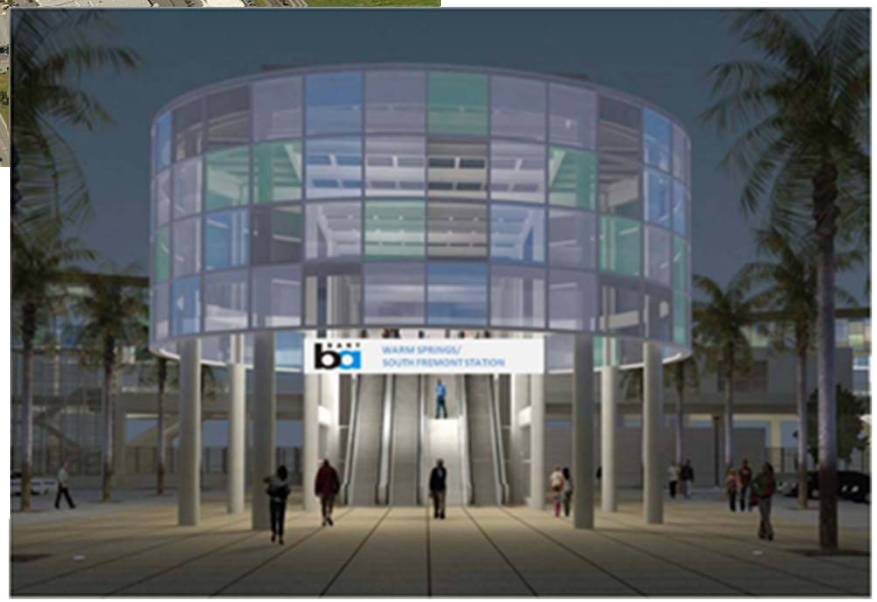
Warm Springs BART Station

Fremont California



BART

CITY OF Fremont

Urban Land Institute
Advisory Services Program

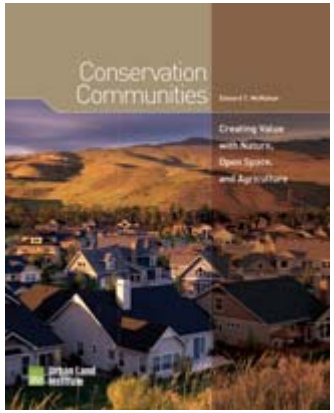
An Urban Land Institute
Advisory Panel
June 11-14, 2012

About the Urban Land Institute

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

- ULI is a membership organization with nearly 30,000 members, worldwide representing the spectrum of real estate development, land use planning and financial disciplines, working in private enterprise and public service.

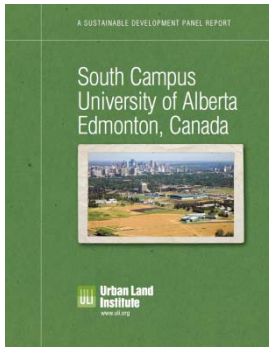
- What the Urban Land Institute does:
  - Conducts Research
  - Provides a forum for sharing of best practices
  - Writes, edits and publishes books and magazines
  - Organizes and conducts meetings
  - Directs outreach programs
  - Conduct Advisory Services Panels

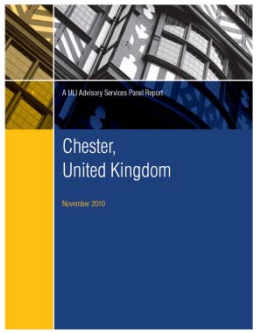


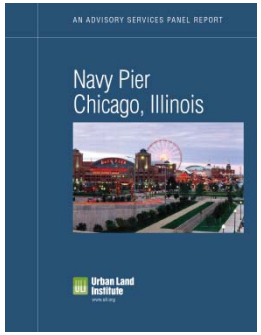
Urban Land Institute
Advisory Services Program

The Advisory Services Program

- Since 1947
- 15 - 20 panels a year on a variety of land use subjects
- Provides independent, objective candid advice on important land use and real estate issues
- Process
  - Review background materials
  - Receive a sponsor presentation & tour
  - Conduct stakeholder interviews
  - Consider data, frame issues and write recommendations
  - Make presentation
  - Produce a final report







The Panel

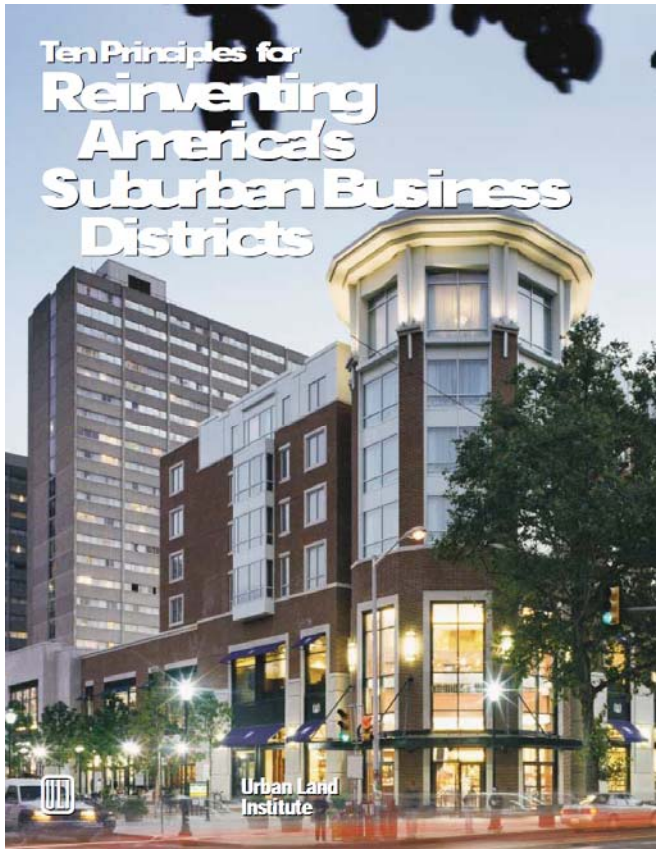
- Victor Karen, Chair
- Jack Wierzenski
- Michael Lander
- Mike Berne
- Stephen Antupit
- Clarence Eng
- Stephen Gray

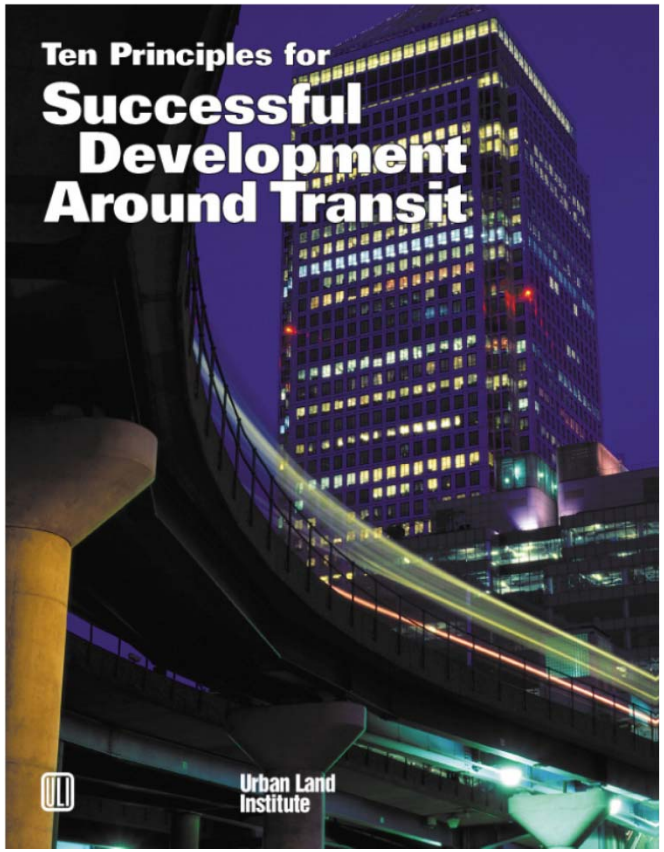
Study Area

Quarry lake park
California School for the Blind
California School for the Deaf
Fremont BART Station
Central park - lake elizabeth
Washington High
Fremont city hall
Fremont main library
MOWRY AVE
FREMONT BLVD
PASEO PADRE PKWY
MISSION BLVD
DRISCOLL RD
680
Mission San Jose High
WASHINGTON BLVD
BLACOW RD
STEVENSON BLVD
GRIMMER BLVD
Planned Irvington BART station
Kennedy High
Irvington High
880
DURHAM RD
BOYCE RD
Freeway interchange
Planned Warm Springs BART station
Study Area
LANDING PKWY
262
MISSION BLVD
WARM SPRINGS BLVD

Questions

1. Best Examples of jobs-focused T.O.D. Developments considering site characteristics
2. Public Realm Improvements Needed to Create a 21st Century Workplace
3. The Vision Translated through Renderings
4. Implementation/Phasing for Short and Mid-Term


Ten Principles for
Reinventing America's Suburban Business Districts
Urban Land Institute


Ten Principles for
Successful Development Around Transit
Urban Land Institute

Assets

Challenges

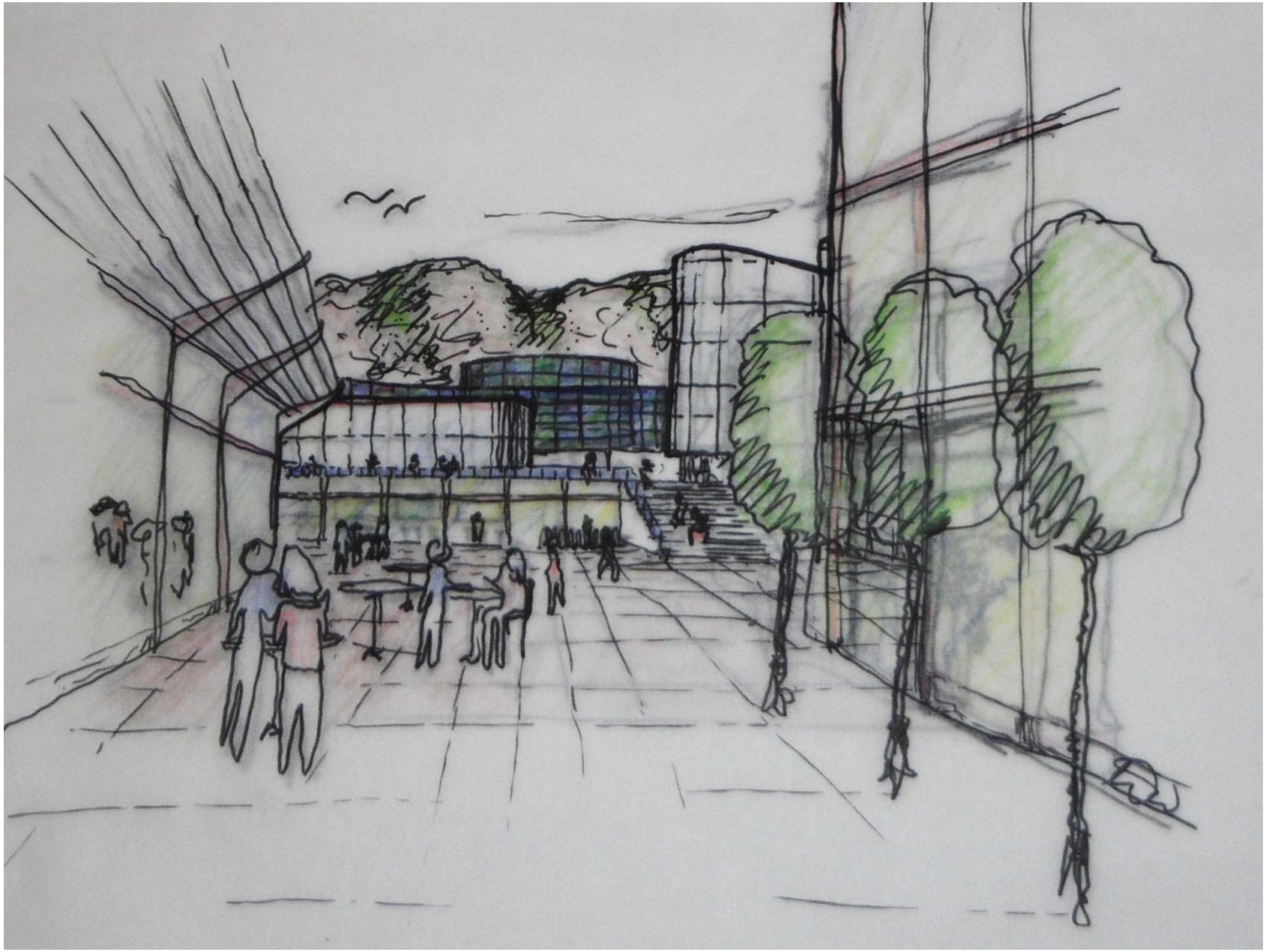
Opportunities

Assets

- Environment & Climate
- Location & Access
- Demographic & Housing
- Schools
- Business Sector Strength
- Largest Underdeveloped site in Bay Area

Challenges

- Leveraging Outstanding Environment
- Addressing Lack of Connectivity
- Expanding Housing Supply Characteristics
- Transitioning from 20th to 21st Century Work Environment
- Creating a “There” There



