

## FREMONT FACTS

Fourth largest city in the Bay Area

15<sup>th</sup> largest in CA

92 square miles

Population 214,089

Median Age 37 years

Av. Household Income  
\$114,169

Median Home Price

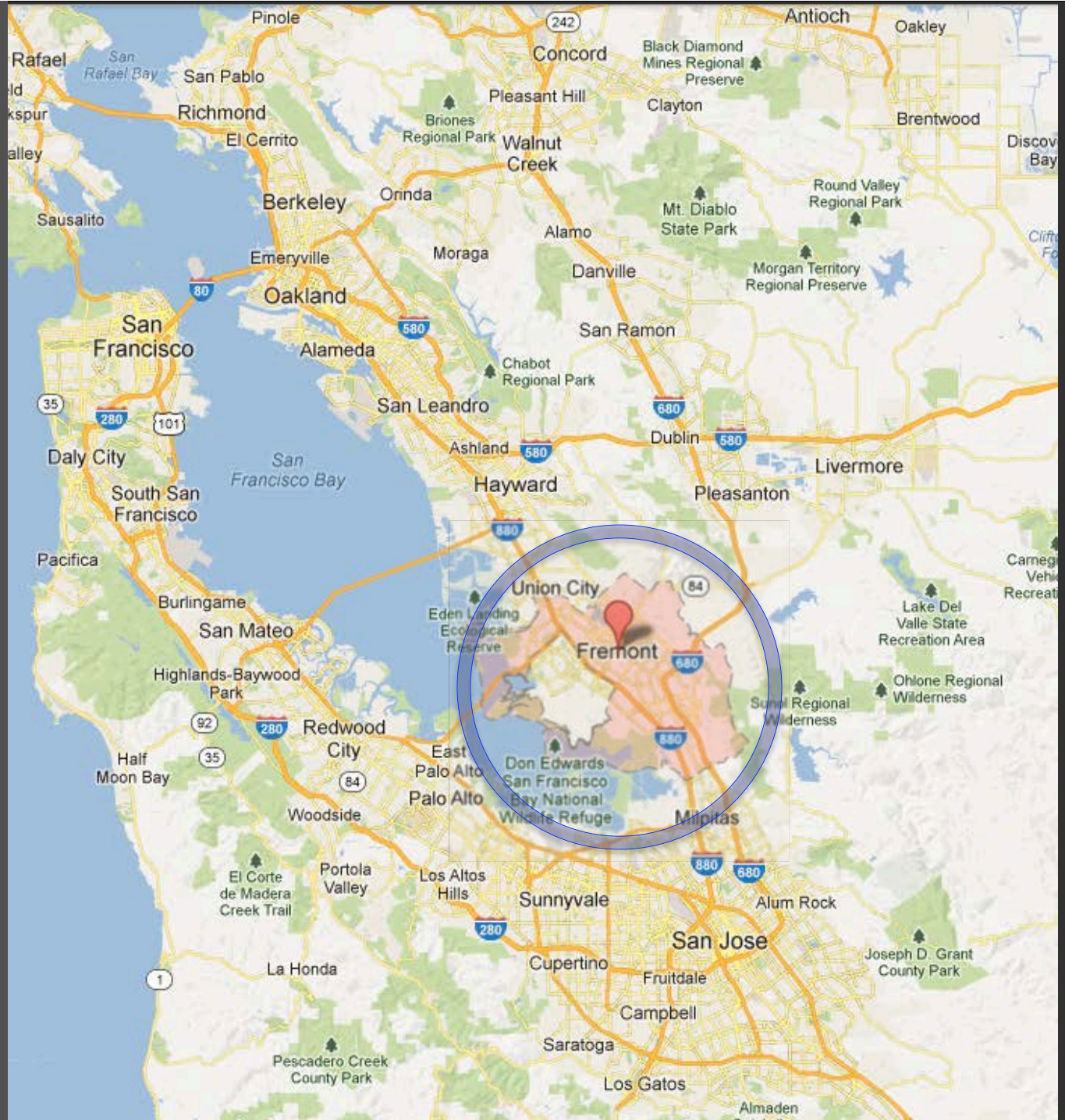
\$654,700

Residential  
71,699 Units

Commercial  
9.1 million s.f.

Industrial/Office  
40.3 million

5  
1 s.f.





