SUMMARY OF CENTERVILLE DESIGN GUIDELINES

CITY OF FREMONT
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CITY OF FREMONT

PREPARED BY
FIELD PAOLI

FOR
THE CITY OF FREMONT
# Table of Contents

1.0 **OVERVIEW**  
1.1 Urban Design and Planning Policy  
1.2 Identity and Placemaking  
1.3 Connectivity  
1.4 Sustainability  

2.0 **GENERAL GUIDELINES**  
2.1 Uses, Mix of Uses, and Transit-Oriented Design  
2.2 Building Siting and Form  
2.3 Historic Preservation  
2.4 Opportunity Sites  
2.5 Public Open Space  

3.0 **DETAILED GUIDELINES**  
3.1 Public Realm Improvements  
3.2 Sidewalk Improvements  
3.3 Street Lighting  
3.4 Pedestrian Improvements  
3.5 Landscaping  
3.6 Signage  
3.7 Public Art
Introduction

This Summary of Centerville Design Guidelines draws upon four documents that the City of Fremont uses to guide development in the Centerville District. The documents are summarized here to clarify the guidelines that apply to future development. From least to most specific, the documents include:

1. GENERAL PLAN 2030 UPDATE

The sections of the general plan Community Character Element included in this summary are in draft format. They serve as a preview of what is expected to become part of the General Plan Update for 2030. Language and format have been developed but has not yet been approved by City Council.

2. CENTERVILLE SPECIFIC PLAN

The sections of the Centerville Specific Plan included in this summary incorporate all amendments adopted by City Council through April 2006. The original Plan was adopted in 1993, and although it has been amended periodically, it has not been comprehensively updated. Urban design guidelines can be found in Chapter E - Community Design Guidelines, Commercial Development: Subarea 1 (pp 69-75) and Streetscape Guidelines (pp 80-85).

3. ENVISION FREMONT BOULEVARD

Envision Fremont Boulevard was a visioning exercise undertaken in 2008. The purpose was to identify streetscape ideas that could improve the appearance and identity of Fremont Boulevard and to use these solutions as prototypical ideas for development on other arterials and corridors within the City of Fremont.

The vision was achieved through a series of workshops and studies that focused on four key locations along the length of the boulevard - Centerville was one of those segments. The first workshop was held on May 31st, 2008. The second one was held on July 16, 2008. The report was presented to the City Council on October 21, 2008.

Urban design guidelines are found in Chapter 3: Precedents, C. Streetscape Character (74-81) and Chapter 4: Urban Design Concepts, Centerville Study Area (98-107).
4. CENTERVILLE FRAMEWORK PLAN

The Centerville Framework Plan focuses on future needs of new development comprehensively, building upon previous planning and redevelopment efforts and highlighting potential opportunities that will strengthen Centerville to become a more vibrant transit and pedestrian-oriented district. A final draft of the Centerville Framework Plan was presented to City Council on May 18, 2010.

Design guidelines for future pedestrian-friendly development are included in the Framework Plan as a tool to assist in the fulfillment of the vision. Urban design guidelines are described in Chapter 4 of the Framework Plan.

The urban design guidelines contained in each of these four documents have been compiled and arranged by subject; the first chapter presents an overview, the second chapter summarizes general guidelines, and the third chapter reviews detailed guidelines.
1. OVERVIEW
1.1 Urban Design and Planning Policy

**URBAN DESIGN STRATEGY**

Urban design is the process of giving physical design direction to urban growth, conservation and transformation. As Fremont grows over the next 20 years, making the transition to a more urban environment in strategic locations will be a major design challenge. To assist in achieving this vision, this Element of the General Plan update employs three strategies:

- The first is to identify and enhance the City’s existing neighborhoods, centers and corridors. These basic components provide a logical framework to strengthen city identity through desired urban and architectural design elements.
- The second strategy is to increase design emphasis along corridors and within centers for new streets and buildings. Over time, strengthening the urban context will result from the proper planning and siting of buildings and infrastructure to create an urban, pedestrian environment in strategic locations, namely in the City Center and Town Centers. Additionally, focus on alternative transportation modes and the transformation of the City from auto-orientation to pedestrian orientation provides a conduit to allow the City to focus this emphasis.
- To accomplish the previous two strategies, a third strategy develops an urban design policy basis and “place-types” for use in reviewing development proposals.

The Community Character Element creates a single point of reference used to guide the aesthetic appearance and physical form of neighborhoods, streets, parks, public facilities, new development, and redevelopment. Since vacant land is limited, infill development and redevelopment designs must fit within existing urban areas, making this element essential in creating cohesive and desirable neighborhoods, districts, centers and corridors. Policies articulate a vision for a sustainable city of livable residential neighborhoods, distinctive and vibrant commercial centers and corridors and thriving employment districts. Since Fremont contains many distinct neighborhoods and historic areas, the discussion of what makes each sub-area distinct and unique is important to maintain for future generations to understand and enjoy.

Additionally, the Mobility Element of the General Plan update is closely tied to the Community Character design goals and policies. Mobility dictates how and where people move about the City, whether by foot, bicycle, transit or auto. A focus of both the Mobility and Community Character elements is on centers, neighborhoods and the linkages between them.
Place Types

The Community Character Element includes a form based design manual to evaluate design and development in the City’s centers and along the corridors which connect them. The basis for the design manual is referred to as “Place Types”. A “Place Type” is an urban design tool used to guide and evaluate urban development in terms of form, scale and function in the built environment. The City has developed the following eight place types for its centers and corridors:

- Centers – City, Town Neighborhood, Regional
- Corridors – Urban, Suburban, Landscaped, Main Street

The Place Type descriptions and methodology are further described in the Place Type Design Manual in this element of the General Plan update.

CITY STRUCTURE AND IDENTITY

This Element promotes strong community identity through focused infill development in distinctive centers, corridors and neighborhoods, and enhancement of the built environment while protecting the City’s network of open spaces.

This goal seeks to enhance and strengthen the identity of the city through development strategically focused into compact urban locations designed with the form and scale to create a pedestrian environment. This section of the Community Character Element is closely tied to the “City Form and Structure” section of the Land Use Element. Together, the goals and policies of these sections aim to give identity to the city through land use development and design criteria and the acknowledgement of a hierarchy to city structure and organization.

The City’s distinct community identity through innovative sustainable design and development, preservation of open space, celebration of culture and conservation of heritage resources is fundamentally important to achieve the City’s goal. Having a well defined, compact urban pattern that accommodates infill development and fosters strategic redevelopment in key locations will maintain a focused development pattern, and help create a lively and urban city center and thriving town centers. Additionally, a well defined network of open spaces that contributes to the preservation of sensitive habitats, resource conservation and maintains the rural character of the hill area and open feeling of the Baylands will protect the unique natural character already established in Fremont.
At approximately 90 square miles, Fremont is a large city with unique areas and distinct neighborhoods with differing characteristics. Various centers and neighborhoods, many with recognizable defining features, have given Fremont a sense of character that should be highlighted, promoted and continually strengthened.

**CITY STRUCTURE**

To strengthen character and identity, provide geographic reference, and facilitate future planning of the City, a framework of Community Plan Areas, Neighborhoods, Centers and Corridors has been established. (see Table below).

- In its simplest form, the framework of the City consists of an “Urban Pattern”, which defines the built environment, and an “Open Space Frame” which defines the natural environment.
- The City is also separated into eleven distinct “Community Plan Areas” that define larger areas and natural environments. These areas generally have similar features or character and provide geographic reference to the City.
- Many individual “Neighborhoods” comprise the basic “building blocks” that make up the majority of the City’s existing urban pattern. The City shall strive through both planning and urban design principles to foster a high quality of life in its neighborhoods, while enhancing their unique identities and allowing them to evolve over time.
- The City is also identified by recognizable “Centers”, smaller, distinct places that have long been associated with the City and even pre-date incorporation. These Centers give specific identity to Fremont including the emerging City Center.
- “Corridors” are the link between the Centers and Neighborhoods that provide mobility for pedestrians, bicyclists, transit and motorists throughout the City. The perceived character of a City is often translated through its corridors. Improvement and celebration of the corridors that knit the City together also helps to achieve a unifying character and theme.

<table>
<thead>
<tr>
<th>City Framework</th>
<th>Planning Areas</th>
<th>Centers</th>
<th>Neighborhoods</th>
<th>Corridors</th>
</tr>
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<tr>
<td>Urban Frame</td>
<td>Centerville</td>
<td>Centerville</td>
<td>Centerville, Fremont Blvd., Glenmoor, Peralta Blvd., Cabrillo, Thornton Ave., Brookvale, Central Ave.</td>
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**SOURCE:**

GENERAL PLAN 2030 UPDATE (DRAFT)
CHAPTER 6: COMMUNITY CHARACTER ELEMENT
POLICY CC-1.1
City Framework and Infill Development

The City’s geographic position in the San Francisco Bay Area lends itself to a natural open space buffer comprised of San Francisco Bay to the west and Fremont Hills to the east. Alameda Creek and Quarry Lakes also provide a partial open space buffer to the north. The City of Fremont has long been known for this Open Space Frame. The urban pattern defines the built environment of the city and is the location for future growth and development. Two primary themes of General Plan 2030 are to protect and expand the open space frame, and to accommodate infill development into the established urban pattern with increased intensity near transit rather than developing land on the fringe adjacent to open space.

