

Community Plans

Chapter 11

City of Fremont
General Plan

Adopted December 2011



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Introduction

Overview

The Community Plans Element provides policies for 11 geographic subareas within Fremont. Collectively, these 11 areas cover the entire city. The Community Plans Element recognizes that although Fremont is one city, it is comprised of smaller communities with distinct histories, landscapes, issues, and opportunities. The Element provides a tool to express citywide policies at a more fine-grained level, thereby making them more tangible. It also provides a means of incorporating existing area plans, specific plans, and other place-based recommendations into the General Plan.

Community plans have been an important part of planning in Fremont for many years. This is a reflection of the city's large geography as well as its origin as five separate towns. Since the adoption of the last General Plan, the City has adopted a specific plan for Centerville, concept plans for Niles and Irvington, design guidelines for Mission San Jose, and a concept plan for the Central Business District. It has conducted visioning studies for Fremont Boulevard, prepared a community plan for Downtown, adopted preservation ordinances for its hillsides, and worked with state and federal agencies on conservation and restoration plans for its baylands. There have also been redevelopment project area plans, as well as numerous studies, plans, and environmental impact reports prepared for individual sites.

All of these plans fit under the broad “umbrella” of the Fremont General Plan. The Community Plans Element provides a way to ensure internal consistency among area plans, and to relate these plans to the broader vision for Fremont.

The Community Plans Element has several additional, equally important, purposes:

- It provides a more “fine-grained” profile of land use and development issues in the city
- It provides direction on planning issues that are unique to specific areas of the city
- It expresses community input on specific places and neighborhoods in a way that is not possible in the citywide elements
- It incorporates voter-approved General Plan language on hillside preservation

SPECIAL STUDY AREAS

The Community Plans Element provides guidance on areas designated on the General Plan Map as “Special Study Areas.” These are locations where changes to current Map designations are likely to be proposed in the future, following additional study. Each Study Area has an underlying General Plan designation that will remain in effect until a formal Plan Amendment is proposed. The Special Study Areas present unique challenges related to land use, transportation, urban design, and public services

Two Special Study Areas have been identified:

- Shinn Terminus Property
- Irvington BART Station

In addition, two “Areas of Interest” (Mowry Gateway and Fremont-Decoto) have been identified for special discussion in this Element.

- It provides direction for a number of “special study areas”—parts of the city where significant changes are expected in the future.

The boundaries of the 11 Community Plan Areas are shown in Diagram 11-1. These boundaries reflect physical features (such as creeks and free-ways), traditional delineations, and data-driven considerations. The latter are especially important for tracking housing, economic, and demographic trends in the community.

Community Plans policies focus on issues that are unique to particular parts of Fremont. Many of the policies are “place-based,” meaning that they reference specific neighborhoods, corridors, business districts, landmarks, or sites. However, because this is a general plan, the policies are still general in nature. This Element is not intended to be a substitute for future area plans and specific plans, which may still be needed as the General Plan is implemented. Likewise, the Community Plans do not repeat policies that already appear in the citywide elements. They are intended to provide a sense of local priorities.

The Community Plans Element is intended to replace or partially replace a number of planning documents prepared in the 1990s and early 2000s. As the diagram on the next page indicates, some of these plans have already been implemented or are outdated. Others are still relevant, or include design guidelines or other directives which remain relevant. Table 11-1 lists the subarea plans that have been referenced or integrated into this Element and the intended status of these plans following General Plan Adoption.

Organization

While the Community Plans vary in length and content, they each contain the following basic components:

- A description of the area
- A discussion of planning and development issues, and a vision for the future
- Place-based policies intended to guide future land use decisions

In addition to these components, some of the Community Plans include:

- Recommendations from prior area plans or concept plans
- Recommendations for Special Study Areas (see text box)
- Voter approved language (in the Hill Area Community Plan only)

All place-based policies are consistent with, and support, the goals and policies in the other elements of the General Plan.

Table 11-1
Planning Documents Integrated into the
Community Plans Element

Plan	Status
<i>Centerville Specific Plan</i> (1993)	Becomes inactive upon adoption of General Plan. Relevant sections carried forward into Community Plans Element.
<i>Centerville Framework Plan</i> (2010)	Cross-referenced in General Plan. Still relevant as a policy and planning document.
<i>Irvington Concept Plan</i> (2005)	Relevant sections carried forward into Community Plans Element—illustrative concept plans for individual sites remain relevant. Design Guidelines retained as freestanding document, but superseded by <i>Irvington BART Station Area Plan</i> .
<i>Niles Concept Plan</i> (2001)	Relevant sections carried forward into Community Plans Element. Design Guidelines remain freestanding document.
<i>CBD Concept Plan</i> (2001)	Relevant sections carried forward into Community Plans Element. Design Guidelines and Implementation Plan remain freestanding document.
<i>Downtown Community Plan</i> (2011)	Referenced and summarized in Community Plans Element. Remains a separate document for planning purposes.
<i>Envisioning Fremont Boulevard</i> (2008)	Reference document only
<i>Mission San Jose Design Guidelines</i> (1998)	Remains relevant as a separate planning document.
<i>South Fremont – Warm Springs EDA Study Alternatives</i> (2011)	Reference document only

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General Plan

Community Plans

Community Plan Areas

City Boundary



Community Plan Areas



Community Plan Area	Acres*	Square Miles*
Baylands	20,674	32.30
Bayside Industrial	4,192	6.55
Centerville	3,960	6.19
Central	2,247	3.51
Hill Area (central)	3,217	5.03
Hill Area (northern)	1,608	2.51
Hill Area (southern)	6,051	9.49
Irvington	3,095	4.84
Mission San Jose	4,522	7.07
Niles	1,385	2.16
North Fremont	2,866	4.48
South Fremont	1,470	2.30
Warm Springs	1,687	2.64
Total	56,973	89.07

* Gross Area includes Right-of-Way, Channels, Bay Water

Fremont is a large city with unique issues and planning concerns associated with its various sub-areas. In order to address these issues and present information more clearly, the city is divided into Community Plan Areas.

The information conveyed on this map is dynamic and may have changed after this map was printed. Please consult the Planning Division or other appropriate agency for the most recent information or status.

Users should verify designations, policies, regulations, and restrictions before making project commitments.

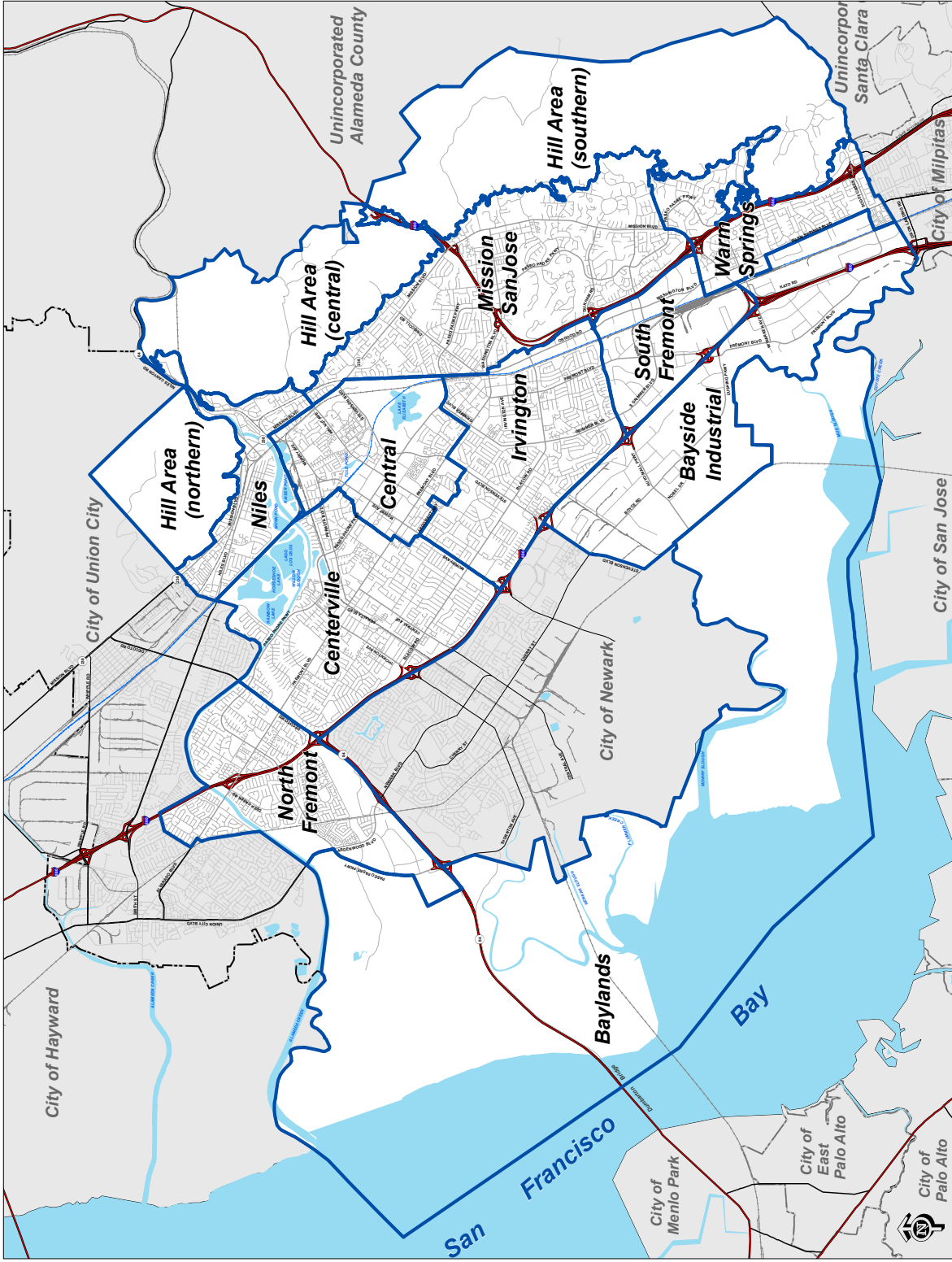


FIGURE 11-1

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Baylands

Profile

With over 31.5 square miles, the Baylands Community Plan Area encompasses more than one-third of Fremont. The Area includes the entire western flank of the city, extending from Hayward and Union City on the north to the Alviso area of San Jose on the south. It is bounded by the open waters of San Francisco Bay on the west and by the Ardenwood area of North Fremont, the City of Newark, and the Bayside Industrial area on the east. For planning purposes, the Area is sometimes divided into two subareas—the Northern Baylands, which are north of the Mowry Slough, and the Southern Baylands, which extend south to Coyote Creek.

This area includes open water, salt ponds, wetlands, mud flats, and upland open spaces. It also includes a limited number of infrastructure-related land uses such as the former Durham Road Landfill, the Dumbarton Bridge, former Dumbarton Quarry, railroad rights of way, and utility towers. There are no population centers in this area and there is very limited employment.

The majority of the Baylands Community Plan Area is protected for habitat conservation. Two major natural areas, Coyote Hills Regional Park and Don Edwards National Wildlife Refuge (NWR) are located here. Coyote Hills was dedicated to public use in 1967 and is comprised of nearly 978 acres of marshland and rolling grassy hills. The most popular visitor activities are bicycling, walking, bird watching, jogging, nature exploration, and picnicking. The Don Edwards NWR encompasses over 30,000 acres of wetlands and open water in Fremont and other South and East Bay cities.

The NWR was specifically created for the preservation and enhancement of wildlife habitat and the protection of migratory waterfowl and other wildlife, including endangered and threatened species. Another element of the NWR's mission is to provide an opportunity for wildlife-oriented recreation, education, and nature study. Current conservation activities in the Refuge include invasive plant mapping and monitoring, invasive plant removal and native plant restoration, mosquito management, clapper rail and salt harvest mouse monitoring, and waterfowl/shorebird monitoring.

The Baylands has played an important role in Fremont's history. Salt harvesting in the area dates back to the Ohlone Indians and early Spanish settlers. By the late 1800s, the area became a major salt production center,

GOALS FOR THE BAYLANDS

- Conserve the Baylands as open space and natural habitat as a major element of Fremont's open space frame
- Continue efforts to restore and enhance wetlands, riparian areas and natural habitat
- Allow continued salt harvesting where compatible with ecological restoration programs
- Provide for additional recreation and environmental education opportunities
- Plan for rising sea level
- Support expansion of Don Edwards San Francisco Bay National Wildlife Refuge.

with extensive diked solar evaporation ponds. A railroad was developed through the Baylands and a small settlement called Drawbridge was developed around the local station. Drawbridge has been uninhabited since 1979 and its structures have all been abandoned or destroyed. Plans to restore the surrounding marshes and mud flats have advanced over the years, and continue to be implemented today.

Planning Issues and Vision

The Baylands area has extremely limited development potential due to the prevalence of wetlands, sensitive species habitat, and public land ownership. In addition, most of this area lies at or only slightly above sea level. Concerns about global climate change and rising sea levels present a strong case for retaining most of this area as open space. The Baylands will continue to remain viable for salt production and habitat conservation. Additional recreation opportunities may be pursued, provided they are consistent with plant and animal protection goals.

Conservation plans for most of the Baylands will be outlined in a Comprehensive Conservation Plan (CCP) being prepared by the US Fish and Wildlife Service in 2010-2012. The CCP will provide vision and guidance for the management of the refuge for the next 15 years. This includes provisions for priority public uses, such as hunting, fishing, and environmental education, as well as other appropriate and compatible uses based on federal criteria.

Among the key issues identified to date in the CCP planning process are:

- Protection and management of listed species
- Protection and management of migratory birds
- Habitat enhancement and restoration
- Climate change
- Public access
- Water quality/urban runoff/contaminants
- Historic/cultural resources
- Adjacent land uses
- Land acquisition

The CCP will include a vision statement for the Refuge, along with measures to ensure that its ongoing management reflects the mission and goals of the National Wildlife Refuge System. It will also provide guidance on

future uses and activities and will become the basis for future budgeting decisions for operations, maintenance, and new facilities.

A portion of the Fremont Baylands, generally located south of Pacific Commons and west of the Bayside Industrial area, is included in the South Bay Salt Ponds Restoration Project (SBSPRP). The SBSPRP was initiated in 2003 and will restore 15,000 acres of salt ponds in several South Bay cities. It is the largest tidal wetland restoration project on the West Coast.

As of the end of 2010, 20 former salt ponds comprising just over 3,000 acres had been restored to their natural state. The US Fish and Wildlife Service also acquired a portion of the Pacific Commons project for habitat restoration and management. Through the continued restoration of salt ponds to tidal wetlands and other habitats, the SBSPRP will enhance water quality in San Francisco Bay, reduce flood risks, and improve public access and recreation. The former hamlet of Drawbridge will continue to disappear into the marsh as native habitat returns and levees are removed.

Cargill retains the right to harvest salt on approximately 9,000 acres of the land sold to the US Fish and Wildlife Service and California Department of Fish and Game. Much of this land is located in the Fremont Baylands between the Dumbarton Bridge and Mowry Slough. Salt harvesting operations in this area are regulated to ensure they are consistent with habitat protection and restoration goals. In recent years, Cargill has been implementing more efficient salt harvesting techniques, enabling the company to consolidate its operations in a smaller number of ponds.

