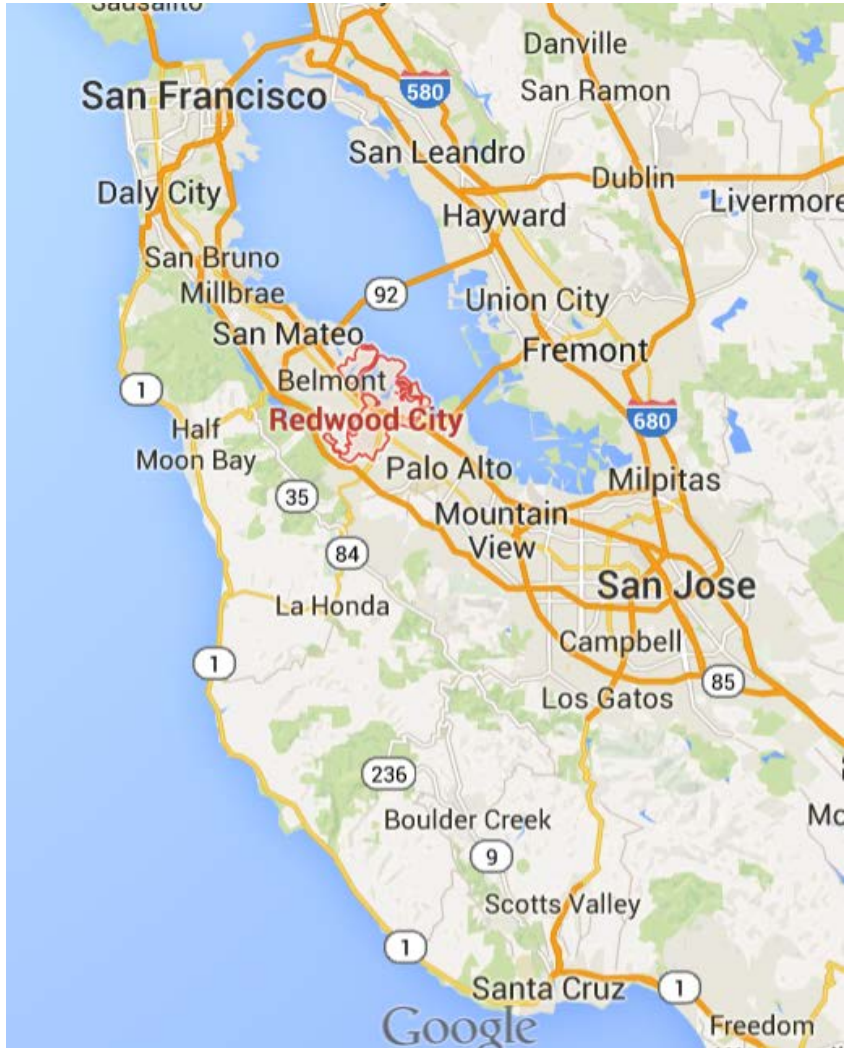


The Redwood City Downtown Precise Plan. 20 Years in the Making



Redwood City Basics

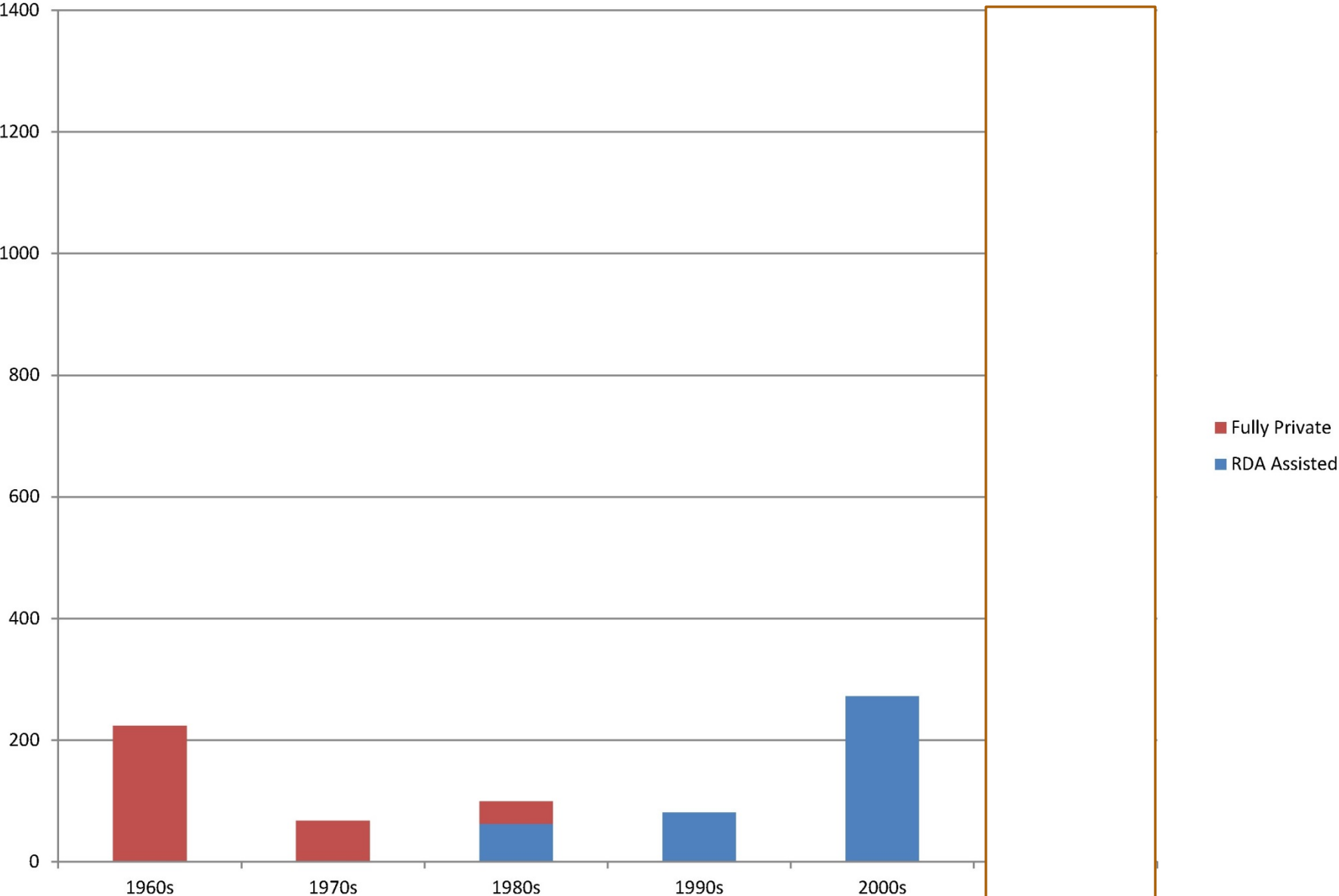


- SF/SJ Midpoint
- San Mateo County Seat
- Population: Approximately 85K
- “Climate Best By Government Test”
- AKA “Deadwood City” for decades
- Celebrating 150 years in 2017

In the 1990s “Deadwood City” had serious downtown problems, people were not:

- **“Finding Themselves” in Downtown Redwood City**
- **Living in Downtown Redwood City**
- **Shopping/Eating in Downtown Redwood City**

Downtown Redwood City Housing Production



Step 1: Consensus that change was necessary (1998)

Change appears to have happened quickly, but has deep roots



Step 2: Community driven process (1998-2010)

A substantial number of people should live downtown

Redwood City should become the cultural and entertainment hub of the Peninsula

New development should respect the historical buildings downtown

Step 3: Public Investment



Courthouse Square



Theatre Way



Fox Theatre



Step 4: Structure for Private Investment

DOWNTOWN PRECISE PLAN

ADOPTED ON JANUARY 24, 2011

AMENDED ON JULY 22, 2013



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

Step 4A: Legally proven CEQA document

Building Caps in EIR

2,500 Residential
Units

500,000 sq. ft.
Office Space

200 Hotel Rooms

100,000 sq. ft.
Retail Space

Key Standard: Building Height

2.7. BUILDING HEIGHT AND DISPOSITION REGULATIONS

This section contains several regulations of the heights of buildings. The DTPP regulates height to ensure that adequate density and intensity can be achieved in order to support the urban vitality desired for Downtown, while also ensuring compatibility with historic resources and adjacent low-rise residential neighborhoods and minimizing shadow impacts. This Section will also ensure that buildings allow for adequate courtyards and other spaces to enhance livability by providing access to natural light and air.

