

ROBSON HOMES

November 25, 2019

Mr. Dan Schoenholz
Community Development Director
City of Fremont
39550 Liberty Street
Fremont, CA 94539

Re: General Plan Amendment Screening Request
43401 and 43431 Ellsworth Street

Dear Mr. Schoenholz,

Robson Homes is pleased to submit a General Plan Amendment Screening Request for 43401 and 43431 Ellsworth Street with the intent to modify the current General Plan designation of Town Center Commercial to Low-Medium Density Residential, (8.8 to 14.5 units per acre), and subsequent re-zoning from Town Center Pedestrian to R-3-14. The current designations allow for construction of a commercial and/or mixed-use project with high density residential. Our proposal is modest in scale by comparison and consists of two-story detached single family homes that complement the existing village character. As a public benefit, the project will contribute two, four bedroom on-site affordable (moderate) units, plus payment of affordable fees for the entire project. Additional public improvements we offer include completion of the western sidewalk along Ellsworth from our site to Washington. Following is a description of the site, project proposal and resulting public benefits to the community.

The site is located along Ellsworth at Grove Avenue. Historically, the site contained a Portuguese social hall, (Society of IDES), among single family housing. In the mid-1960's, the social hall was removed and the site has remained vacant for well over 50 years. Ellsworth Street is quite loosely defined at this location and lacks adequate curbs, parking and sidewalks, while boasting an expansive right-of-way equal to that of Mission Boulevard. The resulting environment is one of speeding cars, reduced pedestrian safety and overall blighted appearance.

Although the site is zoned to support commercial, there is no current or foreseeable demand for such use. In May of 2019, a commercial study performed for the City of Fremont outlined several challenges for the Mission San Jose area such as low density population, "edge" market periphery location, and inconvenient access. Specifically, the report stated that given the district's location at the eastern periphery, a reasonable market share would support only 3,500 - 5,000 square feet of new retail space. A challenge for the Ellsworth site specifically, is that it lacks visibility or a direct connection to Mission Boulevard that offers larger traffic volumes required by retail tenants. In consideration of these challenges, we believe that the highest and best use of the site is residential; a use genuinely needed amidst the housing crises and one that is sustainable over time. Providing new homes within walking distance of Mission Boulevard and Washington Boulevard will also generate foot traffic and activate the streets for existing businesses that have already heavily invested in the area.

The design of our residential community has changed since our previous application in 2018. The number of homes, building height and overall scale has been significantly reduced. The context for our site includes existing older homes that tend to be 1 ½ or 2 stories high, predominantly Farmhouse Victorian and/or Queen Anne style, with wood cladding. The two-story homes we propose will be compatible in scale and feature a modern farm-house style with board and batten siding, shed roofs and a

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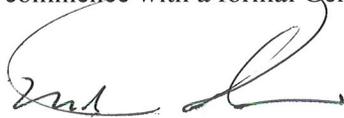
gracious front porch. Each home will be built with custom details and quality materials to beautify the neighborhood. Twelve of the sixteen homes include a downstairs bedroom that allows flexibility for the homeowner to work from home, age in place, or host other family members creating a multi-generational household. Most importantly, our proposal will offer two, affordable (moderate) four-bedroom homes on site as well as additional fee payment for the entire project. A four bedroom home is rare at an affordable rate will greatly benefit local families.

Another public benefit of the project includes dramatic improvements to Ellsworth Street. Our plans suggest an overall street width reduction for traffic calming purposes accompanied with new street parking, sidewalks, and large canopy trees to create a comfortable and safe walking environment. The improved streetscape will facilitate pedestrian flow from Anza Street to Washington Boulevard and promote walking to neighboring businesses. The proposed design is consistent with the General Plan for Ellsworth that prescribes one travel lane in each direction, a shared bicycle facility, pedestrian connectivity and improved safety. We look forward to working with the City to refine the plans for the street and property frontage as the project progresses.

In addition to the proposed residential development, we have studied a mixed-use option that is also included in our submittal package. This development features a vertical mixed-use building at the corner of Ellsworth and Grove that offers approximately 4,000 square feet of commercial space with three second floor apartments. The primary residential component to support the commercial use consists of eighteen, 2 ½ story townhomes configured in triplex buildings. In this scenario, all homes will be sold at market rate and the project will comply with the affordable housing ordinance through the payment of an in-lieu fee.

