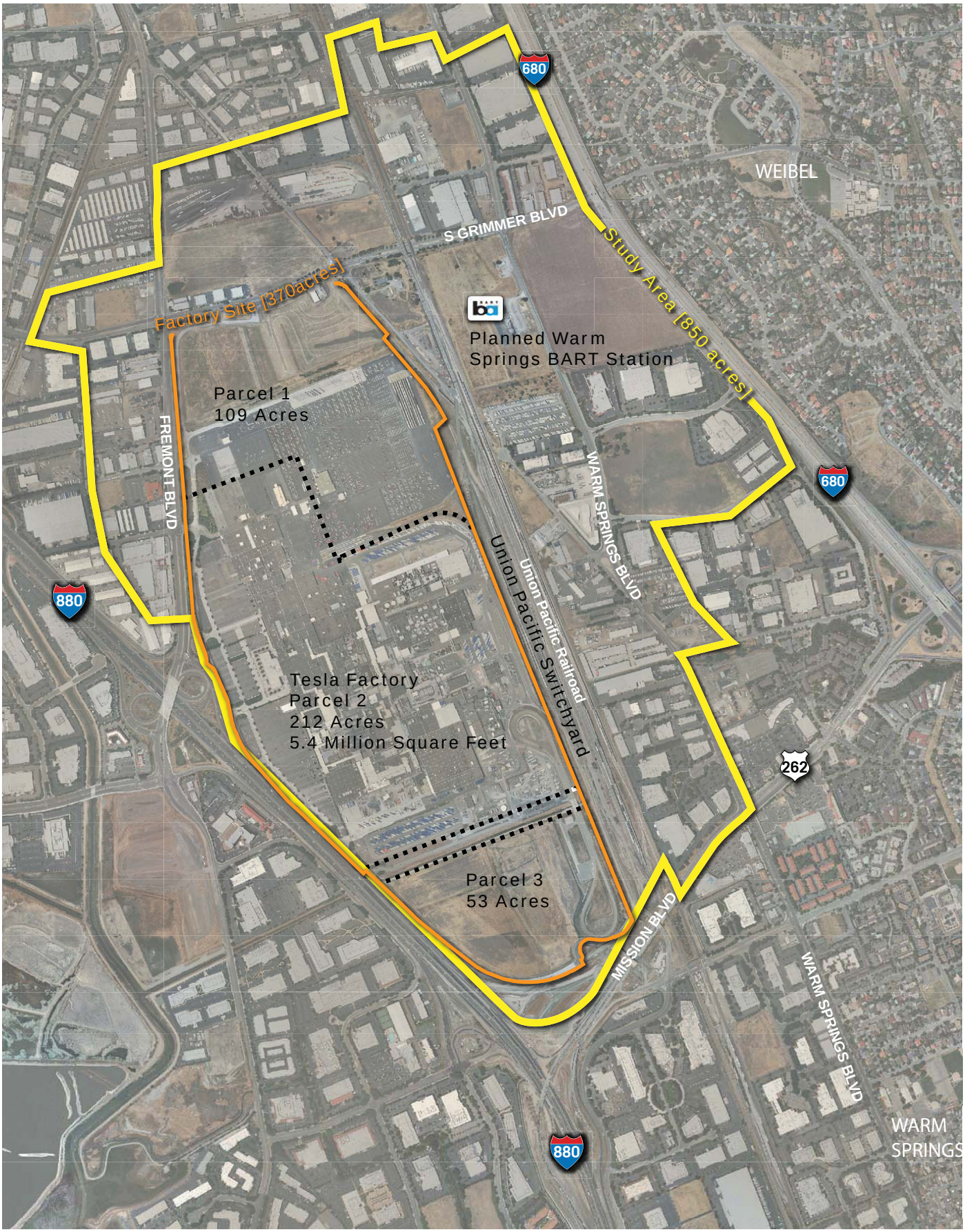
Figure 1.1: South Fremont/Warm Springs Study Area



Study Area

Illustrated in **Figure 1.1**, the South Fremont/Warm Springs Study Area is approximately 850 acres in size, inclusive of the 212-acre Tesla factory. Described in detail in the existing conditions memos (see Appendix), salient features of the site include:

