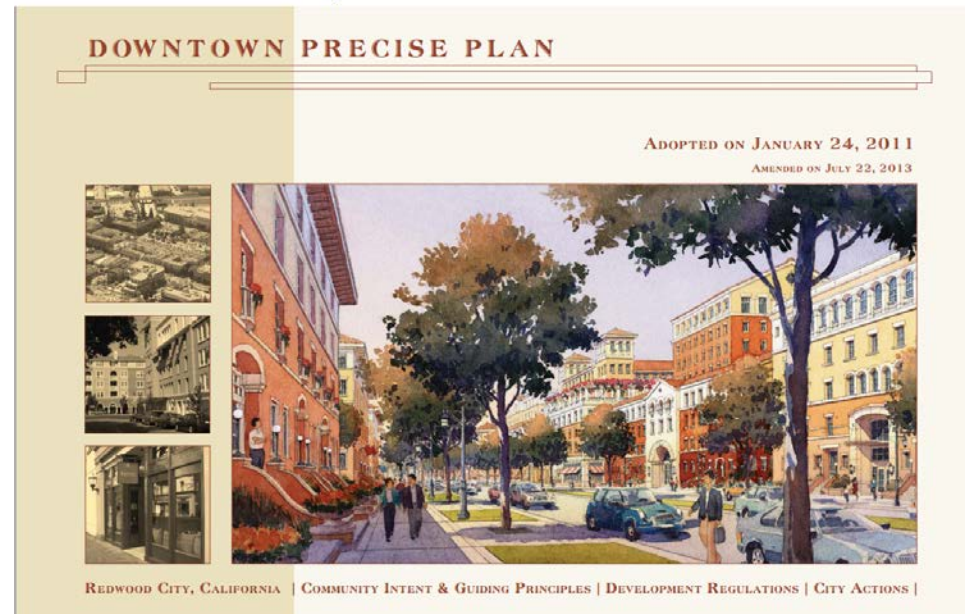
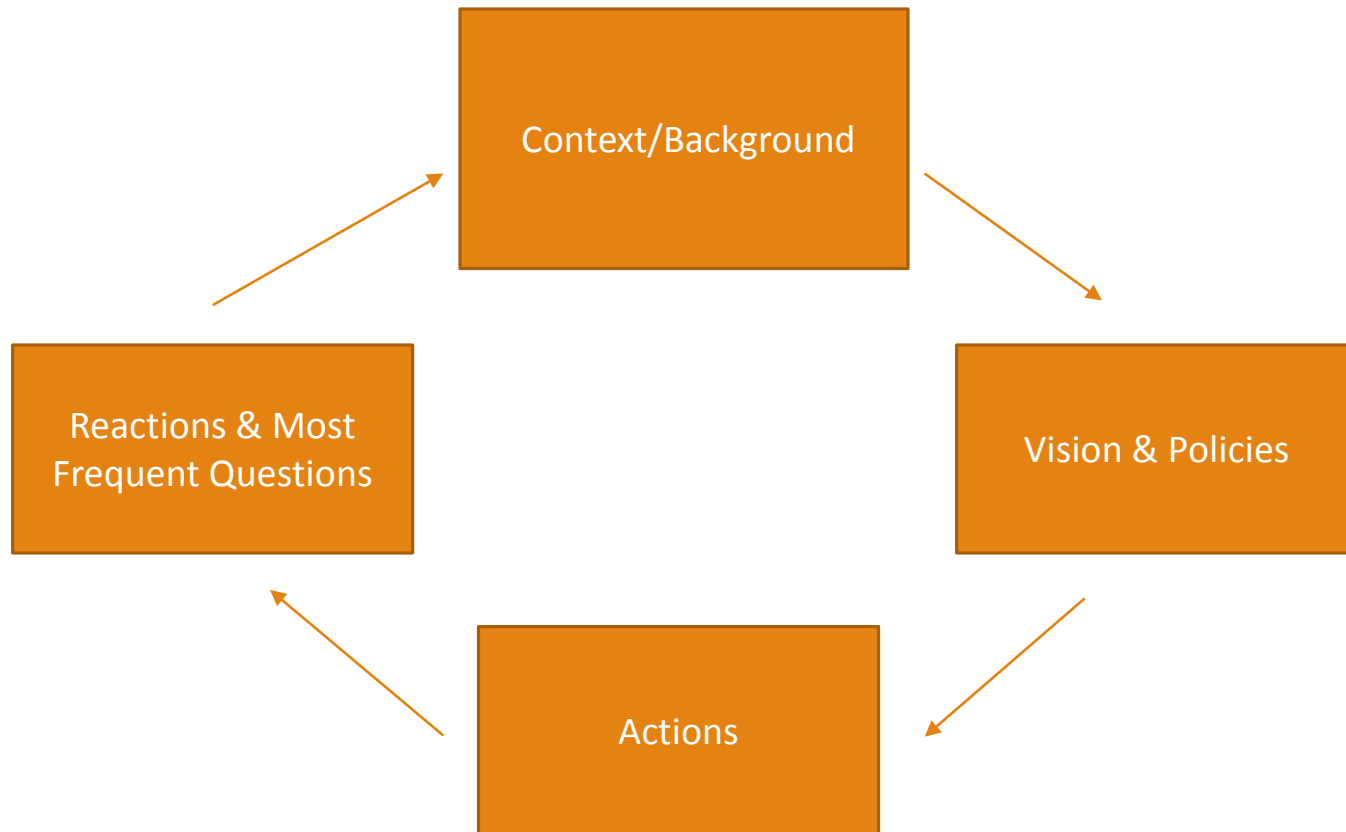


