

Council Economic Development Committee

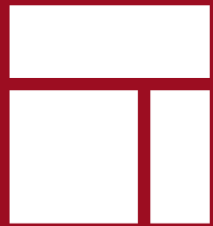
Regular Meeting

May 7, 2018



Approval of April 2, 2018
Regular Meeting Minutes

Preliminary Concept Review –
25800 Clawiter Road (former Gillig site)



TARLTON

About Tarlton Properties

- Founded in 1980, Tarlton has developed more than 4.5 million square feet of prime Silicon Valley real estate and currently holds an ownership position in more than 1.5 million square feet of Class A life science and mixed use properties.
- Tarlton has enjoyed considerable success in taking industrial properties and redeveloping them for contemporary markets and conditions. These activities involve incorporation of different business and demographic patterns together with zoning and other public policy changes.

Current Tarlton Properties Assets

- Menlo Park Labs
 - 1.32 million square feet of Life Science, Advanced Manufacturing and Technology space across 27 buildings in a campus like setting
 - Core campus of >900k square feet was originally developed by Tarlton Properties from greenfield
- Palo Alto Portfolio
 - 200k square feet of Class A office and mixed use comprised of 5 separate properties

Menlo Park Labs

Menlo Park Labs is Tarlton Properties' 1.3 million SF Life Science development in Menlo Park.

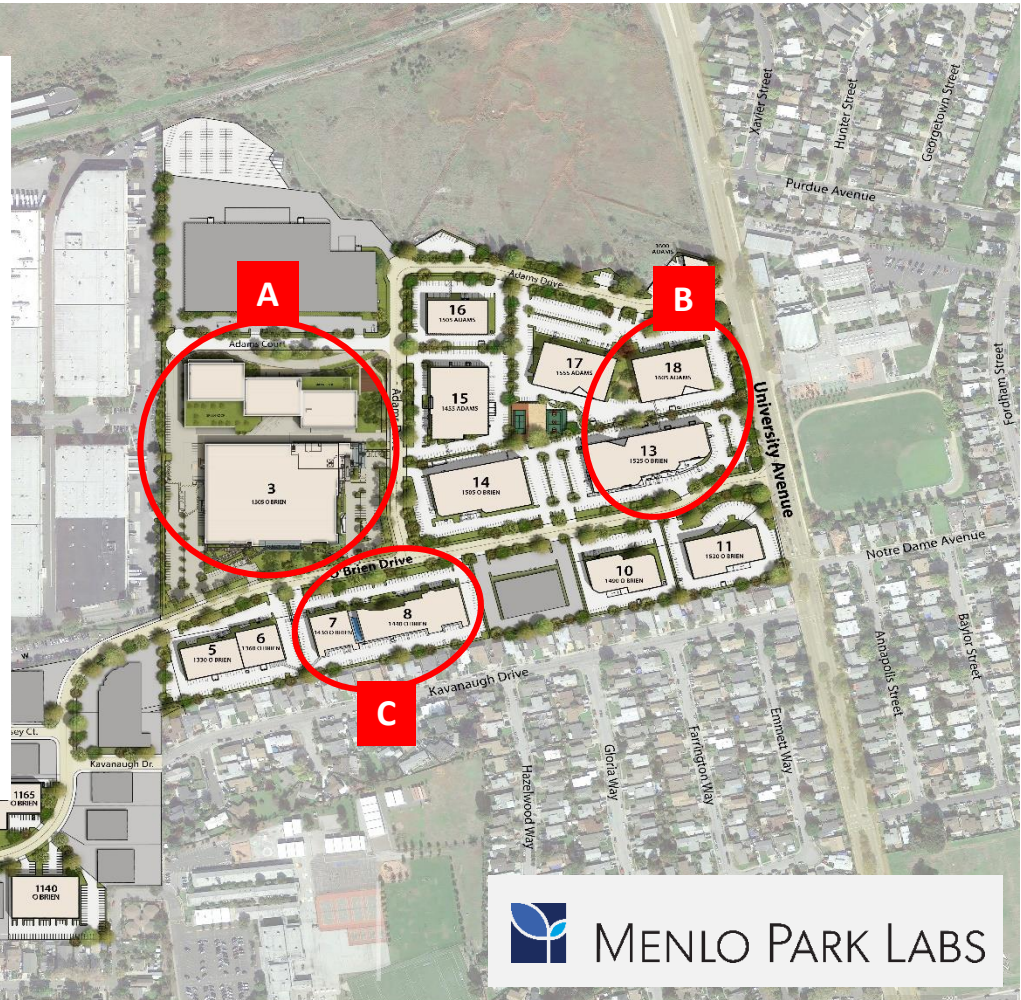
Three recent projects within Menlo Park Labs highlight Tarlton's success in anticipating and capitalizing on the life science industry's evolution and Silicon Valley's ongoing real estate market transformation.

