Urban Form and Land Use

In Redwood City, vacant land is a scarce resource. Urban form and land use decisions must be carefully crafted to meet the needs of evolving demographics, foster neighborhood enhancement, plan for diverse open spaces, and revitalize commercial centers and corridors. These key objectives provide the framework for the General Plan’s urban form and land use strategies.

Redwood City’s urban form and land use strategies focus growth and development into mixed-use activity centers and corridors that are pedestrian-friendly focal points for residents and businesses, and linked to the regional transit system. By focusing on long-term economic, environmental, and social health, these strategies will help Redwood City reduce local contributions to greenhouse gas emissions by making it possible for greater numbers of people to make fewer and shorter auto trips.

A key strategy reinforces Downtown as the center of business, culture, and living, making Downtown once again the heart of the city. This strategy is balanced with efforts to: 1) shape identity and pursue “place-making” along major corridors and in centers through re-use and intensification, mixed-use development, and streetscape enhancements, and 2) create complete residential neighborhoods whereby, to the extent possible, residents in any neighborhood are able to comfortably stroll or pedal to school, work, or leisure or civic activities in 20 minutes or less.

Imagine Redwood City in 2030

Redwood City is a premier destination, business center, and home on the Peninsula. Our Downtown is renowned for the carefully preserved historic context and magnitude of activities. We have thoroughly embraced Redwood Creek, linking our Downtown core to the beautiful bayfront and facilitating new context-sensitive waterfront development. Our employment and industrial centers are flourishing. Our street corridors have been transformed so that they are fully walkable, exciting, and enhanced with well-designed buildings. Our neighborhoods have been preserved, and connections to services, goods, and public places have been improved. Redwood City is THE place to live, work, visit, and have fun.
Planning Context

*Urban Form* refers to the physical structures and infrastructure that influence how we experience an area, including street design and the circulation system, the size and shape (or “massing”) of buildings, and how accessible a certain area is. Policies that shape an enjoyable urban form help create pedestrian experiences that lend vibrancy. Redwood City is a city of neighborhoods, corridors, and centers, each embodying a character that makes it unique. Our neighborhoods, corridors, and centers are intricately tied together to create a complete city.

*Land use* is a term that describes different types of activities that occur in a particular area. For example, different areas in Redwood City contain homes, shops, industry, parks, or schools. In some places, like Downtown, a mixture of uses creates an active and vital commercial and living center.

Through maps, graphics, and text, the general location, type, form, and intensity of allowed development throughout Redwood City is established in the Urban Form and Land Use Chapter. The Land Use Map presents a pictorial representation of land use policy, while the Urban Form Map indicates where specific policies will be implemented in the neighborhoods, corridors, and centers. Cumulatively, these policies will shape the enhancement, development, and maintenance of all areas of Redwood City. Policies for the development of individual parcels are inseparable from the policies that create places that the community values.

Density and Intensity

Density and intensity are quantitative measures used to describe how much development may occur on a property. For residential uses, the term *density* is used. The Redwood City General Plan describes density in terms of the number of dwelling units allowed per acre (du/acre), exclusive of streets and public rights-of-way. This is commonly known as net density.

For nonresidential land uses, the measure *intensity* is used. Development intensity addresses the amount of building square footage on a particular parcel or lot. Intensity can be described in many ways, including total building square footage, the percent of the lot the building occupies, the mass of a building, or a floor/area ratio. This General Plan uses floor/area ratio (FAR) to measure nonresidential intensity. The FAR defines the ratio of the total gross floor area of all
buildings on a lot to the total land area of the lot. It is useful to note that
FAR alone does not describe the form of buildings. For example, an FAR
of 1.0 may yield a one-story building that covers the entire lot, or a two
story building that covers half of the lot, or a number of other possible
configurations as illustrated in Figure BE-1.

![Figure BE-1: Floor/Area Ratio](image)

Redwood City’s Established Urban Form
and Land Uses

In Redwood City, historic growth patterns related to commerce, housing
demand, and governance, combined with architectural styles
representative of varying eras, define the urban form. To a large degree,
major transportation corridors–U.S. 101, El Camino Real, and Woodside
Road–have also influenced how the city has developed. Our distinct
neighborhoods, corridors, and centers are defined by:

- A variety of residential neighborhoods, with varying densities
  and character, including waterfront and marina residential
  areas
- A traditional downtown with retail, restaurant, office, and civic
  uses
- Multiple commercial and mixed-use corridors
- Active industrial areas serving a wide variety of needs, from
  research and development to heavy industrial uses associated
  with the Port of Redwood City and freight-rail distribution
- Modern office development in Redwood Shores and the
  Seaport Boulevard area
- Three distinct hospital/medical districts that draw patrons from
  the entire Peninsula
### Urban Form and Land Use

**THE BUILT ENVIRONMENT**

- Vast open space areas, including the San Francisco Bay, creeks, and areas preserved for natural resource conservation
- Ample civic areas, including County and City offices and facilities, parks, community centers, and schools

The corporate City limits of Redwood City encompass approximately 22,000 acres (34.4 square miles). The majority (over 60 percent) of this area is dedicated to open space, water, and recreation, as the City boundary extends into San Francisco Bay. Table BE-1 identifies the distribution of land uses in Redwood City as of 2008. Figure I-2 in the Introduction to the General Plan shows the boundaries of the General Plan planning area, which include the corporate City limits and the Sphere of Influence areas.

#### Table BE-1: Baseline Land Uses – 2008

<table>
<thead>
<tr>
<th>Land Use</th>
<th>City (Incorporated) Acres</th>
<th>Sphere of Influence (Unincorporated) Acres</th>
<th>Total Acres</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential (single-unit and multi-unit)</td>
<td>2,966</td>
<td>1,282</td>
<td>4,248</td>
<td>17.5%</td>
</tr>
<tr>
<td>Commercial</td>
<td>976</td>
<td>29</td>
<td>1,050</td>
<td>4.3%</td>
</tr>
<tr>
<td>Industrial</td>
<td>361</td>
<td>122</td>
<td>483</td>
<td>2.0%</td>
</tr>
<tr>
<td>Public and Quasi-Public*</td>
<td>433</td>
<td>39</td>
<td>472</td>
<td>1.9%</td>
</tr>
<tr>
<td>Open Space, Water, and Recreation</td>
<td>14,634</td>
<td>51</td>
<td>14,685</td>
<td>60.4%</td>
</tr>
<tr>
<td>Salt Harvesting</td>
<td>1,466</td>
<td>-</td>
<td>1,466</td>
<td>6.0%</td>
</tr>
<tr>
<td>Vacant</td>
<td>65</td>
<td>4</td>
<td>69</td>
<td>0.3%</td>
</tr>
<tr>
<td>Other (Streets, Rail lines)</td>
<td>1,487</td>
<td>395</td>
<td>1,882</td>
<td>7.7%</td>
</tr>
<tr>
<td>Total</td>
<td>22,388</td>
<td>1,922</td>
<td>24,355</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Note: *Public and quasi-public uses are those uses operated for public benefit.*

*Source: San Mateo County Assessor 2008, Redwood City 2008.*

Next to the combined category of open space, water, and recreation, residential uses represent the most prevalent land use in Redwood City. Older communities first developed around the historic Downtown core, such as the Stambaugh-Heller and Mezesville Historic Districts. Over the years, different neighborhood types have evolved, including conventional low-density subdivisions of the early to middle 20th century, denser post-World War II multi-unit developments near El Camino Real and Woodside Road, and the master-planned community of Redwood Shores. While detached homes comprise the majority of housing in the community, Redwood City contains many varieties of

Almost half of Redwood City’s land area is under water, in the San Francisco Bay.

The Historic Resources Chapter of the Built Environment Element discusses our historic districts and resources.
housing: condominiums, apartments, duplexes, triplexes, and four-plexes, and even floating homes.

In Redwood City, commercial districts are primarily located Downtown and along the major travel corridors, including U.S. 101, Broadway, Veterans Boulevard, El Camino Real, and Woodside Road. In outlying areas, neighborhood shopping centers provide nearby neighborhoods with convenience goods and services. Demand for professional office and flexible research/development space has been met by office parks at Redwood Shores, Pacific Shores, and Seaport Center.

Lighter industrial and business-to-business commercial sales uses traditionally have been concentrated along East Bayshore Road and Broadway, generally removed from residential neighborhoods and with convenient freeway access. Heavy industrial uses are primarily located at and near the Port of Redwood City, where the waterfront, rail lines, and the freeway readily link businesses to customers throughout the region. Smaller industrial businesses involved in manufacturing and processing also have a long established history within the lower Broadway district.

Significant open space areas include Bair Island, Bird Island, and Greco Island, the portions of the city’s land closest to the Bay. The city has over 225 acres of parks for use by city residents and visitors. Additionally, bikeways, jogging trails, pedestrian trails, and recreation trails are also available in Redwood City, contributing to the quality of life we enjoy.

**Urban Form:**
**Neighborhoods, Corridors, and Centers**

Redwood City, for a city of its size, includes a very diverse urban landscape—from waterfront development to hillside homes, from small-town neighborhoods to urban mixed-use districts, from neighborhood commercial centers to Downtown Redwood City, and from Port-related industrial uses to high-tech office complexes. Redwood has a full spectrum of urban forms and natural environments that creates a unique blend of landscapes that distinguish this community from others on the Peninsula.

Our diverse urban landscape did not occur by accident. Redwood City’s history of growth and development, dating to the City’s founding as a lumber town in the mid-19th century and its designation as the county
seat, laid the foundation for the neighborhoods, corridors, and centers evident today. These neighborhoods, corridors, and centers comprise the essential elements of Redwood City’s urbanized form. The city has many distinct residential **Neighborhoods** with unique characters, each influenced by predominant housing and architectural styles, street widths, trees, amenities, and densities. **Corridors** are streets that connect centers and neighborhoods and have their own identity, function, and form. Figure BE-2 identifies Redwood City’s neighborhoods, corridors, and centers to which targeted policies apply. **Centers** are concentrated places of commercial, industrial, and employment uses. Some centers may also be home to higher-density residential uses and/or mixed-use projects that integrate retail, office, community facilities, and other uses with housing.

The urban form goals and policies for neighborhoods, corridors, and centers will inform development decisions by providing a common understanding of the characteristics we wish to achieve and preserve. Every project must consider individual implications on the form and character of the community as a whole. The height and bulk of buildings, location of buildings on their lots, and the interaction of buildings to the street and the public realm are the primary issues requiring focused attention.

Carefully designed and executed urban form creates appealing community structures and spaces, leading to a positive human experience and fostering a high quality of life. Urban form policies must be applied in tandem with land use goals; working together, they affect the establishment and maintenance of the neighborhoods, corridors, centers, and open spaces that are integral to Redwood City’s vitality and image.

The City’s ambitious effort to revitalize Downtown represents an exemplary initiative and establishes an outstanding model for the other centers, corridors, and neighborhoods. To achieve goals for other areas that continue to be realized in Downtown—and to promote similar reinvestment and reinvention—Redwood City recognizes that conservation and preservation, sensitive new physical improvements, high-quality design, and carefully targeted economic revitalization are needed, particularly in the neighborhoods near Downtown and along high-visibility street corridors.
Figure BE-2: Urban Form
Neighborhoods

Redwood City has strong, involved neighborhoods that reflect the diversity and character of the city. Some areas have their own organized neighborhood associations, affiliated with and recognized by the City, which meet periodically to discuss issues affecting their neighborhood. Other neighborhoods are not organized into associations, but also maintain a relationship with the City and work cooperatively to address problems they may be experiencing. Redwood City is committed to fostering strong, safe, and vibrant neighborhoods, and urges all residents to get involved.

Our goal is to protect, maintain, and enhance our residential neighborhoods, ensuring that new development complements and reinforces each neighborhood’s unique characteristics through sensitive infill and transitions in scale from adjacent centers and corridors. Policies focus on enhancing neighborhoods with a diversity of housing types and creating more complete neighborhoods that include complementary uses: schools, parks, libraries, fire and police facilities, community centers, cultural facilities, and neighborhood-serving commercial uses.

Neighborhood Typologies

Each of Redwood City’s neighborhoods is easily recognizable by its character and personality, unique architecture, and other physical and social characteristics that help define the area. Our neighborhoods were developed during different periods in history; these time-sensitive features often greatly influence neighborhood character. From Victorian and early Craftsman, to the revival architecture of the 1920s and 1930s, to contemporary designs, architectural styles create dominant themes in neighborhoods. These styles combine with varying densities and street treatments to shape neighborhood identity.

No two neighborhoods are exactly the same, but some have similar characteristics, particularly where they overlap. Figure BE-3 identifies generalized neighborhood boundaries, organized by neighborhood typologies. The neighborhood typologies in Redwood City include:

- Historic Influence Low Density Neighborhoods
- Historic Influence High Density Neighborhoods
- Post-War Neighborhoods
- Mixed Density Neighborhoods
- Hillside Neighborhoods
- Master Planned Neighborhoods
- Waterfront Neighborhoods
Figure BE-3: Urban Form - Neighborhoods
Historic Influence High Density Neighborhoods

Beginning in the 1850s, residential neighborhoods formed around the city’s historic core. The Mezesville Historic District is located northwest of Downtown Redwood City. The district contains many 19th century one- and two-story, wood-frame homes in a variety of architectural styles indicative of that age. The Stambaugh-Heller Historic District, southeast of historic Main Street, contains the largest number of pre-1900 buildings in Redwood City.

During the mid-20th century, infill in the form of poorly-designed apartments (which often have the unflattering moniker of “dingbats”) was prevalent in these areas. These structures can detract from neighborhood character, as they provide limited architectural articulation or ornamentation and few amenities. Since these structures often exceed currently allowable densities, limited new development has occurred in the Historic Influence High Density Neighborhoods since the 1960s. However, several historic houses have been carefully restored and rehabilitated by residents who are attracted to the neighborhoods’ charm and walking distance to Downtown.

Redwood City has a clear goal to promote higher-density, walkable development in Downtown and the adjacent neighborhoods, and a simultaneous goal to ensure that change harmonizes with existing development and preservation of historic character. Thus, efforts to revitalize and enhance these neighborhoods center on
the balance between conservation/preservation, attracting new development and investment, and increasing density while preserving and enhancing established community character and respecting building scale.

Significant public improvements in the Historic Influence High Density Neighborhoods will help encourage investment in historic house renovation and new residential infill development. An ambitious street tree planting program, relocation of overhead utility wires, improvements to sidewalks and crosswalks, and provision of pedestrian-oriented and context-sensitive street lighting will enhance these neighborhoods while preserving the city’s heritage.

**Historic Influence Low Density Neighborhoods**

In the early 1900s, properties between Arlington and Edgewood Roads, known as Wellesley Park or Edgewood Park, were subdivided. The subdivision featured curvilinear streets and a small circular park, and attracted new residents who built homes in a variety of architectural styles. These areas near the San Carlos border, as well as the Mount Carmel area surrounding historic Sequoia High School, feature charming architecture, tree-lined streets, and ample green space provided at parks and nearby schools. Historic Influence Low Density Neighborhoods are expected to see little change over the life of this General Plan. Policies and efforts focus on maintenance, context-sensitive renovations, and improved access to commercial services and recreational opportunities.
Post-War Neighborhoods

The Post-War Neighborhood typology refers to neighborhoods of detached homes often interspersed with cul-de-sacs. Suburban in nature, these lower-density neighborhoods were designed to be automobile-oriented, with access taken from the street by a front driveway to an attached or detached garage. Post-War Neighborhoods were developed during the mid-20th century, following World War II.