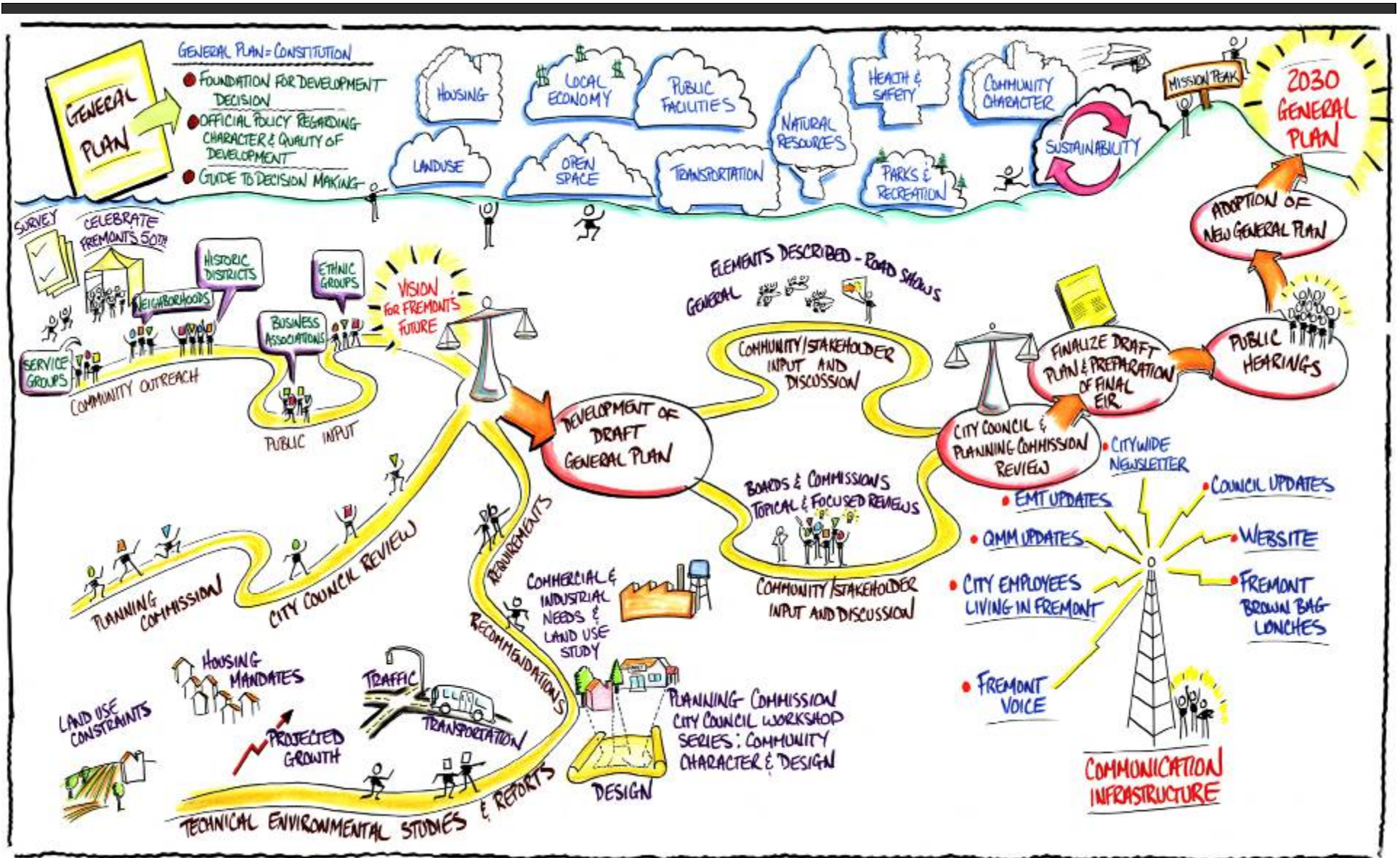
- 5<sup>th</sup> Best Run City in America (24/7 Wall St)
- #1 in U.S. for technology start-up businesses per capita (SizeUp.com)
- #2 Most Inventive City with one out of every 100 residents awarded a patent
- #3 Metro Area with Most Educated Young People (U.S. Census Data)



One of the most ethnically and culturally diverse cities in the country – people from 165 countries

- Voted 2nd Most Inventive City in America with over 2200 patents in 2010
- Received over \$1 billion of venture capital in recent years
- Known as Bay Area capital for advanced manufacturing - 40 million square feet of industrial space

The logo for Boston Scientific, featuring the company name in a serif font.The logo for Cordis, a Johnson & Johnson company, with the name in a blue serif font and the parent company name in smaller text below.The logo for DELTA, featuring a stylized blue triangle icon and the word "DELTA" in a bold, blue, sans-serif font.The logo for greenvolts, with the name in a green, lowercase, sans-serif font and a green and yellow stylized 'G' icon.The logo for INTEMATIX, with the name in a bold, black, sans-serif font and a small colorful icon.The logo for redwoodsystems, with the name in a blue, lowercase, sans-serif font and a blue stylized tree icon.The logo for SOLARIA, with the name in a bold, black, sans-serif font and a stylized orange and yellow sun icon.The logo for Oorja, with the name in a blue, sans-serif font and vertical bars on either side.The logo for ThermoFisher SCIENTIFIC, with "ThermoFisher" in red and "SCIENTIFIC" in black, both in a sans-serif font.The Tesla logo, featuring a white stylized 'T' on a red background with the word "TESLA" in white, uppercase, sans-serif font below.