Community Plan Areas

Fremont is a large city with unique issues and planning concerns associated throughout its various areas. In order to address these issues and present this information more clearly, the City is divided into eleven Community Plan Areas that define larger neighborhoods and natural environments. The two Community Plan Areas of the City oriented towards open space resource conservation and habitat preservation are the Hill Area and Baylands. The Hill Area is identified as the portion of the hills between the Toe of the Hill and the eastern city limits and is further divided into the northern, central and southern Hill Area. The Baylands Area is identified as the natural open space buffer between the City and San Francisco Bay. It’s further divided into the northern and southern Baylands. The Community Plan Areas include Ardenwood, Central, Centerville, Irvington, Mission San Jose, Niles, South Fremont, Warm Springs, Industrial, Baylands and the Hill Area. See Diagram 3-2 of the General Plan update for the Community Plan Areas.
1.2 Identity and Placemaking

COMMUNITY IDENTITY

This Element of the General Plan update seeks to enhance Fremont’s unique identity by fostering a sense of community, history and place. The City’s corridors and centers are the likely locations to celebrate this identity, whereas maintaining the open, natural feeling of the Hill Area and Baylands will preserve this City’s identity with respect to open space. Fremont has always held a picturesque setting between the East Bay Hills and San Francisco Bay with vistas to Mission Peak and the rural, open hillsides. Complementing this natural setting are the City’s original business districts in the Town Centers, its built and natural landmarks and its history as a farming community. More recently, the ethnic diversity of the City has resulted in the emergence of a new identity. All combine to create a unique mix of cultural and natural landscapes that citizens agree should be celebrated through physical development of new areas of the City.

URBAN FORM AND DESIGN

A major challenge and goal of this General Plan is to encourage the creation of memorable “spaces and places” throughout the City. Urban form and design addresses the image or character of a neighborhood, center or corridor and the city as a whole. It considers the built form, aesthetics and functional relationship of places, buildings, infrastructure and their setting. Focusing on the connections between people and places, mobility patterns and the physical and built form all help strengthen sense of place. Visual appearance and development character of the built environment and the preservation and of the natural environment also heavily influence creating a sense of place. The built environment includes buildings, streets and infrastructure. The natural environment includes features such as the hills, baylands, creeks, lakes and parks. Citywide urban design and architectural policies are necessary to ensure that the built environment contributes to the qualities that distinguish Fremont as an exceptional place.

Policies regarding urban form and design are meant to be used as tools to help accomplish the City’s desire to improve the appearance of the built environment. Similar to the Land Use Element, this section includes thematic sections related to the structure and design of the City. An overarching primary goal is also provided for each.
Centers

Centers provide a focal point for the city's neighborhoods and for the city itself and exist in other forms as regional shopping centers because of the City's historical development as five separate original towns that merged to create a single entity. The five towns now referred to as “Centers”, or informally as districts, still contain centralized commercial areas, or Town Centers as defined in the Land Use Element. Another Center that has emerged since incorporation is the City Center intended to be the downtown of Fremont.

The City’s commercial areas are made up of the City Center, pedestrian-oriented Town Centers, a variety of auto-oriented neighborhood centers and regional centers. As the City moves forward, the intent for these centers is to strengthen the pedestrian orientation through high-quality urban and architectural design that will slowly transform auto-oriented commercial areas into pedestrian-oriented mixed-use centers of all types. Some centers will become compact and walkable, while others will maintain their auto-orientation. All centers should include interesting streetscape design and public spaces. The City and Town Centers will serve as the commercial focal points for the neighborhood or larger community and will be well linked to residential areas nearby. Improvement to these areas will occur in large part through infill development and redevelopment of existing shopping centers. These policies are meant to address key urban design principles for Center and Corridor revitalization. Specific policies that apply to special areas in the City are found in the each respective Land Use or Community Plans Element of this General Plan. These plans further refine the vision of each distinct center.

The goal and policies in this section of the General Plan update are intended to provide guidance on how to enhance existing centers to achieve the City's goals of transforming from an auto-oriented community into a pedestrian-oriented, multi-modal community, and are directly relevant to Centerville.
Goal: Create commercial and employment centers that provide desirable shopping and working environments and create a sense of place through defined spaces, buildings and urban design elements.

City and Town Centers

Maintain and enhance the city center and town centers with physical design improvements. Emphasize the special characteristics of each center through distinctive landscaping, public art, decorative signage, street lighting and pedestrian amenities through Community Plans. Future development and redevelopment in the designated City and Town Centers shall refer to and follow the land use and design policies as laid out by the Community Plans Element of the General Plan. These plans summarize previous planning and design efforts for these areas and recognize the unique land use and design opportunities and issues for the 20 year horizon of this plan. Each area has its own individual but similar set of development and design goals and policies which address the future vision of these areas. Centerville is included as a Center in this section.

Neighborhood and Regional Centers

Maintain and enhance neighborhood centers that serve the convenience need of the community; and, maintain and enhance regional centers to serve shopping and employment needs of the region.

Commercial Building Orientation

Orient new commercial development toward the street and sidewalk and include pedestrian oriented design features when appropriate. Ensure that parking lots are not the prominent feature of a building by locating them to the side and/or rear of buildings. New development should strengthen the “Main Street” character of the Town Centers or the design character of the commercial area in which it is located.

Commercial Design Guidelines

Commercial development shall be evaluated for location and context, adjacent architecture, building form and height, fenestration, materials and colors, rooflines, architectural details and sustainable features. In most cases, auto-oriented design should not be repeated. In particular, new commercial development projects should be developed along the street and include human scaled design features that relate to the pedestrian. Common elements of building design that will be evaluated include the following:
• Articulation, fenestration, mass, scale, proportion
• Awnings, signage, lighting, design elements
• Roof lines, pitch and style
• Screened mechanical and roof equipment

**Mixed-Use Architectural Design Principles**

Design mixed use projects for multiple uses at the ground floor and include exterior design detail, scale and articulation. The General Plan update recommends updating the City’s Mixed Use Ordinance to ensure well designed and functional mixed use development in the proper locations and at the appropriate scale.

**Pedestrian Friendly Center Design**

Commercial uses in City and Town Centers and neighborhood shopping centers shall be designed for pedestrian orientation and include the following features:

• Designed in context with surrounding uses
• Public spaces and plazas
• Site furnishings
• Buffering/landscaping
• Accessible to all modes of transportation
• Pedestrian links
• Pedestrian and bicycle amenities
• Screening of mechanical equipment
• Street trees and shade features

**Public Spaces within Commercial Centers**

Common activated spaces or plazas shall be incorporated into new and redeveloped commercial shopping areas. These spaces should be centrally located as easily-accessed and include features such as artwork, landscaping and seating areas. Utilize the City’s Site Plan and Architecture Approval process to ensure desirable and functional commercial site design oriented toward the pedestrian rather than the automobile.
Outdoor Dining Areas

Encourage and create more opportunities for outdoor dining in the City Center and Town Centers. Review development regulations to identify and remove constraints to outdoor dining and sidewalk cafes, especially in the City Center and Town Center areas. Ensure sufficient sidewalk width to accommodate outdoor dining where appropriate.

Town Center

This section defines a traditional or historic center associated with early development of Fremont. It is within easy walking distance of surrounding neighborhoods and provides location for people to shop, eat and socialize and take care of daily activities. It has some or all of the following characteristics:

- Local serving center of community activity
- Mixture of low to mid-rise buildings
- Mixture of retail, service, office, mixed density residential uses
- Smaller blocks with convenient pedestrian access
- Buildings sited along sidewalk to create street wall
- Transparent building frontage with pedestrian scaled articulation
- Buildings abut one another with minimal or no side yards
- Narrow lots provide fine grained development pattern
- Traditional architecture and historic buildings
- On-street parking, as well as shared lots to the side or rear of buildings
- Alleys or secondary streets provide for service delivery
- Landscaped wide sidewalks with pedestrian and transit amenities/street furnishings
- Public open space features such as plazas, courtyards and outdoor dining
COMMERCIAL DEVELOPMENT

Centerville is defined as Subarea 1 within the Centerville Specific Plan.

Concept

The design theme for Subarea 1 is to recreate its Main Street character. Unlike a typical shopping center, surrounded by a sea of parking with businesses focusing inward, the Centerville commercial development concept is the opposite with retail activities focused on the sidewalk encouraging pedestrian-oriented use such as shop fronts, cafes, etc., with off-street parking screened from view. The Preferred Plan of the Centerville Study Group encourages on-street retail along Fremont Boulevard with parking located behind the buildings in consolidated parking lots.

The community design guidelines were developed to implement this vision of a Main Street character in Subarea 1.