Elsewhere in the Baylands, Coyote Hills Regional Park will continue to provide recreational facilities and open space resources for residents of Fremont and nearby communities. The nearby Patterson Ranch development will include a substantial dedication of open space, with approximately 300 acres deeded to the regional park district for expansion of Coyote Hills. The former Dumbarton Quarry will also be deeded to the park district for inclusion in Coyote Hills. Future uses of these open spaces will be determined through subsequent park planning processes. Beyond Coyote Hills, other recreational improvements in the Baylands will include continued development of the Bay Trail and various spur trails, providing linear access along the shoreline and lateral access between Fremont/Newark neighborhoods and the wetland preserves.

Rising sea level may become an increasing concern in the Baylands, with the potential to alter the ecosystems and increase tidal flood hazards even as restoration projects are implemented. A number of initiatives are un-

derway at the state and regional levels to explore potential responses, taking into consideration predictions that water levels in the Bay could rise as much as 55 inches by 2100. BCDC has evaluated vulnerability to climate change at specific areas along the Bay shoreline and has recommended new and updated policies relating to climate change impacts. BCDC has also developed an Adaptation Assistance Program to help San Francisco Bay Area communities respond to rising sea level and develop strategies to make low-lying areas more resilient.

Special Study Area: Former Durham Road Landfill

[Editor's Note: This Study Area designation was eliminated by the Tri-Cities Recycling and Disposal Facility Final Reuse Plan (Pln2011-00100 Exhibit B) adopted by Council Resolution 2012-04 on January 17th, 2012. The following text remains for historical reference. See Implementation 11-1.6.A]

The Baylands contains one Special Study Area—the former Durham Road Landfill, also known as the Tri-Cities Recycling and Disposal Facility. The facility occupies approximately 46 acres at the western end of Auto Mall Parkway. It began receiving municipal solid waste in 1967 and began recycling activities in 1991. The landfill was closed to the public in July 2007, although it still receives limited quantities of municipal waste.

Operation of the facility is currently regulated by a municipal contract agreement for landfill operations and by a Conditional Use Permit. The contract and CUP included milestones for eventual closure of the facility, including a maximum landfill height of 150 feet and submittal of a reuse plan prior to final closure. A portion of the site has been permitted for continued use for interim waste and recycling activities while the final reuse plan is prepared. These activities include concrete and asphalt recycling, a corporation yard, and maintenance facilities for refuse collection vehicles. These operations are permitted through 2015.

A number of options are being explored for the future use of the landfill site, including methane recovery (for energy), methane recovery (for medical waste sterilization), continued use as a corporation yard/concrete and demolition waste recycling facility, and development as a composting and organic waste facility. The feasibility of these uses and their associated environmental impacts (on odors, water quality, wetlands, etc.) will be evaluated as part of the reuse planning process. Odors are a particular concern, given prevailing wind directions and the proximity of the site to commercial areas.

Given the industrial character of the surrounding area, limited road access, the proximity of the site to the National Wildlife Refuge, and concerns over rising sea level, future activities on the site should have very low employment densities and should retain its open character. The underlying designation of the landfill site on the General Plan Map continues to be open space.

The future of the landfill site may ultimately be influenced by decisions regarding the rail corridor which runs along its eastern edge. The rail line presently accommodates the Amtrak Capitol Corridor and the Altamont Commuter Express. The possibility of a rail stop at the west end of Auto Mall Parkway has been considered, with bus and shuttle service to nearby employment centers in the I-880 corridor. If a rail station is pursued, some degree of transit-oriented or intermodal facility development could be considered for the former landfill site. Any such development would be subject to further study, environmental review, community input, and a General Plan Amendment. At the present time, development of this area with such uses is considered very long-term.

Policies and Implementing Actions

- **Policy 11-1.1: Conservation and Restoration of Baylands Habitat**

Work with state and federal resource management agencies to conserve and restore the Fremont Baylands, including protection of special status species, enhancement of migratory bird habitat, control of invasive and predatory species, reduction of pollution, and restoration of natural tidal functions.

- > **Implementation 11-1.1.A: Conservation Planning and Implementation**

Support the completion and implementation of the Comprehensive Conservation Plan for the Don Edwards National Wildlife Refuge and the continued implementation of the South Bay Salt Pond Restoration Project.

- **Policy 11-1.2: Salt Harvesting**

Recognize the value and economic importance of the Baylands for the harvesting of salt. Work with the private sector and regulatory agencies to enable these activities to continue, without compromising habitat restoration and wildlife protection efforts.

- **Policy 11-1.3: Adapting to Sea Level Rise**

Work with appropriate regulatory agencies, including the Bay Conservation and Development Commission, to develop adaptation strategies and habitat management measures for the Fremont Baylands which anticipate and respond to rising sea level.

See also Safety Element Policy 10-3.6 and its associated actions on the city's response to sea level rise.

- **Policy 11-1.4: Environmental Education in the Baylands**

Support expanded environmental education and study opportunities in the Fremont Baylands, including interpretive nature facilities.

- **Policy 11-1.5: Recreation in the Baylands**

Provide for recreational activities in the Baylands that are compatible with local ecologic and conservation goals. This should include continued development of the Bay Trail and associated spur trails, as well as provisions for recreational activities that are consistent with the National Wildlife Refuge management prescriptions.

- > **Implementation 11-1.5.A: Coyote Hills**

Support Coyote Hills as a regional park and assist in expansion of the park through land dedication in conjunction with the Patterson Ranch project and Dumbarton Quarry reclamation.

• **Policy 11-1.6: Durham Road Landfill Reclamation**

Support reclamation of the former Durham Road Landfill with a low intensity use that retains the open space character of the site, is compatible with adjacent land uses, protects environmental quality, advances habitat restoration programs in the surrounding wetlands, and is consistent with local sustainability goals.

> **Implementation 11-1.6.A: Durham Road Landfill Reuse Plan**

Prepare a Reuse Plan for the Durham Road Landfill, with appropriate environmental review documents. A number of alternatives for the site should be considered. Interim use of the site for waste management and recycling activities may be permitted.

More intense uses of the site than those described in the “Special Study Area” text above would be subject to a future General Plan Amendment.

[Editor's Note: This Study Area designation was eliminated by the Tri-Cities Recycling and Disposal Facility Final Reuse Plan (Pln2011-00100 Exhibit B) adopted by Council Resolution 2012-04 on January 17th, 2012.]

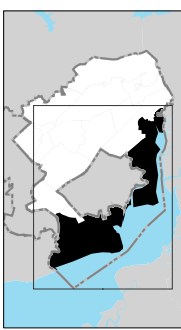
General Plan Map designations for the Baylands are shown in Diagram 11-2.

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General Plan Community Plans Baylands Community Plan Area

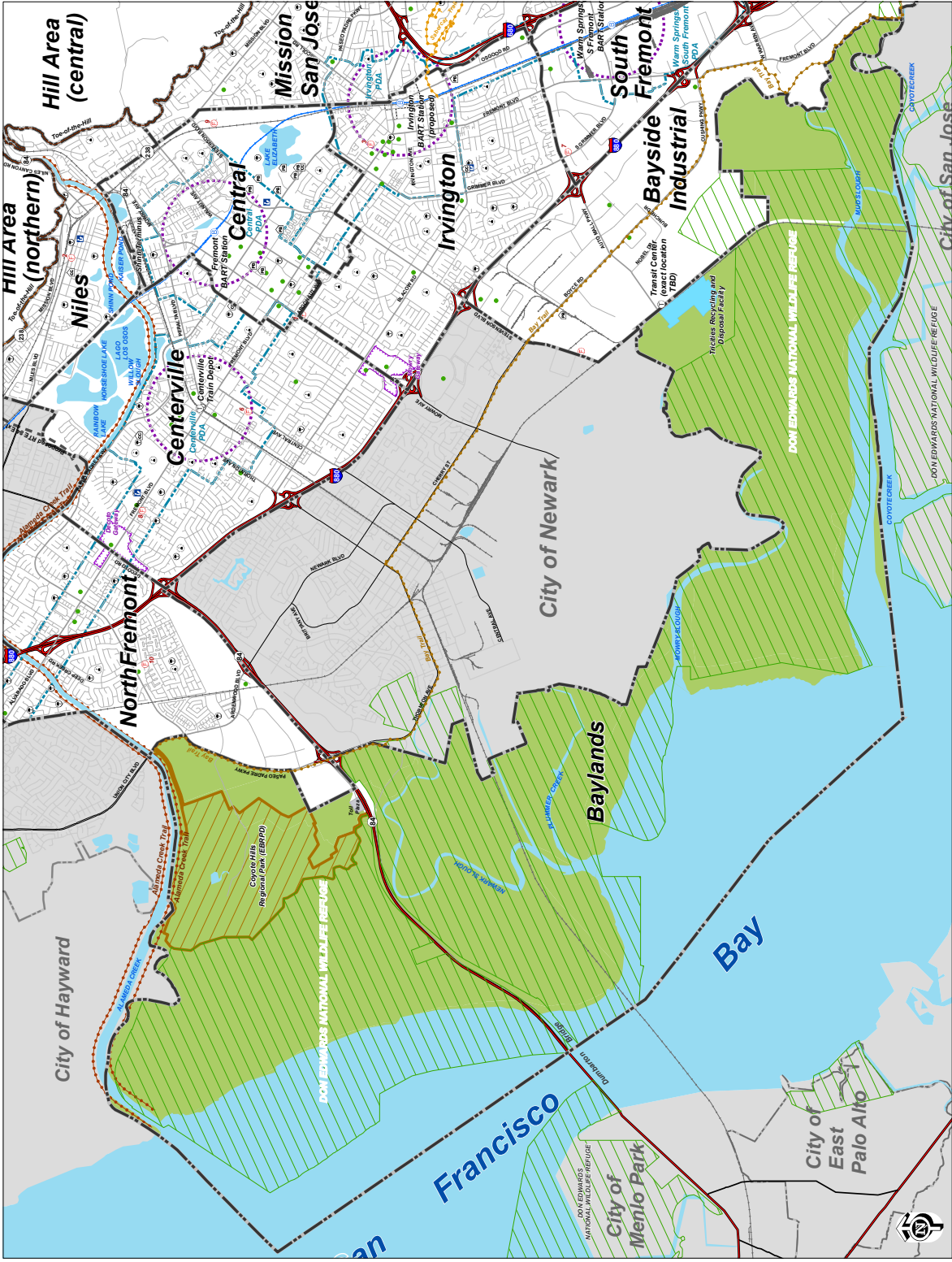
- Land Use Category**
- City Boundary
 - Community Plan Area
 - Priority Development Area
 - Coyote Hills Regional Park
 - Don Edwards NWR
 - Toe-of-the-Hill
 - Alameda Creek Trail
 - Bay Trail
 - Subercat Trail
 - Proposed Route Extension
 - BART
 - Union Pacific Railroad
 - BART Station
 - City or Public Site
 - Community Center
 - Fire Station
 - Library
 - Park
 - School
 - Shopping Center
 - Study Area
 - TOD Overlay
 - Area of Interest
 - Water Feature
- COM City Center
 - COM General
 - COM Mixed Use
 - COM Regional
 - COM Town Center
 - IND General
 - IND Service
 - IND Tech
 - Innovation Center
 - OS General
 - OS Hill Face
 - OS Hill (Beyond ridge)
 - OS Hillside (Measure A)
 - OS Park
 - OS Private
 - OS RCP
 - Public Facility
 - RES Urban
 - RES Medium
 - RES Low-Medium
 - RES Low
 - RES Hillside Residential

Fremont is a large city with unique issues and planning concerns associated with its various sub-areas. In order to address these issues, the City is divided into Community Plan Areas.



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Plan# 2016-1115, etc.

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Bayside Industrial

Profile

The Bayside Industrial Community Plan Area encompasses 8.9 square miles and is located in the southwest part of Fremont. The Area is bounded on the north by Stevenson Boulevard and on the south by the Alameda/Santa Clara County line. The western boundary is formed by the UP Railroad in the northern part of the Planning Area and by the edge of the National Wildlife Refuge further south. The eastern boundary is formed by I-880 (north of Mission Boulevard) and Warm Springs Boulevard (south of Mission Boulevard).

Historically, this Community Plan Area also included the industrial area between Auto Mall Parkway, Mission Boulevard and the two freeways, but this area is discussed separately in this chapter under the heading “South Fremont.”

As the name suggests, the Plan Area is dominated by industrial land uses. However, it also includes regional commercial uses such as Pacific Commons, a cluster of hotels at Cushing Parkway and South Fremont Boulevard, and the Fremont Auto Mall. Limited restaurant and service uses exist throughout the area. The area is primarily an employment center and has no housing.

Much of this area was in agricultural use until the 1980s and 90s, when large scale business park and light industrial development took place along the I-880 corridor. The area has benefitted from its location at the gateway to Silicon Valley and its proximity to the other technology-oriented business centers of the South Bay. However, the concentration of these uses led to high vacancy rates during the 2008-2011 economic recession. It may take many years before vacated space is re-absorbed.

The industrial uses in this area include a mix of campus-style developments with low-rise office-flex buildings, service uses such as auto repair and construction suppliers, warehousing and distribution centers, and heavier industrial uses, including manufacturing. The area includes a number of large research and development centers, logistics and technology firms, telecommunication and electronics businesses, and laboratories and assembly uses related to the computer and technology industries. The prevailing urban form consists of low-rise (typically one-two story) buildings

GOALS FOR BAYSIDE INDUSTRIAL

- Sustain the Bayside area as a major regional employment center
- Accommodate a range of workplaces, from heavy industry and manufacturing to service industrial and commercial areas
- Support development of the remaining large vacant sites with activities that generate jobs and produce revenue for the city
- Limit the encroachment of uses which are incompatible with industry or could hamper future industrial operations
- Plan for more intensive uses on underutilized industrial sites
- Focus retail development in key nodes
- Ensure compatibility with surrounding uses and the natural environment
- Provide amenities and services that help sustain and attract businesses

surrounded by surface parking, typically on large parcels with low floor area ratios.

Planning Issues and Vision

Although the Bayside Industrial area is mostly urbanized, there are still large undeveloped sites with the potential for new development. This includes about 200 acres at Pacific Commons and a large tract at the south end of Fremont Boulevard known as Creekside Landing. The Pacific Commons area includes vacant land designated for Regional Commercial use along Curie Street and several tracts south of Bunche Drive designated for Tech Industrial uses on the General Plan Map. The 147-acre Creekside Landing site is designated for Tech Industrial and Open Space land uses on the General Plan Map. It is subject to a development agreement which would permit regional commercial uses on 59 acres and require open space on the remainder.

Pacific Commons was initially envisioned as an 840-acre office park and retail “power center”, with approximately six million square feet of leasable space proposed in the early development plans. The approved plans were formally amended in 2003 in response to the economic downturn in the technology sector and the transfer of a large portion of the site to the Don Edwards National Wildlife Refuge. The revised plans include a heavier emphasis on regional retail uses. As of 2010, about 860,000 square feet of retail space has been developed on the site, including numerous national retailers. Approximately 27 vacant acres has recently been approved for additional regional retail use. Cisco Systems has an option to develop the remaining 133 vacant acres in Pacific Commons with office and R&D, although there are no plans for development in the foreseeable future.

