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VISION

The City of Fremont General Plan (2011) calls for a more “strategically urban” city that focuses future growth in strategic locations near transit hubs to support the use of transit and reduce vehicle miles traveled and greenhouse gas emissions. The General Plan envisions future growth around transit hubs to create vibrant, pedestrian-oriented neighborhoods that are connected by strong pedestrian and bicycle networks. This Station Area Plan provides a framework to successfully achieve the envisioned “strategically-urban” environment around the Irvington BART Station.

This Station Area Plan is informed by existing City policy and associated visioning work, in particular the Irvington Community Plan, a chapter of the General Plan which provides a more fine-grained vision for the Irvington Community Plan Area than the Land Use Element of the General Plan (see box on next page for relevant goals from the Irvington Community Plan). The vision detailed below has evolved from these prior efforts as well as the planning and community engagement work completed as part of the planning processes for BART’s Station Site Plan and this Station Area Plan. (See Appendix A for more detail regarding policy documents that have shaped the Station Area Plan.) The vision also takes into account input received from the community (see Chapter 1 for Community Outreach Summary). Figure 2-1 shows how the Plan Area subareas (described below) relate to existing Community Plan Areas.

2.1 VISION

The Irvington BART Station will connect the Plan Area neighborhoods to the region, putting residents in easy reach of the Bay Area’s employment centers and attractions. The existing, established residential neighborhoods in the Plan Area will retain their character, and new multifamily residential and mixed-use development will revitalize the area adjacent to the station while complementing the character of Irvington’s historic buildings.

It is envisioned that the Subareas with Primary Influence in the Plan Area (the Town Center and Osgood Subareas) will evolve with more Transit-Oriented Development (TOD) in association with the anticipated completion of the Irvington BART Station in 2026. The established neighborhoods in the Plan Area will retain their residential character, while many of the existing light industrial and commercial sites near the station are anticipated to be redeveloped with high quality mixed-use and multifamily residential buildings consistent with the City’s 2011 General Plan.

The Irvington BART Station is the focal point of the Plan Area. It will connect the neighborhoods to the region, putting residents in easy reach of the Bay Area’s employment



Example of TOD (Bay Meadows near Hillsdale Caltrain Station, San Mateo).

centers and attractions. Improvements within the Plan Area will provide comprehensive, safe, and convenient pedestrian and bicycle access to the station, encouraging the use of active transportation. The Plan Area itself will benefit from increased commercial viability and pedestrian improvements, but is not expected to become a major employment center or a primary destination for BART users who are not local residents. Local streets will be protected from parking overflow with a residential parking permit (RPP) program. A vibrant commercial corridor with active ground-floor retail and local businesses will connect the BART station to Five Corners, the historic “heart” of Irvington, and future development will complement the style and echo the form of Irvington’s historic buildings, replacing auto-oriented strip malls with pedestrian-oriented design.

Relevant Irvington Community Plan Goals (General Plan, 2011)

- Strengthen the historic heart of Irvington as one of Fremont’s five Town Centers.
- Maintain a distinct identity for Irvington that reflects its history and cultural diversity.
- Attract unique shopping, dining, and neighborhood services to Irvington.
- Establish clear, walkable connections between the Irvington BART Station and the Irvington Business District, commonly referred to as Five Corners.
- Manage parking in a way that supports businesses, BART, and local transit.
- Provide a well-designed pedestrian and bicycle network that connects neighborhoods, open spaces, commercial areas, and transit facilities.
- Promote TOD around the Irvington BART Station.
- Transform underperforming shopping centers into vibrant new mixed-use developments.
- Improve the appearance of streets, neighborhoods, and business districts—especially the Grimmer Boulevard and Fremont Boulevard corridors.