Main Street Heritage

Since the 1850’s the intersection of Fremont and Peralta Boulevards has been the center of Centerville’s commercial activities. Many commercial buildings still are in use from the town’s early days. The typical commercial building featured retail on the ground floor with office or housing above. The theme for architectural guidelines makes references to features of existing historic commercial buildings and seeks to recreate a Main Street character.
IDENTITY AND PLACE

A notable place has the following attributes at a minimum:

- **It is comfortable:** safe, clean, walkable, sitable, charming, and attractive;
- **It is active:** fun, special, useful, has a variety of experiences and moments of pleasant surprise;
- **It is sociable:** welcoming to visitors, open, and friendly; and,
- **It is comprehensible:** cohesive, coherent in identity, connected, readable, and accessible.

A primary goal in the Framework Plan is to create a vibrant, identifiable district that serves the community and attracts people and activity. Practically, the Plan recommends that Centerville should first become a place that provides services and conveniences for its local residents and its regional transit users.

A great place needs to offer things to do and reasons to be there. These offerings include places to sit, plazas to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Whenever possible, places need to include opportunities for social interaction, which can be as simple as public seating and public art, or as complex as carefully constructed and programmed event spaces.

New development should not include physical spaces that are only project focused and that are exclusionary or privatized. Each new development should be part of a public network of destinations that reinforce the identity for Centerville. Each new destination should be a focal point strengthening Centerville as a memorable place. Community destinations which have community support instill a mutual sense of pride and ownership among residents and other users. That sense of ownership can foster a shared dedication and stewardship of a place, assuring its long term well-being.

In order to benefit the most from new development, designs should be as adaptable, inclusive, flexible, transformative, and as functional as possible. It is important to identify opportunities to make each new development inviting and attractive for residents and visitors of Centerville.
1.3 Connectivity

CORRIDORS

Corridors are traditionally associated with their transportation function to carry vehicles from one place to another. However, corridors are also public spaces that reflect contemporary planning and design principles. Fremont’s corridors help define and give character to the City. They are necessary links between centers and neighborhoods that connect the city and enhance civic identity. The continual enhancement and evolution of Fremont’s corridors is an important opportunity to strengthen the City as a multi-modal community. Primary corridors in the City that should be continually enhanced include:

Corridors are important links that connect neighborhoods, centers and other parts of the City together. Commercial corridors in particular provide convenient shopping areas and locations for small businesses. Corridors within the City have differing characteristics, although most corridors are auto-oriented with the primary purpose to move vehicle traffic. These corridors typically consist of wide streets, “strip” commercial areas, auto-oriented signs, large parking lots and minimal landscaping. As the City evolves, more focus will be placed on developing pedestrian-oriented, urban corridors that locate buildings on the street with parking behind, transit, pedestrian and streetscape amenities and abundant landscaping.

The City’s “Envision Fremont Boulevard” design study was prepared to conceptualize corridor wide improvement along Fremont Boulevard and other corridors in the City. It should be utilized to help guide corridor design and development along Fremont Boulevard and other corridors in the City and is directly relevant to improvements in Centerville.

**Goal:** Provide corridors with multi-modal transportation opportunities while creating a sense of place through defined spaces, building orientation and urban design elements.

City Connected through Corridors

Promote and strengthen connections and mobility options along all major corridors to create a well-connected, multi-modal transportation system. Links and connections between Neighborhoods and Centers should be emphasized through physical improvements, public transit, and coordinated land use and transportation planning.

**Source:**
GENERAL PLAN 2030 UPDATE (DRAFT)
CHAPTER 6: COMMUNITY CHARACTER ELEMENT
GOAL CC-5 POLICIES CC-5.1 TO CC-5.10
Connections to Neighborhoods and Centers

Maximize connections between new development and redevelopment with neighborhoods and nearby uses including commercial areas, parks, and schools by integrating convenient, safe and comfortable corridors for pedestrians and cyclists into site design. Utilize the City’s design review process to ensure site plans include connections between residential neighborhoods and commercial centers.

Non-Auto Neighborhood Connectivity

Improve the ability to travel through neighborhoods and between neighborhoods on foot or by bicycle. Street layouts should facilitate pedestrian travel and connect homes with nearby services to the greatest extent feasible. Cul-de-sacs and dead-ends should be avoided unless they include connections for pedestrians or cyclists.

Undertake capital improvements which make Fremont's neighborhood streets safer and more convenient for walking and bicycling. Such improvements could include sidewalks, new or improved pathways that connect dead-end streets and cul-de-sacs to nearby streets or destinations, street trees and planting strips, crosswalks, traffic calming measures, and other design changes which make it easier to travel without a car. The pedestrian network in Fremont's neighborhoods should also reflect universal design principles that make the city more accessible for seniors and others with mobility limitations.

Fremont Boulevard Corridor

Promote Fremont Boulevard as a multi-use transit corridor with multiple uses and varying design character along its entire length. The following principles shall be used to guide development along Fremont Boulevard:

- Make Fremont Boulevard a destination.
- Improve transit and other alternative transportation modes over that of private vehicles
- Improve the streetscape through consistent artwork, signage and landscaping
- Promote strategic infill development along the corridor
- Utilize the “Envision Fremont Boulevard Design Study” to guide future improvement, development and redevelopment along the Fremont Boulevard Corridor and other primary corridors in the City.
Complete Streets

Redevelop the City's corridors gradually over time using the “Complete Streets” criteria. New corridors should be designed with these criteria:

- Design of complete streets shall incorporate multiple modes of transportation including pedestrians, bicyclists, transit and automobiles.
- Complete streets should promote corridors as public spaces and emphasize multi-modal use that includes walking to services, biking, public transit use, while enhancing neighborhood identity and safety.

See Mobility Goal 2 within the General Plan update for additional policies on Complete Streets

New Development along Corridors

Create active pedestrian frontages oriented towards sidewalks, streets or, when appropriate, toward a public plaza with new corridors developments.

Corridor Infill

Identify opportunity areas for infill development along major corridors and focus infill development along corridors where activity should be concentrated and opportunities exist. Fremont’s identified corridors should contribute to a more compact pattern of development, be designed to encourage transit use, provide comfortable walking and bicycling environments, and project a positive image of the city.

Corridor Design

Improve primary corridors through techniques which are appropriate to the character of the corridor, but which also account for traffic volumes and land uses. Review, and modify where appropriate, engineering design standards for corridors to ensure necessary elements for achieving corridor design are incorporated.
Streetscape Improvements for Corridors

Install streetscape amenities as part of public improvements along major corridors including use of planted materials, signage and paving materials. Sidewalk improvements can include trees, lighting fixtures, planters, curbs, shading devices, public and commercial-related seating. Examples of design elements that can enhance the corridor include:

- Street trees & landscaping
- Artwork
- Decorative signage
- Varied paving materials
- Lighting fixtures
- Awnings or shading devices
- Public and commercial-related seating
- Storefronts and buildings up to the street

Corridors and Transit

Complete streets to facilitate transit use through site design. This should include strategic locations for bus stops and crosswalks, building entries and crosswalks close to transit stops, and comfortable waiting areas for people using buses or other transit vehicles.

Utilize AC Transit’s most current design manual “Designing with Transit”, or other comparable manual, as a guide for developing transit, streetscape and bus improvements as part of private and public development projects.
Urban Corridor

Urban corridors are defined as streets with multi-story structures and compact development pattern. Buildings line the street to create a street wall and enhance the pedestrian environment. These corridors may range from 2-6 travel lanes and may also have bike lanes and on-street parking. Transit availability is common through bus routes, access to BART and other potential opportunities. Wide sidewalks with ample pedestrian and transit amenities are common. Streetscape furnishings and public art is common, often with a direct theme linked to a nearby center or neighborhood.

- Concentrated and dense pattern of development
- Mixture of mid to high-rise buildings
- Mixture of uses
- Served by public transit, bus and/or fixed rail
- Building storefronts activate the sidewalk and contain pedestrian scale elements
- Wide sidewalks, pedestrian and transit amenities
- Bike Lanes
- On-street parking
- Structure parking or surface parking lots behind buildings
DISTRICT-WIDE CONNECTIONS

These guidelines within the Centerville Framework plan begin to connect the district as a whole. Each new development should keep these larger goals in mind when planning and designing in Centerville.

Limit the number of curb-cuts along public streets by centralizing vehicular access. Each time a car crosses a pedestrian pathway, such as a sidewalk, pedestrians are inconvenienced. Vehicular movements across sidewalks should be minimized by locating them towards side streets and behind buildings. Service and loading zones should also be located at the side or rear of buildings, away from the main pedestrian building entrances.

Pathways between the destinations in Centerville will be important connections. These paths will allow residents and patrons of Centerville to easily access businesses in the district and public amenities at and around the Train Depot from where they live or where they parked their cars. These walking routes can become a special feature of the district.

Include pedestrian-accessible mid-block linkages in new development plans that pass through public and private parcels as part of the pedestrian network in Centerville. Mid-block paths provide shortcuts to pedestrians and bicycles by encouraging walking and biking and increasing the sense of visibility and accessibility between parking lots behind shops to their main entrances on Fremont Boulevard. The paths are particularly useful on long blocks by breaking up the distance between destinations on that block. Mid-block pathways should be a minimum width of 10 feet. These connections can also be activated with outdoor café seating or retailing.
1.4 Sustainability

SUSTAINABILITY AND DESIGN EXCELLENCE

With gradual urbanization will come a need to address urban form and design through policies aimed at design excellence and respect of the natural environment. The City strives to be a leader in requiring infill development projects that are well designed and utilize sustainable design principles. This section of the Community Character Element strives to achieve the City’s goal of becoming strategically urban through sound sustainable and architectural design policies and are directly relevant to developments in Centerville.