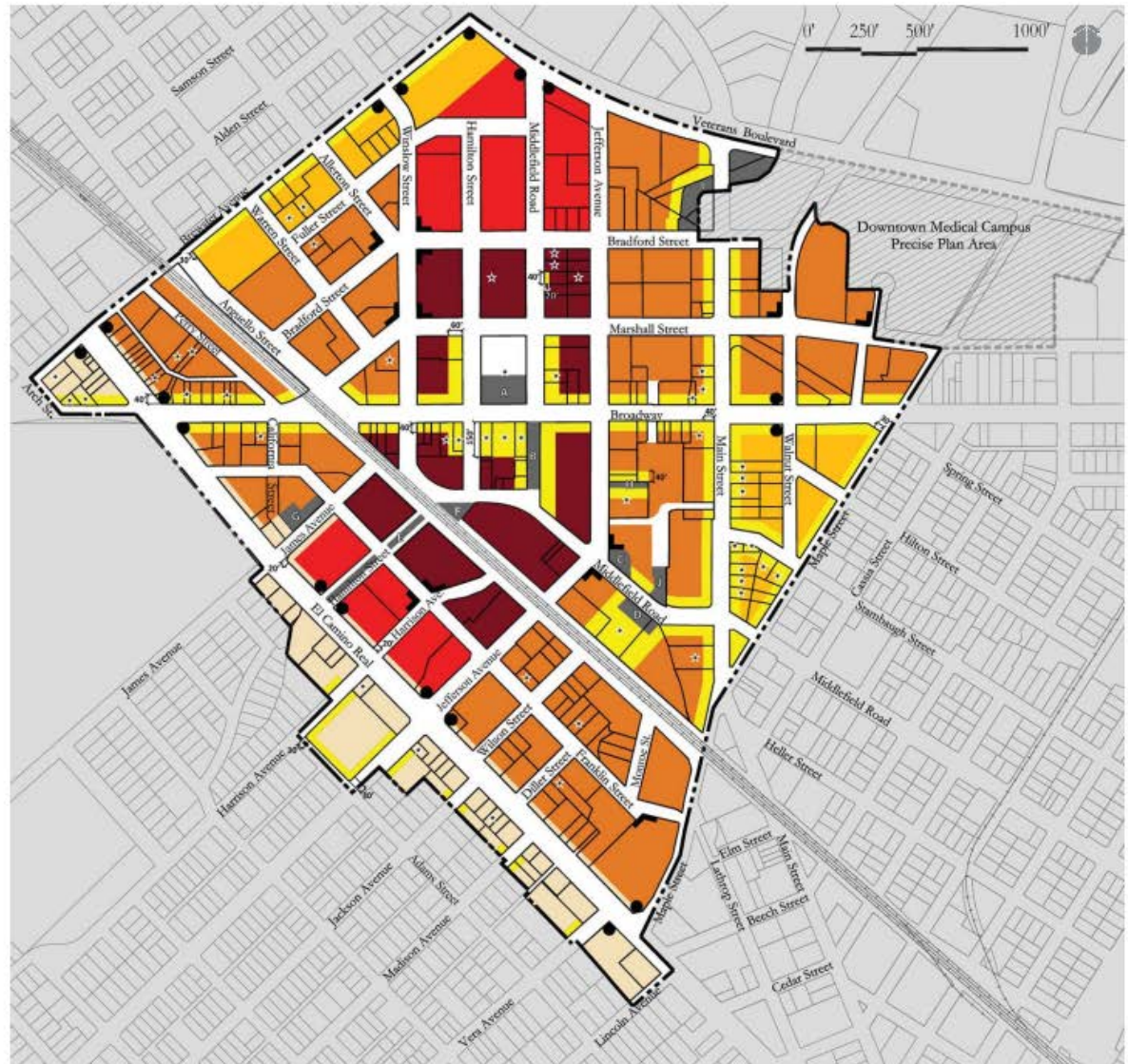
MAP LEGEND

- 12 Story Zone
- 10 Story Zone
- 8 Story Zone
- 5 Story Zone
- 4 Story Zone
- 3 Story Zone
- Shadow Sensitive Public Open Space (See Sec. 2.7.5)
- Maximum Corner Height Required (See Sec 2.7.3)
- Special Corner Treatment Required (See Sec. 2.7.2)
- ★ Historic Resources (See Sec. 2.1.3)

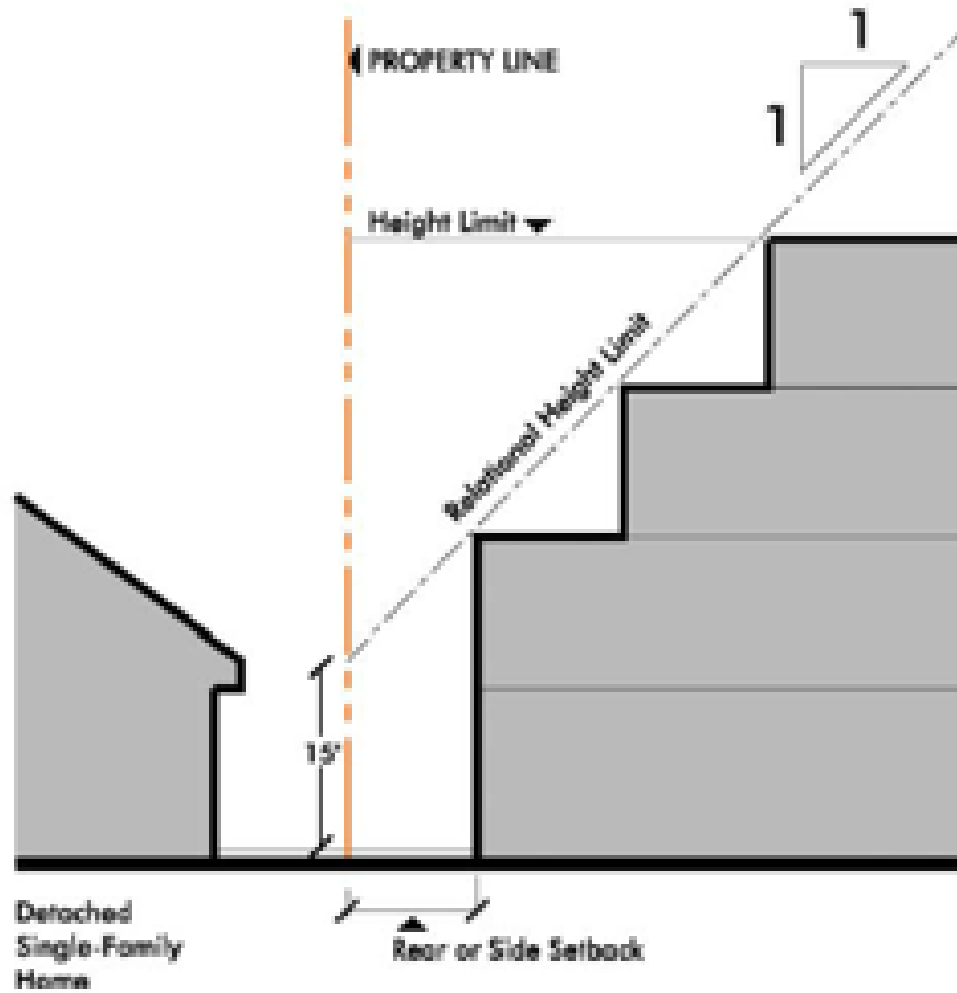
SHADOW-SENSITIVE PUBLIC OPEN SPACES*

- | | |
|----------------------|----------------------|
| A. Courthouse Square | F. Depot Plaza |
| B. Theatre Way | G. Little River Park |
| C. City Hall Park | H. Post Office Paseo |
| D. Library Plaza | I. Redwood Creek |
| E. Hamilton Green | J. City Center Plaza |

* 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 i.2.5, 3.2.1, and Appendix 2.

