

Irvington

Profile

The Irvington Community Plan Area is centered around the historic community of Irvington, one of Fremont's five original towns. It encompasses 4.8 square miles. The Plan Area extends from Mowry Avenue on the north to Auto Mall Parkway on the south. The western boundary is formed by I-880 and the Newark city limits. The eastern boundary skirts the edge of the Central Community Plan Area along Argonaut Way, Bidwell Street, and Fremont Boulevard, and then extends up Grimmer Boulevard to Paseo Padre Parkway and east to the Union Pacific railroad tracks.

The area traditionally referred to as the "Irvington District" is located in the northeast part of the Community Plan Area. The Irvington District contains a range of land uses, including large and small retailers, restaurants, offices, warehouse and construction operations along the railroad tracks, multi-family residential complexes, single family homes, and public buildings, including a post office and fire station. There are a number of Fremont Register Historic Resources in this area, including the Leal Theater, the Hiram Davis Home, and the Odd Fellows Hall.

The remainder of the Community Plan area includes residential neighborhoods dating from the 1950s through the 1980s, with newer infill development on scattered sites. Neighborhoods include Sundale, Sundale South, and 28 Palms, along with numerous single family subdivisions in the Blacow and Grimmer Road areas. Many of these neighborhoods, and the network of major thoroughfares that connect them, were developed during the first decade after the city's incorporation. Thoroughfares like Blacow, Mowry, and Stevenson reflect the auto-oriented design of early Fremont, with multi-lane arterials for through-traffic, paralleled by parkway strips and frontage roads for local access.

The Community Plan area includes numerous multi-family developments along its major thoroughfares and close to the Irvington Town Center. It also contains the Southlake Mobile Home Park along Auto Mall Parkway. The area includes Irvington Community Park, Blacow Park, Grimmer Park, Marshall Park, Rix Park, Noll Park, and Azeveda Park. Kennedy and Irvington High Schools serve the area, as do Walters and John Horner Junior High Schools and several elementary schools. Civic facilities such as the Wally Pond Community Center provide local gathering places and are important community resources.

GOALS FOR IRVINGTON

- Strengthen the historic heart of Irvington as one of Fremont's five Town Centers
- Maintain a distinct identity for Irvington that reflects its history and cultural diversity
- Attract unique shopping, dining, and neighborhood services to Irvington
- Establish clear, walkable connections between the new BART Station and Five Corners
- Manage parking in a way that supports businesses, BART, and local transit
- Provide a well designed pedestrian and bicycle network, which connects neighborhoods, open spaces, commercial areas, and transit facilities
- Promote transit-oriented development around the new BART Station

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GOALS FOR IRVINGTON

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- Transform underperforming shopping centers into vibrant new mixed use projects
- Improve the appearance of streets, neighborhoods, and business districts—especially the Grimmer Boulevard and Fremont Boulevard corridors
- Enhance Mowry Avenue as a major city gateway.

Commercial uses include the Irvington Business District (centered around the “Five Corners” at Fremont Boulevard, Washington Boulevard, and Bay Street), several neighborhood shopping centers, and local businesses along the major thoroughfares. The largest of the shopping areas is located along Mowry Avenue between I-880 and Blacow Road. This includes the Mowry East and Mowry Landing Shopping Centers, as well as several hotels, gas stations, and other free-standing commercial uses oriented toward travelers on I-880 and visitors to Fremont. Another large cluster of shopping centers exists on the perimeter of Irvington’s historic center.

The Community Plan Area also includes the Osgood Road corridor (between Auto Mall Parkway and Washington Boulevard). This is primarily a service industrial area, with building suppliers, self-storage warehouses, light manufacturing, and the municipal corporation yard, along with a few older homes and offices. A number of community assembly uses (dance schools, churches, etc.) have moved into this area during recent years, attracted by relatively low rents, large sites, and a central location within Fremont. The Irvington area also includes several PG&E transmission line corridors, the Hetch Hetchy aqueduct right-of-way, and flood control channels.

Irvington is one of Fremont’s four designated Priority Development Areas (PDAs), focused around a future BART station just east of the historic Town Center. Once rail transit is in place, this area may absorb a substantial share of the city’s growth through transit-oriented development. Irvington is also located along the busiest bus corridor in Southern Alameda County, providing feeder service to BART via Fremont Boulevard.

In 2005, the City adopted a Concept Plan for the heart of Irvington, including land use, transportation, and urban design recommendations. The Concept Plan included a 20-year vision for the District’s future, along with renderings and illustrative site plans showing how specific areas might be redeveloped. The major recommendations of the *Irvington Concept Plan* have been incorporated into this Community Plan through the narrative, policies, and implementing actions below.

The Concept Plan included location-specific design guidelines, which are not included in the Community Plan. The Guidelines remain a separate document and are still applicable to projects in this area.

Planning Issues and Vision

Overview

Most of the Irvington Community Plan Area's neighborhoods are well established, with limited potential for major change. Growth is expected within the Priority Development Area (PDA), especially in the Irvington Town Center and around the new Irvington BART station. Other potential growth areas include the Fremont Boulevard corridor, the Osgood Road corridor, and older shopping centers such as those along Blacow Road.