# Redwood City: The Downtown Precise Plan



# Overview of Presentation



Community input started  
in the late 1990s. Plan  
was adopted in 2011.

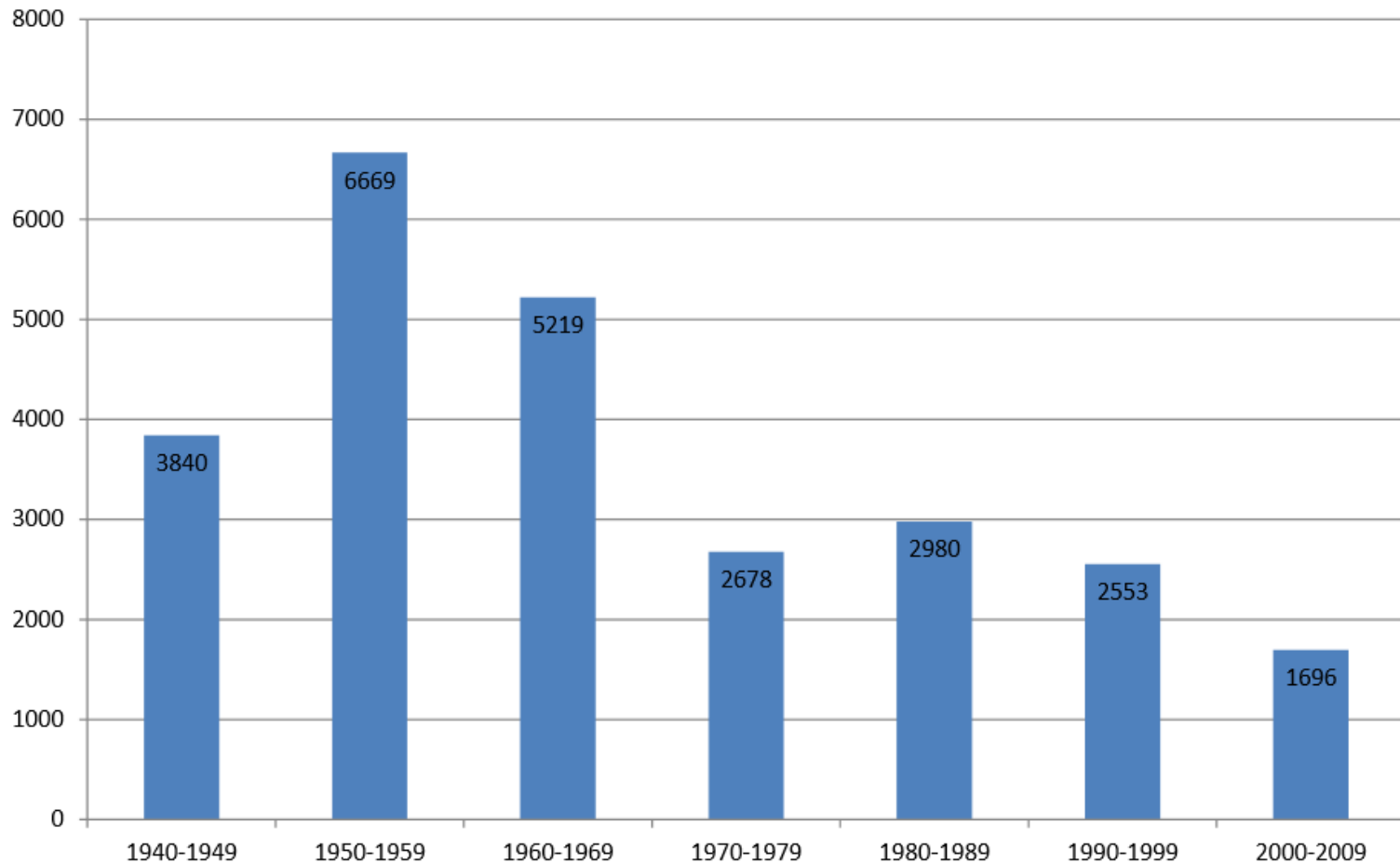
Little economic activity  
in Downtown for  
decades