- Industrial Land Use**.** The Study Area contains one of the largest contiguous industrial areas left within the Bay Area. It includes a rail switchyard east of Tesla factory, operated by Union Pacific Railroad, which will likely remain in active use. Such industrial uses raise questions about the suitability and compatibility of introducing non-industrial uses, such as residential, into the area (discussed below).
- Former NUMMI Site/Tesla Factory**.** Closed in April 2010, the New United Motor Manufacturing, Inc. (NUMMI) automobile plant site consisted of three parcels. Parcels 1 and 3 are vacant and available for development (although purchased by Union Pacific Railroad in late 2011). In October 2010, Tesla Motors took possession of Parcel 2, and its 5.4 million square foot factory, for development and production of its electric vehicles, specifically its Model S sedan, and EV powertrain components. The new Tesla factory establishes an anchor in the area and creates potential synergies for other innovative industries.
- Planned BART Station**.** The planned Warm Springs BART Station and extension line, now under construction, enhances access to the area and provides potential for a residential-focused or jobs-focused Transit Oriented Development (TOD).
- Transportation Access**.** In addition to the planned BART station, Interstates 880 and 680, Mission Boulevard and Union Pacific Railroad tracks provide excellent access to the Study Area. However, these transportation conduits create edges and barriers for connections across the site and to adjacent areas. Other major vehicular routes include Fremont Boulevard, Grimmer Boulevard and Warm Springs Boulevard, which provide direct access to the planned BART station.

Three Land Use Alternatives

The three land use alternatives are meant to be forward looking, setting the stage for innovative and "next generation" commercial and industrial enterprises and mixed-use residential neighborhoods as warranted by market and other factors. The alternatives look to capitalize on the availability of the regional transportation facilities and an educated and skilled workforce to create opportunities for job growth. They retain varying degrees of industrial use while creating opportunities for other innovative high-tech and R&D enterprises, including, in some cases, high-density residential neighborhoods.

All of the land use alternatives incorporate the following elements:

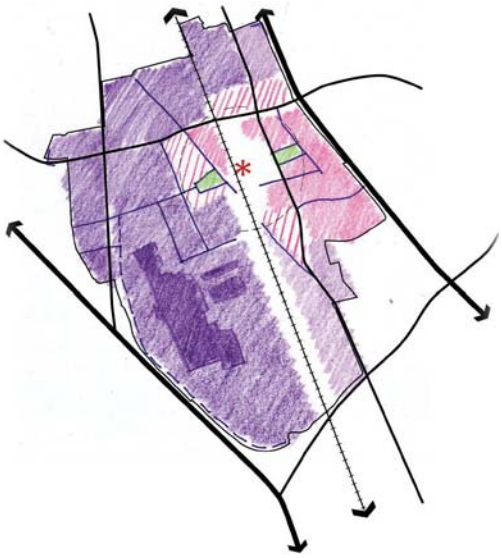
- Intensification/Integration with the Planned BART Station. All of the alternatives recognize the importance of the planned BART station by focusing and integrating higher intensity land uses, bike/pedestrian linkages and open space amenities within a ½ mile of the station.
- Industrial Uses while Allowing For Other Uses. All of the alternatives retain significant areas for industrial-only land use, including the Tesla factory, while emphasizing mixed-use commercial and/or residential zones nearer the planned BART Station.
- "Blended" Commercial/Industrial Land Use Category. All of the alternatives introduce a new "blended" commercial/industrial land use category, in addition to using the City's land use categories (from the draft General Plan 2030). The new blended category allows for office and/or research and development (R&D), accommodating a wide variety of creative enterprises and activities.
- Buffers to Residential Uses. The alternatives incorporate non-industrial uses, such as commercial uses or commercial/R&D, as a buffer between industrial uses and residential uses, if residential uses are introduced (i.e. Alternatives 2 and 3). This protects both job-producing industrial uses, which can also generate traffic, noise and other hazards, and new residential neighborhoods.
- "Place-Making" and High-Quality Public Realm. While this study focuses on land uses, the success of the area and the ability to retain and attract innovative businesses will rely on the quality of the built environment, in particular the quality of the public realm (streets and open space), the overall pedestrian orientation, and the synergistic mix of uses. Discussed as broad principles below, this is particularly true for the area nearest the planned BART station.