At the south end of the Bayside Industrial area (at Dixon Landing Road and Fremont Boulevard), a vesting tentative map was approved in late 2009 for Creekside Landing. The project had originally been approved as a research and development park (Bayside Business Park II) in 1994. The revised project is proposed to include a 487,000 square foot regional shopping center, including two freestanding anchor department stores and over 1,900 parking spaces. The remaining 88 acres of the Creekside tract includes environmentally sensitive wetlands and will remain open space. In the event the Creekside project is not developed as proposed, entitlements will revert back to the original proposal to develop the site with R&D uses. The extension of Fremont Boulevard to Dixon Landing Road in Milpitas is planned as part of this project.

Elsewhere in the Bayside Industrial area, there are development opportunities on vacant infill sites, underutilized sites and on properties with vacant buildings. Many of the parcels in the industrial area have low employment densities and could conceivably support more economically productive uses. Further intensification of existing land uses is expected and is encouraged in the coming years.

Much of the Bayside Industrial area was developed in the 1970s and early 1980s when land values were relatively low. Improvements on some sites are minimal, with large areas used for open storage, parking, and outdoor operations. Over the next 20 years, some intensification of these parcels is envisioned to accommodate the demand for industrial floor space and increases in local employment. The challenge is to facilitate increases in employment density without compromising the ability of existing industry to operate. Existing businesses that require large outdoor yard spaces could become constrained by higher land values and operational costs, or may face land use compatibility issues as new higher-intensity uses locate nearby. This General Plan seeks to retain the long-term viability of industrial land uses by keeping maximum floor area ratios relatively low in industrial areas, and by incorporating policies to prohibit the conversion of industrial land to residential or retail uses except where specified conditions exist.

Some encroachment of non-industrial uses into the Bayside area is still likely during the coming years. As areas in Central Fremont, Warm Springs, Irvington, and Centerville become more dense, established uses in these areas may seek to relocate to the industrial area, placing pressure on underutilized sites and buildings. This has already occurred on Albrae Street, where uses such as dance studios and catering halls have moved into an area characterized by building suppliers, auto repair and service, and home furnishing stores. The General Plan has designated areas such as these for “service industrial” uses recognizing that they may continue to evolve as mixed commercial-industrial areas in the future. These areas form a buffer between residential neighborhoods and heavier industrial areas, and could provide viable locations for more intense and higher-value land uses in the future. Activities should still be limited, however, to avoid compatibility issues with the existing active industrial uses.

Special Study Areas

No Special Study Areas have been designated within the Bayside Industrial Planning Area.

Policies and Implementing Actions

- **Policy 11-2.1: Emphasis on Industrial Uses**

Sustain and enhance the Bayside Industrial area as Fremont’s major industrial employment center. The area should be planned and zoned to support distinct and separate industrial environments, including heavy manufacturing areas, warehouse and distribution centers, business parks, tech-oriented uses, local-serving activities such as auto repair, and light industrial uses with ancillary offices, retail, and hotel activities.

- **Policy 11-2.2: Industrial Intensification and Reuse**

Encourage the reuse of older industrial sites in the Bayside area with higher-value, higher employment-generating land uses, provided that such uses do not adversely impact adjacent uses and are consistent with other policies in this General Plan.

- **Policy 11-2.3: Non-Industrial Activities in Service Industrial Areas**

Provide for auto repair, service, nurseries, or storage in designated Service Industrial areas such as Albrae Street. These areas should provide locations for local-serving activities which may be incompatible with residential uses, or which require lower cost land and building space than is available in other parts of Fremont, provided that such activities do not interfere with more traditional industrial activities on nearby sites.

- **Policy 11-2.4: Extent of Retail Uses**

Limit the extent of freestanding retail uses in the Bayside Industrial area to those areas designated for such uses on the General Plan Map. Conversion of industrial land to retail uses, including “big box” or warehouse retail uses, outside those areas described in the General Plan is strongly discouraged.

- > **Implementation 11-2.4.A: Creekside Landing**

- Support the development of the southern terminus of Fremont Boulevard with regional retail or tech industrial uses. Improvements which mitigate the impacts of this area’s development on roads, utilities, and other services should be implemented concurrently with development, consistent with the project EIR and development agreement.

- **Policy 11-2.5: Pacific Commons**

Support continued development of Pacific Commons consistent with the vision for this site as a major employment and destination retail center.

- **Policy 11-2.6: Auto Mall**

Maintain the Fremont Auto Mall as the premier auto sales center in the Southeast Bay Area, and an important source of revenue for the City of Fremont.

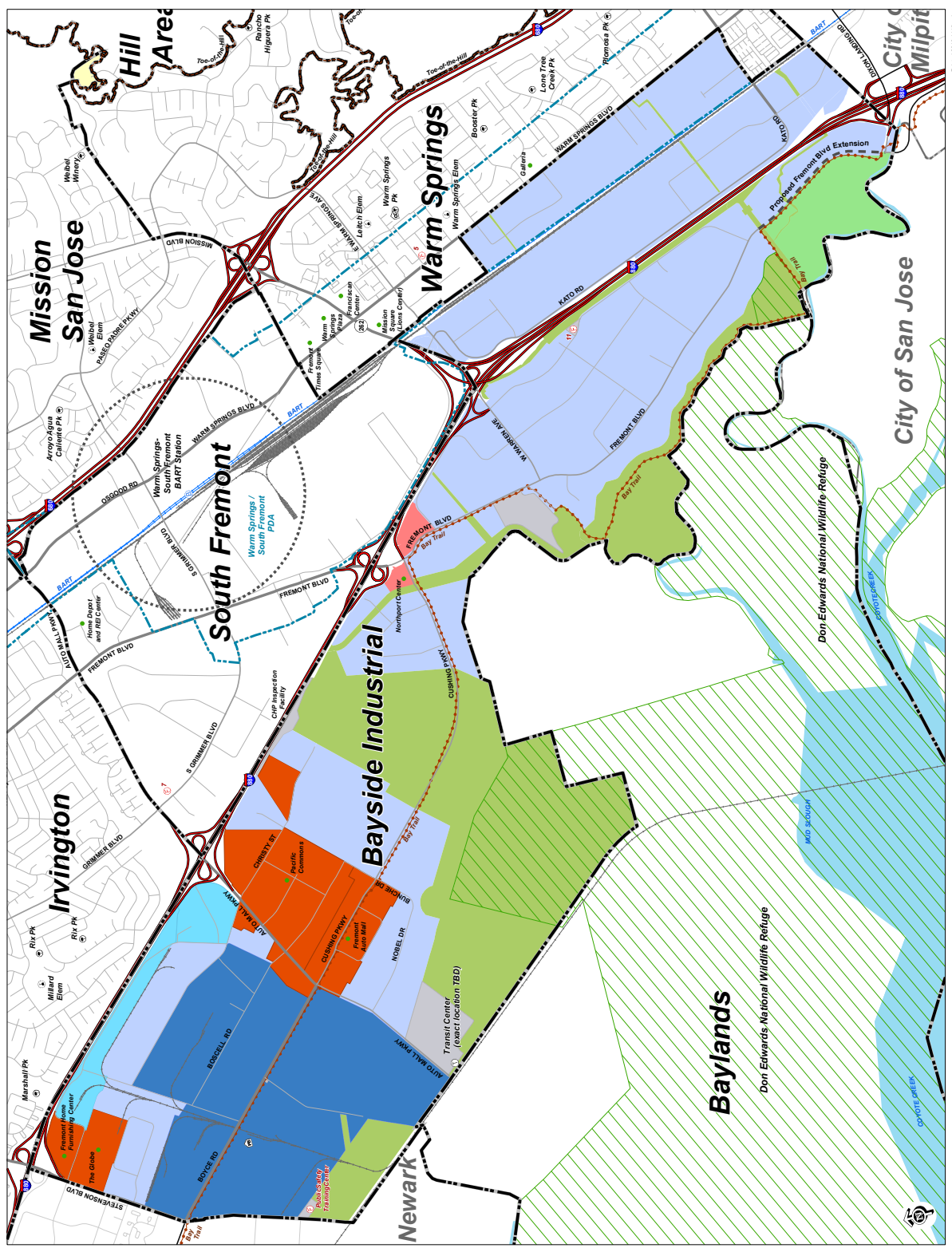
- **Policy 11-2.7: Warm Springs Corridor**

Provide for the compatibility of industrial activities west of Warm Springs Boulevard with the residential areas to the east. This should also apply to the industrial/residential interface along the southern portion of Kato Road and the Union Pacific Railroad in the south end of the Bayside Industrial Area. Various methods of buffering, land use controls (such as zoning), and operational regulations should be used to minimize conflicts between the two uses.

- **Policy 11-2.8: Environmental Compatibility**

Ensure the continued compatibility of uses in the Bayside Industrial area with nearby wetlands in the Bayside area. Economic development programs and capital improvements in this area should be coordinated with efforts to improve water quality, restore wetlands, and expand the Don Edwards National Wildlife Refuge.

General Plan Map designations for the Bayside Industrial Community Plan Area are shown in Diagram 11-3.



Community Development Department - Planning Division
 9500 Library Street SACJ 94508
 www.fremont.gov/planning

General Plan

Community Plans

Bayside Industrial Community Plan Area

Land Use Category

- City Boundary
- Community Plan Area
- Priority Development Area
- Don Edwards NWR
- Proposed Route Extension
- Toe-of-the-Hill
- BART
- Union Pacific Railroad
- BART Station
- City or Public Site
- Community Center
- Library
- Park
- School
- Shopping Center
- TOD Overlay
- Area of Interest
- Water Feature

Land Use Category

- COM City Center
- COM General
- COM Mixed Use
- COM Regional
- COM Town Center
- IND General
- IND Service
- IND Tech
- Innovation Center
- OS General
- OS Hill Face
- OS Hill (Beyond ridge line)
- OS Hillside (Measure A)
- OS Park
- OS Private
- OS RCP
- Public Facility
- RES Urban
- RES Medium
- RES Low-Medium
- RES Low
- RES Hillside Residential

The information conveyed on this map is dynamic and may have changed after this map was printed. Please consult the Planning Division or other appropriate agency for the most recent information or status.

Users should verify designations, policies, regulations, and restrictions before making project commitments.

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Centerville

Profile

The 6.2 square mile Centerville Community Plan Area is oriented around the historic community of Centerville, one of Fremont's five original towns. It extends from Decoto Road on the north to approximately Mowry Avenue on the south. The western boundary is formed by Interstate 880, while the eastern boundary generally follows Alameda Creek and the Quarry Lakes area. This area includes several residential neighborhoods, including Glenmoor, Cabrillo, and Brookvale.

Centerville was established as an agricultural and commercial settlement in the 1850s, concentrated around present-day Fremont Boulevard and Peralta Boulevard. A railroad line was extended to Newark to ship goods to market, shaping the town's early form.

Most of the surrounding area was developed in the 1950s, 60s, and 70s, with low density residential subdivisions built on former farms and orchards. The area is representative of Fremont's development pattern in the first few decades after incorporation, with numerous blocks of one-story ranch style homes set on winding streets and cul-de-sacs. The area also includes garden apartment complexes, generally located along the major corridors and on the perimeter of the Centerville Town Center.

Most of the commercial uses in the area are located along Fremont Boulevard, although there are smaller business districts along other arterials such as Thornton Avenue and Central Avenue. Civic uses, such as schools and neighborhood parks, occur throughout the area. Some of the larger public uses include Washington High School, American High School, Centerville Junior High School, Thornton Junior High School, Los Cerritos Park, and Centerville Community Park.

In the post-war era, Fremont Boulevard emerged as Fremont's "auto row," with numerous car dealerships. Many of these dealerships relocated to the new Fremont Auto Mall in the late 1980s and 1990s, leaving behind vacant sites and new development opportunities. At the same time, the vitality of the historic commercial center was challenged by an aging building stock, competition from newer shopping centers, and changing demographics and shopping preferences.

Starting in 1988, a series of planning initiatives explored ways to revitalize the Centerville commercial area, develop infill housing, and restore

GOALS FOR CENTERVILLE

- Transform Fremont Boulevard into a safe, walkable thoroughfare lined with ground floor shops and restaurants, upper floor residential and office uses, and parks and plazas
- Create a stronger sense of place in Centerville and make the area a destination
- Preserve and enhance Centerville's historic resources
- Create a more connected grid of streets in the Town Center to improve circulation and access
- Promote transit-oriented development around the Centerville Train Depot
- Manage parking to increase the supply of on-street and off-street spaces
- Recognize Centerville's cultural diversity as an asset and potential catalyst for revitalization
- Enhance Fremont-Decoto as a city gateway, with attractive new mixed use development on vacant and underutilized sites around the intersection.

the historic fabric of the Town Center. This culminated in adoption of a 680-acre Specific Plan in 1993. The Specific Plan divided the area into 13 sub-districts and presented land use and transportation recommendations for each. Since 1993, many of the Specific Plan's recommendations have been implemented, including the creation of a Redevelopment Project Area in 1997. Other recommendations have yet to be implemented and are being carried forward in this Community Plan.

In 2008, the City undertook a visioning study for the Fremont Boulevard corridor, including Centerville. This was followed by the *Centerville Framework Plan* in 2010. The guiding objective of both studies has been to create a more pedestrian-friendly environment on Fremont Boulevard while creating a stronger sense of place and accommodating new infill development.

The policies in this Community Plan integrate the recommendations of the Framework Plan and Fremont Boulevard study, as well as the directives in the 1993 Specific Plan that are still relevant. The more detailed standards and parcel-level policies from the Specific Plan are not included, as most have already been implemented, codified through zoning changes, or are no longer applicable. This Community Plan also provides guidance for other activities in this area, including the relocation of Route 84 and the development of vacant land around the Fremont-Decoto intersection.

Policies in this Plan focus on the areas where change is most likely during the next 20 years. In other words, the Plan does not provide detailed direction for the many stable residential neighborhoods in Centerville, or for its parks, schools, and other civic uses. These areas are not expected to see significant growth or change during the coming years, but will continue to evolve as the city matures. As in other parts of Fremont, there is likely to be continued pressure to expand and update older homes, replace aging tract homes with larger homes, and adapt existing homes to reflect changing demographics and consumer preferences. The Citywide General Plan Elements (particularly Land Use, Mobility, Housing, and Community Character) should be consulted as land use issues in these areas arise.

Planning Issues and Vision

The Centerville Planning Area includes one of Fremont's four "Priority Development Areas," generally corresponding to the area within walking distance of the Centerville Train Depot. The initiation of commuter rail (Altamont Commuter Express and Capitol Corridor) service to this station in the 1990s has created opportunities for transit oriented devel-

opment. The intent is to close gaps in the existing development pattern around the station, building on the area's historic character to create a more distinctive Town Center.

Future retail activities and multi-family housing development will be concentrated in the historic business district at Fremont Boulevard and Peralta Boulevard and in a secondary development area about a mile away near Fremont Boulevard and Decoto Road. Fremont Boulevard itself will be transformed, with the road redesigned to better meet the needs of pedestrians, bicyclists, and transit users.

