



## LODI CITY COUNCIL

Carnegie Forum  
305 West Pine Street, Lodi

## "SHIRTSLEEVE" SESSION

Date: January 27, 2015

Time: 7:00 a.m.

For information regarding this Agenda please contact:

**Jennifer M. Robison**  
City Clerk  
Telephone: (209) 333-6702

### Informal Informational Meeting

**A. Roll Call by City Clerk**

**B. Topic(s)**

B-1 Receive Reports from the San Joaquin Partnership on Lodi Commercial Land Survey and from the Lodi Chamber of Commerce on Vision 2020 (CM)

**C. Comments by Public on Non-Agenda Items**

**D. Adjournment**

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Jennifer M. Robison  
City Clerk

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# CITY OF LODI COUNCIL COMMUNICATION

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**AGENDA TITLE:** Receive Reports from the San Joaquin Partnership on Lodi Commercial Land Survey and from the Lodi Chamber of Commerce on Vision 2020

**MEETING DATE:** January 27, 2015

**PREPARED BY:** Business Development Manager

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**RECOMMENDED ACTION:** Receive reports from the San Joaquin Partnership on Lodi Commercial Land Survey and from the Lodi Chamber of Commerce on Vision 2020.

**BACKGROUND INFORMATION:** Shelley Burcham, Vice President – Client Services of the San Joaquin Partnership, will provide a PowerPoint presentation on land inventory. Pat Patrick, President of the Lodi Chamber of Commerce, will provide a PowerPoint presentation on Vision 2020.

**FISCAL IMPACT:** Not applicable.

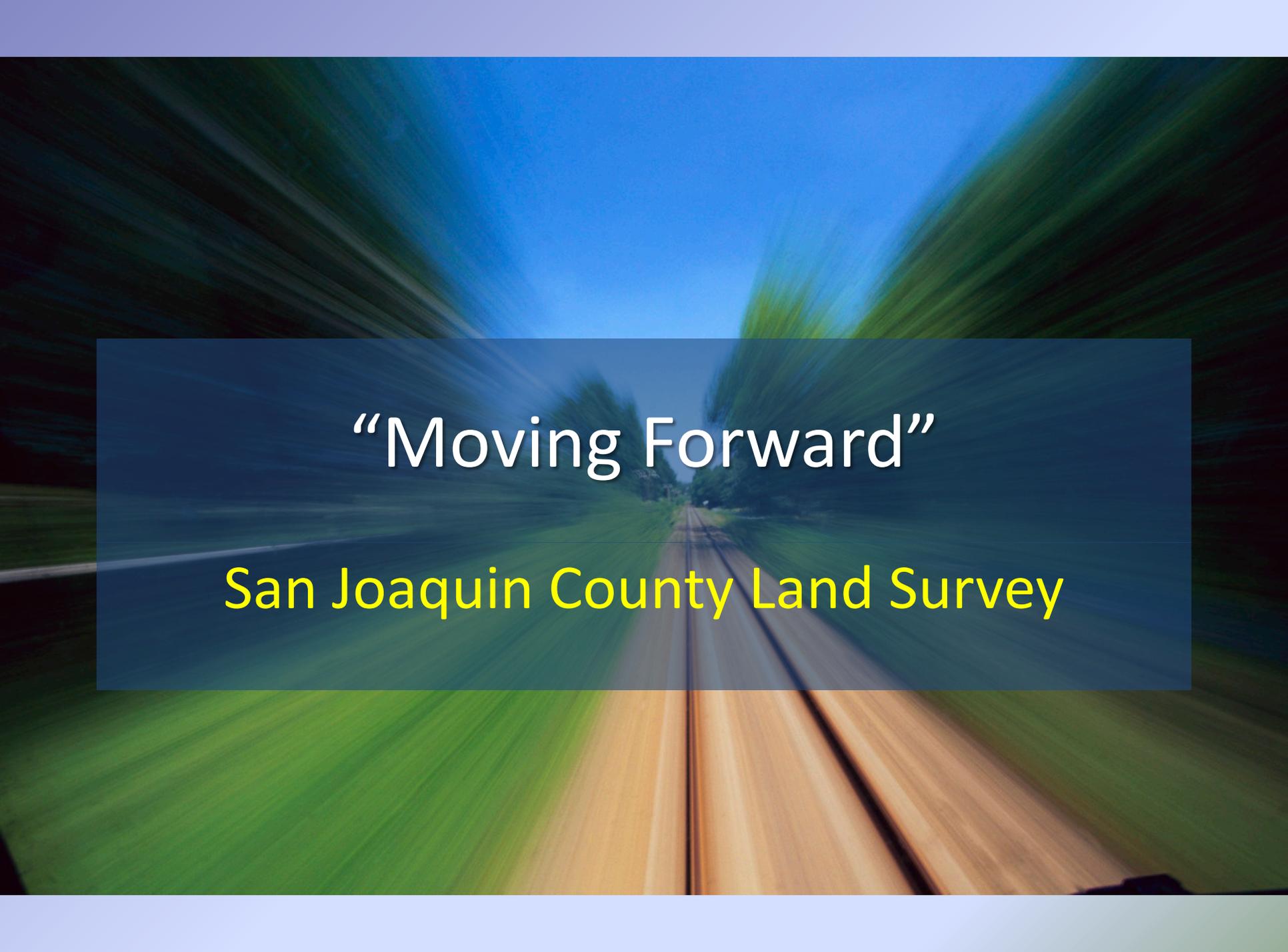
**FUNDING AVAILABLE:** Not applicable.

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Adam Brucker  
Business Development Manager

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APPROVED: \_\_\_\_\_  
Stephen Schwabauer, City Manager