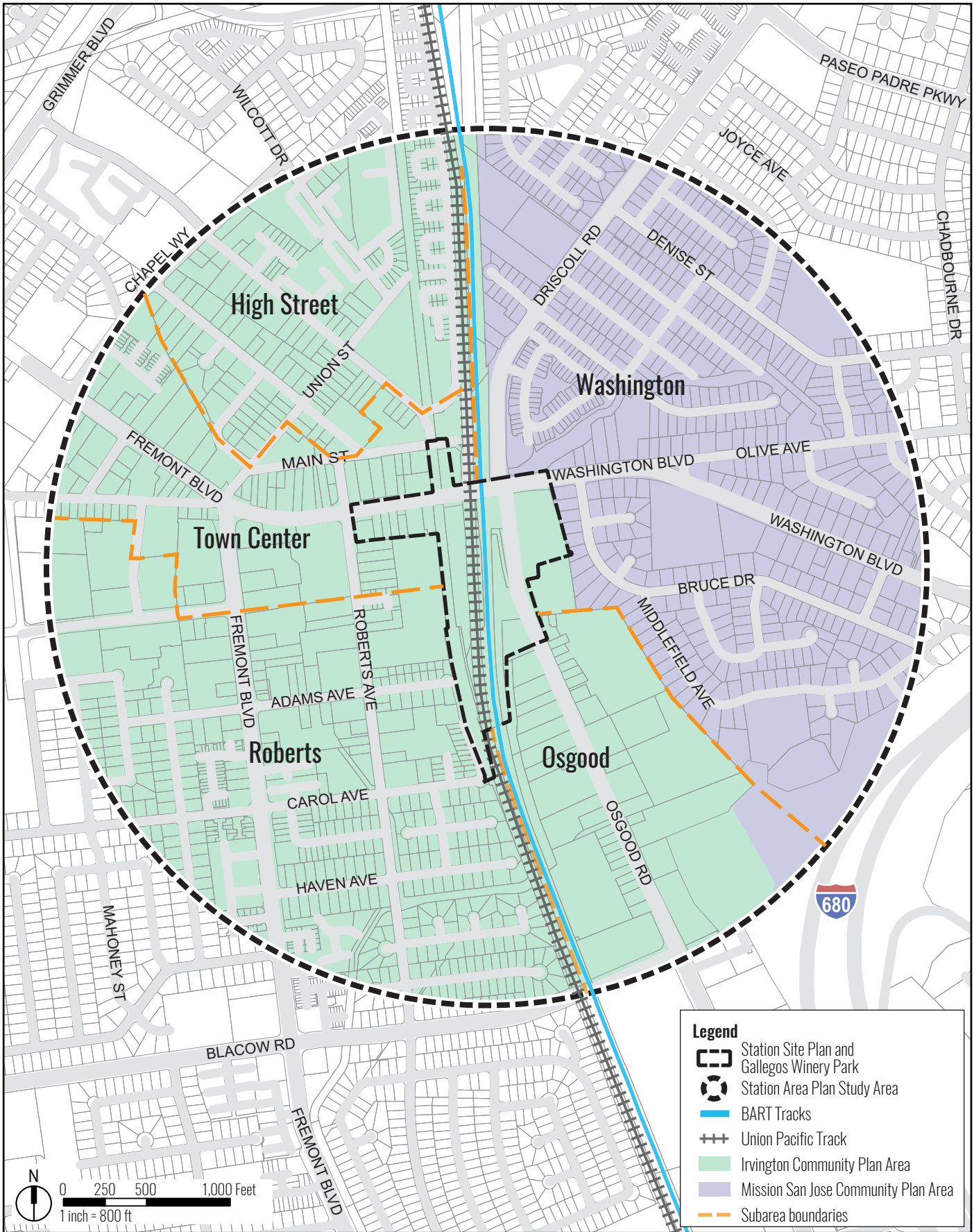


Figure 2-1 - Community Plan Areas and Station Area Plan Subareas

SUBAREA VISIONS

As described in Chapter 1, the Plan Area includes five subareas: Osgood, Town Center, High, Roberts, and Washington. The two Subareas with Primary Influence—Osgood and Town Center—will transform with the addition of the Irvington BART Station; this transformation will continue as new TOD occurs to take advantage of the station location. The Subareas with Secondary Influence— High, Roberts, and Washington—will maintain their existing character and residential nature. These Subareas with Secondary Influence will benefit from an improved pedestrian and bicycle network, and enhanced connectivity to the BART Station. The existing residential neighborhoods will be protected from parking overflow through an RPP program (see Chapter 3 for more details about the RPP program.)

Anticipated changes to the Subareas with Primary Influence, as well as the BART Station Site, are described below.

OSGOOD SUBAREA

The Osgood Subarea will transition from primarily light industrial area into a vibrant, primarily multifamily residential neighborhood consistent with the City’s 2011 General Plan. Direct access to the BART station throughout the subarea will be available via wide sidewalks, safe roadway crossings, and bike lanes. The station is less than a 10-minute walk from anywhere in this subarea. New residential TOD will create a greater sense of place and vitality for this subarea.

TOWN CENTER SUBAREA

New development and improved pedestrian and bicycle connections to the BART station in the Town Center Subarea will emphasize and strengthen Five Corners as the “heart of Irvington.” This subarea will retain its historic charm, but will feature new places for locals to dine, shop, live, and gather. Infill development with ground-floor retail and facade improvements to existing buildings will further enhance the pedestrian atmosphere.

