



We Are Redwood City: Building Our Legacy

Redwood City, a community located between the waters of San Francisco Bay and the verdant open spaces of the Santa Cruz Mountains, offers a wonderful balance of natural and urban places that attracts residents and businesses seeking good jobs, pleasant neighborhoods, a multitude of recreation and leisure-time activities, and convenient connections to San Francisco and San Jose. From the many local knowledge-based, biotechnology, and healthcare businesses to the industrial uses surrounding the Port of Redwood City, this city offers a location for businesses to thrive.

Our neighborhoods provide diverse housing choices that can accommodate people in all stages of their lives, and that allow them to be life-long residents. Our Downtown, with its beautiful historic structures and complementary new development, has emerged as a local and regional center for enterprise, entertainment, and excitement. Residents of Downtown and the surrounding historic neighborhoods love being able to work close to home. On weekends, residents throughout the community find time to bike, walk along the Bay Trail, and participate in activities at city parks and recreation centers. Redwood City has it all:

- Healthy, distinct, and beautiful neighborhoods
- Thriving and diverse commercial and industrial clusters
- Active, pedestrian-friendly Downtown
- Easy mobility within the city and great connections to regional destinations
- Superior educational opportunities serving preschool through college
- Outstanding natural environment
- Community of passionate and engaged residents

We treasure Redwood City, and this Vision statement defines the ideals that shape the decisions we make and the actions we take regarding land use, housing, community design, economic development, mobility, resource preservation and enhancement, community safety, human services, and governance.

Guiding Principles for Redwood City

As we move beyond the first decade of the 21st century, Redwood City, like the rest of the Bay Area, will continue to face pressures to change. The following Guiding Principles frame how Redwood City will respond to those pressures and continue to act as a leader in the region.

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

Redwood City recognizes its long-term obligations to future residents by protecting its environment and waterways. The City embraces sustainable, green principles and promotes and encourages developments that conserve natural resources.

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

Redwood City will not become stagnant, but will change over time to meet the trends and demands of its populace. At the same time, it is important that these changes recognize and preserve the historical context and character of our city while adapting to meet community needs.

Strengthen economic vitality to provide jobs, services, housing, revenues, and opportunities.

A healthy economy creates for a healthy community. The City will create a healthy and diverse economy that will retain and attract new industries, support the tax base, and sustain the ability to provide important services for existing and future residents, including expanded housing opportunities.

Work to develop attractive, convenient transportation alternatives to the automobile, including a unique transportation hub and ferry system.

Redwood City will provide the public with transportation system choices in and around Redwood City, and not have to just depend on the automobile. This is particularly important for our youth and elderly.

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

Pedestrian and bicycle connectivity are just as important as auto accommodation. For this reason, the established areas will be

retrofitted and new developments and public spaces will be designed with pedestrians and the public in mind.

Preserve and generate awareness of our cultural, educational, economic, and recreational diversity and historic heritage.

Redwood City will continue to foster an inclusive, multi-generational, economically and ethnically diverse city. We value and support diversity through public/private partnerships, programs, and policies.

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

Neighborhoods are an important fabric of the city and can help define social, cultural, and physical identities. Redwood City will work with neighborhood residents to create safe and healthy neighborhood villages consisting of mixed uses and strong transportation links, and centered around a focal activity area.

Continue to make community participation an important part of achieving a greater city.

Community building and public participation provide the cornerstone of a thriving city. The City will continue to work with local homeowners and neighborhood groups, boards, commissions, to address neighborhood issues and improve Redwood City.

Our Legacy

Redwood City is a passionate, engaged, forward-thinking community that embraces its historic past, values its diverse culture, and strives for economic and environmental sustainability while improving its quality of life.

Read on to learn about our commitments to preservation, transformation, and prosperity as we prepare to embark on a history-making legacy in 2010 to achieve a transformed city.