Commercial land uses typically lie beyond the Post-War Neighborhoods, which were designed with the automobile in mind. As such, many of the interior areas of these neighborhoods have limited pedestrian access to commercial and everyday services. Redwood City’s Post-War Neighborhoods are well established and generally well preserved. As such, efforts will focus on continued care and maintenance, as well as increasing pedestrian and bicycle access to services and other parts of the city.
Mixed Density Neighborhoods

Although modern planning and zoning policy have encouraged the grouping of similar building types and densities into consistent districts with similar densities, some of the most interesting, attractive, and popular neighborhoods in the Bay Area and elsewhere have a mix of building types, density, height, and architectural styles. Many of these neighborhoods developed their mixed nature due to changing standards of development throughout their history. These neighborhoods provide a diverse and interesting mix of dwelling types that accommodate a variety of resident ages, incomes, family types, and family sizes.

At the same time, these neighborhoods are not without their issues. Specifically, many buildings in Mixed Density Neighborhoods have less off-street parking than is typically provided today, which leads to high usage of on-street parking and perceptions of overcrowding. Redwood City anticipates active infill development as continued population and job growth in the region place pressure on the supply of existing land, and care must be taken to provide positive integration of new housing within the existing context. Policies emphasize continued maintenance in Mixed Density Neighborhoods, quality design and context sensitivity, easy access to transit to relieve parking burdens and impacts, and increased access to neighborhood goods, services, and activities.
Hillside Neighborhoods

Redwood City’s Hillside Neighborhoods represent a unique type of neighborhood, influenced by topography changes in the foothills of the Santa Cruz Mountains. This area focuses around two man-made lakes and the Elks Club, which includes a nine-hole golf course. A majority of the hillside area consists of unincorporated lands. The streets in the Hillside Neighborhoods are curvilinear, following the land. Most Hillside Neighborhoods have been developed with larger homes. At the edge of the neighborhoods is Edgewood County Park, a resource to residents of the adjacent neighborhoods, the city as a whole, and the region.

Given the generally built-out, established, and well-maintained nature of this neighborhood type, little change is anticipated. As such, policies are related to context sensitivity in renovations and new development, as well as issues of grading and potential viewsheds.

Master Planned Neighborhoods

Master Planned Neighborhoods are large-scale, unified land developments. Master Planned Neighborhoods in Redwood City, such as Redwood Shores, include a mixture of land uses and dwelling types, as well as public and common open space in conjunction with residential uses. A Master Planned Development contains a hierarchy of street types to accommodate different levels of activity. The Master Planned Neighborhoods in Redwood City are fully developed; as such policies for Master Planned
Neighborhoods focus on ensuring that established neighborhoods maintain their character, with new development occurring consistent with City-adopted master plans. Local homeowners associations often apply additional development criteria.

Master Residential Planned Neighborhood: bird’s eye view

Waterfront Neighborhoods

The bayfront is a unique location within Redwood City. Surrounded by vast open space areas, its lands are shaped by waterways that create a varied and beautiful City boundary. To create a new destination and lively Waterfront Neighborhoods near the San Francisco Bay waters, mixed-use designations apply near the bayfront, particularly along Redwood Creek. An active Waterfront Neighborhood is envisioned, complete with higher-density housing, floating homes, docks, and access to the Bay, in conjunction with supporting uses.

The vision for the Waterfront Neighborhood typology draws from the City’s “smart growth” objectives, with development of a higher-density, pedestrian- and water-oriented residential district near Downtown, north of Redwood Creek. Waterfront Neighborhoods should be seen as extensions of the urbanism of Redwood City, with street grids of a similar scale as historic areas, with buildings fronting on those streets, and with good connections between adjacent projects. Waterfront Neighborhoods will be an integral part of the Redwood Creek/Harbor Center, discussed in the Centers discussion below.

Homes in a Redwood City Waterfront Neighborhood
While encouraging this neighborhood typology, land use policy also retains long-established industrial and workplace districts along U.S. 101. These uses serve to buffer residential lands from the freeway and make available the freeway frontage for commercial access and visibility. Within Waterfront Neighborhoods, a mix of uses will also reduce automobile dependency and support “complete street” circulation for pedestrians, bicycles, and transit. Development will be configured to create attractive public places and spaces, as well as water-related destinations that expand community and visitor use of the bayfront area. The City will strive to provide continuous water-edge public access wherever possible, completing Bay Trail segments and other open space links.

**Corridors**

Cities are often defined and remembered through the quality of their streets because we structure our experience and memory of a community by moving along its pathways. When we think of the great cities of the world or the memorable small towns we have visited, we immediately think of their important boulevards, attractive and vital business streets, leafy residential lanes, and other elements of the street network. In addition to the uses located along the street, the public right-of-way and private property frontages help influence the design quality of the street. Lanes for cars and bikes, planted parkways with street trees, sidewalks, front yards, street-facing plazas and courts, building frontages, and the pattern of building entrances all define the urban form we experience along our corridors. These elements must be carefully orchestrated to produce a successful and memorable urban form and streetscape.
In Redwood City, most commercial retail and service uses are located along our street corridors. In addition to serving as destinations, these corridors also typically serve as regional travel routes and allow for higher traffic volumes than local and collector streets; they also often form the boundaries or edges along neighborhoods. From a land use perspective, historically these corridors have provided places for many small businesses that attract pass-by traffic and also serve surrounding neighborhoods. From a traffic orientation perspective, they function as major spines for multi-modal transportation routes (walking, biking, public transit, and trucks/automobiles). In addition, the potential for access to reliable, high-quality transit creates opportunities for new housing development to flourish along certain corridors.

The corridors in Redwood City—El Camino Real, Woodside Road, Middlefield Road, Veterans Boulevard, and Broadway—have very different characters. However, each Corridor functions as a community and neighborhood connection, as well as a place for shopping, living, and working. Figure BE-4 identifies the locations of Redwood City’s corridors. Also of note are Redwood Shores Parkway and Marine Parkway, within the Redwood Shores master planned community.

While our corridors are currently predominantly automobile oriented, with limited provisions for pedestrians and bicyclists, Redwood City envisions the corridors transformed into mixed-use, pedestrian-oriented environments. Utilizing corridors in this manner contributes to a more compact pattern of development, and helps encourage use of alternative forms of transportation. Inspired by Downtown and our historic neighborhoods, we look to encourage urbanism where it has not existed previously, with private buildings lining and oriented to well-designed public streets. Development adjacent to low-scale neighborhoods will transition from higher intensity to lower intensity to limit impacts to residential areas.

Our street corridors also serve as the most visible pathways into the city, with major gateway entrance locations depicted in Figure BE-4. Gateways provide opportunities for urban design features including attractive landscape statements and high quality signage to help identify Redwood City and facilitate way-finding. In addition, signature uses and buildings at gateways can help visitors clearly identify entrances to the city. Gateways facilitate place-making, transforming strategic access points in the city’s network of corridors into pleasing and memorable arrival points.

Gateways are our primary access points to the city. Through thoughtful urban design and land use planning, we can utilize our gateway entrances to clearly identify Redwood City.
Figure BE-4: Urban Form - Corridors
El Camino Real

El Camino Real (Spanish for The Royal Road) originally connected California’s earliest missions from San Diego to San Francisco. Today, El Camino Real (State Route 82 in Redwood City) is a regional route connecting San Jose and San Francisco. El Camino Real spans the length of Redwood City, although the urban form changes significantly along the corridor. Ample development opportunity sites on El Camino Real offer the possibility to replace low-scale, auto-oriented commercial development built for the land economics of earlier decades.

Our vision for El Camino Real is integrated with the Grand Boulevard Initiative developed by San Mateo and Santa Clara County cities in conjunction with SamTrans. The Grand Boulevard Initiative looks to transform El Camino Real from a suburban, low-density strip commercial highway to a vibrant, mixed-use, pedestrian-friendly boulevard that links regional transportation improvements and local economic development efforts. Through this vision, El Camino Real will truly become a grand boulevard, with renewed importance and improved quality. In Redwood City, El Camino Real will be updated to facilitate walkable linkages between Sequoia High School, the transportation center at the Caltrain Station, and Downtown Redwood City. To help achieve this vision, El Camino Real has a “Boulevard” street typology classification (refer to the Circulation Chapter for more details).
New development projects will emphasize pedestrian orientation in site and building design, promoting a walkable environment with active street frontages, well-scaled and designed buildings, and engaging outdoor spaces. New street tree plantings, widened sidewalks, and pedestrian-scaled lighting will transform the public streetscape to create a “great street” experience that communicates the spirit and living quality of Redwood City. The vision for El Camino Real includes development in the form of higher-intensity mixed use to provide the appropriate height relative to the width of the street, and increased opportunities to live near goods, services, transit, and entertainment. As such, denser and taller buildings are allowed along El Camino Real.

**Woodside Road**

Woodside Road (State Route 84) is the city’s only major east-west connection, linking U.S. 101 to Interstate 280. It is a major commercial and residential corridor, and is one of Redwood City’s most heavily traveled and highly visible streets. Woodside Road provides access from residential neighborhoods to El Camino Real and Downtown, and also serves as an important city entrance from both U.S. 101 and Interstate 280.

In 2009, uses along Woodside Road include neighborhood-serving retail and services, and the city’s highest concentration of multi-unit residential buildings. The Corridor’s character evolves along the route, with the most obvious transition at El Camino Real. Southwest of El Camino Real, Woodside Road is a landscaped suburban arterial, with planted medians, landscaped frontage properties, and special sites such as the historic Union Cemetery. At El Camino Real, the Woodside Road “fly-over” grade separation divides the neighborhoods and discourages pedestrian access. Northeast of El Camino Real, Woodside Road continues to separate neighborhoods with its freeway-like structure. Higher traffic speeds create difficulties for pedestrian and bicycle crossings.
The vision for Woodside Road is an attractive, walkable residential boulevard with mixed-use nodes that residents can easily walk to. Woodside Road is an ideal area for new residential development for a variety of people and households, especially seniors. With lush surroundings and easy access to goods, services, and activities, Woodside Road will provide new choices for people who prefer or need to walk or use transit rather than drive. Throughout Woodside Road, efforts will be made to increase pedestrian connectivity and safety. Woodside Road will evolve to become an attractive residential location, with supporting transit and commercial amenities and a gracious, pedestrian-oriented sidewalk frontage. Infill residential development should incorporate landscaped setbacks while emphasizing the pedestrian orientation of frontages in site and building design. Parking lots and enclosed parking facilities should be located to the rear of buildings or at other locations where they are not visible from Woodside Road and intersecting side streets.

New commercial and mixed-use development should emphasize pedestrian orientation in site and building design, promoting a walkable environment with active street frontages, well-scaled buildings, and usable spaces such as small plazas, courtyards, and sidewalk cafes. To help achieve this vision, Woodside Road has a “Boulevard” street typology classification (refer to the Circulation Chapter for more details).

**Middlefield Road**

Middlefield Road has a multitude of different characters along different segments of the Corridor. Beginning at Veterans Boulevard in
Downtown Redwood City, Middlefield Road traverses away from the Bay down Theater Way, fostering a special Downtown environment between Winslow and Marshall Streets. Continuing south, Middlefield Road bends and becomes the home to our civic and cultural buildings, including City Hall and the Downtown Main Library. Just southeast of the civic section of Middlefield Road, historic residential uses in the Stambaugh-Heller neighborhood define the Corridor. However, on the southeast side of Woodside Road, the Middlefield Corridor transitions to an active commercial area with both large- and small-scale retail, restaurant, and service uses.

The vision for Middlefield Road is defined by these different segments: Middlefield will be a Cultural and Civic destination in Downtown, a moderate-scale residential Corridor through the historic residential area, and a commercial Corridor focused on locally serving uses southeast of Woodside Road.

Policies related to Middlefield Road through Downtown are also addressed in the Downtown Center section and laid out in specific detail in the Downtown Precise Plan. The historic residential section of Middlefield Road will be preserved and strengthened through policies.
that focus on maintenance and pedestrian access/safety to
neighborhood destinations including Jardín de Niños, a mini-park and
valuable neighborhood asset. Along the commercial portion of
Middlefield Road (southeast of Woodside Road), policies are related to
provision of neighborhood commercial uses, transportation and
pedestrian improvements, and consultation with San Mateo County as
the corridor transitions into unincorporated county area. The Fair
Oaks Community Center, located on Middlefield Road at Douglas Avenue, is
the heart of the nearby neighborhoods, and access to this destination
should be enhanced.

Transportation planning is integral to the urban form along the length of
the Corridor, as Middlefield Road is a planned route in both the
Streetcar and Bikeway plans. To help achieve this vision, it has a
“Transit” street typology classification (see Circulation Chapter). Thus,
policies emphasize transportation and safety improvements that
respect and respond to surrounding uses. Policies also emphasize
creating an attractive street front with landscaping, street furniture,
public art, undergrounding of overhead utilities, and enhanced
intersections.

Veterans Boulevard

Veterans Boulevard, with U.S. 101 access at Whipple Avenue and
Woodside Road, serves as a highly visible gateway into Redwood City.
With its wide right-of-way and higher traffic speeds, Veterans Boulevard
currently has a distinct auto-oriented character, with commercial and
industrial businesses representing the dominant uses, although the
Kaiser Permanente hospital campus also has a significant presence.

Redwood City envisions transforming the Veterans Boulevard Corridor
into a true boulevard, with nodes of regional commercial, businesses
that benefit from high freeway visibility at the Whipple and Woodside
interchanges, and office district and mixed-use neighborhoods in
between. To help achieve this vision, Veterans Boulevard has a
“Boulevard” street typology classification (refer to the Circulation
Chapter for more details).
As part of the planned reclaiming of Redwood Creek as an attractive open space and recreation feature, a mixed-use neighborhood will develop along the creek, connecting to Downtown via Main Street. Other nodes of mixed-use and higher density residential developments are also recommended. The Kaiser Hospital complex will continue to evolve consistent with its approved master plan, creating better pedestrian movement within the complex and to surrounding uses, providing new and enhanced buildings, and expanding its role as a major medical facility and employment center. The Veterans Boulevard Corridor will welcome visitors to the city.

**Broadway**

By the 1920s, Broadway had become the center of commerce in Redwood City. Today Broadway serves as the heart of our Downtown. Historic buildings supporting pedestrian-scale local commercial businesses and frequent events in Courthouse Square create a lively atmosphere on this beautiful stretch of the Corridor. The attractive “Climate Best By Government Test” gateway arches greet residents and visitors on both the east and west ends of Downtown.

Southeast of the Downtown core, however, Broadway features a wide road width, limited streetscape improvements, and commercial and industrial buildings more oriented toward auto traffic than pedestrians. Continuing further southeast past Woodside Road, Broadway historically has had an industrial character. However in the early 2000s, the emergence of lighter industrial and office uses began to push out the long-established machine shops and manufacturing businesses.
As the defining street in Downtown Redwood City and a connection between two important employment districts, the vision for the Broadway Corridor is to enhance mobility to allow even better movement between the districts—for pedestrians, transit riders, bicyclists, and drivers—and to create new business and living opportunities. One of the key components to foster this mobility is the development of a streetcar line, which would link the south Broadway industrial/business district to Downtown.

Broadway southeast of Woodside Road will maintain its traditionally industrial function, providing locations for businesses that support commerce throughout the Peninsula and that offer jobs for skilled laborers. The Light Industrial Incubator Overlay promotes new start-up businesses and new development related to innovative light industrial and research/development businesses. Southeast of Douglas Avenue, the Commercial - Office Professional/Technology designation is intended to encourage businesses that are complementary to the Stanford Medical Center complex and compatible with nearby industrial uses.

