Today’s Experience of Transportation In Housing Planning & Projects
The Redwood City Downtown Precise Plan

“Building a Complete Neighborhood”
In the 1990s Redwood City had downtown issues, people were not:

- “Finding Themselves” in Downtown Redwood City
- Living in Downtown Redwood City
- Shopping/Eating in Downtown Redwood City
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
Overall Community Driven Goal

BUILD A COMPLETE & BALANCED NEIGHBORHOOD (DOWNTOWN)
Step 3: Public Investment
Theatre Way
Step 4: Structure for Private Investment
“Complete Neighborhood” Building Caps in Plan/EIR

- 2,500 Residential Units
- 500,000 sq. ft. Office Space
- 200 Hotel Rooms
- 100,000 sq. ft. Retail Space

- 4,000 residents
- 2,500 employees
Plan implementation is a conversation, not a monologue
Step 5: Implement, Listen and Improve

• Strengthened Ground Floor Retail Requirements
• Adopted Affordable Housing Regulations (15% Affordable District Wide)
• Creating New Downtown Park Using Developer In-Lieu Fees
• Adopting Citywide Transportation Plan
And here are the results after 7 years...
Results: Build-Out

- 80% of Residential Units Completed or Approved
- 100% of Office Space Completed or Approved
- Hotel and Retail Space Still Available

Still working to define “retail” in Redwood City
Results: Retail/Restaurant & Entertainment

90 + Eating and Drinking Establishments

1.9% Vacancy Rate

Multiple live music and theater venues
Results: Parking

• 1500+ public spaces via office developments ($50+ Million Construction Value)
• Reduced parking recent office development. Resulted in $7+ million in in-lieu fees which will be used to support TDM
• Using “smart parking” applications to better manage parking & predict where people are parking
Results: Parking @ Box Building

~ 1400 employees
900 Parking Spaces
200-300 vacant each day
Allowing City to use 75 spaces
Results: Transportation (Residential)
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Results: Transportation (Office)
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More Pedestrians = Theatre Way Street Closure
Results: Housing

2000 units (175 affordable units)