Lagging housing  
production throughout  
the Bay Area

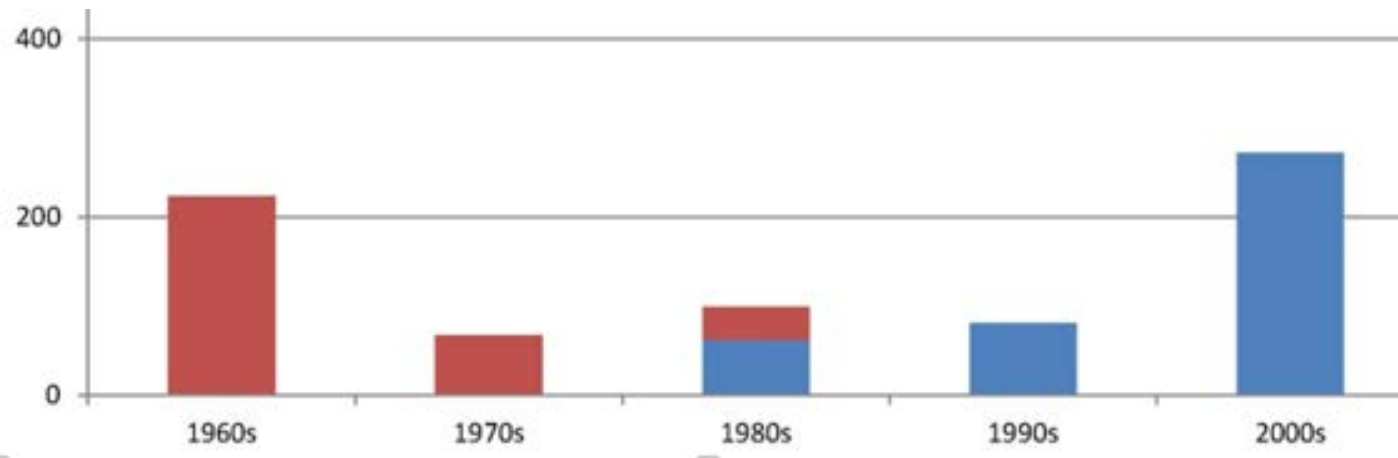
RHNA & SB375 began  
shape regional housing  
policy

# Citywide Housing Production

## New Dwelling Units Per Decade



# Historical Downtown Housing Numbers



How did it all come  
together?

### **Public Investment**

Show that the City is committed to an area

### **Adopt a “Precise” Plan**

Create certainty for community and developers

### **Be Committed**

A plan is what you’re planning to do

### **Listen**

OK to tweak plan based on market conditions, legal changes and community concern











# DOWNTOWN PRECISE PLAN

ADOPTED ON JANUARY 24, 2011

AMENDED ON JULY 22, 2013



REDWOOD CITY, CALIFORNIA | COMMUNITY INTENT & GUIDING PRINCIPLES | DEVELOPMENT REGULATIONS | CITY ACTIONS |

### **Programmatic EIR**

But studied down to the project level. Future developments covered by EIR

### **Residential Cap**

Allows 2,500 residential units to be constructed

### **Commercial Cap**

Up to 500,000 sq. ft. of new office space

### **Retail & Hotel Cap**

Up to 100,000 sq. ft. of new retail space  
200 Hotel Rooms

# Key Standard: Building Height



## 2.7. BUILDING HEIGHT AND DISPOSITION REGULATIONS

This section contains several regulations of the heights of buildings. The DTPP regulates height to ensure that adequate density and intensity can be achieved in order to support the urban vitality desired for Downtown, while also ensuring compatibility with historic resources and adjacent low-rise residential neighborhoods and minimizing shadow impacts. This Section will also ensure that buildings allow for adequate courtyards and other spaces to enhance livability by providing access to natural light and air.

