



Redwood City, CA

A Case Study:
in Downtown Revitalization &
Incentivizing Urban Redevelopment

- ▶ Authentic Places
- ▶ Effective Local Government
- ▶ Urban Revitalization







San Mateo County



- ▶ Between San Francisco and San Jose, California
- ▶ West Coast of San Francisco Bay
- ▶ Peninsula Configuration



Comparison (2010 Census)

Pinellas County

- ▶ 280 square miles
- ▶ Population 916,542
- ▶ Median Household Income: \$42,616
- ▶ Median Home Value: \$146,700
- ▶ 24 Municipalities

San Mateo County

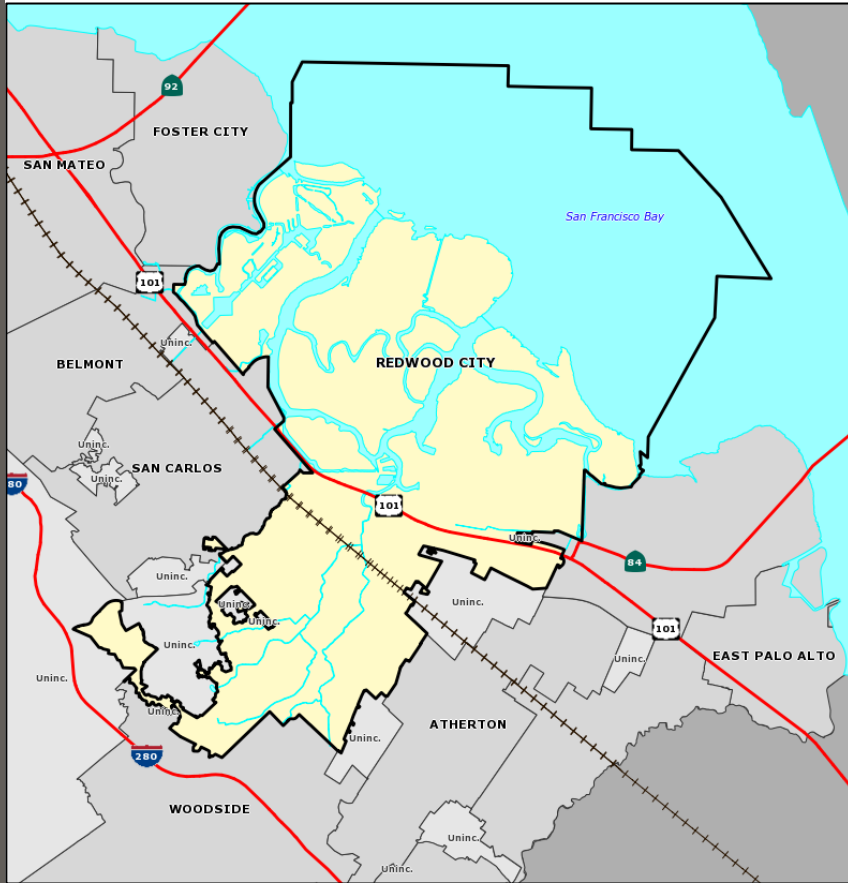
- ▶ 455 square miles
- ▶ Population 739,311
- ▶ Median Household Income: \$87,633
- ▶ Median Home Value: \$810,000
- ▶ 20 Municipalities







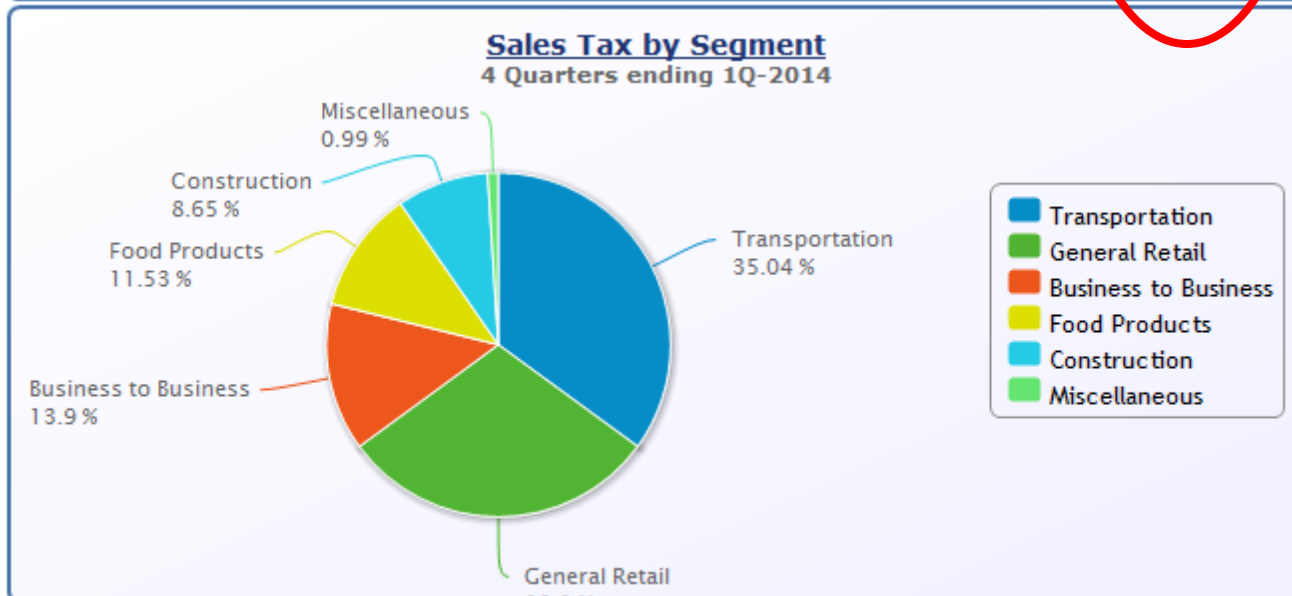
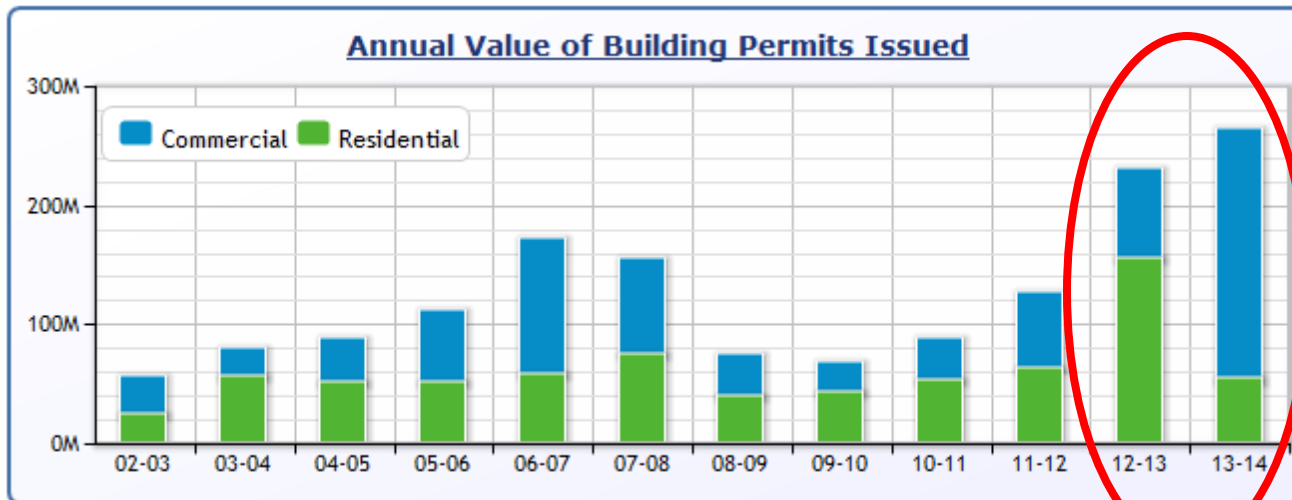
Demographics