Discussed in greater detail later in this study, the three land use alternatives depict a range of land use scenarios, from all industrial/commercial use to industrial/commercial use with residential infill. All the alternatives can accommodate "special uses," such as community and convention facilities. The three land use alternatives are:

- Alternative 1: Innovation Center/Manufacturing
- Alternative 2: Innovation Campus/Residential TOD
- Alternative 3: Innovation District/Residential Mixed-Use

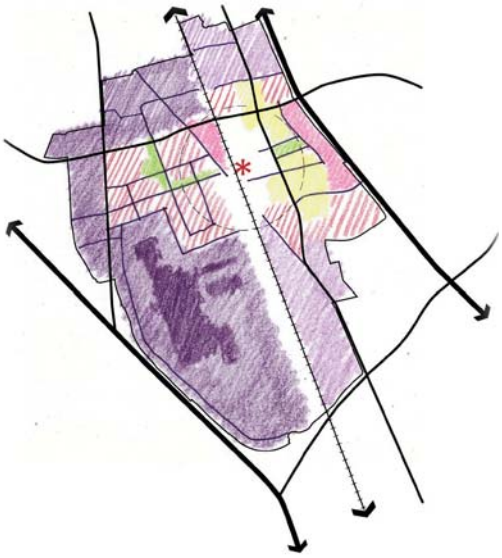
Alternative 1: Innovation Center/Manufacturing.

This alternative retains the Study Area for industrial and commercials uses, with a commercial district and jobs-focused TOD at the planned BART station.



Alternative 2: Innovation Campus/Residential TOD.

This alternative establishes a large innovation campus, with a mix of commercial and R&D uses, west of the planned BART Station and a high-density residential-focused TOD east of the station.



Alternative 3: Innovation District/Residential Mixed-Use.

This alternative provides the most housing, with two high-density residential neighborhoods both west and east of, and closely integrated with, the planned BART station. It includes a concentration of retail uses at the corner of Grimmer and Fremont Boulevards.

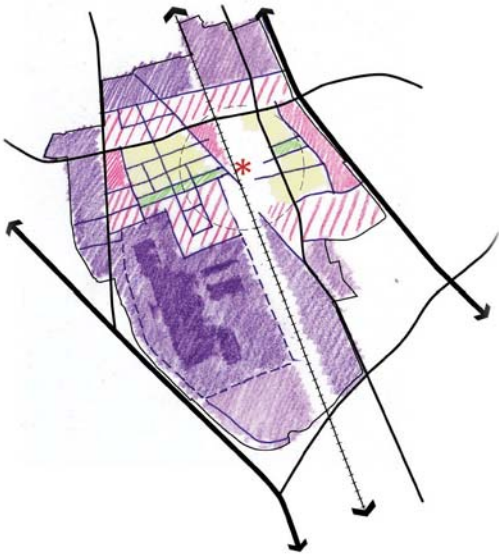


Table 1.2: Land Use Goals and Objectives

Community Quality of Life

OBJECTIVES

- Contribute to the City's overall quality of life
- Maintain the viability of both residential neighborhoods and commercial/industrial uses
- As appropriate, incorporate buffers (landscaping, building setbacks and orientations, walkways, streets, etc.) to help provide separation between residential/mixed-use developments and manufacturing, industrial, research and development, and other employment generating uses

Connections

OBJECTIVES

- Enhance non-vehicular connections, in particular pedestrian and bicycle paths.
- Include safe and convenient pedestrian and bicycle connections to the planned BART station and other key destinations.
- Establish new street connections to promote a well-connected street network within the plan area.
- Encourage safe and efficient bus transit circulation that increases that area's transit accessibility.

Economic Sustainability

OBJECTIVES

- Enhance the economic base of the City of Fremont
- Encourage uses that increase employment and the City's tax base
- Encourage uses that optimize market dynamics and long-term opportunities for Fremont, Silicon Valley and Northern California
- Revitalize and expand industrial and commercial opportunities

Environmental Sustainability

OBJECTIVES

- Incorporate sustainable design principles, including reuse of existing structures where appropriate and use of passive storm-water retention and filtration systems, green buildings, walkable and mixed-use developments and energy efficient systems.
- Consider a higher intensity of uses with ¼ mile of the BART Station

Future BART Station

OBJECTIVES

- Leverage the planned Warm Springs BART Station, locating a variety of high density uses, which may include housing, high intensity commercial and employment centers
- Establish a Transit Oriented Design (TOD)-based land use plan that seeks to create jobs on the site and support businesses in the vicinity.

Job Retention and Creation

OBJECTIVES

- Retain and enhance the existing job base
- Attract a high number of high paying jobs, particularly those with long-term potential
- Emphasize emerging technology, manufacturing and professional jobs
- Promote employment generating opportunities