Goal: Create distinct community character and identity by requiring sustainable architectural, landscape and urban design excellence in the built environment.

SUSTAINABILITY IN DESIGN

Sustainable Development and Design

The City supports sustainable site design and development. Sustainable site design shall be encouraged and given priority in the development process.

Sustainable Building Design and Practices

Require new development to incorporate sustainable building practices. The City shall take a holistic view of building design to develop projects that consume less energy, water and other resources, facilitate natural ventilation and lighting, and create a healthy and safe environment.

Promote Green Retrofitting

Promote green retrofitting of existing structures with building technologies and/or practices to make existing buildings more efficient in their use of natural resources and reduce their overall pollution.
Sustainability in Office Design

Since the function and nature of typical office development commonly lend themselves to sustainable design building and site design, office development should be constructed to minimum Silver LEED standards.

Green and Cool Roofs

The City will strongly encourage the use of “green roofs” or “cool roofs” in new building development or substantial retrofit. All new buildings with flat roofs shall be strongly encouraged to incorporate “green roofs” into the design.
2. GENERAL GUIDELINES
2.1 Uses, Mix of Uses, and Transit-Oriented Design

NEIGHBORHOODS

During the years since Fremont incorporated, much of the land between the original townships has been developed, predominantly with residential neighborhoods. As created through extensive community outreach and identified by the City in its “Many Neighborhoods, One City!” diagram, there are 28 neighborhoods distributed in eight of the city’s eleven Planning Areas.

Fremont’s neighborhoods are the building blocks of the community and a great asset to the City. Some date back to the early days of Fremont’s history and were established well before incorporation. Others have emerged more recently, but all are a product of Fremont’s early growth and development pattern. These policies are intended to create well designed housing that becomes an integrated part of the community. They strive to preserve the desirable qualities of neighborhoods while allowing them to evolve over time.

The City is largely built out and does not expect the creation of entirely new neighborhoods. However, neighborhoods will be encouraged to evolve over time. New residential development in any form should contribute to the character of the neighborhood while helping to create or strengthen a sense of place. Changes in the way neighborhoods function is anticipated to influence this design. The City will proactively encourage sustainable design principles in existing and new neighborhoods. These changes will ultimately enhance City neighborhoods and the community’s quality of life.

The following goal and policies are intended to guide architectural and urban design for residential and neighborhood development and are directly relevant to Centerville.

Goal: Create a city of distinct neighborhoods that accommodate residential living and improve the quality of life through desirable and innovative residential design that allows for a variety of housing types linked to adjacent centers and districts through attractive multi-modal corridors.
**Neighborhoods as a Basic Unit**

Strive through both planning and urban design principles to maintain a high quality of life in its neighborhoods, while enhancing their unique identities and allowing these areas to evolve sustainably. Additionally maintain existing Fremont’s neighborhoods as the basic “building blocks” that make up the majority of the City’s existing urban pattern.

**Complete Neighborhoods**

Encourage complete and well-structured neighborhoods, rather than individual subdivisions. Promote walking to services, biking, public transit use, neighborhood identity, and public safety. Create an environment comfortable for all families, age groups and abilities to foster a sense of collective community pride.

Review development plans for new residential development in conjunction with the Complete Neighborhoods criteria.

**Design Character of New Residential Development**

Encourage site plans and architecture that build upon the character of the area, respects existing development and creates visual interest in new and substantially modified residential development. This may include the following features:

- Variety in architectural design and style;
- Variety in building placement, setbacks, frontages and facades;
- Variety in lot size;
- Mix of housing types;
- Landscape treatment that creates visually attractive appearance;
- Adequate width for sidewalks, street trees and bicycle lanes;

Utilize the City’s design review process to ensure development that builds upon the character of the area and creates visual interest.

Utilize residential design guidelines, and create new when necessary, for remodeling projects and residential additions in existing neighborhoods.
Residential Context

Require that new residential development and modifications to existing development is designed in context with adjacent homes and the neighborhood. Architectural features, such as porches, awnings, fenestration, front doors and roof lines, shall be designed in form and scale similar to adjacent and nearby homes while allowing enough diversity to distinguish unique and innovative design.

Buffering and Transitions

Provide appropriate and sensitive transitions between residential and non-residential land uses. Transitions may consist of streets, setbacks, open space, landscaping, building design, step downs in height and bulk, and other site planning and design methods which minimize the impacts of a particular use on its neighbors.

Use specific plans, area plans, design guidelines, and other appropriate tools to provide further direction on transitions between different land uses or densities. Where such plans or guidelines do not exist, the City’s development review process should be used to develop site-specific solutions.

RESIDENTIAL DESIGN

The design and quality of new housing, especially for infill development, is critical to gain design context for a particular place. Residential uses will come in various forms and product types but can be grouped into the following three types:

- Urban Residential
- Multi-Family Residential
- Single-Family Residential

Urban Residential uses consist primarily of multi-story buildings at a higher density. These uses will exist near transit and in the City and Town Centers. Multi-Family Residential consist of mid-rise buildings and attached townhome and condominium buildings. Multi-family uses are also located near transit, but may also be located within mixed neighborhoods throughout the City. Single-Family Residential consists of one and two story single-family homes located throughout the City.
Urban Residential

The City’s primary vision to become strategically urban will result in the eventual development of multi-story residential and mixed use buildings. Existing multi-story residential structures are rare in Fremont. Urban residential development will be focused in the Priority Development Areas served by transit. Services and infrastructure will need to complement future development of these uses.

Development of Urban Residential Uses

Encourage multi-story urban residential development in the Priority Development Areas. Urban residential development may take the form of single-use or multi-use buildings depending on the location and context of the site and adjacent uses. The City Center shall be the focus area for the most intense development.

Urban residential use should have the following characteristics:

- Multi-story building with appropriate buffer or transition
- Parking structures as part of the building and minimal surface parking
- Building sited along street with minimal or no setback
- Pedestrian scaled and oriented features, awning/windows along street frontage
- Adequate area and clearance for service and delivery vehicles
- Adequate area for waste disposal and pick-up
- Adequate area for utilities

Multi-Family Residential

The City contains a range of multi-family residential areas located throughout a variety of neighborhoods. The proximity of transit and urban uses typically determines locations for multi-family uses while the following policies will help influence their design.
A mix of residential and commercial uses is an essential component to the growth of a district. This includes both vertical and horizontal mix of uses, particularly through ground floor retail and the combination of residential and office uses above, where allowed. The mixture will appeal to a wider range of users and will contribute to activity throughout the day and into the evening.

An important part of getting more people to walk and bicycle is their ability to access activities and services they previously accessed by car. A mixing of uses within buildings and within sites can bring important destinations closer together, increasing convenience for pedestrians. Ideally, commercial uses are near the home or office or at least on the way between the two. New development within walking distance from the Train Depot should include transit- and neighborhood-serving retail on the ground floor. A mix of uses at the ground floor of buildings and sites makes for a more varied and interesting walking experience by providing more publicly accessible destinations.

Mixing uses also reduces vehicular traffic as it means that there is a greater chance a person making a car trip for errands can park once and walk to multiple destinations rather than drive to each destination. Thus a diverse mix of uses, particularly when concentrated near transit, can not only create a better environment for pedestrians, but can also reduce vehicular traffic and air pollution, contributing to a more livable environment.
2.2 Building Siting and Form

BUILDING FORM RECOMMENDATIONS

Orient new buildings to streets. Buildings that face the street contribute to a pedestrian-friendly streetscape. Building scale, massing, and articulation are all important factors that influence the character and identity of a district. The right configuration of buildings can shape human-scaled public spaces.

New buildings should respond and contribute to their context both in the functional and architectural sense. To activate Centerville, buildings should be oriented toward Fremont Boulevard and have a carefully designed frontage oriented parallel to the street that is welcoming to the public (see the Centerville Specific Plan Chapter E 2.0: Building Orientation.)

Blank walls, fences and gates are strongly discouraged. A modulation in the façade is necessary to maintain variation and prevent a monotonous appearance to the building and street frontage. (See the Centerville Specific Plan Chapter E 3.0: Building Form, Scale, and Materials.)

Infill gaps between buildings with new development wherever possible to create a continuous street edge. However, retain pedestrian pathways and alleys for pedestrian circulation. Storefronts should be relatively narrow, following the existing pattern on Fremont Boulevard between Peralta and Central. This concentration of retail storefronts makes the walking experience more enjoyable.

Buildings with ground floor retail or commercial uses should be built next to the street right-of-way.

New development is encouraged to be taller than existing, especially along Fremont Boulevard. Building heights are encouraged to be multi-level, especially along the Fremont Boulevard corridor.

