Chapter I - Background, Issues, and Goals

Introduction

The Marina Shores Village Precise Plan Area is located in Redwood City’s Bayfront, an area framed by waterways, wetlands, and US 101. The Bayfront is a self-contained area, largely isolated from the rest of the city, with a patchwork of industrial and commercial facilities, marinas, residential enclaves, and office parks. The Precise Plan Area is within a portion of the Bayfront that has a high potential for change. Approximately 71 acres of land located between Whipple Avenue and Maple Street are possibly for sale and/or proposed for development. This area includes the Peninsula Marina and Pete’s Harbor properties, which total 46.5 acres and are the focus of the Precise Plan, as well as Century 12 Cinemas, Allen Steel, and Docktown. The proposed Blomquist Street Extension and new Redwood Creek Bridge will link to Maple Street and Seaport Boulevard, significantly reducing the Precise Plan Area’s isolation from the rest of the city. The Inner Bayfront Context map on page 6 illustrates properties and streets in the area.

In 2003, the City prepared the Bayfront Area Visioning Study and the Bayfront Transportation Options Study to explore issues and ideas for the area’s future. Concepts of the Visioning Study include a focus on residential development in the inner Bayfront, retaining industrial/R&D along the Seaport Boulevard corridor, promoting the City’s “nice places” objectives, and maximizing public access to water edges. Transportation Study recommendations focused on transportation demand management (TDM) efforts – e.g., minimizing vehicle trips with a self-sustaining land use mix – and a phased approach to improving transit service.

The Marina Shores Village Precise Plan contains land use, design, and circulation policies for creating a distinctive, water-oriented, urban residential community. The Precise Plan is intended to supersede the area’s previous zoning requirements. Some of the Precise Plan’s...
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policies are not consistent with current City of Redwood City General Plan designations, and will require amendments to the General Plan. The Precise Plan also incorporates CEQA-related mitigation measures as appropriate. The Plan focuses on the issues listed below. These issues and related Precise Plan goals are discussed in more detail later in this chapter.

1. Location-Appropriate Development
2. Nice Places, Building Orientation, and Pedestrian Circulation
3. Waterfront Access and Open Space
4. Transportation and Circulation
5. Community/Waterfront Commercial Niche
6. Quantity and Quality of Affordable Housing
7. Architectural Character and Image

The Precise Plan has been prepared in conjunction with a specific development proposal. Substantive progress toward development consistent with the Precise Plan – i.e., submittal of a first phase development application deemed complete by the City – shall be accomplished within three years of the Precise Plan’s adoption. If substantive progress toward development is not made, the Planning Commission shall initiate consideration of a rezoning, consistent with community objectives for the Precise Plan Area at that time. The Precise Plan’s policies, guidelines, and standards are a means to achieve the vision established for the Precise Plan Area, not ends in themselves. Though they may contain quantitative requirements, the intent of a policy is generally more important than its specifics. The City will consider alternatives to the Plan’s detailed policy requirements if it can be shown that such alternatives are more effective in meeting the intent of a policy than the measures contained in the Precise Plan.

Precise Plan Background and Process

The Precise Plan is the result of a process that began in the summer of 2001, pursued in conjunction with the Bayfront Area Visioning Study and Bayfront Transportation Options Study. At that time, the property owner/developer, Glenborough Pauls, Inc., requested input from the city on an initial development concept for office space and high-rise housing, configured in a dense, “towers in a park” arrangement with 1300 housing units and 500k of office space. The concept significantly exceeded the amount of development and building heights allowed by existing zoning, and proposed land uses were not consistent with existing zoning or general plan designations. If the initial proposal or a similar one were to proceed, zoning and general plan amendments would be needed in addition to required CEQA documentation. A precise plan was determined by the city to be the best mechanism for addressing the various policy issues associated with the proposal.

The city saw merit in accommodating new housing in the area, consistent with community discussions associated with the Bayfront studies. Pending analysis of development- and density-related environmental impacts, city staff and the developer’s design team met to explore urban design and site planning issues. Eight working meetings were held to revise the initial plan to create a more pedestrian-oriented, village-scale layout of land use, buildings, and public access ways. Planning Commission and City Council progress review sessions were conducted to obtain input and direction on issues related to the site plan, proposed architectural character, waterfront access, and open space. Evaluation of building height, housing mix, density, and related issues were deferred until completion of the project EIR.