Broadway between Downtown and Woodside Road is designated Mixed Use - Corridor and Mixed Use - Neighborhood. These designations will help the corridor transition from an auto-oriented commercial strip to a complete neighborhood complementary to Downtown, with offices, urban-density housing, and commercial goods and services. New development in historic neighborhoods will be carefully designed and reviewed to ensure new construction is respectful of existing historic structures in terms of scale and design.
Broadway has two street typology classifications. In accordance with the streetcar concept, Broadway is classified as a “Transit Street” from Hopkins to Second Avenue and is classified as a “Local Street” from Second Avenue to Fifth Avenue (refer to the Circulation Chapter for more details).

**Centers**

Exciting new regional centers, both Downtown and in other locations, will evolve over the life of this Plan (see Figure BE-5). Centers are concentrated places of commercial, industrial, and employment uses. Centers may also, depending on the area, be home to mixed use and/or higher density housing.

Policies for centers provide for their intensification, redevelopment, and revitalization, while ensuring that development respects adjacent neighborhoods through careful siting of buildings, transitions in scale, and appropriate land use mix. Further, emphasis is placed on spurring continued activity within and facilitating connections to the centers.

**Downtown**

Downtown Redwood City is the heart of our city, the core center. Downtown was built on a double grid framework of streets platted as the town of “Mezesville” in 1856. Today Downtown includes a mix of retail, office, residential, governmental, entertainment, and visitor-serving uses. Our vision provides for the continued renaissance of Downtown as a mixed-use center enjoyed by residents, workers, and visitors. The tallest buildings and development intensities in Redwood City will be focused in our Downtown, where the Caltrain station and bus service provide easy commute access. Transit access and Downtown’s wonderful pedestrian orientation make it a place where people can live and work without relying on automobile transportation. Increasing the residential population will add vitality to the Downtown by extending the hours of activity and the built-in market for retail, services, and entertainment. Outdoor gathering spaces will continue to make Downtown community oriented. As change occurs, priorities include maintaining Downtown’s pedestrian orientation, preserving the historic character, and maximizing benefits of transit accessibility.
Figure BE-5: Urban Form - Centers
Employment Centers

Redwood City is a premier location for the knowledge, medical, and biomedical industries. As a jobs-rich community, Redwood City businesses provide opportunities for people of diverse backgrounds and skills to find well-paying and satisfying jobs. Redwood City’s employment centers are predominately office or light-industrial in orientation, and many areas provide opportunities for research and development, technology, and other emerging types of businesses.

Redwood City envisions continued success for its Employment Centers, with centers filling particular broad business niches: Redwood Shores, Pacific Shores, and Seaport Center serving the Class A office market, and the Broadway/North Fair Oaks area providing flexible space for many enterprises, including new technologies and light industrial uses. As noted in the Economic Development Chapter of this Element, diversity and depth in business opportunities are key to economic sustainability.

Light industrial businesses offer employment opportunities for residents of all skill and education levels, create and support jobs in multiple other business sectors, and contribute to local tax revenues. The Bay Area’s diverse and dynamic economy is increasingly home to many types of “new economy” jobs that function similarly to traditional industrial businesses. Technological advances and global economic changes are increasingly replacing factories and smokestack industries with more light industrial, light manufacturing, biomedical, logistics, and creative industries. The Veterans/Broadway Incubator Overlay responds to and anticipates the evolving nature of industrial businesses by preserving centers that can accommodate young businesses in “green,” biotechnology, software, and other emerging industries.

Redwood City encourages new jobs-rich and tax-generating businesses to locate in Redwood City. At the same time, it will be important to
monitor and maintain our jobs: housing balance, so that there are housing choices near work for new employees.

Gateway Centers

The city’s entrances from U.S. 101 onto Veterans Boulevard offer the first impression many visitors have of Redwood City. To convey Redwood City’s identity at these points of access, as well as to take better advantage of freeway visibility, Redwood City envisions successful commercial and mixed-use Gateway Centers near the Woodside/Veterans and Whipple/Veterans intersections. The Gateway Centers will support commercial, mixed use, and housing. Appropriate commercial uses include hospitality businesses, large-scale commercial and retail centers, and high-quality office space with associated amenities. Attractive streetscapes and clear directional signage will complement the uses. Efforts will be made to enhance these entrances to the city with urban design features and landscaping that support and define Redwood City’s image.

Port Industrial Center

Redwood City’s location on the San Francisco Bay has influenced the urban form since its beginnings. After the Mexican-American War, California became the thirty-first state, and Americans began using the “Embarcadero,” the head of tide water of Redwood Creek close to El Camino Real, to ship merchandise to and from the area. The waterfront boasted prosperous shipping activity, as well as wharf-side industries like shipbuilding, blacksmithing, and tanneries in the late 19th century. The Port was moved from the Embarcadero closer to deep water in the 1920s, and a deep-water channel was dredged. The channel was widened and rail lines extended to the area to create a municipal marina and international port site by 1937.
Today, the Port of Redwood City is the only deepwater port in South San Francisco Bay. Heavy industrial uses, including gravel and cement processing/distribution, asphalt and concrete manufacturing, metal recycling, and chemical distribution are located along Seaport Boulevard and Blomquist Street near the Port. Utilizing 70 acres for maritime and industrial purposes, the Port specializes in long-term leasing of waterside properties to heavy maritime industries involved in importing or exporting granular bulk products. The Port’s infrastructure includes deepwater wharves that handle cargo operations conducted by Port tenants. A freight rail system supports movement of goods to and from the Port.

The Port is one of the city’s great assets. Policies emphasize the value provided by the Port and focus on retention; providing for efficient use of land to support the Port, Port-related, and Port-dependent industries and minimizing potential land use conflicts as appropriate. Policies also include encouraging development of a passenger ferry terminal station near the Port.

**Redwood Creek/Harbor Center**

Redwood Creek connects Downtown Redwood City to the San Francisco Bay. Through Redwood Creek, Redwood City seeks to facilitate a new center that embraces the water features that historically defined our city. This center will link Downtown, Redwood Creek, and the harbor area. In order to facilitate this vision, a master plan that enables a consistent vision is necessary. The master plan should focus on placemaking, “destination uses,” design, trails and connections, and public infrastructure requirements. A Master Plan for the Redwood Creek/ Harbor area will strengthen the east/west connection from Downtown to the San Francisco Bay, and create a new destination for residents and visitors to Redwood City. The Redwood Creek/Harbor Center will act as a complement to Downtown; as a destination and a fundamental part of the cohesive image of Redwood City. Waterfront Neighborhoods (further described in the Neighborhoods discussion earlier in this Chapter) will be an integral part of the Redwood Creek/Harbor Center.
Land Use Plan:
Creating Balance to Achieve Goals and Meet Community Needs

The Land Use Plan guides the development, maintenance, and improvement of land and properties in Redwood City. The Land Use Plan, illustrated in Figure BE-6 and described below, will allow us to preserve qualities that define Redwood City, and develop new paths toward a sustainable future.

Redwood City actively works to create a community that is walkable, has a balanced mix of uses, and fosters economic, environmental, and social sustainability. The City continues to lead Peninsula cities in testing new ideas that support emerging business practices and lifestyle trends and needs, from high-density housing to progressive child-care policies to flexible business space. New approaches to land use planning and development are driven by the connections between land use (and our transportation choices due to the land use patterns) and global warming.

Figure BE-6 illustrates the planned distribution of land uses throughout Redwood City and the Sphere of Influence (together referred to as the planning area). The land use categories below describe how neighborhoods, corridors, and centers in the planning area will develop over time--or will be preserved--to achieve overall land use and urban form objectives. These land use descriptions establish the general development character, types of uses, and activity levels associated with each category.
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General Plan Land Use

Residential
- Residential - Low (7 DU/AC Max.)
- Residential - Medium (20 DU/AC Max.)
- Residential - High (40 DU/AC Max.)

Commercial
- Commercial - Neighborhood (0.60 FAR Max.)
- Commercial - Regional (1.00 FAR Max.)

Mixed Use
- Mixed Use - Downtown
- Mixed Use - Corridor (60 DU/AC Max.)
- Mixed Use - Neighborhood (40 DU/AC Max.)
- Mixed Use - Waterfront Neighborhood (40 DU/AC Max.)
- Mixed Use - Live/Work (20 DU/AC Max.)
- Mixed Use - Office Professional/Technology (1.00 FAR Max.)

Industrial
- Industrial - Light (0.75 FAR Max.)
- Industrial - Port Related (0.50 FAR Max.)
- Light Industrial Incubator Overlay (1.00 FAR Max.)

Public/Quasi-Public
- Hospital (2.00 FAR Max.)

Base Map Features
- City Boundary
- Railroad
- Waterways
- Sphere of Influence
- Proposed Ferry Terminal
- Redwood City Caltrain Station
- San Francisco Bay
- Urban Reserve
- Controlled Waterway
- Preservation
- Open Space
- Parks
- Public Facility
- Schools

Notes:
The General Plan Land Use Map is to be used for reference purpose only. Please contact the City of Redwood City Planning, Housing, and Economic Development Department for more information.

Figure BE6: Land Use Map
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The General Plan creates the opportunity for development, redevelopment, and revitalization in designated areas and at appropriate densities and intensities of development. The Urban Form and Land Use Chapter specifies maximum densities (du/acre) for residential areas and maximum intensities (FAR) for permitted non-residential uses. More detailed development standards are set forth in the Zoning Ordinance and other regulatory documents. It is not anticipated that each General Plan designation will have a directly related zoning designation that will permit the maximum development potential identified in the General Plan. Rather, multiple zoning designations may implement a single General Plan designation. Further, it is anticipated that the Zoning Ordinance will use the General Plan designation as a guide and maximum limit, but will create zoning designations that consider existing character, access, and City priorities in determining appropriate densities and intensities as well as the opportunity for change.

**Land Use Classifications**

**Urban Reserve**

Land to be preserved for future use to expand the limits of the urbanized area of the city. Exact land use designations are to be withheld pending review of development plans and their environmental consequences.

The 1990 General Plan identified a portion of the Cargill property (located in the bayfront area) as Urban Reserve, and this designation is carried forward in this General Plan. Refer to Appendix A of this General Plan for further discussion of the General Plan policies and designations applicable to the Cargill property and the Urban Reserve land use category.

**Residential Land Uses**

Four residential land use categories are established to recognize long-established residential neighborhoods in Redwood City, and to preserve and enhance the character of these areas while providing housing opportunities for all household income ranges. While residential uses are the primary permitted uses, other complementary and compatible uses can be established as zoning regulations permit (such as parks, special residential uses addressed by State law, child care facilities, schools, and places of religious assembly).
Residential – Low

The Residential - Low category accommodates primarily detached, low-density, residential units on individual lots with private yards and private parking. Accessory dwelling units are also permitted in this category.

**Development Standards**
- Density: 0 to 7 du/acre
- Maximum height: 2 stories

Residential – Medium

The Residential - Medium category accommodates detached and attached residential units, including small-lot subdivisions, duplexes and triplexes, townhouses with private open space, and multi-unit structures that comprise a cohesive development incorporating common open space areas. Parking facilities may either directly serve the associated residence or be centrally located.

**Development Standards**
- Density: 7.1 to 20 du/acre
- Maximum height: 3 stories

Residential – Medium High

The Residential - Medium High category accommodates single structures or a collection of cohesive structures that house multiple units, with common open space areas and amenities. Residential development types may include row houses, townhouses, stacked flats, apartments, and similar housing types. Parking facilities may either directly serve the associated residence or be centrally located.

**Development Standards**
- Density: 20.1 to 30 du/acre
- Maximum height: 3 stories
Residential – High

The Residential - High category provides for higher-density, multi-story residential development, with a focus on providing an urban intensity and function at locations within easy walking distance to transit, recreation and community facilities, employment centers, and commercial services. Development is characterized by multi-story structures, with creative common areas and centrally located parking.

**Development Standards**
- Density: 30.1 to 40 du/acre
- Maximum height: 4 stories

Commercial Land Uses

Four commercial categories establish opportunities for varied commercial enterprises. Our commercial areas provide places where residents and visitors to Redwood City can shop for goods and services, and where businesses can locate to meet the needs of local, regional, and international markets. In addition, our commercial spaces provide space for companies of all sizes to locate in office developments.

Commercial – Neighborhood

The Commercial - Neighborhood category provides areas where lower-intensity retail, office, and service-oriented businesses can locate to meet the needs of surrounding residential neighborhoods. Businesses should have limited impact on adjacent residential areas, particularly in terms of lighting, signage, traffic, odor, noise, and hours of operation. Neighborhood commercial development should be designed and intended to accommodate and encourage pedestrian access, and must be compatible with surrounding development in terms of scale, building design, materials, and color.

**Development Standards**
- Maximum intensity: 0.6 FAR
- Maximum height: 2 stories
Commercial – Regional

The Commercial - Regional category provides opportunities for general retail, commercial services, restaurants, lodging, vehicle sales and service, commercial recreation, professional offices, medical and financial institutions, and other similar business activities. Representative development forms include large retail centers anchored by one or more major tenants, large stand-alone retail stores, hospitality uses, and automobile dealerships. Uses specifically prohibited include commercial warehousing, mini-storage, trucking and transportation-related uses, and heavy manufacturing.

**Development Standards**
- Maximum intensity: 1.0 FAR
- Maximum height: 5 stories within U.S. 101 corridor; 3 stories in all other locations

Commercial – Office Professional/Technology

The Commercial - Office Professional/Technology category provides opportunities for small- and large-scale professional offices, office complexes and campuses, and related uses that support office uses. This category also facilitates districts where emerging and evolving technologies and businesses can operate in flexible building spaces. Such businesses may involve combinations of traditional office activities and small-scale manufacturing or research and development uses.

Development approaches can include low-scale buildings with limited or no outdoor use, or multi-story office buildings and structured parking. Any use involving heavy trucking activity or warehousing is specifically prohibited.

**Development Standards**
- Maximum intensity: 1.0 FAR
- Maximum height: 5 stories; up to 8 stories as part of a coordinated master plan
Mixed Use Land Uses

In recognition of Redwood City’s continuing evolution as an urban place and the community’s desire to achieve sustainable development forms, several Mixed Use land use categories are established. Mixed-use development approaches offer opportunities for people to live close to work or near transit stops, to walk to neighborhood stores and parks, to enjoy indoor and outdoor entertainment close to home, and to experience vibrant pedestrian districts.

Mixed Use – Neighborhood

The Mixed Use - Neighborhood category accommodates moderate-scale mixed-use developments that combine residential uses with neighborhood-serving commercial storefronts. Commercial retail and services should serve the immediate neighborhoods and facilitate pedestrian-friendly environments. Single-use structure heights are limited to two or three stories, as outlined below, and combined use structure heights can extend up to four stories with proper consideration given to the scale and intensity of adjacent residential neighborhoods.

Development Standards

- Combined Use (Commercial and Residential)
  - Maximum residential density: 40 du/acre
  - Maximum commercial intensity: 1.0 FAR
  - Maximum height: 4 stories
- Single Use (Commercial)
  - Maximum commercial intensity: 0.6 FAR
  - Maximum height: 2 stories
- Single Use (Residential)
  - Maximum residential density: 40 du/acre
  - Maximum height: 3 stories
Mixed Use – Live/Work

The Mixed Use - Live/Work category facilitates a creative mix of residences and low-intensity workplaces. Live/work environments combine residential occupancy with commercial activity in the same building space, generally with the resident using the combined or adjacent commercial space for his or her business. Typical uses include artist lofts, studio spaces, small offices, and similar low-intensity uses. Creative industrial workspace areas are also permitted, provided that activities limit or confine noise, dust, and vibration impacts. Stand-alone residential development is not permitted.