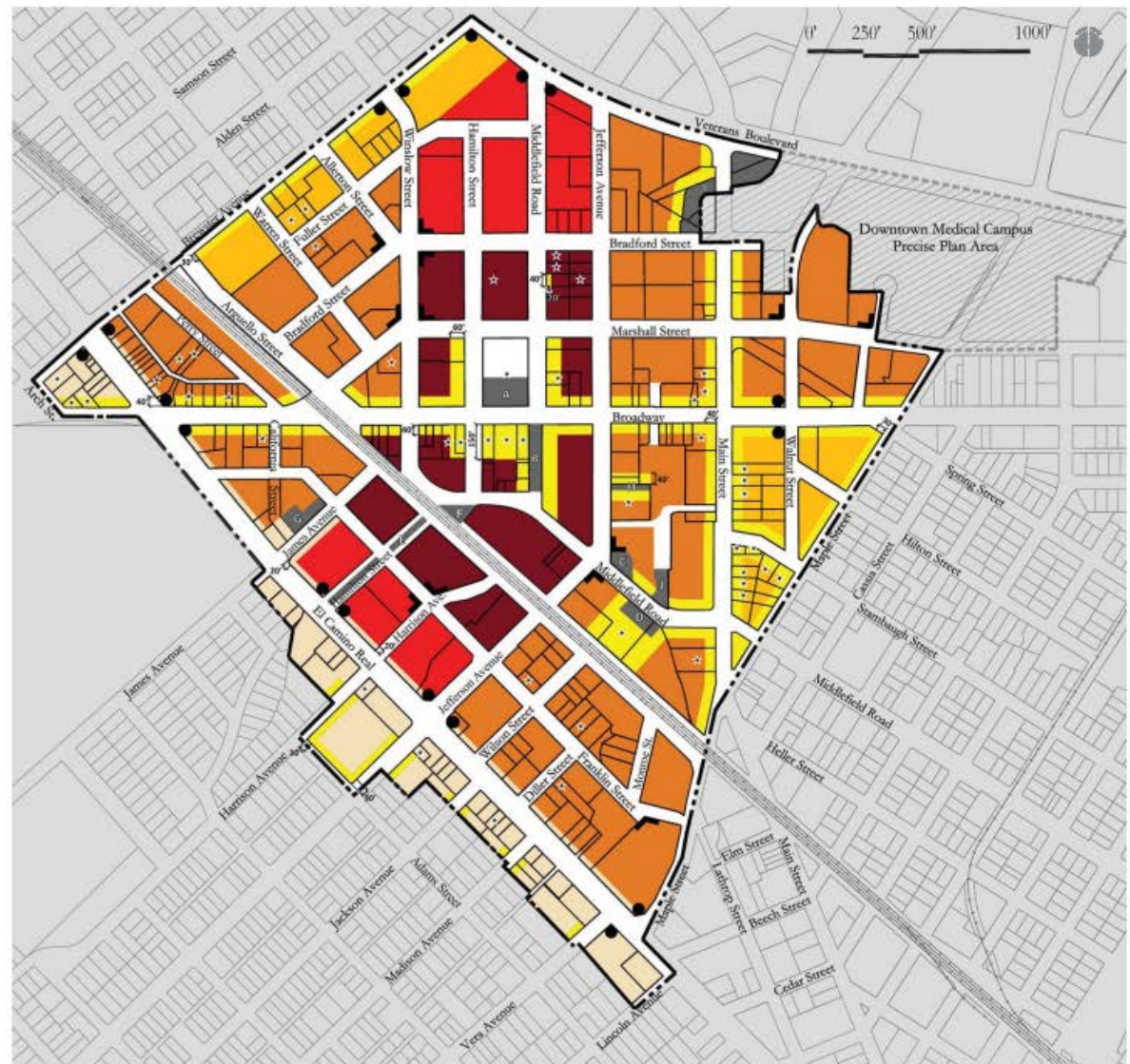
### MAP LEGEND

- 12 Story Zone
- 10 Story Zone
- 8 Story Zone
- 5 Story Zone
- 4 Story Zone
- 3 Story Zone
- Shadow Sensitive Public Open Space (See Sec. 2.7.5)
- Maximum Corner Height Required (See Sec. 2.7.3)
- Special Corner Treatment Required (See Sec. 2.7.2)
- Historic Resources (See Sec. 2.1.3)