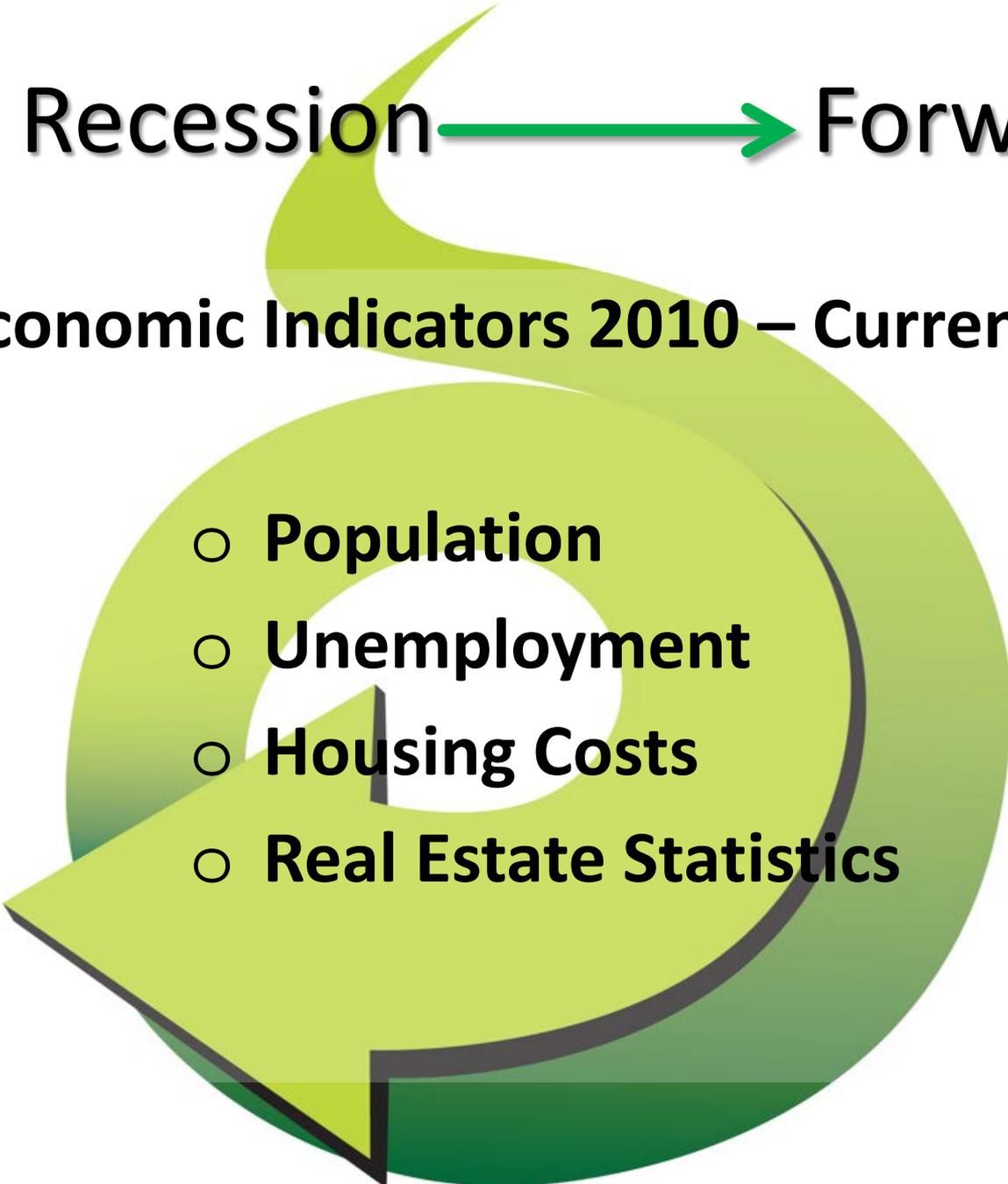


“Moving Forward”

San Joaquin County Land Survey

# The Recession Forward

- **Economic Indicators 2010 – Current**

- **Population**
  - **Unemployment**
  - **Housing Costs**
  - **Real Estate Statistics**
- 

# Population

Population	2010	2011	2012	2013	2014
California	37,253,956	37,427,946	37,668,804	37,984,138	38,340,074
San Joaquin County	685,306	689,160	693,013	701,745	710,731
Stockton	291,707	292,897	294,545	297,757	300,899
Lodi	62,134	62,344	62,575	63,233	63,651

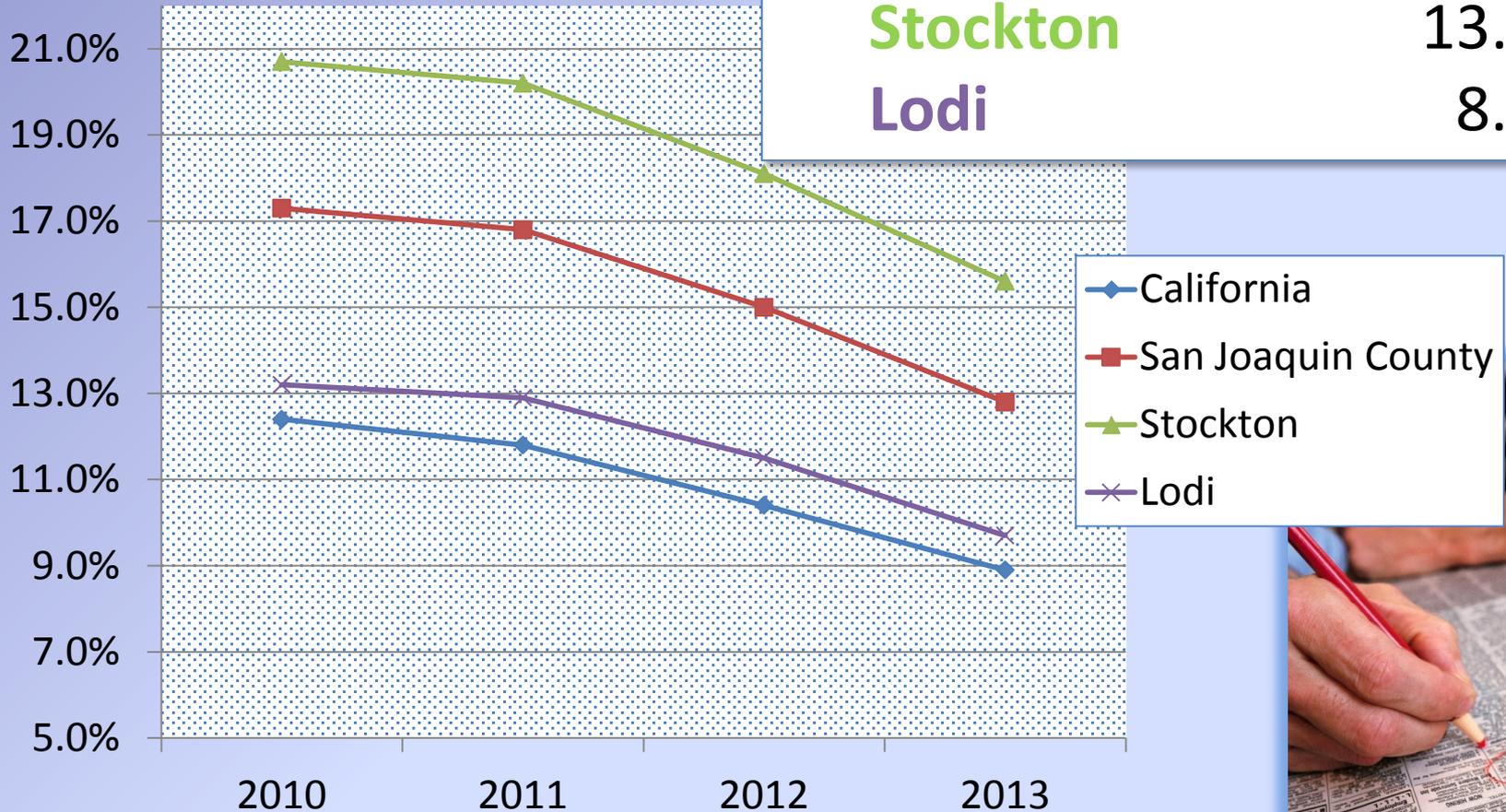


Source: Department of Finance, Table 2: E-4 Population Estimates for Cities, Counties, and State 2011-2014 with 2010 Benchmark.

