

Downtown Revitalization Strategy & Specific Plan

Redwood City, CA



The Redwood City Downtown Revitalization Strategy & Specific Plan will guide growth and change in this rapidly growing 190-acre city center at the heart of Silicon Valley. New retail and entertainment destinations, art and cultural opportunities and new housing will combine with improved transit infrastructure, enhanced streets and public spaces to create an exciting centerpiece for the city and region.

BEFORE

- Historic city center with magnificent public and historic building stock.
- Underperforming retail; almost no housing in the district, little to no pedestrian activity.
- Existing train and bus stations in close proximity feel cut off from the Downtown.
- Downtown district built before the age of the shopping mall and strip center, significantly oversized for the contemporary retail landscape.



A pattern of haphazard disconnected development that contributed to the district's decline.

ASSIGNMENT

- Bring activity and sales back to the flagging Downtown Core.
- Integrate planning for downtown with planned enhancements to regional commuter rail.
- Develop solutions to the problem of frequent high speed trains moving through the district at grade.
- Prepare development standards and design guidelines to insure that new development fits in sensitively with the best existing development.
- Add to the number and types of public spaces on offer in the Downtown.

OUTCOMES

- Plan adopted in May 2007.
- Recognized with a 2007 Grand Boulevard Award from the Grand Boulevard Initiative and 2008 Northern Section, California Chapter of the American Planning Association Award for Comprehensive Planning, Small Jurisdiction.

CLIENT: City of Redwood City

IN COLLABORATION WITH: Korve Engineering and The Concord Group

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



Depot Circle will be Downtown's transit hub, containing its train station, new retail and transit-oriented design.



The above aerials depict the projected Downtown infill evolution over the short term, mid term, and long term.



New public and private investment orchestrated by the Plan is creating a dramatic renaissance in Downtown Redwood City.