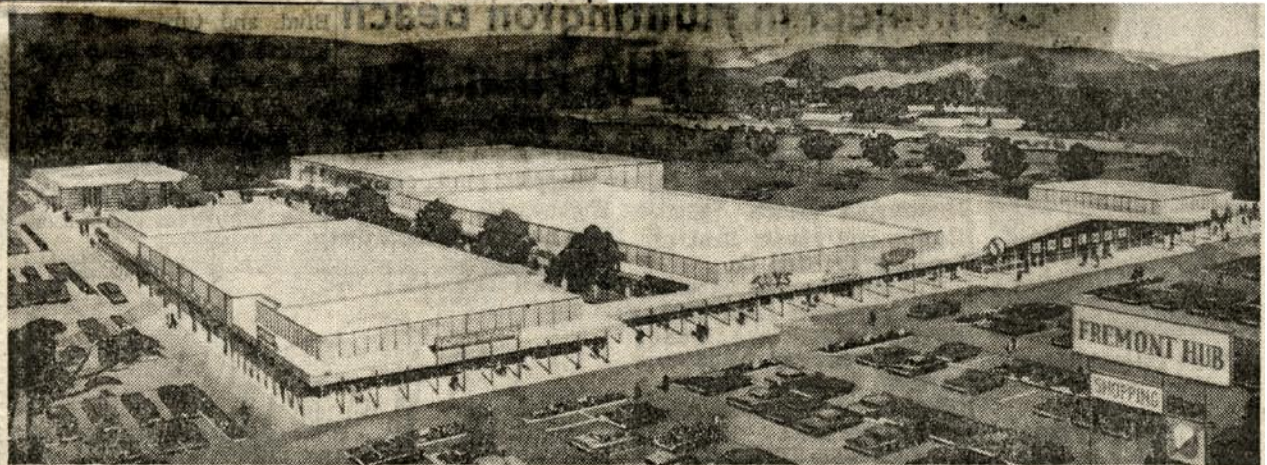


Los Angeles Times Real Estate

HOMES and INDUSTRY

SECTION J

SUNDAY, SEPTEMBER 10, 1961



WORK UNDER WAY—Sketch of \$10 million regional shopping center to be built in Fremont by

Southland combination headed by Hapsmith Co. of Beverly Hills, Contracting Engineers Co. and others.

\$10 Million Shop Unit to Be Built in Fremont

Extension of Southland building and development know-how, backed by Los Angeles capital, into the active Northern California market, is reflected in the start of construction on a new \$10 million regional shopping center in the planned 95-square-mile city of Fremont.

Launching the first phase of the project, following ground-breaking ceremonies last Wednesday, were the Hapsmith Co. of Beverly Hills and the Contracting Engineers Co. of Los Angeles.

Hap Smith, president of the development firm, said the Fremont Hub Shopping Center, under way at Fremont Blvd. and Lowry Ave. in the heart of the new planned community, is the third of 10 similar giant shopping facilities to be built in Northern California by the Southland combine, with Southern California financing.

Previous upstate projects of the Hapsmith Co. include

the Lawrence Shopping Center in Santa Clara and the Roseville Shopping District near Sacramento. The fourth will be a regional shopping district now being planned for Bakersfield.

Gunn-Miller Co. of San Jose, exclusive leasing agent, has closed deals with Safeway Stores, F. W. Woolworth Co., Long's Drug Stores, GalenKamp Shoes, Anita Dress Shop, Smith's Men's Store, Michael's Jewelers, International Shoe Stores, Bank of California, Household Finance, Texaco, General Petroleum and other local and national firms.

The first construction phase of the Fremont center, Smith said, will include nine modern-style buildings, with 165,000 sq. ft. of facilities, on a 25-acre site—eventually to be expanded to 350,000 sq. ft. on a 60-acre site.

Designed by AIA Architect Robert B. Liles, San Francisco, it will serve an estimated population of 70,000, which surveys indicate will spiral to 190,000 by 1980.