

## REDEVELOPMENT AGENCY AND CITY OF FREMONT, CA Central Business District RFP for Downtown Plan and Development Evaluation: Centerville and Irvington Fremont, CA

**Project**

Downtown Plan Scoping and Consultant Selection  
Development Concept Plan Evaluation

**Scale**

Downtown and Two Redevelopment Areas

**Date**

1998-1999

**Role**

Consultant to Community Development Director  
Consultant to Redevelopment Director

Alison Kendall of Kendall Planning + Design was hired by the Community Development Director to prepare a Request for Proposals to select a consultant team for a Downtown Plan for the Central Business District of Fremont. Among the challenges for the plan was the creation of a sense of place in an auto-dominated business district far from the City's five historic neighborhood centers. The consultant required innovation and tact in reconciling the interests of many long time business interests and developing an implementable plan.

Later, KPD was retained by the newly appointed Redevelopment Director to evaluate several mixed use development proposals for two key Redevelopment Areas: Irvington and Centerville. Both proposals included substantial amounts of mixed use development, structured parking, retail office and some housing in development types which had rarely been built in Fremont at the time. Ms. Kendall evaluated the urban design qualities of the proposals, the compatibility of the uses as included on the site, and the capability of the developers in the teams to execute the proposed projects.