- ▶ 19 sq. miles*
- ▶ Pop. 76,815
- ▶ Median Age 35.5
- ▶ Median Income \$77,561
- ▶ Median Home \$764,500
- ▶ Commuter Train Line
- ▶ Bulk Materials Port



Economic Dashboard



HISTORY



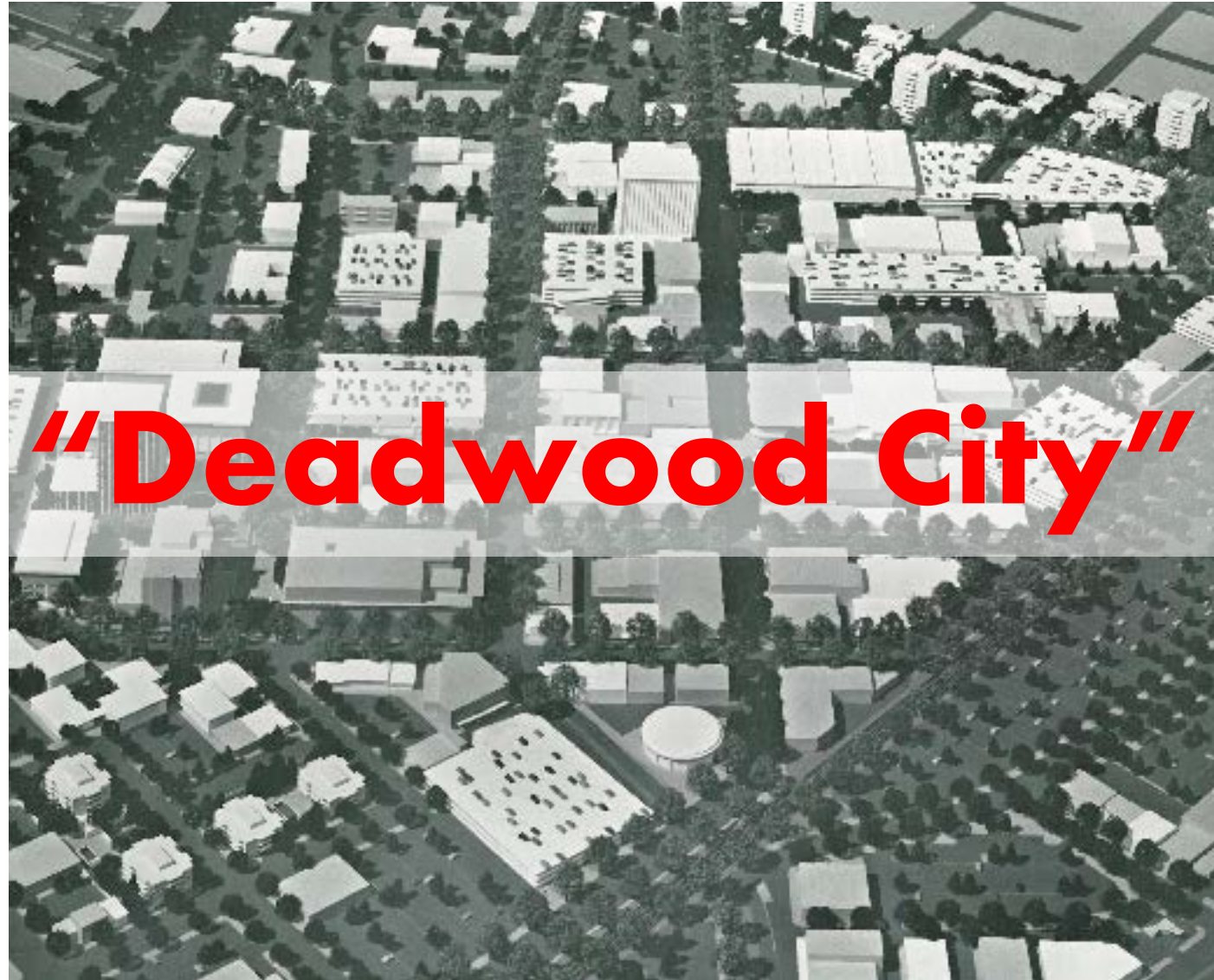
Downtown ~ 1800s



Downtown ~ Early to Mid 1900s



1964 Downtown Redevelopment Plan



LOOKING FORWARD





National - Trends

► Population Growth

- Increase by 106M by 2030

► Built Environment

- 50% of what is needed in 2050 does not exist today

► Energy Consumption

- US consumes 25% of global oil demand

► Transportation

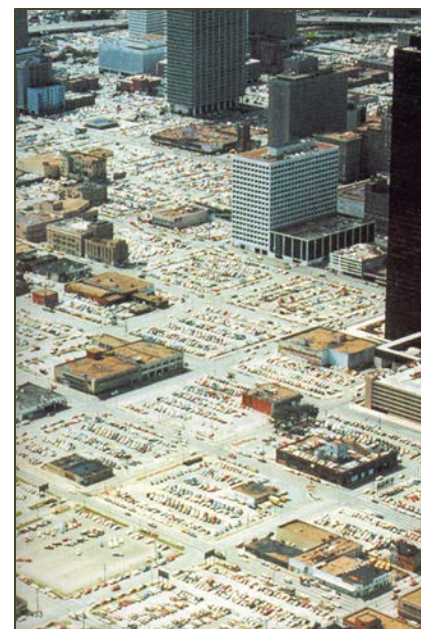
- VMT increased 5x faster than population growth