The Monument and Irvington Plaza (Safeway) shopping centers may be redeveloped with new commercial and mixed-use buildings with neighborhood-serving retail, including a large-scale grocer, with opportunities for office and residential uses on upper floors. This Station Area Plan provides a framework to guide new development on Fremont Boulevard and Washington Boulevard, scaled to these large streets that will continue to serve as cross-town arterials. On Union Street and Main Street within the Town Center Subarea, new development on underutilized parcels will be required to front the sidewalk and fill in gaps along the front facades of buildings, helping the neighborhood become more vibrant and walkable.



Example of a mixed-use development (Hayes Valley, San Francisco).

STATION SITE

The Station Site will undergo the greatest change, with its existing light industrial land uses being redeveloped with a regional transportation hub. The Station Site Plan dictates the station footprint and situates the station components, including the station platforms, concourse, pedestrian and bicycle access points, pick-up and drop-off zones, and vehicle parking. East of the Station Site at Washington Boulevard and Osgood Road, there will be a public park at the historic Gallegos Winery site. Figure 2-2 is an illustrative diagram of the Station Site Plan and Gallegos Winery Park. The station will be a neighborhood-serving origin station and prioritize access for pedestrians, bicyclists, and transit riders.

2.2 STATION AREA PLAN GOALS

The overarching goal of the Station Area Plan is to enhance and implement the longstanding vision of transforming the area around the Irvington BART Station into a transit-oriented, active environment. The Station Area Plan's goals are described below.



Example of protected bike lane (Polk Street, San Francisco).

GENERAL PLAN VISION

Implement the General Plan vision for the area by maintaining existing land use designations and zoning.

In the 2011 General Plan, the City established land use designations around the Irvington BART Station site to facilitate TOD. This Station Area Plan provides design rules and guidelines to bring the General Plan vision to fruition.

ACTIVE STREETS

Plan for vibrant, walkable, pedestrian-friendly residential, mixed-use, and commercial neighborhoods around the station.

Development of the BART station provides the Plan Area with an opportunity to increase pedestrian activity. Streets and buildings will be designed to support this increased activity, with landscaping, lighting, seating, and other amenities contributing to a pleasant and attractive pedestrian environment. Transparent, well-designed storefronts and ground-level uses will engage and activate the public realm. Barriers that inhibit pedestrian movement will be discouraged, and streets will be designed to support and protect cyclists and pedestrians.

SAFE CONNECTIONS

Provide opportunities for safe connectivity to the Station Site for varying modes of transportation.

Consistent with the Active Streets goal, Plan Area streets will accommodate a more balanced use of the public right-of-way, so that they are attractive, safe, and efficient for all modes of travel, not just cars. This will include a bicycle network that provides safe and efficient connections to the station and targeted infrastructure improvements to enhance the pedestrian environment consistent with the City's Pedestrian Master Plan and Bicycle Master Plan.

