



# *Redwood City*

## **New General Plan**

### **Focus Area Alternatives:**

**Woodside Road**

**El Camino Real**

**Veterans/Broadway**

**Planning Commission**

**November 18, 2008**



# Meeting Objectives

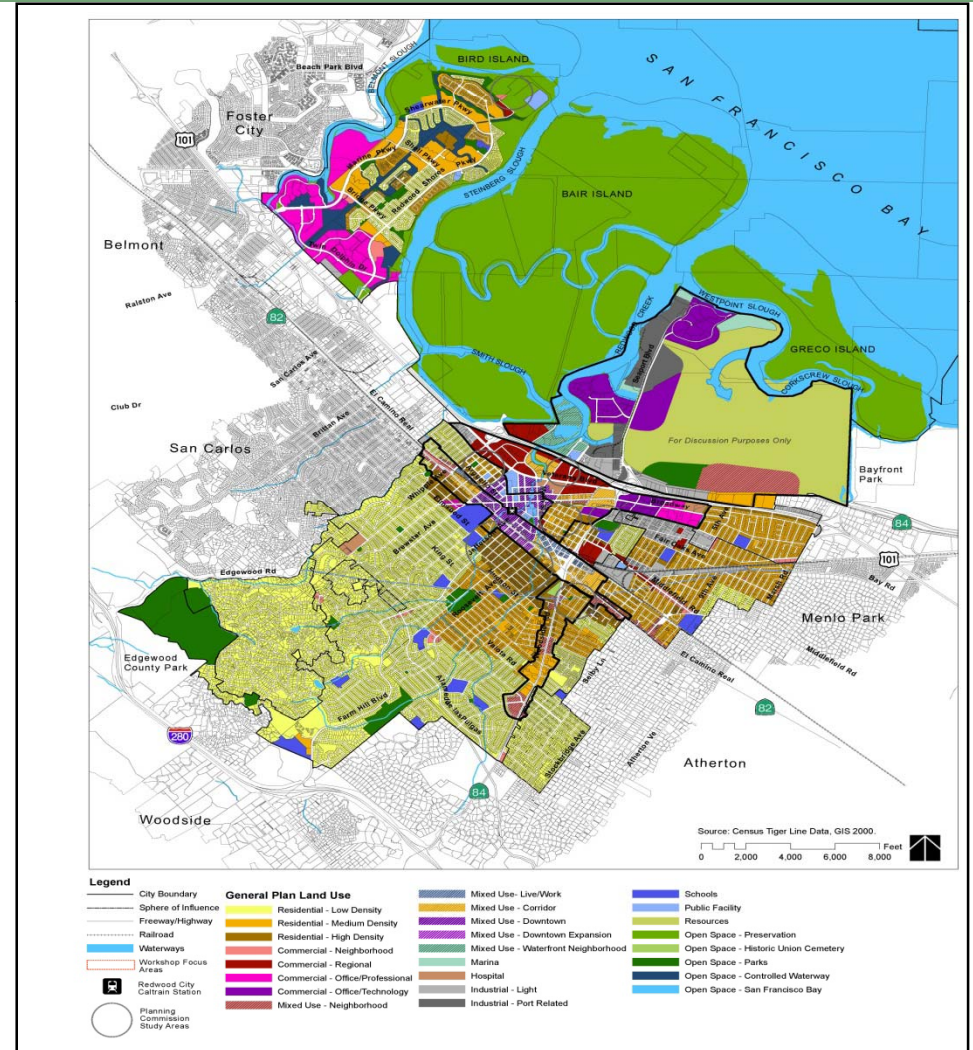


- Establish Context for Alternatives Presented Tonight
- Introduce Land Use Alternatives Study Map
- Respond to Questions
- Receive Comments

# Alternatives Context



- Alternatives Formation
- September 27, 2008 Workshop
- Commissions/Boards/Committees



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# Woodside Road





# Woodside Road

## Woodside Road Corridor Redwood City General Plan

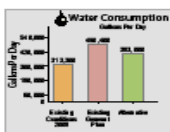
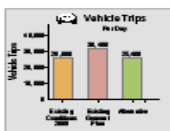
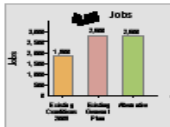
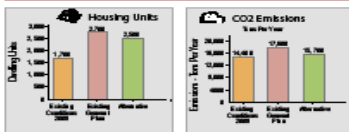
Aerial Photo



### Existing Conditions - 2008



#### Indicators



### Existing General Plan



**Existing General Plan Land Use Designations**

- Residential Low Density
- Residential Medium Density
- Residential High Density
- Community Neighborhood
- Community Street Frontage
- Residential Growth



### Current Conditions

- Regional role as a State highway connecting 101 to 280.
- Major cross-town route.
- Different character than El Camino Real.
- More existing housing than El Camino Real.
- Some buildings are built right up to the sidewalk; others are set back behind parking lots.
- Unpleasant for pedestrians.
- Heavy Traffic.
- Major barrier between neighborhoods.