# Unemployment Rates

*As of November 2014:*

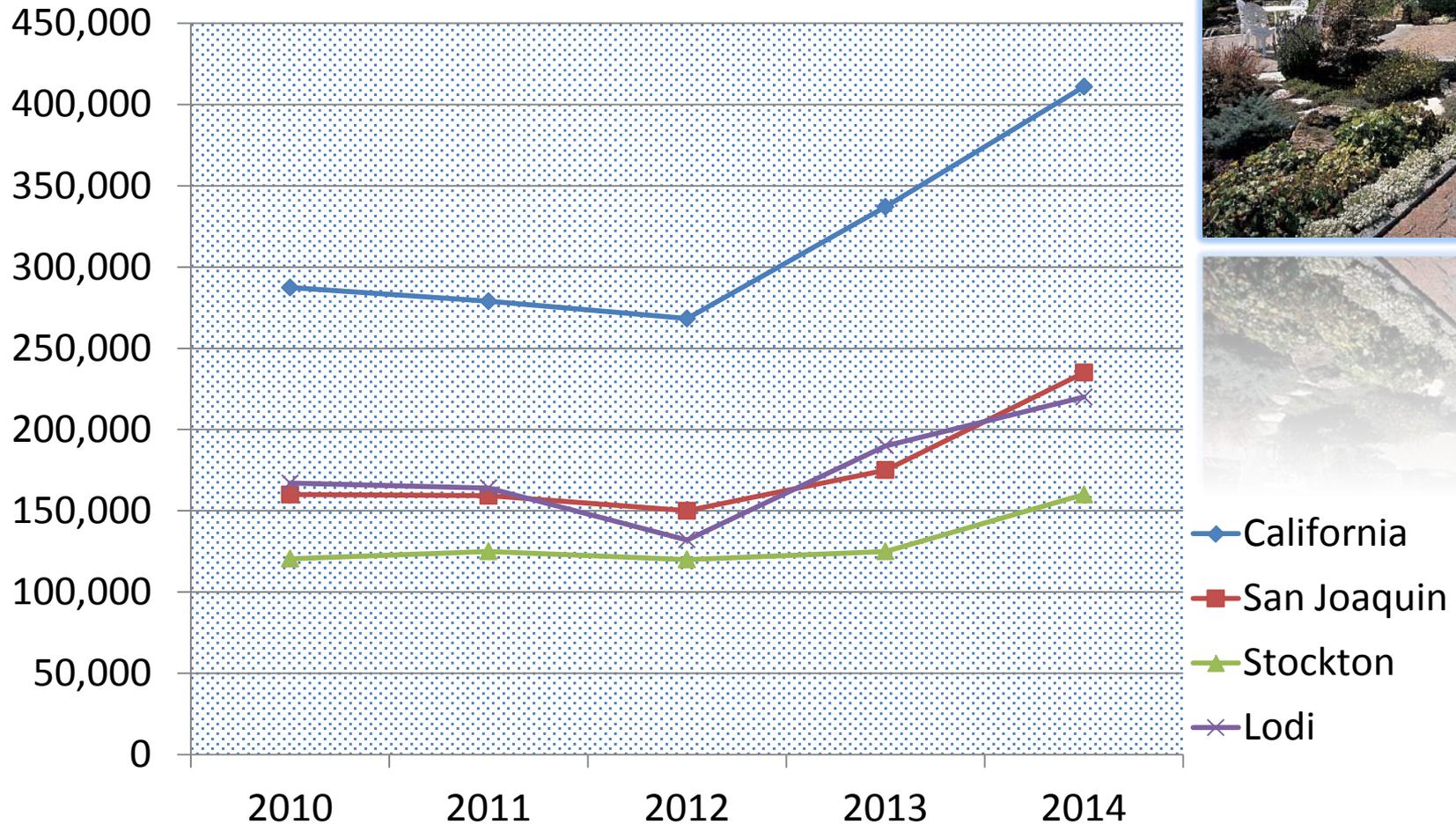
**San Joaquin County** 10.7%  
**Stockton** 13.0%  
**Lodi** 8.0%



Source: State of California EDD Labor Market Information Division



# Housing Costs



Sources: DataQuick Real Estate News, New/Resale Houses/Condos  
California Association of Realtors, California Median – January Each Year