The Five Corners area will be reinforced as the heart of Irvington. New development will make the area more walkable, with improved shopping and dining choices, new housing, and a more integrated and consistent network of sidewalks and public spaces. Historic buildings will be retained where feasible, with new uses occupying structures that are vacant or underutilized today. Some of the older shopping centers may be replaced by mixed use projects, creating more vibrant streets, pedestrian activity, and uses which complement the community's historic fabric. A five-minute walk to the east, a new BART station will connect Irvington to the region, making the area more accessible to residents, commuters, shoppers, and visitors.

Some characteristics of the existing built environment in Irvington can be emulated in new development to achieve the General Plan vision of a strategically urban city. Most of the streets in the Town Center already have sidewalks and well-maintained landscaping. Bay Street near Fremont Boulevard has streetscape amenities such as pedestrian-scaled lighting, underground utilities, landscaping buffers, crosswalks, and street furniture. The Irvington Monument at Five Corners provides a strong sense of identity and is a visual landmark. Some of the buildings around the monument have a high level of architectural detail.

Other parts of the Community Plan Area are more auto-oriented. Sidewalks are discontinuous in many places, and sidewalk design standards are inconsistent. Commercial buildings are often set back from the street, surrounded by parking. Similarly, Irvington's neighborhoods have well kept homes, sidewalks, school crosswalks, and low traffic volumes, but walking to a neighborhood store or park often requires a long, circuitous route.

The City of Fremont has invested heavily in Irvington's transportation network. Fremont Boulevard was widened in the mid 2000s, and sidewalks were added to Osgood Road and Roberts Avenue. A railroad grade separa-

tion project and track realignment in 2007-2009 provided a Washington Boulevard overpass and a Paseo Padre Parkway underpass across the Union Pacific tracks. This resolved long-standing concerns over emergency access, congestion, and safety. The City has also provided off-street parking in the Bay Street area.

The next section of this chapter includes recommendations for specific areas within Irvington. The content is largely derived from the 2005 *Irvington Concept Plan*, but has been abridged to reflect the broader focus of the General Plan.

12 GOALS FOR IRVINGTON FROM THE 2005 CONCEPT PLAN

The 2005 Irvington Concept Plan established 12 goals for Irvington's future. These goals were developed through workshops that engaged community members, local business owners, and City staff.

1. Develop an identity that reflects Irvington's history and distinguishes it from other Fremont districts.
2. Improve the overall appearance of the Irvington neighborhood and commercial district.
3. Protect and enhance Irvington as one of Fremont's key commercial centers.
4. Encourage revitalization of underutilized parcels and buildings, including historic buildings and neighborhood features.
5. Attract unique shopping, dining and neighborhood services.
6. Provide a safe and well designed pedestrian and bicycle network, including access to Laguna Creek, Central Park and other recreational amenities.
7. Minimize the impact of vehicular through-traffic while meeting circulation needs.
8. Improve streetscape design.
9. Develop parking facilities that meet commercial and residential needs.
10. Improve bus service and scheduling to meet the needs of Irvington residents.
11. Integrate a future BART station and accompanying residential and commercial development into Irvington.
12. Add housing in a way that respects Irvington's role as one of Fremont's important commercial centers.

Irvington Town Center (Five Corners)

The Irvington Town Center has historically been a major crossroads. Its “Five Corners” intersection is one of the defining elements of Fremont’s urban form.

The vision for the Town Center is to link the historic business district to the new BART station along a pedestrian-oriented axis defined by Bay Street, a short segment of Union Street, and several blocks of Main Street. Fremont and Washington Boulevards will continue to function as major arterials through the area, providing a different character and scale of development than Bay and Main Streets, but remaining vital parts of the business district.

Improvements to Bay Street have created the framework for a great neighborhood shopping street. Future development should reflect the scale and ambiance of the historic buildings that front onto Five Corners. New buildings should produce a more unified character, with consistent and well articulated facades and amenities such as awnings, trellises and landscaping. Any new private redevelopment on Bay Street will be required to build to the sidewalk edge and have ground floor commercial uses. Municipal off-street parking has recently been provided, enabling some of the existing “front yard” parking along the street to be converted to buildable space or private outdoor space for landscaping, outdoor dining, or entry plazas.

The 6-acre Monument Shopping Center at the corner of Fremont Boulevard and Bay Street has been the subject of several redevelopment proposals, although none have come to fruition. The site’s size and strategic location make it critical to the future of Five Corners. Future efforts should reinforce the pedestrian-oriented retail environment on Bay Street, with an emphasis on new commercial activities. Future development should use high-quality design and materials, and should incorporate parking that not only serves on-site development, but also adjacent businesses.

Across Fremont Boulevard from Bay Street is a block bounded by Washington Boulevard and Main Street on the long sides and Union Street and Roberts Avenue on the shorter sides. The block contains long narrow parcels that extend through the block with frontage on both Washington and Main. The corner of Washington and Union presents an especially important opportunity for a new building that helps shape the future identity of the business district. Potential uses might include a museum, an art gallery, a restaurant or a popular retail tenant.