Urban Land Institute
Advisory Services Program

Opportunity & Vision

Study Area

Quarry lake park
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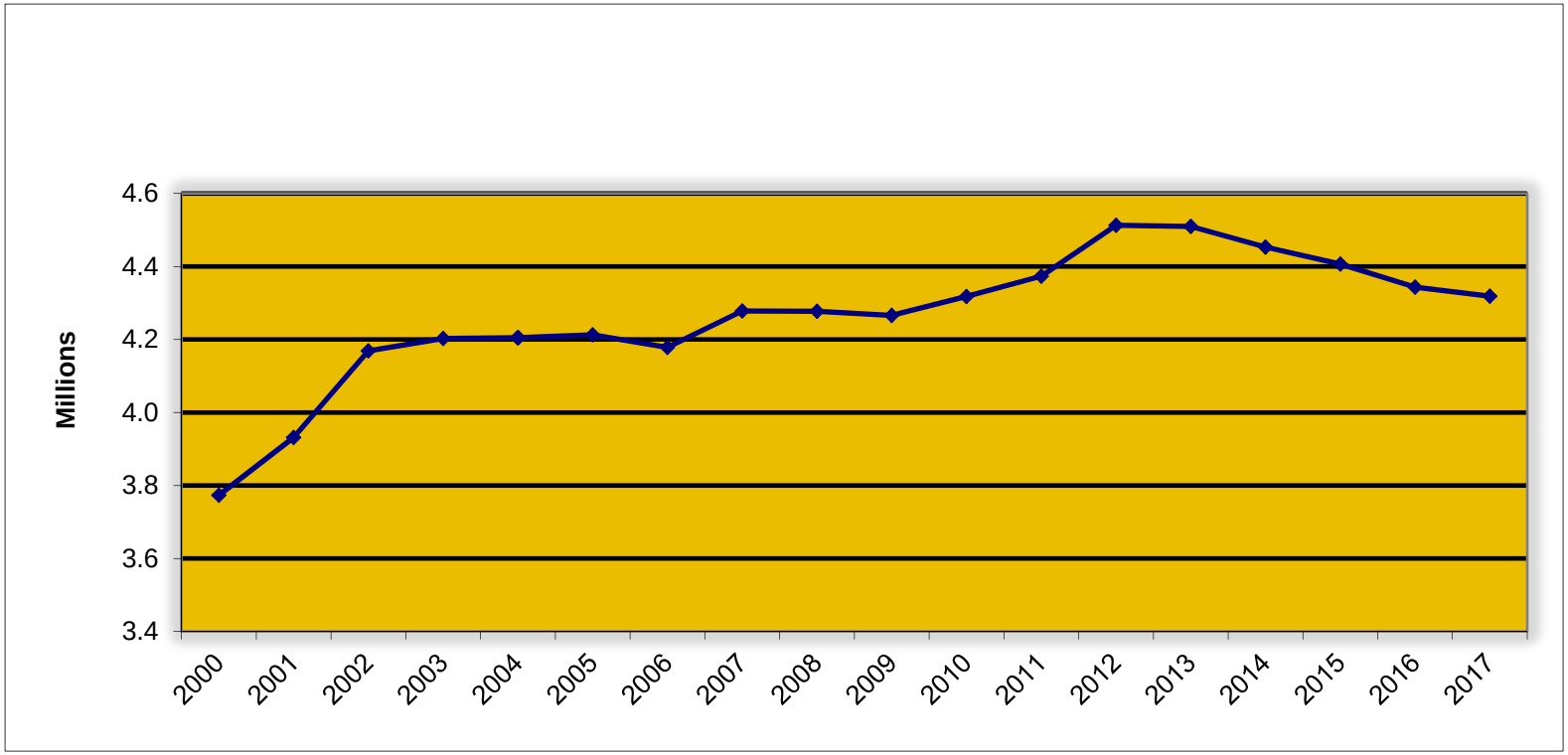
Youth Surge



Over 4.3 million people turning 22 through 2017

The "Connected" Generation

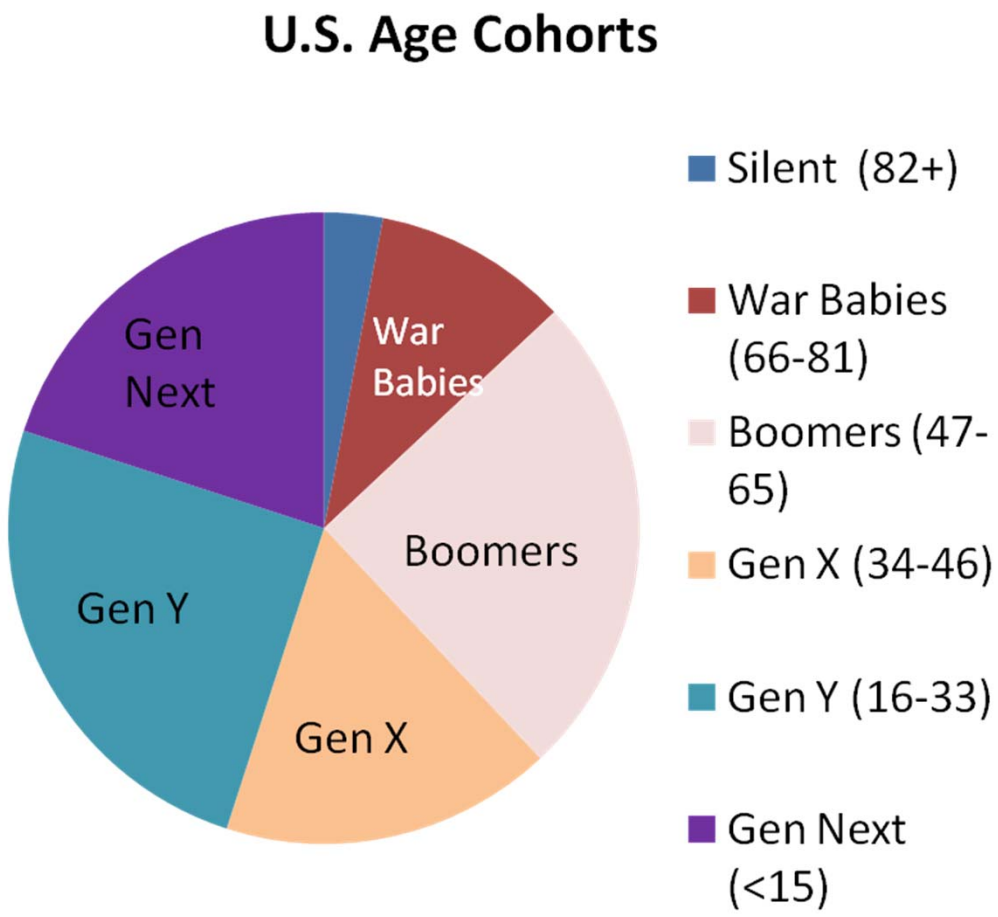
New Demographics

- **Gen Y:**
85 million +

- **Gen X:**
41 million

- **Boomers:**
81 million

- **Depression / Silent:**
40 million

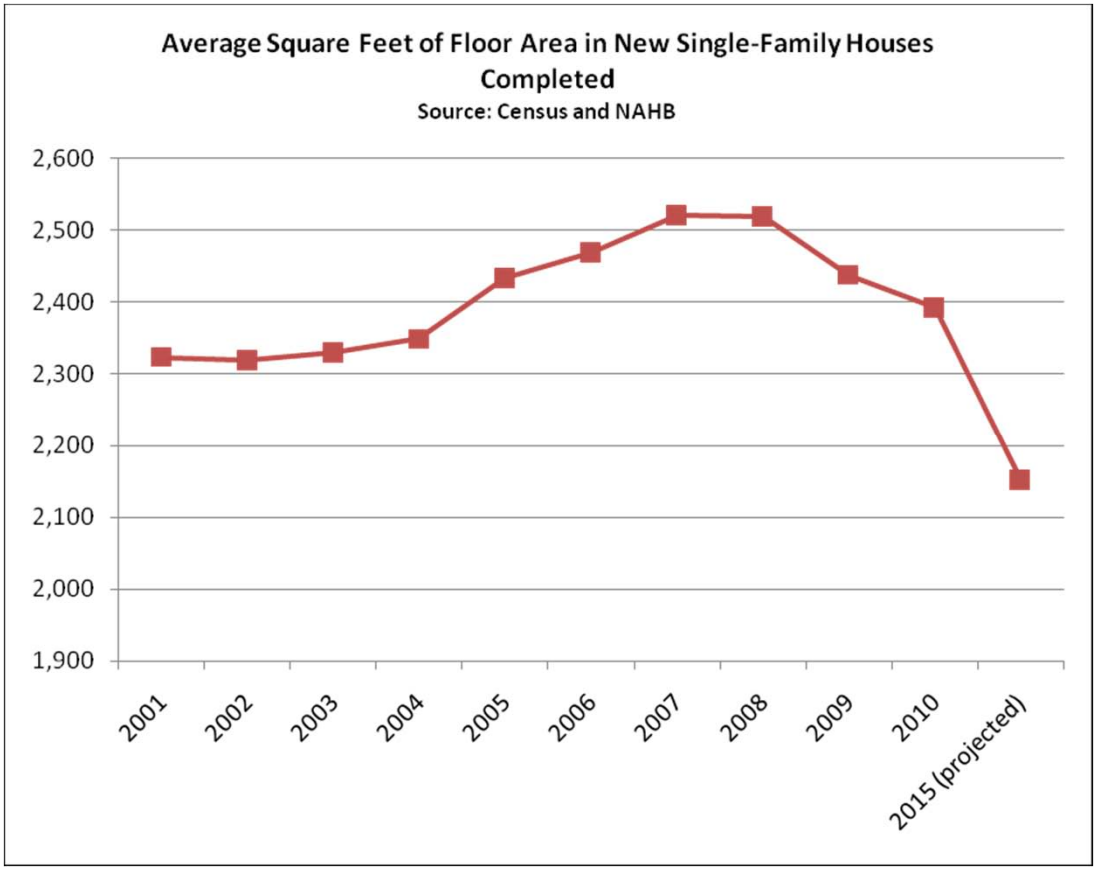


Source: US Census

Housing Trends

- Less homeownership
- Less mobility
- More multi-generational
- More energy efficient, smaller
- Closer to transit
- Mixed-use

Trending: Less Is More



- **The average size of the single-family home is declining.**
- **Is the McMansion a thing of the past?**

TOD Case Studies

- Boston Innovation District, MA
- Osage and 10th Denver, CO
- South Lake Union, Seattle, WA
- Twinbrook Commons, MD
- Navy Yards, D.C.
- Plano, TX
- Mockingbird, TX
- Richardson, TX
- Jersey City, NJ
- White Flint, MD

Market Overview

- Access/ Visibility
  - BART
  - Freeways
- Open Land/Flexibility
- High Cost Neighbors
- Value of Placemaking

Jobs

- No Current Class A Office Market
- High Cost Neighbors
- Create Sense of Place
- Affordable Option
- Innovation Center

- Continuing R&D
  - Continued Proven Market

Residential

- Future Housing Market
  - Changing Demographics
  - Move to Rental
- Variety of Housing Types
  - Townhomes
  - Stacked Flats in 3-5 Story Buildings
  - Stacked Flats over Retail
  - Senior Housing
  - Affordable/Workforce
  - Live/Work
- Average 35 DU/AC

Fremont

"Main Street" Retail

- Downtown/Capital Avenue
  - "Walk-in" trade
  - Traffic levels/visibility
  - Rigorous urban form
  - Nearby competition
- Pacific Commons/The Block

Fremont

Upscale Retail

- Psycho-graphics
- Tenant interest
- Competition

Fremont

Retail As Amenity

- "Re-branding" Fremont
- Luring new sorts of residents and employers

Fremont

Retail As Amenity

Fremont Coffee Roasting

Your Community Coffee Roaster

- Phase One (new BART station)
  - 5,000 square feet of retail space
    - 15,000 square feet of “flex” space
  - Quick-service food/drink, conveniences
  - Corners on Warm Springs Square

Fremont

Retail As Amenity

- Phase Two (growing worker/resident density)
  - 15,000 square feet on Warm Springs Square, then west of the BART station
  - "Fast-casual" food purveyors, restaurant/bar hybrid, "micro-grocery"

Fremont

Retail As Amenity

- Phase Two (growing worker/resident density)
  - Developer assistance
  - Tapping off-site demand
    - Visibility and parking
    - “Cross-over” concepts

Fremont

Retail As Amenity

- Phase Two (growing worker/resident density)
  - Place-making efforts
    - “Non-traditional” retail
  - “Flex” space elsewhere