The Marina Shores Village Project EIR was certified by the Planning Commission in July, 2003, and the Precise Plan’s policies for land use, development intensity, circulation, and capital improvements reflect many of the EIR’s analyses and recommended impact mitiga-
tion measures. The Precise Plan also contains detailed development standards and design guidelines that promote the urban design vision established during the staff working meetings and public review sessions. Additionally, it incorporates site planning and architectural design recommendations of the Design Review Committee of the San Francisco Bay Conservation and Development Commission (BCDC), provided to the project applicant by BCDC staff in September, 2003.

**The Precise Plan Area**

The Precise Plan Area contains a total of 46.5 acres; 29.5 acres of land and 17 acres of water. It consists of two separate and distinct properties, the Peninsula Marina property on the south – Precise Plan Area A – and the Pete’s Harbor property on the north – Precise Plan Area B; (see the Precise Plan Areas map on page 4). The two properties are separated by a 600-foot-wide swath of land that includes the Villas at Bair Island apartments, the Bair Island Marina, and an 80-foot wide PG&E easement over U.S. Fish & Wildlife Service (USFWS)-owned property; at the time of the Precise Plan’s preparation, the developer was negotiating to acquire 1.3 acres of this property for additional recreational open space. Area A is located to the east of Bair Island Road. Area B is located to the east of Ucelli Boulevard, a privately-owned street that is an extension of Bair Island Road. Open water is a central feature of each property with waterways defining the perimeter of most of the Precise Plan Area.

Area A is approximately 33.3 acres in size and contains a former marina and office buildings. Docks, slips and pilings have been removed, leaving 14.1 acres of open water, riprap/vegetated banks, and an abandoned road and parking area around the marina’s perimeter. One 2-story and four 3-story commercial office buildings overlook the water. The buildings have a nautical, “Cape Cod”-like appearance, and are bordered on the south and east by a 750-space surface parking lot. The central portion of the property is elevated on fill approximately 8 feet above Bair Island Road. South of the parking area is vacant land, disturbed and overgrown. This area is basically flat, and lies at about the same elevation as Bair Island Road and approximately 8 feet below the adjacent elevated 101 freeway.

Area B is approximately 13.2 acres in size and contains a variety of existing uses, including “Inner Pete’s Harbor,” a 2.9-acre/116-slip marina, and, at the northerly portion of the property, “Outer Pete’s Harbor,” a 147-slip marina at the confluence of Redwood Creek and Smith Slough. Existing buildings include: a 1-story clapboard residence surrounded by a fence and metal storage structures; a 2-story wood shingled restaurant/harbor master office; wooden outbuildings including the marina restrooms and kiosk; a metal shed R.V. repair shop; and a variety of metal shipping containers and prefabricated storage sheds.

The 204-foot tall PG&E towers are the tallest structures in the area. Because they are open-frame steel structures, however, they do not block views. A parking lot for the Bair Island Wildlife Refuge occupies the western end of the USFWS land. The eastern end is an undeveloped field. Adjacent to the USFWS parcel is the Villas at Bair Island, a marina/apartment complex. The buildings are Mediterranean in style, 4 stories, with 3 stories of housing above ground level parking garages.

Currently, access to the Precise Plan Area is possible only from the Whipple Avenue interchange at Highway 101, via East Bayshore Road and Bair Island Road. Both are 3-lane streets with center left turn lanes. Sidewalks on both streets are narrow or non-existent. Bair Island Road contains bike lanes, East Bayshore Road does not. Neither street has curbside parking.