The Washington Boulevard frontage will retain its commercial character from Five Corners to the railroad overpass. Restoration or adaptive reuse of the historic Leal Theater is strongly encouraged, potentially including upper floor residential. The Theater embodies the architectural vocabulary and details seen on historic Irvington buildings and can provide cues for new buildings in this area.

On the “back” side of this block, the Main Street frontage should be developed with residential or live-work uses with the option for ground-floor retail or office uses. Ground floor retail is particularly important in any new building at the corner of Union and Main Streets. Future development should reinforce pedestrian-oriented activity, with street trees, wide sidewalks, retail space built out to the sidewalk, on-street parking, and off-street parking lots to the rear. A potential plaza site has been identified at the northwest corner of Union Street and Fremont Boulevard, providing public open space and outdoor seating while visually relating to the Irvington Monument Plaza across the boulevard.

As a result of the Washington overpass, there is now sufficient clearance for a new street extending from the end of Main Street southward into the new BART station parking lot. The streetscape along Main Street should be further enhanced using similar design treatment as Bay Street. A multi-use pedestrian and bicycle path should extend from the new BART station north to Paseo Padre Parkway and Central Park.

BART Station Area

The Irvington BART station will be located just south of the Washington Boulevard overpass on the west side of Osgood Road. The station will have two primary access points—one on the west side, leading to High and Main Streets in Irvington, and a second along Osgood Road which is more regionally oriented. Planning for the station and its environs must consider several factors, including earthquake hazards, impacts on established neighborhoods, and protection of nearby cultural resources.

Irvington is considered an “optional” station by BART, and its construction is dependent on funding through the City of Fremont. Original plans were for the Warm Springs Station to open in 2014, with Irvington added later as an “infill” station. The City is currently evaluating options for construction financing, and the opening date is uncertain. In 2009, the estimated cost of the station was \$120 million. Preliminary engineering work has begun and property has been acquired for the station and future parking areas.

The primary parking facility for the Irvington BART station will be located east of Osgood Road, with access to the station provided by a pedestrian bridge. Additional parking opportunities may exist west of the station, depending on private development proposals in this area.

North of the future BART station, the relocation of a Union Pacific rail segment has resulted in the approval of a residential neighborhood. Central Park South includes 145 townhomes and a 40-unit apartment building. A private open space area traversing the Hayward Fault zone will serve the development and a new bicycle and pedestrian trail will be developed along the eastern side of the project within the alignment of the former railroad. It will serve as a critical bicycle and pedestrian link between the Irvington Town Center and Central Park.

Osgood Road

Construction of the new BART station will also create development opportunities along the Osgood Road corridor. The area immediately adjacent to the station will support surface parking lots and a parking structure. The road itself is being reconstructed with four traffic lanes, a continuous left turn lane, bicycle lanes in each direction, and new curbs and sidewalks.

South of the BART station area, under-developed properties along Osgood provide opportunities for transit-oriented development. The General Plan designates this area for high density residential use, creating the opportunity for additional housing within a ten-minute walk of the new station. South of Blacow Road, the Osgood corridor is projected to remain industrial, with a continuation of existing uses.

Blacow Road does not currently cross the Union Pacific Railroad, and consists of two stubbed dead-ends on either side of the tracks. The feasibility of a grade separated crossing should continue to be studied, as it would improve access to BART and relieve congestion at nearby intersections.

Grimmer Boulevard

Grimmer Boulevard is one of Irvington's major thoroughfares. South of Fremont Boulevard, the west side of Grimmer includes a narrow strip of commercial uses, with offices, restaurants, a pet hospital, and an eclectic mix of retail and service uses. The commercial strip is paralleled by a PG&E transmission line easement, which doubles as parking for many of the businesses. On the east side of Grimmer, a number of former commercial uses have been replaced by large multi-family housing and town-

home developments (Irvington Terrace and Park Lane). Other commercial uses remain active, including an older shopping center and bowling alley at the corner of Fremont and Grimmer.

There may be opportunities to redevelop some of the Grimmer Boulevard parcels during the coming years. Some of these sites, particularly those near Grimmer and Bay Street, are well situated for projects that combine residential uses above (or behind) ground floor retail uses. Development here can provide a western gateway to Bay Street and help invigorate the Irvington business district. Active ground floor uses facing Grimmer can generate foot traffic and create a safer, more walkable street environment. As in the adjacent Town Center, parking should be placed within structures, shared lots, or in the interior of larger parcels.

North of Fremont Boulevard, Grimmer forms the edge of a well-established neighborhood. The east side of the street is solidly residential. The west side includes a linear open space extending up to Paseo Padre Parkway, with a creek channel and transmission lines parallel to the street. Grimmer will be redesigned as a landscaped boulevard through this area. The “Grimmer Greenway” also includes reconfigured medians on Paseo Padre Parkway, bike lanes, curb ramps, and improvements to the Grimmer / Paseo Padre intersection.