Although the mixed use development complies with current zoning and guidelines, we prefer the residential project at this location due to its compatible scale, traditional character and ability to fulfil a community need. To create 4,000 square feet of viable commercial space at our site is a challenge and likely not sustainable over time. Commercial rents have been flat and downward trending for the past twenty years in Mission San Jose, demonstrating a lack of demand. Our site is not the best suited for an anchor tenant or drug store referenced in the Commercial Study. Ohlone College offers the key piece of property capable of meeting this need and supporting retail along Mission Boulevard.

We appreciate your consideration and respectfully request your approval of our screening request in order to commence with a formal General Plan Amendment Application.



Mark Robson
Robson Homes LLC.

General Plan Policies supported by the Proposed Residential Project and GPA Request:

LU 2-1.10 and 11: Pedestrian Scale and Infill Emphasis. Create a more pedestrian oriented environment in Fremont's Town Center, characterized by convenient and continuous sidewalks. Focus new development on under-developed sites that are already served by infrastructure and public streets. Ensure that zoning and capital improvement decisions are made in a way that supports reinvestment in the existing urbanized area.

LU 2-3.4, 6: Infill Development and Connectivity. Support infill development on vacant and underutilized land in Fremont's neighborhoods, particularly where there are vacant lots or parcels that create "gaps" in the urban fabric and disrupt the continuity of a neighborhood, while respecting the scale and form of surrounding properties. Undertake improvements which make Fremont's neighborhood streets safer and more convenient for walking and bicycling. Implement measures to calm traffic on local streets and improve safety and quality of life and combine with new sidewalks, street trees, landscape, crosswalks and other design changes which make it safer and more comfortable to travel without a car.

LU 2-3.7: Green Neighborhoods. Encourage tree planting on on private property.

Housing Element Goal 2: Ensure availability of high quality, well-designed and environmentally sustainable new housing of all types and income levels throughout the City.

Note: Both Market Rate and Affordable homes will follow and/or exceed the latest building codes and sustainable criteria including the construction of an energy saving home with photovoltaic systems, a car charging outlet, low-water use fixtures, site storm-water treatment, drought-tolerant landscaping and other measures.

Housing Element Goal 3: Facilitate the development of affordable and market-rate housing in order to meet the City's Regional Housing Need Allocation, (RHNA) and Action 3.03-C: Continue to encourage development of affordable family and larger-sized units.

Note: The basic requirement for detached housing in the Affordable Housing Ordinance is to pay an in-lieu fee. Our project will directly contribute to affordable housing in the desirable Mission San Jose area by including two, four bedroom single family homes while also paying a full fee.

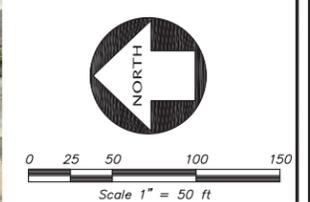
BOUNDARY NOTES

1. THIS PLOT WAS PREPARED FROM INFORMATION FURNISHED IN A PRELIMINARY TITLE REPORT, PREPARED BY FIRST AMERICAN TITLE INSURANCE COMPANY, DATED AUGUST 14, 2017, NUMBER NCS-868660-5C. NO LIABILITY IS ASSUMED FOR MATTERS OF RECORD NOT STATED IN SAID PRELIMINARY TITLE REPORT THAT MAY AFFECT THE TITLE LINES, OR EXCEPTIONS, OR EASEMENTS OF THE PROPERTY.
2. THE BOUNDARY, EASEMENT, AND OTHER ENCUMBRANCES SHOWN ON THIS DRAWING ARE BASED SOLELY UPON INFORMATION CONTAINED IN THE FOLLOWING DOCUMENTS: COUNTY OF ALAMEDA ROAD PLAN & PROFILE DRAWINGS A-341, SHEETS 1 AND 2; A-342, SHEETS 1 AND 2; A-344; A-347; PARCEL MAP 1223 (33 M 62); PARCEL MAP 1290 (33 M 63) AND THE MAP OF THE TOWN OF MISSION SAN JOSE (6 M 17).
3. THIS IS NOT A BOUNDARY SURVEY. NO LIABILITY IS ASSUMED, BY KIER & WRIGHT, FOR THE EXISTENCE OF ANY EASEMENTS, ENCUMBRANCES, DISCREPANCIES IN BOUNDARY, OR TITLE DEFECTS NOT MENTIONED IN SAID DOCUMENTS AND THEREFORE NOT SHOWN ON THIS DRAWING. PROPERTY LINE PLOT ONLY (NO EASEMENTS SHOWN)

