

Cisco Systems and A's Reach Naming Rights Deal

Written by The Staff

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While the name of the **Athletics** is up in the air (some possible names that have surfaced are "Fremont A's", "Silicon Valley A's", "San Jose A's", or one possibility... the "California A's",) pending a move to Fremont, when the new stadium is built, the name of it will not be in question.

Cisco Systems and the A's have reached a naming rights deal that will give the name of the new stadium in Fremont, **Cisco Field**. More details on the pending move and new facility have surfaced, as well. As [reported](#) by the San Jose Mercury News:

Keith Wolff has held a series of meetings in recent months with officials from Fremont and several transit providers -- including AC Transit, the Bay Area Rapid Transit District, the Capitol Corridor and the Altamont Commuter Express systems -- to begin planning for a transportation system to serve the ballpark. Officials involved in the discussions said they don't know exactly what Wolff intends for a location served by two exits from a congested freeway and with poor access to mass transit.

Unlike many modern ballparks built near downtowns, the planned Cisco Field couldn't rely on the use of parking spaces emptied by office workers for night and weekend games. The retailers and residents who would occupy what he calls a "ballpark village" would need parking spots at the same times as baseball fans. And using vacant land for parking would waste development opportunities.

The nearest BART station is five miles away, and even a station along a planned extension south to Warm Springs would still be two miles away by shuttle. A single-track rail line along the bay shore, west of the proposed stadium location, is served by the Capitol Corridor and ACE trains. But each of those systems provides infrequent service and must work around freight trains run by Union Pacific, which owns the tracks.

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Details are still fuzzy on how the \$400 million facility would be funded. **Lewis Wolff** has said previously that the A's would be willing to fund a large part of the ballpark if the City of Fremont agrees to convert Cisco's industrial-zoned land to housing uses for the purposes of a "Ballpark Villiage". The profits from the development of that land would be given to the city in exchange for Fremont investing in the ballpark, as well. As Wolff told the Mercury News editorial staff recently, the city would "reinvest the money in a ballpark, provided you guys build it, you guys take care of any overruns, and you guys run it with no obligation on our part for operational deficits."

"The city can continue to have the ownership, or the percentage they put into it," he said. "If they put in \$200 million and we put in 200, it's 50-50."