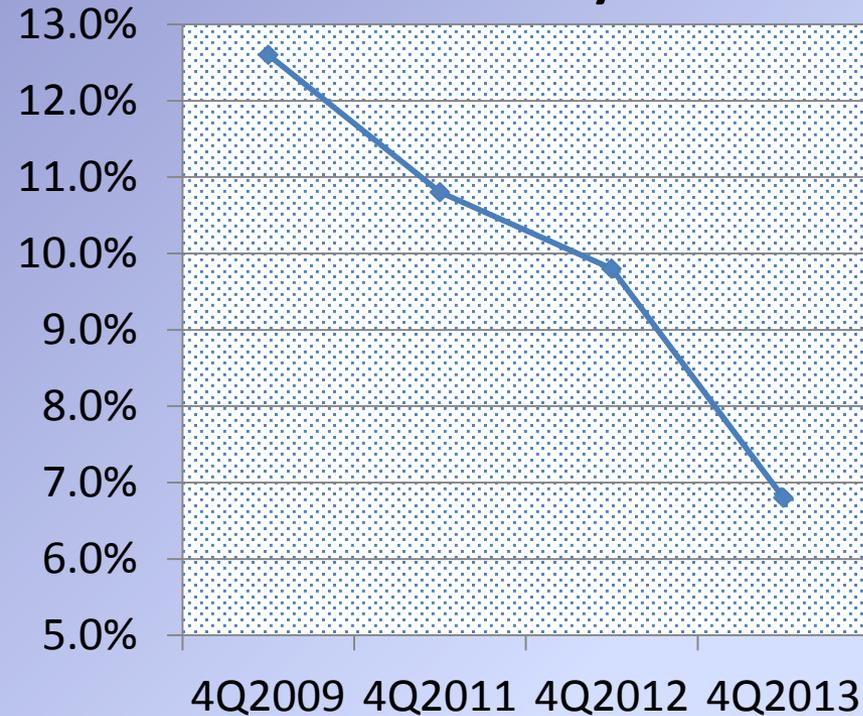


# Real Estate Statistics

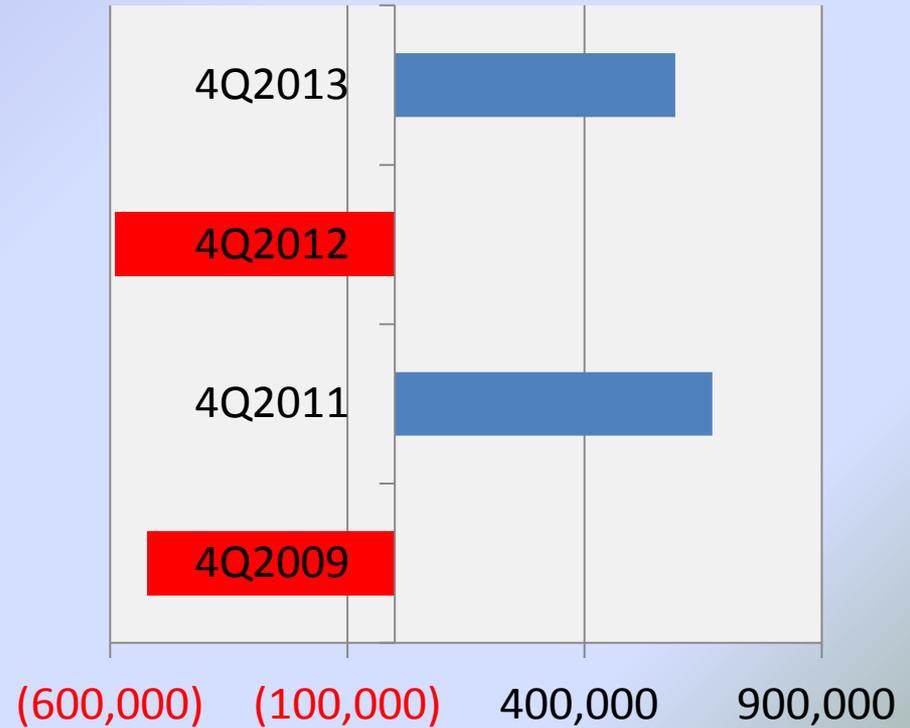
3Q2014 = 5.5%

3Q2014 = 1,000,000+

## Vacancy



## Net Absorption Sq. Footage



# Existing Building Inventory

## Available Square Footage by Jurisdiction





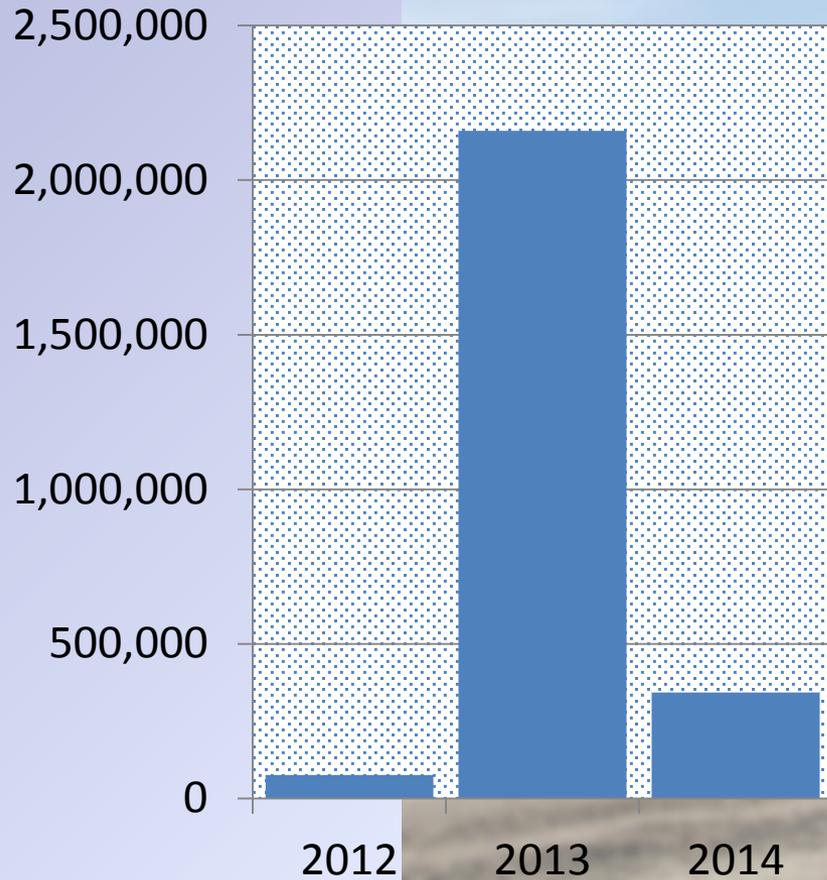
Prepared by:  
**San Joaquin Partnership**