Countless Places without Identity



Pace without a sense of PLACE







Redwood City's Downtown Revitalization

DOWNTOWN PRECISE PLAN

ADOPTED ON JANUARY 24, 2011

AMENDED ON JULY 22, 2013



REDWOOD CITY, CALIFORNIA | COMMUNITY INTENT & GUIDING PRINCIPLES | DEVELOPMENT REGULATIONS | CITY ACTIONS |



Recommendations

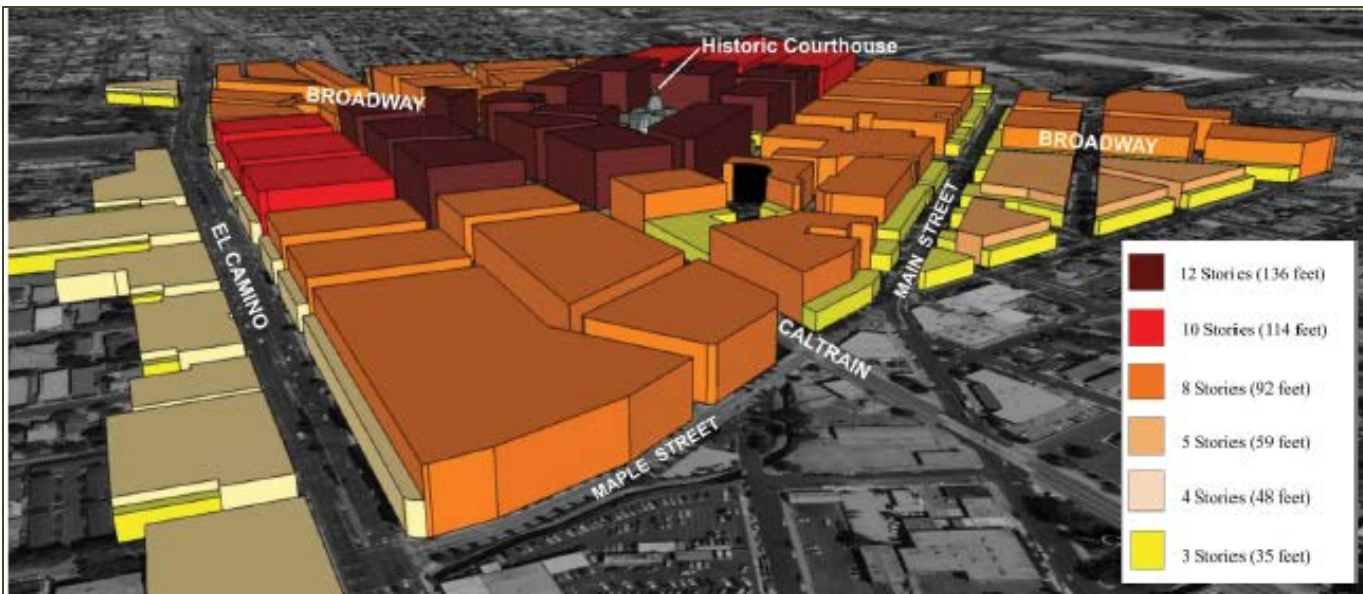
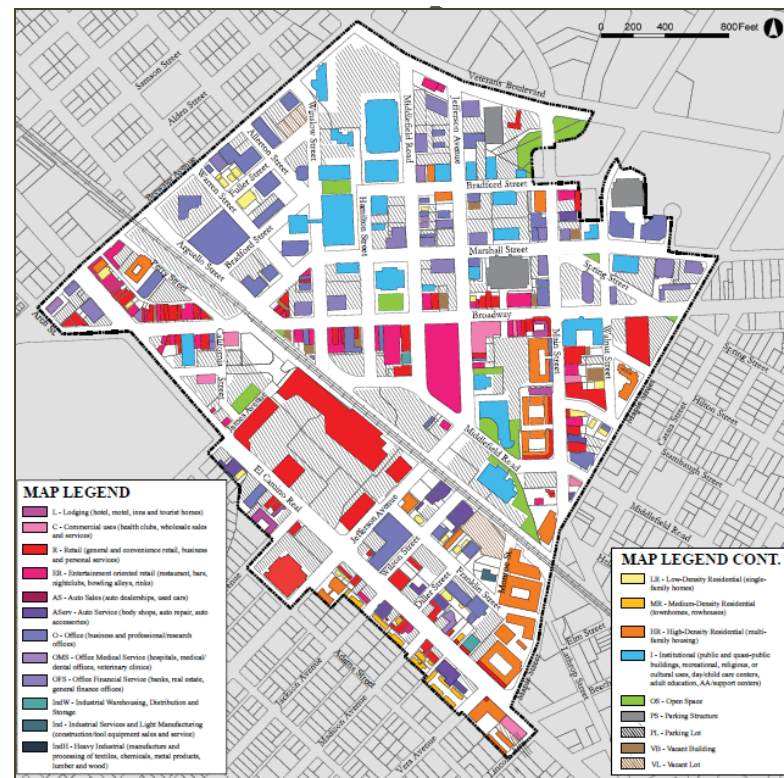
- ▶ Economics
- ▶ Infrastructure
- ▶ Community Involvement
- ▶ Vision / Branding
- ▶ Design
- ▶ Multimodal/Transit Ready

- ▶ Entitlement Process
- ▶ Regulatory
- ▶ Leverage Partnerships & Private Investment
- ▶ Parking Management
- ▶ Event Programming
- ▶ Public Relations



Economics

- ▶ Know the tipping points
- ▶ Understand Market Cycles
- ▶ Maintenance Levels



Economic Innovation & Leadership Symposium







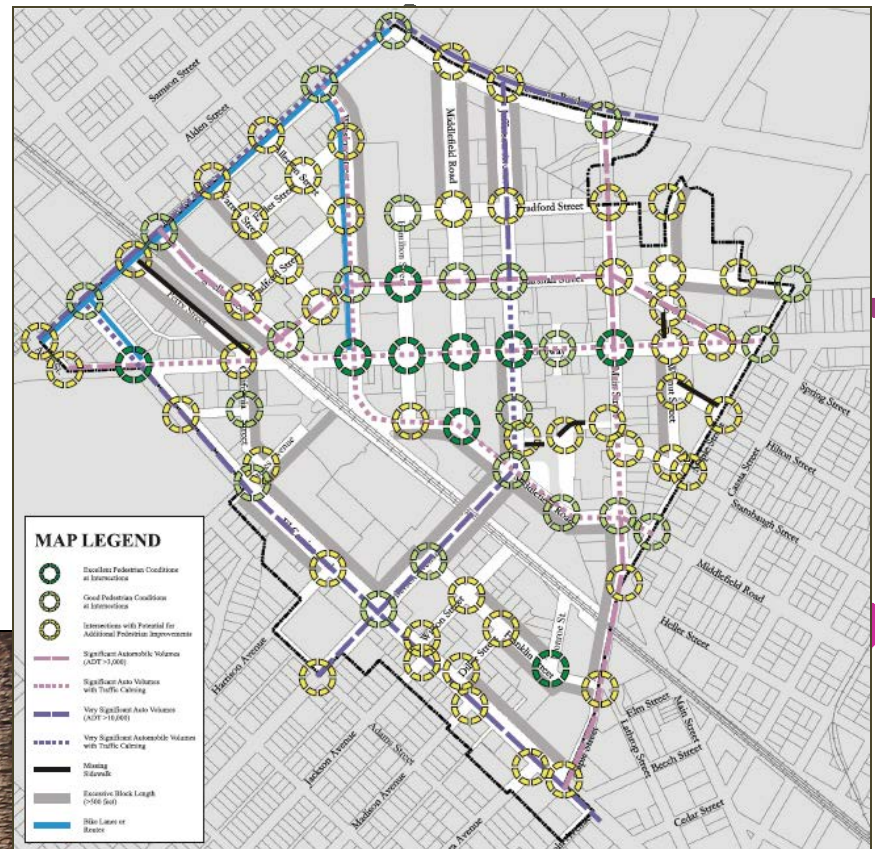
Disneyworld Effect

Economic Innovation &
Leadership Symposium



Infrastructure

- What exists
- What and when is it needed
- Design Standards









Multimodal / Transit Ready

- Know the Mode:
 - Train, Light-rail, Street Car
 - Bus, Trolley
 - Car, Car Sharing
 - Bike, Bike Sharing
 - Walk



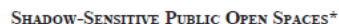


- 2014 | PINELLAS COUNTY

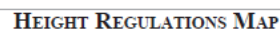


2014 | PINELLAS COUNTY

MAP LEGEND



- * Please note that not all Public Open Spaces are shown on this map. The only Public Open Spaces shown here are those which are considered shadow-sensitive. For a full discussion of Downtown public open spaces, see sections 2.5, 3.2.1, and Appendix 2.



A Special Corner Treatment is required to emphasize corners at specified major intersections. The Special Corner Treatment uses a distinctive building element to emphasize the corner of a building in special locations such as gateways and other places of significance to the district.

- a. Special Corner Treatments are required where indicated on the Height Regulations Map. Special Corner Treatments are prohibited at all other locations.
- b. Special Corner Treatments shall be permitted to exceed the permitted maximum height by no more than 20 feet.
- c. Special Corner Treatments shall have no horizontal dimension greater than 25 feet, and no less than 20 feet.
- d. On parcels partially regulated by a Stepdown Height Zone, the Special Corner Treatment shall be placed in the portion of the parcel with the taller maximum height limit.