Fremont Boulevard

The *Irvington Concept Plan* included recommendations for the segment of Fremont Boulevard extending from Five Corners south to Carol Avenue. The future of Fremont Boulevard is particularly important to Irvington. It is both the northern and southern gateway into the Town Center. It is the primary arterial connecting Irvington to Central Fremont and Warm Springs and it is the area’s major commercial thoroughfare. The street has already been enhanced with gateway signs, palm trees, and streetscape improvements but it can become an even more memorable place through high-quality infill development.

During recent years, a number of former commercial properties on Fremont Boulevard have been redeveloped with apartments and condominiums. Similar opportunities may be available in the future. Such projects should be two to four stories in height, with parking placed in rear yards or in garages. Where feasible, driveway access should be provided from side streets to minimize the number of curb cuts on Fremont Boulevard. Building design should create a more distinctive identity for Irvington,

provide greater continuity along the boulevard, and reinforce the perception of Five Corners as the heart of the community.

Shopping Centers

The Irvington Community Plan Area includes several shopping centers developed during the late 1950s and 1960s. The shopping centers reflect the design philosophies of their era, with large parking lots, linear strips of storefronts set far back from the street, few architectural design amenities, and limited physical connections to the neighborhoods around them.

As shopping trends have changed, these centers have struggled with high vacancy rates, rapid turnover, and declining physical condition. Some have adapted by leasing space to non-retail tenants such as religious facilities or service providers. Others have attracted thrift shops and discount retail tenants. Unless these centers invest in significant revitalization, it is unlikely that they can be sustained for the next 20 years, particularly in light newer retail choices in other parts of the city and region.

The General Plan Map assigns a Mixed Use designation to the shopping centers at Stevenson and Blacow, Grimmer and Blacow, Fremont Boulevard at Blacow, and Fremont Boulevard at Grimmer. This designation provides the flexibility for these centers to stay retail or transition to mixed use. Those centers that remain may need to adapt to emerging shopping trends and changing demographics. In some cases, this could mean replacement or major rehabilitation of existing structures. Shopping centers that are replaced by new uses are encouraged to become a mix of housing and retail uses. Retaining some local-serving retail and service uses as part of the mixed use projects would be in the best interest of the neighborhood's long-term sustainability. At the same time, the amount of new retail space should be fairly small in these centers in order to foster the success of the Town Centers, City Center, and other established shopping districts.

Shopping center reuse plans should respect the scale and character of nearby uses. Projects should be designed to avoid significant increases in auto or truck traffic on nearby residential streets. Pedestrian and bicycle connections to nearby neighborhoods should be improved. If feasible, some degree of neighborhood retail should be retained in these projects, along with open space, public facilities, and other amenities that help them retain their roles as neighborhood gathering places.

Irvington Residential Neighborhoods

A majority of Irvington’s land area is comprised of stable residential neighborhoods in good physical condition. A continued effort will be made to improve these neighborhoods, support beautification projects, maintain schools and parks, and encourage homeowner investment, property maintenance, and community standards. Future development in Irvington’s neighborhoods is subject to the policies in the citywide elements of the General Plan. These policies ensure that infill development will be compatible with nearby uses, and that the public will be involved in future planning and development decisions.

Area of Interest: Mowry Gateway

The area along both sides of Mowry Avenue between Interstate 880 and Blacow Road is designated an “Area of Interest” on the General Plan Map. This is one of Fremont’s most prominent gateways and defines first impressions of the city for thousands of travelers each day. Mowry Gateway currently has a suburban character, with large auto-oriented shopping centers, fast food restaurants, gas stations, hotels, and tall signs designed for fast-moving traffic. While there are no immediate plans to redevelop this area, the long-term vision is to make Mowry Avenue a more dramatic and distinctive gateway into the city.

The General Plan Map for the Mowry Gateway area largely reflects existing uses. Areas between the freeway and Farwell Drive are designated for Regional Commercial, while areas between Farwell and Blacow are designated for General Commercial. The former area includes several hotels, restaurants, gas stations, the Elks Lodge, a former multiplex cinema, the Mowry Landing and Mowry East Shopping Centers, and a portion of the Hetch Hetchy aqueduct. The latter area includes two neighborhood shopping centers, each with a mix of large and small tenants. The shopping centers contain neighborhood-serving uses such as grocery stores, restaurants, banks, and personal services.

The Mowry Gateway is attractively landscaped and its buildings are generally in good condition. However, the scale and character of development immediately brands Fremont as an auto-oriented city. Although the city’s focus in the next decade will be on its Priority Development Areas (PDAs), the General Plan acknowledges the long-term potential for the Mowry Gateway to be more than it is today.

Looking beyond 2020 or even beyond 2035, new employment-generating uses such as a medical center, a university satellite campus, a corporate headquarters, a conference center, or even an urban mixed use development could be considered here. Such uses would impart a more dynamic and forward-looking image for Fremont. Given the probable long horizon for such a change, existing uses will be maintained for the foreseeable future.