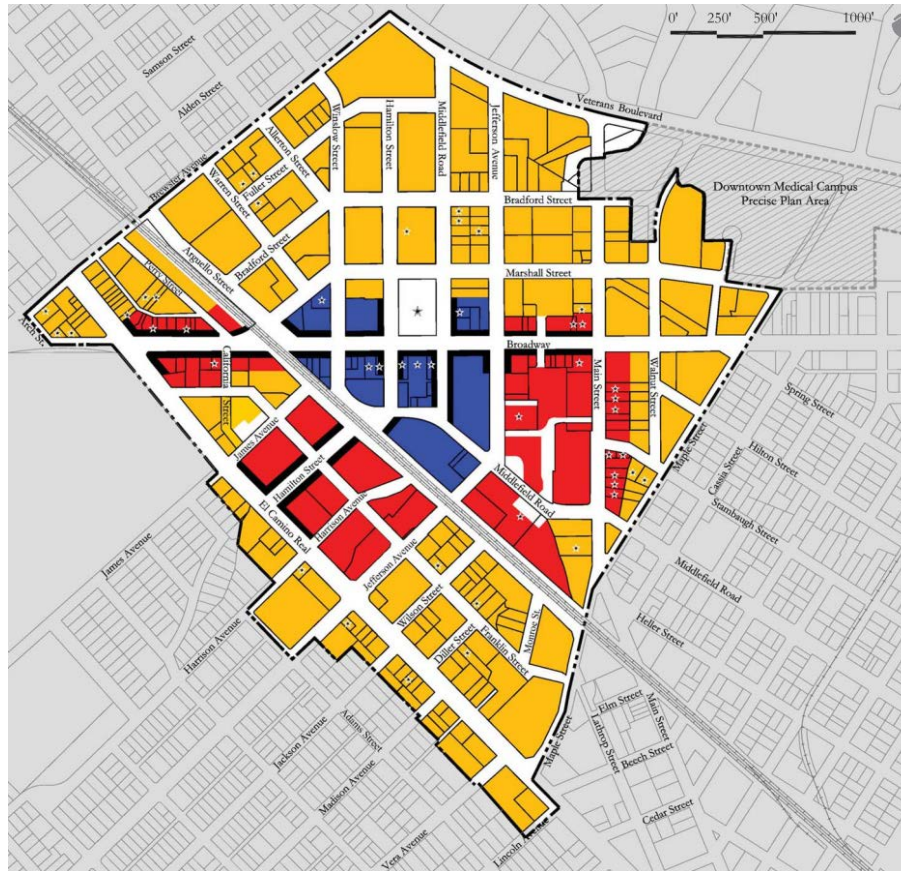





HEIGHT REGULATIONS MAP



RELATION TO SINGLE FAMILY HOMES

Key Standard: Use Regulations



		Residential	Office	Hotel	Minor Retail	Major Retail	Entertainment
	Entertainment District	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Downtown Core	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Downtown General	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Key Standard: Design Standards

F) Contemporary

For the purposes of this Plan, the Contemporary Character Type is inspired by architectural characters from the mid-20th Century to today, such as Modernism and Post-Modernism. The Contemporary Character Type does not mean “anything goes.” It has as thorough a set of guidelines as the other Character Types, and must still conform to the Façade Composition regulations in Section 2.8. The Contemporary Architectural Character Type is unique not because it has lower standards, but because its guidelines draw upon contemporary building materials, modern construction methods, and simple geometric forms to create a visual identity that is strongly distinct from the historically-inspired Character Types.

1. Standards

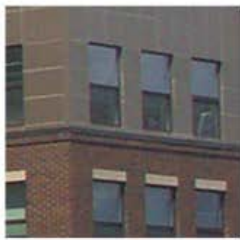
- a. The Contemporary Character Type shall be permitted as shown on the Architectural Character Chart.

2. Guidelines

- a. Flat roofs may be used, or shaped roofs may be treated as geometric forms or volumes that may “stand out.” Examples include barrel vaults, angled planes, curved planes, and extended overhangs. Mansard roofs may also be used.