**Development Standards**

- Combined Use
  - Maximum residential density: 20 du/acre
  - Maximum commercial intensity: 2.0 FAR
  - Maximum height: 3 stories
- Single Use (Nonresidential)
  - Maximum intensity: 2.0 FAR
  - Maximum height: 3 stories

Mixed Use – Corridor

The Mixed Use - Corridor category allows for the reinvention of key corridors to support major transit and complementary commercial and residential uses, encouraging transit use, bicycle use, and pedestrian activity. In some places, schools may be necessary and appropriate. Development approaches allow for both horizontal and vertical mixed use. Ground-floor retail/service storefronts may be required at designated nodes. Design considerations should include sensitivity to lower-intensity residential neighborhoods behind sections of the corridor, public and private amenities, and transit accessibility features. The height of single use commercial and residential structures is limited to four stories. Combined use commercial-residential structures can extend in height up to six stories, provided privacy concerns of established neighborhoods are adequately addressed through setbacks of upper stories or other design approaches. Structured parking is allowed, provided no parking levels front directly on El Camino Real, Broadway, Veterans Boulevard, or Woodside Road.

Structures that exceed the applicable height restrictions may be permitted on Broadway or Veterans Boulevards to accentuate city
gateways, provided that any such project respects surrounding development and includes signature design quality.

Development Standards

- Combined Use (Commercial and Residential)
  - Maximum residential density: 60 du/acre
  - Maximum commercial intensity: FAR: 1.00
  - Maximum height: 6 stories
- Single Use (Commercial)
  - Maximum commercial intensity: FAR: 0.5
  - Maximum height: 4 stories
- Single Use (Residential)
  - Maximum residential density: 60 du/acre
  - Maximum height: 4 stories

Mixed Use – Downtown

The Mixed Use – Downtown category applies to Redwood City’s historic Downtown core and is established to create a vibrant city center with offices, theaters, retail businesses, and restaurants serving the residences, day-time businesses, and night-time entertainment populations. In Downtown, open spaces are primarily public and urban in nature, with extra emphasis on high-quality public spaces and traditional urbanism. Parking is primarily in the form of shared public facilities. Uses specifically prohibited in Downtown, due to their incompatibility with a pedestrian-oriented mixed-use district, include vehicle sales and repair, industrial and manufacturing businesses, and wholesaling activities. Maximum heights Downtown will range from three stories at the edges, to 12 stories in the very center, with most areas having an 8 story height limit.

Development Standards

- Maximum density: No limit on density, with a maximum capacity of 2,500 additional units
- Height: 3-12 stories
- Maximum Intensity: No limit on FAR, with a maximum capacity of 674,667 square feet of additional nonresidential space (574,667 for office (74,667 of which to be located at 851 Main Street) and 100,000 for retail).

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1 It should be noted that the figures shown here representing maximum density and maximum intensity may be revised based on future Downtown plans. In this event, an amendment to this document will be required, subject to applicable environmental review under CEQA and an associated public review process.
Mixed Use – Waterfront Neighborhood

The Mixed Use - Waterfront Neighborhood category allows for the creation of unique neighborhoods that take advantage of Redwood City’s Bay frontage. The mix of allowed uses includes housing and supporting commercial businesses, hospitality and restaurant uses that attract visitors, and businesses that support marina functions. Housing options can also include floating homes, houseboats, and live-aboard boats, in addition to residential buildings. Public access and open space amenities are required along the waterfront, and internal pedestrian circulation of the neighborhoods should link to waterfront amenities. The emphasis is on residential development, with commercial uses providing a clear supporting use.

Development Standards

- Combined Use (Commercial and Residential)
  - Maximum residential density: 40 du/acre
  - Maximum commercial intensity: 0.4 FAR
- Single Use (Commercial)
  - Maximum commercial intensity: 0.4 FAR
- Single Use (Residential)
  - Maximum residential density: 40 du/acre
- All Uses: Height
  - No maximum height is established in the General Plan. However, heights for each project will be evaluated through site plan review and must:
    - Relate to property size and terrain
    - Relate to surrounding uses and character
    - Orient toward the water, tiering heights farther away from the water’s edge
- All Uses: Public Space
  - Provide public access to the water line
  - Provide public space along and/or adjacent to the waterline
Marina

The Marina category allows for public and private marinas, ferry terminals, and uses complementary to these maritime and waterfront activities. Restaurants, retail shops, and other visitor-serving uses supportive of boating and ferry transportation may also be established. Housing options can include housing within mixed-use structures, floating homes, and live-aboard boats. Public access and amenities are key uses along the waterfront. Stand-alone residential building development is not permitted.

**Development Standards**

- Combined Use (Commercial and Residential)
  - Residential Density: 20 du/acre
  - Commercial FAR: 0.5
  - Height: 3 stories
- Single Use (Commercial)
  - Commercial FAR: 0.5
  - Height: 3 stories

Industrial Land Uses

Redwood City’s strategic location on the Bay and access to the deep-water Port facilitated industrial activity along the city’s bayfront throughout our history. The Port of Redwood City is the only deepwater port in South San Francisco Bay. Heavy industrial uses, industrial goods distribution, and infrastructure materials manufacturing (including gravel and cement processing), are located near the Port. The city is also home to lighter industrial uses such as light manufacturing and repair/service shops.

Industrial – Light

The Industrial - Light category provides areas for relatively low-intensity industrial uses. Light industrial activities do not involve substantial truck traffic or outdoor fabrication or assembly, do not produce odors, generally operate only during typical weekday hours, and do not involve any operations normally considered hazardous within an urban environment. Prohibited uses within this designation include commercial warehousing, trucking and transportation-related businesses, and heavy manufacturing.

**Development Standards**

- Intensity: 0.75 FAR
- Maximum Height: 3 stories
Light Industrial Incubator Overlay

The Light Industrial Incubator Overlay is intended to provide highly flexible space for start-up and expanding light industrial businesses. In particular, the Incubator Overlay provides opportunities for small light industrial businesses to expand to medium-sized businesses, and to continue to function and create new jobs in Redwood City. The Overlay will also allow for the conversion of older out-dated uses, as the market dictates, into needed incubator space for smaller uses supporting health research, clean industrial, green technology, or research/development businesses.

Development Standards
- Intensity: 1.0 FAR
- Maximum Height: 3 stories

Industrial – Port Related

The Industrial - Port Related category serves an important role: to protect and enhance the valuable deep-water Port facilities in Redwood City. This designation provides for heavy industrial activities requiring large properties and water access for materials loading, storage, and processing, combined with convenient access for trucks, rail, and port berthing facilities. Allowed uses include industrial operations involved in the loading/unloading, storing, recycling, and transferring of large quantities of dry, liquid, and neo-bulk cargoes; green energy production; rail facilities; as well as certain other maritime-oriented activities, including passenger vessels, ship repair or construction, and related ocean vessel support services.

Development Standards
- Maximum intensity: 0.5 FAR
- Maximum height: 3 stories for occupied building space; taller ancillary structures may be allowed

Public and Quasi-Public Land Uses

The Public and Quasi-Public category refers to uses operated for public benefit.
Public Facility

The Public Facility category encompasses government, civic, cultural, health, and infrastructure uses and activities which contribute to and support community needs.

Development Standards
- Maximum intensity: 1.0 FAR
- Maximum height: 3 stories; higher structure heights permitted for facilities within Downtown per the Downtown Precise Plan

Hospital

The Hospital category encourages the concentration of established and proposed healthcare facilities and their related uses. Appropriate uses include hospitals, large-scale professional offices and clinics offering medical, dental, or related services, and ancillary buildings and facilities. Hospitals that are part of a master plan may include a signature building that exceeds the maximum building height.

Development Standards
- Maximum intensity: 2.0 FAR
- Maximum height: 5 stories

Schools

The Schools category applies to both public and private educational facilities, including elementary schools, middle schools, high schools, community colleges, private colleges, and other school-related facilities that contribute to and support community education needs and objectives. School facilities should reflect the development character and intensity of the neighborhoods or centers in which they are located. For example, within the city’s older neighborhoods, school buildings should be lower scale. Within Downtown or along the corridors, more urban forms may be appropriate.

Development Standards
- Intensity: Varies
- Maximum height: 3 stories
Parks

This category applies to open space areas set aside for active and passive recreation, including public and private parks of all sizes, sports fields, recreational facilities, plazas, and trails.

Open Space Categories

The Open Space categories identify areas devoted to the preservation of natural resources and use for outdoor recreation (including areas of historic and cultural value). In addition, much of Redwood City’s land area is actually under water—occupied by the San Francisco Bay and controlled waterways.

Preservation

The Preservation category applies to natural and other areas set aside to allow for:

1. The protection and preservation of unique resources in Redwood City, including wildlife habitat, creeks, tidal marsh lands, protected hillsides, and geological formations.
2. Opportunities for resource enhancement, including restoration of tidal and other wetlands and creeks.
3. The preservation and management of locally available natural resources, including but not limited to timber, marine, wind, solar, and other types of resources.

Allowed uses must be complementary to resource preservation, enhancement, and management, including low-intensity recreational facilities, such as hiking and biking trails and related improvements.

Controlled Waterway

The Controlled Waterway category applies to water features located within the Redwood Shores area. These waters are separate from the waters of the San Francisco Bay and therefore are not subject to tidal influences. Permitted uses include boating and fishing, as regulated by other government agencies. Property lines or private properties that extend into the Redwood Shores lagoon shall have the same land use designation as the landward property where the main residential structure is located.
San Francisco Bay

The San Francisco Bay category includes all natural water features subject to tidal influences, and is established to provide for the use, management, and protection of the tidelands and submerged lands of San Francisco Bay. Permitted uses include fishing, boating, and similar marine-related activities, as regulated by other government agencies.

Areas Subject to Flooding

According to State law as revised in 2007 (AB162), land use elements must identify and annually review the areas covered by the General Plan that are subject to flooding as identified by floodplain mapping by either the Federal Emergency Management Agency (FEMA) or the Department of Water Resources (DWR). The Hazards Management Chapter of the Public Safety Element further discusses flooding hazards.

FEMA, through the National Flood Insurance Program, produces Flood Insurance Rate Maps (FIRM) that identifies properties in different flood insurance risk categories. FIRMs indicate areas that are subject to 100-year and 500-year floods (see Figure BE-7). The areas subject to 100-year floods are located nearest to the Bay, northeast of U.S. 101. The city has historically experienced mild flooding in the areas near Cordilleras Creek (descending from the Santa Cruz Mountains) and in the Friendly Acres neighborhood, southeast of Woodside Road. These areas are identified in the 500-year floodplain. Redwood Shores is also located in the 500-year floodplain. It is anticipated that the current FEMA maps will be replaced by new Digital Flood Insurance Rate Map (DFIRM) in 2010. These new maps may identify different areas within the planning area that are located within floodplains.

DWR has initiated the Awareness Floodplain Mapping project, with the goal of identifying all pertinent flood hazard areas in California by 2015 for areas that are not mapped under the FEMA National Flood Insurance Program and to provide the community and residents with an additional tool in understanding potential flood hazards that are currently not mapped as a regulated floodplain. The awareness maps identify the 100-year flood hazard areas using approximate assessment procedures. These floodplains are shown simply as flood prone areas without specific depths and other flood hazard data. The Awareness Floodplain Maps that have been created for the Redwood City area indicate that no Awareness Floodplain areas exist within the city as of 2009. However, Awareness Floodplain mapping efforts are ongoing.
Figure BE-7: Areas Subject to Flooding

Flood Zone Designations

- **A1**: Areas of 100-year flood; base flood elevations and flood hazard factors determined.
- **B**: Areas between limits of the 100-year flood and 500-year flood; or certain areas subject to 100-year flooding with average depths less than one (1) foot or where the contributing drainage area is less than one square mile; or areas protected by levees from base flood.
- **C**: Areas of minimal flooding.
- **V1**: Areas of 100-year coastal flood with velocity (wave action); base flood elevations and flood hazard factors determined.

Data Source: Federal Emergency Management Agency, FIRM Maps; California Department of Water Resources.


Notes:
This map is intended for general land use planning only. Information on this map is not at a level of detail to serve as a substitute for individual site investigation.

Letter of Map Revision dated August 29, 1985 and followup on November 18, 1985 determines that Seaport Center shall be excluded from the Special Flood Hazard Area (A1) shown on the effective Flood Insurance Rate Map for Redwood City; it is now designated Zone B, within the levee and flood-wall areas of Seaport Center.
Sustainable Change

Redwood City residents, businesses, and leaders have worked hard for over 150 years to create a great community. They recognize that much of Redwood City’s success results from its ability to adapt to changing conditions and community needs relative to housing, business activity, and community facilities and services. These forces of change affect all Bay Area cities, with all working to optimize use of diminishing land and other resources as the regional population increases. Unmanaged growth can strain infrastructure, parks, water resources, government services, and school capacity, and diminish resources in a manner that limits the ability of future generations to enjoy the life quality of today. Redwood City is committed to being smart and strategic about how it plans to accommodate a growing population, and how it will provide the services, infrastructure, jobs, and development conditions needed to preserve the quality of life in Redwood City.

Smart approaches to managing long-term change include adopting policies and practices that sustain environmental, economic, and human health conditions for future Redwood City residents. This includes land use patterns and development practices that reduce greenhouse gas emissions, accommodating uses and development that support local power generation and food production, and requiring thoughtful use of resources in everyday business operations.

In support of these objectives, the Urban Form and Land Use goals, policies, and implementation programs focus new growth into mixed-use activity centers and along corridors that are pedestrian friendly, serve as centers of community, and easily link to the regional transit system. Increased development densities and intensities in the infill areas and innovative parking approaches, which will be implemented primarily through zoning regulations, will incentivize smart growth.

Sustainable change also means changing the way we construct buildings so that they are more energy efficient, less water- and resource-intensive, easily solar adaptive, and healthier for occupants. This can be accomplished most directly through our green building program that requires new buildings to “build green.” Green building is an integrated approach to the design, construction, operation, and maintenance of buildings to limit a building’s impact on the environment. Redwood City has adopted a Green Building Ordinance to help the City achieve its sustainable objectives.
Finally, sustainable change means consciously thinking about our daily activities and the potential impact that we may have on the environment, and adjusting our behavior to act in a sustainable way. One of the most sustainable ways to act is to walk, bike, or take transit to our destinations, rather than driving. The Urban Form and Land Use goals, policies, and implementation programs are geared to facilitate increased pedestrian access to a variety of destinations. The walkability of destinations such as libraries, community centers, grocery stores, parks, and schools is outlined in the “Walking Shed” map (Figure BE-8). A walking shed (also known as a pedshed) shows the area within a comfortable walking distance to a particular point of interest.

As indicated in Figure BE-8, Downtown and areas near Downtown hold great opportunities for sustainable infill housing development, as a plethora of shopping, jobs, parks, and community destinations are located all within a short walking distance of these areas. In addition, El Camino Real and Woodside Road are well-positioned to facilitate an increase in sustainable infill development, with shopping and community destinations within walking distance of most locations along these corridors.