Buildings that enhance the Centerville streetscape respond by being:

- **Appropriate in scale:** building heights are encouraged to be multi-level, two to three stories in height, and possibly taller.
- **Appropriate in siting:** building should be located relatively close to the street right of way and close in adjacency to one another.
- **Appropriate detail:** facade improvements. Break up massing through facade modulation. Each building should have a distinct base, middle, and top zone.
COMMUNITY DESIGN GUIDELINES

Introduction

The purpose of the community design guidelines is to describe Centerville’s Main Street historic pattern of development including building orientation, form and scale, materials, colors, and signage design and to ensure that the desired community design policies of the Specific Plan are carried out. The guidelines cover development in Subarea 1, commercial and residential development in Subareas 5 and 7, streetscapes for Fremont Boulevard, and gateways of the Specific Plan area.

The community design guidelines do not mandate a particular style of building or architecture. Rather, the guidelines address issues of neighborhood compatibility, housing prototypes and aesthetics. The guidelines seek to assure that new development preserves or improves the positive character of the existing neighborhood and that negative impacts are avoided. Careful building, siting and landscape design are requirements intended to contribute to the visual character of the area and the overall image of Centerville and the City.

STOREFRONTS

Frequent storefronts help create a more interesting pedestrian experience. Closely spaced entries to stores enhances the experience of walking down the street. High quality building materials, special paving treatments, and transparent facades help define the public realm as an inviting and open space. High levels of transparency in storefronts enhance safety, promote a sense of security,
**Building Orientation**

- Ground floor retail uses should be oriented to towards the street, with each business having its own separate entrance. Buildings should be built to the front property line in order to define and enliven the street.
- Building facades should be articulated to provide visual interest to pedestrians. In no case shall the street facade of a building consist of a blank wall.
- The street level facade should be a continuous storefront, interrupted only by structural bays or pedestrian spaces.
- Recesses in the build-to line at the ground floor are allowed for building entries, seating, and spaces for outdoor dining. Outdoor seating and patios along the street, especially at bus stops, activate the pedestrian character of the street.
- Bike racks should be placed parallel to building facades, and located adjacent to street trees and/or light fixtures so as not to impede pedestrian circulation.

**SOURCE:**

CENTERVILLE SPECIFIC PLAN
CHAPTER E: COMMUNITY DESIGN GUIDELINES
Building Form, Scale, and Materials

- Monotony of building design as well as over-design should be avoided. Variation in wall plane, roof line, detailing and materials may be used to prevent a monotonous appearance in buildings. Roof and wall plane variations, including building projections, bay windows, and balconies, are recommended to reduce scale and bulk. For buildings with a long frontage, use strong vertical divisions and changes in height to create a scale similar to existing street frontages of small narrow shops.

- The exterior building design, including roof style, materials, architectural form and detailing, should be consistent among all buildings in a complex and on all elevations of each building to achieve design balance, harmony and continuity within itself and with its surroundings.

- All sides of a building visible to the public from the street or parking areas should be finished comparable to the front elevation.

- Corner buildings should include design features such as facade modulation, towers or other elements to accentuate the street corner.

Continuity and compatibility with surroundings

Corners and Entrances Emphasized

Facade Modulation
Buildings form a wall for the street edge. For a wide street, tall buildings help contain the width of the street. It is important to maintain a connection between both sides of the street with building height. Creating variety along the street makes a long block seem more dense and active.

Articulation on the horizontal and vertical scales create a more dynamic streetscape and adds visual interest for pedestrians. Massing also helps frame views, create space, and add definition to a
EXCELLENCE IN ARCHITECTURE

Architectural Design Excellence

The City shall actively promote and emphasize architectural and design excellence as an essential and required element in building, open space and infrastructure projects.

Design Criteria for New Construction

Where no other design standards and guidelines are available, new construction shall be designed to respect the built or natural environment and established character in the neighborhood or its setting. In relating new design to an area, factors to consider include:

- Building height, scale and massing
- Architectural materials, colors and detailing
- Location and neighborhood context

New development should reinforce the desirable design characteristics of the particular neighborhood and/or introduce new desirable design characteristics consistent with the heritage or context of the area.

Planned Districts

Encourage planned districts that provide a means for effectuating desirable development, redevelopment, rehabilitation and conservation in the City. Allowing developments with variation in siting standards, street standards, land uses and/or varied dwelling types not specified by a singular general plan designation.
2.3 Historic Preservation

HISTORIC AND CULTURAL RESOURCES

The City of Fremont has recognized the importance of maintaining links with history and heritage of the community. Historic, cultural and archaeological sites resources within the community enrich it by providing a distinct and unique identity.

To help preserve this link the following goal and policies are established:

Conserve and enhance Fremont’s heritage into the 21st century and beyond.

Historic Buildings, Structures, Objects, Sites and Districts

Identify, retain, preserve, protect and maintain buildings, structures, objects, sites and districts which are reminders of past eras, events, and persons important in local, State, or national history. Historic resources which provide significant examples of architectural styles of the past and are unique and irreplaceable assets of the community should be protected to provide for present and future generations as examples of physical environments in which past generations lived and worked. The public health, safety and welfare of the community require the prevention of needless destruction and impairment of significant historic resources so that opportunities for public enjoyment and economic utilization of such resources are not diminished or lost.

Demolition, Alteration or Relocation of Historic Resources

Evaluate all applications for demolition, alteration or relocation of buildings, structures or objects constructed more than 50 years ago to determine if the subject building, structure or object possesses sufficient significance and integrity to merit classification as a Potential Register Resource or designation as a Register Resource.

Historic Overlay Districts and Neighborhood Conservation Areas

Create Historic Overlay Districts (HOD) or Neighborhood Conservation Areas (NCA) where and when appropriate to protect and support rehabilitation of Fremont’s historic resources, districts and settings. The NCA or HOD can be applied to specific areas of Fremont that warrant formal recognition and designation, based upon a recommendation from Historical Architectural Review Board (HARB) and approval by City Council.
New Construction or Alterations within Historic Overlay Districts and Neighborhood Conservation Areas

New construction or alterations to a Register Resource or a Potential Register Resource located within an HOD or NCA are subject to review and approval by the Historical Architectural Review Board (HARB). However, single-family residential properties (other than Register Resources and Potential Register Resources) located within a HOD or NCA are not subject to review by HARB.

Document Significant Cultural Resources and Seek Funding for Their Preservation

Identify and record all significant historic and archaeological resources, and maximize use of all potential funding sources, including those available through State and federal programs, for the preservation, rehabilitation, restoration and enhancement of such resources.

Historic Settings and Cultural Landscapes

Identify and pursue appropriate protective measures for historic settings that contribute to Fremont’s significant cultural landscapes. The City shall review proposed development and redevelopment projects to achieve compatibility with existing historic settings, if applicable. In particular, such review shall address the scale, massing and on-site improvements of a proposed development project as related to historic setting.

Historic Preservation Laws and Regulations

Observe local, State and federal historic preservation laws, regulations and codes, including but not limited to, Mills Act Historic Property contracts, California Historical Building Code and State laws related to archaeological resources, to ensure conservation and appropriate protection of Fremont’s significant historic resources.

Public Improvements within Historic Districts

Assess the potential impact of public infrastructure improvements within an HOD and/or NCA to ensure that the historic setting is not compromised as a result of the infrastructure improvement.

Energy Conservation in Historic Properties

Encourage energy conservation measures as part of the preservation, restoration, or rehabilitation of qualifying historic properties.
Adaptive Use of Historic Properties

Encourage the adaptive use and rehabilitation of historic buildings, structures and objects when original use of the historic property has become obsolete or is no longer feasible.

Main Street Heritage

Since the 1850’s the intersection of Fremont and Peralta Boulevards has been the center of Centerville’s commercial activities. Many commercial buildings still are in use from the town’s early days. The typical commercial building featured retail on the ground floor with office or housing above. The theme for architectural guidelines makes references to features of existing historic commercial buildings and seeks to recreate a Main Street character. Characteristics of the referenced historic buildings include:

- Building facades or storefronts that feature a traditional tri-partite organization composed of base, mid-section or shaft and capital, or upper story treatment such as a distinctive roof, cornice or pediment. Belt courses should define each of the tri-partite elements.
- Ground level facade of on-street retail should have bulkhead, display window, transom and individual shop entries.
- Awnings should be used to provide weather protection and add to the pedestrian scale.
- Building materials that signifying permanence and tradition should be used, such as stone, masonry, tile, terra cotta, or ornamental plaster.

Tri-Partite Organizational Concept
• Upper level offices or residences should incorporate features, such as bay windows, loggias or balconies to add scale.
• Upper story windows should have casings, lintels, sills, multi-lite fenestration.
• Building tops should feature a distinctive roof element, cornice and/or a pediment.
• Visible roof materials should be slate, tile, copper or metal roof system. Wood shingle and composition roof materials should be prohibited.