Special Study Areas

The Irvington BART Study Area

Subsequent to the comprehensive update of the General Plan in December 2011, the November 2014 Alameda County Transportation Tax (Measure BB) was passed, including within its scope the eligibility for funding of the Irvington BART Station. The passage of the County tax measure presents an opportunity for station planning to move forward. As part of the Environmental Impact Report for the BART Warm Springs Extension, BART had prepared conceptual plans for the site and station area.

Future funding will enable a more detailed analysis of the Irvington BART Station and site layout so as to integrate public improvements and infrastructure needed for the station with potential surrounding private development within the Study Area.

The City Council shall consider all relevant General Plan policies, community and transit agency input, and the overall public interest in furthering the feasibility of the Irvington BART Station in consideration of any prospective new development application or substantial site modification. The City shall support timely completion of studies leading to the design of the Irvington BART Station as well as support leveraging of federal, regional and local funding necessary for the project.

Policies and Implementing Actions

The policies below are specifically directed to the neighborhoods and business districts in the Irvington Community Plan Area. Future development in these areas is also subject to broader citywide policies that may be found in other elements of the General Plan. Both this element and the citywide elements should be consulted when evaluating development proposals or making land use decisions. For example, the design of mixed use development in Irvington Town Center should adhere not only to the policies below, but also to policies in the Community Character Element and other relevant sections of the General Plan.

As appropriate, the policies and implementing actions below carry forward the recommendations of previous studies, including the *Irvington Concept Plan* (2005) and *Envisioning Fremont Boulevard* (2008). Because of the broad scope of the General Plan, the policies do not include the detailed design guidelines contained in these past studies.

The policies are organized under the following five major sub-headings:

- Irvington Town Center
- BART Station Area (including Osgood Road)
- Grimmer Boulevard
- Fremont Boulevard
- Other Irvington Neighborhoods (including Mowry East and other shopping centers)

Irvington Town Center

• Policy 11-6.1: Five Corners

Strengthen Five Corners (Fremont Boulevard, Washington Boulevard, Bay Street, and Union Street) as the center of Irvington. Encourage new development on underutilized parcels, more active use of existing buildings, and architecture and site planning that creates a more vital, walkable town center.

> Implementation 11-6.1.A: Irvington Design Guidelines

Retain illustrated building design guidelines for Irvington and use these guidelines to evaluate future new construction and rehabilitation projects.

Design guidelines are organized into three categories, including: (a) Bay Street; (b) Pedestrian-Oriented Streets; and (c) Major Streets. More refined guidelines may be adopted in the future as part of Planned Districts such as Bay Street.

> Implementation 11-6.1.B: Irvington Public Realm Improvements

Continue efforts to enhance the appearance of Irvington's commercial streets with amenities such as landscaping, wider sidewalks, benches and street lamps. These features should reflect Irvington's history, create a stronger sense of identity, and make streets safer and more walkable. Of particular importance will be streets like Main Street which provide access to the Irvington BART station.

> Implementation 11-6.1.C: Irvington Concept Plan

Retain illustrated concept plans for the various development subareas in Irvington to illustrate potential options for development activities and ensure that new projects further the policies of this General Plan.

> Implementation 11-6.1.D: Land Assembly

Support continued assembly of multiple small parcels in the Irvington Town Center to facilitate redevelopment.

• Policy 11-6.2: Irvington's Development Focus

Focus Irvington's future development along a pedestrian axis defined by Bay Street, Union Street, Main Street, and High Street, terminating on the east at the entrance to the new Irvington BART Station. Development along this axis should be complemented by new mixed use and commercial development along Fremont Boulevard and Washington Boulevard.

> Implementation 11-6.2.A: Bay Street

Continue the transformation of Bay Street between Chapel Way and Fremont Boulevard into a walkable shopping street. Recent streetscape and parking improvements should be leveraged to encourage private investment. This should include infill development with ground floor retail uses, and additional pedestrian amenities such as outdoor dining areas and façade improvements.

> Implementation 11-6.2.B: Monument Shopping Center Reuse

Encourage redevelopment or rehabilitation of the Monument Shopping Center in a way that provides new shopping and dining opportunities and contributes to the pedestrian-oriented environment along Bay Street.

> Implementation 11-6.2.C: Union Street and Main Street

Continue the mixed use pedestrian character of Bay Street across Fremont Boulevard and along Union Street and Main Street. This can be supported by:

- Encouraging a distinctive new building such as a museum or major retailer at the northeast corner of the Five Corners intersection (Washington and Union)
- Providing a plaza at the northwest corner of the Five Corners (Fremont and Union) that complements the Irvington Monument Plaza across the street
- Requiring ground floor retail in any new mixed use development at the northeast corner of Union and Main
- Retaining a mostly residential character along Main Street, but providing the flexibility for ground floor retail uses in new projects
- Improving the streetscape along Main Street and the first block of Union Street
- Improving crosswalks across Fremont Boulevard at the Five Corners intersection
- Providing a street and sidewalk extension from the east end of Main Street under the Washington Boulevard overpass and into the new BART station.