**Jobs:Housing Balance**

Today, people across the United States are driving longer distances, to more destinations, than we did 30 years ago. Nationally, vehicle trips between 1969 and 1990 increased by more than three times the population increase, while the average trip distance increased by 9 percent. Land use policies, which directly influence the distance between destinations, accounted for approximately one-third of the increase in driving, according to the Urban Land Institute.

In order to help stem this increase in driving and related traffic congestion, Redwood City seeks to be a “balanced community.” A balanced community is one where residents can live, work, socialize, and recreate. Not only does this enhance quality of life by providing choices and destinations, but it also furthers sustainability goals through the availability of shortened commute times and better options for other forms of transportation, including public transit, bicycling, and walking. In addition, balancing land uses provides the City with the diversification to run a successful government, with a diversified tax base and a variety of marketable characteristics.
THE BUILT ENVIRONMENT

Urban Form and Land Use

BE-8: Walking Shed Map

Redwood City General Plan
Urban Form and Land Use

THE BUILT ENVIRONMENT

A primary component of a balanced community is the availability of jobs near housing units. Linking jobs and housing holds significant potential to reduce vehicle miles traveled (VMT) and vehicle hours traveled (VHT). The term “jobs:housing balance” refers to a ratio that quantitatively expresses the relationship of where people work (“jobs”) to where people live (“housing”). A jobs:housing balance does not necessarily mean that there is one job for every employed person in the city; rather it means that the City has considered and facilitates an appropriate balance of jobs and housing and uses the jobs: housing ratio as an indicator when considering policy implementation. As of 2007, ABAG estimated that the jobs:housing ratio in Redwood City in 2005 was 1.78. ABAG projected that the jobs:housing ratio would increase to 2.00 by 2030.

In 2000, the U.S. Census reported that 39,189 Redwood City residents were employed. At the same time, the Association of Bay Area Governments estimated 57,980 jobs in the city, yielding a jobs:employed residents ratio of 1.48. However, as discussed in the Economic Development Chapter, only a small portion of Redwood City residents work within the city. The city receives nearly 40,000 in- and out-commuters each day; these are residents of other cities who work within Redwood City.

Throughout the life of this General Plan, it will be important to routinely review our jobs:housing balance indicator, and adjust our land use policies accordingly to achieve sustainability objectives and provide for strategic opportunities.

Implications of Urban Form and Land Use Policy

Over time, as properties recycle to new uses, the distribution of uses within the community will change. Application of land use policy will facilitate the evolution toward the mix of uses Redwood City envisions. Table BE-2 summarizes the level of capacity created for development through the 2030 planning horizon year for the General Plan, in comparison to the baseline data in 2008. This development scenario assumes significant redevelopment of private property to nearly maximum intensities and densities outlined in the General Plan land use categories. This summary should be considered as an outside envelope for capacity.
Table BE-2: 2030 Assumed Development Summary

<table>
<thead>
<tr>
<th></th>
<th>Dwelling Units</th>
<th>Population</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>City</td>
<td>SOI (1)</td>
<td>Total</td>
</tr>
<tr>
<td>Baseline: 2008</td>
<td>28,522</td>
<td>8,659</td>
<td>37,181</td>
</tr>
<tr>
<td>General Plan Assumed Development: 2030</td>
<td>36,749</td>
<td>9,535</td>
<td>46,284</td>
</tr>
<tr>
<td>Change</td>
<td>8,227</td>
<td>876</td>
<td>9,103</td>
</tr>
<tr>
<td>Percent Change</td>
<td>29%</td>
<td>10%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Note: 1) SOI: Redwood City Sphere of Influence

Redwood City has exhibited a trend of moderate growth over the past 40 to 50 years, despite the fact that prior General Plans allowed for fairly aggressive growth. Contributing factors include the largely built-out nature of the city, high land and construction costs, well-established and profitable land uses that offer property owners few financial incentives to redevelop (public or private), and an intense community interest in preserving historic buildings and neighborhoods. Thus, recycling of properties to the higher intensities allowed by previous land use policy has occurred on a very limited basis.

Table BE-2 represents assumed development to 2030; an outside envelope for capacity. A variety of issues must be considered in conjunction with assumed development levels. As such, the following factors will guide implementation of General Plan land use policy:

- The availability of domestic water supplies places an absolute limit on the amount of new development that can occur in the city over the long term. Through comprehensive water conservation efforts and expanded recycled water deliveries, the Redwood City intends to remain within its contractual allotment from Hetch Hetchy, and be able to supply water for new residential and commercial development in the city.

- Redwood City adopted the 2005 Urban Water Management Plan (UWMP) in accordance with the requirements of the California Urban Water Management Act. The UWMP identifies and quantifies projected water demands to the year 2030, and the existing and planned sources of water available to the city to meet those demands. The assumed development summary in Table BE-2 projects an increase in residential and nonresidential development beyond the amounts of development assumed in the water demand projections for the 2005 UWMP.

A complete discussion of Redwood City’s water demand and supply is included in the Water Resources Chapter of the Natural Resources Element.
Water is a limited resource for Redwood City, and demands upon our limited supply must be carefully monitored. The UWMP will be updated again in 2010. As a part of the 2010 UWMP update, the development assumptions of the General Plan will be utilized for continuity and consistency. As more research on water demand is completed as part of the 2010 and subsequent UWMPs, assumed development totals could potentially be adjusted. Future UWMPs may also consider development priorities and recommendations. If assumed development totals are adjusted, the City will revise the General Plan accordingly; and complete any reviews as required by CEQA.

- Development priority will be given to infill sites that are well served by “complete streets”—transit, pedestrian amenities, and bike ways. Given that such facilities will be developed and enhanced over time, development will occur at a pace that responds to and supports the emerging availability of alternative transportation modes.

- The modeling completed to project housing and employment growth related to the General Plan’s land use policy (assumed development potential in Table BE-2) involved conservatively high assumptions in order to accommodate potential growth and meet CEQA analysis requirements. As such, the General Plan allows substantial opportunities for economic development and related growth. The City will need to monitor development over time, assessing jobs:housing balance and sustainability indicators to ensure that policy priorities outlined in this General Plan are being achieved. This may require strategic implementation of land use policies through the Zoning Ordinance, as discussed below. In addition, indicator assumptions may change over time, and should be reviewed for relevance as well as achievements.

- The General Plan will be strategically implemented through the Zoning Ordinance, City processes, and projects, to best facilitate important goals and opportunities. Development priority, and related changes to the Zoning Ordinance, will be given to the land use categories that support residential development opportunities in Downtown, corridors, and Mixed Use - Waterfront Neighborhoods. This strategy will achieve Housing Element goals and facilitate an active, lively residential environment in our Downtown and along our major corridors.
Revisions to the Zoning Ordinance to implement economic development opportunities will follow. Care and attention will be paid to the commercial marketplace, with commercial goals implemented and adjusted over time as appropriate.

- As planned infrastructure improvements, long-term public facility and service needs, and resource use—as set forth in the other General Plan Elements—have been based upon these growth projections, the City will establish a development tracking system to monitor projected versus actual conditions and adjust policies and programs accordingly. Both water supply and our jobs:housing balance need to be carefully monitored, and development allowances adjusted as appropriate to achieve sustainability objectives and to facilitate strategic opportunities for Redwood City.

Urban Form and Land Use Goals, Policies, and Programs

The Urban Form and Land Use goals and policies implement the following Guiding Principles of this General Plan:

- **Plan for sustainability within our finite resources including but not limited to open space, water, energy, and air quality.**

- **Ensure that change harmonizes with existing development to preserve our historic and neighborhood character.**

- **Partner with and embrace our neighborhoods to improve health, safety, and well-being for all in our community.**

- **Design for active pedestrian and bicycle-friendly streets and public spaces.**

**GOAL BE-1:** Achieve complete and integrated neighborhoods, corridors, and centers.

**Policy BE-1.1:** Maintain and enhance the beneficial and unique character of the different neighborhoods, corridors, and centers, and open spaces that define Redwood City.

**Policy BE-1.2:** Promote the identity of Redwood City as a special place within the Bay Area.
Policy BE-1.3: Provide attractive entrance designs at city gateways that welcome visitors and promote memorable characteristics of Redwood City.

Policy BE-1.4: Require that buildings and properties be designed to ensure compatibility within and provide interfaces between neighborhoods, corridors, and centers.

Policy BE-1.5: Require that new and renovated buildings be designed to avoid styles, colors, and materials that negatively impact the environment or the design character of the neighborhood, corridor, and center in which they are located.

Policy BE-1.6: Require that new large-scale projects are developed with an interconnected pattern of small blocks to induce walking and create walkable neighborhoods and to maximize connections between neighborhoods. If a new large-scale development project is able to achieve circulation interconnectedness for all modes and maximize walkability, then the small block pattern may not be required.

Policy BE-1.7: Require that new large-scale projects consist of buildings primarily oriented to public streets, rather than private drives, walkways, and parking lots.

Policy BE-1.8: Require that new projects are integrated as seamlessly as possible into surrounding development, creating extensions of the urban fabric.

Policy BE-1.9: Carefully consider new shade, shadow, light, and glare effects from proposed development projects and comprehensive plans.

GOAL BE-2: Recognize, maintain, and celebrate the unique qualities of Redwood City’s neighborhoods.

Policy BE-2.1: Create complete neighborhoods by integrating schools, parks, child care centers, community centers, infrastructure, green spaces and parks, and other public amenities into each neighborhood.

Policy BE-2.2: Promote neighborhood identity and community engagement, encouraging residents to take pride in their neighborhoods and participate with neighborhood groups to address issues affecting their neighborhoods.
Policy BE-2.3: Develop and implement distinct plans for each Redwood City neighborhood typology that respond to and maintain the character of each.

Policy BE-2.4: Provide opportunities for housing development at a range of densities and housing types that provide various choices for current and future residents.

Policy BE-2.5: Protect neighborhoods from the encroachment of incompatible activities or land uses that may have a negative impact on the residential living environment.

Policy BE-2.6: Require commercial and industrial uses to screen service facilities from public view, and new development should enclose loading docks and bays when directly adjacent to residential uses.

Policy BE-2.7: Effectively integrate single-unit and multi-unit housing with local-serving convenience and neighborhood shopping centers, parks and recreation opportunities, child care, and other uses appropriate for neighborhoods.

Sustainability Focus

Policy BE-2.8: Make efforts to maintain and increase walking access to a variety of neighborhood destinations by encouraging uses that provide access to services, goods, and community facilities within and near neighborhoods. Figure BE-8, Walking Shed Map, maps baseline accessibility to neighborhood destinations.

Sustainability Focus

Policy BE-2.9: Encourage home occupations that have minimal traffic, parking, or other impacts to neighbors and neighboring uses.

GOAL BE-3: Encourage high-quality design in all new and modified housing.

Policy BE-3.1: Provide high-quality public streetscapes in all neighborhoods, particularly in locations where new investment in historic property renovation and infill development are desired.

Policy BE-3.2: Encourage new development to create direct and clear visual relationships between residences and public streets, while minimizing driveways, parking areas, and garage doors in front yard spaces.
GOAL BE-4: Preserve community character and historic buildings while attracting new infill development and investment in Historic Influence High Density Neighborhoods.

Policy BE-4.1: Insist upon high-quality infill development, and facilitate the renovation of existing residential buildings.

Policy BE-4.2: Encourage carefully designed and sensitive infill development that creates harmony and compatibility with nearby structures of historic value and merit. Require new development to integrate with, if not enhance, the historic nature of the neighborhood through appropriate site patterns and building character.

Policy BE-4.3: Explore alternatives and adopt regulations that encourage and incentivize the reuse and rehabilitation of historic or high-quality and compatible existing buildings.
**GOAL BE-5:** Retain the unique character of the Historic Influence Low Density Neighborhoods.

**Policy BE-5.1:** Require that new construction, additions, renovations, and infill development be sensitive to neighborhood context, historic development patterns, and building form and scale (for example, second stories, detached garages, setbacks, enhanced front entrances).

**Policy BE-5.2:** Require that residential units be designed to sustain the high-level of architectural design quality that characterizes Redwood City’s Historic Influence Low Density Neighborhoods.

**Policy BE-5.3:** Strengthen neighborhood identity with new development that is architecturally compatible with surrounding structures.

**Policy BE-5.4:** Strengthen connections between Historic Influence Low Density Neighborhoods and schools, parks, community facilities, and local commercial uses.

**GOAL BE-6:** Preserve the character and enhance the quality of Post-War Neighborhoods.

**Policy BE-6.1:** Ensure that new development is compatible with the established character of individual Post-War Neighborhoods.

**Policy BE-6.2:** Create new connections to commercial uses, schools, parks and recreational areas, and transit from Post-War Neighborhoods.

**Policy BE-6.3:** Encourage quality design in Post-War Neighborhoods, including appropriate articulation and modulation of building masses and elevations; compatibility with neighborhood development in terms of density, scale, and street-facing elevations; architectural treatment of all elevations visible from public places; and orientation to the street.

**GOAL BE-7:** Achieve improved aesthetic and parking conditions in Mixed Density Neighborhoods.

**Policy BE-7.1:** Promote high standards for both maintenance and new construction in Mixed Density Neighborhoods to address deferred maintenance and to improve neighborhood appearance.
Policy BE-7.2: Investigate and implement innovative approaches to address parking congestion.

Policy BE-7.3: Prohibit new structures that compromise neighborhood quality in terms of design, scale, character, or orientation. Study and define design issues to facilitate neighborhood continuity and identity.

Policy BE-7.4: Foster connections between Mixed Density Neighborhoods and surrounding corridors and centers, paying special attention to pedestrian access across major corridors.

**GOAL BE-8:** Preserve the scenic beauty and quality homes that define Hillside Neighborhoods.

**Policy BE-8.1:** Minimize the visual and environmental impact of development upon sensitive hillside areas.

**Policy BE-8.2:** Provide connections to commercial uses, schools, trails, and local parks.

**Policy BE-8.3:** Address oversized and out-of-scale residential development, including appropriate neighborhood building scale and compatibility.

**GOAL BE-9:** Preserve the qualities that distinguish Master Planned Neighborhoods.

**Policy BE-9.1:** Continue to enforce development standards that apply to Master Planned Neighborhoods (including those focusing on the provision of open space) to ensure that neighborhood evolution holds to the original vision.

**Policy BE-9.2:** Prohibit gated streets in any new Master Planned Neighborhoods, and review carefully any proposal to provide gates in already constructed neighborhoods, with the goal of providing for connectivity and integration into surrounding areas.

**Policy BE-9.3:** Require a variety of homes within any new residential master planned development, with the goal of establishing new opportunities for persons of varied income ranges, ages, lifestyles, and family needs.
GOAL BE-10: Encourage the development of pedestrian- and water-oriented mixed-use communities that provide public accessibility to the Bay in Waterfront Neighborhoods.

**Policy BE-10.1:** Require that Waterfront Neighborhoods provide public access along water edges, to public open spaces and trails and to vista points, as integral parts of neighborhood development.

**Policy BE-10.2:** Allow for a diversity of unique housing types, including floating homes and live-aboard boats. Consult with interested stakeholders to enhance existing floating communities and to establish floating community best practices and standards.

**Policy BE-10.3:** Ensure that development in Waterfront Neighborhoods considers and plans for potential impacts associated with climate change and sea level rise.

**Policy BE-10.4:** Consider the design of Mixed Use - Waterfront neighborhoods and relationship to the Port area and Port uses.

**Policy BE-10.5:** Establish design guidelines specific to Waterfront Neighborhoods to ensure new development exemplifies quality architecture and responds to its location on the Bay.