Menlo Park Labs

A) 220,000 SF distribution facility conversion to 190,000 SF life science HQ R&D and World Class manufacturing facility. A new 5-story, 260,000 SF Class Life Science project is in the entitlement phase on this same site.

B) 120,000 SF R&D and light manufacturing facility to 130,000 SF R&D HQ

C) 65,000 SF multi-tenant light manufacturing facilities to 65,000 SF R&D labs and 20,000 SF amenities center, including restaurant, conference center, gym and swimming pool



MENLO PARK LABS

1305 O'Brien Drive

- As the regional distribution center for Boise Cascade/ Office Max, the property had been consistently one of the top revenue generators for the City of Menlo Park for nearly three decades. Recognizing its importance to the City, the Tarlton team worked with DES Architects & Engineers on plans that would convert the building for Life Science use as quickly as possible after the Office Max exit.
- Tarlton worked closely with the City of Menlo Park to speed up Pacific Biosciences occupancy and return the site to its previous revenue-generating position for the City of Menlo Park, as well as for Tarlton and its investment partners.
- The development of Pacific Biosciences' new headquarters brings its relationship with Tarlton full circle. It's a model for Tarlton's mission to nurture growing, innovative start-ups into Silicon Valley's most influential, established bio-tech companies. PacBio began in 2004 as a small company called Nanofluidics, occupying 10,000 square feet at Menlo Park Labs until the company outgrew the space and had to expand and move into a nearby property.
- Pacific Biosciences saw more than \$80 million in sales revenues in 2017 in their new location.

Menlo Park Labs

1350 Adams Ct:

On the vacant portion of the site, Tarlton plans to start construction on 1350 Adams Court, a 2nd 260,000 square foot headquarters facility Q3 2019 (delivery Q1 2021). The building is designed for either single or multi-tenant use.

1305 O'Brien Drive :

The 11-acre site now serves as the 180,000 square foot headquarters facility for Pacific Biosciences (PacBio) at 1305 O'Brien Drive.



