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Sliver Pizzeria strikes deal for downtown Fremont restaurant site

Sliver Pizzeria becomes a retail anchor in Fremont's Capitol Square complex



Lockehouse Retail Group

Capitol Square, a mixed-use development in downtown Fremont that includes residences, retail, and a Sliver Pizzeria site. An East Bay pizza restaurant has signed a lease to open a site in a mixed-use development in downtown Fremont, a deal that bolsters efforts to revitalize the city's urban core.

By **GEORGE AVALOS** | gavalos@bayareanewsgroup.com | Bay Area News Group

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FREMONT — An East Bay pizza restaurant has signed a lease to open a site in a mixed-use development in downtown Fremont, a deal that bolsters efforts to revitalize the city's urban core.

Sliver Pizzeria is taking space in Capitol Square, which is the ground floor retail and restaurant space for Locale @ State Street, a residential development in downtown Fremont. TMG Partners and Sares Regis Group of Northern California, two veteran real estate firms, have teamed up as project developers.

The pizza restaurant leased 3,500 square feet in the project, which is at 3610 Capitol Ave. in Fremont, a city that is attempting to create a downtown from scratch.

"Sliver has been carefully planning an expansion beyond Berkeley and Oakland for several years, and Fremont makes perfect sense for our brand," said Eduardo Perez, chief executive officer of Sliver Pizzeria.

Lockehouse Retail Group commercial real estate brokers Aaron Dan and Chris Homs are scouting for tenants in the development and arranged the pizzeria's lease.

RawASF, a plant-based vegan cafe, had previously leased 1,400 square feet on the ground floor, Lockehouse Retail said.

Sliver Pizzeria's curated food and beverages, along with the restaurant's focus on the local community should greatly bolster the retail center, according to TMG Partners and Sares Regis.

"The specific location of a restaurant is crucial to its success and we couldn't be more excited about downtown Fremont," Perez said. "In our search for a suitable location, we felt the intersection of Capitol Avenue and State Street will become the thriving heart of the downtown."

The new retail development is across the street from an under-construction community events center.

"Sliver will bring food, drinks, and eventually live music to the downtown," the city of Fremont said in a development blog post.

Berkeley-based Sliver specializes in a healthier alternative to conventional pizza, the company says. Sliver focuses on fresh produce as its primary source of ingredients. Sliver offers no meat products in its pizza.



The pizzeria's new location will offer an expanded daily pizza menu selection, an offering of specialty Mezcal margaritas, and at least a dozen beers on tap.

Fremont city officials are hoping Sliver Pizzeria will help make downtown Fremont a local destination, at least for the immediate Fremont, Newark, and Union City area.

"The prospect of enjoying a slice of fresh pizza, while enjoying live music immediately across from our soon-to-be-completed community events center will undoubtedly draw residents from around the Tri-City area," Fremont Mayor Lily Mei said.

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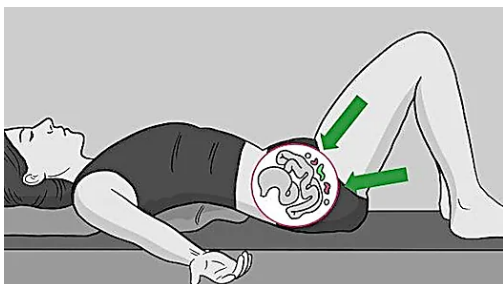


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