East Bayshore Road parallels Highway 101 and is separated from the freeway on the south by a chain link fence-topped concrete barrier. The north frontage properties consist of industrial and auto sales businesses and a 12-screen cinema complex. The cinema site has
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been proposed for residential development, and an EIR is being prepared that analyzes a number of development scenarios, including residential, auto/commercial, and "big box" retail. Bair Island Road is the spine of the Precise Plan Area. Its westerly frontage contains a 1-story auto repair and self-storage buildings, surface parking, and the 4-story Bayport Marina Plaza, a concrete block office building. This is the tallest occupied structure in the immediate vicinity. Marina Pointe, a compact development of 46 2-story Mediterranean style townhouses, is located just north of the Bayport Marina Plaza office building.

**Context and Surroundings**

Redwood Creek borders the Precise Plan Area on the east. Across Redwood Creek from Area A is Docktown Marina. The vessels at Docktown are a varied collection of traditional houseboats, sailboats, cruisers, floating cabins and barges. Beyond Docktown is the industrial machinery and the sand and gravel mounds of the Granite Rock company. Farther to the east and northeast, the Port of Redwood City and its related industrial facilities dominate the landscape, including large storage tanks and silos, sand and gravel piles, and loading facilities. The tallest occupied structures are the 5- and 6-story glass and steel office buildings of Pacific Shores Center at the north end of Seaport Blvd. The tallest structures are the storage silos on the RMC site at the northern tip of Seaport Boulevard next to Pacific Shores.

Area B is bounded by water on the east, west, and north. Across Redwood Creek to the east and north is Seaport Center, an office park of 2- and 3-story buildings. Mature landscaping and a jogging/bike path line the creek bank. The Bair Island Wildlife Refuge, part of the Don Edwards San Francisco Bay National Wildlife Refuge, is located across Smith slough to the north and west. PG&E transmission towers and power lines run north-south across the tip of Bair Island. Marshlands and tidal plains offer unobstructed views to the north and west. The public trails of the Bair Island Wildlife Refuge and Seaport Center have direct views of the site. The site is also directly visible from Seaport Center’s creekside office buildings, from the Villas at Bair Island apartments, and from a number of the Marina Pointe townhouses.

US 101 is adjacent to the southern tip of the Precise Plan Area. The highway is approximately 160 feet wide, and is slightly elevated above the site as it crosses Redwood Creek. Across the highway are 1- to 4-story office buildings. There are unobstructed views of Area A from both directions on US 101. There are prominent views of Area A from the Maple Street and Whipple Avenue overcrossings as well, which are important links between Downtown Redwood City and the greater Bayfront area.
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The entire Precise Plan Area is visible from the hillsides of Redwood City and adjacent communities. It is also visible from the public trails along the southern perimeter of the Redwood Shores neighborhood.

The northernmost point of the Precise Plan Area, Outer Pete’s Harbor, is approximately one mile from Broadway “as the crow flies.” However, US 101 and the pattern of development in between creates the impression that the distance is much greater. Whipple Avenue is the only road connection to the Precise Plan Area from the rest of Redwood City.

Circulation and Transportation Conditions

Access to the Precise Plan Area is limited to the Whipple Avenue / US 101 interchange and East Bayshore Road, as noted above. US 101 is almost always congested during peak periods, limiting the capacity of the interchange on-ramps. East Bayshore Road is often congested during peak cinema periods. Pedestrian and bicycle facilities are available, but are disconnected and isolated by US 101 and Redwood Creek; e.g., striped bike lanes exist on Bair Island Road but do not connect to trails or other streets with bike lanes. The walking and bicycling environment is not conducive for commuting therefore these facilities are used primarily for recreation.

The proposed Blomquist Street Extension and Redwood Creek Bridge will link areas east and west of the Creek, providing access from the Precise Plan Area to Maple Street, Seaport Boulevard, and the Woodside Road / US 101 interchange. It will also allow access to the Whipple Avenue / US 101 interchange from areas east of the Creek. The Extension will continue Blomquist Street west approximately 2,500 feet from its present terminus at Maple Street to the intersection of East Bayshore Road and Bair Island Road. The right-of-way would extend through City-owned property north of the police substation, through a portion of Docktown Marina property, and across Redwood Creek.

The Extension is proposed as a two-lane facility, and the bridge and roadway are designed for both bicycle and pedestrian access. The Extension will provide an additional emergency vehicle access point to the Precise Plan Area at Maple Street that is independent of Highway 101 interchanges. The Extension will complete a missing link in the local portion of the Bay Trail.