SUBJECT PROPERTY SITE CONSTRAINTS AND OPPORTUNITIES

1. EASEMENTS: NONE
2. NATURAL FEATURES: NONE
3. VIEWS: NONE
4. ACCESS: WITHIN HALF-MILE WALKING DISTANCE TO RETAIL, MISSION SAN JOSE ELEMENTARY SCHOOL, OHLONE COLLEGE, BUS STOPS, AND TWO MAJOR ARTERIAL ROADWAYS, WASHINGTON BLVD AND MISSION BLVD.
5. GENERAL TOPOGRAPHY: PROPERTY IS MOSTLY FLAT WITH GENTLE SLOPE TO THE NORTHWEST
6. UTILITIES
 - WATER: LOCATED WITHIN GROVE AVENUE AND ELLSWORTH STREET
 - STORM DRAIN: LOCATED WITHIN GROVE AVENUE AND ELLSWORTH STREET
 - SEWER: LOCATED WITHIN ELLSWORTH STREET
 - ELECTRIC, TELEPHONE & CABLE: EXISTING OVERHEAD LINES LOCATED ON EAST SIDE OF ELLSWORTH STREET, SOUTH SIDE OF GROVE AVENUE AND NORTH SIDE OF ANZA STREET
 - GAS: T.B.D.
7. TREES: NONE
8. BUILDINGS OR HISTORIC FEATURES: NONE

C:\DESKTOP\MISC\PROJECTS\A17191\A17180 - GFA - 1 BS.dwg USER: mknudsen DATE: 11/14/2017 - 4:53pm



NO.	REVISION

KIER & WRIGHT
 CIVIL ENGINEERS & SURVEYORS, INC.
 3350 Scott Boulevard, Building 22
 Santa Clara, California 95054
 Tel: (408) 727-5665
 Fax: (408) 727-5641

**GENERAL PLAN AMENDMENT
 SCREENING REQUEST FOR**
 43401 AND 43431 ELLSWORTH STREET
 FREMONT, CALIFORNIA

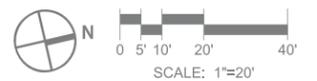
**CONTECT MAP AND
 SITE CONSTRAINTS &
 OPPORTUNITIES ANALYSIS**

DATE	11/15/2017
SCALE	AS SHOWN
DESIGNER	M.K.
DRAFTER	STAFF
JOB	A17191
SHEET	C1
OF	2 SHEETS



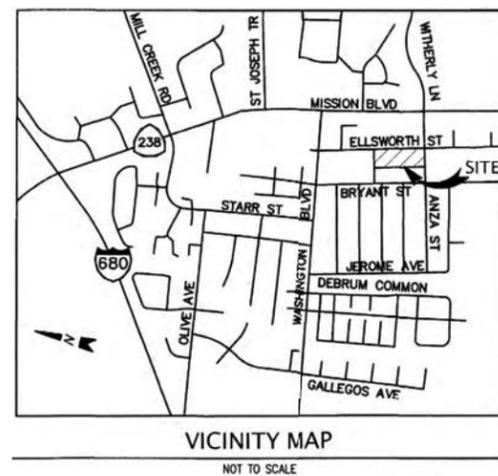
ILLUSTRATIVE SITE PLAN
SCHEME 1

ELLSWORTH
FREMONT, CALIFORNIA
ITERATION NO. 1



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17057.01 11/14/2019



ELLSWORTH
FREMONT, CALIFORNIA
ITERATION NO. 1



Development Summary: Residential Project
Address: 43401, 43431 Ellsworth Street, Fremont, CA
Assessor's Parcel Numbers: 513-0609-042, 513-0609-043