# City of Lodi Available Building Inventory

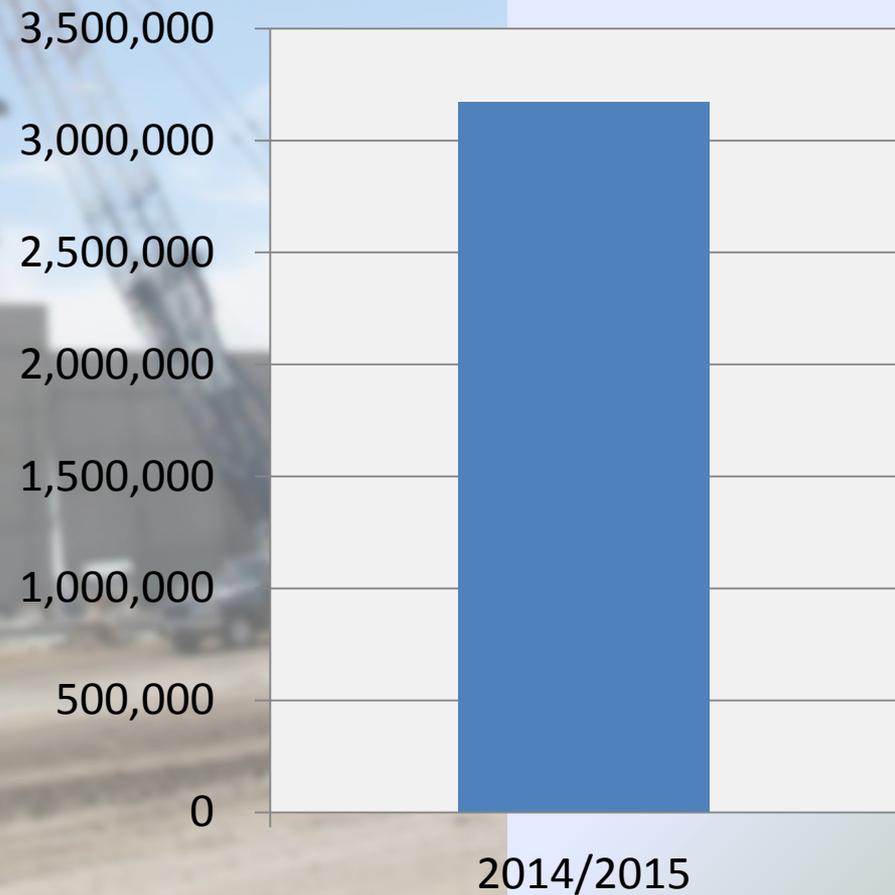
Park/Dev Type	Address City	Bldg SF Avail SF Min. Divisible	Acres Zoning Status	Grade Level Dock Doors Parking Ratio	Clear Height APN# Load Type	Lease S/SF Lease Terms	Sale Price Price S/SF Power	Rail Rail Provider FT-Zone	Listing Broker Agent	
	1211 E. Vine Street Lodi IND BLDG	10,200	0.76	2	16		\$865,000	No	Lee & Associates	
		10,200	M				\$84.80	No	Darren McFadden	
Notes: Fenced & paved yard area.		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/1211_vine_street.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/1211_vine_street.pdf</a>						<a href="#">Google Map</a>		
400 Amp, 120/240 Volt, 3 Phase										
	5401 E. Harney Lane Lodi IND BLDG	22,000	36.2	4			\$2,490,000	No	Petersen & Company	
		22,000	AG-40	4	061-030-35, 52, 56, 061-040-23, 33			No	Joe Petersen/Meghan Lange	
Notes: New 500+ deep well, 6 septic systems. Includes 22,000 sf warehouse w/1400 sf office space.		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/5401_e_harney_lane.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/5401_e_harney_lane.pdf</a>						<a href="#">Google Map</a>		
	2000 W. Turner Road Lodi IND BLDG	1,123,000	75.05					Yes	Corporate Service Consortium, Inc.	
		1,123,000	M	40	015-640-02, 03, 029-030-13, 69			UP	No	William Nichols
Notes: 196 Tractor Trailers. Clear Heights: 16', 18', 21', 27', 28', 50', 87' and more. Lodi Electric Utility is the electrical service provider. Rail is available on-site.		Broker Flyer: <i>Not Available</i>						<a href="#">Google Map</a>		
	1300 E. Victor Road Lodi IND BLDG	57,400	3.7	18	20	\$0.30	\$2,870,000	No	CB Richard Ellis	
		57,400	M-2	10		NNN	\$50.00	No	Ryan McShane	
Notes: Paved/fenced & secure yard area.		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/1300_e_victor_road.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/1300_e_victor_road.pdf</a>						<a href="#">Google Map</a>		
2000 Amp, 277/480 Volt, 3 Phase										
	880 S. Beckman Road Lodi IND BLDG	24,200	3.85	18	14	\$0.55		No	Lee & Associates	
		24,200				NNN		No	Darren McFadden	
Notes: Two buildings: 18,700± SF & 5,500± SF.		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/880_beckman_road.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/880_beckman_road.pdf</a>						<a href="#">Google Map</a>		
400 & 200 Amp, 277/480 & 120/240 Volt, 3 Phase										
	248 E. Kettleman Lane Lodi IND BLDG	21,040	2.55	14	18	\$0.55		No	Lee & Associates	
		21,040	C-G			NNN		No	Darren McFadden	
Notes:		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/248_kettleman_lane.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/248_kettleman_lane.pdf</a>						<a href="#">Google Map</a>		
1200 Amp, 277/480 Volt, 3 Phase										
	1355 E. Lodi Ave. Lodi IND BLDG	5,000	0.36	3	16	\$0.55		No	Lee & Associates	
		5,000	M-2			G		No	Darren McFadden	
Notes: Fenced yard.		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/1355_e_odi_ave.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/1355_e_odi_ave.pdf</a>						<a href="#">Google Map</a>		
200 Amp, 110/220 Volt, 3 Phase										
	730 S. Beckman Road - Suite A Lodi IND BLDG	17,540		3	16	\$0.75		No	Lee & Associates	
		7,034	M-1			G		No	Darren McFadden/Joe Crist	
Notes:		Broker Flyer: <a href="http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/730_s_beckman_rd.pdf">http://www.sanjoaquinusa.org/wp-content/uploads/PropertyFlyers/730_s_beckman_rd.pdf</a>						<a href="#">Google Map</a>		

# New Construction

## Constructed



## Under Construction



**San Joaquin County New Construction  
By Year/By Community  
2012 - 2014**

<u>Year</u>	<u>Jurisdiction</u>	<u>Project</u>	<u>Developer</u>	<u>Sq. Footage</u>	<u>Type</u>	<u>Phase</u>		<u>Total SF</u>
						<u>Construction</u>	<u>Complete</u>	
2014	Lathrop	2050 E. Louise Avenue	TEC Equipment	47,000	Service	47,000		
2014	Lathrop	11800 Harlan Road	Laird Norton Real Estate, LLC	746,383	Logistics	746,383		
2014	Manteca	CenterPointe Intermodal Center	CenterPointe	1,000,000	Logistics	1,000,000		
2014	Stockton	Stockton Airport Business Center	Buzz Oates	257,000	Logistics	257,000		
2014	Stockton	2110 Sinclair Avenue	Interstate Truck Leasing	120,000	Service	120,000		
2014	Stockton (Port)	1201 Railroad Way, Bldg B	Holland, LP	8,500	Service	8,500		
2014	Tracy	Prologis Int'l Park of Commerce	Prologis	1,001,378	Logistics	1,001,378		
<b>Total Under Construction</b>								<b><u>3,180,261</u></b>
2014	Lathrop	Crossroads Commerce Center	In N Out Burger	25,750	Mfg		25,750	
2014	Manteca	CenterPointe Intermodal Center	Crothall Healthcare	60,150	Service		60,150	
2014	SJC Uninc.	2908 Bozzano Road	Agro-Culture Liquid Fert.	22,000	Mfg		22,000	
2014	Stockton	2801 West Lane	ACE Train Maintenance	135,000	Service		135,000	
2014	Tracy	NEI-Prologis Park Tracy II	Amazon	107,000	Logistics		107,000	
<b>2014 Totals</b>								<b><u>349,900</u></b>
2013	Lodi	Beckman Industrial	Pacific Coast Producers	434,411	Mfg		434,411	
2013	SJC Uninc.	18655 Jacob Brack Road	Trinchero (Sutter Home)	700,000	Mfg		700,000	
2013	Tracy	NEI-Prologis Park Tracy II	Amazon	1,017,353	Logistics		1,017,353	
2013	SJC Uninc.	4250 Mariposa Road	Dryco Construction	7,400	Service		7,400	
<b>2013 Totals</b>								<b><u>2,159,164</u></b>
2012	Stockton	Triangle Industrial Park	Ardex No. America	56,000	Mfg		56,000	
2012	Stockton	Port of Stockton	Wilmar Oils & Fats	20,000	Mfg		20,000	
<b>2012 Totals</b>								<b><u>76,000</u></b>
<b>Total Complete</b>								<b><u>2,585,064</u></b>

