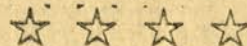
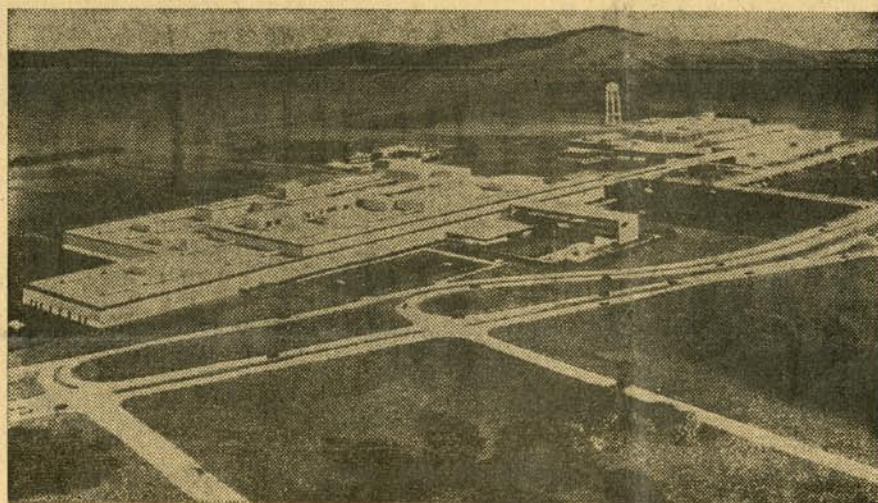


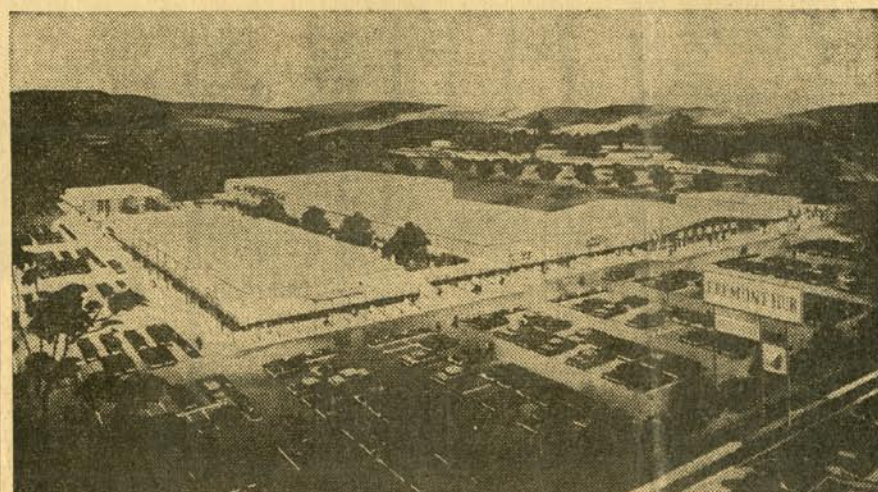
# FREMONT NEWS



## GOOD INDUSTRIAL AND COMMERCIAL PLANNING-A KEY TO CITY'S GROWTH



This is how the new Chevrolet and Fisher Body assembly plants now being built at Fremont, Calif., will appear from an aircraft following completion of the plants in 1963. This photograph was made through use of a 3-dimensional model of the plants and an aerial photograph of the Fremont area in which the plants will be located.



Above is an artist's rendering of what the Fremont Hub Shopping Center will look like upon completion. It is located at Fremont and Mowry Blvds.

### THE FREMONT HUB SHOPPING CENTER UNDER CONSTRUCTION; OPEN LATE 1962

The first phase of the Fremont Hub will be completed in the fall of 1962. It will occupy 25 acres, contain approximately 30 stores and have free parking facilities for 1700 cars. There are only a few stores left for lease, which evidences the faith that merchants have in this booming area.

When the second phase is completed, Fremont Hub will cover 60 acres with parking for 5,000 cars which will make it one of the largest regional

shopping centers in the Bay Area.

The developer of phase one of this gigantic undertaking is the Hapsmith Company, Beverly Hills, California, and the leasing agent is the Gunn-Miller Co. of San Jose.

Tenants of the new shopping center will include Mervyn's of San Lorenzo Department Store, Safeway, F. W. Woolworth Co., Gallenkamps, Smith's Boys' & Men's Wear, Bank of California, and many other well known retailers.



### Industry Moving Into Fremont at Rapid Pace

The story of Fremont's industry is intimately tied in with the city's policy of planned development, the key to a balanced community ideal.

Since incorporation in early 1956, nine major industries have located in Fremont — Kroehler Manufacturing, U.S. Gypsum, the F.A.A. Air Control Center, Inland Steel, Trailmobile, Borden Chemical, Sonoco Products Co., Calif.-Florida Plant and Jayworth Perma Roof.

In December of last year, announcement was made of the biggest plant thus far to be located in the city, a new General Motors assembly facility.

This giant operation, located on a 394-acre plot of land in Warm Springs district, is scheduled for ground-breaking in spring and completion sometime in 1963. It will eventually employ 4,000 people.

One of the most important functions which the GM announcement served, however, was to acquaint residents with the benefits of planned industrial development and its success in attracting major industries to Fremont.

The story begins in the early period after incorporation when the Fremont City Council initiated a comprehensive planning program, the first step of which was the General Plan.

The plan, which was adopted after much public discussion and private research, set down patterns for harmonious development, industrially, residentially and commercially. It proposed to promote the future development of Fremont in proper balance, so that one aspect would not overwhelm the others.

Taking into account the then-future, freeway, the railroad service, the road system and projecting future development of public works and utilities, an industrial plan was evolved.

The purpose of the industrial plan was, of course, to insure orderly growth of Fremont's industrialization and to encourage the development of the industrial park, rather than scattered plants and facilities.

The area set up in the General Plan for the major industrial district was approximately 2,500 acres, straddling the freeway and the railroad lines, generally in the Irvington and Warm Springs districts.

The city's planning consultants recommended that 100 acres of land be fully serviced and zoned for industry in varying parcel sizes annually in order to reach an average sales volume of 50 acres per year.

Actually, development has proceeded about double the rate the planners anticipated.

That the concept of planned growth was accepted by industry soon became obvious. Not long after Kroehler had begun the first major industrial development in the city, the Federal Aviation Agency located next to it.

Both Southern and Western Pacific railroads have expressed interest in Fremont in the most tangible manner — by buying land and helping to locate industries in the city.

Southern Pacific's Fremont holdings, for instance, comprise about 20 per cent of its entire acreage.

#### Industry Attraction

The factors that are normally considered in the attraction of industry are present throughout most of the Bay Area, in some places greater than in others. These factors are: good living conditions, availability of labor supply, an equitable tax climate, and proximity to the market.

These simple and obvious characteristics are present in the City of Fremont as well as one that is not so much the case in other parts of the Bay Region — available land at an attractive price.