GENERAL PLAN: COMMUNITY ENGAGEMENT PROCESS

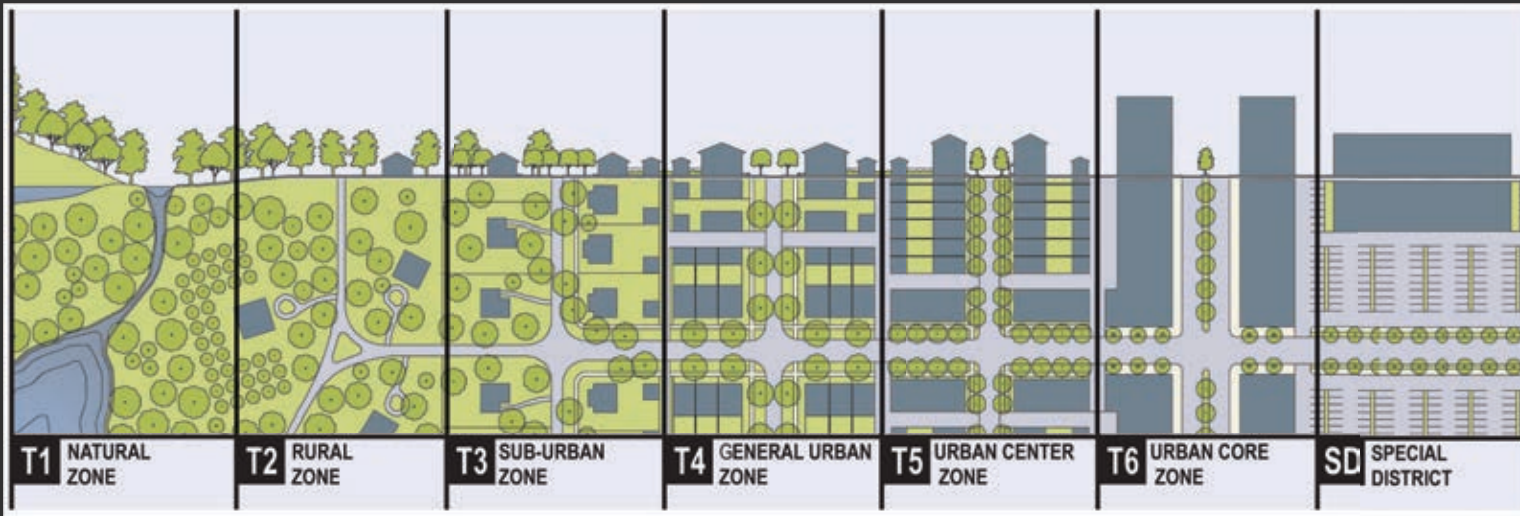


Two additional new BART stations provide great opportunity for TODs



Opportunity Site: FREMONT BART STATION: A Sea of Parking

# ONE SIZE DOES NOT FIT ALL: SMART GROWTH IN CONTEXT



partnership that