

# ROBSON HOMES



**General Plan Amendment Screening Request**  
**Project Site: 43431 & 43401 Ellsworth Street, Fremont, CA**  
**City Council Hearing February 18, 2020**

# Ellsworth Street



# Main Street



# 3 Development Concepts



## 1) Conforms with GP & Zoning

- 4,000sf commercial
- 21 residential units



## 2) Corner Commercial that Requires GPA

- 1,700sf commercial
- 14 residential units



## 3) Residential that Requires GPA

- 16 residential units

# Robson Homes Project Experience – Old Mission School





3 mile radius area

# MSJ Retail Challenges

## Partial list of restaurant & retail closures or relocations

### Restaurants:

Mission Pine Café  
Bijan Persian  
Full House Chinese  
Kohinoor Pakistani & Indian  
Nouvelle Bistro Asian Fusion  
Nina's  
Nouveau Restaurant  
Starbucks  
Mission Burger  
Sushi Mori  
The Cheese Taster  
Mission Pizza  
Yuki Japanese Restaurant  
Estephans

### Stores:

Color Me Mine  
Flower Pavilion  
McIvors Ace Hardware  
Rocks World of Tennis  
Village Treasures Fine Chocolates  
& Gifts  
Hun Bridal

# MSJ Commercial Strategy Study Recommendation



**Figure 8: Example of mixed-use development that is retail driven.** *The retail spaces in the example above facilitate shop visibility that supports activity at the sidewalk edge. The design of the site and building was driven by retail needs as a priority.*

# MSJ Commercial Key Corners



MISSION BLVD

WASHINGTON

# Mission Blvd. & Washington



# Mission Blvd. & Anza



# Washington & Ellsworth



# Public Benefit for Mission San Jose



**1) Conforming Concept**  
**\$0**



**2) Corner Commercial Option**  
**\$400,000**



**3) All Residential Concept**  
**\$1,000,000**  
**+ Affordable housing on site**

# Open and Expand MSJ Restaurants



# Enhance MSJ Identity & Signage



## Preferred Design Alternative: Class II Buffered Bike Lanes

The three design alternatives were vetted with the City and key stakeholders. Based on their input, Concept A was selected as the preferred design, to balance the different user needs and beautify the corridor with landscaped medians.

43431 & 43401 Ellsworth Street



60 years  
vacant

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