Fremont

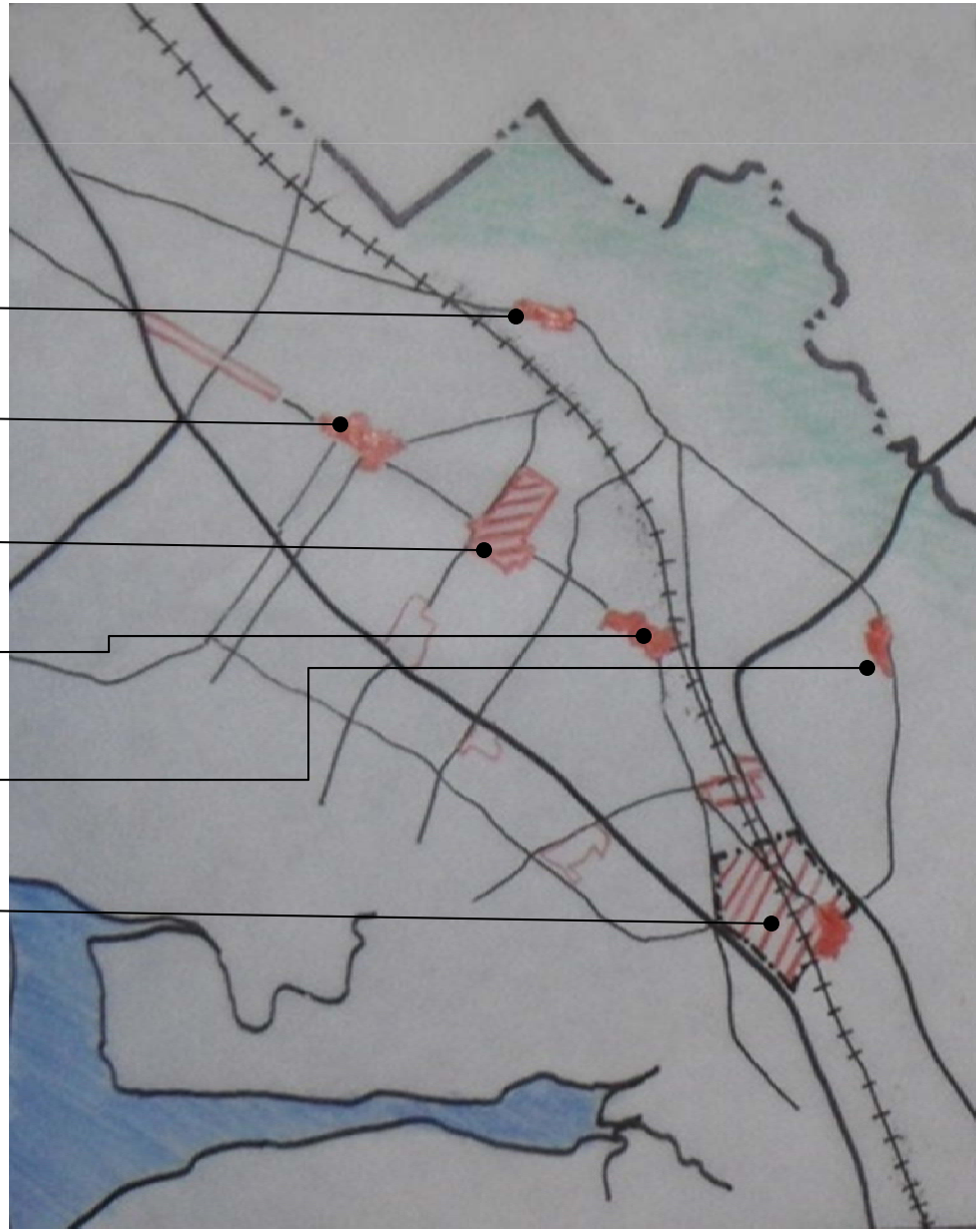
Retail As Amenity

- Phase Three (approaching full build-out)
  - On-site critical mass, sense of place
  - Retail on Warm Springs Plaza/Innovation Way
  - 50,000 square feet in total (west of station)

Fremont

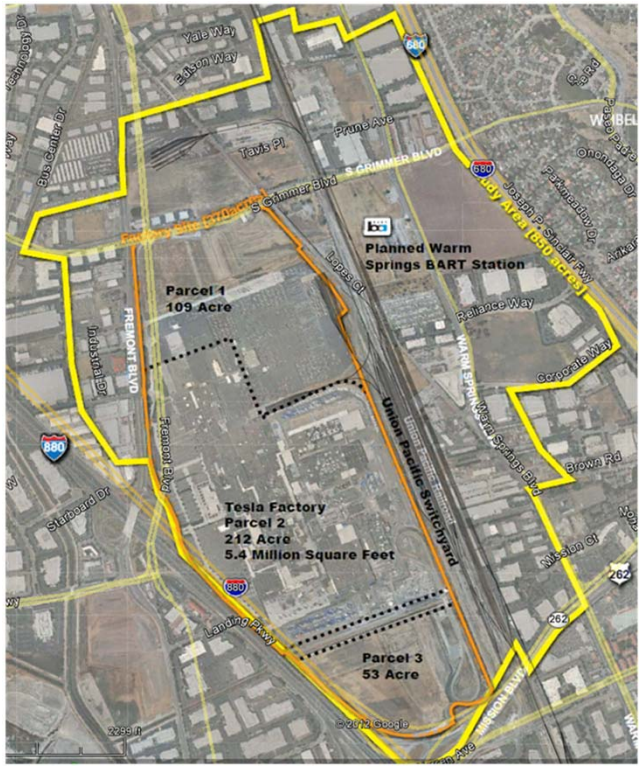
Fremont's Villages and Corridors

- Niles
- Centerville
- Central Business District
- Irvington
- Mission San Jose
- South Fremont-Warm Springs



Approximate same-scale comparison of districts

Mission Bay, San Francisco



Warm Springs Study Area

Moffett Field/NASA Research Park, Mountain View

21st century innovation neighborhood –sustainability strategies

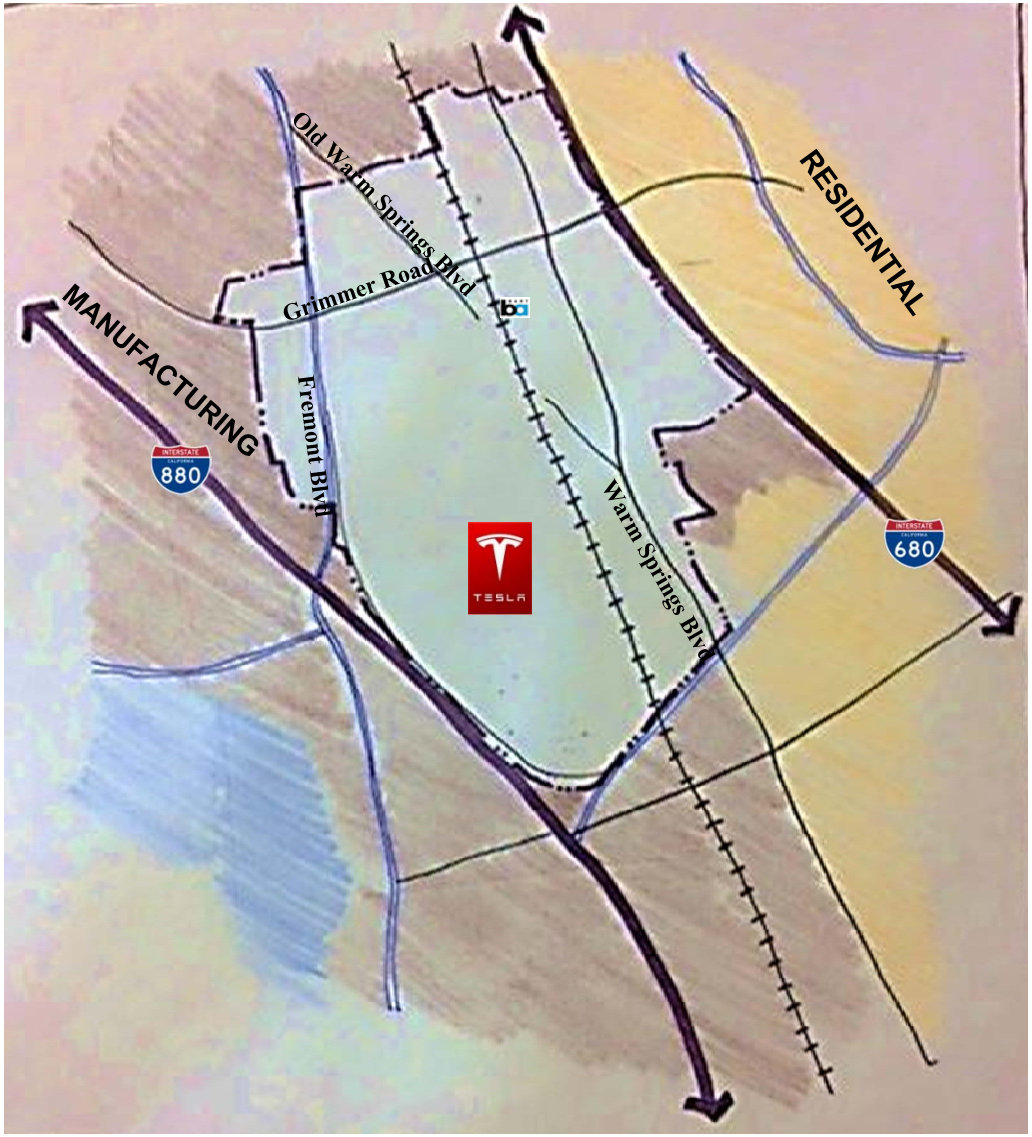
The Panel identified unprecedented opportunities for the City of Fremont to implement the vision of SB375, the Fremont General Plan, and demonstrate leadership in integrated sustainability.

- Development of an employment-focused transit community .
- Last Mile connectivity is critical to growing transit use.
- High-performance buildings and neighborhood infrastructure via LEED ND.

South Fremont / Warm Springs

Applying 10 TOD Principles

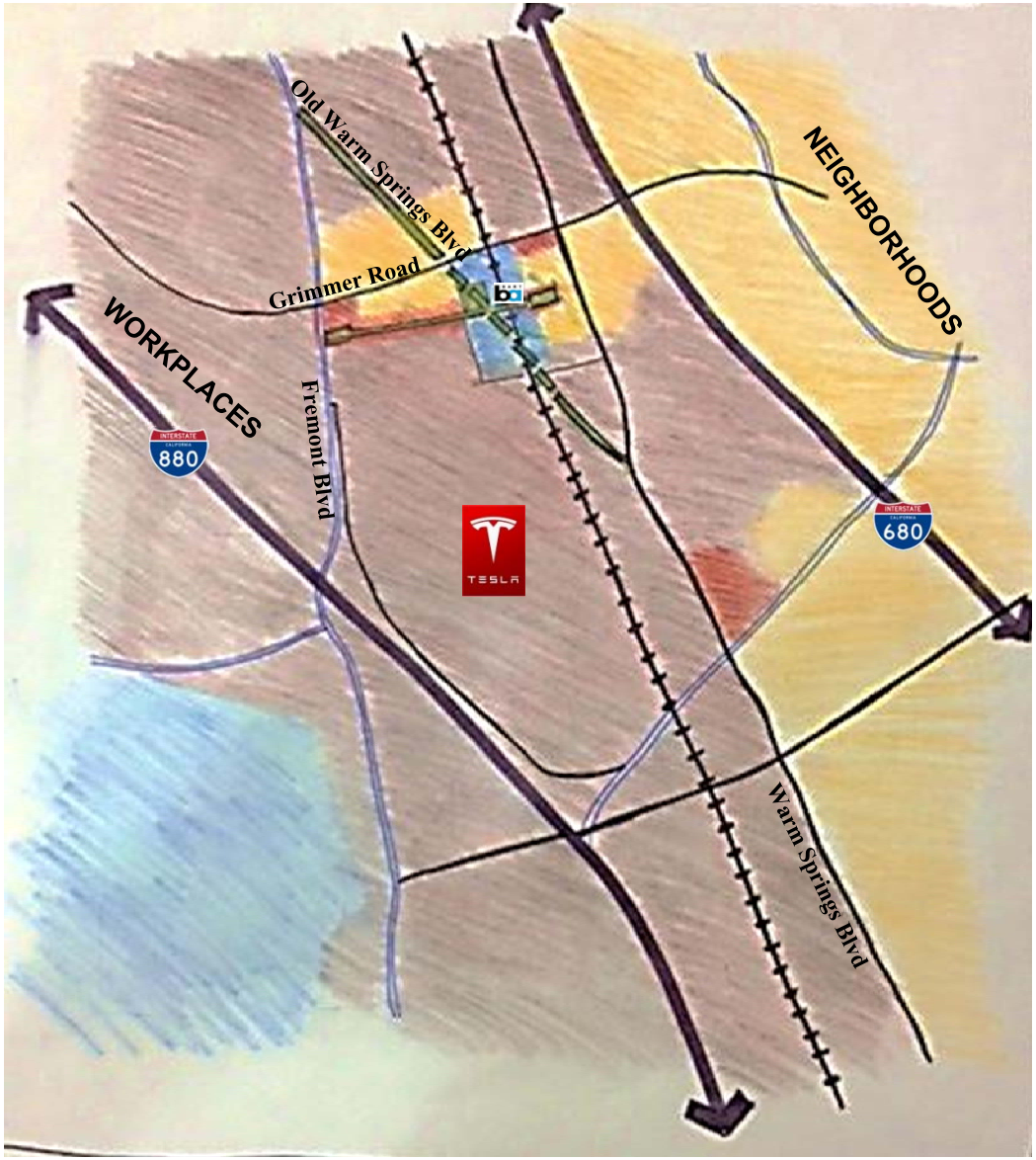
- Create a vision
- Leverage partnerships
- Design transit for development
- Get the parking right
- Build a place, not a project
- Size retail to the market
- Create the right mix of uses
- Make buses great
- Provide housing for diverse incomes
- Engage major employers