will result from opening service at this new

## BART Station Profiles from Oakland to San Jose

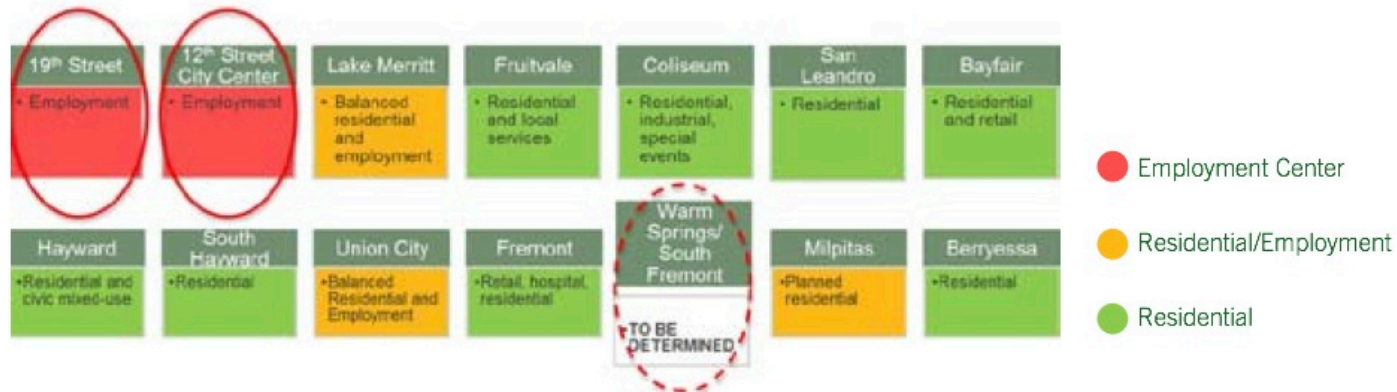
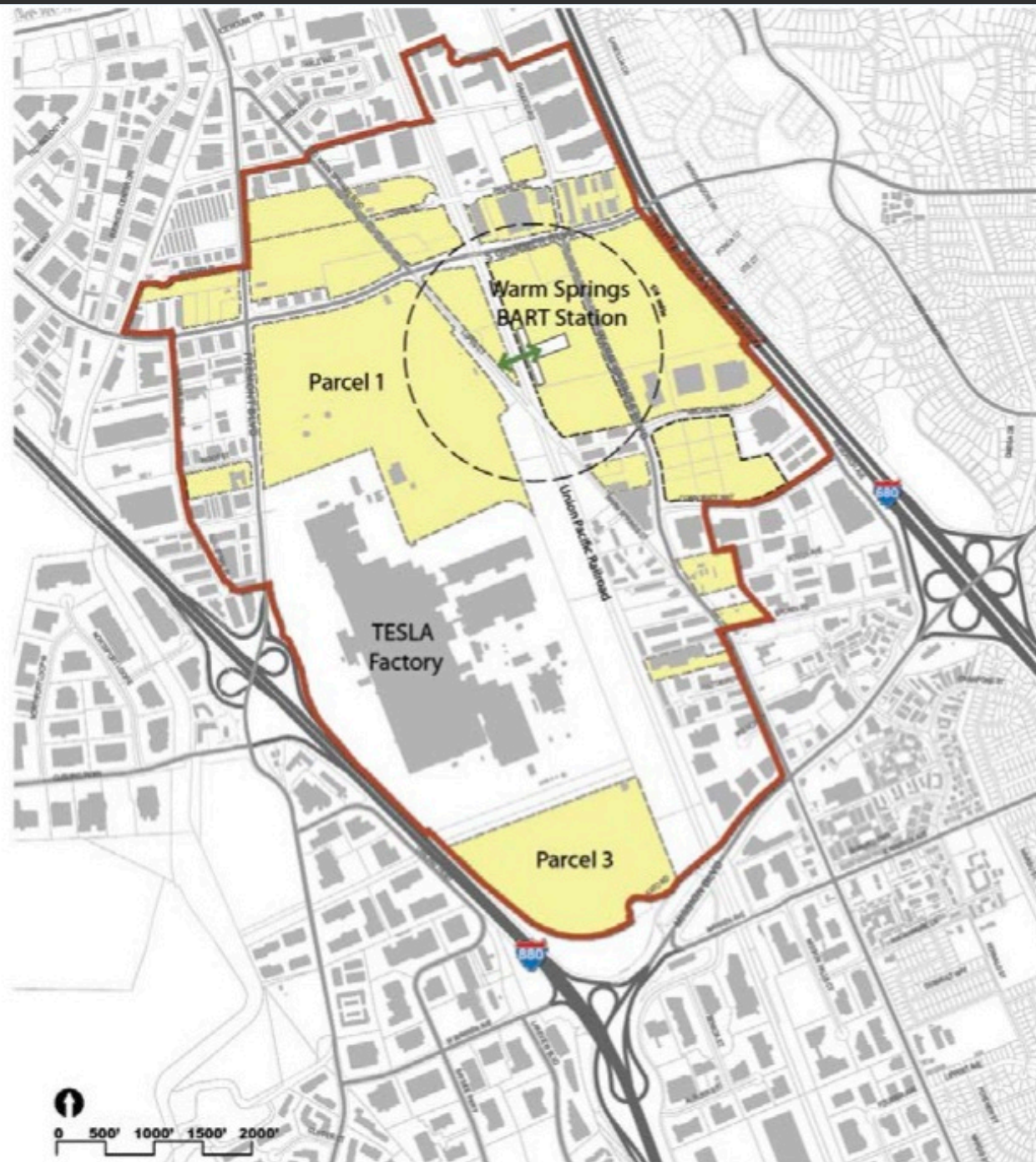


Figure 11.10. Station Profiles from Oakland to San Jose. Source: BART, 2007. Modified by the author.