The discussion below focuses on four areas within the Centerville Planning Area:

- (1) The Fremont Boulevard corridor
- (2) The historic Centerville Town Center
- (3) State Route 84
- (4) Other corridors (Central, Thornton, Peralta, Blacow)

In addition, the Fremont/Decoto intersection has been identified as an "Area of Interest" on the General Plan Land Use Diagram and is discussed later in this Community Plan.

Fremont Boulevard Corridor

Fremont Boulevard extends for about 2.5 miles through the Centerville Community Plan Area, functioning as the area's "main street" and connecting the northern part of Fremont to the City Center. The corridor is eclectic, with numerous local-serving businesses and auto-oriented uses intermixed with older single family homes, apartments, and institutional uses such as schools and churches. Many of the businesses on the corridor are locally owned. They range from small neighborhood retailers (restaurants, markets, small shops, and personal services) to large format, regional serving businesses and suburban-style shopping centers. The stores are multi-ethnic, representing the international diversity of surrounding neighborhoods and Fremont itself.

Since the city's incorporation, the Boulevard has been reengineered several times to better meet the needs of motor vehicles. Businesses are generally linked to the street by driveways, with large parking lots in front. Many of the uses do not functionally or aesthetically relate to adjacent properties, resulting in a commercial "strip" appearance. This is compounded by the width of the street and its relatively high traffic speeds. As

CENTERVILLE FRAMEWORK PLAN

The 2010 *Centerville Framework Plan* considered four options for redesigning Fremont Boulevard to make the street safer and more accommodating for pedestrians and bicycles. These included:

- Two lanes each way with no median, shared bicycle lanes, and about 90 new parallel on-street parking spaces
- Two lanes each way with a median, shared bicycle lanes, and about 70 new parallel on-street parking spaces
- Two lanes northbound, one lane southbound, a wide median with turn lanes at intersections, dedicated bicycle lanes, and about 75 new parallel on-street parking spaces
- Two narrower lanes each way with dedicated bicycle lanes and about 60 new on-street parking spaces, with and without medians

noted in the citywide elements of the General Plan, the long-term vision for the Boulevard is to make the street more walkable and attractive as a public space. Part of this vision is to reinforce the street’s role as a multi-modal corridor by encouraging mixed use development, including higher density housing, on underutilized and vacant properties.

Both the 2008 *Envision Fremont Boulevard Study* and the 2010 *Centerville Framework Plan* called for reconfiguring Fremont Boulevard to reduce the number of driveways and curb cuts; improve sidewalks, bicycle lanes, and transit waiting areas; and enhance lighting, signage, and street furniture. At the same time, draft design guidelines for future development along the corridor called for buildings that are closer to the street (with parking to the rear) with better relationships to adjacent structures.

The recent studies and recommendations represent a departure from the 1993 *Centerville Specific Plan*. Earlier plans for the street called for improving vehicle flow through intersection improvements and road widening in some locations. More recent studies emphasize the transformation of Fremont Boulevard into a “complete street”—potentially modifying travel lanes to make the street more comfortable for pedestrians, bicyclists, and transit users. The more recent studies also anticipate greater local control over this segment of Fremont Boulevard as Route 84 is realigned along Decoto Road and the State Highway designation is removed.

The 2010 *Centerville Framework Plan* considered four alternatives for redesigning Fremont Boulevard. Each alternative maintained the current right-of-way width and protected the width of existing sidewalks. Three of the options maintained two lanes of traffic in each direction, although each one suggested narrower travel lanes to create more room for bicycles. The fourth option explored converting a southbound lane to a bikeway. All of the options called for increasing the number of on-street parallel parking spaces, some more than others.

A 2010 traffic study tested the effects of these changes on circulation and congestion. Each change would result in some decrease in vehicle capacity. At the same time, overall traffic volumes are projected to increase due to growth throughout Fremont and elsewhere in the region. As a result, congestion would increase, particularly at intersections. The study concluded that some of the traffic would divert on to other streets (both local streets and nearby thoroughfares such as Paseo Padre Parkway). Measures to mitigate cut-through traffic on to Maple Street and other side streets could be required.

The proposed transportation changes to Fremont Boulevard would be linked to land use and urban design strategies which support increased density and walkability along the corridor. As noted in the Community Character Element, these include an increased emphasis on vertical mixed use development, new buildings which help “frame” the street and create visual interest at the ground level, and a more continuous streetwall with buildings built to the front setback. These changes would primarily impact the Town Center area (described below), but would also apply to the area between Fremont Boulevard and Decoto Road.

Centerville Town Center

Centerville Town Center is located on both sides of Fremont Boulevard generally between Thornton and Central Avenues. Concept planning for this roughly 100-acre area took place when the Redevelopment Project Area was created in 1997 and again during 2008-2010 as part of *Envision Fremont Boulevard* and the *Centerville Framework Plan*. While the circumstances behind each planning effort were different, they had these common objectives:

- Sustain and enhance the pattern of continuous storefronts, sidewalks, and traditional buildings that characterizes historic Centerville
- Extend this development pattern to nearby blocks, providing opportunities for new ground floor retail uses and upper floor multi-family housing
- Coordinate infill projects on key opportunity sites in the Town Center to ensure a cohesive streetscape and building pattern, create complementary land uses, respond to economic conditions, and make the most of the community’s assets
- Retain the historic Centerville Train Depot and enhance its role as a community asset, gateway, transit hub, and civic gathering place
- Enhance the walkability and aesthetic character of Centerville through investment in sidewalk and lighting, signage, landscaping, paving, and other “public realm” improvements
- Retain and highlight historic buildings, including the train depot, the Cemetery, the Holy Spirit Church, Washington High School, and other structures which connect residents and visitors to the area’s heritage.

The largest pending development in the Town Center will transform a 6.6-acre site bounded by Fremont Boulevard, Thornton Avenue, Post Street and Bonde Way (the Centerville Unified Site) into a new mixed use development with approximately 30,000 square feet of retail space and 150-200 units of housing.

Other key opportunity sites in Centerville include the historic Center Theater and former Fire Station #6. Nearby, the Eden-Peralta senior housing development is adjacent to the railroad tracks. Another housing development (Crown Court) has been proposed at Central Avenue and Fremont Boulevard. An expansion of Dale Hardware is underway. Taken together, these projects have the potential to reinvigorate the Centerville business district. Other development opportunities exist in the district, including infill sites along Maple Street between Thornton Avenue and Central Avenue.

As noted earlier in this section, the character of Centerville will also be reshaped through changes to Fremont Boulevard itself. This could include narrowing or eliminating travel lanes, introducing on-street parking, and adding features such as medians or crosswalks to make the street more pedestrian-friendly. It could also include new street trees, street lights, more distinctive signage, and additional places to sit, rest, and dine outdoors. Other aspects of the public realm, such as Bill Ball Plaza and the plaza in front of the Train Depot, could be reconfigured to enhance their role as public gathering places and focal points.

One of the issues in Centerville is the lack of a continuous street grid. This increases walking distances and make the area less friendly to pedestrians. Part of the vision for the Town Center is to transform the current pattern of “superblocks” into a more traditional system of city blocks. Where this is not practical, other methods such as crosswalks, alleys, and pedestrian arcades can improve connectivity and create a stronger sense of identity. The 2010 *Centerville Framework Plan* suggested that vehicular access could be improved by connecting Jason Way through to Peralta Boulevard, connecting Church Street to a shared mid-block parking lot, and connecting Post Street and Fremont Boulevard with a new street through the Centerville Unified Site. The Plan also suggested a pedestrian link through the cemetery, and new mid-block pedestrian paths between Maple Street and Fremont Boulevard.

With the introduction of commuter rail service, Centerville has become a transit hub for the surrounding area. This role should be reinforced in the future through increased connecting bus service, additional shuttles, and development around the station which results in new transit riders. This means increasing the number of housing units in the station vicinity and building at densities which support rail and bus use. Fremont Boulevard has the potential to become a more vital transit spine, linking the Center-

ville station to other destinations in Fremont via bus rapid transit, with the longer-range possibility of a streetcar line.

Parking management is another issue crucial to the future of Centerville. In the past, parking has considered only the needs of each individual business rather than the district as a whole. As a result, adjacent businesses do not share their parking and many spaces go unused. This is not only an inefficient use of land; it also perpetuates the image of Centerville as an auto-oriented, suburban center.

Strategies for improving parking include reducing parking requirements for certain activities, creating more on-street parking, and promoting shared parking lots. An analysis conducted as part of the Framework Plan identified the potential for 305 additional spaces in Centerville if on-street parking were allowed on more streets. In addition, the potential for more than 700 spaces was identified in new shared parking lots. The consolidation of parking into shared lots could eventually accommodate two-level parking structures, supporting a more tight-knit development pattern without compromising the visual quality of the district.

The 2010 Framework Plan included a scenario in which a roughly 13-block area comprising the Centerville Town Center was more intensely developed. The scenario suggested that floor space in the district could increase by 285 percent over current levels, with the potential for almost one million net new square feet of office, retail, residential, and other uses. Although it would take many years for such a scenario to be realized, it provided a useful tool for illustrating the long-term vision for the district.



Town Center sketch, *Centerville Framework Plan, 2010*, Field Paoli

State Route 84

Route 84 is a freeway from the Dumbarton Bridge east to Interstate 880 (the Decoto interchange). At that point, the state highway designation follows I-880 to Thornton Avenue, Thornton Avenue to Fremont Boulevard, Fremont Boulevard to Peralta Boulevard (in Centerville), Peralta Boulevard to Mowry Avenue, and Mowry Avenue to Mission Boulevard before heading north and then east on Niles Canyon Road toward Sunol and Livermore. Replacement of this circuitous route with a more direct link between the Dumbarton Bridge and Mission Boulevard has been a long-standing regional transportation goal. Until the early 2000s, an eastward extension of the Route 84 Freeway was planned. Right-of-way was reserved along an alignment that angled between Decoto Road and Paseo Padre Parkway, continuing across Alameda Creek to Mission Boulevard. This proposal was subsequently changed to reduce impacts on Fremont neighborhoods and respond to changing transportation priorities in the Bay Area.

The new alignment corresponds to the existing Decoto Road right-of-way between I-880 and Paseo Padre Parkway. It jogs slightly east on Paseo Padre for about three blocks, and turns north onto a proposed roadway and bridge across Alameda Creek. The new road will enter Union City, cross back into Fremont for a short distance (west of the Brookvale neighborhood), and then re-enter Union City and continue on to Mission Boulevard. Decoto Road will be improved to handle the additional volume and turning movements.

The decision to use the Decoto/Paseo Padre alignment creates the opportunity for other uses on the land that had been set aside for the highway. A vacant strip of land approximately 3400 feet long and over 200 feet wide will become available for other uses. The lower portion of this strip is part of a larger area around Decoto and Fremont Boulevard with the potential for a major mixed use development. The upper portion is less ideally configured for development due to its linear shape. Some combination of low-density residential development and a linear park/greenbelt extending to the Alameda Creek trail would be appropriate here.

Other Corridors

Beyond the areas described above, the Centerville Planning Area is crossed by several major thoroughfares including Peralta Boulevard, Central Avenue, Thornton Avenue, and Blacow Road. These roads provide access to many stable neighborhoods, along with older commercial and light indus-

trial uses of varying size and character. Some of these businesses initially supported the area's auto dealerships, including automotive repair and body shops, glass shops, and machine shops. There are also several vacant auto sales lots in the area, including the large Central Chevrolet site at Thornton and I-880.

The area includes other non-residential uses, such as churches and private schools, an animal hospital, shopping centers, and small local-serving offices. Some of these uses may remain in place for the long-term future, while others may be redeveloped over time, consistent with the General Plan Land Use Diagram.

As Fremont has matured and land values have increased, there has been pressure to convert some of the older industrial sites to commercial uses or other uses which may not be compatible with industrial activities. Similarly, some of the older commercial uses—especially on the blocks between the railroad and Central Avenue—have transitioned to medium density housing. These trends are expected to continue in the future, particularly on sites within walking distance of the Centerville Train Depot.

Area of Interest: Fremont/Decoto

Land around the intersection of Fremont Boulevard and Decoto Road has been designated as an “Area of Interest” on the General Plan Land Use Diagram. This reflects the significant development potential here, and the opportunity to advance the city's housing, economic development, community character, and other goals on these sites.

The intersection is an important gateway into Fremont and is one of the least developed segments of the Boulevard. The existing character is suburban, with uses that include a gas station, fast food restaurant, a bank, and a strip shopping center. Commercial uses on the corners about a large plant nursery (south of Fremont Blvd) and agricultural tract (north of Fremont Blvd and formerly reserved for SR-84), creating one of the largest assembly of vacant and underutilized sites in the entire city. Crandall Creek passes along the edge of the area in an open trench. The quality of the pedestrian environment is poor, including non-continuous sidewalks, long crossing distances, and high vehicle speeds.

In 2008, the *Envision Fremont Boulevard* process engaged the community in a dialogue about the future of this area. Workshop participants suggested making Fremont/Decoto a higher profile city gateway, with new commercial frontage along Fremont Boulevard, mixed use development on

vacant land, and the redevelopment of some of the suburban commercial development with higher density mixed uses. Also recommended was an open space corridor along Crandall Creek, connecting Ardenwood Park to Alameda Creek, and pedestrian and bicycle improvements along the Boulevard.

Envision Fremont Boulevard explored two land use options for Fremont/Decoto. The first included a moderate amount of infill development on the existing retail sites, creating a stronger street wall along Fremont Boulevard. This option also included new medium density development on the land formerly reserved for SR-84, relocation of the nursery and development of that site with pedestrian-oriented retail, and a variety of landscaping and streetscape improvements.

The second option was more urban and would replace the existing uses on three of the corners at Fremont/Decoto with mixed use development. Additional multi-story buildings would be developed along Fremont Boulevard, including the nursery site and the former SR-84 site. Parking would be provided in structures sited to the rear of buildings. This option would create a strong urban gateway into Centerville, and would be accompanied by a major redesign of Fremont Boulevard with new landscaping, artwork, signage, sidewalks, and open spaces.

The General Plan provides the flexibility for either of these scenarios to be achieved, although subsequent environmental review would be required in both cases. The more intense development scenario would be a longer-term proposition, given that the priority in the next decade is to focus the city's development in City Center, around BART and at the Centerville train station. In any event, development should adhere to the principles of the General Plan Community Character Element, with an emphasis on compact mixed uses built at a pedestrian scale.

Special Study Areas

No Special Study Areas have been designated within the Centerville Community Plan Area.

Policies and Implementing Actions

The policies below are specifically directed to the neighborhoods and business districts in the Centerville Community Plan Area. Future development in these areas is also subject to broader citywide policies that may be found in other elements of the General Plan. Both this element and the citywide elements should be consulted when evaluating development proposals or making land use decisions. For example, the design of mixed use development in Centerville Town Center should adhere not only to the policies below, but also to policies in the Community Character Element and other relevant sections of the General Plan.

As appropriate, the policies and implementing actions below carry forward the recommendations of studies previously done for Centerville. These include the *Centerville Framework Plan* (2010), *Envision Fremont Boulevard* (2008), and the *Centerville Specific Plan* (1993). Because of the broad scope of the General Plan, the policies do not include the detailed design guidelines contained in these past studies.