South Fremont / Warm Springs Urban Village

Design Strategies

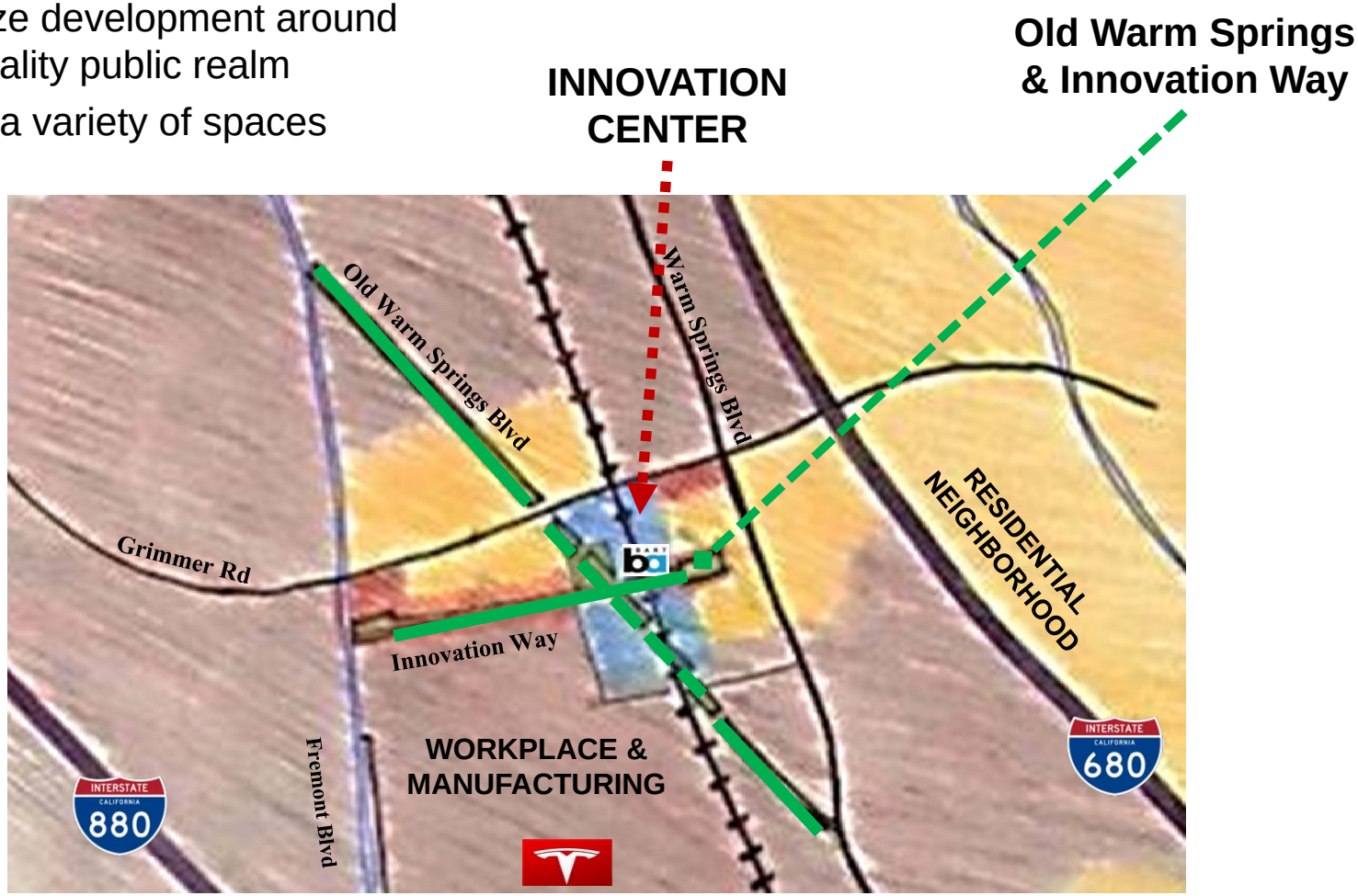
- Creating a great new place for the community
- Connect with the past
- Leverage transit
- Provide connections and choices
- Define limited residential areas
- Provide transitions to major employment / manufacturing areas
- Retain flexibility for future commercial / industrial uses



South Fremont / Warm Springs Urban Village

Design Framework

- Organize development around high quality public realm
- Create a variety of spaces



What we heard….

Challenges and Opportunities:

- Challenges (Fremont):
  - No address or identifiable place to meet-up in Fremont
  - No Civic Center or Civic Plaza
  - No real sense of design or public realm

- Challenges (Warm Springs):
  - Lack of Connectivity between East and West
  - Lack of identity

- **Opportunities**:
  - Proximity to Silicon Valley
  - BART Station and regional connection
  - Large contiguous land area to be “strategically urban”

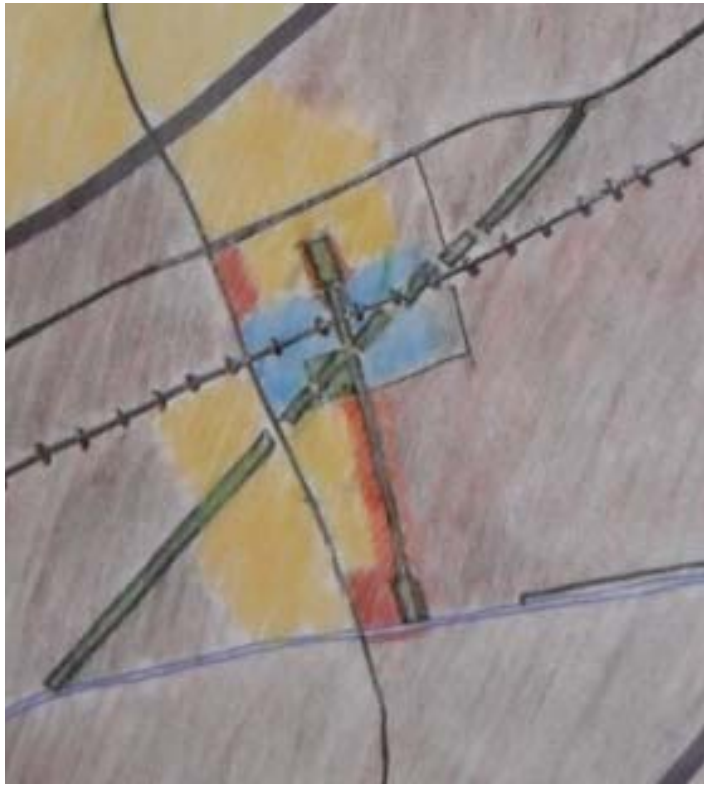
What we heard….

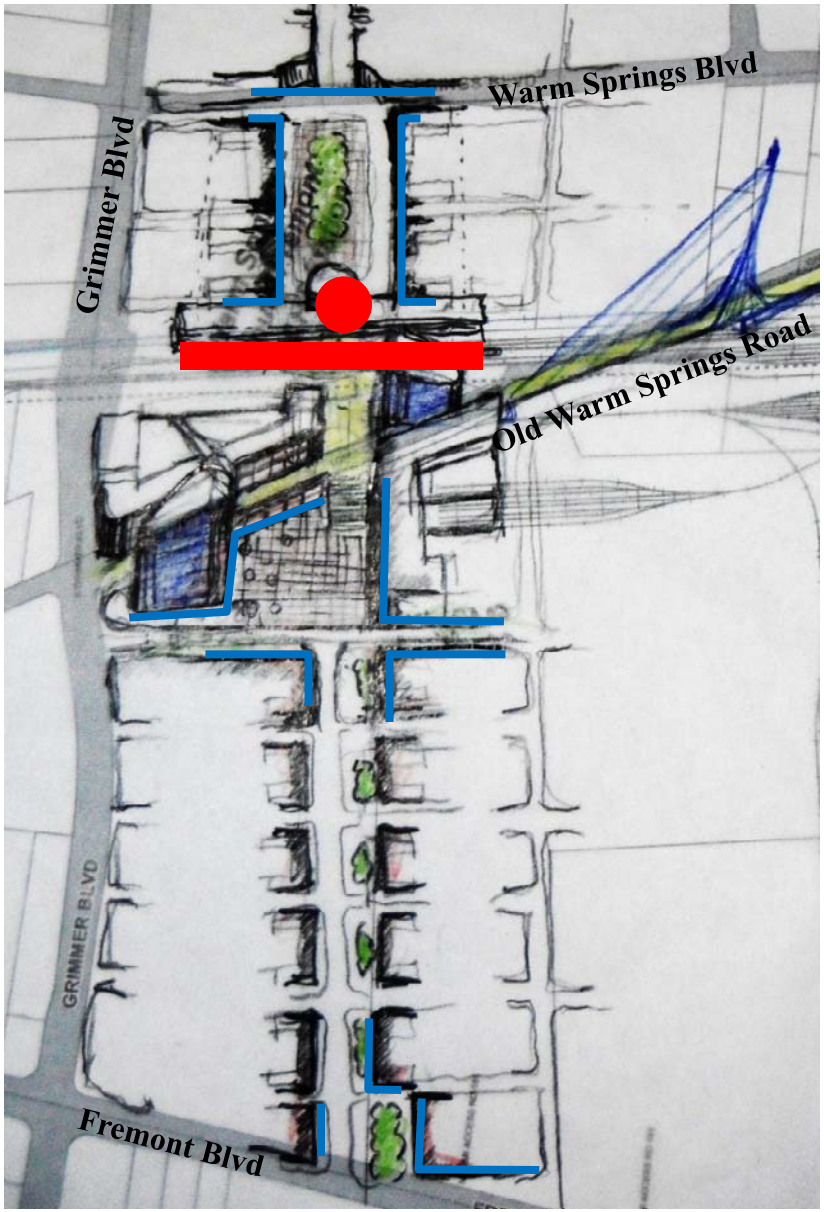
Primary Goals:

- **Jobs!**
  - Warm Springs and the BART extension present an opportunity for Fremont to be a destination for R & D employment
- **Civic Armature**
  - Identify key civic building sites and potential uses
  - Create stronger connectivity between the east and west
- **Flexibility**
  - Create a flexible framework that can respond to the market as it evolves