1305 O'Brien Drive



1305 O'Brien Drive



1350 Adams Court



1350 Adams Court



1350 Adams Court



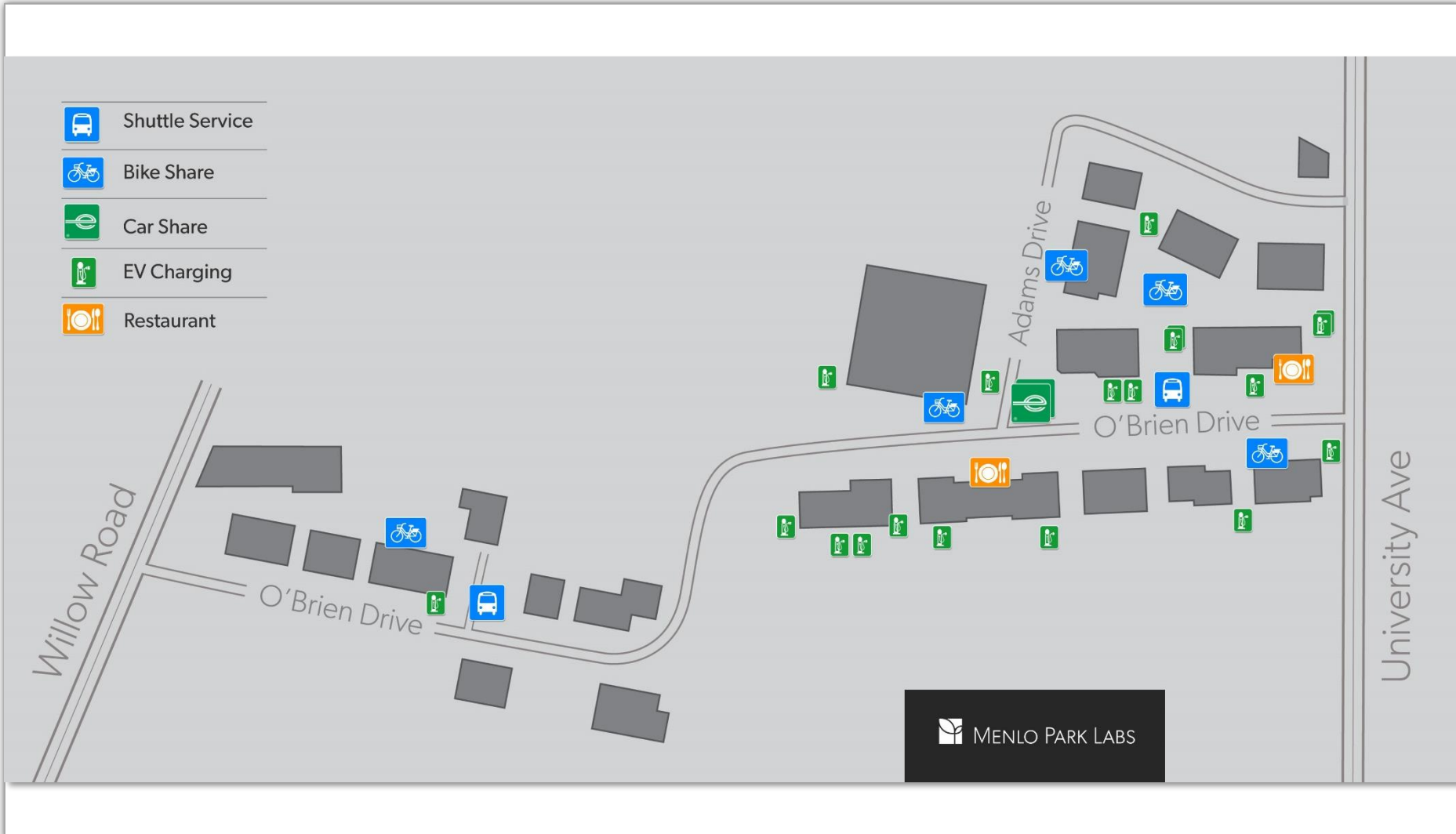
Green Initiatives – Menlo Park Rides

- The Menlo Park Rides green initiative features bike share, shuttle service, car share, and convenient electric car charging stations throughout the Menlo Park Labs campus.
- In addition to reducing emissions, parking demand and traffic to and inside the campus, the initiatives make commuting a more pleasant experience.
- www.menloparkrides.com

Transportation/Green Initiatives Milestones

- **Saving Water:** For its Menlo Park Labs project, beginning in 2010 Tarlton began phasing out the area's typical, overwatered turf with native, drought-tolerant bunch grasses and shrubs, which significantly reduced water use and landscaping costs. The project was complete across the entire 50 acre campus in 2014.
- **2012 Acterra Award Recipient:** Implementing a voluntary energy reduction project involving advanced lighting and HVAC controls to better harvest natural daylight and better match temperature control to demand resulted in Menlo Park Labs being nominated for and winning this long running award.
- **Creation of Menlo Park Rides:** a green initiative implemented in 2010 to support alternative transportation to/from the Menlo Park Labs campus. This program is comprised of a shuttle program, car share, bike share and EV Charging Stations has reduced SOV travel by more than 20% and has helped reinforce the campus atmosphere and sense of community in the project.