**Policy BE-10.6:** Require that development along the U.S. 101 frontage include design elements, landscaping, and signage that create a positive aesthetic condition, as viewed from the freeway corridor.

**Policy BE-10.7:** Improve pedestrian, bicycle, transit, and automobile linkages between the bayfront and the areas west of U.S. 101.

**Policy BE-10.8:** Whenever possible, encourage new development in Waterfront Neighborhoods to take shape as extensions of the urbanism of Redwood City, with street patterns of a similar scale to historic areas, buildings fronting those streets, and with good connections between adjacent projects. If a new large-scale development project is able to achieve circulation interconnectedness for all modes and maximize walkability, then the small block pattern may not be required.
GOAL BE-11: Create memorable and engaging retail, residential, and mixed-use destinations and paths along the corridors.

Policy BE-11.1: Improve the corridors to create a network of “complete streets” that emphasize pedestrian orientation and safety, public transit access, safe bicycle movement, and other improvements.

Policy BE-11.2: Improve the corridors to create a network of “green streets” that address the environmental impacts of street paving.

Policy BE-11.3: Plan for and accommodate mixed-use projects along corridors, where a site or sites are developed in an integrated, compatible, and comprehensively planned manner involving two or more land uses. Combine residential and office uses with commercial development to reduce automobile trips and encourage walking, and facilitate compact, sustainable development.

Policy BE-11.4: Promote mixed-use developments that include higher-density residential units that transition sensitively with adjacent lower-density residential uses.

Policy BE-11.5: Improve public streetscapes along the corridors, including widened sidewalks and crosswalks, protected crosswalks, regular street tree planting, bus shelters and street furniture, and pedestrian-oriented street lighting.

Policy BE-11.6: Provide that buildings located along corridors be designed to define the public realm, activate sidewalks and pedestrian paths, and provide "eyes on the street" in accordance with the following principles:

- Emphasize pedestrian orientation in site and building design, promoting a walkable environment with active street frontages, well-scaled buildings, and usable site spaces.
- Minimize the visual impact of parking facilities on all public streets.
- Locate the frontages of buildings directly adjacent to the public sidewalk.
- Provide public open spaces for public enjoyment, and include outdoor seating or other amenities that extend interior uses to the sidewalk.
Minimize driveways, as they interrupt the continuity of street facing building elevations; prioritize their location to side streets and alleys.

Utilize building patterns that mix the heights of elements, and consider adjacent lower scale development as applicable.

**Policy BE-11.7:** Provide the appropriate density and intensity of land uses to facilitate high levels of transit use along corridors.

**Policy BE-11.8:** Ensure that buildings along corridors are sensitive to adjacent neighborhoods, providing adequate scale transitions.

**Policy BE-11.9:** Encourage pedestrian activity by requiring all ground-floor businesses to include transparent window fronts and, to the greatest degree possible, be oriented toward commerce.

**Policy BE-11.10:** Study the feasibility of rebuilding the intersection of Woodside Road and El Camino Real as a surface intersection that establishes a stronger linkage between adjacent commercial districts and residential neighborhoods. Land currently devoted to entrance ramps could be developed as new commercial or mixed-use infill development, which may help to finance the improvements.

**Policy BE-11.11:** Explore establishing minimum development intensities and/or heights along primary corridors.

**GOAL BE-12:** Transform the El Camino Real Corridor into a “Grand Boulevard” that supports walking, transit, bicycling, and economic development.

**Policy BE-12.1:** Integrate land use and transportation planning and development to transform El Camino Real to an urban, pedestrian-friendly, and transit-oriented boulevard for residents to live, work, shop and play.

**Policy BE-12.2:** Encourage the replacement of older low-scale, auto-oriented development with well-designed new projects that offer pedestrian orientation, higher densities with more efficient use of land, and continued productive economic value.

**Policy BE-12.3:** Accommodate the pedestrian in all public and private improvement projects along El Camino Real.
Policy BE-12.4: Enhance the visual character of the El Camino Real Corridor by public streetscape improvements, including landscaping, coordinated street furniture and fixtures, and upgraded infrastructure.

Policy BE-12.5: Provide vibrant public spaces and gathering places along the El Camino Real Corridor.

Policy BE-12.6: Strengthen pedestrian, transit, and bicycle connections to provide convenient connectivity to the Caltrain Station.

GOAL BE-13: Enhance the Woodside Road Corridor as an attractive residential boulevard with walkable mixed-use neighborhood centers, a pedestrian and transit-oriented character, and consistent design elements that unify its image.

Policy BE-13.1: Promote a comprehensive streetscape and pedestrian improvement effort for Woodside Road. Design tree planting to promote pedestrian safety, comfort and a sense of security from moving traffic, and provide street lighting that focuses light at the pedestrian level.

Policy BE-13.2: Encourage the development of mixed-use neighborhood nodes as pedestrian-oriented “villages,” providing walkable destinations for shopping, leisure, and enjoyment at designated locations along Woodside Road.

Policy BE-13.3: Increase street tree plantings in medians to strengthen the parkway character of Woodside Road, using native and drought-tolerant species to the maximum extent possible.

Policy BE-13.4: Support new higher-density residential development on Woodside Road, while ensuring that new development is sensitive to adjacent single-unit residential neighborhoods.

Policy BE-13.5: Require quality infill between existing developments, with buildings and frontage improvements that create a coherent, attractive boulevard character.

Policy BE-13.6: Reorient new development along Woodside Road, between El Camino Real and U.S. 101, away from the limited access expressway configuration to a full-access boulevard where buildings are oriented toward the street and pedestrians may cross safely, conveniently, and legally.
GOAL BE-14: Re-create Middlefield Road as a pedestrian-friendly, neighborhood-serving Corridor that integrates with transit.

Policy BE-14.1: On Middlefield Road southeast of Woodside Road, create a unified commercial and mixed-use district that integrates diverse land use activities and scales of development. Encourage medium-scale commercial development at designated locations to serve established neighborhoods along the Middlefield Corridor.

Policy BE-14.2: Northwest of Woodside Road, preserve and strengthen the long-established residential and historic character of the surrounding neighborhoods, maintaining a general lower-scale, yet high-density quality. Develop design guidelines that respond to established forms and styles.

Policy BE-14.3: Enhance pedestrian and bicyclist safety along the Middlefield Corridor through streetscape improvements, additional crosswalks, and other measures appropriate for the Corridor.

Policy BE-14.4: Consult with the County of San Mateo and North Fair Oaks neighborhood as they develop a cohesive Community Plan that reflects the needs and desires of the community.

Policy BE-14.5: Explore annexation desires and options for the Sphere of Influence areas.

Policy BE-14.6: Improve all means of transportation (pedestrian, bicycle, public transit and vehicles), and enhance pedestrian and bicycle safety.

Policy BE-14.7: Include pedestrian amenities on Middlefield Road, and create community gathering spaces as destinations. Utilize materials and public art in public spaces that promote local identity and pride.

Policy BE-14.8: Establish land uses and development that support a local streetcar line along Middlefield Road.

Policy BE-14.9: Increase efforts to discourage crime utilizing Crime Prevention through Environmental Design (CPTED) and supporting neighborhood watch groups.

Policy BE-14.10: Improve the Middlefield Road streetscape to provide an attractive entrance into Downtown. These improvements
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should coordinate with existing streetscape improvements to facilitate its transition into Theater Way.

**GOAL BE-15:** Make Veterans Boulevard an attractive gateway into Redwood City, with uses and a streetscape that welcome visitors from the region.

- **Policy BE-15.1:** Encourage private property redevelopment initiative along the Veterans Boulevard Corridor to create new Commercial - Regional, Commercial - Office/Professional, and Mixed Uses consistent with the Land Use Map.
- **Policy BE-15.2:** Preserve areas designated for light industrial, while ensuring that potential negative impacts to surrounding uses are mitigated.
- **Policy BE-15.3:** Pursue streetscape enhancements along Veterans Boulevard that create a parkway of higher-density buildings framed by an attractive, coordinated landscape of trees and pedestrian-oriented open spaces. Increase the number of controlled intersections and crosswalks to reduce the street’s effect as a barrier to pedestrian movement.

**GOAL BE-16:** Re-create Broadway as a multi-modal Corridor that links Downtown to properties across Woodside Road.

- **Policy BE-16.1:** Pursue new land use approaches along the different segments of the Broadway Corridor consistent with the Land Use Map. These land use approaches are designed to encourage development at an intensity and pattern that supports a street car transit system.

- **Policy BE-16.2:** Prepare and implement a streetscape plan to create a stronger entrance into Downtown and to integrate the diverse size and scale of the commercial and mixed-use activities.

- **Policy BE-16.3:** Pursue infrastructure and mobility enhancements that will facilitate movement across Woodside Road and that promote walking, bicycling, and transit use, including a streetcar system.
GOAL BE-17: Develop and enhance successful, vital, and engaging centers of activity in Redwood City.

Policy BE-17.1: Accommodate outdoor cafes and similar neighborhood-serving uses in the public right-of-way as a means of promoting pedestrian activity and center vitality. Ensure that access and noise considerations relative to surrounding uses are sufficiently addressed.

Policy BE-17.2: Promote the revitalization, upgrading, and beautification of commercial retail centers and the conversion of strip commercial areas to coordinated, complementary retail and service uses.

Policy BE-17.3: Encourage and facilitate the establishment of child-care facilities in proximity to large employment areas such as Downtown, south Broadway, Redwood Shores, the Kaiser and Sequoia Hospital areas, and near high-density residential areas and transit nodes.

Policy BE-17.4: Facilitate a new Redwood Creek/ Harbor Center that embraces Redwood Creek and the Bay, fostering an exciting waterfront destination and neighborhood with a mix of uses.

GOAL BE-18: Make Downtown the premier urban location on the Peninsula for business, government functions, shopping, dining, living, and entertainment, with attractive buildings and streetscapes that respect and respond to Redwood City’s history.

Policy BE-18.1: Adopt and implement the new Downtown Precise Plan.

Policy BE-18.2: Allow for a range of uses, building types, and building heights, to promote diverse mixed-use development, pedestrian activity, and a vibrant city center.

Policy BE-18.3: Enhance functioning commercial areas within Downtown to help define community identity.

Policy BE-18.4: Require residential, office, and governmental agency buildings and sites to be designed to encourage pedestrian activity, through street character, plazas, and other features and amenities that enhance Downtown’s viability.
**Policy BE-18.5:** Encourage development and growth in the Downtown such that it serves as the city’s major center of local and regional-serving retail, including encouraging relocation of retail into the Downtown core.

**Policy BE-18.6:** Continue to foster pedestrian-oriented redevelopment in areas surrounding the Caltrain Station. Prioritize redevelopment of the Middlefield Parking Lot and other public owned land in the vicinity to support Downtown activity.

**Policy BE-18.7:**

*Sustainability Focus*

Pursue mixed-use housing and commercial development in Downtown that includes a range of housing options and affordability levels.

**Policy BE-18.8:**

Provide the amenities and range of entertainment, shopping, and cultural offerings that will make Downtown a vital regional and local destination.

**Policy BE-18.9:**

*Sustainability Focus*

Create a network of attractive, interesting public places and spaces that encourage walking and lingering through connections to Broadway, adjacent neighborhoods, transit, and El Camino Real.

**Policy BE-18.10:** Plan, manage, and operate the overall supply of parking to provide “just enough” parking at the right price to serve the needs of people living, working, and visiting Downtown.

**GOAL BE-19:**

Provide areas for diverse employment and business opportunities with optimum commute access.

**Policy BE-19.1:** Encourage the success and vitality of Employment Centers that provide quality work and working environments for employees.

**Policy BE-19.2:** Consider the establishment of biotechnology/hospital districts around the Kaiser Hospital and Stanford Medical Clinic properties.

**Policy BE-19.3:**

*Sustainability Focus*

Promote enhanced accessibility to Employment Centers through alternative modes of transportation, including walking, bicycling, carpooling, a local streetcar or similar system, and other transit alternatives.
Policy BE-19.4: **Sustainability Focus**

Encourage Employment Centers to incorporate accessory uses such as public open space and/or trails, transit amenities, child care facilities, and supportive retail uses based on the size and location of the development.

Policy BE-19.5:

Require that new and renovated Employment Center developments be designed to accommodate safe and convenient walking, biking, and transit use, and exhibit design features that encourage connections, including interconnected systems of streets and walkable blocks; innovative parking solutions that reduce surface parking lots; buildings with primary entrances on public streets and sited around common plazas, courtyards, walkways, and open spaces; extensive on-site landscaping; a coordinated and well-designed signage program; and attractive streetscapes and lighting to promote pedestrian activity.

Policy BE-19.6:

Maintain healthy jobs:housing ratio that supports the General Fund and its capacity to pay for essential services and programs for the city’s existing and future population, while providing housing choice options for employees of local businesses.

Policy BE-19.7: Support the use of the Light Industrial Incubator Overlay to ensure retention of light industrial lands in Redwood City, and accommodate small incubator space for young businesses in green, biotechnology, software, and other emerging industries.

Policy BE-19.8:

Require that new and renovated industrial properties and structures exhibit quality design and continued to be maintained.

Policy BE-19.9:

Require industrial development in Employment Centers to incorporate measures to minimize negative impacts on nearby land uses.

**GOAL BE-20:** Develop economically thriving and attractive Gateway Centers near the U.S. 101 entrances to the city at Whipple Avenue and Woodside Road.

Policy BE-20.1:

Consolidate automobile sales and support uses in the Gateway Center near Whipple Avenue, supporting adequate capacity and freeway visibility.

Policy BE-20.2:

Accommodate uses in the Gateway Centers that provide long-term tax revenues and that appeal to a regional market. As
centers age, re-evaluate and/or encourage properties to update and renovate, thereby capturing the latest development and design trends.

**Policy BE-20.3:** Provide for enhanced connections from the Gateway Centers to Downtown and other Employment Centers to create opportunities for synergy among businesses.

**Policy BE-20.4:** Develop and implement a signage and way-finding program for the Gateway Centers that creates distinct identity and cohesion, identifying Redwood City and guiding visitors to destinations. Coordinate new signage with a comprehensive streetscape design, providing a clear identity for the city at these points of access.

**Policy BE-20.5:** Enhance the appearance of Redwood City and views of the Don Edwards San Francisco National Wildlife Refuge from U.S. 101.

**Policy BE-20.6:** Require that commercial centers, when upgraded by property owners, be subject to design review processes that ensure high quality architectural treatments and sensible site design.

**Policy BE-20.7:** Encourage high-quality residential development in mixed-use areas within Gateway Centers.

**GOAL BE-21:** Maintain the viability of the Port of Redwood City as a center for goods and people movement and large-scale industrial activity.

**Policy BE-21.1:** Allow for growth and intensification of industrial uses in the Port Industrial Center.

**Policy BE-21.2:** Ensure efficient and productive use of Port lands.

**Policy BE-21.3** Prepare a plan that accommodates a passenger ferry terminal at the Port, and that:

- Applies to all of the area immediately adjacent to the ferry terminal;
- Facilitates a variety of travel mode connections to various parts of Redwood City; and
- Establishes architectural and site planning standards for new buildings.
Policy BE-21.4: Maintain railroad rights-of-way for materials transport and potential transit use.

GOAL BE-22: Achieve land use patterns and development approaches that incorporate sustainability principles.

Policy BE-22.1: Strive for consistency between the General Plan and the Zoning Ordinance and other local regulatory documents that implement General Plan policies.

