

Redwood City Downtown Cinema Streetscape

Redwood City, CA



The Cinema Streetscape was a downtown revitalization catalyst project for streets around the new “On Broadway” downtown Cineplex and the historic Fox Theatre, including a special “dining street” portion of Middlefield Road between the two buildings to be called Theatre Way. That street’s granite-like unit pavers extend partially over an underground public parking garage and includes a dining terrace adjoining restaurants within the cinema complex, color-changing LED-illuminated light columns, and angled parking spaces amidst tall date palm trees which can be converted to dining areas.



View of elevated dining terrace adjoining the cinema’s ground-floor restaurants. Custom LED-illuminated lighting columns and linear planters separate the terrace from a one-way lane of traffic and angled parking amid date palm trees.

BEFORE

- The one-block stretch of Middlefield Road between the Historic Fox Theatre and the new “On Broadway” multiplex cinema complex was an ordinary downtown side street.



View of Middlefield Road before redesign.

ASSIGNMENT

- Create a specialized and memorable streetscape to support ground floor dining and entertainment uses in the heart of the entertainment core of downtown Redwood City; accommodate parking, outdoor dining, and special events in a flexible manner.
- Address the technical challenge of the Cineplex’ underground parking garage extending halfway underneath the street right-of-way.

OUTCOMES

- Design began in 2003; Construction was completed in 2006.
- Recognized with a 2007 Congress for the New Urbanism Charter Award, under the category, Block, Street, and Building Scale and a 2008 California Redevelopment Association Award of Excellence for Public Space & Linkages.

CLIENT: City of Redwood City

IN COLLABORATION WITH: Mark Thomas & Co. Inc., Rempel Architects, SFE Landscape Architects, Architectural Lighting Design

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



Left: A close-up view of metalwork at the custom-designed lighting columns. Right: An outdoor cafe occupies a portion of the flexible parking/dining area between palm trees alongside the Fox Theatre at right and “On Broadway’s” dining terrace at left.



Night-time view of “Theatre Way” with colored LED lighting visible within the light columns. Uplit palm trees line the Fox Theatre on the opposite side of the street between parking stalls, which can also be transformed into outdoor dining areas. The historic Courthouse dome presides over nearby Courthouse Square, the latter also designed by FTS.