Green Initiatives - Menlo Park Rides



Green Initiatives - Menlo Park Rides

- 102 EV Chargers
- 3 Shuttles:
 - To/From Union City BART
 - To/From Palo Alto Caltrain
 - To/From San Francisco
- 25 Bikeshare bikes
- 4 Enterprise Carshare cars

Green Initiatives - Menlo Park Rides

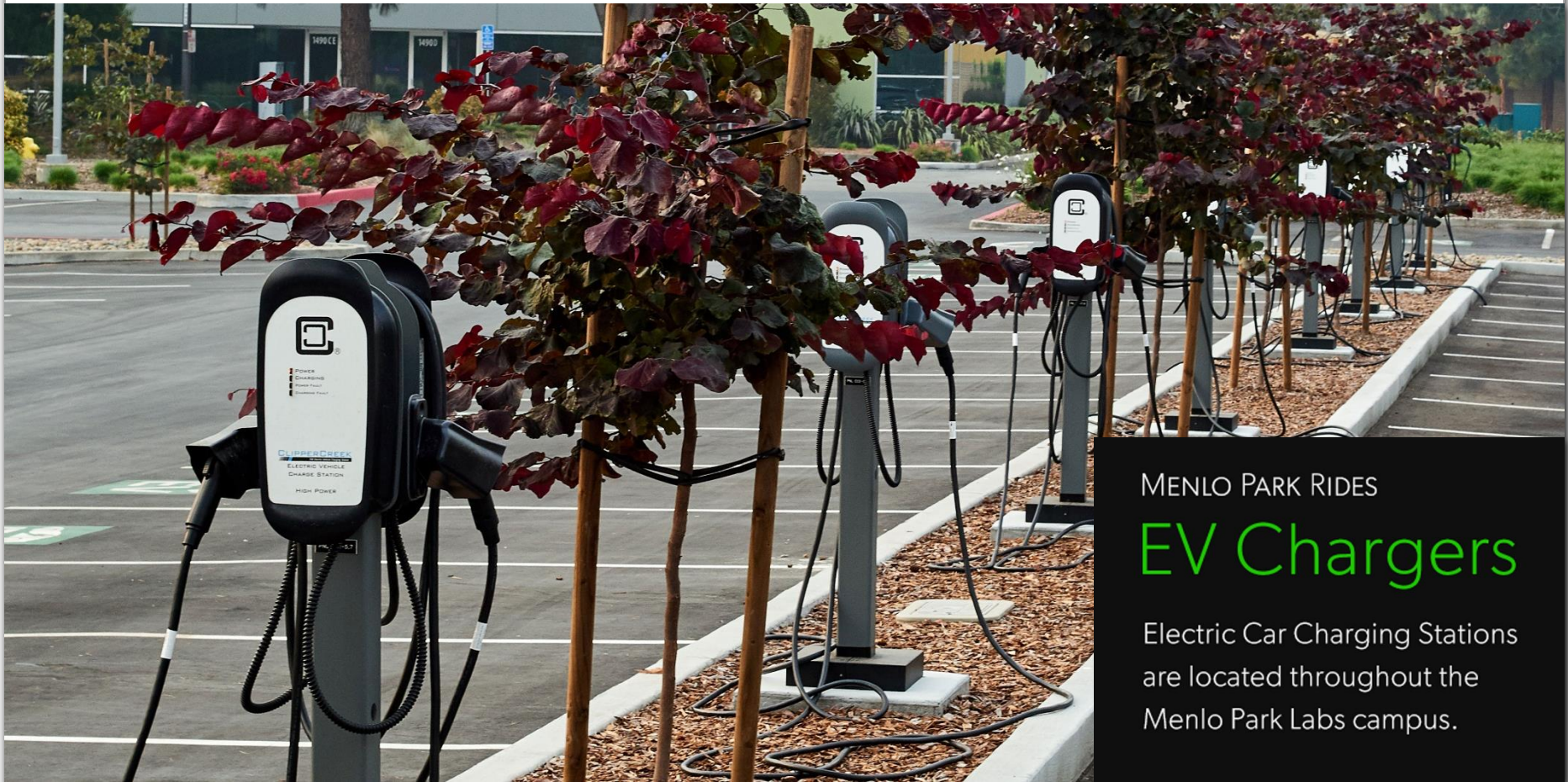
MENLO PARK RIDES

Shuttle Service

Make your commute more productive and enjoyable with shuttle services to and from Bart, Caltrain and San Francisco.