# Land Survey

## Existing

Fully Entitled

- Within SOI
- Zoned
- Infrastructure
- Environmentally Clear
- Annexed
- Shovel Ready within 12 Months

## Planned

Some level of  
Entitlements  
Developer Interest

## Future

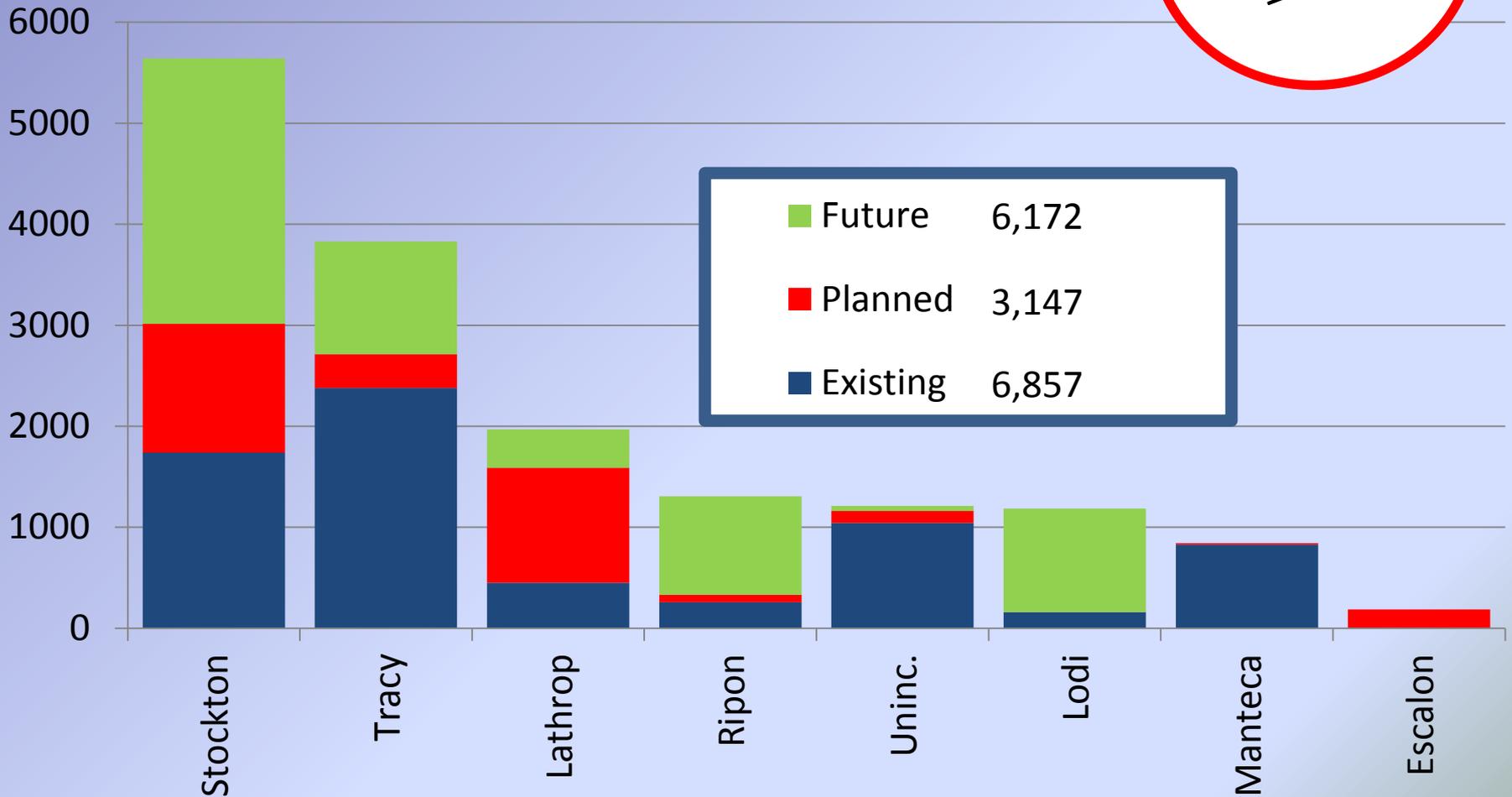
Not Entitled  
May Lack Developer  
Interest



# Available Land

Acres by Jurisdiction

Total Acreage  
16,176



# City of Lodi Industrial / Commercial Land

## Industrial / Commercial Properties

**LODI**

SiteName	Current Jurisdiction	Jurisdiction For Development	City	Report Status	Gross Acres			Available Acres			Percentage Built Out	LEVEL OF ENTITLEMENTS						
					Ind	Comm	MU	Gross Acres	Ind	Comm		MU	Available Acres	City SOI	Infrastructure Extended	Enviro Clearance	Annexed	Shovel Ready
<b>BUSINESS PARKS</b>																		
Beckman Industrial Area	City	Lodi	Lodi	Existing	836.36			836.36	161.35			161.35	81%	Yes	Yes	Yes	Yes	Yes
<b>OTHER SITES</b>																		
Lodi East Industrial Area	Uninc	Lodi	Lodi	Future	932.46	130.39		1062.85	893.40	130.39		1023.79	4%	No	No	No	No	No