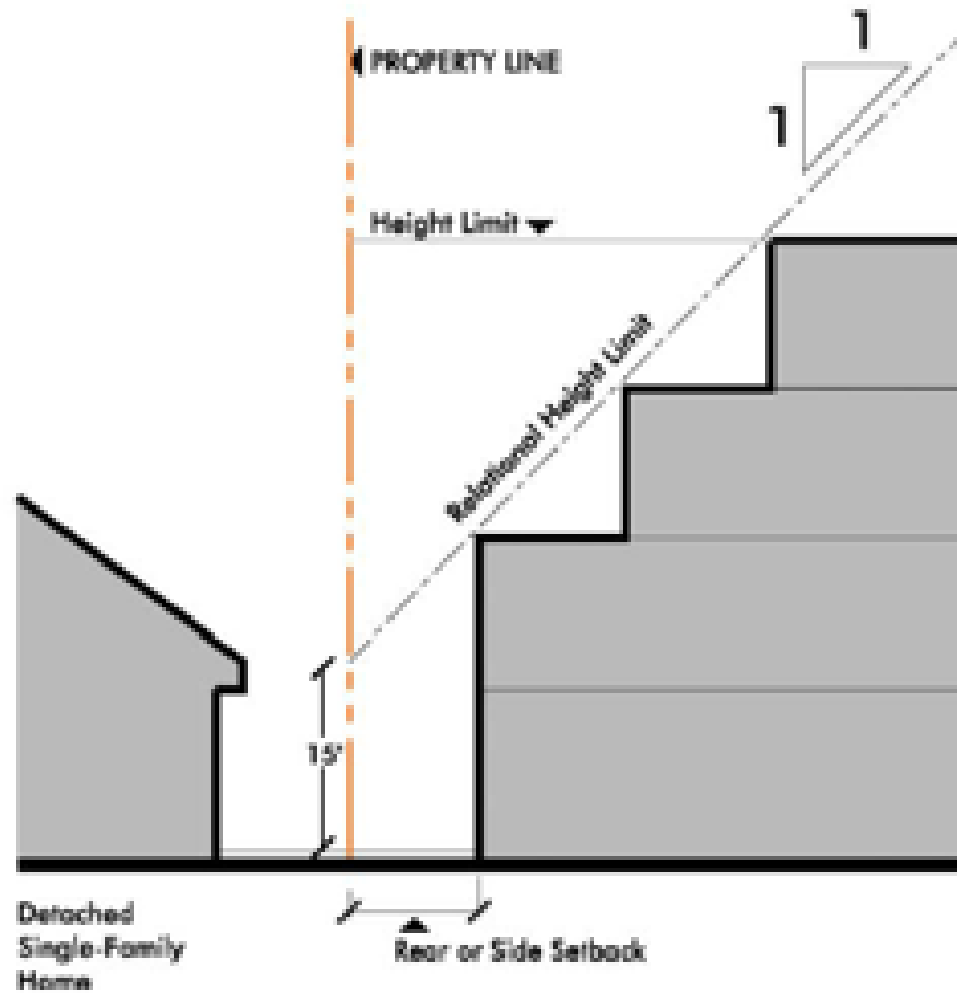
### SHADOW-SENSITIVE PUBLIC OPEN SPACES\*

- |                      |                      |
|----------------------|----------------------|
| A. Courthouse Square | F. Depot Plaza       |
| B. Theatre Way       | G. Little River Park |
| C. City Hall Park    | H. Post Office Paseo |
| D. Library Plaza     | I. Redwood Creek     |
| E. Hamilton Green    | J. City Center Plaza |

\* Please note that not all Public Open Spaces are shown on this map. The only Public Open Spaces shown here are those which are considered shadow-sensitive. For a full discussion of Downtown public open spaces, see sections 2.5, 3.2.1, and Appendix 2.