Policy BE-22.2: Apply the following performance criteria and standards, as applicable, to all new development projects, with the level of application commensurate with the scale of development:

- The development must result in a net positive fiscal impact to the City unless the City Council identifies unique circumstances for waiving this requirement.

- Adequate long-term water supplies must be available to serve the new development without impinging upon service to established and approved uses and developments. Adequacy must be fully documented to the satisfaction of the responsible City departments.

- The City’s adopted service standards for pedestrian, bicycle, public transit usage, and motorized vehicle mobility must be achieved. Any circulation improvements or programs needed to maintain the established level of service standard must be programmed and funding committed for construction or implementation at the appropriate time.

- New development must plan for access to public transportation, including the potential streetcar system, transportation hub, and ferry terminal, as appropriate.

- Limit new development within the floodplain or ensure new development incorporates extra precautions into the site and building design to account for floodplain location.

- Storm drain, sewerage, and similar infrastructure improvements necessary to serve the development must be fully funded at the appropriate time, and any such improvements shall not place burdens upon nor otherwise impact tributary facilities.
Sufficient measures must be incorporated into project design and fully funded at the appropriate time to provide adaptation to and/or guard against potential damage from anticipated rises in sea levels.

Minimize direct or indirect impact to sensitive biological resources while optimizing the potential for mitigation.

Uses proposed must clearly be compatible with surrounding established and planned uses.

Development must support the City’s vision for the district or area in which it is proposed to be located.

Development must incorporate sustainability features, including features that minimize energy and water use, limit carbon emissions, provide opportunities for local power generation and food production, and provide areas for recreation.

The development must provide a measurable and/or clearly identifiable community benefit in the form of affordable housing, jobs generation, available parkland or open space, environmental hazard protection, and/or other criteria established by the City.

Require new development to pay its fair share of the cost of public facilities, services, and infrastructure, including but not limited to transportation, incremental water supply, sewer and wastewater treatment, solid waste, flood control and drainage, schools, fire and police protection, and parks and recreation. Allow for individual affordable housing projects to be exempted from the full cost of impact fees, subject to meeting specified criteria.

Policy BE-22.3: Ensure that new development within San Carlos Airport airspace protection zones seeks input from the Federal Aviation Administration prior to approval.

Policy BE-22.4: Consider creative ways to introduce new parkland in Redwood City, including acquiring flood zone property, using rooftops, and undergrounding existing surface parking to use the previous lots as parks.
Policy BE-22.5: Track new residential and non-residential development and link the information to available water resources and the jobs: housing balance.

GOAL BE-23: Provide a balance of business opportunities and housing choices that make it easy for persons of all income ranges to live and work in Redwood City.

Policy BE-23.1: Accommodate a range of land uses to meet the economic, environmental, and social needs of Redwood City.

Policy BE-23.2: Coordinate land use and transportation planning to ensure land use patterns and intensities can support a regionally integrated transportation network that includes bicycles and pedestrians, and provides equal access to jobs, recreation, quality education, child care, and healthcare systems.

Policy BE-23.3: Build and support a local economy that promotes commercial, office, and industrial businesses that provide employment for a broad spectrum of skilled and professional labor.

Policy BE-23.4: Support revitalization, provide a catalyst for economic development, and connect neighborhoods and activity centers through establishment of a streetcar system, transportation hub, and ferry terminal in Redwood City.

Policy BE-23.5: Accommodate business paradigms and infrastructure enhancements that minimize the need for automobile trips, such as live/work, home-based businesses, high-speed telecommunications support, and satellite work centers, in addition to mixed-use development strategies.

Policy BE-23.6: Accommodate mixed-use projects pursuant to the Land Use Map and any implementing regulations.

Policy BE-23.7: Promote higher residential densities at locations near or within commercial, financial, and compatible employment centers, and also transportation corridors where neighborhood services are available.

Policy BE-23.8: Designate commercial land in a manner that maximizes community accessibility to a variety of retail commercial outlets and services, and minimizes the need for automobile travel.
Policy BE-23.9: **Sustainability Focus**

Protect and enhance the natural environmental features in Redwood City. Preserve open space resources as visual, recreational, and habitat resources, finding creative ways to provide habitat areas and species protection.

Policy BE-23.10: Allow development projects to exceed maximum densities if the development is within a designated planning area (such as certain precise plans) and the project demonstrates some or all of the following features that provide significant community benefits:

- Superior design and integration of a mix of uses
- Incorporation of affordable housing
- Incorporation of public or community facilities
- Transportation demand management
- Innovative use of shared parking
- Efficient and innovative use of infrastructure and renewable resources
- Supportive of new transit such as streetcars

**GOAL BE-24:** Be a regional leader with regard to sustainable development practices.

Policy BE-24.1: Ensure that change and development occur in a fashion that enhances and blends with Redwood City’s established social fabric, natural environment, and built environment.

Policy BE-24.2: **Sustainability Focus**

Focus infill growth in the city’s centers and along the corridors with the twin objectives of addressing global warming issues and maximizing use of limited resources.

Policy BE-24.3: Prioritize improvements to public infrastructure in higher-density neighborhoods, corridors, and centers.

Policy BE-24.4: **Sustainability Focus**

Consult with other agencies to address common regional issues and opportunities related to growth, transportation, infrastructure, and other planning issues.

Policy BE-24.5: **Sustainability Focus**

Support land use, mobility, and business practices that enable Redwood City residents to minimize their need to travel via automobile and or/truck to obtain and/or deliver goods.

Policy BE-24.6: **Sustainability Focus**

Continue to develop and standardize the City’s green building program.
**Policy BE-24.7:** Consult with organizations, neighborhoods, developers, and businesses to offer green building educational programs.

**Sustainability Focus**  
**Policy BE-24.8:** Support building designs that assist with the management of storm water runoff, preserve and enhance soil permeability, and reduce other negative effects of urban development.

**Sustainability Focus**  
**Policy BE-24.9:** Promote the use of locally shared solar, wind, and other alternative energy generation systems as part of new planned developments.

**Policy BE-24.10:** Ensure, to the extent feasible and as applicable to the urban context and consistent with other goals and policies, that developments are configured and designed to protect solar access.

**Policy BE-24.11:** Consider the impacts of global warming, such as rising sea levels and floodplain areas, when reviewing plans for new development.

**Policy BE-24.12:** Seek energy demand reductions in both residential buildings and large industrial and commercial buildings, where reductions by a single user could have a large effect.

**Sustainability Focus**  
**Policy BE-24.13:** Explore all opportunities to improve connections among the centers, corridors, and neighborhoods, creating ideal environments for walking and bicycling.

## Implementation Programs

### Procedures, Permits, Agreements, Ordinances

**Program BE-1:** Amend Zoning Ordinance and Map. Update the Zoning Ordinance and Zoning map to reflect the General Plan Land Use Map upon adoption of the General Plan. Create zoning districts as needed to implement the Land Use and Urban Form Chapter. Establish specific development standards for each newly created zoning district.

- Using the Downtown Precise Plan as an example, explore the potential for form-based standards that would emphasize pedestrian orientation, access to transit, and integration of land uses. Implement the updated Zoning Ordinance and Map over time.
Complete Zoning Ordinance revisions to implement the General Plan as expediently as possible, utilizing a phased approach to allow priority development areas to be implemented first. Specifically, prioritize adoption of the Downtown Precise Plan (in progress) and zoning designations for Mixed Use - Corridor, Mixed Use - Neighborhood, and Mixed Use - Waterfront (within one year of adoption of the General Plan). The Housing Element identifies vacant and underutilized sites that would accommodate an estimated 6,348 new units. The vast majority of these sites (95 percent of potential 6,348 units) have one of the four above-mentioned General Plan land use designations. In general, prioritize zoning designation revisions that support housing, i.e. zoning designations that would implement residential and mixed use General Plan designations and would facilitate development of opportunity sites identified in the Housing Element. Complete commercial and industrial zoning revisions subsequently, while monitoring the city’s jobs:housing balance, vacancy rates, water demand and availability, and opportunities over time. Continue to track the jobs:housing balance and water availability throughout the life of the Plan, and adjust zoning allowances accordingly to achieve sustainability objectives and support strategic opportunities.

Establish transition zones or buffers between differing land use types and/or densities and intensities.

Facilitate complete neighborhoods, including allowing corner grocery convenience stores in residential neighborhoods; and minimize the impact of alcohol and/or tobacco sales establishments and fast food outlets near schools and community centers.

Review regulations governing building setbacks, the location of parking lots, and reduced parking requirements to create a more pedestrian-oriented and walkable built environment. These amended zoning requirements shall be applied to selected areas of Redwood City such as transit corridors (El Camino Real, Woodside Road, Broadway) and high-density neighborhoods where transit- and pedestrian-oriented mixed use and high-density residential development could take place.

Structure zoning and business permit regulations to encourage home occupations while minimizing vehicle and other impacts on neighboring residents and residential uses.
• Study and consider ways to encourage new development to incorporate accessibility features for mobility impaired residents, including small children, seniors, and disabled persons. Incentives could be included as part of sustainability practices, such as the Green Building Ordinance, or other efforts to ensure access to housing (such as a future Reasonable Accommodation Ordinance).

• Establish a zone where live/work, studios, and crafts spaces are allowed. Establish standards and permitting procedures for those uses, including roadside signage, parking, and other standards as appropriate.

• Structure zoning regulations to allow a broad range of commercial and industrial uses consistent with economic development goals and land use objectives.

• Reduce parking requirements in areas located in proximity to quality transit, particularly high-density residential and mixed-use infill development.

• Reconsider floor area ratios and building scale in established neighborhoods.

• Establish floor area ratios (FAR) limits on residential development. FAR limits may vary based on neighborhood typology context, and site-specific conditions including slope.

• Consider the impact of new development standards creating nonconforming uses throughout the community.

• Consider modifications to the Zoning Ordinance to facilitate renovation and investment in Historic Influence High Density Neighborhoods. For example, consider revising the Zoning Ordinance to allow the division of large-scale historic structures into separate units.

• Consider modifying second unit standards to facilitate increased density while preserving older structures.

• Consider allowing for replacement of 1950s and ‘60s era construction with the same development or greater intensity and reduced parking if design quality is greater and/or supports historic character. Consider reducing the height limit, as appropriate.

• Consider revising zoning to encourage large floor plate (large, open floor space) uses in the Downtown.

**Timeframe:** Immediate, Short Range, Ongoing  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund
Program BE-2: Environmental Review.

- Require environmental review of individual development applications pursuant to the California Environmental Quality Act (CEQA). The City will require that such review assess potential impacts to sensitive ecological and biological resources. The City will look for development approaches that avoid sensitive habitat and wildlife corridors. However, where avoidance is not possible, the City will require habitat enhancement or restoration, off-site mitigation, or any combination of these means. Other solutions emphasizing enhancement and restoration may result in the establishment of larger habitat areas or habitat of superior quality. In such cases, these approaches may be determined to be superior to avoidance. Use CEQA infill exemptions in precise plan and corridor areas, and as otherwise may be allowed pursuant to SB 375.
- Prepare guidelines that describe the City’s process for qualifying for CEQA streamlining for residential mixed-use projects, urban infill, and “Transportation Priority Projects” as provided under State law.
- Establish internal guidelines equivalent to the BAAQMD CEQA Guidelines to evaluate the significance of air quality impacts from projects or plans, and to establish appropriate minimum submittal and mitigation requirements necessary for project or plan approval.

**Timeframe:** Ongoing and Short Range  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund

Program BE-3: Floodplain Annual Review. Consistent with Government Code §65302(a), annually review those areas covered by the General Plan that are subject to flooding identified by floodplain mapping prepared by the FEMA or DWR.

**Timeframe:** Ongoing  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund

Program BE-4: Neighborhood Maintenance. Pursue code enforcement actions to advance the proper rehabilitation of homes, buildings, yards, and neighborhoods in all areas of the city.

**Timeframe:** Ongoing
**Program BE-5: Context Sensitivity in Historic Influence High Density Neighborhoods.** In Historic Influence High Density Neighborhoods, review development proposals for compatible site design, building form, and scale relationships with the frontages of historic buildings. Require that new development in Historic Influence High Density Neighborhoods consider relationships to neighboring properties. Require each development proposal to document how contextual qualities of neighboring properties were considered and accommodated, showing a deliberate effort to design careful relationships between the new project and its neighbors. Give consideration to the following elements of neighboring development:

- The overall site plan
- The building placement on the site
- The height, form, and massing of buildings
- The character of street frontages
- The pattern of landscaping and types of plant species

**Timeframe:** Ongoing

**Responsible Party:** Planning Division; City Manager’s Office

**Funding Sources:** General Fund

**Program BE-6: Variety in Master Planned Neighborhoods.** Prohibit dwellings with identical elevations on adjacent lots. Avoid repetitive placement of garage doors and reduce their visual prominence.

**Timeframe:** Ongoing

**Responsible Party:** Planning Division

**Funding Sources:** General Fund

**Program BE-7: Access to Residential Waterfront Neighborhoods.** Continue to pursue an extension of Blomquist Street to link the bayfront over Redwood Creek.

**Timeframe:** Ongoing

**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department

**Funding Sources:** Grants, Transportation Agencies
Program BE-8: **Transit Amenities.** Require incorporation of transit-oriented design features, and attractive and appropriate transit amenities (including shaded bus stops) into public and private development projects, as appropriate, to promote and support public transit use.

*Timeframe:* Long Range  
*Responsible Party:* Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department  
*Funding Sources:* General Fund

Program BE-9: **Priority Development Areas.** Develop City practices that clearly support the priority growth areas, and make efficient use of land and infrastructure. Develop a process to identify and prioritize key areas (e.g., Downtown and mixed-use corridors), development sites, and infill areas for rezoning to promote infill development and ensure consistency with the General Plan. Prioritize development of sites identified in the Housing Element as most suitable for redevelopment as high-density residential and mixed use; encourage the inclusion of affordable housing on these sites. Consult with ABAG’s Focus Growth Program.

*Timeframe:* Immediate  
*Responsible Party:* Planning Division; Economic Development Division  
*Funding Sources:* General Fund

Program BE-10: **Revitalize Targeted Sites.** Continue to use the full complement of planning tools and legal authority available to revitalize targeted retail sites and areas with older lodging facilities. Create incentives for landowners to upgrade or redevelop their properties.

*Timeframe:* Ongoing  
*Responsible Party:* Planning Division; Economic Development Division  
*Funding Sources:* General Fund

Program BE-11: **Shade Analysis Downtown.** Require all new development and redevelopment within the Mixed Use - Downtown land use designation to complete a shade and shadow study unless and
until implementing zoning incorporates mitigation to address impacts as defined below, unless the City’s Zoning Administrator determines, based on the scale and scope of the proposed project and the criteria set forth herein, that no shade and shadow study is necessary. Significant impacts shall be mitigated to the extent feasible. The following impacts will normally be considered significant:

- Introduction of landscape that would now or in the future cast substantial shadows on existing solar collectors.
- Casting of shadows covering more than 50 percent of Courthouse Square, Theatre Way, City Hall Park, Library Plaza, Hamilton Green, Depot Circle, Little River Park, Redwood Creek, or City Center Plaza at 12:00 P.M. on the Spring Equinox.
- Casting of shadows that cause a solar-sensitive character-defining feature (e.g. the stained-glass dome of the historic San Mateo County Courthouse building) of any historic resource to be more than 50 percent in shadow at 12:00 P.M. on the Spring Equinox.
- Casting of shadows from parcels with a higher maximum permitted height onto adjacent parcels with a lower maximum permitted height that cause solar-sensitive portions of the parcel with the lower maximum permitted height to be more than 50 percent in shadow at 12:00 P.M. on the Spring Equinox.
- Casting of shadows from parcels within the Mixed Use - Downtown land use designation onto adjacent parcels designated Residential - Low, - Medium, - Medium High, and/or - High that cause solar sensitive portions of such residential parcels (e.g. private and common yards and balconies) to be more than 50 percent in shadow at 12:00 P.M. on the Spring Equinox.