• **Policy 11-6.3: Retail Development**

Attract additional retail uses to the Irvington Town Center, particularly restaurants, specialty shops, and uses which recognize the multi-cultural demographics of the surrounding neighborhoods.

> **Implementation 11-6.3.A: Supporting Irvington's Small Businesses**

Strengthen the capacity of Irvington's small businesses through workshops, commercial rehabilitation loans, façade improvement grants, and continued collaboration and partnerships with local organizations such as the Irvington Business Association (IBA).

> **Implementation 11-6.3.B : Marketing and Business Attraction**

Work with property owners and tenants to develop marketing and business attraction strategies for Irvington, highlighting the unique qualities of the District, the vision for its future, development opportunities, and the public investments that have been made in the area.

> **Implementation 11-6.3.C: Business Improvement District**

Consider establishing a Business or Property Owner Improvement District for the Irvington Town Center.

Such districts require a vote of more than 50 percent of the property owners to establish a special assessment on parcels each year. The funds generated can provide for higher levels of maintenance and security, marketing, and other services.

• **Policy 11-6.4: Historic Preservation in Irvington**

Encourage the preservation and adaptive reuse of Irvington's historic buildings. New development should respect the scale and context of historic structures.

• **Policy 11-6.5: Irvington's Transportation System**

Ensure that land use, transportation, and urban design decisions in Irvington maintain the function of Fremont Boulevard and Washington Boulevard as major cross-town arterials. Conversely, Bay Street, Union Street and Main Street should function as local streets, creating an attractive environment for shoppers and safe pedestrian access to the new BART station.

> **Implementation 11-6.5.A: Traffic Calming**

Take appropriate steps to mitigate the traffic impacts of development in the Irvington Town Center on nearby residential streets. Traffic calming measures should discourage neighborhood cut-through traffic and reduce vehicle speeds. Changes to the directional flow of traffic on Bay Street may be considered, subject to future traffic studies.

Main Street will eventually be extended to the BART station (via High Street), so its design should discourage non-local traffic from filtering into residential neighborhoods. Such measures could include stop signs, mandatory turns or limits on through-traffic. Traffic-calming facilities also should be considered for the Union Street intersections with Lee Street, Lincoln Street and High Street.

• Policy 11-6.6: Irvington Parking

Provide additional on-street and off-street parking to serve the Irvington Town Center. Off-street parking should be shared by multiple users where feasible, and should be placed to the rear of buildings or within structures to create a more pedestrian-friendly street environment.

> Implementation 11-6.6.A: Parking Districts

Consider expanding the use of parking districts in Irvington to enable the development of additional off-street parking lots. As new parking lots are created, consider reductions or waivers to the parking requirements for nearby businesses.

> Implementation 11-6.6.B: Parking Structure

Support development of a new parking structure on the block bounded by Main, Washington, Union, and Roberts. Such a structure could serve future BART patrons as well as visitors to the Five Corners area.

Depending on its height and location, the top of the parking structure might be directly accessed from the Washington overpass, while the ground level would be accessed from Main Street or Roberts Avenue. The structure would serve BART patrons as well as those working, shopping, or dining in Irvington. The design of any future parking facilities in this area should minimize curb cuts across sidewalks, and maximize commercial frontage along Washington and Main.

> Implementation 11-6.6.C: Monument Center

In the event the Monument Shopping Center is redeveloped, explore opportunities for new off-street parking facilities that serve the Bay Street shopping district as well as new development on the site.

Irvington BART Station Area

• Policy 11-6.7: Irvington BART Station

Develop a new BART station at Osgood Road south of Washington Boulevard. Land use decisions for the station's surroundings should reflect the need for BART parking, vehicle ingress and egress, pedestrian and bicycle access, and connections to the Irvington Town Center, as well as opportunities for transit-oriented development.

• Policy 11-6.8: Irvington Station Access

Provide primary vehicle access to the Irvington BART Station from Osgood Road on the east side of the station. Construct a secondary access route on the west side of the station from the end of Main Street under the Washington Boulevard overpass.

> Implementation 11-6.8.A: BART Parking

Develop the primary parking facility for the Irvington BART station east of Osgood Road, with station access provided by a pedestrian bridge across Osgood Road.

> **Implementation 11-6.8.B: Minimizing Neighborhood Traffic Impacts**

Use directional signs, speed limits, access restrictions, traffic control devices, landscaping and other measures to slow traffic and reduce neighborhood cut-through trips in the area between BART and nearby arterials.

• **Policy 11-6.9: Station Area Design Considerations**

Ensure that the design of the BART station and surrounding development considers natural hazards, environmental conditions, cultural resources, and surrounding land uses.

> **Implementation 11-6.9.A: Hayward Fault**

Minimize hazards associated with the Hayward Fault in site planning for the BART station. The “no build” zone along the fault trace should be retained as open space or used for surface parking.

The Irvington BART Station area is bisected by the Hayward Fault and would be subject to ground rupture as well as violent ground shaking in the event of a major earthquake. Parts of the area are within the Alquist-Priolo Special Studies Zone. Geologic studies are required in this area, and new structures are prohibited in areas adjacent to the fault.