SPECIAL CORNER TREATMENT - PLAN VIEW

Height Zones (Sec. 2.7.1)	12 Story Zone	10 Story Zone	8 Story Zone	5 Story Zone	4 Story Zone	3 Story Zone
Maximum Height (Sec. 2.7.2)						
Maximum	12 floors / 136 feet	10 floors / 114 feet	8 floors / 92 feet	5 floors / 59 feet	4 floors / 48 feet	3 floors / 35 feet
Relation to Single Family Homes	—	—	—	—	Required	Required
Special Corner Treatment	Required at ●	Required at ●	Required at ●	Required at ●	Required at ●	Required at ●
Accessory Buildings	1.5 floors / 14 feet	1.5 floors / 14 feet	1.5 floors / 14 feet	1.5 floors / 14 feet	1.5 floors / 14 feet	1.5 floors / 14 feet
Minimum Height (Sec. 2.7.3)						
Required Minimum Height	3 floors / 35 feet	3 floors / 35 feet	3 floors / 35 feet	3 floors / 35 feet	3 floors / 35 feet	3 floors / 35 feet
Maximum Corner Height	Tallest mass located at ■	Tallest mass located at ■	Tallest mass located at ■	Tallest mass located at ■	Tallest mass located at ■	Tallest mass located at ■
Building Disposition Types (Sec 2.7.4)						
Rearyard	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Courtyard	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Tower	Permitted	Permitted	Permitted	—	—	—
Specialized	Discretionary	Discretionary	Discretionary	Discretionary	—	—



2.4. PUBLIC FRONTAGE REGULATIONS

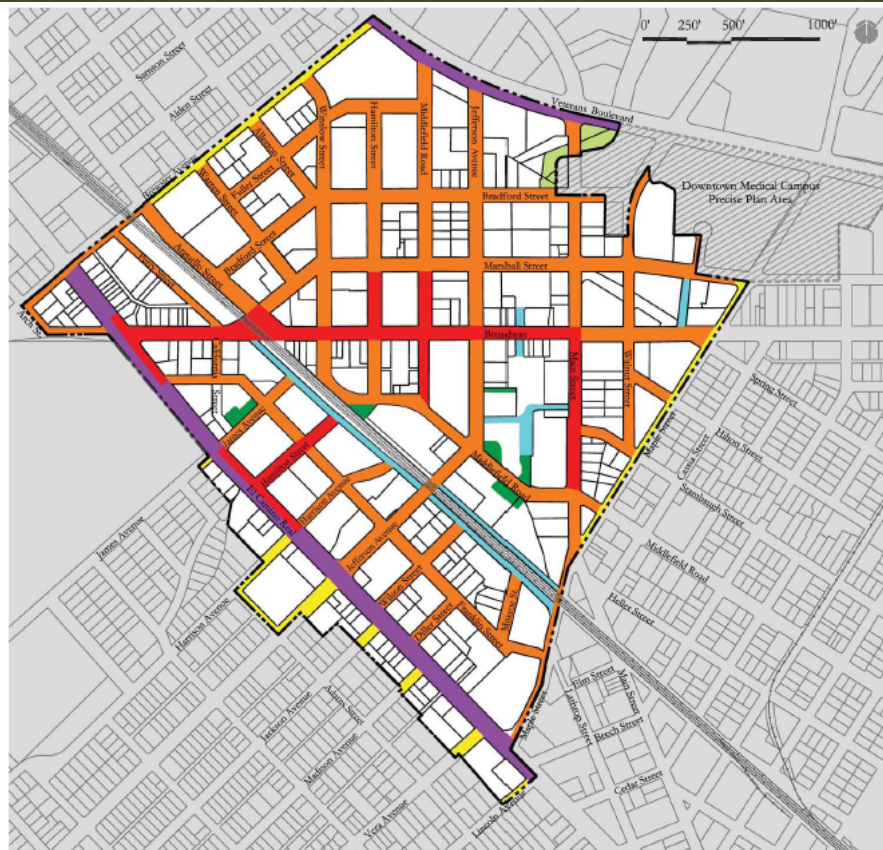
The Public Frontage is the area between the face of the curb and the back of the sidewalk. It includes the sidewalk, street trees, street lighting, and any landscaped planting strips that there may be. The Public Frontage is the crucial area where pedestrians circulate, and access property and buildings. It serves as the Downtown's primary source of public open spaces, where people often mingle, converse, play, and eat. The public frontage is both an important part of the transportation system and of the social fabric of Downtown.

Public Frontage is regulated by Corridor Type. A *Corridor* is made up of the public right-of-way of the street, which includes the *thoroughfare* and the pedestrian realm *Public Frontage*, as well as each property's *Private Frontage*, which is the portion of a parcel between a building's front façade and the public right-of-way.

MAP LEGEND

- Boulevard
- Downtown Core Street
- City Street
- Neighborhood Street
- Lane
- Redwood Creek
- Public Open Space*

* Please note that not all Public Open Spaces are shown on this map. The only Public Open Spaces shown here are those which are to be treated as "frontage" by adjacent development. For a full discussion of Downtown Public Open Spaces, see sections 1.2.5, 3.2.1, and Appendix 2.



PUBLIC FRONTAGE REGULATIONS MAP

BUILDING PLACEMENT AND LANDSCAPING REGULATIONS CHART

Corridor Types (Sec. 2.5.1)	Boulevard	Downtown Core Street	City Street	Neighborhood Street	Lane	Redwood Creek	Public Open Space
Building Placement (Sec. 2.5.2)							
Front Setback	0 ft / 10 ft	0 ft / 0 ft	0 ft / 10 ft	10 ft / 25 ft	0 ft / 10 ft	20 ft min.	10 ft min.
Side Setback	0 ft / 10 ft	0 ft / 0 ft	0 ft / 20 ft	5 ft / 20 ft	0 ft / 20 ft	0 ft / 20 ft	0 ft / 20 ft
Rear Setback	0 ft min.	0 ft min.	0 ft min.	Adj. to sing. fam. home: 30 ft min. Other: 0 ft min.	0 ft min.	0 ft min.	0 ft min.
Frontage Coverage	75% min.	100% min.	90% min.	75% min.	90% min.	N/A	N/A
Build-to-Corner	Required	Required	Required	Not Required	Required	Not Required	Required
Edge Treatments (Sec. 2.5.2)							
Fenced Edge	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Terraced Edge	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Flush Edge	—	—	—	Permitted	—	Permitted	—

Downtown Core Street

Downtown Core Streets provide comfortable, convenient, and safe within the retail and entertainment heart of Downtown Redwood.

standards

Public Frontage elements shall be arranged as shown in the illustration below.

Sidewalks shall be a minimum of 12 feet wide.

Street trees shall be provided in the Public Frontage as follows, with the exception of the new Downtown Core Street with Linear Green required in Section 2.3, in which case all trees are provided within the Thoroughfare area:

- Street tree species shall be as shown on the Public Frontage Regulations Chart.
- Trees shall not be spaced more than 40 feet apart, and may not be spaced less than 20 feet apart. When possible, trees should be located away from Storefront entrances, and aligned with side property lines or Building Base Length Articulation elements.
- Trees should be located no more than three feet from the face of the curb, and should be aligned with other trees on the block.