**Relationship to Heritage Structures**

• The heritage structures of Centerville should be conserved and/or rehabilitated where feasible. Historic Resources and contributory buildings are listed in Table C-5 and Figure C-12 of the Specific Plan.
• New development adjacent to heritage structures should respect their historic character, detailing, and scale. New structures shall be carefully designed to relate to adjacent heritage structures without necessarily mimicking them.
• Where new buildings are built immediately adjacent to or between existing buildings, the design of the new buildings should respond to the existing buildings through the use of architectural devices providing a transitional treatment between the old and the new. Such devices may include matching cornice lines, continuing a colonnade, using application of similar materials, and similar building proportions.
• The scale of new buildings should be compatible with adjacent buildings. Special care should be taken to achieve compatibility of larger buildings next to small scale buildings. Techniques to achieve compatibility should include: building articulation that adds scale; creation of shadow patterns; consistency of fenestration; horizontal banding; and consistency of vertical rhythm. Refer to diagram E-2 of the Specific Plan - Compatibility of New Buildings with Existing Buildings
• “Franchise architecture” is strongly discouraged. Buildings should be designed to fit into the Main Street character.

Diagram E-2 Compatibility of New Buildings with Existing Buildings

Diagram E-3: Avoid “franchise” architecture
2.4 Opportunity Sites

Centerville Study Area

The suggestions generated for Centerville at the first Envision Fremont Boulevard community workshop informed a study of lane configurations for Fremont Boulevard and urban design proposals, which were presented at a second community workshop. The main ideas were to:

1. Improve the streetscape character in Centerville
2. Make Centerville more walkable
3. Make Centerville a Transit Hub
4. Emphasize and preserve cultural assets in Centerville

Centerville is a major node on Fremont Boulevard where it is narrowest. Fremont Boulevard is currently State Route 84 (SR-84) between Thornton and Peralta, and is treated as a thoroughfare. Community members struggled with Centerville’s identity as a destination and as a major route through the City of Fremont.

Two options for pedestrian improvements and traffic calming were presented as Options A and B. Option A features narrowing existing travel lanes and adding shared travel lanes to allow for bicycles, and parallel parking. Option B reduces travel lanes to one lane in each direction, providing a dedicated bicycle lane and parallel parking. A traffic study had not been completed at the time these options were presented at the second workshop, but is included in Chapter 5 of the Envision Fremont Boulevard report. The traffic study also generated more options for Centerville that are discussed in the same chapter.

The urban design proposal included suggestions for shared parking and strengthening the streetscape with selective infill development.
Centerville Segment: Proposed Lane Configurations - Option A

- Maintain two travel lanes in each direction, but reduce the width of the two inner lanes (one in each direction) to 11 feet wide.
- Maintain the outer travel lane at 14 feet wide but mark it as a shared travel lane with bicycles and buses.
- Provide 7’ wide parallel parking spaces on both sides of the street to create an effective barrier between pedestrians on the sidewalk and moving vehicles in the outer travel lane.
- Provide additional mid-block pedestrian crosswalks at approximately 300 foot intervals (similar to the frequency in a typical urban street grid) with ‘bulb-outs’ and enhanced landscaping at each end of the crosswalk.
- Complete the full set of crosswalks on all sides of existing intersections wherever they are not currently complete.
- Reduce the speed limit on Fremont Boulevard through Centerville to 25 mph.

Centerville Segment: Proposed Lane Configurations - Option B

- Eliminate one travel lane in each direction. Through-traffic is reduced to one 11- foot wide lane each way, separated by a new landscaped central median. The new median is in short sections to provide left turn pockets into existing driveways, curb cuts, and intersections.
- Provide a dedicated bike lane in each direction.
- Provide 7’-6” wide parallel parking spaces on both sides of the street to create an effective barrier between pedestrians on the sidewalk and moving vehicles in the outer travel lane.
- Provide additional mid-block pedestrian crosswalks at approximately 300-foot intervals (similar to the frequency in a typical urban street grid) with ‘bulb-outs’ and enhanced landscaping at each end of the crosswalk.
- Complete the full set of crosswalks on all sides of existing intersections wherever they are not currently complete.
- Reduce the speed limit on Fremont Boulevard through Centerville to 25 mph.
- Landscaping within the median would be planted and maintained at a low level to maintain visibility across the Boulevard and to encourage pedestrians to move easily between the two sides.
Centerville Segment: Urban Design proposals

- Centerville is the most densely developed of the four study areas, and the proposals for the additional land-use and streetscape improvements are based on working with the existing buildings and making modest insertions and improvements wherever possible and appropriate.

- The ground-floor uses of the anticipated mixed-use development on the ‘Unified Site’ (at the northeast end of the study area) should be configured to respect the existing grain of the urban fabric and these uses should be oriented toward the street with zero setbacks. A suggested pattern of development is shown on the proposed plan.

- One or two currently vacant lots could be developed with new retail/commercial buildings which fit within the existing pattern of development.

- A number of existing buildings on the southwest side of the Boulevard are set back from the right of way by 10 to 15 feet. These buildings could be extended or receive additions which bring them out to meet the sidewalk. This ‘extension zone’ might be occupied by awnings, balconies, verandahs, and outdoor seating or display areas.

- Currently each business provides self-sufficient parking spaces within the confines of its own property boundaries. This proposal suggests that there are a number of potential sites for the placement of common parking structures which would meet the shared parking demand of multiple businesses. This would free-up some existing driveways which could be converted into landscaped pedestrian passages, providing direct access routes to the common parking structures. The elimination of some driveways would further entail a reduction in the number of existing curb cuts and would reduce the number of instances of vehicles crossing the sidewalk.

- Mid-block access to the proposed new parking structures, for example from an extended Church Street on the southwest mid-block, would further reduce the need for curb cuts and driveways on Fremont Boulevard.

- There is an opportunity to introduce a number of small ‘pocket-parks’ at regular intervals in front of or in-between existing buildings, to provide shade, seating and other landscape amenities. Some of these parks could coincide with existing or relocated bus stops. Local businesses would also be encouraged to ‘spill-out’ into these spaces to help activate the street scene.

- Some infill sites away from Fremont Boulevard would be suitable for residential town house-type development.

- Existing trees within the sidewalk zone along both sides of the Boulevard could be supplemented with additional trees and more low-level landscaping at the new pedestrian crosswalk ‘bulb-outs’.
2.5 Public Open Space

OPEN SPACE

Public open spaces include parks, plazas and other gathering spaces that strengthen identity and create a sense of place. Memorable public spaces should be provided throughout the City. Public spaces, whether an urban civic park, active neighborhood park, plaza or other public space should be designed as a focal point of the neighborhood or center in which they are located. They should provide convenient access and a desirable and thoughtful design that safe and respects its surroundings. Open spaces are both public and private; ownership is not relevant in the purpose to provide a well-designed space that serves as a space for social activity.

Goal: Develop open spaces that include functional design and distinctive landscaping, public art and amenities that create memorable places.

General Design of Public Spaces

New public spaces, plazas, squares and other urban gathering spaces shall be included with new development where appropriate. These spaces should respond to the identity of the surrounding existing neighborhood, while creating a thoughtful and useful public space. The following design criteria for these spaces are recommended:

- Locate public spaces in prominent, recognizable and accessible locations.
- Design outdoor open areas or “rooms” that develop a hierarchy of usable spaces that create a sense of enclosure using various types of landscaping, pavement treatments, and lighting.
- Each public space should be developed as its own unique entity that can function; however, the space should work in connection with the developments adjacent to it.
- Design public spaces to accommodate an array of users (i.e. arts, cultural, recreational, ages, abilities, etc.)
- Use variations of landscape, hardscape and public art to improve the quality of a public space.
- Design outdoor spaces to utilize the mixture of direct sunlight and heavily shaded areas.
- When designing buildings and/or uses adjacent to open public spaces, make sure an “eyes on the street” approach is taken, allowing natural surveillance on the open space.
Citywide and Neighborhood Parks

Citywide and neighborhood parks shall be developed consistent with Standards and Guidelines identified in the Parks Master Plan and the Parks and Recreation Element of this General Plan.

Civic Parks

Civic parks and plazas provide gathering places within specific areas of the City for people to gather, socialize and relax. Civic parks shall be passive leisure spaces and should include the following amenities and design techniques:

- Open and inviting design
- Attractive design that provides a sense of safety for the user.
- Unique public amenities such as water fountains, fireplaces, viewing or performance stages.
- Public art either incorporated into the functional elements or as a stand alone
- Landscaped areas with trees to provide shade
- Enhanced hardscape surfaces
- Benches, trash cans and other urban furniture

See the Parks and Recreation Element of the General Plan update for other specific requirements and Civic Park Standards.
3. DETAILED GUIDELINES
Detailed guidelines in this chapter cover urban design features in public spaces, the most prominent of which is the street. Applicable sections of design guidelines documents have been selected for this chapter to clarify more specific direction for elements in the public environment. The general introduction to City’s policies on detailed urban design guidelines found in the General Plan 2030 Update (draft) provides context for detailed guidelines presented in this chapter.

**URBAN DESIGN FEATURES**

Urban design features help contribute to the character and identity of a place. Features such as public art, landscaping and landmarks add character and defining features that can be associated with a place. Fremont has several urban design elements and features that provide identity, such as the Niles streetscape features, the Irvington Monument and gateway signage into Mission San Jose. However, as the City moves forward with the intention of becoming more urban in strategic locations, greater importance will be placed on the use of design features to highlight and celebrate Fremont’s centers, historic districts and corridors.