Located in the Downtown Transit Center near Broadway and Middlefield Road, the Redwood City Caltrain station is the closest stop to the Precise Plan Area. Caltrain operates commuter rail service from Gilroy to San Francisco with 15 to 40 minute headways. Caltrain is linked to BART via the SFO extension, and Caltrain passengers may transfer to BART at the Millbrae Station. However, SamTrans fixed-route bus service from the Precise Plan Area was terminated a number of years ago.

One privately-operated employee shuttle serves the Bayfront area east of Redwood Creek. These shuttles provide commute peak ser-
vice between the Seaport Corridor and the Redwood City Caltrain station. No shuttles serve the Precise Plan/west Bayfront area.

**Existing Plans and Regulations**

**General Plan.** City of Redwood City General Plan designations are indicated on the General Plan map. Key General Plan designations for the Precise Plan Area and surroundings are listed below:

- **Research and Development Uses** - e.g., Penobscot Drive/Seaport Center and south of Blomquist Street.

- **Unimproved Areas** - e.g., north of Redwood Creek.

- **Manufacturing Processing and Shipping** - e.g., south of Redwood Creek.

- **Government** - e.g., the Redwood City Police Station.

- **Office Park Oriented Uses** - e.g., the Peninsula Marina site, and the cinema and auto dealers on E. Bayshore. (OP)

- **Multi-Story Office and Retail Uses** - e.g., south of Highway 101.

- **Moderate and High-Rise Residential** - e.g., in Downtown Redwood City.
• Mixed Use (Commercial and Residential) - e.g., the “Villas at Bair Island” apartments, Pete’s Harbor and the Marina Pointe Townhomes. (MU)

The General Plan Land Use Element also contains policies which promote compact, transit-accessible, pedestrian-oriented, mixed-use development patterns - i.e. “smart growth” policies. These include the following:

• Residential development should be located only where services and facilities can be provided. (Policy L-1, page 6-5)

• Higher residential densities should be promoted at locations near or within commercial and financial centers, employment centers, and transportation terminals. (Policy L-3, page 6-5)

• Commercial land should be distributed in a manner that maximizes community accessibility to a variety of retail commercial outlets and services and minimizes the need for automobile travel. (Policy L-4, page 6-5)

• Development should promote the construction of lower-income housing developments located in areas that are convenient to public transportation, shopping, recreation, schools, hospitals, employment, and other community facilities. (Housing Policy 1, page 8-28)

City of Redwood City Zoning. City of Redwood City zoning designations are indicated on the Zoning Map. Zoning districts within and adjacent to the Bayfront are listed below:
• TP-Tidal Plain - e.g., all of Bair Island, Redwood Creek, Smith Slough, and adjacent tidal areas.

• GI-General Industrial - e.g., along Redwood Creek and south of Steinberger Creek.

• IP-Industrial Park - e.g., Penobscot Drive/Seaport Center and north of Veterans Boulevard; a portion of the IP area north of Veterans Avenue includes a V-Vehicular Combining District, which allows auto and truck sales and service (subject to an approved use permit).

• IR-Industrial Restricted - e.g., south of Blomquist Street and along Maple Street.

• CG - General Commercial - e.g., south of U.S. 101, west of Bair Island Road, and the Peninsula Marina property; the Pete’s Harbor property has a CG-R General Commercial-Residential Combining designation, which allows retail, office, and a variety of commercial uses, as well as residential uses up to a density of 40 units per acre.

• R-5 - Multifamily-High Density - e.g., in Downtown Redwood City.

• CG-R - General Commercial-Residential Combining - e.g., Villas at Bair Island, Pete’s Harbor, and Marina Pointe Townhomes.

San Francisco Bay Conservation and Development Commission (BCDC). BCDC has state-authorized Bay jurisdiction over San Francisco Bay and all territory located between the shoreline and a line 100 feet inland of and parallel with the shoreline. Within its area of jurisdiction, BCDC is authorized to control Bay filling, dredging, and related shoreline development.