DOWNTOWN CORE STREET



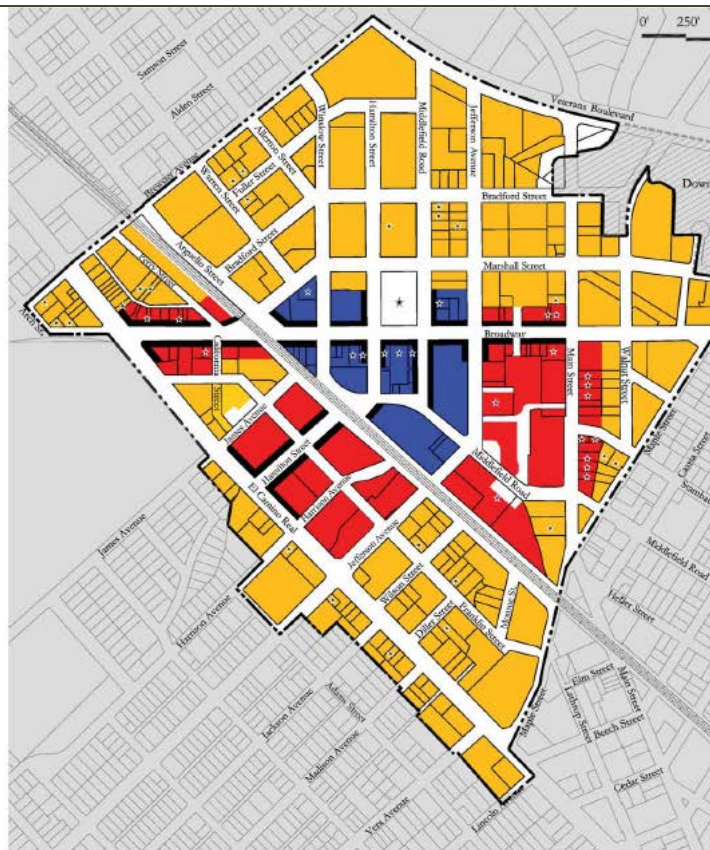
2.2. USE REGULATIONS

This section of the Downtown Precise Plan shall regulate land use in order to minimize conflicts between uses while maximizing economic and social vitality in the area.

While the entire Downtown is intended to be a lively, mixed-use area, permitted uses do vary slightly within the DTPP Area, by location. To regulate these variations, the Downtown Precise Plan Area has been broken into "Use Zones" as shown on the Use Regulations Map. Uses have been organized into "Use Groups," and use groups are permitted or not permitted by Use Zone as shown on the Use Regulations Chart.

MAP LEGEND

- Entertainment District
- Downtown Core
- Downtown General
- Active Ground Floor Uses Required (See Chart)
- Historic Resources



USE REGULATIONS MAP

USE REGULATIONS CHART

Use Zones (Sec. 2.2.1)	Entertainment District		Downtown Core		Downtown General
	Typical	Along	Typical	Along	
Permitted Use Groups (Sec. 2.2.3)					
Entertainment	Conditional	Conditional	—	—	—
Anchor Retail	Permitted	Permitted	Permitted	Permitted	—
General Retail	Permitted - G	Permitted - G	Permitted - G	Permitted - G	—
Neighborhood Retail	Permitted - G	Permitted - G	Permitted - G	Permitted - G	Permitted - G
Corner Store Retail	Permitted - G	Permitted - G	Permitted - G	Permitted - G	Permitted - G
Personal & Business Services	Permitted	Permitted	Permitted	Permitted	Permitted
Health and Recreation	Permitted	Permitted - U	Permitted	Permitted - U	Permitted
Banks and Financial Institutions	Permitted	—	Permitted	Permitted	Permitted
Office	Permitted	Permitted - U	Permitted	Permitted - U	Permitted
Workshop	—	—	—	—	Permitted
General Residential	Permitted	Permitted - U	Permitted	Permitted - U	Permitted
Specialized Residential	—	—	—	—	Permitted - G
Lodging	Permitted	Permitted - U	Permitted	Permitted - U	Permitted
Live-Work	Permitted	—	Permitted	Permitted - U	Permitted
Civic	Conditional	—	Permitted	Permitted - U	Permitted
Public Open Spaces	Conditional	—	Conditional	—	Conditional
Bar	Conditional	Conditional	Conditional	Conditional	—
Restricted Uses	—	—	Conditional	—	Conditional

2.2.4. MAXIMUM ESTABLISHMENT LENGTH

In order to foster the most dynamic, interesting, and vibrant pedestrian activity possible, it is important to ensure that large stretches of sidewalks are not dominated by one ground floor use. When one establishment dominates too large of an area, coming and going activity is focused on a narrow geographic area, leaving the remainder dull and underused. Furthermore, each business tends to have its own unique pattern of busy hours and slow hours—therefore a fine-grained mix of ground floor establishments can help to avoid significant lulls in activity for a given area during significant parts of the day or week.

1. Standards

- a. There are no Maximum Establishment Length standards.

2. Guidelines

- a. No individual ground floor establishment should occupy a greater length of frontage than indicated for its Use Group on the Use Regulations Chart. For corner establishments, each street frontage shall be measured separately, and the establishment may occupy up to the maximum length of frontage on each street.
- b. Large ground floor establishments should be wrapped with smaller "liner shops." Liner shops should be at least 20 feet deep to ensure financial viability.



LINER SHOPS



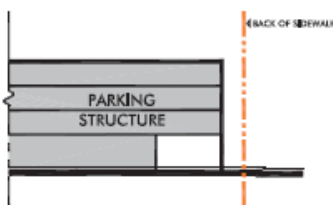
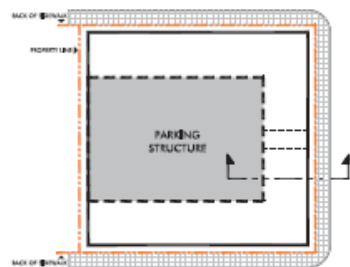
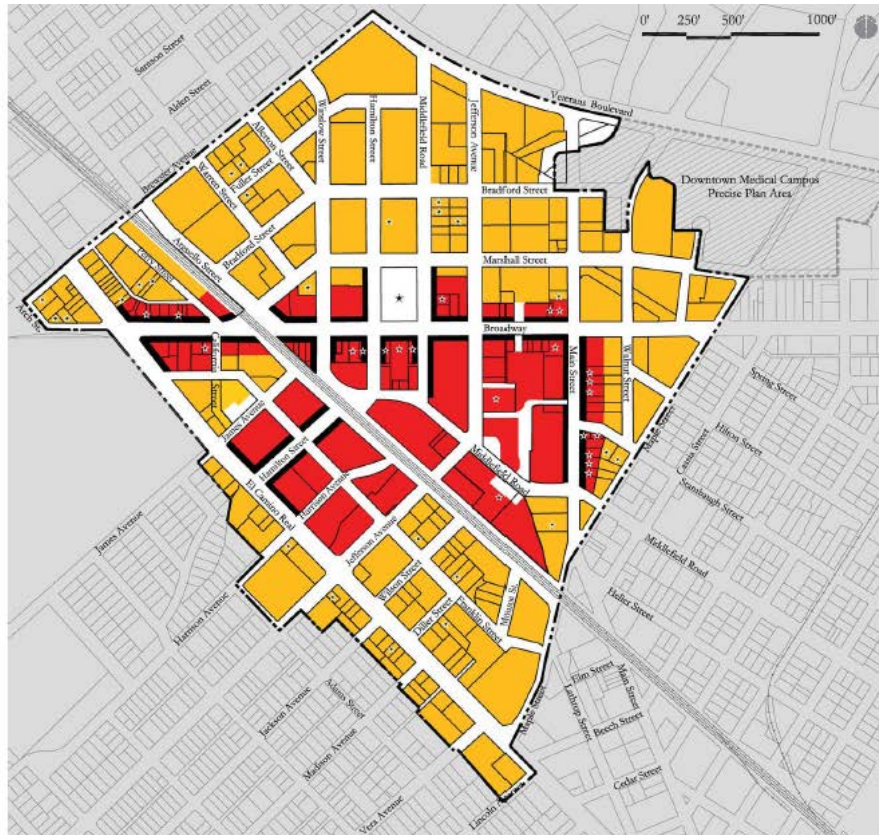
2.6. PARKING REGULATIONS

This section contains development standards and design guidelines regulating the creation of new parking facilities. Regulations for the provision of an adequate, but not excessive amount of new parking are included, as are substantial regulations for the form and location of new facilities. Parking facilities tend to detrimentally distort the form of buildings and public spaces, and many of the regulations in this section have been created to ensure that the urban character of Downtown Redwood City isn't plagued by these problems as new parking areas are created.