A New BART Station

Exploring the Opportunities

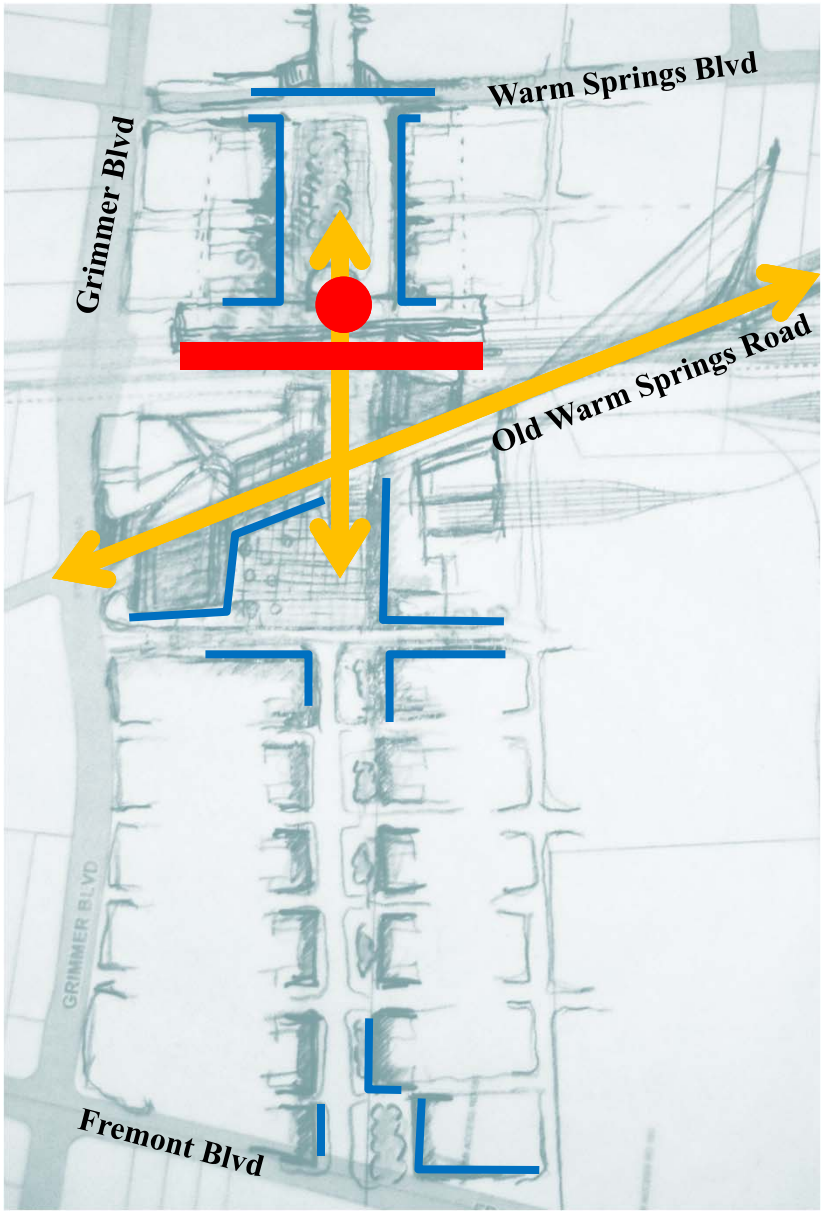




Bridge to the Future

Connect the East to the West

- Iconic Bridges



Bridge to the Future

Connect the East to the West

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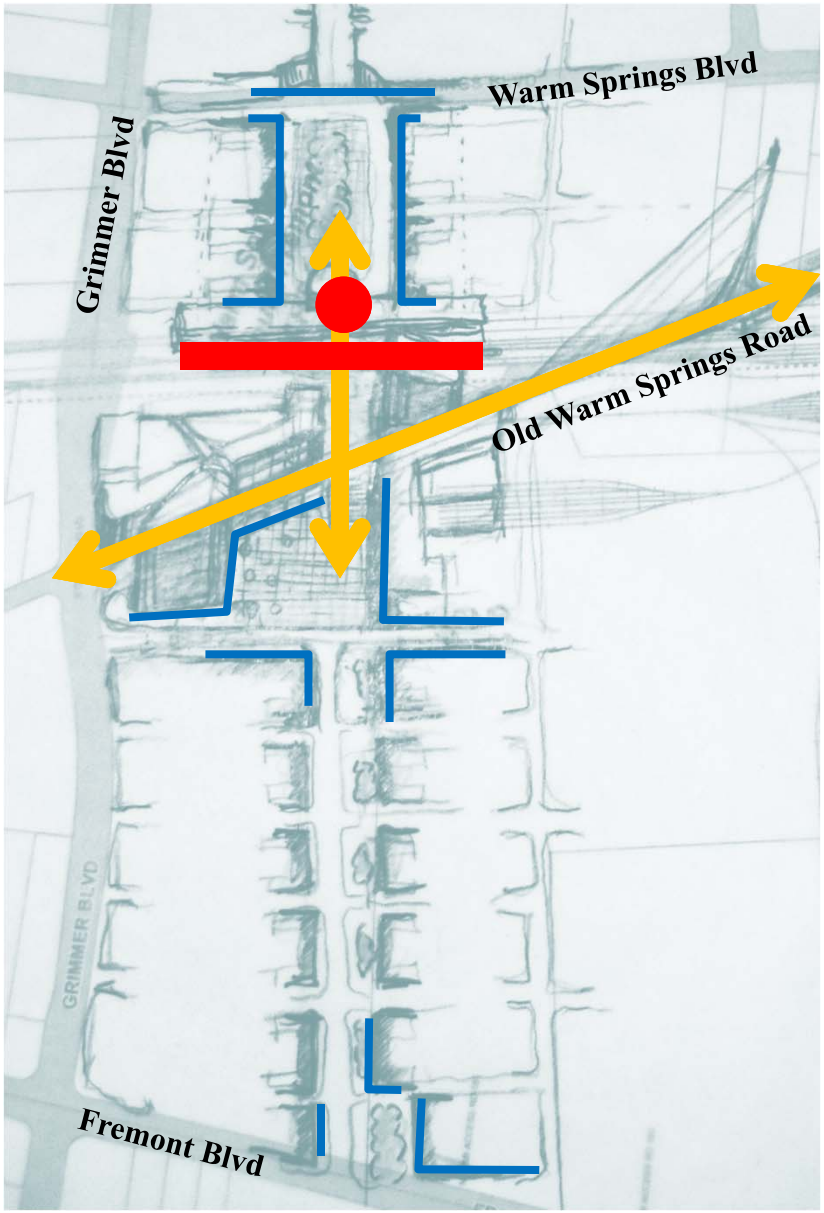
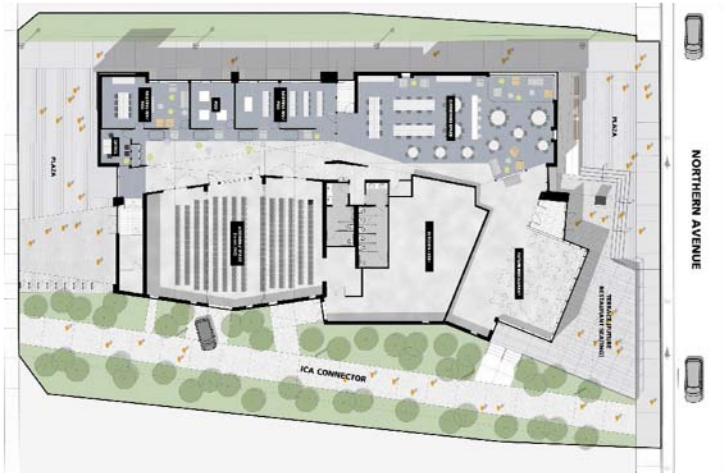
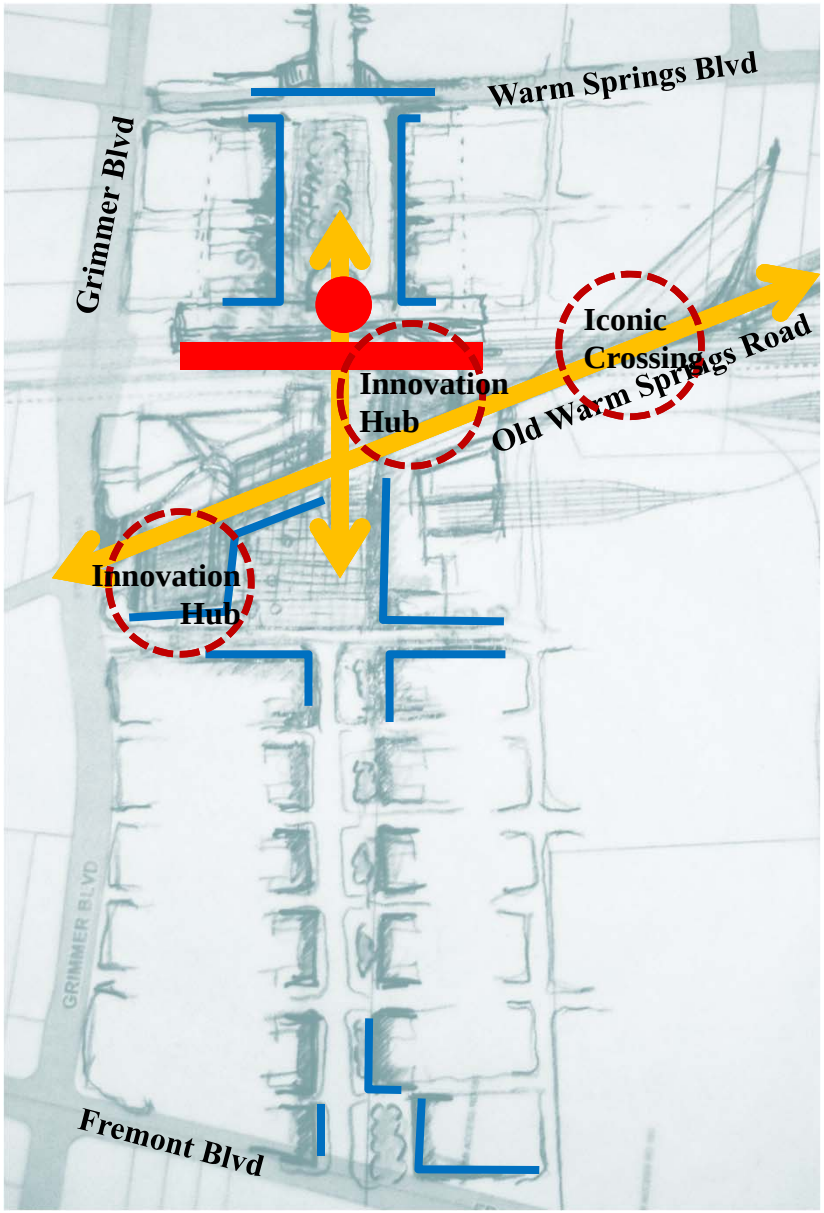


Set the Stage

Establish an Identity of Innovation

- Boston Innovation Center

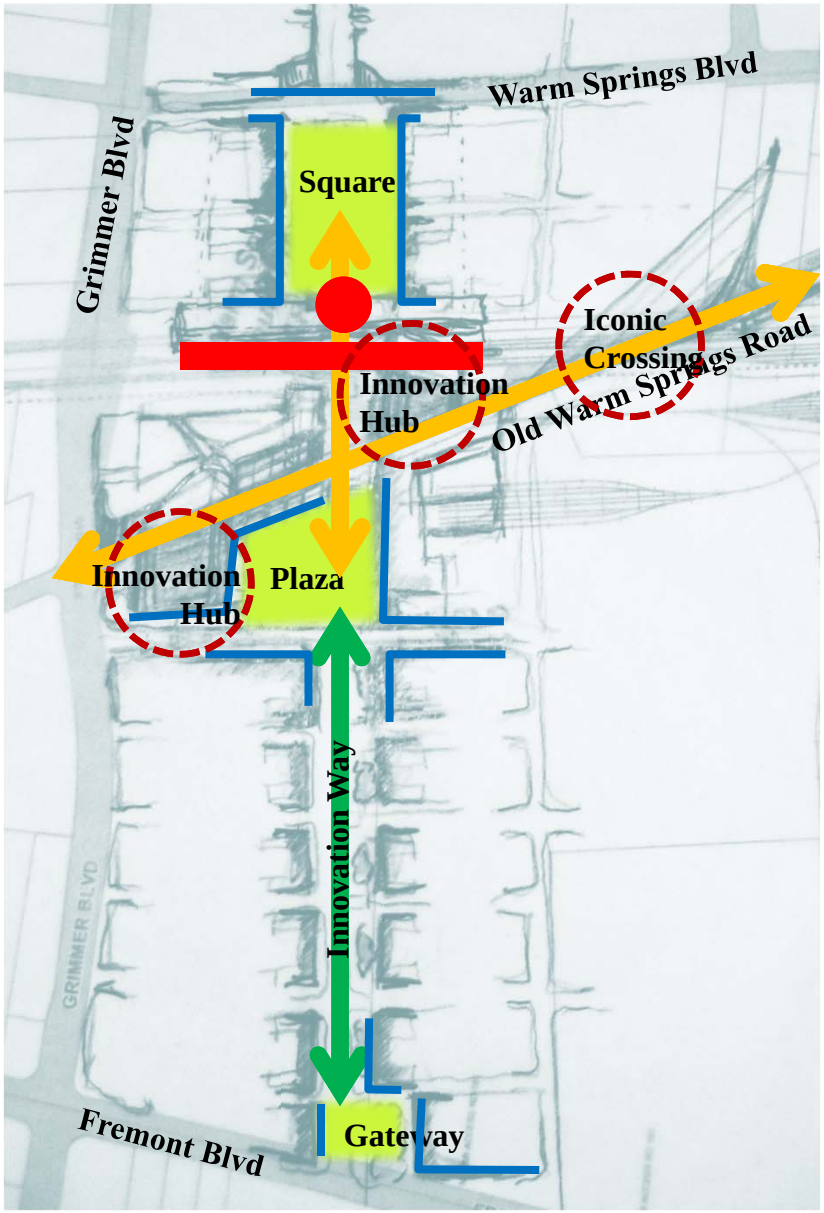




Encouraging Innovation

A new civic spine

- High Quality Public Realm

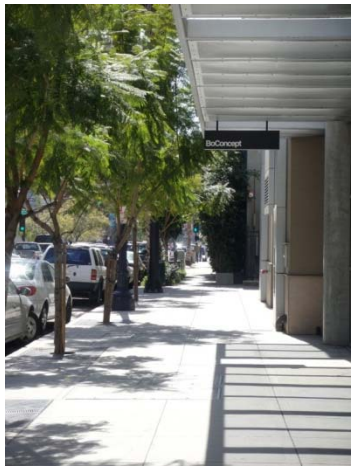


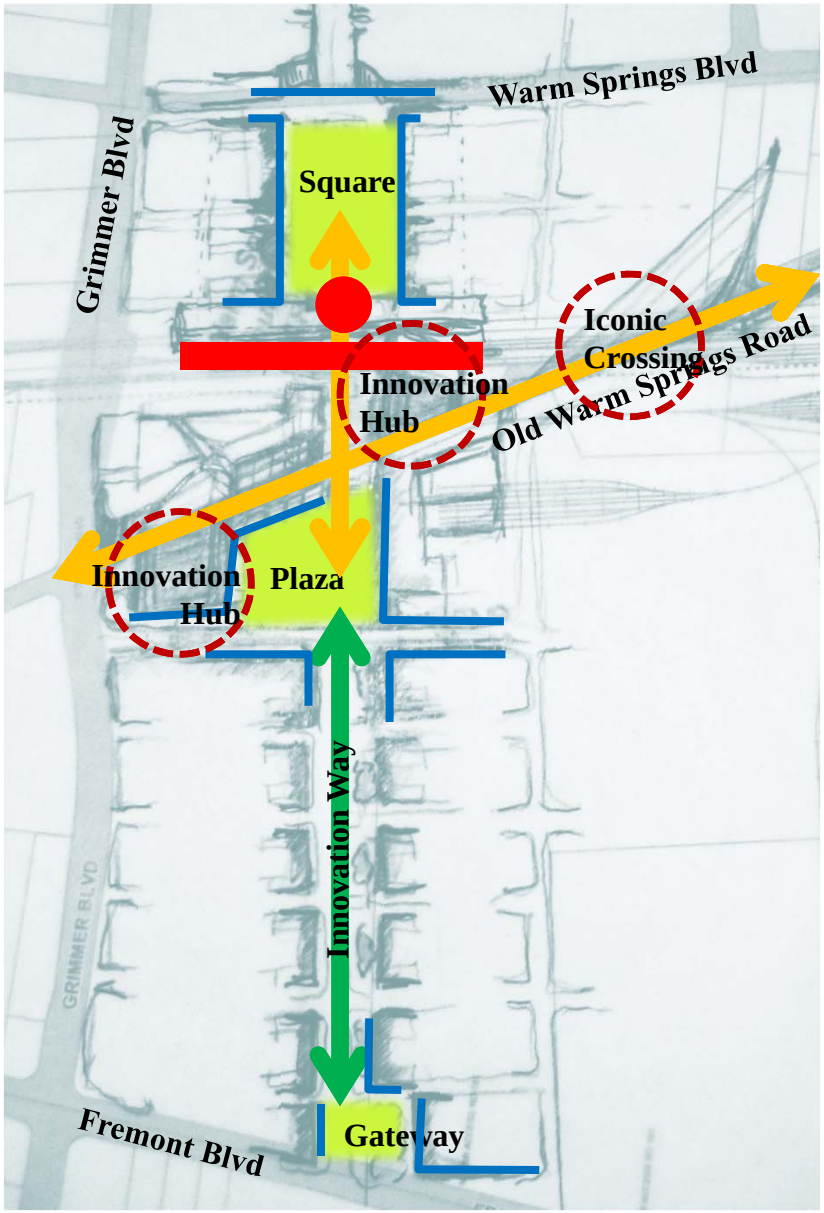
Urban Land Institute
Advisory Services Program