In the project vicinity this area includes the upper limit of all tidal areas along Smith Slough to its confluence with Redwood Creek. BCDC also has jurisdiction within a 100-foot shoreline band along the local bay shore. In addition, BCDC has state-authorized “certain waterways jurisdiction” in Redwood Creek from its confluence with Smith Slough downstream.

San Carlos Airport Land Use Plan (ALUP). The San Carlos Airport is a general aviation facility located approximately 1.6 miles north of the Bayfront Precise Plan Area, near the confluence of Steinberger Slough and Smith Slough. The ALUP contains airport-related land use controls that apply to nearby areas, including noise/land use and structure height criteria. The current aircraft approach pattern for both of the airport’s two runways cross the Bayfront Precise Plan Area. Preliminary FAA review limits development heights to from 185 to 200 feet over the Peninsula Marina property, and approximately 240 feet over the Pete’s Harbor property, subject to final FAA review. New development must be evaluated on a case by case basis to ensure compliance with the air space parameters for the San Carlos Airport.

Code Section 65302.3 requires that a local general plan and/or specific plan be consistent with the applicable airport/land use compatibility criteria in the relevant adopted airport land use plan. The goals, development standards and urban design guidelines, and plan implementation provisions contained in this Precise Plan are consistent with the relevant/land use compatibility criteria contained in the 1996 San Mateo County Comprehensive Airport Land Use Plan, as amended, for San Carlos Airport.

Association of Bay Area Governments (ABAG). ABAG has proposed criteria that are common to various definitions of “smart growth.” This includes development that:

• Revitalizes central cities and older suburbs;
• Supports and enhances public transit;
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ABAG does not, however, exercise any regulatory control over the Precise Plan Area.

Precise Plan Goals and Issues

This Precise Plan provides for uses and levels of development intensity that are not allowed under the City’s current General Plan and Zoning Ordinance. The main policy reason for allowing this level of development at this location is to create a high quality, publicly-accessible urban waterfront with related open space and amenities. The standards and guidelines contained in the Precise Plan are designed to ensure the creation of this high quality waterfront environment. The Precise Plan will also provide for the creation of affordable ownership and/or rental housing. More specific Precise Plan goals and issues are discussed below.

1. Location-Appropriate Development - The Precise Plan Area contains lands that have waterfront access and views, and proximity to and visibility from US 101. It is within a region anticipating sustained growth and development over the long term. It is close to employment centers and metropolitan population concentrations. However, access to the area is limited, adjacent freeway interchanges and city streets are heavily congested, and the area is not within walking distance of downtown or the downtown transit center.

Given current economic conditions, particularly the Bay Area’s chronic housing shortage, residential development is the most marketable land use, and it is the principal land use recommended by the Precise Plan. In general, however, the residential densities permitted by the Precise Plan are more appropriate in an area with an existing transit center and supporting commercial uses and public services, such as downtown. Accommodating high densities in an area without these kinds of support services requires that they be provided along with new development, or the city at-large will experience additional costs in terms of traffic congestion and other impacts. The Precise Plan contains policies for land use, transportation, and public improvements that require that these services be provided. If they are not, the quantity of permitted development in the area should be reduced.

At the site development level, the Precise Plan locates different types of development in areas that are most appropriate, consistent with the concepts of the Bayfront Study. Office buildings,
hotels, and similar uses that place a premium on freeway visibility and access are located adjacent to US 101. Residential development is located away from US 101 and adjacent to waterfront areas to capitalize upon the value of this water as an amenity.

2. **Nice Places, Building Orientation, and Pedestrian Circulation**

Redwood City is pursuing “Nice Places” urban design policies that promote active, pedestrian-oriented streets and public spaces. This planning approach is essential for creating communities that are attractive and “livable”; e.g., not dependent on automobile use for all aspects of everyday life. Creating nice places in the Precise Plan Area is also a key element for overcoming the locational disadvantages noted above; one of the major benefits of a high density residential environment is that it can offer walkable destinations. Building orientation and design should create streets and ways that encourage residents to walk to neighborhood commercial businesses, open spaces, transit stops, and other facilities within the Precise Plan Area, rather than drive to external destinations.