### Alternative - Residential Avenue with Walkable Neighborhood Centers



**Proposed General Plan Land Use Designations**

- Residential Low Density
- Residential Medium Density
- Residential High Density
- Community Neighborhood
- Community Street Frontage
- Parkway



### Alternative - Residential Avenue with Walkable Neighborhood Centers

- Similar residential development to existing General Plan.
- Less retail than existing General Plan.
- Retail focused into mixed-use neighborhood centers within walking distance of new housing.



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# Woodside Road



## Issues

- Regional and local connection
- Barrier
- Street front mixed
- Land Use mixed

# Woodside Road



## Issues

- Regional and local connection
- Barrier
- Street front mixed
- Land Use mixed

## Opportunities

- Distinctive Character
- Provides local goods/services
- Established residential and commercial uses

# Woodside Road: Concepts/Indicators



## Woodside Road Corridor Redwood City General Plan

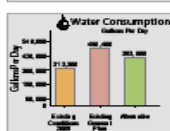
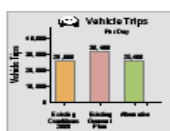
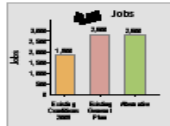
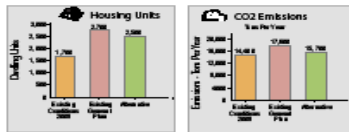
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### Existing Conditions - 2008



#### Indicators



### Existing General Plan



Existing General Plan Land Use Designations

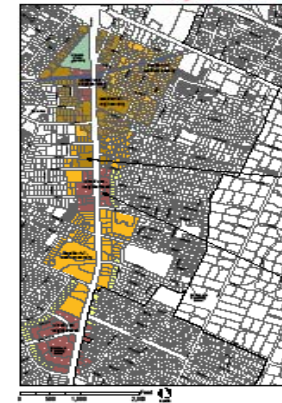
- Residential Low Density
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- Community Neighborhood
- Community Street Frontage
- Industrial General Purpose



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### Alternative - Residential Avenue with Walkable Neighborhood Centers



Proposed General Plan Land Use Designations

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- Less retail than existing General Plan.
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# Woodside Road



Questions/Comments

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# El Camino Real





# El Camino Real

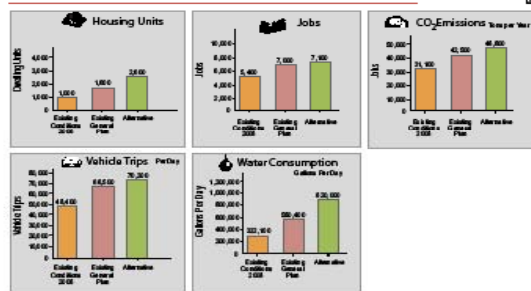
## El Camino Real Corridor Redwood City General Plan



### Existing Conditions - 2008



### Indicators



Redwood City's existing conditions are based on the 2008 Census and other available data. The existing conditions are based on the 2008 Census and other available data. The existing conditions are based on the 2008 Census and other available data.

### Existing General Plan

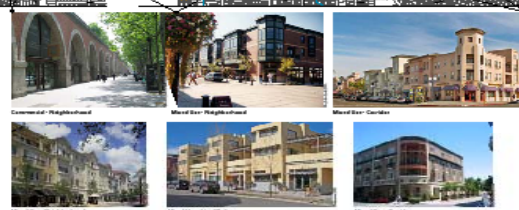


### Current Conditions

- El Camino Real is an important but unflattering gateway into the City.
- Central area is part of the Downtown vision; the ends are not.
- Mixed-use zoning has existed since 1993, yet almost no mixed-use development has been built. Something isn't working.
- Many lots are small and tough to develop.
- Some buildings are built right up to the sidewalk; others are set back behind parking lots.
- Major regional transportation route.
- Unpleasant for pedestrians.
- Traffic will always be heavy.
- Serves as a major barrier between neighborhoods.



### Alternative - Transit-Ready Grand Boulevard: Residential Emphasis and Live/Work Transition



### Alternative - Transit-Ready Grand Boulevard: Live/Work Transition

- More housing than existing General Plan.
- Live/work transition in industrial areas.
- Less retail than existing General Plan.
- Much more housing than existing General Plan.
- Less industrial than existing General Plan.
- Similar amount of retail as existing General Plan.