Encouraging Innovation

A new civic spine

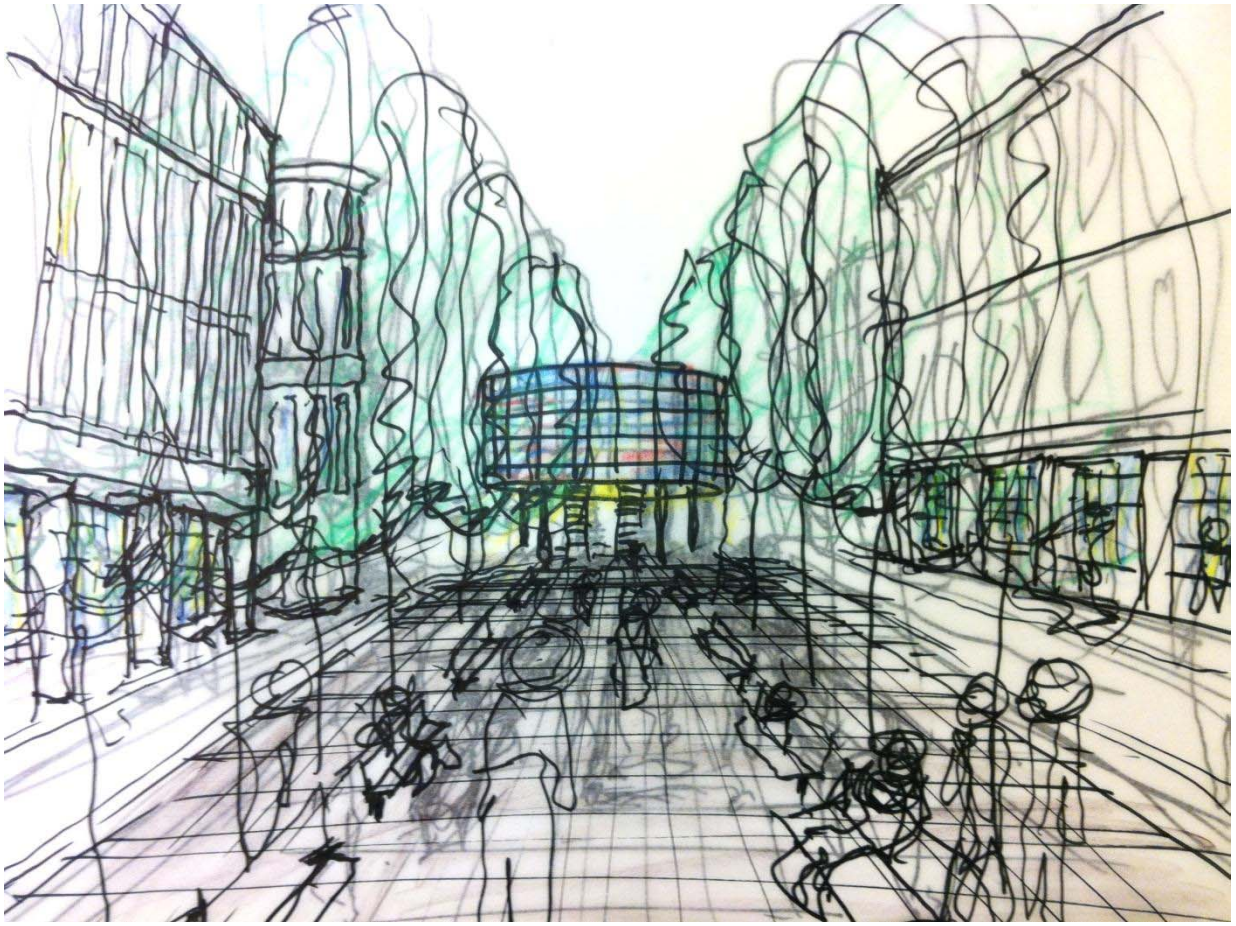
- High Quality Public Realm

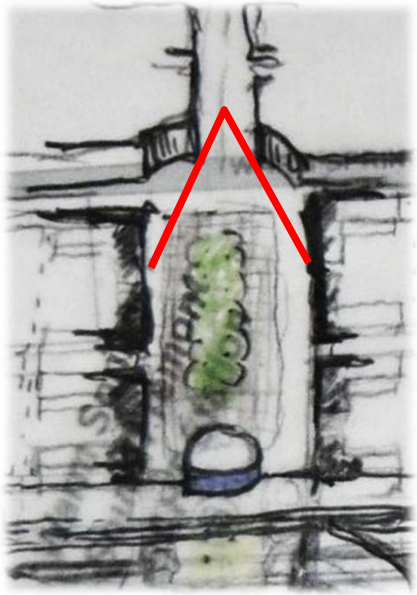




Warm Springs Square

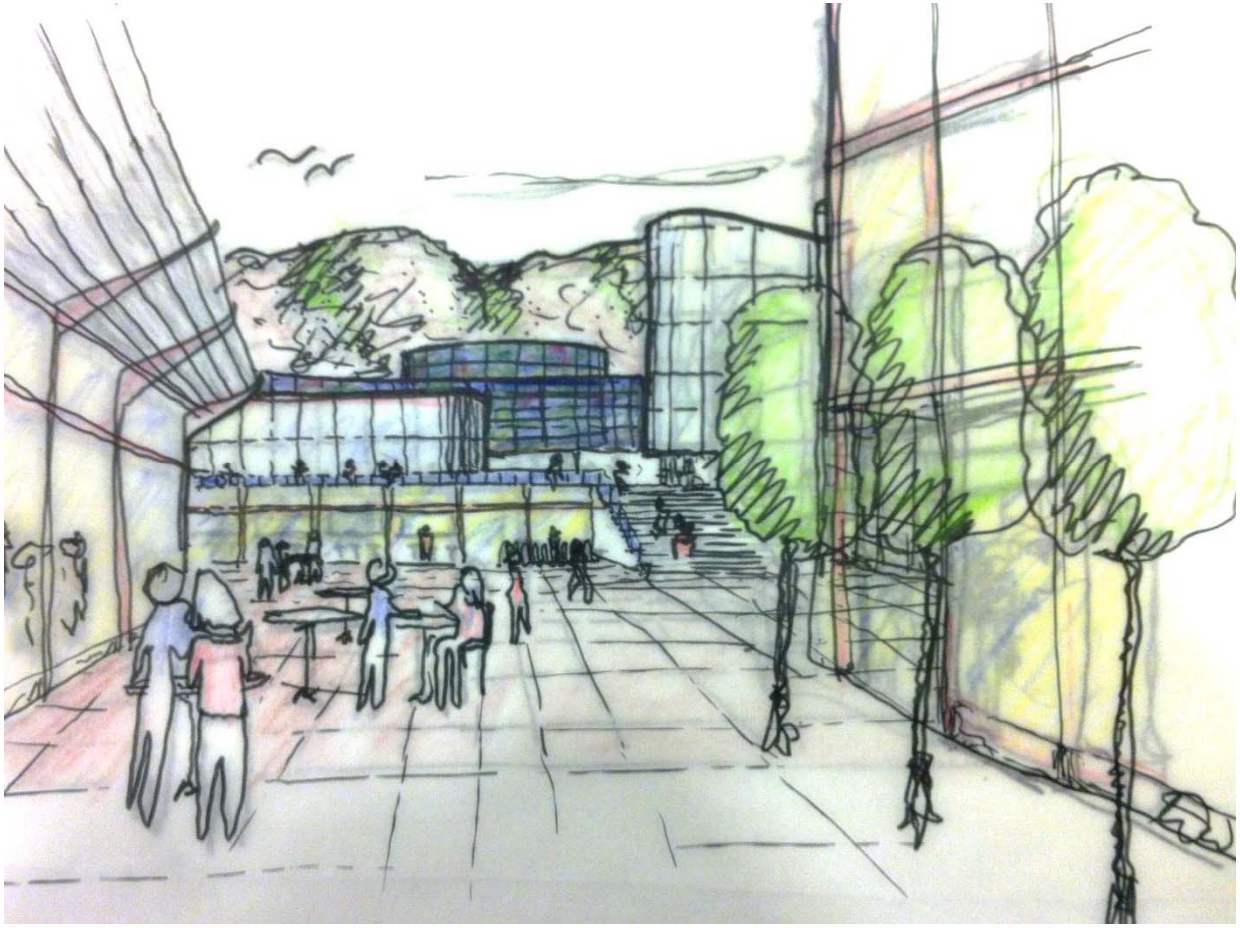
View West from Warm Springs Blvd





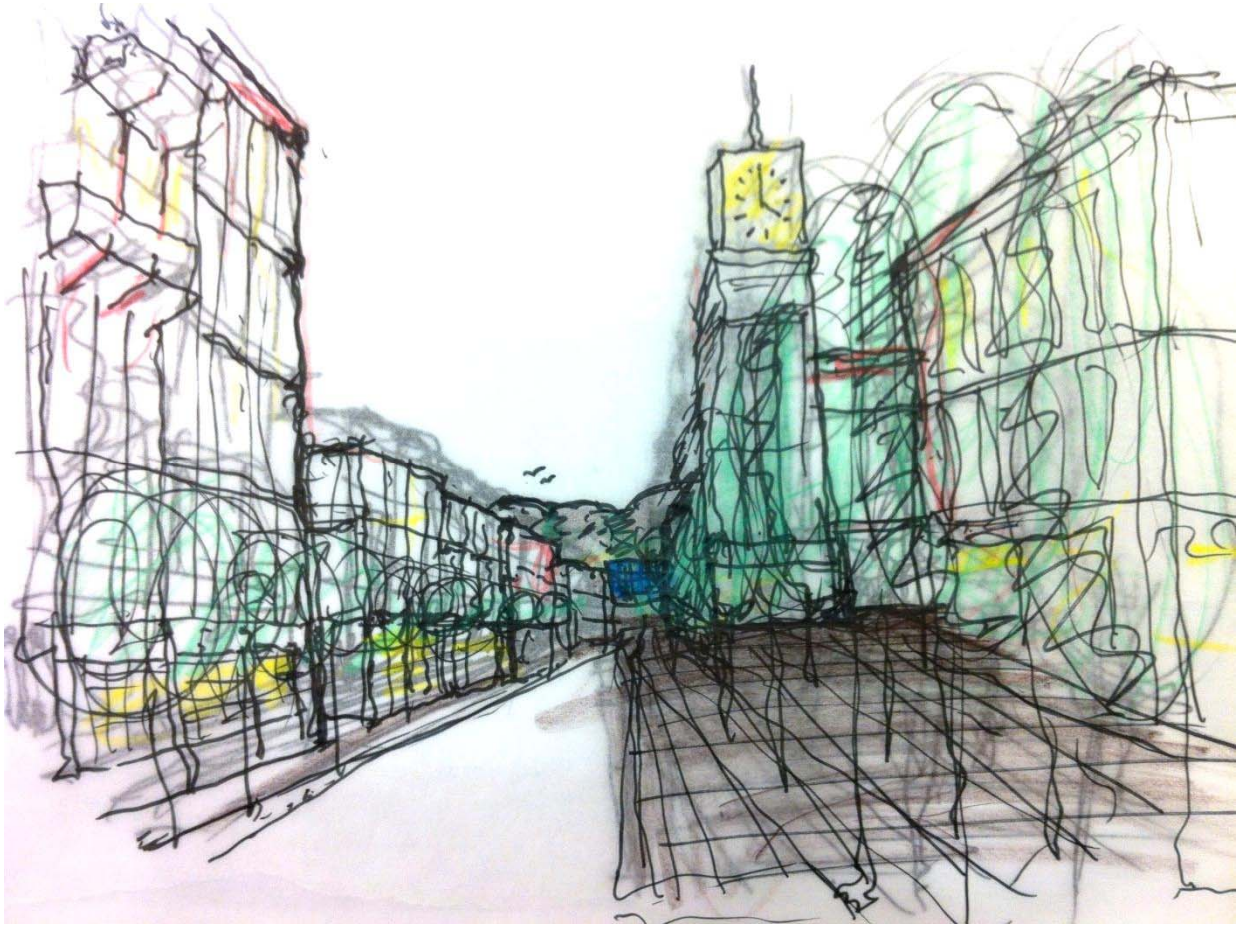
Warm Springs Tech Plaza

View East from Innovation Way

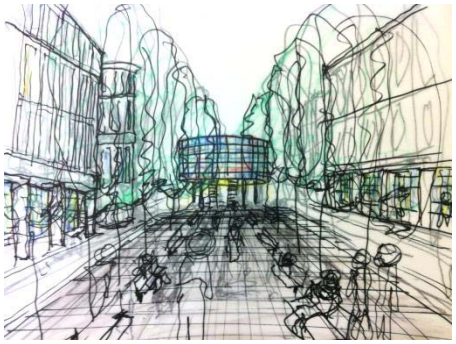


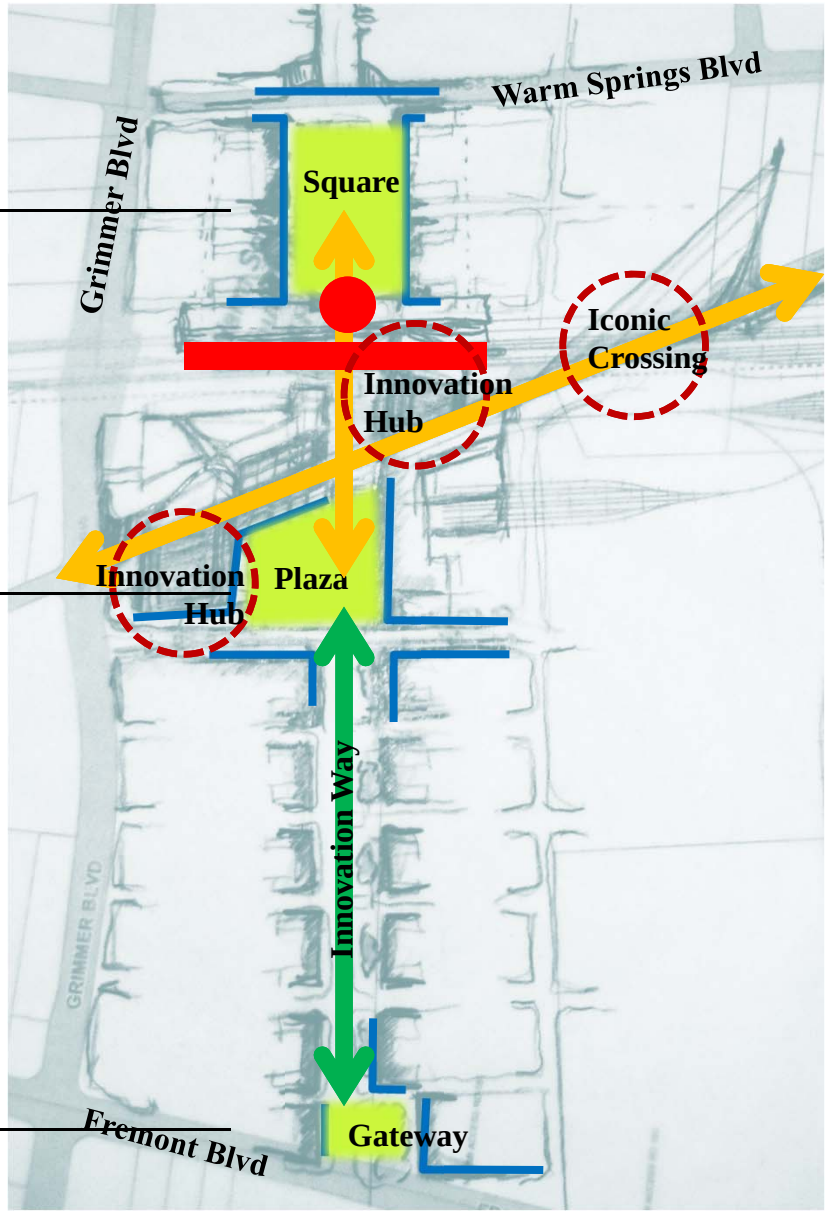
Gateway Park

View East from Fremont Blvd



Warm Springs Square

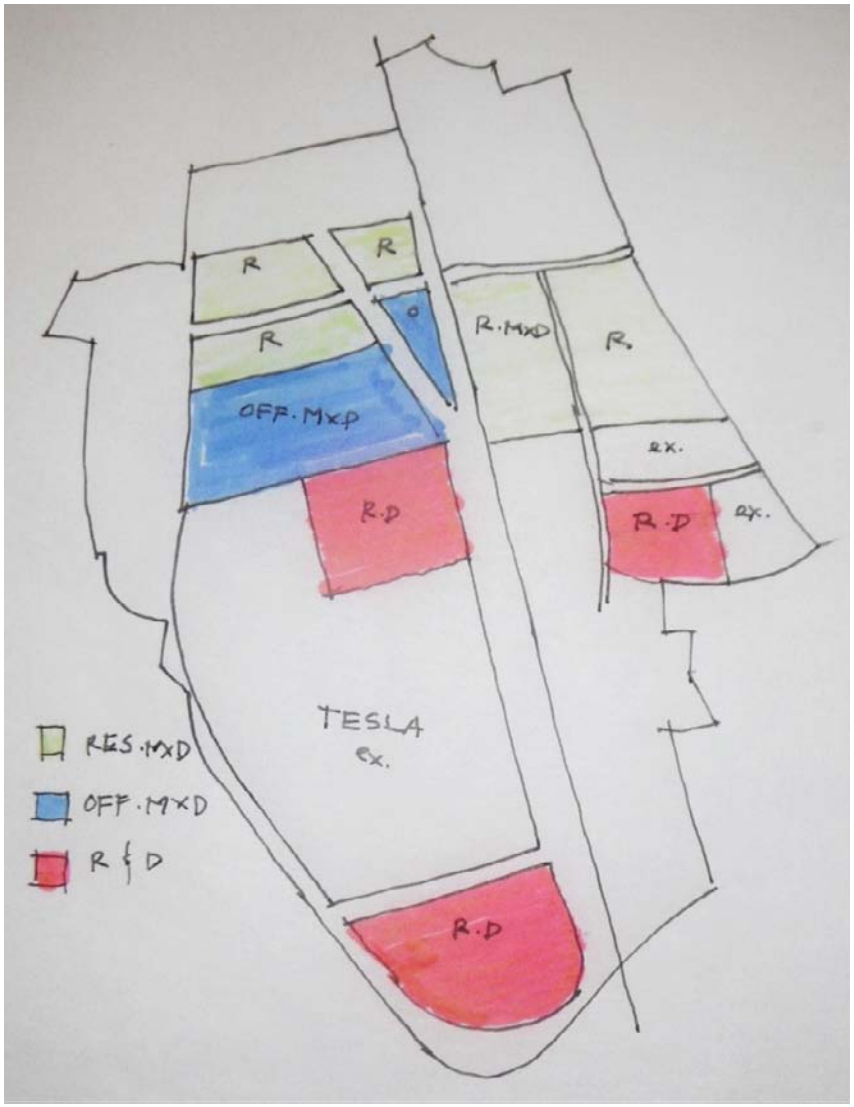




South Fremont / Warm Springs

Public Realm Strategic Investments

(285 of 860 acres)



Development Program (285 of 860 acres)

Program					
Residential/Mixed Use		110 acres	35 DU/AC	3,850	units
			Retail	70,000	sqft
Office/Mixed Use		65 acres	.5 FAR	1,400,000	sqft
