

East Palo Alto Revitalization Plan

East Palo Alto, CA



This Revitalization Plan restructures the suburban workplace for Silicon Valley. Instead of low density business “parks”, the plan provides a framework for the largely minority, low-income community to benefit from higher value workplaces. It promotes reuse of underutilized land to create clearly identifiable, economically viable Districts – each with a unique character, center, and edge. Safety and mobility are enhanced by reducing automobile dependency.

BEFORE

- Ravenswood District: 130 acre underutilized industrial land at the heart of Silicon Valley
- Weeks Neighborhood: Low and moderate income single-family neighborhood
- University Avenue Corridor: Connects Highway 101 and the Heart of the City
- Heart of the City (Four Corners/Bay Road: City’s major crossroads; site of future Civic Center.



Industrial uses currently in the Ravenswood District.

ASSIGNMENT

- Leverage the enviable location to create a job center with a mix of workplace types, live-work and residential uses.
- Encourage new residential investment with new land-use policies and a community-based site-selection process.
- Create a ‘Setting for Community’ by ensuring that new public and private investment contribute to a vibrant pedestrian realm.

OUTCOMES

Complete

- The plan was submitted to the city.
- The city is implementing it on a project by project basis.

CLIENT: City of East Palo Alto

IN COLLABORATION WITH: Mundie & Associates and MGH Consulting

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



Vision for the future Ravenswood Mixed-Use Workplace District with a central public plaza to be located at Bay Road.



Architectural guidelines illustrate proposed development on the site to ensure goals are met. Left: Live-work Lofts. Right: Residential Townhomes



“Heart of the Community”. The proposed civic center at the intersection of Bay Road and University Avenue. Capitol improvements including streetscape design will set the stage for new investment and illustrate the community’s commitment to revitalization.