The policies are organized under the following three major sub-headings:

- Fremont Boulevard
- Centerville Town Center
- Remainder of Centerville Planning Area

Fremont Boulevard

• Policy 11-3.1: Fremont Boulevard as Centerville’s “Main Street”

Redesign Fremont Boulevard through the Centerville Planning Area to: (a) enhance the street’s visual appearance and better define gateways into the Centerville District; (b) create a more urban character that supports higher densities, more street life, and additional transit use; and (c) achieve a better balance between the needs of motor vehicles, pedestrians, bicyclists, and transit users.

This policy works in tandem with the “complete streets” policies in the General Plan Mobility Element. As Centerville’s signature street, Fremont Boulevard should have a more distinctive identity, and the Town Center area should be more clearly defined and highlighted as an activity center. At the same time, the street should be redesigned to be more pedestrian-friendly, with steps taken to reduce conflicts between cars, bicycles, and people.

> Implementation 11-3.1.A: Reconfiguring Fremont Blvd

Reconfigure Fremont Boulevard through the Centerville Town Center, including narrowing travel lanes, a continuous bike lane, and on-street parking and a landscaped median where road width and safety concerns allow.

> Implementation 11-3.1.B: Pedestrian and Bicycle Safety Improvements

Improve pedestrian safety and security on the Centerville segment of Fremont Boulevard through traffic calming measures such as raised crosswalks, medians, curb extensions or “bulbouts,” signage, reduced speed limits, landscaping, and similar measures.

> **Implementation 11-3.1.C: Streetscape Improvements**

Enhance the Fremont Boulevard streetscape to reinforce the identity of the Centerville area, particularly the Town Center between Thornton and Central, and the Fremont-Decoto Gateway area. Design improvements could include tree planting, landscaping, public art, street lighting, street furniture, banners, signage, pavement, and other elements of the street environment. As feasible and appropriate, such improvements should be extended along side streets to create stronger linkages to nearby areas and improve aesthetic conditions.

> **Implementation 11-3.1.D: Consolidating Curb Cuts and Driveways**

To the extent feasible, consolidate driveways and curb cuts on Fremont Boulevard in the Centerville Planning Area in order to concentrate turning movements, improve traffic flow, and enhance safety along sidewalks and bike routes.

> **Implementation 11-3.1.E: Thornton/Fremont Blvd intersection**

Consider changes to the Thornton / Fremont Boulevard intersection, such as the elimination of the free right turn lane, to make the intersection easier to cross for pedestrians.

See also Implementation Measure 3-2.1.A in the Mobility Element regarding the eventual development of streetcar service on Fremont Boulevard.

Centerville Town Center

• **Policy 11-3.2: Centerville Town Center Revitalization.**

Support and advance the development of the Centerville Town Center as a walkable, transit-oriented mixed use district. A stronger sense of identity and vitality should be created through a combination of infill development, restoration of historic buildings, high-quality architecture and design, parking and circulation changes, and improvements to public spaces (such as sidewalks and plazas). Future development in Centerville should contribute to the economic health of the commercial core.

• **Policy 11-3.3: Centerville Opportunity Sites**

Capitalize on the development opportunities presented by vacant and underutilized parcels in the Centerville area. Infill development should close gaps in the fabric of the community and make Centerville a more cohesive and memorable place, a “destination” within Fremont.

Wherever feasible, residential and commercial land uses should be combined in new development to create a community that is active in the evening as well as the daytime, and to reduce the number and length of auto trips by placing shopping, housing, and workplaces in close proximity to each other.

> **Implementation 11-3.3.A: Centerville Unified Site**

Support the redevelopment of the block bounded by Fremont Boulevard, Bonde Way, Post Street, and Thornton Avenue with a mixed use development including high density housing with ground floor retail uses. Development on this site should reinforce the “town center” concept for Centerville, with zero street-facing setbacks and active ground floor activities that are oriented toward the street (rather than parking lots). The project should create a catalyst for revitalization of Centerville and should be functionally and visually related to the uses on its perimeter.

> Implementation 11-3.3.B: Other Development Opportunities

Pursue other infill development opportunities in Centerville, including the site of former Fire Station #6.

• Policy 11-3.4: Leveraging Centerville Rail Transit

Recognize ACE and Capitol Corridor service as a catalyst for transit oriented development within a ½-mile radius of the station. The Centerville Train Depot should continue to be improved as a transportation gateway and transit hub, as well as a civic gathering point and historic landmark. Stronger pedestrian connections should be provided from the station to nearby blocks.

Consistent with the Land Use Element of the General Plan, a variety of attached and multi-family housing types should be encouraged within walking distance of the station, including such products as row houses, apartments, and stacked flats. New single family detached homes are generally not appropriate here, given the availability of rail transit infrastructure and the desire to create a more urban context.

> Implementation 11-3.4.A: Transit Service Improvements

As resources allow, expand transit service in Centerville, with a focus on increased bus and shuttle service between the Centerville Depot and nearby neighborhoods and employment centers. The City should work with local and regional transit providers to expand transit services as ridership grows.

• Policy 11-3.5: Centerville Building Scale and Design

Ensure that the scale and design of new and/or renovated buildings contributes to the vision for Centerville as an attractive, walkable Town Center. This should include:

- A continuous street wall of buildings along Fremont Boulevard in the area between Thornton and Central, to the extent feasible
- Building facades which create visual interest for pedestrians, including transparent storefronts (e.g., street-facing windows)
- Discouraging blank walls, fences, and gates facing the street
- Placing active uses (such as retail shops and restaurants) on the ground floors
- Creating relatively narrow storefronts, following the existing pattern in the district
- Encouraging multi-story rather than single story buildings, with upper floor uses such as housing or offices.

The most concentrated area of ground floor commercial uses should extend from approximately Thornton Avenue to Central Avenue along Fremont Boulevard. Further guidance on building design is provided in the following text box and in the Community Character Element, including the *Placetype Manual* of the General Plan.

CENTERVILLE TOWN CENTER

Design of new buildings in historic Centerville should strengthen the area's role as a Town Center. Characteristics of such buildings include:

- Building facades or storefronts that feature a tri-partite organization with a base, mid-section or shaft and capital, or upper story treatment such as a distinctive roof, cornice, or pediment
- Retail ground level façades with bulkheads, display windows, transoms, and individual shop entries
- Awnings which provide weather protection and add to the pedestrian scale
- Building materials which signify permanence and tradition, such as stone, masonry, tile, terra cotta, or ornamental plaster, should be used
- Upper level offices or residences with features such as bay windows, loggias, or balconies to add to scale
- Upper story windows with features such as casings, lintels, and sills
- Building tops with distinctive roof elements, cornices, and/or pediments
- Buildings which are constructed to the front property line with recesses only for building entries, seating, plazas, and areas for outdoor dining
- Facades that are articulated to provide visual interest to pedestrians
- Street level facades that include continuous storefronts,

See the Community Character Element Policy 11-4.6.2 and 11-4.6.5 regarding context-sensitive design in historic areas, and the scale and massing relationships between new and existing structures. See other policies in the Community Character Element and *Placetype Manual*, particularly Main Street Corridor and Town Center, regarding building form and scale, and signage.

> Implementation 11-3.5.A: Design Guidelines

Prepare and adopt formal design guidelines for Centerville, building on the work that has already been done through the *Centerville Framework Plan* and the Community Character Element *Placetype Manual*.

> Implementation 11-3.5.B: Building Extensions on South Side of Fremont Boulevard

Consider opportunities to extend existing buildings on the south side of Fremont Boulevard out to the street, better framing the street space and creating a more continuous street wall. These extensions could consist of outdoor dining spaces, awnings, verandas, and other areas in addition to floor space.

• Policy 11-3.6: Centerville’s Public Realm

Improve sidewalks, intersections, landscaping, lighting, plazas, and other features of Centerville’s “public realm” to create a stronger sense of identity in Centerville. These improvements should contribute to the goal of improving Centerville’s visual quality, vitality, and walkability. Streetscape improvements should highlight the district’s historic character and landmark buildings, create or enhance places for social interaction, and establish new focal points which make Centerville a memorable place.

> Implementation 11-3.6.A: Pedestrian-Oriented Improvements

Undertake improvements to make Centerville a more comfortable environment for pedestrians.

As noted in Implementing Action 11-11-3.1.B, this could include bicycle, sidewalk, and rail crossing improvements; consolidation of parking lots; reconfiguration of Fremont Boulevard; landscaping; “bulbouts” and textured pavement in crosswalks; and similar measures.

> Implementation 11-3.6.B: Bill Ball Plaza

Enhance Bill Ball Plaza and the Train Station Depot as public spaces. The design and programming of these spaces should promote their use for civic gatherings.

Social activities should be supported in Bill Ball Plaza to strengthen the sense of the space as Centerville’s Town Square. The Plaza could be better integrated with the adjacent former Bank of Italy building and more strongly connected to the nearby Train Depot and its plaza.

> Implementation 11-3.6.C: Pocket Parks

Explore opportunities to create additional pocket parks or small civic open spaces within the Centerville Town Center area.

See also Implementation 11-3.1.C regarding streetscape improvements to Fremont Boulevard in Centerville, including tree planting, landscaping, public art, street lighting, street furniture, banners, signage, pavement, etc.

• Policy 11-3.7: Connectivity in Centerville

Strengthen the physical connections between buildings, public spaces, streets, parking areas, and nearby residential areas in Centerville so the district becomes more cohesive and tight knit. Infill development should link adjacent uses to one another and convey the sense that Centerville is a walkable, clearly defined place.

> Implementation 11-3.7.A: Street Connectivity

Consider the following improvements to enhance access and connectivity in Centerville:

- Develop a new street through the Centerville Unified Site between Fremont Boulevard and Post Street
- Connect Jason Way to Peralta Boulevard with a new street
- Extend Church Avenue to a new shared mid-block parking lot behind businesses on Fremont Boulevard
- Provide a pedestrian link through the cemetery to the “Unified” site
- Develop additional mid-block pedestrian paths between Maple and Fremont Boulevard.

> **Implementation 11-3.7.B: Reinforcing the Grid**

Ensure that future large-scale development in Centerville Town Center reinforces a grid pattern of connected local streets. Dead-end streets, cul-de-sacs and “superblocks” should be avoided.

> **Implementation 11-3.7.C: Connections to Nearby Neighborhoods**

Improve pedestrian connections between the Centerville Town Center and surrounding Fremont neighborhoods.

• **Policy 11-3.8: Centerville Parking**

Develop and carry out parking management strategies for Centerville which make more efficient use of land, improve parking lot signage and landscaping, and support the goal of making the district more pedestrian-friendly.

Parking in Centerville is currently not well organized. The commercial district would benefit from the development of several shared parking lots, ideally located to the rear of buildings and accessed via side-streets rather than Fremont Boulevard. The concept of shared parking may be implemented gradually, beginning with agreements between adjacent properties to share underused spaces. This could be followed by the development of one or more centralized parking lots, and eventually one or more parking structures on these lots.

> **Implementation 11-3.8.A: On-Street Parking**

Incorporate time-restricted on-street parking on Fremont Boulevard and other local streets in and around the Centerville Town Center.

Among these side streets is Baine Street, which could be converted to a one-way street in order to accommodate parallel on-street parking next to the train tracks.

> **Implementation 11-3.8.B: Shared Parking**

Establish shared parking areas within the Centerville area rather than continuing the practice where each business provides parking on-site.

> **Implementation 11-3.8.C: Parking Lot Improvements and Location**

Improve parking lot signage, landscaping, and pedestrian access to make lots more efficient and safe. Consistent with the Community Character Element and the Mobility Element, parking should be located to the rear of commercial buildings rather than along the street frontage.

> **Implementation 11-3.8.D: Parking Structures**

Consider opportunities to eventually develop midblock parking structures in Centerville. Parking structures should be designed to improve the pedestrian environment, support local retailers, and potentially support use of the Centerville Train Depot.

• **Policy 11-3.9: Centerville Historic Preservation**

Encourage the restoration of historic buildings in Centerville, including the adaptive reuse of underused or vacant buildings. Improvements to historic buildings should respect the historic character of each building, consistent with Secretary of the Interior Standards.

> Implementation 11-3.9.A: Center Theater

Continue adaptive use of the historic Center Theater and other historic buildings.

• Policy 11-3.10: International Diversity as an Asset

Recognize the ethnic composition of Centerville's local businesses as an asset that should be promoted.

Centerville Planning Area (Outside Town Center)

• Policy 11-3.11: Fremont/Decoto

Encourage development around the Fremont Boulevard/Decoto Road intersection which strengthens the area's role as a gateway to Fremont and which supports the vision for Fremont Boulevard as the city's "signature" street. The vacant and underutilized sites around this intersection should be regarded as an opportunity for high-quality mixed use development combining medium and high-density housing, commercial uses, and open space.

> Implementation 11-3.11.A: Crandall Creek Trail

Restore and enhance the Crandall Creek walkway and develop a trail along the creek.

> Implementation 11-3.11.B: State Route 84

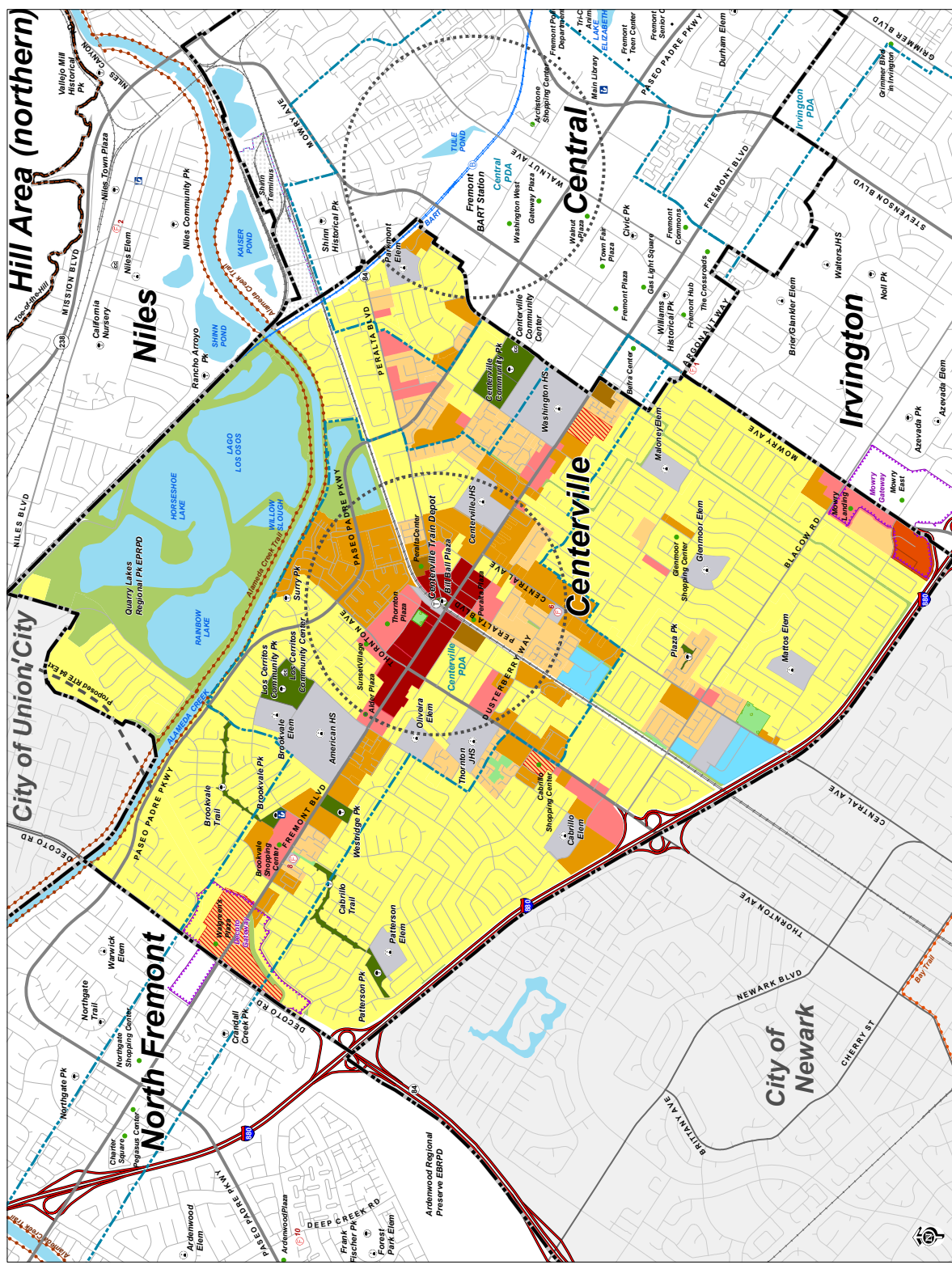
Continue the planning and design process for the extension of Route 84. Decommissioning of Fremont Boulevard as a State Highway should be initiated so that plans for its redesign can move forward. The planning process should include reuse options for the land between Paseo Padre and Fremont Boulevard previously identified for freeway construction. Any future development in the former right-of-way should incorporate open space and trails connecting the Alameda Creek trail to Fremont/Decoto.