R & D		110 acres	.25 FAR	1,200,000	sqft
		285 acres			

South Fremont / Warm Springs

Public Realm Strategic Investments

2012-15

① BART Station

2015-2020

② Streetscapes

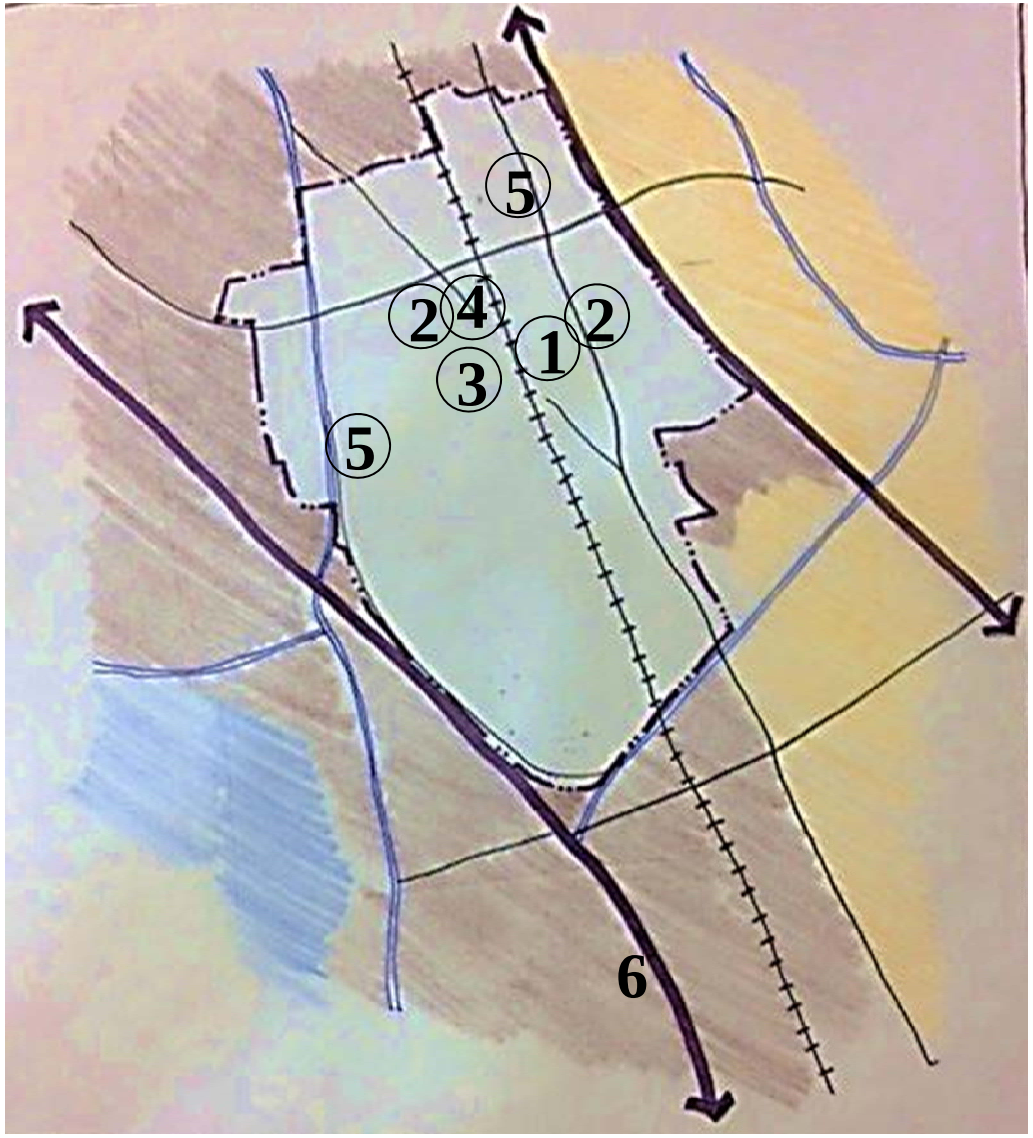
③ Iconic Ped Bridge/Plaza

④ Acquire Triangle and build Innovation Center

2015-2030

⑤ Complete Streets

⑥ Ped Bridge



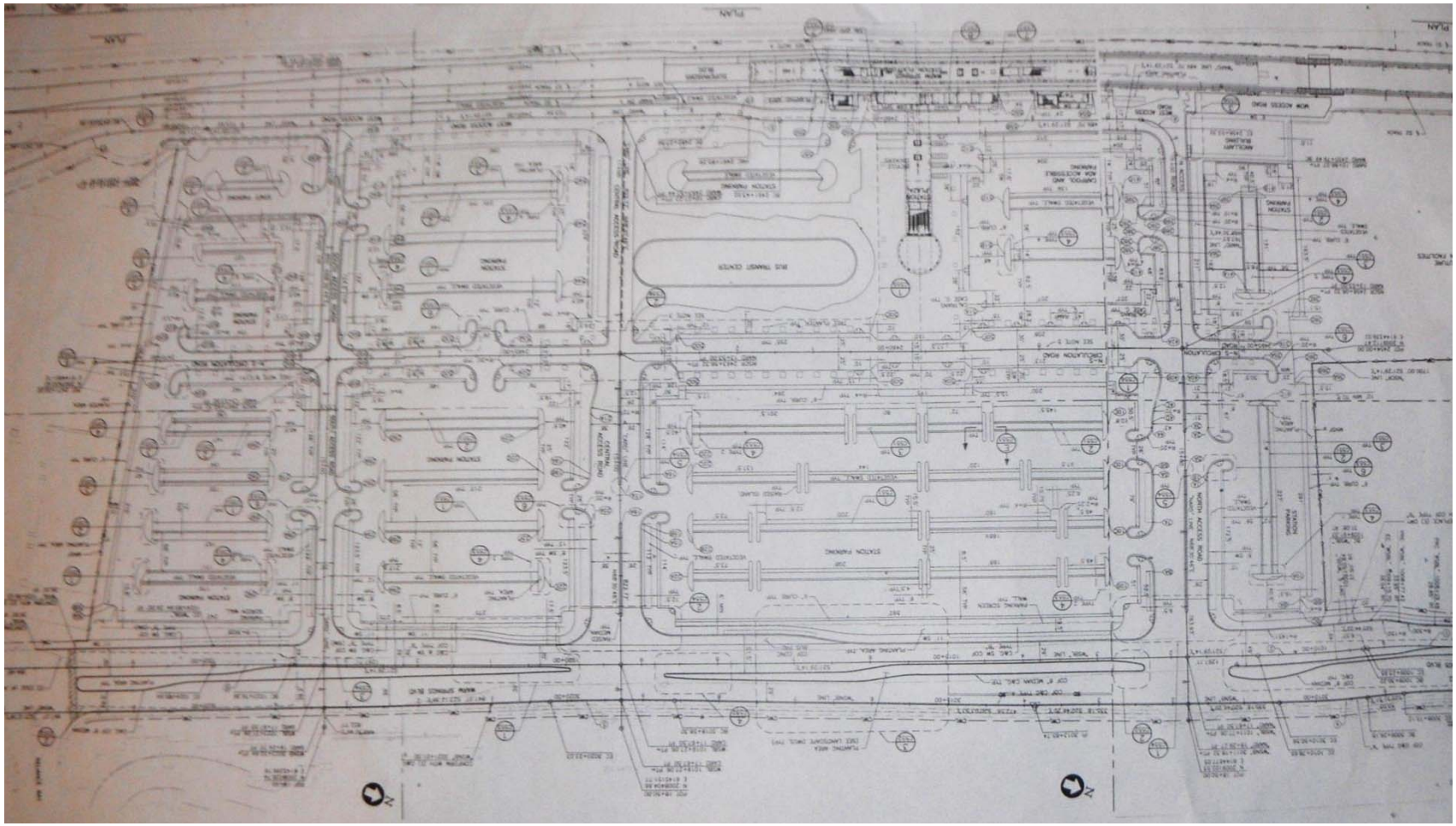
Project Costs

2015					
Warm Springs Station					Funded
2015-2020					
Warm Springs Square					$4,000,000
Warm Springs Streetscape					$4,000,000
Structured Parking		700 spaces			$14,000,000
Pedestrian Bridge over Rail					$12,000,000
Warm Springs Plaza					$4,000,000
Grimmer Improvements					$2,000,000
Acquire Triangle Land Parcel 10.5 acres/$30 sqft					$15,000,000
				Total	$55,000,000
2015-2045					
Fremont Road Improvements					
Pedestrian Bridges Over Freeway					