**Timeframe:** Ongoing  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund  

**Program BE-12:** Shade Analysis within Mixed Use - Corridor and Mixed Use - Neighborhood. Require all new development and redevelopment within Mixed Use - Corridor and Mixed Use - Neighborhood land use designations to complete a shade and shadow study unless and until implementing zoning incorporates mitigation to address impacts as defined below, unless the City’s Zoning Administrator determines, based on the scale and scope of the proposed project and the criteria set
forth herein, that no shade and shadow study is necessary. Significant impacts shall be mitigated to the extent feasible. The following impacts will normally be considered significant:

- Introduction of landscape that would now or in the future cast substantial shadows on existing solar collectors.
- Casting of shadows that substantially impair the beneficial use of shadow-sensitive public open space.
- Casting of shadows from parcels within the major transportation corridor onto adjacent residential parcels that substantially impair the beneficial use of the residential parcels.
- Casting of shadows that materially impair the historic significance of an historic resource.
- Casting of shadows from parcels within a major transportation corridor onto adjacent parcels designated Residential - Low, - Medium, - Medium High, and/or - High that substantially impair the beneficial use of the residential parcels.

**Timeframe:** Ongoing  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund

**Program BE-13:** **Shade Analysis within Mixed-Use Waterfront Neighborhood.**  
Require all new development and redevelopment within the Mixed Use - Waterfront Neighborhood land use designation to complete a shade and shadow study unless and until implementing zoning incorporates mitigation to address impacts as defined below, unless the City’s Zoning Administrator determines, based on the scale and scope of the proposed project and the criteria set forth herein, that no shade and shadow study is necessary. Significant impacts shall be mitigated to the extent feasible. The following impacts will normally be considered significant:

- Introduction of landscape that would now or in the future cast substantial shadows on existing solar collectors.
- Casting of shadows that substantially impair the beneficial use of shadow-sensitive public open space.
- Casting of shadows from parcels within the Mixed Use - Waterfront Neighborhood land use designation onto existing adjacent residential development that substantially impair the beneficial use of these residential parcels.
- Casting of shadows that substantially impair the viability of a sensitive natural habitat.
Program BE-14: **Shade Analysis within Public Facility, Schools, and Commercial Neighborhood.** Require all new development and redevelopment within the Public Facility, Schools, and Commercial - Neighborhood land use designations to complete a shade and shadow study unless and until implementing zoning incorporates mitigation to address impacts as defined below, unless the City’s Zoning Administrator determines, based on the scale and scope of the proposed project and the criteria set forth herein, that no shade and shadow study is necessary. Significant impacts shall be mitigated to the extent feasible. The following impacts will normally be considered significant:

- Introduction of landscape that would now or in the future cast substantial shadows on existing solar collectors.
- Casting of shadows that substantially impair the beneficial use of shadow-sensitive public open space.
- Casting of shadows from parcels within the Public Facility, Schools, and/or Commercial - Neighborhood land use designations onto adjacent Residential - Low or Residential - Medium parcels that substantially impair the beneficial use of the residential parcels.

Program BE-15: **Title 24 Lighting Zone.** Require all new development and redevelopment within Redwood City to be in compliance with Title 24 Lighting Zone (LZ-3) requirements. Encourage the use of low mounted, downward casting exterior lighting for all new development in the city, so as to reduce light trespass onto adjacent properties. Further, require new developments to submit lighting and photometric site plans for City review and approval prior to the issuance of individual building permits.

Program BE-16: **Redwood City/Sphere Compatibility.** Consult with San Mateo County regarding compatibility and vision for areas within
Redwood City’s Sphere of Influence, including needed infrastructure improvements, design, and land use policy. For those properties located in the San Mateo County jurisdiction and seeking City of Redwood City services, encourage development that retains the character of the surrounding neighborhood and includes infrastructure improvements the City would approve upon annexation. Furthermore, require properties to develop to Redwood City standards, as a condition of issuance of City sewer or water permits.

**Timeframe:** Ongoing  
**Responsible Party:** Public Works Services Department; Building, Infrastructure and Transportation Department; Planning Division  
**Funding Sources:** General Fund

### Plans and Studies

#### Program BE-17: Design Guidelines.
Prepare, for City Council consideration, design guidelines that identify the City’s expectations for planning, designing, and reviewing development proposals. Include form based guidelines for neighborhoods, corridors, and centers to be implemented in all areas of the city. The design guidelines may take the form of citywide guidelines or guidelines developed for identified neighborhoods, centers, and corridors. Use the urban design recommendations in this General Plan as the foundation for comprehensive guidelines. Utilize the structure of neighborhoods, corridors, and centers provided in the Land Use and Urban Form Element to formulate design guidelines for all of Redwood City. As part of the process, work with the City’s boards and the residents of different neighborhoods in developing these guidelines.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department  
**Funding Sources:** General Fund

#### Program BE-18: Redwood Creek/ Harbor Master Plan.
Develop a Master Plan for the areas surrounding Redwood Creek, linking the harbor area, Redwood Creek, and Downtown Redwood City. The Master Plan should create a “destination” harbor center. It should address connections between Downtown and the Bay, and focus on placemaking, “destination” land uses, design,
incentives, trails and connections, and necessary infrastructure improvements. The Master Plan should attempt to redress the barrier and disconnection created by U.S. 101 between Downtown and the Bay. It should attempt to reinforce an east-west focus rather than north-south. The Master Plan should consider creating bridges across the creek that may be parallel but separate from Blomquist extension to further enhance trails, open space accessibility, and connectivity.

**Timeframe:** Mid Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department  
**Funding Sources:** General Fund

**Program BE-19:**  
**Port Area Master Plan.** Work with the Port to prepare a Port Master Plan for the future.

**Timeframe:** Mid Range  
**Responsible Party:** Planning Division; Port of Redwood City  
**Funding Sources:** General Fund and the Port

**Program BE-20:**  
**Jobs:Housing Balance.** Develop a system to periodically review total new commercial development square footage and new residential dwelling units. Track changes to the city’s jobs:housing balance, and adjust the Zoning Ordinance as appropriate to ensure adequate housing is developed to provide housing choice options for local businesses’ employees.

**Timeframe:** Short Range, Ongoing  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund

**Program BE-21:**  
**Gateways.** Create plans for and install strong, unifying gateways with signage and other public improvements. Consider installation of entrance designs at the following city gateways:

- Edgewood Road at Alameda de las Pulgas
- Farm Hill Boulevard at Woodleaf Avenue
- Woodside Road at Alameda de las Pulgas
- El Camino Real at the San Carlos City limit
- El Camino Real near Oakwood Drive
- Middlefield Road near 7th Avenue
- Woodside Road at U.S. 101
- Seaport Boulevard at U.S. 101 (Port Gateway)
- Whipple Avenue at U.S. 101
- Redwood Shores Parkway and Marine Parkway, at U.S. 101 (at the City boundary)

Include in each entry design colorful graphic signage that incorporates directions to important attractions, adequate lighting to illuminate signage, and landscape features, including clusters of trees. Emphasize low maintenance and drought-tolerant plant selection.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department  
**Funding Sources:** General Fund

**Program BE-22:**  
**Land Use/Neighborhood Transitions.** Through design guidelines, strive to attain development in Waterfront Neighborhoods that minimizes potential conflicts with the Port area’s industrial uses. Require that the scale and massing of new development in higher-density/intensity centers and corridors provide appropriate transitions in building height and bulk that are sensitive to the physical and visual character of adjoining neighborhoods that have lower development intensities and building heights.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund

**Program BE-23:**  
**Enhance the Pedestrian Experience.** Through the Complete Streets Master Plan (as discussed in the Circulation Chapter and Program BE-58), develop and maintain a comprehensive citywide Pedestrian Plan. Identify funding to provide pedestrian amenities, shade trees, appropriate lighting, and store-front retail opportunities along corridors. Establish priority pedestrian improvement areas and phase construction based on those priorities.

Continue to explore opportunities to create pedestrian connections as follows:
- From neighborhoods to schools, parks, trails, commercial centers, and other activity centers
- Within mixed-use areas
- From higher density residential areas to transit services
- Between different modes of transit
Utilize the Walking-Shed Map (Figure BE-7) to identify areas that do not have pedestrian destinations and outreach to those areas to better understand their needs. Update the Walking-Shed Map as appropriate. Consider creating, on a neighborhood basis, a Walking-Path Map, providing walking routes to specific destinations.

Consult with business associations, tenants, and property owners to identify and implement streetscape improvements that contribute to each corridor’s pedestrian character.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department  
**Funding Sources:** General Fund, grants

**Program BE-24:**  
**Design Guidelines for Middlefield.** Develop design guidelines for the Middlefield Corridor. In the guidelines, emphasize pedestrian orientation in site and building design, context sensitivity, and location of parking areas to the side or rear of buildings to minimize their visibility from streets.

**Timeframe:** Long Range  
**Responsible Party:** Planning Division  
**Funding Sources:** General Fund

### Special Programs/Projects

**Program BE-25:**  
**Grand Boulevard Initiative.** Continue to participate in the Grand Boulevard Initiative to ensure that El Camino Real achieves its full potential as a place for residents to work, live, shop, and play; creating links between communities that promote walking and transit and an improved and meaningful quality of life. Explore options in conjunction with other participating cities and public agencies to help reduce dependency on single-occupancy vehicle travel.

**Timeframe:** Ongoing  
**Responsible Party:** Planning Division; Economic Division; Building, Infrastructure and Transportation Department  
**Funding Sources:** General Fund
Program BE-26: Green Building Program. Implement a citywide green building program that requires innovative measures to create buildings that are more energy efficient, less water- and resource-intensive, and healthier for occupants through the Green Building Ordinance and other mechanisms.

*Timeframe:* Immediate  
*Responsible Party:* Planning Division; Building, Infrastructure and Transportation Department  
*Funding Sources:* General Fund

Program BE-27: New Development and Available Water Resources Tracking. Track the number of new residential units and square footage of non-residential development and limit new development to available water resources, taking into account the demands of existing and planned uses, including agricultural and industrial uses.

*Timeframe:* Immediate  
*Responsible Party:* Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department  
*Funding Sources:* Development fees


*Timeframe:* Short Range  
*Responsible Party:* Planning Division; City Manager’s Office  
*Funding Sources:* General Fund


*Timeframe:* Short Range  
*Responsible Party:* Planning Division  
*Funding Sources:* General Fund
Physical Improvements

Program BE-30: Public Amenities in Corridors. Continue to install public amenities such as streetlights, benches, trash containers, art, drinking fountains, landscaping, etc., to provide pleasant and comfortable environments for visitors and users of transit. Develop a program whereby businesses or residents may sponsor street furniture and/or a landscaped area.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department  
**Funding Sources:** General Fund, grants, developer fees

Program BE-31: Streetscape Plans and Improvements.

- **Gateways.** Plan and fund a signage program to create a visible identity for Redwood City at the U.S. 101 interchanges with Woodside Road and Whipple Avenue. Coordinate with comprehensive streetscape design to support the city’s identity.
- **El Camino Real.** Improve and strengthen the El Camino Real streetscape, consistent with the ideals of the Grand Boulevard Initiative.
- **Woodside Road.** Plan and fund a streetscape improvement program to create a strengthened pattern of street trees throughout the length of Woodside Road. Unify the landscape image with a consistent planting design concept. Widen sidewalks where possible, and add more pedestrian crossings. Simultaneously provide design variation to identify different neighborhoods and focus points along the route.
- **Middlefield Road.** Improve and strengthen the Middlefield Road streetscapes to integrate the diverse scale of the commercial and mixed-use areas. Provide consistent street tree planting, widened sidewalks, crosswalks, pedestrian amenities, and pedestrian-oriented street lighting, and other features to improve the streetscape. These improvements should be coordinated with streetscape improvements already completed in Downtown.
- **Veterans.** Improve and strengthen the Veterans Boulevard streetscape, enhancing the image of this important gateway street. Provide consistent street tree planting and
amenities, facilitating connections between Downtown and the Bay.

- **Broadway.** Develop a cohesive streetscape plan for Broadway. Provide consistent street tree planting, widened sidewalks, crosswalks, and pedestrian-oriented street lighting.
- **Neighborhoods.** Improve streetscapes in neighborhoods, as appropriate, including supporting efforts to underground utilities.

**Timeframe:** Long Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department  
**Funding Sources:** General Fund

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**Program BE-32:**  
**Active Pedestrian Environment Streetscape Improvements.** For areas designated by the General Plan to achieve an active pedestrian environment or improvement of their image and quality, prepare design plans, street tree plans, and financing plans for the comprehensive streetscape improvements.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department; Public Works Services Department  
**Funding Sources:** General Fund

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**Outreach, Education**

**Program BE-33:**  
**Public Outreach.** Provide public outreach, and encourage public involvement at the neighborhood level including residents affected by proposed projects.

**Timeframe:** Ongoing  
**Responsible Party:** All Divisions; All Departments  
**Funding Sources:** General Fund

**Program BE-34:**  
**Automobile Sales and Related Uses Consolidation.** Continue conversations with business and property owners regarding consolidation of automobile sales and related uses, to best understand needs and site opportunities.

**Timeframe:** Ongoing
**Responsible Party:** Planning Division; Economic Development Division  
**Funding Sources:** General Fund

**Program BE-35:** **Green Building Outreach.** Provide information, and raise public awareness of the benefits of sustainable design and construction, including green building best practices in existing buildings and requirements of the Green Building Ordinance.

**Timeframe:** Short Range  
**Responsible Party:** Planning Division; Building, Infrastructure and Transportation Department  
**Funding Sources:** General Fund

### Inter-Agency and Other Organizations Consultation

**Program BE-36:** **Participate with Local, Regional, State, and Federal Agencies and Other Organizations.**
- Consult with San Mateo County regarding site and building design, land use, and economic development opportunities on County-owned properties and areas within the Sphere of Influence.
- Consult with San Mateo County and C/CAG jurisdictions, and with State and federal agencies, regarding regional land use and transportation planning, including issues related to the San Carlos Airport.
- Consult with the Bay Conservation and Development Commission (BCDC) regarding new development within their jurisdiction. Promote consistency with the Bay Plan by approving conforming projects or seeking amendments to the Bay Plan.
- Consult with the Metropolitan Transportation Commission (MTC) regarding maritime issues affecting Redwood City within its regional transportation plan.

**Timeframe:** Ongoing  
**Responsible Party:** Planning Division; Housing Division, Building, Infrastructure and Transportation Department  
**Funding Sources:** General Fund

**Program BE-37:** **Annexation.** Consult with San Mateo County to outreach to unincorporated areas, including mobile home parks in San Mateo County near Menlo Park and the North Fair Oaks neighborhood, to discuss annexation desires and options to
facilitate safety and ease in permit review. Educate residents living in the Redwood City Sphere of Influence on the cost/benefits of annexation. Prepare informational handouts to give to residents in the unincorporated areas.

*Timeframes:* Short Range  
*Responsible Party:* Planning Division  
*Funding Sources:* General Fund