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# El Camino Real



## Issues

- Gateway?
- Limited Mixed Use Development: Something not working
- Small, Difficult Lots
- Regional Corridor/Both Local and Semi Regional Uses
- Barrier

# El Camino Real



## Issues

- Gateway?
- Limited Mixed Use Development: Something not working
- Small, Difficult Lots
- Regional Corridor/Semi Regional Uses
- Barrier
- No cohesive or synergy to uses/design

## Opportunities

- Grand Boulevard
- Downtown adjacent
- Rail adjacent
- Established commercial uses

# El Camino Real: Concepts/Indicators

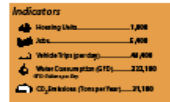


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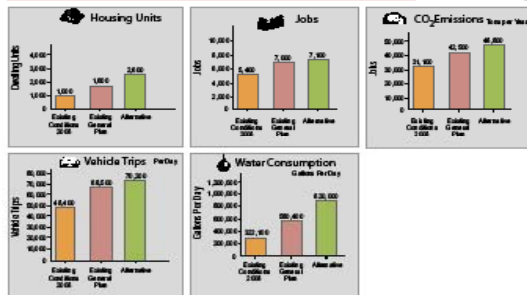
Aerial Photo



### Existing Conditions - 2008



### Indicators



Disclaimers: Indicators represent the best available information and are not intended to be used for legal purposes. The information is provided for informational purposes only and is not intended to be used for legal purposes.

### Existing General Plan

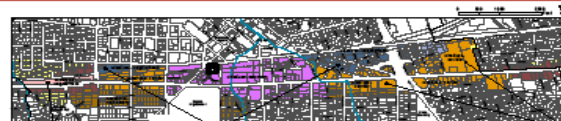


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# Veterans/Broadway



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# Veterans/Broadway



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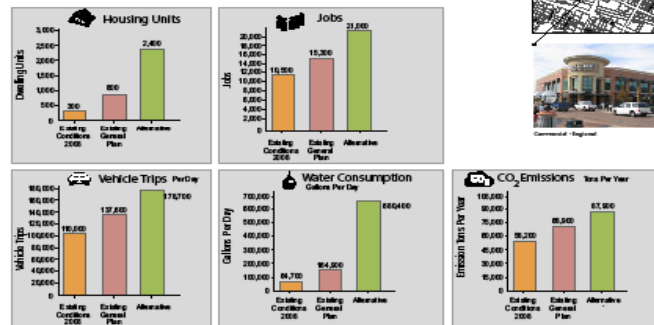
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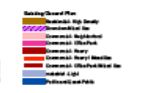
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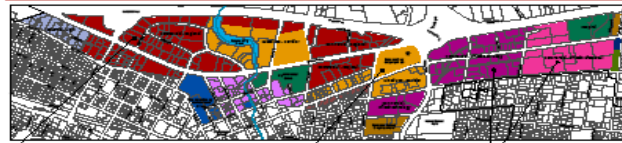
Indicators



Existing General Plan



Alternative - Office Technology with Mixed-Use Emphasis



Current Conditions

- City entrances are unattractive and not developed to their full potential.
- Development turns its back on Redwood Creek.
- 101 frontage is needed for economic development. This area is an auto-oriented environment and not well adapted for residential development.
- Veterans is a barrier for pedestrians.
- Broadway has good "bones" for pedestrian orientation.
- Medical uses have been intensifying in clusters along these corridors.
- Owners of aging industrial buildings and warehouses are seeking other uses.
- Industrial conversion pressure (to other uses including office, medical, and residential) will increase if the Stanford University project is approved.



Alternative - Office Technology with Mixed-Use Emphasis

- Includes all features of Alternative 1, but with more change.
- Significant conversion of industrial land uses.
- Transit-oriented development proposed on Broadway at a higher intensity to encourage a potential streetcar link to Downtown.



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# Veterans/Broadway



## Issues

- Underutilized City entrance
- Confusing entrance from US101
- Back to Redwood Creek
- Veterans: Pedestrian Barrier
- Aging industrial/warehouse buildings

# Veterans/Broadway



## Issues

- Underutilized City entrance
- Back to Redwood Creek
- Veterans: Pedestrian Barrier
- Aging industrial/warehouse buildings

## Opportunities

- 101 Frontage
- Broadway: Good bones for pedestrian
- Intensifying medical clusters/R&D tech
- Downtown adjacent