- b. Roofing may be tile, slate, wood shakes or shingles, sheet metal shingles, or standing metal seam.
- c. Wall cladding may be brick, stucco, wood, ceramic tile, terra cotta, or metal. Glass may be used as an accent cladding material (e.g. a vertical bay or the Building Top may be expressed as a curtain wall) but should not cause its respective Building Height Articulation Component to exceed the glazing limit set forth in Section 2.8. Multiple cladding materials may be used within each Façade Height Articulation Element or materials may vary from element to element.
- d. Trim materials should be stucco, ceramic tile, or polished metal. Multiple trim materials may be used.
- e. Building Base and Building Middle caps may be horizontal belt courses, ornamental friezes, or cornices. Building Top Caps may be ornamental friezes, cornices, or deep roof overhangs featuring brackets, corbels, or other expressed roof overhang supports. When roof overhangs are used, the soffit (i.e. the underside surface of the roof overhang) should be designed as a visible feature and incorporated into the overall architectural composition.

- f. Bay windows should be polygonal or rectangular in plan, and the angles of the inside corners of the bay should be 135 or 90 degrees.
- g. Window shapes should be generally simple and rectangular, but may have angled or arched tops. Round windows may be used as a secondary window type.
- h. Building Middle and Building Top windows may be clear or tinted (if tinted glazing is used, light tints and green, gray or blue hues should be used), should be inset a minimum of 3 inches from the adjacent wall plane, and should be of the double- or single-hung type, casement, or sliders.
- i. Building colors should be composed of contrasting hues and tones, with individual building elements or forms emphasized through use of an accent color. Strong, saturated hues should be used to play off of neutral hues. Multiple wall colors may be used within each Façade Height Articulation Element or colors may vary from element to element.



Step 5: Fortunate Timing

- Economy came back at the same time as DTPP adoption
- Economy doing really well. Unemployment rate @ 3% in RWC
- Ongoing housing shortage. 8,000 new units in Bay Area versus 100K+ jobs
- **Unprecedented demand for office/housing near transit. Many tech employees living in SF and commuting to Peninsula**

Step 5: Fortunate Timing (Market Forces)