The following goal and policies apply citywide and are intended to influence project design and result in a more aesthetically pleasing urban environment. Community plans will provide more detail and describe specific design criteria or features for centers and neighborhoods.

The major features and urban design elements include:

- Public Art
- Landmarks
- Gateways
- Signage
- Landscaping
- Street Furnishings

**Goal:** Urban design features shall be designed and located in a manner that improves the character and identity of the City and fosters a collective sense of place in the built environment.
3.1 Public Realm Improvements

STREETSCAPE GUIDELINES

Introduction

A neo-traditional streetscape concept is proposed to enhance the Main Street theme proposed for Subarea 1 (the retail core) and residential character proposed for Subareas 5 and 7 (the residential areas). Streetscape improvements should be designed to reinforce the identity and function of the area they are located in. The City has the opportunity to control and coordinate the design because the streetscape improvements are located within the public right-of-way. The design should be an integrated system which includes tree planting, street light fixtures, signal standards, street furniture, signage, and pavement elements.
Streetscape

Streetscape improvements are proposed in Subarea 1 for Fremont Boulevard between Thornton and Central Avenues. In the historic retail district a complete integrated street design plan is recommended including tree planting treatment, street lighting, signal standards, and sidewalks which will establish its identity as the Main Street of the historic retail district. Improvements will occur only in the public right-of-way. Final design of streetscapes would require a detailed engineering study of streets to determine the feasibility of improvements.

The streetscape improvements are to be incorporated into the site improvements when they occur.

*Intersection Improvement and Typology Diagram*
STREETSCAPE IMPROVEMENTS

Buildings shape street edges and frame the streetscape, which in turn define how we experience public spaces. The pedestrian experience is directly influenced by the streetscape elements in the walking environment.

A high-quality street environment encourages walking. Wide sidewalks are part of that high-quality environment. Signage and graphics also help pedestrians and bicyclists find their way through a new location. Features such as benches, flower planters, bicycle racks, drinking fountains, and lighting activate the public realm and provide needed amenities and relief to pedestrians as they move through the district. Street furniture, such as planters and benches, help soften the street edge, creating a comfortable buffer between cars and pedestrians. These elements also help to define the character and identity of Centerville. These features support and encourage pedestrian activity.

Provide as many pedestrian and bicycle access points from public streets as possible. At the very least, pedestrian and bicycles should be able to directly access the building from the street at each building entrance.

Along Fremont Boulevard, encourage the use of on-street parking for short term visits. Consider allowing other uses, such as outdoor eating, to occupy some of the parking spaces and activate the street.

Landscaped bulb-outs, tall trees, and textured pavement in crosswalks and on sidewalks help make traffic-heavy streets like Fremont Boulevard feel more pedestrian friendly. Bulb-outs and changes in pavement materials improve visibility and safety at pedestrian crossings. Street trees help define the identity of a street making it more memorable to visitors. Altogether, such streetscape elements emphasize that Centerville is an environment welcoming to pedestrian and bicyclists and not just to cars.

RECOMMENDATIONS:

- Maintain wide sidewalks
- Post clear signage throughout Centerville
- Provide street furniture
- Provide bicycle parking near destination entrances
- Allow for the street to be used by non-vehicular activities
- Enhance the street with landscaped bulb-outs, textured pavement in crosswalks.
- Unify the street with a variety of climate-appropriate street trees

SOURCE:

CENTERVILLE FRAMEWORK PLAN
CHAPTER 4: GUIDELINES FOR FUTURE DEVELOPMENT
SECTION B: STREETSCAPE IMPROVEMENTS
FIGURE 5-1: EXISTING VIEW NORTH ON FREMONT BOULEVARD

This existing view north on Fremont Boulevard (Figure 5-1) shows the Masonic Temple and the Center Theater to the left, and Firehouse Station #6 on the right.

Figure 5-2 incorporates pedestrian-friendly lane reconfigurations to Fremont Boulevard into the view. This illustrates lane configuration Option 4A with two (narrower) traffic lanes and a dedicated bicycle lane in both directions.

Figure 5-3 introduces potential future development on properties along the right side of Fremont Boulevard, as illustrated on the Potential Long-Term Vision Plan, Figure 2.7. This illustration shows how new development is encouraged to mix uses with active uses (retail or commercial business entrances) at the ground floor to create a pedestrian-friendly urban pattern.
FIGURE 5-2: PEDESTRIAN-FRIENDLY LANE RECONFIGURATIONS (OPTION 4A ILLUSTRATED)

FIGURE 5-3: FUTURE DEVELOPMENT AS SUGGESTED IN THE LONG-TERM VISION PLAN, FIGURE 2.7
This existing view south on Fremont Boulevard (Figure 5-4) shows a view from Thornton Avenue looking at the Unified Site and existing businesses, with the Creamery Building closest.

Figure 5-5 incorporates pedestrian-friendly lane reconfigurations to Fremont Boulevard into the view. This illustrates lane configuration Option 4B with two (narrower) traffic lanes, a landscaped median, and a dedicated bicycle lane in both directions.

Figure 5-6 includes the Unified Site and infill buildings across the street as illustrated on the Potential Long-Term Vision Plan.
FIGURE 5-5: PEDESTRIAN-FRIENDLY LANE RECONFIGURATIONS (OPTION 4B ILLUSTRATED)

FIGURE 5-6: FUTURE DEVELOPMENT AS SUGGESTED IN THE LONG-TERM VISION PLAN, FIGURE 2.7
3.2 Sidewalk Improvements

Bicycle Parking

Bicycle racks can be simple and sculptural. They not only provide a place for cyclists to park, but are a key piece of street furniture that helps to separate pedestrians from through-traffic. Bicycle racks work together with lights, parking meters, trees, newsstands, and signage to reinforce the sidewalk edge.

Source:
ENVISION FREMONT BOULEVARD
CHAPTER 3.
SECTION C.
STREETSCAPE CHARACTER

Source:
CENTERVILLE SPECIFIC PLAN
CHAPTER E:
COMMUNITY DESIGN GUIDELINES

Cast iron tree grate and street tree (at 30 ft. o.c.)

Signal pole and pedestrian light

Common brick paver crosswalk

Poured concrete bands and curb

Special poured concrete with score lines
Paving pattern continuous to next intersection where noted

Conceptual Major Intersection and Sidewalk Improvement Detail

Note: Implementation of the brick pavers crosswalk would be dependent on a non-general fund source. If no source is found the options would be to paint on asphalt or concrete.
Seating

Benches are essential “street furniture”. They give people a place to rest or linger. They can range in styles, from highly ornamental to simple construction. They are often integrated into low walls and planters, and when paired with shade from street trees, can provide a welcome respite on a warm day. No matter how they are made, benches add to an inviting environment.

Outdoor Dining

Outdoor seating is a draw for activity on the sidewalk. The way seating is integrated with the building can be accomplished in many ways: from informal solutions to specially-designed areas. Seating along a wide sidewalk can be fenced off using gates or landscaping. Outdoor seating can extend to occupy the sidewalk. Seating can also be provided at the building frontage and still feel open and connected to the street. Seeing people eat outside activates the street.
3.3 Street Lighting

LIGHTING DESIGN

Final lighting designs would be dependent on an identified funding source such as a lighting, landscaping and maintenance district. In the absence of such funding, improvements would be limited to painting existing light fixtures.
These designs are only conceptual. Detailed lighting study and City approval required.

Signal Pole at Intersection - Type 1
- Roadway and pedestrian lights @ 180 feet on center
- Heritage lamp posts: Fluted base.
- Integrate traffic lighting and street signage with street lighting to reduce clutter.

Double Candle Pedestrian Light - Type 2
- Lamp posts spaced at 180 feet on center
- Heritage lamp posts.

Diagram E-24: Pedestrian Street Light Concepts

Roadway Light with Double Candle Pedestrian Light - Type 3
- Lamp posts spaced at 180 feet on center
- Heritage lamp post: Fluted base.

Pedestrian Street Light Concepts

Single Candle Pedestrian Light - Type 4
- Lamp posts spaced at 90 feet on center
3.4 Pedestrian Improvements

Medians
Medians are primarily a place for landscaping, trees, lighting and signage. However, there are a few examples wherein wider medians are occupiable. These examples are pertinent to sections of Fremont Boulevard where there are frontage roads with medians wide enough to accommodate a linear park.

Crosswalks, Mid-block Crossings and Pedestrian Refuges
Crosswalks with enhanced pavement materials help draw attention to crossing pedestrians. Using a different material in the roadway helps to alert drivers as they enter walkable districts. Mid-block crossings provide more opportunities for people to cross the street. Cross-shopping is important to the vibrancy of a shopping district; pedestrians often take advantage of mid-block crossings, which often mark the center of the district.
Bulbouts

Bulbouts are portions of the sidewalk that literally “bulb out” into roadway areas that may be used for parking along a different section of the street. When used at intersections, they simultaneously narrow the crossing distance for pedestrians while making the pedestrian more visible to drivers, contributing to safety and pedestrian comfort. Public art, benches, and landscaping can be used within bulb-outs to enhance the streetscape.