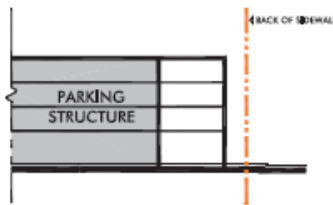
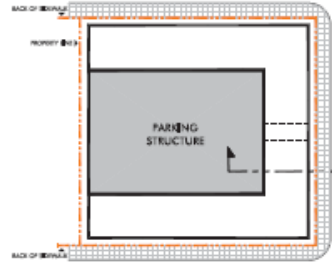
As Downtown continues to develop, these regulations will ensure that parking is convenient and accessible, accommodates all needs, and does not harm Downtown's pedestrian-oriented character.

MAP LEGEND

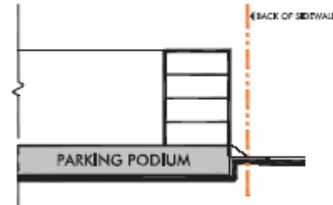
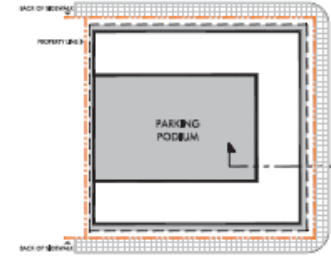
- Parking Zone 1
- Parking Zone 2
- Special Parking Requirement (See Chart)
- Historic Resources



WRAPPED BASE PARKING STRUCTURE



WRAPPED PARKING STRUCTURE



PARTIALLY SUBMERGED PARKING PODIUM



Housing



- ▶ 201 Marshall
 - 116 units (165 du/ac)
- ▶ 145 Monroe
 - 305 units (134 du/ac)
- ▶ 601 Main
 - 196 units (170 du/ac)
- ▶ 735 Brewster
 - 18 units (34 du/ac)
- ▶ 525 Middlefield
 - 471 units (193 du/ac)
- ▶ 490 Winslow
 - 133 units (147 du/ac)



Employment



* Campus Gateway
* Neighborhood Gateway
* Potential Mid-Block Pedestrian Crossing
* Intersection and Pedestrian Improvements
* Landmark Focal Design Feature

*The open space is depicted at the south end of Block A, adjacent to Bay Road. However, it could be located at the north end, adjacent to Broadway. See Section T.V.Q.

Urban Design Concept

- ▶ Crossing 900
 - 300,000 SF
 - 1,000 parking spaces

- ▶ Kaiser Permanente
 - 280,000 SF
 - 149 beds

- ▶ Stanford in Redwood City
 - 1.5 Million SF



Leveraging Partnerships & Private Investment

- ▶ Public/Private Partnerships
- ▶ Agency Relationships
- ▶ Privately Owned Public Open Space







Parking Management

- ▶ Market
- ▶ Payment
- ▶ Special
- ▶ Signage
- ▶ Technology

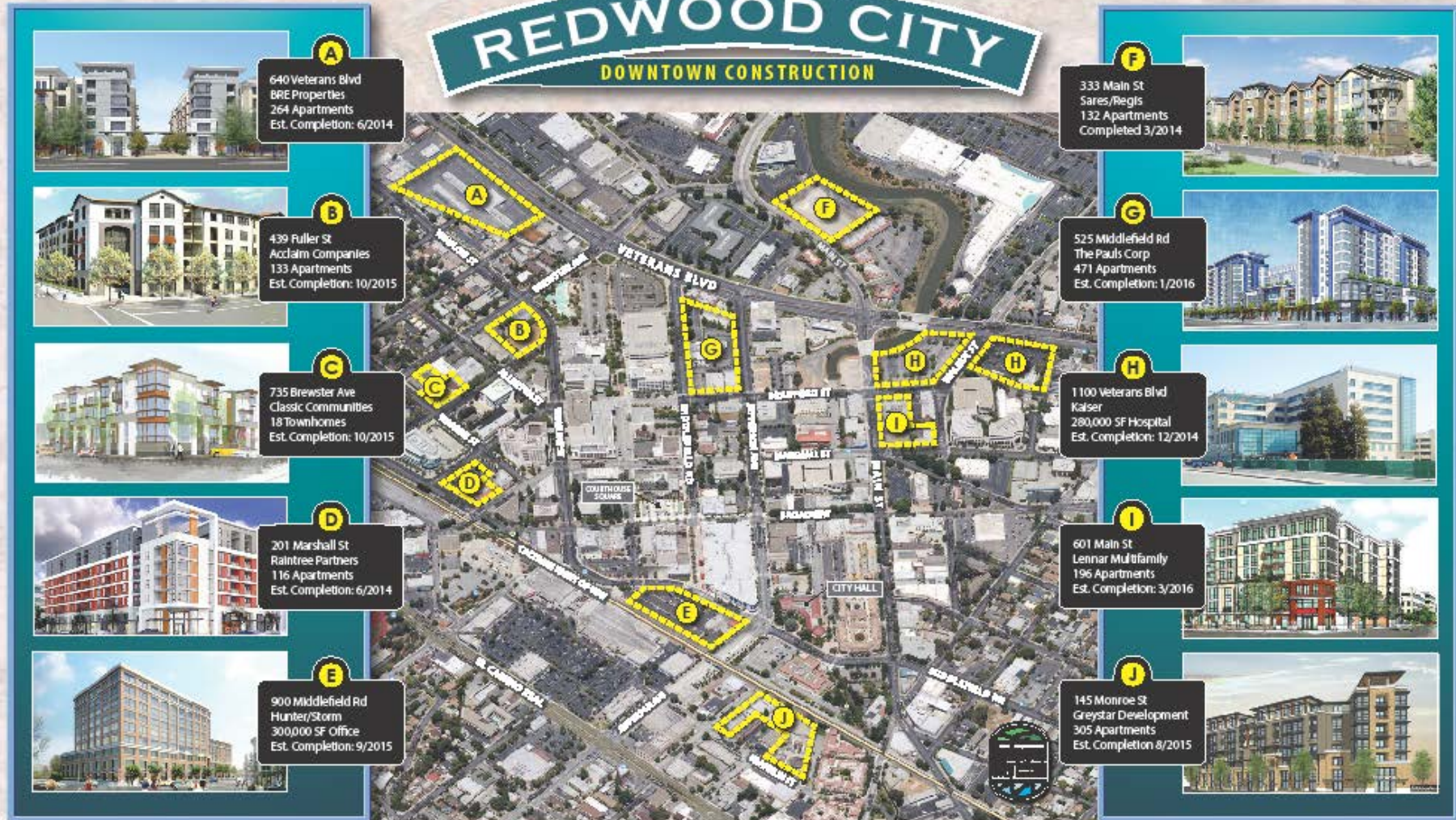


Innovation & Symposium





Plan for Success!



Revised March 2014



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MARCH 30, 2012
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SMALL BUSINESS

Comcast team

Pair of local startups to woo cable giant's customers with new security and energy products.

Page 16



Stanford heads Major campus planned

BY MARY ANN AZEVEDO

REDWOOD CITY - Stanford University is moving its Redwood City campus.

The school is negotiating with officials of Redwood City, and the jobs and economic impact of the project are a topic of discussion.

READ MORE

To learn more about the real estate scene in Redwood City, go to page 6.

The project would result in a 100,000-square-foot campus in Redwood City, and the jobs and economic impact of the project are a topic of discussion.

According to Steve Elliott, managing director of Stanford University, the school is negotiating with officials of Redwood City, and the jobs and economic impact of the project are a topic of discussion.