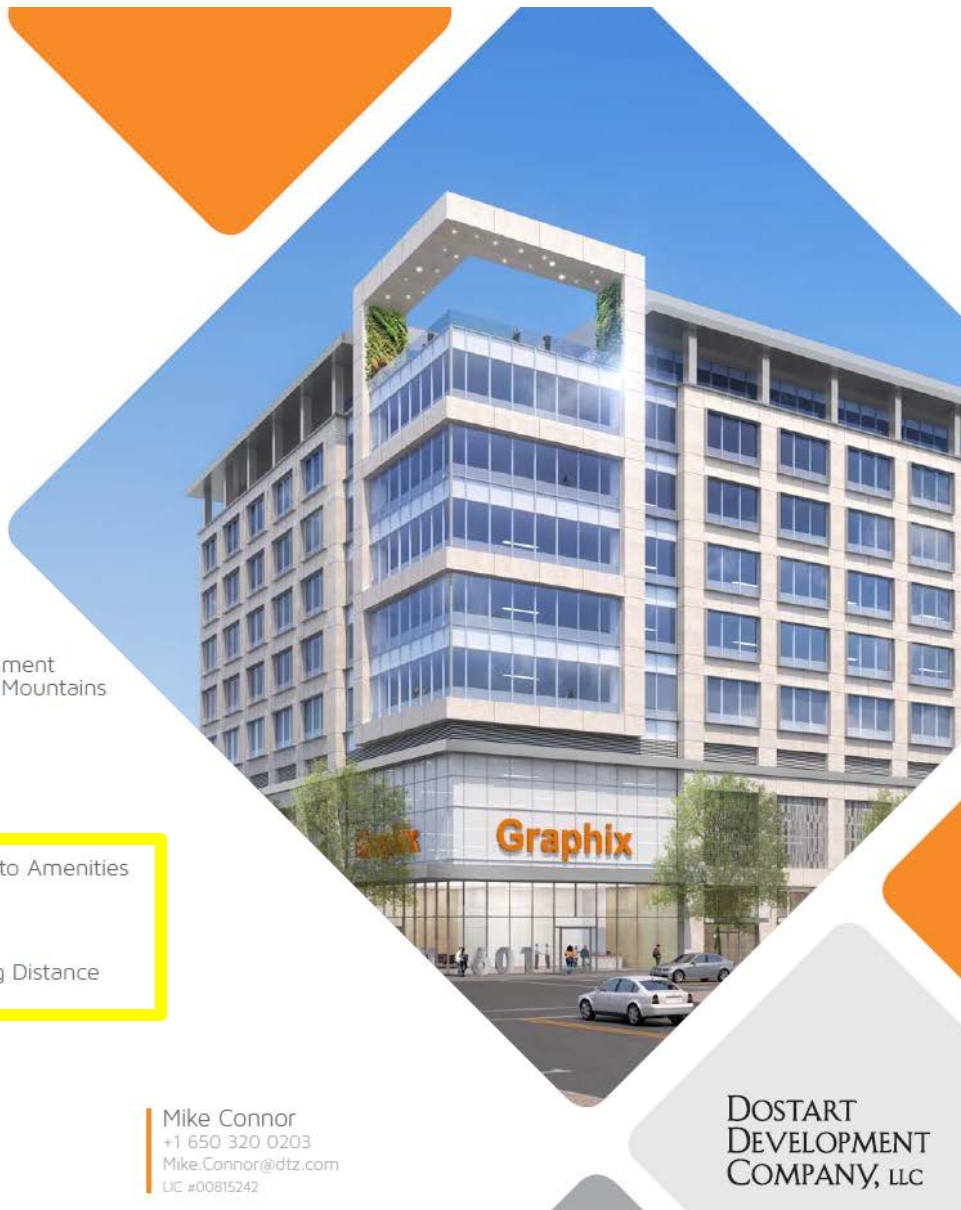


601

MARSHALL STREET
DOWNTOWN
REDWOOD CITY

PROPERTY HIGHLIGHTS

- ±150,000 SF of Class A+ Office Tower
- 11 story building
(The first floor of office starts on the 7th floor)
- 2.4/1,000 Parking Ratio
(all garage parking)
- 11th Floor Indoor/Outdoor Terrace and Entertainment Facility with Commanding Views of the Coastal Mountains over the Courthouse Square
- ±5,200 SF Ground Floor Retail Opportunity
- Dramatic 2-story Lobby
- The Peninsula's Highest Concentration of Walk-to Amenities
- 2 Block Walk to CalTrain
- ±2,000 Class A Residential Units Within Walking Distance



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DOSTART
DEVELOPMENT
COMPANY, LLC

601

MARSHALL STREET
DOWNTOWN
REDWOOD CITY

33 MINUTES FROM SAN FRANCISCO
TO DOWNTOWN REDWOOD CITY
VIA **Caltrain** BABY BULLET



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DOSTART
DEVELOPMENT
COMPANY, LLC

Raintree Partners

201 Marshall Street

116 units

Zoning: Downtown Precise Plan

Status: Fully Leased



Hunter/Storm and Kilroy Realty

Crossing 900

300,000 square feet of office space

Zoning: Downtown Precise Plan

Status: Fully Occupied



Pauls Corp.