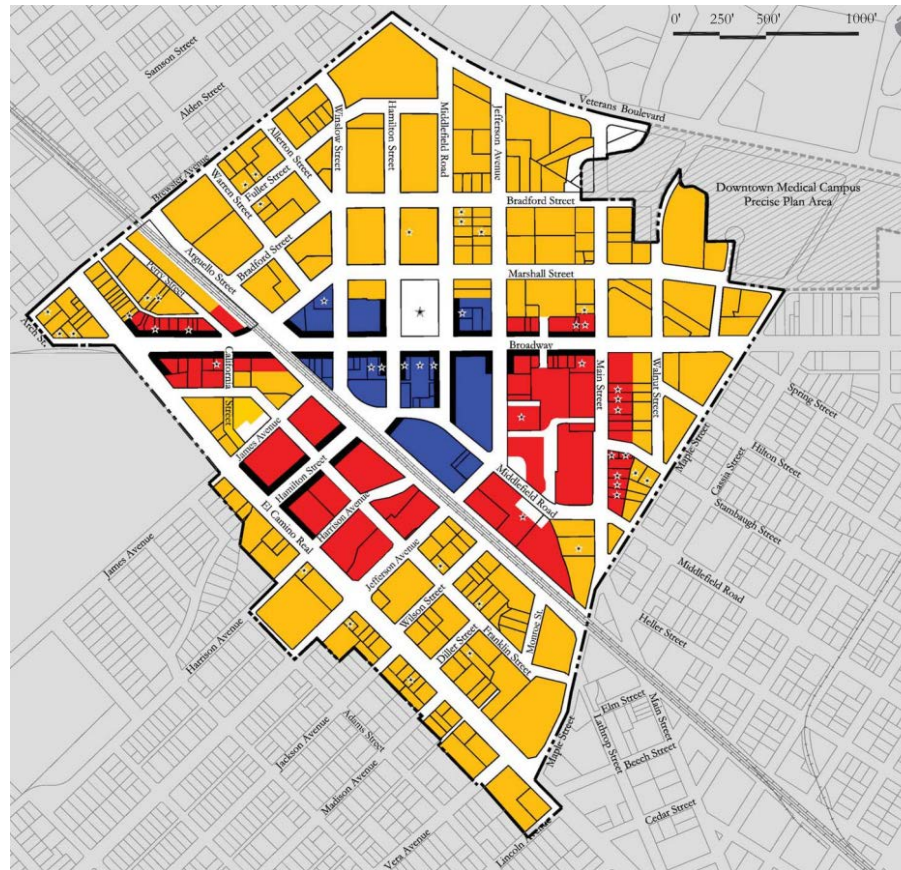
HEIGHT REGULATIONS MAP






## RELATION TO SINGLE FAMILY HOMES

# Key Standard: Use Regulations





		Residential	Office	Hotel	Minor Retail	Major Retail	Entertainment
	<b>Entertainment District</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<b>Downtown Core</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>Downtown General</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

# Key Standard: Parking Regulations

### **Residential**

1 space per 1 BR  
1.5 spaces per 2 BR

### **Commercial**

1 space for 300 sf  
Min. 70% onsite

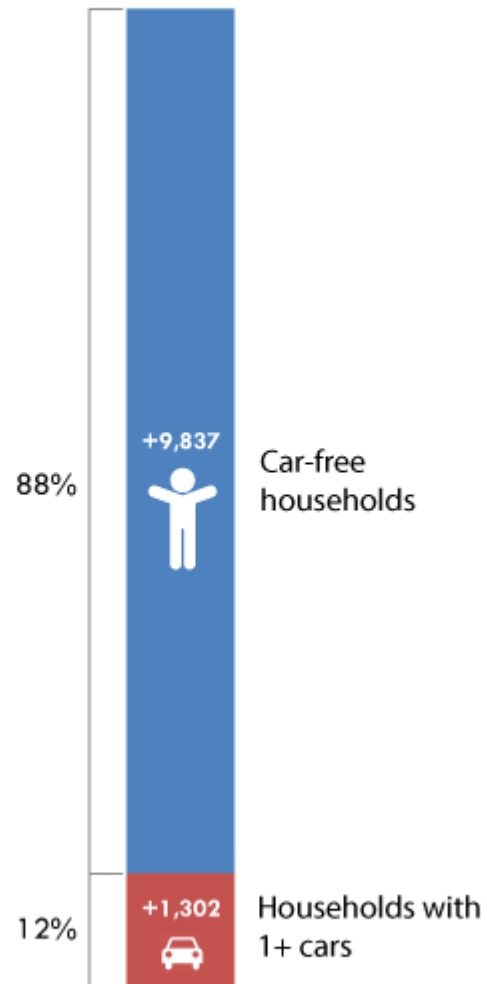
### **Shared Parking**

Public able to use  
commercial parking on  
nights/weekends

### **Drive Alone-Rates**

Many tech companies  
at 40% drive-alone rate

### Net increase in housing units in San Francisco since 2000



Current day data is based on the average of data collected in 2008-2012 by the US Census Bureau ACS, using a 5-year average. This is the most recent set of reliable data available from the US Census. 2000 data is from the 2000 US Census.