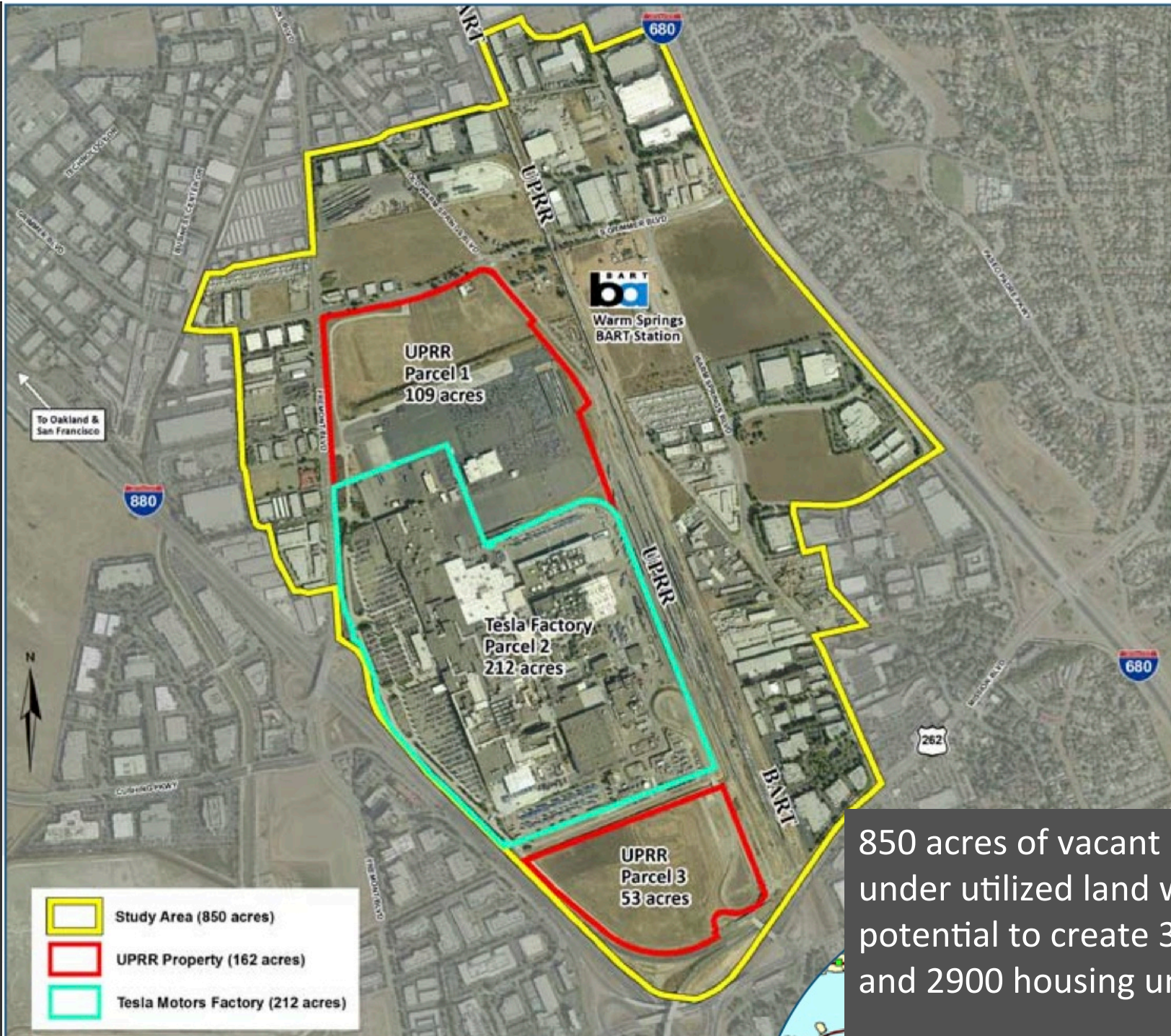


TESLA moves into  
Toyota manufacturing  
facility

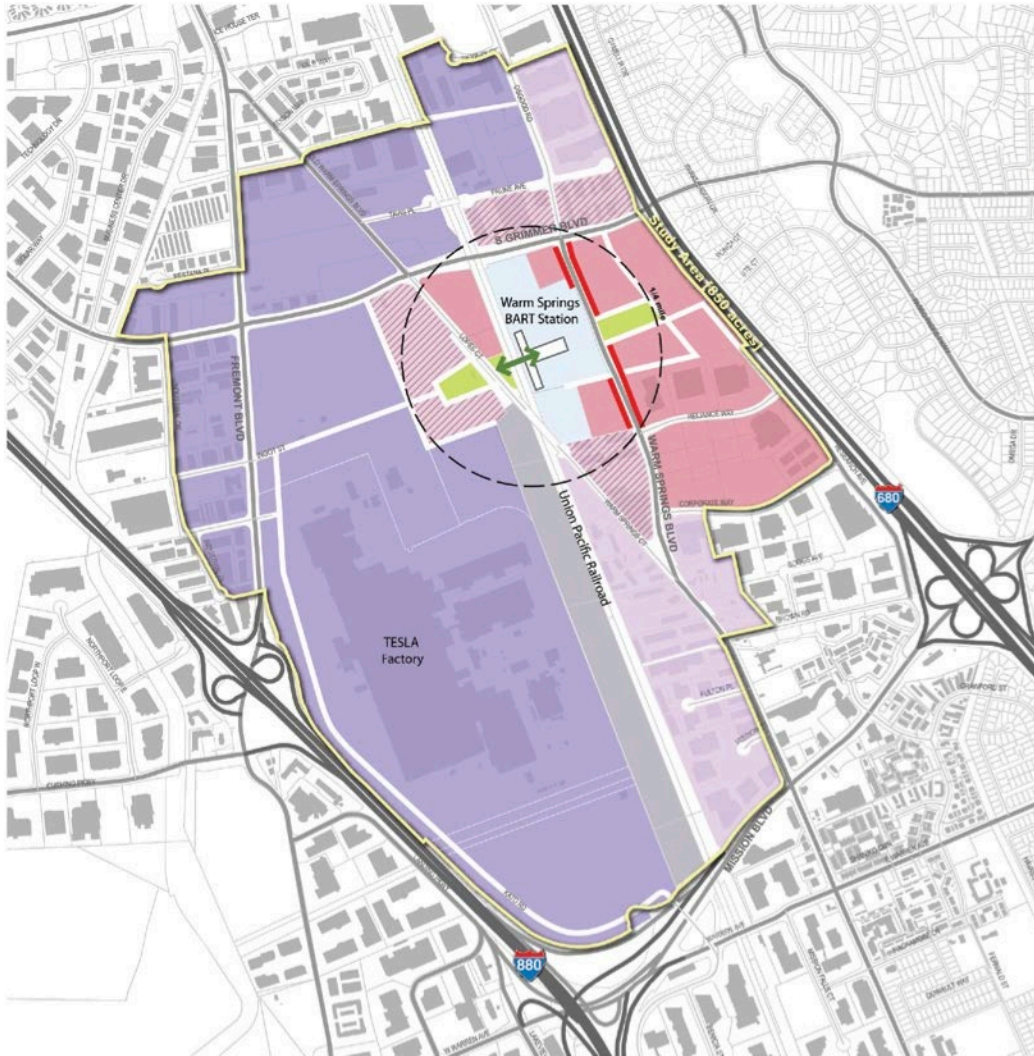
BART Station to open  
in 2015

Union Pacific buys 160  
acres adjacent to  
BART for proposed  
railyard

City developing a  
community plan for  
850 acres



850 acres of vacant and under utilized land with potential to create 30K jobs and 2900 housing units

