

▼ **FREMONT HUB SHOPPING CENTER**  
*Fremont, Alameda County, CA 94538*



Fremont Hub in Fremont, California, originally opened in 1961 as an open air regional mall. One of the best-known malls in Northern California because of its long history, The Hub had fallen on hard times with the closing of Montgomery Ward, the loss of other key tenants and the growth of competition throughout the Bay area. The acquisition of the Montgomery Ward space by Target, and a subsequent conversion of 160,000 s.f., with the addition of a 9,280 s.f. garden center, provided a solid anchor for further development of the remaining 492,000 square feet of the center.

When P. O'B Montgomery acquired the property, the center, while 88% leased, was generating only \$4.5 million of annual Net Operating Income. After a thorough analysis, P.O'B Montgomery targeted redevelopment for the back side of the center. P. O'B.'s redevelopment plan called for the demolition of an existing vacant pad building and an old theatre and the gutting and redevelopment and addition of an existing 50,000 square foot building in the center. These changes created the flexibility for the building of new PetSmart and Michael's stores, plus the addition of Cost Plus World Market, Marshall's and Ulta Cosmetics. The modifications complemented the existing tenant mix and positioned the property as a hybrid of a Power Center and Lifestyle Center. P. O'B Montgomery & Company also coordinated a new sign package, new roofs in other areas of the center and a general clean-up of the center. These efforts resulted in a net increase in stabilized Net Operating Income to \$8.5 million annually...an increase of nearly double the level at the time of P.O'B.'s purchase.

P. O'B Montgomery & Company's efforts resulted in:

- Significant value added in increased Net Operating Income
- Overall stabilization of the center with better credit quality tenants
- A revived back side of the center with new construction adding interest & value
- A strong merchant base to attract additional desirable tenants
- A renaissance of Fremont Hub traffic and sales