> **Implementation 11-6.9.B: Gallegos Winery Site**

Protect the historic Gallegos Winery site and ruins from possible damage or vandalism as BART-related development takes place. Although the winery itself was destroyed by the 1906 earthquake, the site should be recognized as a Fremont Register Historic Resource and an important element of Irvington’s cultural landscape.

• **Policy 11-6.10: North of Irvington Station Area**

Capitalize on growth opportunities resulting from the realignment of the Union Pacific Railroad between Washington Boulevard and Paseo Padre Parkway. This area should function as an extension of the residential area to its west. The highest densities should be at the south end of this area, close to the new station, with undeveloped setbacks as needed near the Hayward Fault.

> **Implementation 11-6.10.A: Multi-Use Path to Central Park**

Develop a multi-use pedestrian and bicycle path along the former Union Pacific Railroad line between the new Irvington Station and Central Park and beyond.

• **Policy 11-6.11: Osgood Road Corridor**

Encourage high-density residential development along Osgood Road south of the new BART station. Development should be designed to facilitate safe, convenient pedestrian access to the station. The area along Osgood Road south of Blacow Road should remain Service Industrial.

> **Implementation 11-6.11.A: Osgood Road Improvements**

Complete improvements to Osgood Road to facilitate BART access and improve north-south circulation between Irvington and South Fremont. This should include sidewalks, additional travel lanes, and bicycle lanes in both directions.

> Implementation 11-6.11.B: Blacow Road Extension

Continue to seek funding for a grade-separated Blacow Road crossing of the Union Pacific tracks between Osgood Road and Roberts Avenue.

Grimmer Boulevard

• Policy 11-6.12: Grimmer North

Improve the appearance and design of Grimmer Boulevard between Paseo Padre Parkway and Fremont Boulevard.

> Implementation 11-6.12.A: Grimmer Greenway

Create a landscaped greenbelt along the west side of Grimmer Boulevard between Paseo Padre Parkway and Fremont Boulevard, using the flood control channel, PG&E right of way, and City right-of-way. A multi-use path along the creek should connect Fremont Boulevard to Central Park.

> Implementation 11-6.12.B: Grimmer Boulevard Redesign

Reconfigure Grimmer Boulevard between Paseo Padre Parkway and Fremont Boulevard.

• Policy 11-6.13: Grimmer South

Improve the quality and character of development along Grimmer Boulevard between Fremont Boulevard and Irvington Avenue. Support the reuse of underutilized commercial sites with new multi-family residential, commercial, or mixed use development. Such development should support the goals for the adjacent Town Center, and help achieve the vision of Irvington as a more urban, pedestrian-oriented center.

> Implementation 11-6.13.A: Grimmer South Beautification

Develop a beautification program for Grimmer Boulevard south of Fremont Boulevard.

Fremont Boulevard

• Policy 11-6.14: Fremont Boulevard

Enhance Fremont Boulevard as a multi-modal thoroughfare and gateway into the Irvington District. A mix of multi-family residential and commercial uses is encouraged along the corridor between Grimmer Boulevard and Carol Avenue. This area should become more pedestrian-oriented in the future, with connected sidewalks and crosswalks, buildings placed closer to the street, less prominent surface parking, and retail uses which complement those on Bay Street.

Other Irvington Area Neighborhoods

• Policy 11-6.15: Mixed Use Development at Former Shopping Centers

Support the reuse of older shopping centers in the Irvington Community Plan Area with new development that creates housing opportunities, improves visual quality and architectural character, and integrates these sites with the neighborhoods around them. The reuse of shopping centers for housing should be balanced

with the desire to provide “complete neighborhoods” with shops and services close to all residents. Reuse plans should include a local-serving retail component to achieve this balance.

- **Policy 11-6.16: Mowry Gateway**

Recognize Mowry Avenue as an important city gateway and a long-term opportunity for new uses which create jobs, generate revenue, and help redefine Fremont’s image. Ensure that land use and development decisions do not preclude this area’s eventual transformation from an auto-oriented commercial area to higher-intensity land uses.

