

With its ideal Silicon Valley location, **Downtown Fremont** is poised to become a vibrant and sustainable urban mixed use district that will serve as a destination for the city and region. Incentives are in place for new development that will help create an exciting, new “strategically urban” district in Fremont.



View of Capitol Ave. from Fremont Blvd.

## Overview

Fremont is ideally situated on the southeast side of San Francisco Bay in the northern part of Silicon Valley. It is easily accessible via Interstate Highways 880 and 680 with a Bay Area Rapid Transit (BART) station within walking distance from Downtown. Located within the City Center, Downtown has views of Mission Peak, and is a mile away from Central Park and Lake Elizabeth, a major recreation spot.

**Downtown will provide Fremont with a focal point and community gathering space – a more sustainable, pedestrian-friendly public realm activated with street-level commercial, retail, civic uses and public open spaces that stimulate economic activity and entice high-quality, high-intensity development to the district.** Development projects will take advantage of the close proximity and connections to the Fremont BART Station. The building development patterns will change character from today’s low-density, vehicular-oriented suburban development fronting surface parking lots to a mid-density, transit-oriented development directly fronting streets and sidewalks.

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# Development Potential



View of Project on Capitol Avenue

The demographic profile for Downtown indicates the City could support a broad mix of uses. The daytime employment population is 15,000 within a 1-mile radius and over 50,000 employees within a 3-mile radius. Major employers include Washington Hospital, Kaiser Permanente, and Palo Alto Medical Foundation. Public utilities in Downtown are generally provided within the existing street grid and have sufficient capacity for near-term development projects.

## The Downtown Plan

Type of Development	Existing Conditions	Mid Term Development	Future Build Out
	<i>Gross SF/Units</i>	<i>Gross SF/Units/Acres</i>	<i>Gross SF/Units/Acres</i>
Commercial/Retail	500K	400K	500K (New/Reconfigured)
City/Other Govt. Offices	150K	200K	250K
Office	500K	700K	2M
Residential	10k/307 Units	1.6M/1600 Units	2.5M/2500 Units
Performing Arts		28K	28K
Open Space/Plaza		2.3 Acres	2.3 Acres
<b>Total</b>	<b>1.25M SF</b>	<b>3M SF</b>	<b>5.2M SF</b>



## Incentives

The City has positioned Downtown as a priority area for development in the following ways:

- Certified EIR with approved entitlements to streamline environmental review
- Retail Parking Flexibility in Mixed Use projects
  - 700 on-street parking spaces will be available within the district
  - Reduced parking standards
- Stream-lined permitting

## Public Investment

- Extension and streetscape improvements for Capitol Avenue to be complete in 2015, creating a central spine for the district (connecting existing retail with existing transit service)
- Bike and pedestrian connections to and from BART/ Downtown to be improved

- Ongoing investment in arts and cultural programming for Downtown year-round
- Phase 1 of the new Civic Center (community center and plaza) to begin construction by 2016

## Current Activity

Downtown is already beginning to attract private investment with the following projects (see map on back cover for locations):

### Recently Completed Residential Units

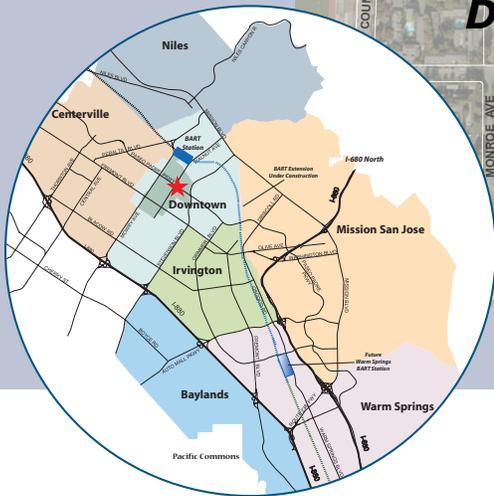
- Paragon Downtown – 300 unit mixed use project fully leased

### Proposed Residential and Mixed Use Projects

- Hastings and Capitol Ave. – under review
- State Street Mixed Use Development approved in November 2014 (TMG and Sares Regis)

### Retail Amenities

- Whole Foods – Opened September 2013 at Mowry and Paseo Padre
- Sprouts – Opened in May 2012 on Mowry
- The Counter and Pieology – Opened in March 2014 at Gateway Plaza



## Contact Us

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