Green Initiatives - Menlo Park Rides



MENLO PARK RIDES

EV Chargers

Electric Car Charging Stations
are located throughout the
Menlo Park Labs campus.

Green Initiatives - Menlo Park Rides

MENLO PARK RIDES

Car Share

Rent a vehicle by the hour,
the day, or overnight.

Join to receive your
Membership Card.



Green Initiatives - Menlo Park Rides



Green Initiatives - Menlo Park Rides



25800 Clawiter Road Site Plan Phase I



25800 Clawiter Road

PHASE I CONCEPT PLAN

6 May 2018 DRAFT

Site Area

1,131,388 sf
25.97 acres

Total Building Area

635,000 - 695,000 sf

Existing Buildings

~165,000 sf

New Buildings

470,000 - 530,000 sf

Site FAR

0.56 - 0.59

Parking Goal

3.0 - 3.5/1000

Phase I Open Space

23%

Phase I Amenities

Cafe, Gym, Outdoor Seating/Recreation,
Shuttle Service, Bike Share, EV Charging

25800 Clawiter Road Site Plan Phase II



25800 Clawiter Road

PHASE II CONCEPT PLAN

6 May 2018 DRAFT

Site Area

1,131,388 sf
25.97 acres

Total Building Area

1 – 1.2 Million sf

Phase II New Buildings

480,000 - 620,000 sf

Site FAR

0.88 - 1.06

Parking Ratio Target

3.0 - 3.5/1000

Project Open Space Target

25%

Project Amenities

Cafe, Gym, Outdoor Seating/Recreation,
Shuttle Service, Bike Share, EV Charging



Our Properties Enrich Communities

Business Engagement Program

Ramona Thomas
Economic Development Specialist



Economic Development Division



Micah Hinkle

**Economic Development
Manager**



Ramona Thomas

**Economic Development
Specialist**



Suzanne Philis

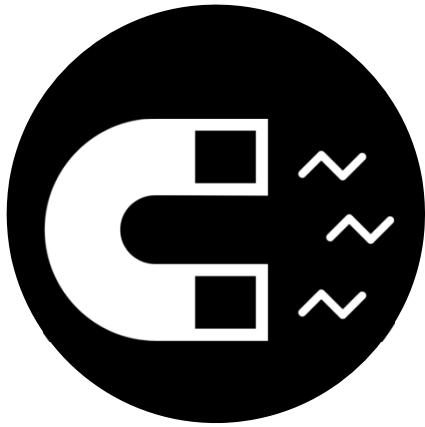
Senior Secretary

Economic Development Strategic Plan

Supports the goals of the business engagement program:

- SR1.C- Establish a comprehensive retention program for existing businesses
- SR2.E-Expand the business visitation program

Three Core Programs



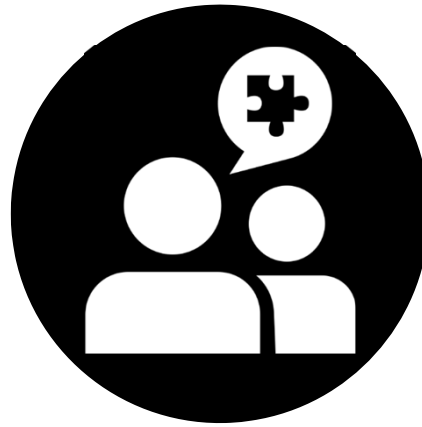
Concierge

Attraction

Feedback of preliminary project proposal

Site Selection Service

Development and Workforce



Ombudsman

Problem Resolution

Offer guidance

Work with city departments to help customers obtain the best possible solutions to their problems.