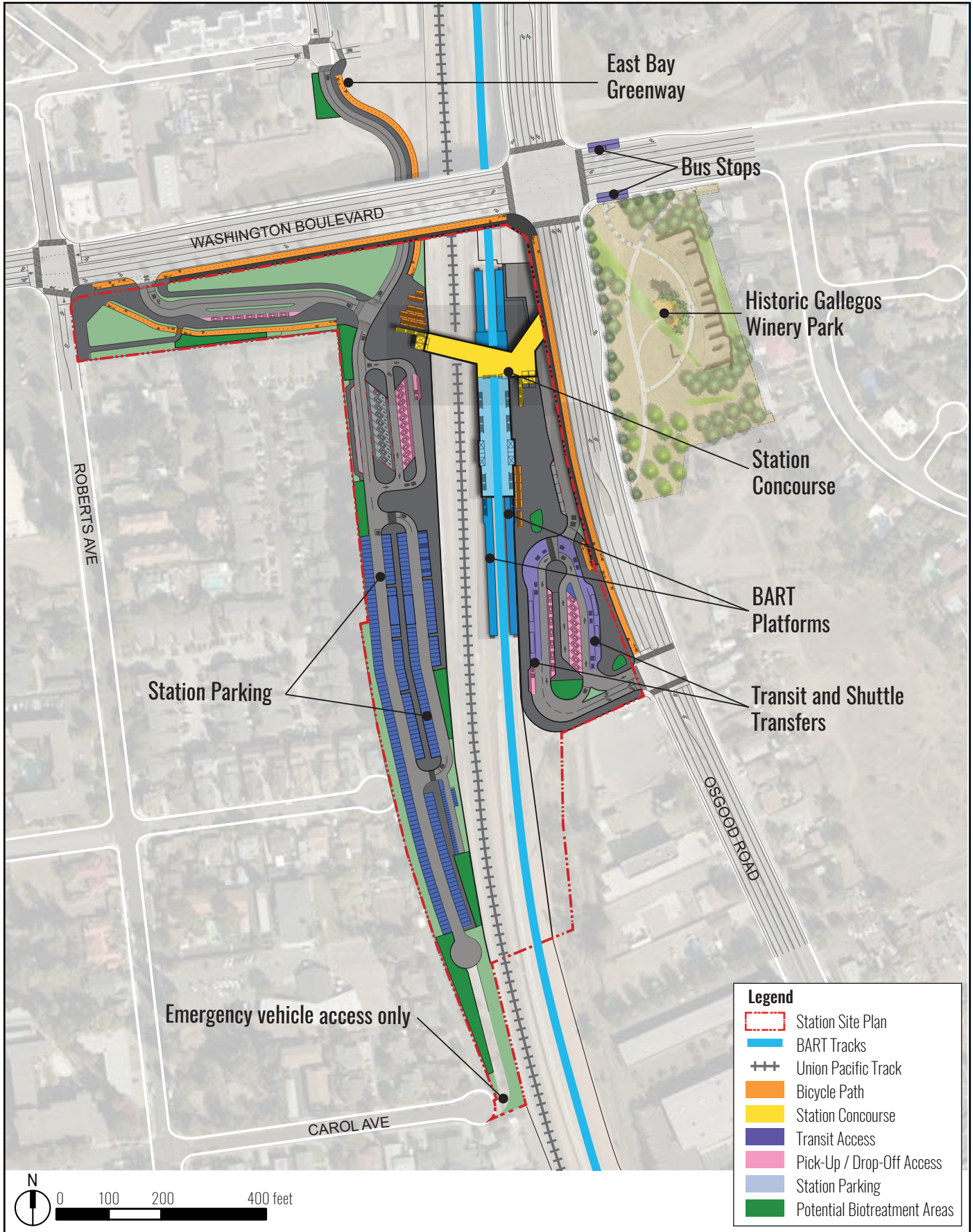


Figure 2-2 - Station Site Plan and Gallegos Winery Park



Example of pedestrian-oriented shopping district (Walnut Creek).

These improvements will focus heavily on the station access points and the immediate area around the station, as these locations are expected to have the highest intensity of bicycle and pedestrian use. Some improvements around the station will focus on managing traffic speeds in the area. Others, such as curb extensions and high-visibility crosswalks, will make pedestrians more visible to drivers and cyclists. These Safe Connections strategies will ensure that, even as activity in the area increases, visitors and station patrons will be able to arrive safely on foot, bike, or bus, while minimizing increases in automobile traffic.

CONTEXT-SENSITIVE AND TOD DESIGN RULES AND GUIDELINES

Develop context-sensitive design rules and guidelines to encourage future TOD that is integrated with the station and existing neighborhoods.

The Plan Area contains underutilized land ideal for redevelopment in close proximity to established residential neighborhoods. New development will be designed to complement the existing context and provide a well-conceived



Example of TOD (Pleasant Hill BART Station).



Irvington Monument.

progression in density between higher- and lower-density developments. The character of established residential neighborhoods will be retained.

With the development of the Irvington BART Station, the Plan Area is well-positioned to make transit a dominant mode of transportation for existing and future residents. New development within the Plan Area near the station will be within walking distance of the station and dense enough to leverage the area's enhanced transit service, increase local ridership, and decrease the number of people driving to the station.

FIVE CORNERS CONNECTION

Establish clear, walkable connections between the BART station and Five Corners.

Five Corners, the historic heart of Irvington, is located near the BART station. This close proximity provides an opportunity for strengthened connectivity, drawing patrons up and down Washington Boulevard, Bay Street, Union Street, and Main Street. This connection will be clearly defined through pedestrian-friendly streets with wide, continuous sidewalks, crosswalks, and active ground-floor uses.

PRESERVE HISTORIC RESOURCES

Preserve and enhance Historic Resources within the Plan Area.

The Plan Area includes an array of historic resources, from historic buildings to the remnants of the Gallegos Winery. As these assets are key to Irvington's unique character, they will be preserved and enhanced by new development in the area.



Historic Gallegos Winery Ruins.

MANAGED PARKING

Develop parking management strategies and programs that will minimize impacts to existing neighborhoods and support business, BART, and local transit.

While the BART station will prioritize pedestrian and bicycle access, more vehicles will inevitably be attracted to the area. A balanced provision of parking at the station and actively managed on-street parking around the station will reduce the effects of additional vehicles on area streets and motorists.