The Precise Plan’s development standards and design guidelines focus on creating a high density urban village that maximizes “eyes on the street.” They contain criteria to ensure ground level activity, locating occupied building space, dwelling unit entrances, lobbies, etc., rather than parking structures, along the frontages of streets and ways. The standards require a network of streets and ways that maximize opportunities for pedestrian circulation, support pedestrian activity with on-street parking, and encourage innovative design for private streets, with pavers instead of asphalt, bumpouts for parking, street trees, at-grade sidewalks, and other design elements.

3. **Waterfront Access and Open Space** - Community access to waterfront areas in the Bayfront is limited. The Precise Plan Area currently contains no publicly accessible water edge trails or park space, and private water-oriented recreational facilities are...
limited to Pete’s Harbor Marina. The Precise Plan Area is the only location within the Bayfront in which an attractive public waterfront destination can be created in conjunction with new development. The Precise Plan requires continuous public access along the water edge in the form of an esplanade which will add value to adjacent residential development while creating an inviting space for the community-at-large. Waterfront commercial and restaurant space would be located along the esplanade, establishing a lively community destination.

The Precise Plan requires the establishment of public open space within the area as well as trail linkages to the Bair Island Wildlife Refuge and downtown Redwood City. The Plan provides for a “point park” at the northerly tip of Outer Pete’s Harbor as part of the open space requirement. Trail linkages should be created to adjacent sites and a US 101 undercrossing along Redwood Creek to downtown. The Plan recommends that open spaces and esplanades provide locations for hand boat access for canoes, kayaks, and other non-motorized water craft. It also contains policies to limit fill of existing marina water areas by allowing them to fulfill a portion of the open space requirements; these areas must be maintained and dredged as needed to preserve their functional use as marinas.

4. Transportation and Circulation - The Precise Plan Area’s location and circulation constraints are significant. As a result, the automobile is the only practical form of transportation for residents, employees, or visitors traveling to and from the Area. As noted above, unless alternatives are pursued unacceptable levels of congestion will result. Transportation Demand Management (TDM) measures and significantly improved transit service will need to be provided. TDM measures should include a land use program that maximizes the “internalization” of trips and encourages pedestrian and bicycle circulation. Other TDM “tool box” measures that should be considered include: parking supply management; resident and employee transit-use incentives including transit passes; shuttle/van pools; water taxis; and car sharing programs. Improving bicycle and pedestrian access to and from the Precise Plan Area is a key element as well.

Without improved transit service, other TDM policies related to land use and parking supply are unlikely to significantly reduce traffic and congestion in the area. Privately-funded shuttle services, combined with expanded SamTrans bus service to the area, should be the focus of transit improvement efforts. Shuttle service should be provided to local destinations outside the Precise Plan Area that would otherwise be auto-based trips. These should include downtown, the downtown transit center, and local schools. TDM and transit service improvements should be focused specifically on the need to eliminate future auto capacity-related road and intersection widenings.

Development in the Precise Plan Area should also reflect the policies and recommendations of the San Mateo County Conges-
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...tion Management Plan (2003), particularly regarding trip reduction efforts and support for alternative transit modes, such as the Bay Ferry.

5. **Community / Waterfront Commercial Niche** - Commercial businesses and services are necessary to create the urban village environment envisioned by the Precise Plan. The Plan’s land use standards contain minimum requirements for a grocery/market, day care, small restaurants, and similar uses based on the area’s projected population. These uses should be located in a pedestrian-accessible “community hub” that minimizes the leakage of locally-oriented sales, services, and related automobile traffic to other locations. The Plan also supports lodging, one or two waterfront-oriented restaurants, and a limited amount of specialty retail space oriented to visitors likely to be attracted to the waterfront environment.

An important goal of the Precise Plan, however, is creating a successful, locally-oriented commercial center that does not compete with downtown. Downtown is the heart of Redwood City, and new Precise Plan Area commercial space must be localserving, and/or be waterfront-related. Retail, restaurant, and entertainment uses are restricted in quantity and location in order to enhance the locally-oriented retail center, rather than create a waterfront commercial district that would compete with downtown businesses. Ideally, waterfront commercial in the Precise Plan Area offers Redwood City a new, pedestrian-oriented place that is an addition, rather than an alternative, to downtown. A related requirement of the Precise Plan is shuttle service to and from the downtown commercial district and transit center.