Business Engagement

Retention & Growth

Proactively address customer needs

Listen, share and learn

Become a valued partner



Business Engagement Program

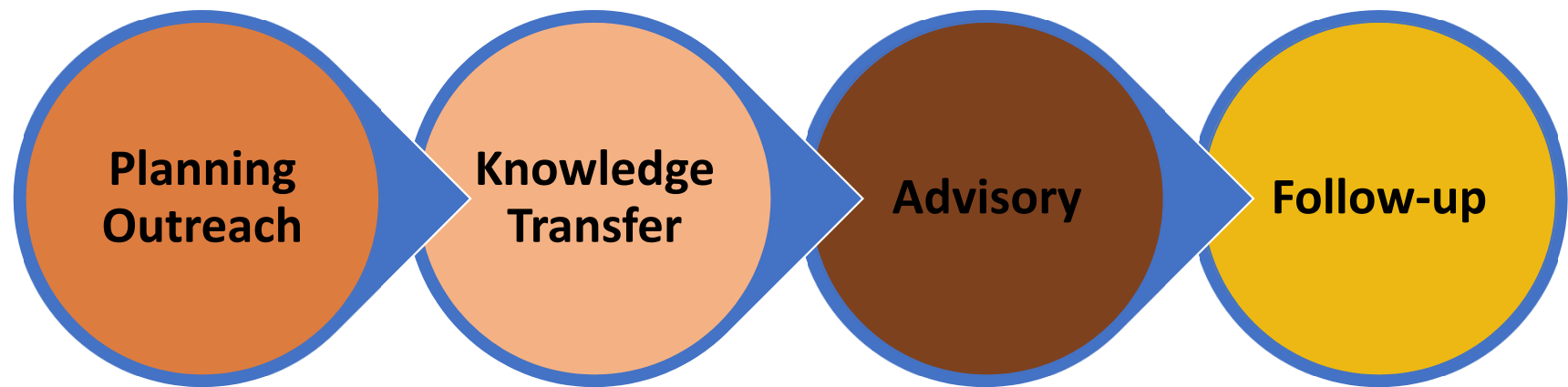
Objective:

To build relationships with Hayward business community to foster good will, better understand needs and assist with challenges.

Focus:

Begin with top 100 revenue generators and employers

4-Step Process



Step 1-Planning Outreach



The diagram illustrates the three tasks of Step 1-Planning Outreach. It consists of three horizontal blue bars, each with a colored rounded rectangle on top. The first bar has an orange rounded rectangle with the text 'Identify Target Audience'. The second bar has a dark orange rounded rectangle with the text 'Determine outreach method'. The third bar has a brown rounded rectangle with the text 'Develop Value Proposition'.

Identify Target Audience

Determine outreach method

Develop Value Proposition

Step 2- Preparation/Knowledge Transfer



Research

Internal staff

Rapport Building/Presentation

Step 3 Advisory



TI and Development

- Planning
- Building
- Fire
- Revenue
- PD
- Brokers
- Property Owners



Workforce Needs

- Workforce Development Board
- HUD
- Hayward Chamber
- Downtown Streets
- Cal State University East Bay



Financial Needs

- Alameda Small Business Development Centers
- SBA
- SCORE
- GOBIZ

Step 4 Follow-up Touch Point



- Concept Review
- Preliminary Projects



- Site Tours
- Resource Partners



- Customer Revisit
- ED Staff
- Executive Staff



Engagement Success

1 Mission Foods



- Pain Point Workforce
- Partners- Downtown Streets and Hayward Unified School District Adult School
- Outcome: Caleb was employed and Mission Foods discovered to City to be a valued partner and advisor



Engagement Success

1 Casa Sanchez



HUSD Youth Enrichment Services places Student Marella Pantoja in paid internship. Marcella is currently still working with Casa Sanchez full time and was promoted in less than a year

Resource Partner-Manufacturing Day 2016



Engagement Success

1

Sugar Bowl Bakery

2

Contacts:

Theresa Martinez and Sylvia Nutterfield

Resource Partners:

HUSD Kim Marshall- College-Career Technician and Eunice Lee-Youth Enrichment Services Bus. Svc. Rep.

3

Participation-Quarterly Hiring Event

Outcome: GED/ESL students hired



Fiscal Year 2019 Goals

Fiscal Year Performance Metrics

Metric	Goal
Increase number of businesses served by Business Engagement Program	50
Provide assistance to existing Hayward industrial and retail businesses	20
Attract new businesses to Hayward	25

New Initiatives

- 1 Welcome Letter to new businesses from City Manager/Mayor
- 2 Electronic Survey to measure customer satisfaction
- 3 Develop Mission Statement



THANK YOU

QUESTIONS

Future Meeting Topics

Adjourn