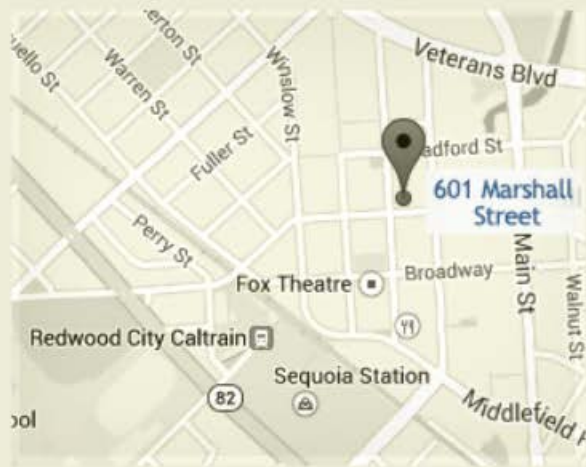
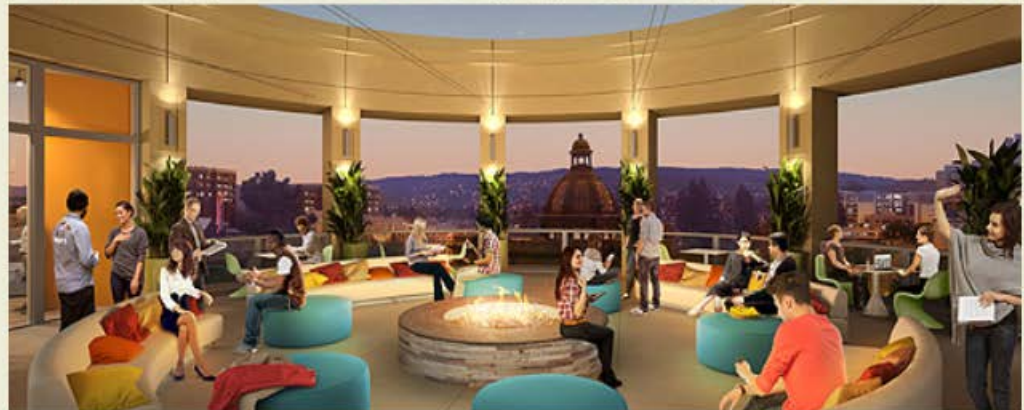
Image: Michael Rhodes

# 601 Marshall Street

Redwood City, CA

- Fully-entitled ±133,000 SF Class A+ office development
- Fourth floor indoor/ outdoor terrace and top floor terrace with expansive views of the coastal mountains
- The Peninsula's highest concentration of walk-to amenities
- 2 blocks from the Redwood City Caltrain Station; “baby bullet” stop only 33 mins from San Francisco
- 127,000 on-site parking ratio
- Pre-certified LEED Platinum

[< Back to Portfolio](#)