SOURCE:
ENVISION FREMONT BOULEVARD
CHAPTER 3. SECTION C: STREETSCAPE CHARACTER
3.5 Landscaping

**Landscape Design**

Enhance building and site design, visual appearance, create and delineate public and private spaces, provide shade and promote environmental benefits with landscape design.

Require compliance with the adopted standards of the Landscape Development Requirements and Policies for any development project that proposes to install landscaping and landscape features. These standards shall be annually updated to include best practices.

**Stormwater Management**

Require compliance with the regulations in the City’s Municipal Regional Permit for stormwater quality as required. Landscaped based treatment shall account for the majority of treatment methods used for stormwater runoff.

**Bay-Friendly Landscaping**

Require new development and redevelopment to implement the Bay-Friendly Landscaping guidelines adopted by Alameda County’s Stopwaste.org.

**Tree Preservation**

Protect and preserve trees by regulating their removal and damage to them; prevent unnecessary tree loss and damage; minimize environmental damage from improper tree replacement plantings; effectively enforce tree preservation regulations; and promote the appreciation and understanding of trees.

Require compliance with the Tree Preservation Ordinance for any development project in the City requiring removal, preservation or installation of trees.

Maximize retention of Landmark Trees on public and privately owned lands. Continue to apply the City’s Tree Preservation and Landmark Tree Ordinance.

**New Landmark Trees**

Continue to consider trees with trunk diameters over 6 inches at or about 4.5 feet for landmark status.
Street Trees

An important element of a streetscape is the development of a systematic tree planting program. Although the City’s Landscape Architect will designate street trees, the Specific Plan suggests the following major street tree types:

- California Sycamore (*platanus racemosa*) or a large canopy street tree.
  - Decoto Road
  - Thornton Avenue
  - Mowry Avenue
- Large canopy street tree.
  - Fremont Boulevard
- Conical shaped tree.
  - Peralta Boulevard
  - Dusterberry Way
- Magnolia (*Magnolia grandiflora*)
  - Central Avenue

The City of Fremont shall be consulted for the final selection of street trees and the final design must be submitted to the City for review and comment.
Landscaping

Flowers and trees are not only attractive, but can be used to define a space and create zones for different uses. Landscaping can be used to help divide the sidewalk from the roadway. Foliage helps to screen the traffic and provides shade. Trees can also be used as markers between parallel parking spaces.

Trees provide a host of other services, from reducing heat absorption, increasing property values, improving air quality, reducing stormwater runoff. There are also the many intangible benefits trees provide, from helping defining space to adding aesthetic value.
3.6 Signage

SIGNAGE

Signs are used to communicate the availability of goods and services.

General Signage Design

Maintain high-quality, clearly legible and energy efficient designs for all signage throughout the City.

Fremont Sign Ordinance

Proposed signs within the City shall comply and be consistent with the City of Fremont Sign Ordinance and the Centerville Sign Guidelines.

Design, Size and Location

- All signs should be simple and easy to read.
- Sign style, size, height, colors, location, and material should be consistent with building design and historic theme.
- The size of a sign should be determined by how it is viewed.
- The use of historic signs or reproductions of such signs, i.e., gold leaf, dimensional letters, etc., is encouraged.
- Street-oriented retail signage will be permitted only in the following locations:
  - On the fascia band above the store window.
  - On the vertical awning valence or fascia of any sunscreen or awning.
  - On the window or in the window of the store.
  - No greater than one-third the width of the storefront.
  - Retail signage will be allowed in only two of the three locations shown above on any one store.
- Pedestrian Sidewalk-oriented Signs: Sidewalk-oriented retail signage will be permitted in the following locations only:
  - On the side fascia of any sunscreen or awning.
  - Hung from an arcade, sunscreen or awning as long as it does not impede minimum headroom requirements.
  - Projecting from a column, pilaster or frame.
  - Mounted on a column.
  - On the window or in the window of a store.
  - None of the above signs shall be larger than 2 square feet.
Special Conditions

- Parking Signs: Signage for publicly accessible parking lots will be allowed only within 15’0” to either the right or left of the entrance into such parking lot, and shall be no larger than 10 square feet.
- Businesses Above Ground Floor: Businesses on the second or third floors are allowed directory signage on the first floor at the entrance.
- Addresses: Address numbers shall be permitted only on the door or transom of any tenancy.
- Monument Signs: Monument signs with the date of construction, owner, architect, builder, etc., are encouraged at the base of the building or on the pediment.

Prohibited Items

- No product advertisement signs (i.e., plastic box type signs) should be placed outside of the retail space.
- No sign shall be mounted above the roof line of any structure.
- No sign shall have any moving, rotating or otherwise animated signs.
- No sign shall have flashing lights.

Signage

Signage and graphics are not only useful as directories and maps, but are also effective as unifying features. Well-designed signs can also crossover as public art.
Fascia and Window Signs

Suspended and Projecting Signs

Heritage Signage Details

Special Event Signage

Heritage Street Signage
Awnings, canopies, and well-designed signage break up the façade of the building and draw people in. Awnings bring the focus of the building to the street level, provide entry definition and protection from inclement weather.

Projected elements reach into the sidewalk zone. Prominent, well-designed signage acts as landmarks, enhancing the streetscape.

Projected Elements

Awnings signs are a form of attached sign and may be an effective alternative to attaching the sign directly to a building wall. Signs on awnings should meet the following standards:

- Awning sign copy shall be limited to vertical surfaces or valence section located on the bottom one-third or bottom 12 inches of the awning, whichever is less. Signs are not permitted on the sloped portions of awnings.
- Awning materials shall have the appearance of traditional fabric; materials which are shiny, stiff and obviously synthetic shall be avoided.
- Solid color awnings are preferred; stripes are to be avoided.
3.7 Public Art

PUBLIC ART

Public art and other cultural amenities can create an enlivened environment, giving a neighborhood or district a focal point to identify with and an opportunity for public gathering. It is an important strategy for creating memorable spaces and places.

The City’s Art in Public Places Policy governs the provision of public art. Under this policy, the Art Review Board makes recommendations to the City Council regarding the selection of artists and artwork and the placement of public art.

Public Art to Create Memorable Spaces and Places

Utilize public art developed throughout the City to:
- Strengthen the theme or unique identity of a district or particular neighborhood.
- Enhance new public improvements made throughout the City.
- Celebrate the cultural, ethnic, historical and unique attributes of the community.
- Serve not only as an artistic amenity, but also as a community landmark that encourages public gathering or assists in wayfinding through the City.

Art in Public Places Program

Continue the “Art in Public Places Program” as the mechanism to increase the amount of public art in the City.

Create designated Art Zones throughout the City

Create designated art zones where public art will be concentrated. Art zones will generally be those locations intended to be pedestrian-oriented activity centers including the Town Centers and the City Center, City Parks and also corridors such as Fremont Boulevard.

Regularly Update the Art in Public Places Policy

Update the Art in Public Places Policy every 3-5 years to evaluate its progress and ensure that it reflects up to date information and policy direction.
Public Art in Private Development

Encourage private developments to incorporate artwork into their projects.

Require private development in the City Center and Town Centers to provide art as part of new construction. The dollar value of construction that triggers the public art requirement will be determined and periodically updated as part of the Art in Public Places Policy.

Allow the Art Review Board to continue providing assistance and advice to private developers regarding artwork.

Art Displays

Encourage artists, businesses and educational institutions to display art throughout the City.

Promote and create a process for the public displays of artwork throughout the City. Such displays could include rotating art displays in city parks, sculpture gardens and use of the Fremontia flower as a symbol of Fremont.

Art in Windows

Work with Business Associations and the Redevelopment Agency to create an “Art in Windows” program for Town Center areas, where either established Business Associations or multiple business owners can create an ongoing or rotating art display in store windows. Displays should promote local artists, either amateur or professional, allowing residents of all ages to showcase their talents and build a sense of community. Displays may also fill the empty or vacant tenant spaces to create a more inviting pedestrian experience.

Performing Arts

Support and promote the continuation of performing arts in the City. Support efforts for the construction of a performing arts facility to provide a venue for performing arts productions.
The groundscape can be a canvas for public art, with sculptures that draw attention to the ground. Playful uses of materials, manipulation of the slope, and unexpected moments are all ways to create special moments as people walk by.

Corridor-wide Efforts
Public art need not occur in isolated pockets; utilized as a part of a system, public art pieces at varying scales can enliven an entire corridor, as was done in the SODO Urban Art Corridor in Seattle. Here, the local business association, desiring to clean up graffiti and trash, developed a mural program to enrich the neighborhood. The network of art now includes murals, banners, and decorated utility boxes along a 10-block busway corridor, creating a distinct and memorable place.
Sculpture
Public art can include artwork at many varying scales. At the largest scale, iconic pieces of sculpture can be used to mark district and neighborhood centers. Such pieces can become a focal point for the neighborhood, and serve as moments of whimsy that can make the place live on more vividly in visitor’s minds.

Murals
Murals are another type of artwork that can greatly enhance the urban environment. Particularly in places that are car-oriented, large expanses of blank building wall tend to contribute to a poor pedestrian experience. Murals enliven such blank facades, bringing relief to the urban environment. Furthermore, murals can reflect the social, cultural, and environmental history of a place, contributing to residents’ understanding of and connection to their neighborhood.