General Plan Designation: Town Center Commercial
Proposed General Plan Designation: Low-Medium Density Residential
Existing Zoning: TC-P (HOD) (H-I)
Proposed Zoning: Planned Development (R-3-14)

Site Area 48,750 sf 1.12 Acres
Proposed Residential Units: 16, Density = 14.28 DU/Acre

Required Open Space: 1,050 sf
Proposed Open Space: 2,750 sf

Proposed Residential Unit Mix

Unit Type	Plan	Mix	SF	SF Total
Plan A	4BR, 3.5 BA	2	2,256	4,512
Plan B	3BR+loft, 2.5 BA	2	2,292	4,584
Plan C	4BR, 3.5 BA	4	1,810	7,240
Plan D	4BR, 3.5 BA	4	2,140	8,560
Plan E	4BR, 3.5 BA	4	2,588	10,352
Total		16		35,248

Parking Summary

Use	Required	Proposed
Residential	24	32 (garage)
Guest	8	8
Street Parking	0	14
Total	32	54

TECHNICAL SITE PLAN
SCHEME 1



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PLAN D FRONT ELEVATION

ELLSWORTH
FREMONT, CALIFORNIA
ITERATION NO. 1



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17057.01 11/14/2019



PLAN A FRONT ELEVATION

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FREMONT, CALIFORNIA
ITERATION NO. 1

0 1' 2' 4' 8'
SCALE: 1/4"=1'-0"

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Modern Farmhouse Architectural Style Examples



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ILLUSTRATIVE SITE PLAN
SCHEME 2

ELLSWORTH
FREMONT, CALIFORNIA
ITERATION NO. 1



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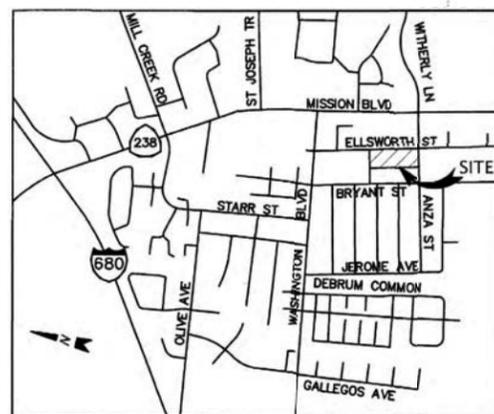
17057.01 11/14/2019

ELLSWORTH STREET



EX. RETAIL

EX. SINGLE FAMILY RESIDENTIAL



VICINITY MAP
NOT TO SCALE

Development Summary: Mixed Use Alternative
Address: 43401, 43431 Ellsworth Street, Fremont, CA
Assessor's Parcel Numbers: 513-0609-042, 513-0609-043

General Plan Designation: Town Center Commercial
Existing Zoning: TC-P (HOD) (H-I)
Proposed Zoning: Mixed Use Planned Development

Required Open Space: 1,300 sf
Proposed Open Space: 2,275 sf

Site Area 48,743 sf 1.12 Acres
Proposed Residential Units: 21

Residential Townhomes				
Unit Type	Plan	Mix	SF	SF Total
Plan A	4BR, 3.5 BA	11	2,100	23,100
Plan B	4BR, 3.5 BA	7	2,200	15,400
Total		18		38,500

Apartments (above commercial)				
Unit Type	Plan	Mix	SF	SF Total
Flat A	2BR, 2BA	3	1,354	4,062
Total		3		4,062

Commercial Office				
Unit Type	Plan	Mix	SF	SF Total
1st Floor Commercial Office		1	4,062	4,062
Total		1		4,062

Total Project SF 46,624 0.96 FAR

Use	Required	# Proposed		Notes
		Prop.	Shared Net Spaces	
Residential	31.5	39	39	garage +3 apt spaces
Guest	10.5	11	(7)	(7 shared after hours with commercial)
Commercial	13.4	14	(7)	(7 or 50% located on street)
Street Parking	0	15	15	
Total	55.4		65	

TECHNICAL SITE PLAN
SCHEME 2



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TRIPLEX UNIT 'A' FRONT ELEVATION