1,769    130    -    **1,899**    1,055    130    -    **1,185**    37.6%

Available Acreage  
 Existing:    161  
 Planned:    -  
 Future:    1,024



# San Joaquin Partnership

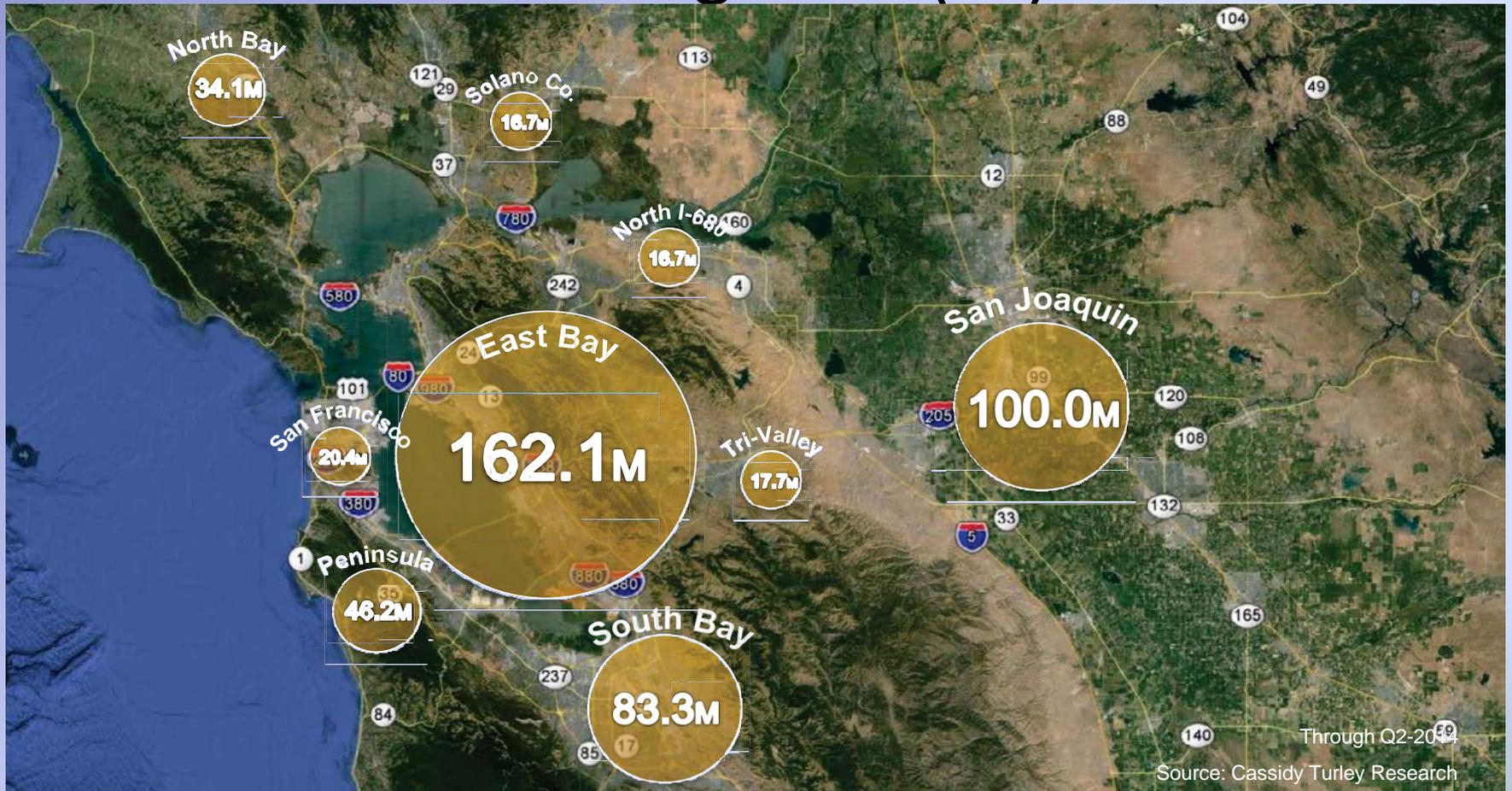
## 2014 Wins

<b>Total Wins</b>	<b>12</b>
Square Footage	1,294,975
Jobs	
• New	319-to-807
• Retained	119



Zhejiang Boretech Co.,Ltd.

# Bay Area Industrial Building Base (SF)



# 2014 Broke Records



2014 Occupancy Growth

**150 to 160** MSF

Top Five Industrial  
Occupancy Growth Years  
USA

**153** MSF 1997

**147** MSF 1995

**136** MSF 2013

**130** MSF 2005

**128** MSF 1998

# Warehouse vs. E-Commerce

## Old Big Box Industrial

- 36' Clear Height – Maximum
- A Little Mezzanine, Stacking Priority
- Few Employees
- Minimal Parking
- Life Systems, HVAC, ESFR
- Inventory Driven



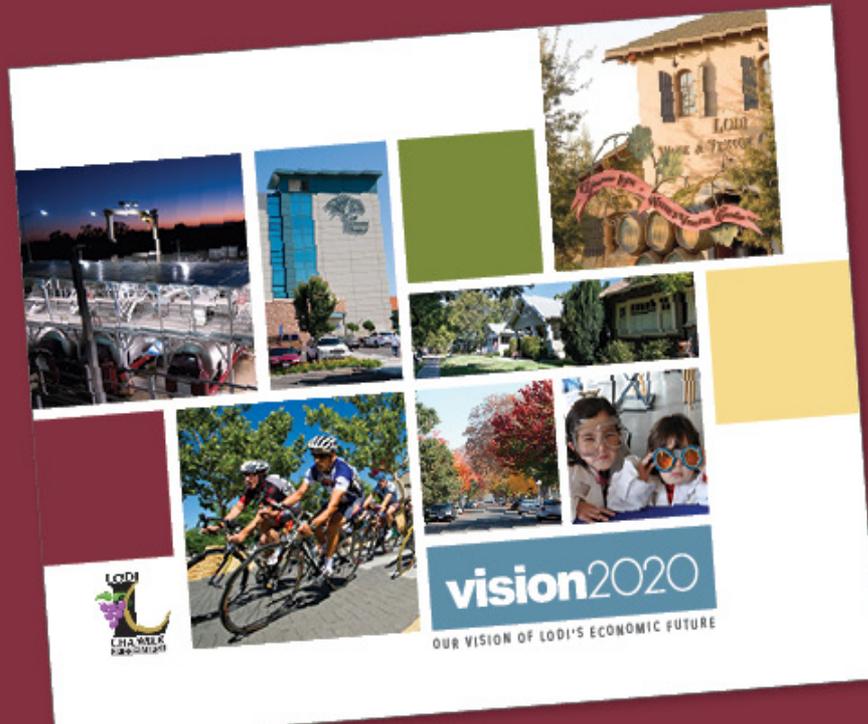
## New E-Commerce Industrial

- 36' Clear Height Minimum  
60' Clear Height Not Uncommon
- Mezzanine Areas for Picking, Packing, Gift Wrapping, Returns & Back-Office Tasks
- More Employees!!!
- More Parking
- Life Systems, HVAC, ESFR
- Employee/Consumer Driven





Is your community  
prepared to  
“Move Forward?”



## A Roadmap for Lodi As We Approach the Year 2020

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Your indepth look at the plans,  
goals and vision of the Lodi we hope  
to build and create by the year 2020

# Overview – Vision 2020



Thanks to CCT Telecomm  
for underwriting the  
Vision 2020 Report

## Why

Economic Sustainability & Growth

## Who

65 Business & Community Leaders

## How

5 Areas Of Economic Opportunity

## Outcomes - 5 Vision Statements

- ❖ 16 Major Strategies
- ❖ 55 Action Steps
- ❖ 2,000 Work Hours Resulting From Over 25 Meetings And The Production Of A Printed Report



**economic competitiveness**

- ❖ Educate Residents About The Need Of Economic Expansion And Develop Metrics To Track Progress
- ❖ Become More Attractive To “New To Lodi” Job-Creators
- ❖ Be Aggressive In Facilitating Job Creation In Existing Businesses
- ❖ Streamline Permitting Process For Start-Ups And Business Expansion