• Policy 11-3.12: Central Avenue to the Railroad

Recognize the potential for change in the mixed commercial and residential area between Central Avenue and the railroad tracks below Maple Avenue. This area should continue to transition over time from commercial and light industrial uses to a mix of medium density residential uses, commercial uses, and more limited light industry. Over time, this area should be more strongly connected to the Centerville Town Center through changes in parcel patterns and the development of new through-streets which create more of a grid pattern.

General Plan Map designations for the Centerville Community Plan area are shown in Diagram 11-4.

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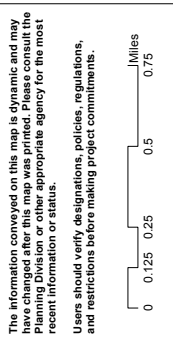
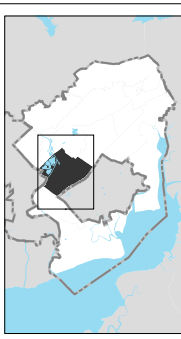
Community Development Department - Planning Division
 2550 Library Avenue, 4th Floor
 Fremont, CA 94538
 www.fremont.gov/planning

General Plan Community Plans Centerville Community Plan Area

- Land Use Category**
- COM City Center
 - COM General
 - COM Mixed Use
 - COM Regional
 - COM Town Center
 - IND General
 - IND Service
 - IND Tech
 - Innovation Center
 - OS General
 - OS Hill Face
 - OS Hill (Beyond ridgelines)
 - OS Hillside (Measure A)
 - OS Park
 - OS Private
 - OS RCP
 - Public Facility
 - RES Urban
 - RES Medium
 - RES Low-Medium
 - RES Low
 - RES Hillside Residential
- City Boundary**
- Community Plan Area
 - Priority Development Area
 - Proposed Route Extension
 - Top-of-the-Hill
 - Bay Trail
 - Alameda Creek Trail
 - Union Pacific Railroad
 - BART Station
 - TRAIN Station
 - Community Center
 - Fire Station
 - Library
 - Park
 - Point-of-Interest - other
 - School
 - Shopping Center
 - Study Area
 - TOD Overlay
 - Area of Interest
 - Water Feature

Fremont is a large city with unique issues and planning concerns associated with its various sub-areas. In order to address these issues, the Planning Division and other appropriate agency for the most recent information or status.

Users should verify designations, policies, regulations, and restrictions before making project commitments.



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Central Fremont

Profile

The Central Community Plan Area occupies 3.5 square miles. As the name suggests, it is located in the center of the city and is bordered by Center-ville, Niles, Mission San Jose, and Irvington. Central Fremont is the civic and commercial heart of the city. It contains Fremont’s largest concentration of shopping, office, and health care uses; its densest housing; its major municipal facilities; and its largest community park. For the past 35 years, it has also been home to Fremont’s only BART station. Central Fremont also includes residential neighborhoods, shopping centers, and a remnant industrial site, as well as public uses such as parks and schools.

Central Fremont has always been important to the identity of the city. Since Fremont’s incorporation, it has been envisioned as the place where the many neighborhoods and districts of the city would be united—not just geographically, but also socially, culturally and economically. For more than 50 years, city leaders have pursued a vision for this area as Fremont’s “downtown”. Some aspects of this vision have been achieved; for example, Central Park is an amenity enjoyed by residents from across the city. Other aspects have yet to be realized and remain an important theme of this General Plan.

The General Plan presents an updated vision for Fremont’s City Center. Much of the existing development in the area reflects the urban planning philosophies of the 1950s and 60s, with an emphasis on auto convenience and low-rise buildings. Development tends to be spread out, with wide streets, long blocks, single story structures, and large parking lots. Land uses tend to be separated from one another, rather than integrated in mixed use buildings. More recent projects have focused on creating a more inviting environment for walking and bicycling. This shift has been accompanied by an emphasis on “place making”—that is, creating places that are distinct, memorable, and designed to encourage social interaction.

In 2010, City Center included over 3 million square feet of office space, including public facilities like the County Court building and City offices and about one million square feet of health care space. The area is home to some of Fremont’s largest employers, including Washington Hospital and Kaiser Permanente. The area also includes about 1.8 million square feet of retail space. Existing development represents only a fraction of the area’s full potential. In the coming decades, the City hopes to capitalize on

GOALS FOR CENTRAL FREMONT

- Create a complete “Downtown” which becomes the social and cultural heart of the city and a gathering place for all Fremont residents
- Develop City Center as a series of unique “districts”, each with its own character and mix of uses
- Transform Capitol Avenue into a pedestrian-oriented shopping street with urban retailing, civic and arts uses, and high density housing
- Build a new city hall and performing arts center
- Leverage the Fremont BART Station for transit-oriented development
- Revitalize the Hub Shopping Center
- Enhance City Center’s role as a regional medical and office center

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GOALS FOR CENTRAL FREMONT

Continued from previous page

- Reconfigure the street system with smaller blocks and a more connected grid
- Improve the quality of public spaces and streets
- Create additional off-street parking facilities
- Make City Center a memorable destination that is a source of civic pride
- Make City Center a national model for sustainable, green development.

future regional economic growth to create a more vibrant and complete downtown.

City Center is approximately 450 acres, or roughly 20 percent of the Central Community Plan Area. Central Park represents another 20 percent of the land area. The remaining 60 percent includes the Parkmont neighborhood (north of City Center) and the Cherry / Guardino neighborhood (east of City Center), with numerous large apartment, townhome, and condominium complexes as well as single family areas. The Central Community Plan Area also includes the 91-acre campus of the California School for the Deaf and the California School for the Blind, Durham Elementary School, Shinn Park and Arboretum, and several smaller parks and public facilities.

Planning Issues and Vision

Some parts of the Central Community Plan Area will experience significant change during the time horizon of the General Plan. City Center will become more urban, dense, and pedestrian-oriented. Much of this energy will be focused in the Downtown District, which will become a new regional destination as well as Fremont's civic center. There are also development opportunities beyond City Center on large underutilized commercial and industrial sites and on land near the Fremont BART station. Elsewhere, the land use pattern is fairly well set. Continued public and private investment in Central Fremont neighborhoods will be encouraged to maintain the area's high quality of life.

The text below focuses on City Center, with supplemental discussion of Central Park and other areas of Central Fremont. City Center includes a number of sub-districts, including Downtown, the Hub Shopping Center, an Office / Health Care / Mixed Use District east of Paseo Padre Parkway, and the South of Walnut Area. Land use, circulation, and urban design guidance for these sub-districts was provided through the *Central Business District (CBD) Concept Plan*, adopted in 2001 and amended in 2006. More detailed direction is provided for Downtown in the *Downtown Community Plan and Design Guidelines* prepared in 2010-2011. The City Center area was also addressed in *Envisioning Fremont Boulevard* in 2008.

The vision for City Center is to create a place where people come to work, to shop, for entertainment, for services, for culture, or simply to walk and enjoy the ambiance. City Center should celebrate Fremont's history, diversity, and presence in the Bay Area. It should be a place that people from across the region recognize. It should be a place in which

Fremont residents take pride. Although this area may have taller buildings and a more urban character than the rest of the city, the overall design will maintain a feeling of openness.

Because City Center covers a large area, much of the pedestrian activity will be focused in a smaller area along Capitol Avenue in Downtown. Capitol Avenue is envisioned as a pedestrian-oriented “complete street”, with residential, retail, offices, entertainment, open space, and cultural arts space, anchored by a new City Hall / Civic Center and Performing Arts Center between State and Liberty Streets. City blocks will be smaller and more walkable than they are today, with pedestrian-oriented arcades, wide sidewalks, and safe crosswalks. People arriving by car should be able to park once and walk to multiple destinations. Future parking facilities will generally be in structures rather than in surface lots, both to make more efficient use of land and create a less auto-oriented environment.

Beyond Downtown, other parts of City Center will evolve into more distinct sub-districts, each with their own identity and slightly different mix of uses. Some may be more residential, while others may focus more on retail, health care, or office space uses. The districts will be connected by an improved network of streets, open spaces, and civic parks. Particular attention will be paid to improving the pedestrian environment, both through streetscape design and site planning.

The Downtown District

Downtown corresponds to the 110-acre area bounded by Paseo Padre Parkway, Walnut Avenue, Fremont Boulevard, and Mowry Avenue. The *Downtown Community Plan and Design Guidelines* document was prepared in 2010-2011 to create a framework for this area’s development. Rather than prescribing detailed uses and standards for each site, the Downtown Plan focuses on the form of new buildings and provides flexibility for how buildings may be used over time.

Existing land uses in Downtown include offices, retail stores, restaurants, services, medical and banking facilities, and Fremont City Hall. Buildings are typically one to two stories, and half of the total land area is devoted to surface parking lots. Some of the existing retail and office space in this area is low-performing in terms of sales tax generation and lease rates. More importantly, the existing configuration of uses does not meet the aspirations of residents for a real downtown. Fremont currently loses revenue because residents travel to other cities for a “downtown” experience.

DOWNTOWN GOALS AND OBJECTIVES

The 2011 *Downtown Community Plan and Design Guidelines* established the following goals and objectives for the Downtown area:

Goals

- Create a social heart for the City
- Encourage economic development
- Create an identifiable civic center and public realm
- Leverage the BART Station for transit-oriented development
- Initiate a sustainable model neighborhood

Objectives

- Create a distinct and memorable downtown destination.
- Encourage a vibrant district of mixed use development
- Support economic vitality and expand business and retail opportunities for residents

Continued next page

DOWNTOWN GOALS AND OBJECTIVES

Continued from previous page

- Improve the street and block pattern as well as the streetscape design and amenities
- Create a pedestrian and bicycle friendly environment
- Improve pedestrian connections to Fremont BART station and the Hub Shopping Center
- Encourage a strategic network of shared public and private parking facilities
- Reflect Fremont's cultural diversity
- Require energy efficient, green building construction and environmental stewardship
- Promote a thriving employment center that is a destination of choice.

The City's vision for Downtown is to create a lively mixed use neighborhood with high-quality, high-intensity development. The area will become Fremont's urban shopping destination, as well as its cultural, entertainment, and civic center. Downtown will also be an urban residential neighborhood, with much of its future development incorporating apartments and condominiums above ground-level retail shops. Future development will embody the sustainability and transit-oriented development principles of the General Plan. The area will be developed using green building and neighborhood design standards.

The Downtown Land Use Plan allows a majority of parcels to be commercial, residential, or mixed use. The Plan increases the allowable intensity of building from a floor area ratio (FAR) which currently ranges from 0.5 to 0.8 to an FAR of 1.5. The Plan's analysis concluded that the higher FAR could generate as much as 500,000 square feet of retail space, 2 million square feet of office space, and 2,500 residential units at full buildout. Retail uses are prioritized along Capitol Avenue. Fremont's new Civic Center will be located in this area and will include a large civic plaza and new municipal offices and facilities.

An important aspect of the Community Plan is to transform Downtown's circulation system into a more complete city street grid. The area is currently comprised of very long blocks, wide streets, and limited curbside parking. By adding new through-streets, crosswalks and other pedestrian features, the district will become more connected and walkable. Capitol Avenue will be extended west to Fremont Boulevard, linking the Hub Shopping Center to the Gateway Plaza Shopping Center via a new retail spine. Other new streets will be constructed through the area. New pedestrian crossings, redesigned intersections, wider sidewalks, landscaping, and other amenities will make the area safer and more comfortable for pedestrians. Completion of the bicycle lane network and amenities such as bicycle parking will make the area bike-friendly as well.

Other measures will be put in place to improve mobility. This includes improved access to the Fremont BART station via an improved pedestrian promenade or new street through the Gateway Plaza Shopping Center (east of Paseo Padre Parkway). Bus service will also play an important role, with upgraded transit shelters and better service provided as funding allows. The Downtown Plan discusses the possibility of a shuttle or circulator bus connecting the area to BART and potentially to the Centerville Train Station. This could one day be supplemented by Bus Rapid Transit or streetcar service on Fremont Boulevard.

Parking management is another key element of the Downtown Plan. Existing suburban parking standards and policies will be replaced with standards that support a more urban environment. This includes limits on the number of parking spaces that may be provided (e.g., parking maximums) as well as minimum requirements, parking demand management strategies, provision of on-street angled parking, and the use of shared parking structures rather than individual surface lots. A Transportation Management Association is proposed to oversee the transportation and parking strategies.

The Plan also calls for new open spaces, including a large civic plaza adjacent to the new City Hall, two new neighborhood parks, and smaller open spaces such as plazas and courtyards. The streets themselves will be an important open space amenity; the Downtown Plan provides detailed guidance for new plantings, landscaping, street furniture, signage, public art, and other features which will enrich the public realm. A Downtown “Art Walk” is proposed, including both public and private outdoor art installations. The landscaped streets and parks will also serve a sustainability function by absorbing stormwater runoff.

Proposed development regulations for Downtown divide the area into four zones, including:

- A Capitol Avenue zone, focused on ground floor retail uses with upper story housing or offices
- An “Edge” zone along the perimeter streets with the potential for larger scale development
- A “Civic” center zone, which includes future city offices and civic facilities
- A “Mid-District” zone, which includes the remaining areas that knit Downtown together.