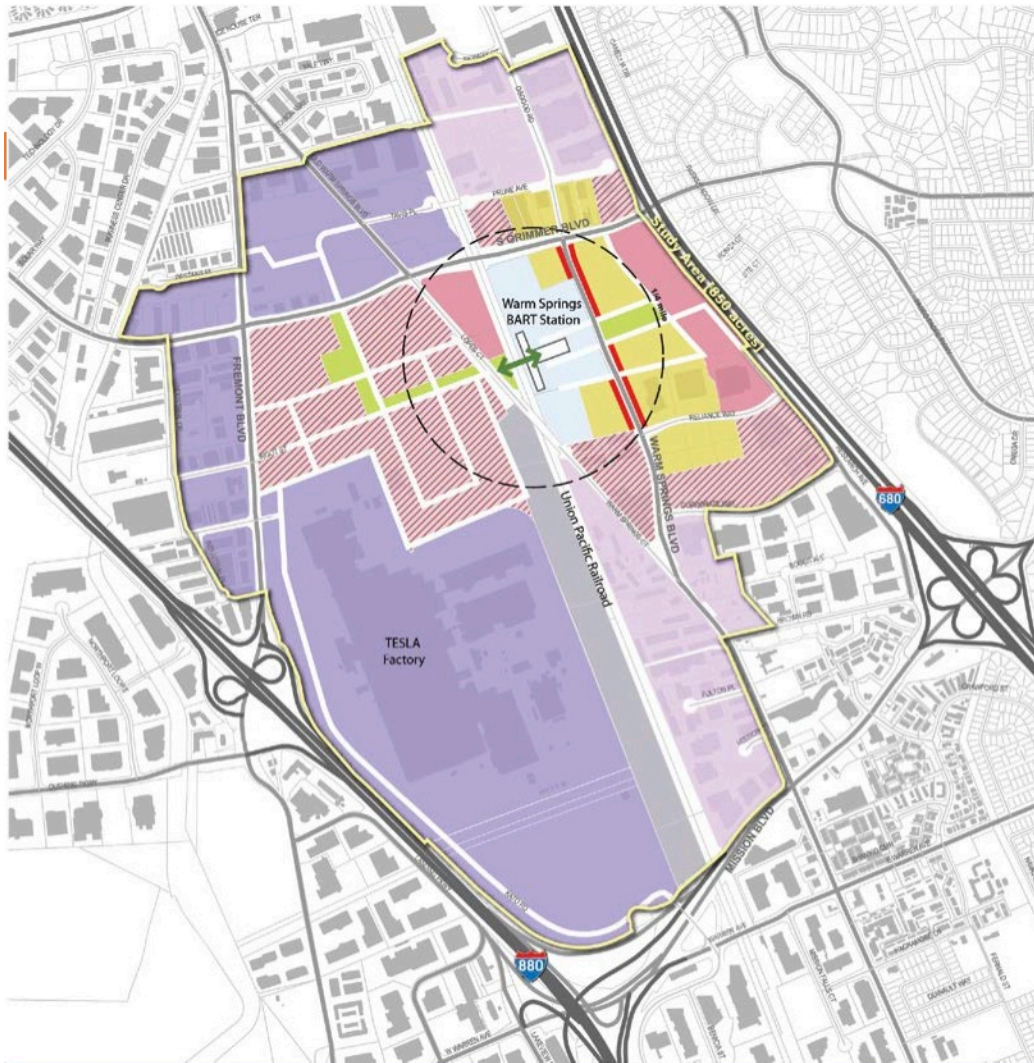


# Alternative 1:

## Innovation Center / Manufacturing

	<b>Industrial - General Industrial/Manufacturing</b>
	<b>Industrial - Technology/Research &amp; Development</b>
	<b>Commercial/Industrial - Office/Research &amp; Development</b> <small>(Could include Special Uses such as entertainment, community facilities, and hotels)</small>
	<b>Commercial High Tech Office</b> <small>(Could include Special Uses such as entertainment, community facilities, and hotels)</small>
	<b>Commercial - Retail Center</b>
	<b>Residential - High Density</b> <small>(includes support services such as retail, schools, and parks)</small>
	<b>Open Space</b>
	<b>Retail Frontage</b>

Non residential: 5,700,000 – 9,000,000 sf  
 Jobs: 12,200 – 26,600 jobs  
 Residential: 0 units