The project is a result of space constraints. This led to the 2008 purchase of the property adjacent to Stanford's outpatient clinics off of Highway 101.

See STANFORD, p. 6

Redwood City Real Estate

6 THE BUSINESS JOURNAL

sanjose.bizjournals.com

MARCH 30, 2012

Peninsula's hot spot moves north

Business-friendly strategies create big competition for Redwood City real estate

BY MARY ANN AZEVEDO

REDWOOD CITY - Sleepy little Redwood City is perking up. The 75,000-person community, located on the peninsula about 27 miles south of San Francisco, has become a hot spot for developers and companies, thanks to city



Redwood City Real Estate

THE BUSINESS JOURNAL 7

MARCH 30, 2012

sanjose.bizjournals.com

City's one-stop-shop goal brings region-wide interest to downtown

BY MARY ANN AZEVEDO

REDWOOD CITY - Redwood City's downtown precise plan was implemented in January 2011 and has attracted a flurry of interest from developers because the requirements are clearly delineated.

City officials describe the initiative as the second wave of a downtown renovation that began in the late 1990s. Early efforts included the restoration of city hall and the construction of a 20-screen movie theater.

According to Dan Zack, downtown development coordinator, the city took three major steps to attract developers and as a result created a friendly environment for developers and builders alike.

First, the plan makes it much clearer what the city will approve. Prior to this change, design approvals were part of an architectural committee review and the decisions were subjective.

"We wanted good looking buildings, but it wasn't entirely apparent to developers," he said. "Now it's all laid out in a plan so a developer can follow guidelines and get through in a quick manner."

The city also conducted a program-level environmental impact review for all of downtown so that each individual developer is relieved of having to do a full-blown EIR.

"By taking on the burden ourselves, it saves them a lot of time and money," Zack said. "We expect a certain amount of development over time and can mitigate the impacts upfront."

The city also amended some regulations that

will make it friendlier to dense, walkable downtown-style buildings.

For example, Bill Ekern, the city's community development director, said the city's new overall economic development strategy is also aimed at making things easier on businesses wanting to grow.

"In downtown, there's other ways to get here," he said.

Meanwhile, Bill Ekern, the city's community development director, said the city's new overall economic development strategy is also aimed at making things easier on businesses wanting to grow.

"We've consolidated engineering, building, planning and code enforcement all under community development direction," he said. "Our goal was to create a one-stop shop."

It's been effective so far. "When Dreamworks was moving and wanted an expansion, we were able to put together a team and within a couple of weeks had permits out the door," Ekern said.

A lot of investors are looking for ways to capitalize on downtown's amenity base and the Caltrain station by taking advantage of the precise plan," he said.


MARY ANN AZEVEDO can be reached at 408.292.1810 or at mazevedo@bizjournals.com.



NEW LIFE: The historic Fox Theatre, which reopened on Broadway Street in 2010, was downtown's first major renovation. The new development plan is intended to bring more activity to the area.

empowering women
eliminating racism
ywca Silicon Valley

Don't get left behind.

A decorative arc of dots in the top right corner, starting with grey dots and transitioning to purple dots, ending in a purple arrowhead pointing downwards.

“The Secret of Change is to
Focus All of Your Energy,
Not on Fighting the Old,
But on Building The New.”

~ *Socrates*





Blake Lyon

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Recommendations

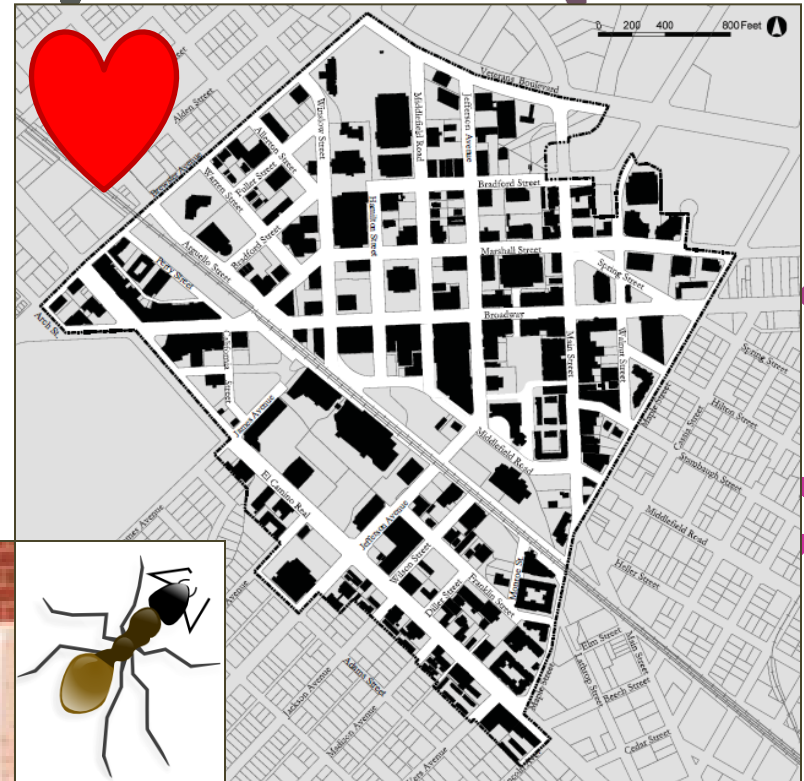
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- ▶ Entitlement Process
- ▶ Regulatory
- ▶ Leverage Partnerships & Private Investment
- ▶ Parking Management
- ▶ Event Programming
- ▶ Public Relations



Public Involvement

- ▶ Engage the public
- ▶ Stakeholder Analysis
- ▶ Community Buy In



Crossing 900



Vision / Branding

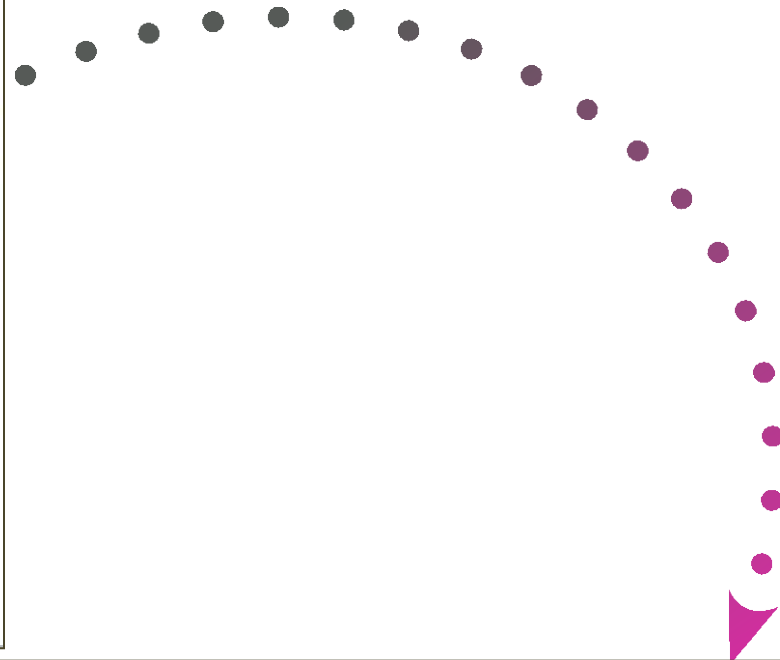
- ▶ How do you define success?
- ▶ Know what your strengths are (buildings, places, activities, etc.)