Development controls have been established for each zone, and for the area as a whole. These controls indicate design standards, requirements for site and building organization, and regulations for setbacks, density, height, parking, and other aspects of building form and placement. Architectural design guidelines address the appearance of future facades, roofs, canopies, materials and finishes, signage, and the top, middle, and base portions of taller buildings. Guidelines for mid-block paths and landscaping also have been prepared.

A number of planned developments have already been approved in the Downtown area, including a 301-unit multi-family project on Walnut Av-

venue and California Street. The City has created an entitlement process to expedite approvals for future development in the Downtown area, including design approval submittal requirements.

The Hub District

The Fremont Hub Shopping Center and the adjacent Crossroads Center contain almost one million square feet of retail space and provide an anchor at the west end of City Center. The Hub opened in the early 1960s and was conceived as a modern shopping plaza for the automobile era. It has been renovated several times in the last four decades in response to changing retail trends and tenant turnover. The *CBD Concept Plan* described the possibility of transforming the center even further, creating a mixed use urban village on the site. Such a change would modify the Hub's suburban format and create new through-streets, plazas, parking structures, and uses such as offices and housing. These changes could facilitate an expansion of Williams Park as well as a new design which allows the park to better serve the Hub area. The City should allow the Hub to diversify over time and adapt to the new vision for City Center as market conditions permit.

Office / Health Care / Mixed Use District

The 2001 *CBD Concept Plan* identified several subareas between Paseo Padre Parkway and the BART Station, including an "Office Center" and two "Medical Areas." Together, these areas form a gateway between BART and Downtown. While this area is already a major employment center, it has the potential to evolve into a more cohesive district—one that is more urban in character, better connected to BART, and less auto-oriented.

The office center already has several low to mid-rise office buildings as well as shopping centers along Paseo Padre Parkway. Over time, these uses could transition into mid to high-rise office buildings. Long-range plans could include the extension of BART Way from Civic Center Drive to Paseo Padre Parkway, framed by active ground floor uses such as restaurants and retail stores. Similar to the Downtown District, housing or office uses may be appropriate over active ground floor uses. Additional open spaces, plazas, and courtyards may be created as this area develops.

The two medical areas correspond to Washington Hospital on Mowry Avenue and Kaiser Medical Center on Paseo Padre Parkway. Both of these hospitals have the capacity to grow, and Washington Hospital has prepared a master plan to guide its expansion. The key is to encourage vertical growth—in other words, taller buildings—rather than continuing the

current pattern of low-rise buildings and surface parking lots. Health care uses exist in other parts of City Center and are likely to expand beyond the two designated medical areas in the future.

The area between Paseo Padre and BART also includes multi-family residential uses. Recent development in this area includes Archstone Fremont, an urban residential complex with ground floor commercial space along Civic Center Drive. The BART Station itself is surrounded by surface parking lots. It is anticipated that some of these lots will be replaced with structured parking over time, while other lots may redevelop with multi-family residential or mixed uses. As the BART property develops, the Tule Ponds to the east of the station should be recognized as an open space amenity for this area. Development must also recognize hazards associated with the Hayward Fault, which passes through this area.

The South of Walnut District

City Center also includes a large area south of Walnut Avenue between Fremont Boulevard and Paseo Padre Parkway where suburban-style office buildings, health care facilities, and multi-family housing are the primary uses. The land use mix in this area will remain diverse as infill development occurs. This area may be less intensely developed than other parts of City Center, since it is further away from the BART station and contains many well-established uses. The South of Walnut District could also evolve into more distinct sub areas corresponding to Palo Alto Medical Center, Fremont Hospital, assisted living communities, and other land use clusters. The area may be well suited for an aging population, as it is close to Central Park, the Senior Center, the Medical Centers, the BART station, the Fremont Boulevard bus lines, and the cultural venues of Downtown.

Fremont Boulevard

Fremont Boulevard connects City Center to Centerville and Irvington as well as other parts of the city. The local portion of the boulevard is adjoined by retail uses north of Walnut and a mix of commercial and residential uses south of Walnut Avenue. The right-of-way is up to 180 feet wide in some places, with frontage roads that separate residential traffic from through-traffic. While the boulevard efficiently moves large volumes of traffic across the City, it also acts a barrier between the neighborhoods and commercial areas on either side. The street has some pedestrian amenities, including landscaping and signalized crosswalks, but the crosswalks are spaced several blocks apart and are very long.

The vision for this stretch of Fremont Boulevard is to make the street more pedestrian-friendly by creating less paved surface area and more landscaping. Several options for lane reconfiguration were explored in *Envisioning Fremont Boulevard*, including narrowing existing lanes and eliminating one travel lane in each direction. The recaptured space could be used for bicycle lanes, expanded medians, and other features which make the street easier to navigate for pedestrians and bicyclists. Additional crosswalks, shorter right turn lanes, consolidation of curb cuts, and replacement of the north side frontage road with a linear park were also considered. This corridor could also support additional transit service, potentially including a streetcar at some point.

Central Park

Central Park was created in 1960 as a great common open space and recreation area for the young city of Fremont. The park includes 83-acre Lake Elizabeth, related fishing and boating facilities, a golf course, picnic areas, a community center and other rental facilities, tennis courts, a water park, a dog park, the Always Dream Play Park, snack bars, walking and exercise paths, and numerous softball and soccer fields. The Fremont Library and Police Station are located along the northern edge of the park on Stevenson Boulevard. At one time, City Hall was located here, but it was demolished in 2002 due to seismic safety issues. As of 2011, the BART extension to South Fremont - Warm Springs was under construction in a tunnel beneath the park.

Central Park is well used and will face increasing demands as the city grows. It will be important to balance the demand for new facilities with the need to maintain open space and retain the aesthetic qualities of the park. It will also be important to maintain funding for park maintenance and programming. Given the current fiscal climate, long-term maintenance needs must be considered as future capital investments are made. Improving connections between Central Park and other destinations in the city remains a priority. This can be achieved through additional bike routes, linear parks, and pedestrian trails, as well as new crosswalks. Future development on the perimeter of the park should maximize park access and views and should help sustain the park's role as Fremont's premier open space. Areas closer to Lake Elizabeth and Stivers Lagoon should be retained for more passive uses recognizing the wildlife habitat values they provide.

Central Planning Area Residential Neighborhoods

Fremont City Center is surrounded on all sides by residential neighborhoods. Densities are generally higher than in other parts of Fremont, with many apartment complexes, condominiums, and townhomes. Some of these complexes were constructed as “planned developments” and consist of large multi-unit buildings in park-like settings. Others were developed incrementally on smaller parcels.

Most of the land in this area is fully developed but there are a few vacant sites, including some sites within walking distance of BART. These sites represent important opportunities for transit oriented development. The Mowry and Walnut Avenue corridors between Guardino Drive and Mission Boulevard include older commercial and service industrial uses, and several large underutilized properties. Redevelopment of these properties with more intensive uses, including housing or mixed use, is encouraged.

Special Study Area: Shinn Terminus

The General Plan Map identifies an area of approximately 100 acres at the northern edge of the Central Community Plan Area as a “Special Study Area.” This area is located at the end of Shinn Street, a few blocks north of Peralta Boulevard. Shinn Street crosses the Union Pacific tracks and terminates here, providing access to a former drywall manufacturing facility, a trucking company, open storage areas, warehouses and metal sheds, dirt parking lots, truck loading areas, and a few private residences. The area is almost entirely surrounded by railroad tracks and is difficult to access from nearby thoroughfares. It is further constrained by its linear shape and the Hayward Fault, which passes through the area.

The properties at the end of Shinn Street are expected to remain in industrial use for the foreseeable future and are designated as “Service Industrial” on the General Plan Map. Over the long term, access improvements and transportation investments could create development opportunities here.

One possibility for this area could be an intermodal connection between the BART line and the ACE commuter train line, since the two lines cross at this location. Such a connection could create opportunities for transit-oriented development (TOD) nearby. It is also possible that an intermodal connection would be entirely internal with no access to adjacent parcels or TOD benefits. Any changes which enable development would require upgrades to the road system, including grade-separated rail crossings into

the site. Residential uses would require a General Plan Amendment but could be considered at some point if access improvements are provided and a master plan for the Special Study Area is prepared.

Policies and Implementing Actions

The Land Use and Community Character Elements of the General Plan include many policies for City Center. The policies below are intended to supplement the citywide elements and provide more focused direction for specific places such as Downtown, the Fremont Hub, and the BART Station area. Both the Community Plans Element and the citywide elements should be consulted when evaluating development proposals or making land use decisions for this area.

The policies are also intended to provide a framework for the *Downtown Community Plan and Design Guidelines*. The Downtown Plan includes detailed standards for development and design and should be consulted for all planning and development decisions in the 110-acre Downtown area.

The policies below are organized under two major subheadings:

- City Center
- Central Fremont Neighborhoods

City Center

• Policy 11-4.1: City Center Sub-Districts

Create a stronger identity for Fremont’s City Center and its different sub-districts. City Center should be a recognizable and memorable place. It should evolve from its current form into a more urban environment with taller buildings, denser development, mixed uses, new amenities for pedestrians and bicyclists, and other features typical of a full-service downtown. Each sub-district of City Center should be characterized by a slightly different mix of uses and development intensities.

Sub-districts include but are not limited to:

- The Downtown District, which should become a regional destination within City Center offering unique shopping opportunities, entertainment, cultural, and civic uses as well as office and multi-family housing development to create a more vibrant area.
- The Hub District, a suburban retail shopping area transformed into a vibrant mixed use community.
- An Office / Mixed Use (“Gateway”) District between Paseo Padre Parkway and the BART Station, which incorporates a core retail area linking Downtown with BART but also incorporates more intensive office uses in support of adjacent Health Care Districts as well as urban-style housing.
- A Health Care District that facilitates Kaiser Permanente, Palo Alto Medical, and Washington Hospital’s goals for serving a growing community.
- A Station Area District comprised of urban residential and mixed uses with some ground floor retail near the BART Station.
- A South of Walnut Avenue District, that provides for expanded mid-rise development between Walnut Avenue and Stevenson Boulevard, including health care facilities, senior housing, and additional offices and multi-family uses.

> **Implementation 11-4.1.A: Future Subdistrict Plans**

Using relevant portions of the *Central Business District (CBD) Concept Plan* as a guide: (a) update zoning for City Center, (b) consider establishing design guidelines for the various sub-districts ; (c) incorporate added “City Center” land north of Mowry Avenue into the Washington Avenue Health Care District; and (d) consider adopting more detailed sub-district plans for City Center areas beyond Downtown.

The *CBD Concept Plan* should continue to be used as a reference guide for City Center until additional sub-district plans are adopted. Over time, sub-district plans should be prepared to provide more specific direction for the areas described in this policy. These plans should respond to current land use and transportation conditions in each area, reflect market trends and projections; and help achieve the vision, goals, and policies set by the General Plan.

> **Implementation 11-4.1.B: Downtown Community Plan and Design Guidelines**

Use the *Downtown Community Plan and Design Guidelines* as the guiding document for transforming the 110-acre Downtown District into the heart of City Center.

The Downtown Plan includes density, height, open space, parking, and other development standards for several zones within this area. A special procedure has been established to expedite project approvals and entitlements.

> **Implementation 11-4.1.C: Fremont Hub**

Explore opportunities to update and enhance the Fremont Hub. Such efforts could consider changing the center’s format, with additional pedestrian-oriented retail activities, new street connections, better connections to the Downtown District, and streetscape improvements along Fremont Boulevard.

> **Implementation 11-4.1.D: Requirements for New Development**

Continue to require all new residential development to dedicate and develop parkland or make in-lieu payments consistent with State law, the City's impact fee programs, and with the City’s five acres per one thousand residents standard.

• **Policy 11-4.2: City Center Transportation**

Enhance the transportation system in Fremont’s City Center by reconfiguring streets to accommodate multiple modes of travel, creating a more connected street grid with smaller blocks and more through-streets, and improving provisions for bicyclists, pedestrians, and transit users.

Capitol Avenue, State Street, Liberty Avenue, Beacon Avenue, and BART Way are envisioned as pedestrian-oriented streets, principally serving local traffic. New streets will supplement these streets and will be designed to emphasize pedestrian movement. Fremont Boulevard, Paseo Padre Parkway, Walnut Avenue, Civic Center Drive, and Stevenson Boulevard will continue to serve broader traffic circulation needs and may maintain their current auto-carrying capacities. However, improvements to these streets are still encouraged to make them more pedestrian-friendly.

> **Implementation 11-4.2.A: Circulation Improvements**

Continue the roadway, bicycle, and pedestrian improvements identified in the *CBD Concept Plan*, and implement the improvements identified in the *Downtown Community Plan*.

The *Downtown Community Plan* proposes a new street and block framework, including street extensions and new streets. The intent is to improve circulation flow, shorten block lengths, and create a more walkable street network.

The *CBD Concept Plan* included modified street design standards to encourage walking, reduce vehicle speeds, incorporate bike lanes, and enhance the public realm. It also addressed possible modifications to standards for arterials, collectors, and new local roadways within City Center. Standards for pedestrian walkways also were proposed. The City will continue to explore changes to its engineering design standards in order to carry out these recommendations.

> **Implementation 11-4.2.B: Circulator or Shuttle Bus Service**

Consider supplementing AC Transit service with a shuttle system or circulator bus to connect the BART Station with destinations in City Center, including Downtown, the Hub Shopping Center, and the major hospitals.

> **Implementation 11-4.2.C: Parking Strategies**

Develop comprehensive parking strategies for City Center, including Downtown and the adjacent retail, office, health care, and high density housing areas. Parking strategies should include the development of new public and private parking structures, an expanded supply of curbside spaces, new standards for off-street parking, and measures to reduce parking demand such as car-sharing. The emphasis should be on providing parking on an area-wide basis rather than a project-by-project basis.

Reductions to existing standards should be allowed where certain conditions are met, and parking maximums should be established in appropriate locations. Parking maximums establish a cap on the number of spaces that may be provided for new development. They are proposed for the Downtown District and could be applied elsewhere in City Center in the future.

The Mobility Element of the General Plan provides additional detail on the City's parking policies.

> **Implementation 11-4.2.D: Transportation Management Association**

Create a Transportation Management Association (TMA) in the Downtown District to implement and operate transportation programs, parking strategies, trip reduction measures, and other efforts to manage travel demand and achieve desired outcomes.

> **Implementation 11-4.2.E: Fremont Boulevard Improvements**

Pursue a more attractive street frontage, better transit service, and enhanced bicycle and pedestrian circulation along Fremont Boulevard as it passes through City Center.

Particular attention should be given to improving pedestrian connections across the Boulevard between the Hub and Downtown. Changes could include reduced speed limits, improved crosswalks, fewer curb cuts, enhanced paving materials and lighting, wider sidewalks, more landscaping, a continuous bicycle route, narrowing of travel lanes, and new retail buildings along the Boulevard facing directly on to the sidewalk.

> **Implementation 11-4.2.F: Private Roadway Maintenance**

Explore programs to facilitate coordinated maintenance of existing private roadways.

Currently, needed maintenance of some of the private roadways in City Center requires the involvement of many adjacent property owners and is hence difficult to accomplish.

> **Implementation 11-4.2.G: Land Banking**

Consider purchasing land or accepting land dedication suitable for future park and recreational uses when the land becomes available (“land banking”), even if there are insufficient funds to develop and maintain facilities at that time.