Project Benefits

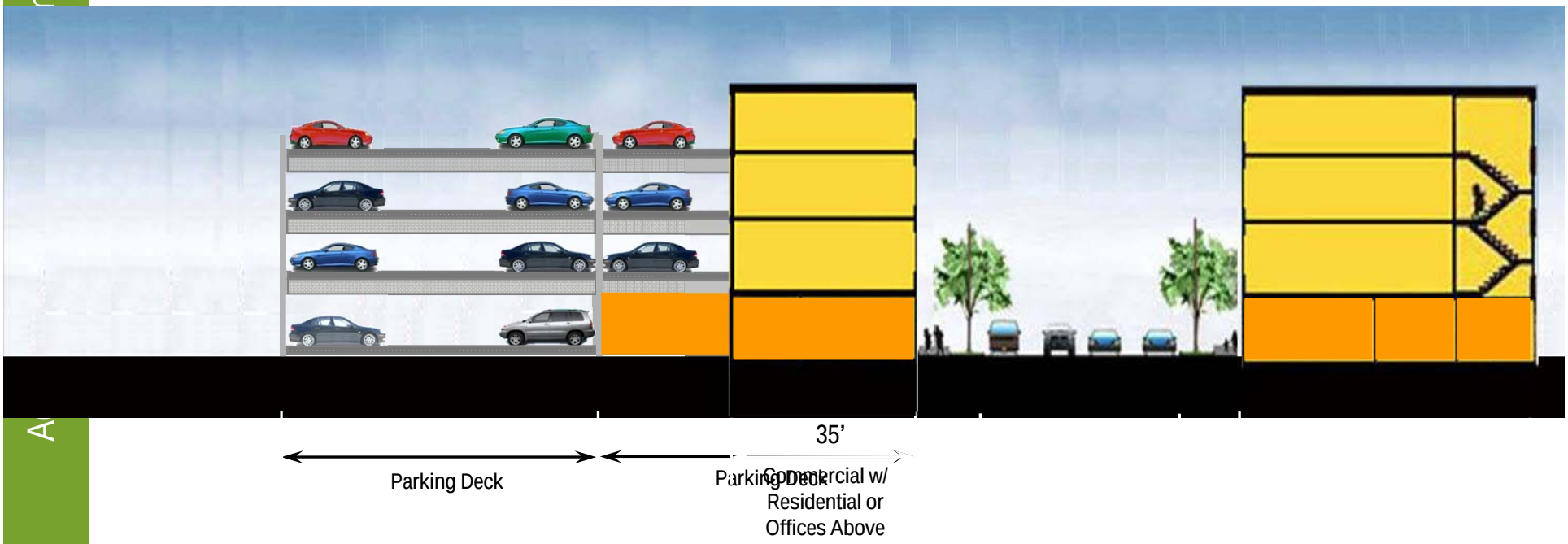
Total New Jobs	Office	1/150 sqft	9,300	13,300
	R &b D	1/300 sqft	4,000	
Total Housing Units	Market Rate		3,300	3,850
	Affordable		550	
Increased Tax Base	Office/R & D	$200 sqft	$520,000,000	$1,290,000,000
	Housing	$200,000 uni	$770,000,000	
Real Estate Taxes/Year				$12,900,000
State Income Tax/Yea	$80,000 HH	10% rate		$30,000,000
	$40,000 HH	affordable		
One Time Impact Fees	$30,000/unit	50% rate		$115,500,000
Fremont Branding Value				????
Other				
New Park/Open Space				
New pedestrian/bike connections				
Community gathering space				

Existing Park Station Plan



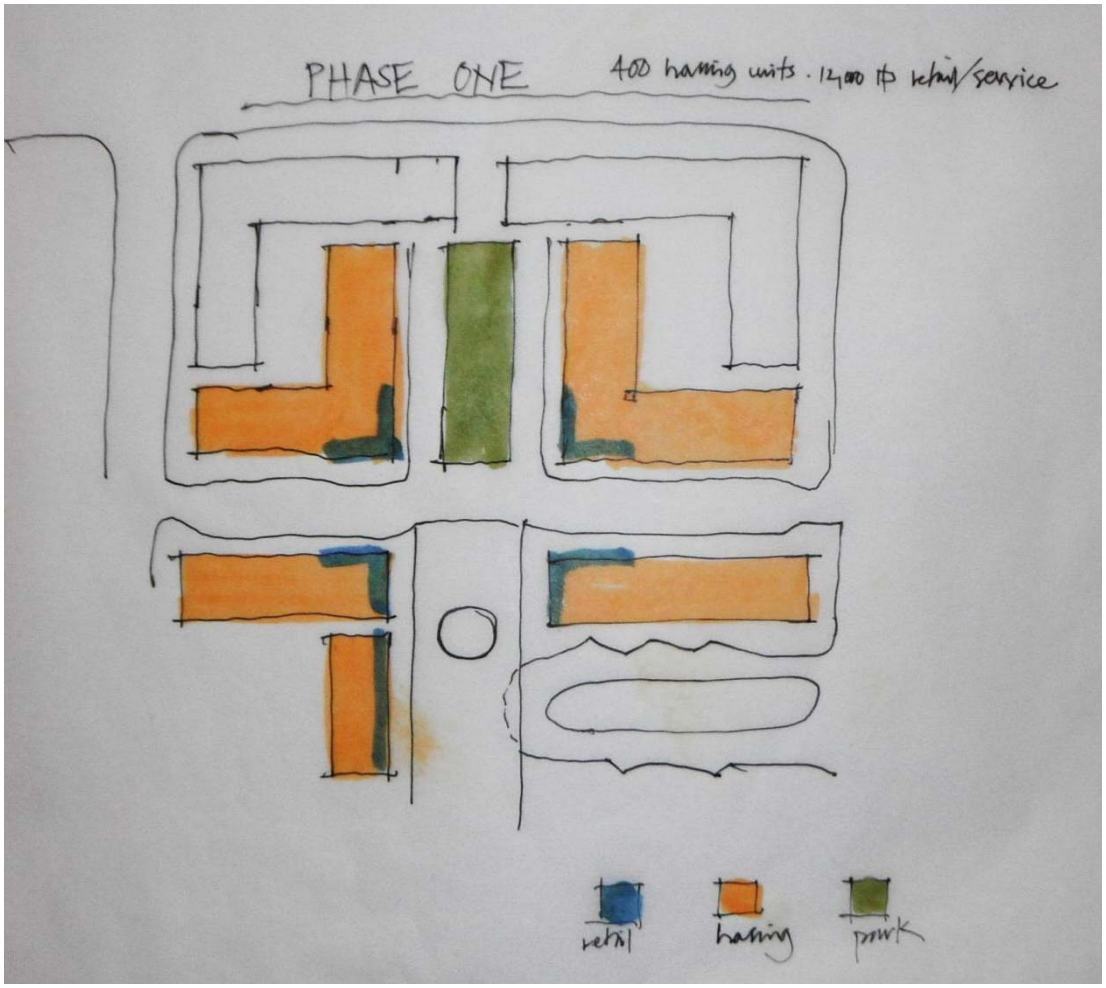
No Sense of Place; 700 Surface Parking Spaces

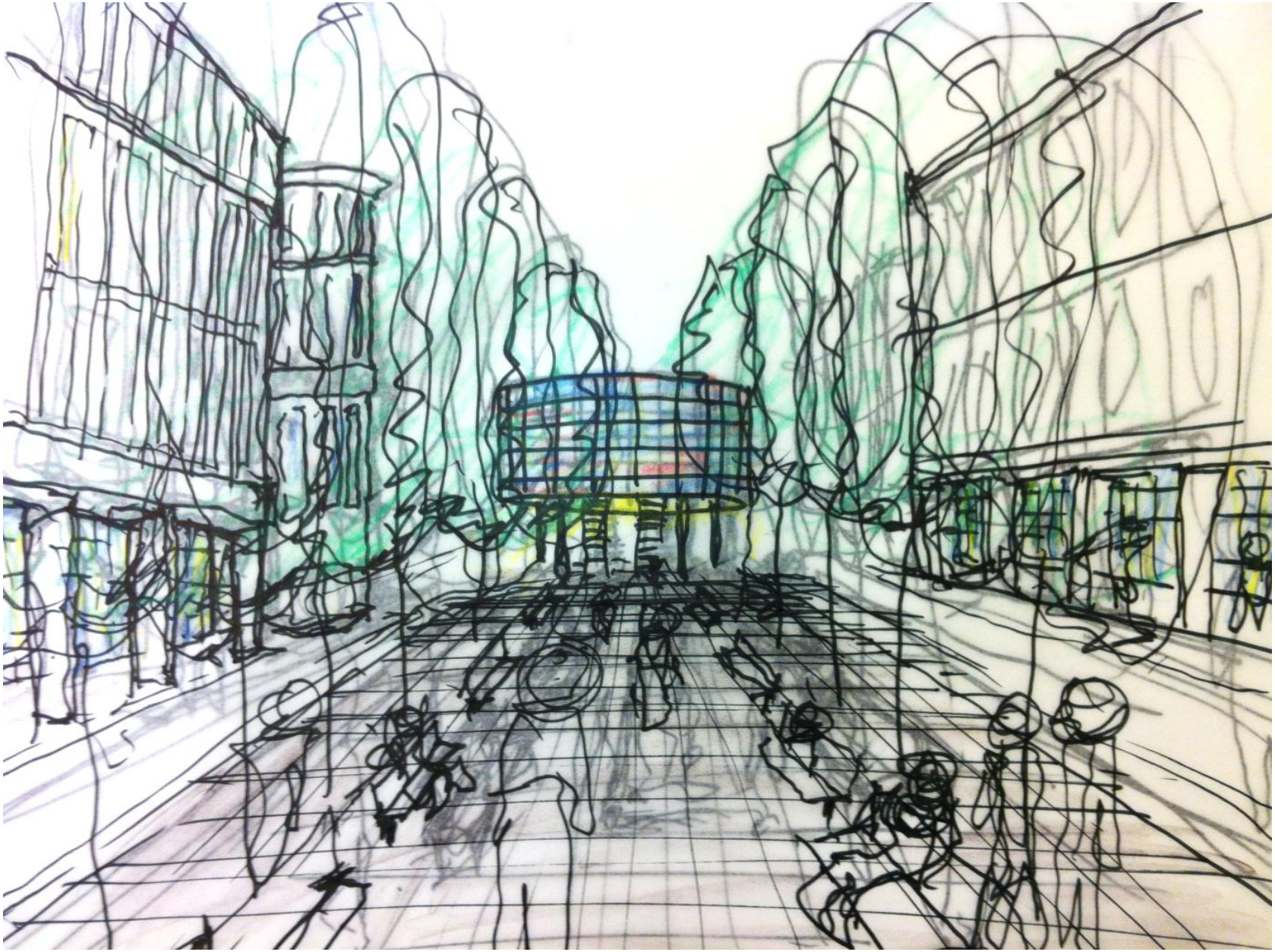
Parking


35'
Parking Deck
Parking Deck
Commercial w/
Residential or
Offices Above

1st Phase BART Side

- 400 Dwellings 1-2 bedroom
- 5,000 square feet of retail





Implementation

- No redevelopment/need new approach
- Big project/long term buildout
- Requires vision keeper
- Form and fund a Private/Public Partnership (PPP) to serve as Master Developer
  - Vision Keeper
  - Create Framework Plan
  - Guide individual projects
  - Lead by experienced real estate developer
  - Facilitate market driven projects
  - Access public finance tools
  - Market, market, market
  - Supported by board of landowners/key stakeholders
- ULI models

Thank You

- City of Fremont
  - Mayor and City Council
  - City Manager
  - Economic Development
  - Development Services
  - Businesses
  - Citizens & Community