

CONCLUSION

The South Fremont/Warm Springs Area Studies represent a first step in realizing a new vision for this area that embraces Fremont's long standing role as the Bay Area leader in high-technology advanced manufacturing, while leveraging the opportunity to connect this area with much of the East Bay's outstanding labor force using the new Warm Springs BART station. This vision for the Study Area focuses on creating an employment-oriented, mixed use district that is well integrated with the new transit connectivity offered by the BART station, thus offering significant access and mobility advantages over many similar sites in the region. All three land use alternatives emerging from this study process include sufficient flexibility to allow for a strategic blend of activities. Such activities could include higher intensity residential development, a technology "campus", research and development facilities, conference and entertainment uses, a new hotel and/or other catalyst projects.

As this initial planning process, prompted by the NUMMI plant closure, concludes, the City of Fremont will continue to lead an ongoing planning and economic development effort for the area, and it will do so with a certain sense of urgency. This Study Area is uniquely positioned to contribute to – and benefit from – expanding local, regional and national economic activity rooted in innovation and technology. However, given the long term nature of this opportunity, the City must take the lead role not just in establishing a "vision" for the area, but in formulating a concrete strategy for moving forward incrementally to achieve this vision, even as conditions change and new opportunities emerge or additional barriers arise.

Although each Alternative developed through this study process contains inherent tradeoffs between opportunities, constraints and implementation costs, all three are feasible from a market and financial perspective. There are no fatal flaws and no impediments to moving forward with more detailed planning and refined development assumptions. The next level of planning – which will be undertaken through a Community Plan process or similar effort – will focus on selecting a preferred development program for the area as well as defining a more detailed implementation strategy. This next phase of planning will continue to be guided by the City Council and informed by the findings of these studies.

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