- **Policy 11-6.17: Laguna Creek**

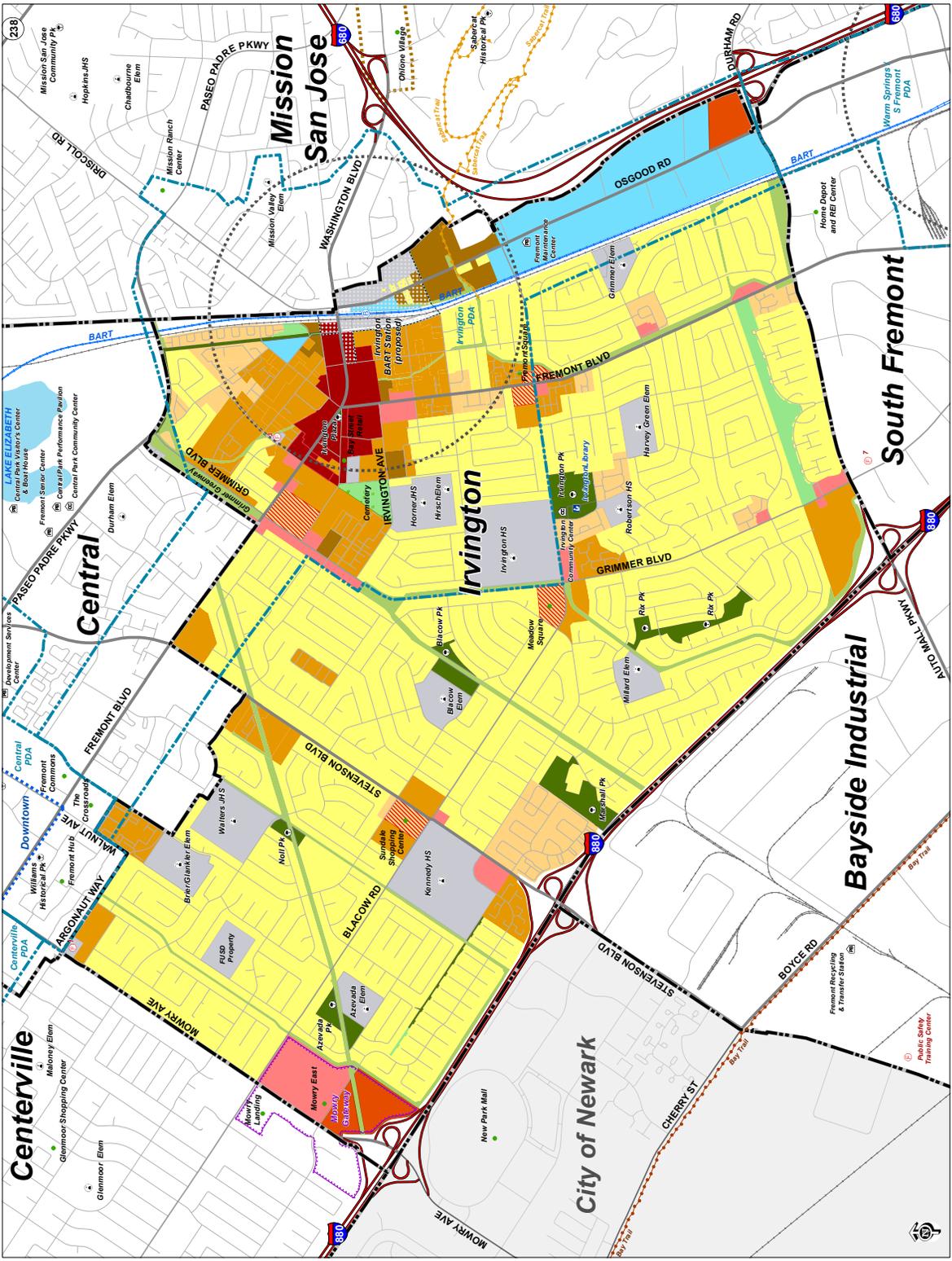
Consider improvements to Laguna Creek as it passes through Irvington. This could include day-lighting buried sections of the creek or creating passive recreation areas along its course. Future development along the creek should recognize its function as a historic part of Irvington’s landscape and take appropriate restoration and conservation measures.

A Master Plan has been prepared for Laguna Creek to guide these improvements.

- **Policy 11-6.18: Irvington Residential Areas**

Encourage continued private and public investment in Irvington’s neighborhoods, continued maintenance of community facilities such as schools and parks, and other activities that enhance neighborhood character and quality of life.

General Plan Map designations for the Irvington Community Plan Area are shown in Diagram 11-7.



**General Plan
Community Plans
Irvington
Community Plan Area**

- Land Use Category**
- COM City Center
 - COM General
 - COM Mixed Use
 - COM Regional
 - COM Town Center
 - IND General
 - IND Service
 - IND Tech
 - Innovation Center
 - OS General
 - OS Hill Face
 - OS Hillside (Beyond RidgeLine)
 - OS Park
 - OS Private
 - OS RCP
 - Public Facility
 - Study Area
 - TOD Overlay
 - Area of Interest
 - Water Feature
 - RES Low-Medium
 - RES Low
 - RES Hillside Residential
- City Boundary**
- Community Plan Area
 - Priority Development Area
 - Bay Trail
 - Sabercal Trail
 - Union Pacific Railroad
 - BART Station
 - TRAM Station
 - City or Public Site
 - Community Center
 - Fire Station
 - Library
 - Park
 - Shopping Center
 - School
 - Downtown
 - Historic Overlay
 - Water Feature

Fremont is a large City with unique issues and planning concerns associated with its various sub-areas. In order to address these issues more clearly, the City is divided into Community Plan Areas.



The information conveyed on this map is dynamic and may change over time. For the most current information, please contact the Planning Division or other appropriate agency for the most recent information or status.

Users should verify designations, policies, regulations, and restrictions before making project commitments.



This is a reduced image. Please see the most current color full-size maps available at the Fremont Planning Division or online at www.fremont.gov/planning. The information on this diagram is dynamic and may have changed since this page was last printed.