Economic Innovation & Leadership Symposium



URBANISM



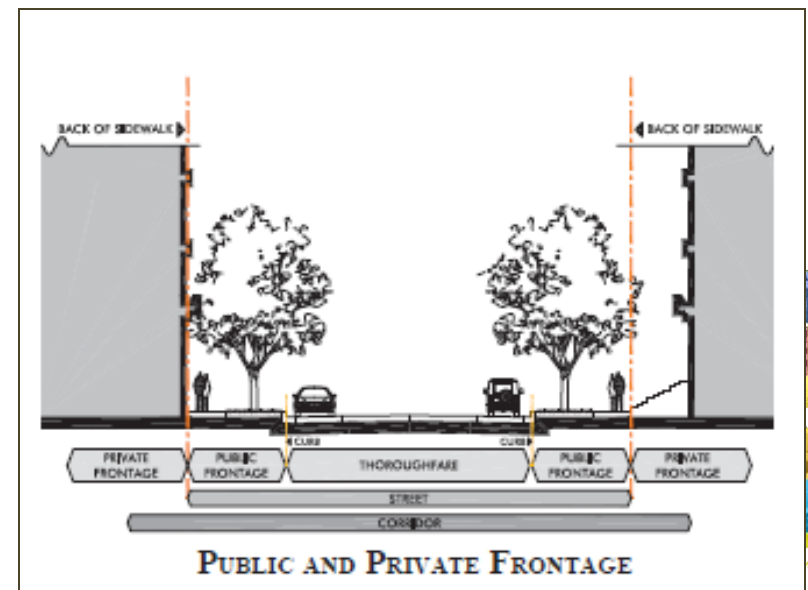
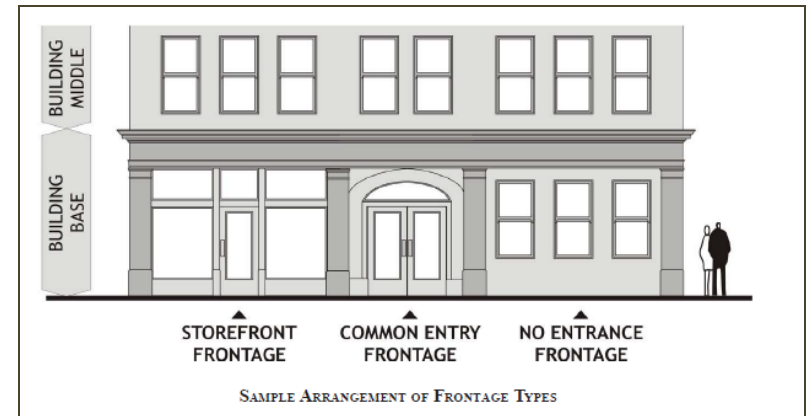
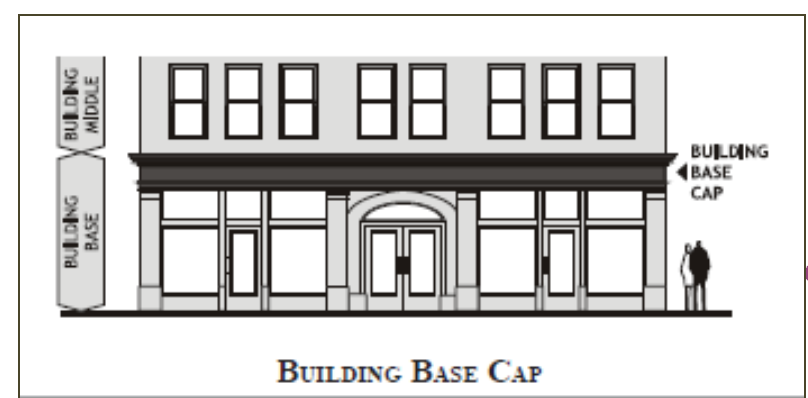
HIGH DENSITY SUBURBIA

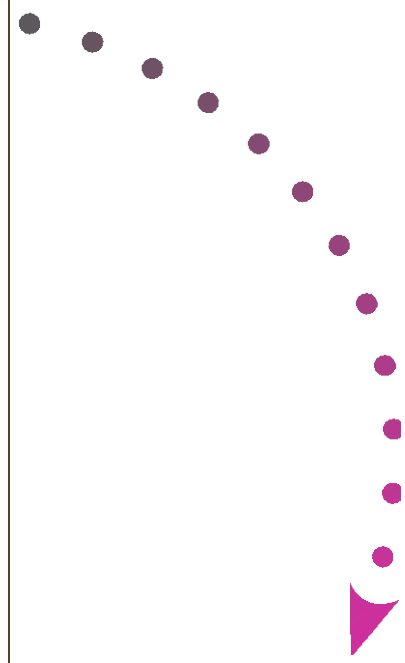




Design

- Focus on the human scale
- Placemaking
- Safe, Comfortable, Inviting









Regulatory

- Programmatic approach
- Know the hurdles

CEQA



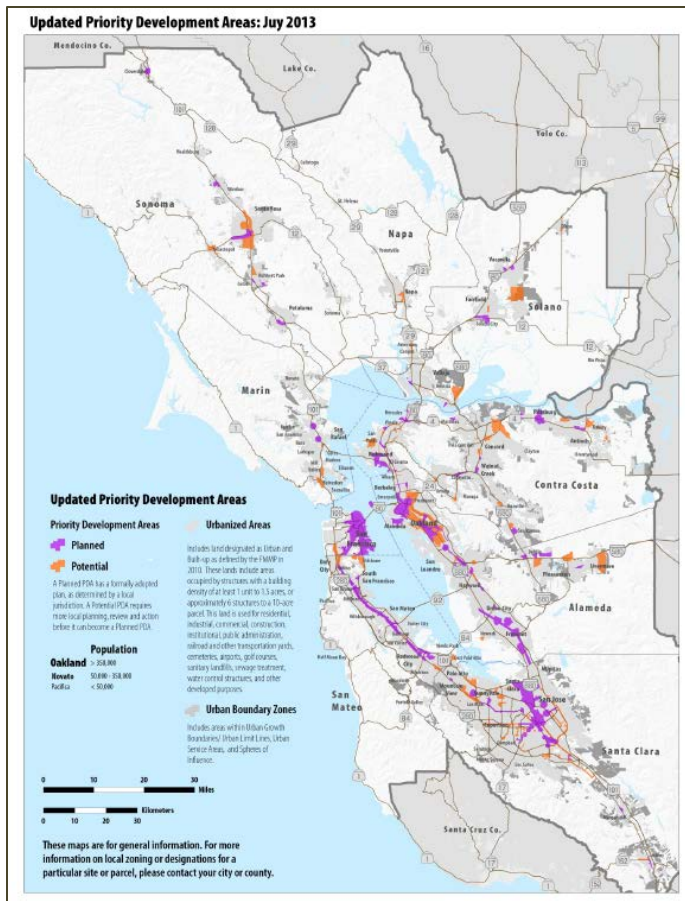
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59

Economic Innovation &
Leadership Symposium



Event Programming

- ▶ Community Living Room
- ▶ Corporate Events
- ▶ Festivals



Public Relations

- ▶ Ambassadors
- ▶ Volunteering Community Police











OVER 15 MILLION SOLD

THE 7 HABITS OF HIGHLY EFFECTIVE GOVERNMENT

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in Personal Change

With a New
Foreword and
Afterword
by the Author

"A wonderful book that could change your life."
—Tom Peters, bestselling author of *In Search of Excellence*

Stephen R. Covey



Economic Innovation &
Leadership Symposium

The Seven Habits of Highly Effective Governments

Habit 1 – Be Proactive

Habit 2 – Begin with the End in Mind

Habit 3 – Put First Things First

Habit 4 – Think Win-Win

Habit 5 – Seek First to Understand, Then to Be Understood

Habit 6 – Synergize (the habit of creative cooperation)

Habit 7 – Sharpen the Saw (preserving and enhancing the greatest asset you have)