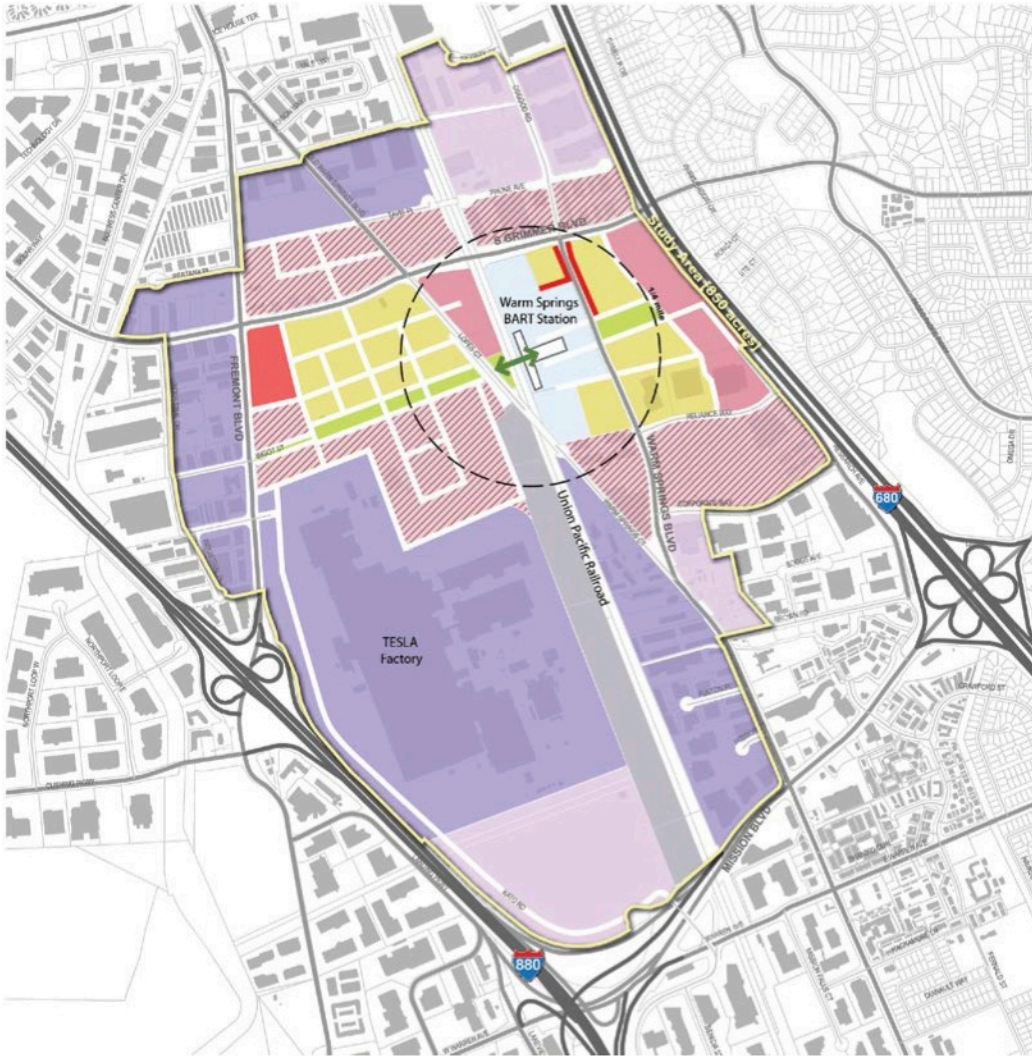
## Alternative 2:

24

# Innovation Campus / Residential TOD

	<b>Industrial - General Industrial/Manufacturing</b>
	<b>Industrial - Technology/Research &amp; Development</b>
	<b>Commercial/Industrial - Office/Research &amp; Development</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial High Tech Office</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial - Retail Center</b>
	<b>Residential - High Density</b> (includes support services such as retail, schools, and parks)
	<b>Open Space</b>
	<b>Retail Frontage</b>

Non residential: 4,400,000 – 6,900,000 sf  
 Jobs: 9700 – 19,700 jobs  
 Residential: 2100 - 3200 units



## Alternative 3:

25

# Innovation District / Residential Mixed-Use TOD

	<b>Industrial - General Industrial/Manufacturing</b>
	<b>Industrial - Technology/Research &amp; Development</b>
	<b>Commercial/Industrial - Office/Research &amp; Development</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial High Tech Office</b> (Could include Special Uses such as entertainment, community facilities, and hotels)
	<b>Commercial - Retail Center</b>
	<b>Residential - High Density</b> (includes support services such as retail, schools, and parks)
	<b>Open Space</b>
	<b>Retail Frontage</b>

Non residential: 4,000,000 – 6,700,000 sf

Jobs: 10,800 – 20,400 jobs

Residential: 2600 - 3900 units



SOUTH FREMONT / WARM SPRINGS...  
An EMPLOYMENT- FOCUSED, TRANSIT- ORIENTED DEVELOPMENT

# Think FremontCalifornia

## South Fremont / Warm Springs Strategy

Building Tomorrow's Employment-Focused Transit Oriented Development Today



### Opportunity

850 Acres are Poised to Become a Major Mixed-Use Innovation Employment Center



### Key Assets



In 2015, BART will Connect Fremont to the rest of Silicon Valley



### Employment Hub

An Established Center for Emerging Technology and Advanced Manufacturing



### Future Vision

Combining World Class Design and a Quality Public Realm for a 21st Century Workplace

SMART GROWTH AS  
ECONOMIC ENGINE

Creative partnerships

Federal/Regional  
Propertyowners

Even Union Pacific

BRANDING/  
MARKETING





GOOD PLANNING/DESIGN AND ECONOMIC DEVELOPMENT ARE NOT  
MUTUALLY EXCLUSIVE

IMPORTANCE OF PUBLIC REALM AND PLACE MAKING



# FRAMING THE CONVERSATION: NOT WHY BUT HOW?



AMBASSADORS FOR CHANGE



What are the conflicts and compatibilities of using smart growth planning for a healthy economy?