• **Policy 11-4.3: Mixed Use Emphasis**

Encourage mixed use development in Fremont’s City Center, emphasizing buildings that include ground floor retail uses and upper story offices or housing. Such development should help create more active streets, reduce the need to drive for goods and services, and give City Center a stronger sense of identity.

> **Implementation 11-4.3.A: Capitol Avenue**

Develop the Capitol Avenue area of Downtown as Fremont’s “main street”—a pedestrian-friendly shopping street with active ground floor retail, restaurant, and, entertainment uses and upper story housing, offices and other uses.

> **Implementation 11-4.3.B: Form Based Zoning**

Consider zoning code amendments for City Center which utilize form-based principles. This would mean providing greater flexibility with regard to permitted and conditionally permitted uses and greater specificity with regard to architectural design, building height and size, and pedestrian orientation.

Form-based zoning has been proposed for the Downtown area to encourage mixed use development, ground floor retail uses, and flexibility for future activities. Similar zoning could be applied elsewhere in City Center.

• **Policy 11-4.4: Downtown Housing**

Support additional high-density residential development in City Center. The addition of downtown residents can help support downtown retail, increase pedestrian activity, and help achieve the city’s goals of accommodating sustainable, mixed income, transit-oriented development.

Housing is an important part of a successful downtown. It is a key element of the *Downtown Community Plan*, and should be considered in any future plans to redevelop the Hub Shopping Center. A mix of unit types serving a range of income groups should be provided.

• **Policy 11-4.5: Cultural and Entertainment Use**

Promote new cultural and entertainment uses that draw people to the City Center. Such uses can contribute to the area’s role as the heart of the city, provide revenue and jobs, create cultural opportunities and engender civic pride. Particular attention should be given to cultural activities which reflect Fremont’s diverse and international population.

> **Implementation 11-4.5.A: Downtown Art Program**

Develop an art program for Downtown which highlights and promotes the arts through public and private art features, exhibits, and individual pieces of art. The program should strengthen Downtown’s image as a destination, create interest in the city, and enhance the visitor experience. A Downtown Public Art Fund should be established to fund and manage the program.

> Implementation 11-4.5.B: Art Walk

Develop an Art Walk in the Downtown District comprised of public and private art installations along the Capitol Avenue corridor.

> Implementation 11-4.5.C: Performing Arts Center

Develop a performing arts center within the Downtown area.

• Policy 11-4.6: City Center as a Health Care District

Recognize City Center's existing concentration of hospitals and health care uses as an important part of the local economy and Fremont's identity. Encourage similar and complementary uses in this area, and promote the city's role as a regional leader in health care services.

See also Economic Development Element Implementing Action 6.2.6-B

> Implementation 11-4.6.A: Health Care Overlay Zone

Consider creation of a health care overlay zone in the City Center. Provisions of the overlay would recognize the unique characteristics and needs of medical uses, and facilitate their future concentration, while also furthering the urban design objectives for City Center.

• Policy 11-4.7: City Center Office Space

Promote City Center as a high-quality regional office center, providing a unique set of amenities that set it apart from other office districts and business parks in the city. Future office space may include taller structures and parking garages, and should be designed for easy access by pedestrians and bicyclists as well as cars. The replacement of older one and two story office buildings and retail centers with new mid-rise office buildings is encouraged.

• Policy 11-4.8: City Center as Fremont's Government Core

Maintain key City administrative and municipal services in the City Center Area, and develop additional facilities which strengthen the area's role as the government center of Fremont.

> Implementation 11-4.8.A: New City Hall/Administration Center

Develop a new City Hall/ Administration Center and Cultural Arts Center in the heart of the Downtown District. Appropriate City offices and functions should be consolidated at this location. A civic plaza should be developed within this area to provide space for public gatherings, and to strengthen the identity of this space as the center of the city.

• Policy 11-4.9: City Center Urban Design

Create a more distinctive identity and sense of place in Fremont's City Center, with an emphasis on attractive streetscapes, high-quality architecture, narrower streets, and conditions that are inviting for pedestrians. The city's heritage and cultural diversity should be reflected in the design and development of its public spaces.

> **Implementation 11-4.9.A: City Center Streetscape Improvements**

Implement streetscape improvements for the Downtown area consistent with the *Downtown Community Plan and Design Guidelines*.

The Downtown Plan establishes five street typologies, including the Downtown Spine (Capitol Avenue), gateway streets, edge streets, east-west streets, and north-south streets. Guidelines are provided for pedestrian paving, vehicular paving, street lighting, street furniture, street trees, and landscaping. All of these typologies are consistent with the Urban Corridor Place Type described in the Community Character element *Placetype Manual*.

> **Implementation 11-4.9.B: City Center Signage and Gateways**

Improve gateways throughout City Center to create a stronger sense of arrival and enhance the identity of its sub-districts. This should include distinct entries to Capitol Avenue in the Downtown Area, and stronger gateways on Fremont Boulevard and Paseo Padre Parkway. Signage should provide residents and visitors with a better sense of orientation, and the position of City Center relative to other Fremont districts, Interstates 880 and 680, and other landmarks.

See also Implementation 11-4.1.B on the *Downtown Design Guidelines*

> **Implementation 11-4.9.C: City Center Building Design Guidelines**

Until updated zoning is developed for the portions of City Center outside of the Downtown District, use the Building Design Guidelines in the *CBD Concept Plan* as a guide for evaluating new development.

The Building Design Guidelines (Chapter 7 of the *CBD Concept Plan*) identify “build to” lines, address the location and design of parking areas, and provide direction for building rhythm, retail frontage design (including window transparency), building detailing, entry location, stepbacks for taller buildings, and open space. Many of these guidelines should be incorporated into form-based zoning regulations which will supplant the existing CBD zoning regulations. Until such regulations are adopted, the Guidelines continue to apply.

• **Policy 11-4.10: City Center Open Space Network**

Improve the park and open space network in Fremont’s City Center. This should include a new civic plaza adjacent to the new City administrative center, additional pocket parks and plazas, a potential expansion of Williams Park, new connections to Fremont’s Central Park, and privately-developed open spaces and courtyards.

> **Implementation 11-4.10.A: Williams Park Expansion**

Incorporate plans for the expansion of Williams Park as a part of any future expansion of the Hub Shopping Center. This expansion could be funded privately or as part of a joint development with the City.

• **Policy 11-4.11: Making City Center a Pedestrian-Oriented Area**

Create an environment in Fremont City Center that encourages walking and transit use. Streets should be easy to navigate and comfortable for pedestrian use. Buildings facing the sidewalk should enliven outdoor spaces with display windows, awnings, planters, and outdoor seating. Amenities such as benches, public art, and street trees should be provided to make walking a pleasant experience.

> Implementation 11-4.11.A: Pedestrian Walkways

Develop new pedestrian walkways in City Center to help reduce block sizes and provide access to parking facilities located behind buildings.

Pedestrian walkways can enhance pedestrian circulation and break down the existing “superblock” scale of City Center. Walkways could include mid-block passages, with space provided for outdoor seating, landscaping, special paving, street trees, public art, and bicycle parking. Lighting would be incorporated for public safety and night-time travel.

• Policy 11-4.12: BART Access

Improve connections between City Center and the Fremont BART Station. This should include upgrades to BART Way between Downtown and the BART Station.

• Policy 11-4.13: Sustainable Design

Recognize opportunities to develop City Center as a showcase for sustainable design, including energy-efficient buildings, green construction, and low-impact development. New development should incorporate technology and design methods which reduce energy and water consumption, minimize stormwater runoff, and utilize the most current green building standards.

• Policy 11-4.14: Economic Vitality

Encourage development in City Center which supports Fremont’s economic vitality, expands business and retail opportunities for residents, creates jobs and generates revenue, and accommodates a mix of large and small businesses. City Center should be a destination of choice for employers and retailers as well as Fremont residents.

> Implementation 11-4.14.A: Marketing Strategies

Develop strategies to promote and market City Center to businesses, retailers, developers, and the community.

As identified in the *CBD Concept Plan*, strategies could include marketing and image-building initiatives, creation of a development opportunities data base, publicizing development incentives (such as parking exemptions and permit streamlining), coordination with groups like the Chamber of Commerce, creation of a Downtown Business Association, and establishment of a visitors bureau.

See the Economic Development Element for additional policies and actions on marketing strategies and branding.

Other Central Fremont Neighborhoods

- **Policy 11-4.15: Fremont Boulevard Beyond City Center**

Explore opportunities to make Fremont Boulevard a safer, more pedestrian-friendly and attractive street along those segments outside of City Center. Consistent with the Envisioning Fremont Boulevard study, this could include elimination of the eastern frontage road between Walnut Avenue and Stevenson Boulevard, and its replacement with a linear park.

- **Policy 11-4.16: Shinn Terminus**

Continue to explore land use alternatives for the industrial properties at the terminus of Shinn Street. While no short-term changes are envisioned, long-term access improvements could make additional development possible. The development of transfer facilities between the Altamont Commuter Express (ACE) and BART lines should be considered here.

- **Policy 11-4.17: Upper Mowry Corridor**

Maintain the Mowry Avenue corridor between Peralta Avenue and Mission Boulevard as an area of commercial and residential land uses. Support the re-use of underutilized older commercial properties in this area with more intense uses, including housing and mixed use development.

- **Policy 11-4.18: Central Park**

Maintain and enhance Central Park as the flagship of Fremont's park system and a defining element of Fremont's identity. Careful planning and management should continue to balance competing demands for space at the park, and to meet the long-term recreational needs of Fremont residents.

- **Policy 11-4.19: BART Station Area Neighborhoods**

Recognize additional opportunities for transit-oriented development beyond City Center but within the one-half mile radius of the Fremont BART station. Reuse of older residential properties with denser residential uses may be considered in this area, subject to future planning studies.

- **Policy 11-4.20: BART Overflow Parking**

Implement parking management strategies to maintain adequate parking at the Fremont BART Station and to reduce overflow parking in the residential neighborhoods.

General Plan Map designations for the Central Community Plan Area are shown in Diagram 11-5.

General Plan Community Plans Central Community Plan Area

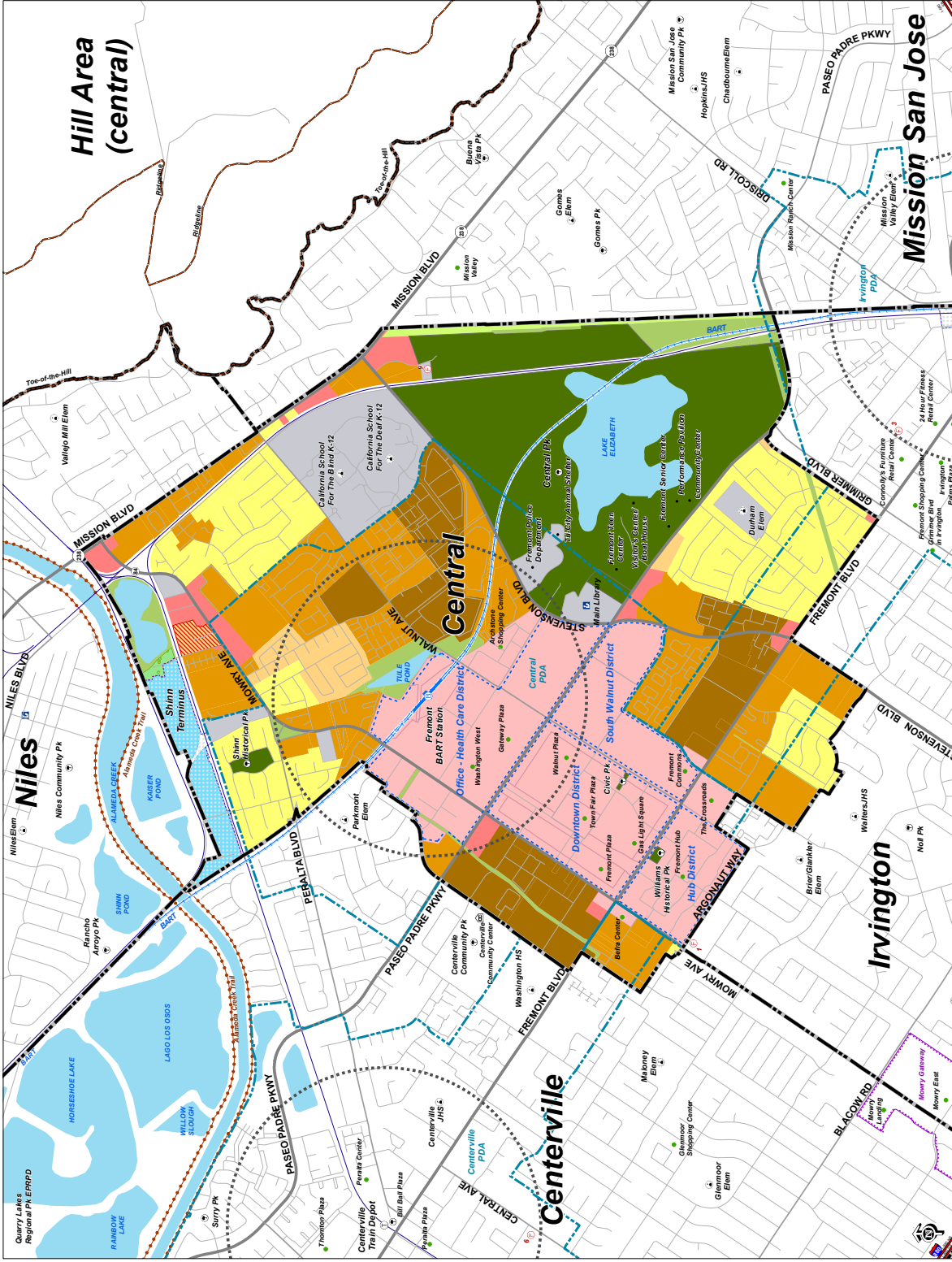
- Land Use Category**
- COM City Center
 - COM General
 - COM Mixed Use
 - COM Regional
 - COM Town Center
 - IND General
 - IND Service
 - IND Tech
 - Innovation Center
 - OS General
 - OS Hill Face
 - OS Hill (Beyond Ridgeline)
 - OS Hillside (Measure A)
 - OS Park
 - OS Private
 - OS RCP
 - Public Facility
 - RES Urban
 - RES Medium
 - RES Low-Medium
 - RES Low
 - RES Hillside Residential
- Other Features:**
- City Boundary
 - Community Plan Area
 - Priority Development Area
 - Central SubArea
 - Top-of-the-Hill
 - Ridgeline
 - Alameda Creek Trail
 - BART
 - Union Pacific RR
 - BART Station
 - City or Public Site
 - Community Center
 - Fire Station
 - Library
 - Park
 - Point-of-Interest - other
 - School
 - Public Facility
 - Point-of-Interest - other
 - Study Area
 - TOD Overlay
 - Area of Interest
 - Water Feature

Fremont is a large city with unique issues and planning concerns associated with its various sub-areas. In order to address these issues, the City is divided into Community Plan Areas.



The information conveyed on this map is dynamic and may change over time. For more information, contact the Planning Division or other appropriate agency for the most recent information or status.

Users should verify designations, policies, regulations, and restrictions before making project commitments.



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