CLICK TO SEE GOOGLE MAP



# Raintree Partners

201 Marshall Street

116 units

Zoning: Downtown Precise Plan

Status: Fully Leased

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# Indigo

469 units

Zoning: Downtown Precise Plan

Status: Under Construction

Expected Completion: Mid 2016

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601 Main Street

196 units

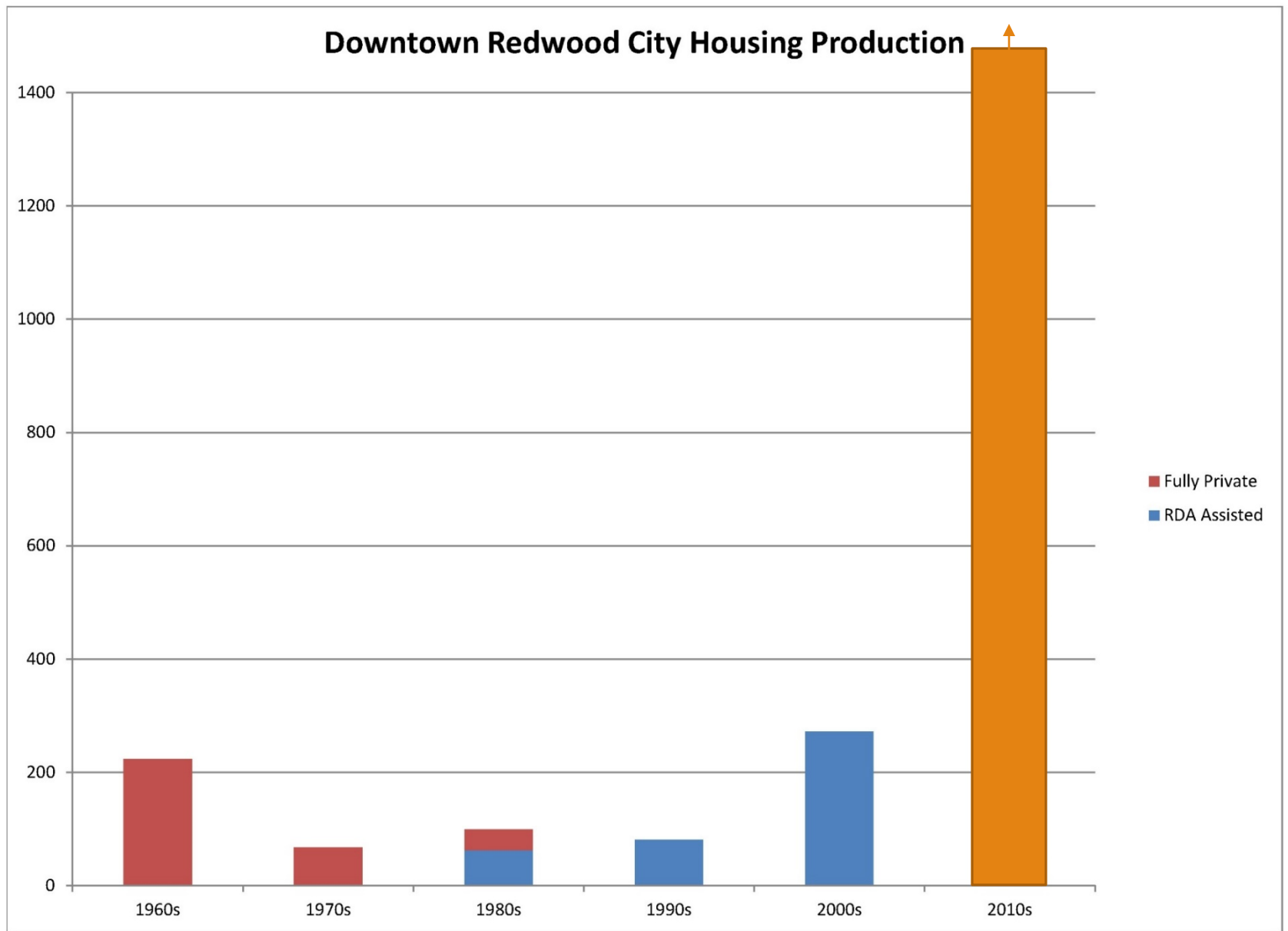
Zoning: Downtown Precise Plan

Status: Under Construction

Expected Completion: Mid 2016







But what about  
affordable housing?

## **What changed? (2011-2015)**

State assisted affordable housing era became the local “Self-Help” era

### **Redevelopment**

Would have required  
15% affordability and  
20% tax increment

### **Palmer Case**

Would have allowed  
for inclusionary  
housing policy

## **Recent a DTPP adjustments to support affordable housing**

### **PartnershipRWC**

Projected to result  
in \$5-\$7 Million in  
Housing Impact  
Fees

### **Affordable Projects**

Up to 157  
affordable units  
under consideration

### **Cap Carve-Out**

Minimum 375 units  
constructed under  
plan will be  
affordable

What about other  
community benefits?

**Land values would have not supported extensive community benefits at time of adoption.**

**Public Parking**

Results in increase in both evening and day time parking at no cost to City

**Parks Fees**

City has collected about \$20 million in parks fees

**PartnershipRWC**

Adopted extensive community benefits framework in 2015

How do you stay  
committed during  
times of change?

### **POLICY**

Hard to get 100% consensus on any land-use policy. Make minor adjustments based on feedback.

### **PROCESS**

Make it a continuous, two-way conversation. Over communicate.

### **DATA**

Continue to update data, and make it public. Tweak plan based on info.

### **PEOPLE**

Make sure staff is open to all opinions and treats everyone with respect.



# Questions?

Contact: [aaknin@redwoodcity.org](mailto:aaknin@redwoodcity.org)