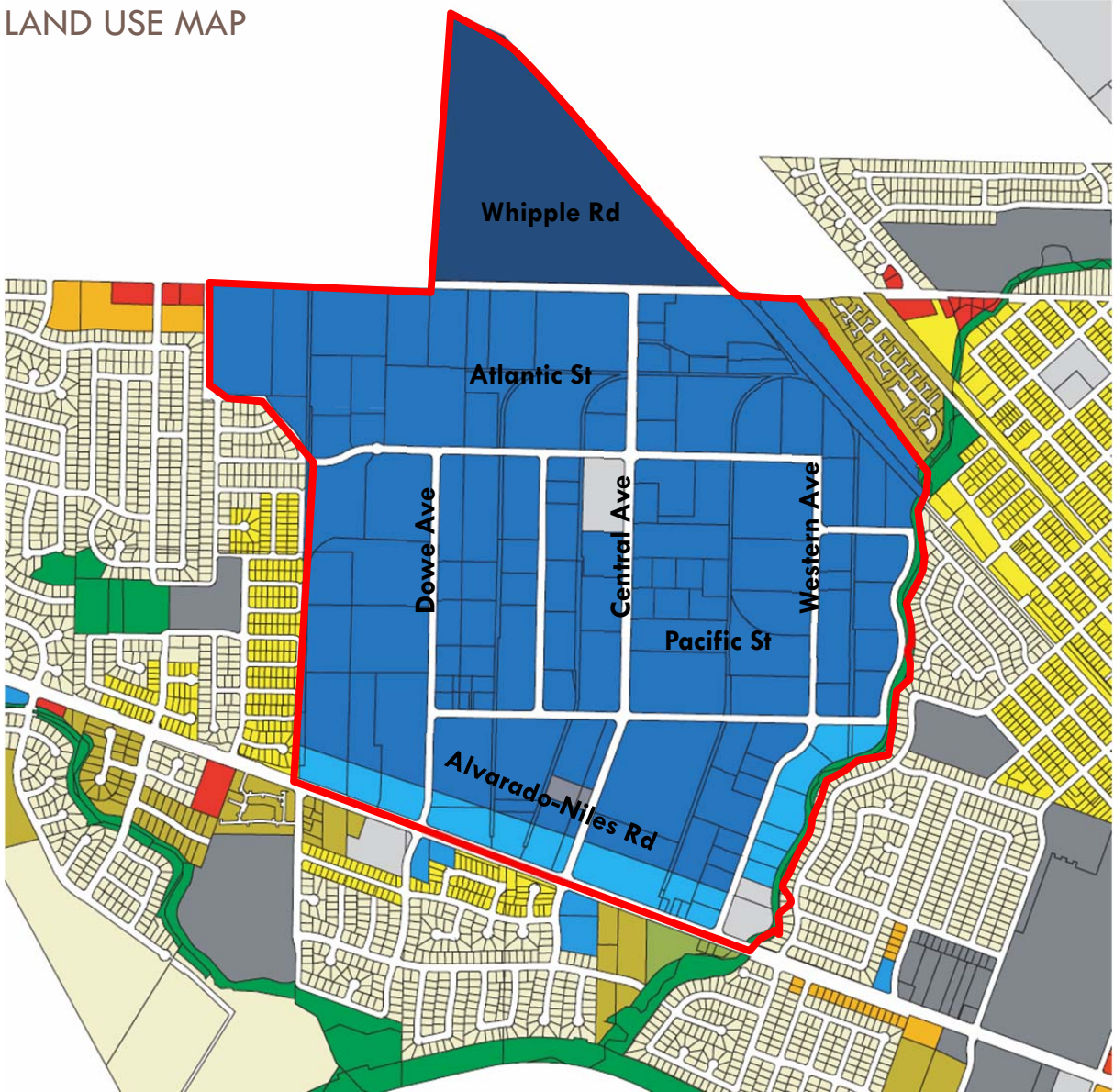
*RBA- Rentable Building Area

Source: Costar

LOCATIONAL MAP



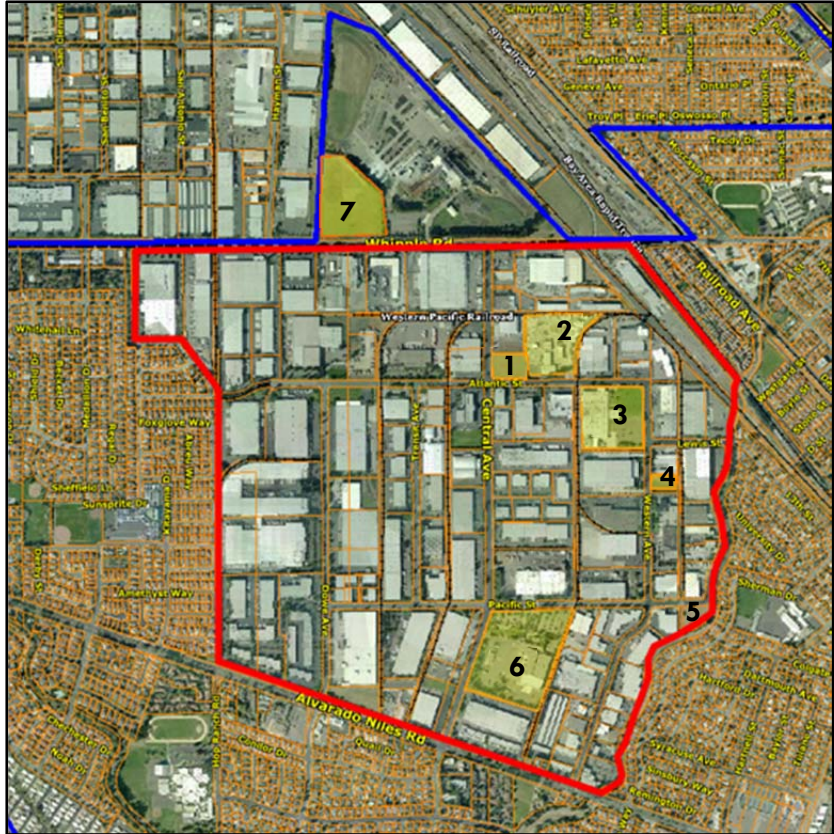
LAND USE MAP



Legend

- A - Agriculture
- CR - Retail Commercial
- CVT - Visitor and Thoroughfare Commercial
- CSMU - Station Mixed Use Commercial
- CO - Office Commercial
- RDC - Research and Development Campus
- MG - General Industrial
- ML - Light Industrial
- MS - Special Industrial
- PI - Private Institutional
- CF - Civic Facility
- OS - Open Space
- R3-6 - Residential (3 to 6 du/acre)
- R6-10 - Residential (6 to 10 du/acre)
- R10-17 - Residential (10 to 17 du/acre)
- R17-29 - Residential (17 to 29 du/acre)
- R29-60 - Residential (29 to 60 du/acre)

CENTRAL BAY INDUSTRIAL PARK



Site Information:			
Zoning	MG (General Industrial) ML (Light Industrial) MS (Special Industrial)		
General Plan	MG (General Industrial) ML (Light Industrial) MS (Special Industrial)		
RDA	Mostly No		
Site Area	545 acres		
Zoning Regulations:			
	<u>MG</u>	<u>ML</u>	<u>MS</u>
Lot Coverage	75%	60%	60%
Maximum Height	100 ft	50-75ft	40 ft
Setbacks	Front:	25 ft	25-65 ft
	Side:	10 ft	10 ft
	Rear:	10 ft	10 ft

Area Description:

The Central Bay Industrial Park consists of 545-acres with approximately six million square feet of building area. The 2002 General Plan established goals and policies to convert existing warehouse and distribution facilities in this area to light manufacturing and research and development uses that would intensify employment and sales tax generation. The 70-acre U.S. Pipe property is located north of the Central Bay industrial park and is the City’s remaining General Industrial zoned land.

There are several opportunity sites within this general area, including: (1) A vacant 2-acre parcel on Central Avenue and Atlantic Street; (2) A 7.89-acre under-utilized contractor’s yard on Atlantic Street; (3) A 10-acre under-utilized site on Atlantic Street occupied by Kerry Sweet Ingredients; (4) A vacant 1-acre parcel on Western Street; (5) A vacant 1.3-acre parcel on Pacific Street that is zoned Special Industrial; (6) The 16.5-acre SF Chronicle site on Central Avenue; and (7) An undeveloped 10.5-acre portion of U.S. Pipe’s site on Whipple Road zoned General Industrial.

**CITY OF UNION CITY
CITY COUNCIL ECONOMIC DEVELOPMENT GEOGRAPHIC STUDY SESSION
Central Bay Park Area**

**PANEL ROSTER
November 1, 2011**

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