6. **Quantity and Quality of Affordable Housing** - The Bay Area’s housing shortage is acute, particularly on the Peninsula. This adds to local labor costs, with negative effects on businesses and economic development in general. Redwood City currently has a balanced jobs-to-employed residents ratio of 1.1:1.0. Given projected employment growth, ABAG recommends that Redwood City provide an additional 2,544 dwelling units over the next 6 years to maintain this balance; from 1990-2000, Redwood City gained nearly 20,000 jobs, over 2.2 times the growth of employed residents. The Precise Plan contains requirements for a variety of affordable housing unit types – i.e. apartments/flats/
for-sale units – and requires development to subsidize a minimum of 15% of the total number of units to be affordable to very-low, low, or moderate income households. Housing types that require higher incomes – i.e., tower condominiums and townhouses – are not in short supply in the Bay Area and are not a significant policy concern of the City. However, these housing types are necessary to support development of affordable housing in the quantity required by the Precise Plan, and to ensure the high quality in building construction and waterfront amenities desired. The Precise Plan requires that subsidized and market rate units be mixed within a single building, which further supports quality construction for affordable units.

Higher income housing can also offer indirect benefits in terms of a “trickle down” effect. For example, couples whose children are grown – “empty nesters” – are likely condominium buyers; the single family houses they vacate add marginally to housing supply. In addition, luxury housing units promote development of high quality open space amenities and commercial services that would be shared by residents of the affordable housing units.

7. Architectural Character and Image - New development will completely transform the physical appearance of the Precise Plan Area. The architectural character and image of this new development will have a profound effect on the quality of life for residents, and, given the area’s visibility from US 101, a major effect on the perception of Redwood City in general. Buildings should be designed to shape attractive, pedestrian-oriented streets, ways and open spaces, as noted above. Given permitted densities and building heights, it is particularly important that buildings be sensitively massed to avoid overwhelming ground level spaces and minimize shadowing. Taller buildings and towers should contain stepbacks and/or other design elements to maintain a village-scale environment. Architectural forms and detailing should make the pedestrian environment pleasant and engaging.

Build-out of the Precise Plan Area is expected to take 15 to 20 years, and architectural fashions are likely to change considerably during this time. A rigidly-defined approach to architectural style is therefore not recommended. In fact, it is preferred that different architects and/or architectural firms are used during the course of development so the completed build-out has a varied, organic character, rather than the appearance of a single large project. However, basic building forms and materials should be established, so buildings are complementary and the desired village scale environment is achieved.

Bayfront Area Visioning Study

Though not an adopted policy document, the Bayfront Area Visioning Study contains ideas and concepts for the Inner Bayfront that provide a context for the Precise Plan. This context has been taken into account in formulating the Precise Plan, and measures related to the Marina Shores Village development proposal have been incorporated in the Precise Plan’s provisions. The Study’s major concepts are summarized below; related study diagrams are provided in the following pages.
Bayfront Study Land Use Concept
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Land Use Pattern. Given the potential for change and the area’s location – i.e., waterfront access, proximity to and visibility from US 101 – opportunities for new development are plentiful. They range from commercial/retail to office/R&D to residential, with a variety of possible types of development within and/or related to these land use categories. The City evaluated a number of basic land use and development scenarios as part of its Bayfront study process. The final concept land use pattern is illustrated on the “Bayfront Study Land Use Concept” graphic.

The Land Use Concept shows an area of buffer commercial uses along US 101 between Whipple Avenue and Maple Street. Industrial/transition uses east of Maple Street complete the US 101 frontage from Maple Street to Seaport Boulevard. Residential use flanks Redwood Creek extending north and west.

A community hub is centered within the residential area, with water-edge frontage and direct access from Bair Island Road. The community hub contains a mix of local- and visitor-oriented commercial and public uses, waterfront plazas and supporting pedestrian walkways. It is the activity center for the entire Bayfront area.