# Veterans/Broadway: Concepts/Indicators



## Veterans/Broadway Corridor Redwood City General Plan

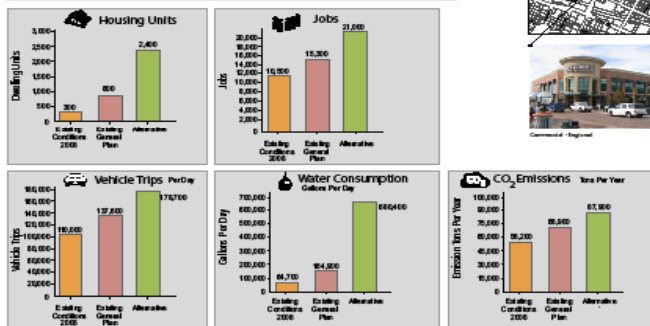
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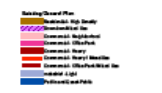
Existing Conditions- 2008



Indicators



Existing General Plan



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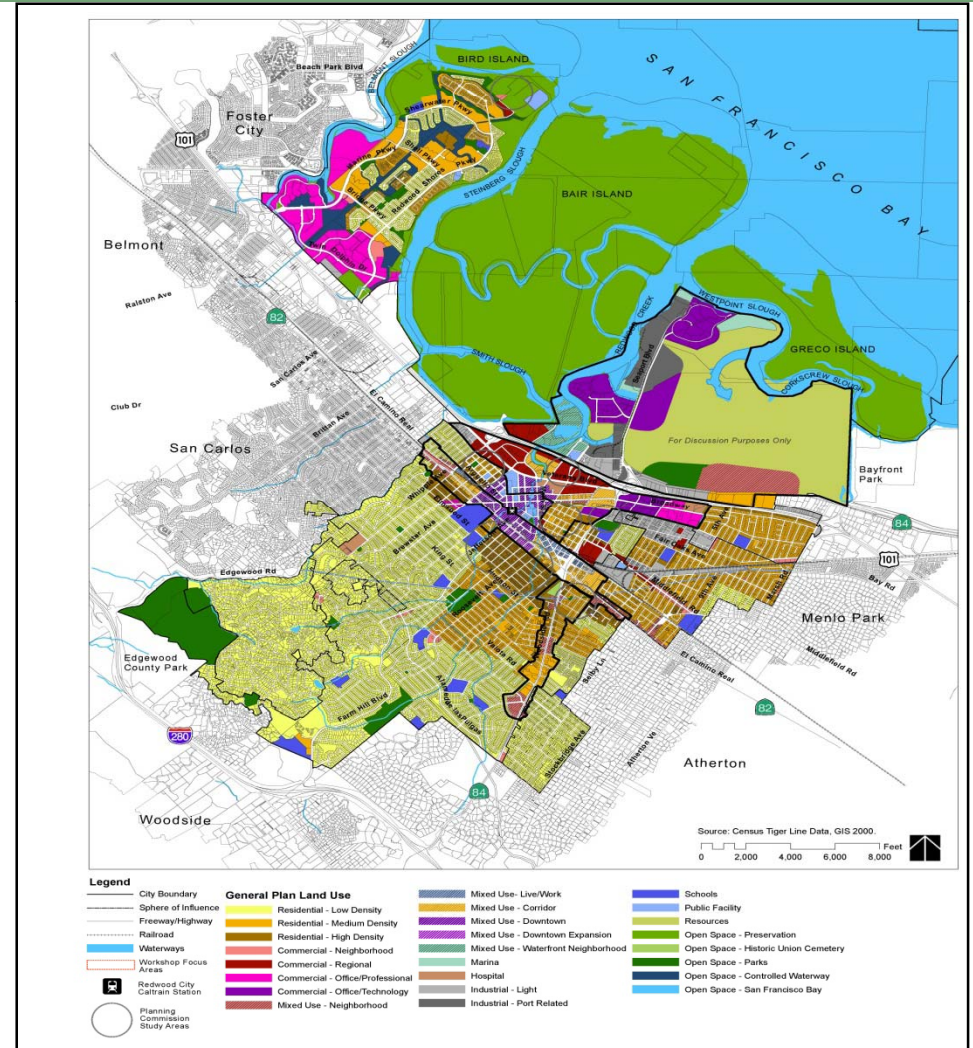


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# Opportunity Areas



- Radio Road/Redwood Shores Parkway
- Kmart
- Walnut /Veterans
- Stambaugh/Chestnut
- Jefferson/Hudson
- Arguello/Brewster
- Cypress/Carlos



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# Next Steps



- Boards/Committees/Commissions
  - Economic Development
  - Housing
  - Veterans/Broadway and Bayfront Focus Areas
- Incorporate Planning Commission's comments → Preferred Alternatives
- Policy Preparation/Review



# *Redwood City*

## **New General Plan**

**Focus Areas Alternatives:  
Woodside Road  
El Camino Real  
Veterans/Broadway**

Housing and Human Concerns and  
**Planning Commission**  
Planning Commission  
**November 18, 2008**  
Presentation

September 9, 2008

