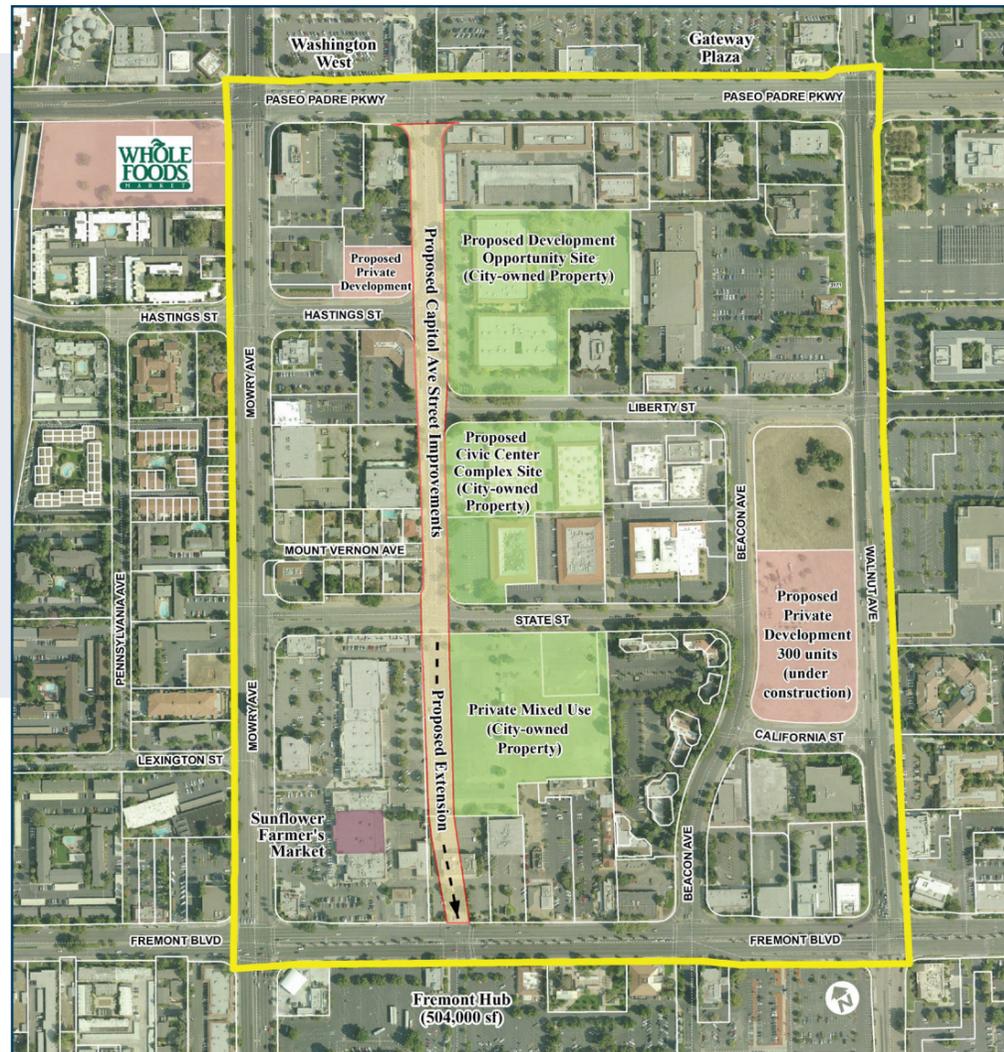


# Think FremontCalifornia

## DOWNTOWN FREMONT

With its ideal Silicon Valley location, Downtown Fremont is poised to become a vibrant urban mixed use district within the City Center that will serve as a destination for the city and region. Incentives are in place for new developments that will help create an exciting new district in Fremont in keeping with the City's new general plan goal of becoming "strategically urban".



View of Capitol Ave. from Fremont Blvd.

### OVERVIEW

Fremont is strategically 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's Central Business District, Downtown has street views of Mission Peak. Fremont's Central Park and Lake Elizabeth, a major recreation spot, is about a mile away.

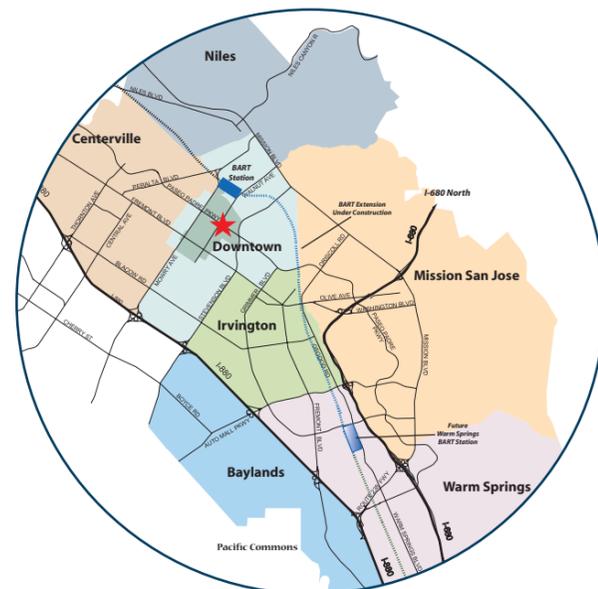
**Downtown will provide Fremont with a focal point and community gathering space – a more sustainable, pedestrian-friendly public realm activated with street-level commercial, retail, civic uses and public open spaces that stimulate economic activity and entice high-quality, high-intensity development 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 Capitol Ave. and State St.

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 shows the following development potential:

TYPE OF DEVELOPMENT	EXISTING CONDITIONS	MID TERM DEVELOPMENT	FUTURE BUILD OUT
	Gross SF/Units	Gross SF/Units/Acres	Gross SF/Units/Acres
Commercial/Retail	500K	400K	500K (New/Reconfigured)
City/Other Government Offices	150K	200K	200K
Office	500K	700K	2M
Residential	10K / 7 units	1.6 / 1,600 units	2.5M / 2,500 units
Performing Arts		28K	28K
Opening 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 by committing time and resources to the items listed below:

- Adopted EIR with approved entitlements
- City Development Impact Fees (DIF) incentives
  - Continued DIF reduction of 50% in Downtown
  - Continued deferred payment schedule for City DIF
- Statewide Community Infrastructure Program to finance impact fees (SCIP)
- Retail Parking Flexibility in Mixed Use projects
  - 700 parking spaces will be created on area streets
- Streamlined permitting
- City to design and construct Capitol Avenue, the central spine of the district connecting existing retail with upscale amenities and existing transit service
- City to improve bike and pedestrian connections to and from BART/Downtown
- City working to establish arts & cultural programming to occur downtown year-round

## CURRENT ACTIVITY

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

- Paragon at Downtown – 300 unit mixed use — project currently leasing
- Proposed residential mixed use project
  - On Hastings St. and Capitol Ave. - under review.
  - On State St. and Capitol Ave. - Development Agreement in progress.
- Whole Foods – At Mowry and Paseo Padre — Now Open!
- Sprouts - Opened in May 2012 on Mowry



Aerial view of Capitol Ave. from Fremont Blvd.