Existing industrial land use would remain for the foreseeable future in the area east of Maple and north of Blomquist, site of the Granite Rock facility. The existing police station would also remain. The 4-acre, city-owned parcel to the north of the police station could be developed as a new waterfront park.

Vehicular Circulation, Transit, and Bikeways. East Bayshore Road and Blomquist Street will be linked by the proposed Redwood Creek Bridge and Blomquist Street Extension to create a continuous east-west route between Whipple Avenue and Seaport Boulevard. A new scenic entrance drive is created along Steinberger Slough levee, linking Bair Island Road directly to Whipple Avenue. Bair Island Road, incorporating the existing Ucelli Drive, is improved as a public street to provide public access to Outer Pete’s Harbor.

Curbside parking and striped bike lanes are established along all major streets as part of new development and public projects, with the exception of East Bayshore Road’s westerly/freeway frontage. Special and/or reconfigured intersections are created at the following locations:

1. Whipple Avenue/East Bayshore Road - Near term visibility, traffic calming, and pedestrian and bicycle access. Long-term complete intersection reconfiguration is created to accommodate a new scenic entrance drive.

2. East Bayshore Road/Bair Island Road/Blomquist Extension - A roundabout or other gateway configuration is created to slow traffic and provide an attractive entrance to the residential areas and the Redwood Creek Bridge.

3. Blomquist Extension/Docktown - Similar to the intersection at East Bayshore Road, a complementary roundabout or other gateway
Bayfront Study Streets & Ways Concept
configuration is created to slow traffic and provide an attractive entrance to the Redwood Creek Bridge, the waterfront park, and the easterly portion of the Bayfront Area.

4. *South Maple Street/Blomquist* - This will become a 4-way intersection, rather than the “T” intersection it is today. A roundabout or other special intersection design is recommended to create a gateway to the Bayfront.

5. *Bair Island Road/Scenic Entrance Drive* - If and when the new road is completed, this intersection will function as the entrance to the main Bayfront residential area and community hub.

Intersections 2, 3, and 4, above, should be designed to deter non-local, cut-through traffic in the East Bayshore/Blomquist corridor.

Shuttle transit service will be provided along Seaport Boulevard and Blomquist/East Bayshore. The existing railroad right-of-way along Seaport Boulevard is retained to accommodate a possible future transit line connecting to the ferry. Improved bikeways are provided at the Whipple Avenue and Woodside Road bridges, the Maple Street bridge, and beneath US 101 as part of a Redwood Creek trail connection.

**Urban Design and Public Spaces.** The area designated for residential use is a 10-15 minute walk from end to end. Housing units are oriented to create attractive, pedestrian-oriented public spaces, streets, paseos, and waterfront walkways. The “scenic entrance drive” and Bair Island Road function as boulevard streets, faced by new residential buildings and incorporating attractive walks, bike ways, lighting, and street trees.

Four peninsulas, or “fingers,” shaped by water ways extend east from Bair Island Road. Three contain water-oriented residential development and one consists of the PG&E power lines and open space in the right-of-way below. Publicly accessible water-edge walkways
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frame each peninsula. Bair Island Road functions as the visual and circulation backbone of the residential area and links the peninsulas to one another and to a community hub containing locally-oriented commercial uses. The community hub is centrally located along Bair Island Road – a 5-10 minute walk from anywhere in the residential area – and anchors the west end of the largest harbor area.

A buffer area of freeway-related and/or freeway-oriented use is located along US 101. Appropriate uses could include office, hotel, retail, light industrial, or auto sales, provided frontage properties are designed and developed in an attractive, coherent fashion.

Significant public open spaces are proposed at four locations. A “point park” and overlook are provided at the north end of the residential area at Outer Pete’s Harbor; the existing PG&E right-of-way is enhanced as recreational open space; an urban plaza is incorporated along the harbor at the community hub; and a waterfront park is created on the city owned property at the north end of Maple Street. Small- and/or hand-boat landings are also recommended at the waterfront park and the tip of each of the four peninsulas.