525 Middlefield Road

471 units

Zoning: Downtown Precise Plan



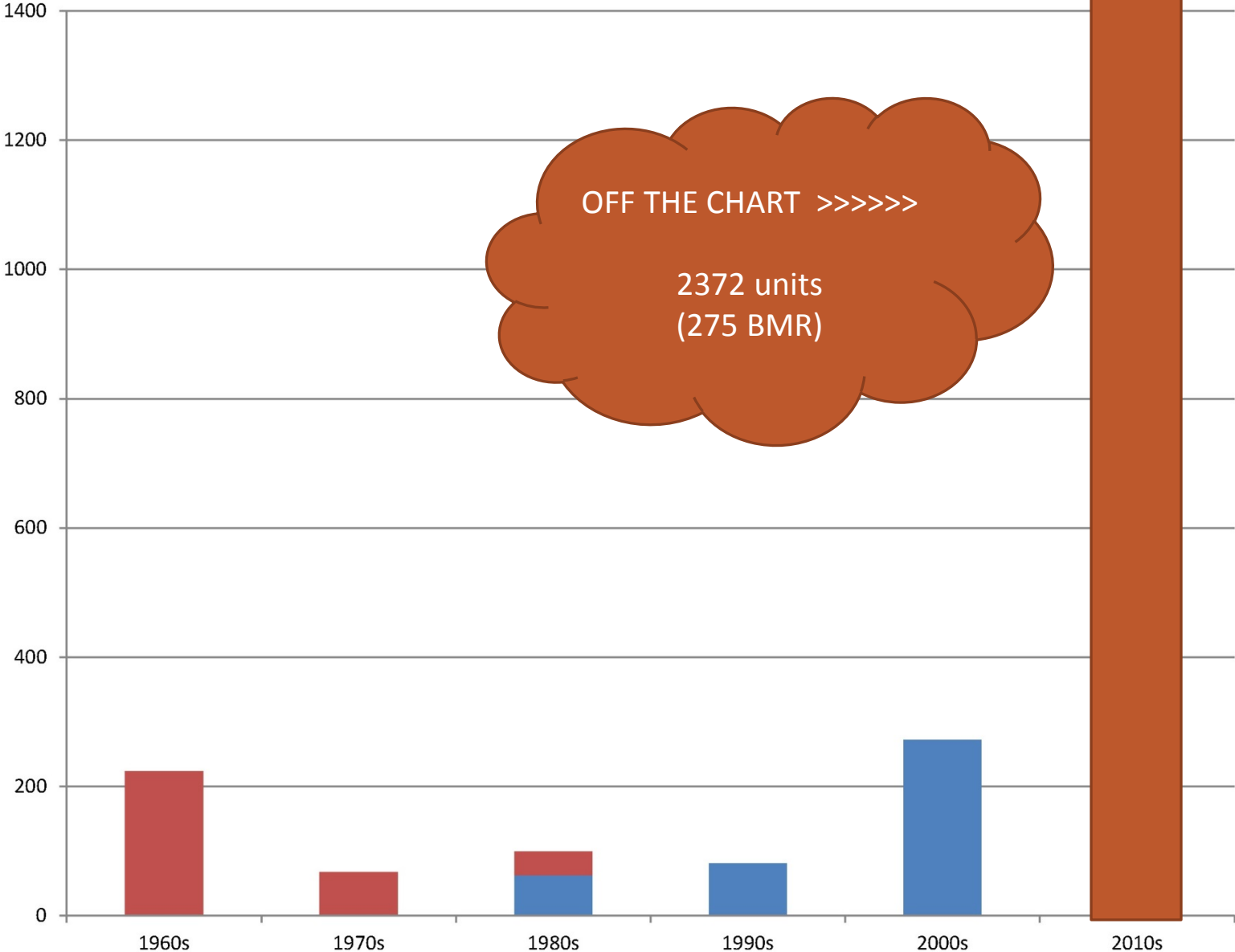
Step 6: Political Will Through Implementation

- Implementation is harder than visioning
- Real change is more difficult to handle than theoretical change
- The deeper the roots, the better the ability to handle questions during implementation
- **Vent the pressure cooker: listen to criticism and make improvements without sacrificing the vision**

Step 7: Make Iterative Policy Changes

- Adopted post Redevelopment/Palmer Affordable Housing Rules
- Strengthened Ground Floor Retail Requirements
- Increased “Level of Review”
- Looking at eliminating contemporary architecture

Downtown Redwood City Housing Production



Fully Private
RDA Assisted

Downtown Now

Hit office and market rate residential building caps

Less than 3% office vacancy rate

75+ eating and drinking establishments

100+ businesses

5 Entertainment venues

Downtown Now

Over **150,000 visitors** per year for the City concerts and special events

Downtown Theatres boasts **1 million visitors** per year

3000-4000 New Residents

Named **Top 5 “Start-Up City”**

Questions?

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