**Hope  
Personal Responsibility  
Opportunity**

**Everyone Needs A Sense  
Their Life Can Be Better...**

**Everyone Needs A Sense  
They Can Get A Job...**

- ❖ **Have Our Youth/Students Think About What Their Careers And Work-Life Will Be In Lodi**
- ❖ **Identify The Jobs Lodi Will Need In The Future**
- ❖ **Secure Post-Secondary Education Program To Match Workforce Needs**



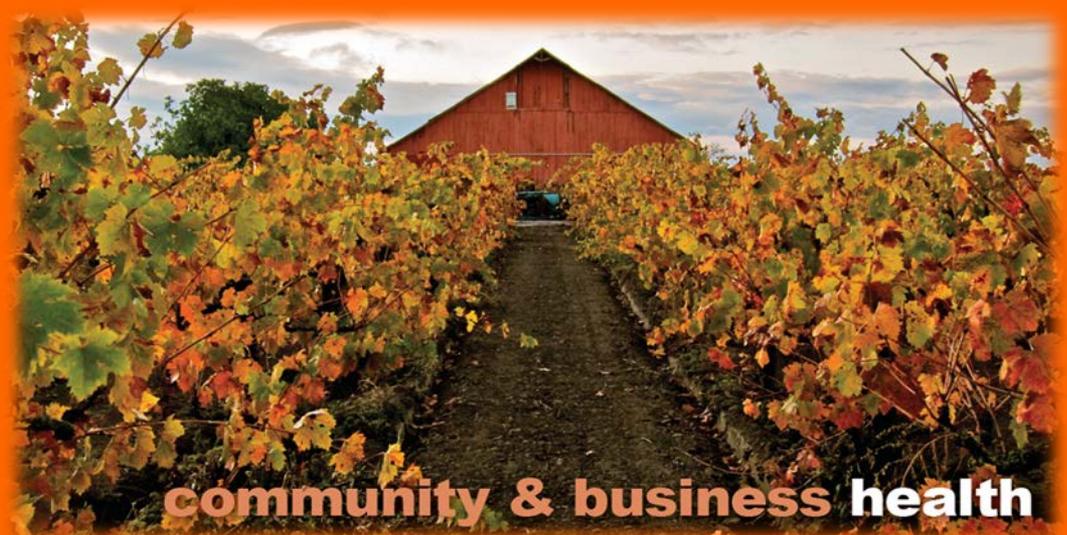
# Tourism

- ◆ Become More “Attractive” To Wine-Tasters, And Other Tourists
- ◆ Protect, Spruce-Up & Maintain Downtown, Expand Attractions And Increase Attractiveness
- ◆ Coordinate Branding And Marketing Efforts Among Chamber, City, Visit Lodi & LoCA
- ◆ Better Utilization Of Tourism Facilities, Seek New Overnight Visitors, Expand Meeting Markets, Tournament Sporting Events, Bike Tourism, Among Others



- ❖ **Be More Attractive To The People We Economically Need. How Can We Be More “Cool,” “Hip,” & “Vibrant” To Job-Creators And Young Families?**
- ❖ **One Lodi...Diverse, Safe, Changing And United In Creating A Better Local Economy For All**
- ❖ **Set A Goal To Greatly Influence Sustaining Our Surrounding Agriculture, Which Adds Value To Lodi**
- ❖ **Secure A Post-Secondary Educational Institution In Lodi**

*Imagine If Lodi Could Claim  
To Be One Of The Healthiest  
Cities  
in California.  
What An  
Opportunity...What Would  
It Take?*



**Reach And Educate, Everyone In The Community Via Their  
Places Of Work, Church, Club, School Along With Support  
From The Health & Wellness Community Throughout Lodi.  
The Goal Is To Have As Many People As Possible  
In The Community Become:**

***LODI WELL***

# Lodi Well Is...

## -Wellness-

Components of Information, Education,  
Access To Care, Mentors, Supportive  
Networks Opportunities, The Downsides  
Of Poor Health And The Upside Of Being –  
*LODI WELL*

-Good Nutrition-  
What is It?  
How & Where To  
Purchase Healthy  
Food And Then  
Prepare It

## -Exercise-

Teach Different Options, How To Get  
Started And Tips On Maintaining

-Safety-  
For All Ages From All  
Community Intersects

## -Improve Infrastructure-

Bike & Walking Paths, Well Lit Streets,  
More Community Gardens And More





# Business & Community Health Continued....

**-Inventory Programs/Map Existing Wellness Resources-**

- ❖ **Develop Resource Guide, Define Gaps, Identify Services, Evaluate & Establish Measures And Metrics To Manage Going Forward**

**-Advanced Illness Management-**

- ❖ **Encourage & Support Completion Of Advance Medical Directives, Facilitate Better Understanding Of Directives As Well As Palliative Care**

# Next Steps For City & Chamber

We Invite Council Members To Join A Vision Action Team (VAT)

- ✓ Workforce Development
- ✓ Tourism
- ✓ Business & Community Health
- ✓ Livability
- ✓ Economic Competiveness



# City Is Leader Or Co-Leader in 27 Action Steps

## *Economic Competitiveness* (8 Action Steps)

- ◆ 2.1A Develop List Of Assets & Deficiencies
- ◆ 2.1B List Of Business Owners As Referral Source (partner)
- ◆ 2.1C Create Funding (partner)
- ◆ 2.1D Targeted Marketing Plan (partner)
- ◆ 4.1A One Stop Permitting Process (partner)
- ◆ 4.1B Hire Business Development Manager → **DONE**
- ◆ 4.1C City Staff Awareness (partner)
- ◆ 4.1D Concierge (partner)

## Livability (3 Action Steps)

- ◆ 2.1B Identify Need For Programs
- ◆ 3.1A Encourage Value-Added AG *(partner)*
- ◆ 4.1A&B College, Delta or Other *(partner)*

## Tourism (13 Action Steps)

- ◆ 1.1A&B Way Finding Program & Gateway Enhancement *(partner)*
- ◆ 2.1A Thru G Enhance Downtown *(partner)*
- ◆ 3.1A&B Unified Branding & Use *(partner)*
- ◆ 4.1C&E Upgrade Parks & Bike Paths *(partner)*

# Workforce Development (No Lead Partner Action Steps)

## Business & Community Health (3 Action Steps)

- ◆ 4.1 Safety In The Neighborhoods PD & Fire *(partner)*
- ◆ 5.1 Improve Infrastructure:  
Parks, Walking & Bike Paths *(partner)*
- ◆ 6.1 Map Wellness Resources *(partner)*



# Your Leadership Needed Here:

\*CITY

\*YOUTH ORGANIZATIONS

\*LUSD

\*B4C

\*PRIVATE SCHOOLS

\*LEADERSHIP LODI ALUMNI

\*ROTARY

\*YOUNG PROFESSIONALS OF LODI

\*KIWANIS

\*MANY LODI BUSINESSES

\*LIONS

\*LODI CHAMBER OF COMMERCE

\*CHURCHES